

# BY LUMA



CHERRY BLOSSOM SPIRIT

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SPRING/SUMMER 2021



An eternal wardrobe for a powerful woman oozing femininity. Built on deep commitment to quality craftsmanship, community and the environment.

BYLUMA

# BY LUMA

#MANIFESTO:

- 1 **POWERFUL FEMININITY**
- 2 **COMMUNITY FOCUS**
- 3 **BUYING CONSCIOUSLY**
- 4 **EXQUISITE CRAFTMANSHIP**



# BY LUMA

## THE MANIFESTO

### 1 #POWERFUL FEMININITY

We believe that women shouldn't have to choose between being feminine and being able to express their power.

### 2 #BUYING CONCIOUSLY



We firmly believe that the future is on our hands: we produce timeless collections only twice a year; we manufacture in Spain and source our materials from Italy ensuring the highest quality of its and exquisite craftsmanship, whilst at the same time supporting our surrounding community; keeping our environmental footprint in check and working with small owned family businesses that respect their workers and protect their rights.

## 3 #COMMUNITY FOCUS

We are committed to support small family owned ateliers dotted around Spain that respect their workers. In return they maintain the quality standards and exquisite craftsmanship that we require in each BYLUMA piece.

## 4 #EXQUISITE CRAFTSMANSHIP

We are committed to produce in Europe because we believe in producing to the highest quality standards, while respecting the employees and the environment.



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THE COLLECTION COMMITMENT



## **RICH FABRICS**

We strive to choose pure natural and sustainable fabrics and accessories.

We source our fabrics from premium Italian fabric houses with the highest quality of natural materials.

We use specialty wools such as alpaca, mohair, and yak in our jackets and coats.

We use the highest quality of Italian silks including Serico and GOTS certified ensuring international environmental and quality qualifications.

**SPRING / SUMMER 2021**

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## DELICATE DETAILS

### ACCESSORIES

We source our accessories from specialized high quality products and we strive where we can use sustainable and recycled materials. Many of our buttons are hand made from natural resources.



### LINING

We do pay just as much attention to the inside of our pieces as the outside. We only use lining made of 100% silk and 100% viscose so that the softness of their touch is closest to our customer's skin.

### FINISHING

We care about what each piece is made of and how it was made. We work with the few small family owned ateliers in Spain which remain committed to creating high quality products, that in our case are frequently finished by hand.

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## WE ARE PIONEERS:

we are amongst very few  
brands that chose a long time ago  
the difficult path of creating  
conscious fashion that is also of  
luxurious quality.

## WE ARE UNIQUE:

we are counted amongst  
a handful of Spanish luxury  
brands.

## WE ARE A VALUES-BASED BRAND:

our ethos were incorporated in to  
our DNA right from our start 3  
years ago and not as a response  
to recent events.

# #WE ARE NOT JUST ANOTHER BRAND

# BY LUMA



CHERRY BLOSSOM SPIRIT

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SPRING/SUMMER 2021



CHERRY BLOSSOM SPIRIT SS21

## NEW BEGINNINGS

Introducing Cherry Blossom, the Spring/Summer 2021 collection from Byluma. The blooming of these beautiful trees is nature's way of marking the start of the season, encouraging us to open up our senses. We draw inspiration from the regenerative spirit of new beginnings and fresh springtime shades, which can be seen in this season's four colour families: Collection Rosé, Collection Turquoise, Collection Burgundy and Collection Brick. These rich hues are lifted by crisp ivories, off-whites and creams, creating perfect balance and echoing the harmony of the natural world.

Staying true to our belief that women can celebrate their femininity, while simultaneously expressing their power and intellect, Cherry Blossom is both sophisticated and sultry. The collection includes draped midi dresses, precision-tailored jackets, effortlessly elegant blouses and silhouette-skimming skirts cut from the most fluid silk — all with work-to-weekend appeal. Contemporary yet timeless, these are styles you will reach for time and time again.

Our love of nature runs through the Cherry Blossom collection from start to finish. It is what inspires the designs to be everything they can be as well as what determines the measures taken to get them to that point. We take great care with our environmental footprint. Each wear-forever design will make a powerful addition to any capsule wardrobe — perfect for fashion lovers who prioritise buying consciously. We also focus closely on craftsmanship and the community. Each piece is masterfully constructed and hand-finished by skilled artisans at family-run ateliers in our native Spain, with meticulous attention to detail. We exclusively use premium and luxury fabrics sourced from specialists in neighbouring Italy.

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CHERRY BLOSSOM SPIRIT SS21



Inspired by the flourishing pink peach petals on Cherry Blossom trees, our main inspiration for Spring/Summer 2021, Collection Rosé evokes an elegant, delicate femininity.

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CHERRY BLOSSOM SPIRIT SS21



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## COLLECTION TURQUOISE

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This pale green hue serves as a reminder of the start of springtime, when the natural world begins to breathe new life into its flora and fauna, from trees to grasses and beyond.

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CHERRY BLOSSOM SPIRIT SS21



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## COLLECTION BURGUNDY

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Drawing inspiration from the deep red leaves on Cherry Blossom trees, this rich hue can be seen across sumptuous satin maxi skirts, midi dresses and blouses, as well as weaving through a structured bouclé jacket.

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CHERRY BLOSSOM SPIRIT SS21

## COLLECTION BRICK



As the sun sets,  
deep oranges fade  
into the darkest  
of reds, conjuring  
memories of long  
summer days that  
become unforget-  
table nights.

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## SIZES



Our size range typically goes from 38 to 46 spanish. However our sizes are complete, therefore a little more generous than usual Spanish high street brands.

In particular cases, we also consider 36 upon request.



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## DETAILS & ACCESORIES



Like all BYLUMA collections, we put a great effort into our accessories belts and buttons.

This season, we have used various summer inspired accessories, such as Rafia buttons and buckles in different shades and colours to adorn the different matching colour families.

We have used various Swarovski crystal adorned buttons to adorn specifically our Burgundy family collection. Making many of its pieces suitable also for special occasions.

Most importantly, we have been striving to add accessories with a sustainability aspects and so we included a recycled floral button into our turquoise family.

Our aim is let our customers know that our every piece is very well thought through and is intended to give them the unique BYLUMA elegance that they expect in each piece.

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**SPRING/SUMMER 2021  
FABRIC BOOK**

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## JACKETS

### CHERRY BLOSSOM SPIRIT SS21



JACKET J021

A stunning brick jacket with brick, gold, and white stripes in a straight cut which with the fabric direction, gives the sensation of a fitted cut. With long sleeves and closes with a front zipper, finished by hand.



Fabric: T089-300  
Colour: Red and Gold  
Composition: 50%CO, 39%PL, 11%PC  
Lining Composition: 100%VI



JACKET J023

Effortlessly pull together every look with this longline crepe blazer. The fresh cream hue and lightweight fabric make it the perfect choice for balmy days, and it is dotted with summer-ready hand-made raffia buttons. A masterclass in relaxed tailoring, the loose fit and dropped shoulders add to the easy-chic appeal. Wear this versatile piece over silk dresses, with smart separates or to elevate your favourite T-shirt and jeans.



Fabric: T122-206  
Colour: Cream  
Composition: 99%VI, 1%EA  
Lining Composition: 100%VI

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## JACKETS

### CHERRY BLOSSOM SPIRIT SS21



JACKET J026

Crafted from beige and burgundy bouclé, this jacket draws inspiration from the captivating springtime shades of cherry blossom trees. With a straight cut, the flattering hip-length jacket is smartly structured with neat lapels. It is hand-finished with raffia buttons which adding a touch of summer. Keep this elegant piece in full focus by teaming it with a simple silk camisole and wide-leg trousers.



Fabric: T114-803  
Colour: Beige/Red  
Composition: 80%CO, 20%PL  
Lining Composition: 100%VI



JACKET J025

The perfect blend of smart and feminine, this double-breasted bouclé jacket will be a hero piece in any spring/summer wardrobe. It is elegantly cut and gently pintucked for a slim fit at the body, with three-quarter length sleeves creating the perfect proportions - ideal for showcasing a delicate watch or bracelets, too. It fastens with two recycled resin buttons, crafted and hand-finished in Spain.



Fabric: T115-410  
Colour: Turquoise  
Composition: 80%CO, 20%VI  
Lining Composition: 100%VI



Fabric: T122-206  
Colour: Cream  
Composition: 99%VI, 1%EA  
Lining Composition: 100%VI

AVAILABLE COLORS

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## TROUSERS

### CHERRY BLOSSOM SPIRIT SS21



PANT P005




Long wide leg trousers slightly flared at the bottom. Made in a silky finish viscose that makes it more suited for evening or an event. All our trousers come with a beautiful contrast interior trim, and trousers hems are always hand finished.

AVAILABLE COLORS		Fabric: T122-206 Colour: Cream Composition: 99%VI, 1%EA Lining Composition: 100%VI		Fabric: T058-800 Colour: Gold Composition: 100%VI Lining Composition: 100%VI
		Fabric: T124-808 Colour: Brown Composition: 96%VI, 4%EA Lining Composition: 100%VI		Fabric: T123-807 Colour: Grey Composition: 95%TE, 5%EA Lining Composition: 100%VI



PANT P009



A straight leg trousers with slightly wide leg and side pockets. All our trousers come with a beautiful contrast interior trim, and trousers hems are always hand finished.

AVAILABLE COLORS		Fabric: T123-807 Colour: Grey Composition: 95%TE, 5%EA Lining Composition: 100%VI		Fabric: T124-808 Colour: Brown Composition: 96%VI, 4%EA Lining Composition: 100%VI
		Fabric: T048-102 Colour: Checks/BW Composition: 100%WV Lining Composition: 100%VI		Fabric: T119-105 Colour: Grey stripes Composition: 55%WV, 44%VI, 1%SE Lining Composition: 100%VI



PANT P010

A gentle body fit that does not overly hug the body. With a nice one-line frontal design from the same fabric. All our trousers come with a beautiful contrast interior trim, and trousers hems are always hand finished.

AVAILABLE COLORS		Fabric: T124-808 Colour: Brown Composition: 96%VI, 4%EA Lining Composition: 100%VI
		Fabric: T048-102 Colour: Checks/BW Composition: 100%WV Lining Composition: 100%VI

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## TROUSERS & SKIRT CHERRY BLOSSOM SPIRIT SS21



PANT P011

A straight leg trousers with waist at the navel level. This season, made in a cool different fabrics options suitable for the spring and changing seasons. All our trousers come with a beautiful contrast interior trim, and trousers hems are always hand finished.

AVAILABLE COLORS		Fabric: T048-102 Colour: Checks/BW Composition: 100%WV Lining Composition: 100%VI		Fabric: T123-807 Colour: Grey Composition: 95%TE, 5%EA Lining Composition: 100%SE
		Fabric: T119-105 Colour: Grey stripes Composition: 55%WV, 44%VI, 1%SE Lining Composition: 100%VI		Fabric: T122-206 Colour: Cream Composition: 99%VI, 1%EA Lining Composition: 100%VI



PANT P012

A straight leg trousers with slightly wide leg that end right above the ankle and side pockets. All our trousers come with a beautiful contrast interior trim, and trousers hems are always hand finished.

AVAILABLE COLORS		Fabric: T119-105 Colour: Grey stripes Composition: 55%WV, 44%VI, 1%SE Lining Composition: 100%VI		Fabric: T048-102 Colour: Checks/BW Composition: 100%WV Lining Composition: 100%VI
		Fabric: T123-807 Colour: Grey Composition: 95%TE, 5%EA Lining Composition: 100%SE		Fabric: T122-206 Colour: Cream Composition: 99%VI, 1%EA Lining Composition: 100%VI
		Fabric: T124-808 Colour: Brown Composition: 96%VI, 4%EA Lining Composition: 100%VI		



SKIRT F008

Our SS21 Cherry Blossom collection evokes the easy elegance of springtime, and this billowing maxi skirt captures the spirit perfectly. It has a fitted waistband which cascades into silhouette-skimming satin, with gently draped sides that will add movement as you walk. The silky fabric instantly elevates this piece. Wear it with a fine-knit camisole during the day, swapping to an organza puff-sleeve top and pointed-toe heels for the evening.

AVAILABLE COLORS		Fabric: T126-311 Colour: Burgundy 0047 Composition: 100%SE Lining Composition: 100%SE		Fabric: T118-412 Colour: Turquoise Composition: 67%AC, 33%SE Lining Composition: 100%SE
		Fabric: T118-804 Colour: Peach Composition: 67%AC, 33%SE Lining Composition: 100%SE		Fabric: T053-205 Colour: Silver Composition: 100%SE Lining Composition: 100%SE

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## BLOUSES & SCARF CHERRY BLOSSOM SPIRIT SS21



BLOUSE C051

This flowing and delicate V-neck top will fit perfectly into your timeless wardrobe, a must-have that will give you an elegant look and a real feeling of lightness.

AVAILABLE COLORS



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE



Fabric: T126-311  
Colour: Burgundy  
Composition: 100%SE



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE



Fabric: T024-200  
Colour: Off-White  
Composition: 100%VI



BLOUSE J008

An ode to a simple, flattering silhouette you can wear day or night. This collared, loose-fit silk blouse will go straight to the top of your most comfortable tops' list. A jeweled star crowns the neckline. Matched with pin striped straight trousers in this collection but can be worn with a tighter fit pair. It can be also worn as a loose open jacket.

AVAILABLE COLORS



Fabric: T059-100  
Colour: Black  
Composition: 100%SE



Fabric: T119-105  
Colour: Grey stripes  
Composition: 55%WV, 44%VI, 1% SE



SCARF PN001

A versatile proprietary BYLUMA, special black and white floral print and light peach edges 100% silk scarf. Wear it as a belt, a bowtie or even in your hair.



Fabric: T062-DES3-PN-100  
Colour: Print Black Floral  
Composition: 100%SE

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## BLOUSES

### CHERRY BLOSSOM SPIRIT SS21



BLOUSE C016

As gorgeous as it is flattering, this sleeveless double breast blouse compliments all body types and wardrobe pairings. A double breast closure delicate blouse, that has been finished by hand. Beauty is in its simple but charming design with more than 12 buttons in the front creating a pearly strand.

AVAILABLE COLORS



Fabric: T024-200  
Colour: Off-White  
Composition: 100%VI



Fabric: T126-311  
Colour: Burgundy  
Composition: 100%SE



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE



BLOUSE C023

Our iconic printed silk blouse. Printed in a BYLUMA proprietary floral design on 100% habotai sheer silk. The white flower is printed on the front and makes a beautiful details on the sleeve. With gentle lace detail creating the raglan sleeve effect. High collar and buttoned from the back. Hand finished sleeves and wrist bands. The back and front have identical shape and size allowing wearing the back plain black side to the front as well, leaving the teardrop opening



Fabric: T062-DES3-G100  
Colour: Print Black Floral  
Composition: 100%SE



BLOUSE C031

Another BYLUMA « modernized timeless » look: 100% silk draped collar blouse, that can be worn any time of the day: to a meeting or to a dinner. Infinite possibilities.

AVAILABLE COLORS



Fabric: T053-205  
Colour: Silver  
Composition: 100%SE



Fabric: T126-311  
Colour: Burgundy  
Composition: 100%SE



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE



Fabric: T024-200  
Colour: Off-White  
Composition: 100%VI

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## BLOUSES

### CHERRY BLOSSOM SPIRIT SS21



BLOUSE C033

A timeless spaghetti silhouette top that can be easily worn alone or combined with a jacket on top. A versatile design that can be worn for day or evening depending on what you match it with: a jeans or an evening pants. Available in various silk and viscose fabrics.

AVAILABLE COLORS



Fabric: T125-DE55-C-810  
Colour: Print Grey  
Composition: 100%SE



Fabric: T053-205  
Colour: Silver  
Composition: 100%SE



Fabric: T058-800  
Colour: Gold  
Composition: 100%VI



BLOUSE C041

Blouse with intricate crossing pleats detail in the front and on the sleeves. The cuffs are shaped in a wide cone base that closes with a matching button.

AVAILABLE COLORS



Fabric: T053-205  
Colour: Silver  
Composition: 100%SE



Fabric: T024-200  
Colour: Off-White  
Composition: 100%SE



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE



BLOUSE C047

AVAILABLE COLORS



Fabric: T116-309  
Colour: Print Peach Floral  
Composition: 100%SE



Fabric: T024-200  
Colour: Off-White  
Composition: 100%VI



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE

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## BLOUSES

### CHERRY BLOSSOM SPIRIT SS21



BLOUSE C048

Crafted from the most luxurious fluid fabrics, this blouse is artfully draped to shape and flatter the figure. The gently gathered overlay is fixed at the shoulder but left to hang loose at the body for a more fluid fit, and it can be worn with or without the waist-cinching raffia-buckled belt. The elegant high neck and cap sleeves, which add extra coverage at the arms, are a masterful take on proportion-play. Wear it with tapered trousers for work, swapping to slim jeans and statement earrings after-dark.

AVAILABLE COLORS



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE



Fabric: T024-200  
Colour: Off-White  
Composition: 100%VI



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE



BLOUSE C049

Finished with puff sleeves and a gently draped cowl neck, this blouse is the perfect blend of feminine and sophisticated. The sumptuous fabric and fluid cut make it effortless to wear, while still being endlessly elegant. It captures the spirit of our Cherry Blossom collection perfectly, as it will remain both fresh and enduring in your capsule closet, year after year. Wear it with statement earrings, tapered trousers and kitten heels.

AVAILABLE COLORS



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE



Fabric: T126-311  
Colour: Burgundy  
Composition: 100%SE



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE



Fabric: T024-200  
Colour: Off-White  
Composition: 100%VI



BLOUSE C050

Our Cherry Blossom collection is inspired by the new beginnings of springtime. Refresh your style staples with this elegant sleeveless blouse in the silkiest satin. This fluidly cut piece is gathered at the waist and has a gentle flare at the hips for a chic silhouette. It is endlessly versatile - wear yours with tailored trousers or dress it down with denim, depending on the occasion.

AVAILABLE COLORS



Fabric: T126-311  
Colour: Burgundy  
Composition: 100%SE



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE



Fabric: T024-200  
Colour: Off-White  
Composition: 100%VI

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## DRESSES

### CHERRY BLOSSOM SPIRIT SS21



DRESS V012

As practical as it is flattering, this sleeveless dress complements all body types with its elegant surplice neckline and flowing fit. Like most of our pieces, the inside is also considered an exquisite part of our design and here a contrasting 100% silk fabric adorns the lining of this dress to give it a summer fresh look. The dress is magnified with four hand made raffia buttons.

AVAILABLE COLORS



Fabric: T122-206  
Colour: Cream  
Composition: 99%VI, 1%EA  
Lining Composition: 100%SE



Fabric: T123-807  
Colour: Grey  
Composition: 95%TE, 5%EA  
Lining Composition: 100%SE



DRESS V013

A silk collared statement dress inspired by one of our most-loved and most-versatile crisp-collared shirts. Wear it as is, or cinch at the waist with your favourite belt. Relaxed loose fit.



Fabric: T059-100  
Colour: Black  
Composition: 100%SE



DRESS V028

A day dress in matt brick red adorned with a beautiful brownish black resin buckle and same fabric belt. Just above the knee with gentle „A“ sleeves for a modern look. Opens by a gentle gold button at the back. If accessorized, can easily turn into an evening dress.



Fabric: T102-306  
Colour: Brick  
Composition: 95%TE, 5%EA  
Lining Composition: 100%SE

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## DRESSES

### CHERRY BLOSSOM SPIRIT SS21



DRESS V034

Our Cherry Blossom collection is inspired by the regenerative spirit of spring, and this light-catching satin dress is sure to breathe new life into your wardrobe. Impeccably crafted and hand-finished in Spain, it is tailored with a neat collar and feminine shirt sleeves. It has a straight fitted waist that cascades into a subtly flared skirt, which will gently sway as you walk. The lightweight silk lining makes this midi the perfect choice for summer too. Finished with a Swarovski Crystal button on the collar and sleeves.

AVAILABLE COLORS



Fabric: T126-311  
Colour: Burgundy  
Composition: 100%SE  
Lining composition: 100%SE



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE  
Lining composition: 100%SE



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE  
Lining composition: 100%SE



Fabric: T123-807  
Colour: Grey  
Composition: 95%TE, 5%EA  
Lining composition: 100%SE



DRESS V035

Taking inspiration from the harmonious proportions essential in the natural world, this artfully draped dress strikes the perfect balance between understated and eye-catching. The silky satin fabric is carefully tailored to flatter the figure, with a high neck, cap sleeves and midi hemline shaping the most elegant silhouette. Clinch your waist with the statement belt and add point-toe pumps from office to out.

AVAILABLE COLORS



Fabric: T125-DES5-C-810  
Colour: Print Grey  
Composition: 100%SE  
Lining composition: 100%SE



Fabric: T118-804  
Colour: Peach  
Composition: 67%AC, 33%SE  
Lining composition: 100%SE



Fabric: T118-412  
Colour: Turquoise  
Composition: 67%AC, 33%SE  
Lining composition: 100%SE



Fabric: T024-200  
Colour: Off-White  
Composition: 100%VI  
Lining composition: 100%SE





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