

**mayoral**

Spring  
Summer  
Collection  
2021



# The beauty of caring for the young

Mayoral, a leader in the sector of children's fashion in the Iberian Peninsula and one of the main specialist groups in Europe, presents a warm collection that is full of colour for the **Spring-Summer 2021 season**.

It highlights the quality of the fabrics used during manufacturing, the functionality of the garments as well as the use of techniques and materials that respect the environment. Whilst always working under the slogan "making friends", the collection offers the best value for money in the market.

The new collection is comprised of versatile items that are easy to combine with one another. Comfort is key for children, and this has been a main priority when designing the range; however, season trends and the most exclusive designs have also been considered and included.

Aimed at children between 0-16 years of age, the collection offers the complete look: clothing, accessories and footwear.

Additionally, a new line of items named PLAY WITH MAYORAL has been launched, which references interactive garments that make wearing them even more enjoyable and fun.



# girl

The Girls' collection is a representation of the sustained balance of trends united by the energy and vitality of the garments.

Powdery shades and ones with more bitter tones give color to new patterns and designs. Prints become relevant and denim is the leading player in the casual line.

Lightweight fabrics such as linen, tencel or technical fabric are added to the new knitted qualities. Sustainability is key in our collection, which offers garments made of recycled cotton, polyester and sustainable viscose yarns.

The embellishments of bows and flowers, along with washing techniques such as deep-dye or tie-dye, complete the proposal.

# Minigirl

2 - 9 years



# Junior girl

8 - 16 years





# boy

A color palette of vibrant and saturated hues blended with neutral nuances characterize the boys' collection. The prints reinforce the duality by confronting tropical inspired graphics and water and urban sports influences.

By using color as the guiding thread, we delve into the interaction between the most classic and the most modern techniques and styles.

The use of recycled fibers as well as organic cotton strengthens our commitment to sustainable fashion. The high quality of both trimmings and clothing is key in the development of the collection.

# Miniboy

2 - 9 years



# Juniorboy

8 - 16 years



# mayoral

## newborn

The revival of the reinterpretation of the traditional forms, from the patterns to the graphics, united with the mindfully selected sustainable fabrics, define the collection.

A proposal characterized by powdery and neutral tones, along with naturally inspired colors with a more urban hue. The Twins line continues to grow, incorporating coordinations in dress and sport styles.

The baby essentials and gifts catalogue commits to innovating, versatile and practical styles, solving the families' necessities.



# NBboy

0 - 18 months



# NBgirl

0 - 18 months



# mayoral shoes

19 - 38

The collection is composed by two visually very different lines, but with the same qualities and comfort in their designs.

## Organic elegance

Countryside motifs and maritime influences create the concept of the "ORGANIC ELEGANCE" line, highlighting the use of pastel colours and metallic tones that modernize and revitalize the power of the classics. Organic materials, thread embroidery, and hand stitching enhance the value of the details.

## Virtual construction

It revolves around the digital world and children's games, influenced by retro sports trends and video games. The bright and saturated colors typical of the digital era are the protagonists of this collection.



## 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**



