

# HANRO

## ELIXIR OF SUMMER

### SPRING/SUMMER 2019 | WOMENSWEAR COLLECTION

All of existence consists of the four basic elements of fire, water, air, and earth. These are the elixirs of life. Each element is associated with a specific color that embodies certain characteristics. This has inspired the Spring/Summer 2019 campaign. Natural, pure, clear, and as durable as the Earth itself - adding in the lightness of air teamed with innovation and modernity. However, HANRO also burns like fire for self-confidence, passion, and a love of detail. In addition, the soft, flowing, and exquisite fabrics call to mind the element of water. Each of the four release dates represents an element. Each release date has its own color concept – earthy tones, airy, light blue nuances, fiery red, and fresh lilac and green tones.

Rocks, fresh wind, the warmth of the sun, and the Iberian sea – In Jávea, a port town near Valencia in the north of the Costa Blanca, these four elements come together. Here, the Spring/Summer Collection 2019 is presented with flowing, light fabrics, fine embroidery, lacy back details, classic stripes and delicate floral prints. The collection is multifaceted, versatile and multifunctional, so all your favorite elements across every category can be individually combined with each other. HANRO stands for a modern relaxed look and casual chic with high wearing comfort. Whether at home, in the city, in the office, or out at a bar in the evenings.

Strong, colorful and natural – that is the new HANRO Spring/Summer Collection 2019.

New: For the first time, this season there will be a pre-collection with a release date of 15 November 2018.



## Four release dates, four color concepts

From warm, natural earthy tones with a fruity note, to sweet pink and juicy red shades, and the summery green and blue nuances of the Atlantic: In the Spring/Summer Collection 2019, HANRO offers a self-contained color concept for each release date, based on the four elements of earth, air, fire and water. New, modern looks are created through graduated monochrome colors with nuanced, subtle differences. As well as the trend color of lilac, strong earth tones such as dark brass are the must-haves of the season.

### "Natural Serenity" (pre-delivery, 15 November 2018)

A gentle transition between the seasons is created by gentle colors inspired by the element of earth. Spring embodies the feminine and romantic with orchid and sandstone shades. A modern interpretation of grey tones, as well as natural nuances with gold accents, creates a feeling of coziness. Light fabrics such as woven jacquard viscose and soft cotton-micromodal blends also contribute to this. Classic stripes and delicate floral prints in pastel colors are the perfect harbingers of the new season.



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## "Cool Breeze" (1st release date, 15 January 2019)

The first release date is characterized by the colors of the element of air – fresh and light. Various blue nuances, from light to dark, match up with the fruity trend color of mango that makes gently bronzed summer skin radiate. The soft modal-silk blend ensures optimum wearing comfort. The delicate, seductive lingerie with lace is perfect for under light summer clothing. Fine embroidery, inspired by blossoms and leaves, brings springtime to lingerie and nightwear.



## "Radiant Sunrise" (2nd release date, 15 January 2019)

Based on the element of fire, gentle pink and rouge nuances, delicate strawberry sorbet, juicy red tones and bright oranges usher in the summer. Natural clay tones harmonize with urban grey and fresh summer shades. Trendy back details are highlights for both day and nightwear. Gently flowing viscose satin and seductive Jacquardtronic lace provide a luxurious summer feeling on the skin. Stripes, floral and graphic prints create a stylish mixed pattern look.



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## "Aquatic Illusion" (3rd release date, 15 March 2019)

The soft colors of the underwater world meet lavender and lilac tones: The fresh green and blue nuances of the element water match perfectly with the light fabrics of the collection. Lavender, lilac and reed green are combined with a dark ocean blue. Not only the modern colors, but also the light materials such as the flowing micromodal single jersey or cotton jersey provide refreshment on a hot summer's day. Delicate floral prints round off the intricate look of the summer.



## Living (Release date from 15 January 2019)

Whether worn for relaxing, for leisure, or for a modern casual look – the Living Collection from HANRO unites the current trends of mix & match, layering, and athleisure. Cozy styles for the couch or soft sport are turned into a fashion statement in combination with ready-to-wear influenced pieces. This loungewear can be worn at home as well as outdoors for a variety of occasions, without compromising style or wearing comfort. HANRO creates well-dressed, everyday looks, in which a woman feels comfortable and looks superb.



## Collection report: Description of the individual ranges

### LINGERIE & DAYWEAR

#### **Moments** (Basic in fashion colors)

*from Nov 15, 2018*

- Bestseller: Feminine, timeless and elegant
- Finest, mercerized premium cotton
- High-quality, soft french Textronic lace
- Outstanding wearing comfort



#### **Cotton Seamless** (Basic in fashion colors)

*from Nov 15, 2018*

- Bestseller and style icon for over 30 years
- Finest, soft, mercerized cotton
- Seamless and hemless construction
- Delicate, elegant satin edging



#### **Aurelia**

*from Jan 15, 2019*

- Feminine and contemporary daywear
- Mercerized cotton in seamless and hemless construction
- Decorative floral embroidery made in Austria featuring a three-dimensional look



## Annik

*from Jan 15, 2019*

- Soft and flowing modal and silk blend with a subtle sheen
- Sophisticated detail: elastic silk trims for noble and clean hems
- Suitable to be worn as lightweight ready-to-wear summer tops



## Moa

*from Jan 15, 2019*

- Modern, seductive and lightweight summer lingerie
- Slightly transparent jersey fabric, combined with flat Jacquardtronic lace
- Briefs stay invisible under clothing thanks to ultra-flat hems
- Real eye-catcher: the soft cup bra and the crop top with a lavish lace back design



## Ultralight (Basic in fashion colors)

*from Jan 15, 2019*

- The most lightweight cotton from HANRO
- The perfect compact companion when traveling – you'll hardly notice them in your luggage
- Easy-care and quick-drying



## Touch Feeling (Basic in fashion colors)

*from Jan 15, 2019*

- Sporty and versatile
- Lightweight and stretchy microfiber in a super-soft feel
- Seamless construction
- Body-hugging, comfortable fit

## Malene

*from Feb 15, 2019*

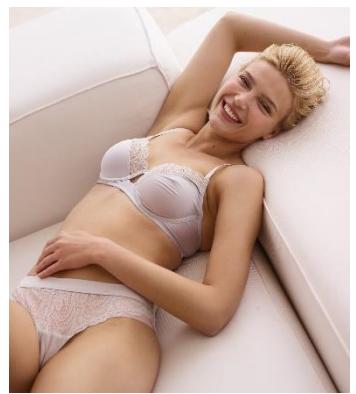
- Classic cotton daywear
- Finest mercerized cotton in seamless and hemless construction
- Adorned with modern, graphical embroidery band made in Austria
- Tops perfect to be worn under airy blouses



## Jolina

*from Feb 15, 2019*

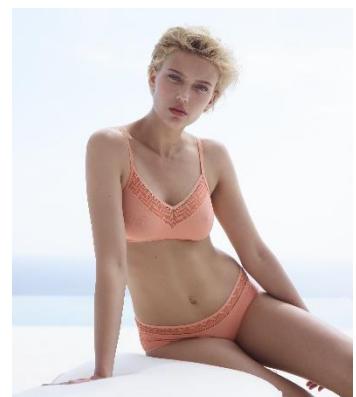
- Elegant, luxurious satin lingerie
- Soft flowing viscose with a sophisticated sheen
- Adorned with seductive Jacquardtronic lace
- U/Wire bra featuring a refined bridge design between the cups
- Bodysuit with loose upper part and fitted bottom, perfect under tight pants and skirts



## Zoe

*from Feb 15, 2019*

- Contemporary lingerie in a sporty and pure look
- Lightweight, elastic piqué fabric with modern cuts
- Opaque structured fabric with fine, semi-transparent inserts
- Perfect under airy clothing



## Cotton Lace (Basic in fashion colors)

*from Feb 15, 2019*

- Soft, elastic Pima cotton providing natural comfort
- Comfortable soft bra without wires
- Especially flat lace edges at the briefs prevent invisible panty lines



## Lace Illusion

*from March 15, 2019*

- Fashionable, seductive lingerie
- All-over lace in exclusive floral design on tulle
- Bras with tulle lining feel very pleasant on the skin; offering best comfort and shape
- Color-coordinated with 'Smooth Illusion' range to combine styles



## Smooth Illusion (Basic in fashion colors)

*from March 15, 2019*

- Modern, clean lingerie for every day offering maximum wearing comfort
- Padded bras made from an opaque, soft spacer fabric
- Soft cup bra and u/wire bra made from lightweight, elastic, double-molded polyamide fabric
- All bras offer a pleasantly natural support and shape
- Briefs with invisible, flat, cut edges
- Color-coordinated with 'Lace Illusion' range to combine styles



## Elin

*from March 15, 2019*

- Summer lingerie in a filigree floral print in fresh, light hues
- From elastic jersey fabric for a pleasant wearing comfort
- Combine them with the matching nightwear for a charming day-to-night look



## Lace Delight (Basic in fashion colors)

*from March 15, 2019*

- Lightweight 2:2 cotton rib, without side seams
- Floral, feminine, scalloped Jacquardtronic lace
- Feminine rib shirts with lace; can be worn as underwear or as a charming top



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## Allure (Basic in fashion colors)

*from March 15, 2019*

- Timeless and elegant understated underwear
- 2 in 1 bra top with incorporated, padded, molded bra cups
- Fine, comfortable, stretchy polyamide fabric
- Briefs with flat, 'invisible' hems

## NIGHTWEAR

### Sleep & Lounge

*from Nov 15, 2018*

- Versatile Mix & Match range for sleeping and relaxing around the clock
- Classic stripes, graphical flower print, or solid
- Soft micro-modal and cotton blend, or lightweight woven viscose



### Aurelia

*from Jan 15, 2019*

- Classic and feminine embroidered nightwear
- Soft flowing cotton interlock with a subtle sheen
- Decorative floral embroidery made in Austria featuring a three-dimensional look
- Short-sleeved and long-sleeved nightdresses with especially lavish embroidery insert



### Nela

*from Jan 15, 2019*

- Modern loungy sleepwear for a pure look with feminine details
- Mercerized cotton interlock
- Sophisticated trims and piping of elastic satin silk
- Perfect for sleeping or lounging at the terrace, pool or beach



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## Enna

*from Jan 15, 2019*

- Elegant nightwear in a timeless design
- Premium modal and silk fabrication
- Sophisticated silk chiffon inserts
- For dreamlike nights or laid-back summer days
- A perfect match to the color-coordinated daywear 'Moa'



## Laura

*from Jan 15, 2019*

- Easy-going fresh summer look for laid-back days and nights
- A summery classic: maritime stripes
- Versatile style is a must-have staple for every vacation wardrobe



## Valea

*from Jan 15, 2019*

- Luxurious Nightwear
- Highest-quality Sea Island Cotton –made from the best, longest-staple and most exclusive cotton fibers in the world
- Cotton fibers growing exclusively in the British West Indies; yarns made in Switzerland; cotton fabric made in Austria
- Especially soft and silky feel and a beautiful natural shine
- Adorned with exclusive French eyelash Leavers lace in a filigree leaf design



## Natural Elegance

*from Jan 15, 2019*

- Classic styles for sleeping or lounging
- Soft, flowing viscose mélange fabric
- Modern, casual cuts
- Refined details such as ribbed sleeves, pockets, foldable waistband



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## Robe Selection

*from Jan 15, 2019*

- Simply feel good in this cozy robe
- Made from soft plush fleece
- Comfortable cut, with belt, pockets and shawl collar

## Cotton Deluxe (Basic in fashion colors)

*from Jan 15, 2019*

- Lightweight, mercerized single jersey from Supima cotton
- Especially soft and pleasant wearing sensation
- Woven details at collar and pockets
- New Basic color: 'Crystal Pink'

## Malene

*from Feb 15, 2019*

- Timelessly elegant nightwear with a modern vintage appeal
- Soft, mercerized cotton jersey with a nice sheen
- Austrian embroidery with floral elements in a graphical band design



## Jolina

*from Feb 15, 2019*

- Seductive and elegant
- Soft and flowing micro-modal quality with a noble sheen
- Delicate Jaquardtronic lace, lavishly inserted in all styles
- Refined lace decoration in the back of some styles, e.g. the spaghetti dress



## Lotta

*from Feb 15, 2019*

- Feminine nightwear made from mercerized cotton with a subtle sheen
- Loose cuts for a comfortable A-line silhouette and high wearing comfort
- Decorative seams and feminine pleats in the front



## Grand Central

*from Feb 15, 2019*

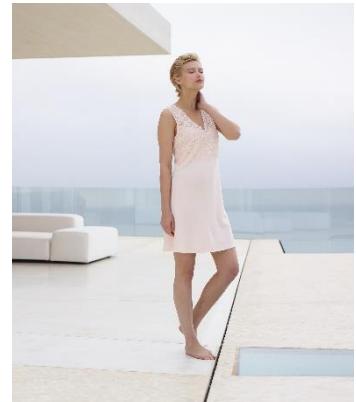
- Elegant must-have: timelessly modern
- High-quality micro-modal and silk blend with a noble sheen
- Breast pocket and collar made from luxury satin silk



## Moments (Basic in fashion colors)

*from Feb 15, 2019*

- Feminine lace sleepwear
- Soft, mercerized cotton interlock
- Charming lace accents for a touch of transparency
- New Basic color: 'Crystal Pink'



## Valencia

*from Feb 15, 2019*

- Comfortable lace sleepwear
- Soft, mercerized cotton interlock
- Expressive, lavish Leavers lace

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## Elin

*from March 15, 2019*

- Summery pajama look in a floral print
- Soft, flowing micro-modal fabric
- Wear them as a set, or as a mix of solid and printed styles, or paired with the matching underwear



## Hella

*from March 15, 2019*

- So much more than 'just' sleepwear: versatile, contemporary styles for night and day
- Summery, flowing, and lightweight micro-modal fabric
- Casual stitching at sleeves and neckline for a clean and cool look



## Bella

*from March 15, 2019*

- Nostalgia meets modern with this lightweight sleepwear for summer
- From airy cotton jersey
- Adorned with retro eyelet cotton embroidery in a graphical zigzag design; made in Austria
- Subtle details such as delicate tassels for that special touch



## Pure Essence (Basic in fashion colors)

*from March 15, 2019*

- Puristic and comfortable
- Especially soft, opaque, mercerized cotton interlock
- With casual yokes, raglan sleeves, and top stitched seams for best wearing comfort

### **Yoga** (Basic in fashion colors)

*from Jan 15, 2019*

Versatile pieces for sleeping, lounging, leisure activities or soft sports

- Super soft, supple, elastic jersey; from natural, easy-care micro-modal fibers with high moisture absorption
- High wearing comfort; perfect ease of movement



### **Balance Fashion**

*from Jan 15, 2019*

- Fashionable athleisure look, suitable for light sports or contemporary leisure wear outfits
- Crop top with a natural support and 3/4 pants, made from a new, functional material - opaque, retains shape, and quick-drying
- Lightweight tops from airy, flowing micro-modal jersey
- Soft, comfortable hoodie sweater from elastic viscose



### **Essentials**

*from Jan 15, 2019*

- For a clean, well-groomed look and a pleasant wearing comfort
- Soft micro-modal rib fabric to retain shape and fit
- Loose, figure-skimming cuts for comfort at home and on the go



## Pure Comfort

*from Jan 15, 2019*

- Cool leisure wear pieces for many wearing occasions
- Fabric has a piqué texture on the outside and a smooth, soft inside
- Contemporary, casual cuts and sophisticated details such as visible stitching
- Oversize pullover with slim sleeves; casual cardigan; pants with pin-tuck, cuffs and drawstring



## Favourites

*from Jan 15, 2019*

- Modern pieces for versatile summer outfits
- Lightweight, flowing woven viscose – perfect for warmer days
- Comfortable and stylish – for lounging, vacation, leisure or even in the office
- In a contemporary stripe design with varying stripe directions, or solid



## Easy Wear

*from Jan 15, 2019*

- Timelessly elegant, easy-going summer pieces in fresh colors
- Opaque micro-modal fabric with a sophisticated sheen; for wearing outside
- Shirt and a stylish, loungey caftan dress in graphic cut with graduated seam



## Urban Casuals

*from Jan 15, 2019*

- Fashionable summer outfit – sophisticated, well-dressed, comfortable
- New cotton fabric suited to be worn outside with a pleasant feel, stays in shape; a slightly brushed outside surface
- Pants turn-ups, drawstring waistband is flat in the front and elastic in the back
- Top in A-line cut and box pleat in the back



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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 almost 50 countries.

[www.hanro.com](http://www.hanro.com)

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