




helsa[®]
FASHION SHAPING


Ladies Trend Collection

spring/summer 2017

However instead of classic and familiar, we find new interpretations and surprises. Even the silhouettes offer a rediscovery, the revival of draping and an experimental approach to form. These tendencies spread throughout all topics or styles. Based on models from art, printmaking or graffiti that unit into a modern, innovative design language.



SP 774 544



SP 767 276

classical

The classical topic is ideal for interesting details. The extensive pool of uniform elements is used to the full offering numerous range of epaulettes, applications and sequins.



SP 420 097



SP 789 745



SP 420 107



SP 790 047



straight

This summer there is a great interest for girlish, feminine styles – inspired by nostalgia and romantic frills. It is transparency and lightness that dominates this topic which is the must-have of the season.



SP 790 128



SP 790 089



SP 790 095



SP 414 226



round

Round shoulder and drapings show an experimental approach to form. Nothing could be further away from conservatism or paralyzing commerciality. The topic brings forward an explosion of colour and shape.



SP 790 109



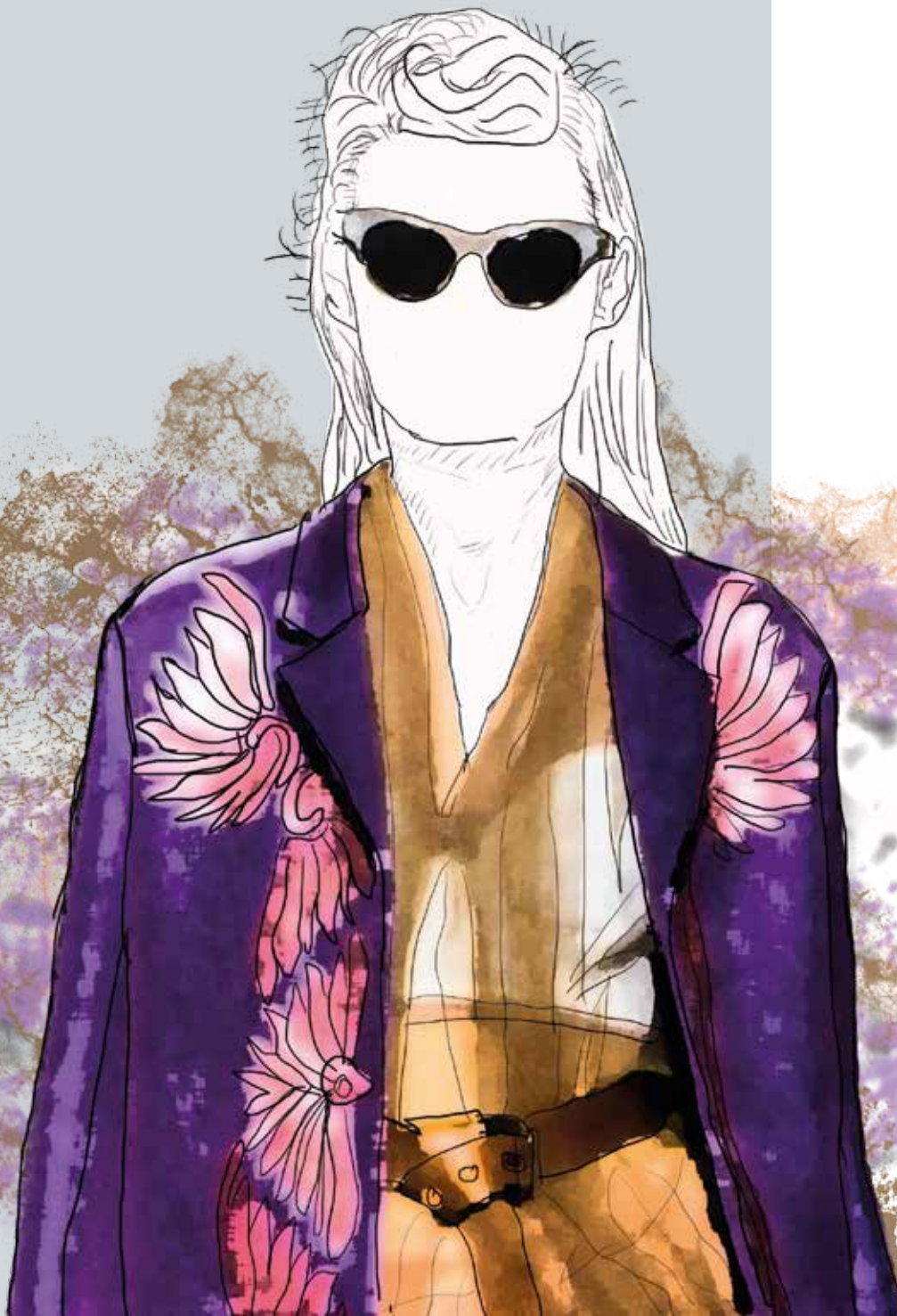
SP 789 976



SP 420 099



SP 790 101



oversized

Easy-going, overlapping pieces are the main characteristics for this topic. The jacket shapes are a mixture of new understanding of bomber and lightweight techno coats.



SP 420 121



SP 786 882



SP 789595



accentuated

The evening-wear nowadays goes beyond the festive winter season and continuous into the summer. Offering glamorous surfaces and forms with decorative jewellery items.