

COLOR

TREND



# DRESS to IMPRESS

SS-25

SPRING/SUMMER 25

DESIGN DEVELOPMENT

*"Redefining Elegance - Elevate your dresses into a contemporary style."*



The "Dress to Impress" collection is a stunning assortment of dresses that cater to every imaginable style. Immerse yourself in a selection of elevated classics and statement silhouettes across long sleeve midi dresses, maxi designer dresses, puffy sleeve dresses, and more. With dazzling designs, flattering cuts, breezy cotton dresses, sweeping smock dress styles, light summer colorful dresses, and comfortable lines, that been curated for an effortlessly elegant wardrobe that will carry you from day to night. With this collection has truly something for everyone. From optical patterns to floral prints, the variety in styles is vast and caters to different preferences. Defined with floral features such as embroidery, layered pleating, statement knotting, asymmetrical draping and puff sleeves, find forever pieces offering elevated everyday style, as well as unique party dresses and evening gowns for every occasion. The Spring Summer 2025 dresses are sure to make a statement with their quality, contemporary style, and elegance. For those looking for dresses that are perfect for warm summer days, the floaty maxi dresses and beach styles in this collection are a must-have. Whether you prefer vibrant prints and colorful patterns or more subtle neutrals and solid colors, there is something for every taste. With a range of lengths available, from dramatic long styles to more practical midis and playful short dresses, you can easily find the perfect outfit for any occasion. The collection includes elegant shirt dresses and timeless styles that are sure to flatter any figure. The wide range of materials, fits, and styles ensures that there is something for everyone in this collection. So whether you're looking for a casual dress for a day out or a more formal option for a special occasion, the "Dress to Impress" collection has you covered.

MOOD / CONCEPT

SS-25



DRESS to IMPRESS



"Redefining Elegance - Elevate your dresses into a contemporary style."

# DRESS to IMPRESS

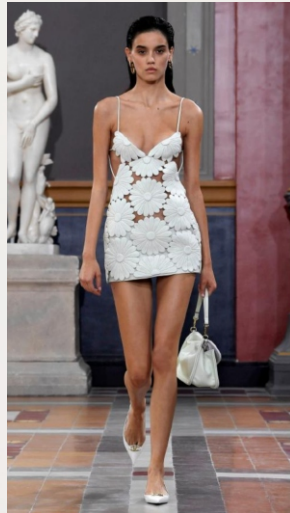


TREND

SS-25



VALENTINO



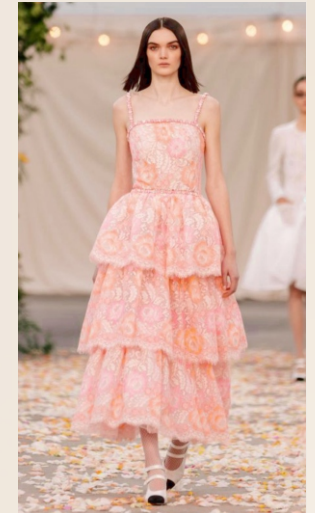
VALENTINO



MICHAEL KORS



AJE



CHANEL



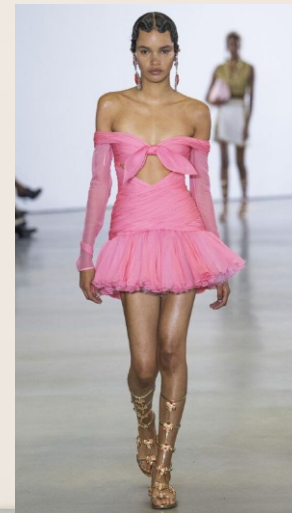
CHLOE



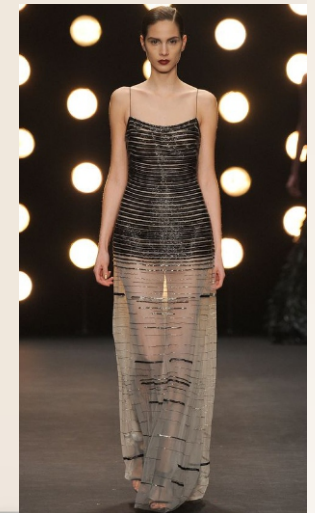
ELIE SAAB



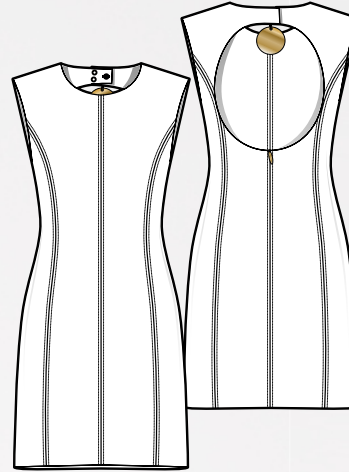
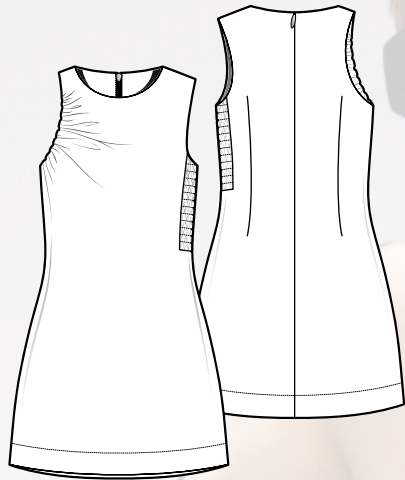
HERMES



GIAMBATTISTA VALLI



NAEEM KHAN



# DRESS to IMPRESS

COLLECTION PLAN

SS-25



KEY STYLE  
 # 1



**SILHOUETTES**

**pendant mini dress**

- \* Crew neckline, Mini dress
- \* Padded shoulders
- \* Fitted bodice & A-line skirt
- \* Circular back cut out with detachable gold disc detail
- \* Snap button at back
- \* Zip, hook and eye closure
- \* Lined style

18-2436 TCX  
 Fuchsia Purple

15-2215 TCX  
 Begonia Pink

KEY STYLE  
 # 2



**tulip sleeve midi dress**

STYLE KEY DETAILS & MATERIALS #1



**DRESS to IMPRESS**

"Redefining Elegance - Elevate your dresses into a contemporary style."

SS-25

KEY STYLE  
 # 3



**panelled midi dress**

KEY STYLE  
 # 4



**smock mini dress**

FABRICATION

**STYLE #1**

\* 69% LINEN, 31% VISCOSE

**STYLE #2**

\* 69% LINEN, 31% VISCOSE

**STYLE #3**

\* 100% POLYESTER

**STYLE #4**

\* 100% COTTON

KEY STYLE  
 # 1



SILHOUETTES

**Mini dress**

- \* Women's mini dress
- \* Asymmetrical crew neckline with gathering
- \* Fitted bodice
- \* A-line skirt
- \* Zip, hook and eye closure
- \* Lined style

13-1114 TCX  
 Bellini

KEY STYLE  
 # 2



**self tied belt midi dress**

STYLE KEY DETAILS & MATERIALS #1



**DRESS to IMPRESS**

"Redefining Elegance - Elevate your dresses into a contemporary style."

SS-25

KEY STYLE  
 # 3



**pleated bow back midi dress**

KEY STYLE  
 # 4



**pleated tiered mini dress**

FABRICATION

**STYLE #1**

\* 69% LINEN 31% VISCOSE

**STYLE #2**

\* 55% LINEN 45% RAYON

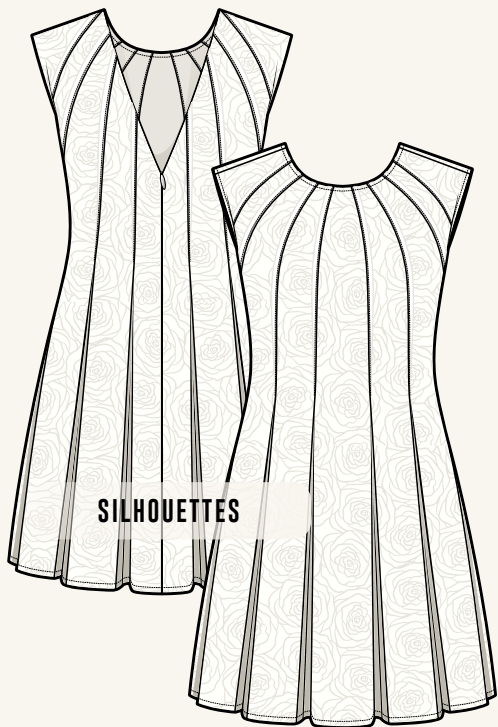
**STYLE #3**

\* 100% POLYESTER

**STYLE #4**

\* 100% COTTON

KEY STYLE # 1



SILHOUETTES

**Lace mini dress**

- \* Relaxed, straight fit
- \* Front crew neckline & back V-neckline
- \* Padded shoulders
- \* Panel and contrast bind detailing
- \* Flared skirt
- \* Zip, hook and eye closure
- \* Lined style

11-4300 TCX  
 Marshmallow

KEY STYLE # 2



**belted pleat midi dress**

STYLE KEY DETAILS & MATERIALS #1



KEY STYLE # 3



**textural knitted midi dress**

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"Redefining Elegance - Elevate your dresses into a contemporary style."

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KEY STYLE # 4



**button up mini dress**

FABRICATION

**STYLE #1**

\* 100% POLYESTER

**STYLE #2**

\* 100% POLYESTER

**STYLE #3**

\* 75% COTTON, 13% POLYESTER, 12% NYLON

**STYLE #4**

\* 53% LINEN, 47% COTTON

KEY STYLE  
 # 1



SILHOUETTES

**tank straps bustier dress**

- \* Tank straps
- \* Fused bodice panels
- \* Asymmetrical pleat accent
- \* Double layered frill
- \* Side zip up closure

15-2215 TCX  
 Begonia Pink

KEY STYLE  
 # 2



**pintucked midi dress**

STYLE KEY DETAILS & MATERIALS #1



**DRESS to IMPRESS**

"Redefining Elegance - Elevate your dresses into a contemporary style."

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KEY STYLE  
 # 3



**high neckline with knot detail midi dress**

KEY STYLE  
 # 4



**relaxed shirt style mini dress**

FABRICATION

**STYLE #1**

\* 69% LINEN 31% VISCOSE & 100% COTTON VOILE

**STYLE #2**

\* 69% LINEN 31% VISCOSE & LINING: 100% COTTON POPLIN

**STYLE #3**

\* 69% LINEN 31% VISCOSE

**STYLE #4**

\* 100% LINEN

KEY STYLE  
 # 1



SILHOUETTES

**pleated midi dress**

- \* Irregular pintuck detail throughout
- \* High raw cut neckline
- \* Raw cut sculptural sleeves
- \* Fitted bodice
- \* Flared skirts
- \* Zip, hook and eye closure
- \* Lined style

13-1716 TCX  
 Pale Rosette

KEY STYLE  
 # 2



**strapless mini dress**

STYLE KEY DETAILS & MATERIALS #1



**DRESS to IMPRESS**

"Redefining Elegance - Elevate your dresses into a contemporary style."

SS-25

KEY STYLE  
 # 3



**ruched midi dress**

KEY STYLE  
 # 4



**pintucked mini dress**

FABRICATION

- STYLE #1**  
 \* 100% POLYESTER ORGANZA
- STYLE #2**  
 \* 100% POLYESTER
- STYLE #3**  
 \* 100% COTTON
- STYLE #4**  
 \* 100% COTTON

KEY STYLE  
 # 1



SILHOUETTES

**Tie back mini dress**

- \* Square neckline
- \* Pleated bodice and straps
- \* Open tie-up back with scrunch accent bead
- \* Pleated skirt
- \* Side pockets
- \* Zip, hook and eye closure
- \* Lined

17-1430 TCX  
 Pecan Brown

KEY STYLE  
 # 2



**cut out midi dress**

STYLE KEY DETAILS & MATERIALS #1



**DRESS to IMPRESS**

"Redefining Elegance - Elevate your dresses into a contemporary style."

SS-25

KEY STYLE  
 # 3



**wired sweetheart neckline mini dress**

KEY STYLE  
 # 4



**draped maxi dress**

FABRICATION

**STYLE #1**

\* 100% COTTON

**STYLE #2**

\* 100% COTTON

**STYLE #3**

\* 100% COTTON

**STYLE #4**

\* 69% LINEN, 31% VISCOSE

KEY STYLE  
 # 1



SILHOUETTES

**Wrap front dress**

- \* Wrap front gathered dress
- \* Buttoned cuffs blouson sleeves
- \* Self tied belt
- \* Side waist loop for belt
- \* Flared skirt

18-0426 TCX  
 Capulet Olive

13-0317 TCX  
 Lily Green

KEY STYLE  
 # 2



**gathered cuffs full mini skirt**

STYLE KEY DETAILS & MATERIALS #1



**DRESS to IMPRESS**

"Redefining Elegance - Elevate your dresses into a contemporary style."

SS-25

KEY STYLE  
 # 3



**dual rouleau straps midi dress**

KEY STYLE  
 # 4



**belted smock midi dress**

FABRICATION

**STYLE #1**

\* 100% COTTON

**STYLE #2**

\* 100% COTTON

**STYLE #3**

\* 69% LINEN 31% VISCOSE

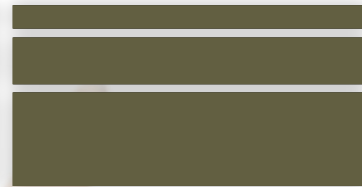
**STYLE #4**

\* 100% VISCOSE

# DRESS to IMPRESS



**PANTONE**  
17-1430 TCX  
*Pecan Brown*



**PANTONE**  
18-0426 TCX  
*Capulet Olive*



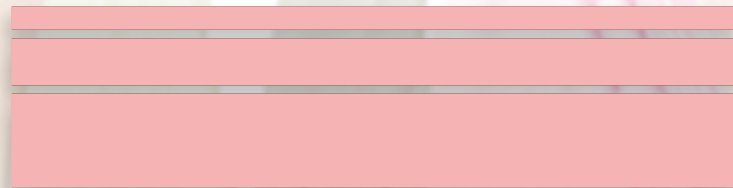
**PANTONE**  
18-2436 TCX  
*Fuchsia Purple*



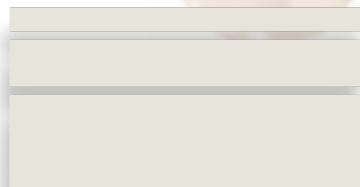
**PANTONE**  
15-1530 TCX  
*Peach Pink*

## KEY COLORS

SS-25



**PANTONE**  
13-1716 TCX  
*Pale Rosette*



**PANTONE**  
11-4300 TCX  
*Marshmallow*



**PANTONE**  
13-0317 TCX  
*Lily Green*



**PANTONE**  
15-2215 TCX  
*Begonia Pink*



**PANTONE**  
13-1114 TCX  
*Bellini*