

Banana Republic F/W 19/20

By: Emily Altieri

Customer Profile

The Banana Republic woman is someone who is very professional. They are a hardworking woman who takes their style just as seriously as their job. She is between the ages of 30-50, has a middle to high income, and works in an urban area. Her pieces represent her put together aesthetic. She is qualified, well-kept, and simply lovely.



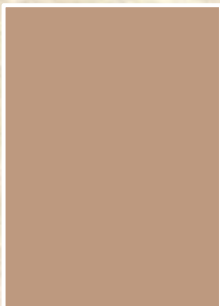
Trend Story: “Purpose Full”

- ❖ A take on retro minimalism
- ❖ Inspired by icons such as Princess Diana
- ❖ Clean lines, muted colors, simple patterns
- ❖ Refreshed staples— new takes on classic silhouettes
- ❖ Interesting details to accentuate otherwise simplistic garments
- ❖ Simple statement accessories

Color Palette



Bone Gray



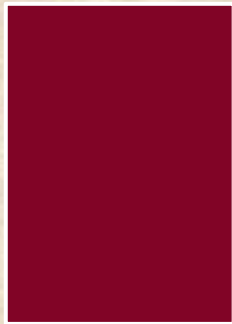
Sandy Taupe



Oracle Blue



Deep Sage



Oxford Wine



Maroon Wood



Givenchy FW 19/20



Runway Inspiration



Chloé FW 19/20



Celine FW 19/20



**Victoria Beckham
FW 19/20**



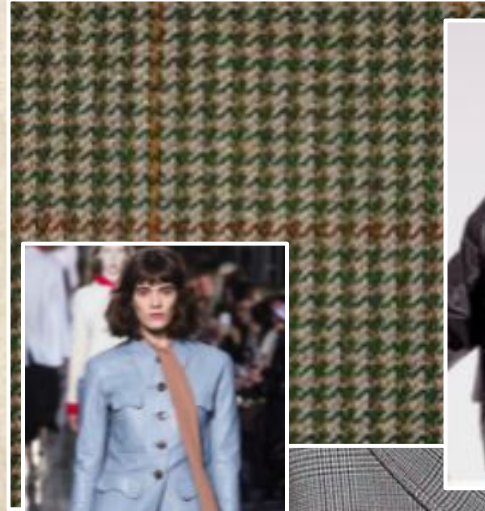
Giada FW 19/20



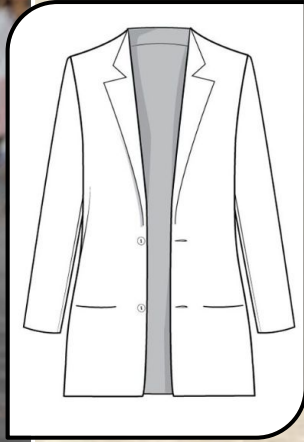
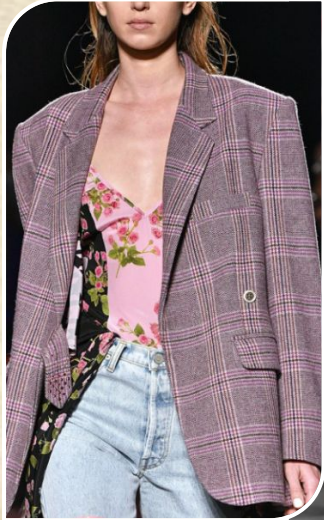
Fendi FW 19/20

Materials/ Fabrics/ Details

- ❖ Tweed/Plaid/Argyle patterns
- ❖ Collared necklines
- ❖ Oversized silhouettes
- ❖ Midi-lengths
- ❖ Leather accents



Tailored Outerwear



“The Oversized Blazer”

A relaxed revamp of a business woman's classic staple. The looser fit gives a more relaxed vibe and can be dressed up or down.



“The Tailored Coat”

As silhouettes grow longer, tailored trenches become a must to complete any women's fall wardrobe.

Woven Tops

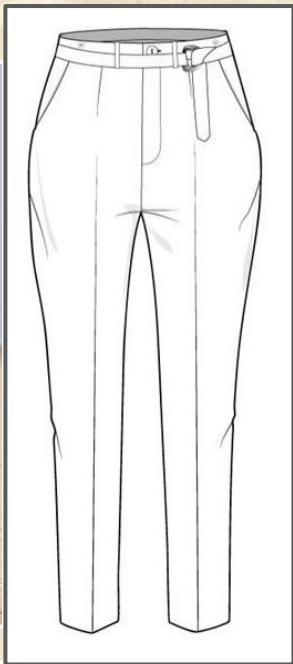


“Puff Sleeve Blouse”
The puff sleeve was a decadent detail of the 80’s and was seen numerous times on icons such as Princess Diana.



“Mock Neck Top”
A refresh on the classic button up or collared blouse. Bow silhouettes are optimal for a retro look!

Bottoms

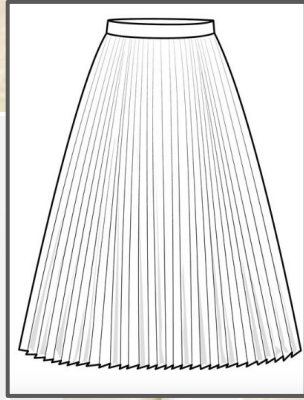


“Tailored Pants”
A tailored pair of trousers can be paired with numerous blouses and tops while still keeping a retro aesthetic.



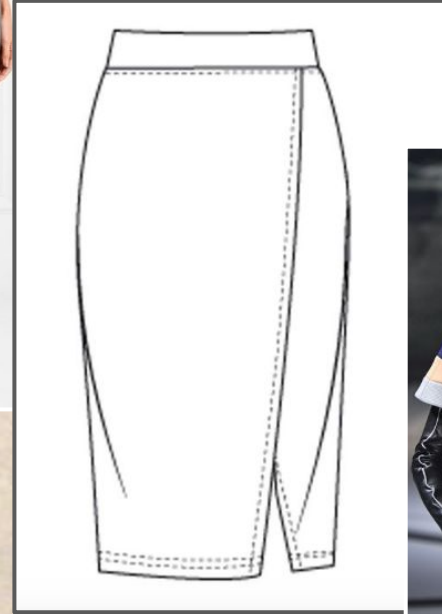
“Wide Leg Pants”
A fun yet professional mix up from an every day fitted pant.

Skirts



“Midi Skirts”

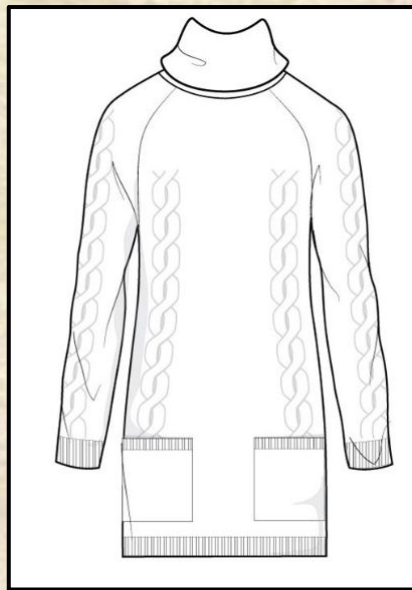
The midi skirt embodies the retro look while still keeping a professional appearance.



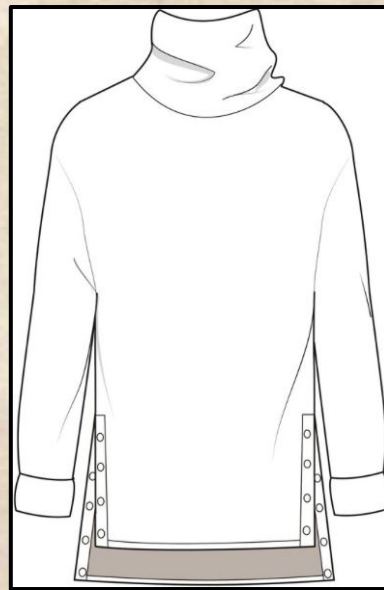
“Pencil Skirts”

A business staple, redone in new plaids with button accents.

Sweaters



“Sweater Dresses”
The perfect way to stay comfy and warm while still keeping a put together appearance.



“Turtlenecks”
A classic and clean silhouette, excellent for layering under blazers.



Shoes



“Mules”
An easy silhouette
for a quick
completion to a
business casual
look.



“Mid Calf Boots”
A retro refresh on the
simple bootie. The
silhouette would be
minimal yet done in a suede
or leather.



Handbags



“Faux Croc Leather”
Croc was seen all over the FW 19/20 runway and embodies vintage professionalism.

“Bucket Bags”
A simplistic leather silhouette that can be utilized from day to night.



The End