

**mayoral**

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# The value of caring for the small

Mayoral, **leader of childrenswear market** in the Iberian Peninsula and one of the biggest specialised groups in Europe presents a warm collection that is full of colour for the Autumn/Winter 2021 season.

The quality of the fabric used in the manufacturing processes stand out with the functionality of the items like the use of techniques and materials that **respect the environment**. Always under the slogan, 'making friends' the collection achieves its goal of offering the best relationship between price and quality on the market.

The new collection is made up of **versatile and easy to combine garments**, which focus on the comfort of children without giving up the trends of the season and the most exclusive design.

Designed for **children between 0-16 years old**, the collection offers the complete look: clothing, accessories and footwear.

**Baby 6-36 months**

**Mini 2-9 years**

**Junior 8-16 years**

# girl

The collection for this Autumn/Winter is a response to current needs by introducing the LOUNGEWEAR collection to preadolescents with reference to smaller families. This offering is characterised by comfort, in which knitwear, sleeveless items, woven fabrics and items like joggers stand out. The new basics become the key point of the offer, as the elegant collection takes a back seat.

The classic line offers neutral tones combined with vibrant shades that emphasize the designs, such as olive green, fuchsia, lilac and even metallic and textured finishes, such as the wool in the warm clothes. The prints of flowers, checks, knit and leopard continue to be a bet that gives versatility to the collection.

Among the new items, sleeves with volumes stand out, as well as the high waisted trousers in the denim family. The originality in the knitted designs with details of fringes, the development of the weave with different threads and the wide offer in quality and forms of leggings sets give shape to the collection.

The number of garments made from sustainable fibres continues to grow.





# boy

**Baby 6-36 months**

**Mini 2-9 years**

**Junior 8-16 years**

The autumn-winter collection has been developed under the premise of comfort and versatility. New for this season, we present a capsule collection, COMFORT, in the Mini and Junior line (with touches in Baby), based on special knitted fabrics and a neutral colour palette, that is very attractive and functional for any occasion. Likewise, the offer of joggers has been extended, as well as the development of textures and thicknesses in the weave.

In addition to COMFORT, a classic collection is maintained, which is renewed in prints and colours. It is based on soft and minimalist shades, such as honey, earth tones or a wide range of greys, which combine with acid and bright colours.

The graphics that are characteristic of Mayoral's male collection have been updated and continues to be the star of the designs. In the pre-adolescent line, the camouflage print is already a must that is reconverted each season, this time coordinated with vibrant tones.

Techniques of drawings on fabrics such as jacquard or textured intarsia and prints such as Prince of Wales or blocks of stripes located become relevant, making the collection breathe a Nordic air. In the outdoor category, quilts stand out.

The PLAY WITH family continues to grow in the offerings of the youngest (Baby and Mini), providing a happy and dynamic touch.

The commitment to the environment is very much present in the collection. The offer of sustainable fabrics is extended in the boy basic line with organic cottons and BCI.





**mayoral**  
newborn

**0-18 months**

The comfort of the patterns and the softness of the fabrics are Mayoral Newborn's hallmarks, which in its offer reaffirms Mayoral's commitment to the environment with the inclusion of sustainable fibres, such as organic cotton or recycled wadding.

The collection responds to the needs of the baby during the first 18 months through warm, sweet and functional designs, with practical differences according to the size. The openings in the clothing and footwear are enlarged to make them easier to put on.

New printing techniques, graphics and shades emphasize the range of neutrals and explore original and versatile combinations in the clothing and sports families.

Coordinated outfits for boys and girls are making a strong comeback this season.

The childcare catalogue presents a complete range of accessories in multiple models and sizes. The digital prints are incorporated, which provide freshness, and waterproof qualities in the bags, made of microfiber for greater comfort. Size 0 is again available in the gift sets for first-time use and matching accessories have been added.









# mayoral shoes

19 - 38

The collection is divided into two trends: "Space Explorers" and "Connection with Nature". Both are characterised by padded designs, which convey warmth and structure.

## Space explorers

Is inspired by space and shows an imaginative look full of detail, thanks to the metallic and reflective materials, which give personality to the collection.

Black is the key colour. It combines with lead, silver and mauve in the female line, and with bright contrasting colours in the male line, like electric blue or lime green.

For girls, the monster type shoes stand out in a renewed colouring and with an urban design with a platform and metallic touches. For boys, the sports boot with water-repellent velcro.



## Connection with nature

Arises from the need to return to simplicity, to basic and practical designs. Awareness of the environment becomes very important. Sustainable and recycled materials are present in fabrics and soles.

Earth tones are the stars of this collection, along with lively shades such as edamame green and sky blue for boys, and champagne and metallic pink tones for girls. Dark green, gold and plum complete the colours.

Polar fabrics and corduroy characterize this line, as well as new techniques in textile engraving, laces with messages and reflections.

For girls, there are sports boots with corduroy details and easy-to-lock metallics with elastic laces and leather toecaps. For boy, the duck boot (outdoor) with reflective motifs, with technical fabric and contrasting motifs.



## My First Steps

A specific line for a baby's first steps with the objective of guaranteeing maximum comfort and safety during such a crucial stage.

The lightweight sole is characterised by an elevated toe and heel, in addition to having a bendy, flexible instep for greater mobility.

All shoes in this range have antibacterial, ergonomic and thermoformed insoles to help make their first steps comfortable and safe.



## My First Steps Sizes 18 - 23



