



## *juliette hogan*

-

While our first offering of the year guided the transition towards the cooler season, with the release of Collection 2024.TWO we have firmly arrived – with warm winter layering, deep moody hues, and textured coating with an emphasis on natural fibres – wool, cashmere, and silk.

Over a two-decade design journey, the exploration of the dynamic interplay between feminine and masculine elements remains a consistent design signature. In this latest collection, Juliette brings this concept to life through classic and structured coating silhouettes, imbued with a touch of femininity from timeless and tactile fabrication, Sparkle Suiting. Styling choices further explore this concept: refined and detailed suiting elements, and understated and classic cashmere pieces, are paired with fluid and silky separates highlighting contrast and creating fresh interest.

As ever, our original and emotive prints lend cohesion, depth, and storytelling to the offering and are the foundation pieces from which our collections grow. Our hero print for this season, Dahlia Silk was created from digitally manipulating original floral photographic imagery, playing with scale and depth of colour to create this dreamy and unique print in warm lilac and plum hues. This exploration of purple tones flows through to our knitwear and coating with Berry Crush Merino and Mauve Sprinkle Tweed; rich and colourful moments artfully juxtaposed by earthy darker tones of chocolate and espresso.

With Collection 2024.TWO, we confidently embrace winter's arrival, enveloping ourselves with warm layering, deep moody hues, and the comfort of natural fibres. Meticulously crafted and thoughtfully designed, the collection finds a delicate balance between strength and softness, with fluid and playful pieces alongside structured separates and luxe knitwear. The result is a harmonious fusion of silhouettes, textures, and hues exuding both modernity and refinement.

[PRESS IMAGERY >](#)

*pw: jhpress*

-

JULIETTEHOGAN.COM

#juliettehogan #2024TWO