

anAlpa  
an Alternative path

# TREENDBOOK

**NEW<sup>®</sup>  
COLLECTION  
SPRING  
SUMMER  
20  
21**

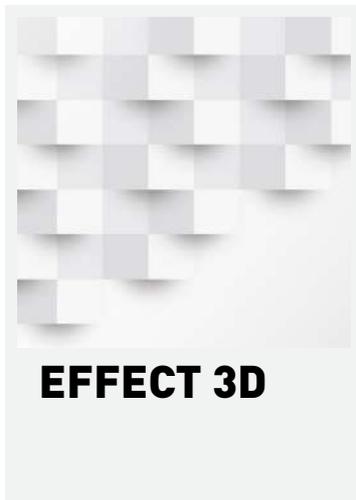





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Nude is minimalist, it oozes quality, openness, and transparency. In our spring-summer 2021 collection we upped the ante on beige and explored toffee, cream, and shades of sand, which all remain practical and universal.

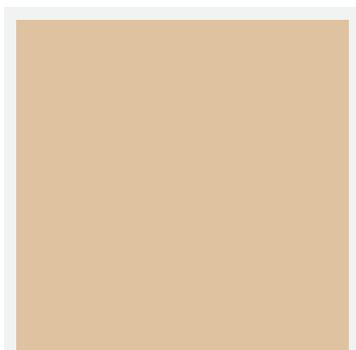




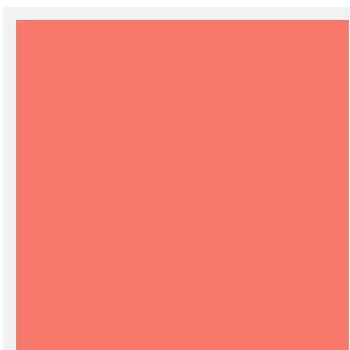



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The peak of popularity for this spring/summer - sandals with voluminous stitching. This trend is not only stylish but also comfortable. This comes as no surprise because comfort comes as standard in our collections! You can walk all day!



**PANTONE®**  
13-1014 TPX  
Mellow Buff

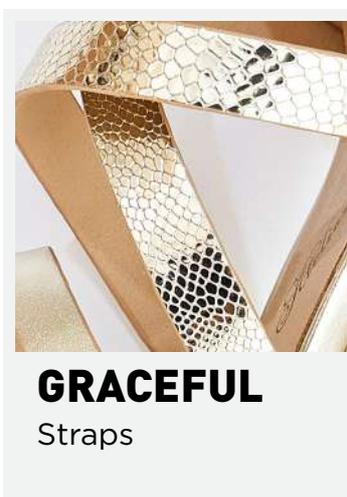


**PANTONE®**  
16-1548 TCX  
Peach Echo



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Fashion trends never cut corners, and a good example of this is the square nose, which is making a comeback in SS21. In the coming season sandals, mules and shoes are an absolute must-have!



# © EMBOSSED LEATHER



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Sandals with straps on the heel or the platform are the best choice for SS21.  
Straps can be thin and almost invisible or wide and bright; ensuring  
maximum comfort while they stay firmly-fixed to your feet!





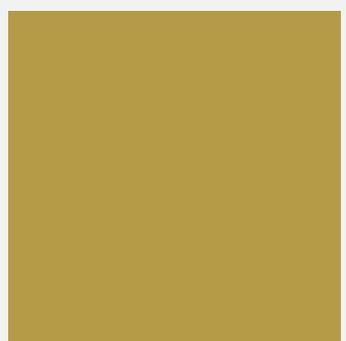
# © A FIGURED HEEL



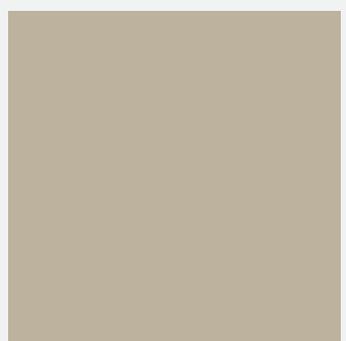
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This is an extraordinary trend, as soon as it was seen on the catwalk, it had already appeared on the street.

The original heel form shape is a universal trend, which is suitable for both young girls and women who like to keep an eye on the world of fashion.



**PANTONE®**  
20-0038 TPM  
Glitteratti



**PANTONE®**  
20-0021 TPM  
Silver-plated



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SS21 strappy styles are delicious and fabulously flawless. An absolute hit of the season are open metallic sandals, which will redefine coming summer!





**PREDATORY**  
print

© **ANIMAL**  
**PRINT**



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Animal print and is going nowhere!  
It's hard to imagine a fashionable look without a beautiful reptile print.  
One of the season's trends are shoes with monochromatic shades.

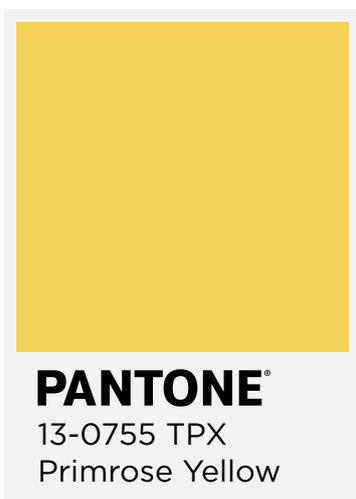


**PANTONE**  
1788 C




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Red shoes and red sandals are no longer a curiosity in the modern woman's wardrobe. Today bright scarlet hue's are a great accent, which works well both in the office or for a more casual look.



**PANTONE®**  
13-0755 TPX  
Primrose Yellow



**PANTONE®**  
12-0721 TPX  
Lemonade




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Yellow has become a main shade of SS21. Designers tune into its positive uplifting vibe, seeing the world shine in all its glorious colour, inspired by juicy shades from delicate canaries through to sparkling citrus fruits.







**CLASSIC**

© **UNREPEATABLE  
CLASSIC**



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The most elegant shoes from SS21 are beautiful pointed shoes with open heels.  
Similar slingback styles are equally as trendy with small kitten-heels.



**PANTONE®**  
13-1404 TPX  
Pale Dogwood



**PANTONE®**  
12-5406 TCX  
Opal Blue




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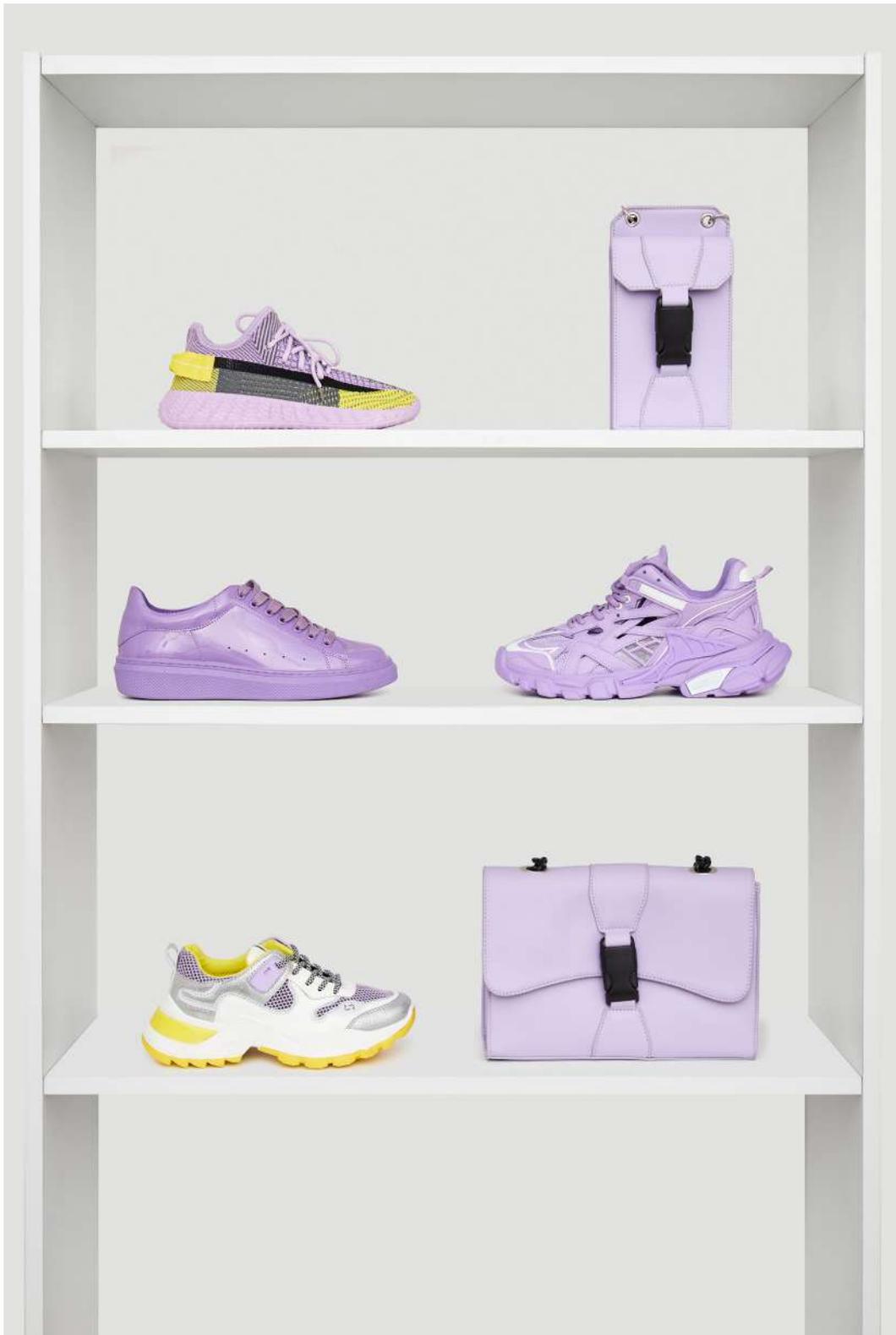
The calmer pastel shades in the palette are a star of SS21. Complex shoes with massive soles, an abundance of contrasting details, and combined materials. These are where you need to focus in the coming season.



**PANTONE®**  
Violet 0631 C

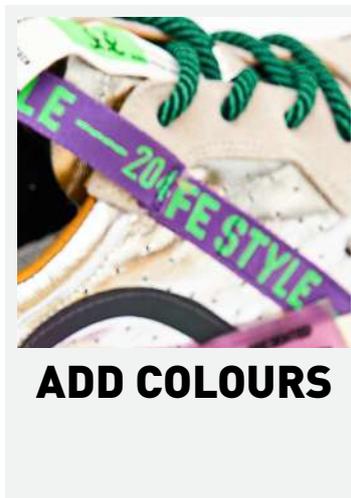


**PANTONE®**  
7443 C




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Fashion trends are pushing us to place accents in favour of lilac shades. Bright shades of lavender and violet are a noticeable detail, and one of the hits of the season, allowing you to create your own version of the trend.



**ADD COLOURS**

# © THE BRIGHT SNEAKERS



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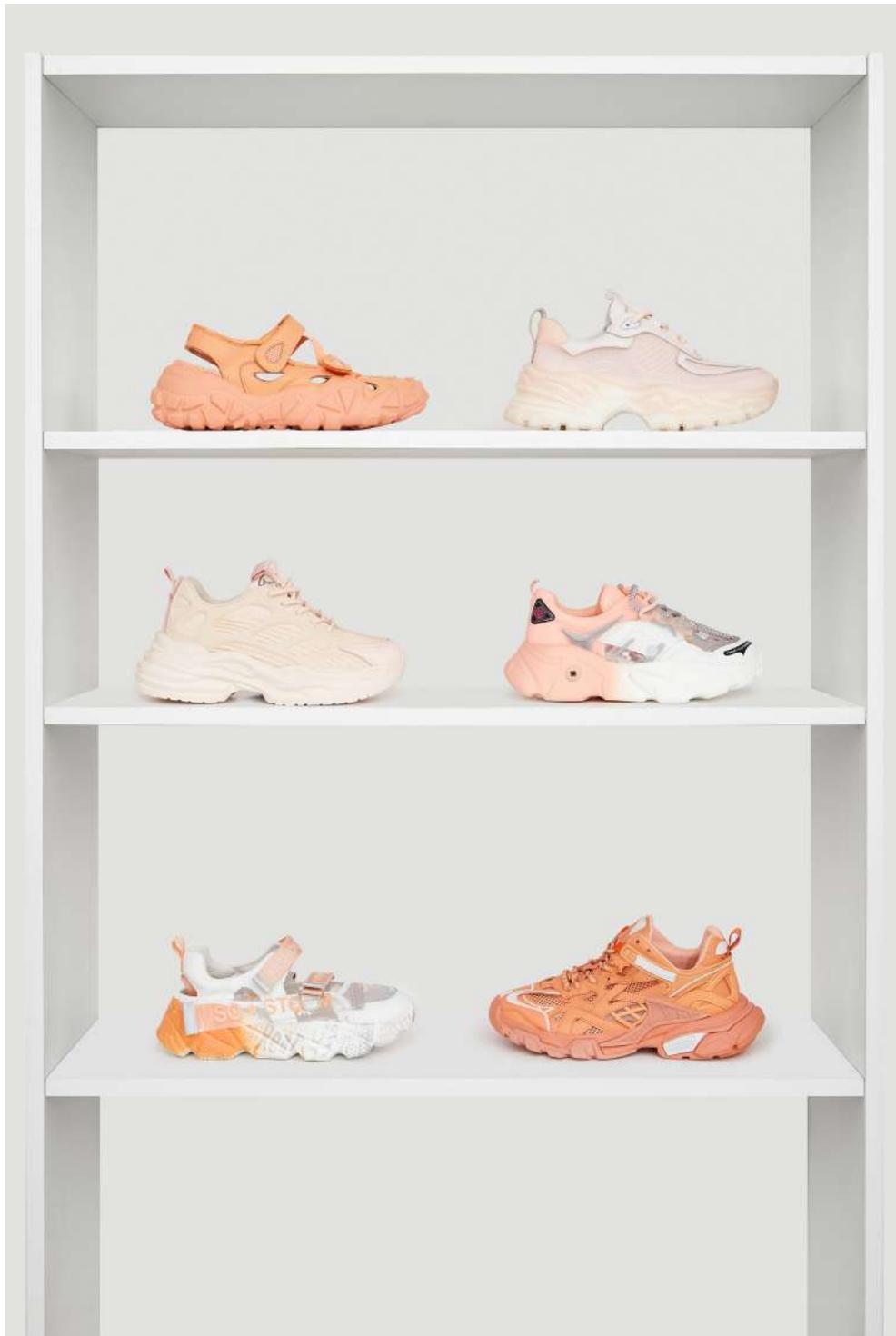
Bright sneakers are another permanent trend, and one we are yet to tire of. Bright, futuristic, chunky sneakers with accent inserts and large embossed soles have been popular for many seasons.











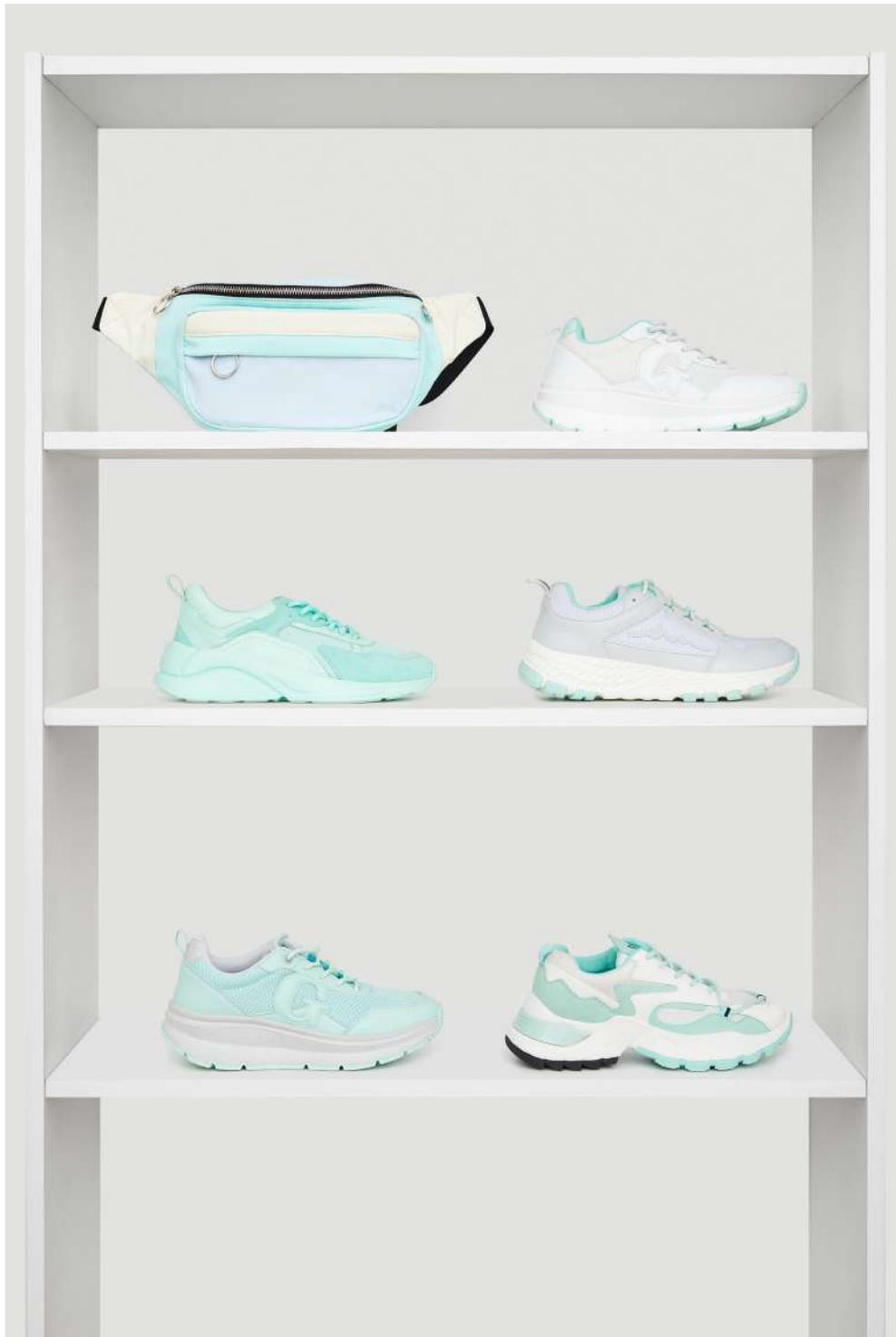

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Bright sneakers remain at the top, though the trend is for styles with delicate accents that demand attention to detail. Small coloured inserts, contrasting peach – coloured laces or soles are a must-have of the season.



**CLEAN**  
Sky

© **FRESH  
MORNING**




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A blue tint is fresh, cool, and associated with a clear sky. It has become a trend for SS21. Designers used it to great effect with white and created an absolute hit of the season!



## **CONQUERING**

The peaks

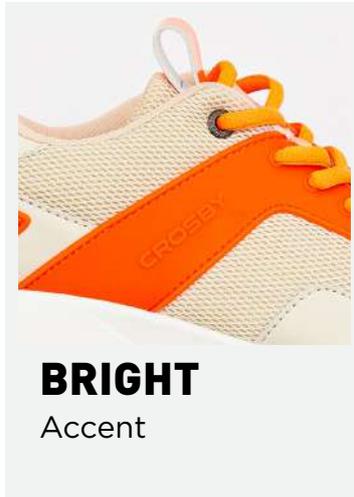
© **ACTUAL  
SPORT CHIC**




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A fashionable alternative to sneakers for SS21 are sporty sandals with a massive wedge. This trend is characterised with Velcro fasteners, colourful straps, contrasting soles and logo prints.





**BRIGHT**  
Accent

© **JUICY**  
**ORANGE**



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Orange is one of the main colours of SS21  
This bright and rich colour fits perfectly into a summer wardrobe and goes  
well with other on-trend shades. Shoes and accessories with accent inserts  
are what the image is all about!





**WHITE**  
Accent

# © SNOW WHITE TREND



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White sneakers are a versatile summer shade. White is neutral and immensely pure but is equally daring and self-confident. An eternal must have; compliant, neutral and adaptable to all fashion whims.

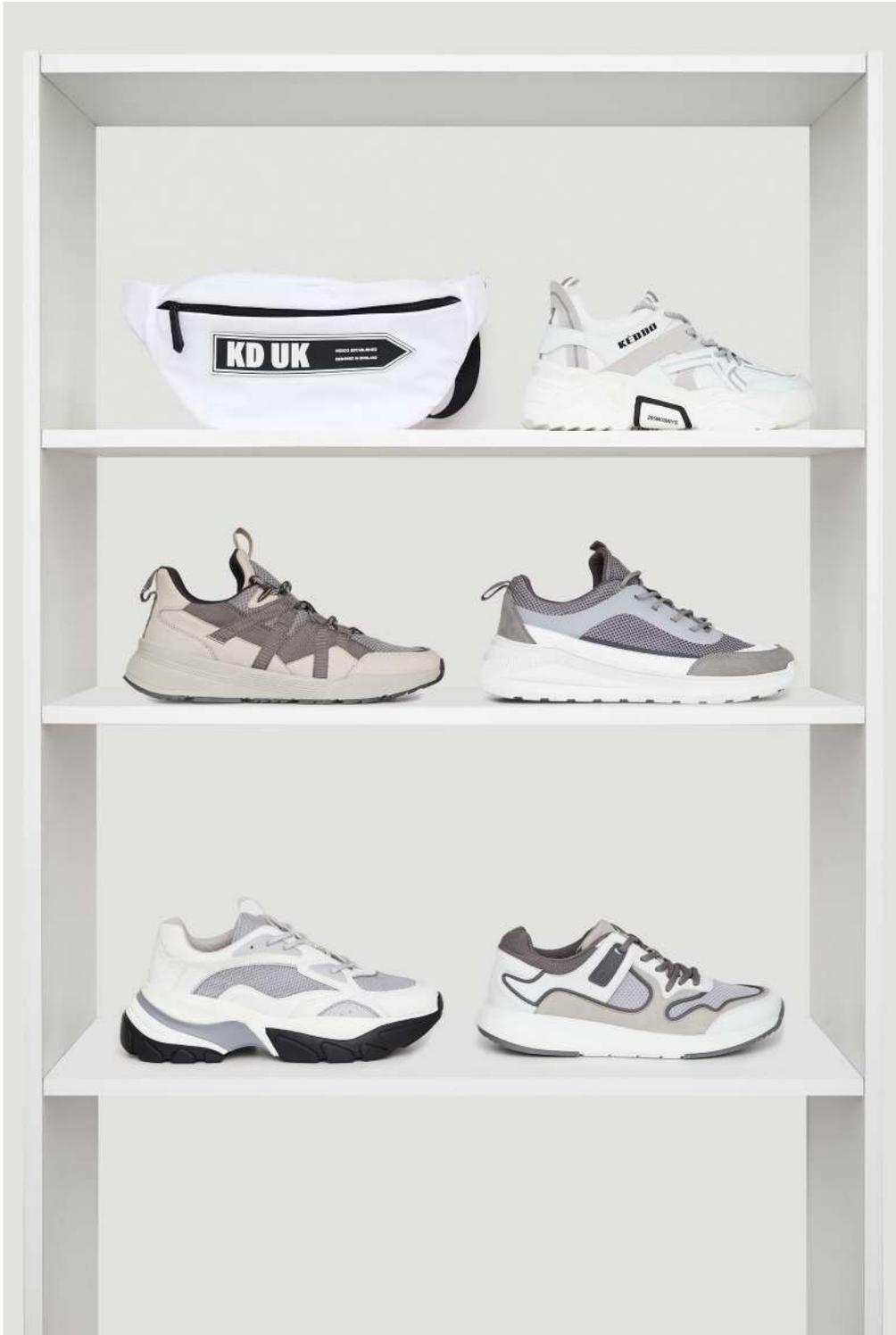






**WHITE**  
Minimalism

© **SIMPLICITY  
IN DETAILS**



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Massive sneakers are still the height of fashion. Soles have become smoother and more accurate, while the body is interestingly elongated.





© **LETTERING**



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Graffiti culture is everywhere! The art of rebellion  
and the spirit of the street.  
Big letters and iconic monograms - your favourite brands' logo  
can be fashionably flaunted!



**MONOCHROME**

# © TREND ON MONOCHROME



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Pay attention to the popularity of monochrome shoes in SS21. Bright solid colour sneakers are a great solution, regardless of fashion trends.



**THE CHILDREN**

© **ACTIVE  
FIDGETS**



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Styles presented in the fashionable SS21 collection are beautiful, stylish, comfortable and practical. Textured and contrasting soles with gradients, and accent inserts are the top trends in the kid's collection.





**THE CHILDREN**

**© THE FASHION  
VACATION**




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The kid's collection is on a par with the adult's in the number of trends or bright accents. There are monochromes, bright laces, text, trendy shades of Pantone, and much more for active fidgets!



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