

A full-page fashion advertisement featuring a woman with long, wavy blonde hair and a serene expression. She is wearing a white, long-sleeved dress with a deep V-neckline and a gathered waist. Her hands are placed on her hips, and she is holding the fabric of the skirt. A delicate gold chain necklace is visible around her neck. The background is a bright, sunlit body of water, creating a soft, ethereal atmosphere with visible light reflections. The brand name 'REISS' is prominently displayed in the center of the image.

REISS

SPRING SUMMER 22

EVERY MOMENT IS AN OCCASION - SUMMER '22

REISS' most colourful collection to date indulges their customers' yearning for dressing up again.



“Every moment is an occasion,” declared Creative Director James Spreckley, as he took the first chapter of REISS’ Summer ’22 campaign to Byron Bay in Australia.

“The joy of getting ready, the sense of fun and positivity of looking your very best: this is the sentiment behind the collection and the campaign,” he added, introducing the elegantly sensual shots of REISS’ clothes perfectly at-home beachside and in intimate settings.

This season, the UK expects between 20 - 25% more weddings compared to the same period pre-pandemic. This forecast, along with resumed garden parties and other summertime celebrations, plays directly into REISS’ area of expertise.

“The collection is optimistic and uplifting. Our customer is dressing up again, and dresses and tailoring have returned to centre stage. Colour is playful and confident, mixed with our signature neutrals,” comments REISS womenswear director Una Joyce.

In womenswear, a colour injection updates the house signatures. Sorbet colours refresh the revered tailoring and coveted

dresses, with prints - florals and abstract - animating the range.

Versatile, REISS’ trademark crisp-white numbers could be laid-back bridal but are equally suitable for beachside cocktails, breakfasts al-fresco, or afternoon strolls through an old town.

“Dinner jackets have been consistently at the top of our tailoring sales this year, not showing much of the usual January slow-down. Our customers are dressing up throughout the winter, and we are seeing this trend pick up for Spring”, says REISS menswear director Alex Field.

In menswear, colour appears throughout tailoring, Cuban-collar shirts, and polos styled to give urban elegance a relaxed feel.

Full-formal looks still play their part, but the mixed-and-matched tailoring modernises the look while staying true to REISS’ timeless aesthetic.

The curated occasionwear edit is available now at [Reiss.com](https://www.reiss.com) and in Reiss stores.

NOTES FOR EDITORS



For high-res model & cut out imagery download here:

Womenswear: [Hightail](#) or [WeTransfer](#)

Menswear: [Hightail](#) or [WeTransfer](#)

For any further queries or sample requests, please contact:

Hollie Kinlock

PR Manager

Aisle 8

Hollie.Kinloch@aisle8.com



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