

Autumn-Winter 2022

Press Release  
**mayoral**



# The greatness of taking care of the small

- Mayoral, leader in the children's fashion sector in the Iberian Peninsula and one of the main specialised groups in Europe, presents a modern and colourful collection for the autumn-winter 2022 season.
- The new collection is made up of versatile and easy to combine garments, which are committed to the comfort of the little ones without renouncing to the trends of the season or to an exclusive design. The quality of the fabrics used for the garments, as well as the use of environmentally friendly techniques and sustainable fibres stand out.
- Created to dress children from birth, the collection offers the complete look: clothing, accessories, and footwear. Always under the motto "Making friends", it fulfils the maxim by offering the best relation between fashion, quality, and price in the market.

**The new collection is made up of versatile and easy to combine garments.**



## Baby

Sizes 6-36 months

## Mini

Sizes 2-9 years

## Junior

Sizes 8-16 years

**The search for contemporary patterns is an essential part of the development of each collection.**

# Girl

- Comfort and practicality are the pillars of the new collection, a proposal that combines the creativity of dreams and children's imagination to develop highly versatile designs in line with the latest trends.
- The colour palette is based on chickpea tones, replacing ecru, to bring more warmth. At the same time, it explores combinations with green, ocean blue, maroon, and marsala shades, as well as earthy and pink colours. The variety of prints, the minimalist graphics, the interactive Play with designs of the Baby line and the figurative elements of stars, hearts, animals or doodle-like lines are surprisingly original.
- The search for contemporary patterns is an essential part of the development of each collection. The combination of faux leather jumpsuit and T-shirt, the corduroy pinafore, the reversible coats or the jackets with matching bum bags or bags are some of the pieces that stand out this season. With regard to fabrics and finishes, printed fabrics, elastic synthetic leather and special jacquard qualities stand out. The knitwear collection grows with new silhouettes such as the knitted tracksuit, as well as the denim category, which is committed to devoré washes and the flare or slouchy cut.
- A new take this season, the collection presents a Christmas capsule adapted to each age group with its own range of colours and an offer of dresses, knitwear, accessories and even pyjamas.
- The #ecofriends references increase with the addition of jumpers and jackets whose fillings are made from recycled materials. The Homewear line is also made from sustainable fibres.











## Baby

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# Boy

- Natural spaces, the urban environment, the digital universe and, in short, everything that surrounds us and makes us enjoy ourselves, inspires the creative team to give shape to a collection in which quality and comfort are inherent characteristics of all the designs.
- It is a colourful and energetic approach, in which warm and cold tones combine with neutrals to create unique sensory cores. The graphic work innovates with different types of illustration techniques and updates the more traditional themes.
- The emphasis is on clean, relaxed lines that give the collection greater comfort, warmth and versatility: the fits of classic garments such as polo shirts and jumpers have been extended to give them a more contemporary look. New silhouettes such as skater shirts and washes such as tie dye also make a fresh appearance. Play with interactive references and accessories also gain presence.
- One of the most noted new collections this season is the Brothers capsule, inspired by family ties. It is made up of colour and theme coordinated garments from size 2, so that siblings of different ages can dress in a similar way.
- In Baby, the Puzzle capsule stands out, with pieces that can be combined with each other, as well as the Homewear line, previously only available for Mini, with matching references for both boys and girls and with a special Christmas selection.
- Sustainability continues to be promoted through #ecofriends, with designs that incorporate eco-responsible fibres in their construction. The entire range of denim trousers is sustainable.

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**A rich range of powdery shades such as blue, pink, mineral green, tile and caramel appear throughout the designs.**

## mayoral newborn

Sizes 0-18 months

- More cohesive and structured, the Newborn collection gives shape to a unique, diversified design, full of details for baby's first months.
- A rich range of powdery shades such as blue, pink, mineral green, tile and caramel appear throughout the designs. The use of modern, sweet and refined graphics build a uniform and homogeneous collection.
- The main new change is the increase in coordinated knitted, tricot and plush items, as well as a special Christmas capsule, in the girls' and boys' lines, including matching childcare articles, among which pram and pushchair bags, toiletry bags and blankets stand out.
- This season's offer is innovative in terms of quality and design, thanks to the launch of new shapes and the use of very soft fabrics that offer great comfort, such as shearling and sustainable cotton. Likewise, the variety of articles in the knitwear section has been increased, such as overalls, rompers and bodysuits.
- The childcare collection is not only aimed at meeting the needs of the little ones, but also those of mothers and fathers, who in addition to practicality, are looking for designs that adapt to the pace of modern life and are in line with the latest trends. Some of the new items that represent this approach are the maternity bag organisers, the knitted backpack, the bag with accessories, the nursery backpack with lunch bag or the poncho towel.

















# mayoral shoes

- ▶ The new collection is divided into two trends coordinated with the textile line characterised by timelessness and comfort. Technical materials and adaptive details guarantee versatility; and sustainable fibres reinforce Mayoral's commitment to the planet and the #ecofriends project.

## Everything shines

- ▶ Promising a season full of light and positivity, this optimistic trend advocates the use of vibrant hues, metallic finishes and pile materials for warmth.
- ▶ The sophistication of dark shades combines with the luminosity of the most classic neutrals. Lead, silver and gold are present in the girls' line, while black and graphite are the main colours, along with accents of laurel or caldera, in the boys' line.

Sizes 19-38







# mayoral shoes

## Ode to nature

- Outdoor adventures inspire this functional trend that relies on durable materials and waterproof finishes to protect children's feet even in adverse conditions. Quilted details add a touch of elegance to casual designs such as trainers and ankle boots.
- The influence of nature is present in the colouring, through a palette of toasted tones in which green becomes important and explores a wide range together with vivid shades of orange, mustard or pink.

Sizes 19-38





## My First Steps

- ▶ Providing maximum comfort and safety for babies who are just starting to walk are the premises of the My First Steps footwear line.
- ▶ The shoes feature a lightweight sole with a raised toe and heel to protect the foot, a flex area at the instep to promote mobility and a slip-resistant finish to secure the footing. The insoles are removable, antibacterial, ergonomic and have the comfort shock system, which offers greater cushioning when walking.
- ▶ The different designs have rounded shapes to leave enough room for the toes; they are easy to put on and take off thanks to their velcro fastenings, zips and elastic laces; and they are made chemical-free, with leather upper, insole and lining.

Sizes 18-23





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