



GUESS? Europe

GUESS KIDS PRESENTS THE SPRING/SUMMER 2015 COLLECTION

LOVE ANGELES

In line with the principal moods in the adult collection, GUESS Kids presents three themes for the SS2015 season inspired by the brand's birthplace Los Angeles: **Back to LA, Sunset Strip, Hollywood and Vine.**

The "leitmotif" throughout the collections is the use all-over prints in a multitude of variations, from **sublimation to digital, photographic and floral.**

Back to LA

The theme is set in 90s LA amongst the palm trees and on the beaches where kids spend their morning skating on the boardwalks. The looks are fresh and casual with girls wearing athletic shorts and matching t-shirts while the boys sport easy to wear chinos and micro checked shirts. The color palette ranges from light green, optical white, blue, pink with touches of fluorescent pink for girls to green, electric blue, red, white, blue, beige and grey mélange for boys. Graphics are clean, colors are bright and the looks are accessorized with cool sneakers and knee high socks.

Sunset Strip

The dressier part of the collection is inspired by the Los Angeles nightlife's psychedelic colors, neon lights and street signs. Sparkling dresses, bright colored bull denim pants and floral tops are key for girls, while the city lights reflect in the jeans washes and on the trims and prints used for t-shirts, shirts and jackets for boys. The color palette includes fuchsia, electric blue, white, pink and sky blue for girls and turquoise, purple, black, white and accents of yellow for boys.

Hollywood and Vine

The last part of the collection is a celebration of a non-hippy 70s filled with days spent on the beach in the sun. A touch of military is taken from veterans' wardrobes with combat pants, parkas and tops reinterpreted in floral and palm tree prints. The color palette includes coral, yellow, purple, orange and naturally, army green. For girls, midi dresses have shine and glitter details and denim is embellished with lace applications and colored embroidery. Other key fabrics include cotton voile, chiffon and colored viscose mixes with all-over floral and butterfly prints. For boys sun-dyed washes on denim jeans, light fabric tees and shirts and chambray shirts are key.

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Established in 1981, GUESS began as a jeans company in the United States and has since successfully grown into a global lifestyle brand. Today, GUESS designs, markets and distributes full collections of women's, men's and children's apparel as well as accessories. Throughout the years, the GUESS image has been portrayed in unforgettable, innovative campaigns that have made the brand a household name. GUESS is distributed throughout the world in fine department and specialty stores, its retail and factory stores, and on its online store www.guess.com. GUESS has licensees and distributors in South America, Europe, Asia, Africa, Australia and the Middle East. Find GUESS also on facebook <http://www.facebook.com/GUESS>.

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