

Poetry's SS19 collection inspires far-flung journeys and romantic escapes

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Summer is a smell that rises softly from silvery sand and clings to skin damp with salt spray. It's the clatter of shutters before dawn to let in the blossom-fragrant morning air, and the petals of peonies scattered around a vase on the breakfast table. It's the graze of a fluttery sleeve along a sun-kissed arm and sandals twined around fingertips as you make a mad dash for the shore. Summer is romance, freedom, adventure and bliss.

Inspired by the notion of the romantic escape, the Poetry Spring/Summer 2019 range draws on shapes, smells and sounds of sun-drenched adventures. Available in stores and online from October, this year's collection celebrates carefree femininity in a variety of alluring colour palettes, prints and silhouettes that are tailor-made for taking the road less travelled.

Relaxed wardrobe staples and show-stopper centrepieces

The Poetry SS19 range features a variety of contemporary classics and updated favourites in vibrant hues of yellow, green and red underpinned by pure white and stark navy, softened with lashings of pink and lilac. Combined with contemporary, easy-wearing silhouettes, the stage is set for long, hazy days of pure summertime contentment – the very epitome of relaxed sophistication.

To take the Poetry woman from the beach to an elegant al fresco dinner or a gorgeous garden party, a range of fashion-forward pieces were included to complement summertime basics. This includes sweeping maxi dresses, easy-wearing jumpsuits, laid-back linen suits and spellbinding swimwear. The season's dresses also make a statement in a variety of colours and prints, without sacrificing on comfort.

Heading into the bedroom, the Poetry sleepwear collection has likewise been refreshed, with new floral prints, tropical stripes, paisleys and polka dots in a variety of silhouettes that invite lounging. This includes gowns, as well as short and long pyjama sets that feature exquisite details like lace, tassels and peplums across stunning fabric bases of 100% cotton, viscose and satin.

Reimagined footwear and trendsetting accessories

This season, the Poetry woman can step into summer with a brand-new collection of heels that have been expanded to include various heights, silhouettes and heel types. Additionally, a wide variety of flat sandals are ready to take you on countless adventures in a beautifully neutral palette with subtle pops of red and whispers of summery pastels, as well as statement metallic variations. The espadrille ranges include new canvas additions and the jute trend is front and centre throughout the collection, popping up across multiple styles.



As for accessories, SS19 is a veritable treasure trove of top-to-toe treasures. Straw is this season's key fabric and jute features throughout this must-have range. As always, the bag selection is thoroughly tantalising, with a choice of round bags as well as smaller cross-body bags in colours that will update your outfit immediately. Not to mention an entire collection of leather pouches across two sizes in all the key colours of the season.

Beach-bound? This season, spread out your Poetry beach town and gaze at the world through a pair of Poetry-branded sunglasses from under a gorgeous summer hat. Layer an effortless kimono over your Poetry swimsuit and add a dash of audacity with statement earrings in pop colours like red, yellow, or other trendsetting hues.

While making our way from one indulgent destination to the next, you can also express your singular style with a cell phone cover in leather or beautiful silicon prints for iPhone, or pop your laptop in a leather laptop sleeve in tan or shimmery nude. Globe-trotting trendsetters will likewise be happy to know that there is a range of Poetry cosmetic bags in various sizes to organise your life on your holiday travels, leaving you free to enjoy your newest adventure.

Wherever your romantic escapes may take you this season, there is a Poetry look for every occasion. Fall in love with freedom and write the next chapter of your story in your own signature style.

Summer campaign images credits:

Photographer: Niquita Bento

Hair and makeup: Mary Gouveia & Kelly Paitaki

Stylist: Tarryn Opel

Models:

Emma Elkonin (Fusion)

Brenda Queiroz De Souza (Full Circle)

Zoe Macfarlane (Boss)

Social media links:

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