



Herringstones

WEEKLY STYLE GUIDE

SOUTHERN
CHARM
collection

OCTOBER WEEK 1
LATEST UPDATE: 10/1/24

WHAT'S NEW THIS WEEK

HerringStones

SOUTHERN CHARM

Launching Sunday 9/29



LAUNCHING 9/29 & 10/2

LEATHER WEATHER

VERBIAGE:

DESIGNERS HAVE REIMAGINED LEATHER, ELEVATING IT TO NEW HEIGHTS OF ELEGANCE AND EDGINESS

LEATHER PIECES OFFER A TIMELESS QUALITY THAT TRANSCENDS SEASONS

NO MATTER HOW YOU WEAR IT, LEATHER GIVES YOUR LOOK A SENSE OF LUXURY THAT NO OTHER FABRIC HAS

BLACK LEATHER (IN ANY FORM) HAS THE SAME LONGEVITY AS YOUR FAVORITE DENIM

DESIGNERS LOOK TO DRESSES TO MAKE A MORE LASTING LEATHER IMPRESSION

SOFT "NEUTRAL" LEATHERS ARE OFTEN SOUGHT AFTER BECAUSE YOU CAN WEAR THEM FROM SEASON TO SEASON

IN ADDITION TO THOSE ESSENTIAL SILHOUETTES THAT ARE ALWAYS IN STYLE, LEATHER JACKETS & EVEN BLAZERS ARE GAINING TRACTION AS OUR GO TO LEATHER PIECE

RICH COLORS OF FALL (NAVY, OLIVE, MAROON, RED, & CAMEL) ARE A STARK CONTRAST TO THE CLASSIC BLACK LEATHER LOOKS



ZIMMERMANN F/W '24



HERMES F/W '24



FERRAGAMO F/W '24



CLASSIC STRIPES

VERBIAGE:

THIS "TREND" (MORE OF A CLASSIC NOW) IS PERFECT FOR ANYONE WITH CLASSIC, MINIMAL STYLE

STRIPES SIGNIFY A RATHER PREPPY ENERGY, LEANING HEAVILY INTO CLASSIC, OFTEN BASIC, STYLE.

DESIGNERS HAVE GIVEN US A NUMBER OF YEAR-ROUND OPTIONS OF STRIPES TO CHOOSE FROM

STRIPED SHIRTS ARE THE ULTIMATE "TRANSEASONAL" STAPLES - (CAN LITERALLY BE WORN ANY WAY, ANY SEASON.

STRIPES HAVE A "NONCHALANT APPEAL", PLAYING ON THE MINIMALIST AESTHETIC

HORIZONTAL STRIPES TEND TO WORK BETTER WITH CASUAL STYLING, WHILE VERTICAL STRIPES HAVE ALWAYS BEEN POPULAR IN BUSINESS SETTINGS.



MAX MARA F/W 2024



LOUIS VUITTON



ALBERTA FERRETTI



MARCO MANTOVANI



PHILIP LIM



VERBIAGE:

A MODERN SENSE OF REFINED GLAMOUR HAS EMERGED WITH NEUTRALS

NEUTRALS WITH ANY KIND OF PRINT (FLORALS, ANIMAL PRINT) WILL REDEFINE YOUR NEUTRAL GAME

THERE'S BEEN A SHIFT, LEANING MORE TOWARDS ELEVATED SILHOUETTES (A-LINE, FITTED, & SHIFT DRESSES, MAXI DRESSES)

NEUTRALS ARE KNOWN FOR THEIR "BUILDABLE" NATURE. MEANING YOU CAN USE IT AS THE BASE OF YOUR OUTFIT, ADDING ON COLOR AND TEXTURE FOR COMPLETION.

BROWN HAS BEEN THE TRENDING NEUTRAL FOR A HANDFUL OF SEASONS NOW AS A SOFT, '90S-INSPIRED ALTERNATIVE TO BLACK.

KHAKI/TAUPE IS A TIMELESS NEUTRAL. LUXURY LABELS LIKE ZENGA, BALMAIN, AND DIOR HAVE REFRESHED THE CLASSIC HUE FOR FALL—HELPING US DISCOVER NEW WAYS TO STYLE AND WEAR IT.



ELEVATED NEUTRALS

