

A dreamlike scene featuring a sunset sky with soft, colorful clouds in shades of purple, pink, and blue. In the foreground, a calm body of water reflects the sky and a large, dense cluster of iridescent bubbles. The bubbles are of various sizes and show a rainbow-like sheen. The word "DREAMETA" is overlaid in a light blue, sans-serif font, with "aw.23/24°" in a smaller font below it.

DREAMETA

aw.23/24°

DREAMETA YOU'RE SOMEBODY ELSE

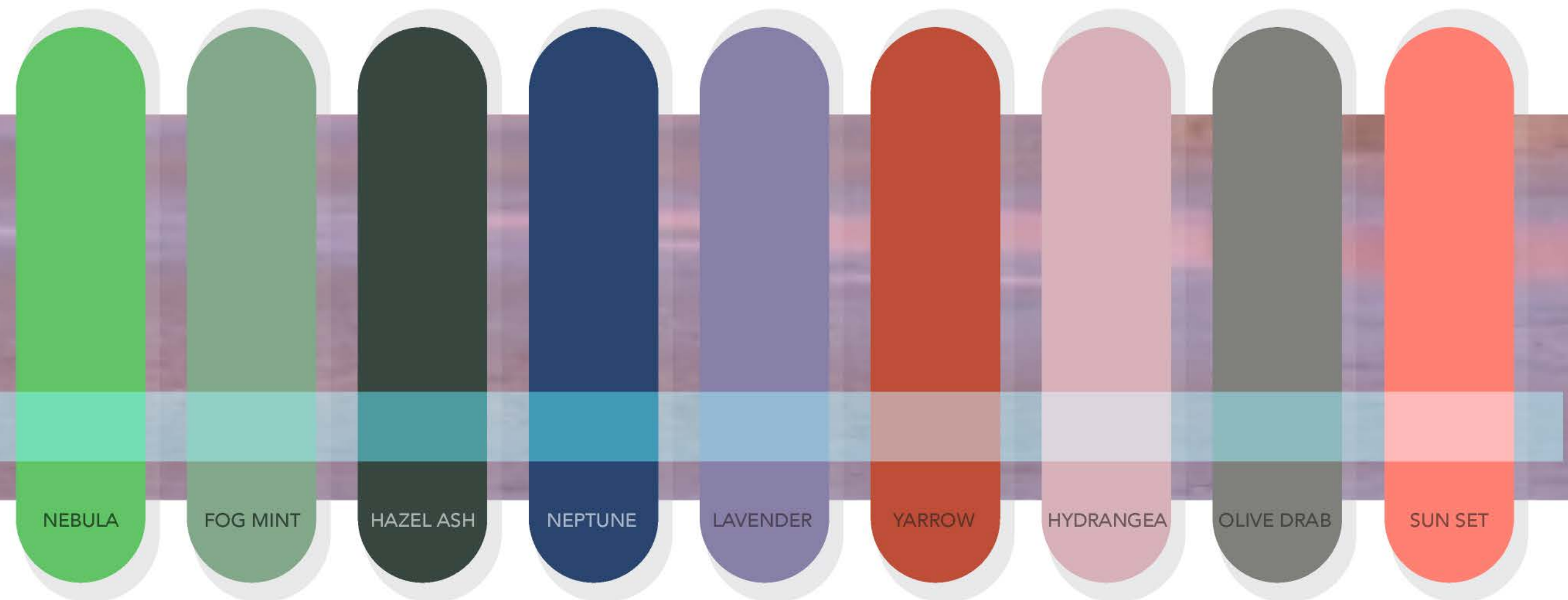
The natural world and the metaverse join together, and new aesthetics are formed. Combine the surprising symbiosis between the beauty of nature and the new force of technology, to imagine and build a regenerate, dreamy digital world.

DREAMETA





This palette blends the soft pastel with the artificial. Intense brights collide with swampy darks, and digital Lavender blend with baked neutrals. Mix pearlescent and shiny versions of the hues to bring a futuristic edge to designs.



NEBULA

FOG MINT

HAZEL ASH

NEPTUNE

LAVENDER

YARROW

HYDRANGEA

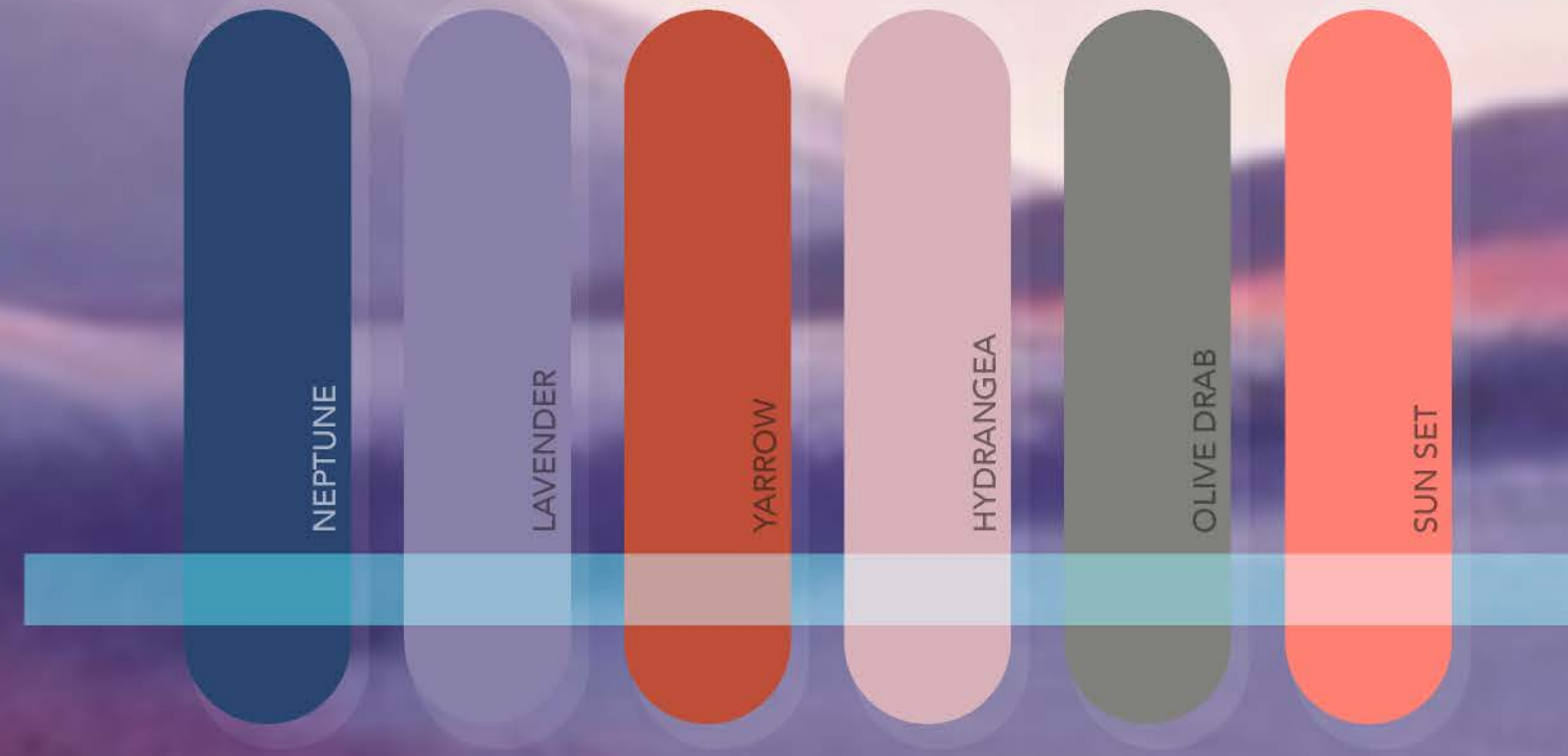
OLIVE DRAB

SUN SET

DREAMETA

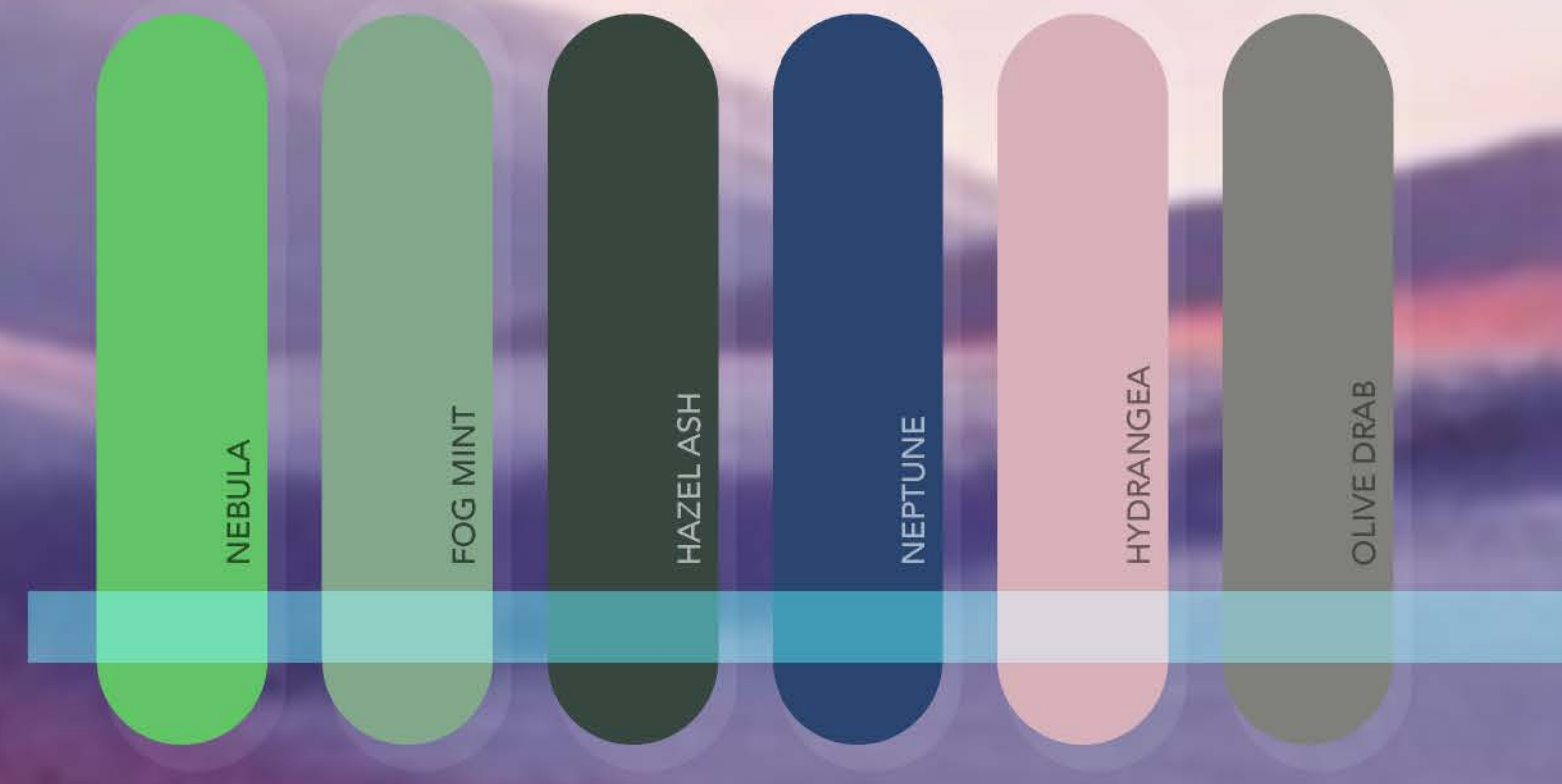


DREAMETA



FOR HER

FOR HIM



DREAMETA





Mood Boosting

aw²³²⁴

B Mood Boosting

Positive mind is boosted with a sense of fun, this energetic and joyful spirit is captured with exuberant expressions. Creativity is increasingly seen as a powerful tool to drive smart solutions. Classic silhouettes are reinterpreted for a new audience via unexpected styling, color combinations, spliced patterns, and exaggerated details.





Mood Boosting

Mood Boosting

Fun and energetic mood express in a joyful way, this palette combines rich and jewel tones such as Fresh Lime, Fresh Salmon, Yarrow, that used as core fashion shades, to be matched with upcycled mid-tones and Ashly pastel for unexpected accents.

COOL MINT

FRESH LIME

CHEDDAR

WILD SALMON

YARROW

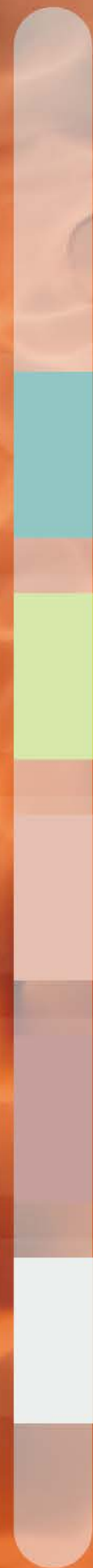
OFF WHITE

LAPIS

SONIC SILVER



Mood Boosting



COOL MINT

FRESH LIME

WILD SALMON

YARROW

OFF WHITE

FOR HER

FOR HIM

SONIC SILVER

LAPIS

OFF WHITE

WILD SALMON

CHEDDAR

FRESH LIME

Mood Boosting

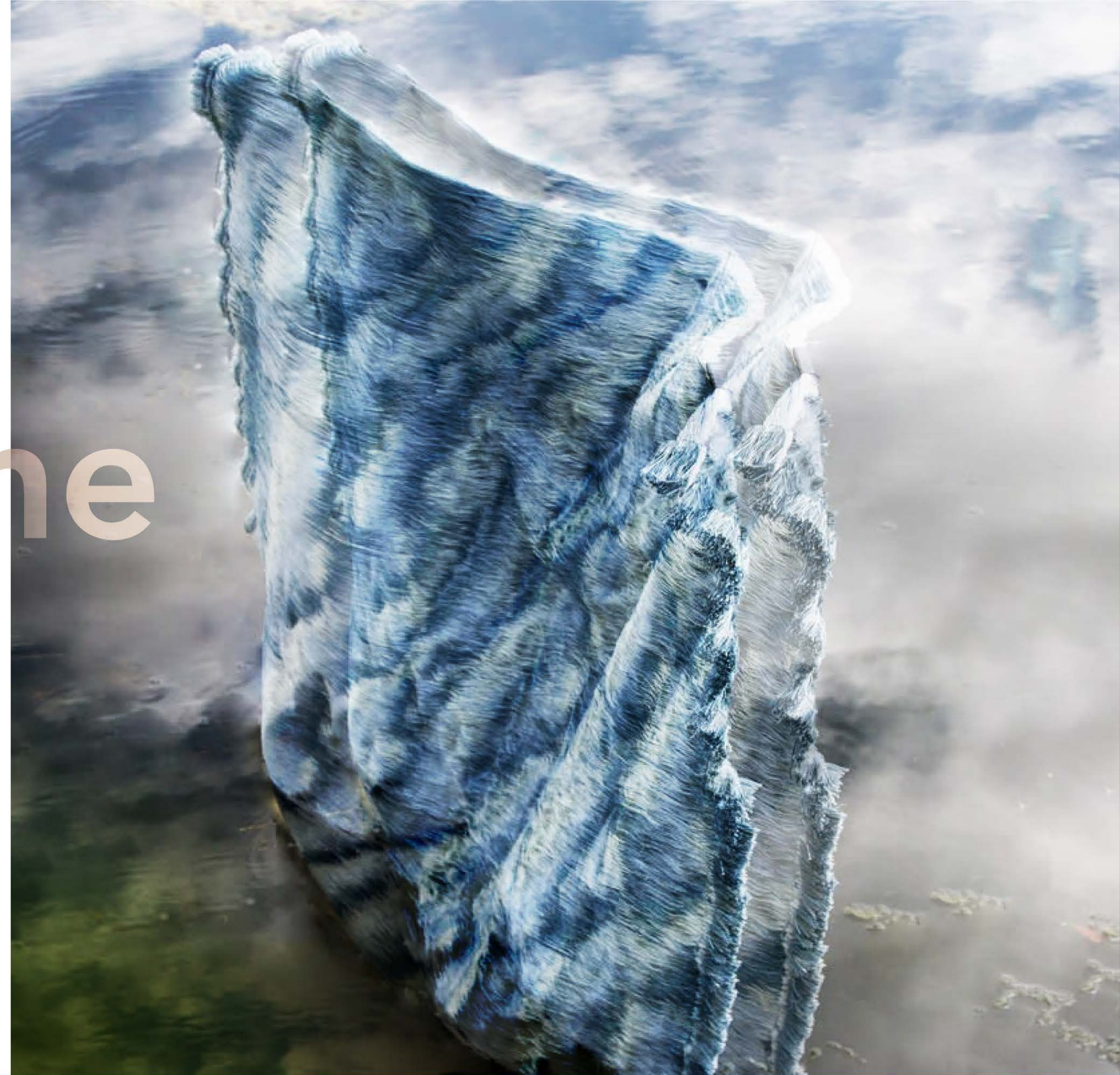


Soft Alpine^{aw2324}



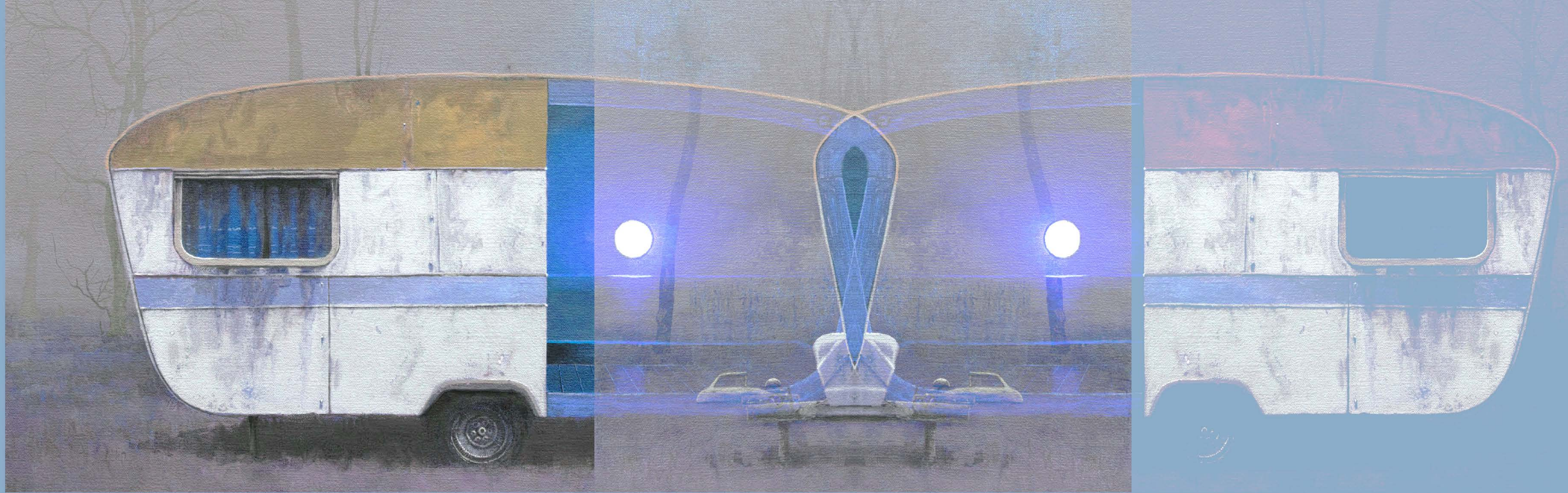
A Soft Alpine

Outdoor pursuits and inspiration from nature continue to capture the imagination. Where functionality and performance came across with heritage fashion. Refresh with peaceful soft pastels and warm energetic brights, and updates cozy sporty pieces with NewNordic aesthetics.



Soft Alpine





The overall mood is anchored by Shibori, Loden Frost, and a range of soft earth tones.

This is a peaceful and grounded palette, balancing energetic brights like Dahlia Purple, and Iceberg with soothing pastels and mild mid-tones such as Misty Rose, New Silver, and Blissful.

SHIBORI

ICEBERG

LODEN
FROST

MISTY ROSE

BLISSFUL

IVORY

NEW SILVER

ANGORA

DAHLIA
PURPLE

Soft Alpine

Soft Alpine



FOR HER

MISTY ROSE

BLISSFUL

IVORY

NEW SILVER

ANGORA

DAHLIA PURPLE

SHIBORI

ANGORA

BLISSFUL

IVORY

NEW SILVER

LODEN FROST

FOR HIM



Soft Alpine