

summum



LOOKBOOK

winter 2024



WINTER COLLECTION

Variété-de-luxe

A little bit of show, the splendour of the most immense and the grandiosity of small details... A world where you can marvel at all the beauty you see around you, where your eyes can roam through a unique interior and find happiness in an exciting combination of colours, shapes and materials. A world such as the one Tim Walker portrays in his photography, with odd perspectives, oversized attributes and unexpected details – it's like looking at the same world with a new set of eyes and discovering things you hadn't noticed before.

For Winter 2024, Summum is searching for air in the season, by looking at rich materials, colours and prints. Inspired by a universe of magic and imagination, to escape from reality for a while and let yourself be surprised once again. There are skirts with sequins, rich silk-touch fabrics, items finished with gold foil and hints of theatrical shapes, such as batwing sleeves, pleated waterfall necklines and large bow-tie scarfs on dresses and tops. Antique pink and camel brown look chic and calming.

Starting in Capsule 10, royal blue and coffee will shake up the palette, in addition to cashmere, as a prelude to spring. The mood is fresh and upbeat, with comfort being an important aspect. Take a new fake-fur-knit, for example, soft as a teddy bear: it embraces you, while sturdy cargo pants – made from corduroy, a big hit! – arms you for the day. Add a jacket with adjustable waistline and you've completely immersed yourself into the springtime mood. Here we go!

cover: top 2s3185-12133C9, trousers 4s2710-12124C9, bag 8s1013-8561C9
inside cover: blouse 2s3191-12147C9E



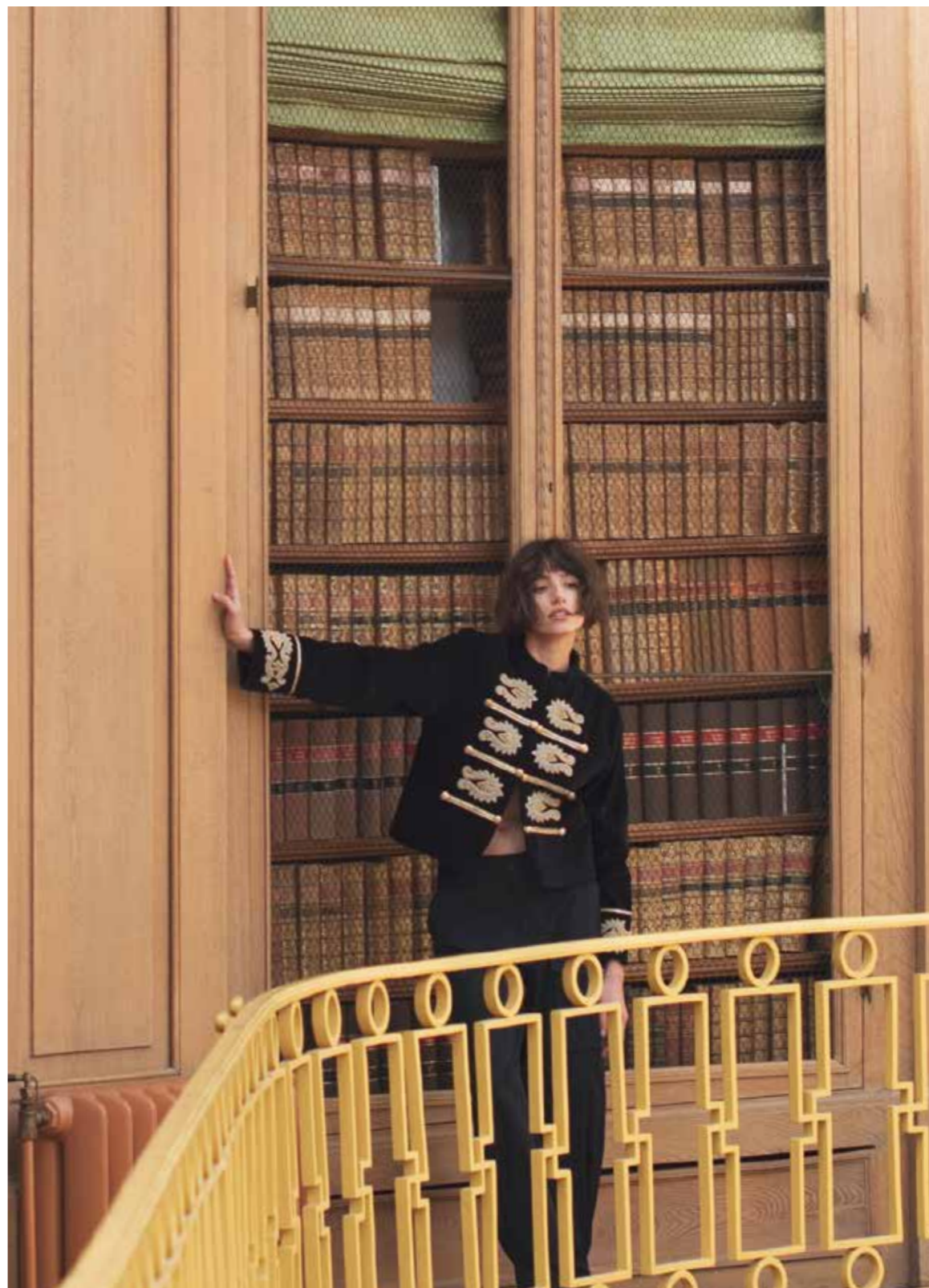
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top 3s5066-3064809, skirt 6s1324-1207509



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blazer 1s1210-12123C9, trousers 4s2723-12075C9





bomber 1s1203-12067C9, top 2s3185-12133C9, skirt 6s1310-12150C9



top 2s3185-12133C9, skirt 6s1310-12150C9



blouse 2s3189-12066C9



bomber 1s1209-1212209, top 2s3185-12133C9, trousers 4s2710-12124C9



jacket 1s1208-11580C9, **trousers** 4s2727-11580C9, **shawl** 8s1012-8560C9



top 2s3212-12126C9, **trousers** 4s2732-12126C9



sweater 7s5878-8018C9, skirt 6s1320-12114C9



bomber 1s1212-12135CSE, top 3s5075-30658CSE, trousers 4s2369-11680CSE



gilet 9s129-12148CSE, blouse 2s3191-12147CSE, trousers 4s2369-11680CSE



jacket 1s1206-12050C9, **blouse** 2s3195-11939C9, **trousers** 4s2706-12124C9



blouse 2s3195-11939C9, **trousers** 4s2706-12124C9



blouse 2s3187-12119C9, skirt 6s1325-11580C9, belt 8s1017-8564C9



blazer 1s1211-12124C9, blouse 2s3187-12119C9, skirt 6s1325-11580C9, belt 8s1017-8564C9

Delivery October

CAP



SULE NINE

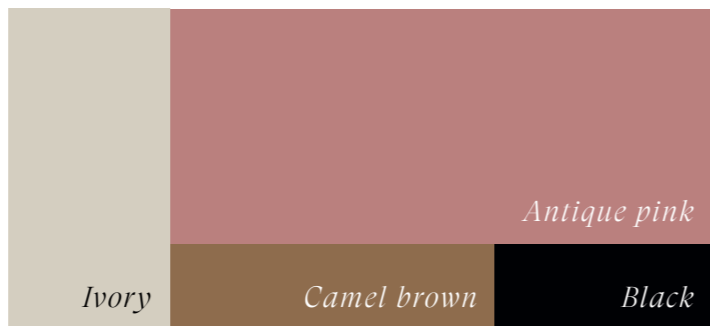
EVERYDAY LUXURY

Generous tops with voluminous sleeves, bow-ties or waterfall neckline on shimmering bias-cut skirts and flowy trousers: start the winter season with rich fabrics and large shapes. Pintuck accents and gold foil provide a bit of extra fun, next to the soft-posh flavours of antique pink and camel.



Rich fabrics

9



CAPSULE 9
Delivery October

blazer 1s1211-12124C9
trousers 4s2710-12124C9

blazer 1s1211-12124C9
trousers 4s2710-12124C9

blouse 2s3189-12066C9
trousers 4s2708-12066C9





top 2s3213-12131C9, jeans 4s2583-5181BD



CAPSULE 9
Delivery October

top 3s5066-30648C9

top 3s5066-30648C9
trousers 4s2710-12124C9

top 2s3213-12131C9
jeans 4s2583-5181BD





CAPSULE 9
Delivery October

top 2s3201-5112BD
skirt 6s1323-5184BD

sweater 3s5067-30413C9
blouse Amsterdam-12119
skirt 6s1310-12150C9

top 2s3201-5112BD
skirt 6s1323-5184BD



CAPSULE 9
Delivery October

blouse 2s3200-12128C9
jeans 4s2681-5171BD

jacket 1s1209-12122C9
t-shirt 3s5079-30633C9
jeans 4s2681-5171BD

sweater 7s5876-8016C9
trousers 4s2728-12153C9



article info see page 32



top 3s5078-30652C9, trousers 4s2731-30652C9



CAPSULE 9
Delivery October

jumpsuit 4s2713-30579C9

top 3s5078-30652C9
trousers 4s2731-30652C9

jumpsuit 4s2713-30579C9



FRESH DELIGHT C10



top 2s3212-12126C10, trousers 4s2732-12126C10



top 2s3199-12138C10, trousers 4s2730-12072C10



blazer 1s1213-11680C10, blouse 2s3198-12137C10, trousers 4s2369-11680C10



cardigan 7s5885-7997C10, skirt 6s1311-12117C10



top 2s3186-12134C10, skirt 6s1322-12134C10



sweater 7s5861-8009C10, trousers 4s2737-12153C10



jacket 1s1206-12050C10, trousers 4s2717-12145C10



bomber 1s1203-12067C10



sweater 3s5068-30656C10, blouse Amsterdam-12119, trousers 4s2707-12141C10C10

Delivery December

CAPSULE



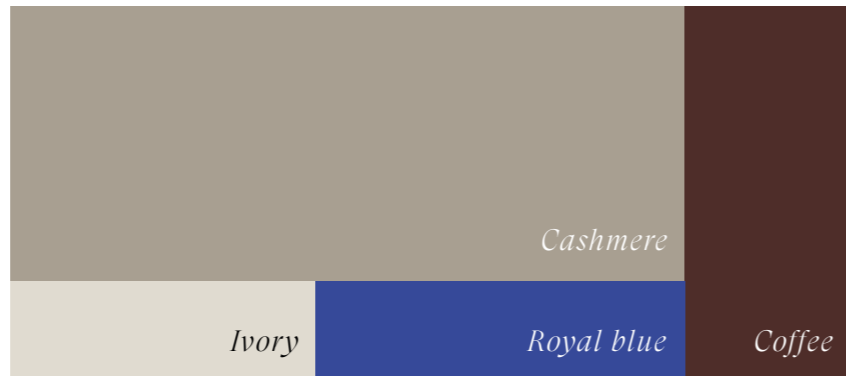
TEN

10



LUST FOR LIFE

Put it on, lace it up, roll it up: extra buttons, drawstrings and sleeve tabs provide jackets and trousers with plenty of styling options. Knits and tops breathe joie de vivre through lustre and ruffles. Royal blue and coffee set the mood, with cashmere as the prelude to spring.





blazer 1s1213-11680C10, top 3s4708-30377C10, trousers 4s2369-11680C10



CAPSULE 10

Delivery December

blazer 1s1216-12072C10
singlet 3s4873-5138C10
trousers 4s2722-11907C10

left: blazer 1s1213-11680C10
top 3s4708-30377C10
trousers 4s2369-11680C10

right: blazer 1s1216-12072C10
singlet 3s4873-5138C10
trousers 4s2722-11907C10





blazer 1s1216-12072C10, trousers 4s2730-12072C10

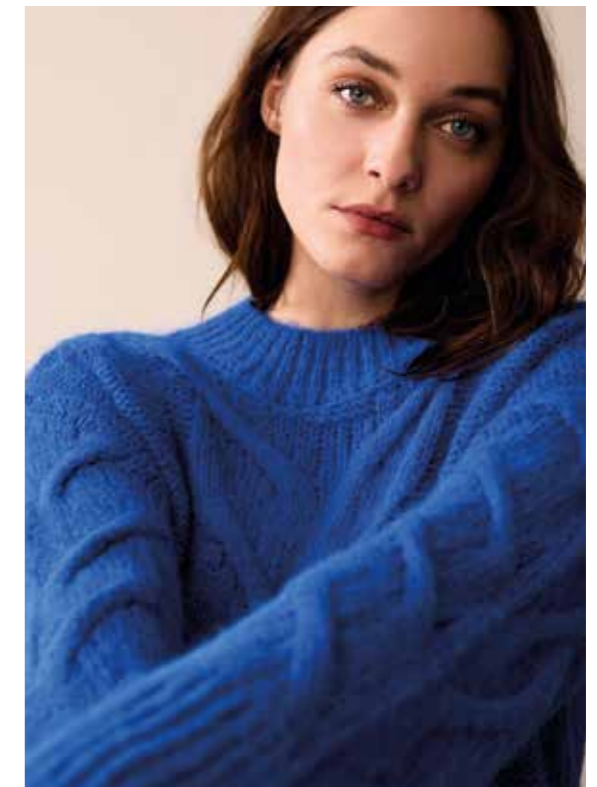


CAPSULE 10
Delivery December

sweater 7s5861-8009C10
skirt 6s1311-12117C10

blazer 1s1216-12072C10
trousers 4s2730-12072C10

sweater 7s5861-8009C10



CAPSULE 10
Delivery December

top 2s3202-12136C10

sweater 7s5873-8014C10

sweater 7s5873-8014C10

trousers 4s2727-11580C10





jacket 1s1217-11580C10, trousers 4s2197-11580C10



CAPSULE 10
Delivery December

jacket 1s1206-12050C10
corset 2s3192-5182CBD
jeans trousers 4s2712-5182BD

jacket 1s1206-12050C10

jacket 1s1217-11580C10
trousers 4s2197-11580C10





top 3s5060-30655C10, trousers 4s2714-30655C10



bomber 1s1205-12070C10, skirt 6s1310-12151C10

The
**SOCIAL
EDIT**

Delivery end of October



1. bomber 1s1212-12135CSE, **trousers** 4s2369-11680CSE **2. cardigan** 7s5628-7857CSE, **top** 3s5075-30658CSE, **trousers** 4s2369-11680CSE **3. gilet** 9s129-12148CSE, **top** 3s5075-30658CSE, **trousers** 4s2369-11680CSE



blouse 2s3191-12147CSE, **trousers** 4s2369-11680CSE

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.

IMAGE SELECTION



Key look C9



Key look C9



Key look C10



Key look C10



Key look CSE



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.
- ✓ Clear **packshots** * for shoppings and digital flat lays.
- ✓ The primary **campaign images***
- ✓ A **campaign video*** to enhance the theme.
- ✓ Inspirational **lookbook images*** containing outfit ideas.



*Can be downloaded from the B2B tool

THIS SOCIAL EDIT

Just for the holiday season, Summum brings you The Social Edit, an exclusive capsule collection with a touch of extravagance. This delivery bridges the gap between capsule 9 and capsule 10, perfectly timed for the season of gatherings and events. Summum lets you shine a little extra with various styles like a classy openwork blouse, a sporty bomber with lurex and contrasting striped cuffs, and a flowing, wide-legged pants. Festive, yet casual enough to make ordinary days feel special too.

During this period, all Summum channels are fully dedicated to The Social Edit. Through external media channels, with a focus on influencers and PR, we're giving an extra push to this special collection.

Let's get festive!

Delivery end of October



COLLECTION OVERVIEW

Winter 2024



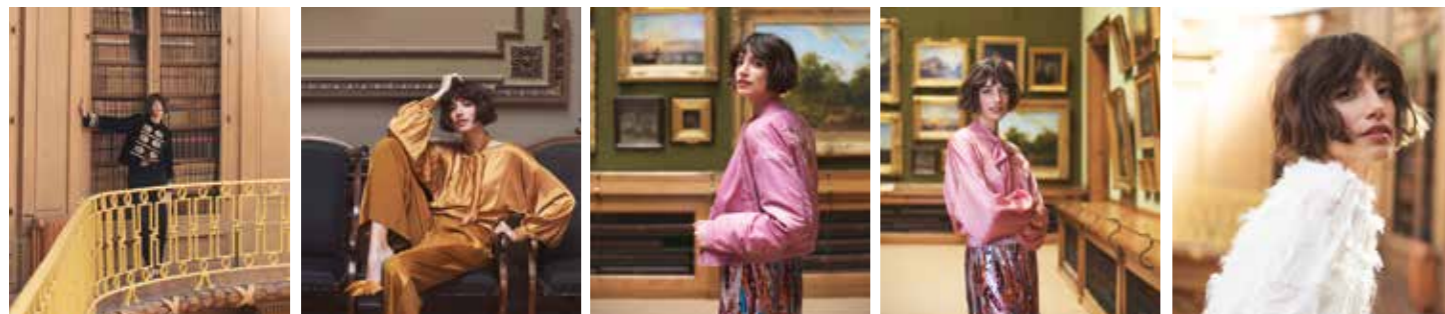
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skirt 6s1324-12075C9

top 3s5066-30648C9
skirt 6s1324-12075C9

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trousers 4s2708-12066C9



blazer 1s1210-12123C9
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top 2s3185-12133C9
trousers 4s2710-12124C9

bomber 1s1203-12067C9
top 2s3185-12133C9
skirt 6s1310-12150C9

top 2s3185-12133C9
skirt 6s1310-12150C9

blouse 2s3189-12066C9



bomber 1s1209-12122C9
top 2s3185-12133C9
trousers 4s2710-12124C9

jacket 1s1208-11580C9
trousers 4s2727-11580C9
shawl 8s1012-8660C9

top 2s3212-12126C9
trousers 4s2732-12126C9

sweater 7s5878-8018C9
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bomber 1s1212-12135CSE
top 3s5075-30658CSE
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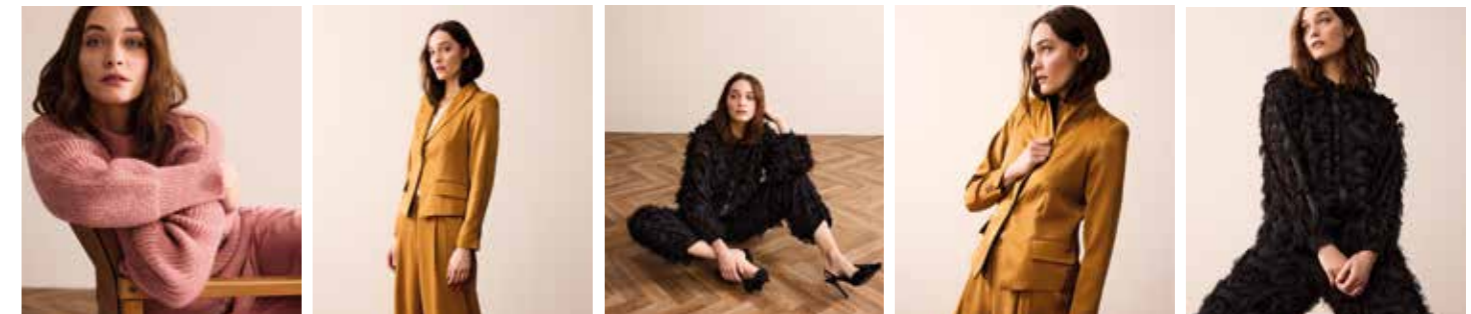
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trousers 4s2706-12124C9

blouse 2s3195-11939C9
trousers 4s2706-12124C9

blouse 2s3187-12119C9
skirt 6s1325-11580C9
belt 8s1017-8564C9

blazer 1s1211-12124C9
blouse 2s3187-12119C9
skirt 6s1325-11580C9
belt 8s1017-8564C9



sweater 7s5876-8016C9
trousers 4s2728-12153C9

blazer 1s1211-12124C9
trousers 4s2710-12124C9

blouse 2s3189-12066C9
trousers 4s2708-12066C9

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blouse 2s3189-12066C9
trousers 4s2708-12066C9



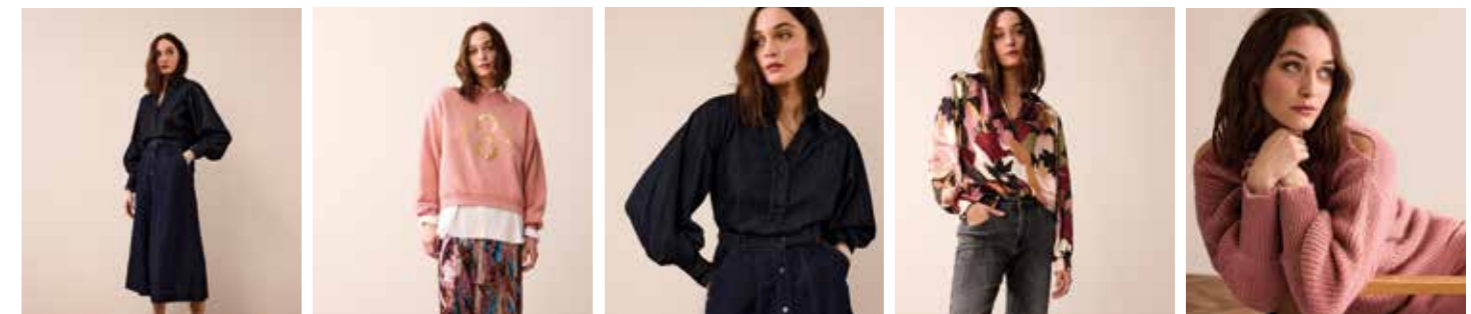
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top 3s5066-30648C9

top 3s5066-30648C9
trousers 4s2710-12124C9

top 2s3213-12131C9

sweater 3s5067-30413C9
blouse Amsterdam-12119
skirt 6s1310-12150C9



top 2s3201-5112BD
skirt 6s1323-5184BD

sweater 3s5067-30413C9
blouse Amsterdam-12119
skirt 6s1310-12150C9

top 2s3201-5112BD
skirt 6s1323-5184BD

blouse 2s3200-12128C9
jeans 4s2681-5171BD

sweater 7s5876-8016C9
trousers 4s2728-12153C9



jacket 1s1209-1212C9
t-shirt 3s5079-30633C9
jeans 4s2681-5171BD



jacket 1s1209-1212C9
t-shirt 3s5079-30633C9



top 3s5078-30652C9
trousers 4s2731-30652C9



jumpsuit 4s2713-30579C9



top 3s5078-30652C9
trousers 4s2731-30652C9



blazer 1s1216-12072C10
trousers 4s2730-12072C10



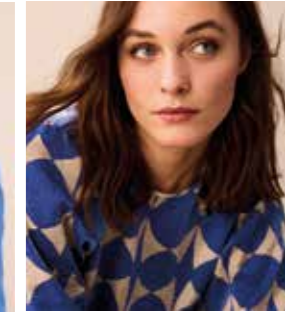
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trousers 4s2730-12072C10



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top 2s3202-12136C10



jumpsuit 4s2713-30579C9



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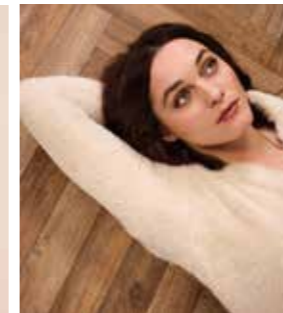
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skirt 6s1311-12117C10



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trousers 4s2717-12145C10



bomber 1s1203-12067C10



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trousers 4s2707-12141C10



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trousers 4s2369-11680CSE



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trousers 4s2722-11907C10



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blouse 2s3191-12147CSE
trousers 4s2369-11680CSE



top 2s3212-12126C9
trousers 4s2732-12126C9



top 3s5066-30648C9



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