

SPRING/SUMMER 2020 TIMEZONE WOMEN'S COLLECTION

It's your time



The upcoming TIMEZONE Spring/Summer 2020 Women's Collection is inspired by the dynamic of everyday life, the contrasts in the urban setting of a big city and the true colors life has in store. These have evolved into a diverse collection with authentic everyday pieces that emphasize the confident individual style of each wearer.

"Our focus for the creations was the design of a contemporary collection with the perfect fit. These styles are our ultimate homage to femininity. Fit before trend is our slogan," says Head of Design Doris Hofmann. We've commercially implemented high-waisted fits and outfitted our culottes with a moderate leg, allowing you to match them up with both sporty and feminine styles.

Light purple and deep red infuse the designs in the first season launch with the spirit of spring. Pastel candy colors such as violet, white and lime as well as intense turquoise are sure to put you in the summer mood.

The placement prints can be bold or subtle and make use of a diverse array of motifs: retro-inspired portraits, hand-scribbled sketches or one-liner all-over prints, as well as feathers in extra large. Realistic photo-like floral prints and cool lettering complete the look.

Pants

The pants collection, the heart of the brand, is characterized by its wide range of fits and covers basics such as skinny jeans, straight and tapered fits as well as current trends. In addition to the all-time favorites Aleena, Enya, Tahila and Nali, the collection is enhanced by new styles: the Nara mom jeans, the tapered Jilly style with a low crotch and the slim-cut Malory style with elaborate zipper details.

The denim range is complemented by various skirts, shorts and capris. In addition to classic *mid blue* and *black* washes, the upcoming summer season will also feature an exquisite *dark blue* as well as a *super bleach* wash. The large selection of *colored jeans* in purple, cayenne red, white and lime add a colorful accent.

The mom jeans feature a new non-stretch denim fabric. The relaxed cut means that no stretch is necessary and the *stone wash* which was so popular in the 90s comes into full effect.

The lightweight *8 oz black denim* is a trendsetter when it comes to sustainability because it not only goes perfectly with the rock star look visually, it also scores major points for being environmentally friendly. All styles are finished with a gentle laser wash, which utilizes less water during the coloring process, allowing for the environmentally conscious use of available resources.

The **non-denim** line features a harmonious palette of innovative summer fabrics. The lyocell in a beautiful vintage wash is cool to the touch, very easy to wash and scores big points with its velvety-soft texture.

7/8-length styles in a utility look, a variety of sleek, soft paperbag styles and of course slim chinos offer lots of variety in the summer. Those of you who still prefer the sporty look can opt for a jogging pant style with clean dividing seams.

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DOB

A small but stunning selection of blouses and dresses provides the perfect counterpart to the TIMEZONE pants range. Organic cotton T-shirts and extra-soft sweatshirts come to life thanks to their excellent fabric, brilliant colors and extravagant labeling.

The **T-shirt** collection features new cuts. Basic and modern fits complete the existing sporty and classic fits. The silhouette is leaning more and more towards the oversized look; that's why we're also integrating cool, boxy styles into the collection.

The **dresses** and **blouses** are embellished with design elements such as flounce and tie details on the sleeves, hem and shoulders. The beautifully designed styles are further accented by vibrant vintage metal accessories. The excellent qualities of the materials used create an impressive dynamic. Densely woven viscose or *garment-dyed* lyocell, which is also used in our pants, offer maximum comfort.

The **sweatshirt collection** has been designed with bright colors and extravagant details. Metal pendants, zippers, drawstring elements or contrast ribbons prove to be the perfect design element. TIMEZONE starts off the season with a patched loop-back fabric and offers a smooth transition to mid summer with a very lightly brushed burnt-out fabric that's silky to the touch.

The Spring/Summer 2020 Women's Collection comprises 65 styles altogether. Orders can be placed from July to the end of August. The three delivery dates for the collection are December, February and March.

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