

lookbook spring / summer 2018



press release

Zalando's spring / summer 2018 digital lookbook offers a carefully curated vision of today's dominant trends and diverse style codes with global style references from all over the world.

The vision for the season ahead is louche, laid-back, smart and elegant, all at once. It's all about embracing the wildly eclectic with a distinctly relaxed approach. Rip up the rulebook and follow your own style codes this upcoming season.

Shot in Marseilles, Zalando's latest lookbook expresses the easy, breezy mood of spring / summer. Think cool-coloured knits worn over sculpted tailoring and a sharp trench coat teamed with wide-leg denim or high-performance, technical sportswear paired with crisp linen. Defy convention and revel in rebellion. The focus here is on fabric and the fluid harmony of layering with an off-kilter eye to create totally expressive multi-brand silhouettes.

Set against the peachy backdrop of the French seaside, London-based photographer Mel Bles captures the very best of Zalando's selection for spring / summer 2018 season, expertly styled by Danielle van Camp.

Zalando's seasonal edit will be available at zalando.com during the spring / summer season. All visual assets are now available to download from fashionpress.zalando.com.



dress Tiger of Sweden, belt Jil Sander Navy, heels MAX&Co.



jacket Wood Wood, bag Vagabond, heels Rebecca Minkoff, skirt mint&berry



sweater Levi's® Made & Crafted, shorts Legends, cap Wood Wood



dress J.LINDBERG, blouse Bruuns Bazaar, heels Tibi



tshirt Samsøe & Samsøe, sandals Versace, belt Pier One, jeans Wrangler



coat Pepe Jeans, swimsuit Hot as hell, heels Zign, trousers Won Hundred



dress Gestuz, trousers Puma, skirt mint&berry, sandals Oxitaly, bag Loeffler Randall, earrings Elizabeth and James



shirt Levi's®, *trousers* Scotch & Soda , *sandals* Anthony Morato



shirt Wood Wood, *sandals* Antony Morato, *belt* Pier One, *trousers* Hope



jacket Napapijri, shirt Lacoste LIVE, shorts Lacoste LIVE, sandals Antony Morato



dress Jil Sander Navy, jeans Mother, heels Pedro Miralles



jacket Legends, long-sleeve Legends, jeans Carhartt WIP



blouse Pinko, *tshirt* Adidas Originals, *bag* Jil Sander Navy, *jeans* Filippa K, *sandals* Tiger of Sweden



tshirt Legends, *jeans* Levi's® Line 8, *sneakers* Reebok Classics, *sunglasses* Persol



dress Jil Sander Navy, jacket The Editor, tshirt Norr, sneakers Tiger of Sweden, belt Kiomi



*dress mint&berry, skirt mint&berry, bag Billabong,
sandals Zign, belt Filippa K*



longsleeve Nudie Jeans, shirt Carhartt WIP, trousers Levi's®, sandals Antony Morato



jacket Resteröds, longsleeve Diesel, sneakers Wood wood, trousers Edwin, hat Barbour



jacket Puma, swimsuit Puma, coat Kiomi, blouse House of Dagmar, bag Coccinelle, sandals Zign



jacket Legends, *tshirt* Resteröds, *shoes* Garment Project, *trousers* Volcom



blouse Libertine Libertine, *dress* Filippa K, *coat* Ivy & Oak,
trousers Libertine Libertine, *bag* Rebecca Minkoff, *heels* Pedro Miralles



dungarees Levi's® Made & Crafted, *blouse* Designers Remix, *bag* Coccinelle, *heels* Pedro Miralles



jacket Minimum, *tshirt* Edwin, *trousers* Calvin Klein, *sandals* Anthony Morato

