

ATS THE LABEL SPRING/SUMMER 2019 READY-TO-WEAR COLLECTION

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Dress Code

Spectrums from cool dawn to warm dusk inspired the spring/summer 2019 women's ready-to-wear collection by ATS The Label. Transforming its extensive range into assorted color palette to decorate gentle fabric and sharp tailoring of the collection, this season ATS The Label Creative Director, Regina Rafika, illustrates an unorthodox and confident day-to-day dressing code for sophisticated women on the move.

To capture today's state of mind, the relaxed cut is amplified with strong shoulders; waist is defined with belt or tied knitwear; skin is gently revealed through visible slits; and suit comes with above-the-knee trousers, evoking the notion of power dressing in the new era of feminism. Whether a woman wants to be in a feminine midi dress or masculine trousers — or even both — this collection means to echo that delightful idea of dressed-as-you-please.

Humor and irony also play a part in this collection. Things that were considered a fashion faux pas are being applied and, for that matter, re-examined again, breathing fun and joy into the otherwise conventional pieces. Matchy graphic patterns are put together into a singular look, creating a striking camouflage effect; flashy earrings are paired with masculine overcoat to bring a little twist; cheeky shades and athletic socks are also added to balance the appropriate and the unexpected.

With extensive pieces to cover the lives of multifaceted women — from commanding midi dress and jacket to easy going pantsuit and maxi dress to subtle and bold jewelry by **SÉRRAJEWELRY** — this collection speaks for the sensible and the daring.