

Collective Connections

ISSUE 01 - 2024



Everyday *Cozy*

www.aprayon.com



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The Everyday Cozy issue 01 - 2024 embraces the theme of Collective Connections, highlighting the strength and warmth found within communities. This issue celebrates the power of togetherness, showcasing the diversity and unity within our society.

Viscose rayon blends effortlessly with everyday and uncomplicated fashions, highlighting the communal ties and shared moments we value. Whether through comfortable shirts or cozy jeans, the essence of community and connection is threaded into every stitch of our casual attire, reminding us of the beauty of coming together.



Scan this barcode to watch the photoshoot video

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Collective Connections

Collective Connections affirm the value of our individuality as well as the power of our communal humanity.

Collective Connections represents a departure from the traditional norms of fashion, showing imperfection and rejecting the idea of curated perfection. Instead, it celebrates authenticity, inclusivity and empathy, recognizing that true beauty lies in embracing individuality and diversity. This trend encourages the celebration of honest and escapist messages, allowing for chaotic yet harmonious pairings in design that reflect the complexity of the human experience.

Craftsmanship and storytelling are central to Collective Connections, serving as the foundation for this trend. By honoring local techniques, ornamentation and traditions, designers imbue their creations with a sense of cultural richness. This emphasis on craftsmanship not only adds value to the products but also reinforces the importance of heritage and craftsmanship in an increasingly fast-paced and disposable fashion landscape.

Nostalgia plays a key role in Collective Connections, offering a sense of softness and belonging in an otherwise uncertain world. By tapping into memories of the past, this trend evokes feelings of comfort and familiarity, providing a much-needed respite from the chaos of modern life. This nostalgic sensibility is reflected in the designs themselves, which often feature vintage-inspired elements and retro motifs.

Left to right

Wrap dress: 100% Viscose Rayon

Ruffles long sleeve dress: 50% Viscose Rayon / 50% Cotton

Midi ribbed dress: 63% Polyester / 32% Viscose Rayon / 5% Spandex

Waffle knit henley top: 60% Polyester / 40% Viscose Rayon

Shirt jacket: 65% Polyester / 35% Viscose Rayon

Cargo jogger: 51% Polyester / 34% Cotton / 15% Viscose Rayon

Open collar shirt with pocket: 50% Viscose Rayon / 50% Cotton

Cargo shorts: 65% Polyester / 35% Viscose Rayon

Printed open collar shirt: 100% Viscose Rayon

Open collar shirt jacket: 65% Polyester / 35% Viscose Rayon

Straight leg jeans: 44,5% Viscose Rayon / 29,5% Cotton / 23,5% Polyester / 2,5% Spandex





Printed shirts are trending, especially loose shirts with two different patterns on each side. Viscose rayon stands out as an excellent material choice for these shirts, offering both a cool feel against the skin and absorbing sweat well.

Left to right

Open collar shirt with pocket: 50% Viscose Rayon / 50% Cotton

Cargo shorts: 65% Polyester / 35% Viscose Rayon

Printed open collar shirt: 100% Viscose Rayon

Straight leg jeans: 44,5% Viscose Rayon / 29,5% Cotton / 23,5% Polyester / 2,5% Spandex

In terms of product development, Collective Connections inspires designers to reinterpret the past for a new era, blending myths, folklore, and spiritual themes with contemporary aesthetics. Ethical collaborations and inclusive co-creations are encouraged, ensuring that diverse voices and perspectives are represented in the final product. Craftsmanship takes on a new significance in this context, appearing in more elevated contexts or as unexpected details that add depth and texture to the designs.

At the same time, Collective Connections also embraces a more rebellious and anarchic spirit, drawing inspiration from punk and goth culture. This edgier aesthetic reflects a rejection of mainstream norms and self-expression. Consumers are encouraged to lean into their darker impulses, embracing subversive themes and expressive designs that challenge the status quo.

Ultimately, Collective Connections is about more than just fashion—it's about fostering connections within society and bridging cultural divides. By creating products that resonate on a personal and collective level, designers have the power to serve as agents of change, offering a salve for the fractured world we live in. Through thoughtful design and meaningful storytelling, Collective Connections seeks to bring people together, celebrating our shared humanity and honoring the rich tapestry of cultures and experiences that make up the fabric of our society.

Elements

Highlighting Locals



Emphasizing original fashion styles brings attention to the unique flair of our local culture.

Togetherness



Elevating creativity and connection with fashion collaboration fosters a sense of togetherness.

Authenticity



Embracing authenticity in our fashion choices empowers self-expression.



A loosely printed shirt in soft colours paired with simple shorts is the perfect combination for a casual hangout with friends.

Left to right

Printed short sleeve shirt: 50% Viscose Rayon / 50% Cotton

Rope belt shorts: 65% Polyester / 35% Viscose Rayon

Resort shirt with patch pockets: 100% Viscose Rayon

Bermuda shorts: 65% Polyester / 35% Viscose Rayon

Trend Drivers

Rolling with the times, fashion's Trend Drivers in 2025 are all about mixing up innovation and sustainability to keep things fresh and exciting.

Colour of the Year 2025



Future Dusk

Sitting between dependable dark blue and mysterious, shadowy purple, this is the perfect colour for a period of uncertainty and wonder, set against a backdrop of moonshot tech advances and awe-inspiring space exploration.

This hue embodies a sense of transition, whether it's from darkness to light or from dusk to dawn. It feels both moody and intriguing, capturing the essence of change. Future Dusk's surreal qualities reflect the influence of the space age, as we witness the rapid growth of the space economy and the rise of innovative technologies.

As we move into 2025, creativity driven by technology will become increasingly important. Tools like AI art generators will blur the line between reality and fantasy, influencing the way we perceive and create art. Future Dusk aligns with this trend, offering a colour that is both immersive and transformative, reflecting the influence of the metaverse and our collective imagination.

Overall, Future Dusk represents a dynamic and captivating colour choice, reflecting both the uncertainties and the potential for positive change in the years to come.

Left to right

Hidden placket shirt:

50% Viscose Rayon / 50% Cotton

Tailored pants:

65% Polyester / 35% Viscose Rayon

Long sleeve shirt:

50% Viscose Rayon / 50% Cotton

Cargo shorts:

65% Polyester / 35% Viscose Rayon

Crop vest top:

65% Polyester / 35% Viscose Rayon

Wide leg pants:

65% Polyester / 35% Viscose Rayon

Printed tunic shirt:

100% Viscose Rayon

Printed wide leg pants with slit:

100% Viscose Rayon



The future dusk colour offers a versatile palette that complements both prints and solid colours, making it ideal for a variety of clothing sets and shirts. Its subtle yet sophisticated tones blend seamlessly with futuristic motifs, catering to a diverse range of styles and preferences.

Whether you prefer bold patterns or understated designs, the versatility of the future dusk colour ensures that everyone can find something that resonates with their aesthetic. From chic ensembles to casual everyday wear, this colour choice adds a modern touch to any wardrobe, making it a timeless and versatile option for fashion enthusiasts everywhere.

Crafted from smooth and soft viscose rayon material that absorbs colour and patterns effectively, outfits in this hue appear more captivating and suitable for any occasion.

Left to right

Printed tunic shirt: 100% Viscose Rayon

Printed wide leg pants with slit:

100% Viscose Rayon

Crop vest top: 65% Polyester /

35% Viscose Rayon

Wide leg pants: 65% Polyester /

35% Viscose Rayon,

Long sleeve shirt: 50% Viscose Rayon /

50% Cotton

Cargo shorts: 65% Polyester /

35% Viscose Rayon

“2025 will be the year of strategic imagination.”



Colouring Emotions

As we face ongoing economic, political and environmental challenges, uncertainty about the future will be a major concern for many. Looking ahead to 2025, consumer behavior will be influenced by factors like wellbeing, creativity, the environment and technology.

Brands will leverage the emotional impact of colour to uplift people and promote positive mental health during crises. Pastel shades,

known for their calming qualities, will be particularly effective for this purpose. In a world where empathy and emotional understanding are increasingly valued, colours that evoke a sense of peace and serenity will be in high demand.

As consumers become more aware of environmental issues, there will be a shift towards colours that reflect a commitment to sustainability. This means an emphasis on shades inspired by nature, climate and

locality. Expect to see a rise in earthy tones and foundational neutrals, as well as a resurgence of tinted dark colours influenced by space exploration, metaverse culture and underground subcultures.

The use of colour in 2025 will be about more than just aesthetics—it will be a tool for promoting emotional wellbeing, fostering empathy, also reflecting a commitment to sustainability and environmental stewardship.

Fashion Colours

APRICOT CRUSH 15-1247 TCX	COOL MATCHA 13-0319 TCX	CRIMSON 18-1657 TCX	GENTIAN BLUE 19-4056 TCX	DEEP EMERALD 19-5232 TCX
GLACIAL BLUE 14-4123 TCX	PANNA COTTA 12-0824 TCX	MARSHMALLOW 12-1708 TCX	PINK FLASH 18-2043 TCX	META MAUVE 17-3730 TCX

Core Colours

SEA KELP 18-0529 TCX	SEPIA 19-1220 TCX	MIDNIGHT BLUE 19-3932 TCX	SUSTAINED GRAY 14-6408 TCX	BLACK 19-4203 TCX
TERACOTTA 18-1441 TCX	TIMELESS TAUPE 16-1318 TCX	CHALK 12-0304 TCX	OAT MILK 14-1208 TCX	CRANBERRY JUICE 19-1934 TCX



Kids' clothes often feature playful prints to make them look cute, and opting for safe materials like viscose rayon ensures comfort for sensitive skin, particularly in tropical weather, due to its softness and sweat-absorbing properties.

Left to right

Gather top: 100% Viscose Rayon

Rolled hem long pants: 65% Polyester / 35% Viscose Rayon

Midi shirt dress: 50% Viscose Rayon / 50% Cotton

Long sleeve shirt with pocket: 50% Viscose Rayon / 50% Cotton

Tailored shorts: 65% Polyester / 35% Viscose Rayon

Playing mat: 70% Viscose Rayon / 30% Polyester



**Left to right**

Cropped shirt jacket: 65% Polyester /
35% Viscose Rayon

Front pocket overshirt: 65% Polyester /
35% Viscose Rayon

Left to right

Technical shorts: 65% Polyester /
35% Viscose Rayon

Wide leg pants: 65% Polyester /
35% Viscose Rayon



A red yarn-dyed stripe design, combining rayon and cotton for durability and breathability, makes a statement in any outfit with bold stripes, while the second shirt, crafted entirely from 100% rayon, prioritizes softness and comfort, ideal for warmer weather.

Left to right

Printed long sleeve shirt: 100% Viscose Rayon

Tailored wide leg pants: 65% Polyester /
35% Viscose Rayon

Resort shirt with patch pockets: 50% Viscose
Rayon / 50% Cotton

Straight leg sweatpants: 51% Polyester /
34% Cotton / 15% Viscose Rayon

Beyond Borders

In the future, as we spend more time on our phones and in virtual reality, our ideas of what's local and global will change. By 2025, the influence of the West and its political ideas won't be as strong, and people will be more interested in joining new groups with similar beliefs and coming up with new ideas together.

According to a report by Data Reportal in 2022, the average adult who uses the internet spends about six and a half hours a day online—that's like spending 100 days a year glued to our screens! As we spend more time in the online world where there are no borders, where you live won't matter as much. Dr. Keith Dear, Director of Artificial Intelligence Innovation at Fujitsu Defense and National Security said that by 2025, even though we'll still live in the same physical places, we'll be living in totally different worlds online.





Indulge in the effortless charm of a flowy mini dress, intricately inspired by the vibrant hues and rich heritage of local culture. This enchanting garment boasts a mesmerizing print adorned with warm tones that evoke the essence of sun-kissed landscapes and lively traditions.

Left to right

V-neck tent dress: 100% Viscose Rayon

Resort shirt with patch pockets:

100% Viscose Rayon

Bermuda shorts: 65% Polyester /
35% Viscose Rayon

Printed short sleeve shirt: 50% Viscose
Rayon / 50% Cotton

Rope belt shorts: 65% Polyester /
35% Viscose Rayon

V-neck tent dress: 100% Viscose Rayon





Reappraise the Past for a New Era

In the wake of the pandemic, there's been a notable shift in consumer preferences towards the familiar, fostering a nostalgia for the past.



In today's fashion landscape, designers are delving into the archives, drawing inspiration from timeless patterns and styles to create garments that resonate with a sense of familiarity and nostalgia. By incorporating classic motifs into their collections, they aim to evoke feelings of comfort and homeliness, transporting wearers to a simpler era. This nostalgic trend not only offers a welcomed escape from the complexities of modern life but

also adds a timeless charm to contemporary fashion. Amidst the challenges of the polycrisis era, this embrace of familiar aesthetics serves as a reassuring reminder of enduring beauty and simplicity. In this ever-evolving tapestry of style and culture, the resonance of memories serves as a powerful force, bridging the gap between generations and fostering a collective appreciation for the enduring legacy of fashion's rich heritage.



Western Revival

The resurgence of Western-inspired fashion stems from designers reconnecting with their roots in craftsmanship and a growing trend toward using vintage fabrics. Traditional styles are given a fresh twist through a more relaxed and dramatic approach, tapping into familiar themes that resonate well during uncertain times.

Left to right

Piped pajama shirt: 100% Viscose Rayon

Piped pajama pants: 100% Viscose Rayon

Satin camisole top: 100% Viscose Rayon

Satin shorts: 100% Viscose Rayon

Regency Era

The popularity of thrift shopping and the reworking of tapestries breathe new life into historical patterns, moving away from modern, extravagant designs. This look is influenced by tapestry

and floral designs found in thrift shops, sparking a revival of Renaissance and Baroque aesthetics. While many designers draw inspiration from European art currently, this trend

is expected to evolve globally and adapt to different cultural perspectives. At present, the focus is on the Western Renaissance era, inspiring prints and graphics drawn from the past.



Made from viscose with a silky finish, it ensures both easy drying and exceptional comfort for all-day wear. Enjoy the luxurious feel of this ensemble, providing both comfort and effortless elegance for a timeless look.

- Left to right**
- High-neck tiered dress:** 50% Viscose Rayon / 50% Cotton
- High-neck tiered dress:** 50% Viscose Rayon / 50% Cotton
- Satin camisole top:** 100% Viscose Rayon
- Satin shorts:** 100% Viscose Rayon
- Piped pajama shirt:** 100% Viscose Rayon
- Piped pajama pants:** 100% Viscose Rayon



This dress has floral prints inspired by old-fashioned tapestries. It's made from a comfortable viscose, flowy material, which helps the patterns stand out nicely.

Left to right
Midi corset shirt dress:
 50% Viscose Rayon / 50% Cotton

Retro Era

As reselling and vintage shopping gain momentum, retro styles become increasingly popular. Whether it's through movie remakes, nostalgic video games, retro sports, or comfort foods, there's a persistent fondness for the familiar. Nostalgia and the trend of thrifting contribute to the resurgence of retro aesthetics. With a focus on recycling prints from the past, retro looks continue to appeal to consumers seeking the comfort of nostalgia. Vintage patterns and motifs collide in the latest iteration of the retro trend.



Left to right

Printed tunic shirt: 100% Viscose Rayon

Flared denim pants: 44,5% Viscose / Rayon / 29,5% Cotton / 23,5% Polyester / 2,5% Spandex

Crop vest top: 65% Polyester / 35% Viscose Rayon

Printed wide leg pants with slit: 100% Viscose Rayon

This viscose rayon shirt boasts eye-catching prints, adding flair and personality to any outfit. Pair it with denim and rayon-cotton shirt for a casual yet refined look. Completing the ensemble with a touch of sophistication, viscose rayon pants feature intricate motifs that add an elegant flair to any outfit.

Preppy Era

Combining preppy styles with the comfort of sportswear and the practicality of work-inspired clothing creates a versatile capsule wardrobe with broad appeal. This shift reflects a move away from disposable fashion, as fashion trends lean towards timeless, classic styles. Amid economic uncertainty, there's a growing demand for gender-inclusive and durable fashion collections offering longevity and value. Classic preppy styles have become a staple as the industry responds to consumer preferences. Drawing inspiration from vintage collegiate designs, streetwear brands are incorporating classic preppy elements into their looks, injecting freshness with bold colour combinations.

To add a bit of flair, try one with different checkered patterns on each side to give it a fun twist. It's made from comfy viscose fabric, so you can wear it for anything from chilling with friends to casual outings.



Left to right
Midi shirt dress: 50% Viscose Rayon / 50% Cotton
Oversized hoodie: 51% Polyester / 34% Cotton / 15% Viscose Rayon
Plaid pants: 100% Viscose Rayon

Shift to Multicultural Identities



This trend celebrates diverse global cultures by blending heritage crafts with contemporary fashion. Designers proudly showcase their cultural backgrounds by integrating traditional craftsmanship into modern designs.

Nostalgic patterns are gaining popularity across all age groups, with younger consumers favoring vintage styles and older demographics seeking timeless classics. It's important to authentically represent diverse communities and cultures, collaborating with

creators worldwide and respectfully incorporating their heritage into fashion designs with their consent.

As society moves towards a more inclusive perspective, connecting with global creators and sharing educational narratives about cultural heritage becomes increasingly significant.



Left to right
Short sleeve shirt with ethnic detail :
 55% Viscose Rayon / 45% linen Cotton
Tailored bermuda pants: 65% Polyester /
 35% Viscose Rayon

Flounce trim top: 50% Viscose Rayon /
 50% Cotton
Wide leg paperbag jeans: 44,5% Viscose
 Rayon / 29,5% Cotton / 23,5% Polyester /
 2,5% Spandex

Viscose is known for making incredibly comfy shirts because it feels great on your skin. It's also soft and easy to style with ruffles because it's flexible and doesn't get stiff, making it simple to create those fancy designs.

Berkain: Evolution of a Traditional Garment



Indonesia's cultural heritage, including the iconic batik fabric, has experienced a modern revival with the integration of viscose materials. Once reserved for special occasions, batik now seamlessly blends tradition with contemporary style.

As a result, batik continues to evolve as a timeless symbol of Indonesian culture, now infused with the softness and ease of viscose textiles. This resurgence has captivated the younger generation, celebrating the rich history and vibrant patterns in a modern context.

Through social media, young Indonesians proudly flaunt their batik pieces, often paired with contemporary elements like sneakers and t-shirts, showcasing a fusion of tradition and modernity.



Left to right
Kebaya kutu baru: 100% Viscose Rayon
Flared denim pants: 44,5% Viscose Rayon / 29,5% Cotton / 23,5% Polyester / 2,5% Spandex
Wrap crop top: 100% Viscose Rayon
Batik textile: 100% Viscose Rayon



The 100% viscose rayon white shirt effortlessly matches with a batik fabric, highlighting its intricate patterns. Meanwhile, the yellow viscose rayon kebaya kutu baru style complements denim pants, mixing traditional charm with a modern twist. These combinations blend comfort with style, honoring cultural heritage while supporting contemporary fashion trends.

Left to right

Kebaya kutu baru: 100% Viscose Rayon

Flared denim pants: 44,5% Viscose / Rayon / 29,5% Cotton / 23,5% Polyester 2,5% Spandex

Wrap crop top: 100% Viscose Rayon,

Batik textile: 100% Viscose Rayon

Recommended by the Next Generation

The transition from the digital realm to physical spaces happens smoothly, with online trends seamlessly blending into real-life situations, creating an exciting mix of virtual and tangible experiences.

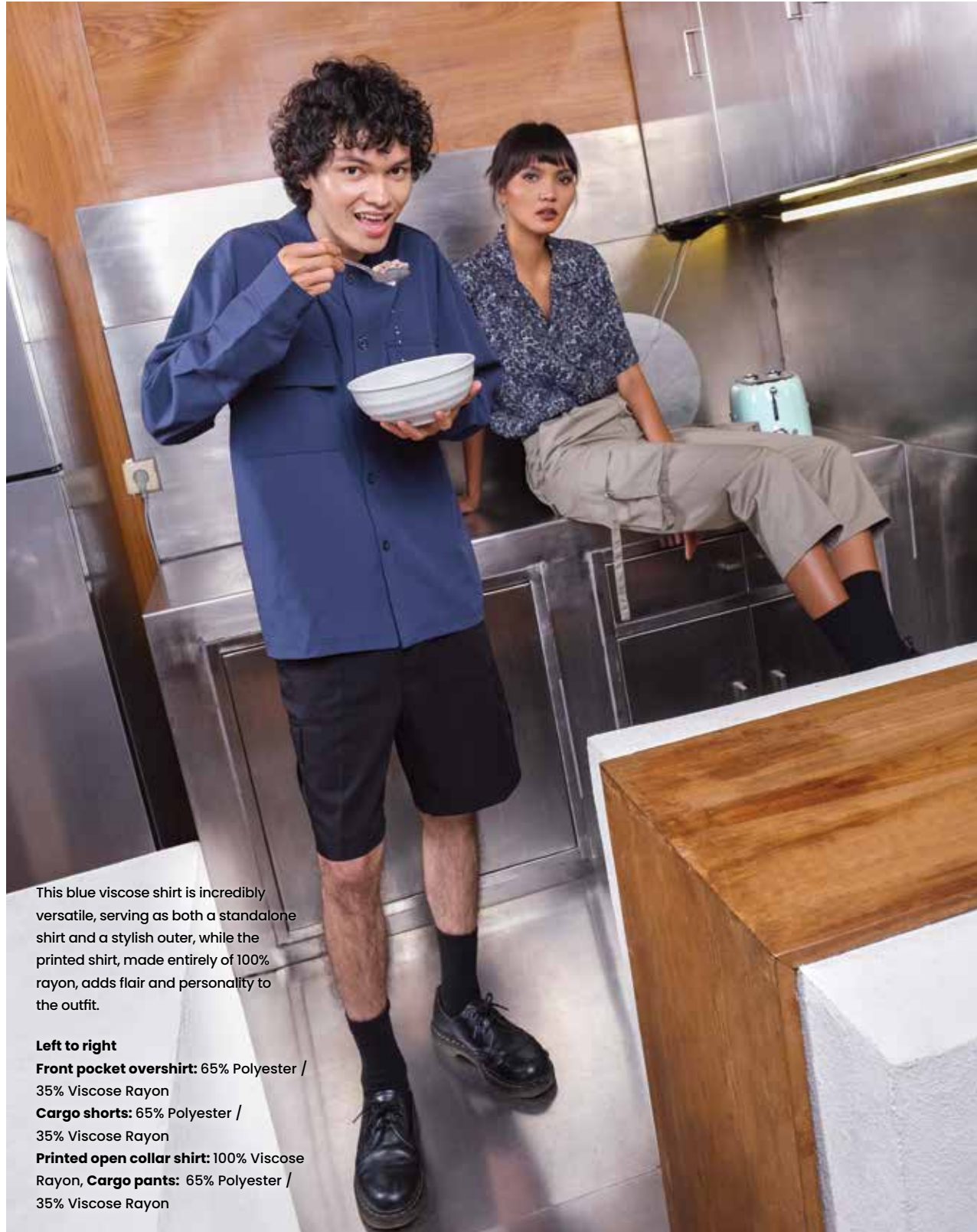
Among the vanguards of this cultural resurgence stands Gen Z, harnessing the power of fashion as a vehicle for self-discovery and self-expression. Known for their bold viewpoints and distinctively individualistic approach to style, Gen Z individuals confidently express their identities through clothing choices that challenge norms and break boundaries.

From gender-fluid outfits to embracing avant-garde streetwear, they weave narratives of authenticity and empowerment, reshaping the fashion landscape on a global scale. As pioneers and influencers, they not only shape the direction of fashion but also inspire their peers to embrace their individuality and appreciate the beauty of diversity.



Left to right
Fitted long sleeve shirt:
50% Viscose Rayon /
50% Cotton
Mini skirt with buckle detail:
100% Viscose Rayon
Front pocket overshirt:
65% Polyester /
35% Viscose Rayon

Printed T-shirt: 65% Polyester /
35% Viscose Rayon
Technical shorts: 65% Polyester
/ 35% Viscose Rayon
Bomber jacket: 65% Polyester
/ 35% Viscose Rayon
Midi cargo skirt: 44,5% Viscose
Rayon / 29,5% cotton /
23,5% Polyester / 2,5% Spandex



This blue viscose shirt is incredibly versatile, serving as both a standalone shirt and a stylish outer, while the printed shirt, made entirely of 100% rayon, adds flair and personality to the outfit.

Left to right

Front pocket overshirt: 65% Polyester / 35% Viscose Rayon

Cargo shorts: 65% Polyester / 35% Viscose Rayon

Printed open collar shirt: 100% Viscose Rayon, **Cargo pants:** 65% Polyester / 35% Viscose Rayon



Reimagining the Future

Science and technology are moving space exploration forward, and this is also influencing art and fashion. People are getting excited about space, especially with discussions about mining asteroids and the changing space economy. This fascination with space is being reflected in fashion through

prints that mimic galactic matter and debris, creating a sense of wonder. With the climate crisis in the background, there's a growing interest in using cosmic materials and space debris as alternatives, offering people solace in the beauty and imperfections of the universe.

Rayon's dyeing flexibility makes it perfect for creating engaging designs in kids' clothing.

Left to right

Flare sleeveless mini dress:

100% Viscose Rayon

Printed shirt: 100% Viscose Rayon

**Left to right**

Fitted long sleeve shirt: 50% Viscose Rayon / 50% Cotton

Mini skirt with buckle detail: 100% Viscose Rayon

Bomber jacket: 65% Polyester / 35% Viscose Rayon

Midi cargo skirt: 44,5% Viscose Rayon / 29,5% Cotton / 23,5% Polyester / 2,5% Spandex

Front pocket overshirt: 65% Polyester / 35% Viscose Rayon

Printed T-shirt: 65% Polyester / 35% Viscose Rayon

Technical shorts: 65% Polyester / 35% Viscose Rayon

Embracing the Dark

During this time of multiple crises, people's mindsets are greatly affected, sparking a surge in new ways of expressing themselves creatively. Instead of seeing this era purely negatively, there's a shift towards embracing and celebrating rebellious emotions. Styles like goth, punk, and grunge are becoming more popular as artists delve into darker forms of expression, reflecting feelings of unrest and a rejection of forced positivity.

The resurgence of '90s and early '00s fashion continues, fueled by the emotional upheaval of lockdowns and Gen Z's interest in Y2K aesthetics. Pop punk, known for its rebellious attitude and vibrant colours, is making a strong comeback, drawing inspiration from punk and alternative rock music.

Moreover, gothic styles and graphics are emerging from obscurity as both consumers and designers embrace darker emotions as a way to cope with global anxiety. The desire for escapism has led to a demand for sexier, moodier looks, with '90s references evolving into a more refined, formal aesthetic while still maintaining a rebellious punk-inspired edge, fueled by feelings of anger and frustration towards existing systems.



Left to right

Hidden placket shirt: 50% Viscose Rayon / 50% Cotton

Tailored pants: 65% Polyester / 35% Viscose Rayon

Ruffles long sleeve dress: 50% Viscose Rayon / 50% Cotton

Sateen slip dress: 100% Viscose Rayon

The slip dress crafted from 100% sateen rayon for a luxurious feel, ensuring comfort with vibrant prints adding an elegant touch.

Life & Summer

As remote work, travel, outdoor activities, and socializing become more prominent, there's a growing need for comfortable style.

For your vacation wardrobe, match your outfits with layered looks and coastal boho pieces that seamlessly transition from poolside relaxation to city exploration. Your clothing should be versatile, serving a dual purpose with details and silhouettes that work for everyday wear and vacation-ready styles.

Look for clothing that allows you to connect with local cultural references and authenticity, incorporating scenic prints that evoke the escapist vibe of places

you've visited. Consider prints like postcard graphics and map prints to capture a retro vacation feel, perfectly complementing your vacation dressing and embracing the spirit of summer destinations.

Opt for cost-effective pieces that offer multipurpose summer dressing, incorporating add-on details that can transform simple sundresses and elevate your essential items. Coordinate your beach setups with layers, including swimwear that can be worn beyond the pool.





This outfit is perfect for summer with its light, thin fabric and bright, refreshing designs. Opt for viscose material if you're hitting the beach or pool—it absorbs sweat well and dries quickly, ideal for hot weather and tropical climates.

- Left to right**
- Tie front batwing top:** 100% Viscose Rayon
- Elastic waist shorts:** 100% Viscose Rayon
- Off shoulder top:** 50% Viscose Rayon / 50% Cotton
- Tiered maxi skirt:** 100% Viscose Rayon
- Printed resort shirt:** 100% Viscose Rayon
- Bermuda shorts:** 65% Polyester / 35% Viscose Rayon





On the Court

As culture and sports continue to blend more closely, collaboration within communities and tailored designs are shaping the direction of fashion.



Left to right
Contrast neck polo shirt: 50% Viscose Rayon / 50% Cotton
Jogger shorts: 70% Polyester / 15% Viscose Rayon / 15% Cotton
Tie front tank top: 67% Viscose Rayon / 33% Polyester
Elastic waist skort: 70% Polyester / 15% Viscose Rayon / 15% Cotton

Once considered exclusive, sports like tennis and golf are now becoming more accessible to everyone, prompting a reexamination of their traditional uniforms with a nostalgic, retro sports perspective, inspiring both graphics and silhouettes. The increasing popularity of racquet sports such as tennis has created a demand for stylish outfits suitable for both playing and socializing.

Additionally, as basketball gains traction on a global scale, we can expect to see new playing styles, celebrations of the sport and diverse cultural influences. With basketball's widespread appeal transcending borders, its influence is becoming synonymous with street style, seamlessly blending the court and the street.



Always go for lightweight, sweat-wicking outfits for your workouts. Choose easy-moving shorts paired with a polo or sleeveless shirt featuring a stylish twist in the front – perfect for staying fashionable while staying active.

Home is a Feeling

The concept of home remains crucial, both as a feeling and as a physical space, with designs and experiences aimed at recreating familiar comforts wherever we are.



Left to right

Open collar pajama shirt:

50% Viscose Rayon / 50% Cotton

Elastic waist shorts: 50% Viscose Rayon / 50% Cotton

Peterpan collar mini dress:

60% Viscose Rayon / 30% Cotton / 10% Spandex

Peterpan collar top:

50% Cotton / 33% Polyester / 17% Viscose Rayon

Wide leg drawstring pants:

50% Cotton / 33% Polyester / 17% Viscose Rayon

Elastic hem sweatshirt:

51% Polyester / 34% Cotton / 15% Viscose Rayon

Contrast piping shorts:

65% Polyester / 35% Viscose Rayon



The connection between interior design and fashion continues to be important, with more brands branching out into lifestyle and homeware products. In this narrative, interiors serve as inspiration for fashion, reflecting a sense of pride in our living spaces.

Elements such as chairs, vases, and technical drawings are emerging as new directions for prints and graphics, while home textiles and domestic objects influence fabric choices, trims and silhouettes.

To meet the ongoing desire for comfort, well-being, prioritize fabrics, silhouettes, and colours that evoke a sense of reassurance and calmness. Themes like nostalgia and the importance of home-making and care-taking are central, so incorporate them into product designs.

Think of creating basic, comfortable, versatile loungewear and dorm-wear with retro and collegiate details, featuring oversized shapes for that "borrowed-from-my-boyfriend" look.

Enjoy your time at home in cozy pajamas and a soft-hued blouse crafted from blendable cotton viscose, offering unparalleled comfort whether you're catching some Z's or chill through the day.

Left to right

Peterpan collar top: 50% Cotton / 33% Polyester / 17% Viscose Rayon

Wide leg drawstring pants: 50% Cotton / 33% Polyester / 17% Viscose Rayon

Elastic hem sweatshirt: 51% Polyester / 34% Cotton / 15% Viscose Rayon

Contrast piping shorts: 65% Polyester / 35% Viscose Rayon



New Standards for the Future: Sustainable Material

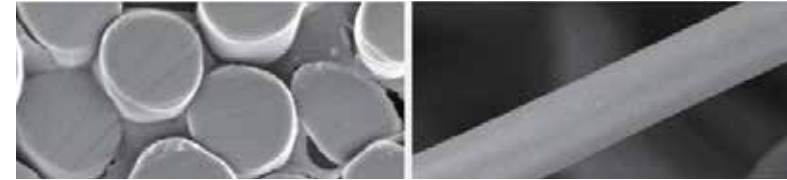


Nowadays, people are all about sustainability, so they're pushing brands to use eco-friendly materials like Lyocell. As sustainability becomes more important in fashion, we'll see a shift in what people consider trendy and valuable over the next decade. The fashion and

textile industries need to pay attention to customers who want transparency and responsibility, so they should invest in materials like Lyocell, which are better for the environment because they use non-toxic chemicals and closed-loop systems during production.

Lyocell's unique fibre structure brings superior performance

Lyocell has a circular cross-section, with no voids visible to the naked eye. Its surface is smooth without longitudinal grooves, producing smoother and shinier fabrics; meanwhile, it's high in strength and elongation and more wear-resistant. Its high wet modulus contributes to the shape retention of fabrics.



Cross-section and longitudinal section of Lyocell



Characteristics:

Softer with more tenacity

Adding Lyocell to fabrics makes them softer, more comfortable and firmer.

Natural, comfortable, breathable and skin friendly

Increase breathability by up to 7%, provide a pleasant comfort and decrease static electricity generation.

Smooth, flowy and drapes well

Enhances drape and figure-flattering properties, transforming texture while boosting softness by 8%.

Strong, wear-resistant and durable

Improves durability and sewability, ideal for garments needing high strength.

Lustrous and versatile

Gives the fabric a lustrous, stylish appearance with solid colours.

Easy-care and anti-wrinkle

Enhances the wrinkle recovery of fabrics, making them easy to maintain and non-iron.

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