

bol

FASHION OF NATURE

SUMMER 2027 COLLECTION

BOL SUMMER 2027

BOL Summer 2027 maps what is missing from the summer wardrobe and responds with necessary rather than novel forms. A simple garment made with care and precisely cut is difficult to find: a T-shirt in natural silk, a tank top made with the same care as a dress, an A-line skirt with the right weight, or a dress defined by its shoulders. These are familiar pieces, reconsidered through proportion, construction, fabric and embroidery. Their clear, structured and sculptural silhouettes show both maturity and youthfulness.

Black and white define the collection's restraint, while cotton net, silk satin, viscose crêpe, traditional Romanian linen and silk lend the items a distinct surface, weight, degree of transparency and a natural, self-assured attitude.

The machine and hand embroideries, translated from flowers once given by friends, bring audacious colour – worked with a distinctly personal voice that holds, beneath its boldness, something quieter. Their changing forms are expressions of intimate gestures and moments, reflections on transience and fragility, gently keeping the memory of kindness once offered. Colour is used sparingly: a single accent of terracotta, pink, or crimson against an otherwise restrained chromatic range

Made for everyday use, the clothes retain ease, clarity and harmony.

BOL was founded by Oana Lupaş in 2008 as a tribute to love and ephemeral beauty, born of a deep admiration for nature. For us, nature grounds the brand – not as motif, but as governing principle.

The Romanian atelier-based fashion label is rooted in craftsmanship, natural materials, and a contemporary approach to design. Each piece is developed from concept to final form within our atelier, where traditional techniques meet modern silhouettes.

BOL's identity is defined by the almost magical attention with which children perceive the world around them. This sensitivity shapes our relationship with nature and our respect for cultural heritage.

Our designs bring together delicacy and modern, urban forms, while traditional embroidery techniques are reinterpreted through motifs inspired by nature and the visual arts. Hand embroidery remains central to the brand – from needlework to machine embroidery, all conceived and created in-house.

Our creations are made from carefully selected textiles, most of them sourced from local producers. The creative process reflects a considered approach to production, with respect for craftsmanship, our team, and the environment.

At BOL, every garment is a form of attention paid to nature. This is what we call the Fashion of Nature.

CREDITS

OWNER AND HEAD OF DESIGN: Oana Lupaş

DESIGN: Oana Lupaş, Kiss Gyöngyvér

CAMPAIGN CREATIVE DIRECTION: Lucian Broscăţean

SHOOT COORDINATION: Cristiana Rus

PHOTOGRAPHY: Dominika Jarczyńska

MODEL: Daniela Lunhu

HAIR & MAKE-UP: Mihai Maris, Loredana Lupea

GRAPHIC DESIGN: Carmen Cherecheş

PRINT: Impress



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BRAND CHARACTERISTICS

- Handcrafted details and embroidery
- Designed and produced in-house
- All garments are produced in our atelier in Romania
- Each piece is carefully constructed, with a focus on quality and durability
- Natural and locally sourced materials
- Contemporary, relaxed silhouettes

SIZING

- Fits true to size
- Available sizes: 36–44

LEAD TIME

- Sample: 21 working days
- Production (no MOQ)
- 1–10 units: 21 working days
- 11–50 units: 40 working days
- 51–100 units: 60 working days
- Shipping costs are calculated at checkout based on destination and order volume.

CONTACT

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