



pelso

BUDAPEST

# MORNING IN EDEN

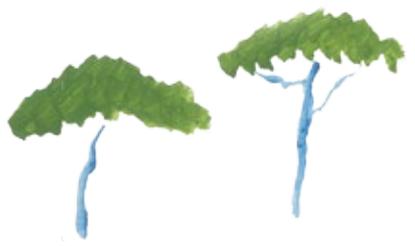
PELSO 2018 SUMMER

It's a tranquil, **easy morning**. Sunlight leaps through the green leaves and leaves them as emerald beams. The soul is in perfect balance, but the senses lustily absorb even the slightest whiffles of the surrounding world. It's warm, but the air is light, and the humming of the insects can be heard. Over the trees, we could look out to the sea, but this might not be important at the moment. Imagine the state characterized by the **perfect blend of harmony** and liveliness, calmness and sensitivity, pure consciousness and rich flowing impressions. This is the special state of existence that can actually be found anywhere, anytime, but is typically experienced **in nature** and we often identify it with a **paradise-like** entity. The blissful memory of this state led us to create our latest collection, the Morning in Eden.

Our 2018 collection's swimsuits are characterized by **balanced, soft and delicate elegance**. Overlapping lines, thin double shoulder straps and neck straps highlight the lines of the female body, emphasizing its beauty.

This year our beachwear was designed to be suitable for the street as well. The pants and shirts can be combined freely, resulting in a **beach or urban outfit**. The color palette of the collection is defined by **hand-painted and then digitized drawings**. Green cypress, orange colored berries, mixed with the sky and the blue sea – all these provide this fresh, contemporary collection a perfect look.

This is the first collection which features a cup and brace - free model. The Ava models are high-waist one-piece swimsuits with an overlapping V-cut, and 2-2 slim shoulder strap on the back, which can be fixed - a sexy, confident woman's swimsuit. This summer's cool thing will be the Matra **trousers with wide stems and elastic waistband**. Decorated with the Toscana print, its breathable material is ideal to wear on both the waterfront and the city. One of our favorites is the **hooded beachwear, Ninja**, that is printed with a light, colorful, geometric pattern, and tailored from a lightweight fabric.



This year the collection was expanded with two shirts; Flora is a **safari-style shirt** with tapered waistband on both sides and ribbing straps that can fix the sleeves on three-quarter length. Meanwhile, Lili is a **straight-cut** man's shirt with a wide cuff.

Our 2018 Morning in Eden collection features the finest proportions, light shapes and the harmonious impression of every detail.

As usual, this year's models are the results of the work of **Angéla Mészáros - the brand's designer - and the creative director, Attila Bálint**. The manufacturing is done in **Hungary 100%**.

It is important for them to create sustainable, durable quality. That's why they buy the raw material of swimsuits, textiles, buckles, and cups from **Italy's leading premium manufacturers**. This guarantees that swimsuits will remain durable in fresh water, sea, swimming pool and thermal baths. In addition to high chlorine resistance, the fabric offers **UV protection** up to 50 factors.

PELSO's products can be ordered primarily from **pelsoswimwear.com**, but the whole collection is available at Spa Shops in Széchenyi and Szent Gellért Baths in Budapest and at pre-arranged dates at the PELSO Showroom (2. Régiposta st. V. Budapest)

**The collection can be pre-ordered from April 11th!**

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