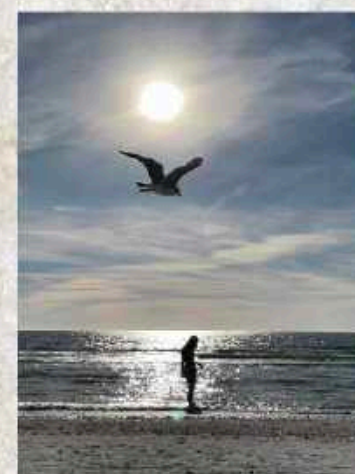
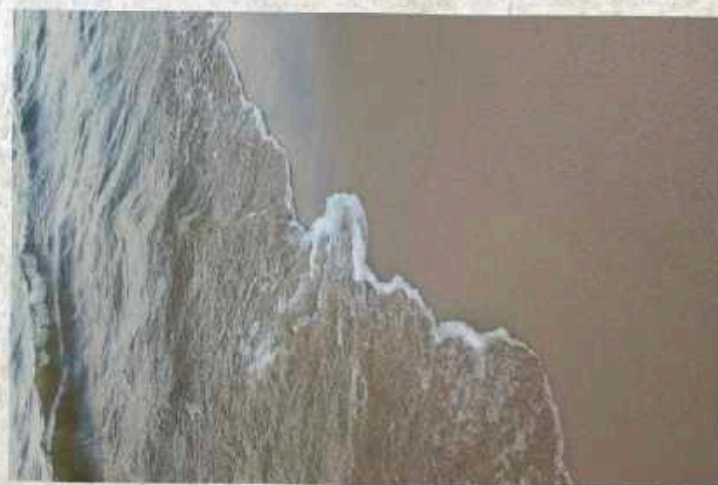
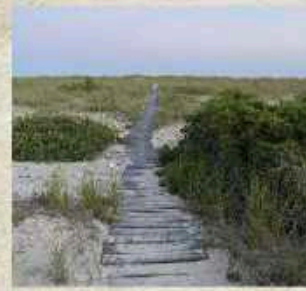




Sound Side

spring/summer '24 womenswear





LIGHT ACADEMIA IS
THE INEVITABLE
INTERNET AESTHETIC
OPPOSITE OF DARK
ACADEMIA

This style trend is slowly on the rise



LIFESTYLE

Coastal Grandmother Is
The 2022 Fashion Trend
For Everyone: Here's
How To Get It



trend analysis

light academia

knowledge. library. classic . sleek . warm .

structured minimalism

preppy . blazers . monochrome . professional .

coastal grandma

vintage . flowy. beachy . seashells . lightweight .



Chambray Linen

Paisley Cotton Jersey

Stretch Ponte Knit

Pima Cotton Lawn

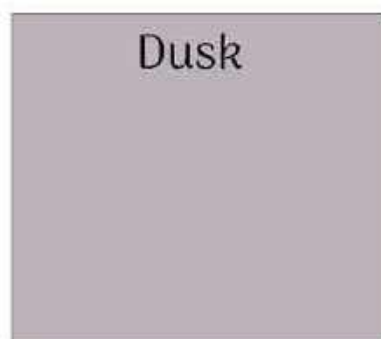
Stretch Ponte Knit

Stretch Woven Linen

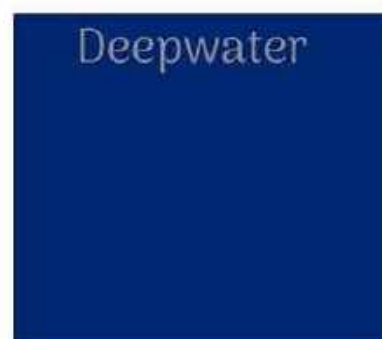
fabrics and colors



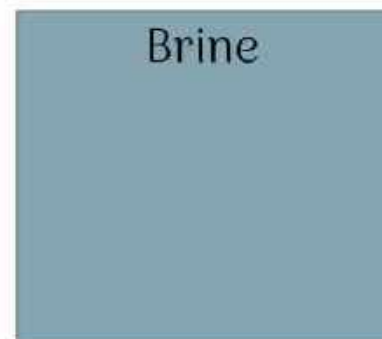
Isle



Dusk



Deepwater



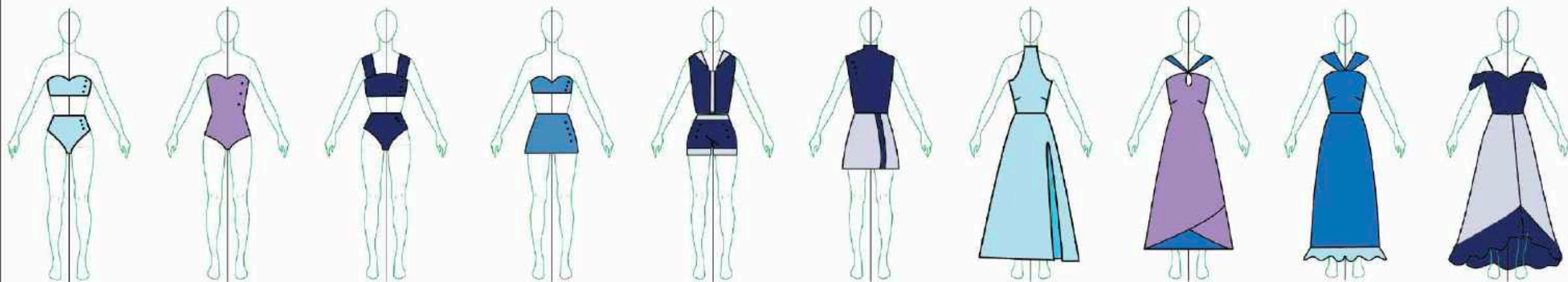
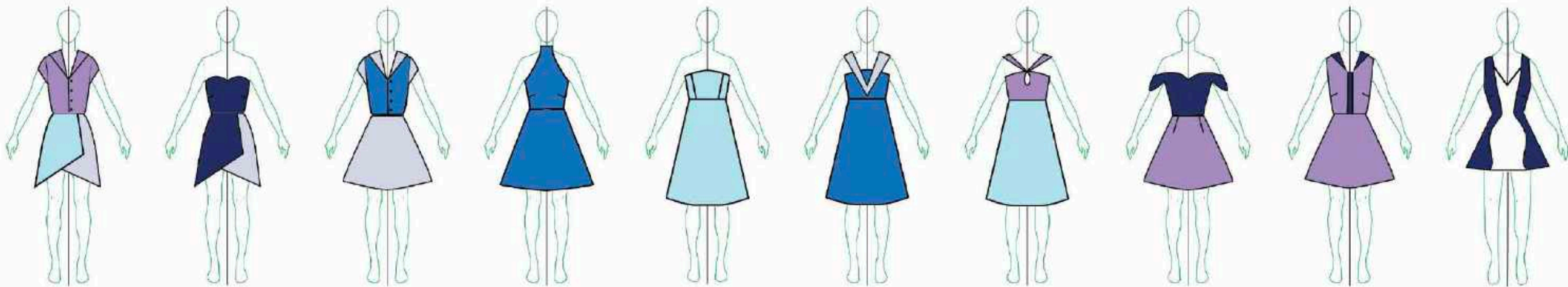
Brine



Marine



Inlet





a-line skirts



pedal pushers

design silhouettes



sweetheart necklines



French Seams

Design Details

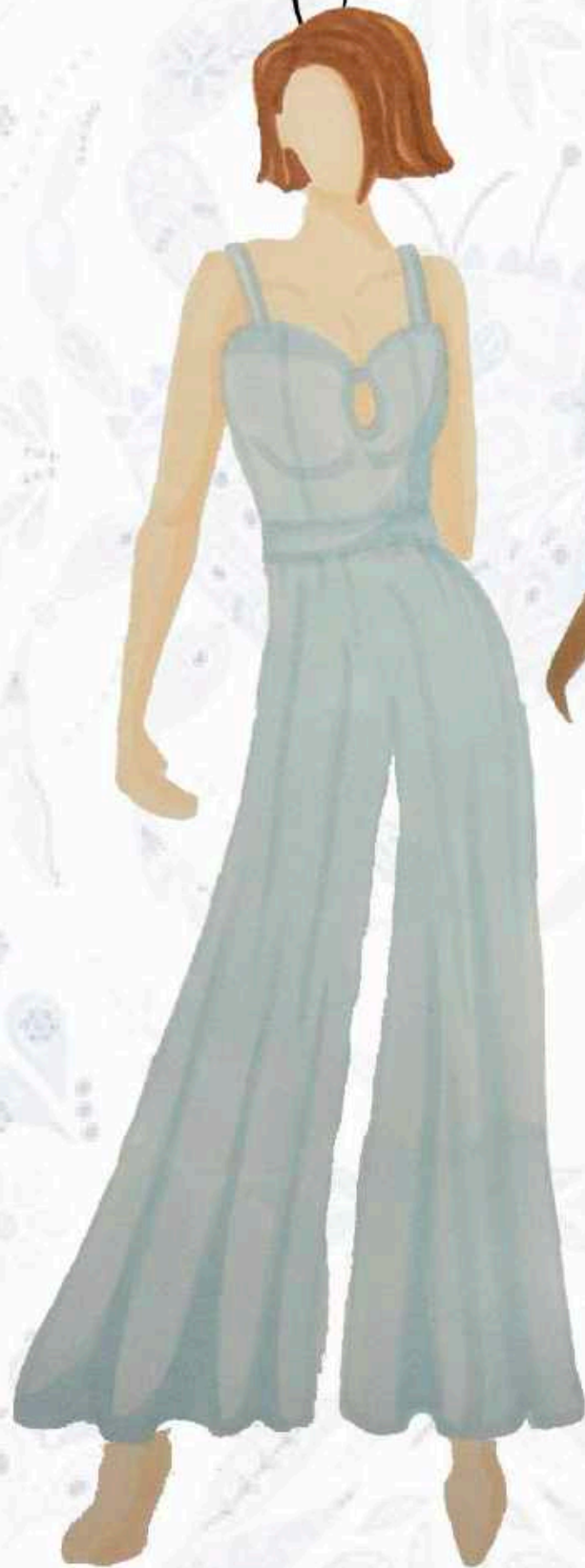
Invisible Pockets



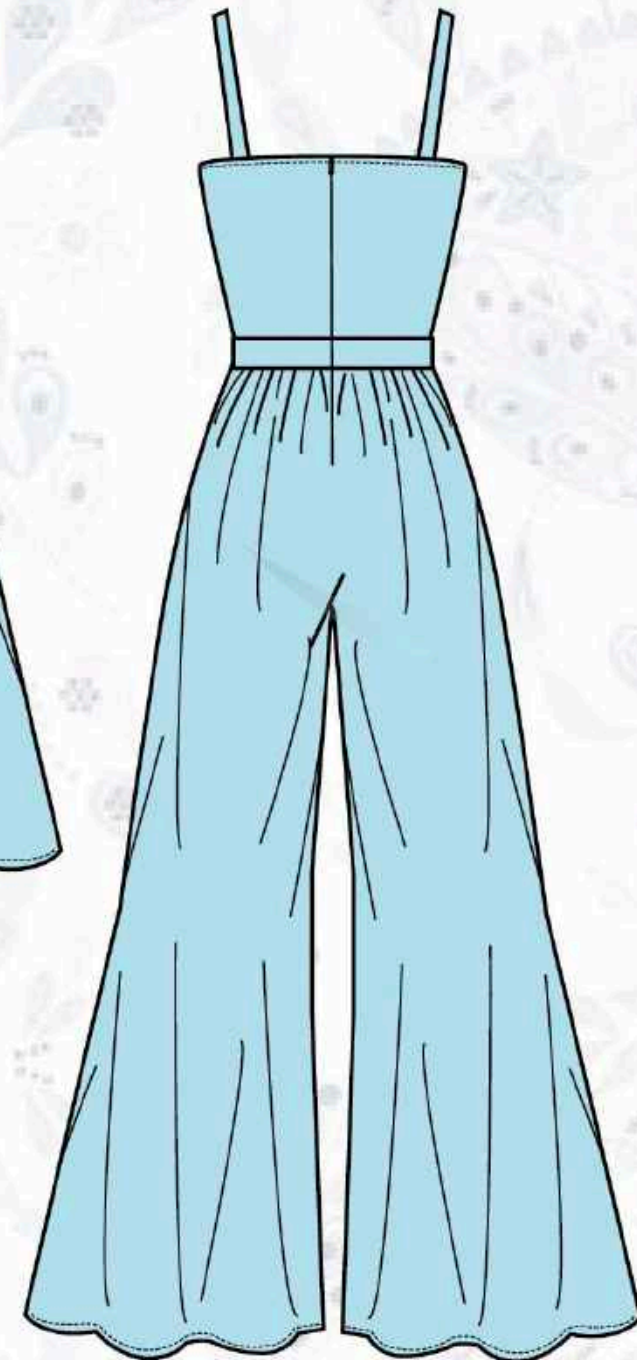
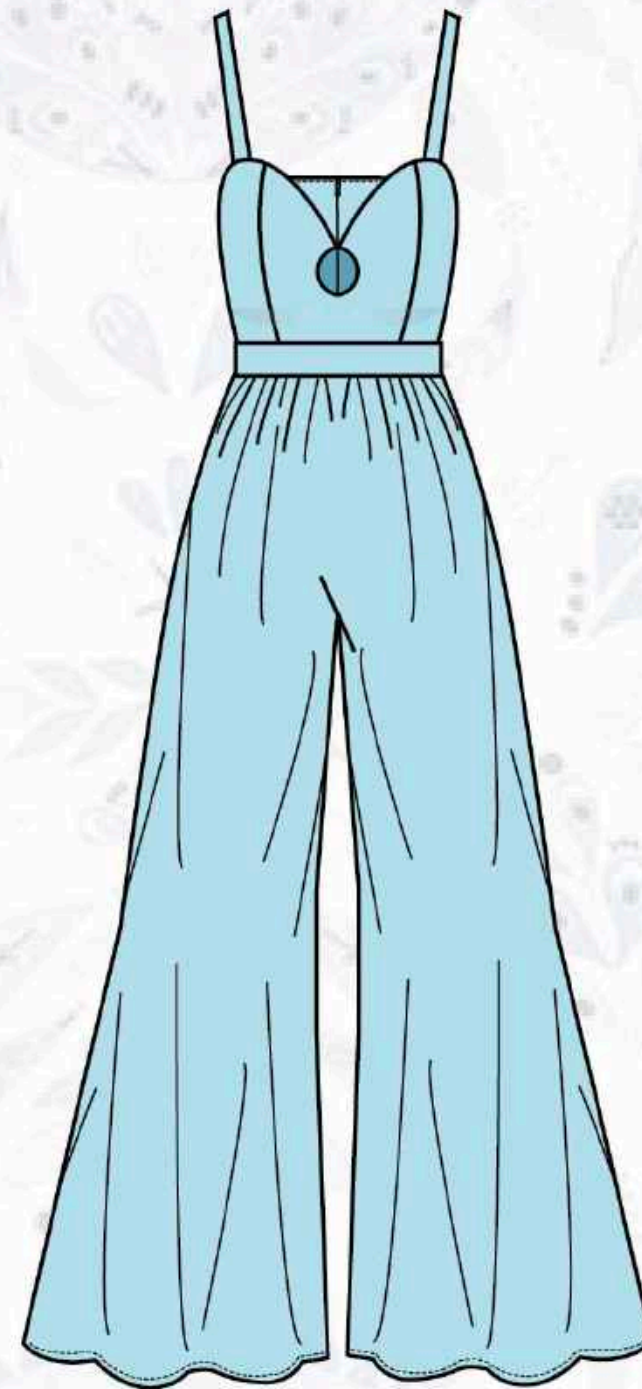
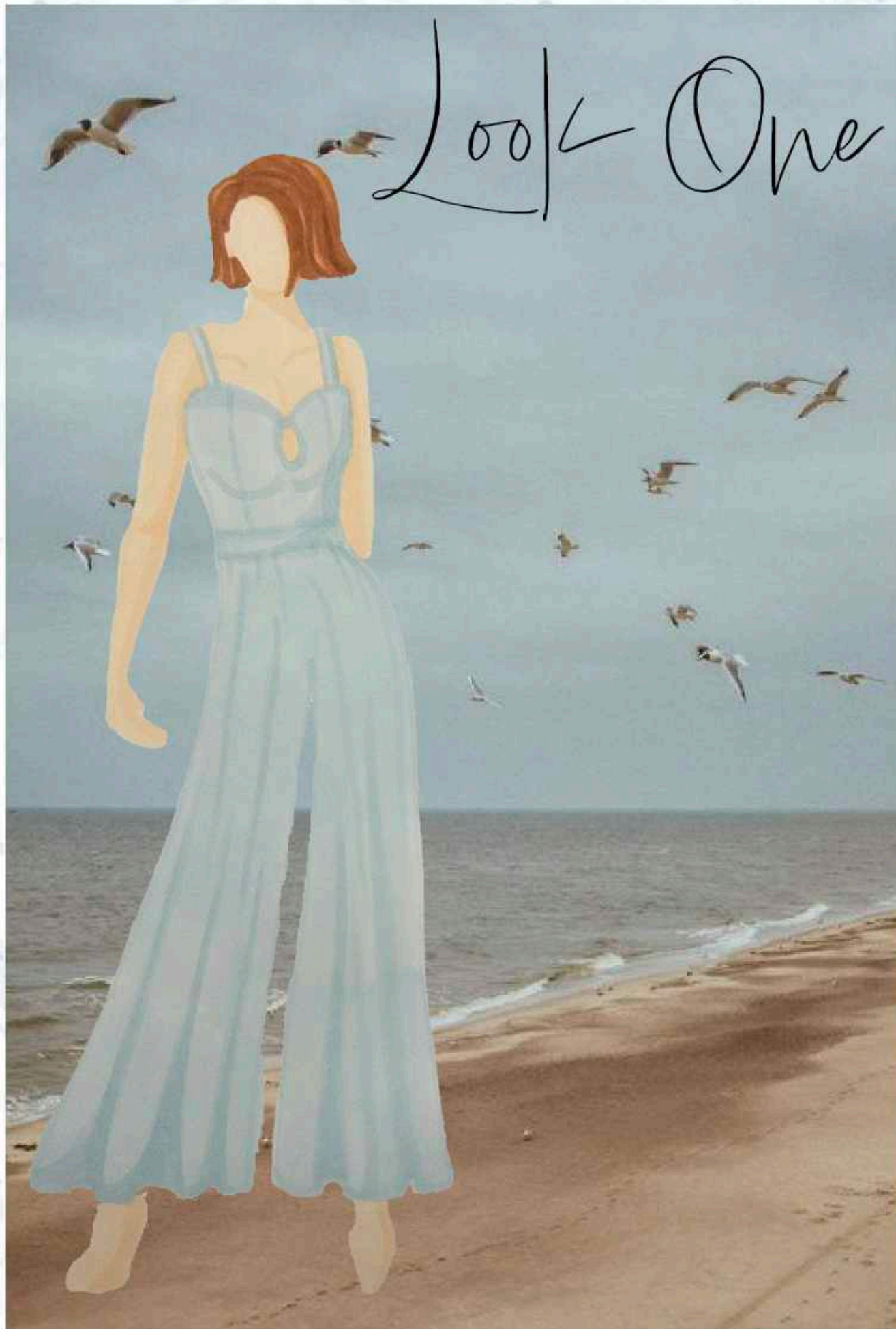
Gold Buttons

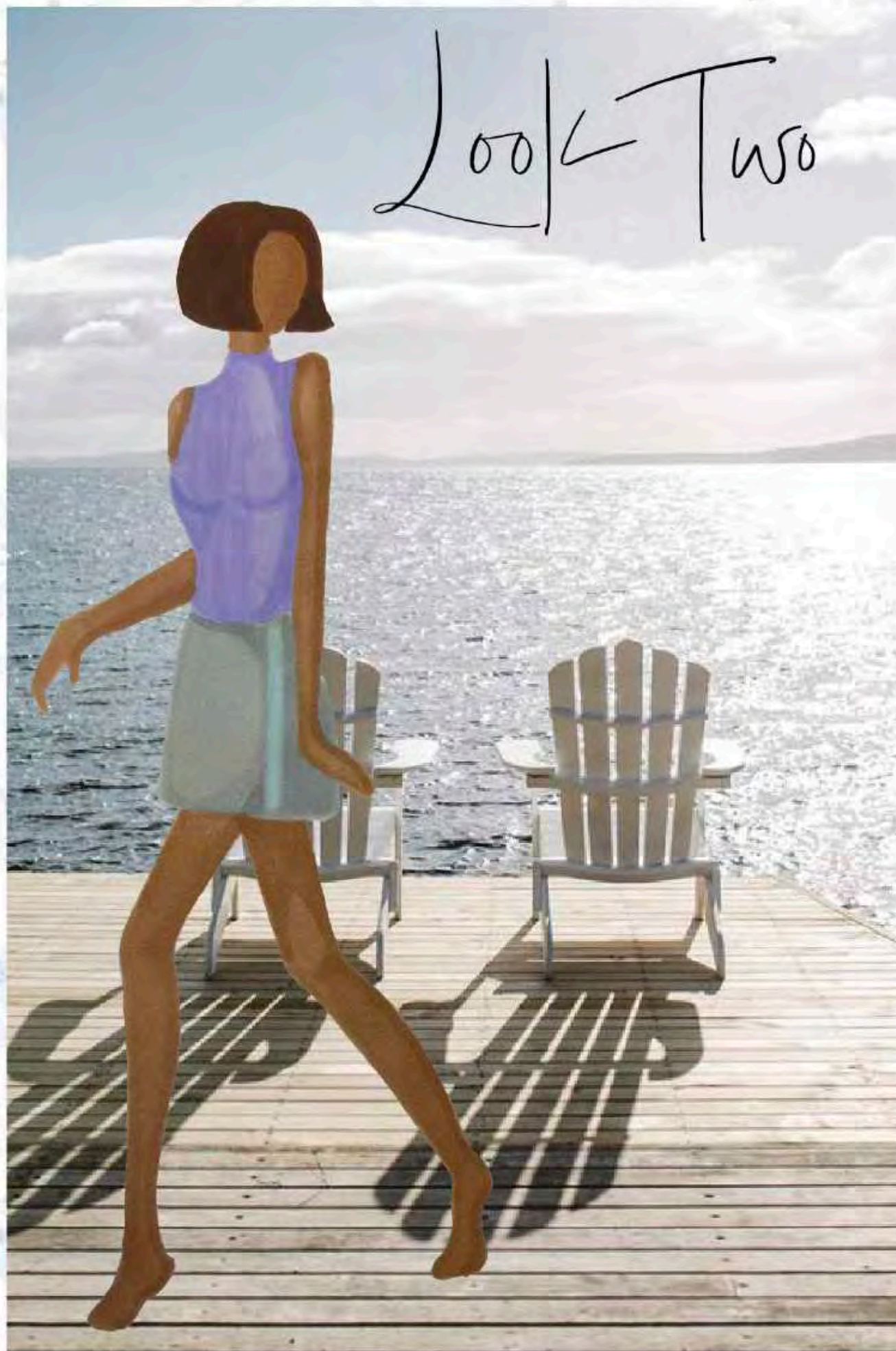


Refined Croquis

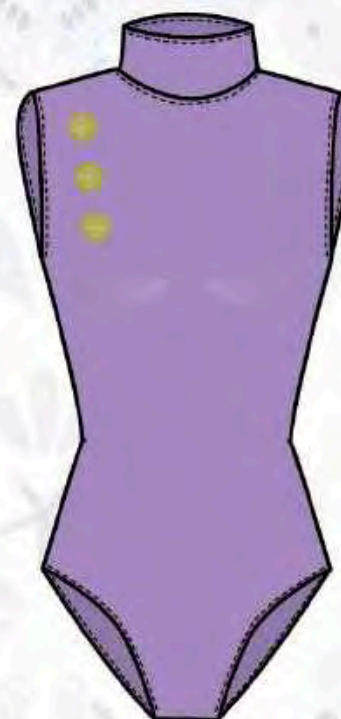


Look One

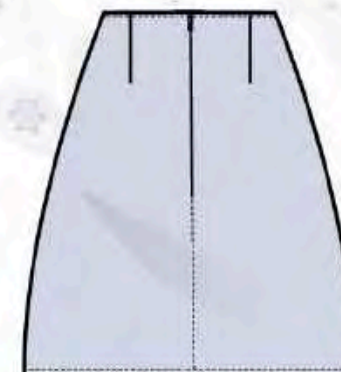
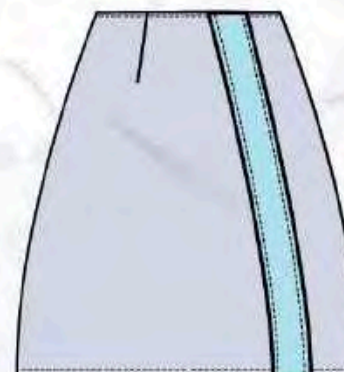




Look Two

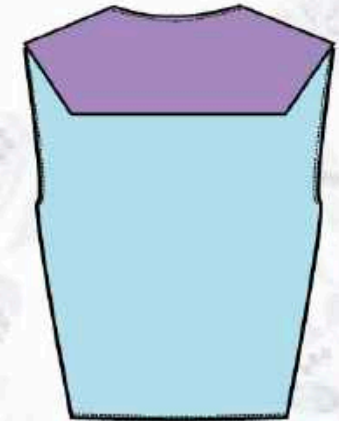
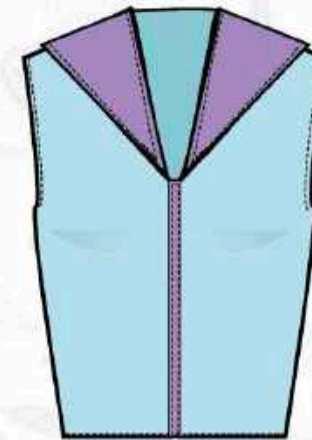
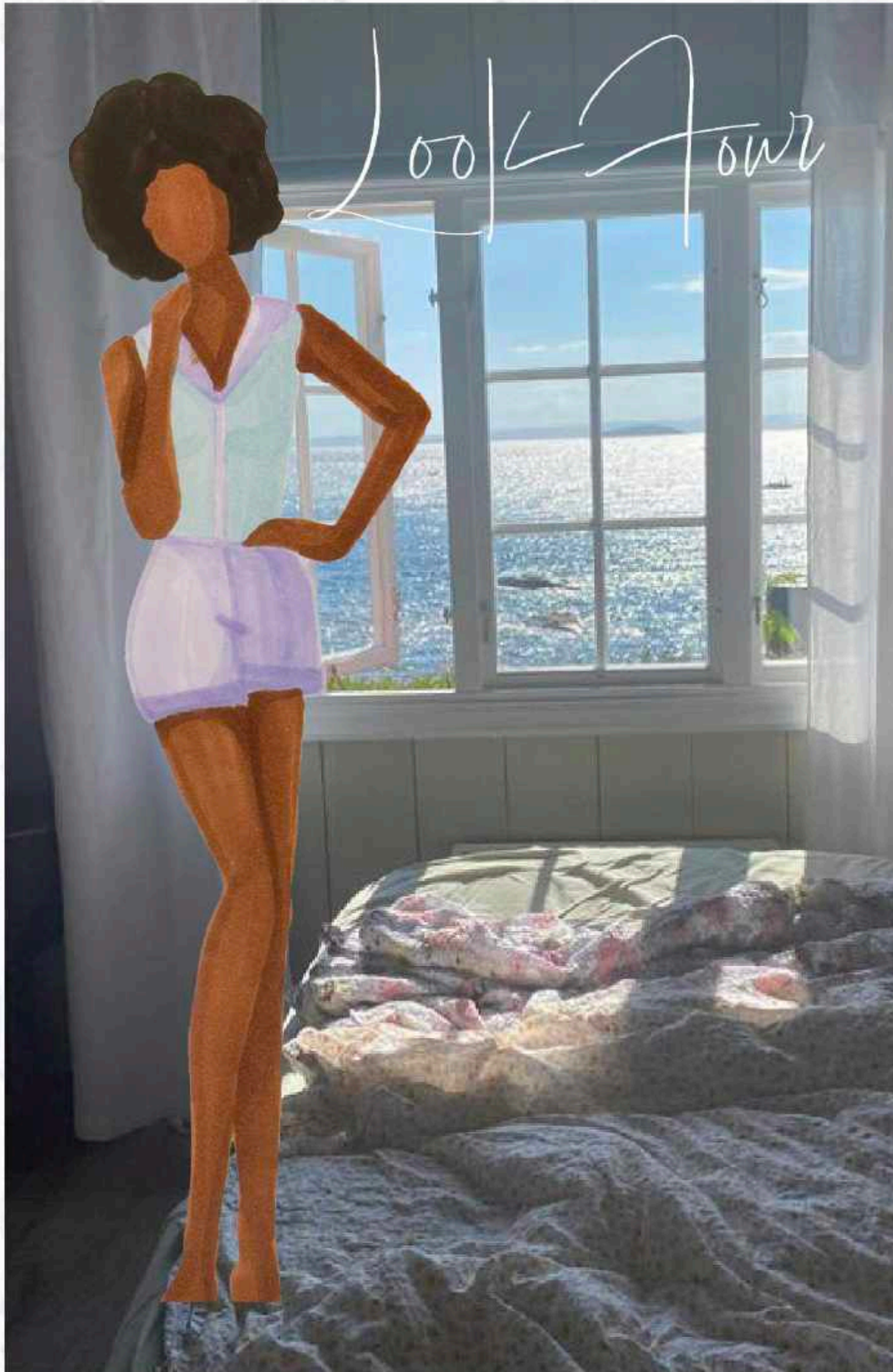


snap closures make
dressing easy

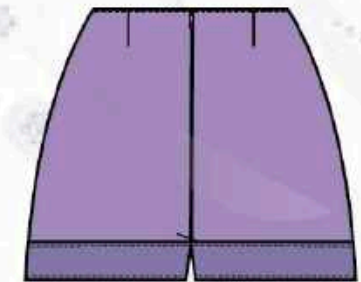
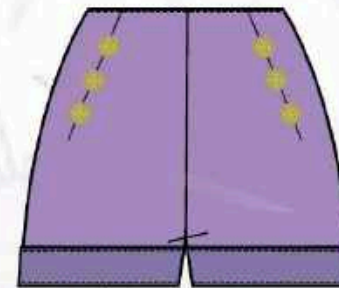


french seams are sensory-friendly
and comfortable



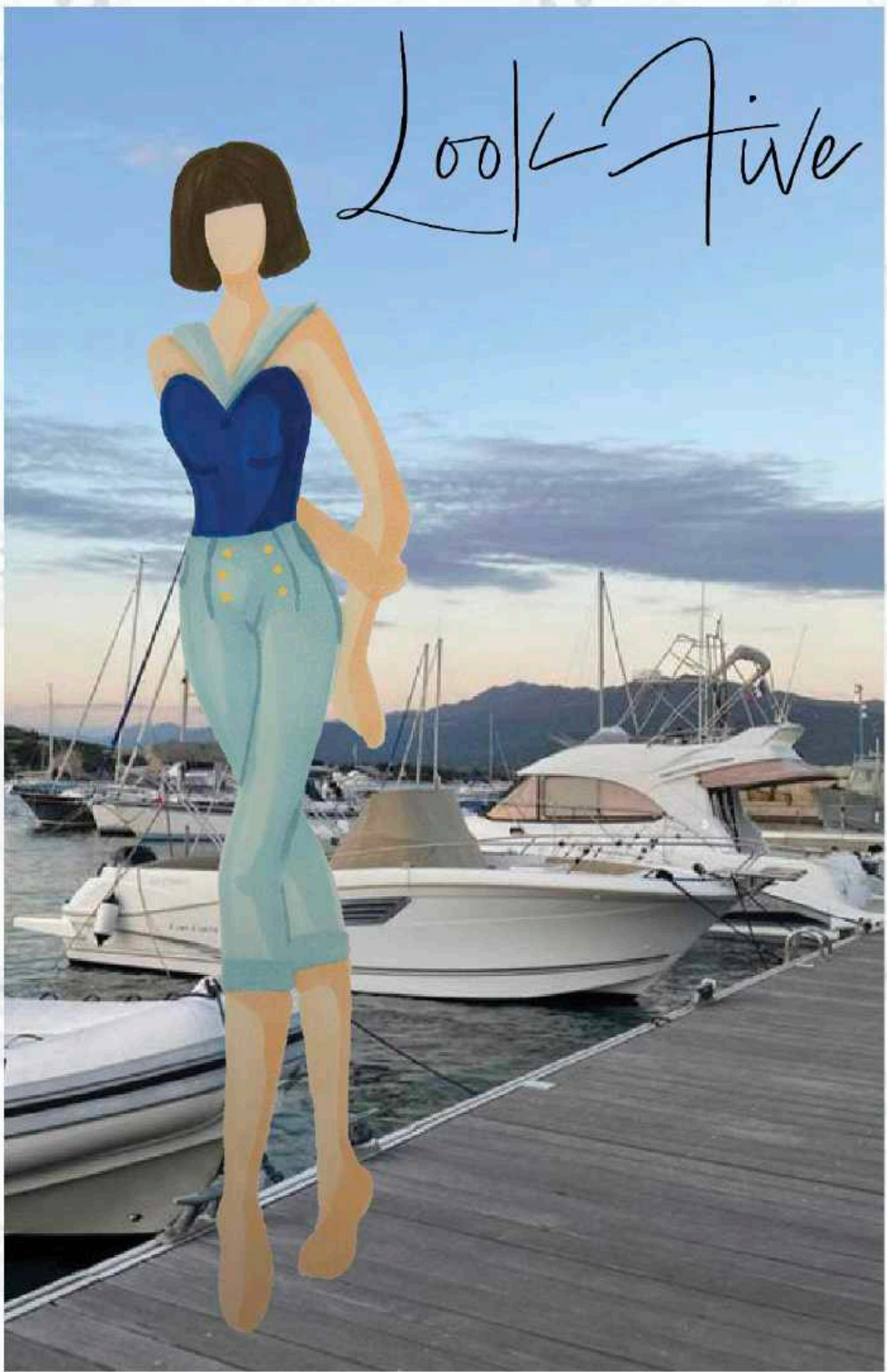


ponte knit fabric is comfortable and stretchy for all activities



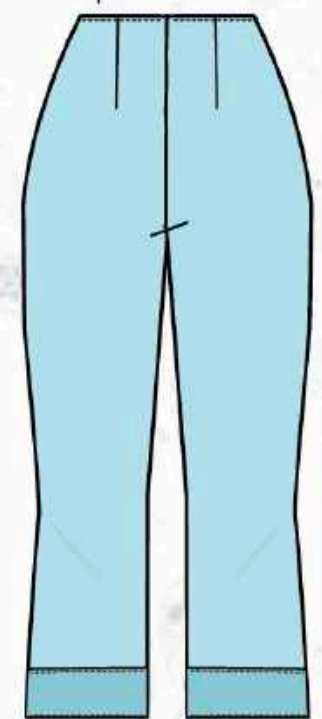
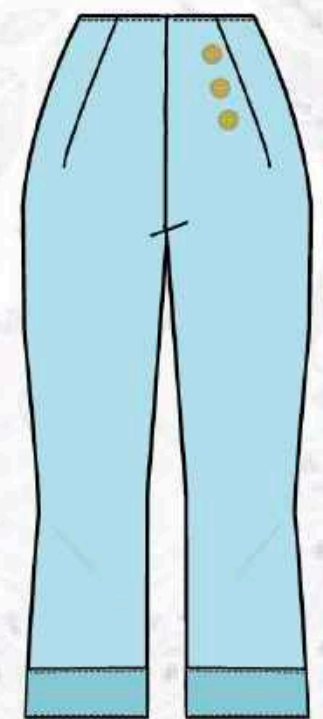
turned-up cuffs are stitched down for stability

Look Five



snap closure at crotch

darts allow for a high-waisted pedal pusher style



rolled cuff hem