



LOOKBOOK

WOMEN'S DRESSES FORMACY'S

FALL 25

Hee Song

OUR BRAND : ETERNA

Eterna, meaning "eternal" in Latin, represents timeless elegance and enduring strength. Eterna celebrates the multidimensional essence of modern women by blending strength and softness. Our designs are crafted to empower women in every facet of their lives, offering elegance with a touch of romance.



Key Attributes

- Empowered Style
- Romantic Details
- Everyday Versatility

Womenswear

Logo

for the new product line



POWER MEETS ROMANCE : The New Femininity



As women embrace their multifaceted identities, the Power Meets Romance collection celebrates the harmony of strength and elegance. Inspired by the bold tailoring of structured silhouettes and the ethereal allure of delicate details, this line redefines modern femininity.

- Blazer Dress: Command the room with confidence and style
- Transparency Dress: A whisper of allure with a sophisticated edge
- Drape Dress: Fluid and graceful, this piece is designed for effortless movement and modern elegance
- Plunge Column Dress: Bold cuts that exude elegance and poise
- Rosette Column Dress: Romantic textures meet timeless craftsmanship



powerful

modern

romantic

delicate

feminine

WORD BANK

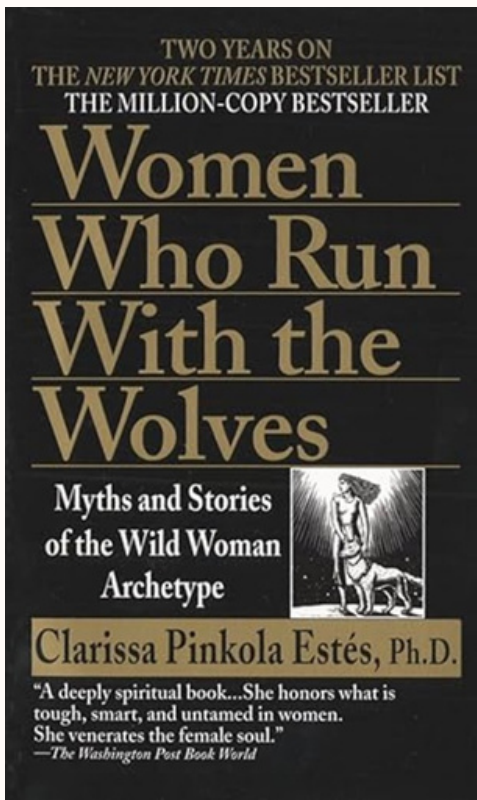
sophisticated

versatile

timeless

confident

elegance



"Women Who Run with the Wolves" by Clarissa Pinkola Estes

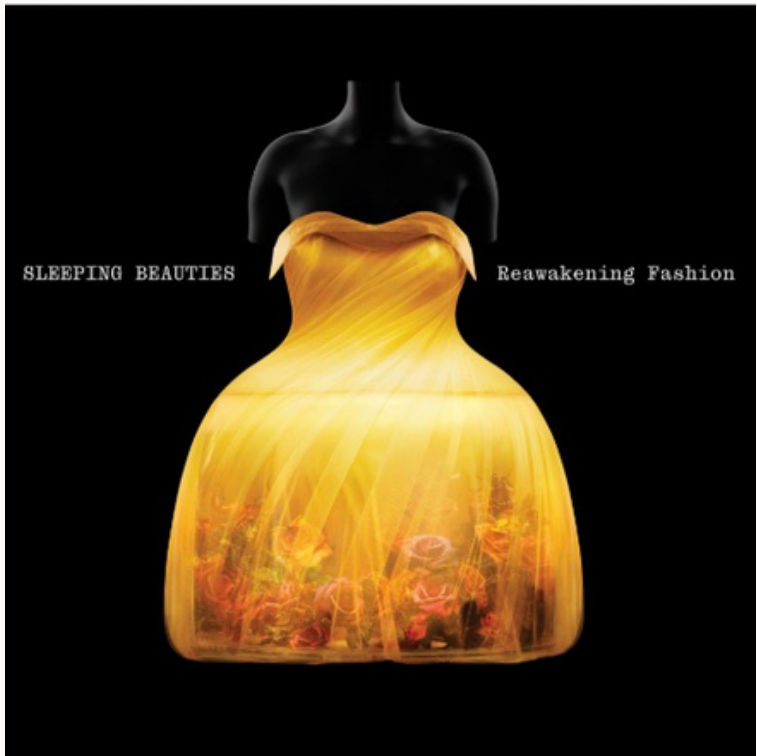
This seminal work celebrates the wild, intuitive nature of women and their resilience. It delves into the mythic and symbolic elements of femininity, emphasizing empowerment through self-discovery. The book inspires a deeper narrative of strength and romance in fashion, making it a fitting influence for this collection.

Saint Laurent FW 24

This collection embraced a darker, more rock-inspired vibe, featuring sharp tailoring, leather accents, and bold, angular shapes. The collection exuded power and allure with dramatic silhouettes and high-impact details, making it a fitting reference for blending strength and romance in your own line.



INFLUENCES



"Sleeping Beauties: Reawakening Fashion" by the Met

This exhibition explored the delicate interplay between fashion and the art of enchantment, showcasing historically inspired gowns with a modern twist. It celebrated craftsmanship, timeless beauty, and the enduring allure of romance, aligning seamlessly with the vision of blending power and romance in the new dress line.



Valentino FW 24

This collection showcased bold interpretations of power dressing, combining structured silhouettes with romantic detailing. Notable features included strong tailoring with fluid elements, offering a balance between authority and elegance.

TREND



Blumarine FW 24



GCDS FW 24



Vivetta FW 24



Prada FW 24



Yuhan Wang FW 24

Dark
Coquette

TREND

Power Sleeves



Jil Sander FW 24



Knwls FW 24



Max Mara FW 24



Roksanda FW 24



Khaite FW 24

TREND



Quintessential
Blazer

TREND



Roksanda FW 24



Khaite FW 24



Jason Wu FW 24



Burberry FW 24



Alaia FW 24

Sensual
Drape

TREND



Coperni
FW 24



Philosophy di
Lorenzo Serafini
FW 24



Feben
FW 24



Sandy Liang
FW 24



Loewe
FW 24



Carolina Herrera
FW 24

The
Column

TREND

Prada FW 24

Transparency



Huishan
Zhang
FW 24



Valentino
FW 24



Huishan Zhang
FW 24



Gucci
FW 24



Tom Ford
FW 24



Marine
Serre
FW 24



Blumarine
FW 24



Jawara Alleyne
FW 24



Saint Laurent
FW 24

COLORS

<i>SOY SAUCE</i>	<i>MULBERRY WINE</i>	<i>CRUSHED CHERRY</i>	<i>DUSTED FIG</i>	<i>HONEY GLAZE</i>	<i>OPULENT GREEN</i>
19-4203 TCX	19-1716 TCX	19-1657 TCX	19-1320 TCX	16-1149 TCX	18-0627 TCX

Like Honey Glazed, Dusted Fig, and Opulent Green, which evoke sensuality and warmth, the deeply enriched jewel tones of Crushed Cherry and Mulberry Wine infuse the palette with bold sophistication and romance. The grounding richness of Soy Sauce adds a refined edge, balancing the femininity with strength and modernity. This palette seamlessly blends earthy elegance with romantic vibrance, embodying the concept of Power Meets Romance. Each hue enhances the collection's sophisticated yet feminine aesthetic, offering timeless versatility for today's confident women.

COLORS INSPIRATION



STYLING



- **BLAZER DRESS**

- **TRANSPARENT DRESS**

- **DRAPE DRESS**

- **PLUNGE COLUMN DRESS**

- **ROSETTE COLUMN DRESS**



Nina Ricci FW 24

Blazer Dress

Nina Ricci's blazer dress emphasizes sensuality with its deeply plunging neckline, creating a striking balance between structure and allure. Valentino's blazer dress showcases a high slit on one leg, adding an element of dramatic femininity.

Both designs incorporate power shoulders, giving the silhouette a commanding presence that speaks to the strength and confidence of modern women.

How it will be styled for Fall 25

For Fall 2025, the power sleeve trend will be incorporated into the blazer dress design, evolving the power shoulder into a more dynamic power sleeve silhouette. The overall silhouette will remain simple and tailored, minimizing additional dramatic elements like deep necklines to ensure wearability. By doing so, the focus stays on the power sleeve detail, making it the centerpiece of the design and appealing to women who seek empowerment through fashion without compromising practicality.



Valentino FW 24



STYLING



Paloma Wool FW 24

Sheer Dress

Paloma Wool's sheer dress combines transparency and bold layering techniques, allowing wearers to play with the contrast of textures and colors. The dress can be styled over or under other garments, emphasizing the fluidity and versatility of sheer textiles while maintaining a sensual, ethereal vibe.

How it will be styled for Fall 25

For Fall 2025, the sheer dress concept will evolve into a simpler tank-style silhouette crafted from lightweight, transparent fabrics. This redesign maintains the sensuality and transparency of the original but enhances its practicality for everyday wear.

The minimalist silhouette will make the dress more layering-friendly. By toning down the complexity, the dress becomes an accessible staple while retaining its statement-making appeal.

- *BLAZER DRESS*
- ***SHEER DRESS***
- *DRAPE DRESS*
- *PLUNGE COLUMN DRESS*
- *ROSETTE COLUMN DRESS*

STYLING



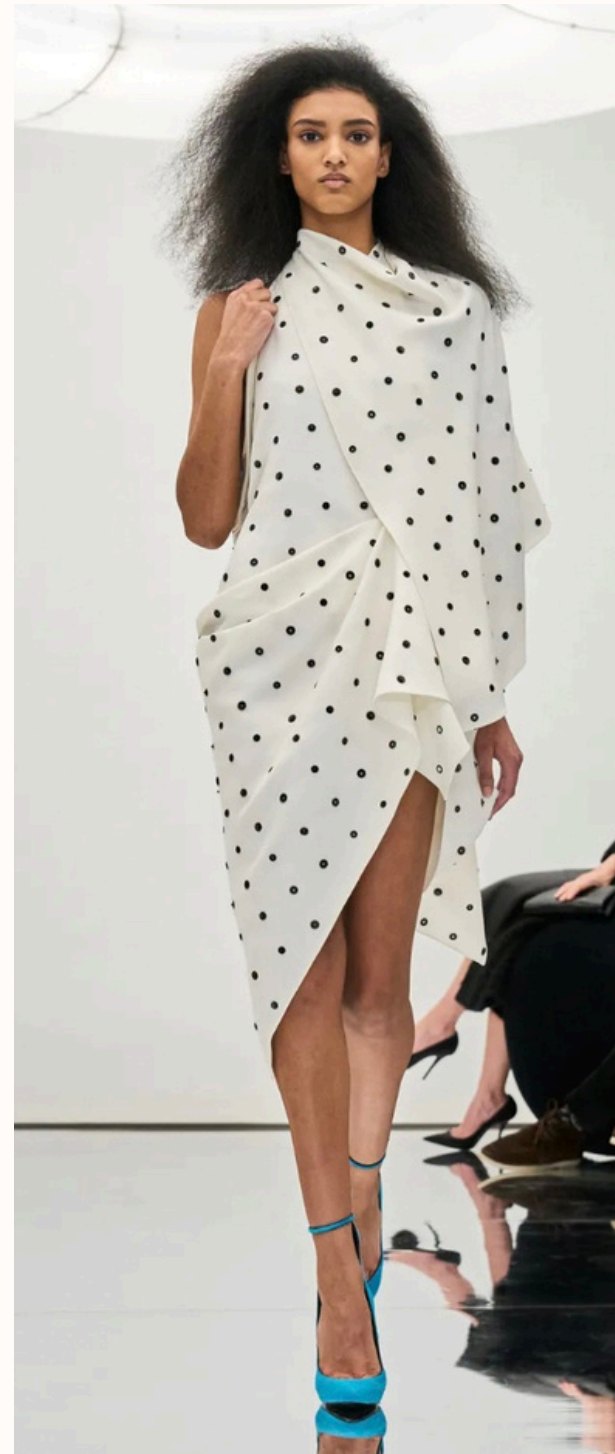
- **BLAZER DRESS**

- **SHEER DRESS**

- **DRAPE DRESS**

- **PLUNGE COLUMN DRESS**

- **ROSETTE COLUMN DRESS**



Alaia FW 24

Drape dress

This draped dress from Alaïa FW 24 showcases how fabric manipulation can strike a balance between elegance and playfulness. The flowing fabric gracefully wraps around the body, creating an aura of sophistication, while the polka-dot pattern introduces a whimsical and youthful charm. The contrast of these elements allows the piece to embody both timeless femininity and an unexpected liveliness. The asymmetry in the draping further highlights the craftsmanship, making it both a statement and a wearable piece.

How it will be styled for Fall 25

For Macy's "power meets romance" collection, this style will be replaced with a rich, monochromatic palette in tones like soy sauce and mulberry wine. The transformation will emphasize the intricate draping details, allowing the dress to fully showcase its sculptural qualities.

The neckline may also be softened or rounded to enhance its versatility, catering to both formal and semi-formal occasions.



STYLING

Plunge Column Dress

Loewe's FW 24 design uses its plunging neckline and bold asymmetry to create a striking visual narrative. The daring neckline adds sensuality and confidence, while the juxtaposition of the minimalist white fabric with a vibrant floral pattern creates contrast and dimension. The asymmetrical hem adds movement, giving the dress a unique structure that feels artistic and fresh. The floral detailing ties it back to femininity and romance, making it a versatile piece that merges boldness with softness.



Loewe FW 24

How it will be styled for Fall 25

For Fall 2025, the plunge neckline will remain a defining feature but will be reimagined with a slightly sharper or more geometric plunge, giving it a modern edge while maintaining its sensual charm.

The hemline will be redesigned to fall symmetrically, creating a cleaner and more wearable silhouette for everyday use. The updated version will feature either jewel-tone solid fabrics to balance sensuality with practicality. Accessories like structured blazers or leather belts will bring versatility, ensuring the dress transitions seamlessly from day to evening wear.

- *BLAZER DRESS*
- *SHEER DRESS*
- *DRAPE DRESS*
- ***PLUNGE COLUMN DRESS***
- *ROSETTE COLUMN DRESS*



STYLING

- *BLAZER DRESS*
- *SHEER DRESS*
- *DRAPE DRESS*
- *PLUNGE COLUMN DRESS*
- **ROSETTE COLUMN DRESS**



Sandy Liang FW 24

Sandy Liang's FW 24 rosette dress is the epitome of romantic femininity.

The slim, body-hugging silhouette flatters the figure, while the rosette detail placed strategically near the shoulder or neckline becomes a focal point of soft elegance. The muted pastel tones enhance the delicate nature of the design, evoking a sense of grace and charm. This dress captures the brand's ability to take simplicity and elevate it with whimsical, couture-like details.

Rosette column Dress

How it will be styled for Fall 25

For Fall 2025, the sheer dress concept will evolve into a simpler tank-style silhouette. This redesign maintains the sensuality and transparency of the original but enhances its practicality for everyday wear. The minimalist silhouette will make the dress more layering-friendly, allowing consumers to pair it with tailored blazers, or oversized shirts. By simplifying the design, the dress transforms into an accessible staple while still maintaining its striking appeal..

TARGET MARKET

:The Modern Empowered Women

DEMOGRAPHICS

- Age: 25-45
- Income: Middle to upper-middle class
- Occupation: Professionals, creatives, and entrepreneurs

PSYCHOGRAPHICS

- Values versatility and sophistication in their wardrobe
- Balances professional and social life, seeking styles that transition seamlessly between settings
- Inspired by timeless fashion with modern updates, aligning with both elegance and functionality



GEOGRAPHIC

- Urban and suburban areas with access to Macy's flagship and online stores

SHOPPING PREFERENCES

- Seeks high-quality, well-crafted pieces
- Prefers a balance of investment staples and trendy accents for a polished wardrobe

PRESS KIT

1. About Us

Brand Name: Eterna

Founded: 2024

Mission:

Eterna celebrates the multidimensional essence of modern women by blending strength and softness. Designed to empower and enchant, Eterna redefines femininity with timeless elegance and versatility.



3. Tagline

"Empowering Modern Women, Every Step of the Way."

4. Target audience

Women aged 25-45 seeking elegance, confidence, and versatility in their wardrobe. (details on page 18)

2. New Product Launch

Fall 2025 Collection: "Power Meets Romance"

Concept: A harmonious fusion of bold tailoring and delicate detailing, the "Power Meets Romance" collection embodies strength and elegance for the modern woman.

Key Features:

- **Materials:** Luxurious fabrics, including silk blends, lightweight wools, and sheer overlays.
- **Styles:** Blazer dress, transparency dress, drape dress, plunge column dress, rosette column dress. (details on page 13-17)
- **Colors:** Jewel tones (Crushed Cherry, Mulberry Wine), earthy hues (Honey Glazed, Dusted Fig), and rich neutrals (Soy Sauce, Opulent Green). (details on page 11)
- **Collection Highlights:**
 - Blazer Dress: A power sleeve silhouette for a commanding yet versatile look.
 - Rosette Column Dress: Feminine textures and intricate craftsmanship.



PRESS KIT

5. Press Release

Headline: Eterna Unveils Fall 2025 Collection, "Power Meets Romance"

Date: December 25, 2024

Content:

Eterna, the new womenswear line for Macy's, introduces its Fall 2025 collection, "Power Meets Romance." Combining bold tailoring with romantic details, the collection offers timeless designs for confident, modern women. "Eterna is about empowering women through elegance and versatility," says the brand's creative team.

6. Marketing Materials

- Social media campaign assets featuring outfit inspiration for work, evening, and casual looks.
- QR code linking to a virtual lookbook and behind-the-scenes video of the collection's inspiration.

7. Key Personnel

Hee Song

(Creative Director for Macy's Design Team)

- Focused on translating current trends into versatile, customer-focused designs.

8. Contact Information

Public Relations Contact:

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