



summum

LOOKBOOK SUMMER 2025



cover: blouse 2s3304-12224C4
inside cover: gilet top 9s135-11816C4

SUMMER COLLECTION

Colours of the coast - A summer in style

The collection for Summer 2025 builds on the sense of purity and authenticity that characterised the Spring 2025 collection, an atmosphere we captured in the heart of Sicily. This time we head to Trieste, where city and sea come together in the ultimate Mediterranean getaway. Summer 2025 includes two capsule collections, plus two exclusive mini collections, including a special collaboration and an extra festive delivery. But more on that later.

Vibrant colours like a blossom yellow and popping pink cyclamen are combined with soft, neutral shades like ivory and peanut. With the latter two colours as a base and bright pops of colour for variety, we create a versatile line that combines effortlessly with old favourites and new items. Be surprised by the beautiful prints, comfortable materials like crisp cotton, lyocell and linen blends and relaxed silhouettes with refined details like crochet and bow closures.

Eye-catching this season are the bright colours mentioned above, which contrast beautifully against the bright blue sky while strolling the boulevards or wandering along a vast sandy beach. Black, ivory and stylish greens like mint breeze and sea glass complete our colour range, used for two special additional collections.

First, our Festive Summer Capsule, featuring items with just that little extra flair you would want to celebrate a summer wedding, festive sunny picnic or special birthday in. Designed to add some magic, even to everyday outfits: after all, our quality and designs are meant to be worn often and combine effortlessly with other Summum garments.

For Orange Babies, we created a small collection to benefit their campaign Stand Up for Girls! For every item sold, we donate to their campaign, an amount for which a girl in Africa can go to school for a month. A small gesture with a powerful impact.

Here's to a great summer for everyone!



4

CAPSULE

CITY VIBES

delivery beginning of April

Warm, summery shades like sunny yellow and sesame set the tone for a vibrant collection full of new silhouettes, with surprising styles like culottes and feminine tops.



top 7s7920-70021C4
trousers 4s2835-12224C4

	Yellow	Black
Ivory		Peanut
		Sesame



blouse 2s3304-12224C4
trousers 4s2835-12224C4

top 7s7920-70021C4
trousers 4s2835-12224C4





singlet 3s5157-30691C4
trousers 4s2827-12250C4
sandals 8s1036-8581C4



cardigan 7s7920-70021C4
trousers 4s2827-12250C4

cardigan 7s5911-70018C4
shorts 4s2775-12114C4
sandals 8s1034-8579C4

blouse 2s3316-12173C4
trousers 4s2827-12250C4
belt 8s1041-8433C4

blouse 2s3225-12119C4
trousers 4s2795-12247C4
sandals 8s1036-8581C4





top 3s5141-30693C4
trousers 4s2810-30693C4
sandals 8s1035-8580C4



top 7s7915-70025C4
trousers 4s2809-11816C4
sandals 8s1035-8580C4

trousers 4s2810-30693C4
sandals 8s1035-8580C4





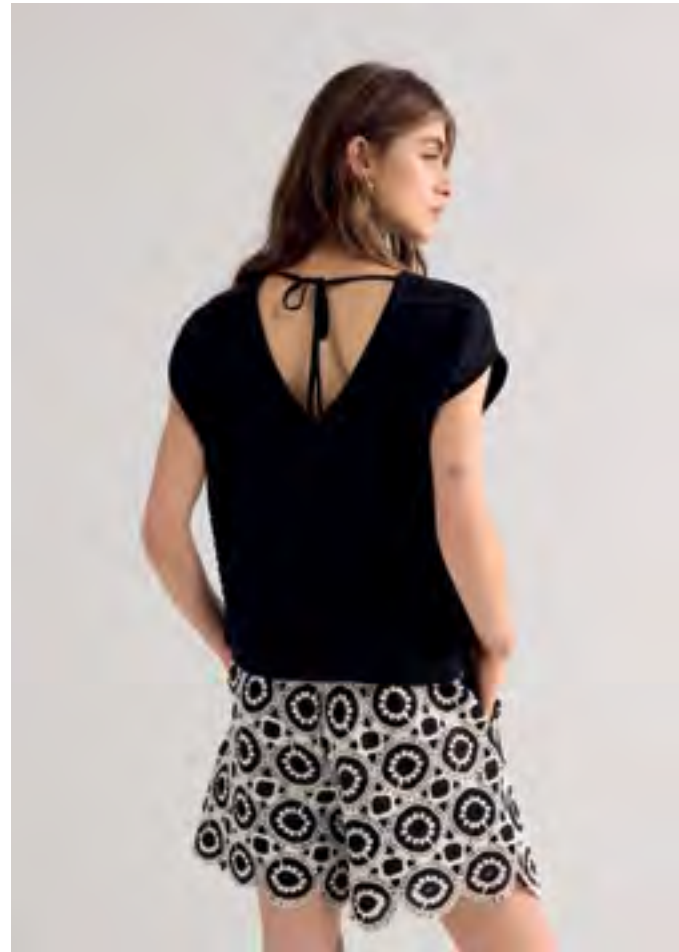
top 2s3314-12227C4
trousers 4s2814-12248C4
sandals 8s1035-8580C4



top 2s3314-12227C4
trousers 4s2814-12248C4

STROLLING DOWN THE BOULEVARD





top 3s5135-30687C4
trousers 4s2809-11816C4

top 7s7916-7884C4
shorts 4s2803-30687C4



top 7s7916-7884C4
shorts 4s2803-30687C4
sandals 8s1034-8579C4



top 2s3300-12223C4
trousers 4s2824-12223C4
sandals 8s1034-8579C4





gilet top 9s135-11816C4
trousers 4s2824-12223C4

top 1s1222-12207C4
trousers 4s2824-12223C4
sandals 8s1034-8579C4



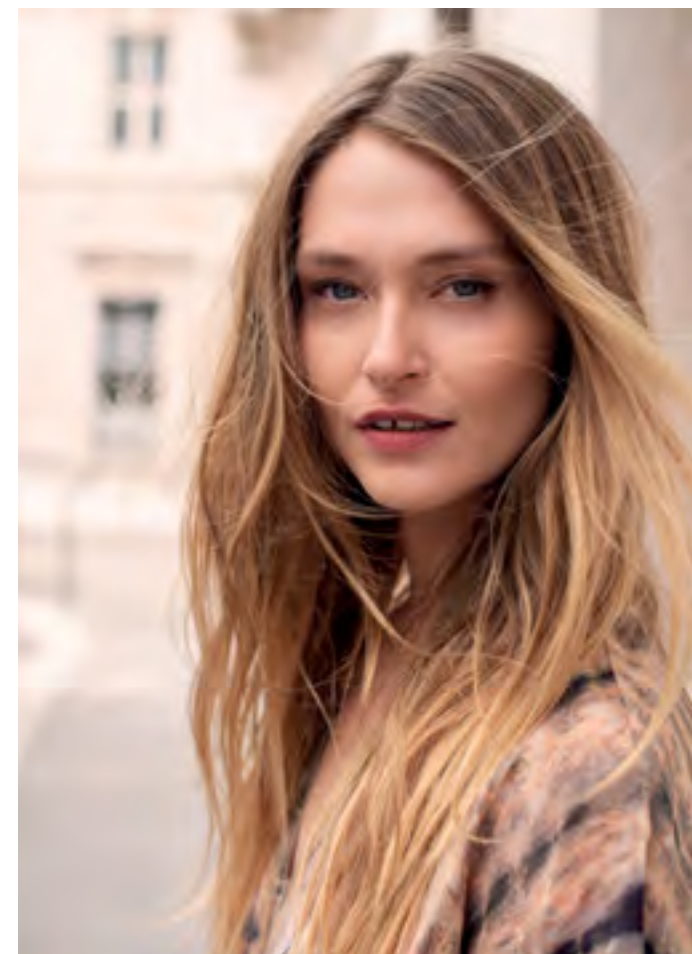
top 1s1222-12207C4
trousers 4s2824-12223C4
sandals 8s1034-8579C4



dress 5s1601-1212104
bag 8s1037-857104
sandals 8s1034-857904



left: dress 5s1624-3070004
right: dress 5s1601-1212104



top 2s3318-12222C4
skirt 6s1338-12222C4
sandals 8s1036-8581C4



dress 5s1615-11817C4

top 2s3318-12222C4
skirt 6s1338-12222C4



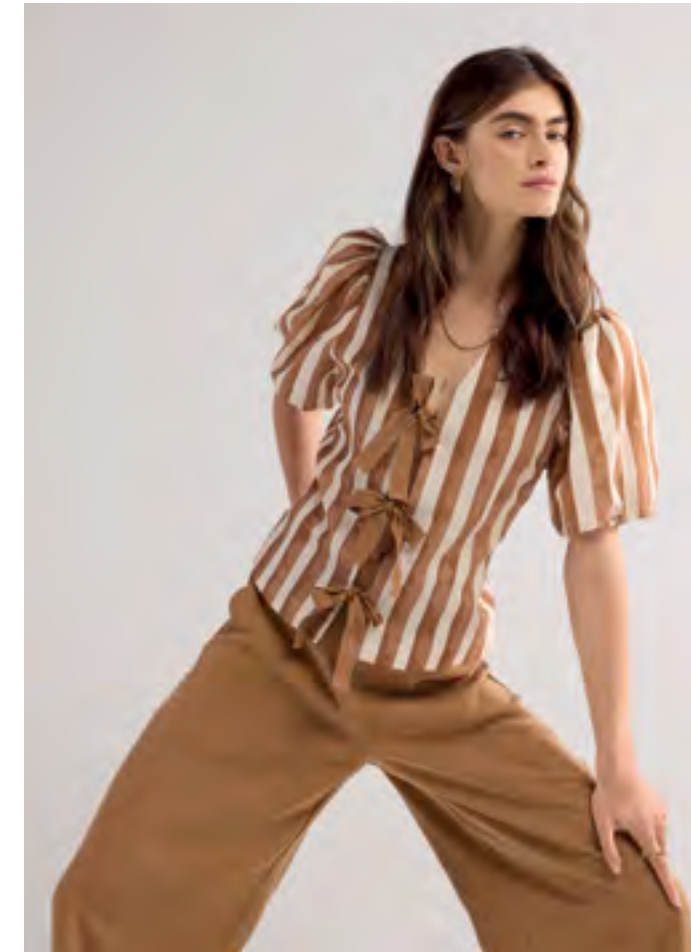
cardigan 7s5911-70018C4
trousers 4s2829-11904C4
sandals 8s1034-8579C4

top 7s5914-70020C4
trousers 4s2829-11904C4
scarf 8s1023-8568C4





blouse 5s1617-12228C4
shorts 4s2825-12224C4



top 2s3318-12222C4
trousers 4s2794-11650C4

top 3s5152-30696C4
jeans 4s2802-5185BD
scarf 8s1021-8582C4
bag 8s1037-8571C4
sandals 8s1034-8579C4

top 2s3060-12014C4
jeans 4s2802-5185BD
sandals 8s1034-8579C4





dress 5s1615-11817O4
sandals 8s1036-8581O4



top 2s3297-11817O4
trousers 4s2794-11650O4
sandals 8s1036-8581O4



sweater 3s5067-30413C4
skirt 6s1338-12222C4

top 2s3297-11817C4
trousers 4s2794-11650C4



sweater 3s5067-30413C4
skirt 6s1338-12222C4



STYLED *BY...*

Quinty Trustfull

For all the festive moments, we bring you the Festive Summer Capsule, styled by - friend of the brand - Quinty Trustfull. Her eye for style and energy are the ideal inspiration for this season's special moments. The mini collection consists of eye-catchers with a festive touch, such as lurex, a gold coating or a special belt. Thanks to the elegant colour palette, the items also mix beautifully with the entire Summum collection.



delivery mid-April

top 2s3295-12243Q
trousers 4s2832-11650Q
sandals 8s1034-8579C4

blouse 2s3307-12226Q
trousers 4s2828-12226Q
sandals 8s1034-8579C4



dress 5s1610-70022Q
sandals 8s1034-8579C4



top 7s7908-70023Q
shorts 4s2817-5150Q

dress 5s1613-30699Q
sandals 8s1034-8579C4

singlet 3s5133-30695Q
trousers 4s2796-11913Q
sandals 8s1034-8579C4

dress 5s1610-70022Q
sandals 8s1034-8579C4



DRESS FOR THE OCCASION



WHERE CITY AND THE SEA COME TOGETHER



top 2s3060-12014C4
jeans 4s2802-5185BD



5

CAPSULE

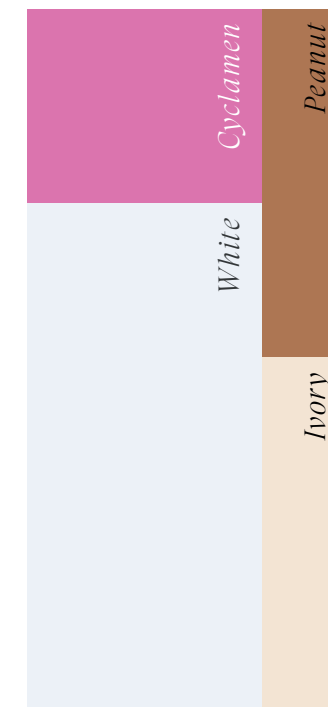
BOLD BREEZE

delivery beginning of May

Enjoy the moment in soft summer looks with long dresses, breezy linens and tops in beautiful prints. Make it personal with the crochet gilet or special accents like sequins, kimono sleeves and 3D floral designs.



blouse 2s3316-12173C5
trousers 4s2814-12248C5
belt 8s1042-8584C4





left page:
dress 5s1603-12242C5
sandals 8s1036-8581C4

right page:
blouse 2s2925-11624C5
jeans 4s2802-5185BD

dress 5s1606-11933C5
scarf 8s1021-8582C5





left page (left to right):
dress 5s1615-11817C5
bag 8s1033-8570C5
sandals 8s1036-8581C4

blouse dress 2s3310-12230C5
shorts 4s2800-12247C5
belt 8s1042-8584C4

sweatshirt 3s5104-30413C5
short 4s2797-5140BD
sandals 8s1036-8581C4

right page:
blouse 2s3301-12230C5
shorts 4s2797-5140BD





left page: top 3s5143-30698C5
trousers 4s2807-30698C5

right page: gilet 9s135-11816C5
trousers 4s2808-11816C5
sandals 8s1036-8581C4



top 2s3287-1206405
trousers 4s2795-1224705
sandals 8s1036-858104



dress 5s1628-1206405



dress 5s1622-12229C5
sandals 8s1036-8581C4



top 2s3312-12229C5
shorts 4s2831-12229C5

top 7s5914-70020C5
blouse dress 5s1344-11628C5
trousers 4s2821-12194C5



left page:
dress 5s1608-12223O5
trousers 4s2824-12223O5
sandals 8s1034-8579O4

dress 5s1608-12223O5
sandals 8s1034-8579O4

right page:
top 2s3306-12223O5
trousers 4s2824-12223O5





dress 5s1604-12254C5

gilet 1s1245-5169BD

shorts 4s2792-5169BD



dress 5s1604-12254C5
shorts 4s2792-5169BD



dress 5s1614-5192BD
sandals 8s1036-8581O4

top 2s3285-12242O5
jeans 4s2802-5185BD





left page: top 2s3289-11950BD

right page: top 7s5918-70017C5
trousers 4s2799-5164BD

blouse 2s2925-12185C4
trousers 4s2799-5164BD
sandals 8s1034-8579C4



top 2s32935112BD
shorts 4s2826-5112BD



top 2s3289-11950BD
jeans 4s2791-5188BD
sandals 8s1035-8580C4



blouse 2s3286-12183C5
jeans 4s2791-5188BD



gilet 7s7921-70021O5
skirt 6s1335-11631BD

top 7s7921-70021O5
jeans 4s2791-5188BD
sandals 8s1035-8580O4

gilet 1s1245-5169BD
shorts 4s2792-5169BD



summum

for ORANGE BABIES

For Orange Babies, we created a small collection to benefit their campaign Stand Up for Girls! For every item sold, we donate to their campaign, an amount for which a girl in Africa can go to school for a month. Since 1999, Orange Babies strives for an HIV-free generation. Because all children, adolescents, and mothers living with HIV-related issues have the right to a promising future.

This resort collection, featuring 11 items, merges style with purpose. A small gesture with a powerful impact.



delivery end of May

jacket 1s1221-12241OR
trousers 4s2550-12114OR

bag 8s1032-8569C5

blouse 2s3317-12232OR
trousers 4s2801-12084OR





left page:
dress 5s1611-12232OR

right page: jacket 1s1221-12241OR
trousers 4s279812193OR

pullover 3s5136-30704OR
dress 5s1611-12232OR
sandals 8s1035-8580C4

cardigan 7s7919-8021OR
trousers 4s2550-12114OR



STAND UP FOR GIRLS!



THE ULTIMATE MEDITERRANEAN GETAWAY



top 2s3285-12242C5
jeans 4s2802-5185BD

MARKETING SUPPORT

Summum delivers quality and creates demand. We do this, among other things, with a strong marketing and PR strategy. Campaigning is something we do together. This is how we achieve the best results; broad-based deployment and repetition create recognition among consumers. We work on storytelling for each capsule, supported by our key looks – the looks we feel best capture and reflect the feeling of the season.

We communicate that story on all channels that are relevant for the target group. To this end, Summum shoots campaign photos, stills and behind-the-scenes content, in addition to lookbook images and packshots. We focus on moving images for social media, such as bite-sized outfit videos that you can post on the fly. This allows us to create an unambiguous marketing story. Feel free to hop on.

EXTRA TOOLS

- ✓ Surprise customers with our beautiful **magazine**. To be ordered in packs of 5 units.
- ✓ Clear **packshots** *for shoppings and digital flat lays.
- ✓ Inspirational **lookbook images*** containing outfit ideas.
- ✓ Set of **A3 images for the logo block**. Don't have a logo board yet? Order one through your sales contact.
- ✓ A **campaign video*** to enhance the theme.
- ✓ Atmospheric **campaign images.***

*Can be downloaded from the B2B tool



Key look C4



Key look C4



Key look C4



Styled By..



Key look C5



Key look C5



Key look C5



Orange Babies

CONTACT US

AUSTRIA

Roswitha Eigner
+43 (0)6644323599

BELGIUM

Eefje Gilis
+32 (0)475741959

DENMARK

Hanne Schultz
+45 (0)20355718

FRANCE

General Agent
Frank Mattouk
+33 (0)688364876

Paris + North
Monique la Croix
+33 (0)613089190

GERMANY

Berlin
Brita Daberkow
+49 (0)1752045072

Hamburg
Katja Lorenz
+49 (0)4021984600

Munich
Sabine Pfisterer
+49 (0)1728504491

Düsseldorf
Susan-Lee Dreier
+49 (0)1724058101

Eschborn
Claudia Walenta
+49 (0)1717560210

Sindelfingen
Susanne Sanz
+49 (0)1722566365

GREAT BRITAIN

Jo Briggs
+44 (0)7496774792

IRELAND

Michael Griffith
+44 (0)7976804101

NORWAY

Harald Dahlstrøm
+47 (0)97153888

SPAIN

Bilbao
Rodolfo Echevarria
+34 (0)607898363

San Sebastián
Cristina Hernandez
Juantegui
+34 (0)670497445

SWITZERLAND

Susanne Lüthi
+41 (0)792092583

CANADA

Railtown Apparel Group
+1 (604) 8747980

U.S.A

Bridge Showroom
+1 (646) 7702077

SUMMUM HQ

+31 (0)202622800
sales@summumwoman.com



inside back cover: dress 5s1622-1222905
back cover: blouse 2s3304-1222404
trousers 4s2835-1222404



summumwoman.com