

CAMPAIGNS AND LOOKBOOKS — EXECUTIVE BRIEFING

Seasonal Lookbook

AW27 womenswear - the collection as it is shown to
wholesale and press

FOR
Brand & marketing

THE QUESTION IT SETTLES
The deck is due and the assets are in six places.

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
LB-AW27-01	July 2027	Brand - Wholesale	12	Illustrative sample

The season



AW27
Cut for a customer who buys once and wears it for years.

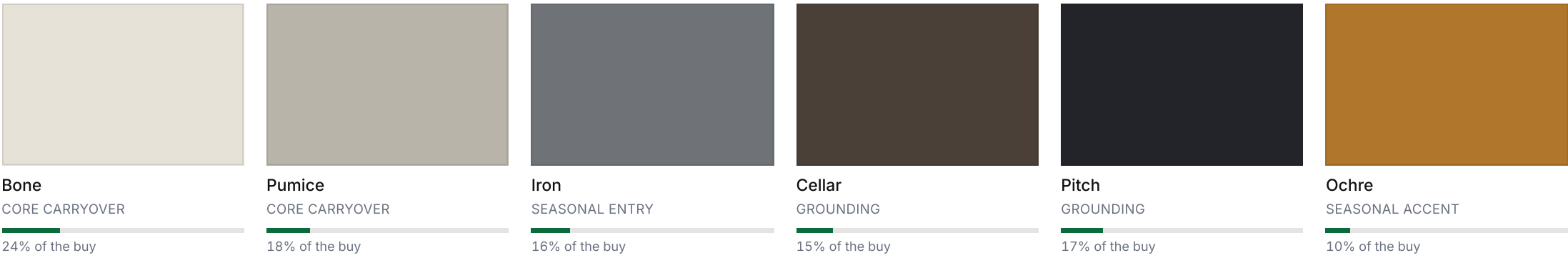
Weight, and almost no ornament. The season is built on four cloths and three shapes, cut long, and it is meant to be bought in depth rather than in breadth.

14	31	4	Aug 27
Styles in the drop LB-AW27-01 TRADE CONFIDENTIAL	Options across colourways	Cloths, all from mills we already buy 2027	Delivery window opens

The colour story

AW27 RANGE COLOURS

Share of the buy by units, at plan. Colour-standard references sit on the line sheet, not here.



HOW THEY ARE WORN TOGETHER

Ochre appears at 10% of units and on no outer layer: it is the buckle, the polo and the lining, which is why the range reads quiet at rail distance.



Cloth, finish, hardware



Finish
Silk and hand
Printed silk against navy wool - the scarf is the only print in the drop.



Hardware
Hardware
Covered buckle and a single horn button; nothing branded on the outside.



Hand
Knit and skin
Undyed cashmere at the neck, low-process, with the natural variation left in.

THE FOUR CLOTHS Satin 180, merino 220 and lambswool 260 complete the range and are specified on the line sheet. Lot-to-lot variation in the undyed cashmere is visible and declared at order.

CLOTH	WEIGHT	CONSTRUCTION AND FINISH	CUT INTO
Compact wool 480	480 g/m2	100% merino, piece-dyed, milled and cropped to a dry finish	Coats, jackets, wide-leg trouser - 8 of 14 styles
Moleskin 340	340 g/m2	Cotton, 2/2 twill, brushed on the face, sanforised	Overshirt and trouser only - it softens rather than holds a press
Heavy jersey 310	310 g/m2	Wool-viscose, tubular knit, steamed not pressed	The column dress - one style, three colourways
Undyed cashmere 260	260 g/m2	Low-process, no dye bath and no optical brightener	One crew, one colourway, no repeat

Looks 01 - 02



LOOK 01

The long coat

AW27-001	Dense wool coat	Cellar
AW27-014	Heavy-gauge crew	Bone
AW27-022	Wide-leg trouser	Pitch



LOOK 02

The column

AW27-007	Heavy jersey column dress	Iron
AW27-031	Leather belt, covered buckle	Cellar

Looks 03 - 04



LOOK 03

Squared shoulder

AW27-003	Compact wool jacket	Pumice
AW27-018	Silk shell	Bone
AW27-024	Straight trouser	Pumice



LOOK 04

Undyed

AW27-016	Undyed cashmere crew	Natural
AW27-026	Brushed moleskin trouser	Bitter Green

Looks 05 - 06



LOOK 05

The overshirt

AW27-009	Moleskin overshirt	Oxblood
AW27-015	Fine-gauge roll neck	Pitch
AW27-022	Wide-leg trouser	Pitch



LOOK 06

Evening, quiet

AW27-011	Bias satin skirt	Cellar
AW27-019	Cashmere wrap	Bone

Looks 07 - 08



LOOK 07

Weekend

AW27-005	Short wool jacket	Chalk Blue
AW27-017	Ribbed crew	Bone
AW27-027	Cropped trouser	Iron



LOOK 08

The full length

AW27-002	Floor-length wool coat	Pitch
AW27-013	Merino polo	Ochre

Line summary

AW27 LINE SHEET

STYLE	DESCRIPTION	CLOTH	COLOURS	SIZES	WS	RRP
AW27-001	Dense wool coat	Compact wool 480	3	XS-XL	255	640
AW27-002	Floor-length coat	Compact wool 480	2	XS-XL	290	725
AW27-003	Compact wool jacket	Compact wool 480	3	XS-XL	185	465
AW27-005	Short wool jacket	Compact wool 480	2	XS-XL	165	415
AW27-007	Column dress	Heavy jersey 310	3	XS-XL	140	350
AW27-009	Moleskin overshirt	Moleskin 340	2	XS-XL	125	315
AW27-011	Bias satin skirt	Satin 180	2	XS-XL	95	240
AW27-013	Merino polo	Merino 220	3	XS-XL	78	195
AW27-014	Heavy-gauge crew	Lambswool 260	4	XS-XL	88	220
AW27-016	Undyed cashmere crew	Cashmere 260	1	XS-XL	165	415
AW27-022	Wide-leg trouser	Compact wool 480	3	XS-XL	110	275
AW27-026	Moleskin trouser	Moleskin 340	2	XS-XL	98	245

Delivery and ordering

DELIVERY WINDOWS

DROP	WINDOW	CANCEL DATE	CONTAINS
Drop 1	15 Aug - 05 Sep 2027	01 Jun 2027	Outerwear and knitwear
Drop 2	20 Sep - 10 Oct 2027	01 Jul 2027	Tailoring and trousers
Drop 3	25 Oct - 12 Nov 2027	01 Aug 2027	Evening and accessories

TERMS

- 01 Minimum first order 12 units per style, 4 per colourway.
- 02 Payment 30 days from delivery; first season pro forma.
- 03 Exclusivity available by city on Drop 1 only.

TO ORDER

- 04 Appointments: Paris, 24 - 28 Jan; Milan, 02 - 04 Feb.
- 05 Wholesale contact named on the colophon of this document.

Look 08, opened up



Look 08 - the full length

Photographed as it is shown; specified as it is made.

THE FLOOR-LENGTH COAT - AW27-002

Every look in the drop carries a spec of this shape. One is opened up here; the rest are issued with the order confirmation.

FABRIC	Compact wool 480 g/m2, 100% merino, piece-dyed, milled and cropped to a dry finish. Body cut on grain; under-collar on the bias; 1.9 m per coat at 150 cm.
CONSTRUCTION	Half-canvassed front with a floating horsehair chest piece; shoulder set by hand, no pad past 6 mm. Two-piece sleeve, four working cuff buttons in horn.
SEAMS	Flat-felled side and shoulder seams, 12 mm allowance, bar-tacked at the pocket mouths. Hems blind-stitched, 45 mm.
COLOURWAY	Pitch body with a Bone under-collar; horn buttons in a matched lot, covered buckle in the same tannage as the belt.
CARE	Dry clean only. Press under a cloth at wool setting; the dry finish will glaze under direct heat.
ORIGIN	Cloth woven in Biella; made in Portugal. Mill and maker named on the wholesale line sheet.

Colophon

PHOTOGRAPHY

- 01 Collection photographed on location in Paris, July 2027; looks shot in walking order.
- 02 Frames in this sample are drawn from the house visual library and stand in for the season's own shoot.
- 03 No look is composited: each frame shows one look as it was worn on the day.

CONTACT

- 04 Wholesale - appointments and order confirmation.
- 05 Press - loans, credits and the high-resolution set.
- 06 Production - cloth availability and repeat lead times.

Prices in this document are wholesale and recommended retail in euro, excluding duty. Delivery windows are the windows quoted at order; a cancel date passed without a written extension releases the units.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the **Seasonal Lookbook** template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.