



J E A N E R I C A

SS24 COLLECTION  
LA PISCINE  
WOMEN'S LOOKBOOK

LA PISCINE  
SS24 COLLECTION

INTRODUCING A CONTEMPORARY DENIM COLLECTION THAT BLENDS EFFORTLESS AMERICANA AND ICONIC DENIM STYLES FROM A EUROPEAN PERSPECTIVE.

THIS VERSATILE COLLECTION OFFERS CLEAN FINISHES, SUSTAINABLE AND INNOVATIVE YET ELEGANT FABRICS, AND A SEASONAL PALETTE ALONGSIDE OUR CLASSIC CORE COLORS. THE LOOK IS A CLASSIC AMERICAN DENIM AESTHETIC WORN IN THE EFFORTLESS WAY ITALIANS DRESS ON A WARM SUMMER DAY. MIX AND MATCH FOR A STYLISH EVERYDAY LOOK IN THE CITY, A BREEZY SUMMER ENSEMBLE BY THE POOL, OR A SOPHISTICATED YET RELAXED EVENING ATTIRE. NEW FOR THIS COLLECTION IS AN INNOVATIVE RECYCLED COTTON FABRIC WITH A TOUCH OF VISCOSE THAT ADDS A DRAPEY, SOFT, AND AIRY HAND FEEL TO CLASSIC DENIM STAPLES.

FOR THIS SEASON WE INTRODUCE FOUR NEW DENIM FITS; HYDRA AND BELEM FOR WOMEN AND STATE AND GENUA CHINO FOR MEN. ROOTED IN CLASSIC ARCHETYPES BUT INTERPRETED FOR THE PRESENT THEY ARE CONTEMPORARY TAKES ON HOW TO WEAR DENIM DURING SPRING AND SUMMER. THIS COLLECTION TRANSITIONS SEAMLESSLY FROM A CASUAL DAYTIME LOOK TO A POLISHED EVENING OUTFIT, FROM PAVEMENT TO POOLSIDE.

SINCERELY,  
JONAS

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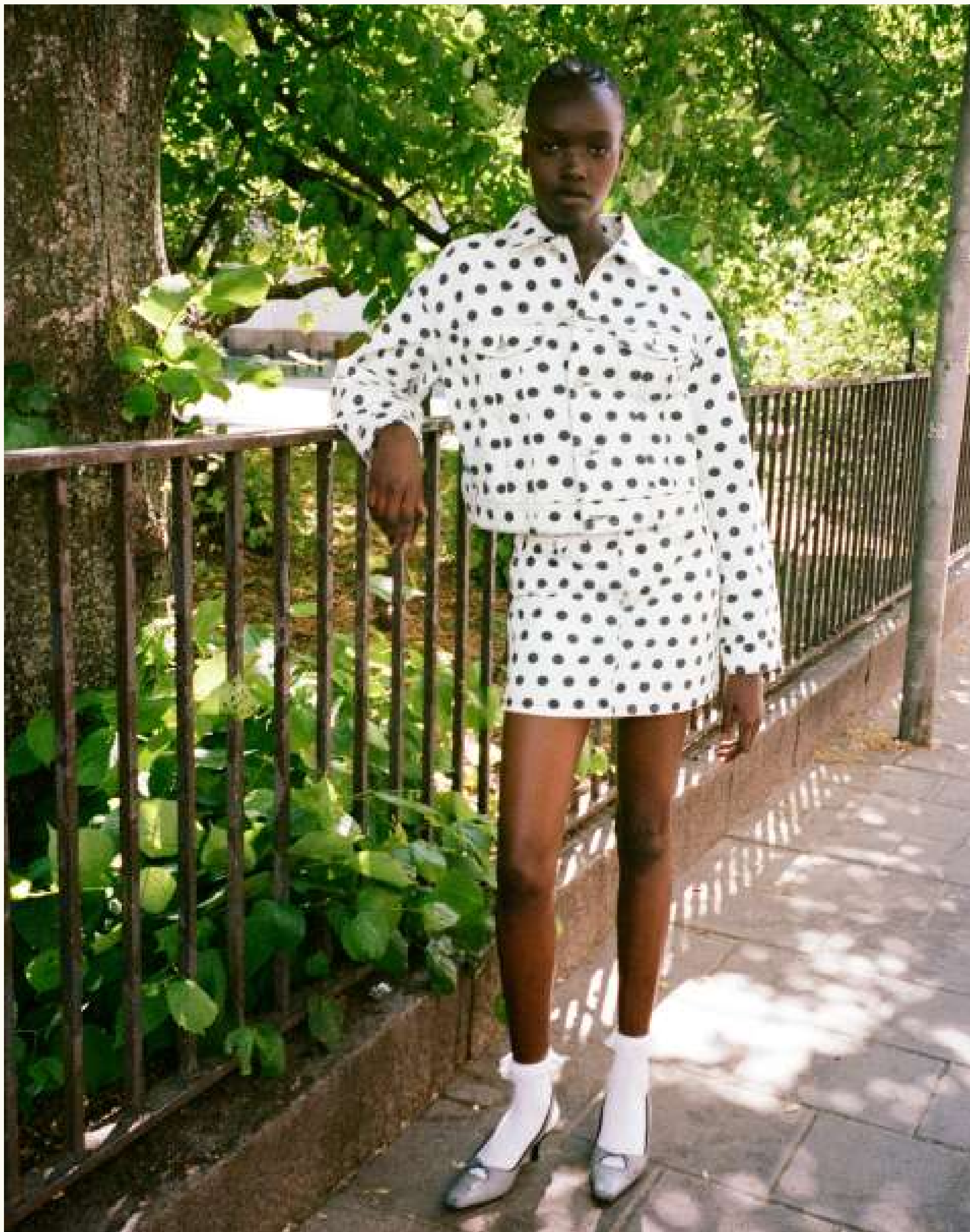
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LA PISCINE  
WOMEN'S PRODUCT INDEX

LOOK 1

JOANE JACKET / BLUE RINSE  
TANK / WHITE  
GARANCE SKIRT / BLUE RINSE

LOOK 3

JOANE JACKET / WHITE BLACK DOTTED  
LEA SKIRT / WHITE BLACK DOTTED

LOOK 4

ROBIN SHIRT / LIGHT BLUE  
BW018 BELEM CHINO / BLUE 2 WEEKS

LOOK 6

VALERIA / CANARY YELLOW  
KW012 KYOTO JEANS / BLACK VINTAGE 62

LOOK 8

ROBIN SHIRT / SKY BLUE  
HW020 HYDRA JEANS / NATURAL WHITE

LOOK 10

TANK / WHITE  
BW017 BELEM JEANS / VINTAGE 62

LOOK 13

KIM JACKET VINTAGE 62  
IRIS LONG SLEEVE TEE / WHITE  
BW019 BELEM SHORTS / VINTAGE 62

LOOK 14

LUZ 120 / WHITE PLEIN SOLEIL  
BW017 BELEM JEANS / NATURAL WHITE

LOOK 15

JOANE JACKET / NATURAL WHITE  
LEA SKIRT / NATURAL WHITE

JEANERICA





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MEN'S LOOKBOOK



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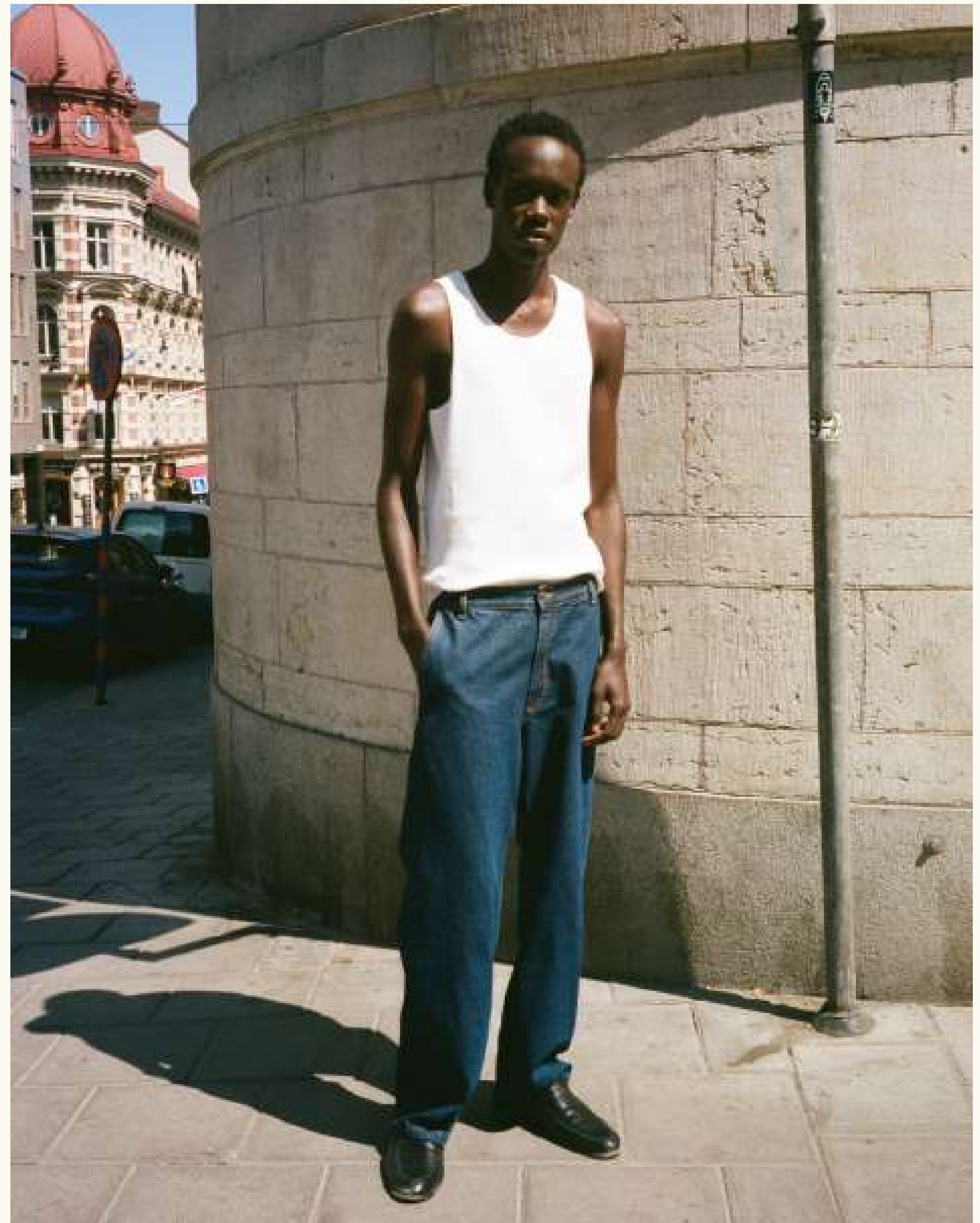
























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MEN'S PRODUCT INDEX

LOOK 2

JU007 JACKET / NATURAL WHITE

MARCEL CLASSIC TEE / BLACK

CM002 CASUAL JEANS / NATURAL WHITE

LOOK 5

STOCKTON JACKET / BLACK RW

MARCEL CLASSIC TEE / NATURAL WHITE

SM010 STATE JEANS / BLACK RW

LOOK 7

EMI LONG SLEEVE TEE / NAVY WHITE STRIPES

GM009 GENUA SHORTS / BLACK RW

LOOK 9

TANK M / WHITE

GM008 GENUA CHINO / BLUE 2 WEEKS

LOOK 11

LALA SHIRT / DARK NAVY

GM008 GENUA CHINO / BLUE 2 WEEKS

LOOK 12

FLO JACKET / LIGHT OLIVE GREEN

REMY LONG SLEEVE TEE / CANARY YELLOW

VM009 VEGA JEANS / LIGHT OLIVE GREEN

LOOK 16

TOM JACKET / VINTAGE 62

SM010 STATE JEANS / TOM MID BLUE WASH



JEANERICA