

MAX&Co.

FALL WINTER '23

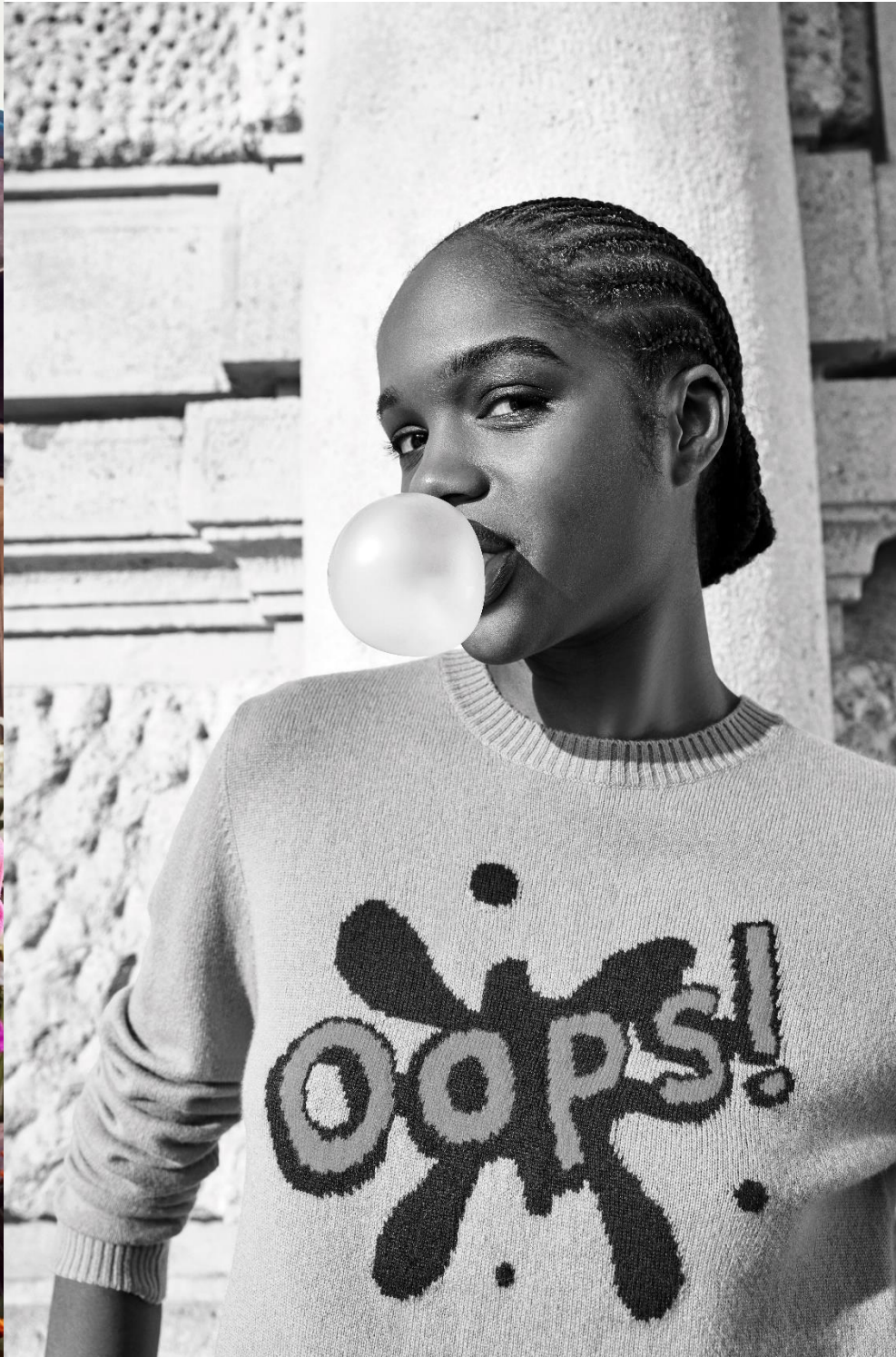
INTRODUCING THE MAX&Co. AUTUMN / WINTER 2023 COLLECTION

Press play. For autumn/winter 2023, MAX&Co. looks to two stylish films for inspiration. Cinematic influences find expression in the collection's lively contrasts: tomboyishness meets the overtly feminine, the romantic with the grungy, the rebellious with the bourgeois. As ever, the dressed up and dressed down co-exist. The mood? Joyful. The look? Eclectic. Personal style is cherished above trends. For the first part of the collection Alfonso Cuarón's *Great Expectations* is the starting point. Echoing the protagonists' journey from the gardens of a Floridian mansion to the streets of 1990s New York, the collection displays a similar evolution. Radical botanical prints and verdant shades of green – seen on diaphanous dresses, shorts suits and lace separates – give way to downtown cool. For off-duty days L paint-splattered denim, playful Y2K cardigans and tailored jersey. After-dark propositions include draped goddess dresses, perfect for the bohemian romantic. And, yes, there is an homage to one of Gwyneth Paltrow's iconic looks from the movie: the olive-green silk-satin midi slip skirt and matching shirt. For the second drop Bernardo Bertolucci's movie, *The Dreamers* sets the scene. Shots of animal print and traditional-with-a-twist checks lend easy-to-wear staples a newfound sass for day. No longer limited to office hours, suiting is a neat idea for weekends; slouchy trouser and mini skirt suits are paired with T-shirts and trainers. Knitwear is bold; sweaters come with playful comic-strip slogans and wool skirts and dresses make for a cozy-yet-cool head-to-toe look. A swish of Parisian-inflected peppiness – portrayed via pleated miniskirts, houndstooth checks, berets and loafers – adds polish to the eclecticism. Black and white are a precise proposition for Holiday evenings, drama coming courtesy of the sculptural silhouettes, like fit-and-flare bustier tops, puffed sleeve mini dresses and lean tuxedo suits. MAX&Co. is renowned for its excellent outerwear offering, and this season doesn't disappoint. As well as reversible velvet quilted coats, parkas and wool pea coats, a MAX&Co. hero returns for AW23, reimagined in a new-season palette. The signature Runaway coat comes reenergized in punchy, juicy jewel tones: Rose Violet, Dark Green, Royal Blue and Orange. Meanwhile, the Runaway's maxi sister style, the Longrun, comes in Fuchsia and Purple.









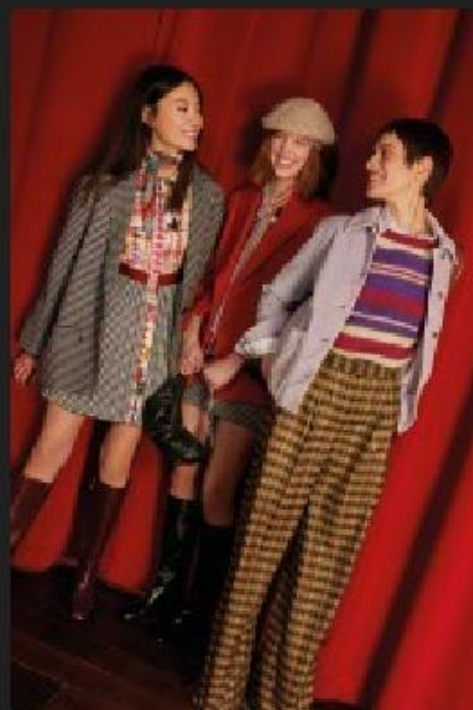


1° DROP





2° DROP



MAX&Co.

&Co.LLABORATION





MAX&Co. UNVEILS NEW &Co.LLABORATION WITH SUPERGA

MAX&Co. is delighted to introduce the latest chapter in its &Co.LLABORATION series for autumn/winter 2023, this season joining forces with iconic Italian footwear brand, Superga®. Founded in Turin over 100 years ago and a pioneer in the use of vulcanised rubber for footwear, Superga® is today an internationally renowned brand thanks to the numerous VIPs and celebrities who have sported the brand over the years, its timeless appeal remaining unchanged. This collaboration between MAX&Co. and Superga® places the emphasis firmly on an effortless blend of the brands' shared values of form and function. The &Co.LLABORATION capsule looks to classic, preppy-inflected sportswear for inspiration. Imagining a group of friends escaping to a villa for the weekend, pieces are designed to look as good on the court as off. Key styles to note include the pleated culottes, athletic jackets and polo dresses. Deep V-neck sweaters are enlivened with floral trims, while crisp whites and muted neutrals are interspersed with shots of bold brights. Hero designs from both houses are seamlessly woven into the collection, in which T-shirts are key: from the MAX&Co. logo tee with floral designs, to the postcard tee featuring images from Superga® ad campaigns of the '30s. Two classic Superga® styles, the chunky-soled Alpina from the '50s, and the Panatta, worn by the tennis champion of the '70s, are joined by the Bubble, a brand-new addition for the coming season in an up-to-the-minute shape. The & Co.LLABORATION capsules are a celebration of the MAX&Co. ethos of togetherness. An ongoing part of the MAX&Co. story, friends of the brand – from established names to emerging talents – are invited to collaborate on limited-edition, seasonal capsules, putting their own spin on the house's distinct codes.



MAX&Co.

&Co.LLABORATION

with Anna Dello Russo





De-Coated

MAX&Co. presents a new &Co.llaboration with Anna dello Russo

Ultra-colourful and tailored: **“De-Coated” is the new &Co.llaboration with ADR.**

The coat goes “deconstructed” and grabs the spotlight! With no lining or sleeves, it
converts

into a blazer, dress, skirt, corset.

The colour palette is neon – pink, citrine, orange. The cropped Tee takes over, made
unique

by the electric pink and ADR’s signature, while the Dot bag goes all gold.

Star: the red bustier dress with mini and maxi sequins.

A capsule that celebrates the eclectic and original style of one of the most popular
fashion

icons of the fashion world.





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