

Bellerose.

Bellerose Collections Spring Summer 15

Inspired by Frida Kahlo's striking paintings, the naive beauty of Mexican folklore and the rebellious style of Californian bikers, Bellerose's new collections celebrate a mix-and-match approach, playing with different sartorial genres to come up with an urban and comfortable wardrobe. Traditional motifs, relaxed shapes and contrasting textures -as well as a bright hibiscus print- give a charming and elegant feel to the collections, which focus on timeless and original pieces.

Within the womenswear line, fluidity is predominant, as well as looser volumes and a taste for embellishment. Embroideries, sequins and contrasting trims appear on several styles, giving a richer flavor to everyday separates. Shapes are minimal or geometric, underlining the sharpness of the cuts. Ongoing research goes into new textiles, making the simplest items attractive, from menswear-inspired overcoats and floaty dresses to impeccably tailored jackets and delicate blouses. Textured effects and sheen are key for fabrics, from lurex threads and colored sequins to substantial jacquards and lightweight tweeds. Prints are inspired by tachist paintings, giving them a blurry and abstract feel, while some motifs look slightly faded or lived-in. A colored denim jacquard gives the illusion of an animal print, while jeans are coated to evoke the bikers' love for leather. As far as knitwear goes, shapes are loose and practical, from heavier cotton yarns to a deluxe and featherlight mohair blend, evoking the softness of angora. Blush tones are important this season, from nude and stone to biscuit and beige. Pastels are balanced with hotter shades -such as red or orange- offering a wider choice for summer dressing.

The girls' collection reinterprets this season's key directions, with an emphasis on ease, luminous tones and unusual fabric combinations. A structured coat is lined with the exclusive hibiscus print, while a trench is made in coated nylon, with a metallic copper sheen. Playful skulls appear on tops and sweatshirts, done in lace or contrasting tones. The color palette runs from smooth pastels for pants, dresses and jackets to stronger shades for knitwear and jersey pieces. Lightness and volume are important, from a long ruffled skirt in textured cotton to a roomy Mexican-inspired peasant blouse, referencing Kahlo's personal wardrobe. Lace adds a romantic touch to several pieces, especially on shirts, skirts and dresses. Cotton is a key material, often mixed with viscose or linen to give it a crisper feel. Contrasting stripes keep popping up within the line, adding dynamism to refined basics. A viscose jersey overall references the language of sportswear, while denim is partially bleached. Cropped tops can be worn with shorts or jeans, adding a graphic edge to the silhouette.

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For the menswear and boys' collections, the emphasis is on beautifully made separates, which can be worn in many contexts. Both collections use traditional shapes and refined fabrics, adding a slight twist to keep wardrobe staples fresh and playful. Within the mens line, tailored jackets look smarter and pants are fuller, evoking the formal elegance of English college boys. Shapes are essential, masculine and sleek, avoiding unnecessary effects. Strong graphic stripes are a recurring motif, as well as nautical chic, both reinterpreted in an urban context for shirts, t-shirts and knits. Pastels dominate the line, making it easier to combine and mix pieces together. For the outerwear, timeless military styles are reworked and tailored to become new classics, embellished with cotton shirt linings. The boys' collection expresses a similar desire for structure, simplicity and style, offering substantial and easy pieces for everyday wear.