

SHOP AT VELVET PRESENTS

"PRIVATE HOURS"

FW/26

An exploration of personal style, quiet elegance,
and the beauty of everyday dressing.

For Fall/Winter 2026, Shop At Velvet presents Private Hours,
a collection shaped by personal taste, where fashion, art,
and everyday life come together naturally.

Inspired by the understated elegance of European dressing,
the quiet atmosphere of art spaces, and the beauty of objects
collected over time, the collection celebrates a wardrobe built
on quality, character, and a sense of permanence.

Refined silhouettes meet tactile fabrics and
thoughtful proportions, balancing relaxed tailoring with
considered volume and elongated lines. A muted palette of aged
neutrals, deep tobacco, ink navy, charcoal, and oxblood brings depth
and character to the collection, while varied textures lend
a sense of familiarity and quiet distinction.

Effortless and personal, Private Hours embraces a way of dressing
that feels lived-in rather than overly styled. It is an
ode to the pieces we return to, the objects we keep,
and the personal rituals that shape our everyday lives.

LINK TO DOCUMENTATION:

<https://www.flickr.com/photos/203697410@N04/albums/72177720336363009/>