THE WEEKENDERS' JOURNAL

Spring Summer 2023

LIVING IN THE WEEKEND

MaxMara

LIVING

IN THE

WEEKEND

Trench Coat **CANASTA** Jacket **BURANO** Dress **BAITA** Scarf **VELIA** Pasticcino Bag **NABARRO**

Gilet **BOSH** Skirt **FAVETTA** Shoes **AUSTIN** Pasticcino Bag **FORTUNA**

A message of positivity, the expression of a free mindset: **Living in the Weekend** is an attitude to life. Walking on the streets of London, dense with people and places, this season's Weekender is always on the move. Immersed in the atmosphere of the city and making the most of what it has to offer. Wearing a collection designed to accompany all her plans. A vision and the vibes of a perfect weekend are projected throughout her everyday life.

Jacket **YARDEN** Shirt **ARMILLA** Trousers **GRAZIA** Pasticcino Bag **EMPOLI**

Trench Coat **LEMBI** Top **CEYLON** Skirt **FIORE** Foulard **ONESTO** Pasticcino Bag **AISHA**

Trench Coat **CANASTA** Jacket **CECI** Jumper **ERICE** Trousers **VEGA** Scarf **VELIA** Pasticcino Bag **FORTUNA**

Cardigan **MONICA** Shirt **VENUS** Jumper **TEULADA** Trousers **AGAMIA**

Coat **DRINA** Shirt **OFRIDE** Shirt **NERINA** Shorts **BAIARDO** Foulard **ONESTO**

ABOVE: Shirt **SABATO** Skirt **TARGA** Pasticcino Bag **FORTUNA** Shoes **GIRANTE**

OPPOSITE PAGE: Dress **VERDUN** Necklace **CAMMEO** Bag **RAID** Shoes **RARO**

Jumper ATHOS Cardigan UGUALE Shorts ECUBA

Spring Summer 2023 Advertising Campaign
photographed by Nadine Ijewere

For the Spring Summer 2023 Signature Collection
Weekend Max Mara collaborated with American supermodel, passionate philanthropist, and newly-minted entrepreneur Lily Aldridge.

FROM LILY WITH LOVE

ON THIS PAGE:
Gilet **BOLIVIA** Trousers **BEATI** Pasticcino Bag **EDY**

ON THIS PAGE:
Jacket **PAPAILE** Trousers **AUSONIA** Shoes **PILARD**

OPPOSITE PAGE:
T-Shirt **GATTINI** Trousers **AUSONIA** Shoes **HELGA**

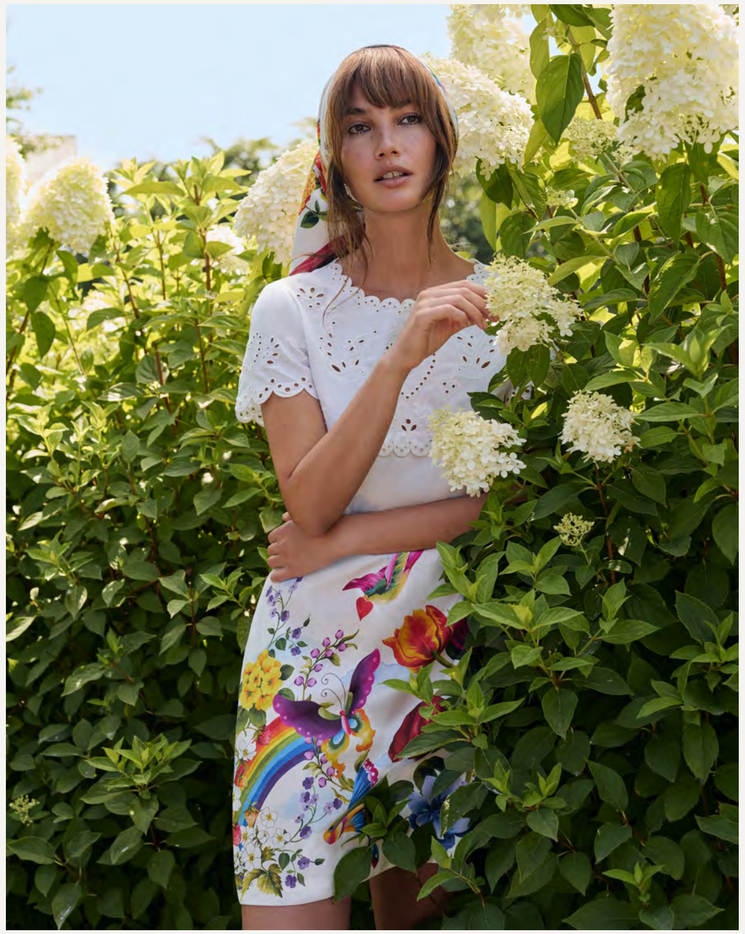
The capsule, fondly named From Lily With Love, can best be described as the perfect summer wardrobe: easy-breezy chic. With a colourful and summery mindset, Aldridge set out to create the ultimate must-pack essentials for a planned holiday or a last-minute getaway. Versatile, fun and finely detailed, they are suited to all occasions in all the different cities around the world. In lending her creative touch to the project, Aldridge bonded Weekend Max Mara's core values - an authentic Italian lifestyle, a free spirit and a contemporary vision - with a Seventies hippie-meets-Boho feel and Californian heritage. True to her roots, an artsy vibe pervades the collection, inspired by her father Alan Aldridge, a renowned English illustrator. *"His art and style! He loved three-piece suits, denim on denim, and bright fun colours and patterns - he always looked cool and timeless,"* says Aldridge.

ON THIS PAGE:
Jacket **PAPAILE** Gilet **FRESIS** Trousers **AUSONIA** Shoes **PILARD**

An overall light-hearted airiness flows through the capsule. The traditional crispness of linen tempers the formality of a vested pantsuit while the sporty aura of denim is elevated by exquisitely embroidered motifs reminiscent of the collection's prints. Floaty and romantic, dresses are a favourite both in finely decorated eyelet cotton and in gauzy textures. Printed with Alan Aldridge's floral designs, a fluid pyjama set comprising of shirt and trousers in slinky silk twill embraces an East-meets-West feel with a sunup-to-nightfall versatility. Accessories add the final touch: a dedicated interpretation of the iconic Pasticcino Bag, as well as a hat, silk scarves, and shoes. *"This quite eclectic mix of pieces with a certain timelessness is a lot like me!"* muses Aldridge.

ON THIS PAGE:
Shirt **MARTINA** Trousers **ACCIUGA** Pasticcino Bag **EDY** Shoes **PILARD**

OPPOSITE PAGE:
Dress **USA** Hat **TIMORE** Foulard **DESTINO** Shoes **PILARD**



ABOVE: Dress **BOLERO** Foulard **DESTINO**

OPPOSITE PAGE: Shirt **CALDAIA** Trousers **NEO**

ABOVE: Dress **ALCUNO** Shoes **PILARD**

OPPOSITE PAGE: Dress **DEODARA**

Spring Summer 2023 Signature Collection photographed by Zoey Grossmann

RAINBOW SEASON

ON THIS PAGE CLOCKWISE:
Jacket **GELOSA** T-Shirt **CHOPIN** Shorts **ECUBA** Shoes **POTENZA** – Bag **RINO**

OPPOSITE PAGE:
Dress **VERTICE** Bag **RINO** Belt **FANFARA** Shoes **RARO**

Summer invites a bright palette. Stand-out in your favourite shades. Colour-blocking is a season prerogative.
The new edition Pasticcino Bags follow the trend too!

FROM LEFT TO RIGHT:
Dress **BENNY** Trousers **FAUSTA** Hat **TIMORE** Pasticcino Bag **AISHA** Shoes **POTENZA** — Hat **OPOSSUM** Shoes **ORLAYA** — Pasticcino Bag **PALMA** Pasticcino Bags **FORTUNA**

ON THIS PAGE:
Dress **ONCE** Trousers **STEGOLA** Shoes **RARO**

OPPOSITE PAGE CLOCKWISE:
Jacket **MARTIN** Shirt **WERNER** Trousers
NOBILE Shoes **RARO** — Pasticcino Bags
EGADI — Pasticcino Bag **PALMA** Pasticcino Bag
NIAGARA Pasticcino Bag **NABARRO**

ON THIS PAGE CLOCKWISE:
Pasticcino Bag **EGADI** Shoes **ECUADORPV** — Pasticcino Bags **AISHA** Pasticcino Bags **FORTUNA**

OPPOSITE PAGE:
Jacket **BIGLIA** Dress **ERIK** Hat **TIMORE** Belt **FANFARA**

SUN FLOWERS

ON THIS PAGE:
Jacket **PANTONE** Dress **VERBAS** Hat **RUTA** Foulard **NETTO** Shoes **KAPOK**

OPPOSITE PAGE:
Jacket **PANTONE** Dress **VERBAS** Hat **RUTA** Foulard **ONESTO** Foulards **NETTO**

Florals playing. Pasticcino Bags, silk scarves and longuettes. From summer parties on the lawn to gardening goddesses. The new trench in olive blends into the setting. The floppy cloche completes the picture.

ON THIS PAGE:
Jacket **DINA** Shirt **PATIO** Skirt **NARSETE**

OPPOSITE PAGE:
Jacket **TEMA** Dress **TAY** Hat **MENTA** Necklace **BRUNNER** Pasticcino Bag **NIAGARA**

ON THIS PAGE CLOCKWISE:
Dress **JUPITER** Hat **RUTA** Necklace **BRUNNER** Necklace **BREMA** Pasticcino Bag **PALMA** Pasticcino Bag **FORTUNA** — Pasticcino Bags **AISHA**

OPPOSITE PAGE:
Trench Coat **ALCOOL** Dress **HELLO** Hat **RADURE** Pasticcino Bag **EGADI** Shoes **KAPOK**

BOHO BEST

ON THIS PAGE:
Trench Coat **CANASTA** Dress **CURSORE** Trousers **KARMAN** Foulard **NETTO** Belt **BELINDA** Shoes **AUSTIN**

OPPOSITE PAGE:
Dress **LORA** Trousers **POMEZ** Scarf **VELIA** Belt **MIGLIO** Belt **BELINDA** Shoes **AUSTIN**

Whimsical vibes pervade the narrative. Fun and flamboyant are order of the day as prints and stripes come together in a harmonious clash. Over the top styling works a treat.

ON THIS PAGE CLOCKWISE:
Shirt **PATIO** Trousers **STEGOLA** Hat **TIMORE** Shoes **OPUNZIAPV**
— Jumper **CARONTE** Hat **FASE** Necklace **CAMMEO**

OPPOSITE PAGE:
Shirt **ARMILLA** Jacket **DINA** Skirt **SIMONE**

YELLOW SPICE

ON THIS PAGE CLOCKWISE:
Trench Coat **LEMBI** Dress **VANNA** — Jumper **BREZZA** T-Shirt **MULTIF** Trousers **DOMINO**
Pasticcino Bag **FORTUNA** — Bag **ELLENI**

OPPOSITE PAGE:
Dress **SCAFATI** Shirt **VENUS** Shoes **RAMPUR**

Spice up your closet with an all yellow palette. Shades go from delicate buttercup to rich turmeric and dazzly gold. The trench coat and dress allow for a more formal style choice while the pant two-pieces are casually perfect. Contrasting yet matching Pasticcino Bags are inspired too.

ON THIS PAGE CLOCKWISE:
T-Shirt **MANUELE** Hat **AGGETTO**
Necklace **TENENTE** – Shoes **FIUGGI**
– Pasticcino Bag **NEMBO**

OPPOSITE PAGE:
T-Shirt **MANUELE** Trousers **TENORE**
Hat **AGGETTO** Necklace **TENENTE**
Pasticcino Bag **AISHA** Shoes **RAMPUR**

SAFARI SHADES

ON THIS PAGE CLOCKWISE:
Shirt **FIESOLE** Hat **MAREMAR** Necklace **NARVEL** Pasticcino Bag **FORTUNA** — Pasticcino Bag **ANDREA** Pasticcino Bag **NIAGARA** Pasticcino Bag **NABARRO**

OPPOSITE PAGE:
Jacket **POLDER** Shirt **FIESOLE** Trousers **MEDINA** Pasticcino Bag **QUINCY** Shoes **SAPORE**

Step into spring in smart casuals. Effortless and impactful. Off-whites and khakis enhanced by raffia and tan craft the season's must-haves.

ON THIS PAGE CLOCKWISE:
Jacket **MARTIN** Shirt **WERNER** Trousers **MALIZIA** Hat **TIMORE** Pasticcino Bag **EGADI** Shoes **ALFEO** — Parka **STRANO** Dress **PIETRA** Necklace **NARVEL** Shoes **ALFEO**

OPPOSITE PAGE:
Coat **COBALTO** Top **CEYLON** Trousers **MALIZIA** Necklace **DARDANO** Phone Pouch **LAMPADA** Shoes **SAPORE**

ON THIS PAGE CLOCKWISE:
Pasticcino Bag **QUINCY** Bag **RAID** Shoes **CERTO** — Shoes **OPUNZIAPV** Belt **GENERO** — Hat **MENTA** Scarf **HAMBURG** Shoes **GIRANTE**

OPPOSITE PAGE:
Trench Coat **RAGIONE** Top **PANCONE** Shorts **ECUBA** Necklace **DARDANO** Belt **BELINDA** Bag **OTTAVIA**

TREE LOVE

Nature is the setting for new evergreens. The backdrop is denim. Casual becomes chic with a styling twist. Accessories are game-changers: daisy chains, straw hats and leather Pasticcino Bags.

ON THIS PAGE CLOCKWISE:
Jumpsuit **ARIETE** T-Shirt **BALIA** Hat **TIMORE** Necklace **CONGO** Belt **MIGLIO** – Shirt **OFRIDE** Jumpsuit **ARIETE** – Jumpsuit **ARIETE** Bag **SAVIO**

OPPOSITE PAGE:
Dress **FINITO** Trousers **VEGA**

ON THIS PAGE CLOCKWISE:
Jacket **MARTIN** T-Shirt **NARO** Trousers **KATANGA** Hat **TIMORE** Pasticcino Bag **ESSENZA** — Jacket **ASSENZI** Dress **GIANO** Belt **MIGLIO** Shoes **SAPORE**

OPPOSITE PAGE CLOCKWISE:
Trench Coat **SILVA** Shirt **WERNER** Pasticcino Bag **FORTUNA** Belt **GENERO** — Jacket **BIGLIA** Cardigan **ARENA** Shirt **PATIO** Trousers **ORTISEI** Shoes **SAPORE** — Pasticcino Bag **EMPOLI** Shoes **PACO**

ON THIS PAGE: Cardigan MONICA Shirt VENUS Jumper TEULADA Trousers AGAMIA

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