

Cover Story Unveils its Spring- Summer '17 Collection- Summertime Stories

Cover Story by Future Style Lab, a subsidiary of the Future Group, announced their Spring-Summer '17 collection for India, called Summertime Stories. The collection is inspired by the story of two BFFs, who are bold, adventurous and ready to rock the world. However, their destination is undecided and they live for the moment.

Each story in the collection speaks about the journey to discover and explore one's fashion identity. The collection, designed at the creative headquarters in London, consists of women's apparel, accessories and shoes. Luxurious and contemporary designs make the collection versatile enough to be worn on different occasions, during the day or night, by the modern woman. The collection draws inspiration from nine unique storylines, each designed with a catwalk trend, *form, fabric and fit* in mind.

In Bloom

Florals are an annual summer fashion staple and so we see a strong presence of this across the SS17. Femininity and softness is its essence and the color palette has a core base of whites, pink and peppermint.

Biker Belle

Silhouettes with a touch of 80's & 90's, allowing for strong colour and detailed embellishment. Authentic looking fabricated leather and suedes.

5th Avenue

Maximalism, structured shapes and statement colours are the few words that truly defines it, giving it a designer label-princess' feel.

Costume Drama

Inspired by the historical and Victorian trends, Costume Drama is made in lightweight twills and canvases, with frogging & braid trims and metal buttons. Luxuriant brocades & jacquards, and richly embroidered and tapestry like fabrics, incorporate metallic threads and colours.

Beach Folk

Traditional folk inspiration has been given a casual, summer beach update. 70's shapes and detailing, and a subtle Californian hippy vibe, are fused with pretty folk embroideries, embellishments and patterns. The kaftan and the 70's maxi dress are key shapes. Lacing, tassles, fringing and fraying give summer basics pretty updates. The look can be both laid back and prettily elegant. The colour palette is a fresh mix of vibrant orange tones, clean white, peach and lilac. Deep purple and navy shades, along with neutral beiges, are used for trims and detailing.

80's Safari

A blend of army utility and 80's styling. Animal pattern continues to be the strong feature. Earth and spice tones sit back to utility neutrals in the colour palette, and metallic highlights add a luxe glam touch.

Club Tropicana

Tropical is a story that appears every summer, updated to reflect key trends. Halternecks, fine cami straps and ties are key features, palm leaves and exotic flowers are important for prints.

Praire

Gingham is a key fabric for the SS'17 season. Traditional American home style shapes, coloured in pretty shades of blue, lilac and red. Styles range from cold-shoulder tunics to tiered skirts. The trend for cropped tops makes a strong appearance in this story.

About Cover Story

Cover Story is a fashion retailer of women's clothing and accessories, with the Style Lab headquartered in London. The brand provides fresh and fast fashion, while innovatively integrating global designs in an Indian context. The core of the brand is to provide new collections every week of every month at competitive prices. The Cover Story essence is resolutely feminine, classy and experimental. It has created its own language of style, with stylish pieces and sharp details. Cover Story addresses the sartorial needs of the contemporary woman who is a citizen of the world.

Accessories and Shoes

Trendy accessories and shoes are key components of the collection. Inspired by the above stories, accessories include a range of bags which are available in a vast color palette and are designed to amplify one's style. Shoe styles are expansive; women can choose from chic heels to smart casual flats, depending on the occasion.

About Future Style Lab

Future Style Lab is a design studio launched by Future Group. The lab is based in the ever fashion forward city of London, and is headed by Manjula Tiwari, with the creative assistance of Natalie Singh, along with a team of design and manufacturing professionals. Future Style Lab aims to set the pace for India's fast-fashion business through integrating global fashion design with smart and efficient sourcing.

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