

LOOKBOOK

summum

Spring 2024





cover: jacket 1s1168-11981C2, **skirt** 6s1282-11981C2
inside cover: coat 1s1155-11949C1, **trousers** 4s2608-11580C1

SPRING

Collection

Welcome to spring season. And what a season it is, full of joyous designs and upbeat colours! First we dip our toes into spring with an easy palette of well-known neutrals like ivory and black, accompanied by a deep red grape and mood enhancing bright coral. The next capsule adds some dusty pastel colours in the mix, like green lentil and antique pink. It feels sweet yet modern, and provokes memories of a holiday in the Mediterranean sun. Further into spring soft salmon and night sky blue are key colours - a bit of a coastal vibe, like vacationing in Mallorca.

New silhouettes are bound to turn heads. Summum brings you a new, sharply tailored blazer with extra buttons that give a double-breasted effect. The cargo pant is firmly on the map, some with a drawstring to create a cute balloon leg. And what to think of the on-trend barrel leg pants, a wide leg style with tapered ankles and silhouette enhancing seams in the back? Tops are just as daring, in puff sleeve styles, crafty crochet - such as the kimono cardigan - and with intricate embroidery. A Breton striped top is enhanced with a subtle gold sparkle, both fresh and festive. Who doesn't feel the call of the Mediterranean now? Set off the spring mood further with Summum's carefully designed prints, like the messy zig-zag, see-through flowers and a motif that celebrates classic scarf prints. Can you feel the vibe?

Our buying period takes place from the 10th of July
up to and including the 4th of September.



top 3s4937-30606C1, trousers 4s2593-30606C1



top 3s4990-30594C2, trousers 4s2582-30594C2



blouse 2s3082-11978C1, trousers 4s2559-11978C1



sweater 7s5807-7977C1



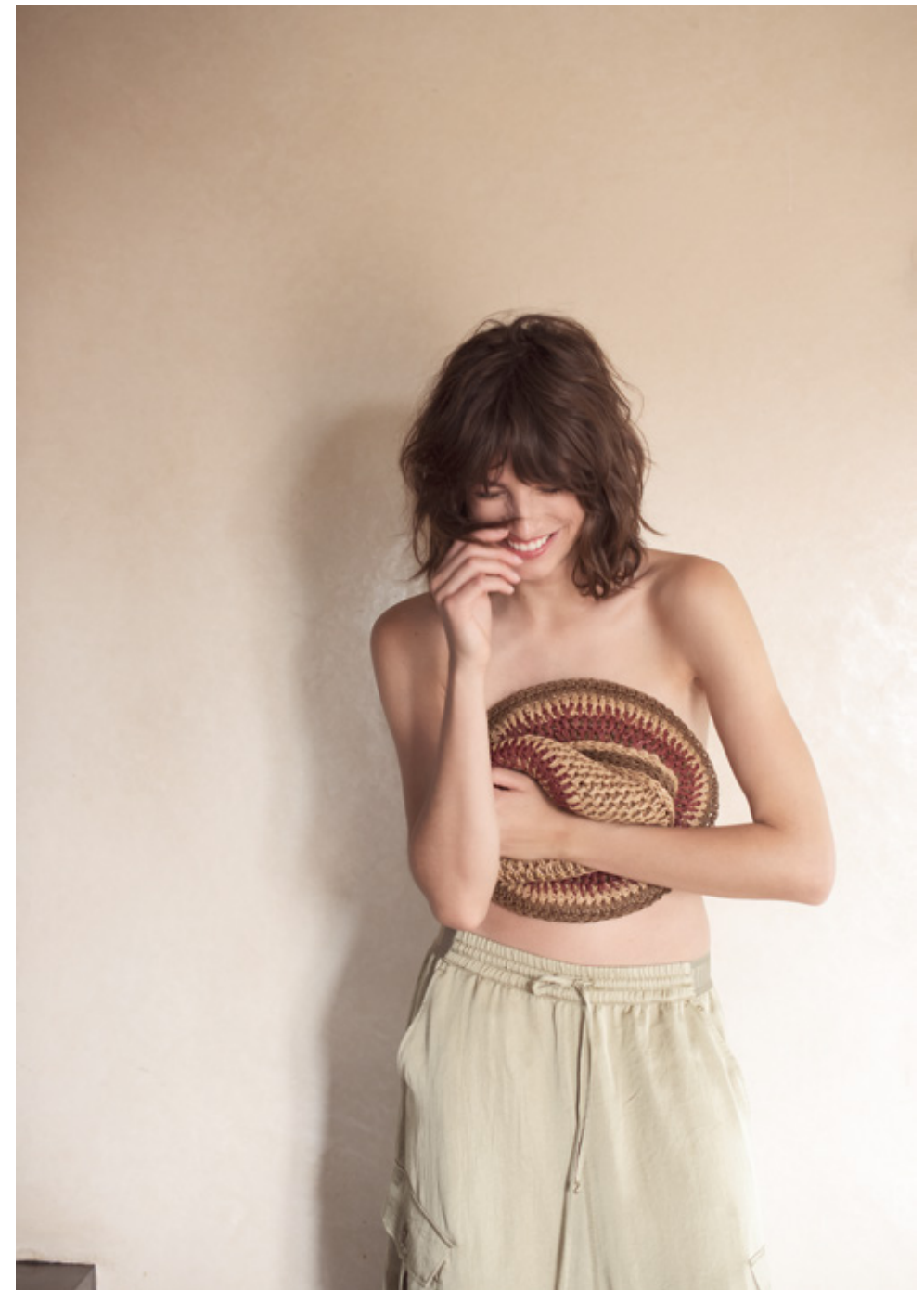
gilet 9s117-11812C1, *blouse* 2s3080-11860C1, *trousers* 4s2598-11977C1



dress 5s1539-11976C1, *trousers* 4s2588-11971C1



top 2s3086-11817C2, skirt 6s1279-11817C2



skirt 6s1279-11817C2



jacket 1s1169-11982C2, *trousers* 4s2587-12003C2



blazer 1s1166-11578C1, *trousers* 4s2596-11578C1



dress 5s1540-11991C3



gilet 9s118-5162BD, *dress* 5s1540-11991C3



blazer 1s1165-11780C3, *trousers* 4s2600-11780C3



dress 5s1531-11817C3



top 2s2977-11958C2, dungarees 4s2570-5157BD, loafers 8s962-8519C2



dress 5s1475-11631BD, belt 8s954-8515C1



cardigan 7s5822-7984C2, trousers 4s2603-12020C2



blouse 2s3051-12006C1, trousers 4s2589-11999C1



dress 5s1538-12017C3



blazer 1s1164-11989C3, trousers 4s2594-11989C3

CAPSULE 1

Spark joy - Delivery January

A capsule collection to kick off spring season with confidence, in juicy coral and deep grape. Celebrate better weather in lyocell bat sleeve tops, satin suits and flirty dresses. And invest in cargo styles – it is the style hit for many months to come.



sweater 7s5810-7979C1, **trousers** 4s2559-11978C1



jacket 1s1177-11967C1, *top* 3s4873-5138C1, *trousers* 4s2488-11905C1



jacket
1s1177-11967C1
trousers
4s2488-11905C1

jacket
1s1152-11948C1



jacket 1s1152-11948C1
sweater 7s5807-7977C1
trousers 4s2601-11971C1

trench coat 1s1161-11961C1
jumpsuit 4s2555-5155BD





blazer
1s1166-11578C1
blouse
2s3084-11972C1
trousers
4s2496-11909C1

blazer
1s1167-11578C1
trousers
4s2596-11578C1



blouse 2s3084-11972C1

cardigan 7s5817-7975C1

blouse 2s3082-11978C1

trousers 4s2596-11578C1



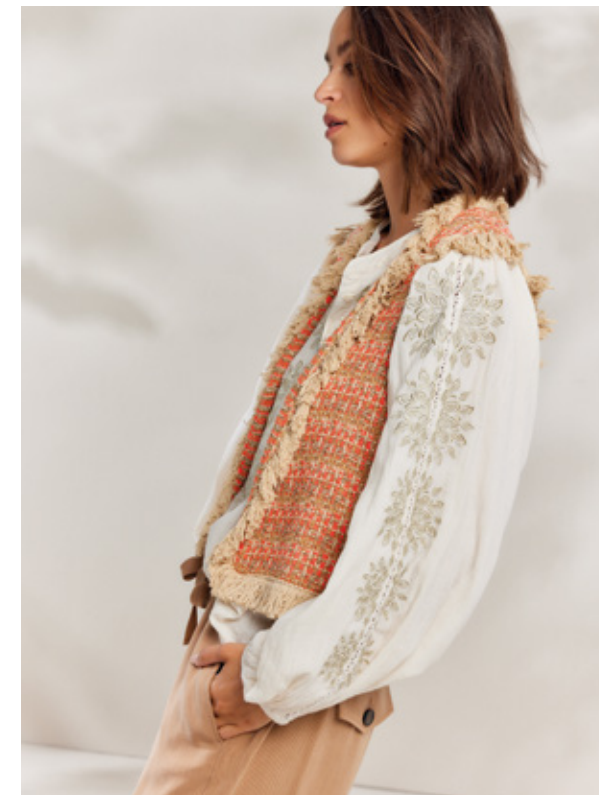
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top 2s3066-11970C1, **trousers** 4s2565-12003C1, **belt** 8s968-8523C1, **sneakers** 8s907-8491C1



top 2s3066-11970C1
trousers 4s2565-12003C1
belt 8s968-8523C1



gilet 7s5824-7985C1
top 2s3051-12006C1
trousers 4s2588-11971C1





dress
5s1541-11971C1
bag
8s963-11949C1

cardigan
7s5814-7956C1
top
2s3055-11959C1



jacket 1s1155-11949C1
top 2s3072-11860C1
trousers 4s2601-11971C1

cardigan 7s5814-7956C1
top 2s3055-11959C1
trousers 4s2596-11578C1
boots 8s971-8526C2



jacket 1s1155-11949C1, **top** 2s3072-11860C1, **trousers** 4s2601-11971C1, **boots** 8s970-8525C1



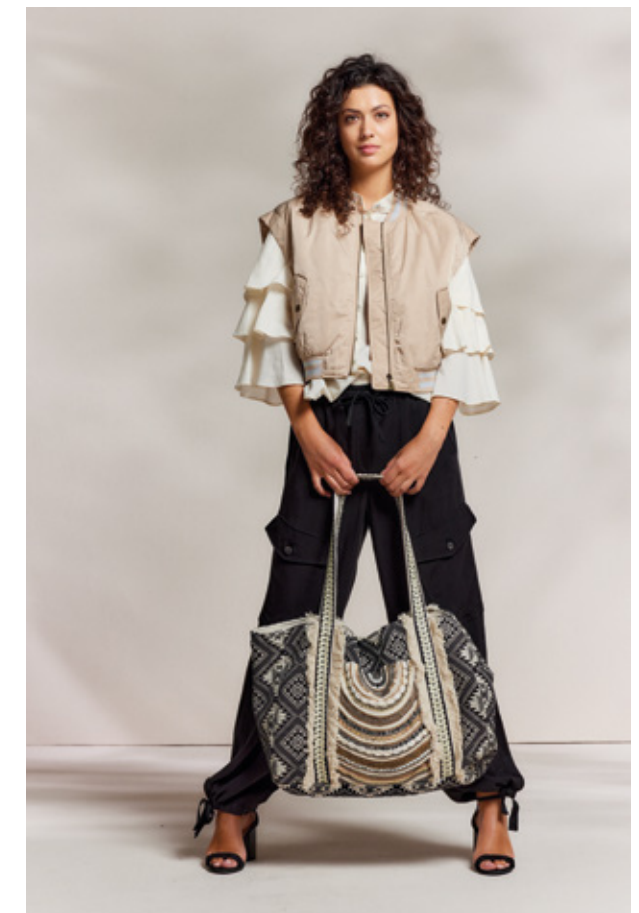
dress 5s1539-11976C1, *boots* 8s971-8526C1



gilet
9s117-11812C1
blouse
2s3061-11860C1
dress
5s1539-11976C1



blouse 2s3082-11978C1
gilet 9s117-11812C1
blouse 2s3061-11860C1
trousers 4s2588-11971C1
bag 8s963-11949C1





top
3s4970-30593C1

top
2s3055-11959C1
trousers
4s2438-12005C1



top 2s3055-11959C1
trousers 4s2438-12005C1

cardigan 7s5806-7976C1
blouse 2s3080-11860C1
trousers 4s2608-11580C1
loafers 8s962-8519C2



top 3s4970-30593C1, **trousers** 4s2586-30593C1



jumpsuit 4s2585-30549C1



jumpsuit 4s2585-30549C1



jacket 1s1160-11815C1
top 3s4873-5138C1
jeans 4s2563-5150BD
loafers 8s962-8519C2



N.O.O.S.

Never Out Of Style



blazer
BARI-11580122
trousers
COMO-11580122

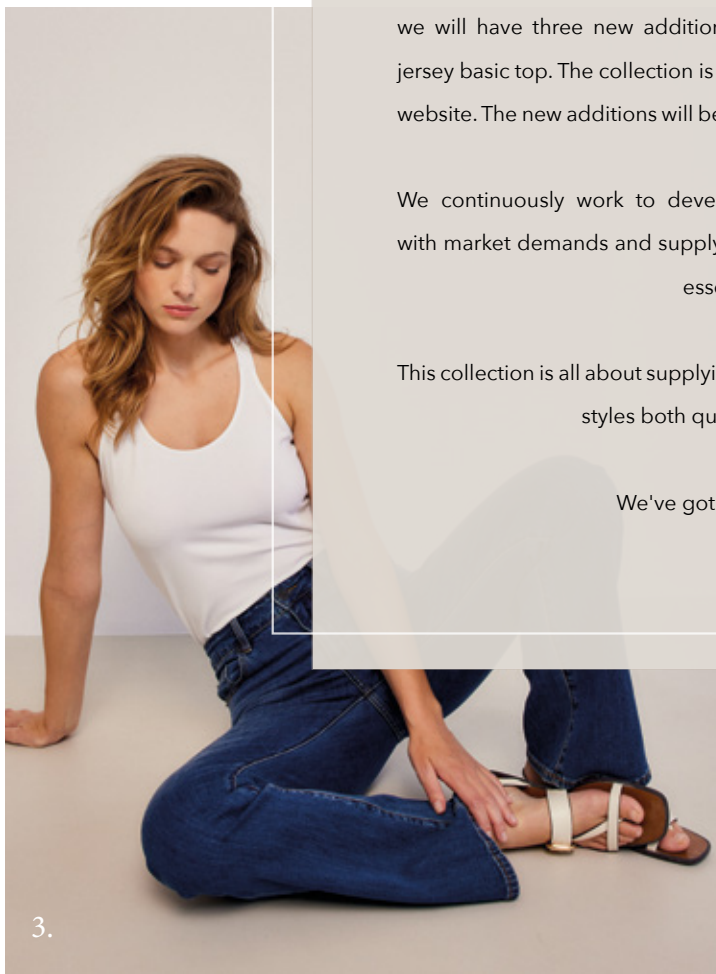
1. singlet top BERLIN-3688122 2. top MARSEILLE-7s5650 3. singlet top BERLIN-3688110, jeans LUCCA-5127488 4. blazer BARI-11580122, singlet top BERLIN-3688122



1.



2.



3.



4.

N.O.O.S.

With the launch of the Spring 2024 collection, we will introduce an updated NOOS collection.

NOOS is a collection of our essential styles and colours. This Spring we will have three new additions; a new punto milano suit and a jersey basic top. The collection is available all year around on our b2b website. The new additions will be available upon delivery end of year.

We continuously work to develop the collection, stay up-to-date with market demands and supply the strongest selection of absolute essentials.

This collection is all about supplying the highest-quality contemporary styles both quickly and reliably.

We've got you covered!

CAPSULE 2

Easy femininity - Delivery February

Soft colours like antique rose and green lentil remind us of vintage postcards depicting women strolling in the sun. The mood is modern yet soft, with watery prints, bias-cut satin skirts and a loose V-neck dress. Bow details play up the cuteness of it all.



reversible jacket 1s1179-11960C2, *top* 3s4873-5138C1, *jeans* 4s2563-5150BD



cardigan
7s5814-7956C2
top
2s3078-11650C2
trousers
4s2580-11650C2
sneakers
8s907-8491C2

blazer
1s1167-11578C2
trousers
4s2605-12021C2



top 2s3052-12007C2
skirt 6s1281-5150BD
blazer 1s1167-11578C2
t-shirt 3s4992-30587C2
trousers 4s2605-12021C2
boots 8s970-8525C1



top 2s3052-12007C2, **skirt** 6s1281-5150BD, **bag** 8s964-11960C2



jacket 1s1152-11948C2, *top* 2s3059-11624C2, *trousers* 4s2581-11913C2, *sneakers* 8s973-8528C1



jacket
1s1152-11948C1
t-shirt
3s4887-30545C2
trousers
4s2606-12001C2
top
2s3059-11624C2



cardigan 7s5819-7982C2
t-shirt 3s4887-30545C2
trousers 4s2606-12001C2

blazer 1s1170-11580C2
sweater 7s5812-7980C2
trousers 4s2582-30594C2





spencer
7s5805-7975C2
skirt
6s1282-11981C2
dress
5s1551-11981C2



sneakers 8s907-8491C1
top 2s3081-11981C2
trousers 4s2567-11806C2



dress 5s1551-11981C2



jacket 1s1169-11982C2, *top* 3s4873-5138C2, *trousers* 4s2558-11580C2, *loafers* 8s962-8519C1



dress
5s1532-11806C2
jacket
1s1169-11982C2
top
3s4873-5138C2
trousers
4s2558-11580C2



sweater 7s5821-7975C2
jeans 4s2604-5161C2





top
2s3075-11984C2
skirt
6s1277-11984C2
boots
8s971-8526C1

top
3s4989-30607C2
trousers
4s2595-30607C2



top 2s3075-11984C2
skirt 6s1277-11984C2
dress 5s1531-11817C2



top 3s4989-30607C2, **trousers** 4s2595-30607C2

BLUE DAZE

Spring 2024

Summum's Blue Daze offers new punchy styles and beloved favourites for Spring 2024. We focus on several style references from different era's, all combined into one beautiful collection that feels very of the moment, with a bit of nostalgia thrown into the mix. A seventies feel defines a good portion of the collection, with flared styles - also available in our N.O.O.S. program - a cute button down denim dress and blouses with feminine details. Take a look at our loose fitted dungaree for example. It is made from a sustainable natural fabric and it has a raw dark wash, leaving room for personal love-worn fading through wear. It comes with screw on buttons, which is good for recycling. Our soft Tencel blouses and dresses with ruffles and pintuck and denim skirts draw inspiration from the same time period.

Furthermore we have some nineties and noughties inspired goodies, like the hugely popular cargo styles. These pants feel tough, comfortable and a bit daring, with ankle puffs, or executed in a small pin stripe and rolled up hem. Pair these with our off white denim gilet or beautiful tank with metallic coating in antique pink or desert sand and there, you have a great outfit to fall back on many times over. Smash hit this season is our light denim covered with transparent sequins, which gives a very shiny and special look. It's dressed up denim, if you will - but in a laid-back manner. Mix, match and play.



top 3s4873-5138C2, dungarees 4s2570-5157BD

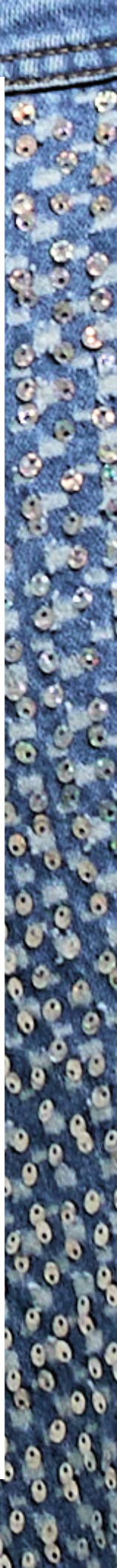


BLUE DAZE
EST 2016
AMS

blazer 1s1165-11780C3, jeans 4s2571-5157BD



top 3s4873-5138C1
jeans 4s2490-5162BD



blouse 2s3079-12016C1
jeans 4s2579-5111BD



gilet 9s118-5150BD
skirt 6s1281-5150BD



blazer 1s1165-11780C3
jeans 4s2571-5157BD



blouse 2s3048-5156BD
jeans 4s2604-5161BD



overall 4s2555-5155BD



top 3s4873-5138C2
dungarees 4s2570-5157BD



gilet 9s118-5150BD
skirt 6s1281-5150BD



top 3s4873-5138C1
jeans 4s2490-5162BD



top 3s4873-5138C2
dungarees 4s2570-5157BD

CAPSULE 3

Coastal current - Delivery March

A delivery with a bit of va-va-voom. A different shade of blue reels you into summer, with night sky the colour for adventures after dark. Off the shoulder styles feel feminine, as do broderie Anglaise, drapery satin suits and handcrafted details.

It sings, it swings.





blazer 1s1164-11989C3, *jeans* 4s2604-5161BD



jacket
1s1162-11988C3
t-shirt
3s4992-30587C3
trousers
4s2594-11989C3



blazer 1s1164-11989C3
jeans 4s2604-5161BD

blouse 2s3064-5159BD
skirt 6s1284-11989C3





top
3s4971-30598C3
trousers
4s2580-11650C3
boots
8s971-8526C2

t-shirt
7s5823-7977C3
trousers
4s2596-11578C3



jacket 1s1176-11963C3
top 3s4873-5138C1
trousers 4s2587-12003C3

top 7s5827-7977C3
trousers 4s2581-11913C3
boots 8s970-8525C1



jacket 1s1176-11963C3, **top** 3s4873-5138C1, **trousers** 4s2587-12003C3



dress 5s1538-12017C3



top 2s3065-11780C3
jeans 4s2560-5047BD



top 2s3065-11780C3
jeans 4s2560-5047BD
loafers 8s962-8519C3

blazer 1s1166-11578C3
t-shirt 3s4992-30587C3
trousers 4s2607-12000C3





sweater
7s5820-7983C3
trousers
4s2600-11780C3
jumpsuit
4s2578-30543C3



blazer 1s1165-11780C3
jeans 4s2579-5111BD
scarf 8s942-12018C3
top 2s3096-11624C3
dungarees 4s2570-5157BD
loafers 8s962-8519C2



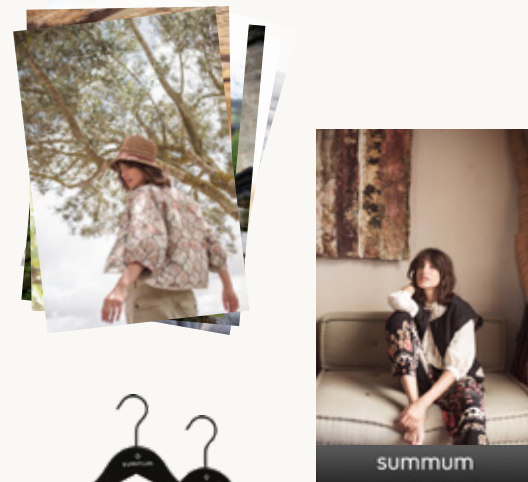
blazer 1s1165-11780C3, **jeans** 4s2579-5111BD, **sneakers** 8s907-8491C3

MARKETING support

Summum creates demand through consistent quality and a strong marketing and pr strategy. This is how we achieve the best results. Together. Because by campaigning together, we can highlight the theme of the collections loud and clear. Wide-ranging use and repetition ensure consumer recognition. With each capsule we work on storytelling, supported by our key looks – the looks we think capture the feeling of the season best. We then communicate that story on all target group-relevant channels. Summum creates campaign photos, stills and behind-the-scenes content, alongside lookbook images and pack shots, which enhance and support our story. We focus on dynamic reels for the socials, such as fun bite-sized outfit videos that you can post easily. This is how we create a sound marketing story together. Feel free to hop on.

Extra tools

- ✓ Set of **A3 images for the logo block**. Don't have a logo block yet? Order one through your sales contact.
- ✓ Atmospheric **campaign images**.*
- ✓ A **campaign video*** to enhance the theme.
- ✓ Inspirational **lookbook images*** containing outfit ideas.
- ✓ Clear **packshots** *for shoppings and digital flat lays.
- ✓ **Summum shirt hangers** for sleek in-house presentation (can be ordered for €2.35 per unit**).
- ✓ **Summum trouser hangers** (can be ordered for €2.80 per unit**).
- ✓ **Summum blazer hangers** (can be ordered for €4.20 per unit**).
- ✓ *Don't tell, show, met* **Summum staff clothing** (20% discount off the purchase price, up to a maximum of 10% off the order value).



*Can be downloaded from the B2B tool
**Delivery time depends on available stock.

Image selection



This season's GIFT

Summum also provides a custom-made gift every season, a nice giveaway for when you want to pamper someone with a cute little extra.

SPECIAL SHOPPER

This season we have a beautiful luxury canvas shopper with on-trend logo print, to use for a day at the beach or grocery shopping. Or take the bag to work: it is sturdy enough to accommodate your laptop while looking sophisticated and office-proof.

You can buy the bag in bundles of 10.

The price per bundle is €35.

Design is subject to change



WHAT is WHERE ?

item overview



blazer 1s1166-11578C1
trousers 4s2596-11578C1



gilet 9s118-5162BD
dress 5s1540-11991C3



blazer 1s1165-11780C3
trousers 4s2600-11780C3



dress 5s1531-11817C3



top 2s2977-11958C2
dungarees 4s2570-5157BD



dress 5s1475-11631BD
belt 8s954-8515C1



cardigan 7s5822-7984C2
trousers 4s2603-12020C2



blouse 2s3051-12006C1
trousers 4s2589-11999C1



dress 5s1538-12017C3



blazer 1s1164-11989C3
trousers 4s2594-11989C3



jacket 1s1168-11981C2
skirt 6s1282-11981C2



coat 1s1155-11949C1
trousers 4s2608-11580C2



top 3s4937-30606C1
trousers 4s2593-30606C1



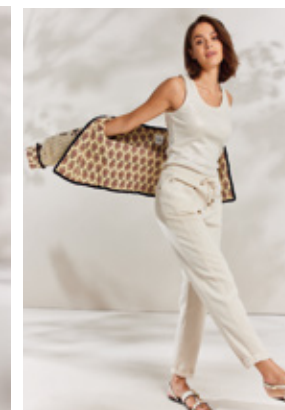
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trousers 4s2559-11978C1



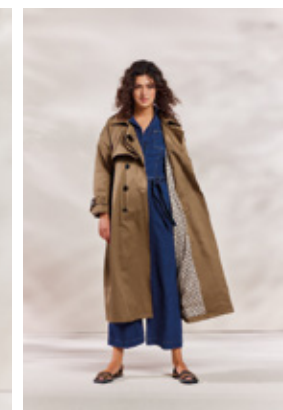
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top 3s4873-5138C1
trousers 4s2488-11905C1



jacket 1s1152-11948C1
sweater 7s5807-7977C1
trousers 4s2601-11971C1



trench coat 1s1161-11961C1
jumpsuit 4s2555-5155BD



blazer 1s1166-11578C1
blouse 2s3084-11972C1
trousers 4s2496-11909C1



sweater 7s5807-7977C1



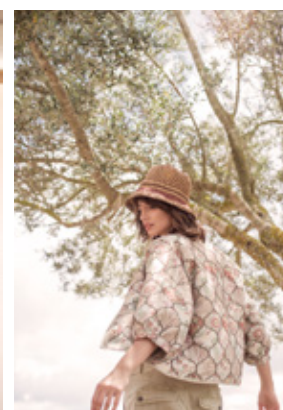
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dress 5s1539-11976C1
trousers 4s2588-11971C1



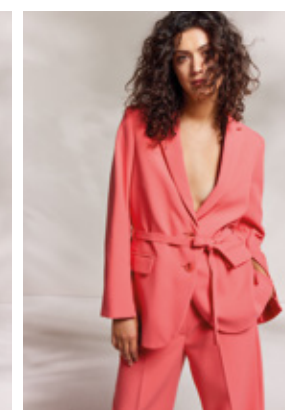
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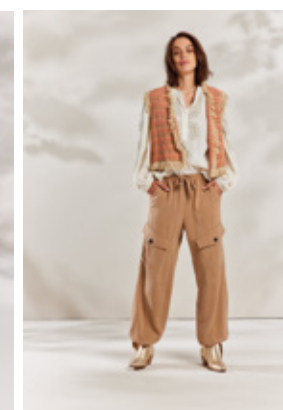
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blazer 1s1167-11578C1
trousers 4s2596-11578C1



top 2s3066-11970C1
trousers 4s2565-12003C1
belt 8s968-8523C1
sneakers 8s907-8491C1



gilet 7s5824-7985C1
top 2s3051-12006C1
trousers 4s2588-11971C1



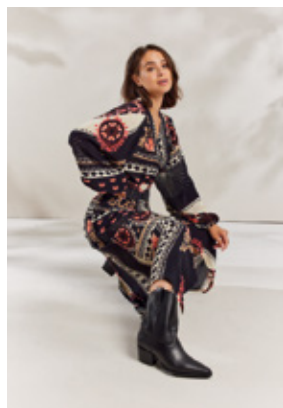
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bag 8s963-11949C1



cardigan 7s5814-7956C1
top 2s3055-11959C1
trousers 4s2596-11578C1
boots 8s971-8526C2



jacket 1s1155-11949C1
top 2s3072-11860C1
trousers 4s2601-11971C1
boots 8s970-8525C1



dress 5s1539-11976C1
boots 8s971-8526C1



blouse 2s3082-11978C1



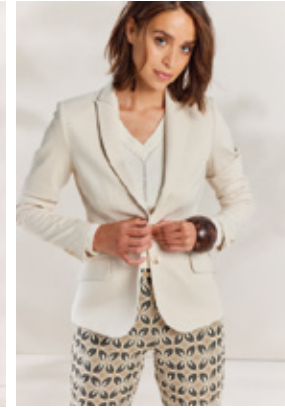
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blouse 2s3061-11860C1
trousers 4s2588-11971C1
bag 8s963-11949C1



jacket 1s1152-11948C1
t-shirt 3s4887-30545C2
trousers 4s2606-12001C2



cardigan 7s5819-7982C2
t-shirt 3s4887-30545C2
trousers 4s2606-12001C2



blazer 1s1170-11580C2
sweater 7s5812-7980C2
trousers 4s2582-30594C2



spencer 7s5805-7975C2
skirt 6s1282-11981C2



sneakers 8s907-8491C1



top 2s3055-11959C1
trousers 4s2438-12005C1



cardigan 7s5806-7976C1
blouse 2s3080-11860C1
trousers 4s2608-11580C1
loafers 8s962-8519C2



top 3s4970-30593C1
trousers 4s2586-30593C1



jumpsuit 4s2585-30549C1



jacket 1s1160-11815C1
top 3s4873-5138C1
jeans 4s2563-5150BD
loafers 8s962-8519C2



top 2s3081-11981C2
trousers 4s2567-11806C2



dress 5s1551-11981C2



jacket 1s1169-11982C2,
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dress 5s1532-11806C2



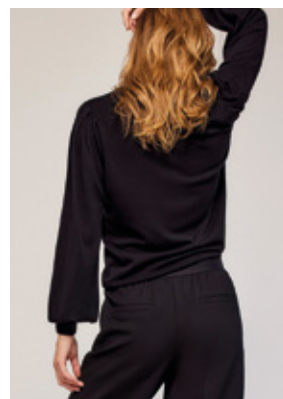
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blazer Bari-11580122
trousers Como-11580122



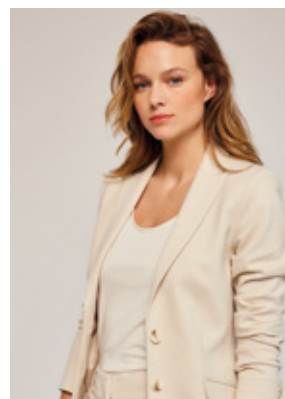
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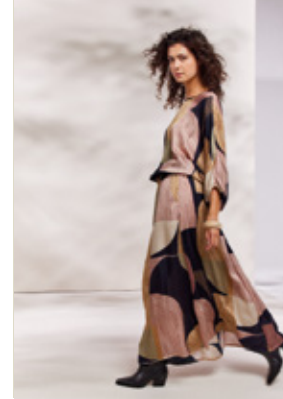
top MARSEILLE-7s5650



singlet top BERLIN-3688110
jeans LUCCA-5127488



classic blazer BARCELONA-90100122
singlet top BERLIN-3688122



top 2s3075-11984C2
skirt 6s1277-11984C2
boots 8s971-8526C1



dress 5s1531-11817C2



top 3s4989-30607C2
trousers 4s2595-30607C2



top 3s4873-5138C2
dungarees 4s2570-5157BD



blazer 1s1165-11780C3
jeans 4s2571-5157BD



reversible jacket 1s1179-11960C2
top 3s4873-5138C1
jeans 4s2563-5150BD



cardigan 7s5814-7956C2
top 2s3078-11650C2
trousers 4s2580-11650C2
sneakers 8s907-8491C2



blazer 1s1167-11578C2
t-shirt 3s4992-30587C2
trousers 4s2605-12021C2
boots 8s970-8525C1



top 2s3052-12007C2
skirt 6s1281-5150BD
bag 8s964-11960C2



jacket 1s1152-11948C2
top 2s3059-11624C2
trousers 4s2581-11913C2
sneakers 8s973-8528C1



top 3s4873-5138C1
jeans 4s2490-5162BD



blouse 2s3079-12016C1
jeans 4s2579-5111BD



gilet 9s118-5150BD
skirt 6s1281-5150BD



blazer 1s1165-11780C3
jeans 4s2571-5157BD



blouse 2s3048-5156BD
jeans 4s2604-5161BD

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overall 4s2555-5155BD



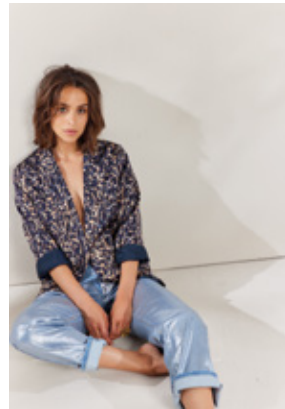
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dungarees 4s2570-5157BD



top 3s4873-5138C1
jeans 4s2490-5162BD



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blazer 1s1164-11989C3
jeans 4s2604-5161BD



jacket 1s1162-11988C3
t-shirt 3s4992-30587C3
trousers 4s2594-11989C3



blouse 2s3064-5159BD
skirt 6s1284-11989C3



top 3s4971-30598C3
trousers 4s2580-11650C3
boots 8s971-8526C2



t-shirt 7s5823-7977C3
trousers 4s2596-11578C3



top 7s5827-7977C3
trousers 4s2581-11913C3
boots 8s970-8525C1



jacket 1s1176-11963C3
top 3s4873-5138C1
trousers 4s2587-12003C3



dress 5s1538-12017C3



top 2s3065-11780C3
jeans 4s2560-5047BD
loafers 8s962-8519C3



blazer 1s1166-11578C3
t-shirt 3s4992-30587C3
trousers 4s2607-12000C3



sweater 7s5820-7983C3
trousers 4s2600-11780C3



jumpsuit 4s2578-30543C3



blazer 1s1165-11780C3
jeans 4s2579-5111BD
scarf 8s942-12018C3



top 2s3096-11624C3
dungarees 4s2570-5157BD
loafers 8s962-8519C2



dress 5s1525-11980C2



jumpsuit 4s2577-11668C2



dress 5s1525-11980C2

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