

## Micro-Moments of Joy

ISSUE 02 – 2024



# Everyday *Cozy*

[www.aprayon.com](http://www.aprayon.com)





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Finding joy in small moments can make a big difference in today's fast-paced world. Whether it's feeling the smooth texture of a viscose rayon shirt or enjoying a peaceful sunrise, these simple pleasures can brighten our days and improve our mental well-being. Embracing these little moments enhances our lives and contributes to a more sustainable and mindful future.



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# Micro-Moments of Joy

Micro-Moments of Joy helps us embrace the calming, rejuvenating force of life's smallest, most profound pleasures.





The longing for moments of respite and joy has become a universal desire, in a world that often feels overwhelming. As the tensions of modern life have disrupted our sense of inner peace, many consumers seek refuge in smaller, more attainable indulgences – escapes that allow them to momentarily forget the external stressor.

This shift towards embracing “micro-moments of joy” is particularly evident among the youth, who normalize emotional vulnerability and prioritize their mental health and well-being. Rather than seeking grand getaways, they are opting for slower, more intentional lifestyles, spending time outdoors, and engaging in open dialogues about their emotional needs.

- Left to right**  
**Draped knit top:** 31% Viscose Rayon / 65% Polyester / 4% Spandex  
**Rachel midi skirt:** 95% Lyocell / 5% Lycra  
**Denim hoodie vest:** 60% Lyocell / 26% Polyester / 14% Cotton  
**Double knee jeans:** 68% Lyocell / 21% Polyester / 9% Cotton / 2% Spandex  
**Utility jumpsuit:** 35% Viscose Rayon / 65% Polyester  
**Printed utility tunik:** 50% Lyocell / 50% Cotton  
**Satin wide leg pants:** 100% Lyocell  
**Ruffles printed t-shirt:** 50% Lyocell / 50% Cotton  
**Denim Dungaree with tie detail:** 68% Lyocell / 21% Polyester / 9% Cotton / 2% Spandex  
**Denim row item shirt:** 30% Lyocell / 70% Cotton  
**Toggle large shorts:** 35% Viscose Rayon / 65% Polyester

The notion of “micro-moments of joy” stems from psychotherapist Deb Dana’s concept of “glimmers” – brief yet impactful points of positivity that counterbalance the triggers and stressors of daily life. Whether witnessing a breathtaking sunrise or hearing a beloved song, these fleeting joys can be as meaningful as life’s grandest events. Such moments can reframe our perspectives, cultivate calm, foster resilience, and bolster our mental well-being.

As the world navigates uncharted waters, embracing “micro-moments of joy” becomes essential to healing. It helps individuals find solace, build resilience, and grow a renewed appreciation for the simple pleasures in life. Brands and businesses recognizing and responding to this shift will thrive and contribute to the broader societal movement toward greater emotional well-being.

At the heart of this pursuit of emotional well-being lies the power of sustainable fabrics, such as viscose and lyocell. These materials, with its soft, breathable, and comforting properties, can serve as a canvas for designs that

evoke a sense of tranquility and joy. Woven into garments that inspire refuge and respite, they empower customers to embrace life’s small, profound joys, which can make all the difference in their daily lives.

As rigid ideas about life’s milestones become increasingly stale, consumers re-evaluate which moments matter to them. This creates a clear opportunity for brands to step in and celebrate the seemingly simple, yet impactful “micro-moments of joy.” Amidst the constant pressures of modern life, the ability to find refuge in life’s most minor pleasures has become a vital coping strategy – one that can unlock a path towards greater emotional resilience and a more fulfilling, intentional way of living.

**Left to right**

**Printed beach shirt:** 100% Viscose Rayon

**Raw hem denim short:** 12% Lyocell / 88% Cotton

**Tie strap cami top:** 50% Viscose Rayon / 50% Cotton

**Relaxed crop pants:** 56% Viscose Rayon / 18% Cotton / 23% Linen

**Little sailor dress:** 50% Viscose Rayon / 50% Cotton











**Left to right**

**Printed craft dress:** 50% Viscose Rayon  
/ 50% Cotton

**Printed bucket hat:** 50% Viscose Rayon  
/ 50% Cotton

**Half-zip jacket:** 35% Viscose Rayon /  
65% Polyester

**Utility pants with ankle tab:** 56%  
Viscose Rayon / 23% Linen / 18% Cotton





**Left to right**

**Knit polo top:** 35% Viscose Rayon /  
65% Polyester

**Relaxed linen shorts:** 56% Viscose  
Rayon / 23% Linen / 18% Cotton

**Craft short sleeve shirt:** 100% Viscose  
Rayon

**Tailored bermuda shorts:** 35%  
Viscose Rayon / 65% Polyester



# Trend Drivers

Consumers are embracing fashion and design as liberating forms of self-expression, using them to unveil the richness of their emotional worlds.

While the world rushes onward, a quiet tide of transformation rises beneath the surface—one that whispers the power of emotional vulnerability, the beauty in celebrating minorstones, and the transformative potential of coloring our emotions. These three currents shape new narratives around self-expression, mindfulness, and the pursuit of joy.

Consumers are craving brands and products that foster genuine emotional resonance and a sense of understanding, empowering them to authentically express themselves in ways that can profoundly impact their overall well-being and sense of identity.

In a fast-paced world, people are also seeking out experiences and products that encourage

them to slow down, reflect, and find joy in the everyday. Honoring minorstones and the beauty of the ordinary can cultivate a greater sense of presence and appreciation, allowing individuals to build deeper, more meaningful bonds through embracing vulnerability and celebrating the small, meaningful moments in life.

Combining fashion as a medium for self-expression and the premium quality of viscose fabric will create a powerful synergy. Consumers can wear their emotions boldly and beautifully, using color and design to reflect their inner selves while enjoying the comfort and elegance that viscose provides.

## Left to right

**Printed maxi shirt dress:** 50% Lyocell / 50% Viscose Rayon

**Short sleeve twill dress:** 35% Viscose Rayon / 65% Polyester













## Emotional Vulnerability

Across generations, there is a growing normalization of emotional vulnerability. Millennials and Gen Z are leading the charge, openly dialoguing about mental health and prioritizing slower, more intentional lifestyles.

Collective coping and the shared experience of post-pandemic-induced anxiety have fueled a rise in narratives around self-expression and the acceptance of one's innermost emotions.





**Left to right**

**Printed craft dress:** 50% Viscose  
Rayon / 50% Cotton

**Printed bucket hat:** 50% Viscose  
Rayon / 50% Cotton

**Knit polo top:** 35% Viscose Rayon /  
65% Polyester

**Relaxed linen shorts:** 56% Viscose  
Rayon / 23% Linen / 18% Cotton

**Craft short sleeve shirt:** 100% Viscose  
Rayon

**Tailored bermuda shorts:** 35%  
Viscose Rayon / 65% Polyester

Far beyond the fleeting comforts of material indulgences, consumers seek enriching experiences as a temporary escape. Weekend getaways have emerged as a cherished ritual - opportunities to shed the burdens of diverse life challenges and immerse themselves in simple, refreshing pleasures.

Those brief respites offer a chance to reconnect with oneself, find joy in the moment, and return to the demands of daily existence with a renewed sense of vitality and perspective.

Brands and designers that can foster this sense of mindfulness will stand to deepen their emotional bonds with customers, which will peak in 2025. As a baseline, choosing fabrics like lyocell and viscose, which embody both comfort and sustainability, brands can resonate more profoundly with their audience.

Lyocell and viscose not only offer a luxurious feel but also reflect a commitment to eco-consciousness, aligning with consumers' values. This approach can cultivate emotional resilience and celebrate vulnerability, allowing customers to express their authentic selves through fashion.











## Celebrating Minorstone

In a world where life's traditional "milestones" have become increasingly elusive or undesirable, a new narrative is emerging—one that celebrates the small yet profound victories that make up the fabric of our lives. Enter the "minor stone," a concept that acknowledges the value of recognizing and honoring the incremental steps that shape our journeys.

As youth mature faster and former generations defy conventional timelines, the rigid expectations surrounding life's benchmarks have become stale and out of sync with modern realities. Many find the pressure to achieve the dream job, marriage, and children unaffordable and simply unaligned with their visions. This push-pull dynamic has created a space for brands to step in and support redefining what truly matters.





Consumers are now re-evaluating which milestones they can—and want to—attain, granting brands a clear opportunity to champion the smaller, more personal moments that bring joy and a sense of progress. Whether landing a new role, saving for a down payment, or simply carving out time for self-care, these “minorstones” deserve to be recognized and celebrated.

By embracing the significance of minorstones, fashion brands can empower consumers to remove the pressure of hitting life markers by a certain age and reassure them that the journey looks different for everyone.

**Left to right**

**Printed sleeveless pajamas top:** 50%

Viscose Rayon / 50% Cotton

**Printed relaxed shorts:** 50% Viscose Rayon / 50% Cotton

**Half-zip jacket:** 35% Viscose Rayon / 65% Polyester

**Utility pants with ankle tab:** 56% Viscose Rayon / 23% Linen / 18% Cotton

**Printed craft dress:** 50% Viscose Rayon / 50% Cotton

**Printed bucket hat:** 50% Viscose Rayon / 50% Cotton





# Colouring Emotions

The power of colour has never been vital in captivating consumers' attention and evoking profound emotional responses. As the World's Leading Consumer Trend Forecaster (WGSN) survey revealed, a striking 90% of respondents reported that colour directly impacts their emotional state.

Just as color can evoke profound emotional responses in our daily lives, the fabrics we wear hold a similar power to impact our moods, mindsets, and overall sense of well-being. The affective qualities of a fabric, with its unique ability to beautifully hold color and print, serve as an ideal canvas for designs that strike a harmonious balance between form and function.

## Left to right

**Printed beach shirt:** 100% Viscose Rayon

**Raw hem denim short:** 12% Lyocell / 88% Cotton

**Tie strap cami top:** 50% Viscose Rayon / 50% Cotton

**Relaxed crop pants:** 56% Viscose Rayon / 18% Cotton / 23% Linen











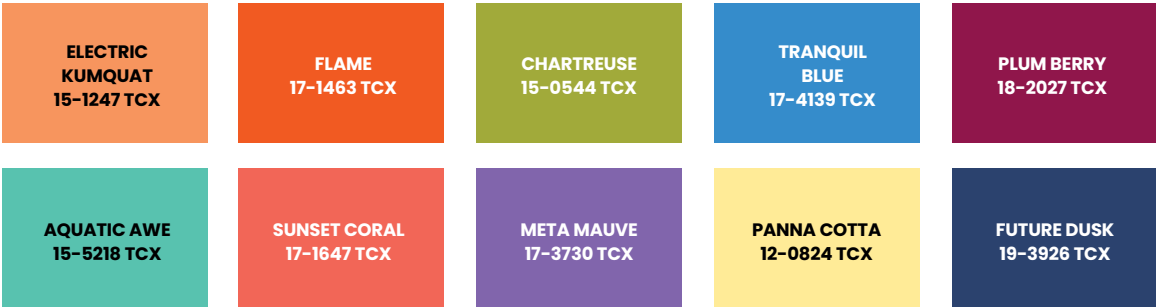
This emotional responsiveness of textiles allows fashion brands to create collections that speak to people’s diverse needs and sensibilities across all stages of life. Whether it’s the youthful exuberance of a first job, the introspective calm of middle age, or the hard-earned wisdom of the golden years, fabrics that tap into

our innermost selves can serve as a steadfast conduit for self-expression and personal growth.

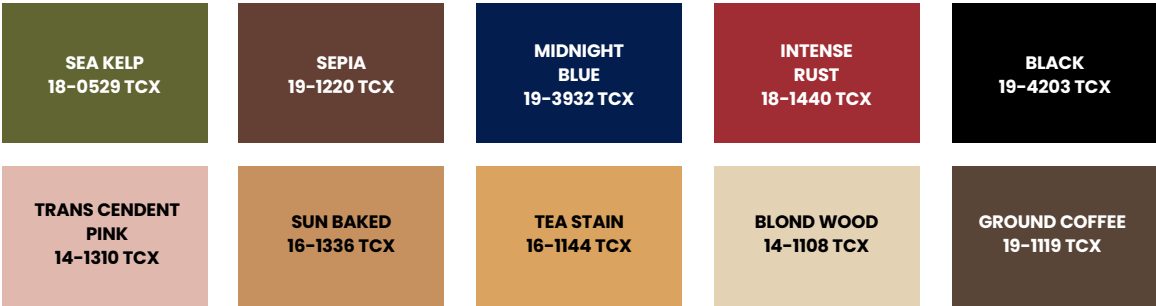
By embracing the transformative potential of these fabrics, you can craft garments that not only captivate the eye but also touch the heart and soul of the modern consumer.

**Left to right**  
**Printed jumpsuit:** 100% Viscose Rayon  
**Printed crop t-shirt:** 100% Viscose Rayon  
**Relaxed shorts with tie detail:** 100% Viscose Rayon

Fashion Colours



Core Colours







# Categories of Opportunities

The rising need for escapism and comfort has presented a lucrative opportunity for brands that can reposition their products as indulgent yet accessible “treats.”

**A**mid the pressures of the diverse life challenges, consumers seek refuge in the restorative powers of nature and leisure. This shift in mindset presents many opportunities for nimble brands to meet the growing demand for experiences and products that facilitate respite, rejuvenation, and a more profound reconnection with the natural world.

Interestingly, this overarching trend exists in tension with concurrent social media-driven youth subcultures moving in a different direction. While platforms like TikTok have accelerated the pace of online aesthetic trends, 2025 is poised to see two distinctly opposing subcultures emerge—the “cuteness movement” versus the “return of emo.”

Savvy brands must recognize the coexisting, polarized youth subcultures – bridging the divide between those seeking cutesy escapism and those craving a darker, more cathartic release. At the same time, these brands must empower consumers to reclaim their sense of work-life balance and reconnect with the natural world.

By carefully selecting materials and design elements that align with evolving consumer needs, brands can create a compelling portfolio of “affordable indulgences” that offer the escapism today’s young consumers crave. Incorporating viscose and lyocell enhances this offering: providing luxurious comfort, breathability, and moisture-wicking properties, and ensures that garments are not only stylish but also deeply satisfying to wear; fulfilling both the emotional and practical desires of modern consumers.









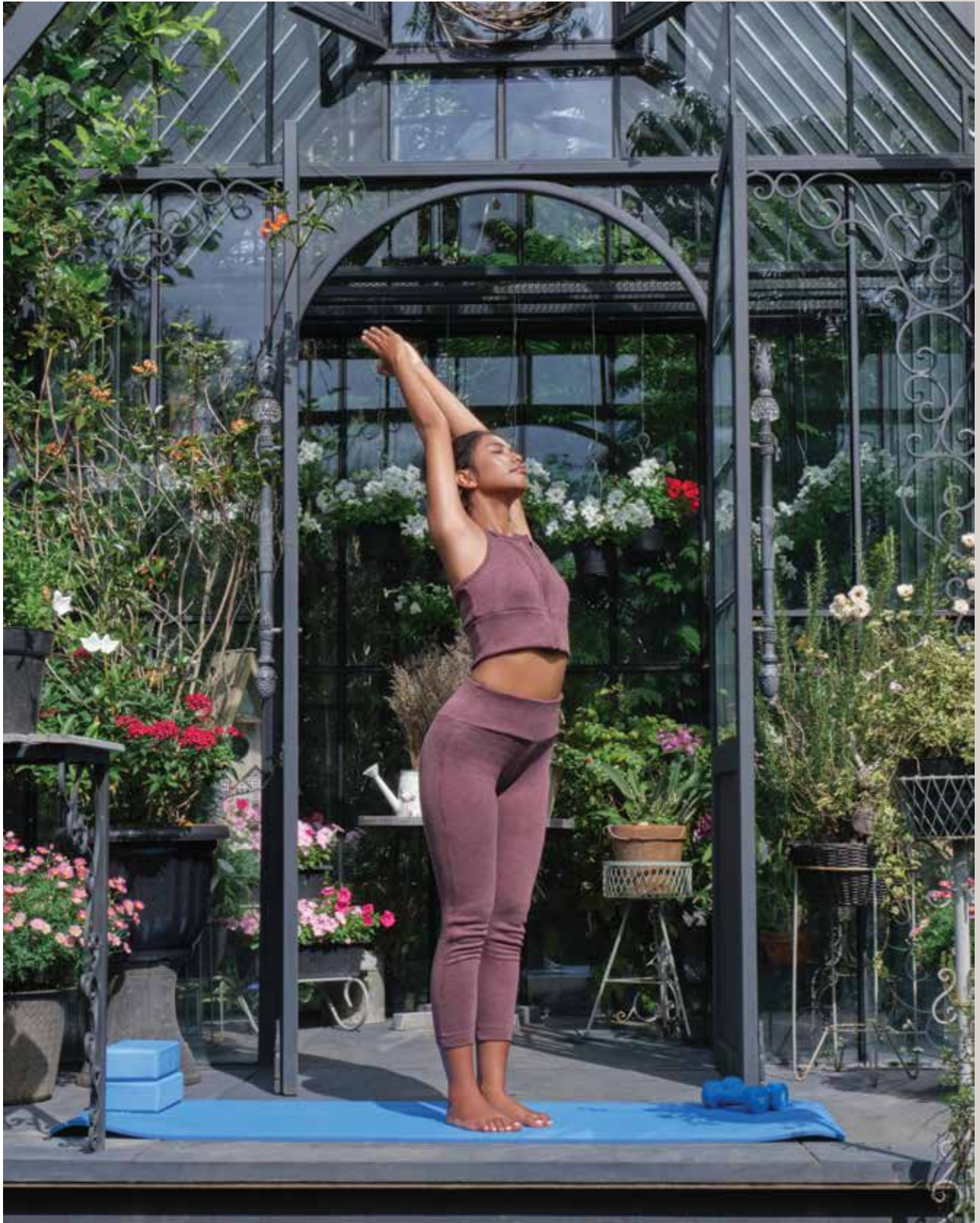
## Doubling on Wellbeing

A generation of young consumers increasingly grappling with uncertainty and burnout has begun to recalibrate their priorities. Millennials and Gen Zs are openly dialoguing about mental health and seeking out slower, more intentional lifestyles as a means of coping with the shared experience of post-pandemic-induced anxiety.

This shift has fueled the rise of two key opportunity categories for savvy brands: the “Outdoor Boom” and the emerging trend of “Sleep Tourism.”

Forward-thinking brands seeking to capitalize on the emerging trends of the Outdoor Boom and Sleep Tourism would be wise to focus on “doubling down on wellbeing”—catering to the growing consumer demand for products and experiences that address physical and emotional restoration.









Picture a durable sweater crafted from a viscose that combines cozy feel of natural fibres, and the elegant drape and warming appeal of premium textiles.

Also, consider some plush, bio-based sheets in calming, earthy tones or weighted blankets infused with the comforting scent of lavender.

Brands that can seamlessly integrate this “doubling on wellbeing” ethos across their product and service offerings will be poised to capture the attention and loyalty of a generation seeking affordable yet transformative sources of tranquility and restoration of well-being.

**Left to right**

**Front zip cropped tank:** 15% Viscose Rayon / 70% Polyester / 15% Cotton

**High waist legging:** 15% Viscose Rayon / 70% Polyester / 15% Cotton

**Printed beach shirt:** 100% Viscose Rayon

**Raw hem denim short:** 12% Lyocell / 88% Cotton







## Sleep Retreats

A new era of travel has emerged, one centered around the pursuit of quality sleep and rest: Sleep Retreats. The roots of this trend can be traced back to the turbulent years that preceded it.

The past few years have been challenging for many. The Great Resignation in 2022 was followed by the rise of quiet quitting in 2023. A feeling of collective fatigue and burnout has set in.

Increased workloads and fewer resources in companies trying to recover from the pandemic have pushed people to the brink. Over 50% of young people struggle with “bedtime revenge procrastination,” further impacting their ability to get good sleep.





Travel brands have recognized this need. They are offering experiences focused on helping travelers get the restorative sleep they crave. These include thoughtfully designed sleep retreats and “sleep hotels” equipped with advanced sleep technology to promote better rest.

Another opportunity for these brands is to create exceptionally comfortable bedding. They can take advantage of the growing demand for luxurious sleep experiences by making sheets that are soft and comfortable. These cozy offerings would provide a soothing sanctuary for weary travelers, helping them get the deep, uninterrupted sleep they need.

**Left to right**

**Trench coat:** 35% Viscose Rayon / 65% Polyester

**Printed long sleeve shirt:** 100% Viscose Rayon

**Beach tie detail dress:** 100% Viscose Rayon

**Ribbed tank top:** 32% Viscose Rayon / 63% Polyester / 5% Spandex

**Ribbed shorts:** 32% Viscose Rayon / 63% Polyester / 5% Spandex





# The Outdoor Bloom

The budget-friendly nature of many outdoor activities, from hiking to camping, presents a valuable brand opportunity. As living costs continue to rise, families turn to nature-based pursuits as an affordable means of respite and rejuvenation. This surge in outdoor engagement is especially emphasized among Chinese consumers, for whom communing with nature has become an aspirational pursuit.

Brands that develop multi-functional offerings tailored to consumers' needs for both style and substance can expect to cultivate lasting loyalty. For instance, by incorporating advanced materials that offer a seamless blend of comfort, strength, and aesthetic appeal. Such thoughtfully engineered textiles can imbue outdoor apparel and accessories with comfort and indulgence.

## Left to right

**Half-zip jacket:** 35% Viscose Rayon / 65% Polyester

**Utility pants with ankle tab:** 56% Viscose Rayon / 23% Linen / 18% Cotton

**Printed craft dress:** 50% Viscose Rayon / 50% Cotton

**Printed bucket hat:** 50% Viscose Rayon / 50% Cotton









Left to right

**Soccer crop t-shirt:** 100% Viscose Rayon

**Boxing shorts:** 40% Viscose Rayon /  
60% Polyester

**Training tracksuit:** 40% Viscose Rayon /  
60% Polyester

**Tennis dress:** 50% Lyocell / 50% Cotton





## Sportcore

The lines between fashion and sports have blurred, giving rise to a phenomenon known as 'sportscore'. A key aspect of sportscore is the growing preference for casual, comfortable attire.

Gone are the days of restrictive formal wear. Today's cohort gravitates towards sporty items that can be seamlessly integrated into everyday wardrobes.

Sporty items like tennis skirts, polo shirts, football jerseys, and basketball shorts are integrated into everyday wardrobes. People want versatile, practical pieces.

Oversized silhouettes enhance this laid-back, street-ready mood, offering a relaxed alternative to form-fitting styles. These loose, slouchy designs channel a sense of ease and nonchalance, allowing wearers to create a personal look that exudes style and comfort.





But the sportscore phenomenon extends beyond current trends; it is also imbued with a strong sense of nostalgia. Brands are mining the archives, drawing inspiration from the beloved aesthetics of the 1990s and the Y2K era.

Relaxed fits, utility-driven detailing, and gender-inclusive silhouettes evoke a sense of familiarity and comfort while aligning with the contemporary consumer's preference for a more mindful and casual approach to athletic-inspired fashion.

To cater to this demand, brands can leverage materials that provide a soft, comfortable feel while delivering the breathability, moisture-wicking, and quick-drying properties typically associated with performance fabrics. By blending the best of both worlds, brands can create sportscore pieces that satisfy consumers' desires for style and practicality.







**Left to right**

**Soccer crop t-shirt:** 100% Viscose Rayon

**Boxing shorts:** 40% Viscose Rayon /  
60% Polyester

**Training tracksuit:** 40% Viscose Rayon /  
60% Polyester

**Tennis dress:** 50% Lyocell / 50% Cotton





# Subcultural Refresh

The rapid pace of online trends, fueled by the rise of social media platforms like TikTok, has transformed the landscape of youth culture in recent years. As 2025 approaches, two distinctly opposing subcultures have emerged, reflecting the polarized desires of young people navigating the complexities of the modern world.

The “kidult” movement – Young adults embracing childlike interests and toys as an escape from the stresses of adulthood. These “kidults” enthusiastically embrace toys, collectibles, and other vestiges of childhood, seeking to recapture their youth’s simple joys and innocence.

The “rave revival” – Youth turning to rave culture to find community and self-expression. This subculture is a resurgence of futuristic, otherworldly fashion, with youth embracing the Y2K aesthetic and pushing it into uncharted territories.





Alongside the rave revival, some young people gravitate towards the emo subculture. They're drawn to the dark, emotive music and fashion to process the sadness and disillusionment of the poly-crisis era.

As these trends flourished, apparel from materials that are durable, breathable, and crease-resistant, brands can help provide solace and a means of emotional release for these young

consumers. Such fabrics can offer a tactile and comfortable experience, allowing the wearers to fully immerse themselves in their chosen aesthetic and relieve daily stresses.







## Kidult

A fascinating trend has emerged: the rise of the “kidults.” These are young adults who are embracing childlike interests and toys as a means of escaping the stresses and pressures of modern adulthood.

“Kidults” love to indulge in childlike play and wonder during their free time. They build LEGO sets, collect action figures, and engage in other activities typically associated with childhood.

### Left to right

#### **Long sleeve with statement collar:**

50% Viscose Rayon / 50% Cotton

#### **Tube top with side lace:**

35% Viscose Rayon / 65% Polyester

#### **Wide leg with tie detail:**

35% Viscose Rayon / 65% Polyester

#### **Button up long sleeve knit top:**

35% Viscose Rayon / 65% Polyester

#### **Flare knit pants:**

35% Viscose Rayon / 65% Polyester

#### **Statement bow sleeveless top:**

50% Lyocell / 50% Cotton

#### **Flare skirt with ribbon:**

50% Lyocell / 50% Cotton





On a more nuanced level, these “kidults” are actively reimagining adulthood, to include more opportunities for play and adventure. They don’t want to return to childhood – they want to create a new, fun-filled version of grown-up life.

“Kidults” often seek products and experiences that evoke a sense of comfort, nostalgia, and playfulness. Apparel made from wrinkle-resistant and easy-care fabrics with a soft and breathable feel can provide solace for these individuals, offering a sense of security and familiarity reminiscent of the carefree days of childhood.

**Left to right**

**Statement bow sleeveless top:** 50%  
Lyocell / 50% Cotton

**Flare skirt with ribbon:** 50% Lyocell /  
50% Cotton

**Smocked ribbon dress:** 50% Lyocell /  
50% Cotton









## Rave Revival

Faced with disillusionment and a yearning for escape, Gen Z has turned to the vibrant, pulsating world of raves and parties. The poly-crisis's disillusionment has also led to a resurgence of the emo subculture. This darker, more introspective movement resonates with youth who feel a sense of yearning and anger in the face of uncertainty.

Yet, this quest for escapism is not solely driven by despair. At live music events, whether raves or emo concerts, youth find solace in knowing they are not alone in their struggles. They connect over their feelings of numbness and anger, finding strength and solidarity in their collective experience.





At the same time, the second space age is happening, characterized by a renewed interest in space exploration and driven by technological advancements. The fusion of the rave revival and the second space age gives rise to a new wave of Y2K fashion. This aesthetic blends the escapism of rave culture with the futuristic aspirations of space exploration, creating a unique and otherworldly look.

The fusion of rave culture and the second space age is giving rise to a new wave of fashion that demands innovative and versatile apparel. Advanced textile fabrics like Lyocell, which can be worn in all seasons, are essential for this trend, providing comfort, functionality, and a futuristic aesthetic.

**Left to right**

**Printed zip up shirt:** 50% Lyocell / 50% Cotton

**Toggle cargo pants:** 35% Viscose Rayon / 65% Polyester

**Denim biker jacket:** 43% Viscose Rayon / 55% Cotton / 2% Spandex

**Printed toggle pants:** 50% Lyocell / 50% Cotton







# Treat Yourself

Young people have increasingly turned to treats for comfort and stress relief. The challenging economic and social climate has driven Gen Z-ers to reframe small indulgences as affordable luxuries, seeking out “micro-moments of joy” to help them cope.

This rising “treat culture” has opened new opportunities for brands. From food and sweet treats to apparel, beauty products, and travel, companies are repositioning a wide range of offerings as desirable “treats.”

One trend opportunity is in food and sweet treats. Consumers, especially young people, seek indulgent options that provide a brief respite. Brands can capitalize on this by embracing

the “Food in Fashion” trend, creating visually appealing and Instagram-worthy treats.

Another opportunity is in the travel sector. With challenges like the climate crisis and inflation, many travelers opt for more hyperlocal, slower-paced experiences. Fashion and lifestyle brands can offer curated “travel break” packages that cater to the desire for cultural immersion and escapism.

Brands and businesses have an opportunity to create apparel using high-white fibres that serve as the perfect canvas for vibrant, eye-catching designs. These fabrics are excellent at holding vibrant colors and detailed prints, making it easy to create clothes that look stunning and are also comfortable to wear.

## Left to right

**Printed jumpsuit:** 100% Viscose Rayon

**Printed crop t-shirt:** 100% Viscose Rayon

**Relaxed shorts with tie detail:** 100%

Viscose Rayon



# Food & Sweet Treats

Food is becoming a new status symbol, especially for Gen Z. Local bakeries are going viral for their popular pastry drops, showing the power of food in driving cultural and social capital. As consumers seek “micro-moments of joy,” the fashion industry is also embracing the “Food in Fashion” trend.

The rise of “Food in Fashion” allows brands to tap into the collective excitement by incorporating sweet treats and fast-food motifs into their designs. This reflects the growing “treat culture” and the desire for indulgent, yet guilt-free experiences through what we wear.

Choosing suitable materials is a small but essential step towards achieving that goal. Certain fabrics can hold onto colors and patterns solidly, allowing designers to create stylish and functional clothes.

As outdoor activities gain popularity, fashion designs can incorporate picnic-style foods that evoke the joy of enjoying nature, whether on the beach or in the woods. Opt for soft, breathable, and smooth materials that cater to consumers’ growing desire for comfort and ‘micro-moments of joy.’

## Left to right

**Printed sleeveless pajamas top:** 50%

Viscose Rayon / 50% Cotton

**Printed relaxed shorts:** 50% Viscose

Rayon / 50% Cotton











## Travel Breaks

The climate crisis, inflation, and geopolitical tensions have reshaped the travel landscape, driving the rise of hyperlocal exploration. Consumers now opt for more sustainable and slower travel experiences, immersing themselves in regional traditions and customs.

This emphasis on sustainable and immersive travel has increased the trend of “travel aesthetics.” Consumers carefully curate their wardrobes to match their destination’s aesthetic, whether creating mood boards for upcoming trips or “set-jetting” to locations featured in popular media.

### Left to right

**Printed beach shirt:** 100% Viscose Rayon

**Raw hem denim short:** 12% Lyocell / 88% Cotton

**Tie strap cami top:** 50% Viscose Rayon / 50% Cotton

**Relaxed crop pants:** 56% Viscose Rayon / 18% Cotton / 23% Linen

**Little sailor dress:** 50% Viscose Rayon / 50% Cotton



Google data reveals a significant 81% increase in searches for “travel aesthetics” over the last two years. Trends like #EuroGirlSummer demonstrate how travel plans directly translate into distinct fashion identities. They want to immerse themselves in the aesthetics, atmosphere, and cultural experiences showcased in the media they consume.

Businesses that keep up with how people travel in this time of climate change will be ahead of the game. Choosing sustainable materials is a great way to build relationships with eco-minded customers. These travelers want to look good and feel good about their clothes, knowing they're made through a sustainable process..

**Left to right**

**Printed beach shirt:** 100% Viscose Rayon

**Raw hem denim short:** 12% Lyocell / 88% Cotton

**Tie strap cami top:** 50% Viscose Rayon / 50% Cotton

**Relaxed crop pants:** 56% Viscose Rayon / 18% Cotton / 23% Linen

**Little sailor dress:** 50% Viscose Rayon / 50% Cotton







**Printed vest top:** 15% Viscose Rayon / 34% Cotton / 51% Polyester

**Drawstring track shorts:** 15% Viscose Rayon / 15% Cotton Scuba / 70% Polyester

**Printed sleeve top:** 80% Viscose Rayon / 16% Polyester / 4% Spandex

**Relaxed short with drawstring:** 35% Viscose Rayon / 65% Polyester



# Fashion-*to*-Earth

From plantation to fashion, materials that are designed to disappear offer a significant step forward in creating a sustainable future for all seasons

**A** new wave of innovation is sweeping through the textile landscape, driven by the growing consumer demand for sustainable solutions. The concept of “designed to disappear” fabrics is gaining traction, offering a promising path toward a more circular and eco-friendly future.

This trend book showcases a collection made entirely using APR materials with high viscose and lyocell content. Lyocell, a new product, is a sustainable and biodegradable fibre derived from a unique pulping process, known for its exceptional softness, breathability, consistency, and strength. This innovative material further reinforces APR's

commitment to providing eco-friendly solutions for the fashion industry.

APR, a leading viscose rayon producer, is dedicated to sourcing renewable wood cellulose and manufacturing efficient, 100% natural, and biodegradable viscose rayon for our textile products. Both Viscose and Lyocell, the products of our innovative processes, are not only durable and functional but also designed to break down safely at the end of their life cycle. By utilizing renewable, biodegradable sources, these materials can decompose naturally, leaving behind no harmful residues or microplastics that often plague traditional synthetic textiles.











The rise of these 'disappearing' textiles represents a significant leap towards a more circular and regenerative fashion industry. As the field of bio-based and compostable materials continues to evolve, the prospect of a future where clothing and accessories can safely reintegrate into the natural ecosystem becomes increasingly tangible.

This shift in the textile landscape is not merely a trend but a fundamental transformation in how we approach fashion design, production, and consumption. By embracing the "designed to disappear" concept, the industry can pave the way for a more sustainable and environmentally conscious future, one thread at a time.

#### Left to right

**Puff-sleeve vintage dress:** 100% Lyocell

**Denim workwear jacket:** 68% Lyocell / 21% Polyester / 9% Cotton / 2% Spandex

**Revere collar long sleeve shirt:** 50% Viscose Rayon / 50% Cotton

**Barrel leg jeans:** 68% Lyocell / 21% Polyester / 9% Cotton / 2% Spandex

**Tie detail knit top:** 50% Lyocell / 50% Cotton

**Printed lace up maxi skirt:** 100% Viscose Rayon





# Brand Feature

Brands are actively exploring new ways to balance sustainability with modern consumers' comfort and aesthetic preferences.

**A**s consumer awareness of fashion's environmental impact continues to rise, businesses in the apparel industry are embracing innovative approaches to create a more sustainable future. Elita Kerudung, Valino, and Ziv, are three Indonesian brands that use biodegradable viscose and lyocell materials in their products.

Hijabs are one of the most frequently purchased fashion items, with consumers seeking striking designs and a soft, comfortable feel against the skin. Elita Kerudung recognizes that daily wear necessitates a material that seamlessly combines the cozy appeal of natural fibres with the elegant drape and warming qualities of premium textiles.

At the same time, Valino expands its offerings to include apparel that embraces a sustainable ethos. These garments feature

relaxed fits, utility-driven detailing, and gender-inclusive silhouettes crafted from soft, durable, and easy-care fabrics. These materials deliver breathability, comfort, and indulgence for the wearer.

Ziv's mission goes beyond just creating beautiful clothes. They aim to ignite the inner spark in everyone, encouraging them to embrace their radiance. By incorporating viscose and lyocell, the brand reflects its respect for the environment.

Viscose and lyocell are game-changing fabrics poised to redefine the future of eco-conscious fashion. Derived from renewable wood pulp sources, these materials are inherently biodegradable, allowing them to safely "disappear" at the end of their lifecycle without leaving behind harmful environmental footprints.







## VALINO

Valino's collection spans the spectrum, from meticulously crafted menswear to versatile womenswear, all united by an underlying sense of minimalist elegance. Whether it's a crisp, long-sleeved shirt or a polished pair of chino pants, each piece is designed to seamlessly transition from the office to elevated daily wear.

As Valino continues to evolve, its embrace of sustainable fabrics like viscose and lyocell underscores its dedication to responsible fashion. By harnessing these materials'

moisture-regulating and breathable properties, the brand ensures that its wearers look impeccable and feel comfortable and confident in their own skin.

These eco-friendly materials can regulate moisture absorption and release with their exceptional fibre structures, ensuring dynamic and breathable performance. Adding lyocell further enhances the fabric's breathability, making wearers feel comfortable, even in the most demanding environments.

**Left to right**  
**Men's white pocket short**  
**sleeve regular fit shirt:** 59%

Viscose Rayon / 18% Cotton /  
 23% Linen



# ELITA

Elita's color palette is a symphony of soothing pastels and hushed nude tones too, evoking a sense of calm and tranquility that is so essential to the modest fashion aesthetic. These delicate hues not only create a modest yet elegant look but also contribute

to the brand's overarching commitment to sustainability.

Whether it's the modern professional seeking elegant workwear or the nurturing matriarch in need of comfortable yet stylish attire,

Elita's designs are crafted to seamlessly integrate into the lives of Indonesia's resilient and self-assured women.

Thoughtfully incorporating viscose and lyocell into their garments, Elita Kerudung has managed to



craft pieces that are not only visually captivating, but also incredibly comfortable and long-lasting. The luxurious textures also lend an air of refined sophistication, elevating the modest wear experience.

**Left to right**

**Aynda shirt wood:** 100% Viscose Rayon

**Trisa tunik broken white:**

100% Viscose Rayon

**Nilam tunik matcha:** 100% Viscose Rayon







Ziv's expansive collection spans the spectrum, catering to the diverse needs of women and men. Ziv is a brand that celebrates self-expression and believes that everyone has the power to shine and create their unique style.

By harmoniously integrating the exceptional qualities of viscose and lyocell into their garments, Ziv has created a collection that elevates the wearer's style and demonstrates a deep commitment to a more eco-conscious lifestyle.



Lyocell and viscose's natural breathability and moisture-wicking properties make them ideal choices for Ziv's versatile designs. These exceptional fibres work harmoniously to keep the wearer fresh and comfortable throughout the day.

The brand is dedicated to designing comfortable and fashionable clothes for all occasions. Whether the daily grind or a semi-formal event, Ziv's Viscose and Lyocell-infused designs deliver unparalleled ease of movement and a sense of confident elegance.

Adopting the "designed to disappear" concept, these Indonesian local brands are leading the charge towards a more circular and regenerative fashion industry. Their commitment to using viscose and lyocell ensures the durability and comfort that consumers demand and minimizes the strain on natural resources and the accumulation of waste.

**Raya top black:** 100% Viscose Rayon

**Mellow autumn in blush:** 100% Viscose Rayon

**Raya top olive:** 100% Viscose Rayon

**Mellow autumn in nude pearl:** 100% Viscose Rayon

**Oversized shirt in black:** 100% Viscose Rayon





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