

FAY

JUNIOR

The FAY JUNIOR 2022 Spring-Summer Collection embodies California's true essence: a landscape where the magnetic charm of big cities mingles with the irresistible call of the great outdoors, a juxtaposition that breathes life into a collection with a clear identity, designed for children with strong and independent personalities.

FAY TALES

The evocative night skyline of a Californian metropolis, with its glimmering skyscrapers suspended midway between ocean and palm trees.

Mint green and navy blue meet gray and white, in a palette reminiscent of a timeless Los Angeles firmly rooted in its urban dimension.

The shirt jacket with the iconic FAY hook is the collection's most versatile expression, here proposed in gabardine or nylon, together with the denim safari jacket.

Macro horizontal stripes decorate t-shirts and knitwear with their bold tones, while classic candy stripes embellish the shirt with an unusual combination of white and mint green.

For the boys' collection, the must-have garment is the sweatshirt: its macro patch pockets recall the silhouette of a safari jacket, or the bomber jacket lined with an all-over logo.

And it's precisely the new logo in capital lettering, combined with the outline of the Saint Bernard dog, that defines each garment of this collection: it appears as a discreet detail on the full college-style bomber jacket in nylon with micro-Vichy print, or as protagonist in its tone-on-tone macro version on the green sweatshirt.

Garments for her play with timeless colors and feminine lines, yet never affected: a cropped shirt with blue candy stripes, which also decorates the lining of the slim-fit nylon trench coat and the back of the white flared sweatshirt that mirrors the FAY Collection Woman. Comfy style for the blue and gray mélange fleece suit, with raglan cut and kimono sleeves.

FAY LEISURE

Welcome to Palm Springs, where modernist architecture meets the desert in an explosion of charming retro colors. The hues of the earth, ranging from beige to rust, contrast with intensely vibrant yellow, pink and aqua green as in a vintage Polaroid shot against the endless sprawl of sand and cacti.

Striped textures leave behind the sailing theme and embrace a more relaxed mood, highlighted by cotton trousers and shorts with a decidedly comfy fit in ivory and rust tones. Meanwhile, linen, summer fabric *par excellence*, is proposed in its most vintage, faded and wrinkled version.

The iconic three-hook coat is offered in garment-dyed canvas in traditional beige and in a more intense rust color with a vintage look.

The lines and colors of the zippered nylon and canvas jackets have a decidedly biker inspiration, faithfully reproducing garments from the FAY Men's collection, reinterpreting them as sweatshirts with octagonal patches.

The new uppercase logo is also printed on t-shirts or appears as a jacquard print on knitwear, while shirts play with the Hawaiian style, but come in shades of white or sage, with logo or polaroid print on the back, representing a classic California postcard with palm trees in full view.

Even the most formal garment is playful: the blazer and Bermuda shorts in cool wool are colored light blue, like the California sky.

The vertical striped sweatshirt suit is inspired by the world of Football, with a sponge logo in full American sports style. The same sports-chic mood applies to the zippered nylon jacket, lined in pique with all-over logo.

The Girls collection features a hyper-colored check print, styled in beige and green highlighted by strokes of bright yellow, strong turquoise and baby pink. A true homage to California's outdoor vibes, alternating with optical white in the poplin dress with its feminine lines. The cropped shirt with Hawaii collar also comes in total white.

Outerwear is proposed in a range of colors: the Virginia comes in beige cotton with a checkered print lining, the 3 Hook with hood ranges from aqua green to silver, like the versatile tomboy-style shirt jacket.

Baby garments are also inspired by the lines and moods of their older siblings, adapting them for the littlest ones. So here we have the suit in pinstriped fabric with details in white and baby blue, or the cotton dungarees with the Saint Bernard dog print. Baby Girl garments are more playful, with ruffled details proposed in the most classic white and blue.

The Collection is completed by the Nursery set: soft rompers and little sheets printed with the FAY JUNIOR logo, which plays a starring role even on the iconic Mommy Bag.

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