

SEDUCTIVE



The
COMO
ISSUE



SEDUCTIVE

presenting SUMMER 2025
the iconic LAKE COMO journey
shot at VILLA D'ESTE

“Villa d’Este is more than a destination; it is an enchanting journey through the splendor and tranquility of Lake Como.”



Your beloved style KIMBERLY in striped jersey, features a soft color combination of cream and caramel



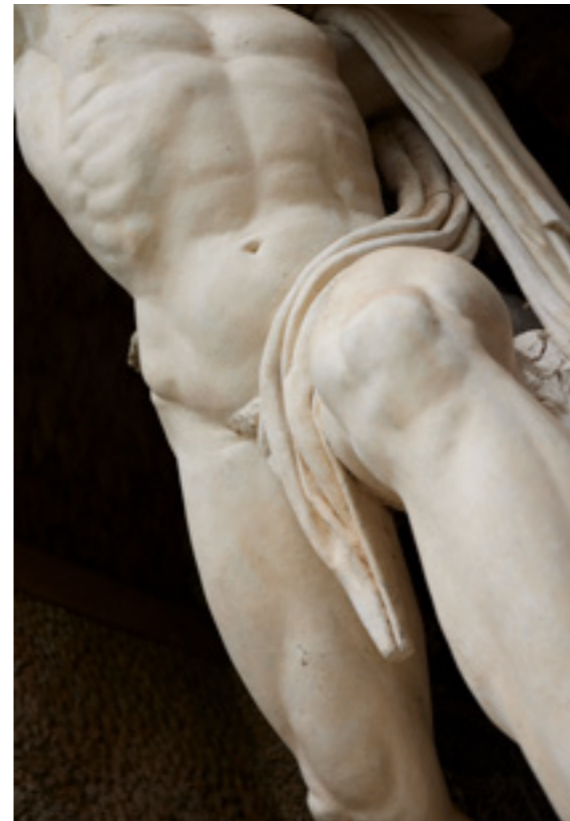
Bermuda shorts SUNNY in Italian linen with white dandelion flowers



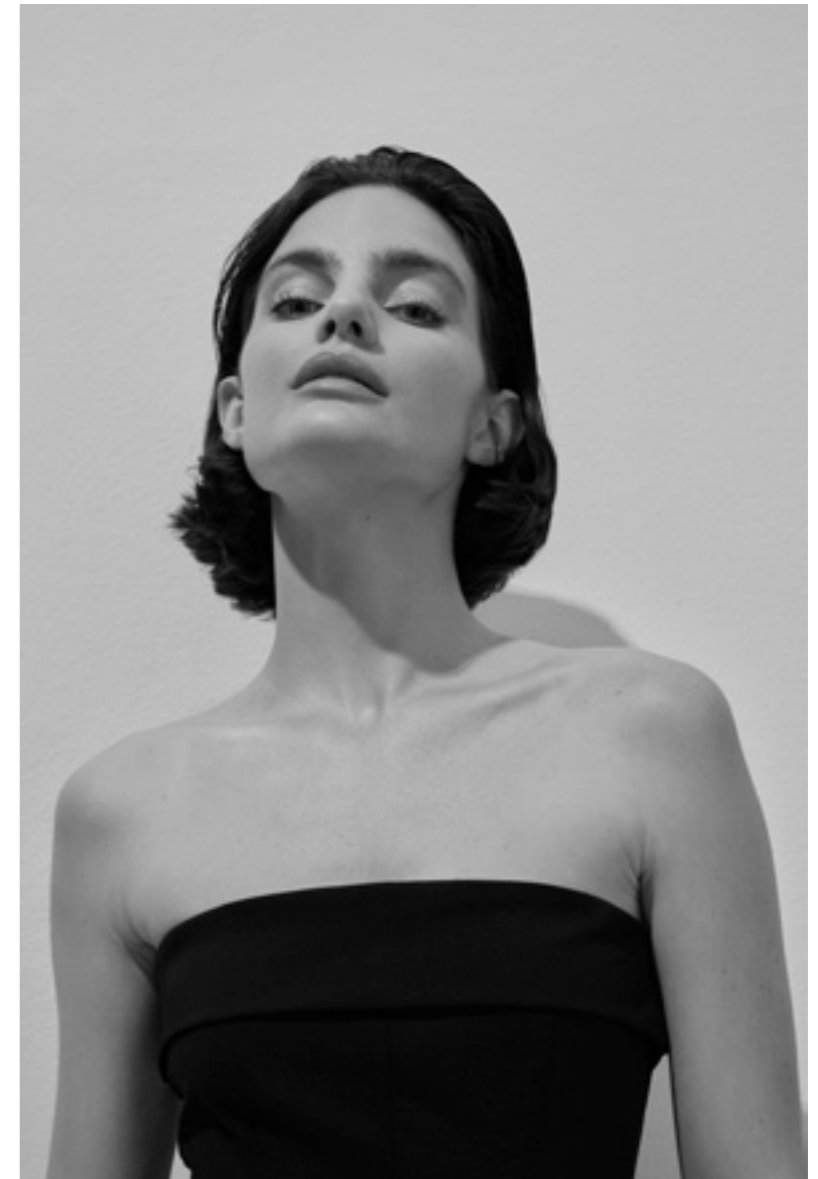
“The Mosaic Garden at Villa d’Este is a visual symphony, blending intricate mosaics with lush greenery to create an oasis of art and nature.”



green and white SEDUCTIVE love: KIMBERLY in an exclusive aqua square print



introducing the sexy pencil skirt JEANET with refined details in an Italian summer jersey





spotlight on DEVII: a new sophisticated cut-out style in optical cool wool





“A Negroni is classic elegance in a glass.”



the ultimate Italian chic: forever CAPRI pants in seductive black



VILLA D'ESTE

ERNESTO RIVA



“Gliding over the water in a Riva boat is like experiencing a piece of nautical history, infused with elegance and sophistication.”



beyond beautiful: style CHRISSY in fluid, white linen exclusive from Italy



get the maritime look: skirt KATELIN in white summer tweed

“SEDUCTIVE - the luxurious style of pants”



L: golden buttons add a touch of glamour to the new summer style GIOIA
R: get to know the sophisticated and modern flared style CAMILLE in Japanese denim



flared Vichy pants NANETTE bringing a sense of flattering softness





“Villa d’Este stands as a timeless testament to elegance and luxury, nestled on the serene shores of Lake Como.”



cool pants ARTA create a perfect modern silhouette in soft light wool crepe



L: flawless style LUCA is showing straight-leg coolness in whitecap gray

R: the new and unique style GWYNETH is a standard for perfect pants





“The pool at Villa d’Este: A luxurious oasis overlooking Lake Como.”



pants ANIA are part of the exclusive and new SEDUCTIVE PUNTO Milano capsule, offering a wide range of styles and colors in luxurious jersey

“SEDUCTIVE combines modernity and class, bringing timeless style to the present moment.”



contemporary style SHILOH in luxurious viscose-linen from Italy





L: cool blue: the classy slim style CLARICE fits every occasion
R: KIMBERLEY in an interplay of vivid shades of pink, blue, green, olive and orange



LL: bespoke style MERON newly interpreted in white soft touch denim

L: silky pants ROSANNE in an eye-catching denim patch print, especially made for SEDUCTIVE

R: jeans love: SERAPHINA in an admiring light summer denim



“Lake Como: Where every view is a postcard.”



comfy and cool: flared pull-on style NANETTE in a striped light-blue and white jersey



CINDY with a geometric chain print in modern beige and white tones

“Villa d’Este’s garden is not just a canvas of nature, but a symphony of artistry where every tree, every flower, and every pathway harmonize to create that masterpiece of tranquility and beauty.”



pretty in pink: jersey skirt PARIS in sweet Vichy with golden buttons





beloved pull-on pants CINDY in pale rose denim




quiet luxury: flattering skirt HARVEY with elaborate details in fine, ivory Italian linen



O-shape: SERAPHINA in magnificent grey with a silky cool wool finish





THE SEDUCTIVE
LAKE COMO
JOURNEY

By CATRIN SCHANZ

"Amidst the timeless elegance of Villa d'Este on Lake Como, the photoshoot unfolded like a dream. The majestic setting, with its lush mosaic gardens, the mystic lake with its beautiful RIVA boats framed each moment with unparalleled beauty, creating unforgettable memories"

contact and more

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