

PLAYFUL PREP

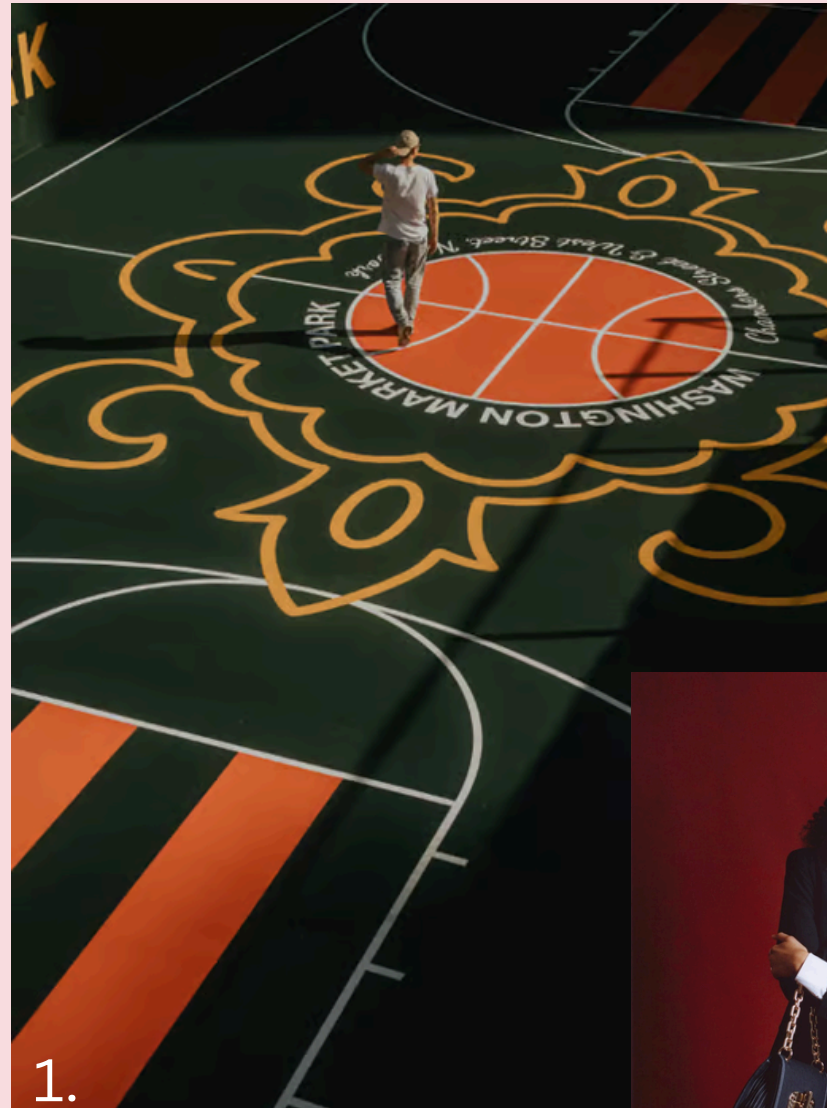
S/S 25

As we explore local talents and micro-communities, we're giving traditional themes like "preppy" a modern twist with fresh colors and shapes, creating a universal sense of fun.

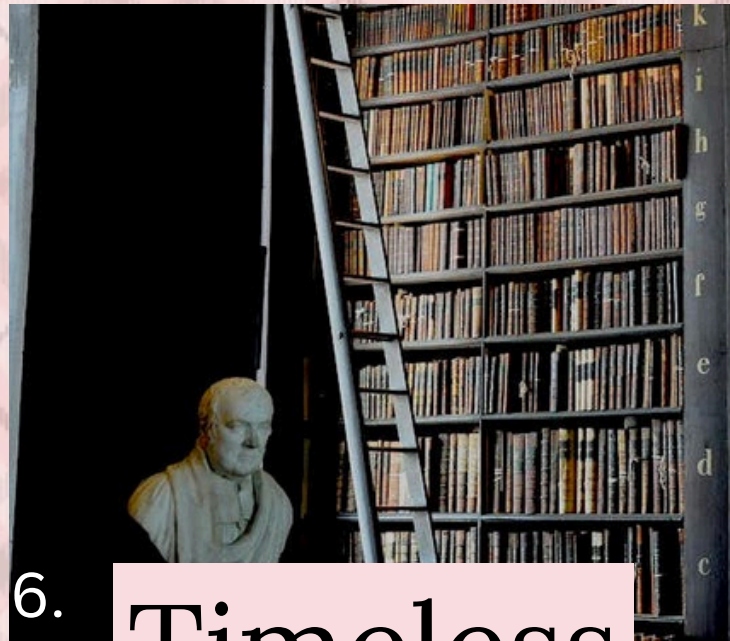
Elevate the new prep theme with bold, eye-catching colors and layering for striking looks.

Collegiate influences remain appealing, embodying youthfulness and versatility while breaking down social barriers and fostering creative collaborations.

It's all about vibrant colors, bold patterns, and a fusion of Ivy League and streetwear styles.



SCHOOL IS COOL



6. Timeless



7.



8. Nostalgic



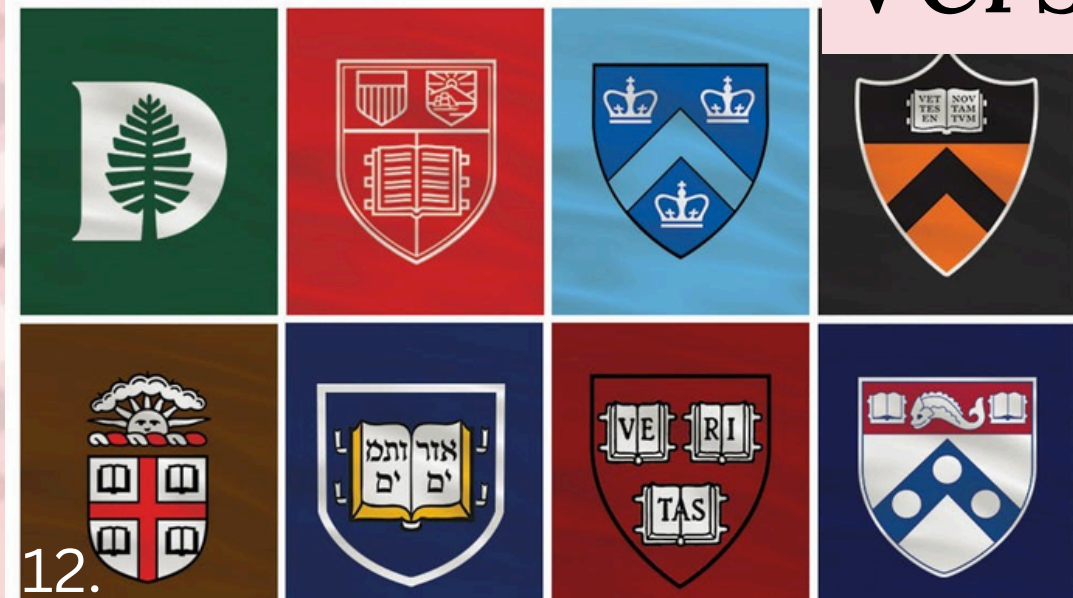
9.



10. Heritage



11.



12.



13. Versatile



15.



16.



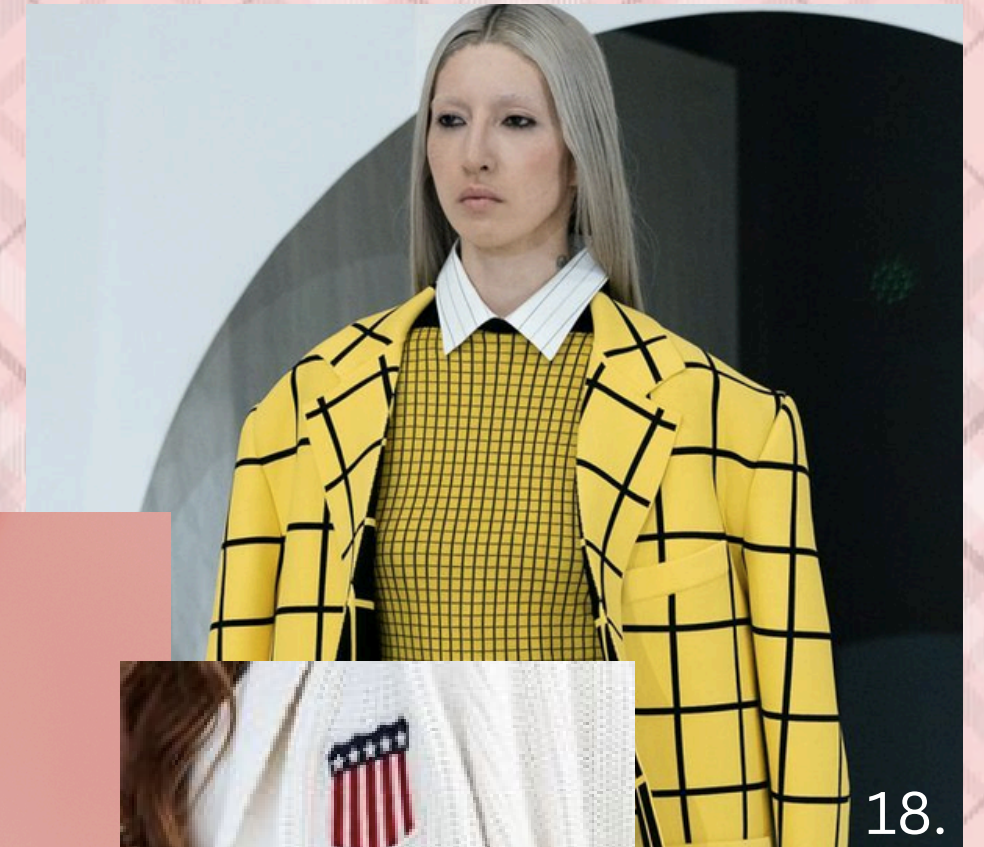
14.

PREP AHEAD

Elevated prep is a versatile and timeless fashion approach that transcends seasonal boundaries. It will embrace a contemporary aesthetic with fresh cuts and proportions, allowing one to mix and match sartorial patterns and infuse bursts of vibrant colors into their wardrobe.

It will give a new lease of life to classic stripe and checkerboard prints by infusing them with bold, hyper-preppy shades.

It will be essential to prioritize responsible sourcing of materials. Sustainability will be a key element by optimizing fabric utilization.



PREPPY PIGMENTS

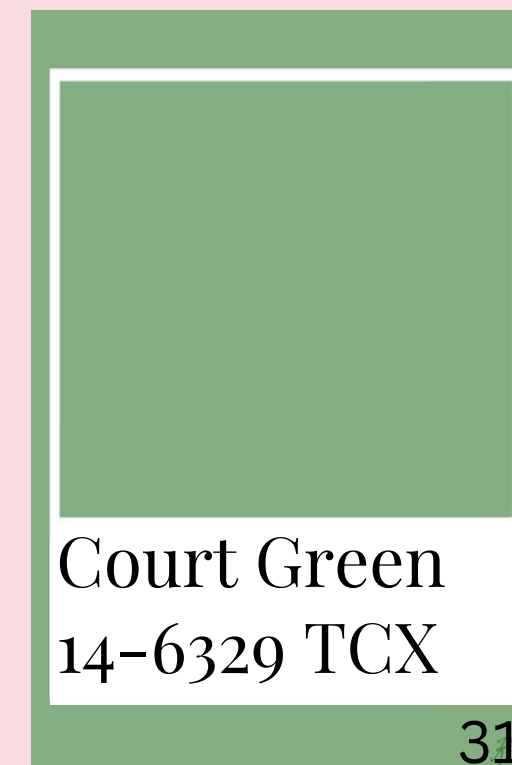
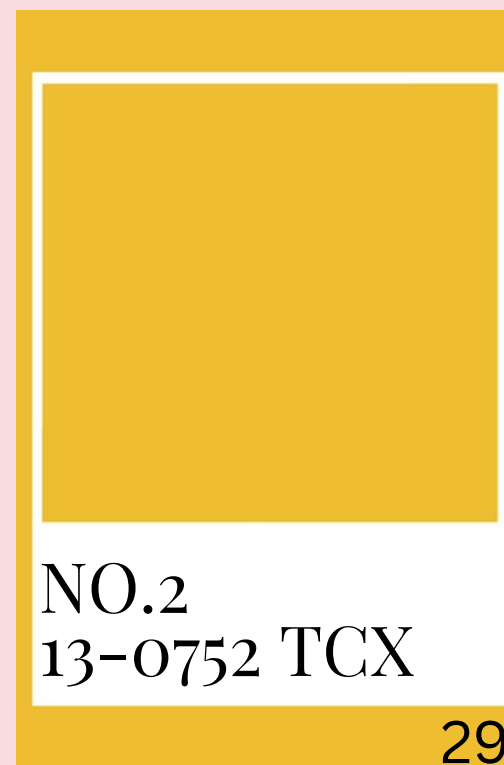
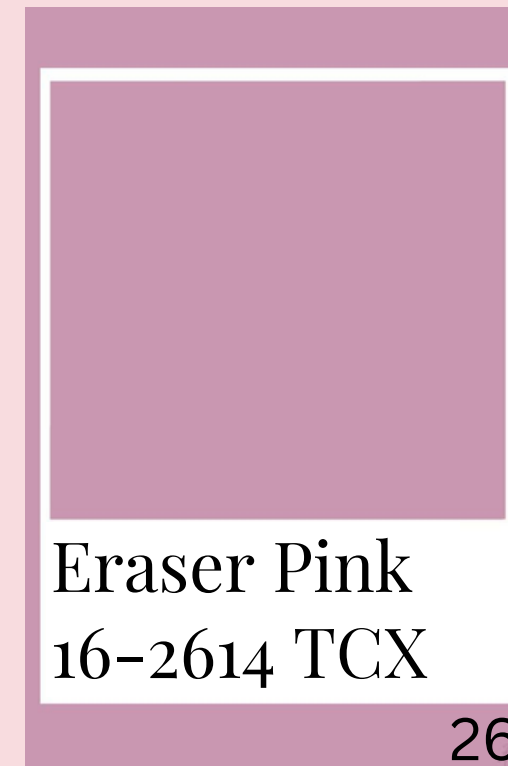
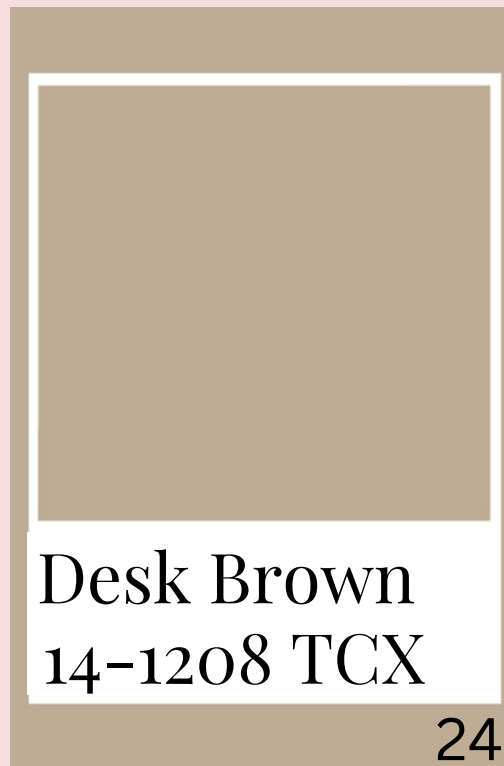
Key colours encapsulate new, energetic brights that create a visual impact and a crafted feel.

Neutral shades have a long-term appeal, so can be used alongside accent blocks of confident brights for versatility and longevity. Complimentary shades bring strong contrast and liveliness.

The palette uplifts and rejuvenates classic color codes with hyper-prep brights. The key feeling, “fresh but familiar” remains throughout.



PREPPY PALETTE



PLAYFUL LIFESTYLE



STAYING PREPPY



The key fabrics convey the ‘hyper-prep’ look while keeping the traditional and nostalgic feelings in mind. Hyper-prep will give collegiate checks a more individualistic, arthouse appeal.

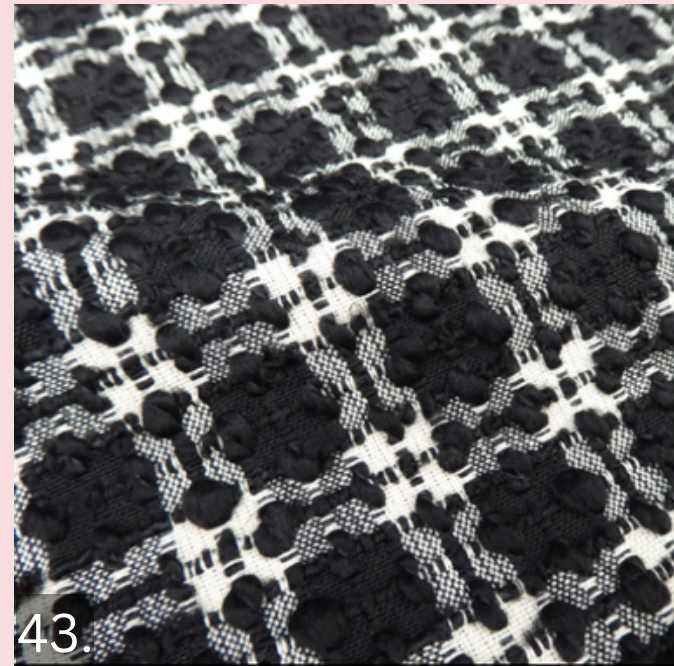
Efficient use of classic twill weave and knit constructions will blend bold saturated colours with grounding neutrals and darks.

Amp-up colour and scale in flannelled gingham check and plaid shirting. Create blocky overcheck coatings in boiled wool, kemp tweeds, flannels and double cloths.



PREPPY TEXTILES

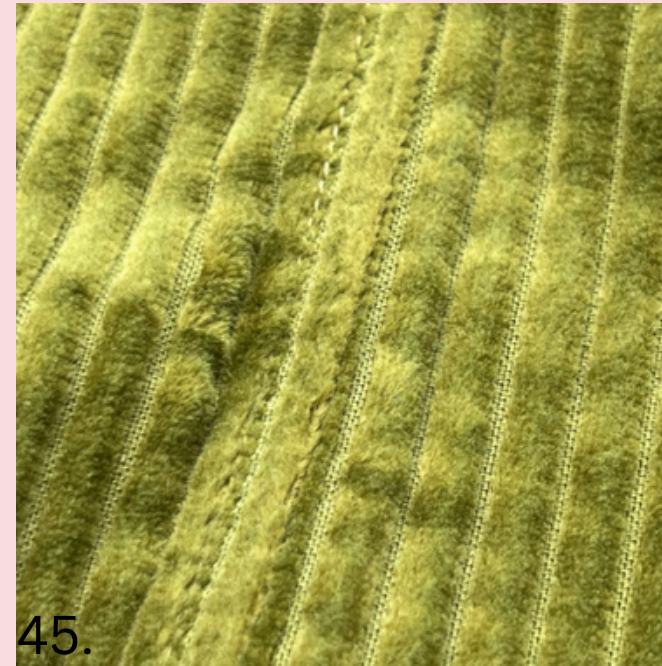
Wovens



Textured Tweed



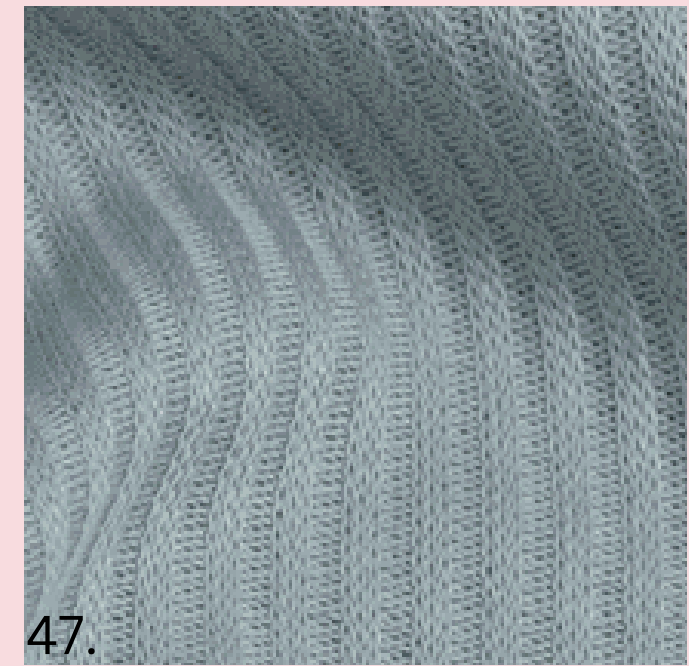
Denim



High Pile Knit



Sports Mesh



Rib Knit

Trims



3-D Applique



Dyed to Match



Saturated Twill Plaid



Intarsia Knit



Graphic Checks

ADDING PLAY INTO YOUR DAY



64...



53.



54.



55.



57.



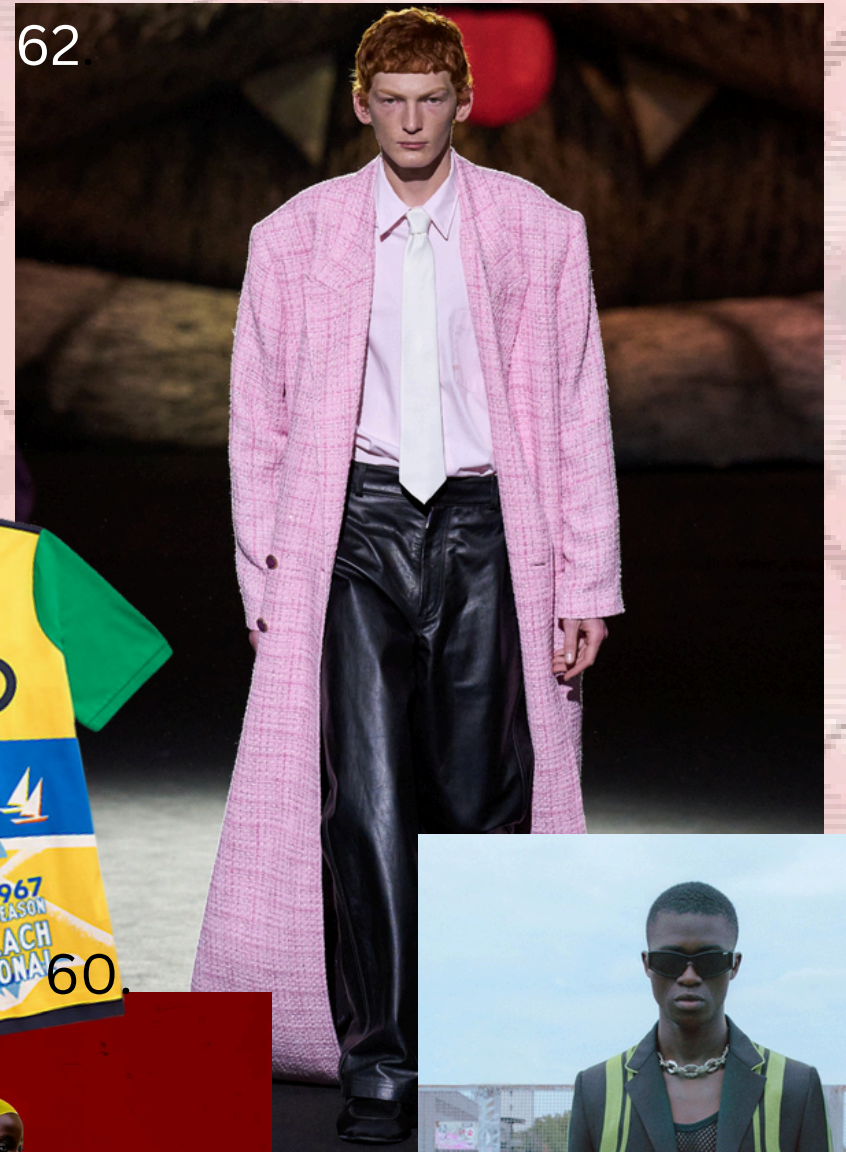
56.



59.



62



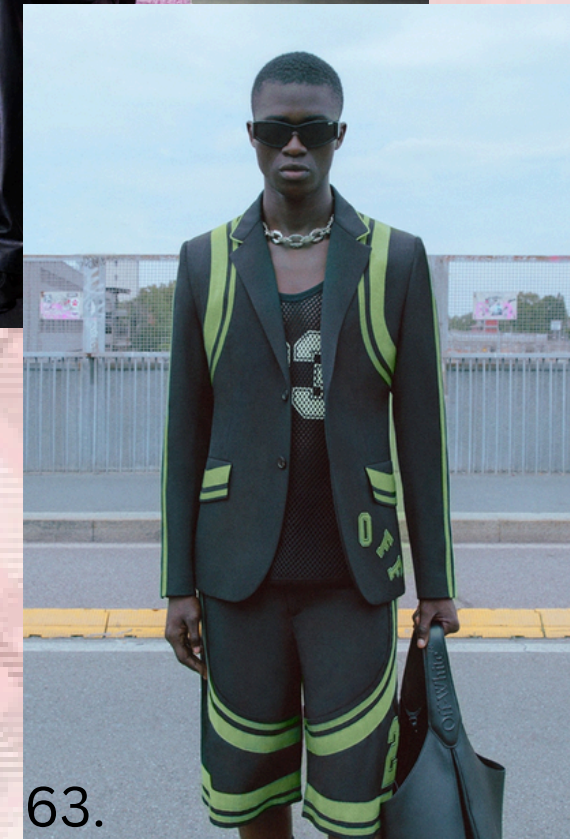
60.



58.



61.

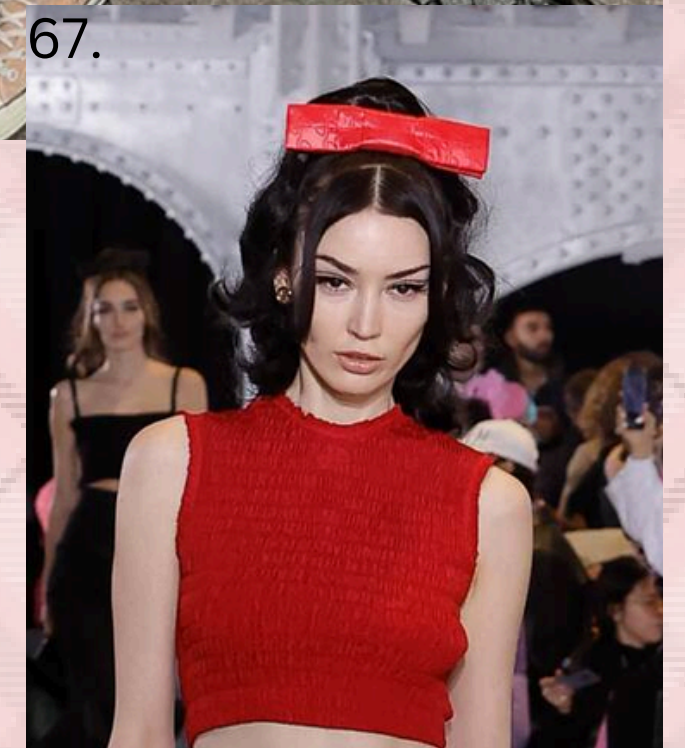
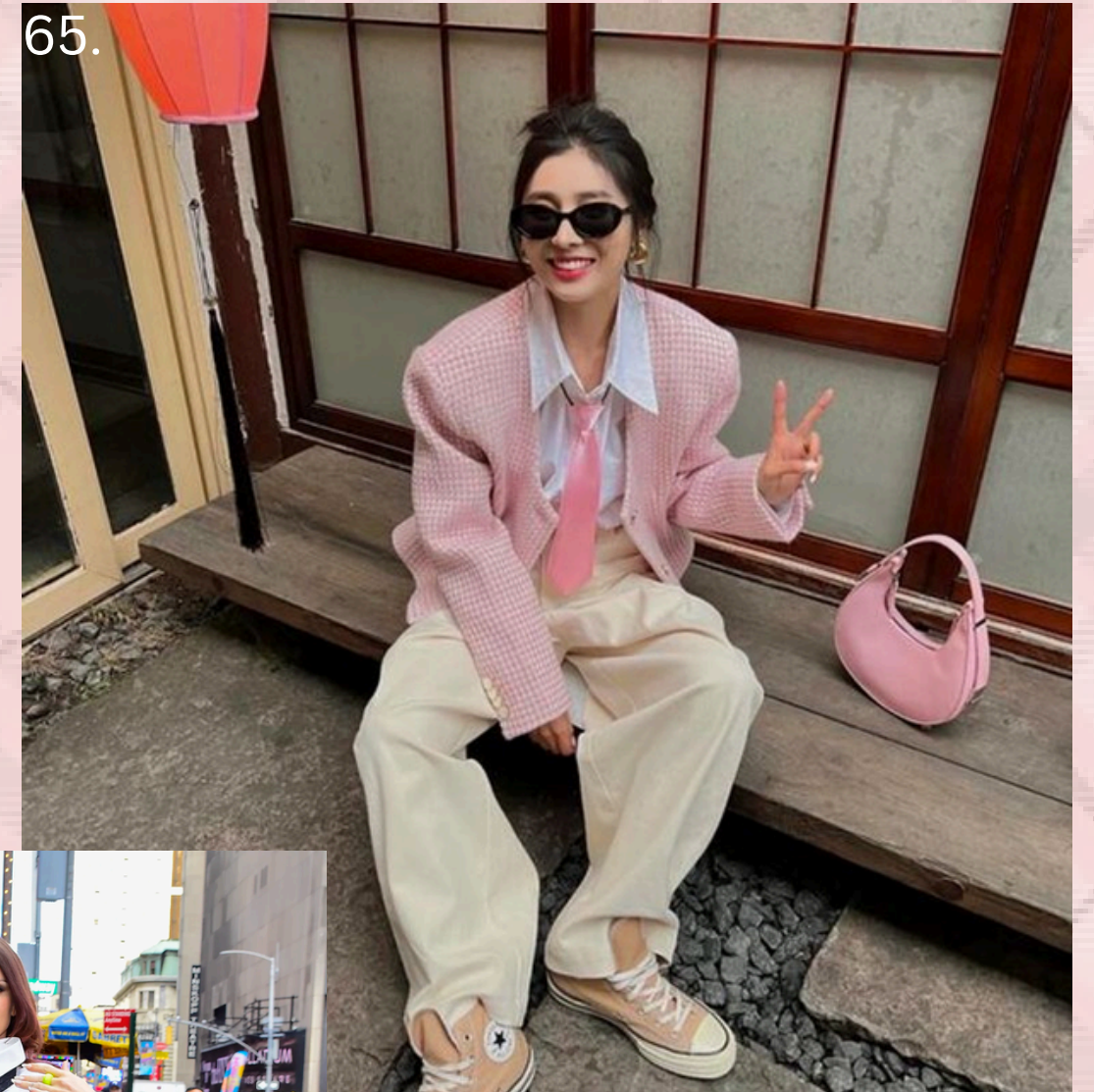


63.

LOOKING PREPPY

Hyper-Prep provides familiarity and styling versatility that extends across seasons. Refresh the look with contemporary cuts and proportions, mix-and-match sartorial print splices and pops of vibrant colour.

Build on the work-leisure and city dressing appeal of classic styles by updating them with a fuller cut. A more relaxed fit allows for a greater degree of size and body inclusivity. Design for longevity, repair and resale.



PREP YOUR LOOK

Cardigan Jacket



68.



70.



73.



74.



75.



76.

Slouchy V-Neck Sweater



69.



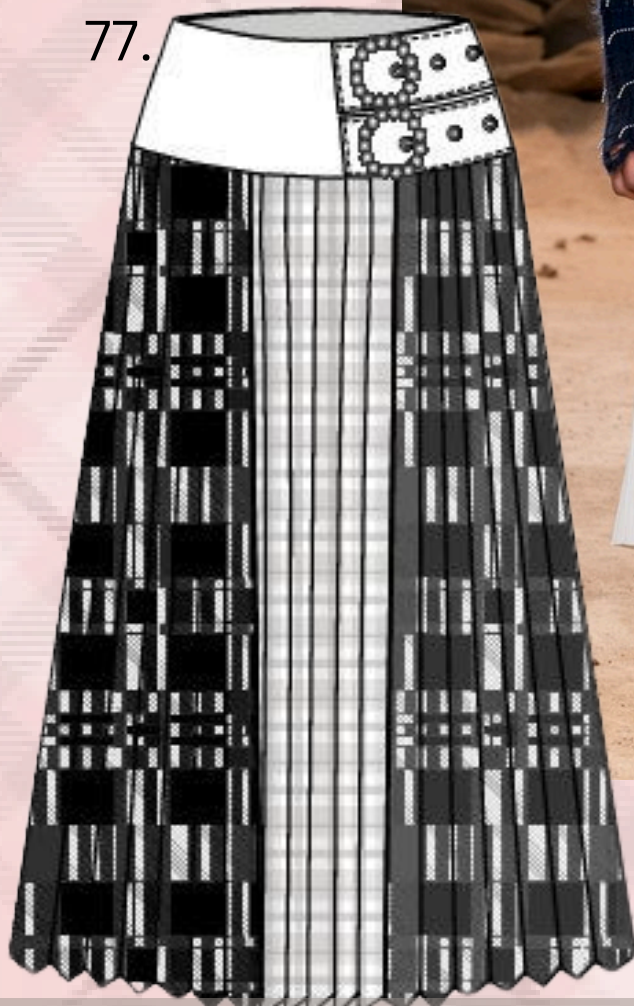
72.

PREP YOUR LOOK

78.



77.



Punk Pleated Skirt

79.



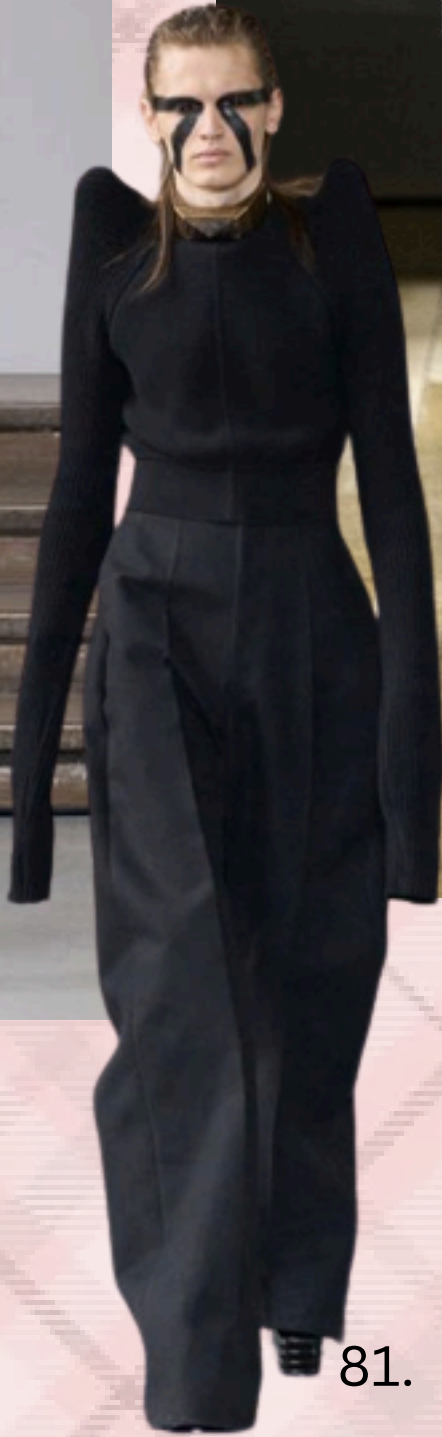
80.



82.



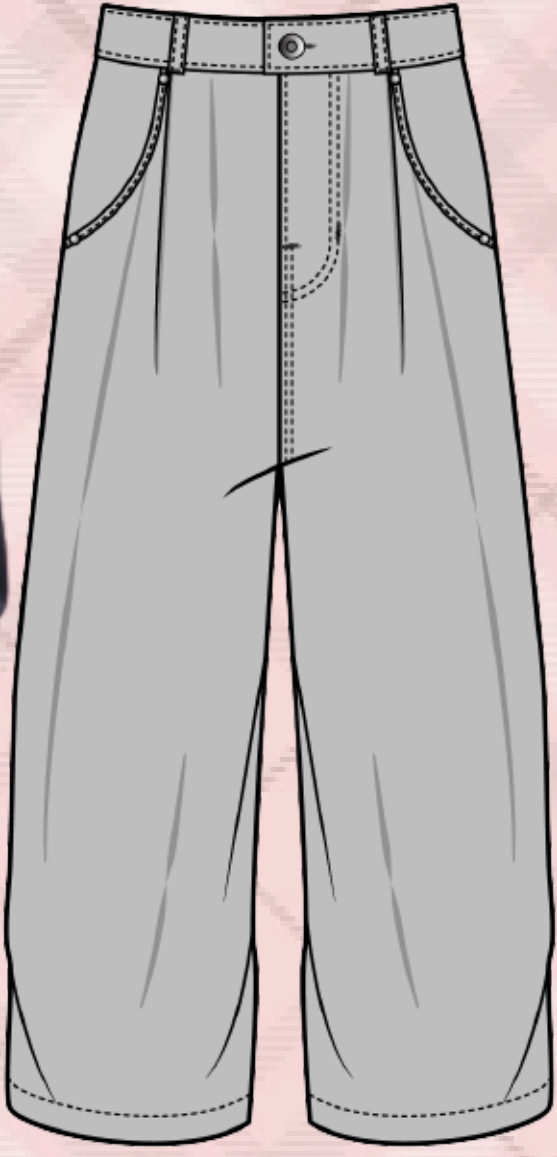
81.



83.



High-Waisted Baggy Trousers



84.

ADD SOME PREP IN YOUR STEP



Hair Bows



89.



88.

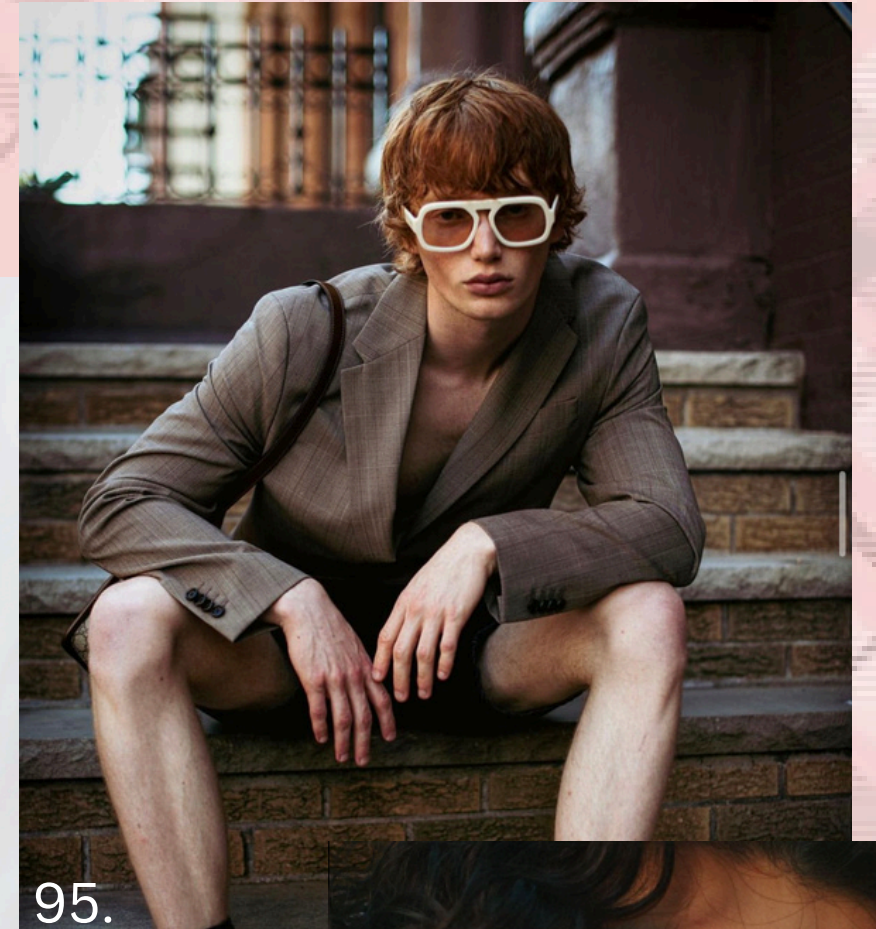
Aviator Glasses



90.



91.



95.



92.



93.



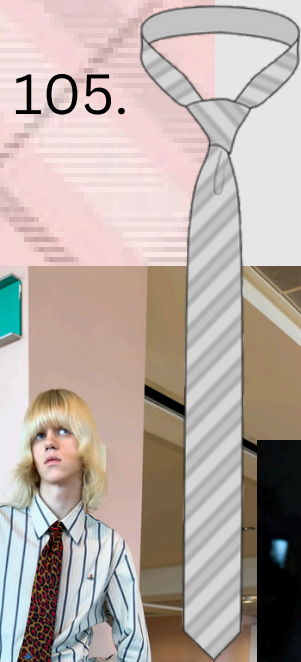
94.

ADD SOME PREP IN YOUR STEP



Chunky Headbands

Necktie



107.

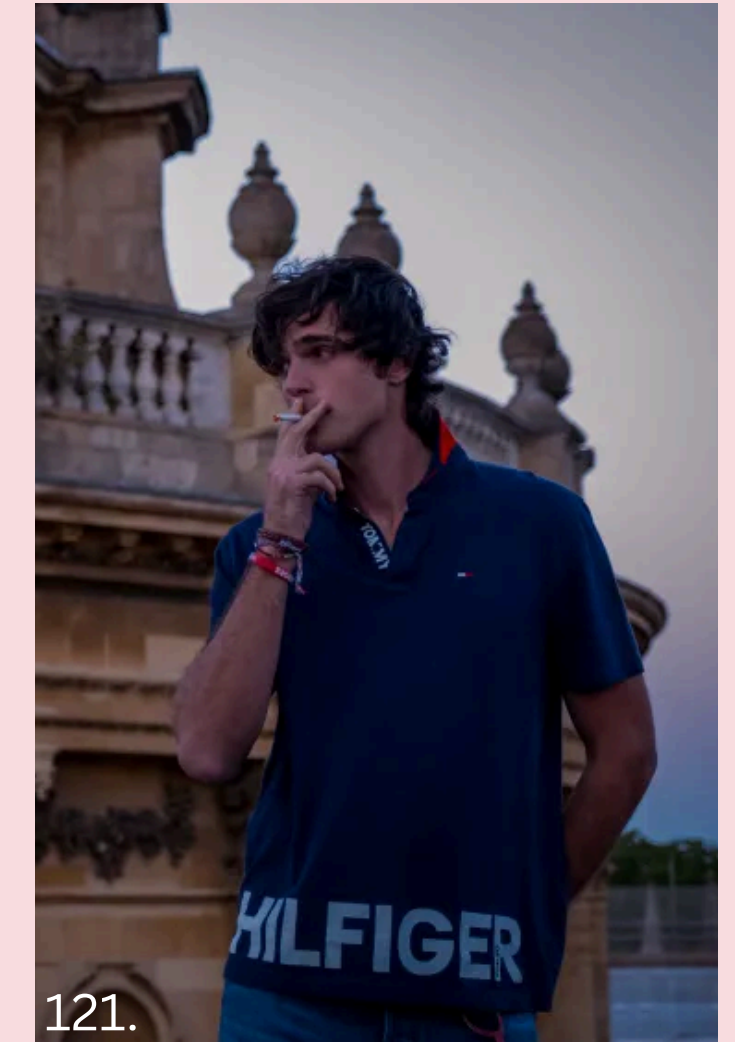
PLAYFUL LIVING



PREP FOR THE FUTURE

The hyper-prep look is characterized by a culmination of familiarity and innovation. Classic prints and silhouettes reassure wearers with a sense of tradition, while eye-catching details, captivating colors, and innovative styling introduce an element of freshness that resonates with individuality.

Hyper-prep embraces warmth and tactility through the incorporation of luxurious knits and eye-catching prints and graphics. It creates a visually striking fusion that seamlessly blends classic sophistication with a modern, spirited twist.



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