

A person is standing on a wooden pier, holding a large, vibrant umbrella. The umbrella and the person's dress feature a tropical pattern with pink and red parrots, green palm leaves, and yellow flowers. The background shows the dark blue ocean under bright sunlight. A red banner with white text is overlaid at the bottom.

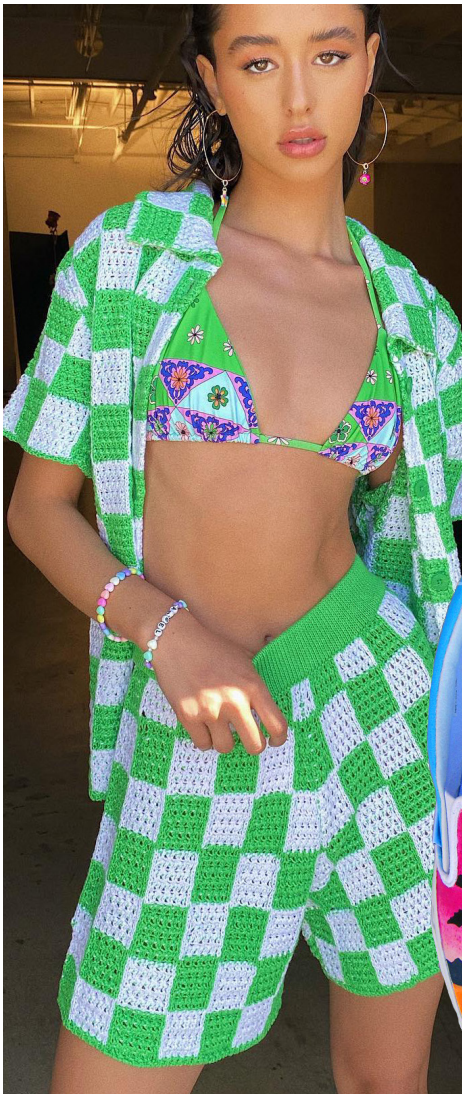
CLUB PARADISO



CLUB PARADISO: RIO



Purely
Inspiration



CLUB PARADISO: RIO

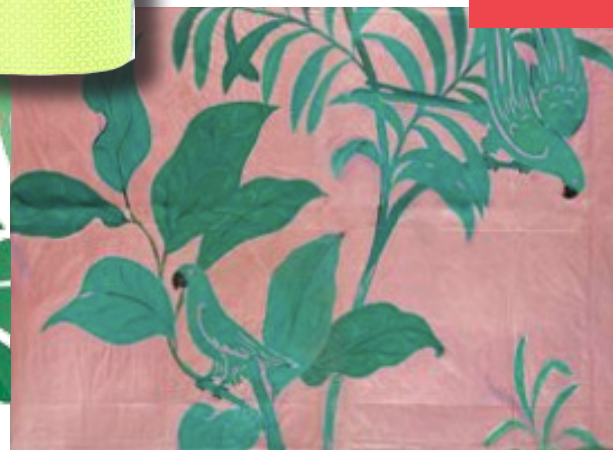


CLUB PARADISO: MIAMI



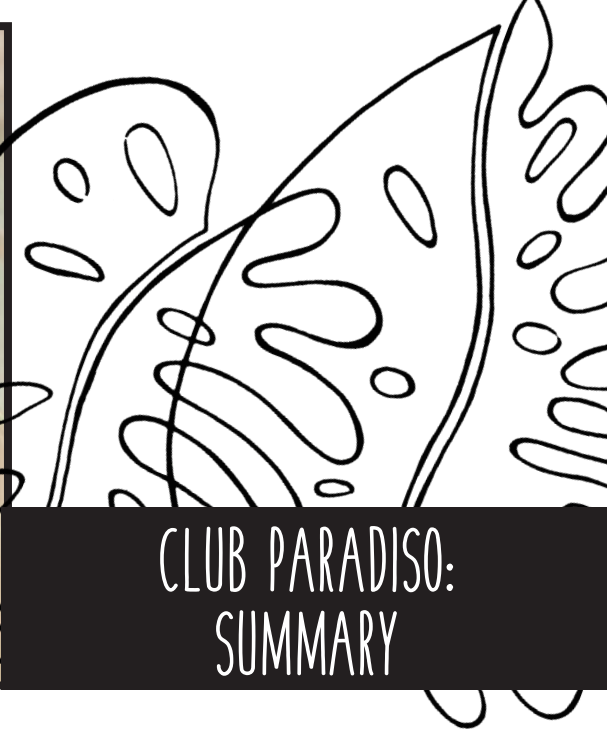


CLUB PARADISO: MIAMI





CLUB PARADISO: HAVANA



CLUB PARADISO: SUMMARY

- All about Resort and Beach vacations
- Tropical is back in full force. As shown there are 3 ways to do tropical for those depts with large sku counts and volume. However, we believe that the Rio colors and looks are most applicable for hair and jewelry teams for color pops
- Palm Leaves is a key graphic in prints, icons, jewelry
- Flamingos are back in big way, with Rio tropical birds as secondary
- Pineapples are back especially in jewelry and in home decor.
- Red fruits still trending more than citrus, but limes and lemons are minor notes especially because of trend in whitened neons and off pinks
- Sea Life is huge opportunity. Watch for starfish as a key icon. Bits of red to pink corals showing up
- Viridian greens is a key top trending color in apparel, and apparel prints, but in accessories, main application is in hair. Greens should take a back seat to Pyro Pinks, New Corals, Whitened Neons, Pink/Limon combos and the Sun-drenched Chalky colors