

Proenza Schouler Redefines Loewe: Twisted Sportswear and Sunshine Hues at Paris Fashion Week

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Paris – Stepping into **Jonathan Anderson’s formidable shoes**, Jack McCollough and Lazaro Hernandez made a bold statement for **Loewe’s Spring/Summer 2026 collection**, unveiling their first offering for the Spanish house at Paris Fashion Week.

A Melting Pot of Ideas

Known for understanding the **modern New York woman**, the Proenza Schouler duo layered ideas with precision, from **stacked button-down shirts** to **twisted sportswear**, merging craft and innovation into a cohesive vision. While rooted in the contemporary woman they know best, their SS26 collection for Loewe reached beyond familiar territory, exploring **unconventional material uses** and forward-looking silhouettes.

Sunshine Amidst Subversion

Leather jackets and dresses were **supple to the eye**, paired with **towel-textured dresses** symbolizing sunlight amidst contemporary melancholy. Finely sculpted blazers, asymmetrically cut skirts, and “wrinkled” knits executed with meticulous precision reflected the **East Coast sensibility** McCollough and Hernandez carry from New York, even against a **vibrant color palette** inspired by Ellsworth Kelly’s *Yellow Panel with Red Curve* and subtly referencing the **Spanish flag**.

Craft Meets Heritage

The duo also wove in **Hernandez’s Spanish heritage**, blending Loewe’s artisanal identity with Proenza Schouler’s urban sensibility. Each piece reflected both **technical mastery and narrative intention**, creating a collection that was playful yet sophisticated, tactile yet polished.

Celebrity and Front-Row Flair

Front-row guests included **Tracee Ellis Ross**, among fashion insiders observing the fusion of **American attitude with Parisian poise**. Oversized sunglasses, relaxed styling, and subtle nods to New York energy brought a global perspective to Loewe, signaling a collection designed for **women everywhere, not just in Spain or New York**.

Looking Ahead

For McCollough and Hernandez, this debut marks a **metamorphosis**—a chance to test boundaries, explore new markets, and translate their understanding of women into a broader international context. “We know who we know, and now we’re going to have to travel more, meet more women, and have more conversations,” Hernandez reflected.

With SS26, **Proenza Schouler at Loewe** demonstrates that innovation, heritage, and playfulness can coexist, ensuring the house remains at the cutting edge of contemporary fashion.

? **Style Takeaway:** Twisted silhouettes, sunlit textures, and bold hues define Loewe SS26, proving that sportswear, when elevated through craft and color, can be both wearable and visionary.

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