



Abel & Lula

COLLECTION REPORT

SPRING-SUMMER 2023

Abel & Lula

ABEL & LULA LAUNCHES BABY BOY LINE AND CONSOLIDATES COORDINATED SILHOUETTES IN ITS COLLECTION

"We want to make special occasions even more special".

Abel & Lula, the premium children's fashion brand of the Mayoral group, presents its Spring-Summer 2023 collection with a new line for baby boys (6-36 months), in addition to the existing categories for baby girls in the same size, and girls (4-14 years).

As a result, Abel & Lula expands its complete and varied offer with proposals for every need and stage. At the same time, it continues to focus on coordinated designs in colours, fabrics, and styles, both in the categories of different sexes (baby boy and baby girl), as well as in those of different sizes (baby girl and girl); both perfect for those celebrations that require matching outfits for siblings.

Ceremony, focused on the protagonists of the celebration, as well as Special Occasions, focused on the guest, are the key trends for this season's events. The collection, designed by our own team based in Spain, stands out for the simplicity of the silhouettes, the taste for detail, the purity of the patterns, the quality of the materials and the exquisite tailoring.

BABY COORDINATES

6-36 months



Design

The dress continues to be the protagonist in the baby girl and girl line for yet another season. In the latter, the jumpsuit also stands out, enriching the offer. For baby boys, the highlights of the collection are the cardigans and the sets of shorts with long-sleeved shirts, both of which are made from natural fibres. A wide variety of accessories completes the collection, promoting the creation of total outfits.



FABRICS

Cotton, linen, viscose and polyester are the most important fibres in the collection. They are present in exquisite qualities such as mikado, flocked tulle, plumeti tulle, milano stitch, fil coupé, dobby, crepe, batiste, chiffon, bambula and organza, which are adorned with delicate details such as embroidery and pleating.

COLOURWAYS

A unique colour palette reflects the essence and diversity of each trend. While Special Occasions explores a great chromatic richness, with acid and vibrant shades such as fuchsia, turquoise, yellow or mint; the Ceremony trends opts for neutral and pastel shades, such as white, pink, anise or peach, to which navy blue is added, a classic and elegant tone that acts as a transition between styles.





GIRL

4-14 years

BABAY GIRL

6-36 months

Pirouette
COLLECTION



GIRL
4-14 years

Royale
COLLECTION



GIRL
4-14 years

Pirouette
COLLECTION



GIRL
4-14 years

Cabriolé
COLLECTION



GIRL
4-14 years

Attitude
COLLECTION



ABOUT ABEL & LULA

Abel & Lula is the premium brand for special occasions part of the Mayoral group, a specialist in children's fashion with a presence in 60 countries.

ABOUT MAYORAL

Mayoral is dedicated to the design, manufacturing, marketing, and distribution of children's fashion in more than 100 countries, through a network of 20 commercial companies abroad, 250 sales agents, 270 Mayoral shops and more than 10,000 customers worldwide. The company is currently developing its online sales in more than 20 markets. The group also has the adult fashion brands Boston y Hug & Clau.

Marketing Department

mk@mayoral.com

Mayoral Moda Infantil, S.A.U.

La Orotava, 118
29006 Málaga (España)
Tel.: 952 045 204



Abel & Lula



Abel & Lula

ABELANDLULA.COM

All rights reserved. The contents of this publication may not be reproduced or communicated publicly in any form whatsoever without the prior written permission from Mayoral Mode Infantil S.A.U.