

SEDA FASHION

by CATHERINA HEPPER

Collection report Summer 2012

A new awareness has entered the world of fashion: no more exaggerated luxury, leaving enough room for innovation. This leads to a changed fashion look, which is characterised by unrestricted combinations and pleasant serenity - all reflected in the latest summer collection.

The Seda collection has been inspired by flattering silhouettes, combining classic and modern elements. Mediterranean effortlessness, new proportions and novel variations in length characterise the collection which offers skirts, blouses and dresses. Innovative fabrics and a great variety of styles create a strong look for summer 2012.

Colours

Colour contrasts create change and movement. Clean monochrome contrasts remain a 'must'; they are also used as contrast to shades of raspberry, lobster and violet.

'Non colours' ranging from sand, stone and champagne to shades of camel dominate the colour palette. These neutral shades emphasize the significance of quality with linen, cotton and unusual prints look particularly interesting. Colours inspired by the sun and burnt earth are mixed with warm shades of beige and green. A clean white is the ideal partner for a variety of denim or tie dye inspired shades of blue.

Fabrics

A new femininity characterises the selection of fabrics. They have a pleasantly soft and tactile handle. Unusual, graphic inspired designs and vibrant floral prints are highlights. Prints are back on trend- printed lace creates a dreamy mood. Important for the Seda collection are large floral prints and colour blocking on jersey. Eclectic mixes of prints and designs create new possibilities of combination. Cold-dye effects and effect yarns create interesting surface textures. Unusual washed-out fantasy prints, novelty crushed fabrics and sporty jacquards set highlights.

Shapes

Next summer is dominated by uncomplicated skirt shapes. Hem lengths range from short to calf or ankle length. The cut is either tight and straight or casual and voluminous. Emphasis is on detail such as zips, metal rivets, belts, pocket adornments or lacing – the variety of adornments in the Seda collection is abundant. A selection of T-shirts, tops and blouses in sophisticated yet simple looking shapes can be combined with feminine or sporty skirts. They are also ideal to create a fashionable two piece dress look. Indispensable lace, ruffling and drapes on skirts and blouses help create a fresh summery look. Soft blouse jackets with roll up sleeves, side vents and belts are inspired by the colonial look.

News

Dresses are ranked as absolute 'must haves' for summer 2012.

The Seda collection has been extended by adding a selection of feminine dress styles, responding to the demand for feminine well fitting dresses.

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