



## **GUESS KIDS SS17 COLLECTION**

Designed with young, energetic explorers in mind, the Guess Kids SS17 collection will be the brand's first ever line to be launched globally, with the aim of increasing market penetration in under-represented areas and competing with the industry's biggest market players. Moreover, the collection steps up the focus on the 0-7 age group, with a wider range of smart proposals for little ones.

The first global Guess Kids collection will be officially introduced at Pitti Bimbo (stand no. 6-8-20, Ghiaia Pavilion), to be held in Florence from 23 -25 June. Travelling to the sun-kissed destinations of Miami, California and Cuba, the collection creates a vivid kaleidoscope of colours, flavours and suggestions.

### **Dear Miami**

Florida's bustling leading city, with its lively atmosphere and multiple enticements, is the journey's departure point. T-shirts and dresses in pop colours and bold graphics draw inspiration from the fashion of the 1990s, with exotic palm and flamingo prints nodding to Miami's tropical nature. The effect is one of pure joy, for easy-to-wear, everyday looks.

Guess boys, instead, discover the gentleman within, with elegantly casual items in soft colours creating the perfect outfit for a sophisticated boat trip or a cosy dinner with friends.

### **Lost in the Sun**

Every year the Empire Polo Fields in Indio, California, host the music world's glamorous Coachella Festival. The boho-rock looks worn by celebrities attending the event, alongside the magical Californian desert, are the sources of inspiration for hippie-chic looks in sun-drenched colours and all-over cactus flower prints. For boys, the Coachella free spirit revives in cool denim looks, with lettering prints and flower patterns bringing a glam touch to casual tees.

### **Travel to Cuba**

Moving South, Cuba is the captivating destination of a theme underscored by a playful, fun mood. Tropical fruits and flowers bloom in multi-coloured prints, with stripes, chequers and geometric patterns adding character to trendy styles. The picturesque attractions of the island's vibrant cities, along with the Caribbean's crystal clear sea and luxuriant nature, are reflected in an explosion of colours for true summer looks.



## **MARCIANO Kids**

An important innovation this year is the Marciano Kids line that introduces an extra touch of style with its luxury, high-end outfits. Refined fabrics and first-rate details enrich the looks of little princesses and princes, with ultra-chic proposals for both special occasions and leisure time.

## **Footwear**

The footwear collection, to be launched globally, features a wide offering that ranges from summer boots to sneakers and sandals.

The first part of the collection is aimed at younger children, while the second part, specifically designed for juniors, offers downscaled adult models reflecting the spreading “mini-me” trend.

Mini jelly shoes, taken straight from the 80’s, are revisited with a contemporary twist in the form of ballerinas and fisherman sandals. To ensure the perfect fit, a new slip-on style is available for newborns, while sneakers feature Velcro straps making it easier for tiny tots to pull them on and off.

## **About Guess Inc?**

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand. Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, footwear and other related consumer products. Guess? products are distributed through branded Guess? stores as well as better department and specialty stores around the world. As of April 30, 2016, the Company directly operated 840 retail stores in the Americas, Europe and Asia. The Company’s licensees and distributors operated 792 additional retail stores worldwide. As of April 30, 2016, the Company and its licensees and distributors operated in more than 95 countries worldwide. For more information about the Company, please visit [GUESS.com](http://GUESS.com)

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