



Design report
Autumn
Winter
2019





“The greatness of caring for your little ones”

Mayoral, a presence in the market for over 75 years, is one of the leading brands in the children's apparel industry throughout Europe. Mayoral collections are designed for children between the ages of 0-16 years and offer the complete look: sportswear, accessories, and footwear. Their slogan, “making friends”, has been and still is a fundamental part of the Mayoral philosophy, which bases its success on offering the best package of style, price, and quality in the entire market.



Mini Girl

2-9 Years



Mini Girl

2-9 Years



Mini Boy

2-9 Years



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Mini Boy

2-9 Years



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Junior Girl

8-16 Years



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Junior Girl

8-16 Years



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Junior Boy

8-16 Years



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Junior Boy

8-16 Years



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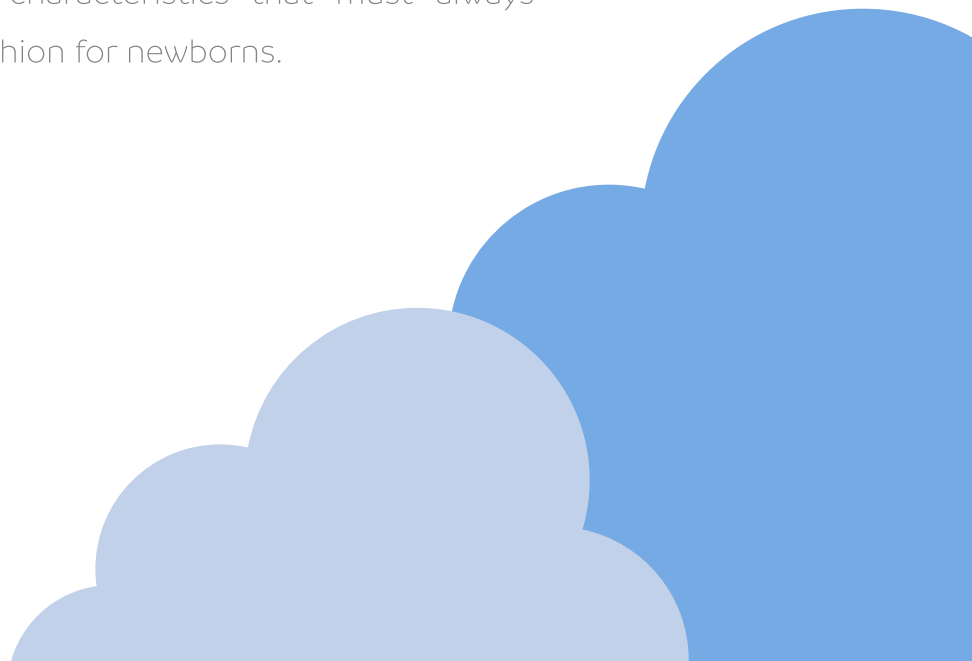
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mayoral newborn

(0-18 months)

Mayoral Newborn invites you to discover its universe of clothes and accessories; designs that are full of thoughtful little details and inspired by the joy and love children bring into our lives.

Mayoral Newborn presents an extensive collection dedicated to the world of newborns for the Autumn-Winter 2018 season. Among the designs, you will find that they range from very sweet styles to those that reflect more current trends. The designs maintain softness, comfort and quality which are all characteristics that must always accompany fashion for newborns.





mayoral shoes

Sizes: Baby 19-25 · Mini 26-38

Urban Games

Urban games reveals a free and colourful style where relaxed urban and skate trends mix with a party vibe.

Contemporary urban basics rise up with a combination of textures, blocks of colour and graphics and the brand shines through the logos. We use more luxurious materials to give grandeur to the feminine styles.

The colour pallet is bold thanks to the yellows, blues, greens and blacks mixed with sophisticated grey and brown neutrals.

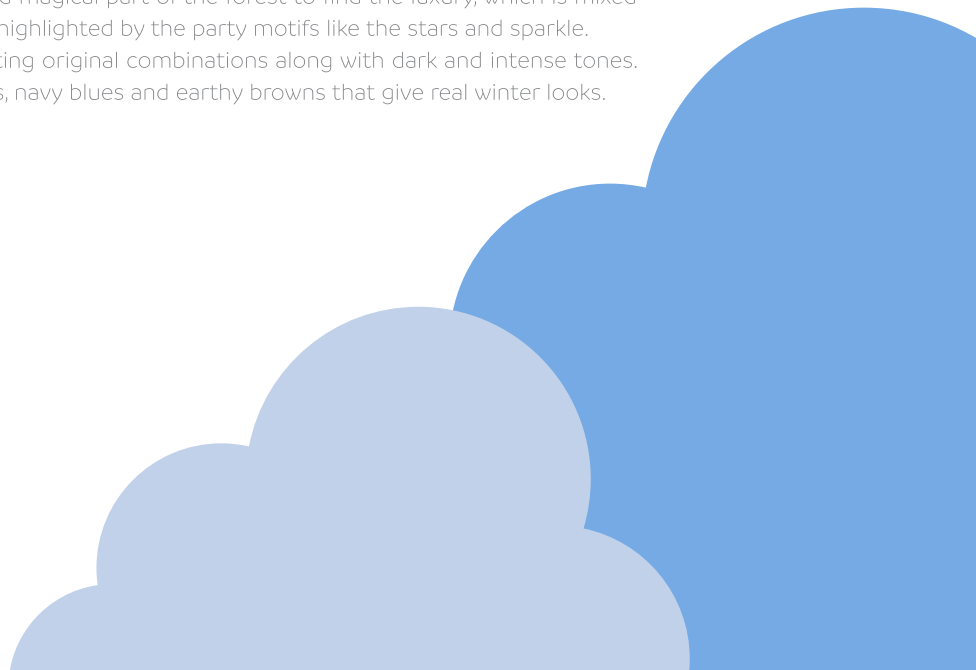
Skate trainers stand out for their race motifs, space and metallic logos to show the brand.

Magic Woodland

Our inspiration comes from exploring the forest in search of natural treasure. Nature, in all its forms, gives us a wealth of decoration and rich and traditional textures, which are key for adding warmth to our styles, just like the use of materials inspired by natural furs.

We go back to the mystical and magical part of the forest to find the luxury, which is mixed with day-to-day footwear and highlighted by the party motifs like the stars and sparkle.

The colours are bright, presenting original combinations along with dark and intense tones. Key colours include burgundies, navy blues and earthy browns that give real winter looks.



Shoes Urban Games



My First Steps

Shoes Magic Woodland



My First Steps

mayoral
making friends

mayoral.com

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My First Steps

Our objective is to offer children's footwear with the best materials, both inside and outside of the shoe, in order to provide maximum comfort and safety at a key time for growing feet.



The upper, insole and lining are all made from chrome free.



Our designs are easy to put on and take off thanks to velcro fastenings, zips and elastic laces.



All decoration on our footwear is safety checked for children, free from chemicals and pull resistant.



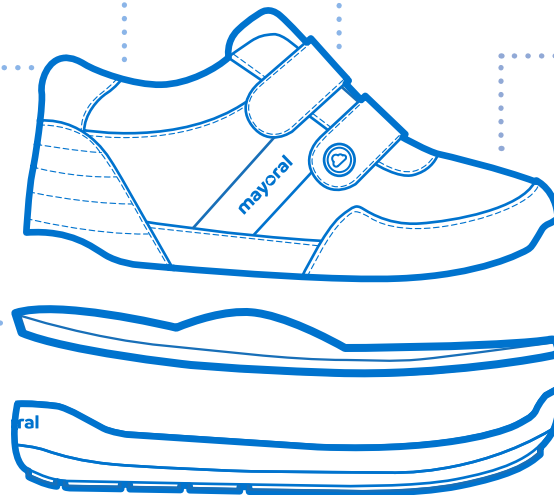
The toecaps and heels are reinforced to provide excellent resistance and durability.



Removable, thermoformed insoles, ergonomically designed with a "comfort shock" in the heel, which provides greater cushioning and comfort.



Antibacterial insole to comfortably find the correct size without having to try the shoe on*.



The soles of our shoes are made with flexible materials, finished with anti-slip technology which secures each step.



Round shape to the front of the shoe which provides enough room for toes.



My First Steps

We have developed a light sole with height around the toe and heel of the shoe to offer protection and a flexible instep to facilitate natural movement for the foot.

The removable, thermoformed and ergonomic insole creates a great feeling of comfort for the baby.

*The insole has a measurement indicator which allows you to check if the size is correct for the baby, without having to put the shoe on.



Quality



Comfort



Flexibility



Design

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