



Peter Jones

# EUROPE

REGIONAL RETAIL CHECKLIST BY DELIVERY

DECEMBER 2014 · WOMENSWEAR





1. PARTY JUMPSUIT

Next



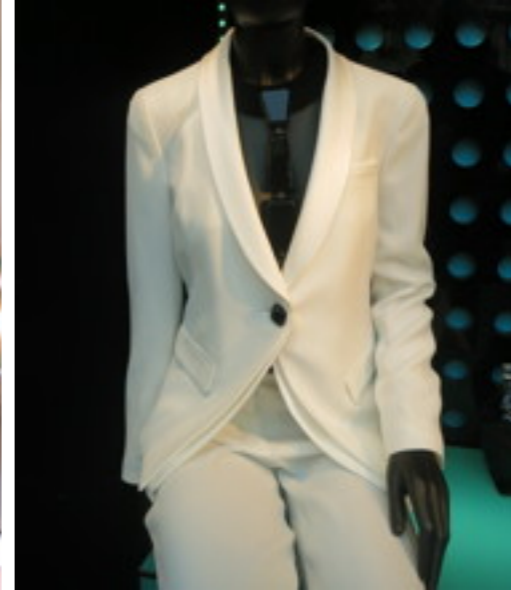
2. PENCIL SKIRT

Marks & Spencer



3. SHIFT DRESS

Marks & Spencer



4. WHITE BLAZER

Emporio Armani



5. MONOCHROME FUR COAT

Missguided



6. YVES KLEIN BLUE

MaxMara



7. COSMETIC PINK

Bershka



8. PEWTER

Pablo



9. GEO TILE

Monsoon



10. SEQUINS

Hollister



# PARTY JUMPSUIT

KEY ITEM

The party jumpsuit has emerged as a key item for this month's Holiday party deliveries. Fine straps and relaxed fits are enhanced with lustrous fabrics and waistline definitions, making this a very commercial item this season across age groups. Retailers team it with long-line blazers and statement accessories for day-to-evening styling.



Topshop



Warehouse



Primark



Next



# PENCIL SKIRT

KEY ITEM

The pencil skirt emerges as a building block of partywear styling this month, and works well in monochrome iridescent patterns as well as in black. Cropped tops and knits evolve the silhouette for 2014 and move this womenswear classic into the juniors' market.



Primark



John Lewis



Marks & Spencer



Oasis



# SHIFT DRESS

KEY ITEM

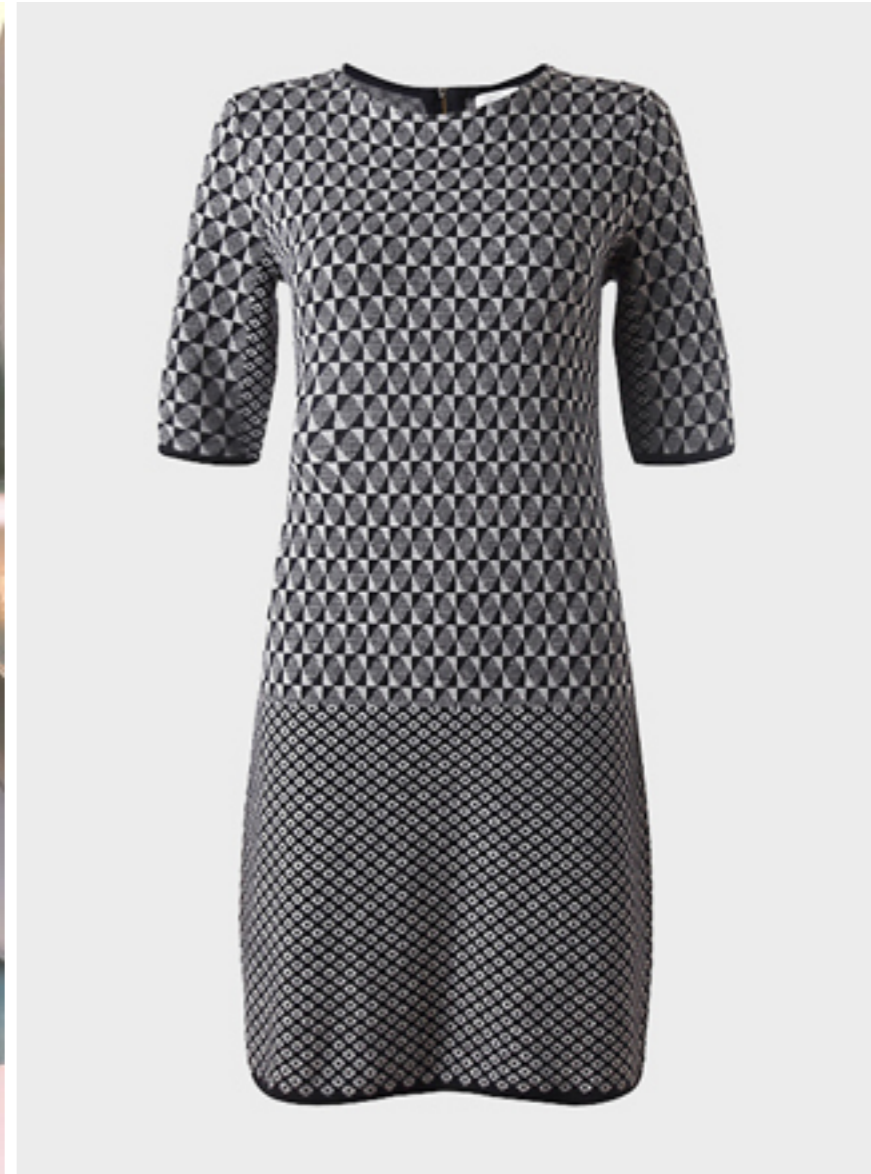
The textured shift dress adds newness to this season's 1960s theme. A simple silhouette features three-quarter sleeves and above-the-knee lengths. This is a key choice for an older demographic with covered arms and relaxed, flattering fits. High necklines act as a backdrop for statement necklaces, while fur collars and tippetts reinforce the 1960s feel.



Warehouse



Marks & Spencer



Jigsaw



# WHITE BLAZER

KEY ITEM

The white blazer forms the basis of crisp monochrome looks for party delivery windows. Tuxedo detailing and trouser-suit styling drives masculine influences for contemporary retailers. Cropped, boxy fits drive a directional silhouette, while classic 1SB shapes offer a more commercial option.



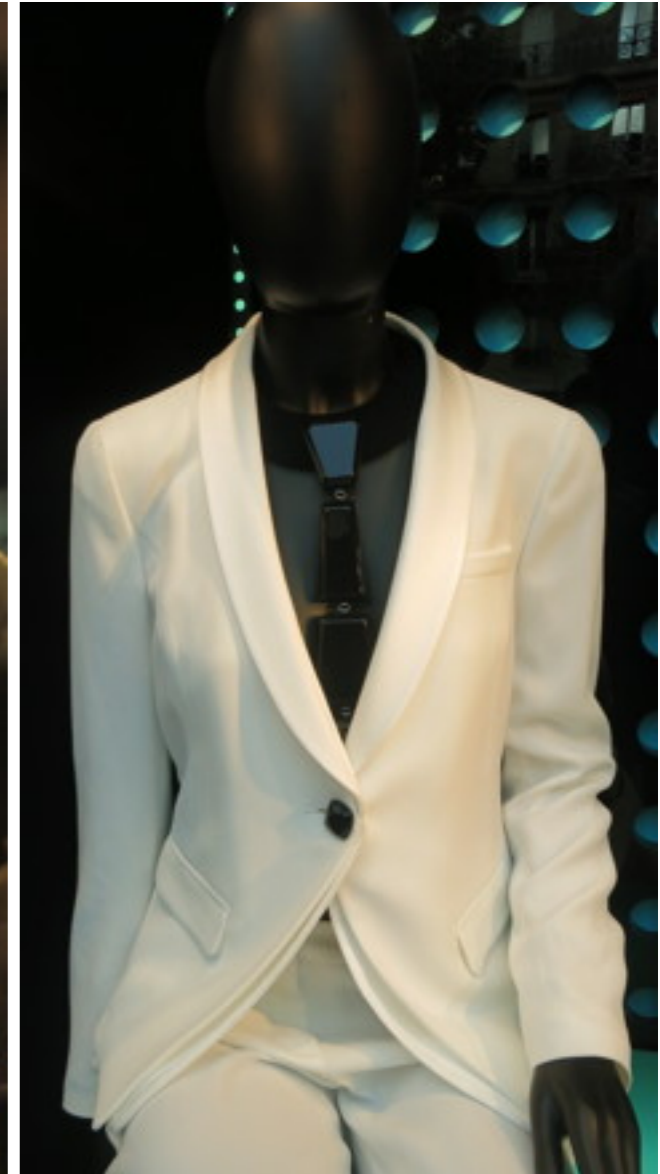
John Lewis



Theory



Reiss



Emporio Armani



# MONOCHROME FUR COAT

KEY ITEM

Monochrome updates fur outerwear in both short and long faux fur. Seen across a range of retailers. stripe, zebra and geometric motifs continue to make this a very versatile item, reaching young costumers as well as 35+ based retailers.



Missguided



Michael Kors



H&M



River Island



Yves Klein blue transcends product categories and market levels for this month's partywear deliveries. Extravagant embellishments such as oversized bows, fur pompoms and paste jewels are self-coloured for a strong, singular colour statement.



John Lewis



Claudie Pierlot



MaxMara



New Look



Ted Baker



Candy-pink coats caused a real stir with the European press last winter, and this year customers are keen to buy into pinks for outerwear, updated in softer, cosmetic pales. Brushed, pile and bouclé surfaces lend a cosiness to winter pinks, which are toughened through black and grey styling combinations.



Topshop



Bershka



River Island



Oasis



Pewter leads the metallics line-up for partywear this Holiday season across tailored dresses, skirts and accessories. Deep gunmetal tones feature tonal patterning or cracked glazes in low-lustre finishes teamed with black basics. Crumpled surfaces bring a grungy feel to these dark metallics, which also move into casual styling.



Pablo



Topshop



Next



Oasis



Gap



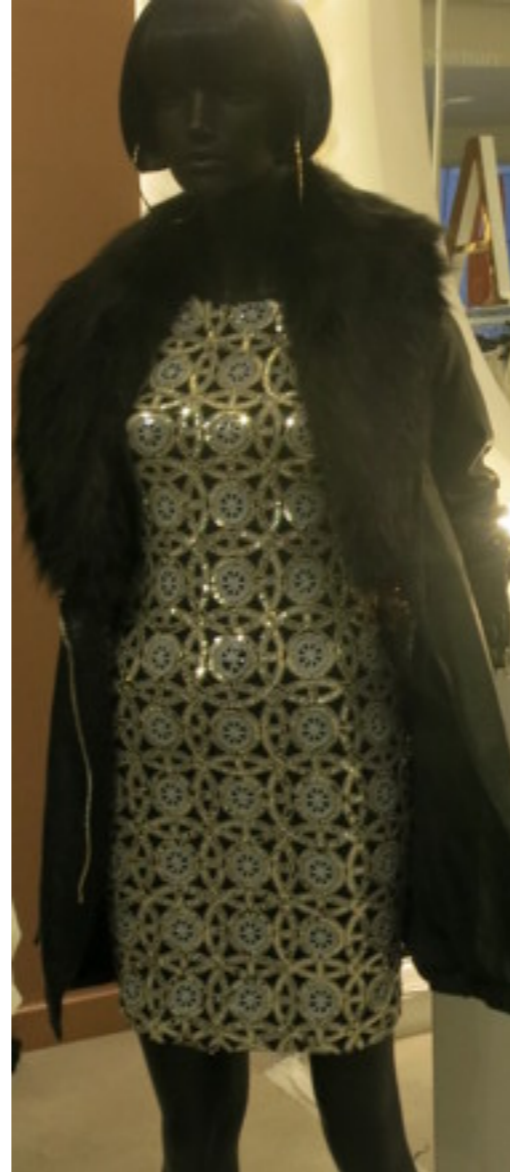
The geo tile print moves monochrome geometrics from autumn's tribal designs in a more opulent, baroque direction for winter partywear. Jacquards, embellishment and metallics sit within the partywear category, although we see also casual interpretations. This is a very versatile pattern, working well across age groups, with miniskirts working particularly well for the youth market.



Selfridges



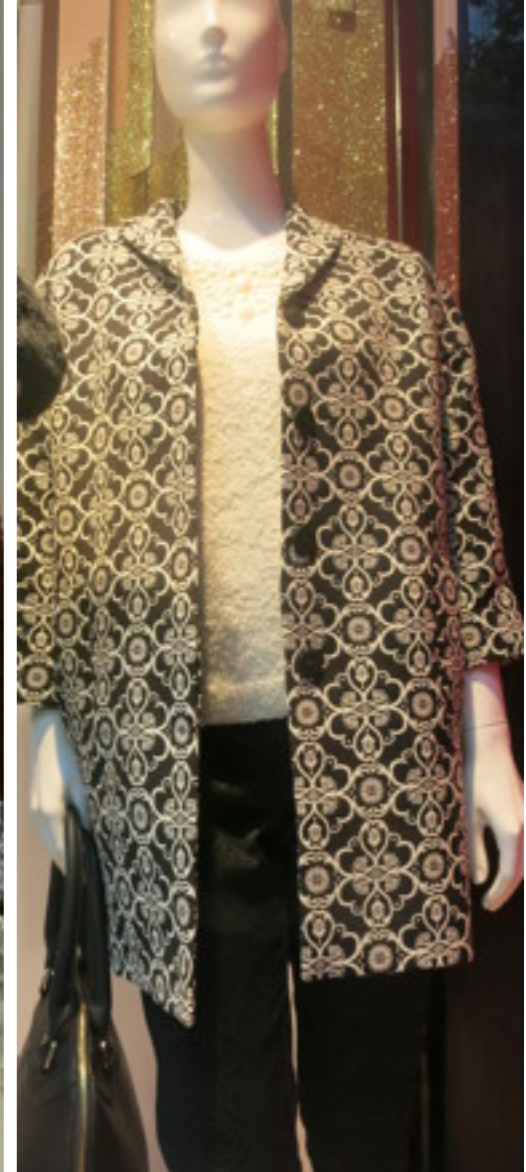
John Lewis



River Island



New Look



Monsoon



All-over sequinning updates classic sheath dresses for the party season in single-colour metallics across market levels. Off-the-shoulder styles update the silhouette for A/W 14/15. Retailers also pair sequins with knits for a casual/formal styling mashup.



French Connection



New Look



John Lewis



Hollister