



SEEKING LUXURY



SOMETHING BORROWED, SOMETHING BLUE.....

This luxury color palette draws inspiration from natural precious stones, incorporating deep charcoals for added depth. The clean hues add a touch of modern minimalism.



VICTORIA BECKHAM

PANTONE

19-0303 TCX

Jet Black

PANTONE

11-0700 TCX

Lucent white

PANTONE

16-3922 TCX

Brunnera Blue

PANTONE

13-3930 TCX

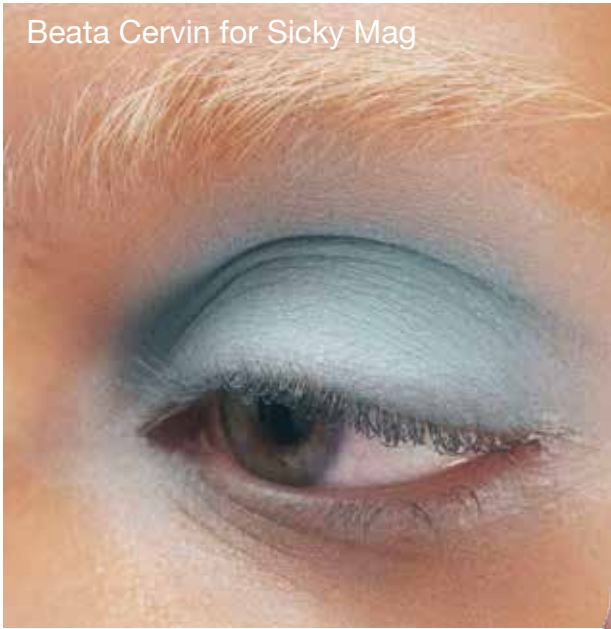
Halogen Blue

PANTONE

12-2908 TCX

Festival Bloom

ANCHOR COLOURS



PANTONE



HARPER'S BAZAAR

ANCHOR COLOURS

STELLA MCCARTNEY



YUVI KAWANO



ALBERTA FERRETTI
SS25



DOLCE & GABBANA
SS25



ERMANNO SCERVINO
SS25



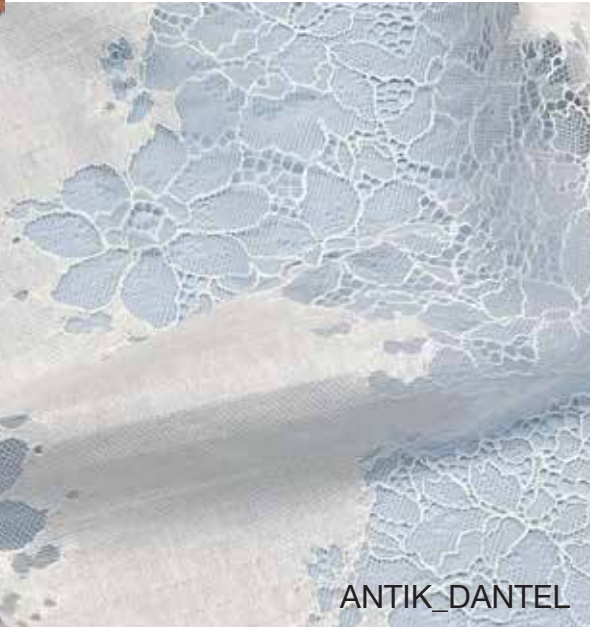
SPORTSMAX
SS25



GENNY
SS25



ISABEL
MARANT



ANTIK_DANTEL

PANTONE

ANCHOR COLOURS



PANTONE

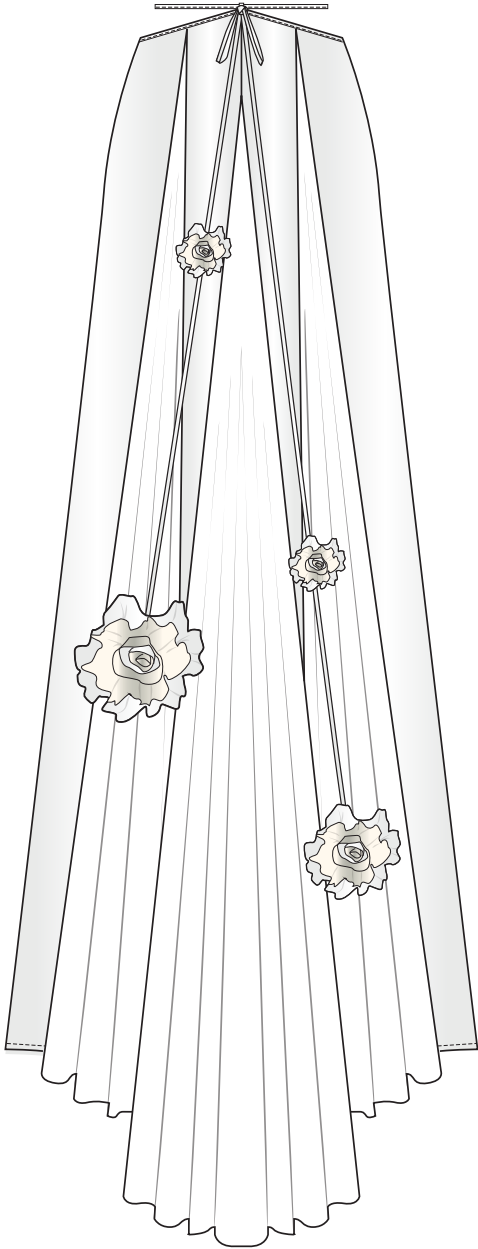
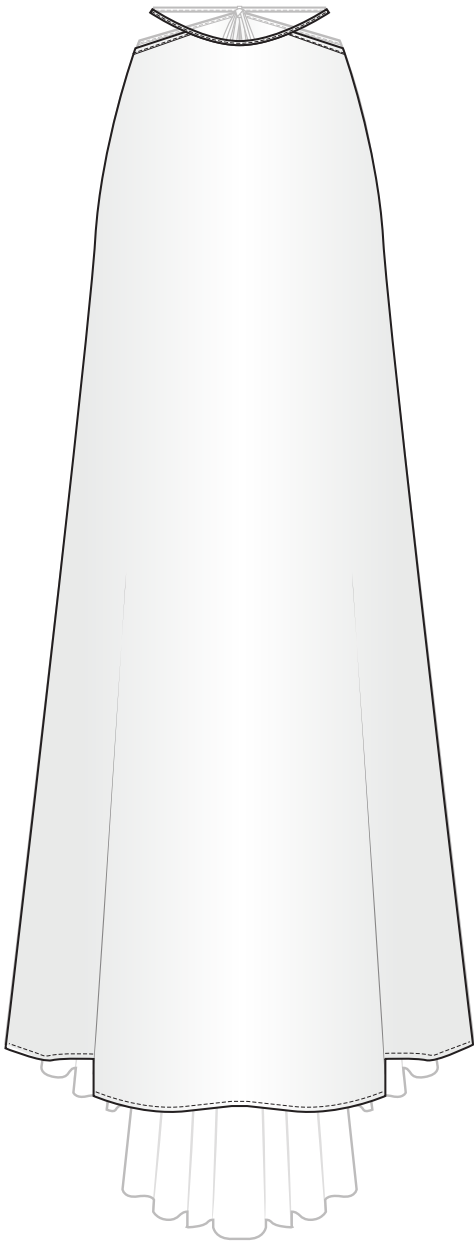
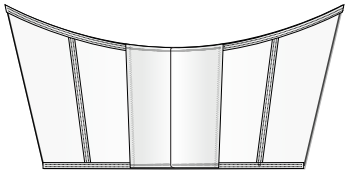
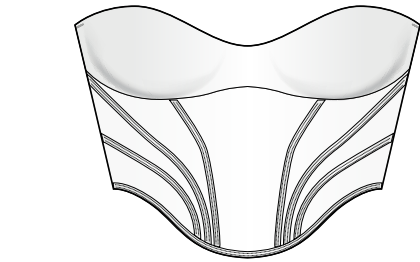
COUTURE-LIKE CAPSULES

Creative Carte Blanche for Couture-Like Capsules: Smart mass-appeal brands are filling the new accessible luxury gap by giving designers free rein on capsule collections that would look at home on the international runways. Great examples include H&M Studio, Cos Atelier, & Other Stories Designed in Paris, and Zara Studio (with its S/S 24 campaign shot and filmed by Steven Meisel and Fabien Baron).

So what's the key to this, and why is it relevant? Unique designs (driven by creative vision rather than data) in top-quality fabrications at accessible prices are capturing the attention of thrifty yet aspirational consumers. Limited editions and beautiful visual merchandising also add to the exclusive luxury appeal.

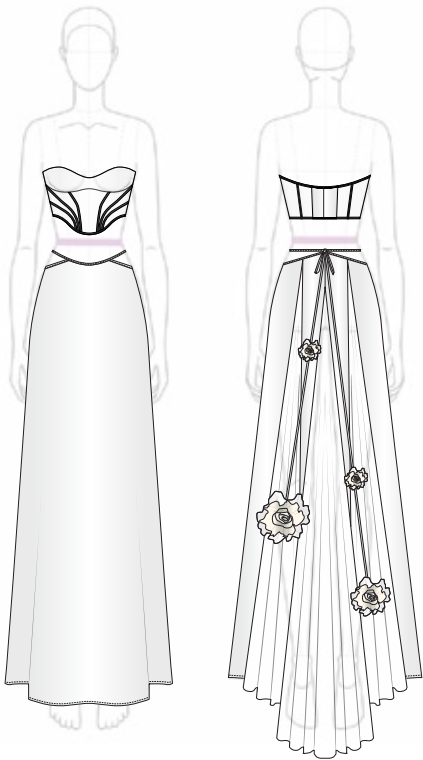


LUXURY BRIDAL



SATIN & TULLE RANGE
ZERO FEEL CORSET
003-RR-00094
MAXI SKIRT WITH DETATCHABLE FLOWERS
003-RR-00104

ON BODY VIEW



CREATIVE DIRECTION

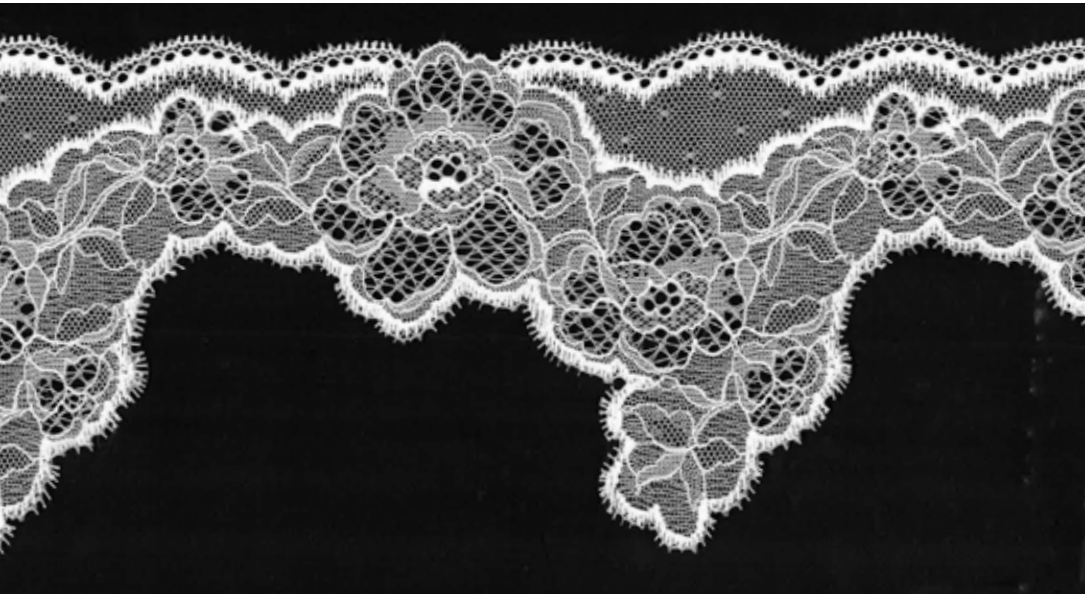


**“Summer of love”
Consumers’ interest in
wedding culture and
aesthetics is rising.
Spring 2024 retail re-
ports noted an increase
in #BridalLingerie views
on TikTok YoY by 77%
to 21m views in May
2024.**





SATIN & CUT OUT LACE
ROBE 003-RR-00106
MINI SLIP 003-RR-00105



Delicate cut out lace

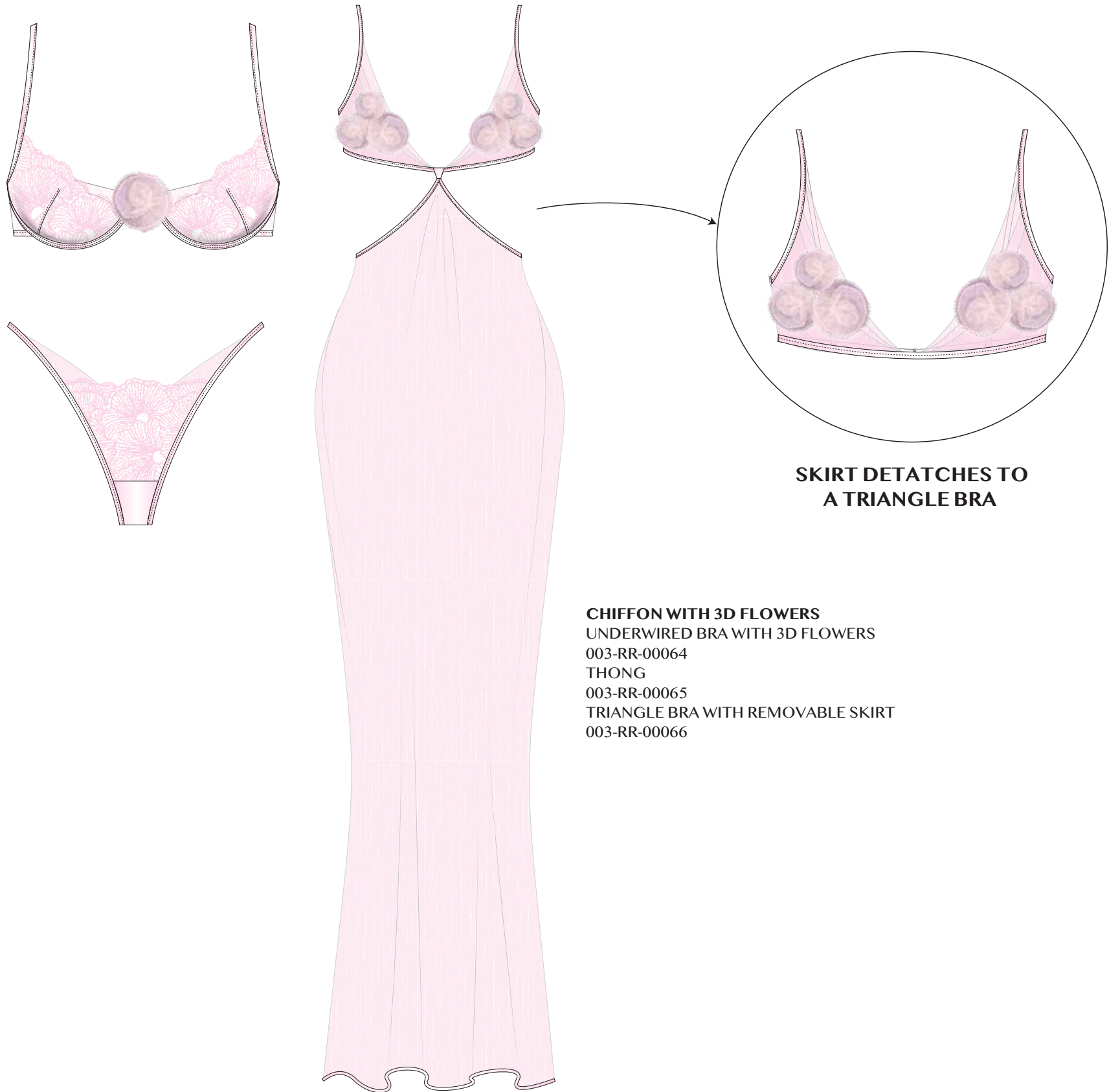
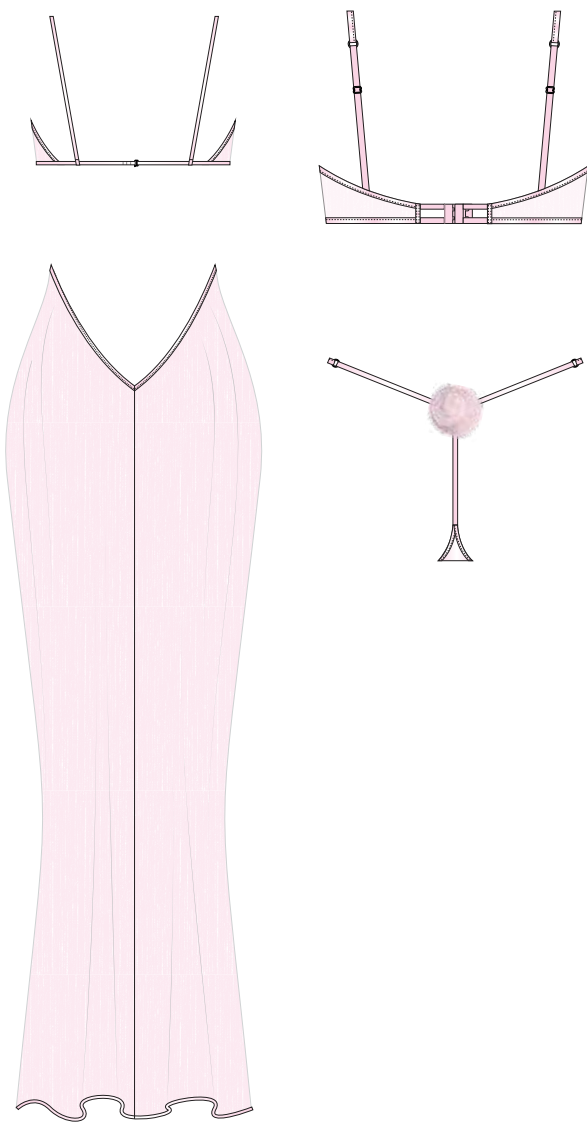


KEY DETAILS: 3D TRIMS



SHEER OPULENCE

BACK VIEW



SKIRT DETATCHES TO
A TRIANGLE BRA

CHIFFON WITH 3D FLOWERS
UNDERWIRED BRA WITH 3D FLOWERS
003-RR-00064
THONG
003-RR-00065
TRIANGLE BRA WITH REMOVABLE SKIRT
003-RR-00066

FABRIC DIRECTION



CREATIVE DIRECTION



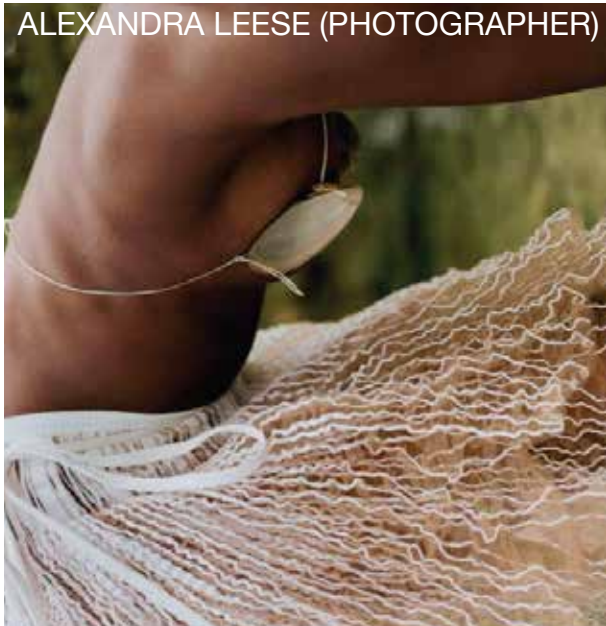
NATURAL FORMS://

Unearthing new ways to experience the fullness of the natural world, especially the smaller beauties we so often miss, wellness and sustainability intertwine to cultivate a more sophisticated and emotional approach to design. For both intimates and swimwear, nuanced, poetic depictions of natural realms inform yarn textures, embroidery, and tactile finishes — expertly evoking a renewed focus on understated luxury and harmony.

ALBERTA FERRETTI
SS25



ALEXANDRA LEESE (PHOTOGRAPHER)



AURORA DESIGN



GENNY SS25



PHAN DANG HOANG
SS25



KHAITE
SS25



IRIS VAN HERPEN

Why luxury is embracing the bodysuit

After going viral on TikTok over the last year, bodysuits were a key trend on the SS25 runway. With elevated consumer demand, it's a new opportunity for luxury brands.

The humble bodysuit is no longer just shapewear. Dominating the runways of major headliners—from artist hashtag#SaggNapoli opening Christian Dior Couture's show in a one-shoulder bodysuit to hashtag#balletcore iterations at FERRAGAMO and sportier, swimwear-inspired versions at TORY BURCH—bodysuits have cemented their place as the season's breakout trend.

Appearing in 32.93% of Christian Dior Couture's looks, the bodysuit's adaptability extends far beyond shapewear. The silhouette also took centre stage in lingerie-inspired forms at MUGLER, Stella McCartney, and BALENCIAGA, where designers played up bodysuit sensuality with lace and corsetry details.

Whether fuelled by the 'TikTok effect' or the 'underwear as outerwear' trend, bodysuits have become a runway staple, but the question remains: will consumers invest in high-end, luxury versions of this now-ubiquitous garment when affordable alternatives are just a click away?

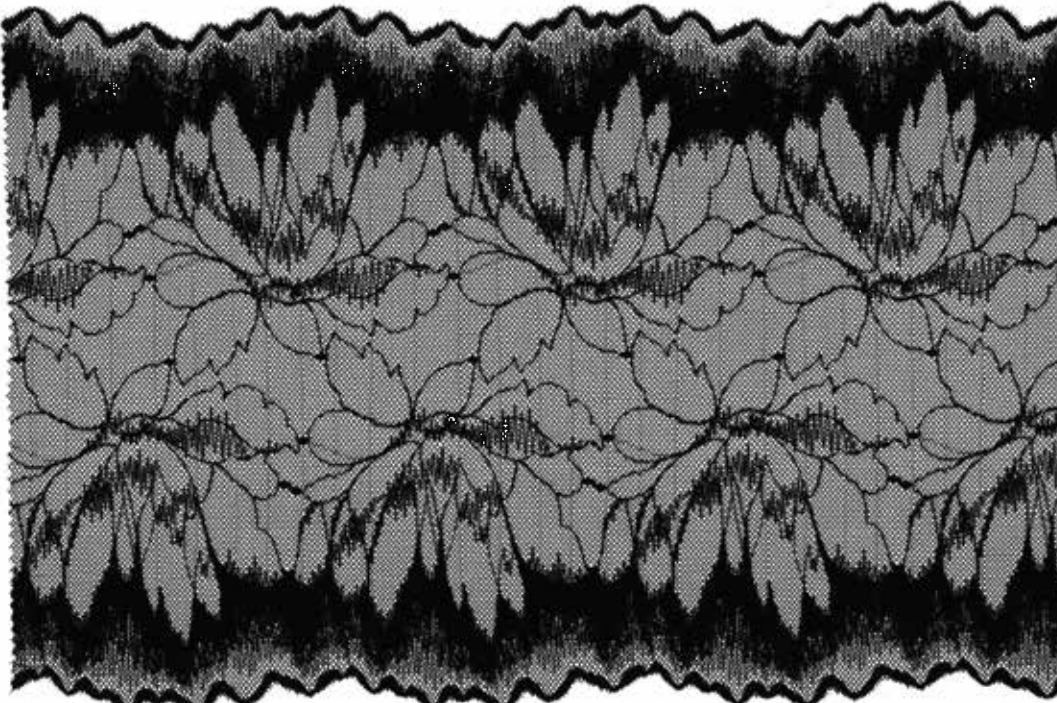


DELICATE LACE



SHEER GALLOON LACE
WIRELESS MOULDED BRA 003-RR-00046
BANDEAU BRA 003-RR-00045
HIGH APEX TRIANGLE BRA 003-RR-00041
BIKINI 003-RR-00042
BODYSUIT 003-RR-00047

FABRIC DIRECTION



Delicate galloon lace

CREATIVE DIRECTION



STRIKING SHAPEWEAR



FREDERICK'S OF HOLLYWOOD



LINDEX



MAISON LEJABY



EVELYN & BOBBIE



SLOGGI

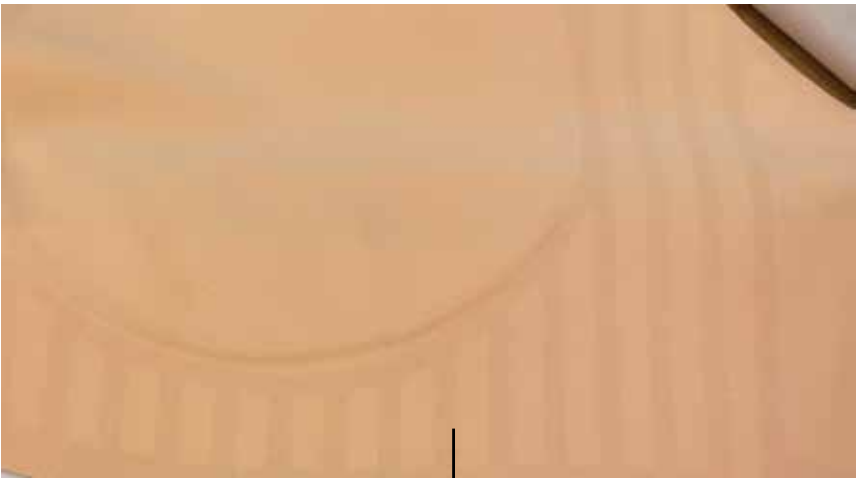
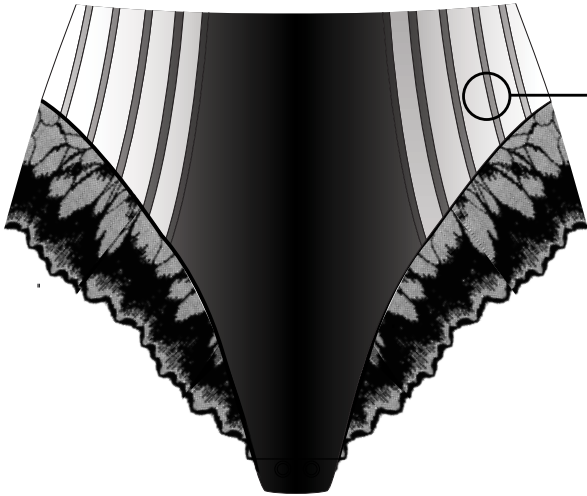
As Shapewear continues on its upward trajectory, brands begin experimenting with prints and colours to diversify their offerings. Classic details like lace and corset boning are low-risk introductions and speak to the **day to night** dressing. Intricate lace patterns elevate at shapewear at Maison Lejaby , while Evelyn & Bobbie (US) go all out on leopard print.



HARRODS

SUBTLE SMOOTHWEAR

FABRIC DIRECTION



Silicon tape bonding



SUBTLE SMOOTHWEAR RANGE
GALLOON LACE AND MICRO BODYSUIT
WITH SILICON TAPE BONDING AND SILICON BONING
003-RR-00092

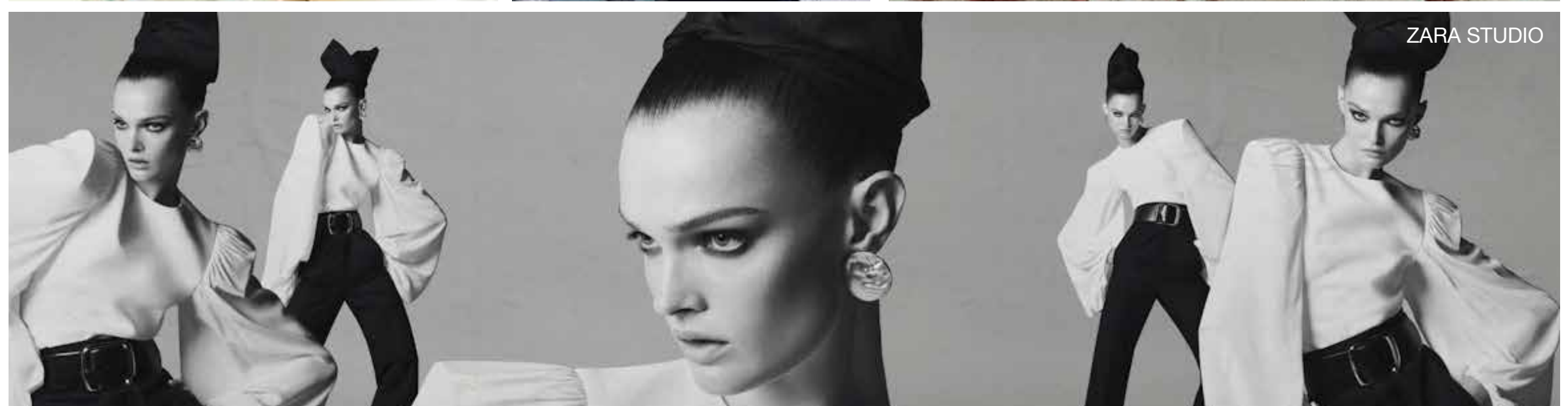
GALLOON LACE AND MICRO HIGH
WAISTED FULL BRIEF WITH SILICON
TAPE BONDING
003-RR-00093

CREATIVE DIRECTION



‘Aspirational luxury consumers have become incredibly price-conscious but are still hungry for beautiful products, so are actively seeking out unique, inspired and often seasonless pieces. As a result, there’s huge opportunity here for high-street brands to elevate their offerings by prioritising creativity instead of chasing micro trends – thus directly appealing to this cohort.’

Stylus

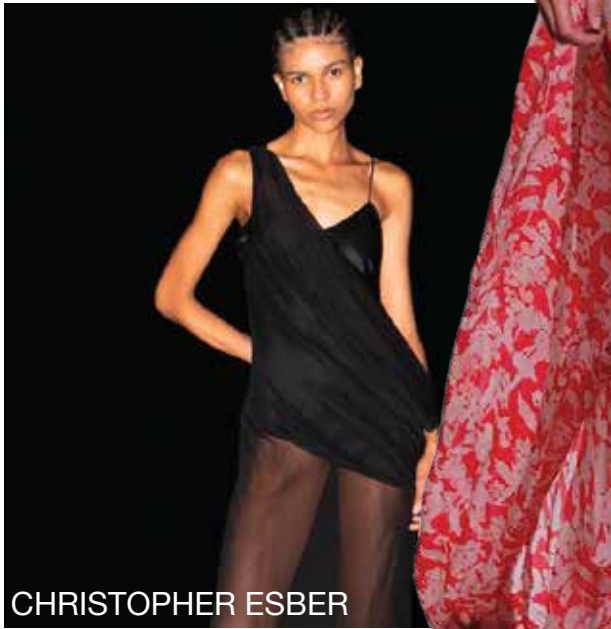
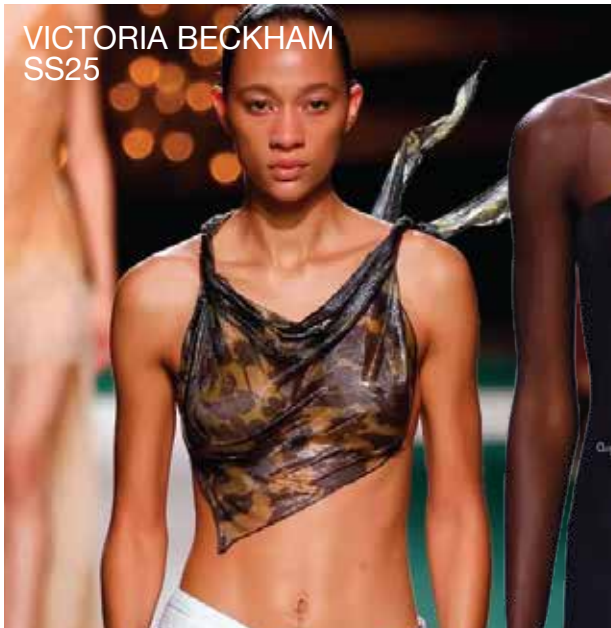




ALLOVER LACE AND SATIN
BANDEAU BRA 003-RR-00087
BRAZILIAN 003-RR-00087
BODY 003-RR-00090
ALLOVER LACE JACKET
003-RR-00089
LONG DRESS
003-RR-00091



KEY SILHOUETTE:ASYMMETRIC



MODERN SHEER

Upholding a sleek and powerful aesthetic at the heart of our SS 26 Design Aesthetic: Luxury, sheer-ness doesn't have to mean fragility. Intimates collections are pushing the boundaries of sexiness with new mesh materials leveraged in unique ways. From gathered tulles and fishnets to cloudy hosiery fabrics, ultralight meshes have carved out an entirely new lane all to themselves. Consumers are gravitating towards these fresh fabrics, preferring offerings with high stretch and recovery yarns and recycled fibers as a functional yet mindful must-have. Additionally clean-cut, anti-slip features and finished selvages are key here.



ISSEY MIYAKE
SS26



NENSI DOJAKA
SS26



HER SENSES



NENSI DOJAKA
FOR CALVIN KLEIN



BEC AND BRIDGE



VICTORIA BECKHAM
SS25



NENSI DOJAKA
FOR CALVIN KLEIN

STELLA MCCARTNEY SS25

MODERN SHEER



MODERN SHEER
SATIN AND MESH ROCKERWIRE BRA 003-RR-0008 1
SATIN AND MESH BIKINI 003-RR-00082
SATIN AND MESH BODYSUIT WITH
BUTTON DETAILING 003-RR-00083
SATIN AND MESH CAMI 003-RR-00014
SATIN AND MESH SHORT 003-RR-00013

CREATIVE DIRECTION



LUXURY RANGE OVERVIEW



SHEER GALLOON LACE
WIRELESS MOULDED BRA 003-RR-00046
BANDEAU BRA 003-RR-00045
HIGH APEX TRIANGLE BRA 003-RR-00041
BIKINI 003-RR-00042
BODYSUIT 003-RR-00047

CHIFFON WITH 3D FLOWERS
UNDERWIRED BRA WITH 3D FLOWERS
003-RR-00064
THONG
003-RR-00065
TRIANGLE BRA WITH REMOVABLE SKIRT
003-RR-00066

ALLOVER LACE AND SATIN
BANDEAU BRA 003-RR-00087
BRAZILIAN 003-RR-00087
BODY 003-RR-00090
ALLOVER LACE JACKET
003-RR-00089
LONG DRESS
003-RR-00091

SUBTLE SMOOTHWEAR RANGE
GALLOON LACE AND MICRO BODYSUIT
WITH SILICON TAPE BONDING AND
SILICON BONING
003-RR-00092

GALLOON LACE AND MICRO HIGH
WAISTED FULL BRIEF WITH SILICON
TAPE BONDING
003-RR-00093

SATIN & TULLE RANGE
ZERO FEEL CORSET
003-RR-00094
MAXI SKIRT WITH
DETATCHABLE FLOWERS
003-RR-00104

MODERN SHEER
SATIN AND MESH ROCKERWIRE BRA 003-RR-00081
SATIN AND MESH BIKINI 003-RR-00082
SATIN AND MESH BODYSUIT WITH
BUTTON DETAILING 003-RR-00083
SATIN AND MESH CAMI 003-RR-00014
SATIN AND MESH SHORT 003-RR-00013

SATIN & CUT OUT LACE
ROBE 003-RR-00106
MINI SLIP 003-RR-00105



-Hubert De Givenchy