



BICOLOR BRILLANTE



STRADIVARIUS



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ZARA



FOREVER21





STUDIO 189

## Dopamine stamp

Dopamine dressing will continue into S/S 23, as consumers demand bright updates in familiar pieces to inject their wardrobe with newness.

Consumers are increasingly considering how a purchase makes them feel, rather than just how it looks, and valuing mood-boosting properties. Colour and print play a big part in their decision-making, after seasons of pandemic-fuelled neutrals and cores. They're hunting for that wow factor for returning parties, festivals and occasions. Bold and impactful, stencilled motifs in clashing #DopamineBrights make the perfect statement.

Word of caution: this has been a successful retail trend in S/S 22, and although brights are growing and the sentiment for feelgood fashion remains, still, neutrals and cores are dominating, so don't overbuy into this trend. Use as a press piece to drive interest.



AHLUWALIA

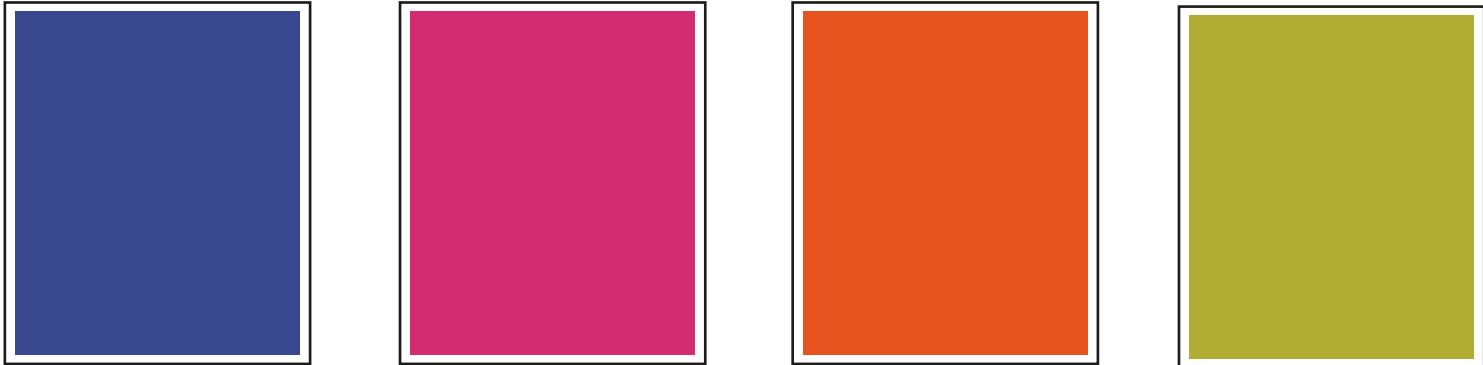


CAROLINA HERRERA



FERRARI

# GAMA DE COLOR



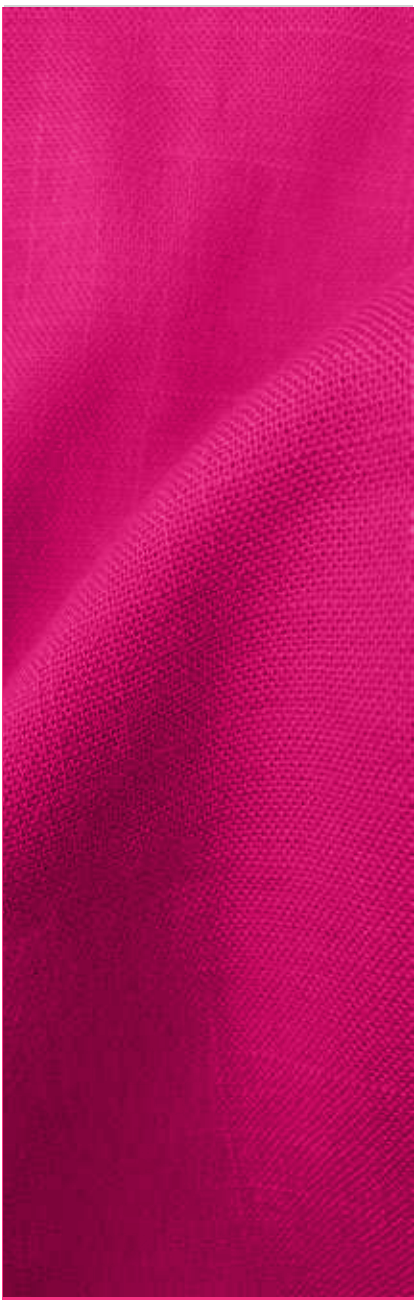
# BASES DE ESTAMPACION



KABU

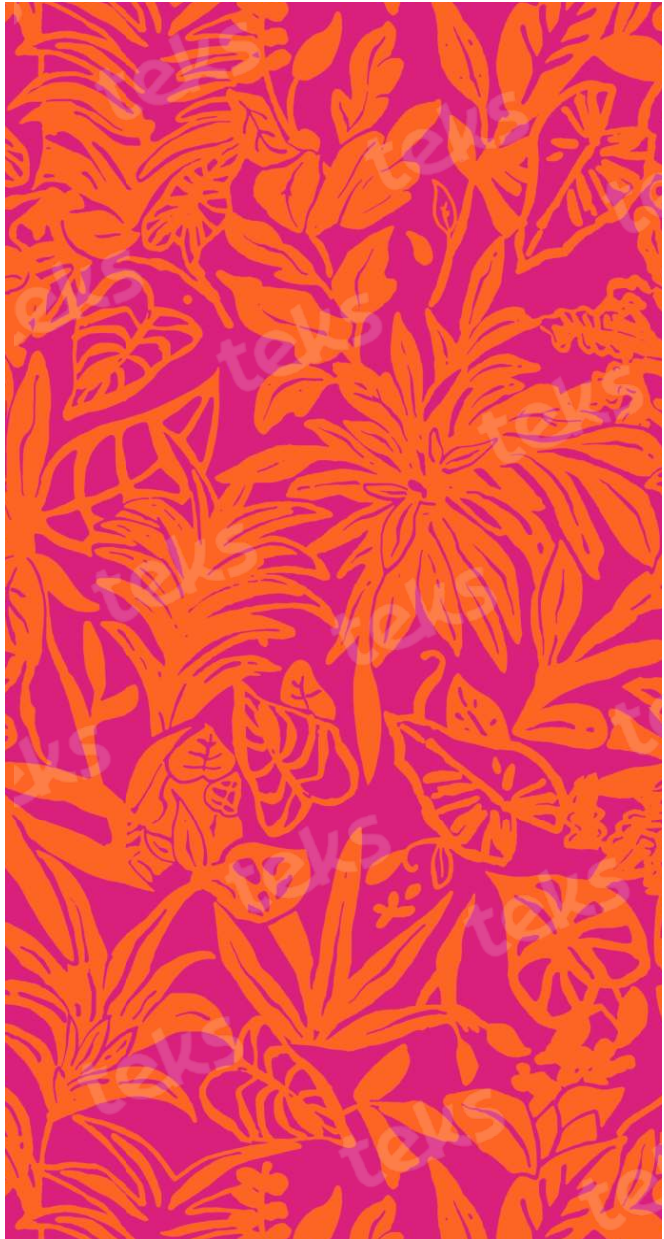


CHALIS SUPREMO



LINO MILÁN

# BICOLOR BRILLANTE FOLLAGE



REFERENCIA: UNI HOJIN  
BASE: UNIKLO



# BICOLOR BRILLANTE FOLLAJE



REFERENCIA: KLOSS BAILO  
BASE: KLOSS

# BICOLOR BRILLANTE FOLLAJE



REFERENCIA: LINO PALMEY  
BASE: LINO MILAN

# BICOLOR BRILLANTE FOLLAJE



REFERENCIA: NICK BAHIA

BASE: NICKIE

# BICOLOR BRILLANTE FOLLAJE



REFERENCIA: LINO BUENO  
BASE: LINO MILAN

# BICOLOR BRILLANTE FOLLAJE



REFERENCIA: CHAL BIC  
BASE: CHALIS SUPREMO

# BICOLOR BRILLANTE FOLLAJE



REFERENCIA: UNI VALLI  
BASE: UNIKLO

# BICOLOR BRILLANTE FOLLAJE



REFERENCIA: LINO PIKA  
BASE: LINO MILAN

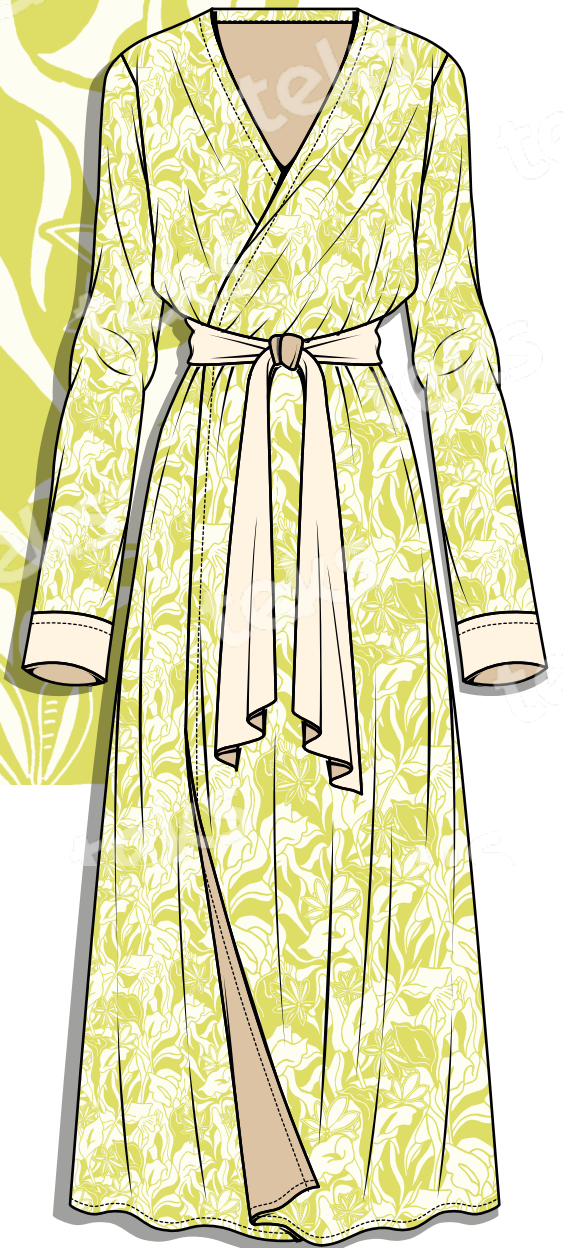


# BICOLOR BRILLANTE FOLLAJE Y FLOR



REFERENCIA: SEDU TORNADO  
BASE: SEDUCTION

# BICOLOR BRILLANTE FOLLAJE Y FLOR



REFERENCIA: CHAL BIC  
BASE: CHALIS SUPREMO

# BICOLOR BRILLANTE FOLLAJE Y FLOR



REFERENCIA: UNI TAVIRA  
BASE: UNIKLO

# BICOLOR BRILLANTE FOLLAJE Y FLOR



REFERENCIA: KABU LLAJE  
BASE: KABU

BICOLOR BRILLANTE FOLLAJE



BICOLOR BRILLANTE FOLLAJE Y FLOR

