

A woman with blonde hair pulled back, wearing dark sunglasses and a vibrant red double-breasted suit with wide lapels and large pockets. She is standing in the middle of a city street at dusk or dawn, with blurred figures of people and vehicles in the background. The lighting is soft, creating a moody atmosphere.

LIFE IN COLOUR

AUTUMN WINTER 22

REISS



“LIFE IN COLOUR”

REISS LAUNCHES NEW AUTUMN WINTER ‘22 COLLECTION INSPIRED BY INTIMATE LONDON MOMENTS.

Reiss’ most vibrant collection to date is an immersive experience through the streets of London.

“Life in Colour” is aptly named given the shift from the brands’ typically neutral tones. Despite this evolution, the instantly-recognisable Reiss palette remains, with natural shades defining signature styles.

Reiss’ latest styling directive balances heritage and modernity. Carefully curated edits sit perfectly alongside London’s historic landmarks with hints of fresh - yet controlled – seduction.

The backdrop of the brand’s flagship city emphasizes its rich heritage; what was important in 1971 remains important now. This belief that style should be enduring runs through the collection, not only in design, but in quality. Fabrics such as cashmere, shearling,

leather, premium cotton, merino wool, and tailoring blends come from some of the best mills around the globe. Highlights include sharp tailoring, knitted layers, winter coats and occasionwear - all balancing neutrality with brazen colour drenches.

The connection between colour and emotion can be seen through this bright new element to the season’s palette. The hues are exclusive to Reiss and carefully considered for the season. To encourage its customer to become more confident with the new, brighter shades, Reiss is working with Colour Psychologist, Karen Haller, to identify how the colours within the collection can positively impact the mood and mindset of the Reiss customer this season

The collection is an ode to the adaptability of city styling. The versatility of the modern 24-hour wardrobe is celebrated, blurring the lines between on duty and off duty. This plays into the new business dress code; what you wear to work can be effortlessly transitioned for evening plans, extending the wearability of each garment.

Life in Colour spotlights the brand’s creativity-first approach to modern design, with its uncompromising quest for quality and excellence still very much at the forefront.

Shop the collection at www.reiss.com and in Reiss stores.



“Colour is an amazing phenomenon that has the power to change how we think, feel and behave in an instant. If you are looking to experiment with colour this season and try something new to boost your mood over the winter months, REISS has expanded its bespoke colour palette for Autumn Winter to include bold and vibrant colours that are full of energy and vitality.

Looking at the psychology of the colour palette, red has the ability to not only boost your confidence but your energy levels too. Their vibrant turquoise can help give the mind a re-charge which is essential when we have a lot on our minds, while their lively green is a restorative and rejuvenating colour.

The brand’s classic softer colours have also been weaved into the collection, including warm white which can aid with clarity and simplicity, and a new addition, deep brown, helping to provide a sense of grounding and stability.”

KAREN HALLER

COLOUR PSYCHOLOGIST

