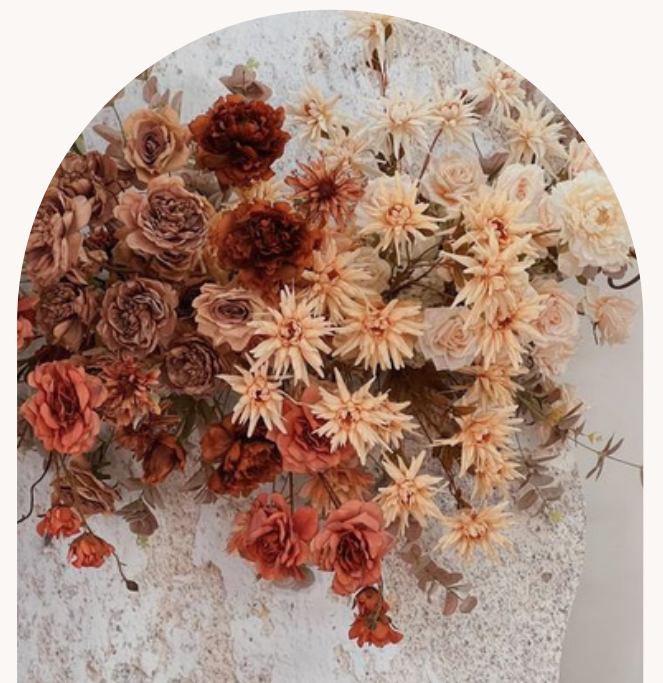




PALOMA

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COLOR THEME



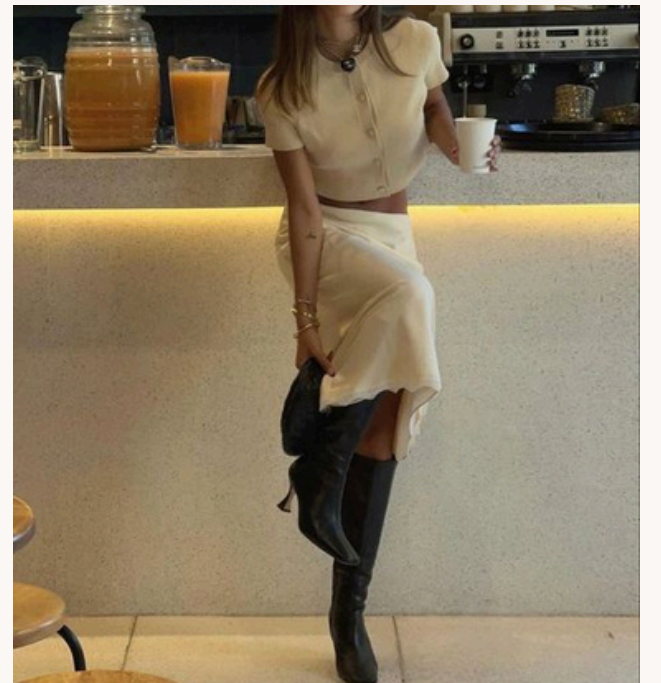


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SILHOUETTES & KEY PIECES



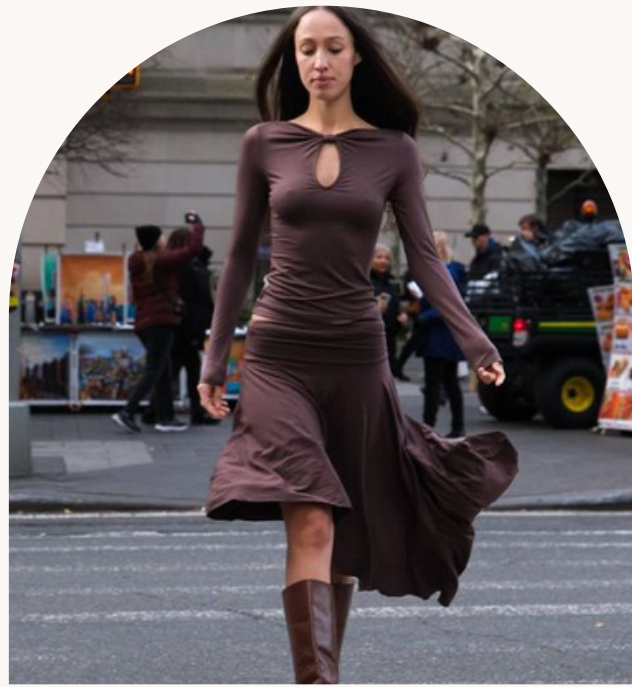


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OUTFIT INSPIRATIONS

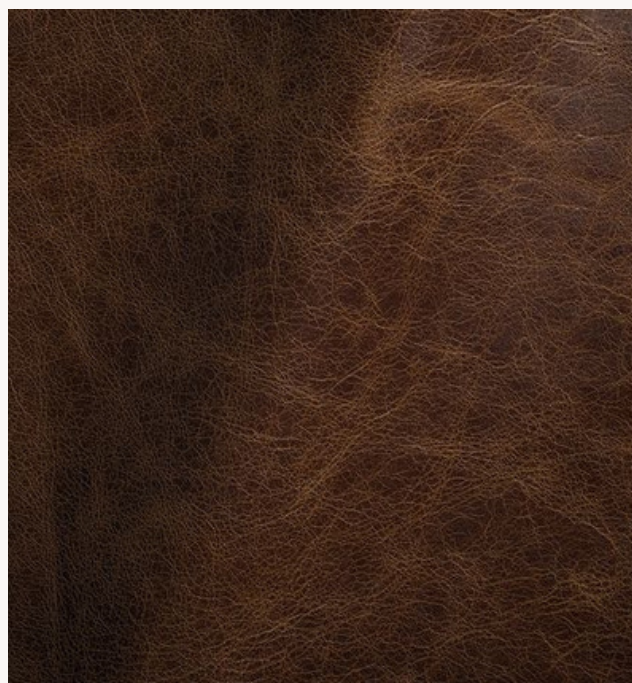




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FABRICS & TEXTURE





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SHOES & ACCESSORIES



PALOMA ATTIRE: EFFORTLESS ELEGANCE WITH REFINED SIMPLICITY

At PALOMA, our attire embodies a seamless blend of sophistication and ease, ensuring a polished yet approachable presence that reflects our brand identity. Our wardrobe focuses on soft structure, fluid movement, and timeless silhouettes, creating an aesthetic that feels both intentional and effortless.

SILHOUETTES & KEY PIECES

Midí and Maxi Skirts/Dresses - Flowing skirts and structured yet elegant dresses form the foundation of our look. Whether in soft neutrals or rich earth tones, these silhouettes exude effortless luxury while allowing for comfort and versatility.

TAILORED TROUSERS

Wide-leg and straight-leg trousers with a soft, structured drape define our aesthetic. These pieces pair effortlessly with fitted tops, creating a modern, streamlined silhouette that moves with ease.

TOPS & STYLING

Form-fitting yet comfortable tops—ranging from sleek sleeveless high-necks to fitted short-sleeve knits—complement the fluidity of our skirts and trousers, ensuring a polished and balanced look.

The signature PALOMA cream jacket serves as a unifying element, adding refinement and cohesion to every ensemble.

SHOES & ACCESSORIES

Shoes - While dressier sneakers are permitted, preferred options include flats, sandals, loafers, boots, or chic dress slippers. Ankle or knee-high boots can add structure and elegance, especially when paired with midí skirts or tailored trousers. The goal is to maintain a sophisticated yet relaxed feel that aligns with PALOMA's aesthetic. And of course, going barefoot is always an option.

Jewelry - There are no strict rules—accessories should reflect individuality while complementing the refined simplicity of PALOMA's look. Whether you prefer delicate gold pieces, statement earrings, or layered necklaces, personal expression is encouraged.

COLOR PALETTE & MATERIALS

Our aesthetic embraces warmth, sophistication, and natural harmony. A palette of earthy tones and soft neutrals creates a grounded, inviting feel, with subtle vibrancy from hues like Coral Sand, Shrimp, and Tuscany. Creams, deep browns, and soft taupes balance the palette, while classic black elements add depth and versatility, complementing the brand's signature burnt orange logo.

Luxurious cottons, linens, and refined knits enhance the understated elegance of each piece, ensuring a timeless and elevated appearance. This thoughtfully curated selection captures the essence of PALOMA—serene, sophisticated, and effortlessly chic.

FINAL TOUCH

Our wardrobe reflects the heart of PALOMA: elegance without excess, comfort without compromise. By embracing this refined yet minimal aesthetic, our team presents a cohesive and intentional presence—one that is polished, welcoming, and effortlessly stylish.