

# ICONIQUE

SPRING/SUMMER 2023 PRESS RELEASE



**ICONIQUE, the Italian holiday-wear brand renowned for its carefree dresses and effortlessly chic outfits, announces details of its new S/S 2023 collection. Designed and created by women, this collection celebrates togetherness.**

Inspired by the resurgent desire for reconnecting and spending holidays together, the ICONIQUE design team is proud to launch a plethora of fascinating new styles alongside the brand's staples across key holiday themes such as **Jet Set**, **A Summer Wedding**, **Garden Party** and **Casbah sunset** to name a few.

**Jet Set** – [This Cruise](#) revival group pairs Jacky O's Capri-style trousers with airy and loose fitted tops in nautical stripes or sailor hues. Boxy 80's denim jackets loosen up slim-waist strappy dresses. The simplicity of the cuts combined with the ultra-smart linen, used for this group of outfits, creates the ultimate confident and timeless jetsetter look.

**A Summer Wedding** – Designed for more than beach weddings, this group brings a new meaning to partywear. With a playful touch and a romantic vibe, this group features [all-white broderie anglaise cotton dresses](#), pastel coloured tops and bottoms enriched with frilly details and lace inserts, maxi-caftans embellished with hand-made embroideries.

**Garden Party** – Our [iron-free silky soft dresses](#) and Palazzo trousers come back in vibrant floral prints and bold micropatterns. Loved by our designers as much as our customers for their flawless fit, these easy-care styles enhance the figure and are perfect for any setting from casual al fresco parties to hot days in the city. Paired with our signature Iconique cotton tees, they embody the brand's effortlessly chic style. Solid colour modal dresses, embellished by a light sequin motif, balance the prints in this group.

**Casbah Sunset** – This [group](#) of outfits comes in a wide range of earthy desert-inspired tones from sand beige, ivory and rich ochra. Ranging from relaxed caftans and loose-fitted dresses, tops and bottoms, these outfits feature arabesque gold tone motifs, tussles and light embroidery for a boho chic summer look.