# III 2025 TRENDS



# **Social Sports**

The growing popularity of recreational sports is fueling the development of products that enrich social interactions. As people seek stronger connections and a sense of community, these activities are becoming a key aspect of social life, leading to a surge in innovative product designs. Social Sports introduces practical solutions that combine sport-inspired style with thoughtful functionality to elevate shared experiences.













# **Modern Utility**

Workwear has evolved into everyday staples that seamlessly blend style, functionality, and contemporary values. While maintaining its durable heritage, Modern Utility reinvents workwear with intentional details that merge practicality with modern fashion, emphasizing sustainability, inclusivity, and adaptability.





# **Lasting Luxury**

A mindful movement toward products that prioritize longevity and exceptional craftsmanship. In contrast to the fast fashion and disposable culture, Lasting Luxury embraces enduring quality and refined design—valued for their artistry, lasting influence, and timeless charm. A neutral color palette enhances their versatility and sophistication.









Products that evoke a sense of warmth, comfort, and emotional connection











### **Make it Yours**

Custom build to your suit your branding and goals.













