

BEAMS WOMEN'S DRESS

DEMI-LUXE BEAMS

EFFE BEAMS

INTERNATIONAL GALLERY BEAMS

BEAMS

SPRING/SUMMER 2020

The long winter is now over
and our favorite time of year
has come back to us again.
Feel the warmth of the Sun.
Stop and smell the roses.
Here's the guide to our 2020
Spring & Summer essentials.



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Funny Face

DEMI-LUXE BEAMS

Inspired by Audrey Hepburn and Fred Astaire's
elegant styles in the movie Funny Face,
Demi-Luxe BEAMS releases a new collection "Now Romantic".
Reflecting the current mood for romantic styles,
every outfit blends a modern twist
with colorful and clear details that brighten your day.

2020年春夏のDemi-Luxe BEAMSのテーマは、「NOW ROMANTIC」。

どこかモダンなムードを取り入れた大人のためのロマンティック。

50'sハリウッド黄金期のミュージカル映画で描かれたヒロインのように、

知性溢れる女性がファッションを通じて、よりエレガントに華やかに変化していくイメージが着想源。

軽やかなカラーパレットで、ポジティブに胸が高まる透明感や遊び心のあるアイテムをご提案。

Shirt ¥18,000+Tax, Skirt ¥23,000+Tax, Earrings ¥6,000+Tax by Demi-Luxe BEAMS
Scarf ¥12,000+Tax by MANIPURI, Shoes ¥54,000+Tax by PELLICO × Demi-Luxe BEAMS







Cardigan ¥32,000+Tax by SLOANE × Demi-Luxe BEAMS, Skirt ¥25,000+Tax by MARIHA
Scarf ¥14,000+Tax by AENEIS, Necklace ¥18,000+Tax by LAURA LOMBARDI
Belt ¥11,000+Tax by MAISON BOINET, Shoes ¥15,000+Tax by LAOCOONTE × Demi-Luxe BEAMS





Cut & sewn ¥10,000+Tax, Skirt ¥18,000+Tax, Necklace ¥7,500+Tax
Socks ¥1,500+Tax by Demi-Luxe BEAMS



Classic yet modern
Elegant yet gentle
Dapper linen fabrics and soft pale tones
renew a spring jacket style.
Find a new balance between
masculine and feminine elements.

Jacket ¥32,000+Tax by Demi-Luxe BEAMS, Blouse ¥15,000+Tax by ARKITAIP, Skirt ¥40,000+Tax by CINOH
Hat ¥35,000+Tax by CLYDE, Pierced Earrings ¥11,000+Tax by baebae







Blouse ¥21,000+Tax, Pants ¥19,000+Tax by Demi-Luxe BEAMS, Scarf ¥26,000+Tax by kinloch
Sunglasses ¥33,000+Tax by BLANC, Shoes ¥14,000+Tax by ANGEL ALARCON





Left: Cut & sewn ¥27,000+Tax by AUBERGE
 Pants ¥18,000+Tax, Earrings ¥5,000+Tax, Shoes ¥14,000+Tax by Demi-Luxe BEAMS

It's time to be romantic. Beautiful pleats skirts
and playful printed dresses are essential.

Like mixing paints on a palette,
revel in colors from fresh pale tones to
sun-kissed vibrant shades.





Left: Blouse ¥21,000+Tax by Demi-Luxe BEAMS, Scarf ¥26,000+Tax by kinloch, Sunglasses ¥33,000+Tax by BLANC
Right: Dress ¥62,000+Tax by LEE MATHEWS × Demi-Luxe BEAMS, Knit ¥14,000+Tax by Demi-Luxe BEAMS
Necklace ¥17,000+Tax by PHILIPPE AUDIBERT, Shoes ¥20,000+Tax by A-EMERY





Jacket ¥58,000+Tax, Pants ¥34,000+Tax by LAQUINTANE
Scarf ¥21,000+Tax by kinloch, Earrings ¥6,500+Tax, Shoes ¥19,000+Tax by Demi-Luxe BEAMS



Sway to the rhythm and sing along
“On how to be lovely, you got to be happy.”
To add a tiny luxury to everyday attire,
fill your wardrobe with items
that make you feel uplifted.

Jacket ¥36,000+Tax, Blouse ¥18,000+Tax, Skirt ¥18,000+Tax by Demi-Luxe BEAMS
Pierced Earrings ¥14,000+Tax by LAURA LOMBARDI × Demi-Luxe BEAMS, Shoes ¥54,000+Tax by PELLICO





Dress ¥29,000+Tax by Demi-Luxe BEAMS, Pierced Earrings ¥24,000+Tax by LIZZIE FORTUNATO
Bag ¥21,000+Tax by MARCO MASI × Demi-Luxe BEAMS, Shoes ¥36,000+Tax by ATP ATELIER







Knit ¥32,000+Tax by LAQUINTANE, Shirt ¥18,000+Tax, Pants ¥18,000+Tax by Demi-Luxe BEAMS
Barrettes(Ivory,Brown) ¥9,000+Tax by baebae (each item), Shoes ¥20,000+Tax by A·EMERY

BOUQUETS OF FLOWERS

EFFE BEAMS

Embracing the independent femininity,
EFFE BEAMS pursues genuine qualities that enhance your personal elegance.
A beautiful single flower makes a new impression by being arranged as a bouquet.
For sophisticated ladies, the latest collection
proposes a juxtaposition of delicacy with boldness.

自立したフェミニティを大切に、EFFE BEAMSが追求するのは、
女性のエレガンスを演出する本物のクオリティ。
ありのままに美しい一輪の花が、ブーケとして束ねられることで新たな印象を与えるように。
時に繊細に、時に大胆に着こなす上品な装いを。
審美眼のある凛とした大人の女性へ贈るコレクション。

Blouse ¥34,000+Tax by M・fil, Skirt ¥39,000+Tax by EFFE BEAMS
Earrings ¥27,000+Tax by gren × EFFE BEAMS



BLUE LEAF

Blouse ¥39,000+Tax, Skirt ¥42,000+Tax by EFFE BEAMS
Shoes ¥80,000+Tax by Rupert Sanderson



NAVY & WHITE FLOWER

Jacket ¥55,000+Tax by CIRCOLO1901, Blouse ¥37,000+Tax by Bagutta,
Skirt ¥75,000+Tax by VASSILIS ZOULIAS × EFFE BEAMS, Shoes ¥80,000+Tax by Rupert Sanderson



ORANGE & BLACK FLOWER

Jacket ¥86,000+Tax by TAGLIATORE, Dress ¥78,000+Tax by EFFE BEAMS
Necklace ¥16,000+Tax by CATHs, Bag ¥78,000+Tax by ZANELATO, Shoes ¥87,000+Tax by Rupert Sanderson



WHITE FLOWER

Shirt ¥28,000+Tax by BARBA, Pants ¥54,000+Tax by NUMBER M × EFFE BEAMS
Shoes ¥80,000+Tax by Rupert Sanderson



BLUE & GREEN FLOWER

Dress ¥62,000+Tax by VASSILIS ZOULIAS
Bracelet ¥24,000+Tax by Pippa Small, Shoes ¥39,000+Tax by BRENTA



WHITE BIG FLOWER

Blouse ¥34,000+Tax by M-fil, Skirt ¥39,000+Tax by EFFE BEAMS



Les estivantes

International Gallery BEAMS

Based on the old French word “estivant”, which means summer vacationist, International Gallery BEAMS introduces carefully selected items reimagining easy breezy fabrics and earth tone colors. Like the wardrobe that the legendary artist Georgia O'Keeffe would wear in New Mexico, each piece carries a free spirited attitude for summer.

夏に田舎へバカンスに向かう人という意味のフランス語「Estivant (エスティヴァント)」。

ゴーストランチで晩年を過ごした女性画家ジョージア・オキーフが愛用したワードローブ。

暑い時期にも快適な生地やアースカラーに多く出会った今シーズン、

思い思いに夏を過ごす人々を想像し、International Gallery BEAMSが

厳選したデザイナーの洋服には、自由な創造性が満ちている。

Dress ¥100,000+Tax by RENLI SU

Ring ¥45,000+Tax by SOPHIE BUHAL, Shoes ¥72,000+Tax by CLERGERIE







Left: Hat ¥58,000+Tax by Shinonagumo, Shirt ¥76,000+Tax by VIKA GAZINSKAYA
Right: Bag (above) ¥15,000+Tax, (bottom) ¥19,000+Tax, (front) ¥17,000+Tax by Les vacances d'Irina



Dress ¥34,000+Tax by DOU BOCHI Eric Bergere







Shirt ¥76,000+Tax, Pants ¥129,000+Tax by VIKI GAZINSKAYA
Hat ¥58,000+Tax by Shinonagumo, Ring ¥45,000+Tax by SOPHIE BUHAI



Left: Bag ¥70,000+Tax by MEHRY MU

Right: Pullover ¥62,000+Tax by POSTELEGANT, Dress ¥55,000+Tax by SAYAKA DAVIS

Hat ¥42,000+Tax by Shinonagumo, Ring ¥45,000+Tax by SOPHIE BUHAI, Shoes ¥72,000+Tax by CLERGERIE



ABOUT BEAMS WOMEN'S DRESS



Demi-Luxe BEAMS

いつものスタンダードに、たとえば一滴だけ 薔薇の香りを加えたような小さな魔法を。
demi-luxe (=少しの贅沢) という上質で色鮮やかな夢心地を。
ショーウィンドウを見るのが嬉しくて、アスファルトを歩く足が 軽やかに弾むように。

モダンでベーシックだが、フェミニンな華がある。
女性らしくモダンに現代を生きる女性に向けて。

EFFE BEAMS

すべての女にはA面とB面がある。エレガントで優雅で匂い立つようなA面と、
マニッシュでシャープでみずからの規律で動くB面と。
知的でかつ女らしいという、時代を超えた永遠の憧れの女性像。

気持ちのスイッチをONにする時。
バランスのとれた優雅で大人の女性に向けて。

International Gallery BEAMS

トレンドと日常、個性と社会性、その柔らかな衝突こそがファッションの醍醐味。
今という空気を思う存分吸い込むと、生きている実感が湧いてくる。
時代の真ん中に身を置くことで初めてわかるモードの奥深さに乾杯。

常に好奇心に溢れ、個性的なファッションを日常の中で
さりりと着こなせるオシャレ上級者へ。

**BEAMS WOMEN'S DRESS
SPRING/SUMMER 2020 CATALOG**

Art Direction&Design_Hiroko Tanuma

Writing_Mari Fukuda

Photography_Hiroko Matsubara

Styling_Tomoko Iijima

Hair&Make-up_Momiji Saito (eek)

Produce_Noriko Ebara (BONBON SERVICE)

Model

Demi-Luxe BEAMS_Isabelle Nicolay (Donna Inc)

EFFE BEAMS_Vitalina (STAGE TOKYO MODEL AGENCY)

International Gallery BEAMS_Kyla (BRAVO MODELS)

BEAMS OFFICIAL WEBSITE

www.beams.co.jp

BEAMS GLOBAL SITE

www.beams.co.jp/global/

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www.beams.tw



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