



SS17 GUESS JEANS COLLECTION

The SS17 Guess collection celebrates the fusion of urban glamour and a bohemian free spirit. While exploring innovative technical fabrics, the collection also puts the spotlight on fresh and natural fibers in a variety of colors and patterns for him and her. Denim is a key player, for sun-kissed summer looks.

WOMAN

City Uniform

A metropolitan young woman, juggling her countless commitments and interests with zest, is the source of inspiration for urban-glam looks that expertly blend fashion details with innovative technical fabrics. The result is an original line of transitional outerwear, packable garments and functional denim. Floral and animal prints create the perfect look for the urban jungle, alongside graphic motifs and bold stripes. Denim meets technology in the #smartguess line, with futuristic fabric finishes setting the next level for fashion denim. Three colors epitomise three different performances: Fast Blue for highly breathable and water-repellent denim with dry fast technology; Cold Black for heat-regulating technology that protects the skin from UV rays; and Stay White for whiter-than-white laundering thanks to the special “no stain” technology.

Summer Pin-Ups

Cuba’s breathtaking landscapes and joyful atmospheres are reflected in a line of ultra feminine pieces with new volumes and bold graphics, true to Guess’ iconic, young and sexy DNA. Close-fitting silhouettes and sleek cutouts are brightened up with eye-catching patterns, lively stripes, floral prints and pop solid colors.

Innovative stretch fabrics open up a new frontier for denim, delivering top performance while also ensuring a sensual slim fit. Jeancare, moisturizing denim, and 4-Way Stretch - in which highly comfortable fabrics stretch in both the warp and weft directions and sculpt a bombshell figure - are the main innovations that make this summer hotter than ever!

Raw Coast

The carefree, unconventional attitude of the world-renowned Coachella Festival, which brings an original mix of music, fashion and celebrities to the heart of the Californian desert, is echoed in natural and fluid fabrics such as silk, tencel and viscose. Desert vibes translate into a palette of earthy and neutral tones. Maxi dresses and flowing skirts grant a boho-chic flair, accompanied by a sudden burst of seduction provided by hot pants and crop tops, for glam-rock styles.

Delightfully lightweight, sky-blue denim continues to offer stylish comfort even at the peak of the hot summer months. Fluid indigo tencel is the leitmotif of pieces with peep-skin cuts, deep slits and flirty ruffles, adding a romantic touch to sensual outfits.



MAN

Made in L.A.

When sport meets technology, the result is a line of active wear that mixes mesh and heat-welded elements with innovative materials, for contemporary casual looks. Hoodies are layered over t-shirts with longline fits, in pastel colors and geometric motifs, to underline an edgy street style completed by iconic Guess patterns.

Comfortable-fitting tops are paired to perfection with skin-tight jeans. Moreover, the Formenfit Coolmax denim line introduces a technology that keeps sweat away from the skin, ensuring daylong dryness and comfort.

Living La Havana

The cool, laid-back mood of the Caribbean island is expressed in 1950's-inspired styles, with light shirts, Bermuda shorts and loose jackets in textural fabrics making for a seamless transition from the beach to evening cocktails by the sea.

Cuba and its stunning scenery are also mirrored in natural khaki tones mixed with tropical bright pink, blue and green on bold prints featuring flamingos, flowers or geometric motifs.

Finally, a glam and easy-to-wear indigo suit guarantees the wearer ultimate flexibility and stylish comfort.

Point Break

Effortlessly cool, relaxed and totally in connection with nature, the surfer lifestyle breathes life into loose, beach-inspired silhouettes. Lightweight, fluid materials and natural fabrics such as linen come in dip dyed and bleached pop colors, for a vibrant summer look.

Vintage-style denim is artfully reinterpreted, offering a contemporary take on thrift looks.

About GUESS?, Inc.

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand. Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, footwear and other related consumer products. Guess? products are distributed through branded Guess? stores as well as better department and specialty stores around the world. As of April 30, 2016, the Company directly operated 840 retail stores in the Americas, Europe and Asia. The Company's licensees and distributors operated 792 additional retail stores worldwide. As of April 30, 2016, the Company and its licensees and distributors operated in more than 95 countries worldwide. For more information about the Company, please visit GUESS.com

