

LS SUGGESTS

Trendy with Le Reve this Summer

The Summer 2018 fashion trends are nothing less than bright, bold and beautiful, and these trends are prominently reflected in the SS'18 collection of Le Reve which has just launched in the stores.

In the Women's Wear Collection, Le Reve offers three segments — 9 to 9, Casual & Ethnic.

The 9 to 9, as the name suggests, offers solution to office going women, who want something suitable for their work and after work wear needs. This time around Le Reve has wide offerings of tunics, shirts, long kameezs, blazers and formal trousers, culottes and palazzos — these can be mixed and matched for the five working days of the week.

The other major attraction for HER, is the Women's Casual Collection that includes tunics, shrugs, shirts and tops in bright yellow, lively mid-tones, sugar pink, warm chai brown, violet, river rock grey and futuristic iridescent colours. Varied sleeve and neckline styles like flounce, layered trumpets, billow and cold, and shoulders, $\frac{3}{4}$ tie cuff patterns, and off shoulders with ruffles make the collection contemporary and in line with latest fashion trends.

The ethnic collection has options in shalwar kameezs, and a wide range of saris. To complement the look for any casual or ethnic occasion, this has choices of palazzos, harems and belted culottes, denim trousers, viscose trousers, leggings and matching accessories.

The Men's Collection this season is inspired by vibrancy and zeal of a Caribbean holiday, which is reflected in the prints and the colours used throughout the collection. The focus is on finely tailored looks.

The Men's Collection too has three main lifestyle segments, namely "Adventure", "Athleisure" and "9 to 9".

Casual, as the name suggests, offers trendy solutions for outdoor and casual occasions, for this season collection highlights are on digital printed summer shirts in Caribbean prints, graphic print shirts with matching shorts, casual trousers and denims to complement the look.

Athleisure means active and healthy lifestyle. This collection caters to the need of this segment exclusively. Key products include Dri Fit Polos, T-shirts and shorts, along with staples like V-neck and round neck easy to move T-shirts. This year, Le Reve also introduced a collection of T-shirts dedicated to the spirit of football.

And last but not the least, Le Reve's Kids Collection offers cool styles with comic inspired graphics, funky floral patterns, varied colour blockings and fresh trendy silhouettes in a wide age group from 0-3 years to 10-12 years. Inspiration for the kids' collection comes with all bright, dye effects, wrapping patterns, netting dress, organic and geometric patterns and water colour effects.

Fabrics like raw linen, dobby, silk, viscose blends, modals, etc. have been used extensively. The collection includes Polos, T-shirts, casual shirts, half-pants, casual trousers, panjabis for boys; skirts and tops, frocks, tunics, culottes and leggings for the girls.

Le Reve has opted to be the true one-stop shopping destination for fashion needs of spring-summer 2018.

You can also check out the collection on our website: www.lerevecraze.com and facebook.com/le.reve.wear.your.dreams.

Photo courtesy: Le Reve



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