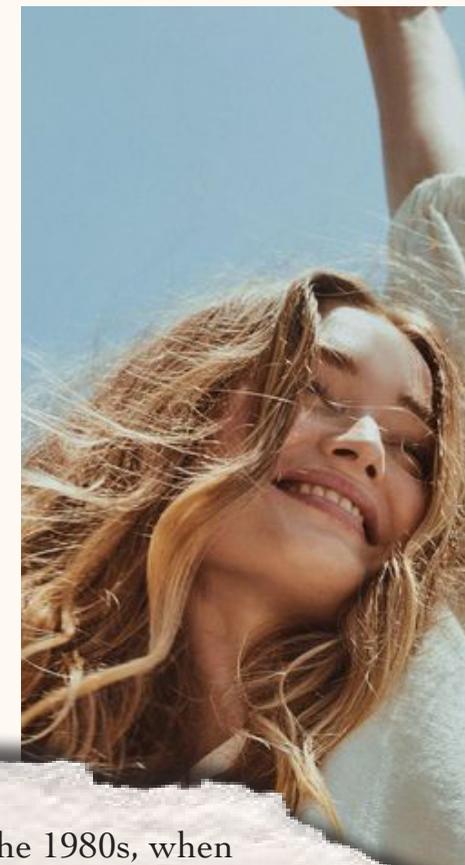


sunrise is my favourite colour

ZIMMERMANN x *sophia lammi*
spring/summer womenswear 2026

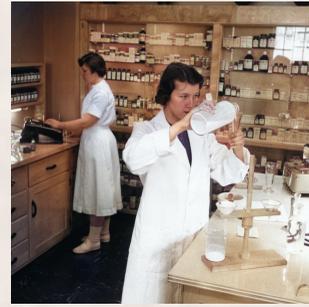


When picturing a corporate woman's wardrobe, the first thing that comes to mind is the "power suit": a structured blazer, a dressy blouse, and a pencil skirt. This has been the uniform of the working woman since the 1980s, when women became an essential part of the corporate workforce.

The power suit is derivative of a man's suit. To be taken seriously in the workforce, women must dress as men do. They must borrow their suits, and by extension, borrow their power.

This collection gives working women a different option. Women's work wardrobes are no longer limited to a power suit - these pieces are professional and playful, functional and feminine, varied and versatile. Designed for the Australian brand Zimmermann, which incorporates florals, lace, ruffles, and feminine elements into all of its pieces, this collection will completely redefine women's workwear.

Working Women Through History



Top Left: Two women work with a new IBM computer. Top Center: Two Kelly Girls work in an insurance office as temporary secretaries. Top Right: Two pharmacists prepare medications.

Women first entered the corporate American workforce in the 1940s during the Second World War, replacing the men who were fighting abroad. Women worked as nurses, codebreakers, mechanics, and journalists. By the time the war ended, nearly one in four American women worked outside the home. However, this renaissance of the working woman was only intended to last for the duration of the war. When the men came home, women were relegated back to the home. But this taste of financial freedom inspired many women to fight for their careers and carve new paths for themselves in the workforce.



In the 1950s, women began to take jobs as secretaries, teachers, waitresses, telephone operators, and saleswomen. These colorized photos show women from the 1940s, 50s, and 60s working in new professions.

Despite the increase of opportunities for women, society demanded that they always look put together. A secretary in the 1950s might wear a nice blouse, an a-line skirt, a pillbox hat, gloves, and shiny oxford shoes. And heaven forbid she forget her lipstick and her nail polish! This “dress code” was pervasive in the 1950s but can still be found today.

Left: An American Airlines flight attendant teaches two new “sky girls” how to serve meals while in flight.

Bottom Left: Three women decide on details for an upcoming fashion show. Bottom Right: A woman checks the prices bid as she advises a client on his investments at the New York Stock Exchange.



Above: Marcella Hart, mother of three, works as a wiper for the Chicago & Northwestern railroad in Clinton, Iowa.

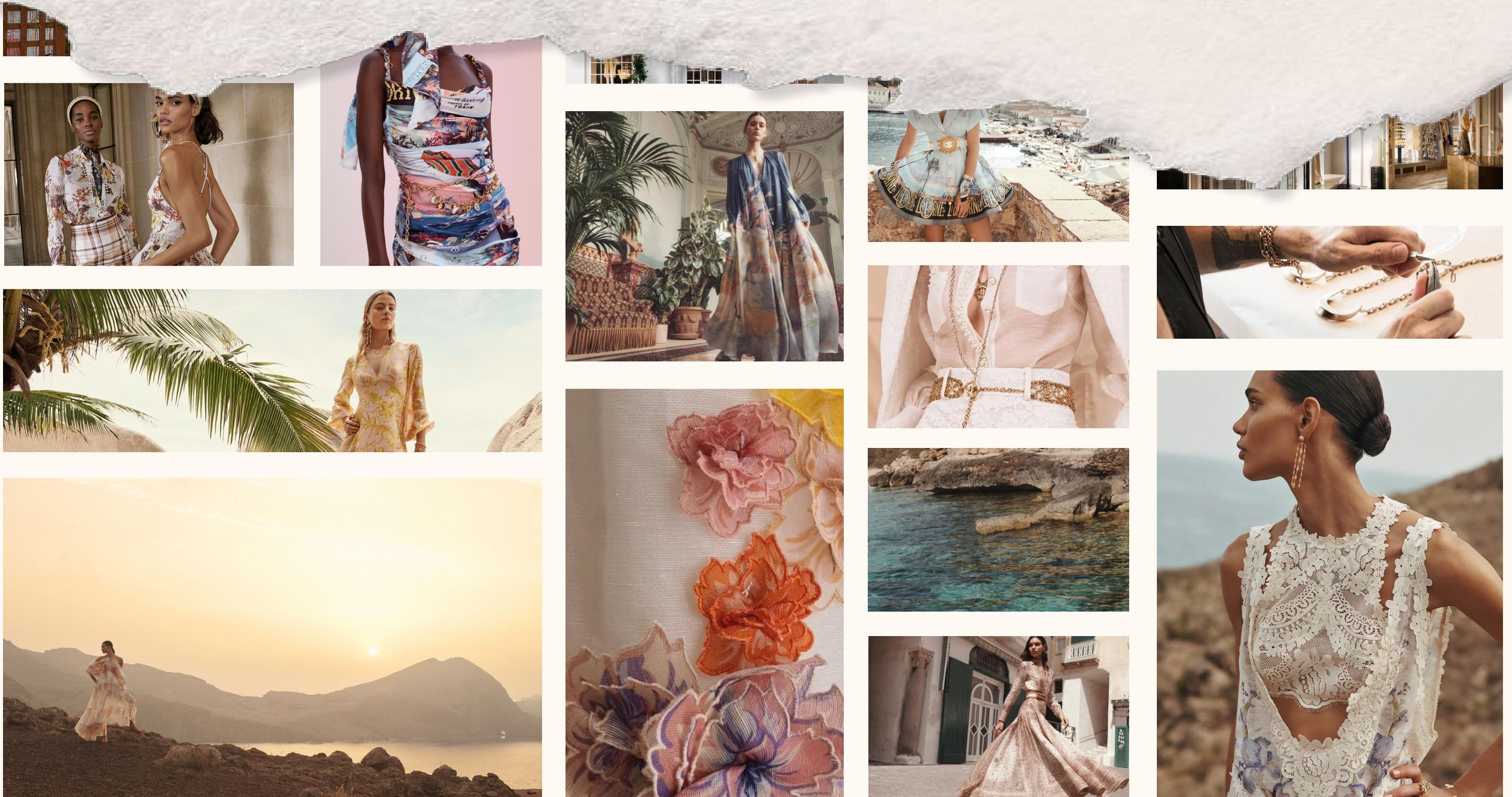
Below: NASA astronaut Sally Ride prepares to climb in to the cockpit.



ZIMMERMANN

The Zimmermann woman values style over fashion and is passionate about social causes like fair labor practices and sustainability. She supports Zimmermann not only for its unique aesthetic, but also for its collaborations with organizations like the Sydney Institute of Marine Science and Good Earth Cotton.

Each Zimmermann piece is designed to last. Pieces have high resale value, and over 60% of Zimmermann garments are made with natural cotton, linen, or silk. However, timelessness doesn't have to mean boring: Zimmermann continually pushes the boundary between fashion and swim, elevating beachwear and bringing the weekend into the workweek. Pastel colors, bold florals, flowy silhouettes, and subtle, luxurious details work in tandem to create one-of-a-kind pieces that give back to the Earth as they're worn.





CONSUMER PROFILE

Bella Sinclair

ABOUT

Hello! I'm Bella Sinclair, a 34-year-old International Marketing Director based in Sydney, Australia. With a passion for travel and a Master's degree in International Business from the University of Melbourne, I thrive on creating global marketing strategies that resonate across diverse cultures. I'm proudly Filipina, Aboriginal Australian, and Scottish, and I often draw on my background for inspiration. I love exploring modern art museums and indulging in wine tastings, especially when I discover new brands. I'm deeply committed to sustainability and ethical fashion choices. When not immersed in work, you'll find me practicing yoga, enjoying fresh seafood with vintage champagne, and taking my young nephews on new adventures.

Travel is the only thing you buy that makes you richer.

AGE	34
JOB TITLE	International Marketing Director
INCOME	Upper-middle class
LOCATION	Darling Point, Sydney, Australia

ELEGANT

AMBITIOUS

DISCERNING

EMPATHETIC

FAVORITE BRANDS

Chloé



LA MER



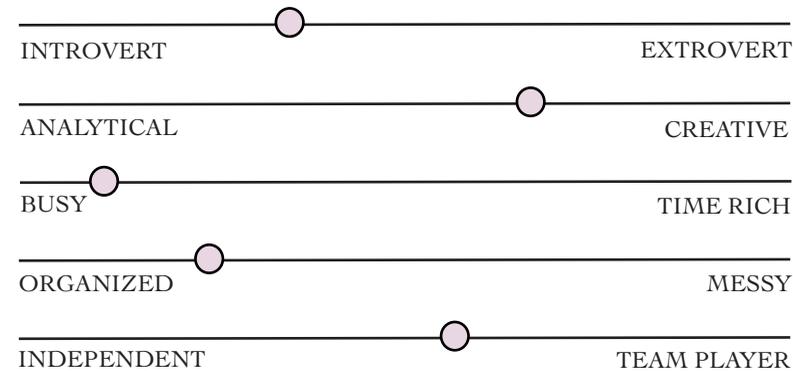
WHY ZIMMERMANN?

I shop at Zimmermann because their pieces perfectly align with my style — feminine, timeless, and elegant. I love that their designs are crafted to be cherished and passed down, ensuring longevity in my wardrobe. Their commitment to quality and uniqueness means I never feel like I'm wearing the same thing as everyone else. Zimmermann's attention to detail and sophisticated aesthetic resonates deeply with me, making each piece a cherished addition to my collection. I'm excited for the day I can pass the pieces on to my younger sister or my niece! I just wish I could wear more of my collection to work -- most of the dresses feel too formal to wear into the office.

FUN FACT

I'm an avid collector of vintage vinyl records. I enjoy exploring flea markets and record shops to discover classic albums from various genres, which I often play during cozy evenings at home or when hosting friends for wine tastings and dinner parties.

PERSONALITY

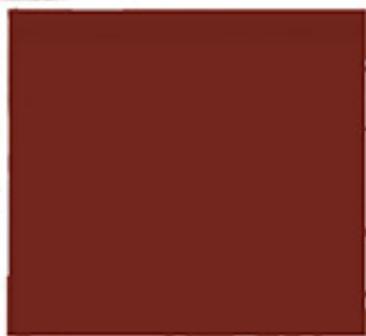




Cairo



Jaisalmer



Bordeaux



Seoul



Mexico
City



Buenos
Aires

FABRICATION

MICROSILK SATIN

Developed by BoltThreads
A synthetic silk developed from sugar, yeast, and water



GOOD EARTH 100% COTTON TWILL

Developed by Good Earth Cotton
A carbon-positive cotton system



ORGANIC 100% LINEN

GOTS Certified
No toxic dyes and a chemical-free production process



Helsinki



Montreal



Singapore



Sydney



Rio



Beijing

PRINT AND PATTERN



Blue Garden Print



Blue Fields



Scarlet Floral



Spliced Floral

Zimmermann's prints are rich and intricate. Often featuring florals, paisleys, and nautical elements, prints are used liberally across Zimmermann's ready-to-wear, couture, and accessory collections. Above are four patterns from Zimmermann's 2024 collection, acting as inspiration for the colors and patterns of this collection.

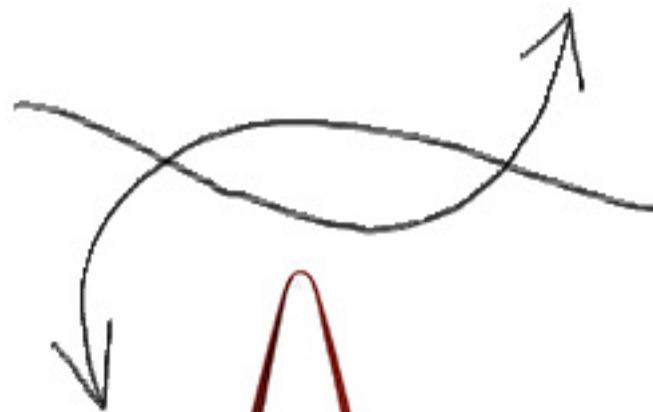
Zimmermann's accessory collections perfectly complement their ready-to-wear drops. A Zimmermann outfit isn't complete without delicate gold jewelry, a classic shoe, and a pop of color from a beach-ready bag or belt. Below are five accessories from Zimmermann's current line that will be paired with pieces from this collection.



PRINTED SILK NECK SCARF



ZIMMERMANN CELESTA
PUMP 65



ZIMMERMANN (RED)
SUMMER TOTE



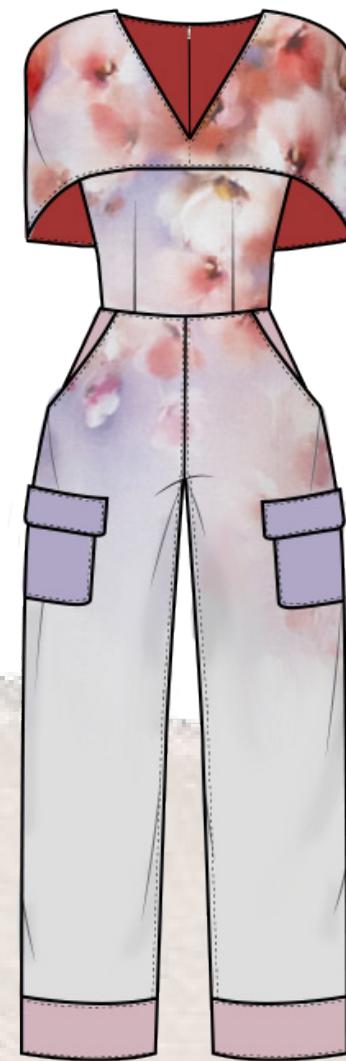
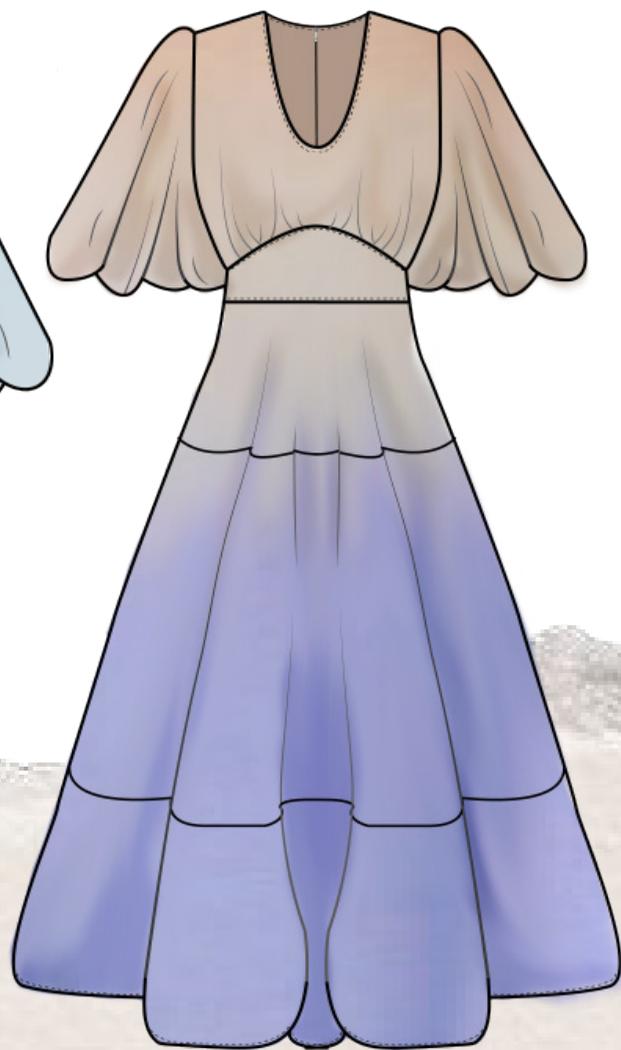
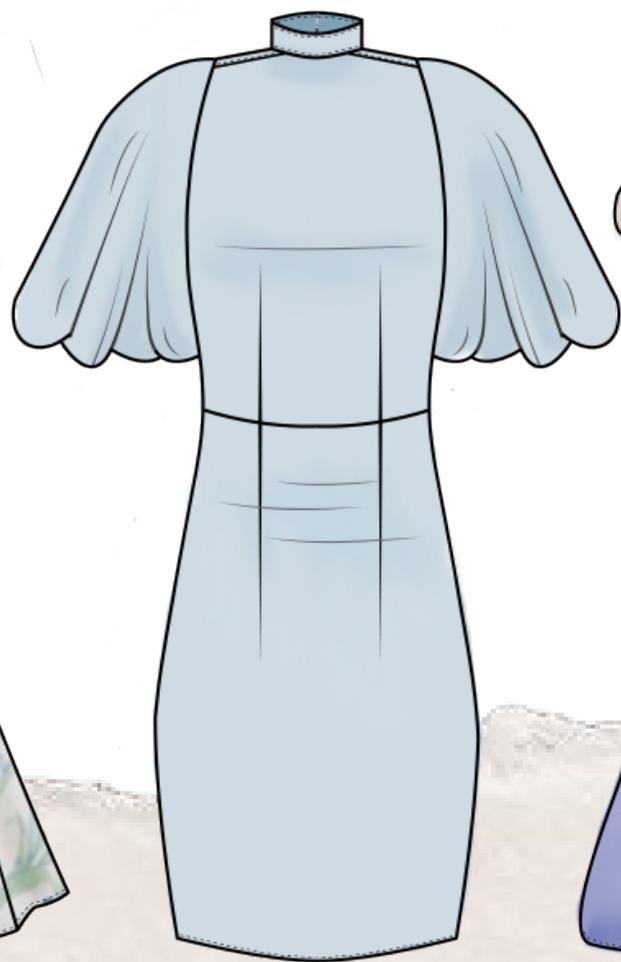
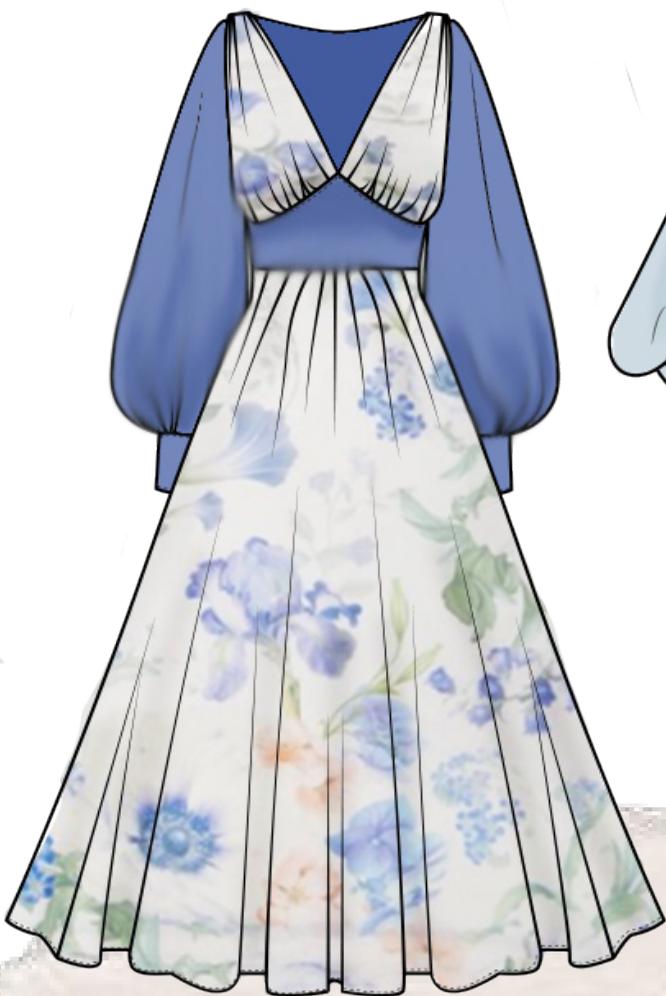
ZIMMERMANN LAUREL
NECKLACE



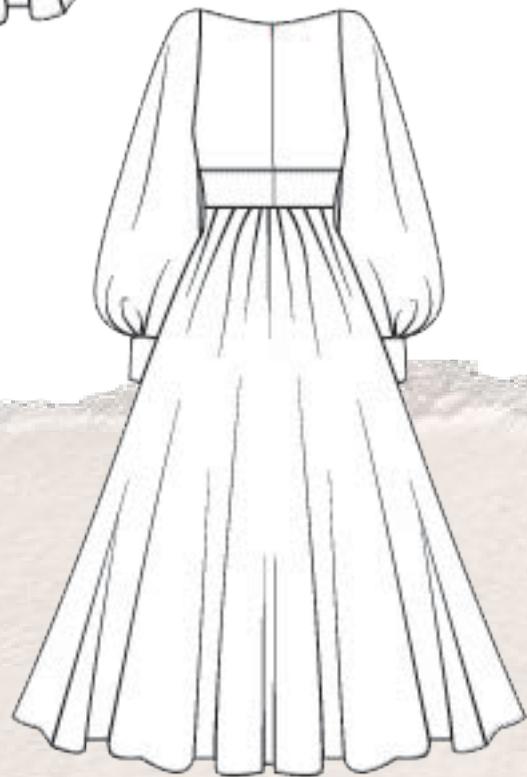
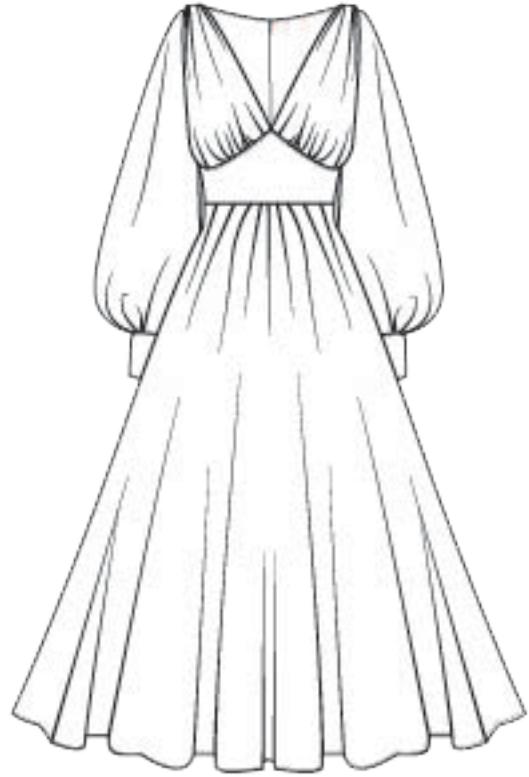
PATENT BELT 30

ACCESSORIES





Look One

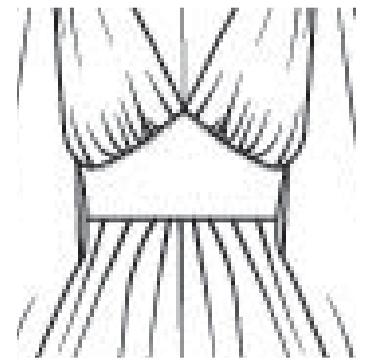


FABRIC



Silk

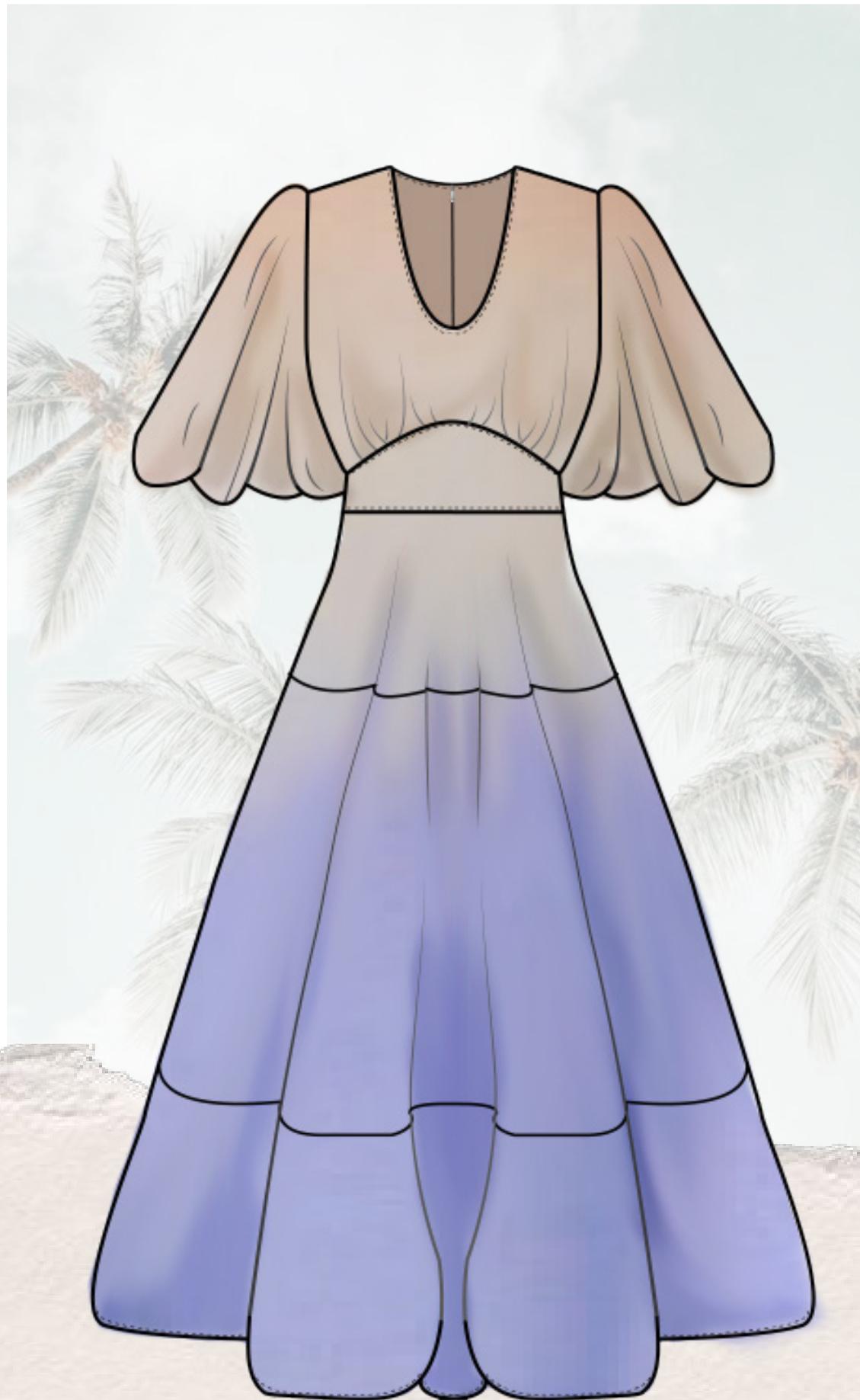
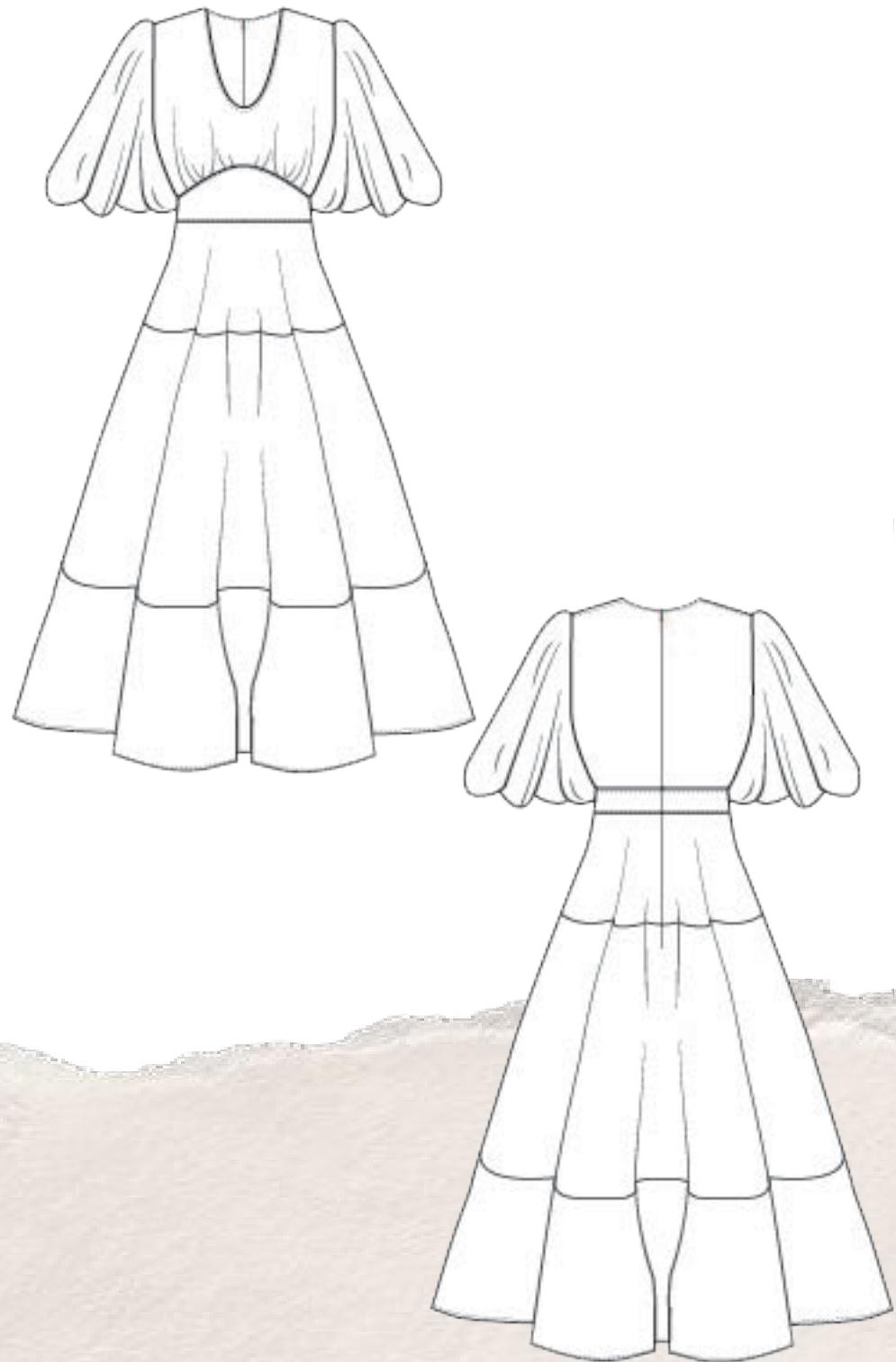
CONSTRUCTION DETAILS



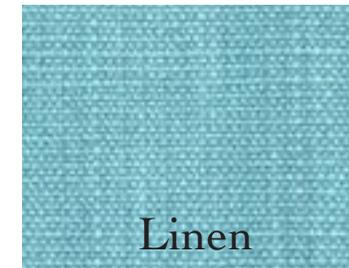
Bodice and skirt
are gathered into
corset-esque belt
piece



Look Two



FABRIC



Linen

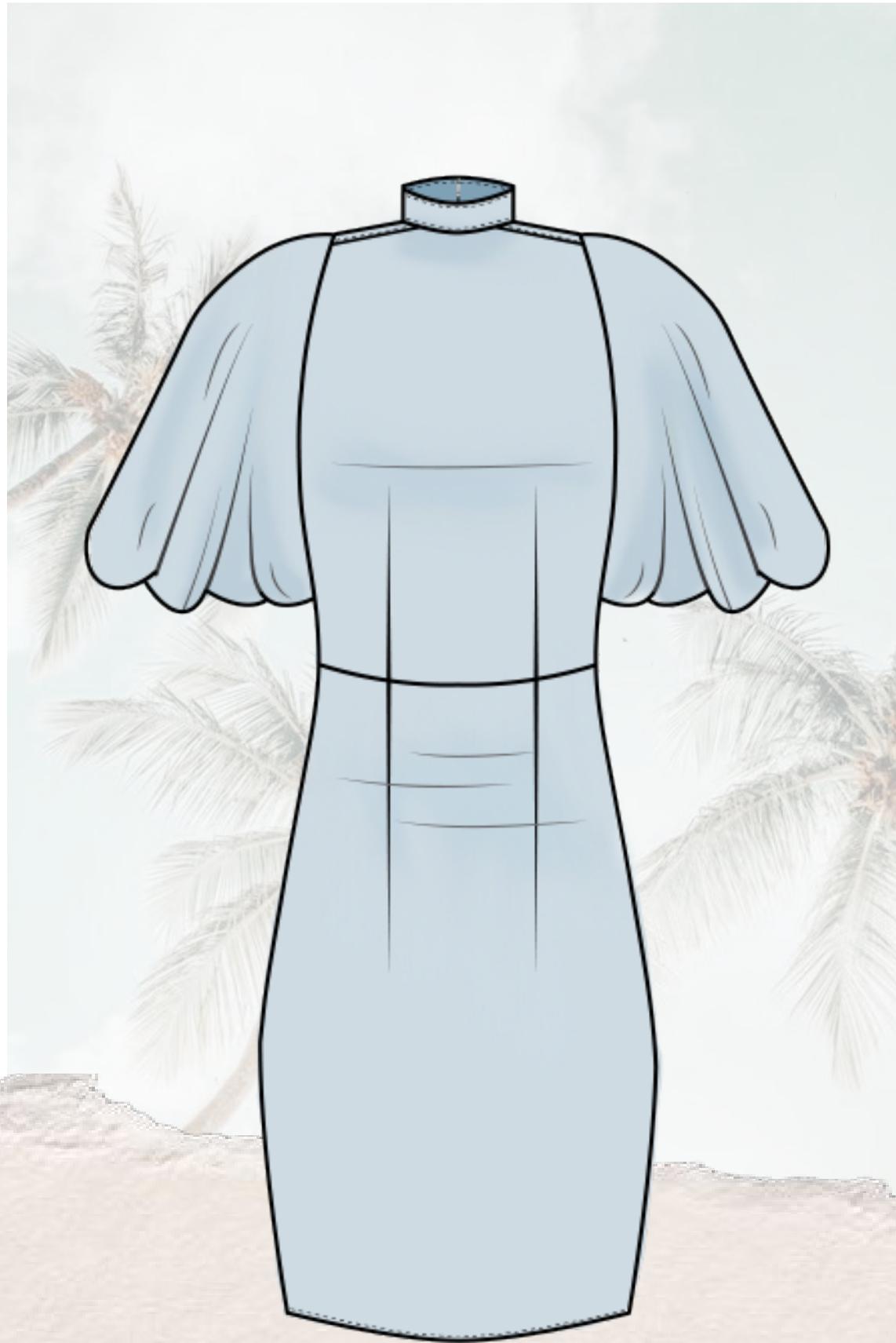
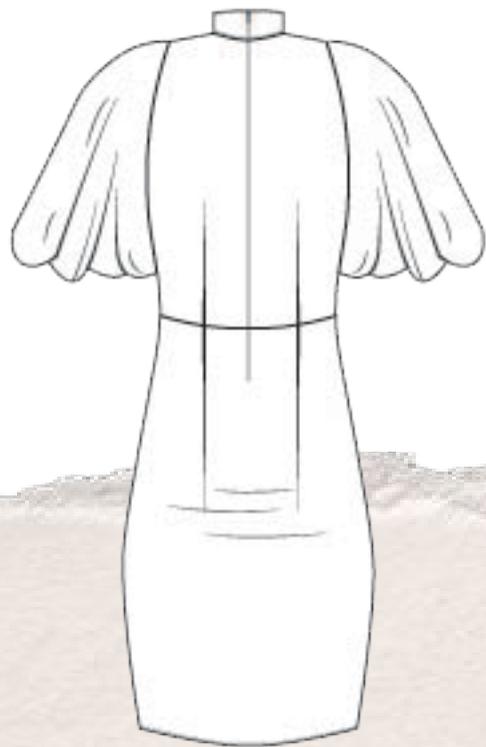
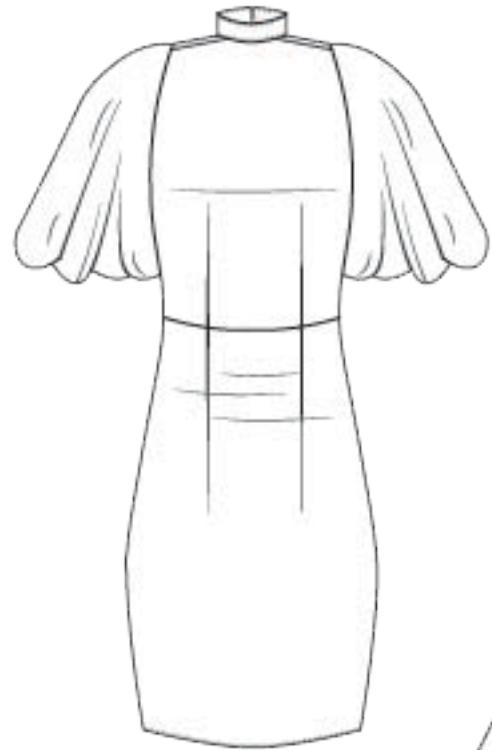
CONSTRUCTION DETAILS



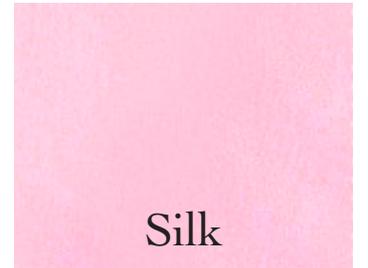
Tiered skirt with
internal French
seams



Look Three



FABRIC AND TRIMS



Silk

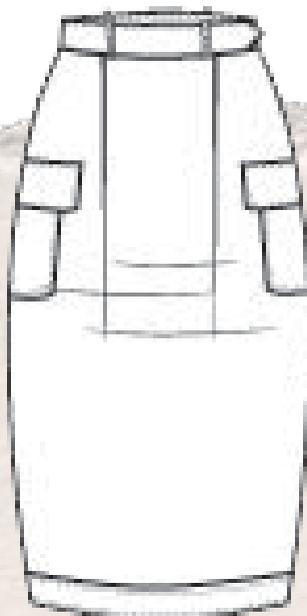
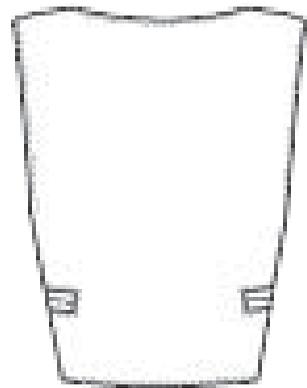
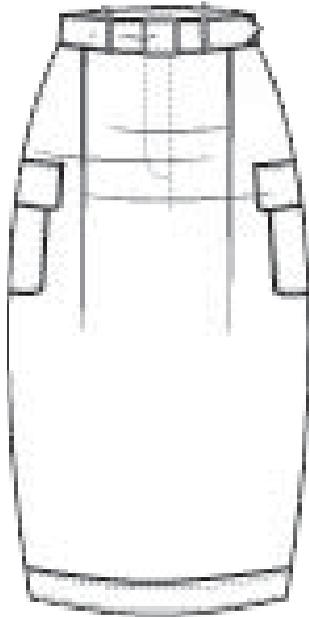
CONSTRUCTION DETAILS



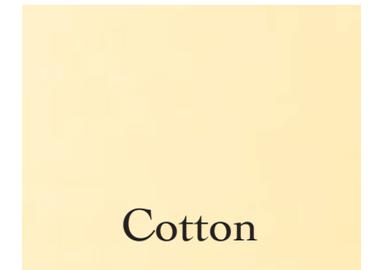
Balloon sleeve
gathered into
hidden cuff at
bicep



Look Four

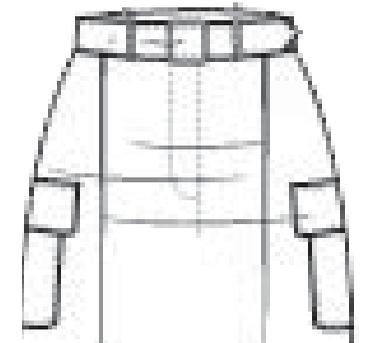


FABRIC



Cotton

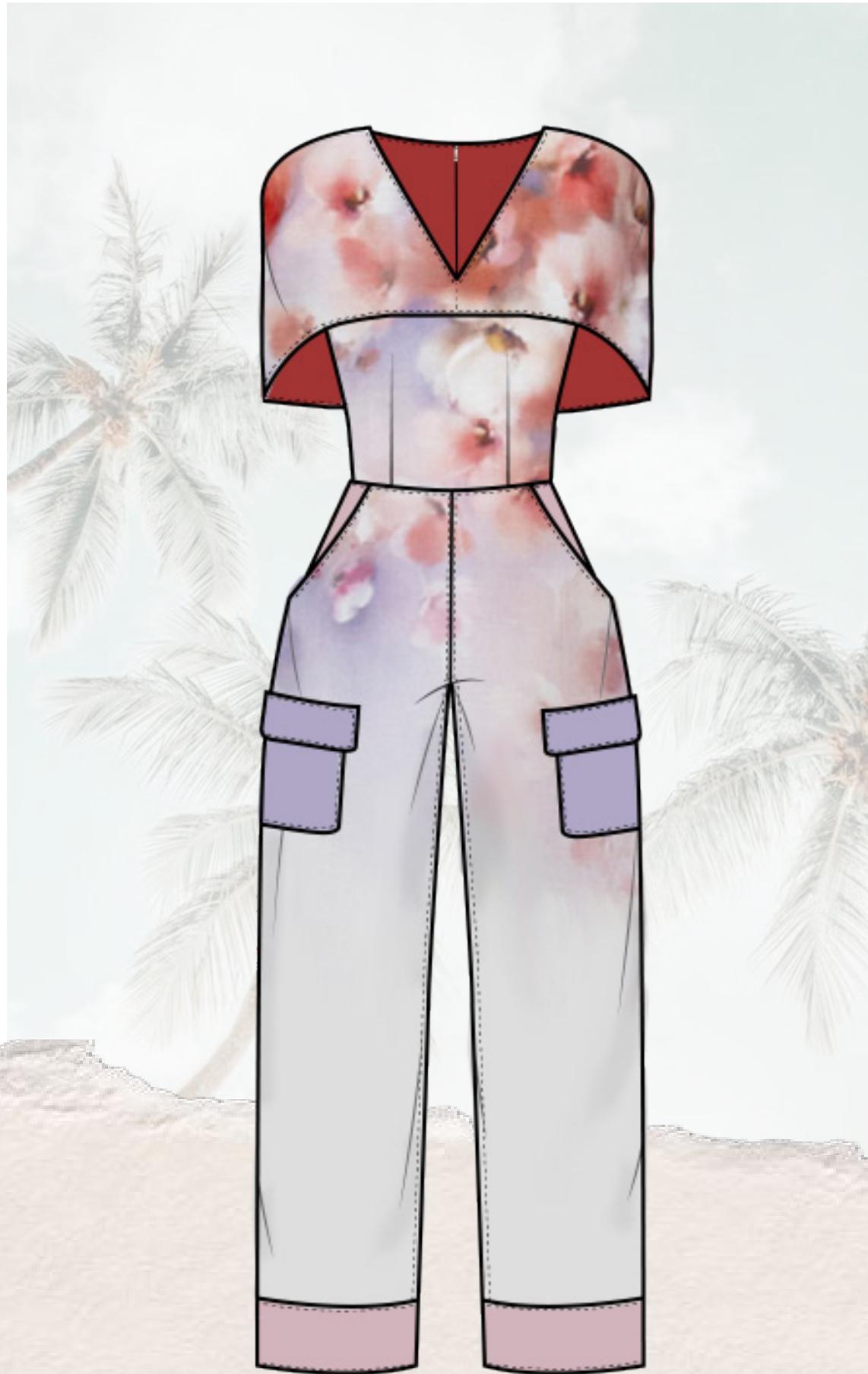
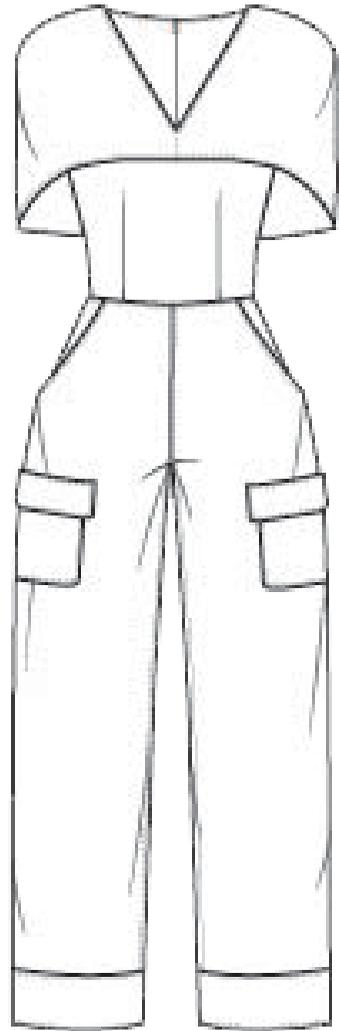
CONSTRUCTION DETAILS



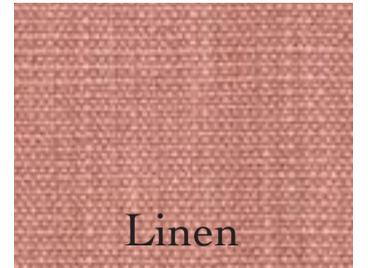
Belt + belt loops,
waist darts,
j-stitching and
hidden zipper,
patch pockets



Look Five



FABRIC



Linen

CONSTRUCTION DETAILS



Keyhole opening
on shawl to allow
access to zipper
on bodice

