**ANONYMEdesigners Press Release**

For many years, the fashion world has put designers on a pedestal and forgotten that the clothes and the wearer take the spotlight. At ANONYMEdesigners the desingers remain behind the mask because they believe the identity of the woman is more important than the identity of the designer.

The eternal beauty and cosmopolitan influences of Rome run through the designs and translate into the prints, patterns and details of the collection. The striking prints, exquisite patterns and delicate designs make sure ANONYMEdesigners can be worn from day to night and from work to leisure! Every single piece has the ability to take any outfit from simple to sartorial in an instant but, at the same time, remain surprisingly wearable.

The new ANONYME designers Autumn-Winter collection is tailor-made for a woman who loves beauty, nature and art. A feminine woman, sensual but at the same time strong in character, who always knows what she wants and how to get it!

Graphic looks an patterns continue to evolve into this season. Slim linear designs and simple two-tone geometrics make a statement. Considered placement prints have a minimalist aesthetic while all-over prints create optical illusions that play with the eye. Determination, uniqueness and lightness are the key words for this summer! For women who do not want to exaggerate but who always want to feel glamourous, ANONYME designers offers coats and skirts with soft lines able to enhance the body. Rows of white, blue and green water characterize the fabrics and give a sense of delicacy and freshness. Pleated longuette and navy-colored balloons complete this collection. Day and night will no longer be distinguished: elegant, light fabrics with brightly colored flower prints will immediately lead us to the warm afternoons of a beautiful Summer holiday. Light colours & soft hues are combined with strong tailoring, the perfect compromise between power and femininity!

This year, ANONYME designers has managed to blend different types of women in a single look, because being fashionable is important, but being yourself is even more!