



Dream Girl Collection

Winter 2018



“

She moves among the foliage as if she were in a dream...”

Chica-Loca's Winter 2018 Collection Rooted in Nature's Beauty

For Winter 2018, designer Benita Allen looked to nature as her inspiration for the collection. The fabrics, colours and textures are rooted in the beauty of the landscapes, sunsets, foliage and wild animals of Southern Africa.

Winter's chill calls for warmth and comfort so the designs rise to the occasion. Cocoon coats in animal prints and wide-bottomed, high-waisted pants are teamed with the brand's signature wrap tops and wrap maxi-dresses for a collection that gives a nod to the Seventies. Extra length in the hemlines, bell sleeves and voluminous coats amp up the modern retro twist.

Everything about the fabrics screams luxury. Knit wrap dress (in bold prints, wild florals and abstract designs) are every woman's best friend – they hug the body in the most flattering way.

There are more glamorous statement pieces too. Evening dresses, in sequined velvet, ooze sexy elegance in dreamy charcoal and molten lava red. Fringed kimonos and the gold, mini shift-dress are other highlights in Chica-Loca's Winter 2018 collection.

Chica-Loca is a local fashion label, made by women for women. Established in 2004 by Benita Allen, the brand offers a Bespoke Design Service alongside a Ready-to-Wear range. The range is designed and constructed at our Design Studio, which is under the same roof as the Boutique in Claremont.

Using only the most beautiful fabrications and trims, aimed at making every woman feel beautiful, their creations are a timeless investment that can be adored for years. The Chica-Loca woman is a young-at-heart city dweller who is not afraid to steal the show. She has a passion for fashion but remains a true individual, unafraid to make brave and colourful choices. This boldness and optimism is reflected in each design.