



MARINA V

SS24

SPRING / SUMMER 2024

Look beyond the horizon!

SS24

For our Spring/Summer 24 collection, we have meticulously designed four distinct themes and an added occasionwear capsule, each characterized by vibrant colors, which have become our signature.

"City Garden" invites us to escape the stress of everyday life and embrace the joy of a summer season filled with good vibes, incorporating floral prints and chic city silhouettes.

"Memories of a Mexican" showcases ethnic and bucolic styles, featuring graphic patterns, flamboyant skirts, and natural fabrics like cotton and linen, creating a rustic yet precious allure.

"Eclectic Boheme" takes us on a journey to discover the exoticism of North Africa, with earthy tones mixed with vivid colors, loose-knitted sweaters, and sheer knits for a sumptuous and mysterious look.

"Tropical Bay" draws inspiration from the tropical atmosphere of Brazil, promoting happiness and relaxation through prints and lively color.

While also offering an additional capsule collection for special occasionwear, this capsule embodies elegance, femininity, and refinement, emphasizing our commitment to providing an exquisite ceremonial look.

4 THEMES

CITY GARDEN

Theme 1 - S/S 24

START SEASON

WORK

Touch colors

- turquoise
- water
- black
- silver
- melon

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MEMORIES OF A MEXICAN

Theme 2 - S/S 24

START SEASON

CASUAL CHIC

Touch colors

- amethyst
- water
- gold
- melon
- WHITE
- BEIGE
- PAPAYE
- LIGHT BLUE CHINE
- NAVY

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ECLECTIC BOHEME

Theme 3 - S/S 24

HIGH SEASON

Touch colors

- black
- cooper
- WHITE
- beige

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TROPICAL BAY

Theme 4 - S/S 24

HIGH SEASON

WEEKEND

Touch

- green
- silver
- WHITE
- NAVY

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1 CAPSULE

ONCE UPON A TIME CAPSULE- S/S 24



CEREMONY

Touch
silver gold

ECRU

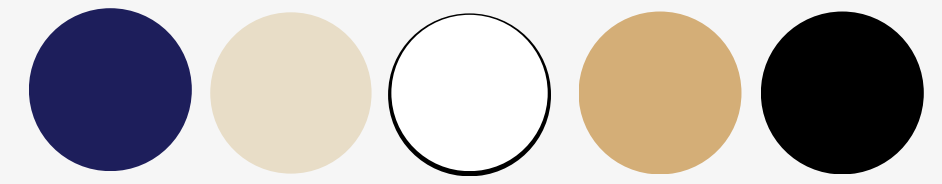


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Color Range

S/S 24

basic colors



navy beige white sand black

Touch colors



turquoise watermelon black silver
elon

Total colors S/S 24: 14

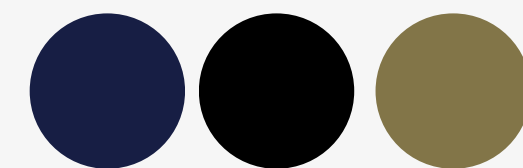
Ligher colors



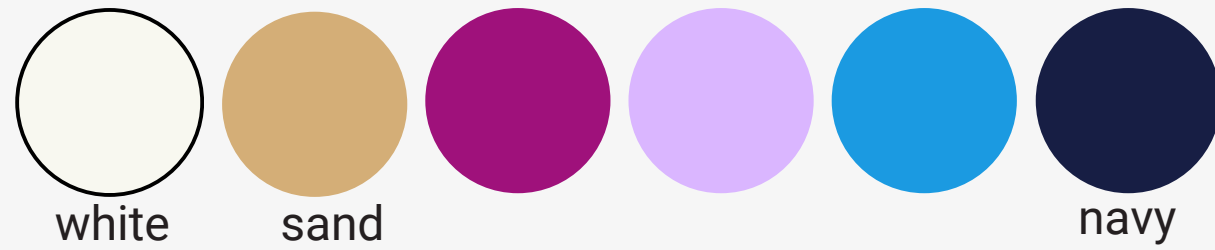
Medium colors



Darker colors



Theme 1

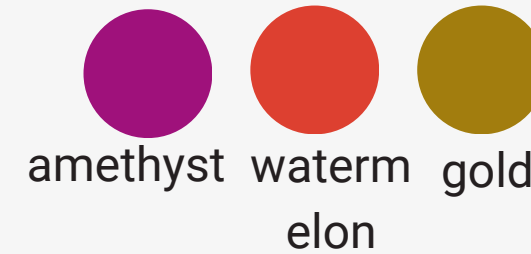


white sand purple lavender blue navy

Theme 2



for woven white for knit natural orange sand olive light blue chiné purple navy

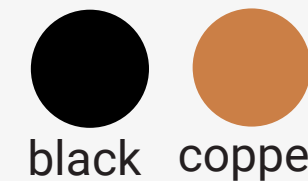


amethyst watermelon gold
elon

Theme 3



white beige orange pink purple olive blue

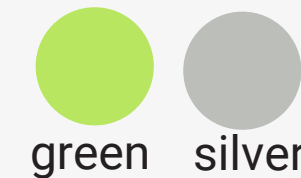


black copper

Theme 4

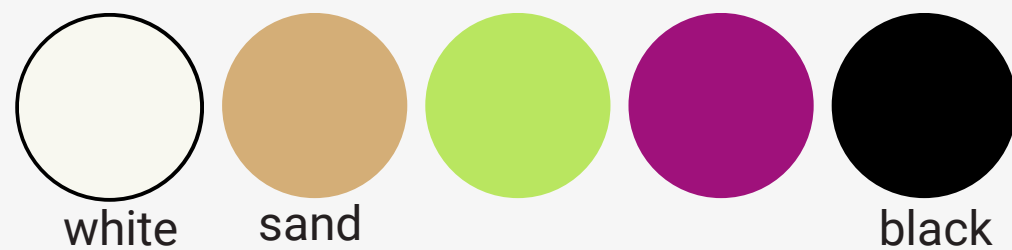


white blue yellow purple orange navy



green silver

Theme 5 (CAPSULE)



white sand green purple black



silver gold

CITY GARDEN

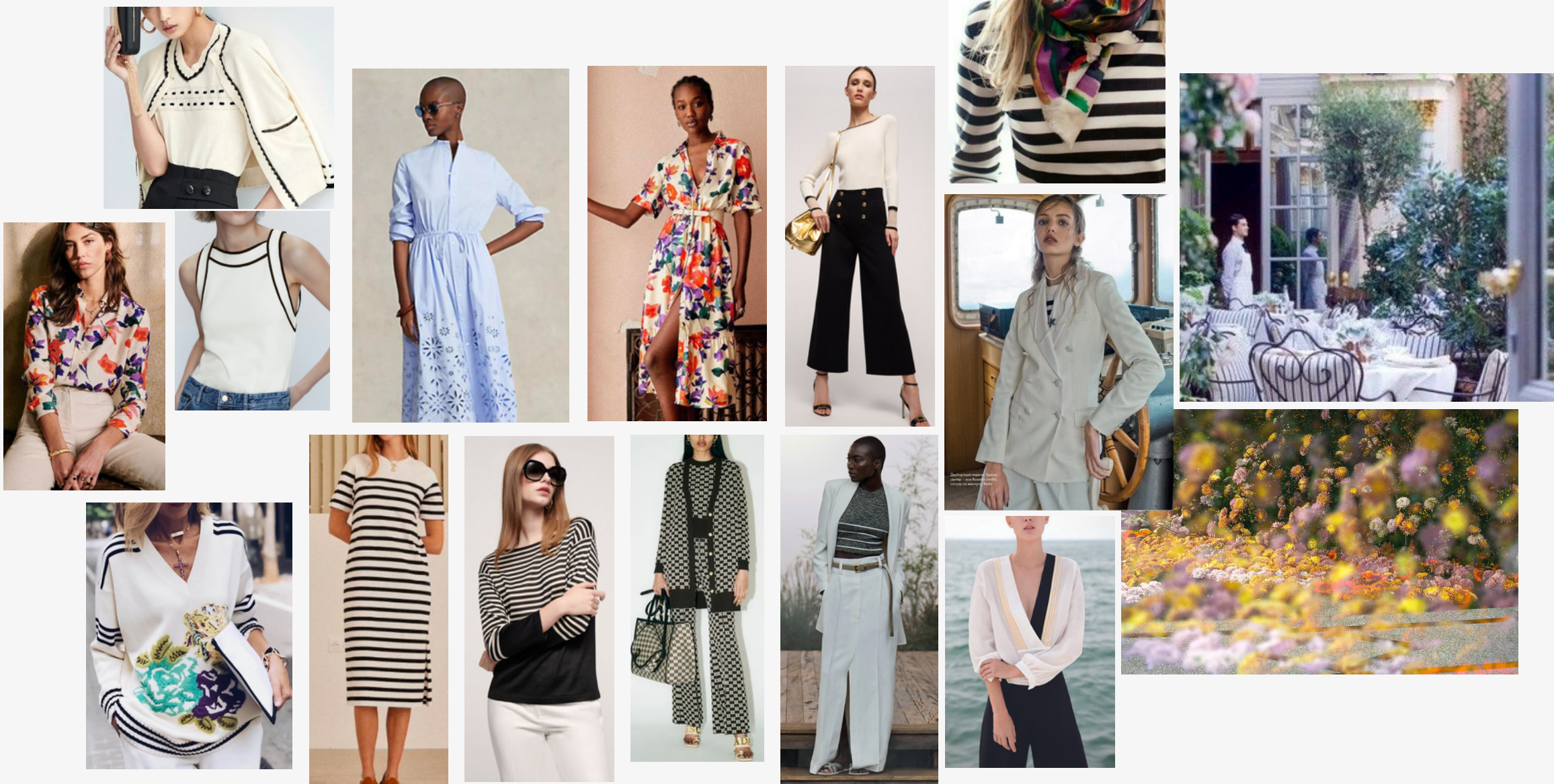
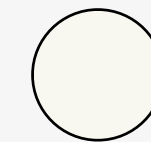
Theme 1 - S/S 24

KEYS POINTS

WORK

START SEASON

Touch colors



Escaping from the stress of everyday life and embracing the joyful ambiance of a summer season brimming with good vibes, this theme sets the tone and transports us to a delightfully blossoming garden.

In this setting, urban silhouettes are adorned with floral prints, amplifying their beauty.

For those longing for a refreshing seaside experience, the "marinière" and sailor's trousers offer a stylish and laid-back option for work attire.

The colors exude a timeless elegance, yet become even more uplifting when combined with floral prints and vibrant color accents, as advocated in this theme.

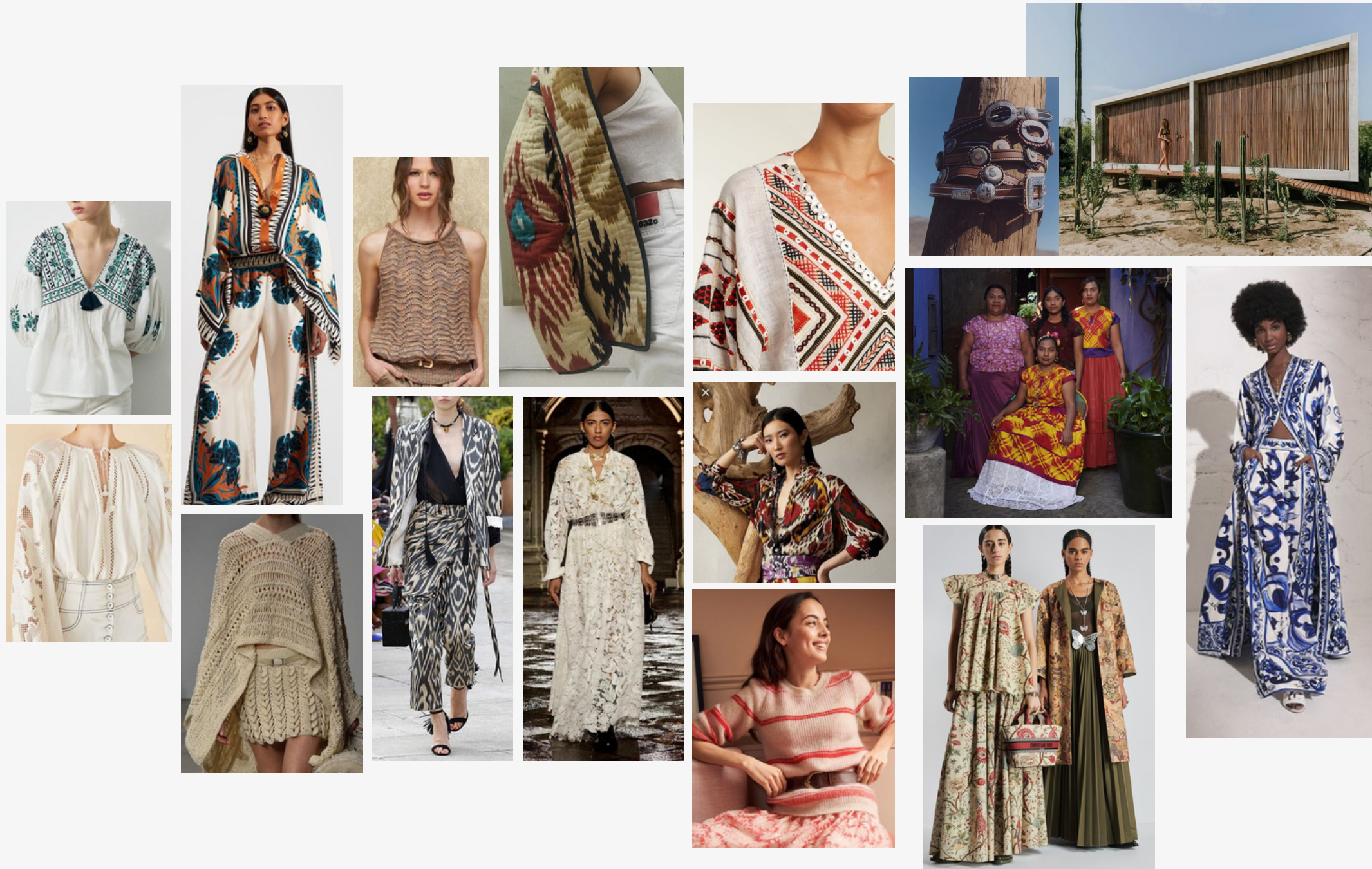
MEMORIES OF A MEXICAN

Theme 2 - S/S 24




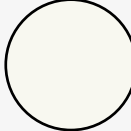
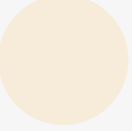

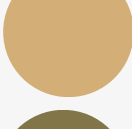

KEYS POINTS

CASUAL CHIC

START SEASON



Touch colors

		
amethyst	water melon	gold melon
		
WHITE	NATURAL	
		
PAPAYA		
		
LIGHT BLUE CHINE		
		
NAVY		

"Memories of a Mexican" dives into Mexican ethnic and bucolic styles, featuring playful patterns in jacquard and prints.

The silhouettes exude drama, with wide viscose "jupon" skirts paired with lace or cotton shirts, accentuated by wide "cinturon" (belt) to highlight the waist.

Fabrics such as cotton "crepon," viscose crepe, and slub jersey create an authentic rustic look, while adding satin and printed separates instantly adds a chic and precious allure to each outfit.

Earthy tones mixed with vibrant blue patterns are the protagonists in this theme.

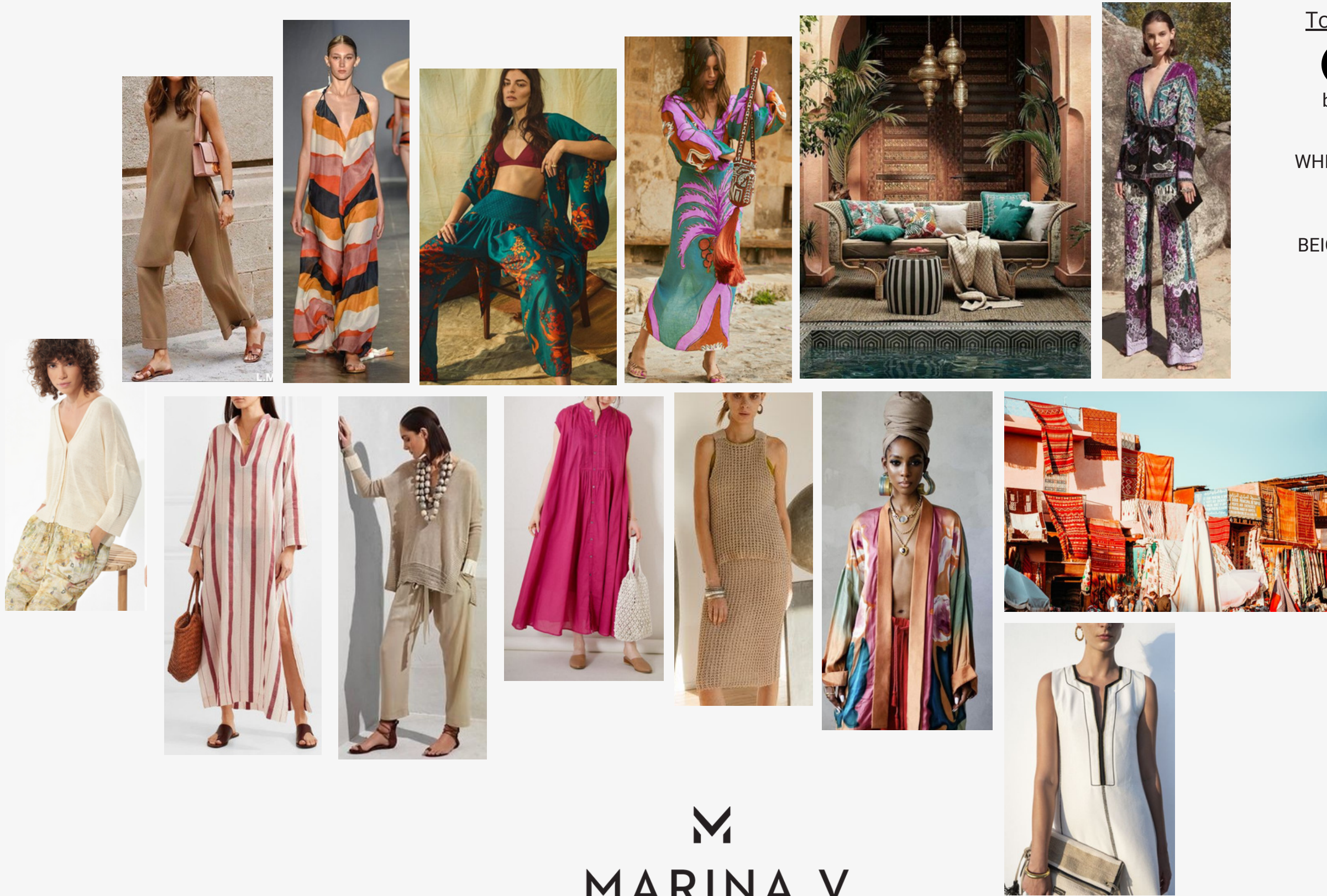
ECLECTIC BOHEME

Theme 3 - S/S 24

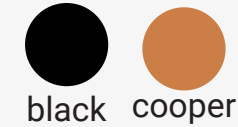
KEYS POINTS

HIGH SEASON

HIGH SEASON



Touch colors



We are prepared to embark on a vibrant journey exploring cultural diversity and indulging in rich sensations. This theme will guide us to uncover the exotic allure of North Africa.

We emphasize nature and genuine values, promoting a more conscious and responsible fashion approach.

Natural materials like cotton, lyocell, and linen take center stage in this endeavor.

Within this theme, we encounter a fusion of earthy tones intertwined with vivid colors. Loosely knitted sweaters and delicate, sheer knits are employed to evoke a sumptuous and enigmatic aesthetic.

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TROPICAL BAY

Theme 4 - S/S 24

KEYS POINTS

WEEKEND

HIGH SEASON

Touch
green silver

WHITE

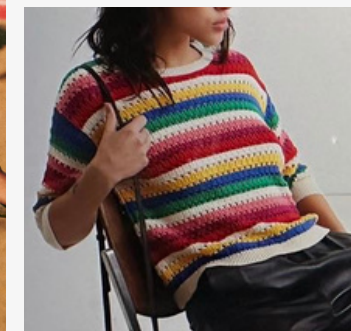
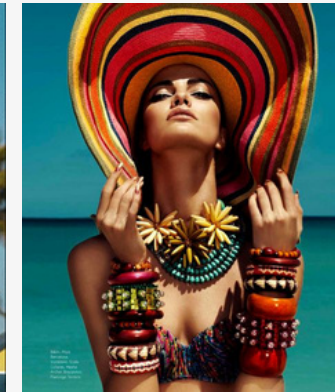
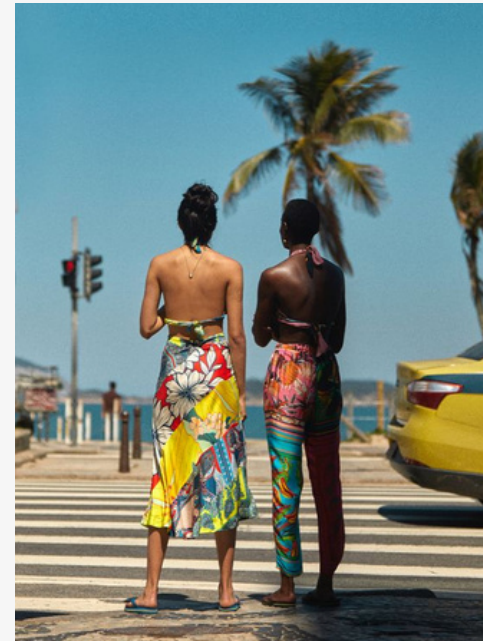
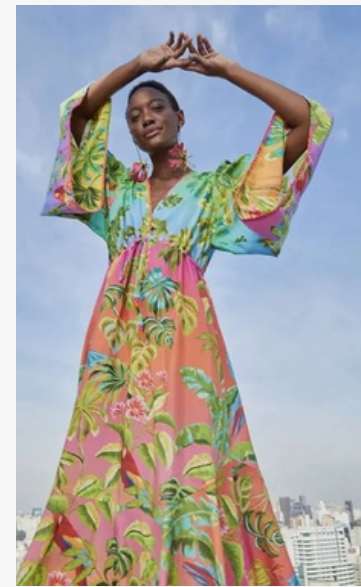
NAVY

The inspiration for this theme draws from the tropical ambiance of Brazil. The guiding inspiration revolves around happiness and relaxation.

The prints and colors aptly capture the essence of this theme, perfectly reflecting its mood, urging us to savor life to the fullest.

The color palette takes inspiration from a vibrant fruit basket, featuring tangy lemon yellow, papaya orange, and a hint of kiwi green.

The collection includes multicolored striped sweaters and tie-dye tops that effortlessly complement loose and comfortable silhouettes.



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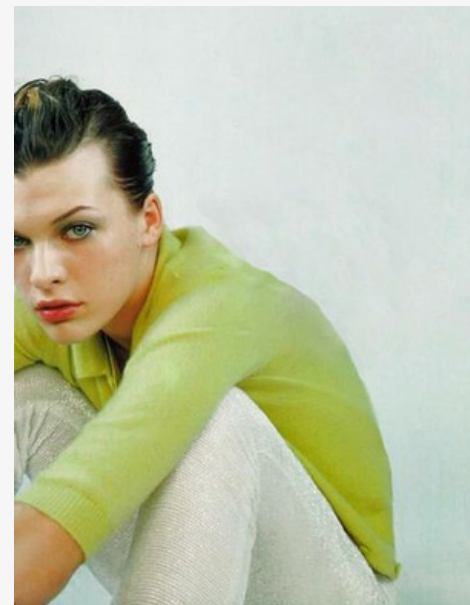
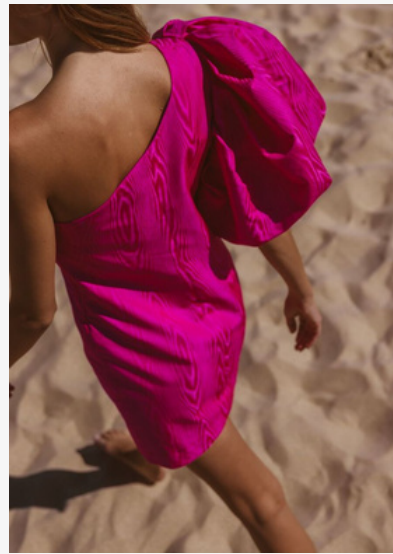
ONCE UPON A TIME

Capsule - S/S 24

KEYS POINTS

CEREMONY

TIMELESS

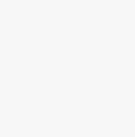


Touch
silver gold

ECRU



BLACK



This season, we are immensely inspired and eager to astonish our customers with exquisite ceremonial looks to dress up for significant life events.

Our collection features carefully designed pieces meant to exude confidence crafted with beautiful guipure lace and viscose crepe.

Vibrant and lively colors add to a playful summer look, while neutral beige, off-white and black add to the timeless appeal.

Life is full of surprises, so let's adorn it with elegance, femininity, and refinement.



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