

PRESS RELEASE SS2023

SOULFOOD, **FANTASY** and **LUCIDITY** are the trends which pervade BULAGGI's summer collection. Themes like freedom, optimism and community constitute the essence of summer '23. Extrovert looks from the 1990's are back, with the 2023 summer season re-defining the balance between daring and restraint. Pride in craftsmanship and bold simplicity are the opposites which attract one another, creating new values and dreams for the future. On the one hand, we keep company with colours linked to nature, on the other, we see more and more colours drawn from the virtual world. The real triumph of this summer collection is the mix – anything goes!

There is a greater longing this season for slowing down – for depth and focus. This is reflected in the **SOULFOOD** theme. Once again, nature and rituals are the reference here. Simplicity is embodied in casual bags, where the combination of subdued colours and intriguing materials is of the essence. Summery freshness and lightness combine with rich earthy shades, while artisanal techniques and decorations play an important part.

The organic patterns of BULAGGI SS23 provide the impetus for the **FANTASY** theme. Nature has a presence here too, with the greatest inspiration coming from the rich and invisible world of microbiology. Colours are rebellious; a gloriously chaotic palette.

The **LUCIDITY** theme encapsulates the harmony between contrast and the longing for lightness. There is enhanced attention for structures and a combination of tough and fragile. A language of shapes unfolds, exuding timelessness; a serene form of modernity. Colours are greyed pastels such as yellow, pink, lilac and green, as well as neutrals. As for materials, serene luxury is the key to this theme, with sophisticated finishes and embossing featuring metallic or gloss. The bags are of a sleek design and include graphic shapes. The minimalist lines and contours distinguish this look within the BULAGGI SS23 collection.

In addition to its range of fashionable bags, BULAGGI is also famous for its festive clutches. These are back, in a summery mix of materials providing a perfect range of finishes for this spring and summer season. Ranging from raffia to lacquer, there is a perfect clutch for every occasion!



Please contact Jet Tebbenhoff via jet@bulaggi.com for more information or visual material.