PEMBEKELEBEK'S

LUXURY KIDS FASHION — WHOLESALE

THE CRIMSON SEASON

AW '27 · LOOKBOOK

ISSUE 01 | OCT. 2026



EDITION 1

CRIMSON JOY

The days of the season

EDITION 2

THE CRIMSON GALA

The occasion itself



The Crimson Season

AUTUMN WINTER 2027 · A NOTE ON THE SEASON

Every winter has a colour that everyone remembers. For us it is crimson: the red of a ribbon untied on a holiday morning, of the first seat at a first concert, of the dress a girl asks to wear again the very next day.

The Crimson Season is our Autumn Winter 2027 collection, told in a single colour and two editions. *Crimson Joy* is for the days of the season, the visits, the parties and the long family lunches, when a dress has to feel special and still let her run. *The Crimson Gala* is for the occasion itself, the evening she has been counting down to, when she walks in a little more slowly because she knows she is being looked at.

Eleven styles, from nine months to twelve years. Crepe that keeps its shape, organza and tulle that catch the light, and the details that make a dress worth keeping: flowers, bows, pearls, crystals and feathers. Dresses a mother chooses with care, and a daughter wears until they no longer fit.



EDITION 1 · THE CRIMSON SEASON

Crimson Joy

The days of the season

Crimson Joy is the part of the season that gets worn the most. Seven dresses for the weeks between the first frost and the new year: birthdays, school concerts, family lunches that run into the evening, the visit to the grandparents. Each one feels like an occasion and still lets a girl run, sit on the floor and dance. Crepe keeps a clean, structured line from morning to night; tulle brings lightness and movement; an organza bow, a yoke of flowers, a scatter of pearls or crystals gives every style its own moment. Sized from nine months to eight years, these are the dresses that carry a rail through the whole winter.

CHAPTER 1	The Nell Dress · The Holly Dress	05
CHAPTER 2	The Poppy Dress · The Faye Dress · The Ivy Dress	10
CHAPTER 3	The Joyce Dress · The Cleo Dress	17

TOGETHER, ALL SEASON LONG

EDITION 1

Crimson Joy

AUTUMN WINTER 2027



FAYE DRESS	IVY DRESS	CLEO DRESS	JOYCE DRESS	POPPY DRESS	NELL DRESS	HOLLY DRESS
04 3417-009	3414-009	3418-009	3419-009	3428-009	3422-009	3415-009

CHAPTER 1

Special enough for the occasion, effortless enough to let her run.



HOLLY DRESS
3415-009

NELL DRESS
3422-009

NELL DRESS

Pearl Flower Tulle 3422-009

EDITION 1

Crimson Joy

CHAPTER 1



AGE	COLOUR	CODE
3–8 Years	Red · 009	3422-009

FRONT · 06

NELL DRESS

Pearl Flower Tulle 3422-009



AGE	COLOUR	CODE
3–8 Years	Red · 009	3422-009

HOLLY DRESS

Crystal Flower Crepe 3415-009

EDITION 1

Crimson Joy

CHAPTER 1



AGE	COLOUR	CODE
3–8 Years	Red · 009	3415-009

FRONT · 08

HOLLY DRESS

Crystal Flower Crepe 3415-009

EDITION 1

Crimson Joy

CHAPTER 1



AGE	COLOUR	CODE
3–8 Years	Red · 009	3415-009

CHAPTER 2

The dress she reaches for first, for every celebration of the season.



FAYE DRESS
3417-009

POPPY DRESS
3428-009

IVY DRESS
3414-009

POPPY DRESS

Flower Hem Crepe 3428-009



AGE	COLOUR	CODE
9–36 Months	Red · 009	3428-009

POPPY DRESS

Flower Hem Crepe 3428-009



AGE	COLOUR	CODE
9–36 Months	Red · 009	3428-009

FAYE DRESS

Organza Brooch Crepe 3417-009



AGE	COLOUR	CODE
3–8 Years	Red · 009	3417-009

FAYE DRESS

Organza Brooch Crepe 3417-009



AGE	COLOUR	CODE
3–8 Years	Red · 009	3417-009

IVY DRESS

Organza Bow Crepe 3414-009



AGE
3–8 Years

COLOUR
Red · 009

CODE
3414-009

IVY DRESS

Organza Bow Crepe 3414-009



AGE	COLOUR	CODE
3–8 Years	Red · 009	3414-009

CHAPTER 3

Made for twirling, and for little sisters who want to be just like her.



CLEO DRESS
3418-009

JOYCE DRESS
3419-009

JOYCE DRESS

Empire Sash Tulle 3419-009

EDITION 1

Crimson Joy

CHAPTER 3



AGE	COLOUR	CODE
2–6 Years	Red · 009	3419-009

JOYCE DRESS

Empire Sash Tulle 3419-009



AGE	COLOUR	CODE
2–6 Years	Red · 009	3419-009

CLEO DRESS

Organza Bow Tulle 3418-009

EDITION 1

Crimson Joy

CHAPTER 3



AGE	COLOUR	CODE
3–8 Years	Red · 009	3418-009

CLEO DRESS

Organza Bow Tulle 3418-009



AGE	COLOUR	CODE
3–8 Years	Red · 009	3418-009



EDITION 2 · THE CRIMSON SEASON

The Crimson Gala

The occasion itself

The Crimson Gala is for the day that is circled on the calendar: the wedding, the christening, the New Year's party, the photograph everyone will keep. Four statement dresses in tulle and organza, two of them falling to the floor, finished with feathers, flowers and crystals. They are made to be noticed the moment she walks in and to stay beautiful until the very last dance. Sized from two to twelve years, they are the centrepiece of an occasionwear offer: the dresses that dress a window.

CHAPTER 4	The Marie Dress · The Clara Dress	24
CHAPTER 5	The Viola Dress · The Aria Dress	29

AN EVENING TO REMEMBER

EDITION 2

The Crimson Gala

AUTUMN WINTER 2027



ARIA DRESS
3429-009

MARIE DRESS
12130-009

CLARA DRESS
12135-009

VIOLA DRESS
3430-009

CHAPTER 4

Petals and pearls for her first grand evening, light enough to dance all night.



CLARA DRESS
12135-009

MARIE DRESS
12130-009

MARIE DRESS

Flower Brooch Organza 12130-009



AGE	COLOUR	CODE
2–6 Years	Red · 009	12130-009

MARIE DRESS

Flower Brooch Organza 12130-009



AGE	COLOUR	CODE
2–6 Years	Red · 009	12130-009

CLARA DRESS

Floor-Length Organza 12135-009



AGE
8–12 Years

COLOUR
Red · 009

CODE
12135-009

CLARA DRESS

Floor-Length Organza 12135-009



AGE	COLOUR	CODE
8–12 Years	Red · 009	12135-009

CHAPTER 5

A whisper of feather, a glint of crystal, and every eye on her.



ARIA DRESS
3429-009

VIOLA DRESS
3430-009

VIOLA DRESS

Feathered Shoulder Tulle 3430-009



AGE	COLOUR	CODE
2–7 Years	Red · 009	3430-009

VIOLA DRESS

Feathered Shoulder Tulle 3430-009



AGE	COLOUR	CODE
2–7 Years	Red · 009	3430-009

ARIA DRESS

Floor-Length Tulle 3429-009



AGE	COLOUR	CODE
8–12 Years	Red · 009	3429-009

ARIA DRESS

Floor-Length Tulle 3429-009



AGE
8–12 Years

COLOUR
Red · 009

CODE
3429-009

AT A GLANCE

The season, style by style



The Nell Dress
3422-009



The Holly Dress
3415-009



The Poppy Dress
3428-009



The Faye Dress
3417-009



The Ivy Dress
3414-009



The Joyce Dress
3419-009



The Cleo Dress
3418-009



The Marie Dress
12130-009



The Clara Dress
12135-009



The Viola Dress
3430-009



The Aria Dress
3429-009

The Crimson Season

Eleven styles in one colourway, Red (009). The first seven are Edition 1, Crimson Joy; the last four are Edition 2, The Crimson Gala. Wholesale prices on request: see the last page.

WITH THANKS

Crafted, perfected, and waiting.

Every silhouette in The Crimson Season is made in a fixed seasonal run. They are meticulously realised not just to grace your racks, but to become the centrepiece of a cherished memory. These pieces are waiting to be discovered in your boutiques: waiting to meet the mother seeking that one unforgettable dress, and ready to accompany her family's most magical moments.

Choose your styles, tell us how many series you need, and our sales team will seamlessly handle the rest.

WHOLESALE PRICES · ON THE LAST PAGE →

PEMBEKELEBEK'S





THE HOUSE · A ROOTED VISION IN GIRLS' CEREMONY WEAR

Craft, Trust, and Timeless Elegance.

Rooted in Istanbul since 1984, our heritage represents a global standard of excellence in girls' occasion wear. For us, every design is a flawless reflection of original silhouettes, master craftsmanship, and decades of industry expertise.

Every vision that takes shape on the design table is brought to life under our own production roof with an uncompromising commitment to quality. With an export power that has been crossing borders since 2006, we proudly stand as the most trusted partner for premium boutiques worldwide.

Our collections do more than simply dress a window. With their structural perfection, luxurious textures, and refined details, they instantly become your customers' first choice. Backed by the confidence of our long-standing history in the industry, we invite you to bring this unparalleled quality to your racks and experience a truly seamless partnership.

SHOWROOM

Nişanca Mah. Türkeli Cad. No: 83/A
Laleli · Fatih · Istanbul

ONLINE

pembekelebeks.com
Our new website is coming soon.

INSTAGRAM

@pembekelebeks
Follow us to discover each season first.

WHOLESALE PRICES

On request, for boutiques

WHOLESALE ONLY

BY THE SERIES · TEN SERIES MINIMUM



Bring the season to your boutique.

Our wholesale price list for all eleven styles is sent on request. Tell us which styles you are considering and our sales team will reply with prices, availability and delivery.

REQUEST WHOLESALE PRICES →

TAP TO MESSAGE OUR SALES TEAM ON WHATSAPP

MINIMUM ORDER

Ten series per order. A series is one dress in every size of the style's run.

DISPATCH

In-stock goods are handed to the carrier within 48 hours of payment.

ORIGIN

Cut and sewn in Istanbul. Wholesale only, by the series.

PHONE	+90 534 770 29 79
WHATSAPP	Same number
E-MAIL	info@pembekelebeks.com

A NOTE ON THE PHOTOGRAPHS

Every dress in this lookbook is real, cut and sewn in Istanbul. The photographs were created with AI from images of the dresses themselves, to show each style in its season. Shades may vary slightly between screen, print and cloth.



PEMBEKELEBEK'S

LUXURY KIDS FASHION — WHOLESALE

Until our next story.

It is already taking shape in Istanbul.
Follow @pembekelebeks on Instagram to see it first.

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