

INFANTIUM Victoria



Presenting **HOMECOMING** collection for summer 2021

Welcome to the World of Sustainable Fashion, to Infantium Victoria!

Infantium Victoria, 25.06.20 - As the world stood still in early 2020, fashion, as we know, has changed.

People globally are rethinking their shopping behaviors, as they are moving from emotional and fast fashion to investing in clothes. People are starting new conversations with the shops. They would like to know where do the clothes come from, what they are paying for, and what practices they are supporting with their purchases.

Infantium Victoria is happy to help your store with this dialog, as we are committed to fully disclosing our supply chain. On top of that, your clients will admire, bemuse, and fall in love with every piece of Infantium Victoria carried in your store.

Creative Lead for Infantium Victoria, Dinie van den Heuvel, brings out an exciting mixture of go-to garments for every occasion. The Mix and Match have never been so easy and fun to shop.



HOMECOMING is offering a broad selection of everyday summer essentials - tops, shorts, biker shorts, caps paired with leisure wear favorites like summer party dresses and dungarees. The collection blends itself well, allowing you to build up perfect silhouettes for your clients.

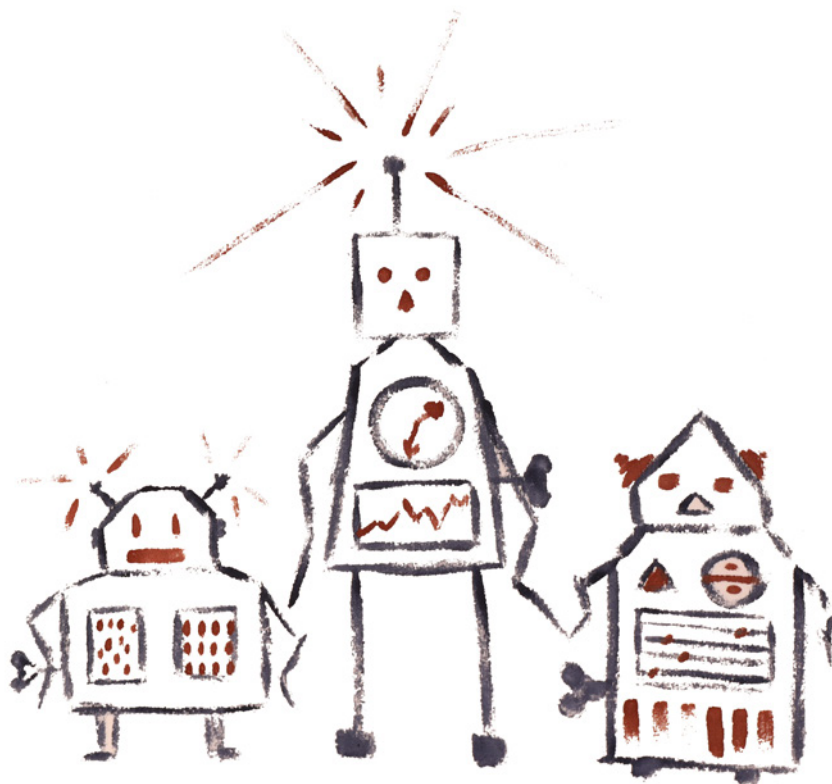
We take basics to a new level by giving them an artisanal touch. Each T-shirt has a custom color treating, be it dip dye process or hand-painting. These garments, because of their artistic nature, come in limited series, are individually made, and represent a truly exclusive fashion. Biker shorts are premiering this season, becoming one of the key elements in building a silhouette for summer 21—this will be the pièce de résistance for every fashionista's wardrobe.

The color scheme of HOMECOMING includes Infantium Victoria's signature black, paired with a vast array of colors, like nothing we've done before - off-white, beige, baby blue, mint, pink, royal blue, terracotta. This palette offers even more opportunities to make a selection for your store.



All of the garments are created with organic plant-based materials, including GOTS certified cotton, linen, and the latest textile innovation - vegan wool alternative - WEGANOOL.

The entire collection offers a fantastic hand feel and is very comfortable for kids to wear. Upcycling leftover fabrics, in the spirit of our company's commitment to sustainability, gives you a variety of textures. We are bringing excitement and fun to the summer wardrobe.



**Children are the Future,
Infantium Victoria makes
the future Brighter.**