



LOGOMANIA

TREND SPOT
by HKCO



SO COOL

A big hit in the 80's and 90's, the trend Logomania appeared again in the international catwalks of brands like Gucci, Burberry, Fendi, Louis Vuitton and Balmain. The brand logo is gaining great prominence in garments, bringing a super cool look that blends the sportswear and vintage styles.

The trend gains more and more space in the world street style, making identifications no longer just a detail or finish in clothes, shoes and accessories, becoming the leading star in fashion compositions.

We have gathered for you an inspirational material with Haco's world possibilities to add great style to your brand.

Enjoy it :)



DIESEL



DAVID LEE DAVID LEE DAVID LEE DAVID LEE DAVID LEE

Low-relief polyester lace

Polyester lace

MCMXCVANJUSSMCMXCVANJUSSMCM



À LA GARÇONNE



FACETASM



Polyester lace with rubber tip

Polyester lace



Polyester lace



SANTA LOLLA



BERSHKA



PARIS FASHION WEEK STREET STYLE

Embossed satin ribbon with embossed Ink



BALMAIN



Bouclé cotton ribbon



OFF WHITE



Low-relief polyester lace



MIU MIU



CHRISTIAN DIOR

A woman with long brown hair and sunglasses is wearing a white hooded raincoat. She is carrying a large plaid bag with a red strap that has the text "BECAUSE IT'S HAPPENING" in yellow. The background is a solid green color. The word "BERSHKA" is visible in the top left corner.

MARYJANE MARYJANE MARYJANE MARYJANE MARYJANE

A model is shown from the waist up, wearing a vibrant red long-sleeved sweatshirt. The sweatshirt features a diagonal zipper that runs from the right shoulder down to the waist, revealing a dark undergarment. A blue strap with a silver buckle crosses the chest. The model is also wearing a black and white checkered headband, a black and white striped choker, and a matching striped waistband. The sleeves have white and red stripes at the cuffs. A small Tommy Hilf logo is visible on the left chest, and a circular patch with the word 'HILF' is on the right sleeve. The background is a solid blue color.

A person is shown from the side, wearing a green jacket and a backpack. The backpack is black with blue and white stripes and the text 'NASIR MAZRA' printed on it. The person is also wearing a striped shirt and a green scarf.



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