

PROENZA SCHOUER

FW 2024 PRESENTATION

THIS WAS ANOTHER FABULOUS COOL GIRL COLLECTION FROM LAZARO HERNANDEZ AND JACK MCCOLLOUGH, THE KINGS OF COOL. THEY'VE CREATED THE DREAM URBAN WARDROBE FOR CITY DWELLERS ROOTED IN BEAUTIFUL COATS AND INCREDIBLE JEANS (PLACE LOOK) WHAT ELSE DOES A GIRL NEED? BLACK WAS THE CORNERSTONE OF THIS COLLECTION, EXPLORED THROUGH TEXTURE AND SHARP TAILORING, WHICH PROENZA SCHOUER ALWAYS FINDS NEW WAYS TO INNOVATE AND KEEP INTERESTING. SOME FABULOUS SHEARLING PIECES MADE THEIR WAY DOWN THE RUNWAY, WHICH WAS PRETTY CENTRAL TO MOST OF THE COLLECTIONS I SAW IN NEW YORK. HIGHLIGHTS FROM THIS COLLECTION WERE THE JEANS IN LOOK 19 (WOW) AND THE TOP FROM LOOK 32, BOTH WILL BE AVAILABLE AT WUNDERKIND THIS FALL.

