

curating seasonal collections:  
our r&d footprint

## **AW27/28 TRENDS**

urban architecture | structured knit & woven style

elevating the daily silhouette. utilizing high-twist yarns and refined weaving techniques to create sophisticated, structured, and versatile knit/woven coordinates for the modern cityscape.

# THEME COLOR



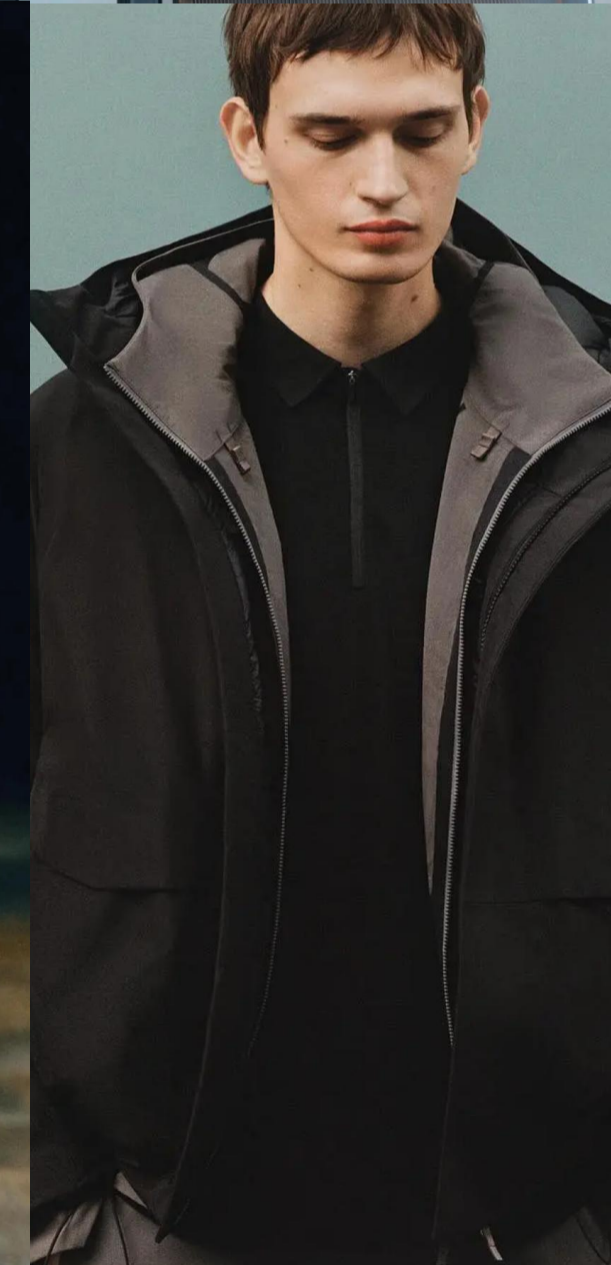
- In the "Urban Travelogue" theme of the 27/28 autumn-winter collection, the cotton and down fabric color scheme combines the soothing and healing nature of the natural earth, the timeless elegance of the vintage style, and the restrained texture of urban commuting to form a symphony of colors, creating a multi-dimensional aesthetic narrative for contemporary urban life across all scenarios.

# Lazy-chic Urban



- Lazy urban style, with urban life as the background, integrates relaxed and casual elements with refined texture. It creates an unforced comfort through natural materials and deconstructed tailoring.

# Dressing scenario



- From neat office wear, relaxed daily attire to light outdoor outings, light business socializing, and all-round functional cross-scenario dressing, it combines style recognition and commercial feasibility, precisely meeting the core demands of contemporary urban people for decent, comfortable, and self-expression-oriented commuting outfits. It has become the most market-appealing style core for men's and women's clothing in the 27/28 winter and spring seasons.

# Contrasting color collar jacket



- The short-sleeved collared jacket focuses on a casual and sophisticated business look, presenting a minimalist and elegant urban aesthetic.

• Detail Illustration



(Fabric details)



(Fabric details)

# BUSINESS DOWN JACKET



- This short-length jacket design, through its sleek cutting, eliminates the heaviness of winter coats, and is suitable for fast-paced urban commutes, weekend outdoor hikes, as well as minimalist layering styles.

- Detail Illustration



(Fabric details)



(Fabric details)

# BARN STYLE JACKET

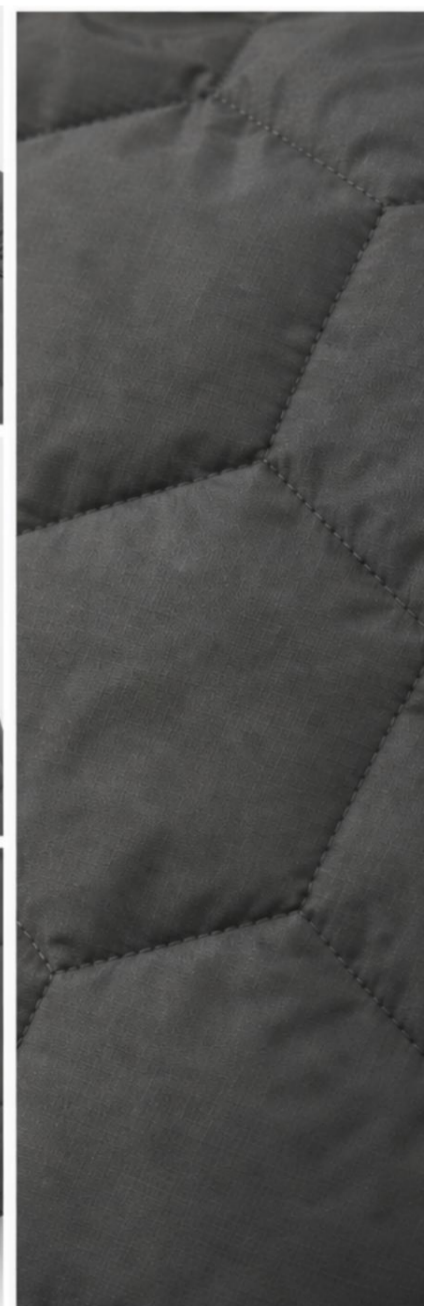


- The lightweight down jacket, with its simple lines and quilted design, meets the demand for versatility. With the uncertainty of the climate, consumers need clothing that can be worn flexibly in different temperatures.

- Detail Illustration



(Fabric details)



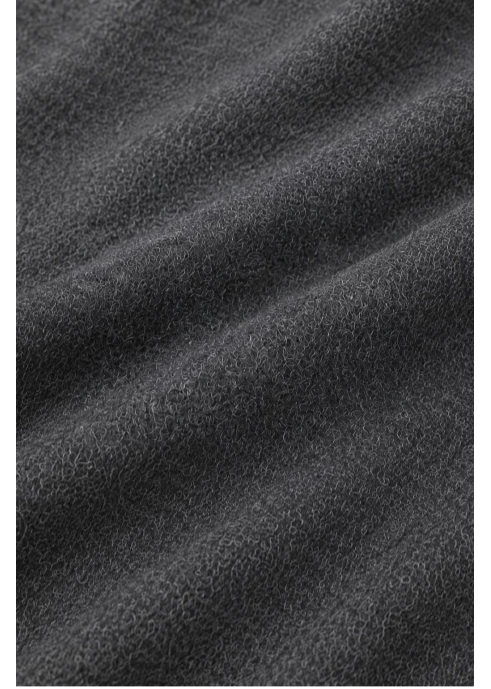
(Fabric details)

# Boxy wool coat



- Clean-cut boxy wool coat in muted earth tones, perfect for both work and casual days—effortlessly chic.

# Detail Illustration



(Fabric details)



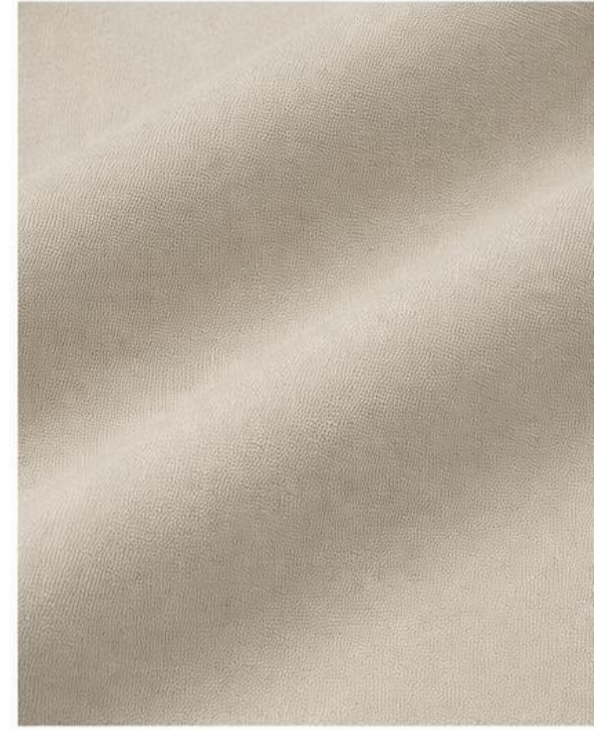
(Fabric details)

# Windbreaker



- The trench coat features clean tailoring and a balanced, relaxed silhouette, infusing urban commuter wear with a light yet powerful expression that adapts to diverse daily scenarios.

# Detail Illustration



(Fabric details)



(Fabric details)

# Blazer



- Crafted with structural power to reshape the silhouette language of blazers, it inherits the personalized expression of casual tailored wear, effortlessly accommodating multi-identity styling transitions from workplace commutes to casual social occasions.

# Detail Illustration



(Fabric details)



(Fabric details)



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