



ENRICHING

The exigency was then enriching after all; the worldwide shaking made us rediscover the joy of good quality - and the vexation of bad quality, the thrill of crafts, the consciousness that actual hands have created this for me. It made us aware that we are all imperative in the effort to save the earth, air and water – and that we are part of the biggest group ever: the consumers. Sustainability is definitely no longer a fashion word used in order to sell more pullovers; it's an inevitable factor in our lives.

The textile world has really taken up the challenge to improve – or even remove - the footprints it leaves in the environment: print processes using no water; adding dyes before spinning to avoid using water in the dye process, organic cotton in natural grown colors and water based dyes.

Materials are genuine and decent, which is very important if we shall accept them. The characteristics of old materials are used as inspiration for new fibres or combined with the new ones in order to obtain better properties.

Performance is a key word; finishing routes, nano technology, etc - all specific treatments designed to improve a specific feature, e.g. easy maintenance of the fabric. Use of special fibres and constructions in the living environment for healthcare, e.g. asthma, is becoming more important along with us being more frail and demanding more of the quality of life.

Because less is more, fabric constructions are apparently simple or at least the elaboration is clear, but in reality very sophisticated. Print and other print-like embellishment, e.g. devoré, are central.

The future does certainly look more promising than it has done for a long time.



PANTONE TXP
11-0105

PANTONE TXP
15-1912

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14-0848

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18-1454

PANTONE TXP
14-0445

PANTONE TXP
19-1338

PANTONE TXP
15-1150

PANTONE TXP
17-5111



Honest authenticity
Revitalize convention
Historical modernist
Reconsider ancientness
Intense pigments
Distort classic fabrics
Startling tradition





PANTONE TPX
11-4202

PANTONE TPX
17-4111

PANTONE TPX
19-4006

PANTONE TPX
16-6444

PANTONE TPX
17-2230

PANTONE TPX
19-3952

PANTONE TPX
12-0643

PANTONE TPX
17-1562

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17-4540



Sensory innovation // Illuminated vision // Liquid radiance // Abundant saturated colors
Vibrant impact in materials // Sparkling approach in prints // Scintillating spiky graphics



PANTONE TPX
12-1010

PANTONE TPX
13-4305

PANTONE TPX
15-1214

PANTONE TPX
13-3804

PANTONE TPX
18-3905

PANTONE TPX
17-0207

PANTONE TPX
19-4110

PANTONE TPX
14-5002

PANTONE TPX
19-1111

Luxury as enriching experience

Rough edge mingle with opulent quality

Exquisite refinement merge with bare wood

High performance fuse with low practice

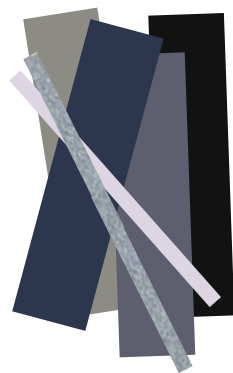
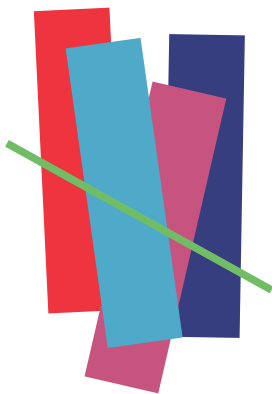
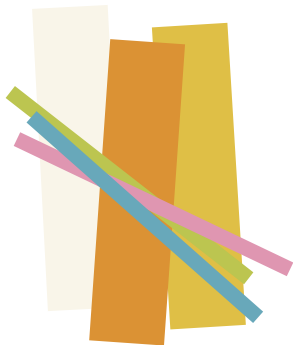
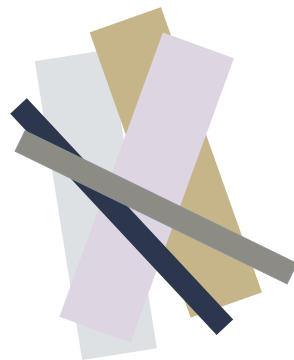
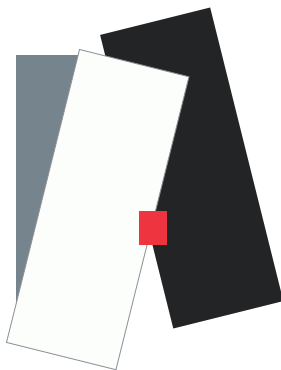
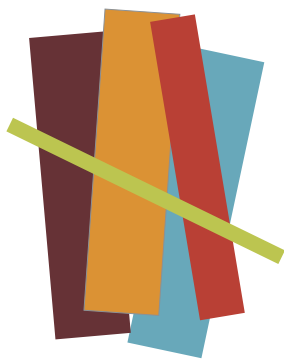




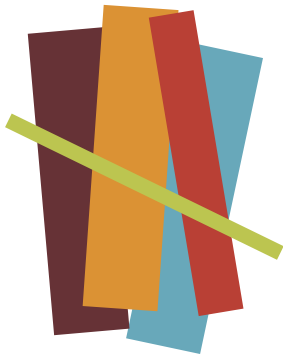
ARCHIVE

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ROUGH LUX



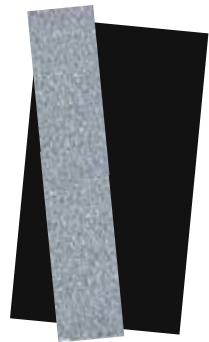
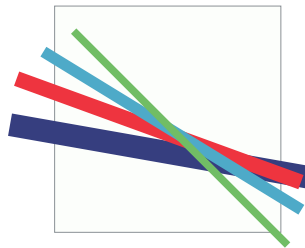
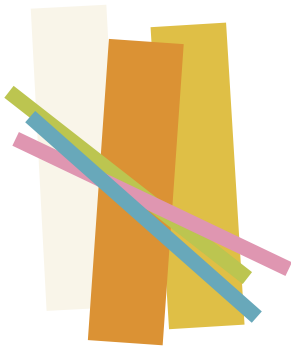
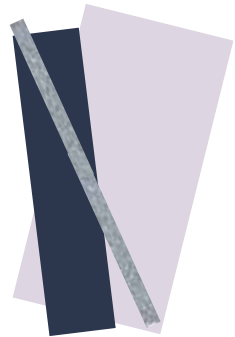
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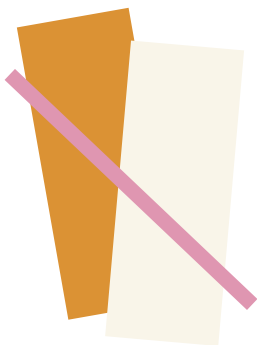


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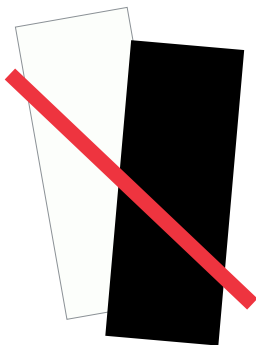




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ROUGH LUX

