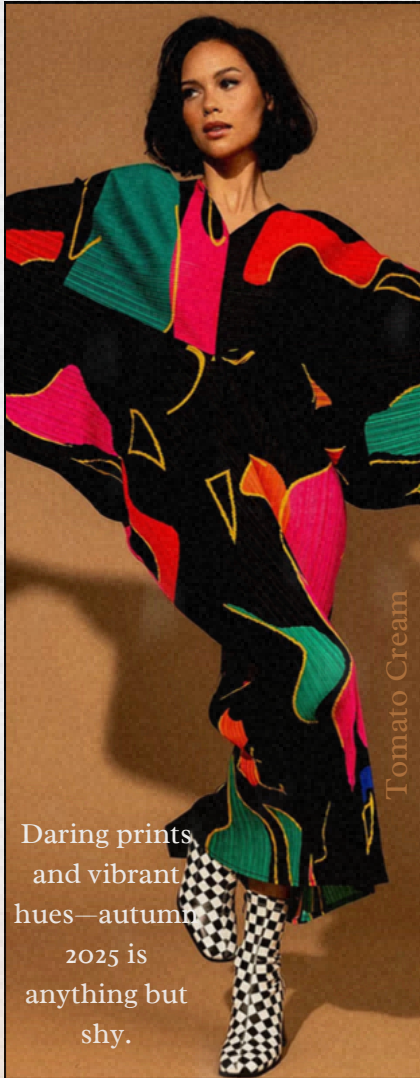


OH, BUT DARLING,

Fly into new opportunities with fall's boldest prints and the courage to match.



Tomato Cream

Daring prints and vibrant hues—autumn 2025 is anything but shy.



Fern

Bold patterns



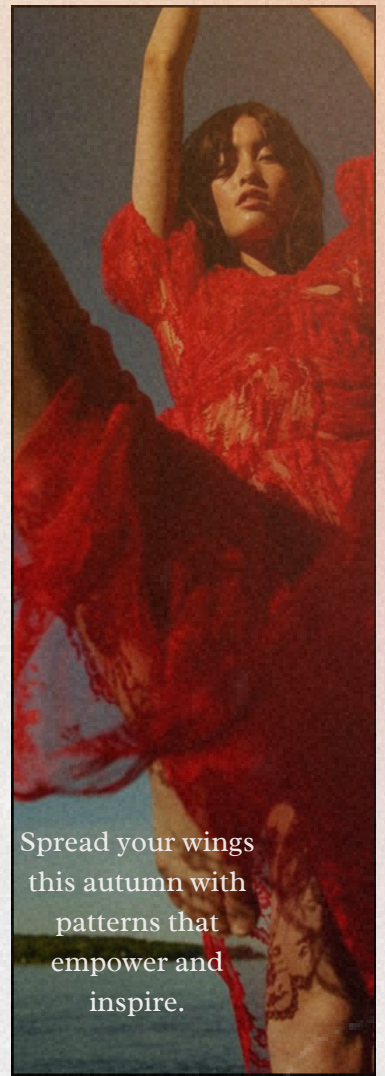
Scarlet Smile

Bolder personalities



Dark Gull Gray

soar into fall with confidence



Spread your wings this autumn with patterns that empower and inspire.

WHAT IF

Pattern play and color clash: redefine fall with fearless fashion and attitude.



Winter Sky



Bold accessories are set to redefine fall 2025 by adding striking pops of color and unique textures, transforming even the simplest outfits into head-turning ensembles.



Golden Palm

Autumn's calling: embrace it with daring patterns and unwavering confidence.

The results are in:

Are Suki Waterhouse and Sofia Coelho the next perfect brand ambassadors?

Waterhouse embodies a stylish, innovative spirit, making her a natural fit for partnerships that aim to highlight URBN'S unique fashion sense and appeal to a youthful, trend-conscious audience.

Coelho's combination of fashion expertise, multi-platform content creation skills, and established online presence makes her a well-rounded partner

who would drive attention and engagement up with her broad audience.

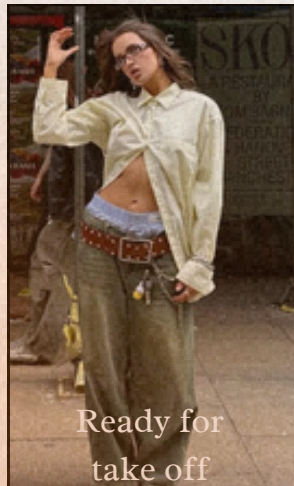
36%

say

absolutely

64%

say it's a must



Ready for take off



Pistachio

YOU

FLY