

mayoral



# Collection Report

Spring-Summer 2023







# The greatness of caring for the young

- Mayoral, **a leader in the children's fashion** sector in Spain and one of the main specialised groups in Europe, presents its Spring-Summer 2023 collection, made up of trendy and high-quality garments, footwear, and accessories.
- The brand is once again committed to the comfort of the little ones without compromising on exclusive design or the progressive incorporation of **eco-responsible materials**. A third of the cotton used, which is their main textile fibre, is already sustainable. Furthermore, 50% of the collections are expected to contain sustainably sourced fabrics by 2025.
- Created to dress **children from birth**, the Spring-Summer 2023 collection offers the complete look as it is composed of versatile and easy to combine silhouettes for every stage and occasion. Always under the slogan "Mayoral Making Friends", it fulfils the maxim of offering the best relation between fashion, quality, and price.







# Girl

**baby** • 6-36 months

**mini** • 2-9 years

**junior** • 8-16 years

- Designs are updated** this season in a bid to incorporate fresh, contemporary silhouettes, such as wide-cut trousers and high-waisted shorts. The cut-out style has a revamped look and designs on the backs have become the new signature of this season's collection.
- The range of ceremony garments**, with a more traditional cut, is expanding and new styles for everyday wear are appearing. As a counterpoint, **chic sportswear opts for a more boho character**, with ethnic dyes and rustic motifs that provide great richness to the collection. **Coordination** between the sections (Baby, Mini and Junior) is **increasing**, as well as between the boys' and girls' collections, whose common thread is red.
- The colourways** explore the intensity of greens and pinks, which contrast with neutrals such as marzipan or cinnamon, **guaranteeing a differentiated spring and summer collection**, in which fluorine

shades feature. The collection experiments with watercolour-style patterns and includes trends such as rainbow stripes.

- The most popular graphics are consolidated**, and even these disappear in designs emphasised by variety of decorative and handcrafted elements, such as beadwork, crochet details, honeycomb, and ruffles.
- Swimwear** is expanding thanks to the knitwear and accessories references, matching the garments, as well as the **Homewear line**, which improves its offer with different types of sleepwear for every moment of the season and new underwear products.
- Commitment to the planet continues to be key in the development of the collection.** Sustainable cotton or TENCEL™ Lyocell stand out among the eco-responsible fibres.









# Boy

**baby** • 6-36 months

**mini** • 2-9 years

**junior** • 8-16 years

- The most outstanding aspect of the children's collection is the **updated fit of the garments**. Dropped shoulders, volumes, and slightly oversized patterns triumph, in a commitment to a more casual silhouette. At the same time, **denim takes centre stage**: changes in washes are incorporated, the denim jacket returns, and new qualities such as knitted denim make an appearance.
- Red acts as a link between** Baby, Mini and Junior; including the girls' collection. Taupe tones contrast with acid shades and trendy patterns, such as **grid print** in Baby and **tie-dye** in the rest of the collections.
- The dinosaur theme and pop culture through food and food trucks are introduced, and Mini and Junior T-shirt models are designed with front and back graphics as a new addition.
- The **range of clothing on offer is intensifying and diversifying**. In contrast to the most classic option, a more relaxed concept is emerging. Plain joggers emerge, linen is on the rise, as well as the range of looks with Bermuda shorts and long trousers to combine with jackets.
- The **Homewear and Swimwear** collections continue to grow. The introduction of sleeveless T-shirts and products with UPF 40+ protection in Baby stand out. **Coordinated accessories are also increasing** in all collections and are incorporated in **Junior** for the first time.
- Garments made with **sustainable fibres continue to gain weight in the collection**. In Junior, for example, all denim trousers are #ecofriends.







- Versatile silhouettes to combine for every stage and occasion







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newborn

0-36 months

- The Spring-Summer 2023 Newborn collection is characterised **by the development of silhouettes that bring innovation without compromising the baby's comfort or practicality of the garments**, such as those that favour nappy changing or the differential elements depending on the size.
- The colour palette is rich and varied, with shades such as aqua and chocolate. The graphics are featured in a variety of styles **and, for the first time, the same patterns are used in the sportswear and smart lines.**
- Coordinating garments and accessories **are increasing** in childcare, boy and girl, with a special mention to the launch of the first coordinated swimwear collection.

Furthermore, unisex products in neutral tones are also being added to the range.

- The ceremony offer is enhanced both in terms of the number of items and colours. In addition, the presence of **knitwear is increasing** throughout the collection.
- In childcare, emphasis is placed on the **search for comfortable and functional elements for parents**, such as the interior compartments in the toiletry bags or the wipes dispenser-pocket in the new backpack model.
- The **incorporation** of soft and strong **sustainable materials**, such as sustainable cotton, organic cotton, and recycled fibres continues to gain momentum.





















# mayoral shoes

sizes EU 19-38

- This season, a complete and diversified range has been developed.** The ceremony range stands out, with special details of rhinestones and strass, as well as the swimwear category, which has grown thanks to the updating of the clog mould and the incorporation of flip-flops coordinated with the garments of the boys' and girls' collections.
- Tans and blues** stand out in the boys' shoes, while neutrals and pinks predominate in girls' shoes. Notes in acid and metallic tones emphasise the offer. At the same time, **current trends** in the sector enrich and provide versatility to the collection. Coloured panels, handicraft-inspired motifs and interactive appliques are some of the most significant distinctive elements.







# mayoral shoes

sizes EU 19-38

- The flexibility of the soles and the lightness of the models are improved in all lines. The **removable insoles** continue to be enhanced.
- The presence of recycled materials in some soles and linings reinforces **Mayoral's commitment to the planet.** In addition, all children's sandals made of leather use sustainable tanned leather.







## My First Steps

sizes EU 19-38

- **Providing maximum comfort and safety** for babies who are just starting to walk are the principles of the My First Steps footwear line.
- The shoes feature **a lightweight sole (improved this season) 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 **shock comfort** system, which offers greater cushioning when walking.
- The different models have rounded lasts to leave enough rooms for the toes; they are **easy to put on and take off** thanks to their Velcro fastening, zips, and elastic laces. They are also **made chemical-free, with a cut, insole, and lining of sustainable tanned leather**.







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