



  
**ideas**

Digital  
Dreams

Summer Haze  
SS 2017

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PLAYING IT COOL









Digital Dreams

Spring Summer  
2017



THE FUN IN FASHION

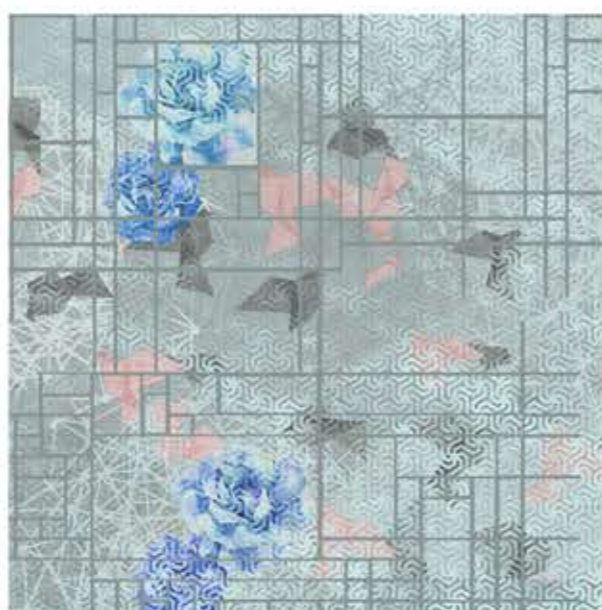
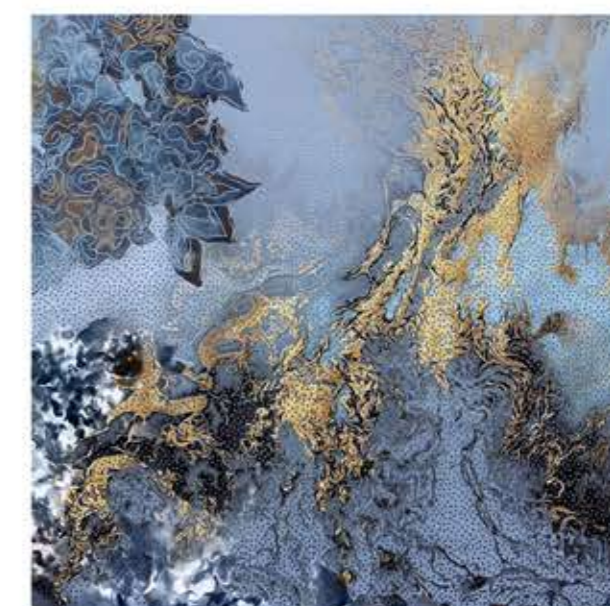
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## Digital Dreams *Spring-Summer 17'*

This spring, Ideas steps up the ante, delving into prêt that moves beyond being mere clothing to pushing boundaries, veering towards the edge. Merging wearability with a penchant for ruling the fashionable roost, digital dreamscapes have been conjured in a collection that is cool and contemporary, featuring ready-to-wear that drifts through a mellow palette occasionally set off by pops of vibrant color.

Dabbling with a range of hemlines, slight asymmetry and crisp structure, the clothes are accentuated by subtle detailings: buttons, quirky trimmings, pleats and stylized puff embroidery. Taking cues from nature, there is a predominant focus on flora, artistically emulating sensorial Impressionism, made blurry through pixilation or distorted into varying fragments. Also interspersed within the collection are bold geometrics, stripes and criss-crossing grids.

Diverse and eye-catching, fashioned with fine cambric and lawn, the Digital Dreams by Ideas line for Spring/Summer 2017 has a flair for catering to women who value their comfort while simultaneously enjoying making a statement. Dressed up or dressed down, worn to work or to a casual evening soiree, there could be no better way of making a sartorial splash this season.





GETTING EDGY WITH FLORALS

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MUSING ON SPRING

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