

THE WEEKENDERS' JOURNAL

SPRING SUMMER 2021

GOING
BACK
TO OUR
ROOTS

WEEKEND

MaxMara

RURAL chic is CALLING

The Spring Summer 2021 Weekend Max Mara protagonist has added a new dimension to her lifestyle. A smart urbanite with a passion for culture and travelling, fulfilling her personal dreams now also means getting in touch with nature. And not merely as an occasional Weekender getaway.

Cultivating one's passion for gardens, wild flowers and country living, reading about herbs, plants and organic farming, strolling through luscious country fields and sun-drenched olive groves have never been so soul-enriching and meaningful. The essence of well-being. Returning to one's roots. Away from the chaos of the urban landscape, the new normality calls for nature. And for a reinterpretation of one's wardrobe accordingly.





PREVIOUS PAGE: Coat POTENTE Shirt EDICOLA Foulard PANAMA Shoes RITO.

OPPOSITE PAGE: Trench Coat MACBETH Pasticcino Bag SAMARIA Shoes RITO — ABOVE: Dress DORINA Bag COLLE Shoes RITO.



OPPOSITE PAGE: Dress RAGAZZA Trousers ROMEO Foulard ONESTO Bag COLLE Shoes PAPY.
ABOVE: Shirt BALEARI Skirt EGUALE Shoes RITO.





PREVIOUS PAGE: Gilet GANGE Shirt LIEGI Trousers GENEVE Hat GIUBILO Belt SALICE Pasticcino Bag CUBICO Shoes RITO.

OPPOSITE PAGE: Jumper SAGOMA Skirt ASTORIA Foulard PANAMA Pasticcino Bag LIVIA — ABOVE: Shirt FERITO Trousers NEREO Foulard PANAMA Shoes ALGEBRA.



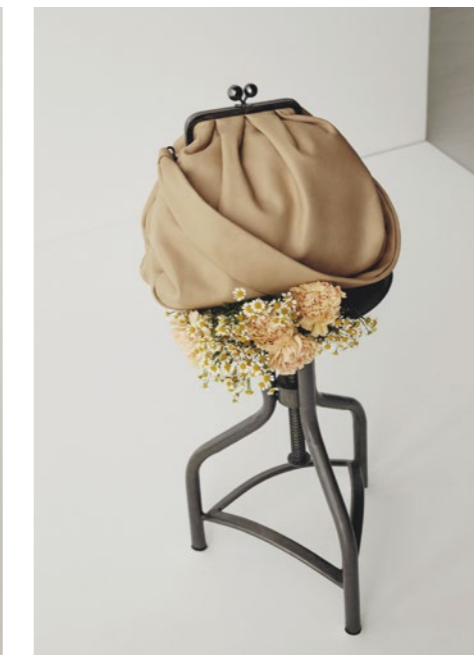
OPPOSITE PAGE: Shirt VOCIARE Trousers ROMEO Foulard PANAMA Shoes PAPY.

ABOVE: Dress VERBAS Skirt ASTORIA Shoes RITO.

Spring Summer 2021 Advertising Campaign photographed by Angelo Pennetta

GRAPHIC BLOSSOM

SOFT DELICATE HUES SPEAK OF
UNDERSTATED ELEGANCE.
ADD AN UNEXPECTED FLORAL NOTE.
NATURAL PERFECTION.



OPPOSITE PAGE: Jacket VIESTE Shirt MAROSO
Trousers ALACRE Bag RALLY Shoes RITO.
ON THIS PAGE CLOCKWISE: Down Jacket PALMAS
Jacket SERGIO Trousers ONDATA Pasticcino Bag
PROVINO Shoes RITO Jacket SALMONE
Shirt AFGANO Trousers COGNAC Bag RALLY
Shoes RITO Coat SELZ Dress ENZA
Pasticcino Bag PRATI Shoes ABBONO
— Pasticcino Bag NORDICA Jacket CHIFFON
Trench Coat DAMA Pasticcino Bag NORDICA
Shoes KANSAS.

NATURE STILLS

ICONIC CLASSICS WITH A TWIST. PASTICCINO SHOES WITH SPHERICAL HEEL, THE NEW EDITION PASTICCINO BAG WITH PEARL CLASP, A RETRO VIBE STRAW CLOCHE. DETAILS THAT COUNT.



OPPOSITE PAGE CLOCKWISE:
Jumpsuit EUFORIA Pasticcino Bag MARMO — Shirt
MILVA Hat GIUBILO Necklace GHETTA — Pasticcino Bag
OVATTA — Jumpsuit EUFORIA Shoes GALAZIA.
ON THIS PAGE:
Trench Coat DAMA Bag LAZZARO Bag GEL.





ON THIS PAGE CLOCKWISE: Gilet EDUCATA T-shirt TORRE Trousers SVEZIA
 Hat GIUBILO Pasticcino Bag BARD Shoes CIGNO — Shoes CIGNO
 — Pasticcino Bags LIVIA — Jumper BOCCA Trousers NEREO Hat GIUBILO.
 OPPOSITE PAGE: Cardigan KIBBUTZ Top VALERIA Trousers ALACRE
 Hat GIUBILO Bag ESPOSTO Shoes CIGNO.



WEEKEND *on* the ROCKS

A breathtaking setting meets sun-kissed chic.
 Blend in but stand out. Pick a warm palette
 Pasticcino Bag and flaunt your summer best.





OPPOSITE PAGE: Jacket **SERGIO** T-shirt **MULTIF** Skirt **GRADO**
 Hat **GIUBILO** Pasticcino Bag **BARD** Shoes **CIGNO**.
 ON THIS PAGE CLOCKWISE: Bag **ANNICA** — Parka **COCCOLE**
 T-shirt **GESSY** Shorts **VISINO** Hat **GIUBILO** Shoes **ORMA**
 — Necklace **TEHERAN**.



ON THIS PAGE CLOCKWISE: Dress PACOS Foulard GIOSTRA — Shirt MILVA
Shorts VISINO Pasticcino Bag BARD Shoes PAPY — Shoes FOLIGNO
Brooch BREAK — Dress SALA Skirt OBLARE Pasticcino Bag UGOLA Shoes ALGEBRA.
OPPOSITE PAGE: Knitwear GHIACCI Dress RIVALTA Shoes ALGEBRA.



The quintessential summer tableau. Feel the breeze and indulge.
Your wardrobe is part of the play. Flowy bright separates epitomize glam in the sun.

Floral FLAIR

Curated flamboyance.
Tropicana mode. Bespoke prints
are the season's dress code.
Go for ton sur ton. The new
Pasticcino Bag is florally perfect.



OPPOSITE PAGE: Dress LACCIO Trousers ALOA Shoes ALGEBRA.

ON THIS PAGE CLOCKWISE: Dress PEPAIA — Pasticcino Bag UGOLA — Dress CABREO.

GOLDEN *hour*

Bask in the rays of the setting sun in revisited denim and stripewear. Matching slides and Pasticcino Bags work a treat.



ON THIS PAGE CLOCKWISE: Dress **BRAMA** Hat **GIUBILO** Pasticcino Bag **RARO** — Pasticcino Bag **LORIS** Pasticcino Bag **ARPA** — Shoes **POGGIO**.
OPPOSITE PAGE CLOCKWISE: Shirt **REAME** Trousers **LINFA** — Dress **VERRES** Bag **ATRI** Shoes **CIGNO** — Shirt **KLENIA** Trousers **STEMMA** Pasticcino Bag **ARPA** — Necklace **ALLORO**.



FLUTTER FLIES by DONALD

ON THIS PAGE CLOCKWISE: T-shirt SELVA
Skirt SUMMER — Dress VISTA.
OPPOSITE PAGE: Top MOGOL Trousers ZULMA
Foulard BERNINI Shoes JEREZ.



Weekend Max Mara goes pop.
For the Spring Summer 2021 Signature
Collection the brand tapped into the colourful
and fun-loving creativity of internationally
renowned American illustrator and pop artist Donald
Robertson, also known as @drawbertson
on Instagram. Robertson's prolific 30-plus-year
career spans fashion and media with his witty, vivid
art and cartoonish character compositions
making him a longstanding favourite among
the industry's top players.





The brand's iconic Pasticcino Bag and sneakers have also been given the Donald Robertson treatment and become a witty finishing touch to every outfit. Captured by photographer Dewey Nicks, the spirit of the collection is interpreted by American model Sofia Richie, whose favourite Flutterflies piece are the flowy printed pants to further enhance her personal style and add an element of fun to her summer wardrobe. Set in a tropical garden, the mood is a mix of pop and fantasy.

OPPOSITE PAGE: Knitwear TEIERA Skirt OVE
Pasticcino Bag NOTO Shoes JEREZ.
ON THIS PAGE CLOCKWISE: Coat BELFAST
T-shirt SELVA Trousers OMETTO — T-shirt
SELVA Trousers OMETTO Foulard BERNINI
Pasticcino Bag NOTO Shoes JEREZ.
FOLLOWING PAGE: Jacket ANANAS Trousers
SIAMESE Pasticcino Bag LIVIA Shoes RITO.

Spring Summer 2021 Signature Collection
photographed by Dewey Nicks.

Drenched in a vibrant palette and lively prints, the collection brings a jolt of energy to the warm weather season. **"It's all very fun! Easy breezy. Or tongue-in-chic as I call it,"** says Robertson. Think bright hues. Think joie de vivre. Think Flutterflies. With his distinctive interpretation of Weekend Max Mara's symbol, the artist's butterflies flutter as vivid prints across garments and accessories while his hallmark gaffer tape art has inspired rainbow-like pieces designed with signature flair. A show of mutual appreciation between two realms to address **"women who love colour and want a break from playing it safe."**





Printed by Litopat Via dell'Elettronica 11 - 37139 Verona (VR) - REA n. VR-151803 - November 2020

WEEKEND

MaxMara

WEEKENDMAXMARA.COM