

TREND COLOR

# SPRING SUMMER

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# 2024



WOOLMARK  
Batch Code 773028022



CUC-889589  
Certified Control Union



CU1179684  
Certified Control Union

# SEASONAL TREND COLORS

## S/S 2024



### 01// MAXIMIZED SIMPLICITY

Simple yet effortlessly chic.

Things that last in time, that can be passed from generation to the next.

The palette is neutral, warm light, with hints of turquoise and water blue.

A lot of color comes from the Mediterranean Sea and its islands, with breath-taking landscapes, each one unique in its own way.



### 02// META COUTURE

The mood is artificial, flashing and iridescent.

Looks are alien-like with strong references to the anime world in terms of outfits and accessories;

They are almost like candy : glossy, colorful and shiny.



### 03// SOUL CARNIVAL

Sweaty, passionate and colorful.

Whether you're going to Coachella or some other

festival or your friend's pool party, don't hesitate

to pull up your most fun look, make it pop and shine

with some shiny Swarovski, feathers or strass.

01//  
MAXIMIZED  
SIMPLICITY

NIMBUS  
CLOUD



MOONSTRUCK



CAPRI



PRISTINE



HONEYDEW



SILT GREEN



CREAM TAN



CORK



02//  
MATA  
COUTURE

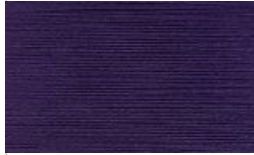
PINK MIST



DAHLIA  
PURPLE



MULBERRY  
PURPLE



ROSEBUD



FLESTA



LILAC HINT



CHARCOAL  
GRAY



METEORITE



03//  
SOUL  
CARNIVAL

GOLDEN  
YELLOW



SPRUCE-UP



SURF THE WEB



ROOIBOS  
TEA



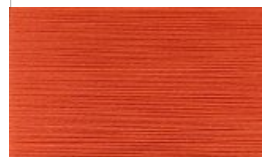
BYZANTIUM



ORANGE  
PEPPER

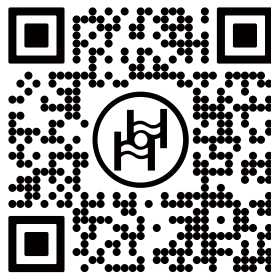


DAHLIA  
PURPLE



BARERRY





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