

WOMENSWEAR HIGH SUMMER

LOCAL/INTERNAL WINDOWS & CATWALK LINE LIST

Suddenly last Summer...

Launch Date 26/06/17

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John Lewis | Store Design





Hi VM Teams,

Hope you are enjoying the Summer heatwave!

We have created some new stories to support your local/internal windows and catwalks during the Clearance period. Use the ranges as applicable in your branch and only where you have not prioritised Sale windows.

A new Styling document will be sent ready for post, Clearance, mid July.

Select the best option for your store:

- **Dress Womenswear Local Fashion Windows to the Whites range for stores with trees/dogs/sky backdrop.**
- **OR choose the Denim range for stores with no trees/dogs/sky backdrop.**
- **Dress Womenswear Catwalk to the Denim range if using Whites in windows.**
- **Dress Womenswear Internal Windows to the Pastel range**

We have added some inspirational SS17 Style and Mood Boards, courtesy of a Fashion student from Leeds, that captures the feel and essence of the collections and supports you with the styling of the mannequins. The looks are inspired from the Edition magazine article for the Whites and Pastel story. For the enduring appeal of Denim, we layered this over the whites for a grown up festival look. There are also some striking shoes suggested for your mannequins along with stunning bags and accessories, to complete the styling.

For window **grouping**, aim for a formation of 1:3:2:1, with mannequins facing to front and side profile. If you do not stock some of the Brands as listed, **substitute** with similar items but, using the same colour palette and ensure you have a balance of texture, colour, layering and length. *Note: whilst product had been selected as full price at the time of creating, this may now be in Sale.*

Hope you like the final phase of Summer and I look forward to seeing images of your local/internal windows and catwalks! Send an image of each area, so I can post on Google+!

Salina
Fashion Stylist





WOMENSWEAR LOCAL WINDOWS



LOCAL WINDOW OUTFITS

A

B

C

D

E

F

G





Breakdown of Outfits by Brand

A: Top: Whistles, Trousers: French Connection

B: Bomber Jacket: Mint Velvet, Top: And/Or, Shorts: Pure Collection

C: Dress: Somerset

D: Jacket: Hush, Top: And/Or, Jeans: Reiss

E: Top: Hobbs, Skirt: Hush

F: Dress: Hush

G: Top: Somerset, Culottes: Jigsaw

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WOMENSWEAR CATWALK



A

B

C

D

E

F

G





Breakdown of Outfits by Brand

A: Dress: Hush

B: Top: Jigsaw, Camisole: Fat Face, Shorts: Hush

C: Dress: And/Or

D: Dress: Hush

E: Top: White Stuff, Dungarees: Hush

F: Jacket, Jaeger, Top: Hush, Jeans: Selected Femme

G: Jacket: And/Or, Dress: Karen Millen

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WOMENSWEAR INTERNAL WINDOWS





Breakdown of Outfits by Brand

A: Dress: Whistles

B: Jacket: Modern Rarity, Top: Reiss, Shorts: Reiss

C: Blouse: Reiss, Culottes: Ted Baker

D: Maxi-Dress: Reiss

E: Dress: Whistles

F: Jumpsuit: Reiss

G: Vest: Mint Velvet, Skirt: Hush

H: Dress: Reiss

I: Jacket: Reiss, Camisole: Modern Rarity, Trousers: French Connection

hush

J I G S A W

**modern
rarity**

WHISTLES

HOBBS
LONDON

JAEGER

Somerset
BY ALICE TEMPERLEY

FRENCH CONNECTION