

22/4

SPRING 2018: “Seaside Memories”

Clean lines and jaunty stripes meet the classic tailoring of 22/4 with the elegance of the sea meeting the sky in this playful new Spring/Summer collection, which calls to mind the nostalgia of the seaside experience. Nautical notions like eyelets, cords, draw the eye once more to the designer’s signature attention to detail. Graphic design elements, such as the exclusively in-house designed seahorse logo printed on silk and light shirting cotton, bring a touch of whimsy and sentimentality to the collection, recollecting the early swim experience of a German childhood.

Striped textiles of day looks evoke the images of beach chairs, umbrellas and towels, while the sparkling and shining details of evening pieces reflect the appearance of light dancing on the surface of the water.

“I wanted to utilize the intermix of textiles and color in this collection to accentuate and encapsulate the playfulness of a summer holiday,” says designer Stephanie Hahn. “It’s about nostalgia, it’s about the beach, but it’s about elegance, too.”

A glittering evening gown calls to mind the dramatic beauty not only of the ocean itself, but of iconic images like Botticelli’s ‘Birth of Venus’. Elegant beach suits and swim trunks will mark the trend of the 22/4 Neptune-Dandy. Jumpsuits for both men and women are a nod to 19th century swimwear, accessorized with cool bathing-cap hats, eye-catching pearl jewelry elements, waterproof beach-box crossbodies, bottle openers and fun nautical standards like the cork keyring pendant, this season is resonant with the holiday feeling and is as impactful as a wave breaking on shore.

A seaside palette of blues and whites welcomes the eye with a fresh feeling of summer and the stirring motion of ocean meeting sky. Atlantic blue, azure, navy, dark blue and turquoise represent the swirling waters paired with classic beach tones like bright white, sand, spindrift white and pearl. Pops of green in seagrass and wakame shades provide a surprising earthiness, contrasted by prints and palettes to conjure the shimmering world under the waves. The materials for this season are all about warm weather and beach memories, integrating top-quality textiles like light Italian tropical wool, viscose wool blends, lurex, Italian light and heavy cotton, and silk.