



## GUESS JEANS FW 2016 COLLECTION

The Guess Jeans FW 2016 collection revels in a play of contaminations, balancing Eastern zen-like peace with a Western urban attitude. The “Eastern Promises” leitmotif running through the collection produces a delightful mix that brings out a sophisticated and dynamic sense of style.

### MAIN COLLECTION THEMES

#### Indigo therapy

In this whistle-stop tour of Asia, the positivity of yoga combines with urban glamour and sophistication. Washed and distressed denim is matched with cherry blossom mesh tops and printed blouses with a sumptuously exotic appeal. Shades of blue are lit up by floral designs and embroideries in warm coral and tan. Nature scenes and hummingbirds add a feminine twist to casual bomber jackets. The eveningwear is spiced up by kimono shapes in overlaid transparencies and basic black pieces with a lush smattering of red.

Original Japanese graphics and lotus-inspired motifs enrich the collection for men, in which blue denim is picked up by splashes of ruby red.

#### Go West

Temperatures drop dramatically as the collection travels west, through the cold climates of Russia and the Balkans, requiring heavy fabrics such as jacquard, printed velvet and chunky bouclé, in innovative shapes and volumes. Floral motifs permeate the trousers and skirts, sometimes coupled with dramatic lace or patent leather in a contemporary mash-up with a romantic yet energetic soul. An understated sense of strength exudes from discreet military-inspired pieces, such as structured parka coats and skinny cargo trousers, while high-waisted culottes, reversible kimonos and slit-sleeve mini dresses make for a cool, sensual look.

Wrapped up warm in comfortable yet stylish parkas and knitted outerwear, camouflage designs provide the Guess man with a striking military look, while chequered prints add character to casual looks for him.

#### Kaleidoscope

The dazzling neon lights of fun-loving western metropolis light up the night sky with electric shades, as reflected in the most sensual and provocative line of the collection. Like a modern-day geisha, the Guess woman draws on a melting pot of cultures that bring the city to life, stealing the scene with strikingly paired fabrics and patterns. Striped sequins, faux leopard fur and flower prints in new lengths and proportions highlight the figure, while little dresses are a wardrobe must-have for going out on the town. When the Guess woman parties, the Guess man is sure to follow. Edgy slim-fit denim trousers in silver, eco leather and animal prints afford an irresistible allure, while unexpected colour accents, such as surreal teal and amulet green, give a jolt to elegant black and white outfits for him.

#### 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 August 1, 2015, the Company directly operated 815 retail stores in the Americas, Europe and Asia. The Company's licensees and distributors operated 808 additional retail stores outside of the United States and Canada. As of August 1, 2015, the Company and its licensees and distributors operated in more than 90 countries worldwide. For more information about the Company, please visit [GUESS.com](http://GUESS.com).

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