

A photograph of two women in a light-colored car. The woman in the foreground is wearing a pink sleeveless jumpsuit and is smiling. The woman in the background is wearing a white top and a pink patterned skirt, leaning on the car and smiling. The background shows a white building with large windows.

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MILES OF
MEMORIES

A TALE OF TWO
ADVENTURERS

HIGH SUMMER 2024



BCI 20814922 BYJALISSA BLOUSE
20814867 BYECCERI SHORTS

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BCI 20814988 BYTULIA TSHIRT
20814867 BYECCERI SHORTS

BCI 20814945 BYMARA SS JUMPER
20814853 BYJOHANNA SKIRT 2

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HIGH SUMMER 2024

SUMMER BREEZE

With days bathed in sunlight and a world bursting with vitality, we invite you to a journey that embodies the very essence of summer style.

Linen, the champion of summer fabrics, takes center stage in this adventure. Its breathable charm and effortless elegance make it the ultimate choice for your sun-soaked escapades. But our summer wardrobe isn't just about one fabric; it's a vibrant mix of colors, patterns, and silhouettes that capture the joy of sunny days and balmy nights.

Summer is here, and it's time to shine!



BCI 20814945 BYMARA SS JUMPER
20814853 BYJOHANNA SKIRT 2

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20814867 BYECCERI SHORTS

THE SUMMER ESSENTIAL



As the sun invite us to soak in its warmth, one fabric stands out as the ultimate summer companion: linen. Its breathable, airy texture and timeless charm make it the top choice for those seeking comfort and style in the heat. Enter the striped linen suit, a symbol of sophistication with a casual summer twist. The suit's sharp lines are softened by the natural irregularities in the linen weave, creating a visual delight.

A woman with dark hair is standing outdoors on a paved surface. She is wearing a long, white, lace-trimmed dress with a high slit and a matching white blazer with thin black vertical stripes. She is also wearing black high-heeled sandals. The background is a clear, light blue sky and a green field. The overall mood is elegant and sophisticated.

EMBRACING EFFORTLESS ELEGANCE

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20815074 BYFELINA DRESS



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20814850 BYJOHANNA BLAZER 3
20815468 BYMILON DRESS





20814850 BYJOHANNA BLAZER 3
20815468 BYMILON DRESS



B. AUTHENTIC



BCI 20814907 BYJOVI WRAP BLOUSE
20814858 BYELAKO SKIRT

20814904 BYIBANO SHORT DRESS 2



A STAYCATION WARDROBE AFFAIR



BLOOMS AND BLUES



As the world embraces the art of staying in, staycations have become the new passport to relaxation and rejuvenation. Denim, the timeless wardrobe staple, takes center stage in staycation fashion. It's durability and adaptability make it the perfect canvas for crafting a range of looks, from casual elegance to laid-back comfort. Pair those denim essentials with breezy, colorful floral prints to infuse a touch of nature's vivacity into your staycation wardrobe.





ORC 20814947 BYNASKI DRESS

BCI 20814910 BYJOEY SS BLOUSE
BCI 20814880 BYKATO BYKRISTY SHORTS



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20814921 BYHANVA DRESS



20814868 BYECCERI JUMPSUIT

20814985 BYROME0 PULLOVER

20814930 BYHANVA SKIRT





20814868BYECCERI JUMPSUIT

20814985 BYROMEOPULLOVER

20814930 BYHANVA SKIRT

BCI 20814922 BYJALISSA BLOUSE
20814867 BYECCERI SHORTS



B.YOUNG IS A FEELING

Being young isn't just a number:
it's a state of mind.

Having optimism, energy and enthusiasm in spite of age. It's a powerful driving force. As personality, emotions and style evolve throughout life, you discover who you truly are as a woman. We are all unique - and what sets us apart is what makes us beautiful.

b.young celebrates the uniqueness of women. Our collective strength lies in our individuality. As a fashion brand for women of all ages, cultures and religions and from all walks of life, b.young is about finding your own style path. Fashion is what you buy, style is how you wear it - and b.young is about the freedom to be exactly who you are.

b.young – b.you



20815746 BYHERMINE DRESS





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20814865 BYESTO DRESS







20814863 BYESTO BLOUSE
20814864 BYESTO PANTS

20814977 BYSEQUINA TOP
20814978 BYSEQUINA SKIRT

20814863 BYESTO BLOUSE
20814864 BYESTO PANTS

B.ADVENTUROUS





20814977 BYSEQUINA TOP
20814978 BYSEQUINA SKIRT

A woman with short dark hair is sitting on a dark green wooden slatted bench. She is wearing a light blue, textured, two-piece outfit consisting of a spaghetti-strap top and a matching skirt. She is leaning back on her right hand, resting her head on it, and looking towards the camera. The background is a bright, overcast sky and a body of water. The text 'ELEGANCE BY THE WATER'S EDGE' is overlaid in white serif font on the lower half of the image.

ELEGANCE
BY THE
WATER'S
EDGE

OCEAN BLUE CHIC



At the heart of this season are the mesmerizing shades of ocean blue. Yet, stealing the spotlight are the watercolor-printed dresses. These are a celebration to the water's edge, capturing its ever-changing symphony of hues. Soft gradients of aqua and teal cascade gracefully down the fabric, mirroring the gentle caress of ocean waves.

20814895 BYJESSA SHIRT
20814856 BYDESIO SKIRT









20814928 BYIHAMMA DRESS

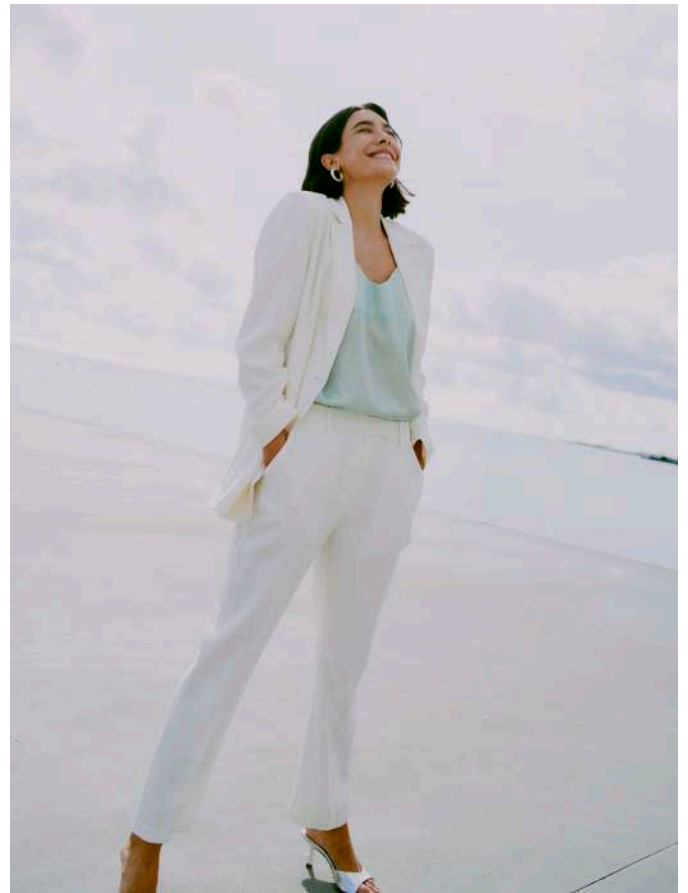
20814861 BYERIKA BLAZER

20814925 BYIVA TOP

20814862 BYERIKA PANTS



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20814861 BYERIKA BLAZER
20814925 BYIVA TOP
20814862 BYERIKA PANTS



20814861 BYERIKA BLAZER

20814925 BYIVA TOP

20814862 BYERIKA PANTS

20814928 BYIHAMMA DRESS





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BCI 20815004 BYTENJA TSHIRT 2
20814872 BYDESMOA SKIRT



RETRO REVIVAL



Step into a world where vibrant prints and playful shapes reign supreme. White t-shirts as the canvas, splashed with a delightful mix of light pink, orange, and teal. These colors, once kept apart, now dance together in perfect harmony, breathing life into every outfit.

A woman with dark hair and hoop earrings stands on a sidewalk, leaning against a tree. She is wearing a white, sleeveless, V-neck dress with a gathered waist and a knee-length hem. She is also wearing brown high-heeled sandals. The background shows a residential street with trees and a house.

REVIVING THE DECADE OF COLOR

BCI 20814869 BYEFFIO DRESS

20815398 BAWALLAM PAREO
20814965 BYROSA SKIRT







EV 20814938 BYISELA LONG DRESS





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EV 20814938 BYISELA LONG DRESS



A silver classic car, possibly a Porsche 911, is parked on a paved area. The car is viewed from a rear three-quarter angle. In the background, there is a beach with a concrete wall, two black benches, and a trash can. Beyond the beach is a calm sea and a hazy horizon with distant landmasses. The sky is filled with soft, white clouds. Large, leafy green trees frame the top and sides of the image.

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