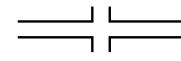


A woman with voluminous dark curly hair is smiling and holding a flute glass of champagne. She is wearing a bright pink blazer over a colorful patterned top. The background is a light-colored paneled wall.

SP24 TALKING POINTS

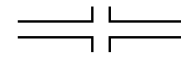
LIVERPOOL
LOS ANGELES





WELCOME TO LIVERPOOL SPRING 2024

Cheers to a Celebration of Color!



SPRING 2024 BIG IDEAS

DENIM DISCOVERIES

- Denim is the heritage of Liverpool Los Angeles. We continue to push ourselves to innovate and develop superior fabrics, creative detailing, and a complete representation of new fits.

SOFT UTILITY EXPANSION

- Liverpool saw incredible success with Soft Utility styles, proving the versatility and longevity of these designs.

LUXE STRETCH SUITING

- Our Luxe Stretch Suiting was an immediate hit with our retail partners. MW1 is a lightweight, woven stretch fabric and our Spring 2024 assortment offers returning favorites along with new silhouettes in an expanded color offering.

DRESS INNOVATION

- We introduced dresses and unearthed a new important product category. Spring 2024 sees new dresses from quintessential sheath styles, timeless wrap dresses, flowy favorites, to casual classics.

THROWING OUT THE RULE BOOK

- More than ever, women want options and Liverpool gives them the tools to make their own look.

ESSENTIALS

11.15 - 5.30

KNITS

- New necklines, perfect on their own or under jackets, new fabrics, fits, and construction.

WOVEN SHIRTS

- Cropped styles, new classic fits, and luxurious new fabrics including viscose blend satin, linen blends, lightweight Tencel pinstripes, and breathable gauze. New embroidered blouses in cottons, gauzes, knit to woven and eyelets.

KELSEY

- Now offered in a range of fits from High Rise Slim, Flare, Wide Leg, Classic 29" and 31" inseams.

L12 (SOFT TOUCH TWILL)

- This important fabrication expands silhouettes to include new Utility Cargo styles, Trucker Jackets, as well as the Fitted Blazer, Kelsey Cropped Trouser, Kelsey/Utility Shorts. We have also expanded the color offering.

LIVERPOOL LOS ANGELES SPRING 2024 ESSENTIALS



LIVERPOOL LOS ANGELES SPRING 2024 ESSENTIALS



A vibrant collage of images featuring the color orange. It includes fashion items like an orange suit, a plaid blazer, and a blue blouse with orange accents. It also features abstract art, a sunset, a volcanic eruption, and people wearing orange clothing. The collage is a visual representation of the color orange and its various applications in fashion and art.

LAVA FLOW

11.15 - 11.30

Breakout of the Winter Blues with a Burst of Color.



Color Story

Lava Flow, Ivory, French Cream, Coral Blaze



Key Fabrics

MW1 (Luxe Stretch Suiting), KA36 (Jacquard Rib Knit), CH4 (Crosshatch Denim), PS3 (Lightweight Textured Sateen), ME (Stretch Cotton Dobby), SFS (100% Stretch Forever Fit), EZ (Easy Soft Dressing)



Print/Pattern

Lava Flow Multi Yarn dye, Lava Flow Boucle, Abstract Animal, Lava Geo, Lava Flow Glen Plaid

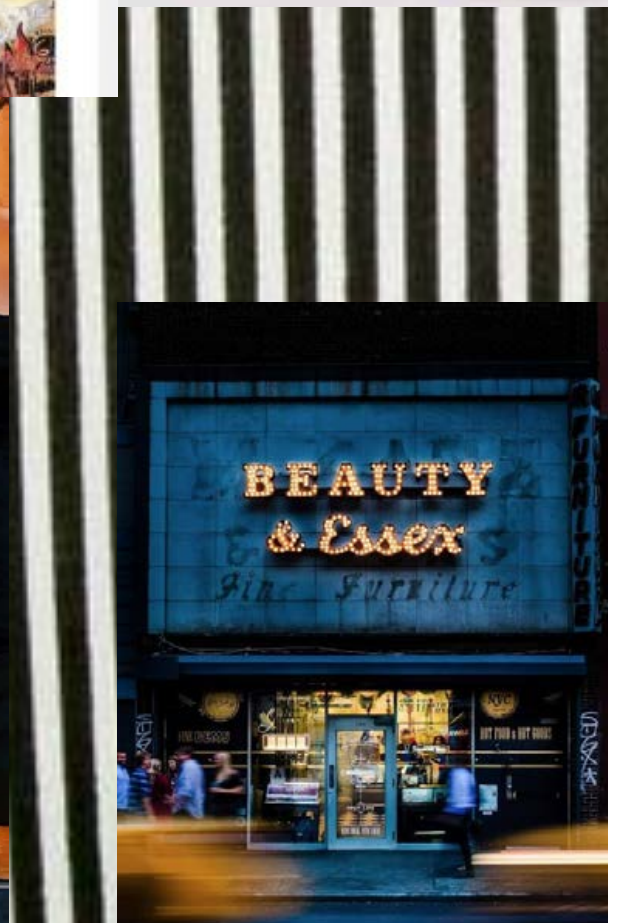


- A burst of color and new styling kick off the Spring season in MW1 with the Double-Breasted Blazer and Kelsey Flare Trouser in the vibrant Lava Flow color.
- Forever Fit denim is a 100% stretch fabric that has amazing recovery as well as premium fibers. This new fabric technology allows the Gia Glider to be alpha sized.
- Exclusive prints add a fresh take to early Spring blouses with the Flap Pocket Button Front Blouse in Abstract Animal, and the Geo Lava Print in the Dolman Sleeve Blouse with Collar and Bracelet Sleeve Surplice Front Woven Top.

LIVERPOOL LOS ANGELES SPRING 2024 LAVA FLOW



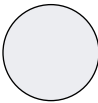
MANHATTAN



MANHATTAN

12.1 - 12.30

Spring Sophistication.



Color Story

Black, White, Diva Blue



Key Fabrics

TS29 (Textured Stretch Woven), SW61 (12GG Rib Sweater Yarn), MP3 (Tech Woven),
WF (Slub Stretch Twill), PS3 (Lightweight Textured Sateen)



Print/Pattern

Black/White Mini Dot, White/Black Multi Rayon, Bright White Polka Dot

- New soft utility styles are introduced with the Cargo Crop Straight, Cinch Hem Pull-On Parachute Cargo Pant, and the Adjustable Sleeve Utility Jacket with Cinch Hem.
- Stunning dresses provide looks ranging from the classic Sleeveless Sheath Dress and Collared Wrap Dress, to the lightweight, printed Sleeveless U Neck Dress with
- New U-Neck Dress with Asymmetric Hem and our best-selling Flutter Sleeve Dress returns. The Tiered Maxi Skirt with Smocked Waist and Flutter Sleeve Woven Top provide a spirited Spring look.
- Diva Blue is a bright color statement in Luxe Stretch Suiting, Classic Jean Jacket, Hannah Cropped Flare, and the Shawl Collar Short Sleeve Dolman Knit Top.

LIVERPOOL LOS ANGELES SPRING 2024 MANHATTAN



BLUE LAGOON



BLUE LAGOON

1.1 - 1.30

Be Transported to a Tranquil Place.

Color Story

Ocean Blue, Seaside Dunes, Pastel Turquoise, White, Roman Stone, Biscuit Tan, Maple

Key Fabrics

QE8 (Ecru Stretch Denim), VX (Light Weight Stretch Slub), L12 (Super Soft Twill), QE3 (Ecru Rigid Denim), WF (Slub Stretch Twill), K16 (Jersey Knit), LF14 (Yarn Dye Knit)

Print/Pattern

Pastel Turquoise Floral, Ocean Blue Ecru Marble, Ocean Blue Dot, Ocean Blue Space Dye

- Denim makes an important statement with the introduction of the Norma Jean. A new retro, relaxed fit through the hip/thigh with a roll cuff. Release your inner Marilyn. Other key denim styles include the Lucy Bootcut with Let Down Hem, Stride High Rise Crop, Charlie Crop in Pactola, and the Kennedy Crop Straight in Flagstone.
- A beautiful Ocean Blue Marble Print shines in the Boat Neck Dolman Sleeve Knit with Twist Front, and two distinctive denim styles – Classic Jean Jacket with Fray Hem and the Hannah Cropped Flare.
- Our Textured Stretch Woven (TS29) is a perfect year-round fabric weight with incredible softness and drape. The Sailor Crop Wide Leg and the Utility Crop Jacket demonstrate the versatility of this key fabric.

LIVERPOOL LOS ANGELES SPRING 2024 BLUE LAGOON



LIVERPOOL LOS ANGELES SPRING 2024 BLUE LAGOON



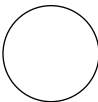
COSMOPOLITAN



COSMOPOLITAN

1.1 - 1.30

Pretty in Pink.



Color Story

Fuchsia Kiss, Chambray, Bright White, Pretty Pink



Key Fabrics

SLC (Light Weight Indigo Twill), HC8 (Crinkle Shirting), ST9 (Stretch Indigo Railroad Stripe), QPW (White Slub), VR4 (Vintage Denim), FK2 (Knit Denim)



Print/Pattern

Chambray Stripe, Fuchsia Geo, Fuchsia Watercolor, Fuchsia Kiss Plaid, Fuchsia Paisley Multi, White with Fuchsia Kiss Stripe, Fuchsia Navy Multi-Stripe



- Pretty tops in exclusive prints and solids provide versatility for every taste. The Fuchsia Watercolor print is featured on the Shirred V Neck Top with Tie Details and the Long Sleeve Front Shirred Blouse. Other offerings include the Flap Pock Button Front Blouse in Fuchsia Geo, our new Classic Fit Button Front Poplin Shirt in Light Blue/White Pinstripe, Sleeveless Knit Top with Smocking, and the Flutter Sleeve V Neck Knit in Pretty Pink.
- New denim styles really pop – the Hannah Crop Flare with Lace Applique and Fray Hem has the handcrafted details that really make it stand out, our beloved Pearl gets an update as an ankle flare with pintucks, High Rise Liv with Fray Hem, and the wonderful Stretch Indigo Railroad Stripe in the Peplum Jacket and Gia Glider Crop Flare with Twisted Hem. Also new is the Drop Shoulder Logo Shirt Jacket, a rigid denim with a super cool Liverpool logo on the back.
- Lightweight Indigo Twill offers breathable, soft, and subtle style in the Belted Shirdress, Boyfriend Blazer, and the Relaxed Wide Leg.

LIVERPOOL LOS ANGELES SPRING 2024 COSMOPOLITAN



LIVERPOOL LOS ANGELES SPRING 2024 COSMOPOLITAN

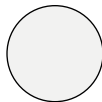




SPRING MIXER

1.1 - 1.30 C

Suiting has never been so fun!



Color Story

Galaxy, Diva Blue, Porcelain, Lava Flow, Pink Punch



Key Fabrics

MW1 (Luxe Stretch Suiting)



Print/Pattern

Navy Batik Print, Pink Punch Rose



- MW1 is the star in new colors and shapes. The Cropped Blazer with Vent Sleeve and Hi-Rise Pleated Trouser are the epitome of perfect proportions. A new Vest with Welt Pockets and the Tulip Sleeve Sheath Dress are destined to be styles she reaches for. The show-stopper style is the Half and Half Blazer in Pink Punch/Lava Flow pairs beautifully with both solid color trousers.
- MW1 patterns include the sleek Navy Batik Print in the Button Front Boyfriend Blazer and Kelsey Crop Trouser. The bright, beautiful Notch Collar Blazer really stands out.

LIVERPOOL LOS ANGELES SPRING 2024 SPRING MIXER



LIVERPOOL LOS ANGELES SPRING 2024 SPRING MIXER

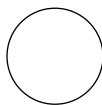


SAPPHIRE MARTINI



SAPPHIRE MARTINI
1.1 - 1.30 C

An Exotic Adventure in Shades of Blue.



Color Story

Lunar Blue, Porcelain, Galaxy, Bright White, Navy, Indigo Dusk



Key Fabrics

MWI (Luxe Stretch Suiting), TK90 (Woven Stretch Crepe), G68 (Lightweight Stretch Satin, L12 (Super Soft Twill), QPW (White Slub), RZA (Easy Breezy), VR4/VH (Vintage Denim)



Print/Pattern

Navy Batik Print, Navy Multi, Galaxy Floral Print

- Easy Soft Dressing (EZ) styles command attention with new prints and the beautiful drape this fabric is known for. The Galaxy Floral print is featured on the Pull-On Wide Leg with Side Stripe, Petal Sleeve Woven Top, and the Collared Camp Shirt with Hi-Low Hem.
- Denim delights include the Denim Jacket with Braid Detail, Classic Jean Jacket in White, Hannah HR Crop Flare with Crafty Seaming, Forever Fit Gia Skirt, and the Bellow Pocket Maxi Cargo Skirt.
- Our gorgeous Woven Stretch Crepe (TK90) offers two delightfully delicate styles –Cropped Shacket with Laser Cut Hem and the Pull-On Wide Leg with Laser Cut Hem.

LIVERPOOL LOS ANGELES SPRING 2024 SAPPHIRE MARTINI



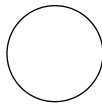
LIVERPOOL LOS ANGELES SPRING 2024 SAPPHIRE MARTINI



STRAWBERRY DAIQUIRI

2.1 - 2.28 B

Bright, Bold, and Daring.



Color Story

Pink Punch, Lava Flow, Bright White, Berry Blossom, Rose Blush



Key Fabrics

L12 (Super Soft Twill), MW1 (Luxe Stretch Suiting), QN (Rigid Denim), K99 (No See-Through Jersey), QTA (Lofty Soft)



Print/Pattern

Pink Punch Rose, Berry Blossom Floral, Coral Multi-Stripe, Pink Floral, Berry Blossom Multi-Stripe, Sugar Coral Space Dye



- Our beloved L12 pops in a new Berry Blossom color – the Fitted Blazer and the Kelsey Crop Trouser.
- Printed Ecru Denim takes a feminine turn in the Hannah Cropped Flare with Fray Hem, and Classic Jean Jacket with Fray Hem. Stripes are highlighted in the Button Front Shirt with ¾ Sleeve, Racerback Tiered Maxi Dress, and the Dolman Wrap Front Midi Dress.
- MW1 commands attention in a bright and bold palette. The one-of-a-kind Half and Half Blazer, Vest with Welt Pockets, Kelsey Crop Trouser, Hi-Rise Pleated Trouser Short, and the delightful Notch Collar Blazer in Pink Punch Rose.
- The new QTA – Lofty Soft fabric adds luxurious soft hand to the Shirt Jacket and the Wide Leg with Cut Hem.

LIVERPOOL LOS ANGELES SPRING 2024 STRAWBERRY DAIQUIRI



A vibrant summer-themed collage featuring various fashion items, tropical motifs, and outdoor scenes. Key elements include:

- A woman in a blue and white striped dress.
- A yellow and white striped awning.
- A green sofa with yellow pillows.
- A woman in a long green and white patterned dress.
- Two women in polka-dot bikinis by a pool.
- A woman in a yellow blazer and shorts.
- A woman in a red bikini on a pink float.
- A woman in a straw hat and one-shoulder top.
- A woman in a long teal dress.
- A woman in a long orange dress.
- A pineapple and a glass of juice.
- A sun icon with the text "YOU ARE MY SUNSHINE".
- Various tropical patterns and outdoor furniture.

PINA COLADA

3.1 - 3.30 A

Tropical Getaway, Anyone?

Color Story

Mint, Flaxen Gold, Bright White, Mermaid Teal

Key Fabrics

TS29 (Textured Stretch Woven), L12 (Super Soft Twill), RZA (Easy Breezy), WF (Slub Stretch Twill), EE4 (Crosshatch Viscose Shirting)

Print/Pattern

Flaxen Gold Glen Plaid, Teal Tropical, Teal/White Variegated Stripe, White with Mint Stripe, Teal Multi-Stripe, Bright White Floral

- A beautiful tropical print carries you away in the Cropped Dolman Camp Shirt with Hidden Placket and the One Shoulder Ruffle Printed Woven Top.
- Denim offers a variety of options – the High-Rise Super Stride with Flap Pockets and Exposed Button Fly has exquisite drape in our Easy Breezy Cotton Rayon, Hannah Flare with Flap Front Pockets, Hannah HR Flare with Twisted Side Seam Slit in White, HR Liv in a soft, retro wash, and lovely color options in the Gia Crop Skinny and the Hannah Crop Flare with Fray Hem.
- The tropical print is complimented by our solid Cropped Bell Sleeve Woven Top with Lace Trim, our best-selling Slim Fit Tee has been updated in a White/Mint Stripe, the Striped S/S Button

LIVERPOOL LOS ANGELES SPRING 2024 PINA COLADA



MAI TAI



MAI TAI

3.1 - 3.30 B

Escape to a Colorful World.



Color Story

Dusty Tan, Light Moss, Eucalyptus, Sandy Cove, Biscuit Tan, Rose Blush



Key Fabrics

QTA (Lofty Soft), WV (Viscose Jacquard Woven), T58 (Light Weight Chambray), Y47 (Indigo Tencel), FH5 (Stretch Indigo Slub Denim), VPD (Vintage Denim)



Print/Pattern

Pink Multi Floral, Orange/Tan Multi Check, Multi Geo, Orange/Tan Multi, Orange/Tan Multi Space Dye, Lavender Multi Stripe



- As the weather begins to warm, this collection provides fun options in shorts, skorts, and skirts. The Cargo Skirt with Fray Hem is offered in Stretch Indigo Slub Denim, the popular Vickie Fray Hem Short with Slit is updated in Vintage Denim, and our popular Marley Girlfriend Short is offered in a new wash. L12 Cargo Skort features utility styling and a finished hem. All are great options for welcoming Spring.
- Three pretty dresses are offered – the Collared Button Front Dress with Dolman Sleeve, Tiered Flutter Sleeve Dress, and the Sleeveless Tiered Maxi Dress with Adjustable Waist.
- There are a multitude of delicate tops – the S/S Button Front Shirred Woven Top in Floral and the Sleeveless Woven Top with Button Back, Flutter Sleeve Woven Top in two fabrics, and the Elbow Sleeve Shirred Woven Top.

LIVERPOOL LOS ANGELES SPRING 2024 MAI TAI

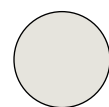


A collage of 15 images showcasing a summer color palette of navy blue, white, and light blue. The images include people in various outfits (dresses, blouses, jeans, shorts), interior and exterior decor (tables, lanterns, bar carts, a lighthouse), and fashion accessories (shoes, hats).

LONG ISLAND

4.1 - 4.30 A

Sea, Sand, and Relaxation.



Color Story

Indigo Dusk, Antique Ecru, Newcastle, Seaside Dunes



Key Fabrics

QR4 (Rigid Ecru Denim), K15 (Slub Jersey Knit), HE9 (Rayon Shirting), Y47 (Indigo Tencel), STT (Lightweight Pinstripe Tencel), WV12 (Linen Blend Yarn dye Stripe)



Print/Pattern

Indigo Floral, Navy Textured Dots, Patchwork Floral, Indigo Pinstripe, Novelty Cream Stripe

- Styles perfect for a day on the water! Our Lightweight Pinstripe Tencel has luxurious softness in the Sleeveless Scoop Neck Top with Panel Inserts, Pull-On Culotte with Tie Front, and the Cap Sleeve Raglan Dress with Smocking. The Notch Collar Boxy Fray Hem Jacket is the perfect piece to put on when it cools down.
- Two great utility styles in the Hannah Utility Flare with Cinch Back Detail and the Utility Short with Flap Pockets.
- There are two remarkable prints in this collection. The stunning Indigo Floral makes the Sleeveless V Neck Easy Fit Tank with Smocking and the Pull-On Wide Leg Crop Trousers the outfit for which you will always reach. The fabulous Patchwork Floral print is offered in two woven shirts – the Cropped Dolman Camp Shirt and the L/S Button Front.

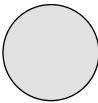
LIVERPOOL LOS ANGELES SPRING 2024 LONG ISLAND



AMARETTO

4.1 - 4.30 B

Soft and Dreamy.



Color Story

Biscuit Tan, Beige, White, Tan/White



Key Fabrics

WV43 (Linen Blend Yarn Dye Stripe), QE23 (White Slub Denim), Y19 (Crinkle Gauze), EM3 (Scallop Edge Embroidery)



Print/Pattern

Tan/White Yarn Dye Stripe, Cream with Tan Stripe, Tan/White Floral

- Delicate, embroidery detailing stuns in the Sleeveless Embroidered Woven Top with Pintucks, Embroidered Tie Front Woven Top, L/S Embroidered Double Gauze Woven Top, and the knit to woven Sleeveless Muscle Tank.
- Embroidery also elevates white denim – the Stride High Rise Wide Leg with Fray Hem features a cut hem and tonal white on white cut-out embroidery, while Chloe Crop Flare with Fray Hem features a textured tan embroidery down the side seam.
- The ecru and white printed floral makes the Printed Cropped Jacket with Fray Hem and the Printed Crop Flare really stand out.
- The show-stopping High Rise Super Stride with Seaming will be the style everyone talks about.

LIVERPOOL LOS ANGELES SPRING 2024 AMARETTO



The collage features a variety of fashion and lifestyle images. It includes a woman in a black hat and sunglasses drinking from a coconut, a woman in a green top and patterned skirt, a woman in a white tank top and orange cargo pants, two women in floral dresses standing outdoors, a woman in a patterned top and jeans, a woman in a black top and patterned skirt, a woman in a white top and tan cargo pants, a woman in a denim vest and wide-brimmed hat, a woman in a green and white striped dress, a woman in a green top and white pants, and two women in floral dresses standing outdoors. The collage also features a patterned ceiling, a potted plant, and a book titled 'BEATLES'.

GUAVA MOJITO

5.1 - 5.30

Start Your Summer in Style!



Color Story

Eucalyptus, French Cream, Terracotta, Rawlins, Biscuit Tan



Key Fabrics

L12 (Super Soft Twill), EF (Eco Denim), RG2 (Black Slub Stretch Denim), WV15 (Viscose Textured Stripe Woven)



Print/Pattern

Vintage White/Black Stripe, Geo Patchwork



- The softness of L12 lends itself perfectly to multiple styles. The Cargo Pant with Cinch Hem is offered in Eucalyptus and Biscuit Tan, while the Utility Crop with Tab Hem and Cargo Pockets comes in Terracotta. The Trucker Jacket, Utility Short, and the Cargo Skort round out the collection.
- The soft dappled colors of this collection highlight the gorgeous Geo Patchwork print in the Cropped Dolman Camp Shirt with Hidden Placket, Petal Sleeve Woven Top with Front Tie Detail, and the Tiered Woven Maxi Skirt with Smocked Waist.
- Bring on the outdoor music festivals! Our Notch Collar Crop Vest pairs perfectly with the Racerback Tiered Maxi Dress. Another option is the Utility Christine HR A-Line Short with Fray Hem and Exposed Button Fly which would look great with the S/S Button Front Shirred Woven Top, or the very cool retro Liverpool Logo Knit.

LIVERPOOL LOS ANGELES SPRING 2024 GUAVA MOJITO



