



ICONIQUE S/S2024 PREVIEW

For S/S 2024, ICONIQUE brings a boho and feminine aesthetics to holiday wear with a focus on sustainability.

The new collection will debut at the White Resort show in Milan on June 18.

The post-pandemic return to festivals saw a rush of colourful creative expression. In 2024 we expect a calmer and **nature inspired aesthetic** to emerge.

Drawing inspiration from the 2024 pretty feminine trend, the new collection is dominated by **tiered dresses and skirts** in lightweight fabrics like cotton voile printed with romantic florals.

A summer staple of 2024, the tiered skirts and dresses allow for extra movement during outdoor festivals and holiday occasions whilst delivering on the **trending bohemian look**. Other key styles include flared beach trousers and matching cropped tops in crochet cotton or pure linen.



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Colour wise, **restorative pastel tones and high impact bright colours** such as lime green, fuchsia and kelp green ensure summer vibes throughout the collection.

Adding balance to the season's statement shades, **white** is also a crucial feature of the 2024 spring/summer season.

The maxi dresses in chalky whites and ivory tones come in delightful laces and tailored silhouettes for an ultra feminine boho look, ideal for summer events from al fresco dining to beach weddings.

Adding weight to the collection is a capsule of flowy printed dresses and outfits in **sustainable fabric Lyocell**.

A new line of matching **accessories** including bags, sun hats and belts is available for the first time making ICONIQUE a complete brand for resort wear looks.



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