

20
17

 MANDALAY DESIGNS™
BY EMMA STRAUSS

SPRING
SUMMER

I am very excited to launch the new Spring/Summer 2017 range. It has been an exciting year developing and designing in my new coastal environment. The sea-change for me has been hugely inspirational and has given me the freedom to fully explore exactly where I want the brand to move. Having begun the design process last September '16, after only 8 months in my new environment, it really has been a big influence on the product. Living a walk away from the ocean, the colours, textures, tides and weather have impacted on the designs, textures and colours in the range, also in what I want to wear daily on my travels to the city or overseas for the development of my ranges. The Mandalay Designs brand always works with natural fibres, cottons and linens, all soft washed to make the garments so comfortable to wear. All print designs and embroideries designed by me for each season.

We had the pleasure of working with two lovely new models, Jess who magically transforms every garment she put on! My good friend Celia who is also a lovely Mandalay Designs customer and looks beautiful in all the product. As you can see with the beautiful images taken by Henry (our lovely photographer) the product works across all ages, our demographic being customers from 30 to 70 plus.

AUGUST

Dixie Floral, Stripes, spots and embroideries are pretty much what I would be wearing for a city visit, be it meetings or a gallery viewing and lunch.

SEPTEMBER

Linen - Plains, embroideries and our "Cabana Stripe" in new soft blues and sand tones. Gingham always in the Mandalay range and here the linen check styles in beautiful tones of Coral, Wheat and Blue. Soft easy shapes that take you anywhere, the washed finish being the relaxed look and easy to travel with.

OCTOBER

The Batik Garden print and my photograph I took last year of boatsheds at Fisherman's Beach... Exotic island holidays.

NOVEMBER

The Paintbrush print, Dreamcatcher and embroideries for Summer days and into the Summer nights. Back by popular demand my "Waikiki" photo print I took on holidays a few years ago is back in the Gidget shift dress and Beach-shirt.

I wanted to share a lovely testimonial received from a happy Mandalay customer in January:

"We received your parcel today, imagine our surprise and sheer delight on opening the parcel to find you had thoughtfully included the lovely shell necklace along with your kind message and my favourite botanical dress, which Terry managed to order to my surprise. Emma, we are highly appreciative and would like to say how very much we admire your customer service and your attention to detail. it's the way you do things that tell us how much you love what you do. Emma, thank you for looking after Terry. And thank you for my lovely shell necklace. For some time now I have enjoyed the lifestyle and design aesthetic that is Mandalay Designs. It goes without saying, we look forward to shopping at Mandalay Designs again."

I hope you love the new seasons range,

With Love, Emma x

A woman with long brown hair is crouching in a desert-like setting. She is wearing a pink dress with a small, repeating geometric pattern and brown strappy high-heeled sandals. Behind her is a large agave plant with thick, pointed leaves. To the right, there is a stone wall and some smaller plants with red flowers. The text "AUGUST DELIVERY" is overlaid in the center of the image.

AUGUST DELIVERY



FSHS-143
DIXIE FLOWER
LONG SHIRT
COTTON
BLUES
XS,S,M,L,XL,XXL



FSHS-147
**DIXIE FLOWER
EMMA DRESS**
COTTON
BLUES
XS,S,M,L,XL, XXL



FSHS-152
**DIXIE FLOWER
SHIRTDRESS**
BLUES
COTTON
XS,S,M,L,XL,XXL



FSHS-140
**DIXIE FLOWER
PANT**
BLUES
COTTON
XS,S,M,L,XL,XXL



FSHS-153
**DIXIE FLOWER
SHIRT**
BLUES
COTTON
XS,S,M,L,XL,XXL



FSHS-139
**DIXIE FLOWER
FLAG DRESS**
BLUES
COTTON
XS,S,M,L,XL,XXL



FSHS-145
**DIXIE
FLOWER
SCARF**
BLUES
COTTON
ONE SIZE
N.B. TASSLES WILL
BE NAVY NOT BLACK





FSHS-148
**BIG SPOT
SHIRT**
WHITE
COTTON
S,M,L



FSHS-149
**BIG SPOT
DRESS**
WHITE
COTTON
S,M,L



FSHS-030
**COURTYARD
STRIPE DRESS**

BLUE STRIPE
BLACK STRIPE
COTTON
XS,S,M,L,XL,XXL
N.B. EMBROIDERED
FLOWER ON BACK



FSHS-030
**COURTYARD
STRIPE DRESS**
BLUE STRIPE
BLACK STRIPE
COTTON
XS,S,M,L,XL,XXL
N.B. EMBROIDERED
FLOWER ON BACK



FSHS-034
OVERSIZE SHIRT
WHITE / EMB
NAVY
COTTON CAMBRIC
S,M,L
N.B. NO FLOWER
EMBROIDERY ON
NAVY COLOUR





FSHS-142
**HENLEY
STRIPE
JACKET**
BLUE STRIPE
COTTON
S,M,L



FSHS-034
OVERSIZE
STRIPE SHIRT
STRIPE
COTTON
S,M,L



FSHS-030
**COURTYARD
DRESS**
WHITE
NAVY
COTTON
XS,S,M,L,XL,XXL
N.B. WHITE HAS
EMBROIDERED
FLOWER ON BACK



FSHS-024
**COURTYARD
PANT**
SAGE
NIAGARA
WHITE
BLACK
COTTON
XS,S,M,L,XL,XXL





FSHS-141
HENLEY TEE
PIGMENT DYED
WHITE
SAGE
RAJ PINK
NAVY
COTTON
XS,S,M,L,XL,XXL



FSHS-141
HENLEY TEE
PIGMENT DYED
WHITE
SAGE
RAJ PINK
NAVY
COTTON
XS,S,M,L,XL,XXL



FSHS-151
**BEACH
SHIRTDRESS**
RAJ PINK
NIAGARA
SAGE
COTTON
XS,S,M,L,XL,XXL



F5HS-035
**BRODERIE
SHIRTDRESS**
WHITE
SAGE
RAJ PINK
NAGARA
COTTON
XS,S,M,L,XL,XXL
N.B. RAJ PINK NOT
PHOTOGRAPHED





FSHS-035
**BRODERIE
SHIRTDRESS**
WHITE
SAGE
RAJ PINK
NAGARA
COTTON
XS,S,M,L,XL,XXL
N.B. RAJ PINK NOT
PHOTOGRAPHED





FSHS-099
**OVERSIZE
SHIRTDRESS**
NIAGARA BLUE
HAZELNUT
RAJ PINK
BLACK
NAVY
SAGE
COTTON CAMBRIC
N.B WE HAVE NOW
SIZED THIS DRESS S,M,L
SAMPLE = M
ADD 3CM ARMHOLE



FSHS-099
**OVERSIZE
 SHIRTDRESS**
 NIAGARA BLUE
 HAZELNUT
 RAJ PINK
 BLACK
 NAVY
 CAMEL
 COTTON CAMBRIC
 N.B WE HAVE NOW
 SIZED THIS DRESS S,M,L
 SAMPLE = M
 ADD 3CM ARMHOLE

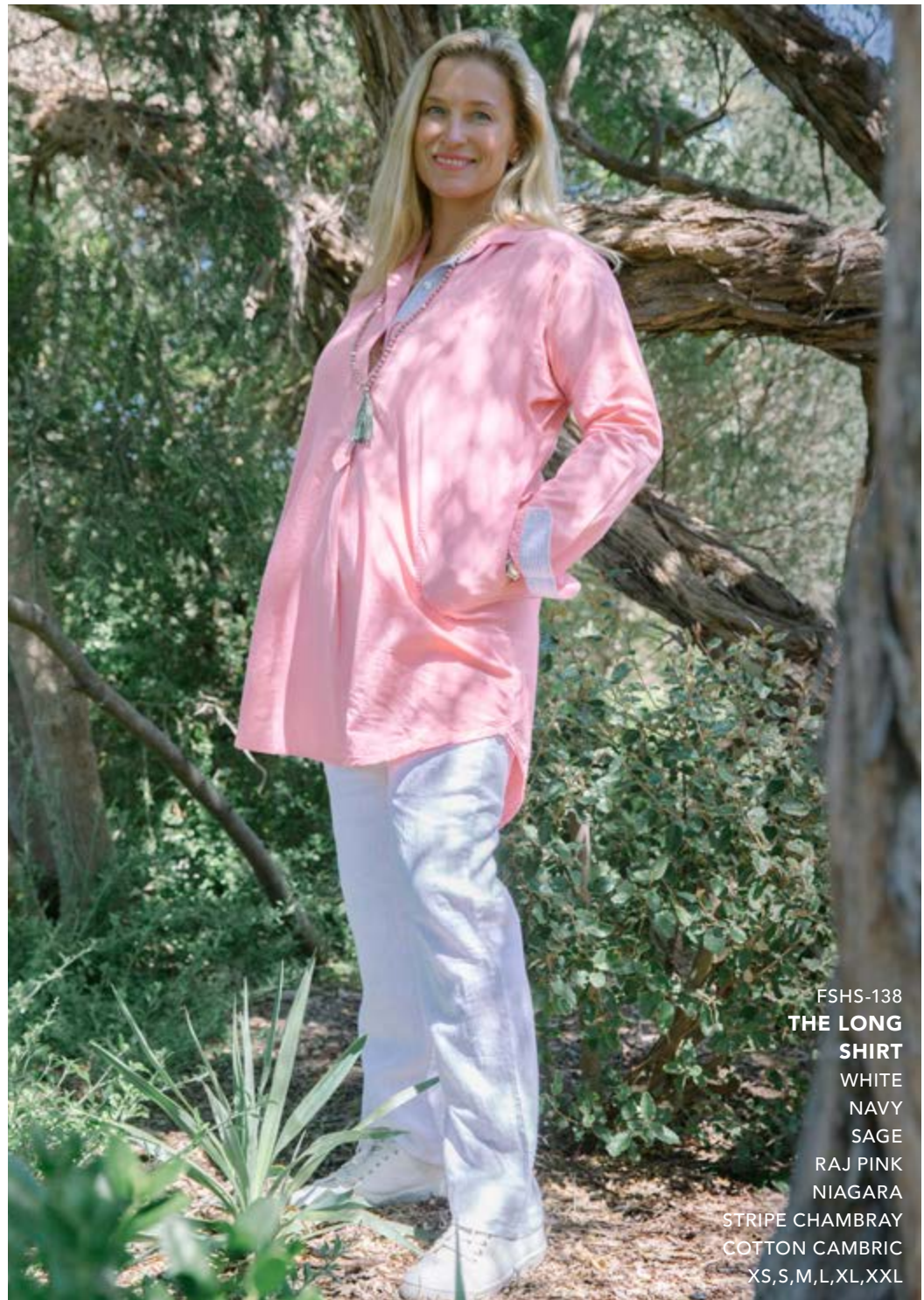


FSHS-099
**OVERSIZE
SHIRTDRESS**
NIAGARA BLUE
HAZELNUT
RAJ PINK
BLACK
NAVY
SAGE
COTTON CAMBRIC
N.B WE HAVE NOW
SIZED THIS DRESS S,M,L
SAMPLE = M
ADD 3CM ARMHOLE



FSHS-138
**THE LONG
SHIRT**
WHITE
NAVY
SAGE
RAJ PINK
NIAGARA
STRIPE CHAMBRAY
COTTON CAMBRIC
XS,S,M,L,XL,XXL





FSHS-138
**THE LONG
SHIRT**
WHITE
NAVY
SAGE
RAJ PINK
NIAGARA
STRIPE CHAMBRAY
COTTON CAMBRIC
XS,S,M,L,XL,XXL







FSHS-150
CLIP
JACQUARD
PANT
WHITE
NAVY
SAGE
COTTON
XS,S,M,L,XL,XXL

A woman with long dark hair is standing outdoors, leaning against a structure made of several vertical wooden poles. She is wearing a short-sleeved top with a blue and white checkered pattern and a white lace-like design on the chest, paired with blue shorts that have a white drawstring. Her right hand is in her pocket, and her left hand is resting on one of the wooden poles. The background features green foliage on the left, a clear blue sky, and a red lattice structure in the distance. The overall scene is bright and sunny.

SEPTEMBER DELIVERY



FSHS-039
**CABANA STRIPE
SHIRTDRESS**
BLUES
LINEN
XS,S,M,L,XL,XXL



FSHS-040
**CABANA
STRIPE
PANT**
BLUES
LINEN
XS,S,M,L,XL,XXL



FSHS-040

CABANA

STRIPE

PANT

BLUES

LINEN

XS,S,M,L,XL,XXL



FSHS-044
DORIS
LINEN PANT
CHINA BLUE
SANDSHELL
WHITE
INDIGO
LINEN
XS,S,M,L,XL,XXL



FSHS-045
DORIS
LINEN SHORT
CHINA BLUE
SANDSHELL
WHITE
INDIGO
LINEN
XS,S,M,L,XL,XXL





FSHS-039
**LINEN
SHIRTDRESS**
FORGET-ME-KNOT (RIGHT)
CHINA BLUE
SANDSHELL (LEFT)
INDIGO
LINEN
XS,S,M,L,XL,XXL



FSHS-039
**LINEN
SHIRTDRESS**
FORGET-ME-KNOT
CHINA BLUE (RIGHT)
SANDSHELL
INDIGO (LEFT)
LINEN
XS,S,M,L,XL,XXL





FSHS-039
**CHECK LINEN
SHIRTDRESS**
BLUE
CORAL
WHEAT
LINEN
XS,S,M,L,XL,XXL





FSHS-037
**CHECK LINEN
SHIFT WITH BIRD
EMBROIDERY**
BLUE
CORAL
WHEAT
LINEN
S,M,L



FSHS-036
**CHECK
LINEN TOP
WITH BIRD
EMBROIDERY**
BLUE
CORAL
WHEAT
LINEN
S,M,L



FSHS-041

**CHECK
LINEN
SHORT**

BLUE (PICTURED ON
PREVIOUS PAGE)

CORAL
WHEAT
LINEN

XS,S,M,L,XL,XXL



FSHS-040
**CHECK
LINEN
PANT**
BLUE
CORAL
WHEAT
LINEN
XS,S,M,L,XL,XXL



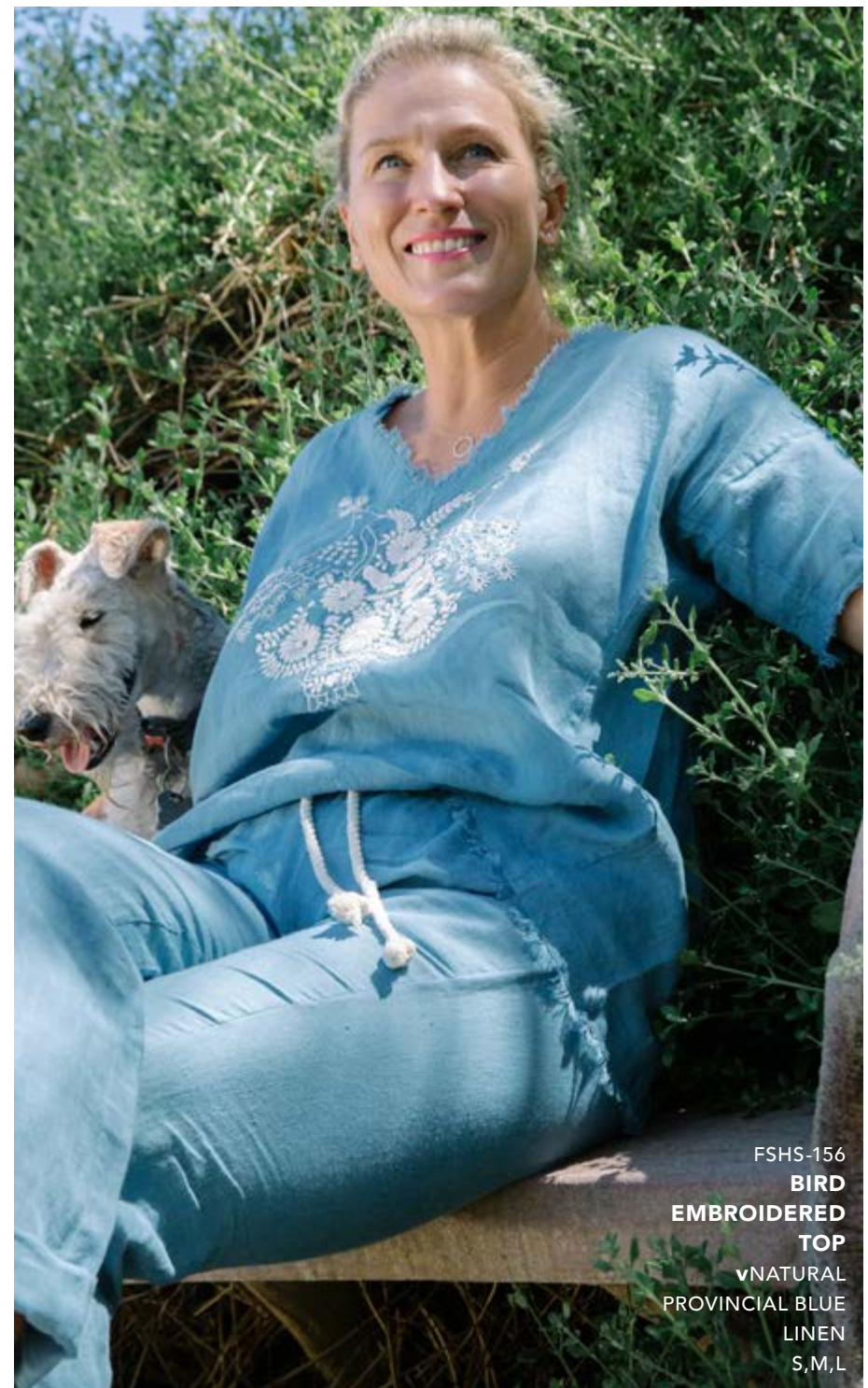






FSHS-155
**BIRD
EMBROIDERED
SHIFT**
NATURAL
PROVINCIAL BLUE
LINEN
S,M,L





FSHS-156
**BIRD
EMBROIDERED
TOP**
VNATURAL
PROVINCIAL BLUE
LINEN
S,M,L



FSHS 157
**MANDALAY
PAISLEY FLAG
DRESS**
MULTI
LINEN
XS,S,M,L,XL,XXL



FSHS-158
**MANDALAY
PAISLEY
SHIFT**
MULTI
LINEN
XS,S,M,L,XL,XXL



FSHS-159
**CHECK LINEN V
NECK DRESS**
BLUE
CORAL
WHEAT
LINEN
XS,S,M,L,XL,XXL





FSHS-159
**CHECK LINEN V
NECK DRESS**
BLUE
CORAL
WHEAT
LINEN
XS,S,M,L,XL,XXL



FSHS-162
**OVERSIZE
JUMPSUIT**
NATURAL
PROVINCIAL BLUE
COTTON
S,M,L



FSHS-162
**OVERSIZE
JUMPSUIT**
NATURAL
PROVINCIAL BLUE
COTTON
S,M,L



FSHS-165

**LINEN
MAXI
DRESS**

WHITE

CORAL CHECK

BLUE CHECK

LINEN

XS,S,M,L,XL,XXL

N.B. POCKETS WILL

BE RAISED BY 5CM.

SIDE SPLITS WILL BE

10CM OPEN. LENGTH

8CM SHORTER.





FSHS-165

**LINEN
MAXI
DRESS**

WHITE

CORAL CHECK

BLUE CHECK

LINEN

XS,S,M,L,XL,XXL

N.B. POCKETS WILL
BE RAISED BY 5CM.
SIDE SPLITS WILL BE
10CM OPEN. LENGTH
8CM SHORTER.



A woman with long brown hair is sitting on a wooden bench outdoors. She is wearing a wide-brimmed straw hat and a light-colored, patterned button-down shirt. Her legs are crossed at the ankles, and she is looking directly at the camera. The background features lush green trees and a large rock formation under a clear blue sky. The text "OCTOBER DELIVERY" is overlaid in white, bold, sans-serif capital letters across the center of the image.

OCTOBER DELIVERY



FSHS-166
BATIK
GARDEN
TOP
GAUZE
MULTI
S,M,L



FSHS-167
**BATIK
GARDEN
DRESS**
GAUZE
MULTI
XS,S,M,L,XL,XXL



FSHS-168
BATIK
GARDEN
CAFTAN
GAUZE
MULTI
S,M,L



FSHS-169

BATIK

GARDEN

SHIFT

COTTON

MULTI

XS,S,M,L,XL,XXL



FSHS-171
**BATIK
GARDEN
SHORT**
COTTON
MULTI
XS,S,M,L,XL,XXL



FSHS-170
**BATIK
GARDEN
PANT**
COTTON
MULTI
S,M,L



FSHS-172
BATIK
GARDEN
SHIRT
COTTON
MULTI
XS,S,M,L,XL,XXL



FSHS-173
**BATIK
GARDEN
BUTTON
TOP**

COTTON
MULTI

XS,S,M,L,XL,XXL



FSHS-174
**FISHERMANS
TEE**
JERSEY
MULTI
XS,S,M,L,XL,XXL



FSHS-176
**FISHERMANS
SHIRTDRESS**
COTTON
MULTI
XS,S,M,L,XL,XXL



FSHS-175
**FISHERMANS
SHIRT**
COTTON
MULTI
S,M,L



FSHS-177
**FISHERMANS
GIDGET DRESS**
COTTON
MULTI
XS,S,M,L,XL,XXL



FSHS-178
**FISHERMANS
JERSEY DRESS**
JERSEY
MULTI
XS,S,M,L,XL,XXL



FSHS-180
**EMBROIDERED
SLIP DRESS**
COTTON
WHITE
XS,S,M,L,XL,XXL



FSHS-179
**FISHERMANS
EMBROIDERED
TOP**
COTTON
WHITE
S,M,L



FSHS-181
JERSEY TEE
PIGMENT
DYED
WHITE
BLUE
PINK
OLIVE
XS,S,M,L,XL,XXL





FSHS-164
BIRDIE DRESS
WHITE
STRIPE
COTTON
XS, S, M, L, XL, XXL
N.B. MODESTYPANEL
WILL BE CLOSED
BEHIND LACE-UP



FSHS-164
BIRDIE DRESS
WHITE
STRIPE
COTTON
XS,S,M,L,XL,XXL
N.B. MODESTYPANEL
WILL BE CLOSED
BEHIND LACE-UP



FSHS-160
DORIS
COTTON
PANT
WHITE
PROVINCIAL BLUE
COTTON
XS,S,M,L,XL,XXL



FSHS-161
DORIS
COTTON
SHORT
WHITE
PROVINCIAL BLUE
COTTON
XS,S,M,L,XL,XXL





FSHS-151
**BEACH
SHIRTDRESS**
WHITE
NAVY
COTTON
XS,S,M,L,XL,XXL



A woman with long brown hair is sitting on a grey ledge in front of a light-colored stone wall. She is wearing a white long-sleeved button-down shirt with a tropical print of palm trees and a matching short skirt with a vibrant landscape print. To her left is a small potted succulent in a rope knot planter, a large seashell, and some dried pinecones. To her right is another rope knot. The text "NOVEMBER DELIVERY" is centered over the image in white capital letters.

NOVEMBER DELIVERY



FSHS-185
**PAINTBRUSH
DRESS**
WHITE/MULTI
COTTON
XS,S,M,L,XL,XXL



FSHS-182
**PAINTBRUSH
SMOCK**
WHITE/MULTI
COTTON
XS,S,M,L



FSHS-184
**PAINTBRUSH
SHIRT**
WHITE/MULTI
COTTON
XS,S,M,L,XL,XXL



FSHS-186
DREAMCATCHER
DRESS
WHITE
VOILE
XS,S,M,L,XL,XXL



FSHS-187
**DREAMCATCHER
SHIRT**
WHITE
VOILE
XS,S,M,L,XL,XXL







FSHS-193
**PALM
GARDEN
CAFTAN**
MULTI
COTTON
S,M,L





FSHS-191
JERSEY TEE
CORAL (LEFT)
BLUE MOON (RIGHT)
SEAFOG (PREVIOUS PAGE)
WHITE
JERSEY
XS,S,M,L,XL,XXL
N.B. PIGMENT DYE



FSHS-101
**EMBROIDERED
BIRD DRESS**
NAVY
COTTON
XS,S,M,L,XL,XXL



FSHS-194

**THE ROSE
DRESS**

ROSE

BLACK

WHITE

COTTON

XS,S,M,L,XL,XXL

N.B. WHITE NOT
SAMPLED





FSHS-195
THE ROSE TOP
ROSE
BLACK
WHITE
COTTON
S,M,L
N.B. WHITE NOTSAMPLED



FSHS-073
**WAIKIKI
GIDGET
DRESS**
MULTI
COTTON
XS,S,M,L,XL,XXL
N.B BACK BY
POPULAR DEMAND



FSHS-064
**WAIKIKI
BEACH SHIRT**
MULTI
COTTON
S,M,L
N.B BACK BY
POPULAR DEMAND





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