

## "Time is Luxury"

### Autumn/Winter 2017 Trend Collection

Time is Luxury – today more than ever. An increasing demand for **relaxation** also applies to wardrobe. **Less, but only the best**, for laid-back, contemporary **"anything goes" designs** in a feminine look – these trends are perfectly **reflected in HANRO's Autumn/Winter 2017 collection**.

The lingerie, nightwear and loungewear is reduced to the essential, expressing **self-confidence in a natural way**. Where else could be a better **photo background** to stage this mood than **in the breath-taking nature of Iceland**? Unspoiled countryside as far as the eyes can see, creating the perfect atmosphere. The spectacular volcanic landscape with autumnal vegetation, moss, and icy blue glacial lakes are reflecting the **color trends of earthy natural shades**, dark red, dark green and graduations of blue in the collection.

The elegant, soft and supple natural fabrics are paired with **graphic embroideries and ornamental laces**. Fashionable cuts and ready-to-wear inspired design details underscore the versatility with **crossover-wearing options of day or night, inside or out** melting into one.





Browse through our [LOOKBOOK](#) for more images!

High resolution images are here available for download:

- VISUALS: <https://www.dropbox.com/sh/dfzrxz616zo5igc/AAA5nWqO9Np1wjyIRPUAmc7a?dl=0>
- STILLS & CUTOUTS: <https://www.dropbox.com/sh/4kflhk7tjzuzux3/AAC5ROaJhZmM4iT7oQRambW-a?dl=0>
- Full [collection text](#)

For further questions on material, prices, stockists, or product samples, please do not hesitate to contact me.

Best regards from HANRO

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**COMPANY INFORMATION:**  
 HANRO of Switzerland – Pure luxury on skin! HANRO is an international luxury brand for lingerie, daywear, nightwear and loungewear for ladies and men. Ever since it was founded in 1884 by Albert Handschin and Carl Ronus in Switzerland, the company has stood for Understated Luxury, natural elegance, and garments which are a pleasure and comfort to wear. HANRO products are marked by highest quality standards and excellent craftsmanship. The careful development of unique materials from natural fibers, ingenious designs and decades of tradition, combined with technical innovations, are what make HANRO such a distinctive brand. HANRO products are produced almost exclusively within Europe. In 1991, HANRO joined the Austrian Huber Group. Today, HANRO can be found at the most exclusive stores in 50 countries.