

HOGAN

SPRING SUMMER 2024

THEME

SET AMIDST A MODERN ARCHITECTURAL SCENOGRAPHY, THE **HOGAN SPRING SUMMER 2024** COLLECTION IS A STRONG BLEND OF THE BRAND'S HERITAGE AND ITS CONTEMPORARY NARRATIVE. A NEW TAKE ON PAST AND PRESENT, KNOWN AND NOVEL, LETTING THE HOUSE CODES AND THE BRAND'S ICONIC-MAKING APPROACH TO RESONATE FURTHER.

COLLECTION HIGHLIGHTS

THE NEW **HOGAN** COLLECTION UNLEASHES THE BRAND'S ICONIC TRAITS AND ITS DISTINCTIVE AESTHETIC, WHERE QUALITY MEETS STYLE AND INNOVATION. A JUXTAPOSITION OF STRENGTH AND FEMININITY IS EVOKED ACROSS ALL PRODUCTS THROUGH RICH MATERIALS, SHARP DETAILS AND UNDERSTATED DESIGNS, FUSING YOUTHFUL ENERGY WITH TIMELESS SOPHISTICATION.

MADE FOR TODAY'S GENERATIONS EFFORTLESSLY COOL WARDROBE, THE MUST-HAVE **HOGAN H-STRIPES** SNEAKERS ARE CELEBRATED: HEMMED WITH PASTEL COLORS TREAMS ON GROOVED PLATFORMS - OR BUILT ON TOTAL WHITE LEATHERS WITH CONTRAST *H* SIGNATURE - ARE PAIRED WITH OVERSIZED MEN'S BLAZERS AND SLIM BOMBER JACKETS WORN AT EASE OVER SKIN AND MATCHED WITH TAILORED TROUSERS AND SHORTS.

THE NEW GENDER-NEUTRAL **HOGAN 'H665'** JOGGING INSPIRED SNEAKERS ARE THE ULTIMATE SPRING SUMMER ESSENTIAL, WHETHER YOU ARE PREPARING FOR HOLIDAYS' STROLLS OR STILL WALKING THE CITY PATHS.

FROM GENTLY SHAPED ROOMY LEATHER TOTES TO MINI-CROSSBODY POUCHES, THIS SEASON THE SIGNATURE **HOGAN H-BAG** IS CRAFTED IN A SCALE OF EARTHY SHADES OR FLASHY-PASTEL TONES ENHANCED WITH TOPSTITCHES AND FLOWING LEATHER STRINGS, FOR A CASUAL MEETS BOHO-DRESSY LOOK & FEEL, THAT DARE TO BE WORN ALL SUMMER-LONG.

COLORS PALETTE

NEUTRAL HUES, SAGE GREEN, SHADES OF PASTELS PINK & BLUE

BUTTERMILK, CHOCOLATE BROWN, A TOUCH OF BLACK

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