



report of the toni autumn winter '23

c o l l e c t i o n

Join us on a carefree journey.

A journey that does not take us to a specific place, but to feelings such as lightness, security and freedom.

In our Shooting Autumn Winter '23 we captured this mood for you.

Be inspired by the current collection.

Good times

With the autumn/winter 2023-2024 collection, TONI sweetens the farewell to summer with bold colours and new, trendy styles.

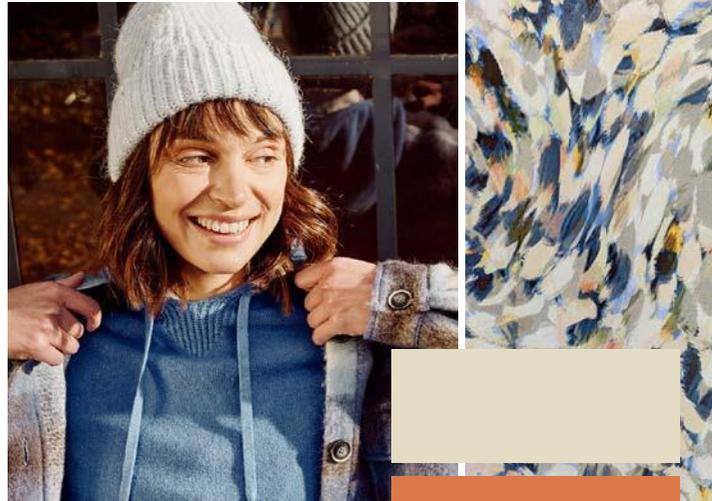
In the first delivery date AUTUMN WALK, orange and brown tones are presented, reminiscent of an autumn walk under a blue sky. The bright pumpkin and fresh sky blue are accompanied by neutral natural tones and soft ecru. Especially the color Cinnamon could become an integral part of the wardrobe. The master print in the upper part area is inspired by nature and harmoniously combines the colour theme.

In the further course of the season, the trouser specialist puts the cozy styles even more in the limelight and also integrates some corduroy looks in the sporty area. In addition, JogPants models such as "Sue" and "Liv-Jogger" are reinterpreted by appealing materials and weaving patterns with laser print technology. The popular viscose materials also appear in the tops in a variety of colour and pattern combinations. In addition, TONI launches a new, gently shimmering viscose satin quality. Elements from the 70ies can be found several times in the collection and ensure a uniform mood.

autumn walk

Straight to wide leg silhouettes are the drivers for the fashionable update. As an essential component of a fashion look, the straight leg is indispensable. Since the silhouette flatters each figure, it gains importance in all fits. In the sporty area of the collection, soft rinse-washed and coloured denims with Tencel content are convincing. Detailed waistband solutions accentuate the "Liv" model the new silhouettes. With authentic denim washes in vintage look, TONI shows the shortened styles, which are enriched with turn-ups and open-seam details. With "The New Chic" shows the new silhouette trend of city styles, which also reinterprets successful models such as "Jenny" and "Sue". In addition to long variants, 3/4 and cropped lengths up to the fashionable culotte style bring flowing width for new looks. Inspired by the 70ies style, TONI puts flared silhouettes and shortened Easy-Kick models back into focus. Popular models such as "Perfect-Shape" and "Jolie" are thus re-staged. The style is enriched by "luxury details", such as decorative buttons, golden chain links, ribbon and piping details and contrast sewings typical of the denim sector. Slim and skinny remain familiar basics in the casual sector. Tonal denim laser prints, matt coatings or soft velour optics offer a wide range of possibilities to reinterpret the narrow shape in the "be loved" and "perfect-shape" models. For casual looks that combine sporty elements with noble materials, the JogPants model "Sue" has firmly established itself in the autumn/winter collections. Here, too, the trend towards further silhouettes is gaining in importance and is also shown as a 3/4 length. For the start of the season, TONI is focusing on softly sanded cotton satins and the continuing trend towards leather looks. Shimmering glossy details refine casual utility inspirations.

The proven and popular viscose qualities can be found in the tops. The multicoloured, abstract patterns harmonize perfectly with the trousers and are wonderful combinations. The highlight in the first delivery date is the long vest "Joni". Paired with the pants "Jolie" and "Jenny" results in a cool overall look. In combination with the wide-leg "Liv", a touch of the 70ies is noticeable. Also the sweater Isabell with decorative button solution enriches this style. Cuddly sweaters in intense colours round off the range. In the further course of the season, TONI relies on PATTERN ESSENTIALS. As a colourful soul warmer for the cool season, TONI combines an intense pink with Wild-Berry and Wine-Red. Perfect complements are in dark nuances Brown, Blue and Grey. Ecru brings soft brightness to winter materials. With the Masterprint, TONI reinterprets the classic among patterns: the Leoprint. In a modern, abstract form, it can be found in the trouser and top area. As a brazen companion, TONI relies on Brit-Checks with color accents for 70ies-inspired looks.



pat tern essentials

The variety of silhouettes and especially the trend of wide shapes will continue throughout the season. The straight and wide leg silhouettes also bring a fashionable update for corduroy qualities in the sporty sector. With "The New Chic", coloured-checks become new highlights in casual width. Trendy jacquards, minimal and discreet prints make casual feel-good materials fashionable must-haves. Leather looks remain on narrow and wide styles with detailed waistband solutions. In the casual part, grey and black shades come into focus. They are complemented with tonal laser prints in Leo design or with subtle colour accents. Sportsamt also has an authentic look with light washing effects. The Jogpants model "Sue" convinces in the further course of the season with wintry, roughened materials. Classic weaving patterns can be found as a tonal laser print on blue and black washes and reinterpret the denim look as a model "Liv-Jogger".

As a new quality, TONI brings a gently shimmering viscose Sa-tin into play in the tops. Strong radiance in the colors pink and dark blue, soft shiny in the same colored leo prints. The playful blouse "Amalie" made of chiffon in strong, pink leo print lets some skin flash through the arms. If this is too cold for you, combine the romantic blouse with the classic "Cosy" or the new cardigan "Ina". A must-have is the new model "Jari", the casual version of the long blouse "Gilla" in abstract pink and ecru, plays with elements of the denim jacket, but is cuddly warm and just right for the cold season. Wearable as a transitional jacket or when it gets really cold, as a Pulloverreplacement. The colour-blocking of the sweaters "Inka" and "Inora". The colour combination of wild berry and deep pink will drive away every winter blues.

