

SS18

arrels
BARCELONA

SPRING SUMMER 2018

PASSION, ENTHUSIASM, AUTHENTICITY.

Arrels is much more than a fashion brand: it's an attitude converted into fashion. Pieces designed for those who look at life through the lens of optimism and joy.

We are inspired by the Mediterranean and its traditions. Its rhythm, its colours, its creative atmosphere. We are inspired by the countryside, because that is where we come from. And by Barcelona, because that is where we want to be. We are inspired by music because we don't understand life without it.

Arrels is the dream of two cousins, friends, and partners who believe that having a business should not preclude us from having fun. That to create an excellent product, we must enjoy making it. That is why we have surrounded ourselves by outstanding professionals and even better people.



BASICS



BASICS



Bootie Bone



Lace Up Bone



Slip On Bone



Bootie Mint Canvas



Lace Up Mint Canvas



Slip On Mint Canvas



Bootie Kakhi



Lace Up Kakhi



Slip On Kakhi



Bootie Blue Denim



Lace Up Blue Denim



Slip On Blue Denim



Bootie Navy



Lace Up Navy



Slip On Navy



Bootie Black



Lace Up Black



Slip On Black

A summer breeze, a pause from the hustle and bustle. The smell of the sea, the setting of the sun. Textures and colours that are a reflection of the Mediterranean to soothe and inspire us.

SWIM



SHORTS

SWIM SHORTS



Classic Swim Shorts Navy



Classic Swim Shorts Raspberry



Classic Swim Shorts Turquoise



Long Swim Shorts Navy



Long Swim Shorts Raspberry



Long Swim Shorts Turquoise



PRINTS



PRINTS



Lace Up Blue Lily



Lace Up Petrol Lily



Lace Up Blue Star



Slip On Blue Lily



Slip On Petrol Lily



Slip On Blue Star



Lace Up Mustard Lily



Lace Up Viola Lily



Lace Up Red Star



Slip On Mustard Lily



Slip On Viola Lily

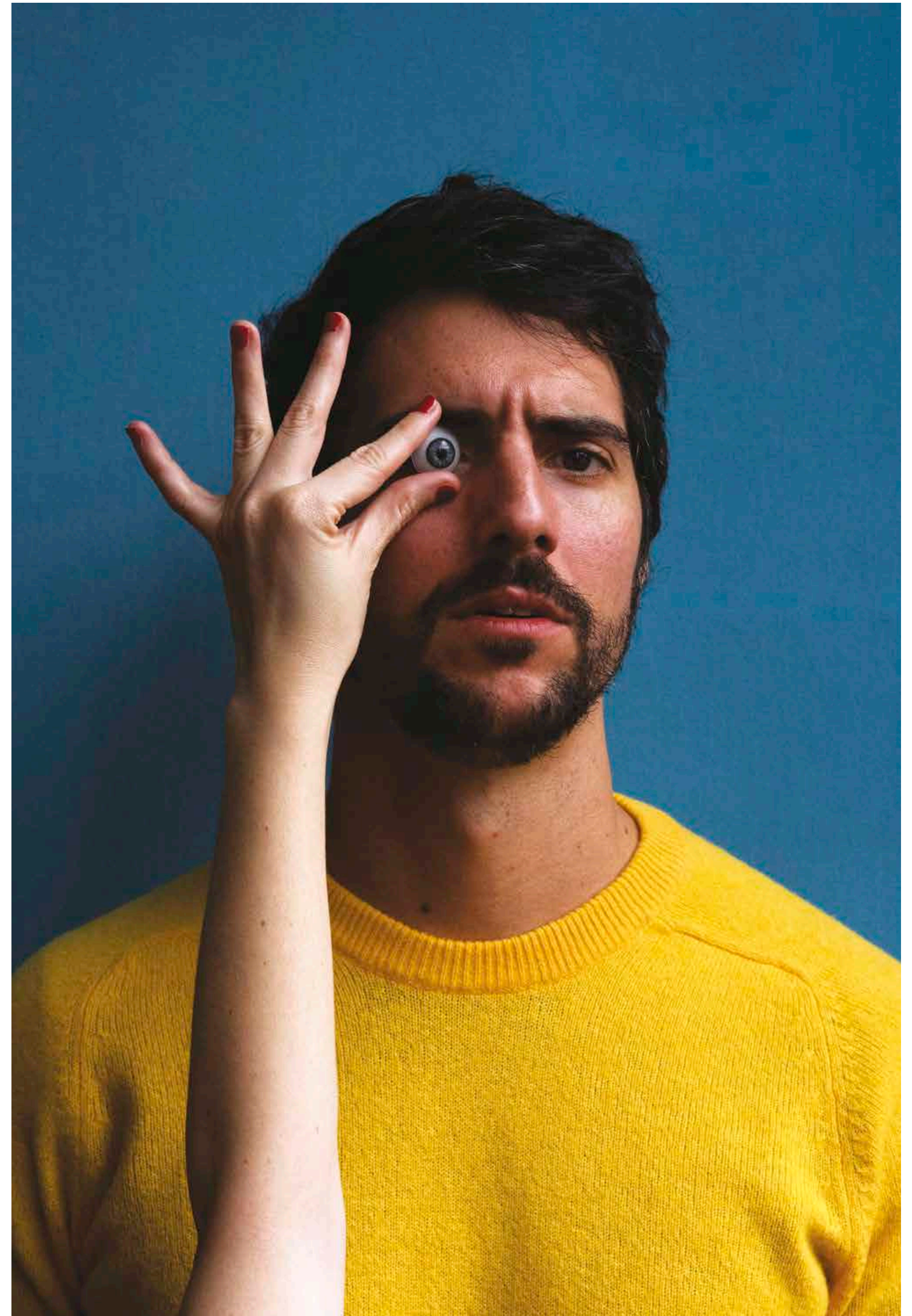


Slip On Red Star

We want to run through fields of flowers, enveloping all our senses and awareness in their colours, their vibrancy, their renewed optimism as they bloom season after season. At Arrels we aim for the stars in everything we do. We believe in dreams and we want to be a source of inspiration for all those who think like we do.

ALEX TROCHUT

Illustrations and typography are the vehicles that Alex Trochut has used to create a personal style where geometry and fluid shapes blend into one. His work draws from pop culture and from the influence of Mediterranean artists such as Pablo Picasso, Salvador Dalí or Joan Miró. From his small Brooklyn-based studio, this universal Catalan works for brands as established as Apple, Nike or Coca-Cola or music scene big names such as Arctic Monkeys, The Rolling Stones, James Murphy or the Sónar Festival.



TROCHUMETRICS



Bootie Fuchsia Trochumetrics



Lace Up Fuchsia Trochumetrics



Slip On Fuchsia Trochumetrics



Bootie Yellow Trochumetrics



Lace Up Yellow Trochumetrics



Slip On Yellow Trochumetrics



Bootie Green Trochumetrics



Lace Up Green Trochumetrics



Slip on Green Trochumetrics

ANDRÉS REQUENA

His career is a path towards synthesis and a constant search for the essence of things. Requena shies away from artifice, fashion, overdesign or any possible decorative interference. The work this young Barcelona-born designer produces shows an overwhelming clarity of mind, where the strength of an idea is expressed through creative, intelligent and ridiculously simple solutions.



ZEBRA



Lace Up Zebra

CAMILLE WALALA

She deals in positive energy. And her mission is clear: to put a smile on the faces of the typical bored and inexpressive urban dwellers. The geometrical and colourful prints of this sought-after designer turned muralist have invaded the walls of London, Paris and New York, and have caught the interest of brands such as Facebook or Urban Outfitters and of celebrities the likes of Katy Perry.



STICKS



Classic Swim Shorts Mauvesticks



Long Swim Shorts Mauvesticks



Lace Up Mauvesticks



Classic Swim Shorts Bluesticks



Slip On Mauvesticks



Long Swim Shorts Bluesticks



Lace Up Bluesticks



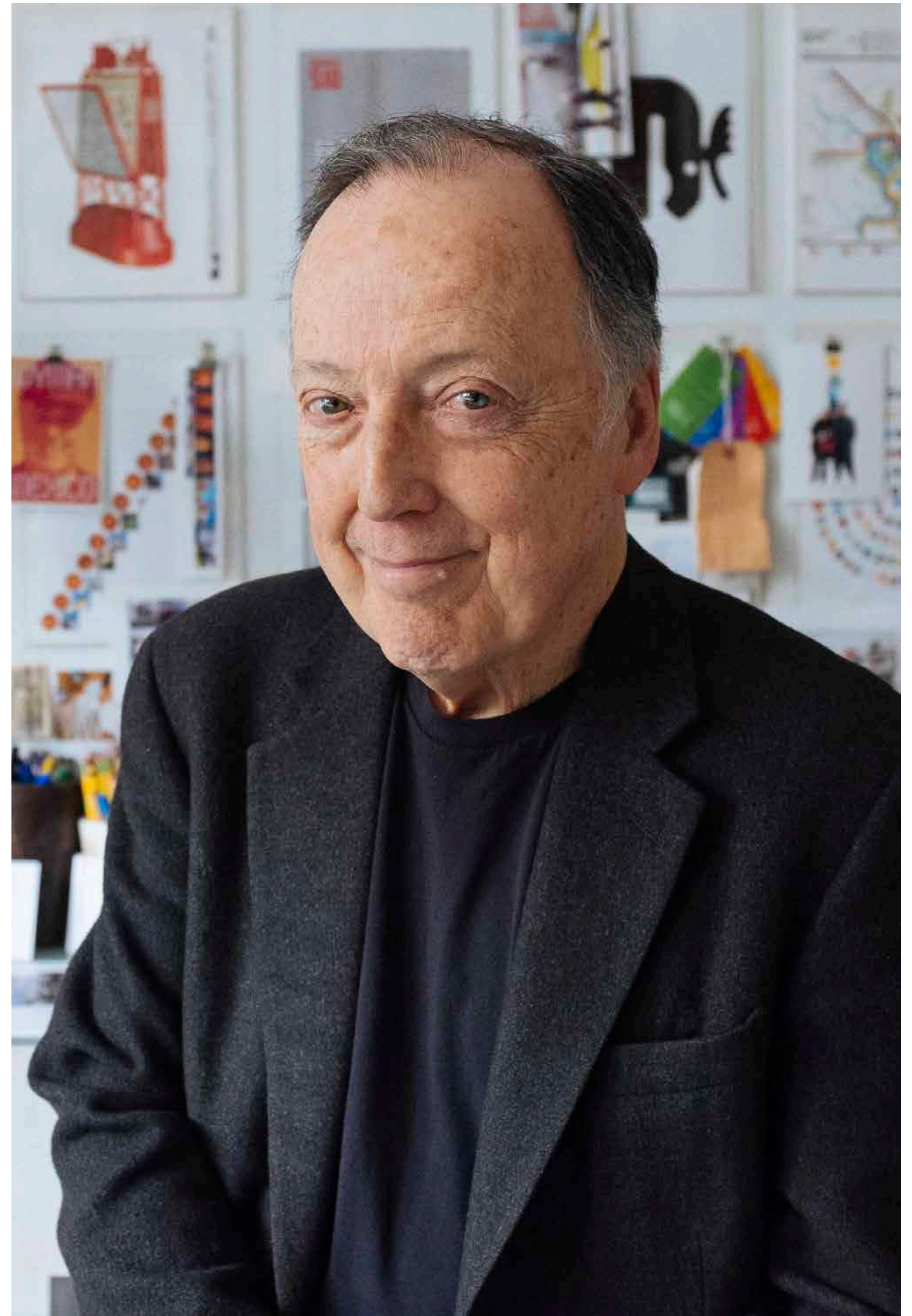
Slip On Bluesticks



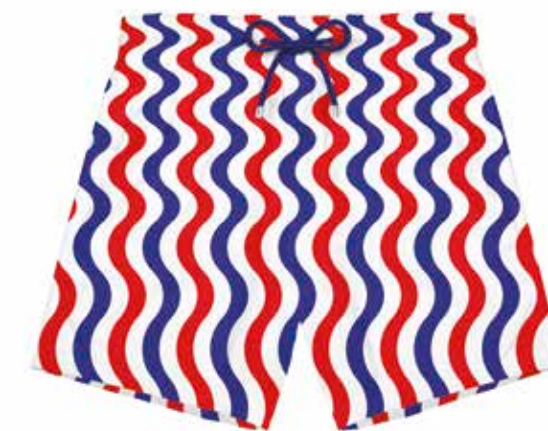
Tote Bluesticks

LANCE WYMAN

He can be considered, and it would be no exaggeration, one of the founding fathers of modern branding. His most celebrated work would probably be the Mexico '68 logo, whose parallel kinetic lines were a milestone in Olympic design. He is also the author of the Washington D.C. metro map and of the urban signs in numerous capitals around the world. The creative output of this legendary designer, now in his 80's, has not stopped.



WAVES



Classic Swim Shorts Retro Waves



Slip On Retro Waves



Long Swim Shorts Retro Waves



Tote Retro Waves



Slip On Rainbow Waves

MALIKA FAVRE

Sober elegance. Post minimalism. Pop Art combined with OpArt. Malika's style is personal, unique and almost impossible to catalogue. The only two words that could actually be used to define it are: Malika Favre. What is unquestionable is that this London-based French artist is one of the most respected visual artists in Europe. Her portfolio includes The New Yorker, Vogue, and BAFTA, among many others.



ALTINHA



Bootie Altinha



Lace Up Altinha



Slip On Altinha



Classic Swim Shorts Altinha



Long Swim Shorts Altinha



Tote Altinha

MUCHO

Born in Barcelona and with offices in Paris, New York and San Francisco, Mucho is an independent studio with a global calling. A group of designers who understand design as a way to create meaning and not as a mere aesthetic appendix. Design with sense and feeling that allows us to think and feel. Design that connects, that speaks to the head yet reaches the heart. All this, and much more...
that's what Mucho is all about.



DOTS



Lace Up Yellow Dots



Lace Up Green Dots



Lace Up Red Dots

CAMOUFLAGE



Bootie Black Camouflage



Lace Up Black Camouflage



Slip On Black Camouflage



Bootie Red Camouflage



Lace Up Red Camouflage



Slip On Red Camouflage



Bootie Green Camouflage



Lace Up Green Camouflage



Slip On Green Camouflage



Classic Swim Shorts Green Camouflage



Long Swim Shorts Green Camouflage



Tote Green Camouflage

OLIMPIA ZAGNOLI

She is optimism turned illustration. An artist who floods with colour all she comes in contact with. The talent and precociousness of this young Italian were recognised by the Art Directors Club of New York and the prestigious Print Magazine when her career had only just begun. Since then, Zagnoli has published her work in some of the most recognised magazines and newspapers around the world: Time, The New Yorker, Rolling Stone, Vanity Fair or Monocle.



BUBBLEGUM



Lace Up Blue Bubblegum



Lace Up Pink Bubblegum



Slip On Blue Bubblegum



Slip On Pink Bubblegum



Classic Swim Shorts Blue Bubblegum



Classic Swim Shorts Pink Bubblegum



Long Swim Shorts Blue Bubblegum



Long Swim Shorts Pink Bubblegum






Tote Pink Bubblegum

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Text
Joan Alvares

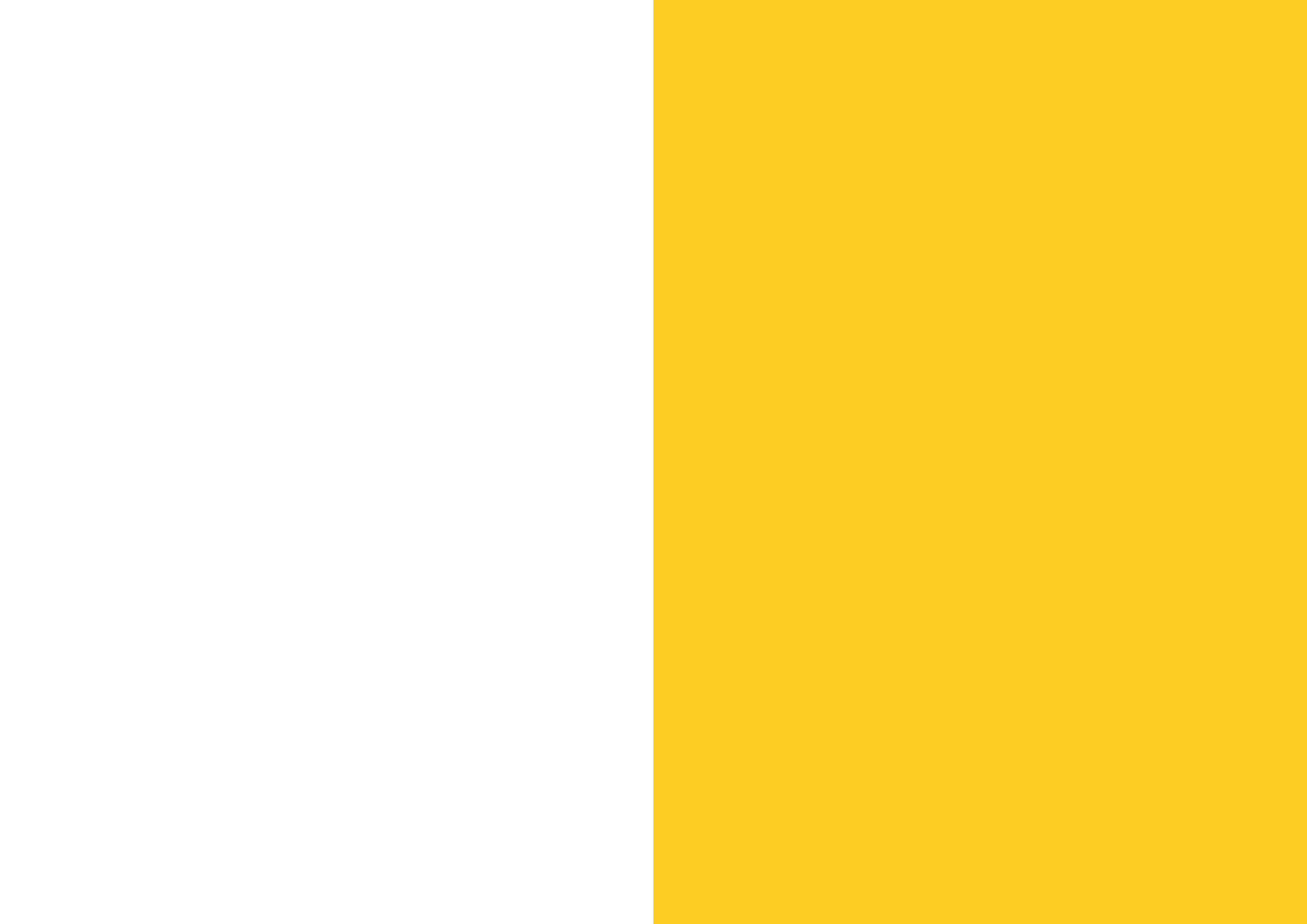
Art Direction & Design
Hey

Printer
The Folio Club

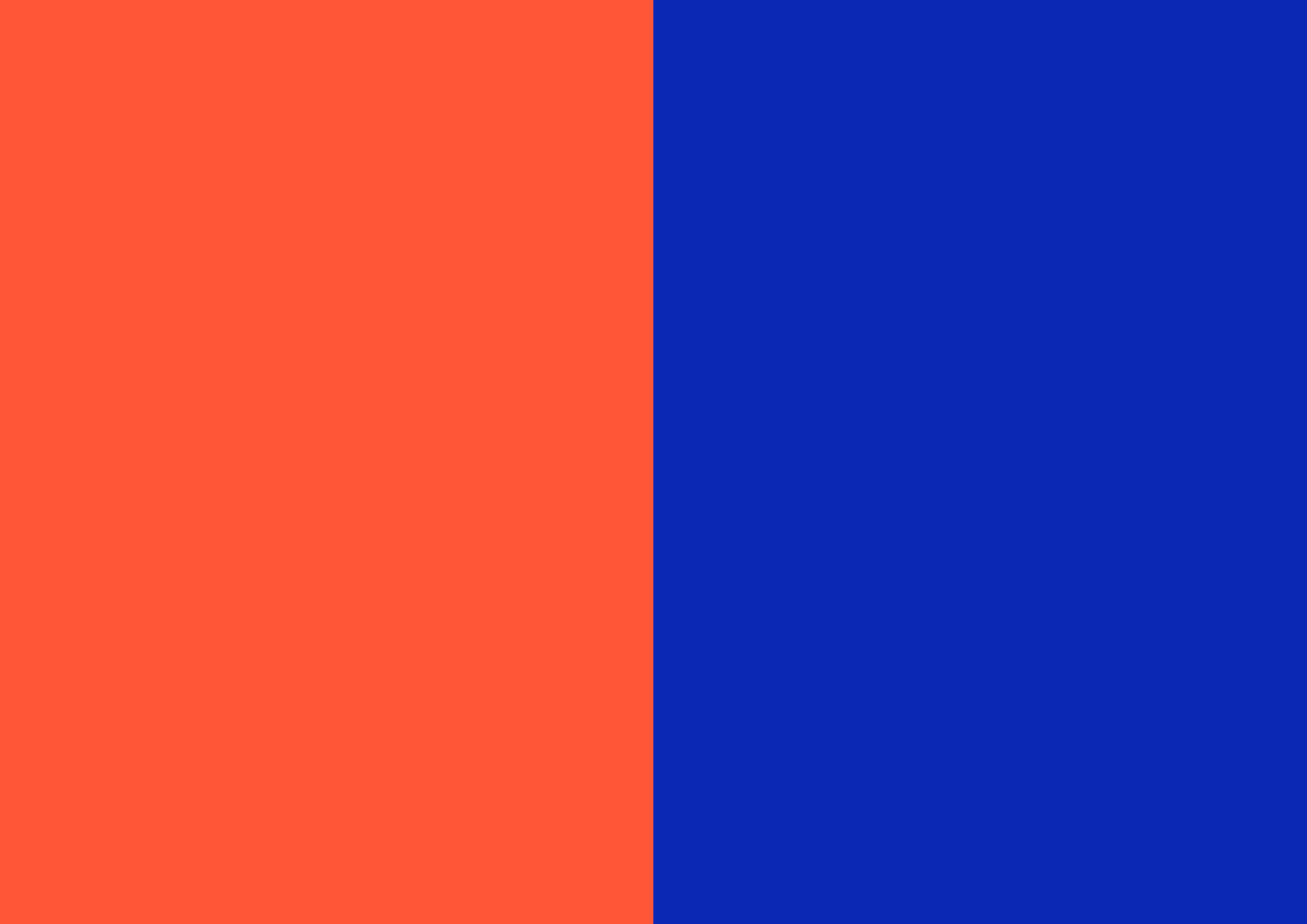
 ArrelsBarcelona
 arrels_barcelona
 arrelsbcn

Muntaner 126, ppal. 1a
08036 Barcelona
+34 690 839 085

info@arrelsbarcelona.com
arrelsbarcelona.com







arrels
BARCELONA