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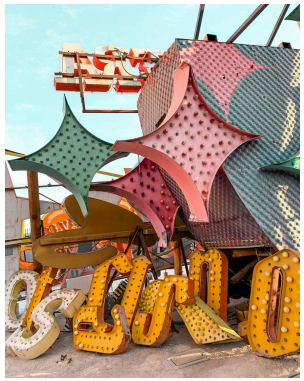
A Collaboration with Dressed In LALA

Born out of a defiance against the ordinary, Dressed In LALA is a powerhouse indie brand that has captured a fiercely loyal digital generation with a singular ethos: *life is too short to wear boring clothes*.

Renowned for its signature knitwear, internet breaking maximalism, and unexpected print clashing, LALA transforms apparel into wearable self expression. By favoring bold, dopamine inducing graphics and high contrast street style, the brand has built a cult status community that treats getting dressed as a daily act of joy and rebellion.







WEAR YOUR MOOD











In a retail landscape craving authentic self-expression, consumers are actively rejecting quiet neutrals in favor of "**dopamine dressing**", the deliberate use of vibrant color, bold graphics, and tactile textures to boost mood and confidence. By blending Target's legendary mastery of democratic design with *Dressed in LALA's* signature, internet-breaking maximalism, this partnership delivers on that exact consumer shift. It bridges high-volume retail scale with unapologetic, feel-good individuality, offering the Target guest an exclusive, highly collectible drop engineered to energize the sales floor and dominate social feeds.

Color

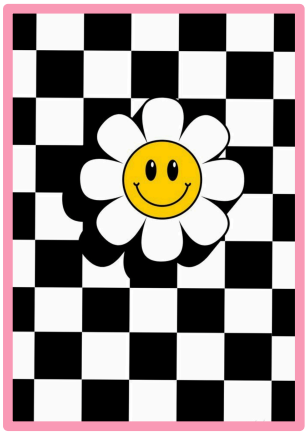
















- **The Core:** High-vibrancy brights accented by 2027's **Luminous Blue**.
- **The Anchor:** Stark jet black and optical white checks and structural stripes.
- **The Vibe:** High contrast graphic framing that keeps playful color sophisticated, edgy, and streetwear ready.

PANTONE® 14-3926 TCX Lacy Lilac	PANTONE® 12-0650 TCX Summer Sun	PANTONE® 16-1358 TCX Orange Tiger	PANTONE® 14-2216 TCX Pink Drink	PANTONE® 14-0452 TCX Lime Green	PANTONE® 19-4150 TCX Princess Blue

Key Materials

Lightweight Plissé



Intarsia-Knits



Loungewear Satin



- **Lightweight Plissé:** Multi-dimensional micro pleating that brings kinetic movement, texture, and effortless wrinkle resistance to fluid spring silhouettes.
- **Inertia Knits:** High density, structured knitwear that provides a stable, premium canvas for bold geometric graphics and signature print clashing.
- **Loungewear-Inspired Satin:** A sleek, high luster fabrication that introduces liquid drape and sophisticated shine, effortlessly blurring the line between ease and elegance.

Key Trends

Oversized Graphic Tees







Matching Sets [to mix & match!]







Fluid Wide Leg Pants







- **Oversized Graphic Tees:** Voluminous, street style silhouettes featuring hyper saturated, maximalist graphics, designed to serve as the statement anchor.
- **Coordinating Matching Sets:** Intentionally designed 2-piece sets engineered for high impact monochromatic dressing, or creative mix and match print clashing.
- **Fluid Wide Leg Pants:** Relaxed, high volume trousers with dramatic drape and movement, offering an effortless blend of unconventional luxury and everyday comfort.

Look 1 - Plissé Matching Sets





Look 2 - Barrel Overalls & Sweater Layering





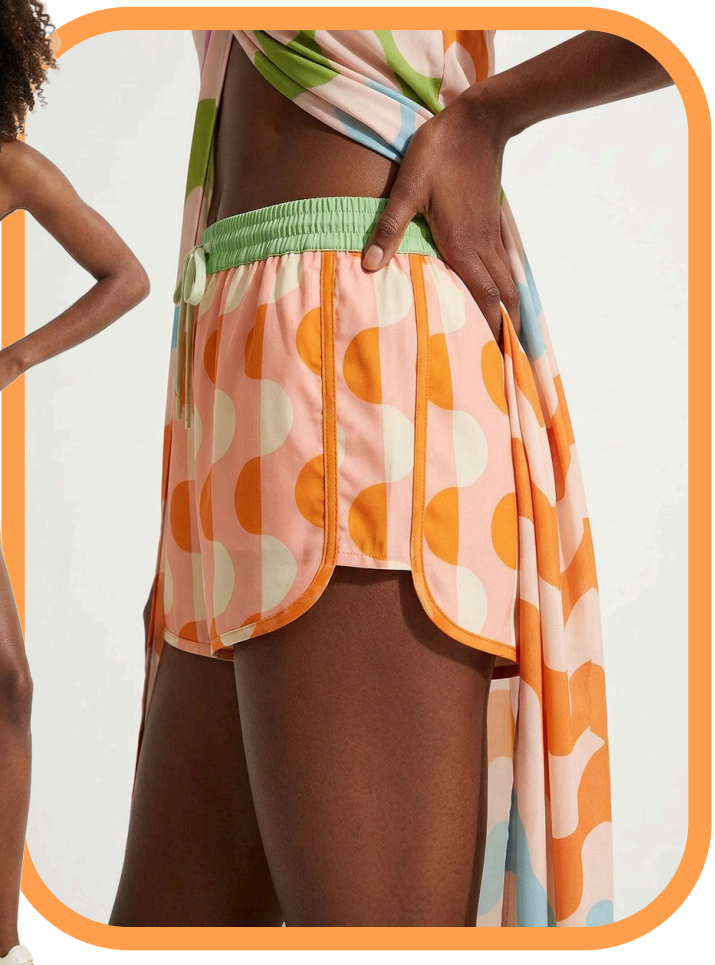
Look 3 - Fly-Away Front Layering





Look 3 - Dolphin Athletic Shorts







Front Table - Graphic Tees

