



SS16
TREND SHEET



WILLIAM MORRIS | LONDON

For Spring / Summer 2016, there are five key colour palettes : Seaside, Heirloom, Desert, Soft Nostalgia and Backyard Brights



LONDON
FASHION
WEEK

LONDON FASHION
WEEK SS16

18TH – 22ND SEPTEMBER

SEASIDE
HEIRLOOM
DESERT
SOFT NOSTALGIA
BACKYARD BRIGHTS

Seaside is presented as a vibrant selection of mid-tones. Bubblegum pinks, corals and melon tones play against pink and grapefruit colours.



SEASIDE - VIBRANT MID TONES



WL 7600

Jewel tones remain relevant with a new offering of heirlooms. Red and green continue to play a role, including shades of burgundy, bright ruby and teal.



HEIRLOOM - JEWEL TONES



WL 4135



WL 6972



WL 6976



WL 6969



WL 6971

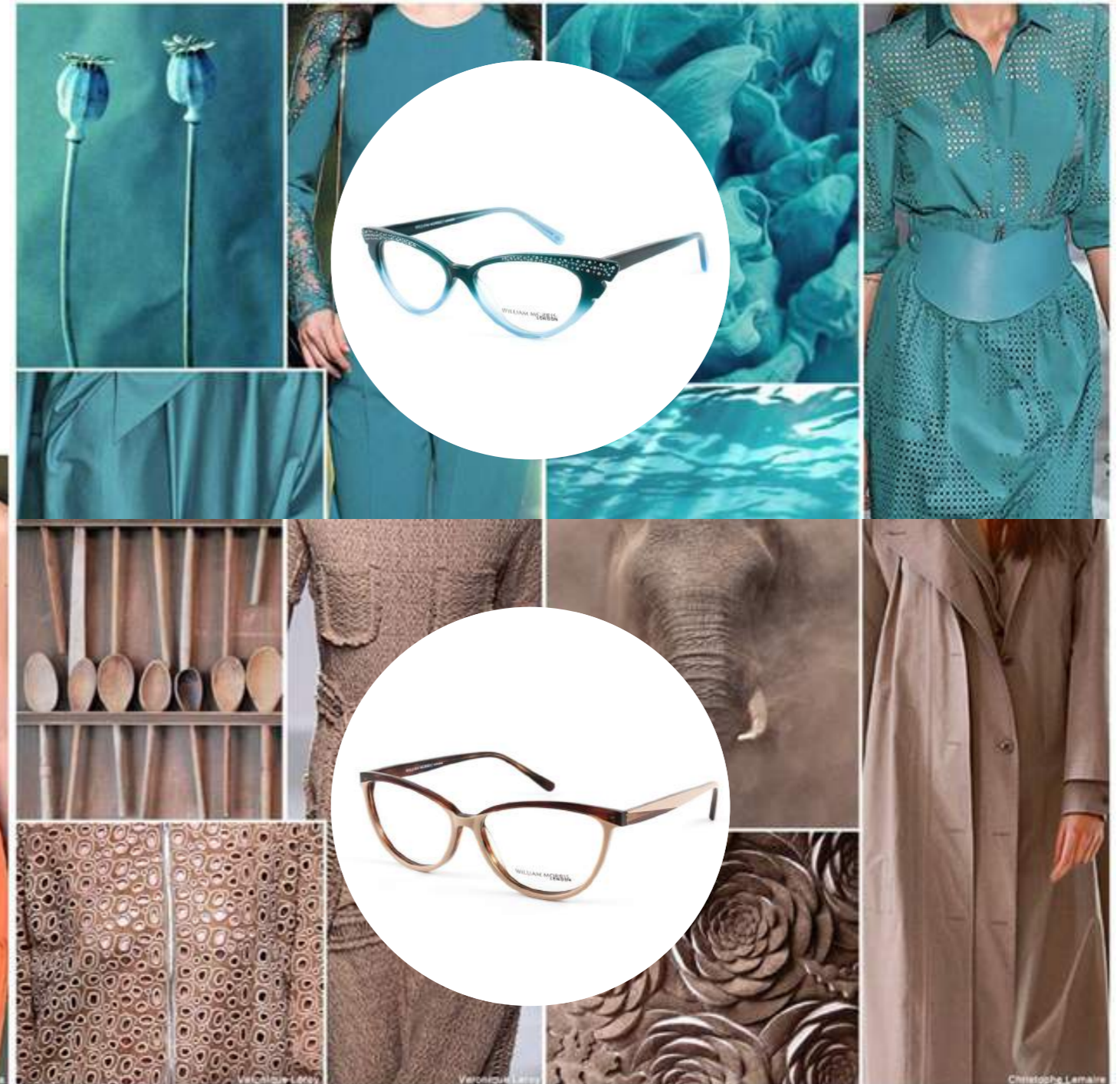


WL 6977

The desert bloom palette combines earthy neutrals along with emerging fashion colours. Khakis, hazy taupes, rusts and coppers all influence here.



DESERT BLOOM NEUTRALS



Soft nostalgia offers pastel tones with greys, saturated blues, whitened ice pinks, peach tinted roses and purple casted lilacs.



SOFT NOSTALGIA - PASTELS



WL 3509

Finally we have one of the most popular blues of the season, positioned as a brighter summer alternative to electric blue.

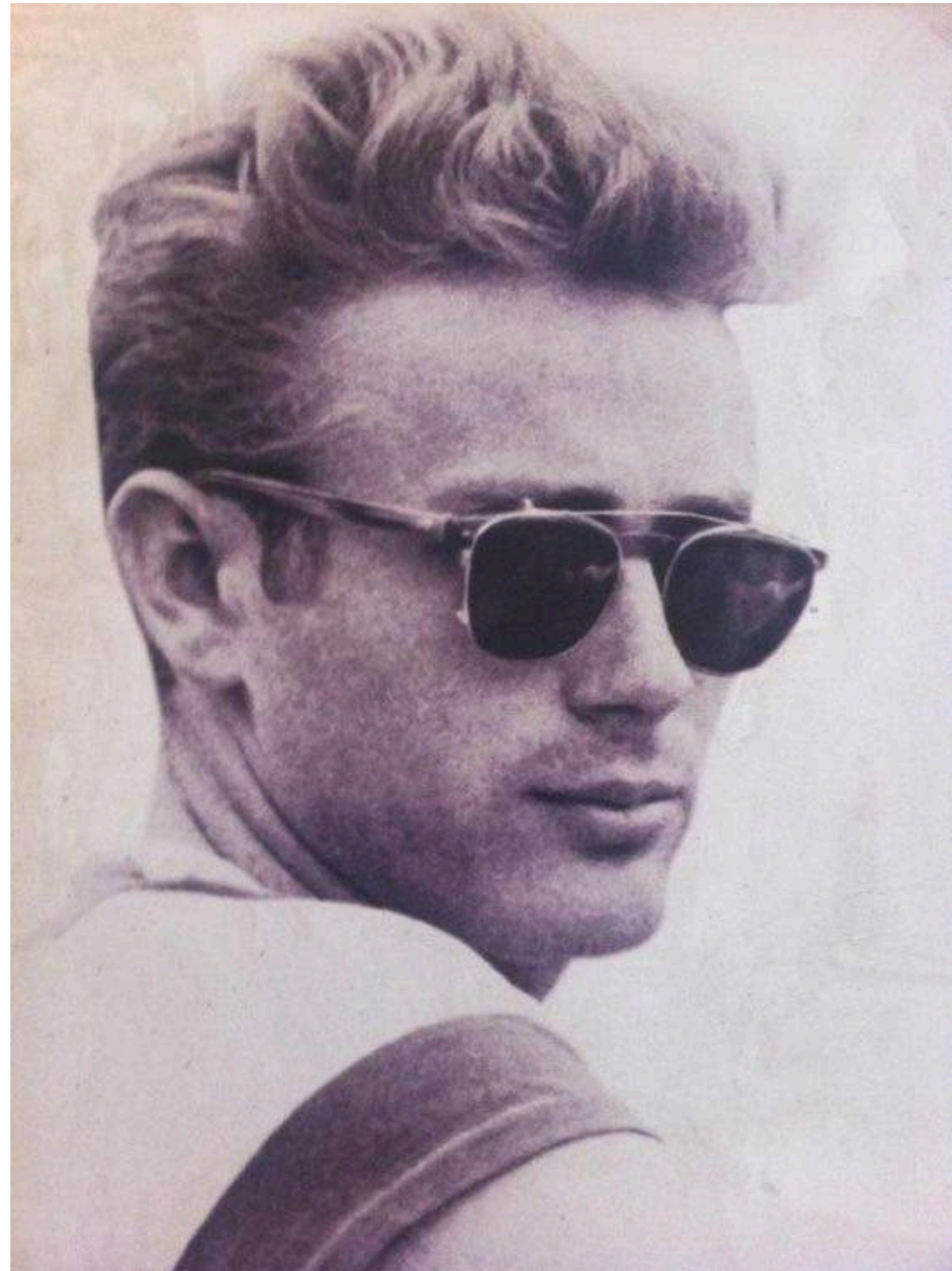


BACKYARD - BRIGHTS



WL 6967

Breaking through for the season, we fuse the old with the new. Think James Dean cool, of days gone by...



JAMES DEAN



WL 6601

For Young Wills, we introduce super fine HD acetate to a collection that's subtly shaped for younger faces.



KEEP IT YOUNG



YW 70

For Charles Stone New York, we introduce a dose of fun with graffiti marbling injected onto thick coloured rims.



NY 302



NY 307



NY305 plays with a round eye shape taking inspiration from Tomboy New York fashionistas.





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GREAT **BRITISH** EYEWEAR