

RETAIL

Bloomingdale's launches limited-edition Aqua collection

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Sai De Silva models the new collection with her daughter. Image courtesy of Bloomingdale's

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Bloomingdale's has announced the launch of Aqua x Scout the City, a limited-edition collaboration between content creator and influencer Sai De Silva and the retailer's best-selling brand.

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The collection combines aesthetics unique to the Aqua brand with Ms. De Silva's personal style to embody the influencer's mantra: life is short, so let's have fun. The collection is now available at Bloomingdale's stores and [online](#), and marks Ms. De Silva's first collection featuring children's' styles.

"My daughter and I have always bonded over fashion so getting to create a collection with Bloomingdale's for women and girls has been such a fun and rewarding experience," Ms. De Silva said, in a statement. "The Aqua pieces are inspired by the spirit of New York City and the idea that you can reinvent yourself at any moment."

Aqua x Scout the City

The Aqua x Scout the City collection features pieces that balance basic silhouettes with mix-and-match styles ideal for the fall season.

Separates like balloon jeans, paper bag pants, balloon sleeve shirts and sweetheart neck bodysuits included in the collection serve as foundational pieces for trendy ensembles.

The collection also includes statement outerwear pieces like belted puffers, quilted jackets and a two tone belted coat.



Ms. De Silva styled in the black tapered jeans, black sweetheart neck top and Boucle contrast trim jacket. Image courtesy of Bloomingdale's

Matching women's and girls' dresses are offered with the fit and flare mini dress and a ruffled tiered option.

A houndstooth motif is seen across hoodies, sweatpants and balloon sleeve mini dresses. Shoes and accessories in the collection include loafers, mule slippers, sneakers and lug sole boots, along with bracelets and necklaces for layering.

Aqua is a contemporary, trend-driven brand available exclusively at Bloomingdale's stores and online.

The brand has previously partnered with cultural figures and top brands, including a recent Mary Katrantzou collaboration in Spring 2021, along with previous collections with Zendaya, Helen Owen, Mary Lawless Lee, Yigal Azroul, Maddie & Tae, Zadig & Voltaire and Madeleine Thompson.

Earlier this month, Bloomingdale's launched an in-store, outdoorsy merry-go-round with a concept shop by designer, fashion and travel blogger and influencer, Rocky Barnes.

The Carousel @ Bloomingdale's: Happy Campers is bringing all the stylish coziness of the fall season to one place, with a unique curation inspired by outdoor adventures, including men's and women's fashion, beauty, home, kids and exclusive pieces from Ms. Barnes' brand, The Bright Side ([see story](#)).

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