



NEO

SELENA GOMEZ COLLECTION
SPRING 2014



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SELENA IS LISTENING TO HER INNER MUSE, MAKING BOLD DESIGN CHOICES THAT TOTALLY WORK. SHE'S CHALLENGING CONVENTION AND RE-INTERPRETING THE EXPECTED WITH CONSIDERED, FOCUSED ACTS OF STYLISH DISRUPTION. THE RESULTS SPEAK FOR THEMSELVES.

NEO IS PROUD TO COLLABORATE WITH SELENA AND BRING HER VISION FOR FRESH, UNEXPECTED, FUN AND FUNCTIONAL FASHION TO LIFE. LIVE YOUR STYLE.





FLOWER TOP ►

Part of the NEO for Selena Gomez Collection, the Flower Top has a shape inspired by university jackets. Styled in delicate floral rayon with black chiffon sleeves, a NEO-branded pull on the exposed front zip and two front welt pockets. Slim fit.

FLORAL PRINT:
F78818



BRALET ►

The NEO for Selena Gomez Collection Bralet has flirty bustier styling with padded cups and an exposed zip down the back. This bra top features a fitted shape that's perfect underneath sheer blouses.

BLACK: F78811



◄ STRIPED PANTS

Part of the NEO for Selena Gomez Collection, the Striped Pants showcase Selena's rebel style with a skinny fit, bold vertical printed stripes and ankle zips.

WHITE & BLACK:
F78823



◀ STRIPED TIGHTS

Sassy and chic like Selena herself, these Stretch Tights are part of the NEO for Selena Gomez Collection and are made from soft material with a bit of stretch and a sheer finish. Vertical stripes add flair.

BLACK: F80118

◀ FLOWER TIGHTS

Part of the NEO for Selena Gomez Collection, these Allover Print Tights have a floral pattern and feature a soft, stretchy build with a semi-sheer finish.

**FLORAL PRINT:
F80111**

PONCHO ▶

Tough but feminine, just like Selena, this cropped Poncho is part of the NEO for Selena Gomez Collection and features a wool-like acrylic knit and a round NEO logo metal badge.

BLACK: F80173

**RED BEAUTY:
F80174**







▲ FLOWER DRESS

The NEO for Selena Gomez Collection Flower Dress shows off Selena's style with a short, flirty shape in floral rayon. It features princess seams, short sleeves and a front button placket with NEO buttons.

FLORAL PRINT: F78816



▲ DRESS

The NEO for Selena Gomez Collection Dress shows off Selena's style with a short, flirty shape in fluttery rayon. It features princess seams, short sleeves and a front button placket with NEO buttons.

BLACK: F78815



▲ DENIM BIKER JACKET

Part of the NEO for Selena Gomez Collection, the Denim Biker Jacket remakes the motorcycle jacket in grey denim. This cropped jacket has three-quarter-length sleeves, bold stitching details and a black metal zip with a NEO pull. Slim fit.

GRAPHITE GREY: F78813



▲ BLOUSE

In feminine sheer chiffon, this NEO for Selena Gomez Collection Blouse captures Selena's rebel style with lacing details on the shoulders. It features a relaxed fit with NEO buttons, plus two chest pockets.

WHITE: F78809

BLACK: F81070



▲ T-SHIRT

A rock rebel-inspired photo print and a twisted neck binding add an edge to the NEO for Selena Gomez Collection Tee. This jersey tee features "NEVER REGRET ANYTHING" graphic and a NEO-branded metal badge detail.

RED BEAUTY: F78824

WHITE: F81071







▲ SLOUCH PANTS

Part of the NEO for Selena Gomez Collection, these Slouch Pants are a high-fashion take on track pants in drapey French terry with a foldover waistband, a low crotch and a tapered fit. Featuring two side pockets and a metal NEO badge.

BLACK: F81068

MEDIUM GREY HEATHER: F78822



▲ FLOWER SWEATSHIRT

The Flower Sweatshirt upgrades casual sweats with signature Selena style, including a chiffon back yoke, a floral graphic and an asymmetrical hem. Part of the NEO for Selena Gomez Collection, it's styled in soft French terry with a metal NEO badge.

BLACK: F78817

MEDIUM GREY HEATHER: F81069





▲ SLOUCHY BEANIE

Part of the NEO for Selena Gomez Collection, this Slouchy Beanie is knit with sequins spun into the yarn, has a cute slouchy shape and a round NEO metal badge.

RED BEAUTY: F80175

BLACK: F80176



▲ TOTE BAG

With a tubular carry handle and a detachable shoulder strap, this Tote Bag features a versatile design. Part of the NEO for Selena Gomez Collection, it has a large main compartment with a nylon zip closure and an inside hanging pocket. It is accented with silver-coloured NEO logo. Dimensions: 38 cm x 35 cm x 15 cm.

RED BEAUTY: F80185

BLACK: F80184



▲ CLUTCH

This easy-to-carry Clutch bag is made with a detachable wrist strap and a hidden magnetic closure. Part of the NEO for Selena Gomez Collection, it features a gunmetal NEO logo rivet and an internal zip pocket. Dimensions: 16 cm x 25 cm x 3 cm.

RED BEAUTY: F80182

BLACK: F80183







▲ BEQT LO

The BEQT Lo is a clean, streamlined sneaker inspired by Selena's style. Part of the NEO for Selena Gomez Collection, it comes in satin with stylish 3-Stripes around the heel, plus a Selena Gomez label, flowered lining and a rubber outsole.

BLACK: F38070



▲ LIFT

Part of the NEO for Selena Gomez Collection, the Lift elevates girls' style with a trendy platform vulc rubber sole. It comes in a mix of leather and metallic suede, with a Selena Gomez label and stylish 3-Stripes around the heel.

WHITE & BLACK: F38067



▲ **SUPER WEDGE HI**

Part of the NEO for Selena Gomez Collection, the Super Wedge Hi puts a hi-cut ankle-strap leather upper on top of a cool hidden wedge heel decorated with stylish 3-Stripes. With a Selena label and floral detail on the tongue lining.

BLACK: F38077



▲ **DAILY TWIST**

Bring Selena style to everyday looks in the Daily Twist, part of the NEO for Selena Gomez Collection. The satin upper features a reversible ankle strap for different looks. With a Selena label, a stylish 3-Stripes-wrapped heel and a vulcanised outsole.

RED BEAUTY: F38069



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