

**mayoral**

autumn  
winter  
collection  
2020

# The beauty of caring for the young

---

Mayoral, a leader in the sector of children's fashion in the Iberian Peninsula and one of the main specialist groups in Europe, presents a warm collection that is full of colour for the **Autumn-Winter 2020 season**.

It highlights the quality of the fabrics used during manufacturing, the functionality of the garments as well as the use of techniques and materials that respect the environment. Whilst always working under the slogan "making friends", the collection offers the best value for money in the market.

The new collection is comprised of versatile items that are easy to combine with one another. Comfort is key for children, and this has been a main priority when designing the range; however, season trends and the most exclusive designs have also been considered and included.

Aimed at children between 0-16 years of age, the collection offers the complete look: clothing, accessories and footwear.

Additionally, a new line of items named PLAY WITH MAYORAL has been launched, which references interactive garments that make wearing them even more enjoyable and fun.

# girl

---

The balance of different shades and tones lays the foundation for this collection. The classic jade and duck greens contrast with more daring, metallic colours and other on-trend tones such as mauve. Grey mixes with earthy tones in flagship garments that are effortlessly chic; black pieces are complemented by bright, happy yellow tones to create garments with a strong urban character.

Key fabrics of the season such as corduroy and wool have been incorporated, while more garments made with organic cotton are introduced.

Tulle and knit fabrics are very much present throughout the collection in the form of very current garments, with large graphics and simple, flattering lines.



# minigirl

2 - 9 years



• **Viyella** blouse  
4149-091



• **Cable** knit jumper  
4149-091



• **Padded** coat  
4149091



• **Checked** jacquard skirt  
4149-091

# minigirl

2 - 9 years



• **Woollen jumper**  
4402-021



• **Prince of Wales patterned dress**  
4983-025



• **Corduroy jacket with woollen lining**  
4407-083



• **Sequin jumper**  
4347-092

• **Corduroy skirt**  
4959-010



# junior girl

8 - 16 years

• **Cat t-shirt**  
7072-080



• **Checked skirt**  
7950-004



• **Combined knit dress**  
7974-010



• **Patterned chiffon dress**  
7972-015



• **Metallic coat**  
7416-086



# junior girl

8 - 16 years



• **Striped knit dress**  
7976-010



• **Combined coat**  
7419-044



• **Glitter star t-shirt**  
7078-022



• **Trainer knot t-shirt**  
7078-022



• **Hooded sweatshirt and legging set**  
7717-044

# boy

---

Vibrant colours interwoven with colder tones are the standouts in the Autumn-Winter 2020 collection. Blue, green, grey and mustard tones combine well with embroidery and prints that evoke a sense of nature and appreciation of urban sports.

The use of sustainable fabrics continues to develop within the collection, in keeping with versatile and current garments.

Within the **PLAY WITH MAYORAL** line are items created with the ideas of interaction and revolutionising children's fashion both in mind. Reversible sequins and glow in the dark detailing will not go unnoticed.







• Reversible woollen jacket  
4470-074



# mini boy

2 - 9 años

• Striped polo shirt  
4132-014



• Print t-shirt  
4044-047



• Cargo trousers  
4132-014



• Shields t-shirt  
4045-021

# mini**boy**

2 - 9 años



• **Patterned coat**  
4476-070



• **Letter print t-shirt**  
4051-055



• **Checked shirt**  
4144-029



• **Wraparound collar jumper**  
4331-079



• **Ripped jeans**  
4536-014

# juniorboy

8 - 16 años



• **Print jumper**  
7459-043



• **Knit jumper**  
7321-020



• **"Wonder" t-shirt**  
7059-086



• **"Feel good" t-shirt**  
7057-015



• **Straight fit trousers with belt**  
7524-038





• **Two-tone** block colour jumper  
7455-050



• **Skate park** t-shirt  
7047-071



• **Skinny** denim trousers  
7523-032

# juniorboy

8 - 16 años



• **Hoody** style jacket  
7469-010



• **Camouflage** jacket  
7463-015

# mayoral

## newborn

0 - 18 months

The newborn collection exudes sweetness in all of its pieces. The most classic styles work well alongside modern, fun items for all types of occasions.

In addition, a line designed for twins is offered this season, with similar looks for boys and girls.

Neutral tones mix with greys, pinks and blues for the most timeless designs. Furthermore, tartan patterns as well as beautiful red and navy items are all perfect for the festive period.

Our sporty line opts for strong colours and combines cold and warm tones with bold patterns such as leopard print or gingham.

Soft and warm fabrics such as cotton are prominent within the range; this is presented in twill, flannel, micro-corduroy, poplin and knitted designs.

The collection is completed with a wide variety of accessories for newborns; these accessories are both practical and functional, and encased in neat packaging that is ideal to give as a gift.



# mayoral shoes

19 - 38

The most current trends are reflected in two collections that combine comfort and the latest designs in fashion: **Reconstructed Legacy** and **Virtual Space**.

## Reconstructed Legacy

Classic models are reinvented to adapt to current trends.

This line connects nature with animal fur and feminine spirit with the most romantic designs.

## Virtual Space

Through the eyes of a youngster, the connection between reality and a virtual world can be unclear, and that is this collection's starting point.

This range falls halfway between both worlds, and is committed to lightweight materials for sporty looks. The shine of the footwear and the thickness of the soles highlight the feeling of an almost galactic atmosphere.



Mayoral has two lines of footwear designed for two very important times in a child's life: **their first steps and their school days.**

## My First Steps

A specific line for a baby's first steps with the objective of guaranteeing maximum comfort and safety during such a crucial stage.

The lightweight sole is characterised by an elevated toe and heel, in addition to having a bendy, flexible instep for greater mobility.

All shoes in this range have antibacterial, ergonomic and thermoformed insoles to help make their first steps comfortable and safe.

## Back to school

Shoes and trainers suitable for school days without sacrificing comfort and durability.

They are made of leather and can be adjusted with velcro straps. They also have reinforced toes and removable insoles for greater hygiene. In addition, items from the sporty line has an antibacterial and anti-odour insole to ensure that feet are kept dry at all times.



**My First Steps**  
Sizes 18 - 23



**Back to  
School**

