

## SURF'S UP ...

With her third collection, for Spring-Summer 2022, Prune Goldschmidt wanted to celebrate *joie de vivre* and newfound freedom.

To highlight her commitment to women, Prune has decided to design for all morphologies and to adapt her looks for three generations — always with elegance and humor.

Prune draws inspiration from the free-spirited, carefree, chic, and cheeky Seventies (she was born in 1973!), looking to photos of the jet-set at Studio 54 or "swans" on holiday by the sea.

This season, Prune shares her passion for surfing through dresses and "couture" jumpsuits with sporty cut-outs accentuated by contrasting trim and oversized injected zippers.

Skirts, too, feature details lifted from surfing, such as eyelets, snaps, and drawstrings with gold-finish metal tips.

White shirts with a couture bow or a stately collar lend elegance and allure to the most offbeat silhouettes.

Oversized jackets inspired by men's wear are embellished with feminine details, like ruching and monogrammed buttons.

Flared pants with Birkin-esque high waists, cropped carrot pants, and culottes flatter women of all shapes and sizes.

Bias-cut dresses and skirts play up fluidity and romance.

Cordage tips and gold-finish snap hook buckles become jewel-like belts on *marinière* dresses with lounge chair stripes, for a confident and graphic allure.

The House's signature, the Kama Sutra print, becomes oversized and "blurs" lines in a very gentle alchemy, like a camouflage in layette colors.

The Prunes motif appears in a giant format, printed on cotton piqué... Gourmand and sensual, these Prunes are as round and irresistible as a little baby's bottom.

The Prune Goldschmidt signature — a crest shaped like a princess mirror with a family monogram— adorns the curve of the "buttocks" or emphasizes the bust with humor and sensuality.

Light is omnipresent, in a colorful range of metallic silks and cottons:

gold, mimosa yellow, lemonade yellow, pearly white, lagoon green, sky blue, Majorelle blue, night blue, rose petal pink, lilac, camel.

Noble, natural materials play up freshness and softness (double-twist poplin, cotton voile, linen satin, cool wool, cotton piqué, cotton gabardine, technical cotton faille, silk crêpe...).

Deeply sensitive and always attuned to women and the issues the fashion world now faces, Prune, with this third collection, once again caters to her clientele with respect, through clothing created in her own studio in Bordeaux, with elaborate and refined finishings — pieces that are made to last.

For this Spring-Summer 2022 collection, Prune Goldschmidt would like to thank:

ALAIN TONDOWSKI for creating the shoes  
MAISON MICHEL for creating the hats  
BAUMER-VENDOME for all jewels  
MILAN LUNETIER for all sunglasses

As well as the models :

Violeta Sanchez  
Roos Van Boostraeten  
Lillian Conner

#### Press Relations

France :

Richard Pestour Communication  
Richard Pestour / Pierre Lehoussel  
pl@richardpestour.com - +33 (0)1 42 56 26 11

USA :

Kaleidoscope PR  
Miki Higasa  
info@kaleidoscopepr.net - +1 (212) 414-8882

Japan :

Maison DixSept Inc.  
Megumi Terada  
m@maisondixsept.com- +81-3-3470-2100