

DOPAMINE DRESSING: MEET OUR JUICY NEW PRINT

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The taste of summer is juicy, refreshing and sweet. Think: a freshly picked orange or a slice of ice-cold watermelon after a long day at the beach. More than little indulgences, they're symbols of everything that makes summer what it is — bright sunny skies, easy, breezy beach days and that feeling that adventure lies around every corner.



Capturing this essence of summer is truly an art form. Proof? Our fresh new Fruit Floral print. This serotonin-inducing design brings the season to life with bold color that makes you feel as good as a blissful day spent under blue skies. Carefully considered details, like the array of flowers and zesty citrus fruits, translate the mood of the season in

artful fashion. It's a print that brings you joy just by looking at it — and even more so when you're wearing it. In fact, studies have shown that vibrant, optimistic colors actually uplift your wardrobe (and your mood). They're an instantaneous dopamine reset and exist beautifully alongside the symbolic citrus motifs to evoke feelings of enthusiasm and energy throughout.

Now, a print this unique isn't just designed overnight. It all starts with a little inspiration. Ours? The Amalfi Coast, a.k.a. the unspoken epicenter of coastal chic. From there, we pulled evocative elements relevant to the coastal town — from its native lemons to its brightly painted buildings, abundant wild blossoms and gorgeous beach pathways. Wearing this print captures that feeling you'd get exploring the sea-adjacent stone streets, taking in the smell of salt in the air, feeling the warm sun on your skin.

"Hand painted by one of our in-house artists, the print creates movement not only in silhouette, but in the flowing brush strokes it's composed of. It's a departure from everything quietly luxe and a venture into the maximalist moment that's happening everywhere right now. Print is back in a bigger way and we're embracing it full-force."

-Renata, SVP of Design



As for the actual styles themselves, each is thoughtfully designed in a way to complement the print, not take away from it. Every piece is made with our most favorable natural fabrics, from cotton to linen, to keep you cool and comfortable no matter what summer adventure comes your way. Find your (soon-to-be) favorite style below.

The Gathered Maxi

It's the ultimate statement piece that feels like the embodiment of everything summer. With a defined waist that flows into a gently cascading skirt, every detail plays into the next in harmonious fashion. Perfect for: dinner on the water, summer parties and sunset soirées.

The Sheath

Streamlined and subtle, this linen dress is a toned-down take on the print. We interpreted it as a border to outline and frame the body beautifully. Perfect for: office hours *and* happy hours alike.

The Puff Sleeve Blouse

A subtly bold silhouette that adds interest to any (and every) outfit. The sculptural sleeves catch the eye and act as the perfect canvas for such an artful design. Wear it to your Monday meeting *or* your Saturday morning brunch downtown.

The Tie Waist Tee

Consider this your closet classic, a.k.a. the shirt that always works when you don't know what to wear. Its simplicity allows the pattern to really shine, while the tie waist adds a touch of definition. Perfect for: days spent exploring, seaside sips and shopping date

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