

MEDIA INFORMATION

Spotlight on pure style and prints: ETERNA Premium blouses **Trend Report Blouses Spring/Summer 2020**

The spring/summer 2020 collection is all about introducing a sense of calm to the fashion ranges. The blouses are pure, soft, delightful to wear and illustrate the trend for tailoring.

Despite fresh accents, the colour scheme remains calm. Neutral shades, such as taupe, sand, navy and ice blue, join trendy highlight colours in green, lime, pink or orange.

Prints remain an indispensable feature but are more subtle in both style and palette. Bi-colour designs inject a new look to prints, often in graphic or stylised floral patterns.

January delivery

Neo Sports | 1863 by ETERNA | Premium

The premium collection is 'ready to wear' and opens the season with a subtle neo-sporty look. Wide, casual blouses and shirts are clear favourites. With sporty details, such as drawstring elements or subtly placed ribbons, they elaborate and reinterpret the athleisure theme in a more low-key style. The figure-hugging 'Fitted' style comprises two monochrome premium blouses with a concealed button placket.

Just like the detailing, the colour scheme in white, deep blue and Amazon green, with breezy light blue accents, create a sense of focus and consistency across the entire collection. The 'wording' trend also makes a very discreet appearance in the range: the lettering forming the year '1863' appears on a long blouse with an extended back section, adding a sporty, elegant touch.



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In addition to tried and tested fabric qualities, the collection features a new basic material made of high-quality Tencel, which is used in each successive delivery in a matching colour scheme.



February delivery

Cool Down | 1863 by ETERNA | Premium

The deep blue colour from the Premium delivery in January returns in February and is now paired with fresh sky blue and lime as new highlight colours. The latter appears on a monochrome silk blouse and as a bold flash of colour in prints.

The spotlight is on new prints that feature eye-catching graphic themes. They skilfully combine the colour palette of deep blue, sky blue and lime. Large-scale prints with ultra-large motifs are juxtaposed with discreet stripes, which are occasionally also combined with fil-coupé fabrics. Viscose satin and viscose silk mixes are perfect



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for print blouses, while fans of the shirt-style will love the Tencel quality. Shirt dresses, too, play a stunning role in the collection. The prominent print theme is also pronounced in long blouses and dress variants.



March delivery

Natural Elegance | 1863 by ETERNA | Premium

Subtle colour nuances, such as canvas beige, nude and porcelain, are juxtaposed with rich, bold colours such as peach and rosy pink tones. The colour palette is particularly expressive in the summery prints on feminine blouse shirts and pure, flowing print dresses.

The sophisticated qualities are made of high-quality viscose-satin or viscose/silk mixes in satin with a cool crepe look. Elaborate fil-coupé fabrics are also making a comeback. Linen plays a more prominent role again in this delivery and is mixed with Tencel and other materials. In particular the washed linen



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fabric, both soft and sophisticated, creates a summer favourite reflecting relaxed elegance.

The figure-hugging silhouettes of the Fitted style make their appearance in a feminine half-button placket shirt with a jersey back, or as a shirt blouse with fashionable details.



PRESS PICTURES SPRING/SUMMER 2020

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