

PATOU

SPRING SUMMER 2025
« ROSE »



PATOU

This summer, Patou presents Rose.
Rose is a color, Rose is a flower, Rose is a person.
Rose is the very essence of this season's narrative.
Rose is romantic, adventurous, sophisticated.
Rose is a movie about love.
Rose is a piano melody.
Rose is a delicate scent.
Rose's world is made of fantasy and of ordinary things.

For Rose, it's the moments in between things that count the most.
She likes hearing her steps echo on the busy Parisian cobblestone streets.
She likes letting her phone ring for a moment before picking up.
She likes how her jewelry is cooled by the wind in the morning.

June – an elegant Parisian courtyard. Rose's hands are casually tucked in her pockets.
Her wardrobe transitions from reassuring colors and cuts (navy belted jackets, white and baby blue pleated skirts)
to a palette of blush pink, lustrous bronze, and polka dots prints.
Finally, she reveals herself through playful silhouettes and dresses shaped as flowers.

Patou's Rose is a collection grounded in reality : a practical one, made of crisp striped poplin, structured denim
and sporty knitwear ; and a suggestive one, made of voluminous taffeta, knotted collars, floral tones and gold
heart-shaped jewelry.

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This season, Patou introduces two new bags : Le Patoulock and Le Patoubowling. The entire collection is crafted
from eco-responsible fabrics and it will be fully traceable upon its release in stores and online.

BARTON PERREIRA & PATOU

Patou's Spring Summer collection features looks accessorized with Barton Perreira sunglasses. Founded in
Southern California, Barton Perreira draws inspiration from the perpetual sunshine and enchanting golden-hour
sunsets that paint the state in gold. Barton Perreira embodies a fusion of innovation, craftsmanship, and a
resolute commitment to pushing the boundaries of eyewear excellence. The sunglasses are available online on
bartonperreira.com / Gyalis x Patou.



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CREDITS

Creative Director: Guillaume Henry

Stylist: Benoit Bethume

Casting Director: William Lhoest

Movement Director: Ryan Chappell

Runway Photos: Yannis Vlamos

Video: Titre Provisoire

Hair: Ramona Esbach

Makeup: Janeen Witherspoon

Nails: Anais Cordevant

Music: Wladimir Schall

Show Production: Back of The House

Sunglasses: Barton Perreira

Make-up: La Bouche Rouge

