

WEEKEND

MaxMara



TREND BOOK

Fall Winter 2023

WEEKEND MAX MARA : THE JOURNEY

Sì Viaggiare. Tra città e continenti, seguendo come bussola le tendenze della moda, reinterpretate tramite il filtro dello stile Weekend Max Mara. Scorrendo il mappamondo - o meglio cliccando sul navigatore - per passare dalle cime delle Ande alle street di New York, da Parigi alle Università della Ivy League, dai rock festival tra le brume inglesi a quelli colorati e un po' hippy sotto il sole della California. Questo Trend Book vuole illustrare tutte le proposte del grandissimo assortimento Weekend Max Mara puntando sulle novità e i capi immancabili del momento, focalizzati grazie a divertenti grafiche "a cartolina", come quella dedicata al nuovo tailleur con il blouson zip al posto della giacca, la gonna corta a kilt come in Scozia o il revival della gonna a ruota anni '50, ma reinterpretata grazie a idee di styling inedite e cool. Non manca poi uno specialissimo "Grand Tour" per le località italiane. Dalle città d'arte - in primis Firenze che ha ispirato tutta una serie di sofisticate stampe - a Cinecittà. O ancora Milano, nelle due versioni, BY DAY con cui abbiamo ordinato le proposte cammello perfette per l'ufficio e il tempo libero o BY NIGHT, categoria pensata per celebrare il ritorno del nero come non-colore assoluto. Tinta di ritorno, come il verde, in tutte le sue gradazioni dallo smeraldo sfumando fino al kaki, che colora di nuovo la pelle, usata sempre più come un vero e proprio tessuto. Per finire con uno slide-show sui tantissimi accessori che completano la collezione: scarpe, gioielli, complementi e borse, dove l'iconica Pasticcino Bag si riconferma un must da collezione, grazie a tanti nuovi tessuti e colori. Cosa aspettate a scoprirlle tutte? Buona Lettura!

We're on our way: exploring cities and continents, following fashion trends as our compass, and reinterpreting them through the filter of Weekend Max Mara style. Spinning the globe - or rather clicking on the navigator - to travel from the peaks of the Andes to the streets of New York, from Paris to Ivy League universities and rock festivals in the English mist, to a colorful and somewhat hippy vibe under the Californian sun. This Trend Book aims to illustrate looks from the vast assortment offered by Weekend Max Mara, focusing on the innovations and must-have garments of the moment, brought to our attention through fun postcard-style graphics, looks dedicated to the new suit with the zip-up blouson instead of a jacket, the Scottish - style short or a revival of the 1950s full skirt, but reinterpreted with unusual and chic styling ideas. Of course, in the very special "Grand Tour" the Italian locations abound. From art cities - first and foremost Florence, which inspired a whole series of sophisticated prints - to Cinecittà, and even Milan where in two versions, in BY DAY we refine the perfect items in camel hair for the office and leisure, and in the BY NIGHT category, we celebrate the return of black as the absolute non-color. A recurring color, such as green, is explored in all its shades, from emerald greens that fade to khaki, tinting leather too, which is used increasingly as a real fabric. The finale is a slideshow with the array of accessories that complete the collection: shoes, jewelry, textile accessories and bags, where the iconic Pasticcino Bag returns confirming its must-have collectible status, thanks to a range of new fabrics and colors. Why wait? discover them all. Happy browsing!



St. Moritz

St. Moritz

Winter style ad alta quota.

In montagna o sulla vetta di un grattacielo, di scena una moda calda e cocooning, in un layering di giacche, cappotti e piumini, in tanti materiali caldi e naturali o tecnici di ultimissima generazione.

High altitude winter style. In the mountains or at the top of a skyscraper, warm and cocooning looks steal the scene, in a layering of jackets, coats and puffers, in a wide array of next gen warm and natural or technical materials.



St. Moritz





Ande

Ande Country

In cammino sulle vie del mondo l'urbano incontra il folklore. Un melting pot di capi e stili che mixano dall' orsetto jacquard a lane jacquard o sofisticati Principe di Galles. Viaggiando tra cardigan coat, giacconi e caban con frange.

Hitting the streets worldwide, the urban meets folklore. It's a melting pot of garments and styles that combine, from jacquard teddy to jacquard wool and sophisticated Prince of Wales checks. Roaming between cardigan coats, jackets and fringed pea coats

Knit
Tailored
Coat



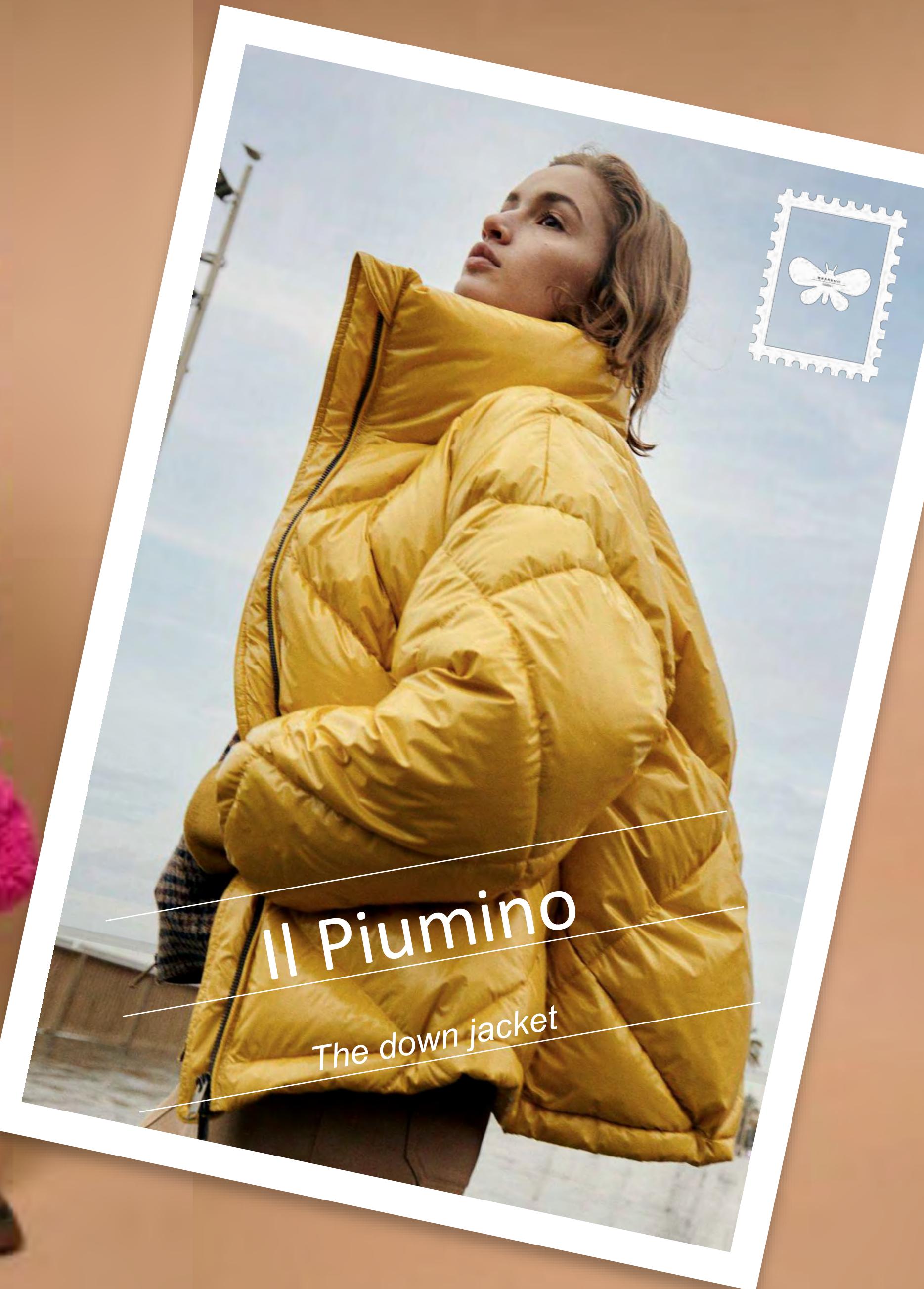
Ande

Puffer Jacket

Più si sale di quota più scende la temperatura.

Veri antifreddo, ecco che tornano piumini e puffer jacket, imbottiti e trapuntati, in douvet opaco o ciré, nelle varie lunghezze resi chic dalla nuova palette colori ispirata alle spezie.

The higher the altitude, the lower the temperature. Truly cold-proof: down jackets and puffer jackets are back, padded and quilted, in matte or ciré duvet, in various lengths made chic by the new spice-inspired colour palette.



A close-up photograph of a brown leather American football resting on a vibrant green grass field. The ball is positioned in the lower-left foreground, angled towards the right. In the background, a white goal post stands upright on the grass. A yellow yard line runs diagonally across the frame from the bottom left to the top right. The background is slightly blurred, showing a fence and some trees under a clear blue sky.

Harvard



Torna la mini:
versione kilt

Return of the mini: kilt version

Harvard College Style

L'estetica delle Ivy League è tra le ispirazioni costanti dello stile Weekend Max Mara. Anche per questa stagione grazie a una teoria di outfit dal flair "college" dove la novità è la gonna, nuovamente mini, in versione kilt.

The Ivy League aesthetic is one of the constant inspirations of Weekend Max Mara style. It continues into this season thanks to a theory of "college" flair applied to the outfits, where mini skirt is proposed in an innovative kilt version.





Harvard College Style

Classy, il cammello rinnova il tradizionale stile college, reso più morbido e comfy dall'abbinamento di materiali soffici e preziosi. Per felpe, tute e maglie con logo. Per caldi "ton sur ton" o in colori freddi a contrasto.

Classy camel hair refreshes the traditional college style. It becomes softer and more comfortable thanks to a combination with cosy and luxurious materials. For sweatshirts, jumpsuits and sweaters with logo lettering, in warm tone-on-tone or contrasting cool colors.

Harvard

Brit Heritage

Brit chic versione Campus, dove il classico tailleur si rinnova nell'abbinamento con giacche lunghe e pencil coat, bomber e blouson con zip al posto della giacca.

University campus Brit chic: the traditional suit gets a makeover with new combinations, long jackets, pencil coats, bomber jackets and blousons with zips take the place of the classic jacket.





Mare del Nord

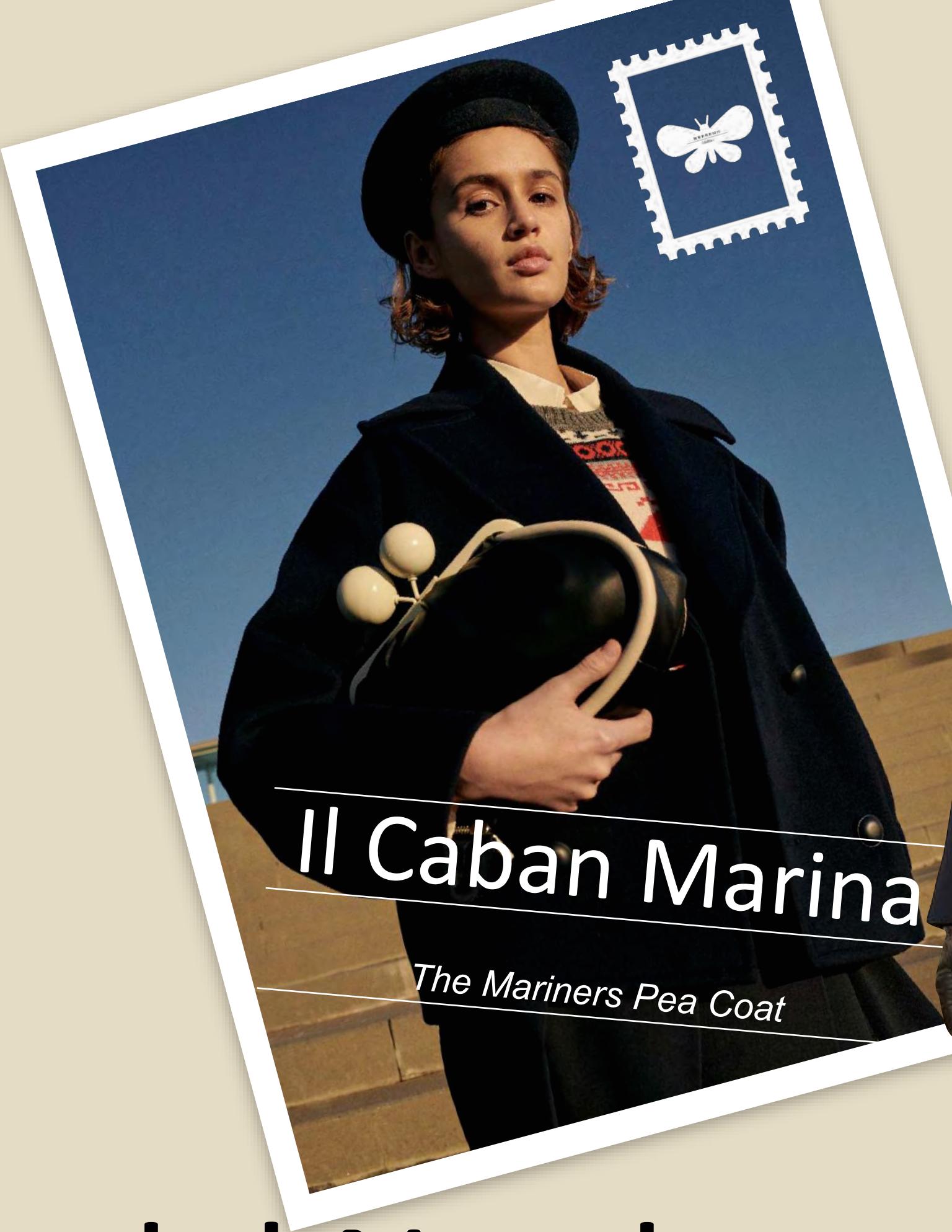


Mare del Nord

Parka

Mollate gli ormeggi. Partiamo con la fantasia per una crociera tra i fiordi, per riscoprire il valore sicuro di un guardaroba sofisticato ma pratico, composto da capi immancabili come il parka, must have dell'inverno.

Cast off the moorings and set sail with imagination on a cruise through the fjords, to rediscover the true value of a sophisticated yet practical wardrobe, consisting of must-have winter items such as the parka.



Mare del Nord

Le righe d'inverno. Marinière sottili o a maxi bande grafiche, decorate anche da jacquard tatuaggio a Sirenetta per maglie, pull o knit dress nei toni del bianco & blu.

Winter stripes. Thin marinière or graphic maxi stripes, with the addition of jacquard mermaid tattoos for sweaters, pullovers or knit dresses in shades of white & blue.



Mare del Nord

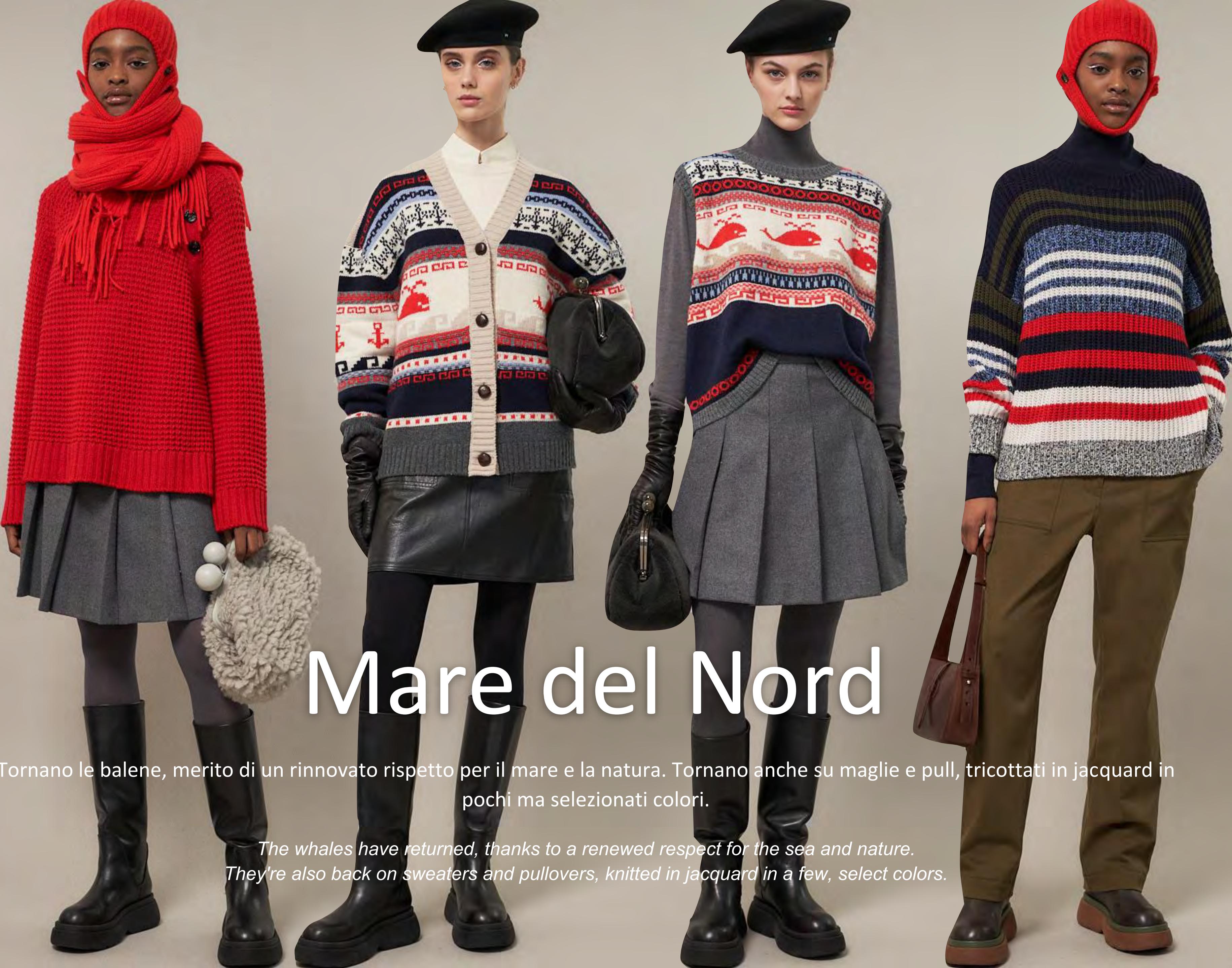
Calibrato e preciso, lo stile Marina ispira tanti abbinamenti eleganti ma easy-to-wear. Come il pull sui pantaloni svasati a palazzo, l'officer coat minimale sui pantaloni cargo o la gonna a pieghe piatte color inchiostro con golf in tinta.

Calibrated and precise, the nautical style inspires many elegant yet easy-to-wear combinations. Like the pullover over flared palazzo trousers, the minimal officer coat over cargo trousers or the inky flat-pleat skirt with matching sweater.



La gonna a pieghe
col golf

The pleated skirt with sweater



Mare del Nord

Tornano le balene, merito di un rinnovato rispetto per il mare e la natura. Tornano anche su maglie e pull, tricottati in jacquard in pochi ma selezionati colori.

*The whales have returned, thanks to a renewed respect for the sea and nature.
They're also back on sweaters and pullovers, knitted in jacquard in a few, select colors.*

Paris





Paris

Promenade da Le Marais a Faubourg Saint-Honorée.

Passando per la galleria Vivienne e Palais Royal.

In un layering di cappotti, dolcevita, gonne e pants,
e maxi boots. Prediligendo il kaki come nuovo colore "en
vague" di stagione.

*Promenade from Le Marais to Faubourg Saint-Honoré passing
through the Vivienne Gallery and Palais Royal. In a layering of
coats, turtlenecks, skirts and trousers, and maxi boots. Favoring
khaki tones as the new "en vague" color of the season.*

Colore kaki

Khaki color

Paris

Il nero esistenzialista della Rive Gauche, si ibrida con sprazzi di joie de vivre delle notti parigine. In jacquard e stampe minimal con brio. E per le più intellettuali? Ecco la tuta color ossidiana o il nuovo tailleur monocromo con giacca oversize. Da sfoggiare everyday.

The existential black of the Left Bank, is hybridized with flashes of joie de vivre from Parisian nights in jacquard and minimal prints with panache. And for the more intellectual? An obsidian jumpsuit or the new monochrome suit with oversize jacket. Flair for everyday.



The
Monochrome
Suit



A photograph of a sunset over a field. In the foreground, there's a dark silhouette of what appears to be a windmill or some other tall structure. The sky is filled with warm, orange and yellow hues from the setting sun. A large, white, serif font reads "GLASTONBURY" across the center of the image.

GLASTONBURY



Glastonbury

Righe & Fantasie Stripes & Patterns

Fantasia alle fantasie. Alla moda Weekend Max Mara piace andare a tempo di musica. Come in un colorato festival di righe rainbow e stampe grafiche ora indie style, ora rock, ora pop. Su maglie in lana, in cotone cordonetto o anche morbido cashmere.

Pattern mania. Weekend Max Mara fashion likes to move to the beat of the music. It's a colorful festival of rainbow stripes and graphic prints at times indie style, and at others rock or pop. Played over wool sweaters, cotton cordonnet or even soft cashmere.

Glastonbury

Pelle *Leather*

Ispirazione costante per Weekend Max Mara, di scena lo stile hippy happy, in versione Peace and Love. Una palette di blu jeans, kaki, color oliva e verde militare, con una piccola, grande, novità: l'abbinamento con capi in pelle, usata però come se fosse denim.

A source of enduring inspiration for Weekend Max Mara. In front line hippy happy style, with a Peace-and-Love vibe. A palette of denim blue, khaki, olive and army green, with a small yet important update: combinations with leather garments styled as though they were denim.



Los Angeles





Los Angeles

Remix and match di mode e mood. Come per le strade di LA. In un layering di giorno e sera, formale e casual wear, stampe hippy e imprimé anni '70, suggestioni surfing e paillettes da red carpet. Da vere Californian girls.

Remix & match of fashions and moods. Straight from the streets of LA. In layerings of day and evening, formal and casual wear, hippie prints and 70s vibe, surfing references and red-carpet sequins. In true Californian girl style.

A panoramic view of Florence, Italy, featuring the Duomo di Firenze and surrounding buildings under a cloudy sky.

L'ITALIA

Firenze

Gran Tour per la penisola, con disegni effetto cartolina come nuova stampa o semplificati in grafiche araldiche, decori rinascimentali o essenziali blocchi di colore, anche per inedite lavorazioni plissé.

The Grand Tour of the peninsula starts with postcard effect as new prints, or simplified into heraldic graphics, Renaissance decorations and essential blocks of color that even combine for surprising pleated effects.





Napoli

Aspettando sul molo Beverello, destinazione Capri. Mixando denim e stampe (ma all black), le inconfondibili canottiere in cotone a costine con gonne dritte o col classico giacchino biker di jeans. Per un'allure tomboy street.

Waiting on the Beverello pier, destination Capri. A mix of denim and prints (all in black), distinctive ribbed cotton tank tops with straight skirts or with the classic denim biker jacket. For a tomboy street allure.

Il biker (anche in jeans)

The biker jacket (in denim too)



La gonna lunga di denim

The long denim skirt



Venice

Eleganza cosmopolita nei toni dell'azzurro, del verde e del color biacca come nelle pitture dei grandi maestri veneti. Per abiti chic che recuperano l'antica tecnica sartoriale del plissé, rivisitata alla luce dell'oggi.

Cosmopolitan elegance in shades of light blue, green and lead white taken from the paintings of the great Venetian masters. For chic dresses that revive traditional sartorial pleating techniques, reinvented for the modern day.



Plissé

Pleats



Palermo

I toni caldi e rosati del tramonto versus i freschi azzurri del mare. La palette di stagione per Weekend Max Mara si sdoppia, giocando con tonalità e dégradé. In sofisticati tinta unita o piccole stampe grafiche all-over.

Warm, rosy hues of the sunset versus the cool blues of the sea. The seasonal palette for Weekend Max Mara doubles up, playing with tone and shading. In sophisticated solid colours or small all-over graphic prints.

Ischia



E' una particolare gradazione di verde quella che caratterizza la stagione Fall-Winter. Più compassata del verde smeraldo ma anche più brillante dell'oliva, cambia di tono, vibrazione e intensità a seconda del materiale. Su cotone, raso, viscosa, lana o cashmere, come per il nuovo must: il golfino bon ton.



Il golfino bon ton

The classy cardigan

A very unique shade of green characterizes the Fall-Winter season. It's more muted than emerald green but brighter than olive. It changes in tone, vibration and intensity depending on the material: cotton, satin, viscose, wool or cashmere. Perfectly expressed on the new must-have: the classy cardigan.



*Tank top a coste
come basic-chic
Basic chic rib-knit tank top*



Milano

By Day

Il fascino discreto della borghesia. Beige, cammello e greige rinnovano i classici come il cappotto, lo spolverino, il blazer o il bomber grazie a studiati giochi di proporzioni e materiali.

Bon ton but not boring!

The discreet charm of the bourgeoisie. Beige, camel and greige revitalize classics such as the coat, duster coat, blazer or bomber jacket, thanks to careful balancing between proportions and materials. Bon ton but not boring!



Micro bomber
come top

Micro bomber-jacket as top





Black is Back. Non-colore di sicura eleganza, il nero riprende il suo posto di primo piano nel guardaroba. Per abiti, camicie, tank top, pull grafici e completi (come l'immancabile smoking). Da sfoggiare in total look o abbinare col bianco, di notte e di giorno...

Black is Back. The non-color of confident elegance, black resumes its prominent place in the wardrobe. For dresses, shirts, tank tops, graphic pullovers and suits (such as the unforgettable tuxedo). To flaunt as a total look or paired with white, for evenings or daytime...



Milano

By Night





La gonna anni '50

The 50s-style skirt

Roma

L'eclettismo della Città Eterna ispira abiti che mixano forme classiche, pizzi elaborati e dettagli barocchi inaspettatamente a palloncino con stampe floreali di suggestione Belle Epoque, ma in black & white. Per abiti e chemisier (corti e lunghi) o anche la rinnovata gonna a ruota, come nella Dolce Vita.

The eclecticism of the Eternal City inspires dresses that mix classic shapes, elaborate lace and surprising baroque balloon details, with a hint of Belle Epoque floral prints, but in black & white. For dresses and shirt dresses (short and long) or even for a revamped Dolce Vita-style full-length skirt.





Cinecittà

Ciak, si gira. Pensate per chi vuole vivere ogni giorno un nuovo sketch, le proposte Weekend Max Mara interpretano i grandi trend del momento, lasciandoti protagonista.

In un lungometraggio di idee moda che vanno dal Safari Glam allo sport, dal red carpet allo stile anni '70 rivisitato fino ai look coi jeans ispirati a Diane Keaton nei film di Woody Allen, con tanto di giaccone in faux-fur.

Camera rolling. Action! Designed for those who want to experience a new scene every day, the Max Mara Weekend selection interprets the big trends of the moment, launching you into the spotlight. In a feature-length collection of fashion ideas ranging from Safari Glam to red-carpet sports, a revisited 70s style and denim looks inspired by Diane Keaton in the Woody Allen movies, complete with faux-fur jacket.

New York





New York

Progetto colore

Be Bold! Azzurro, verde e blu. Brillano accostati insieme come in un billboard di Time Square e si indossano combinati insieme o in assolo, dalla testa ai piedi. E' la moda "color-core", di tendenza dall'Upper East Side fino a Downtown passando per il Village.

Be Bold! Light blue, green and blue. They shimmer in juxtaposition like on a Time Square billboard and are worn combined together or solo, from head to toe. It's "color-core" fashion, trending from the Upper East Side to Downtown via the Village.

London



24
BY
KATE
PHELAN

24

BY
KATE
PHELAN

Modern Tradition: 24 by Kate Phelan, the new Signature Collection by Weekend Max Mara

Acclaimed British editor and stylist, Kate Phelan is the creative mind of the new Weekend Max Mara Signature Collection called 24, debuting for FW 2023-24.

A longstanding contributing editor to British Vogue with a wide-spanning eye and experience in fashion, and the former creative director of Topshop, Phelan kept the collection rooted in daywear to highlight Weekend Max Mara's key values: great outerwear, strong tailoring, luxury knits, and versatile separates – rendered with an effortlessly "cool" hand that highlights an undercurrent of London legacy and Brit character.

"I wanted the collection to reflect my style and the clothes I love to wear, capturing the enduring appeal of classics and well-made pieces. Style is about quality clothes that offer day-into-night versatility, to wear on repeat and keep forever," says Phelan.

True to her love of modern timelessness, Phelan sought to create a collection that would still be relevant in 10 years, inspired by a story in Vogue from 1982 that after decades still channels an au courant gender fluidity in the looks, models, and photography.

Her starting point was a coat, a house specialty that straddles both masculine and feminine tendencies. Oversized and crafted in a classic Donegal tweed, it is a perfect mix of heritage and classic, luxury and longevity. Overall, the collection captures Phelan's love for boy-meets-girls layering and styling. "I have always loved the proportions of men's clothes on women," she contends. "I find that masculine silhouettes look great over a slim skirt or over a sensual slip dress."

The key pieces comprise a flares trouser suit, a tweed mid-calf pencil skirt, a slip dress, a crisp white cotton shirt and wool knits, topped by handsome outerwear – a hand-sewn double-face wool robe coat, a Donegal tweed Crombie and a timeless parka with Mod beat. The mix of fabrics – Donegal tweed, wool and cotton over modern tech fabrications – plays into the tradition-meets-innovation feel. Jazzing up a solid palette of winter white, black, grays and earthy tones are vivacious color-block prints inspired by the bold graphics of Face magazine, a glossy from the Eighties known for its trailblazing mix of fashion, music, and style. Flat lace-ups and sneakers add an easy and wearable twist to all the looks.

The overall campaign, shot by photographer Bibi Borthwick on model Edie Campbell, aims to build a strong message through women and fashion, in a portraiture of a timelessness and ultimate modernity that transcends trends.

London





London

Città dalle mille sfaccettature, Londra ispira un segmento di collezione speciale.
Amazing, sofisticata, tradizionale, formale, street e alternativa.Tutto insieme. Proprio come la capitale inglese.

*A city of many facets, London inspires a special section of the collection.
Amazing, sophisticated, traditional, formal, street and alternative. All at once. Just like the English capital.*



Accessories



PASTICCINO BAG WORLD TOUR

Second Stop: France

Vive la France! The iconic Weekend Max Mara Pasticcino Bag continues its awe-inspiring world tour now landing in France. In the spirit of this exclusive cross-seasonal project, the new Pasticcino Bag Hommage à la France celebrates the country's artisanal excellence and crafting uniqueness.

After the homage to Venice's glorious textiles and glass-making tradition highlighted with the debut edition, the Pasticcino Bag Hommage à la France now tributes the country's storied centuries-old heritage in the art of lace and beautiful ceramics.

Rendered in five colors – Citron, Rose, Graines de Courge, Cassis Violette, Réglisse – the Pasticcino Hommage à la France bag is made with dainty lace while the two signature boules of the clasp are reimagined in enameled ceramic.

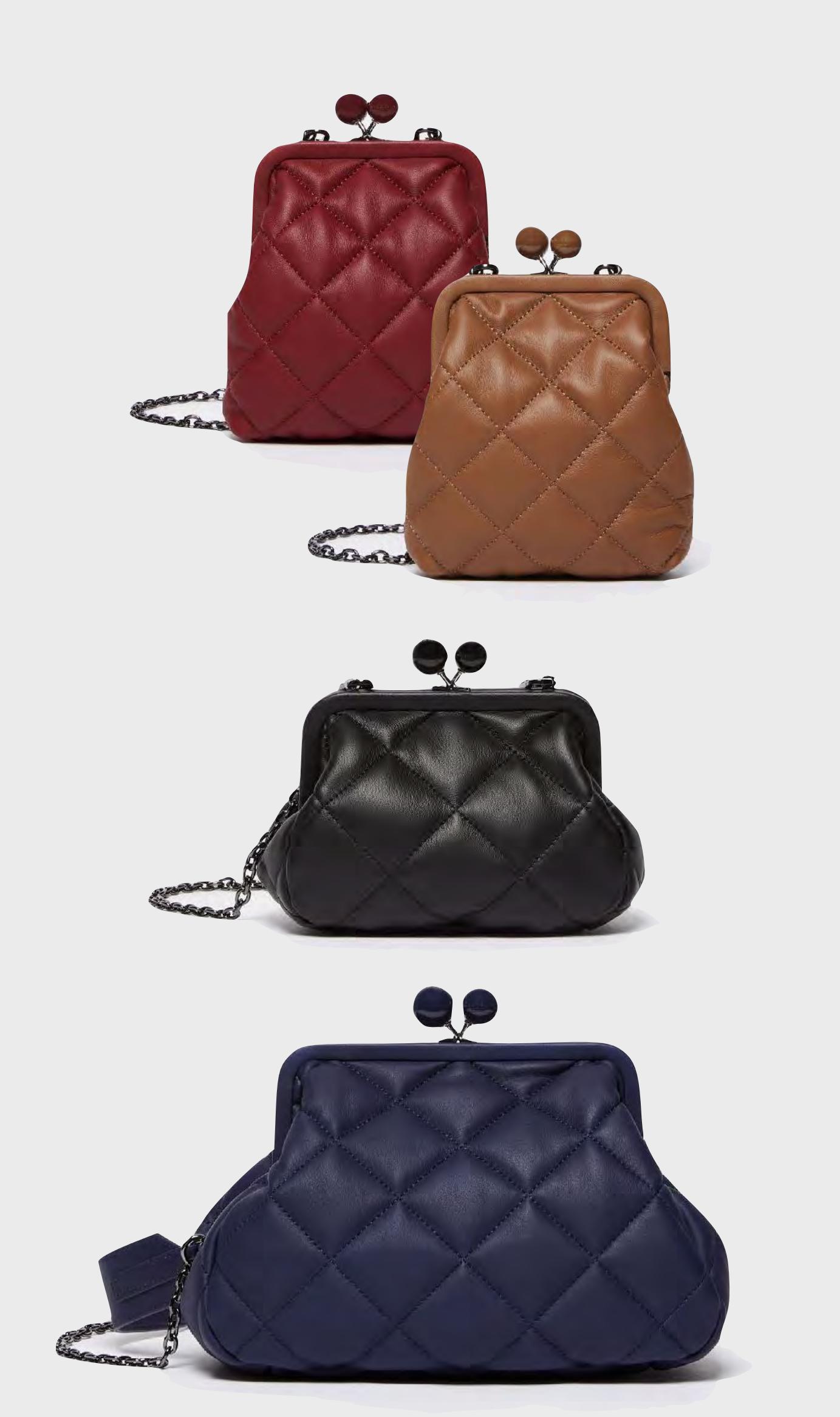
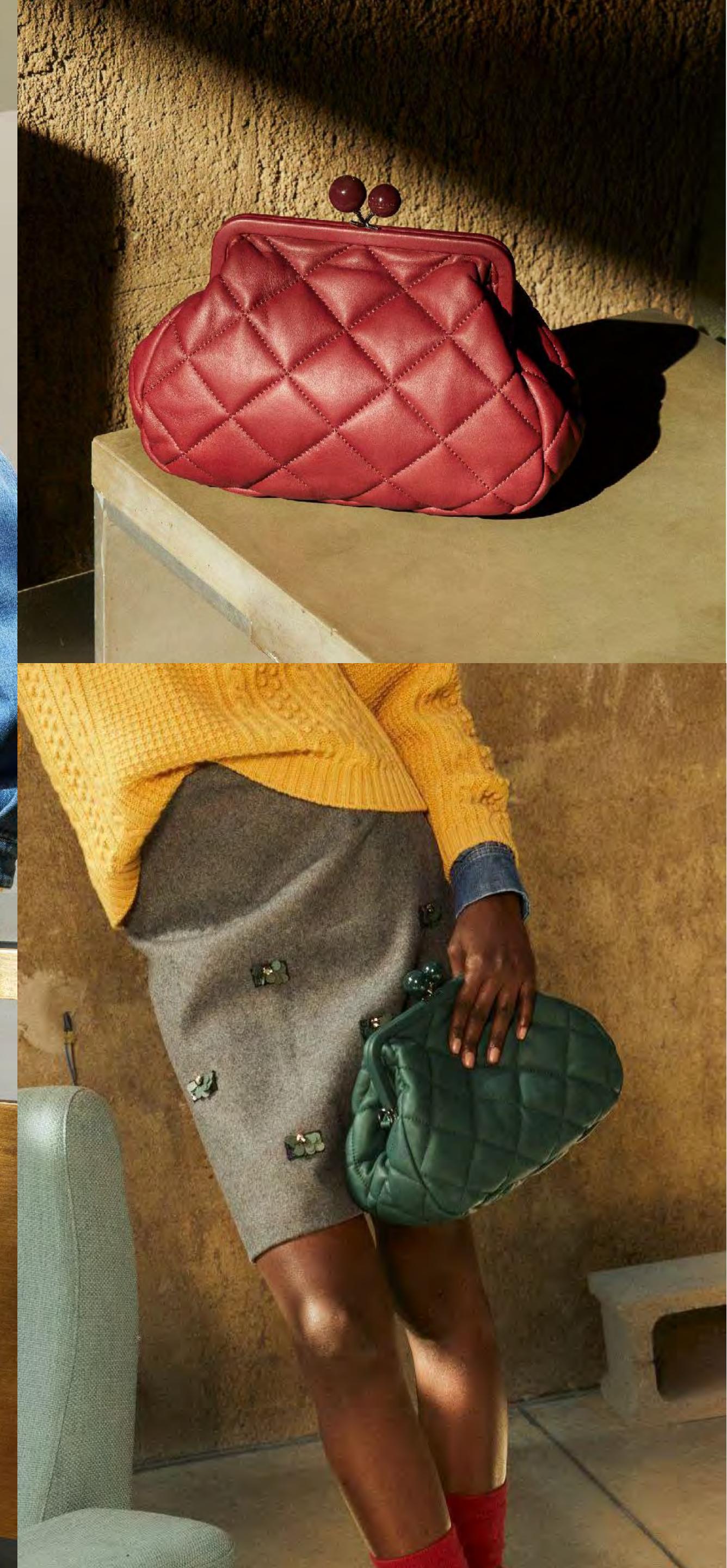
Light, refined and feminine, the luxurious Guipure lace is made by Master Dentellier André Laude, a high-end specialist that has been weaving this noble and precious material since 1850 with a unique savoir-faire and hand-finished excellence, regularly appearing on the catwalk of top international fashion houses.

Manufacture des Emaux de Longwy 1798, a historical earthenware factory recognized by the French government as Living Heritage Company and renowned for its artistic ceramics and venerable knowhow, instead, crafted the two boules in an exclusive type of ceramic called Faïence. They are handmade in exclusive casts and treated with special high-gloss varnishes to obtain a brilliant cracklé effect in customized hues that match the lace. One of the two is debossed with the signature Weekend Max Mara butterfly.

The overall visual effect of this new version of Weekend Max Mara's playful Pasticcino clutch, named after the Italian word for "small pastry," is a richly-textured romanticism to wear all year round, from dawn to dark.







Pasticcino Matelassé



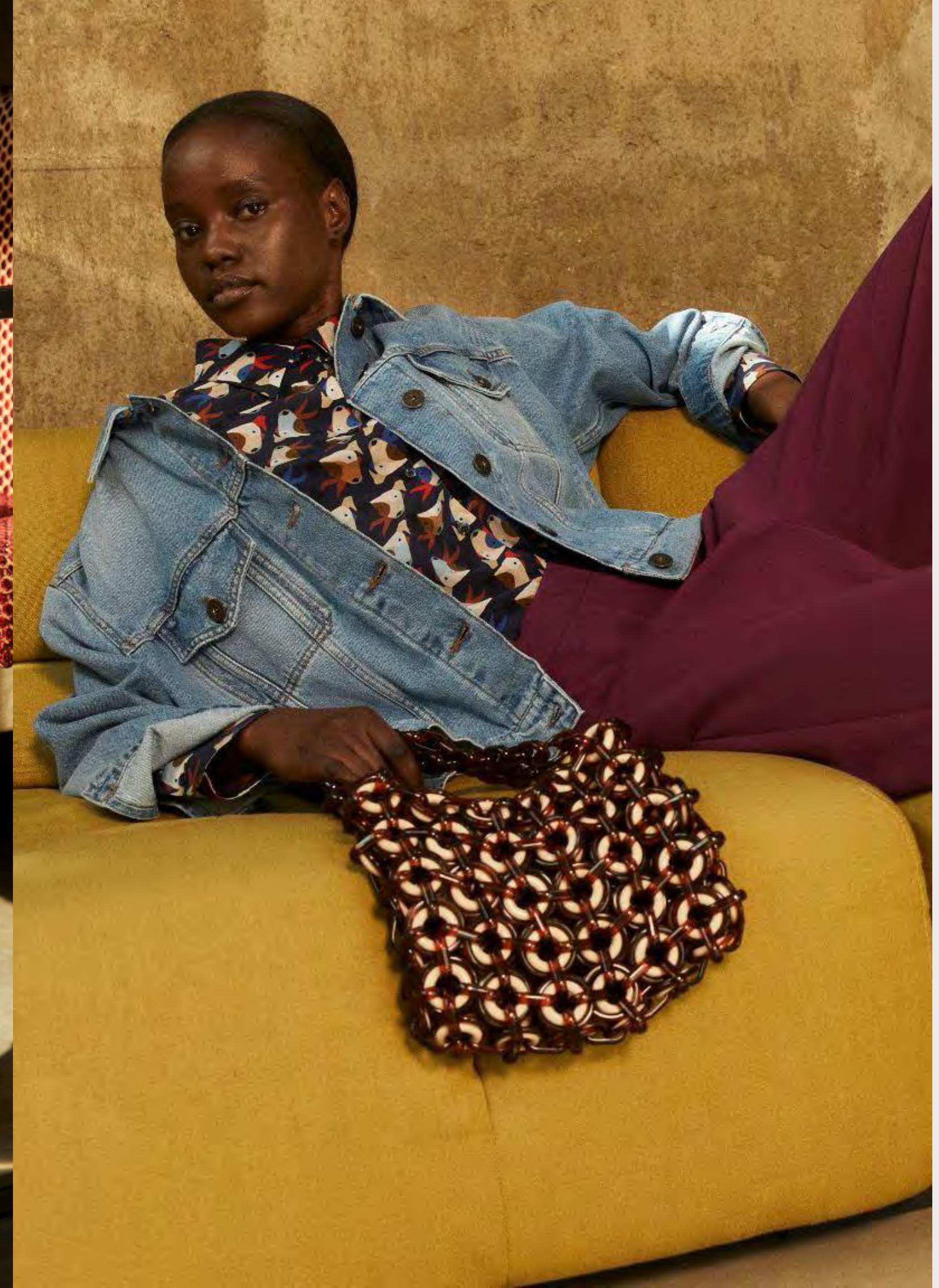
BAG
PASTICCINO
WEEKEND
MaxMara



Bags



Bags



Selleria



Shoes & Boots



Mule



Chealsea



Urban



Maschile



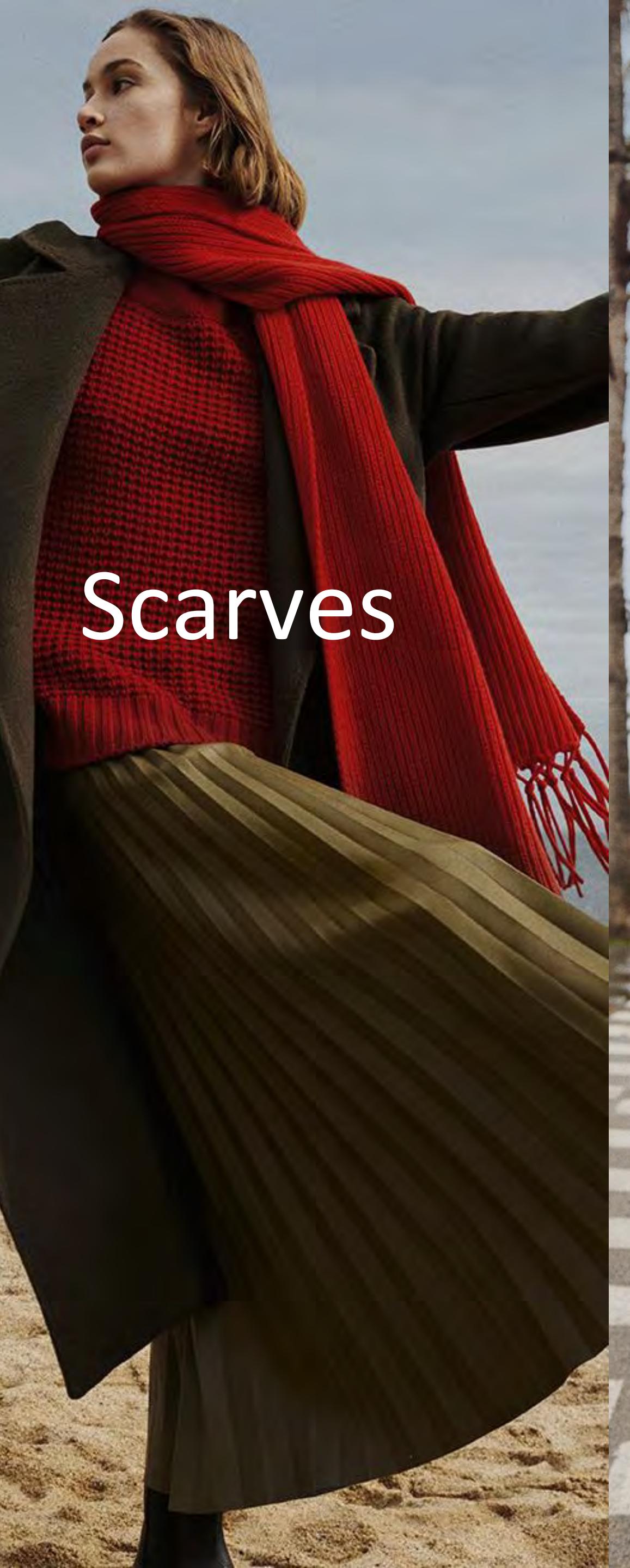
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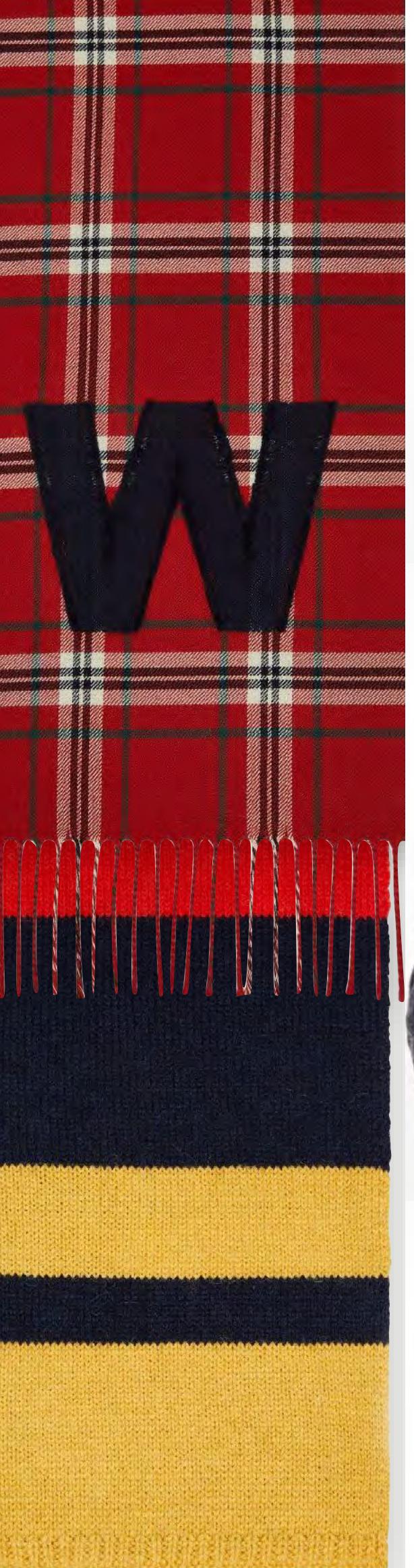
Para

Sneakers





Scarves



Scarves



WEEKEND

MaxMara

TREND BOOK

THE END

Fall Winter 2023