



Expression



Starlight



Wild



Medley

Introduction to AW20 Freya Lingerie

The Full Spectrum

The Freya girl has many facets to her personality, and with a diverse life comes the need for a range of lingerie to match. Our AW20 collection moves across a spectrum of colours, from light pastels in July, through to deep rich tones as we move into our later drops.

Designer's notes

Leading the style pack for AW20 is Expression, in all-new Shark. The high apex styling paired with crochet look lace is a duo that we hope you love just as much as we do! With the seasonal shift, we've mixed up our colour palette too. Starlight is available in not just one but two on-trend colours, so take your pick from Rosewater or Poseidon, whilst much loved Offbeat is back in a delicate Rosehip pink with charcoal grey accents.

Product drop dates

Jul Starlight - Rosewater

Aug Starlight - Poseidon
Medley - White

Sep Expression - Shark

Oct Offbeat - Rosehip
Wild - Black Rose



Coco Wave



Set Sail



Wild Daisy



Sundance

Introduction to AW20 Freya Swim

Let the good times flow

Ready to make every moment count. Turn to Freya Swim for gorgeous prints and a perfect fit, supporting you through every adventure.

Designer's notes

From the bold, leafy prints of Jungle Oasis to the berry brights of Bali Bay and Koh Reef, our AW20 swim collection includes some of our favourites yet. And introducing Coco Wave, our first ever collection produced from upcycled marine plastic!

Product drop dates

Apr Bali Bay - Summer Multi
Sundance - Red

May Jungle Oasis - Cassis
Beach Hut - Cassis

Jun Koh Reef - Coral
Coco Wave - Black
Wild Daisy - Multi

Jul Set Sail - Multi
Bassline - Multi