

A woman with dark skin is shown from the chest down, wearing a white, sleeveless, tiered dress with a lace-trimmed bodice. Her arms are slightly extended to the sides. The background is a plain, light-colored wall. A semi-transparent grey rectangle is overlaid on the image, containing the text.

# PRODUCT KNOWLEDGE

CHARLIE PAIGE

SPRING | SUMMER 2024



## KEY TRENDS

### 1. KEY WOVENS

### 2. KEY KNITS

### 3. KEY PRINTS

- BOLD
- EARTHY
- ROMANTIC
- PAISLEYS
- TROPICAL BRIGHTS
- BOHO FLORALS
- TIE DYE

### 4. LINEN

### 5. RESORT TO SPORT

### 6. RESORT BRIGHTS

### 7. BLACK & WHITE RESORT

### 8. MOMMY & ME

### 9. DESTINATION BRIDE

### 10. SWIMWEAR

- SWIM ACCESSORIES
- SCARVES
- COVER UPS & KIMONOS

### 11. ACCESSORIES

- FOOTWEAR
- JEWELRY
- HATS
- BAGS



# KEY WOVEN FABRICS

- **TENCEL** - easy to wash, drapes well. Fabric is light and flowy
- **CHAMBRAY**- easy to wash, drapes a little stiffer than rayons. Made of cotton or blends of natural fibres
- **SEER SUCKER GINGHAM** - easy to wash, drapes ok, not too stiff. Made with synthetic fibres
- **TEXTURED DOBBIES** - textured mini embroideries on woven into the fabric



TENCEL



CHAMBRAY



TEXTURED DOBBIES



SEERSUCKER GINGHAM

- **COTTON VOILE** - easy to wash, will wrinkle after wash. Needs to be ironed
- **CRINKLE GAUZE** - easy to wash, permanent crinkle in the fabric
- **COTTON EYELET**- cotton with laser cut patterns
- **CRINKLE RAYON** - easy to wash, synthetic fibers, drapes well, light weight and flowy.



COTTON VOILE



GAUZE



COTTON EYELET



CRINKLE RAYON

A woman with long brown hair is shown in profile, looking to the left. She is wearing a long-sleeved knit sweater with horizontal stripes in brown, white, and light beige. She is also wearing a necklace made of wooden and bone beads, and large, ornate earrings. The background is a plain, light-colored wall.

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# KEY SUMMER KNITS

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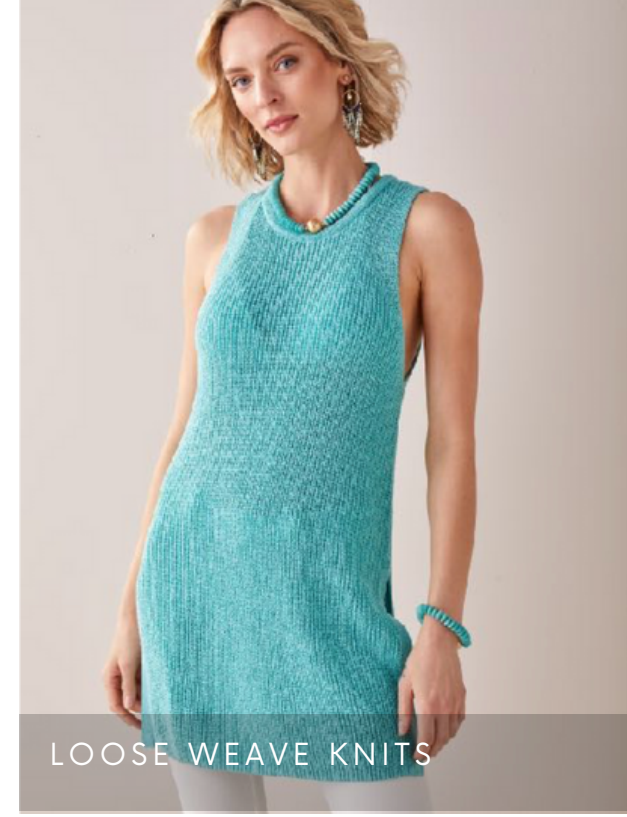
- Summer knits are great transitional selling pieces
- Light weight oversized Knits
- Easy to wear cardigans in summer
- Brights
- Open weave knits in summer bodies
- Great transitional and layering piece

## MERCHANDING RECOMMENDATIONS

- For loose weave knits try to avoid hanging for long periods of time so fabric doesn't stretch over time and lose its shape.



PURL KNITS



LOOSE WEAVE KNITS



LIGHT WEIGHT TAPE YARNS



OPEN WEAVE CARDIGANS



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# KEY PRINTS



# KEY PRINTS

## BOLD

Striking two colour prints in bold patterns

- Tropical Palms
- Geo Patterns
- Aztec Tribal Patterns







# KEY PRINTS

## EARTHY

Earthy tones of olives, browns, and black.

- Tiger Stripe animal print
- Botanical leaves & Florals
- Irregular Dots
- Botanical Florals



# KEY PRINTS

## ROMANTIC

Soft elegant florals that are pretty and dainty

- Garden Florals
- Abstract Blush Florals
- Soft Ditsy Floral Prints
- Delft blue Florals



# KEY PRINTS

## PAISLEYS

Multi colour paisleys both whimsical and fun, different scales, both vibrant and soft.





## KEY PRINTS

## TROPICAL BRIGHTS

- Bold Florals
- Water colour effects
- Abstract Florals
- Mixed media



# KEY PRINTS

## BOHO

Mixed media of patterned florals paired to make a patchwork effect. Printed on easy flowy silhouettes with light gathers and multiple tiers.





## KEY PRINTS

### TIE DYE

From earthy tones to bold multi colour tie dyes.

Please note:  
this tie dye process is done by hand,  
therefore every tie dyed garment will  
be beautifully unique and not the  
same.



A woman with curly hair is shown in profile, smiling and looking to the left. She is wearing a light green, textured linen outfit consisting of a long-sleeved jacket with a frayed collar and cuffs, and matching wide-leg trousers. She is accessorized with a necklace and a bracelet, both featuring light green beads and gold-toned links. Her right hand is resting on her chin, and her left hand is on her hip. The background is a light-colored, textured wall.

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LINEN



STRETCH LINEN



SLUB LINEN



PRINTED LINEN



LINEN VISCOSE BLEND

# LINEN

- Linen Viscose blends
- Stretch Linen \*\* New
- Printed Linen
- Slub Linen \*\* New
- Easy to wear and lightweight
- Modern and crisp silhouettes
- Breathable fibres
- Less wrinkling compared to 100% linen because of viscose blend





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# RESORT TO SPORT



## RESORT TO SPORT

Swing into the summer with fresh bold prints that feel performance ready, with a casual twist. 2 Way Stretch Flex Fit fabrics made in solids and patterns to create the perfect day look in comfort with style.



# SELLING FEATURES

## FLEX FIT STRETCH

- Comfortable travel bottoms with a sporty look
- 2 way "Flex Fit" Stretch Fabric
- Wide waistbands on skirts for "Tummy Control" & Comfort
- Hidden sewn in jersey shorts that contour the leg. for women that like to play active sports ie: golf, tennis, pickle ball
- Multiple functional pockets
- Comes in fresh summer prints, and solids



A woman with short hair, wearing a vibrant turquoise dress with a ruffled collar and a gold chain necklace, is shown in profile against a light background. The dress features a button-down front and ruffled sleeves. She is also wearing large, ornate gold earrings.

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# RESORT BRIGHTS

# RESORT BRIGHTS

These perfect bold getaway ensembles are instant mood changers. Full of vibrant colours, rich texture, beautiful hand crafted details, and effortless silhouettes, these colours will immediately catch everyones attention while jetting off to an exotic destination.

- Vibrant colours in different lightweight flowy luxurious fabrics in resort wear
- Bright coloured jewelry
- Statement coloured footwear
- Colourful hand bags
- Bright open weave knits







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# BLACK & WHITE RESORT

# BLACK & WHITE

Soak up the sun in this collection of classic white and black resort wear. Beautifully crafted summer outfits for those who want to feel confident and stylish on vacation, effortless styling that take you from beach to bar,

- Classic and staple summer must haves in monochromatic looks
- Easy to wear flowy silhouettes
- Crochet details
- Jute and straw accessories to compliment









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MOMMY & ME

# MOMMY & ME

Sweet, and adorable lightweight matching Mommy & Me summer dresses that are perfect for those mother-daughter date moments.



Make those moments a little bit extra special with beautiful summer gingham dresses, flowy summer tiered jerseys, and lightweight matching summer sweatshirts.

- Matching Summer Prints in:
- Summer Dresses
- Lightweight Sweatshirts
- Resort toddler cover-ups
- Toddler sun hats





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DESTINATION  
BRIDE



# BRIDAL

## DESTINATION BRIDE

Classic getaway pieces for the modern destination bride.

- Rhinestone embellishments
- Bridal Robes
- Slippers
- Destination Bride accessories such as
  - Hair Accessories
  - Bridal jewelry
  - Embellished Flip-flops with embossed "Bride to Be" sand imprint
  - Straw Beach bags
  - Embellished Straw Sun hats



# BRIDAL

Silky soft loungewear and embellished slippers are perfect pieces for a glamorous bride. Perfectly matched accessories call for personal indulgence.





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SWIMWEAR





## SWIMWEAR

Discover beautiful one-piece swimsuits that are made and designed to make you feel confident and comfortable. Ruched details, built in removable cups, and layered skirts create flattering silhouettes and plenty of coverage

- Modest one piece suits
- Skirt details
- Ruching details
- Built in shelf bra to remove cups
- Pair up with Charlie Paige sarongs & kimonos





# SWIMWEAR ACCESSORIES

Bring on the vacation vibes with beautiful accessories to compliment swimwear. Don't forget to travel with stylish wet bags for your bathing suit and shoes.

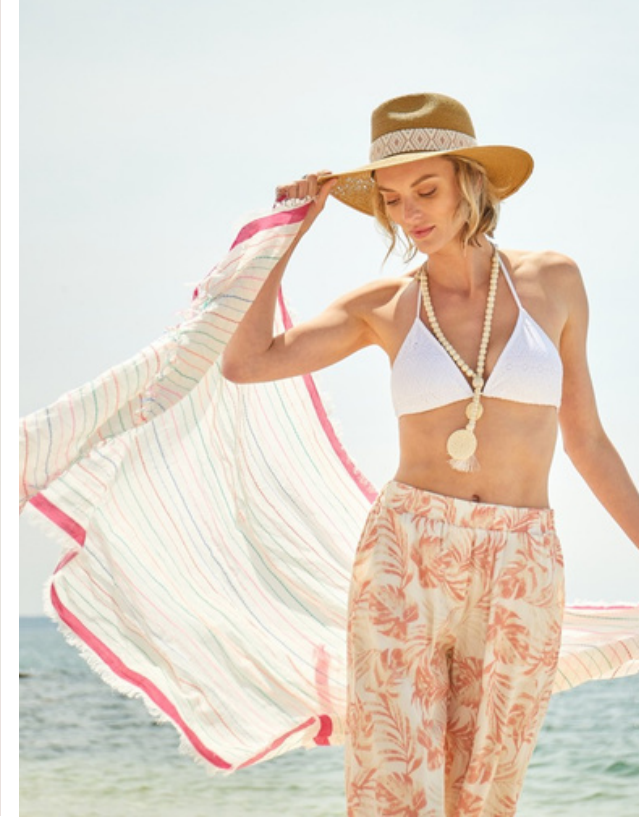
- Waves Flip Flops
- Comfort sole wedge flip flops with beach inspired icons
- Oversized Embossed french terry Beach bags.
- Wet Bags for bathing suits or multi purpose travel use.
- Shoe Bags for flip flops or travel.
- Compliment with straw sun hats or beach bucket hats



# SCARVES

Gorgeous scarves in bold tropical prints, luxurious yarn dye stripes and delicate lurex details.

- Multiple ways of styling. these make great beach coverups, wraps, sarongs, and scarves
- Great travel companions that go from day to night
- The finishing piece to a basic top
- Great gift idea



## COVER UPS, & KIMONOS

- Multiple ways of styling
- Easy to wear Beach cover ups from day to night
- The finishing piece to a basic top
- Can be worn casually with jeans





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# ACCESSORIES

# FOOTWEAR

Discover a variety of beautiful summer footwear to pair with Charlie Paige summer collections.

Size ranges S | M | L

- Laser cut mules
- Wedge espadrilles
- Knot & Braided details
- Mini Platform
- Caged loafer
- Eva Flip flops



PALTFORM ESPADRILLE



WEDGE ESPADRILLE





# JEWELRY

Define your look with Charlie Paige statement jewelry

- Gold and Silver charms and bold bracelets
- Beaded jewelry ensembles that match and paired as sets.
- Dainty stacked necklaces





# JEWELRY BRIGHTS

Punch up your resort looks with colourful bold jewelry to finish off the look

- Beaded Jewelry ensembles that match in colourful stories
- Beach inspired icons
- Tropical inspired icons







# HATS

Discover beautiful summer hats that pair well with just about anything with our Charlie Paige collections. These are a brilliant addition to your summer wardrobe for sunny city breaks or relaxing on the beach.

- Paper Sun Hats
- Beaded details
- Contrast brim details
- Straw Visors
- Open Weave straw
- Fedora style straw hats
- Webbing details



## BAGS

Discover beautiful bags in different sizes for different occasions.

- Beaded hand bags and clutches
- Jute oversized beach bags
- Cotton Canvas bags
- Open weave shoppers
- Recycled Yarn Bags (Mid Size)





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BOOK YOUR APPOINTMENT.

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