

Norwich FASHION WEEK 2015

NEW SEASON

sneak preview

New Spring/Summer fashions are arriving every day. Here's a taste of things to come...

Denim galore!

Cut-out fabrics

TRADE TIPS: Our number one tip for Spring 2015 is denim... which will come in all styles, shapes and sizes. Also monochrome prints, cropped trouser and harem, cut out fabrics, cross hatched gingham. And colour... big, beautiful and bright florals. **Anne Neill, Walkers of Pottergate**

See p81 for stockist's details

Rundholz
Walkers of Pottergate

Covan dress
£56.99
Aluna J

Monochrome prints

Moda in Pelle courts
£89.95
Jarrod

Chanel glasses from £199
Cecil Amey

Designer eyewear

Tiffany glasses from £181
Cecil Amey

Chanel glasses from £199
Cecil Amey

Pastels

Ichi jacket
£56.99 (also in black)
Aluna J



£99 Linea knit dress
Dickins & Jones Navy & white bag £159
only at House Fraser all at Chapelfield



TRADE TIPS: The print of the season – stripes were rolled out across New York, on Breton tops at Michael Kors, set widely on maxi dresses and casual tailoring at Peter Som, in go-faster accents at Alexander Wang and as a trim to everything at Rodarte. Make it multi-coloured, opt for monochrome, throw in a metallic, go wide set or zig-zagged – anything goes, just use it!
Anita Taubman, Vanilla Boutique

Stripes

In Wear jacket £130
matching trousers £75
Vanilla Boutique



TRADE TIPS: 2015 trends include an exciting mix of soft silhouettes, vibrant cocktail shades and 70s retro. Nautical designs teamed with shades of yellow create a crisp, clean style. Safari dresses with blazers and tribal designs highlighted with bright aqua and cobalt, create an atmosphere of the African plains. Warm peach and other pastel shades are in abundance, as are lots of bold prints in loose trousers and maxi skirts...
Denise Green, Fashion Buyer, Jarrod

TRADE TIPS: The

line look is set to come again with tailored blazers and shirts, also coming on from 2014. Kimono jackets remain on-trend. New for 2015 we expect to see lots of prints coming through. Matching, matching and more. Trousers are set for a new look with loose fits and swinging shapes being a key look, as well as this expect Oriental influences, tassels and utility shoes.
Anna Robinson, Personal Buyer, John Lewis



Black scuba jacket £89
Printed ombre silk dress £89
Black Saffy grab bag £29
John Lewis

Second Female top
£57
The Norfolk Boutique



Blue candy stripe dress £59
Dickins & Jones at intu Chapelfield

Second Female dress
The Norfolk Boutique



Joules Stella Jersey dress
£59.95 Roy's