

9-5 promoted

silhouettes and shapes:



proportion play



cropped/sleeveless shirts



straight legged pants



blazer/waistcoat



a-line/pencil skirt
mini/mid/ankle length



boxy



straight/drop/round shoulders



curves



blazer/waistcoat

9-5 promoted

design elements:



ties



layering/fabric layering



exaggerated collars



straight/round sleeves



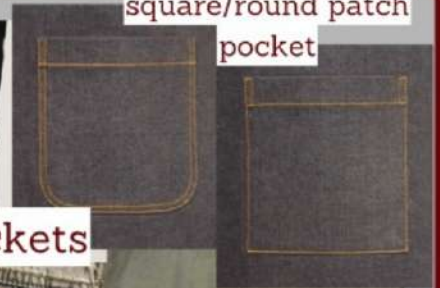
high neck



pointy/square shirt collar



functional pockets



square/round patch pocket



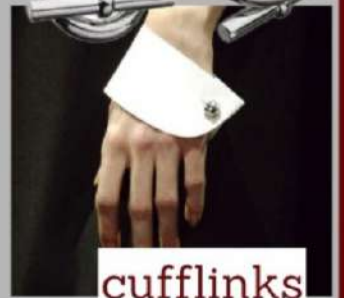
envelope flap



welt pocket



gathering



cufflinks



logo

9-5 promoted

design elements:



uneven/circl/silver/gold/jean buttons



belts



exaggerated cuffs



round/V neck

mesh cutouts



pleats



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colours:



fabrics:



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print:

trompe-l'oeil

stripes



trompe l'oeil prints are a way to add office prints (shirt, tie...) in a quirky new Loewe way

denim:

DENIM JACKET
BLAZER COLLAR/STRAIGHT COLLAR



LOGO MANIPULATIONS



See through garments are giving the impression of a revealing ensemble, accentuating the body.



Denim seams finishings



LOW WAIST -
STRAIGHT LEGJEANS

Accentuating the hips and provides a timeless look.

DECONSTRUCTION

Exposed seams and Asymmetric details.



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craft:



Lace

Using cut work embroidery techniques such as Richelieu to create

knit:

Knitted in patterns

Using different yarn colours and knit patterns to create trompe l'oeil or striped patterns

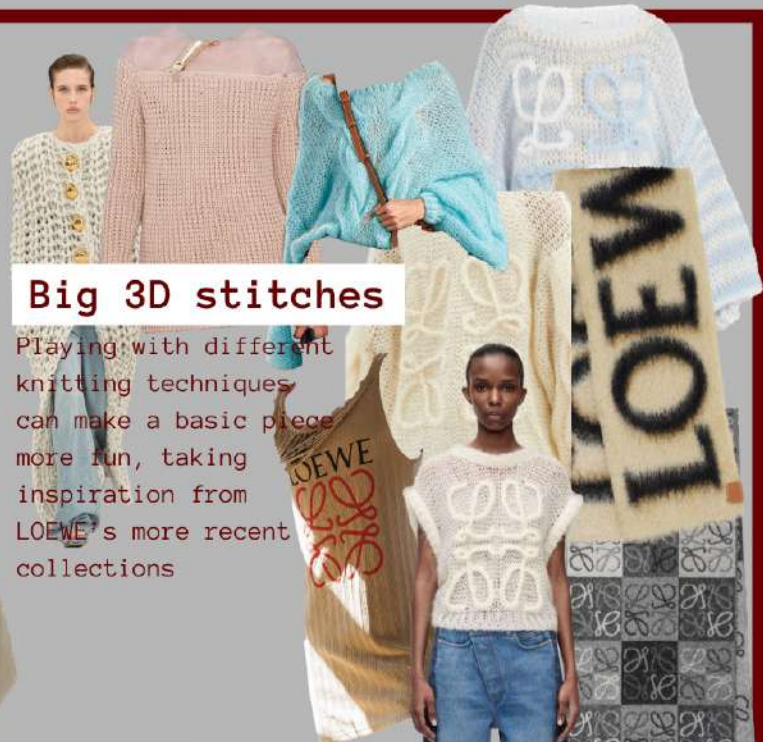


Vests/spencers

A classic office staple easily translated into knits

Big 3D stitches

Playing with different knitting techniques can make a basic piece more fun, taking inspiration from LOEWE's more recent collections



Logo manipulations

A must in every LOEWE collection, can be combined with 3d stitches or knit in patterns