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Playing in the sun

Summer 2004 is all playful hedonism. Beachwear in the city, precious jewelry at the sea

- >> Revenge of the trinkets
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- >> To know more



Misis
Siluri rings in galvanized silver in various colors



Emporio Armani Spring/Summer 2004. Photo Luca Lazzari

This summer's decorative trend is entirely given over to divertimento, amusement and coup de jeunesse. The classic work suit remains in the closet and even in the city carefree clothes flutter, skip and dash around with holiday written all over them. Without being too sexy, but with a great joie de vivre and a splash of irony. Giorgio Armani has also embraced the trend, removing any hint of classical rigor and providing his women with a perky, frivolous and liberating appeal. Whereas Dolce & Gabbana have stressed the playful spirit of the child inside them by inviting women to go around dressed only in colors, inspired by that inner child's drawing book.

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Coveri Spring/Summer 2004. Photo Luca Lazzari

Changes afoot

Another aspect of this playful trend is the desire for fun, understood as re-creation with a new graphic appeal. We're talking about the spirit of prints, because you can do anything you want with prints. You can cover a plain dress with flowers and turn it into a garden, painting it in pastel colours as a hymn to summer freshness. If you scatter cherries on a dress it becomes an invitation to share a feast. Printing it with flaming-red kisses recalls summer loves. The wardrobe is in continual flux, adapting itself to the season and its ephemeral ambitions, supported by a treasure chest of accessories from which to choose the complete look: a bag like a strawberry, a sandal hidden by a daisy, a belt marked by a great smack.



Io e Te
Silver rings with ruby and sapphire

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