PROMOSTYL
TREND FORECASTING

TIMELESS WOMEN MARKET PREVISION

TECHNOLOGY FW 22/23

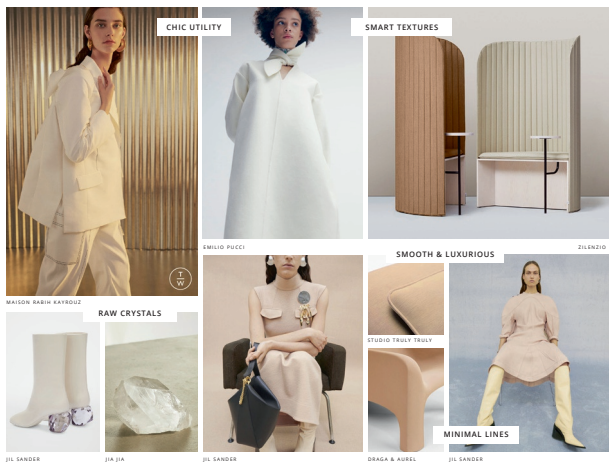
FR/EN

FW 22/23 LONG TERM

The trend is confirmed, a new approach to sensitive technology comes alive through sleek minimalism and neo-natural textures.

La tendance se confirme par l'application d'une technologie orientée vers les sens. L'allure est minimaliste et les textures naturelles et innovantes.

FW 22/23 SHORT TERM



WOMEN **MASS MARKET PAGE 2-3**
An innovative theme with smart sport codes.
Un thème innovant aux codes sportifs.

WOMEN **LUXURY MARKET PAGE 4-5**
A minimalist theme with a sleek utilitarian allure.
Un thème minimaliste associé à une allure utilitaire élégante.

PREVISION FW 22/23 | TECHNOLOGY

FUNCTIONAL CLASSICS

MASS MARKET | TIMELESS WOMEN

WHITE

12-4609 TPG

17-1223 TPG

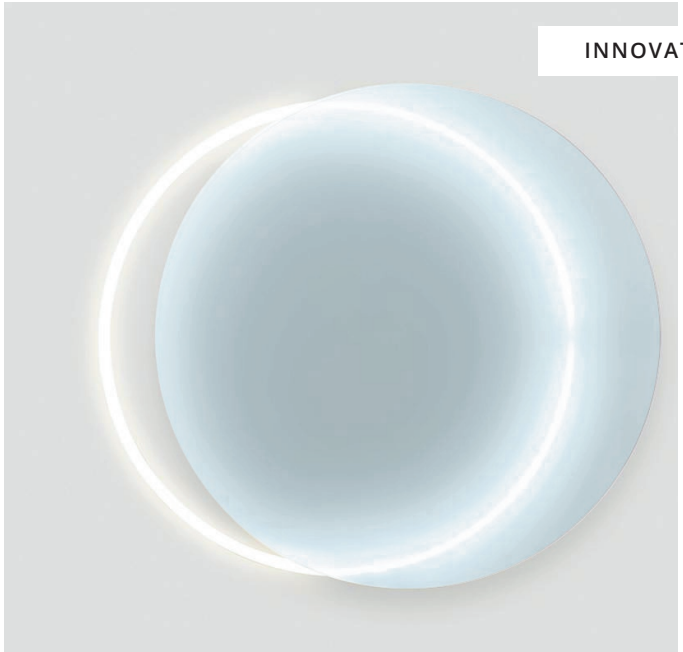
12-1403 TPG

BLACK

SPORTY CODES

BOTTEGA VENETA

INNOVATION



SABINE MARCELIS

JIL SANDER

RUBBER & LEATHER

CHLOÉ

THE ROW

JIL SANDER

TRANSLUCENT

FEMININE

LOEWE

HARPERS BAZAAR ARABIA

KEY PRODUCT 1

DRAPES AND DRAWSTRINGS

DODO BAR OR

KEY PRODUCT 2

THE VOLUMNIOUS PARKA

JW ANDERSON

KEY PRODUCT 3

STYLISH WAIST BAGS

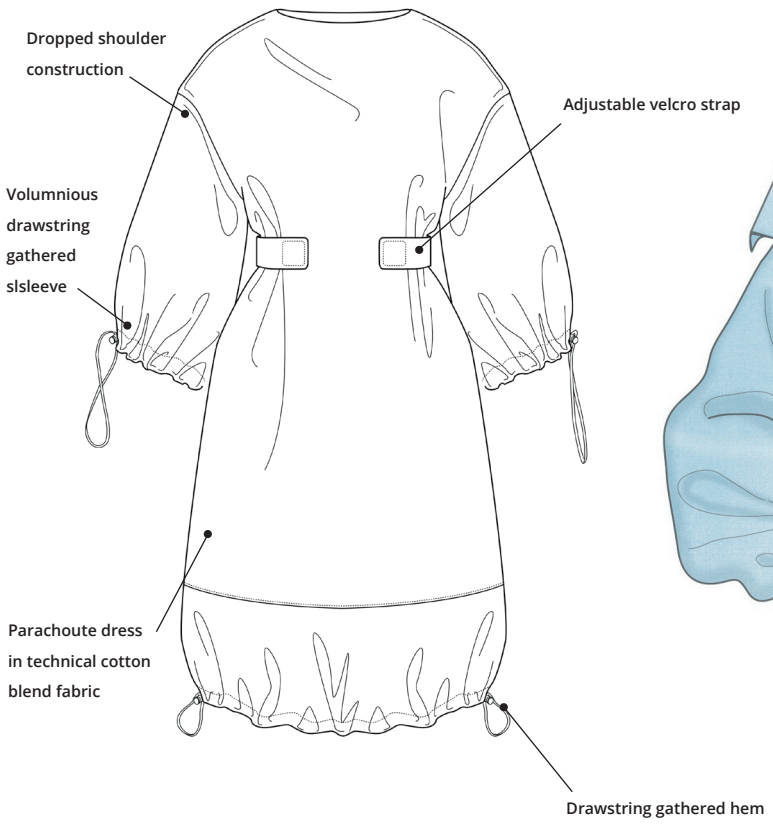
JIL SANDER

DESIGNS TIMELESS WOMEN I FUNCTIONAL CLASSICS

MASS MARKET

Classic volumes take on innovation through smart water repellent textures and sporty details. A mix of codes resulting in an ultra stylish and modern wardrobe. Smart tech-textures and sporty details are key!

Les volumes classiques montrent une approche innovante à travers des matières résistantes à l'eau et des détails sport. On mélange les codes pour une garde-robe au style ultra moderne. Textures techniques et détails sport sont clés !



A long sleeve turtleneck dress in mercerized cotton jersey is worn under a layered maxi-mesh dress with plunging v-neck collar.
Robe col V plongeant en maille ajourée XL, portée en superposition sur une seconde robe manches longues au col roulé en jersey de coton mercerisé.

A loose fit parka coat in water repellent cotton blend is worn over the shoulders. Drawstring waist and oversized hood construction underline the smart sport allure.
Parka oversize en coton imperméable tombant sur les épaules. Le cordon de serrage à la taille et la capuche XXL lui confèrent une allure smart et sporty.

GRAPHIC PRINT

PROMOSTYL DESIGN

KEY ACCESSORY

Tire rubber-trimmed leather Chelsea boots with loose ankle shaft.
La semelle en gomme souligne les bottines en cuir à la tige large.

Leather Chelsea boots with rubber sole.
Chelsea boots en cuir avec semelle en gomme.

PROMOSTYL SELECTION

PREVISION FW 22/23 | TECHNOLOGY

MINIMAL UTILITY

LUXURY MARKET | TIMELESS WOMEN

11-4800 TPG

11-0603 TPG

12-1403 TPG

17-1223 TPG

GOLD

CHIC UTILITY

MAISON RABIH KAYROUZ

EMILIO PUCCI

SMART TEXTURES

ZILENZIO

RAW CRYSTALS

JIL SANDER

JIA JIA

JIL SANDER

SMOOTH & LUXURIOUS

STUDIO TRULY TRULY

DRAGA & AUREL

MINIMAL LINES

JIL SANDER

KEY PRODUCT 1

MINIMAL GATHERS

16 ARLINGTON

KEY PRODUCT 2

ALL SISTERS

INNOVATIVE WOOL BLENDS

JIL SANDER

KEY PRODUCT 3

SLEEK UTILITY DETAILS

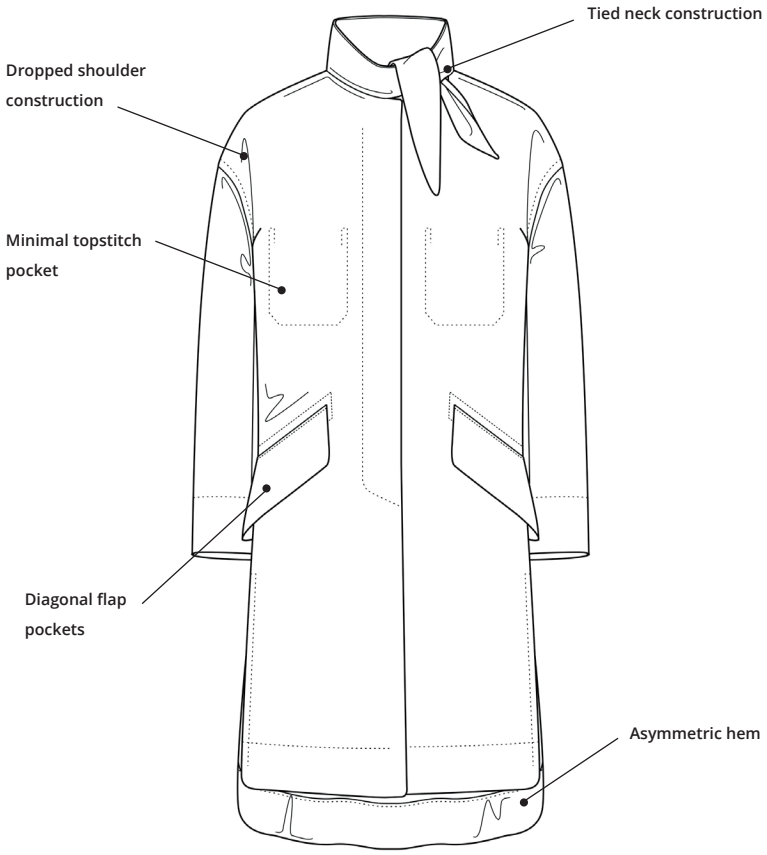
EMILIO PUCCI

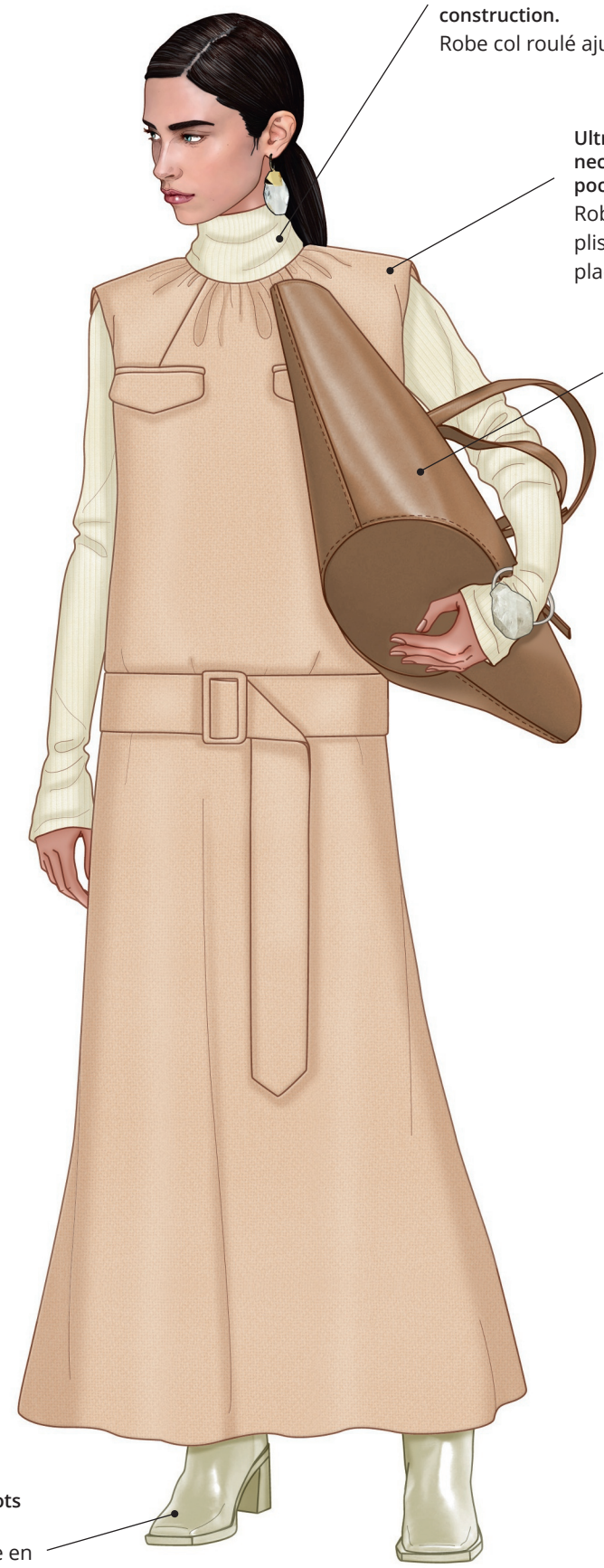
DESIGNS TIMELESS WOMEN I MINIMAL UTILITY

LUXURY MARKET

Smart utility. A sleek and modern silhouette is composed by clean and uncluttered outlines with sleek utility details.

Utility smart. Une silhouette moderne et élégante allie lignes pures sans fioritures et détails utilitaires soignés.



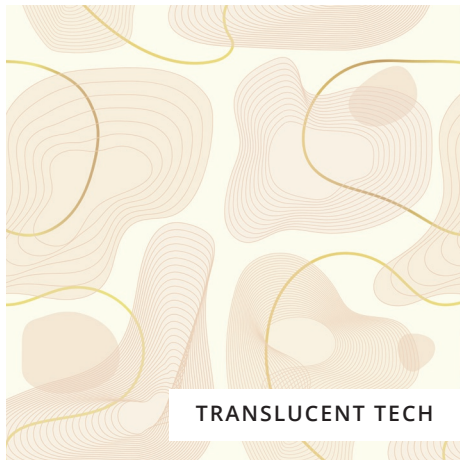


Fitted rib knit dress with slim turtleneck construction.
Robe col roulé ajustée en maille côtelée.

Ultra modern wool blend dress with gathered neckline, low positioned waist belt and sleek flap pockets.
Robe en drap de laine ultra moderne : encolure plissée, taille basse ceinturée et poches plaquées soignées.

The ultra stylish maxi tote in smooth, glossy leather.
Cabas XL ultra élégant en cuir lisse et glacé.

GRAPHIC PRINT



PROMOSTYL DESIGN

KEY ACCESSORY

Sheer and shimmering crystal ensemble. Raw crystal bracelet and matching earrings with gold metal fittings.
Parure en cristaux scintillants. Ensemble assorti composé d'un bracelet et d'une paire de boucles d'oreilles en cristaux bruts et métal doré.

Square toe ankle boots in glossy leather.
Bottines à la cheville en cuir glacé.

BEST OF TEXTILE
ART : HWR273KW
100% WO

PROMOSTYL
TREND FORECASTING