



URBAN SUMMER

- STRONG CORE -

THE STARTING POINT FOR THIS SEASON IS THE JOURNEY TO ONE SELF:

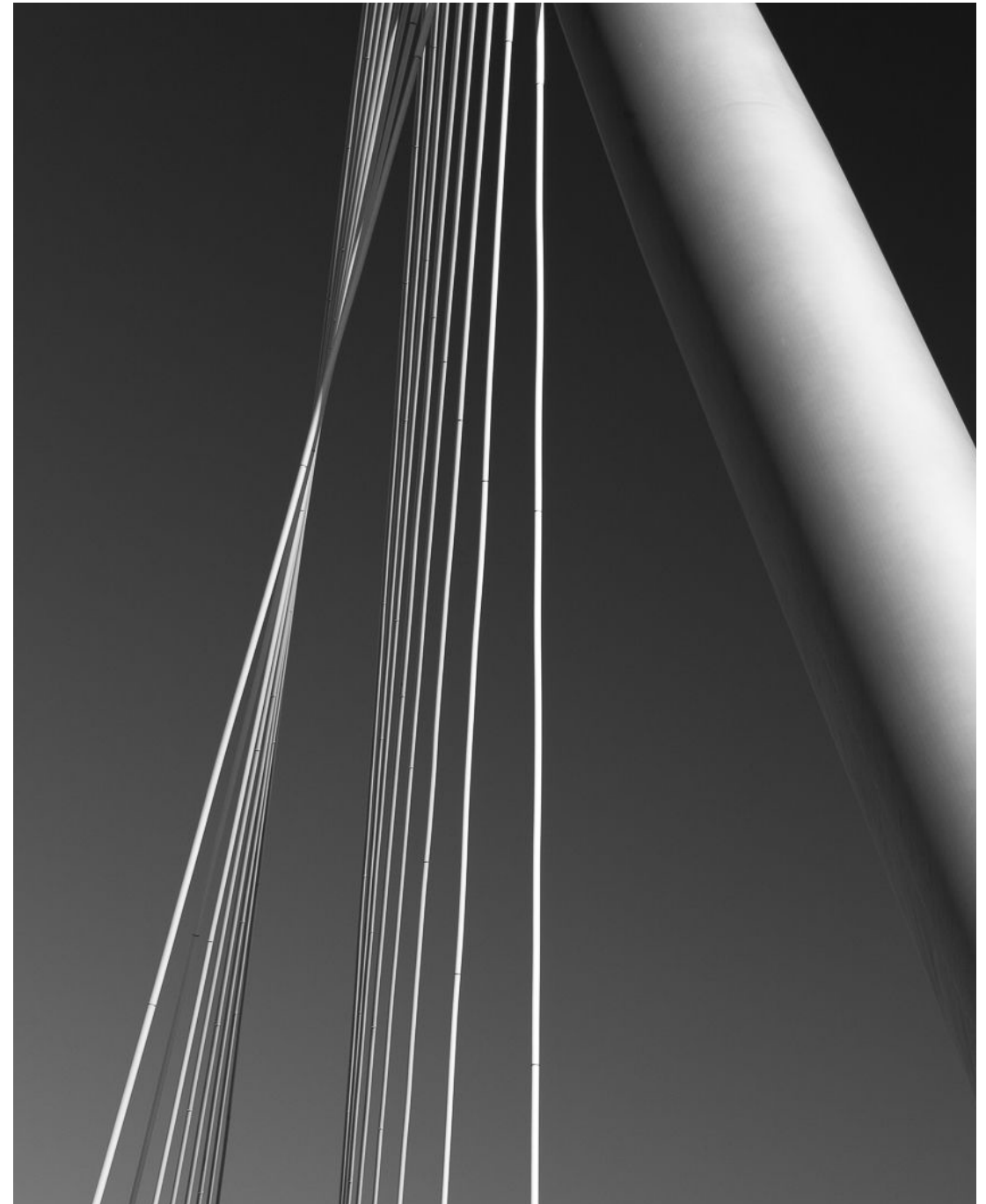
THE DEVELOPMENT OF A STRONG CORE, REFINING AND STRENGTHENING OUR IDENTITY, LOOK AND FEEL THROUGH OUR PRODUCT.

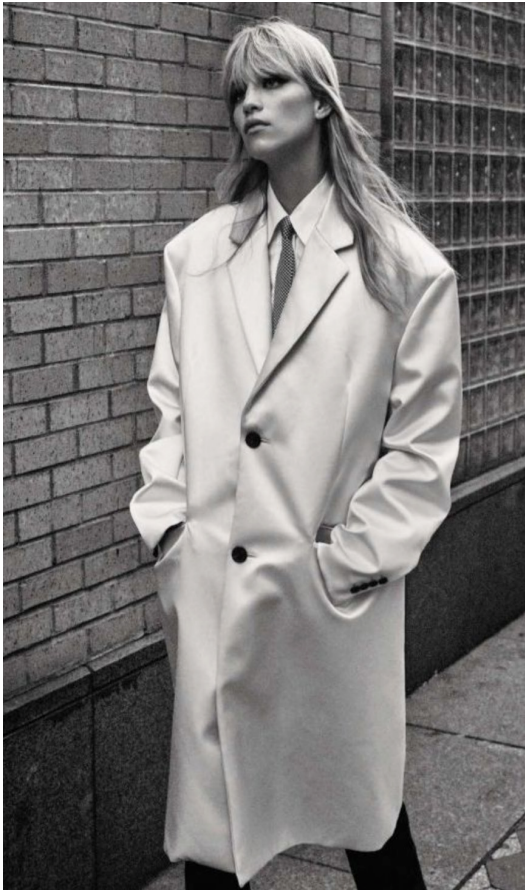
THIS SEASON WE ASPIRE TO REFINE AND STRENGTHEN OUR CORE

DEVELOPING A SIGNATURE LOOK AND FEEL

FINE TUNING OUR ASSORTMENT AND EXPERIMENTING WITH COMPLIMENTARY COLOUR COMBOS AND MATERIAL PLAY

PLAYING WITH SURPRISING PATTERNS AND ATTENTION TO DETAIL AND CRAFTSMENSHIP





THE AEYDE LADY EMBODIES TIMELESS ELEGANCE, NATURAL
PLAYFULNESS, A MODERN COOL AND PRAGMATIC BUSINESS CHIC ALLURE.





DETAIL ORIENTED TOUCH



STAHL HAUS, PIERRE KOENIG



- URBAN SUMMER -



RELAXED, SIMPLE, COMFORTABLE

SUMMER STYLES THAT CARRY YOU FROM DAY TO NIGHT





JOHN CHAMBERLAIN



CITY LIFE



PIERRE KOENIG

- URBAN SUMMER -

ACCOMPANYING THE AEYDE LADY'S SUMMER DAY

FROM PICKING UP HER COFFEE ON HER WAY TO THE OFFICE, TO HER LUNCH BREAK WITH COLLEAGUES, TO CONTEMPLATING JOHN CHAMBERLAIN'S SCULPTURES IN A GALLERY BY HERSELF, ON A SUMMER AFTERNOON. RELAXING WITH FRIENDS ON AN OUTDOOR TERASSE BASKING INTO THE FADING LIGHT OF THE SUMMER SUNSET, INTRODUCING THE WARM NIGHT TO COME. THE HEAT STILL RADIATING FROM THE CITY'S CONCRETE BUILDINGS.

SHAPES





NEW SHAPE: THE POINTY TOE KITTEN-HEEL FAMILY
DEVELOPING A NEW FAMILY FROM STRAP SANDALS TO ANKLE BOOTS



NEW TOE SHAPE: ALMOND
DEVELOPING A NEW FAMILY FROM BOOTS TO PUMPS

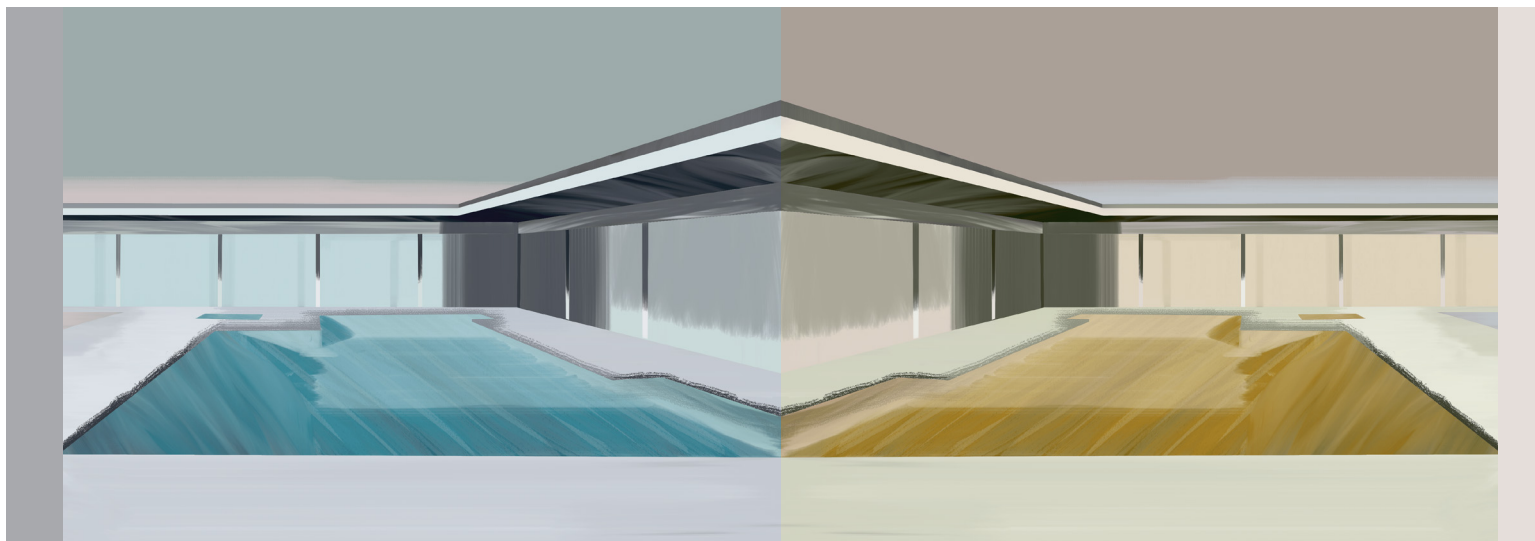


RELAXED, SIMPLE, COMFORTABLE
SUMMER SANDALS THAT CARRY YOU FROM DAY TO NIGHT



COLOUR





AEYDE SS21 COLOUR CONCEPT

FOR SS21 AEYDE SHOWCASES A RICHER COLOUR AND MATERIAL STUDY:

WARM TONAL SHADES MIXED WITH PASTELS, COMPLIMENTING COLOUR COMBOS, CLEVER COLOUR GRADIENTS AND A CONSIDERED PLAY ON TEXTURES AND PRINTS.

DROP 1 FOCUSES ON WARMER TONES AND SIGNATURE AEYDE COLOURS,

INTRODUCING THE MAIN COLOURS OF THE SEASON (PISTACHIOS WITH SPLASHES OF ORANGE)

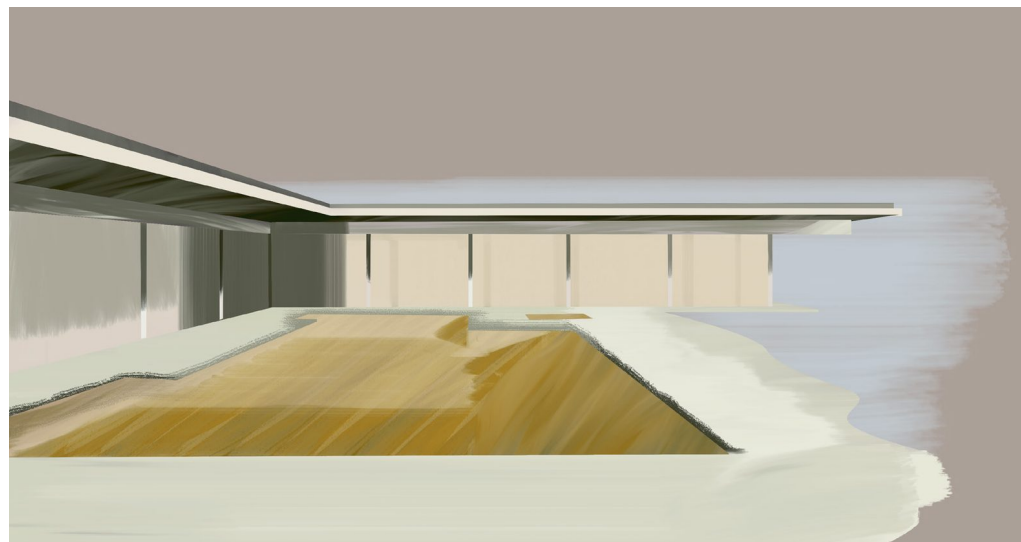
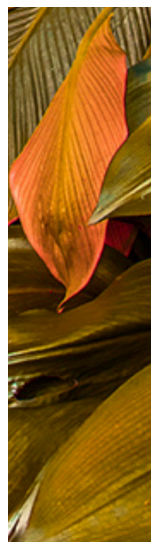
WHICH WILL BE CREATIVLEY REINTERPRETED IN DROP 2 THROUGH SMART COLOUR COMBINATIONS AND PLAY ON TEXTURES.

MAIN COLOURS:

AEYDE SIGNATURE BLACK AND CREAMY, GREY TONES, KHAKI SHADES, RICH BROWNS, PASTELS IN PINK, PISTACHO AND SKY, FRESH ORANGE AND SILVER MIRAGES.

DROP





COLOURS: AEYDE SIGNATURE BLACK AND CREAMY, GREY TONES, KHAKI SHADES, RICH BROWNS, PISTACHO, FRESH ORANGE

KEYWORDS: TONALITY, TEXTURE PLAY, COLOUR SPLASH, NATURAL SKIN, COLOUR COMBOS

COLOURS

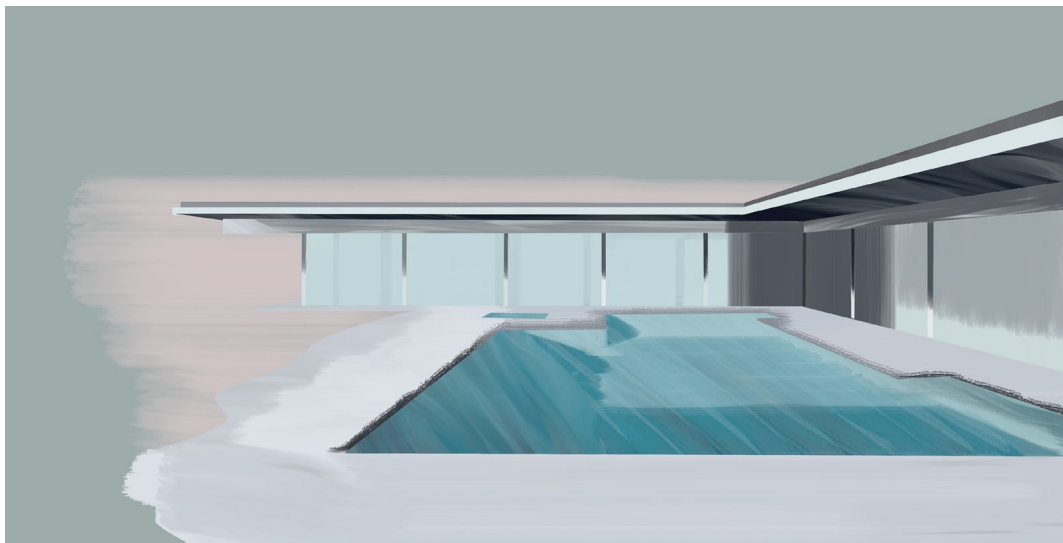
PRINTS / GRADIENTS



COLOURS: AEYDE SIGNATURE BLACK AND CREAMY, GREY TONES, KHAKI
SHADES, RICH BROWNS, PISTACHO, FRESH ORANGE

DROP



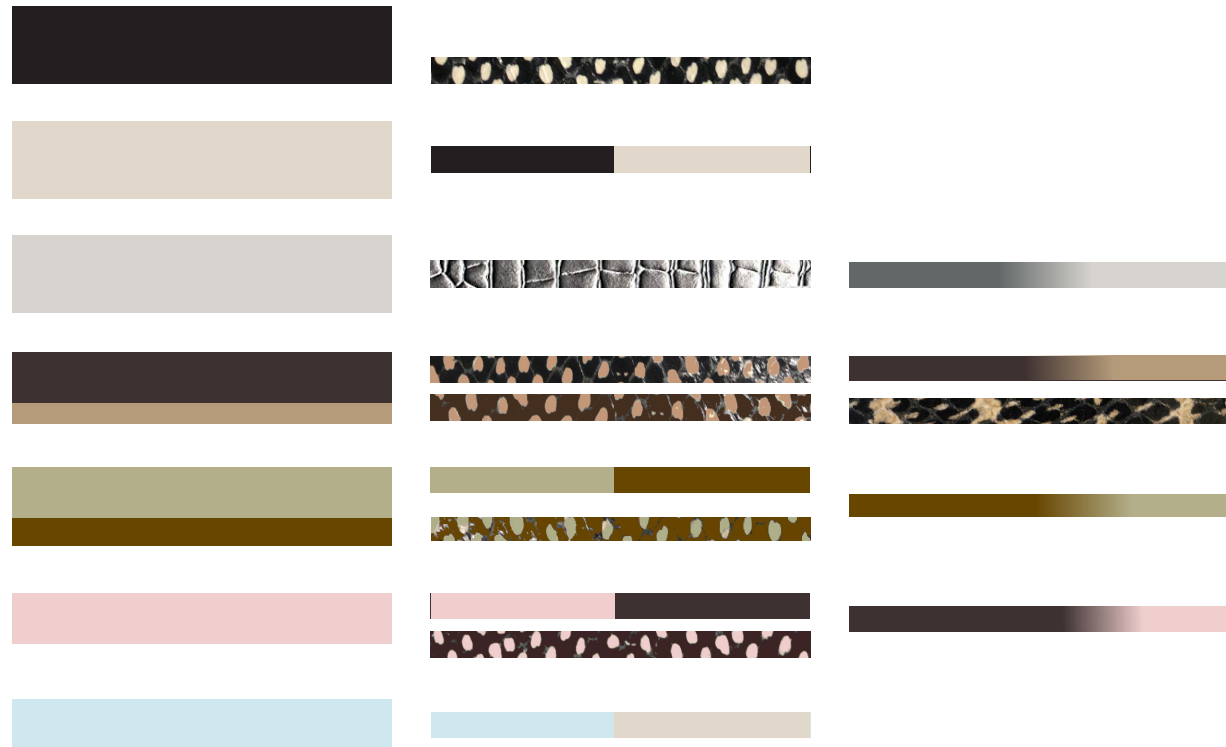


COLOURS: AEYDE SIGNATURE BLACK AND CREAMY, GREY TONES, KHAKI SHADES, RICH BROWNS, PASTELS IN PINK, PISTACHO, SKY AND SILVER MIRAGES.

KEYWORDS: TONALITY, TEXTURE PLAY, SUMMER SKIN, SUMMER SKY, GALLERY GREY

COLOURS

COMBOS / PRINTS / GRADIENTS



SS21

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