

APPAREL AND ACCESSORIES

Aquazzura releases summer collaboration meant for versatility

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Aquazzura's collaboration with Racil Chalhoub. Image credit: Aquazzura

By STAFF REPORTS

Italian footwear label Aquazzura is tapping into the strong feminine attitude of the 1990s through a collaboration for the summer.

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Working with Lebanese designer Racil Chalhoub, Aquazzura is releasing a high summer collection, dressing consumers head-to-toe in designs that embody a summer romance. The collection is meant as a flexible form of expression, allowing women to dress up or down.

Day to night

A vintage floral print along with stripes and polka dots make up the patterns of the collection, which consists of seven looks and five shoes.

The designers hope that fans will be able to mix and match the pieces, allowing easy wear from day to night.

"Racil is not only a great designer and very sophisticated woman, she is also a very close friend so working together was great fun," said Edgardo Osorio, founder of Aquazzura, in a statement. "We wanted a collection to show our love for summer and head-to-toe prints. "



AQUAZZURA ♥ RACIL

Aquazzura's peep toe heel from the collection. Image credit: Aquazzura

The Italian footwear label has had its sights set on competing with other massive global footwear labels such as Michael Kors' Jimmy Choo with its new expansion plan.

Aquazzura has beefed up its strategy to become a widespread luxury brand with plans to introduce nine new stores of the coming year. Per a report in *Business of Fashion*, Aquazzura will establish itself within new markets where its brand can thrive, as part of an attempt to significantly grow its brand ([see story](#)).

Collaborations such as the high summer collection will help support the brand's plan to move forward.

"Edgardo is a very dear friend of mine and one of the most talented designers I know," Ms. Chalhoub said in a statement. "This collaboration really reflects the spirit of our friendship."

"A fresh take on summer dressing, it brings our worlds together and our idea of a perfect wardrobe: fun but chic looks with the shoes to match," she said. "Perfect for when you want to leave your tux jacket at home."

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