

# Design Report

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## Fall·Winter 2020



Abel & Lula

# Abel & Lula

## ABEL & LULA PRESENTS THE WINTER 20 COLLECTION AT THE MOST PRESTIGIOUS INTERNATIONAL TRADE

- The brand, which belongs to the Mayoral group, presents its Premium collection for the Autumn-Winter 2020 season.
- An outgoing collection, in which the fluidity of the designs coexists with detailed touches, pure patterns, high quality fabrics and exquisite manufacturing.
- "We want to make special occasions, even more special".

The specialist in children's fashion continues to create garments that are used to dress children on those special occasions where a sophisticated attitude is required, but where they can still be spontaneous and free.

Abel & Lula has its own design team, who have created a collection in which tradition and avant-garde converge. They use innovative and creative techniques that look to the future without forgetting the most traditional methods to produce these stunning garments. Abel & Lula help to turn special occasions into unforgettable moments.

### Autumn-Winter 2020

This season the "special occasions" and "elegant everyday" collections are more prominent and there is a less ceremonial air than in the previous winter collection. However, this has resulted in being able to develop a more versatile range that meets the needs of the winter market.

Design: The collection continues to be centred on Dresses, but we have looked to incorporate and increase the offering of other categories, such as Shorts, Trousers, Blouses, T-shirts and Jumpers. Some garments have become more structured but in general, the increase of loose fit garments is evident. In terms of accessories, we add more variety, specifically necklaces, hair clips, headbands, hat and scarf sets and bags to work towards our aim of offering a complete look.



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Fabrics: Cotton, Wool, Cashmere, Polyester and Viscose are all used throughout the collection. The quality fabrics that we use are Mikado, Cotton Velvet, Wool, Organza, Fil Coupé, Viscose, Fantasy Tulle, Viella, Suede, Leatherette and Jacquards. The inner linings, specifically those that come into contact with skin, are 100% Cotton and Polyester or Acetate-Viscose for the rest of the garments.

Colour Scheme. We have created eight different families that provide a great variety of colour. We start with the off-white and champagne family and proceed to increase the colours used, for example pink with maroon, light blue with a slightly darker shade of blue, burnt orange with camel, bottle green with grey, navy with blush, navy with nude and finally, black with red.

## About Abel & Lula

Abel & Lula is a brand which belongs to the Mayoral group – a specialist in children's fashion. The brand, launched in January 2019, is directed towards the Premium sector of children's fashion and has been created for use on special occasions.

## About Mayoral

The Mayoral group is dedicated to the design, manufacturing, marketing and distribution of children's fashion in more than 100 countries. This is achieved through a network of 20 commercial companies abroad, 250 sales agents, 230 Mayoral stores and more than 10,000 customers worldwide. Currently, the company also markets through its online store the rest of its brands: Mayoral, Mayoral Newborn and Mayoral Shoes.



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