



Design Report
Spring
Summer
2020



“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.



Girl Collection

The girl collection for this Spring-Summer is inspired by urban lifestyle and is full of light and colour.

Whilst exploring nature's beauty, we wanted to focus on fresh, soft patterns and prints that use harmonious colour schemes to produce alternative and refreshing pieces.

The graphics and prints are fun and varied in theme, such as: safari and aquatic plants, graphic geometry, greenhouse flowers and nautical fantasy.

We have used a variety of fabrics such as chambray, organza, guipure, linen and poplin. Additionally, denims, delicate checked patterns and floral prints are especially prominent.

Boy Collection

This season's collection is full of colour. The neutrals are warm and range from colours such as 'sand' to more chromatic tones like 'ochre'. Different shades of yellow and orange combine with off-white, which has been dubbed "new white". Sky blue and navy are notably featured this campaign across all age ranges, whilst the fluorescent colours used are striking and give the collection a bright, lively feel. Finally, coral and lime green tones bring freshness to this stunning collection.

The concept of a "comfortable garment" is evident throughout the collection, as we present numerous trousers with elasticated waistbands, drawstrings and very soft fabrics. This shows the importance of a "sporty" influence on the rest of the collection's styles such as "formal" and "sport chic", where we see garments with increasingly

relaxed fits. Sportswear merges with urban wear, not only in terms of the design details, but also in a conceptual and useful sense.

In the baby and mini boy sections, we find "special" garments with reversible sequins, lenticular print or graphics that shine in the dark. These details have been designed so that children enjoy a fun experience with their clothes.

As we have seen in previous collections, sustainability is also present in this season's range. We include garments made with polyester fibres made from the oceans' recycled plastic; we want to contribute towards the fight to conserve our planet.

Mini Girl

2-9 Years



Mini Girl

2-9 Years



Junior Girl

8-16 Years



Junior Girl

8-16 Years



Mini Boy

2-9 Years



Mini Boy

2-9 Years



Junior Boy

8-16 Years



Junior Boy

8-16 Years



mayoral

newborn

(0-18 months)

This collection envelops us in the tenderness and sweetness that epitomise newborn babies. We have sought to create comfortable, fresh and tender garments such as rompers, sets and onesies.

This season we also present a varied offering designed for "twin siblings", developing the same style in different looks for boy and girl.

It is a thoughtfully designed collection, offering a wide range of clothing in different styles to dress as required by the occasion. For example, you can find "newborn" items to go with a variety of matching childcare accessories or formal pieces to fit in with our "ceremony" style. There are also the "classics" in baby pink and sky blue or styles with a more "current" look made with comfortable fabrics that match

well with more daring colours and fun graphics. Additionally, the collection boasts more elegant pieces, fit for "special occasions". The range also offers "sporty" looks for day-to-day wear and swimwear sets to wear on hot summer holidays.

As a new addition, we offer a "unisex" family, aimed at those parents who prefer not to find out their baby's gender until they are born.

All of the clothing in the range is complemented by an array of irresistible gift accessories for the baby; our bags are designed to make life easier and always catch the eye due to their elegant and functional style.



mayoral shoes

Sizes: My First Steps 18-23 · Baby 19-25 · Mini 26-38

Creative Odyssey

We explore the connection between youth culture and maturity achieved by Generation Z.

A more summery palette thanks to a selection of cheerful mid-tones that explore a feeling of 80s nostalgia with a sporting culture: Basketball, Surfing, Skateboarding etc. This style and colour scheme is also influenced by the

sun, which links to and reminds us of coastal cities like Miami, Cape Town and Sydney.

Sporty and synthetic fabrics with a rubbery matte touch play a key role in this theme while we also update the denim and cottons used.

Time to Shine

The link between traditional artisan design and nautical themes inspires us to merge our basic range and expand the ceremony styles.

Pale tones such as Pink Petunia, Cream White and Rose Water signal a shift towards cleaner colours, while yellows and toasted oranges combined with

coastal blues create a solid summer story.

The metallic elements add a nostalgic touch and are a reflection of an evolution in Bohemian influence.

Shoes Creative Odyssey



Shoes Time To Shine



mayoral
making friends

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