

Design Report

Spring·Summer 2020



Abel & Lula

Abel & Lula

| A new brand of the | Mayoral group

The Mayoral group, a specialist in children's fashion, launches a new brand - Abel & Lula. This new brand is aimed at a Premium segment of children's fashion. Specially designed for those special occasions where the atmosphere is chic and refined, but without losing the naturalness and spontaneity that characterizes children. The collection is endowed with garments with great quality fabrics, very careful patterns and very clean lines, leaving the fantasy to the own fabrics and the very well studied decorative details. This is supported by accessories such as tiaras, hats and bags.

For the time being, the group will operate with Abel & Lula in the multi-brand channel thanks to an international commercial network present in 17 markets.

The new brand from the Mayoral Group, whose headquarters are based in Malaga, is launching its collection. The Abel & Lula brand will remain as part of this group.

"We are more than fashion, we want to contribute to making special occasions even more special".



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| Spring/Summer 2020 | Collection

The Spring-Summer 2020 collection is inspired by women who were influential in their artistic discipline. These women, who showed great determination, enthusiasm and love for their work, managed to stand out and leave their mark and legacy on the world of the Arts.

A fresh collection made up of three styles: Ceremony, Special Occasions and Everyday Elegance; these all combine perfectly to create a complete range.

The collection's colour scheme varies depending on these styles. For example, garments from the Ceremony families come in muted, pale colours such as white, nude and salmon. Alternatively, for the Special Occasions families, we have intensified the tones as colours such as sky blue and peach enrich the chromatic palette. Finally, for the Everyday Elegance families, we have opted for brighter, more cheerful and powerful colours with great chromatic strength such as red, yellow and navy.

The fabrics in the collection are varied and lightweight, for example, both plain and embroidered tulle have been used, along with organza, lace, embroidered linen, mikado, voile, guipure, jacquard and cotton satin.



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