

# summum



LOOKBOOK

fall 2024



# FALL COLLECTION

*His Royal Highlands*

Rugged, outdoor, a home in the Highlands... Summum took inspiration from Scotland for Fall 2024. A land of extremes, rugged expanses and unspoiled nature alongside bustling cities like Edinburgh and Glasgow. A land of misty Lochs and their world-famous monsters spotted by everyone but yourself, and equally renowned whiskies. A land of wool tartans and kilts, misty vistas and abandoned castles. The land whose national animal is the unicorn, and where colourful storytelling of the many myths and legends has become a sport. That country offers enough inspiration for a layered collection of extremes in materials and colours.

Summum dives head-on into wool, from textured bouclé knits to wool tartans for short jackets and blanket jackets. Oversized blazers and cardigans are constricted, with lots of layers and textures – lacquer! – telling an interesting story. Long skirts are big news, as are the jumpsuit, cargo trousers and flowy trousers – with checks or in flowy denim – alongside blouses with bow fastenings, tops with subtle lurex and warm accessories such as thick, fluffy scarves, woolly caps and balaclavas. The mood? comfortable, with plenty of fabric and individuality through checks and prints. The palette? Subdued shades of sand, chocolate, olive, black and mist grey with unexpected pops of colour: fiery red, orange, gorgeous peacock and deep dark blue.



**jacket** 1s1193-11884C8, **blazer** 1s1202-12094C8, **turtleneck** 7s5529-7980C7, **trousers** 4s2685-12075C8  
**belt** 8s1008-8556C7, **scarf** 8s1004-8552C8, **gloves** 8s1007-8555C7



**cardigan** 7s5855-8008C7, **glitter top** 3s5009-30644C7, **trousers** 4s2671-12106C7, **cap** 8s1006-8554C7



**jacket** 1s1195-12061C7, **blouse** 2s3128-12011C6, **cardigan** 7s5851-8001C7, **skirt** 6s1305-12109C7, **balaclava** 8s996-7997C7  
**gloves** 8s1007-8555C7





jacket 1s1201-1168007, sweater 7s5861-800907



cardigan 7s5844-799707, blouse 2s3164-1208907



gilet 9s127-12121C7, blouse 2s3164-12089C7, jeans 4s2658-5151BD



top 2s3176-12087C7, trousers 4s2696-12087C7, belt 8s1008-8556C7, scarf 8s1005-8553C7, loafers 8s1001-8550C6



jacket 1s1193-1184C6, paillette trousers 4s2691-11936C6, cap 8s1006-8554C6



blazer 1s1190-12072C6, body 3s5049-5138C6, paillette trousers 4s2691-11936C6, cap 8s1006-8554C6





jacket 1s1100-1206208



jacket 1s1100-1206208, paillette skirt 6s1310-1193608



blouse 3s5052-3064407, trousers 4s2537-3064407



blouse 2s3137-1207806, skirt 6s1256-1211406



teddy jacket 1s1194-1211207, blouse 2s3141-1209007, trousers 4s2673-1208807



lammy gilet 9s125-1211C8, sweater 7s5852-8002C8, trousers 4s2655-11365C8, scarf 8s1004-8552C8



blouse 2s3151-12085C6, trousers 4s2672-12072C6

*Delivery July*

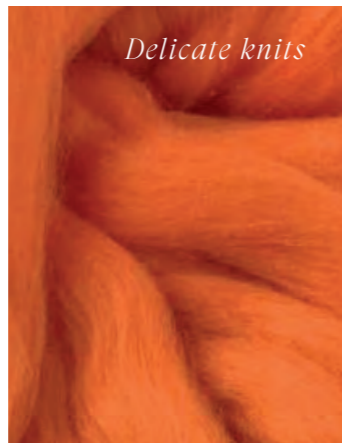
# CAP



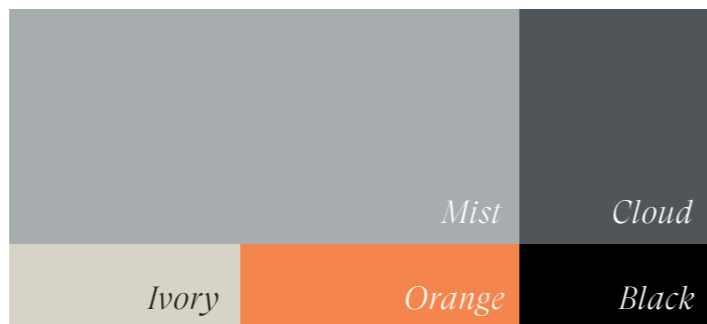
# SULE SIX

## EASY LAYERS

A soft landing in autumn with numerous layers. Delicate knits, supple tartan trousers, a bermuda with high boots and belted blazers exude outdoor living. Orange and dark cassis keep the mood light.



# 6



CAPSULE 6  
*Delivery July*

- coat 1s1191-11884C6
- sweater 7s5864-8011C6
- blouse 2s3182-12079C6
- pailletten trousers 4s2691-11936C6
- loafers 8s1001-8550C6
- cap 8s1006-8554C6
  
- top 2s3155-11817C6
- trousers 4s2671-12106C6
  
- cardigan 3s5042-30632C6
- trousers 4s2663-30632C6





coat 1s1193-11884C6, top 7s5842-7980C6, trousers 4s2704-12074C6, loafers 8s1001-8550C6



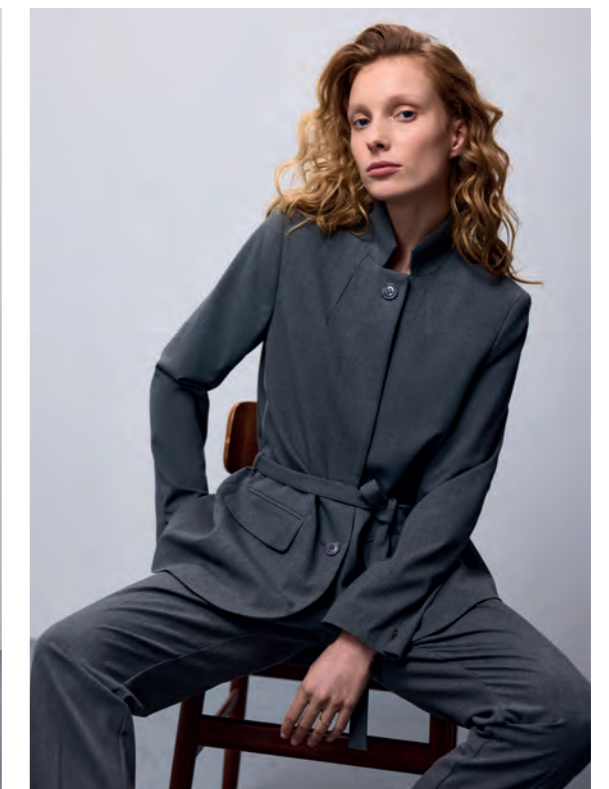
## CAPSULE 6

*Delivery July*

coat 1s1193-11884C6  
top 7s5842-7980C6

sweater 7s5845-7996C6  
trousers 4s2369-11680C6

blazer 1s1189-12072C6  
trousers 4s2674-12072C6





DELIGHT  
IS IN THE  
DETAILS

sweatshirt 3s5032-30647C6, trousers 4s2197-11580C6, loafers 8s1001-8550C6





top 2s3158-12120C6, short 4s2684-12117C6, scarf 8s997-7997C6



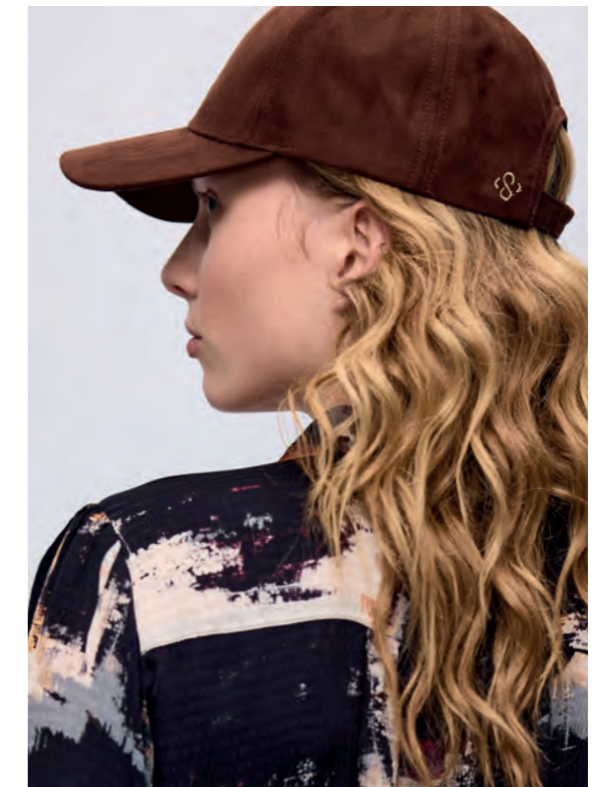
## CAPSULE 6

*Delivery July*

**dress** 5s1585-12081C6  
**cap** 8s1006-8554C7  
**cowboy boots with fringes** 8s1000-8548C7

**sweater** 7s5864-8011C6  
**blouse** 2s3182-12079C6  
**pailletten trousers** 4s2691-11936C6  
**loafers** 8s1001-8550C6  
**cap** 8s1006-8554C6

**dress** 5s1585-12081C6  
**cap** 8s1006-8554C7



## CAPSULE 6

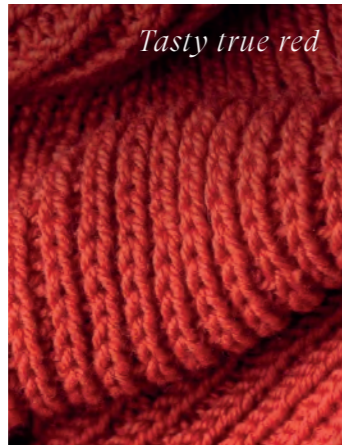
*Delivery July*

**top** 2s3152-12072C6  
**trousers** 4s2672-12072C6  
**cap** 8s1006-8554C6

**blouse** 2s3128-12011C6

**blazer** 1s1190-12072C6  
**trousers** 4s2685-12075C6  
**cap** 8s1006-8554C6





*Tasty true red*

*Delivery August*

# CAP SULE

# SEVEN



# 7

## HIGHLAND HOME

A balloon-sleeve cardigan jacket, bouclé knits, a blouse with a bow fastening, balaclavas and army details: distinct silhouettes and materials add flavour to warm pieces in colours like caramel coffee, dune and – surprise! – tasty true red.





blazer 1s1201-11680C7, trousers 4s2369-11680C7, cap 8s1006-8554C7, bag 8s983-8480C7, loafers 8s1001-8550C6



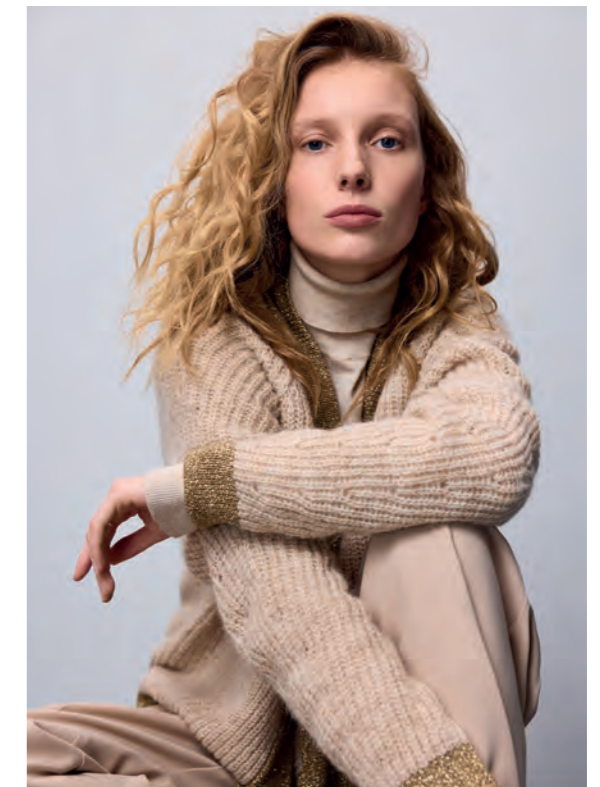
## CAPSULE 7

*Delivery August*

**jacket** 1s1196-12063C7  
**gilet** 9s127-12121C7  
**jeans** 4s2650-5168BD

**jacket** 1s1194-12112C7  
**blouse** Amsterdam-12119  
**trousers** 4s2696-12087C7  
**loafers** 8s1001-8550C6

**cardigan** 7s5851-8001C7  
**turtle neck** 7s5529-7980C7  
**trousers** 4s2369-11680C7



CAPSULE 7  
*Delivery August*

**top** 3s5013-30643C7  
**trousers** 4s2678-12103C7

**blouse** 2s3165-11817C7  
**trousers** 4s2369-11680C7

**blazer** 1s1197-12076C7  
**top** 3s4912-30377C7  
**short** 4s2694-12076C7  
**scarf** 8s1005-8553C7





jacket 1s1194-12112C7, balaclava 8s996-7997C6, top 3s5009-30644C7



cardigan 7s5859-8007C7, skirt 6s1302-12084C7, loafers 8s1001-8550C6



jacket 1s1123-12109C7, spencer 7s5867-12010C7



## CAPSULE 7

*Delivery August*

**jacket** 1s1198-11883C7

**top** 2s3150-12118C7

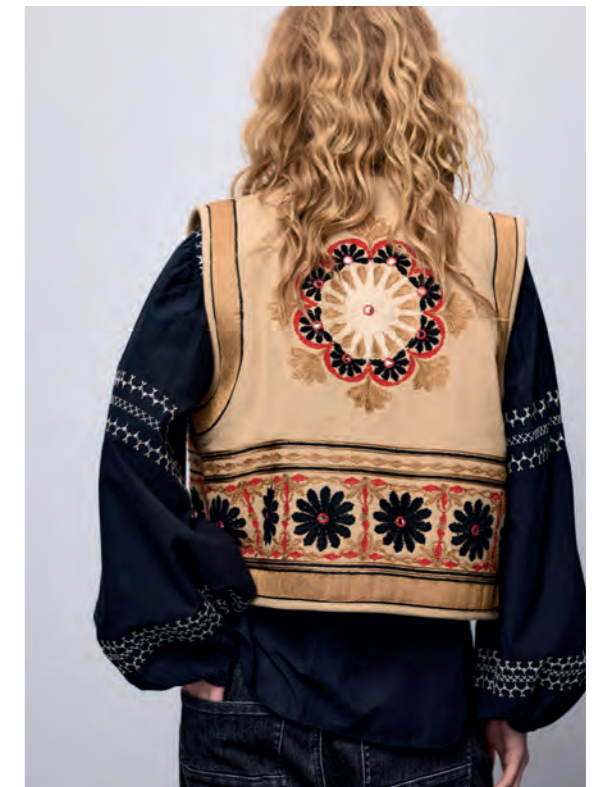
**gilet** 9s127-12121C7

**jeans** 4s2687-5171BD

**top** 2s3150-12118C7

**gilet** 9s127-12121C7

**jeans** 4s2687-5171BD





sweater 7s5861-8009C7, bermuda jeans 4s2686-5171BD



bomber jacket 3s4879-3064107, t-shirt 3s5037-3063307, trousers 4s2676-3064107



# BLUE DAZE

by Summum



1. blouse Amsterdam-12119, wide leg jeans 4s2679-5174BD, 2. denim jacket 1s1192-5127BD jeans skirt 6s1301-5165BD 3. denim gilet 9s128-5168BD, jeans 4s2650-5168BD





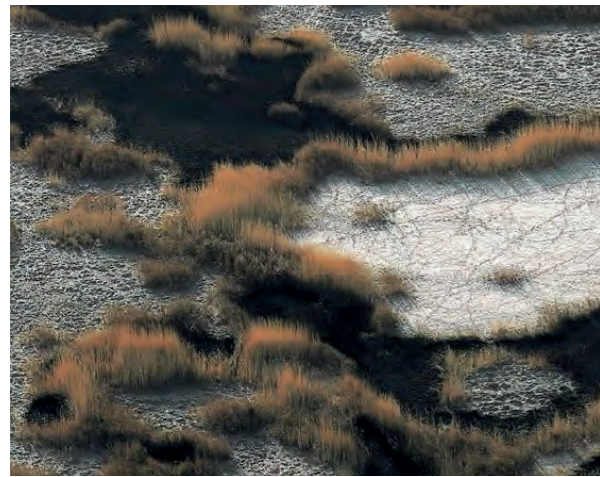
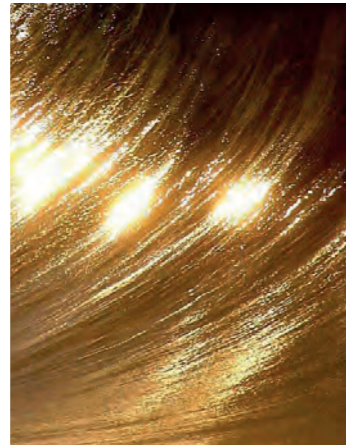
boxy denim jacket 1s1185-5140C7, wide leg jeans 4s2651-5140C7



gilet 9s128-5168BD, jeans 4s2650-5168BD, top 3s4873-5138C6

Delivery September

# CAP



## MOODY BLUES

**O**live serve and sandy shades as carriers for various shades of blue-green such as zesty peacock, contrasted with chic midnight blue. We dive deeper into autumn with corduroy, checks, masculine blazers and jumpsuits for town and country.

# SULE

# EIGHT



# 8





blouse 2s3154-12075C8, trousers 4s2685-12075C8, cap 8s1006-8554C8



## CAPSULE 8

*Delivery September*

**sweater** 7s5853-8003C8  
**trousers** 4s2698-11851C8

**jacket** 1s1186-12104C8  
**top** 3s5049-5138C8  
**skirt** 6s1308-12104C8

**blouse** 2s3154-12075C8  
**trousers** 4s2685-12075C8  
**cap** 8s1006-8554C8



CAPSULE 8  
*Delivery September*

**sweater** 7s5861-8009C8  
**skirt** 6s1302-12084C8

**gilet** 9s125-12111C8

**blouse** 2s3145-12119C8  
**trousers** 4s2665-11904C8





# DRESS FOR IT

blouse 2s3180-1209708



jacket 1s1106-12110C8, balaclava 8s993-12110C8, trousers 4s2660-11907C8, bag 8s810-12110C8, cap 8s1006-8554C8



## CAPSULE 8

*Delivery September*

coat 1s1193-11884C8  
blouse 2s3139-12098C8  
jeans 4s2688-5151BD

jacket 1s1106-12110C8  
balaclava 8s993-12110C8

sweater 7s5857-8005C8  
top 3s4708-30377C8  
trousers 4s2497-11910C8  
scarf 8s1004-8552C8





blazer 1s1202-12094C8, top 3s4873-5138C8, skirt 6s1304-12094C8



## CAPSULE 8

*Delivery September*

**blouse** 2s3145-12119C8  
**pailletten skirt** 6s1310-11936C8  
**loafers** 8s1001-8550C8

**blazer** 1s1202-12094C8  
**t-shirt** 7s5672-7892C8  
**jeans** 4s2658-5151BD

**poncho** 7s5858-8006C8  
**top** 3s4708-30377C8  
**pailletten trousers** 4s2691-11936C8  
**scarf** 8s1004-8552C8





# MARKETING SUPPORT

*Marketing & PR*

Summum delivers quality and creates demand. One of the ways we do this is through a strong marketing and PR strategy. We run campaigns together. That's how we yield the best results: broad engagement and repetition create recognition among consumers. For each capsule, we work on storytelling supported by our key looks – the looks that we think best represent the feeling for the season. We communicate that story on all channels that are relevant for the target group. Summum shoots campaign photos, stills and behind-the-scenes content, in addition to lookbook images and packshots. We focus on moving images for the socials, such as bite-sized outfit videos that are very easy to post. This results in an unambiguous marketing story. Feel free to hop on.

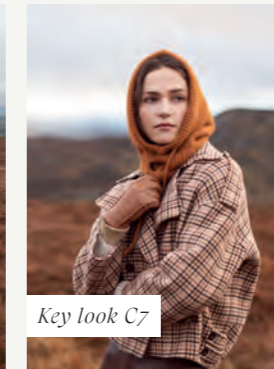
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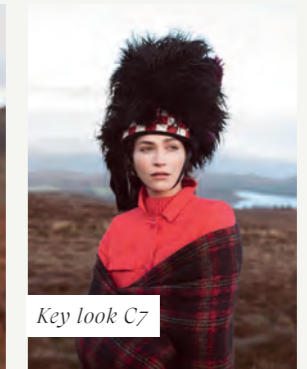
Key look C6



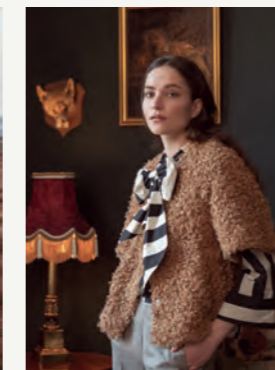
Key look C6



Key look C7



Key look C7



Key look C8



## EXTRA TOOLS

- ✓ **Magazine** You'll receive 5 magazines for free. Not enough? Order them in sets of 5 pieces.
- ✓ Set of **A3 images for the logo block**. Don't have a logo board yet? Order one through your sales contact.
- ✓ **Don't tell, show, met Summum staff clothing** (20% discount off the purchase price, up to a maximum of 10% off the order value).
- ✓ Atmospheric **campaign images**.\*
- ✓ A **campaign video**\* to enhance the theme.
- ✓ Inspirational **lookbook images**\* containing outfit ideas.
- ✓ Clear **packshots**\* for shoppings and digital flat lays.



\*Can be downloaded from the B2B tool

## THIS SEASON'S GIFT

Each season, Summum releases a custom-made gift – a nice giveaway for when you want to pamper someone with a little treat. This season, we have two gifts: a set of candles in a collection colour and a handy bag hanger that you can use to hang your bag at the table.

**We offer the candles and bag hangers in bundles of 10 pieces**

Purchase price candles: **€35 per bundle**

Purchase price bag hangers: **€25 per bundle**



\*Design is subject to change



# COLLECTION OVERVIEW

Fall 2024



top 2s3176-12087C7  
trousers 4s2696-12087C7  
belt 8s1008-8556C7  
scarf 8s1005-8553C7



jacket 1s1193-1184C6  
paillette trousers 4s2691-11936C6  
cap 8s1006-8554C6



blazer 1s1190-12072C6  
body 3s5049-5138C6  
paillette trousers 4s2691-11936C6  
cap 8s1006-8554C6



jacket 1s1100-12062C8



jacket 1s1100-12062C8  
paillette skirt 6s1310-11936C8



blouse 3s5052-30644C7  
trousers 4s2537-30644C7



blouse 2s3137-12078C6  
skirt 6s1256-12114C6



teddy jacket 1s1194-12112C7  
blouse 2s3141-12090C7  
trousers 4s2673-12088C7



lammy gilet 9s125-12111C8  
sweater 7s5852-8002C8  
trousers 4s2655-11365C8  
scarf 8s1004-8552C8



blouse 2s3151-12085C6  
trousers 4s2672-12072C6



coat 1s1191-11884C6  
top 7s5842-7980C6  
paillette trousers 4s2691-11936C6  
scarf 8s1003-8551C6



coat 1s1191-11884C6, sweater 7s5864-8011C6  
blouse 2s3182-12079C6, paillette trousers 4s2691-11936C6, cap 8s1006-8554C6



top 2s3155-11817C6  
trousers 4s2671-12106C6



cardigan 3s5042-30632C6  
trousers 4s2663-30632C6



cardigan 7s5816-7975C6  
top 3s4873-5138C6  
skirt 6s1256-12114C6



jacket 1s1195-12061C7, blouse 2s3128-12011C6, cardigan 7s5851-8001C7, skirt 6s1305-12109C7, balaclava 8s996-7997C7



poncho 7s5858-8006C8  
jacket 1s1186-12104C8  
blouse 2s3160-12013C8  
fake leather trousers 4s2703-12117C8



jacket 1s1193-11884C8  
blazer 1s1202-12094C8  
turtle neck 7s5529-7980C7  
trousers 4s2685-12075C8



cardigan 7s5855-8008C7  
glitter top 3s5009-30644C7  
trousers 4s2671-12106C7  
cap 8s1006-8554C7



coat 1s1191-11884C6, sweater 7s5860-7980C6, cardigan 7s5844-7997C6  
trousers 4s2704-12074C6  
scarf 8s1003-8551C6



coat 1s1193-11884C6  
top 7s5842-7980C6  
trousers 4s2704-12074C6  
loafers 8s1001-8550C6



coat 1s1193-11884C6  
top 7s5842-7980C6



sweater 7s5845-7996C6  
trousers 4s2369-11680C6



blazer 1s1189-12072C6  
trousers 4s2674-12072C6  
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sweatshirt 3s5032-30647C6  
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loafers 8s1001-8550C6



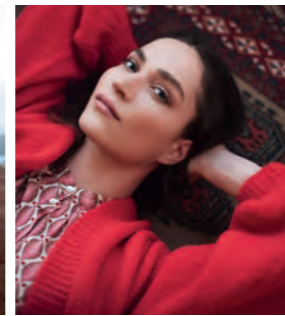
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jacket 1s1201-11680C7  
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trousers 4s2369-11680C7



cardigan 7s5844-7997C7  
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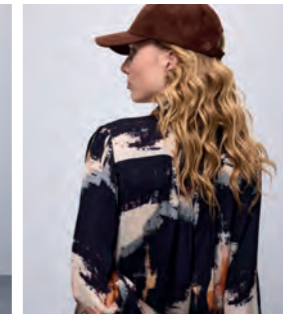
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dress 5s1585-12081C6  
cap 8s1006-8554C7  
cowboy boots with fringes 8s1000-8548C7



sweater 7s5864-8011C6  
blouse 2s3182-12079C6  
paillette trousers 4s2691-11936C6  
cap 8s1006-8554C6



dress 5s1585-12081C6  
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cap 8s1006-8554C6



blouse 2s3128-1201C6



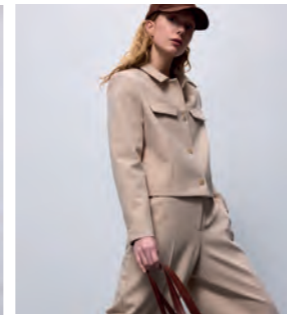
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loafers 8s1001-8550C6



blouse 2s3141-12090C7



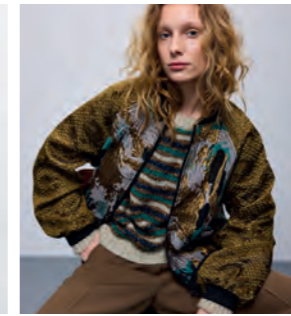
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bag 8s983-8480C7



boxy denim jacket 1s1185-5140C7  
wide leg jeans 4s2651-5140C7



gilet 9s128-5168BD  
jeans 4s2650-5168BD  
top 3s4873-5138C6



trousers 4s2698-11851C8  
bomber jacket 1s1100-12062C8  
sweater 7s5853-8003C8



blouse 2s3154-12075C8  
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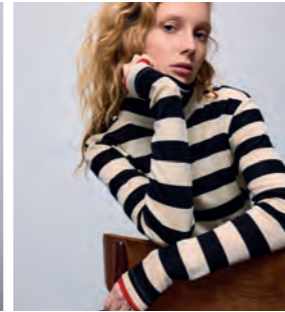
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loafers 8s1001-8550C6



cardigan 7s5851-8001C7  
turtle neck 7s5529-7980C7  
trousers 4s2369-11680C7  
loafers 8s1001-8550C6



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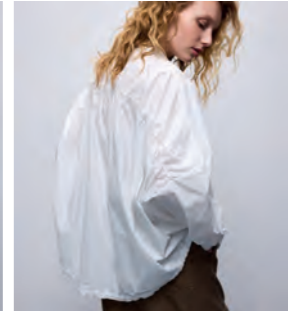
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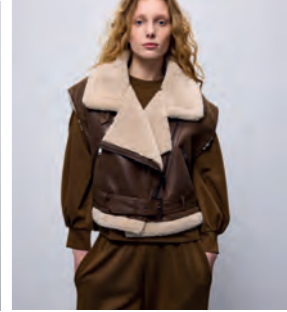
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blouse 2s3145-12119C8  
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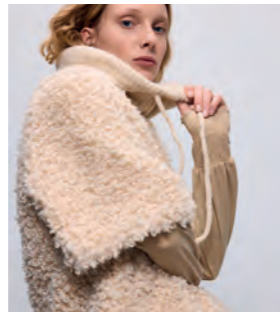
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short 4s2694-12076C7  
scarf 8s1005-8553C7



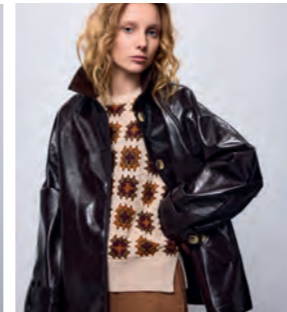
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jacket 1s1194-12112C7  
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top 3s5009-30644C7



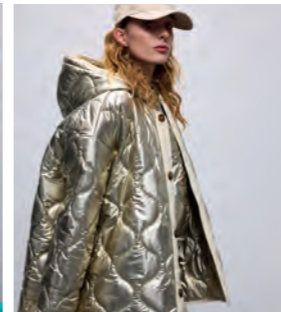
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skirt 6s1302-12084C7  
loafers 8s1001-8550C6



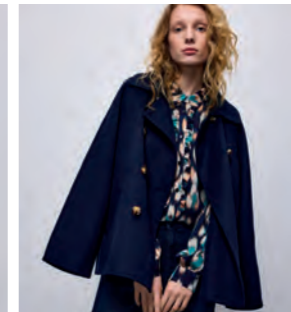
jacket 1s1123-12109C7  
spencer 7s5867-12010C7



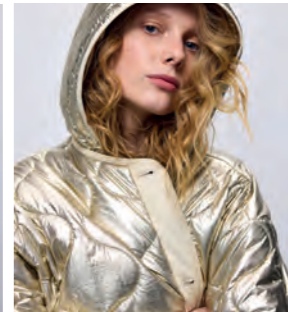
blouse 2s3180-12109C8



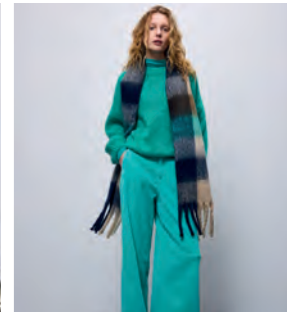
jacket 1s1106-12110C8, balaclava 8s993-12110C8  
trousers 4s2660-11907C8  
bag 8s810-12110C8 cap 8s1006-8554C8



coat 1s1193-11884C8  
blouse 2s3139-12098C8  
jeans 4s2688-5151BD



jacket 1s1106-12110C8  
balaclava 8s993-12110C8



sweater 7s5857-8005C8  
top 3s4708-30377C8  
trousers 4s2497-11910C8  
scarf 8s1004-8552C8



jacket 1s1198-11883C7



top 2s3150-12118C7  
gilet 9s127-12121C7  
jeans 4s2687-5171BD



sweater 7s5861-8009C7  
bermuda jeans 4s2686-5171BD



bomber jacket 3s4879-30641C7  
t-shirt 3s5037-30633C7  
trousers 4s2676-30641C7



boxy denim jacket 1s1187-5169BD  
cargo jeans 4s2583-5169BD



blazer 1s1202-12094C8  
top 3s4873-5138C8  
skirt 6s1304-12094C8



blouse 2s3145-12119C8  
pailleten skirt 6s1310-11936C8  
loafers 8s1001-8550C8



blazer 1s1202-12094C8  
t-shirt 7s5672-7892C8  
jeans 4s2658-5151BD



poncho 7s5858-8006C8  
top 3s4708-30377C8  
pailleten trousers 4s2691-11936C8  
scarf 8s1004-8552C8



jacket 1s1201-11680C7  
sweater 7s5861-8009C7  
trousers 4s2369-11680C7



blouse Amsterdam-12119



denim jacket 1s1192-5127BD  
jeans skirt 6s1301-5165BD



denim gilet 9s128-5168BD  
jeans 4s2650-5168BD



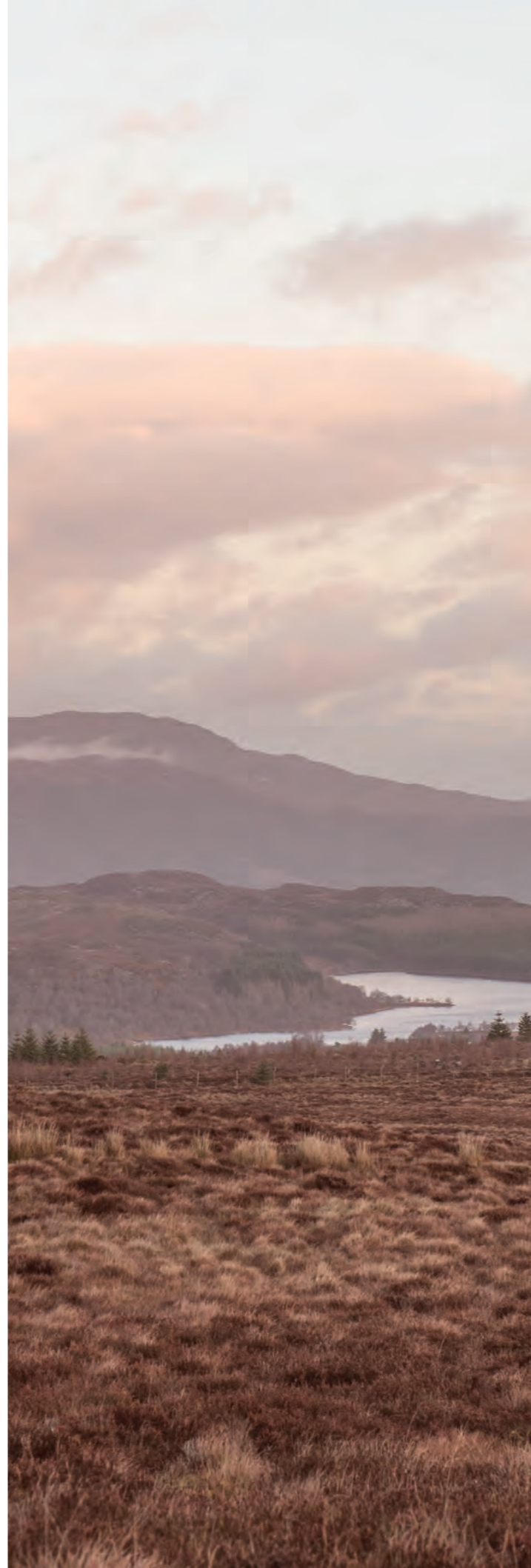
denim jacket 1s1192-5127BD  
jeans skirt 6s1301-5165BD



boxy denim jacket 1s1187-5169BD  
cargo jeans 4s2583-5169BD



jacket 1s1201-11680C7, sweater 7s5861-8009C7, trousers 4s2369-11680C7



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