

simonetta

Spring/Summer 2020 Collection

**A perfect blend of *Modern Poetry* – iconic style and visionary ideas to interpret bon ton chic in a contemporary key – and *Metropolitan Soul* with an eye to shapes, volumes and urban detailing with a bold, dynamic personality.
The ideal synergy of beautiful and surprising!**

SIMONETTA 2.0

Spring/Summer 2020 marks the grand debut of the Simonetta logo in its deconstructed version. Emphasising the new language of this first release, we have a silicone patch to ring in the changes of a new generation.

Dive into an urban world, seen through the eyes of Simonetta.

A colour palette that brings together fluo tones in lime, sand and strawberry pink, with metallic shades such as silver and optical references in black and white or white and blue. The contemporary volumes of casual chic take on more effect with these exclusive fabrics by Simonetta. Whether silver laminated fleece, fluo sable, fil coupè in lime blossom, or treated and embroidered denim, this first capsule collection is the quintessence of Simonetta's savoir faire. A tradition for beautifully made products with a focus on the fashion of the moment, decodifying and reinterpreting the value codes of the new generations. Little details are what make the difference, where *STILE* becomes the acronym for the five driving values: Sociality; Transparency, Immediacy, Liberty, and Experience.

White Capsule

Dresses designed to be loved for years, handed down through the generations to express the authentic identity of Simonetta.

Romantic elegance takes shape in the brand's iconic volumes and outlines, together with contemporary fits.

Optical white for *Party Time* with hints of pastel including tea rose, yellow and sea green.

The fabrics are light and impalpable: organza embroidered with ton-sur-ton appliqué flowers, or precious all-over micro sequins and beading; delicate seersucker checks and floral fil coupé are just some of the key references for the first special occasion outfits in any little girl's wardrobe.

And for less formal partywear, we have feminine floral prints and micro blossom jacquards for the perfect glam wardrobe.

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Daily

Don't stop dreaming, not even in the middle of *Play Time*, with these fun colourful ideas for two-year-olds, which can turn every day into something special.

This little *Trendsetter's* wardrobe is full of exclusive fun prints and cute designs in lightweight, eye-catching fabrics that are the perfect shades for summer.

All-over strawberry prints as well as ladybirds and bonbons create the ideal fun look for a picnic with friends. Strawberries and flowers decorate jersey and plush items, becoming a "strawberry heart" jacquard in knitwear. Red and pink gingham seersucker mixes with black and white twill, while a lightweight printed or embroidered chambray in cool, natural fabrics is ideal for this summer's green living.