

SPRING SUMMER 2026 COLLECTION

TAKING INSPIRATION FROM MOROCCO, THE BIRTHPLACE OF FOUNDER, JOSEPH ETTEGUI, 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 PLEISSE 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 SINOUS 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.

THE 'BEAN' CONTINUES TO ESTABLISH ITSELF AS A HOUSE SIGNATURE, ADDING A LEVEL OF LUXURY AND PLAYFUL PUNCTUATION TO BOTH APPAREL AND ACCESSORIES AND ACTING AS THE FOUNDATION MOTIF OF A BOLD NEW JOSEPH JEWELLERY COLLECTION IN GOLD TONE. A NEW FAMILY OF BAGS – THE LOAF, BEAN AND FOLDED BUCKET – ARE MADE IN TRACEABLE ITALIAN-TANNED LEATHER. NEW FOOTWEAR INCLUDES A FIN-HEELED PUMP; HAND-BRAIDED SANDALS, A BALLET-LOAFER HYBRID AND A KNEE-HIGH BOOT WITH CIRCULAR HEEL AND BUMP TOE. A NEW COLLECTION OF VINTAGE-INSPIRED EYEWEAR IS DELIVERED IN COMPOSTABLE RESIN & BIO BASED LENSES.

"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