

# LINDEX

## Get The Look – Summer 2012

Summer will soon be here, with bright, warm sunshine and relaxing holidays. The Lindex designers have created fashion collections for every type of summer occasion: working days in the city, beach outings, picnics with friends, relaxing at the summer cottage and fancier occasions like weddings and parties, of course.



### Inspiration Sicily

The 1950s were all about Sicily and the feminine style. This is what has inspired one of summer's most popular trends. Imagine the Italian woman – lively and expressive, wearing an ultra feminine dress and high heels, socialising with good friends at the local taverna. The silhouette is curvy, with a small waist and full skirt. The colours are vibrant – fuchsia, yellow, green, as well as black and white.

The essential garments for this trend are dresses with the typical 1950s silhouette, peplum and ballerina tops, pencil skirts in jersey and lace knit cardigans. Accessories include wide brimmed hats, sandals, straw bags and the essential 1950s style sunglasses.

### Beautiful pastels

All of the delicate, soft and pretty pastel colours are yet another major source of inspiration in the summer collections. Turquoise, mint green, lilac, pink and apricot – all in gorgeous soft mix and match shades, as well as white or metallic gold and silver. The look becomes feminine romantic or city cool, with essential garments like feminine tops and blouses, five-pocket shorts, pencil skirts and trousers.

The final touch is added with accessories like leather bracelets, scarves and bags all in various matching pastel shades, with or without metallic detailing.

### Ethnic surf resort

This beach and surf inspired trend is designed for days on the beach or glitz and glam evening beach parties.

Pastel shades like apricot, pink and light turquoise are matched with more vibrant tones in the same colour family, along with black and brown in florals or graphic leaf patterns. Gold and silver metallic touches are added, both prints and sequin decorations.

Besides bikinis, the essential garments for this height-of-the-summer look are chiffon tunics, maxi dresses, denim shorts and halterneck tops. The look is completed with accessories like straw hats and bags, gold necklaces and bracelets, feathers and exotic flowers in vibrant colours along with sandals in either gold or bright accent colours.

### Asphalt Jungle

The trend for summer in the city is comfortable and relaxed, with a mix of ethnic patterns, multi-colour stripes and colour blockings. The colour palette displays neutrals like white, beige and black together with coral and wine red. The essential garments include

maxi dresses, sleeveless tops and shorts along with accessories like shiny metallic jewellery and patterned scarves.

## **Holly & Whyte**

For Holly & Whyte, the collection launched by Lindex at the end of March, the summer look is a continuation of the great preppy look for spring. Dresses, shorts, blouses and t-shirts in distinct summer colours like various shades of blue, red and green. Patterns like the classic stripes and dots and scarf prints complete this summer look.

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