

# What's in store for Witchery SS18

By  Maroefah Smith

15 Aug 2018

Australian fashion brand Witchery recently showcased its 2018 spring/summer and limited edition collections at The Argyle in Woodstock, Cape Town.



The SS18 collections encompass a mix-and-match aesthetic in a range of newly interpreted colours, tantalizing patterns, and elevated fabrics. The collection features a range of micro collections, which each presents a new concept: Lilac Attack, Marseille Stories, Limited Edition, Art of Style, Great Escape, and swimwear and resortwear.

## Lilac Attack

British Vogue has cited lilac as the colour to potentially usurp pink as millennials' colour of choice. Thus Witchery has introduced a range of products in varying shades of lilac in satin, spot prints and modern, clean details. To find the perfect shade of lilac for the Witchery woman, the brand collaborated with an agency in London; the shades range from slightly colder tones to warmer, pinker tones.



## Marseille Stories

The Marseille Stories range gives rise to what the brand calls the ‘new neutral’. This range is inspired by what is seen and borrowed from nature. The colour offering expands on expected, done-before neutrals like beige and introduces colours like hazel, fawn, and chocolate.

## Limited Edition

Witchery releases its exclusive, limited-in-number collection twice per season. The SS18 range is inspired by the romanticism art movement from the 18th century. It features feminine details like ruffled and blouson sleeves in shades of pink and a botanical floral print that evokes an old worldly feel.



## Art of Style

The Art of Style collection is all about power dressing and mixing and matching. The range features occasion pieces in elevated fabrics in black and white. Alongside the limited edition pieces, this range presents the opportunity to dress up or down by pairing it with more casual elements. The range also reintroduces utility-inspired separates, which have been reinterpreted in oriental blooms, khaki, and pistachio green.



## Great Escape

The mix and match aesthetic is echoed in the Great Escape collection, which takes looks from desk to dinner. The range is inspired by the urban Mediterranean woman who also has a touch of Parisian panache. The pieces are presented in casual and evening wear capsules, which expand on the colours already introduced, but in prominent fabrics like silk and jacquard.



#SourceAfrica2018: What womenswear to look forward to in spring/summer 2019

Maroefah Smith 2 Jul 2018



## Swimwear and resortwear

Finally, no spring/summer is completed without swimwear and resortwear. These collections also present the opportunity to mix and match; resortwear pieces may be paired with swimwear to take the looks to a more fashion-forward aesthetic. The tropical, botanical prints may also be found in the swimwear pieces, which are elevated with elegant details.

Witchery is available online and in-store at Woolworths outlets nationwide.

## ABOUT MAROEFAH SMITH

Enthusiastic UCT graduate with a passion for fashion, film and words.

- What the latest technological innovation means for the future of retail - 2 Jul 2019
- #SourceAfrica2019: What to know for womenswear S/S 2020 - 26 Jun 2019
- #SourceAfrica2019: What's trending for menswear in S/S 2020? - 20 Jun 2019
- #SourceAfrica2019: WGSNs 6 key strategies for developing S/S 2020 collections - 19 Jun 2019
- #AfricaMnth: Pan-African web series gives Maybelline New York an African flair - 30 May 2019

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>