## SPRING SUMMER 2026 COLLECTION

TAKING INSPIRATION FROM MOROCCO, THE BIRTHPLACE OF FOUNDER, JOSEPH ETTEDGUI, JOSEPH'S SPRING SUMMER 2026 COLLECTION IS BUILT ON A RICH AND MOODY PALETTE THAT MOVES FROM WAX AND MARBLE, THROUGH BLUSH, MULBERRY, PALM LEAF AND COCOA, RECALLING THE DAY'S CHANGING LIGHT ACROSS THE STONE OF THE ANCIENT MEDINAS.

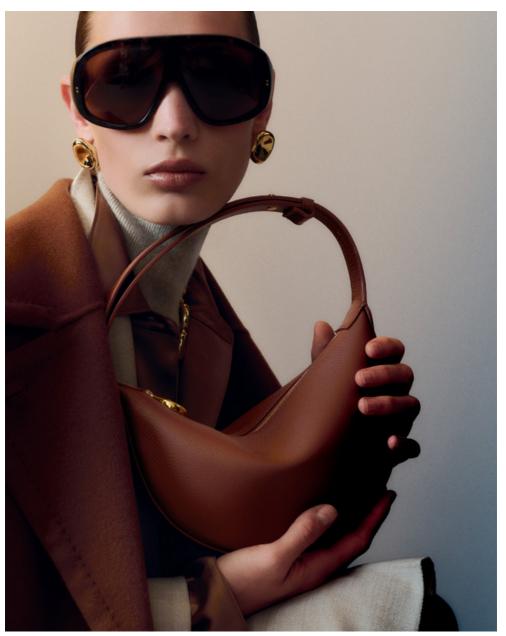
REFERENCING THE TAILORING CODES OF THE ORIGINAL HOUSE AND USING ARTISAN DETAILS, INCLUDING HAND-STITCHING AND ORIGAMI PLEATING, ACROSS INNOVATIVE AND LUXURIOUS FABRICATIONS, THE RESULT IS A BOLDLY SENSUOUS WARDROBE DESIGNED FOR JOURNEYING INTO THE WARMER MONTHS.

TEXTURE PROVIDES AN UPLIFTING AND INDULGENT EXPERIENCE OF WEAR. LIGHTWEIGHT SEPARATES IN SOFT NAPPA AND PEBBLE LEATHER; THE HOUSE SIGNATURE PLISSE APPEARS IN KNIT, SATIN AND LIGHT NAPPA AND A STATEMENT FLOOR LENGTH SUNRAY PLEAT DRESS. BRUSHED ALPACA RUGBY STRIPES FEATURE ACROSS RELAXED KNITWEAR. LATE '70S-FEEL DRESSES ARE SENSUOUS IN DRAPED SATIN SILK AND SILK JACQUARD. ARCHIVE PRINTS REWORKED FROM A STORIED ITALIAN PRINT HOUSE BIANCHINI FERIER BRING A MID-CENTURY RICHNESS TO PIECES INCLUDING A PRINTED CRINKLE METALLIC THREAD GOWN AND AN XL- SCRATCH CHECK TRUMPET DRESS. WITH FULLY CONSTRUCTED INTERIOR. ON MATT SATIN TWILL.

A SINUOUS ORGANIC LINE TRAVELS ACROSS THE NIPPED WAISTS OF SUMMER-WEIGHT TAILORED JACKETS; OUTERWEAR WITH COCOON SILHOUETTES, AND THE "FIN" SHAPE TO THE BACKS OF JACKETS, COATS AND OVERSIZED SHIRTING, ADDING VOLUME WITHOUT MASS. TROUSERS IN THREE KEY SHAPES OF BARREL, WIDE LEG AND A NEW SLIM LEG, WORK ACROSS SOFT AND TAILORING CATEGORIES.

"WE ARE REIMAGINING PIECES THAT ARE ICONIC TO JOSEPH FOR THE WOMAN OF TODAY, ELEVATING EVERY TOUCH POINT TO MAKE IT FEEL EASIER AND EFFORTLESS. IT'S ALL ABOUT THE SENSUOUS EXPERIENCE OF WEARING THE CLOTHES; BUILDING A WARDROBE YOU CAN ADD TO AND CAN PASS ON TO THE NEXT GENERATION." MARIO ARENA, CREATIVE DIRECTOR, JOSEPH

## JOSEPH



Pre-Spring 26

Look 01



Pre-Spring 26

Look 01



Pre-Spring 26

Look 02



Pre-Spring 26 Look 03



Pre-Spring 26

Look 04



Pre-Spring 26

Look 05



Pre-Spring 26

Look 06



Pre-Spring 26

Look 07





Spring 26 Look 09







Spring 26 Look 12

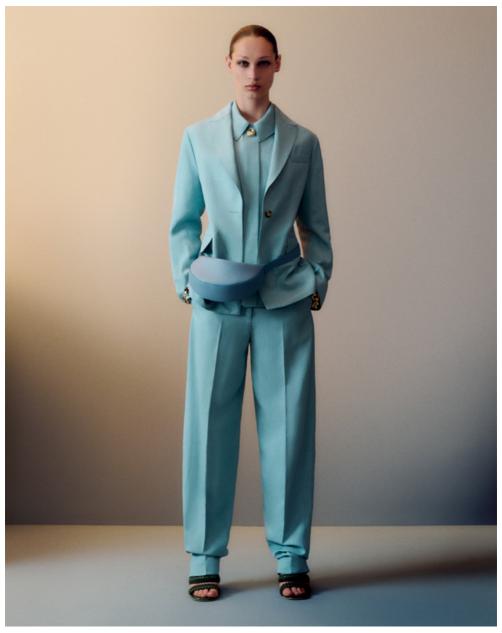






















Accessories

Jewellery 01



Accessories

Jewellery 02



Accessories Jewellery 03



Accessories Bag 01



Accessories Bag 02



Accessories

Bag 03



Accessories

Footwear 01



Accessories Footwear 02



Accessories

Footwear 03



Accessories

Footwear 04



Accessories

Surglasses 01



Accessories

Surglasses 02