

FOCUS

Casual Lifestyle Collection

SS'24





Start Ship: Jan. 1, 2024 ~

SMALL WAFFLE

100% Cotton



Black



White



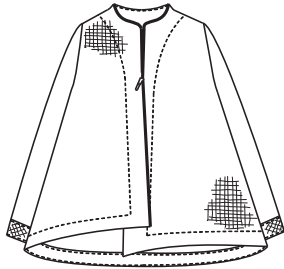
Raspberry



Nautical



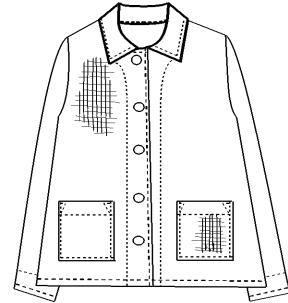
Flax



SW-229
Piping Swing Jacket
\$32
(hps: 29.6")



SW-234
3/4 Sleeve Jacket
\$28
(hps: 26.5")



SW-235
Easy Jacket
\$30
(hps: 27")

Start Ship: Jan. 1, 2024 ~

BASIC CORE w/ Pouch Pockets

100% Cotton



Black



White



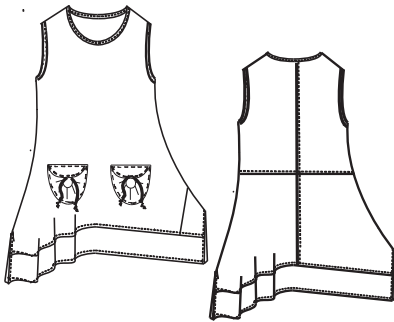
Mint Leaf



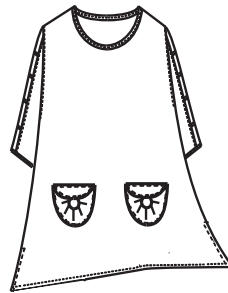
Dubarry



Petunia



BC-141
Tank Dress
\$30
(hps: 42")



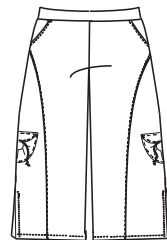
BC-143
Ladder Sleeve Tunic
\$30
(hps: 30")



BC-144
Basic V
\$26
(hps: 28")



BC-145
Roll-up Shirt Dress
\$34
(hps: 39")



BC-142
Dual Pocket Pant
\$28
(outseam: 36)



Black



White



Oatmeal

Start Ship: Jan. 1, 2024 ~

FEATHER WAFFLE

100% Cotton



Black



White



Turquoise



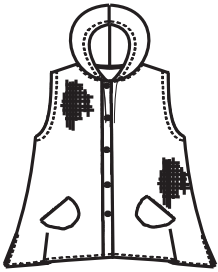
Fuchsia



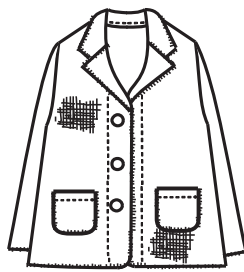
Violet



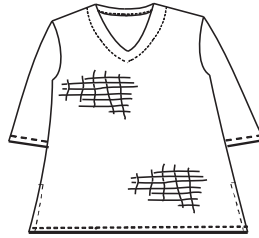
Oatmeal



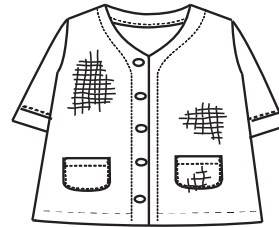
FW-144
Hooded Vest
\$28
(HPS: 28")



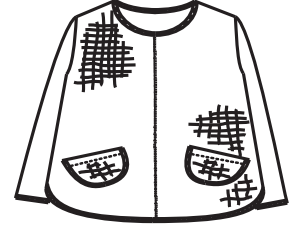
FW-155
Merrow Jacket
\$30
(HPS: 26")



FW-156
Easy V-neck Tunic
\$26
(HPS: 29")



FW-157
Simple Cardigan
\$28
(HPS: 26")



FW-158
Contrast Tunic
\$28
(HPS: 29")

Start Ship: Jan. 1, 2024 ~

SEERSUCKER

100% Cotton



Black



White



Turquoise



Fuchsia



Violet



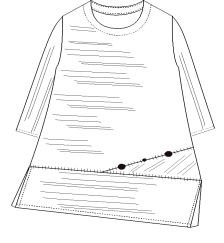
CS-109
Classic Blouse
\$24
(hps: 26.5")



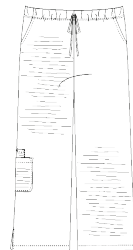
CS-117
Roll-up Shirt
\$26
(hps: 27.5")



CS-131
Split Tunic
\$26
(hps: 29.5")



CS-135
Panel Tunic
\$26
(hps: 31")



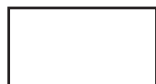
CS-127
Side Pocket Capri
\$26
(outseam: 26.5")



CS-125
Short
\$20
(outseam: 20.5")



Black



White



Flax

Start Ship: Jan. 1, 2024 ~

FLOWER EMBROIDERY

100% Cotton



White



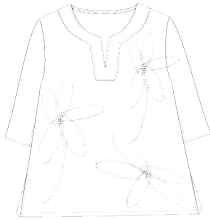
Aquatic



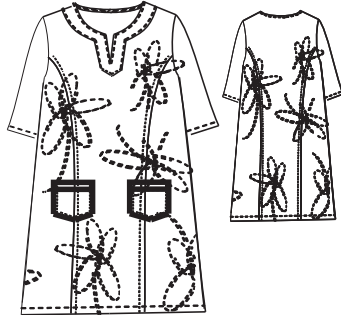
Petunia



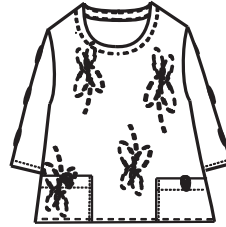
Oatmeal



EC-420
Classic Tunic
\$28
(hps: 28")



EC-430
2 Pocket Dress
\$34
(hps: 39")



EC-431
Button Sleeve Top
\$30
(hps: 26.5")



EC-432
Split Back Shirt
\$28
(hps: 26.5")

Start Ship: Jan. 1, 2024 ~

SLUB KNIT

95% Poly / 5% Span



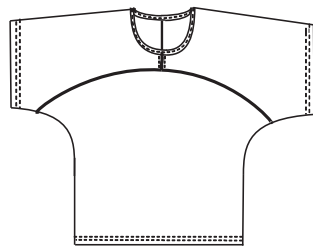
Grey



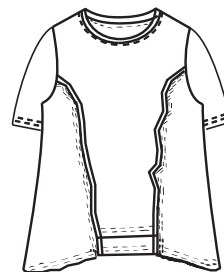
Ivory



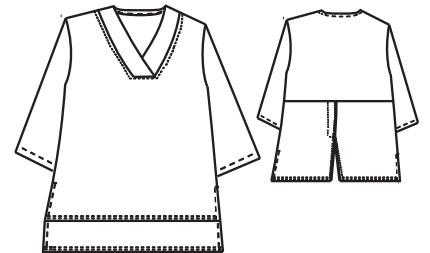
RN-101
Color Block Tunic
\$24
(hps: 29")



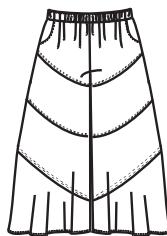
RN-106
Boxy Tunic
\$24
(hps: 29")



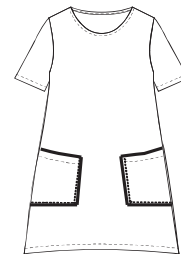
RN-102
Elbow Sleeve Top
\$24
(hps: 29")



RN-105
Hi-Lo Pullover
\$24
(hps: 30")



RN-104
Swing Pant
\$28
(hps: 37")



RN-103
Elbow Sleeve Dress
\$28
(hps: 37")

Start Ship: Jan. 1, 2024 ~

STRIPED Yarn Dye Linen

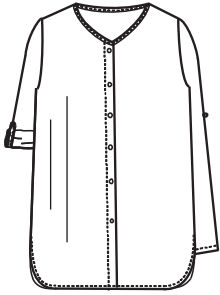
55% Linen / 45% Rayon



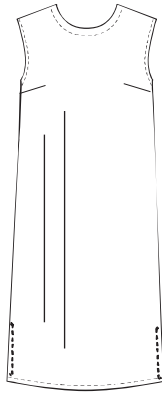
Brown Stripe



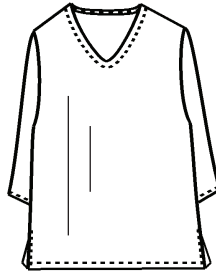
Blue Stripe



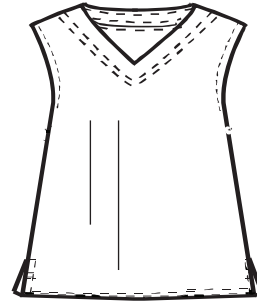
RL-101
Roll-up Cardi
\$28
(hps: 33")



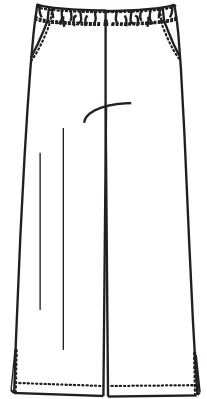
RL-103
Clean Front Tank Dress
\$30
(hps: 48")



RL-104
Classic V
\$24
(hps: 25.5")



RL-105
Drop Shoulder Tank
\$26
(hps: 29")



RL-102
Long Pant
\$26
(outseam: 39")

Start Ship: Jan. 1, 2024 ~

STRIPED KNIT JERSEY

95% Cotton / 5% Span



Black



White



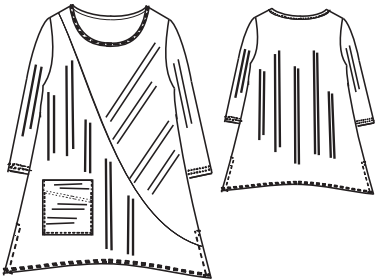
Dubarry



Yellow



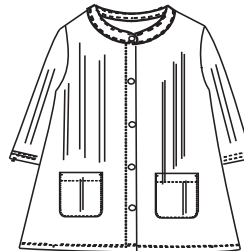
Aquatic



JR-103
Asymmetric Tunic
\$26
(hps: 28")



JR-101
Mitered Tunic
\$24
(hps: 30")



JR-102
Mandarin Jacket
\$26
(hps: 28")



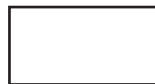
JR-105
Bias Cut Tank Dress
\$28
(hps: 32.5")



JR-104
Uneven Pant
\$24
(hps: 36")



Black



White

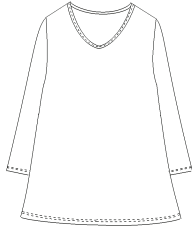


Flax

Start Ship: Jan. 1, 2024 ~

BABY RIB

100% Cotton



T-101
V-neck Pullover
\$16
(hps: 29")



T-103
Tank
\$12.50
(hps: 28.5")



White



Aquatic



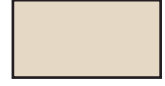
Fruit Punch



Yellow



French Blue



Oatmeal

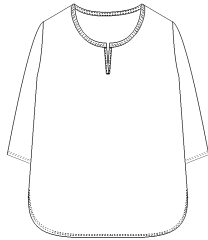
Start Ship: Jan. 1, 2024 ~

STRIPE JERSEY KNIT

95% Cotton / 5% Span



T-401
Easy V
\$14
(hps: 25.5")



T-402
Split Neck Tunic
\$16
(hps: 29")



T-403
V-neck Tunic
\$16
(hps: 29")



T-404
Tank (reversible)
\$14
(hps: 30")



White



Peri



Angel Blue

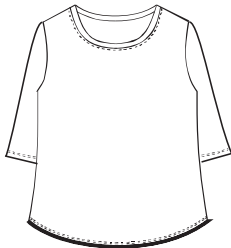


Lime

Start Ship: Jan. 1, 2024 ~

LIGHT FRENCH TERRY

100% Cotton



T-201
Round Neck Pullover
\$16
(hps: 27")



T-202
Short Sleeve V
\$16
(hps: 28")



T-203
V-neck Pullover
\$16
(hps: 28")



Black

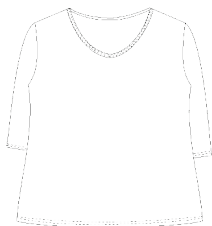


White

Start Ship: Jan. 1, 2024 ~

STRIPE STRETCH JERSEY

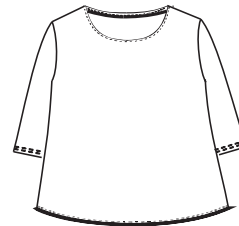
92% Cotton / 8% Spandex



T-301
V-neck Top
\$16
(hps: 27.5")



T-302
Tank
\$16
(hps: 30")



T-303
Round Neck Top
\$16
(hps: 28")



Black



White

Start Ship: Jan. 1, 2024 ~

SLUB KNIT JERSEY

100% Cotton



White



Key Lime



Fuchsia



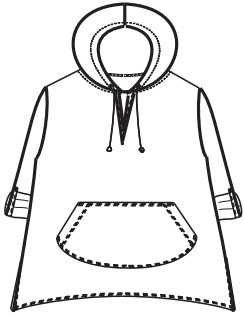
Turquoise



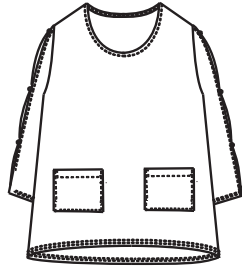
Aquatic



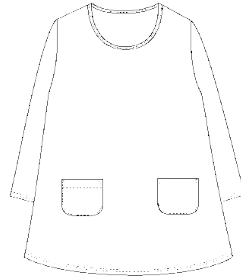
Flax



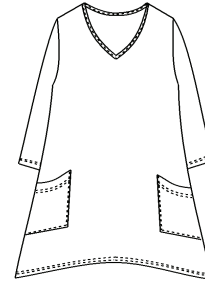
CS-450
Roll-up Hoodie
\$22
(hps: 32")



CS-451
Split Sleeve Tunic
\$18
(hps: 30")



CS-452
Round Neck Pullover
\$18
(hps: 28.5")



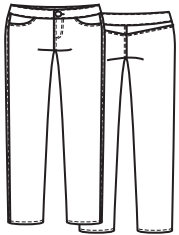
CS-453
V-neck Tunic
\$18
(hps: 30")



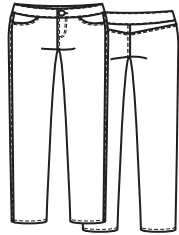
CS-454
Dolman Top
\$14
(hps: 29")

Yarn Dye Knit Denim

95% Cotton / 5% Span



FC-105
Flood Legging
\$20
(outseam: 36")



FC-106
Capri Legging
\$20
(outseam: 32")



Denim Indigo Gray Charcoal



Denim Indigo

Voile

100% Cotton



V-315
Tank Top
\$12
(hps: 26")



White

Stretch Baby Rib

50% Modal / 50% Cotton



T-35
V-neck Tee
\$14.50
(hps: 26.5")



T-37
Tank
\$12.50
(hps: 26.5")



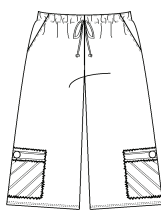
Flax Navy White Black Red

Jersey

100% Cotton



CS-380
Flood Pant
\$24
(outseam: 35.5")



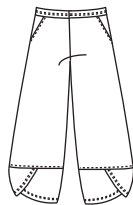
CS-381
Capri Pant
\$24
(outseam: 32")



Navy White Black

Double Gauze

100% Cotton



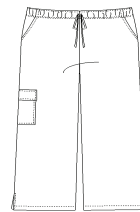
JG-010
Flood Pant
\$26
(outseam: 35.5")



Flax Cobalt White Black

Linen

100% Linen



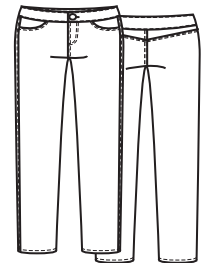
L-608
Cargo Capri
\$28
(outseam: 35.5")



Navy White Black

Solid Knit Denim

95% Cotton / 5% Span



FC-101
Flood Legging
\$22
(outseam: 36")



Indigo White Black

Start Ship: Feb 15, 2024 ~

CRINKLE GAUZE w/ Patch

100% Cotton



Black



White



Green Apple



Oatmeal



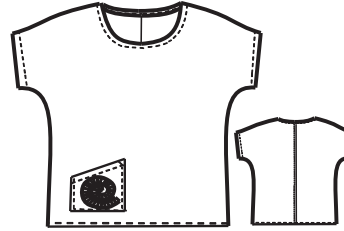
Su. Strawberry



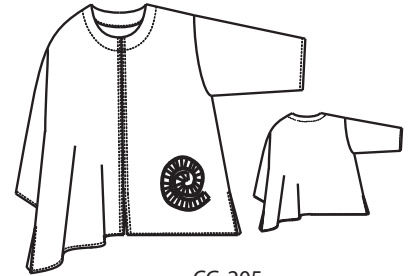
CG-201
2 Pocket Tunic
\$32
(hps: 30")



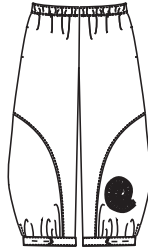
CG-202
Layered Tunic
\$28
(hps: 27.5")



CG-203
Boxy Top
\$28
(hps: 29")



CG-205
Drop Shoulder Tunic
\$30
(hps: 29.5")



CG-204
Genie Bottom
\$28
(outseam: 36.5")



Black



White



Flax

VOILE w/ Emb. Contrast

100% Cotton



Black



White



Mint Leaf



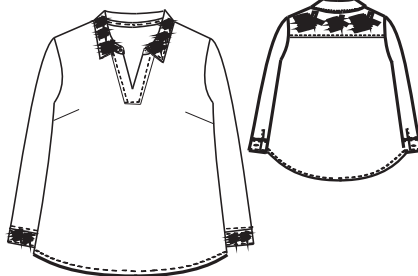
True Red



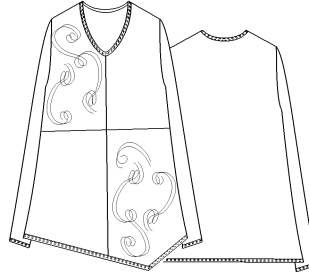
Nautical



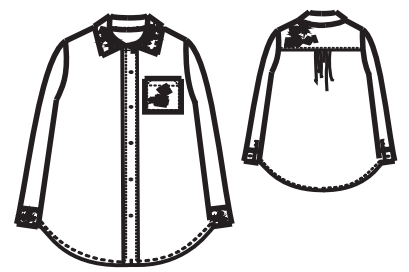
V-401
Tank Top
\$20
(hps: 26")



V-402
Collared Pullover
\$26
(hps: 27")



V-403
Panel Pullover
\$24
(hps: 29")



V-404
Shirt
\$26
(hps: 29")

Start Ship: Feb 15, 2024 ~

DOUBLE GAUZE w/ Shell Buttons

100% Cotton

+\$2



Black



White



Aquatic



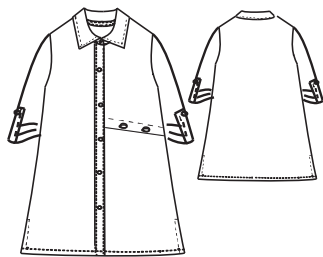
Raspberry



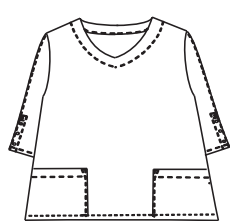
Nautical



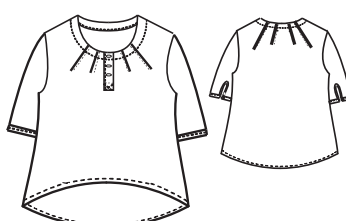
Tie Dye - French Blue



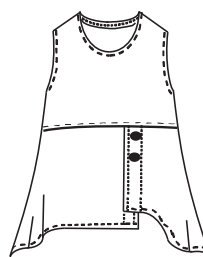
JG-201
Roll-up Sleeve Shirt
\$32
(hps: 30")



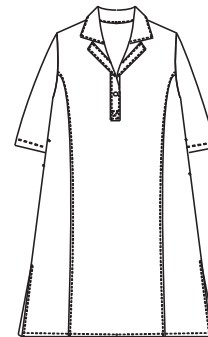
JG-203
V-neck Tunic
\$30
(hps: 28")



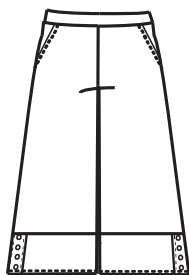
JG-202
Pintuck Top
\$28
(hps: 28")



JG-205
Sleeveless
\$24
(hps: 26")



JG-206
Collared Dress
\$34
(hps: 48")



JG-204
Button Ankle Pant
\$28
(outseam: 37")



Black



White

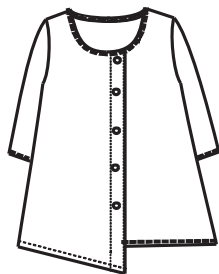


Nautical

Start Ship: Feb 15, 2024 ~

AZTEC Embroidery

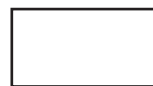
100% Cotton



EC-107
Button Tunic
\$30
(hps: 27")



EC-108
Sleeveless Dress
\$30
(hps: 38")



White



French Blue



Raspberry



Flax

Start Ship: Feb 15, 2024 ~

MESH STRIPE JAQUARD

100% Cotton



White



French Blue



Yellow



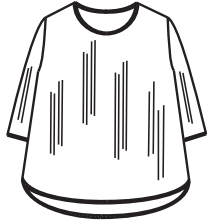
Raspberry



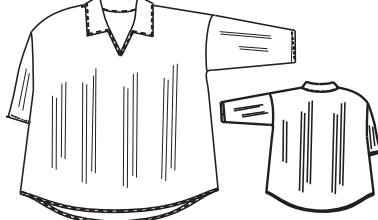
Navy



MS-105
Merrow Cardi
\$24
(hps: 27")



MS-106
Pullover
\$22
(hps: 30.5")



MS-108
Collared Tunic
\$26
(hps: 31")



MS-109
Easy Topper
\$22
(hps: 25")



MS-107
Split Back Tunic
\$24
(hps: 29.5")

Start Ship: Feb 15, 2024 ~

18's JERSEY w/ Thermal Contrast

100% Cotton



Black



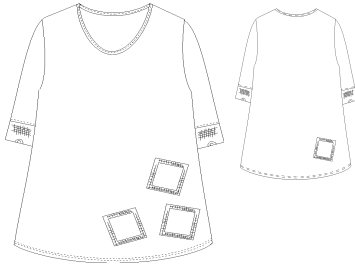
White



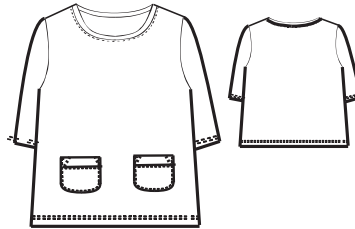
Aquatic



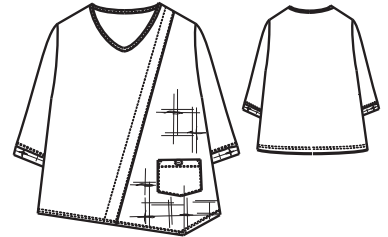
Key Lime



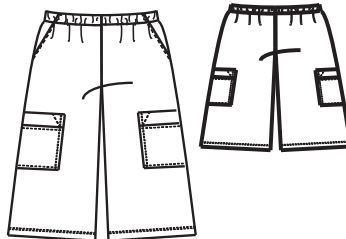
C-2002
Patchwork Tunic
\$28
(hps: 30")



C-2003
Round Neck Pullover
\$26
(hps: 25")



C-2004
V-Neck Pullover
\$28
(hps: 28")



C-2005
Dual Pocket Capri
\$26
(outseam: 36")



White



Black

FOCUS FASHION, INC

the casual lifestyle collection

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