

# ICONIQUE

## ICONIQUE EXPANDS ITS RANGE WITH THE LAUNCH OF A SELECTED GIRLS' BEACHWEAR CAPSULE

*Tapping into the trend of kidswear, Iconique handpicks the key pieces of its women collection and replicates them for kids – the result is a delicious capsule of gorgeous beach dresses perfect for girls aged 4-10.*



**ICONIQUE** is a range of premium beachwear designed to free the woman to fit into stereotypes. Whether you are at the beach or in the heat of the city, ICONIQUE gives you that carefree, light-hearted, bohemian look you want. Our range is eclectic and diverse with over 150 styles to choose from where the common factor is a desire to be *unique*, to mix and match trends, outfits and to feel carefree. Made with natural fibres, such as cotton, linen and handmade traditional techniques, each garment is unique and tells a story.

**Iconique is versatile and eclectic like the modern woman.**

*“The collection is designed by women for women – says Italian designer, who’s behind the collection – “Women are asked today to multitask and to fit so many roles from mothers, to friends, to sisters, to wives and so on...Every day we are someone else and we are expected to fulfil these roles the best we can. Our look needs to fit into our busy lifestyle.”* This line is diverse as the women who

wear it. For this reason, we find cocktail party dresses, beach dresses or simply shopping outfits good for the hot days at the beach or in the city. These sophisticated outfits take you from dawn to dusk, from the morning beach walk to the evening alfresco dinners. Designed for the woman who is always on the go, ICONIQUE is the line of apparel that gives you those easy, effortlessly chic options you can wear throughout the heat without overthinking it.

This season, ICONIQUE brings in vibes from different Mediterranean hotspots: from the Amalfi Coast heaven up to the breath-taking Greek Islands to the warm tones of Morocco.

Pamper yourself with premium linen and cotton fabrics. The collection is abundant in new styles that are bohemian and relaxed. Aside from the new styles, there are also key dresses such as the Fuego which remain a key part of the collection. These are must have beach dresses in georgette and beautifully print, for those who want to make a statement on the beach. ICONIQUE lovers will also recognise some of their key beach essentials in new tones or cottons – such as the beach shirt or trousers, perfect for the beach and the city.