



TEZENIS SPRING/SUMMER 2020

LINGERIE

Tezenis lingerie? A burst of trendy prints and playful silhouettes, starting with the delicate colours and old-fashioned lace of **Retro Flower**. To modernise these new-vintage styles, the cuts have been updated, focusing particularly on plunge bras. Ribbed cordonnet and contrast elastic bands add a contemporary twist to the more traditional trend.

For those who love street style, there's **Urban Jungle**, a veritable concrete jungle with metropolitan appeal for new, revolutionary underwear from Tezenis. The melting pot includes exotic leaf patterns, woody prints, lurex accents, and plenty of deep olive green: city-chic bras and panties with striped stretch edging or the decisive contrast of bold combinations thanks to mixed-and-matched shapes, materials and colours.

Join the **New Navy**! Take a cruise on the Mediterranean Sea in a surprising marinière, complete with stars and stripes. The trend has set sail towards Breton stripes and 'stellar' prints. Dive into the colour blue, from ultramarine to sky blue, for romantic or modern, geometric lace with nautical flair.

BEACHWEAR

Swimming cool. The Tezenis 2020 beachwear collection is a burst of vibrant, youthful, positive energy. Four playful themes define these special feminine looks.

EARTHY FLORAL

Flower empower. Full, lively micro and macro summer florals in warm, welcoming shades that evoke Mother Earth, plus delicate, muted pastels and pinks. The free expression of a whorl of two-tone and multicolour petals results in fresh, bubbly bouquet prints.

HAVE FUN

Prints charming. Freedom of the press for vibrant, lively patterns. Animal prints that pop, esoteric motifs with magical symbolism, a rainbow wave of fun stripes, bright polka dots and multicolour chevrons for Instagram-friendly cosmopolitan swimwear that's cool enough for millennials.

TROPICAL JUNGLE

The call of the wild. Especially that of the rain forest and beyond, between Equatorial Africa and the Amazon. *L'Afrique c'est très chic*, with its cargo of feline and giraffe-inspired animal prints; rich, exotic foliage motifs; and the smart addition of 100% saturated plain colours.

OTHER WORDLY CRYSTALLINE EFFECT

New now basics. Plain colours are back, though revived and updated with an eye towards precise, regular textural interplays. Single hues are brightened by golden reflections thanks to the use of lurex yarn - and then there are absolutely divine shiny coatings that add a bit of sparkle to pure, essential forms.

PRESS OFFICE

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