

Molo

AW17 Press Release

Girls, this season we'll take you on a journey across seasons, stages of time and moods.

FOREVER GIRLS

On the pre drop the time is turned back to the late summer early in the morning with the light kissing you gently on your cheeks and the sky playing with its palette of strong pastel colours. Something that reminds us a bit of opening the doors of the English blogger Susie Bubble's wardrobe. A universe of no rules and no right or wrong appears and you can go as crazy childish and playful as you feel for. Release your inner creativity in all kinds of ways. Embroidery. Patches. Stitches. Dots. Pompoms. Glitter. You name it. In other words: surrender yourself to a universe of being forever girly.

POETRY IN MOTION

On the first drop we rewind time a bit for you to catch that autumn feel in the afternoon wrapping yourself up in tiny flowers, bold stripes and cuddly sweaters. It's all about embracing the inner outdoor girl, making the girly meets the wilderness in all its shapes, looks and sizes all ranging from bouncing birds and poetic florals to ponies and the enchanted forest.

STARGAZER

The second drop sets the mood for the winter season on those cold, dark winter nights. Looking up at the deep black sky with all of its sparkly stars, making you enter your own little world of dreams and visions imaging yourself shoe-gazing your way through the long wintery months with a rock guitar in your hand.

Boys, on the other hand should prepare for journey across borders, imagination and optical illusion.

NORTH, EAST, SOUTH, WEST

Make sure you've placed your butt comfortably in the front seat and maybe double check if you've fastened your seat belt because on the pre drop you'll need it. Ahead of you is the road trip of your dreams waiting. Texas, California, New York, Chicago. Feel the city life, glaze at the crooked facets, fall in love with the open horizons, deserted roads and chill in skate pools and at the beach in the warm late summer days of September.

A HINT OF JAPAN

The first delivery takes us from USA to Japan in no time. Head against the old strict part of Japan and let it mesmerize you into its fairytale of a fantasy world or take a turn right into the futuristic part of Tokyo gazing on all its tech and future features. For the adventurous boys there's a roller coaster sliding through Tokyo city which you can't miss.

TWILIGHT ROCK

In those dark twilight days it sometimes might be difficult to see clearly. On the second drop the darkness creates a universe of optical illusion, shadows, fearlessness and soul worship. Sometimes all you need to lead your way through the dark days of winter is the music and the way we are moved by it. It makes us happy, it inspires us and it reflects something profound about who we are and our experience of the world. Such as finding our inner rock dude.