

Hedoco Creative “Night & Day” SS 2013 Collection



Hedoco “Night & Day”

Hedoco spring/summer 2013 “Night & Day” - a new collection by Hedoco Creative line was created in cooperation with designer Justyna Gugala.

The new collection builds on Hedoco's distinctive features - minimalism and geometry, expanding them with lightness of summer attire. All garments were made of high-quality Italian fabrics and provide an array of choices for individual styling. A bold vision, absolute project precision and the highest attention to detail have all combined in this collection to give it a universal character as well as a touch of uniqueness.

Night & Day transparent dresses are enchanting with their simplicity, while playful beach coats will guarantee an elegant appearance even in unfavorable conditions. The disco shorts will drive you to the party fever, while the summer suit with its extraordinary form will be useful for more official functions.

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The spy jacket provides a "fashion disguise" in the crowd. The use of non-standard finishings such as unique pleating, leather insets, shoulder straps and belts in intensive colors delicately interfere with the minimalistic tendency. Our fabrics, mainly silks, are delicate and light, which makes them perfect for warmer days. Oversize patterns will bring out the best in everyone's figure at the same time concealing any imperfections.

Our latest collection was inspired by sunrises, with the designer trying to grasp the ephemeral moment when night meets day. This inspiration is reflected in the choice of colors: pale and ashen shades evoke associations with the sky at dawn. With the first rays of sunlight, the grayness departs and intensive colorful additions give energy and a new meaning to the upcoming morning. The individual items in this collection were designed to form matching sets. No sharp distinction into "day" or "night" garments has been made to emphasize the unity of day and night as belonging to one time. „Night and Day” is also the title of a song by Frank Sinatra, which accompanied the designer in her creative process.



Hedoco is a new brand created in 2011 and owned by Modern Arts Management. It comprises unique, high-quality products designed by young Polish artists and designers. The offer includes inventions based on open technologies, fashion collections and accessories, as well as industrial design items.

Additional information: [facebook.com/HEDOCO](https://www.facebook.com/HEDOCO) and www.hedoco.com