



## Press Release Spring/Summer 2015

**With a focus on the hottest trends of the moment, molo takes a unique approach this season to design, shapes and prints in its summer collection and invites us into a whimsical fantasy world created for children, both big and small.**

The summer collection is a mix of the most important trends like hipster style and the sporty look- contrasted with molo's own interpretation of classic styles. In the collection there is a funky combination of elements that give the look an exciting, new expression; this is done using prints with hand-painted details, comic book looks and the opportunity to choose your own colours. Fabric qualities, like distressed leather and paper-like cotton, give an edgy twist to classic styles.

### **Sporty romance and mixed trends for girls**

Cold pastels and mineral colours on tennis skirts, sporty pointelle, maxi shirts with a silky touch and styles with peplums are just some of the details in the girls' pre-delivery that help give this collection a quirky interpretation of the moment's coolest trends; for example, the lovely print 'Floral' is a flower print that calls to mind hand painted porcelain from a different era but is, surprisingly, printed on a sporty, grey melange jersey. This gives an unexpected twist to a feminine look. The porcelain theme carries over into the next delivery, but this time it's in a Japanese interpretation with drawings of wild horses and clear, blue colours. The Japanese inspiration is expressed as, for example, the 'Lucky Cat' as well as koi fish and swimming tigers. The style is playful and almost like something out of a fantasy world; the skirt, for example, reminds you of a beautiful poppy made in neat, crepe paper, which a child can make on their own. Look for white jeans with a printed drawing that come with pens so you can choose your own colours. What kid wouldn't love that?

This summer collection is truly full of character and colourful creativity. The second delivery draws you in with the flamingo's clear colours and gorgeous wings, which carries your thoughts to warmer spots and long days spent in the sun. Giving the delivery its 'tropical feeling' are shorts that look like they have been sliced out of a watermelon- a must-have for girls this summer! A striped maxidress, black/white prints and beautiful, oversized details are just some of the hottest trends in this collection and help bring a feminine touch to otherwise sporty styles.

### **- POW! Room for pranks and play!**

The inspiration for this season's pre-delivery for boys comes from a colourful universe of comic book heroes and wrestling masks. The colour palette is powerful and bold on new prints but also on more basic styles like chinos and sweatshirts, which also come in more basic versions too. The colours work incredibly well with the hipster trend in the collection's first delivery. Look for a quilted sweatshirt and a lumberjack vest, as well as wonderful chunky knits. One of the season's key styles and one that stands out most is the bomber jacket in washed 'distressed' leather. The classics are also represented in the next delivery, where the sailor look is an important trend that is combined with blue details and prints with varsity-style details. We have added even more molo features by playing with the molo name and logo as well as the number 3, which refers to the year 2003 when molo was established. This logomania helps create a more American look- a trend which is reflected in other parts of the delivery, with truck prints, dusty 'oily' colours and coatings.

In the boys' second delivery, the colour palette is again a pow! experience- this time in the jungle. The colours are clear and create an atmosphere of anticipation.... what's the jungle hiding? There are snakes and lizards peeking out of the brush. The delivery includes a sweatshirt with an all-over jungle print without any animals- a must-have for older boys. The clear colours carry over into another delivery story, which leads your thoughts to Miami Beach or Cuba with surfing dogs, cool American cars, blue waves and basketball jerseys- perfect for this summer's beach boys.

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