

ICONIQUE

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ICONIQUE EXPANDS ITS COLLECTION OFFERING A HEAD TO TOE LOOK!

May, 2019. ICONIQUE enriches its offer with accessories and outerwear ensuring a complete look.

The beachwear line, known for the boho chic look of its cotton and linen garments, introduces a new capsule of denim jackets set to become real cult pieces as their name suggests: **CULT jackets**. The six denim jackets are available in different denim washes and are entirely hand-embroidered and richly decorated, expressing the essence of the brand which is to "be your own icon".

In addition to these items, ICONIQUE will offer for the first time **new outerwear** pieces such as the premium pure linen Kimonos and Jackets, which are hand-embroidered.

A brand **new net fabric**, with striking gold and silver laminated coral motifs, peeps out in this eclectic collection in flared dresses, tunics and open kimonos.

The **metallic trend** is key and brightens linen and cotton patterns creating a very unique and innovative look.

The palazzo wide-leg pants and maxi dresses are another important trend in the collection and are interpreted in a gipsy way with pompon borders and finishes that evoke that bohemian and relaxed look so typical of ICONIQUE collections.

Delavè garments in ultra-light modal fabric are another key part of the collection as well as the embroidered cotton garments that offer fresh and airy outfits, perfect from dawn to dusk.

The new collection will also offer for the first time a selection of **jewellery** including earrings, shell necklaces and hair accessories matching the key themes of the collection.

Bags are another key category, which will expand into the 2020 collection to include new shapes and new materials, which will make them suitable also for a city casual look: think of shell cult bags or straw satchels or embroidered canvas totes.

The 2020 collection features natural and earthy colors like ivory, sand, moss, blue sky and powder pink. Flashes of gold and silver embellishments brighten up the collection in a wide plethora of garments made with linen, cotton or with the new exclusive net fabric.

ICONIQUE is a brand that sets its own trends and conveys a unique message: be your own icon.

ABOUT ICONIQUE

Launched by the Italian family run swimwear business AFS-International in 2012, is synonymous with beautifully crafted beachwear. Designed in Italy and inspired by the modern woman, Iconique beachwear is handmade with natural fabrics such as linen, pure cotton and silk.