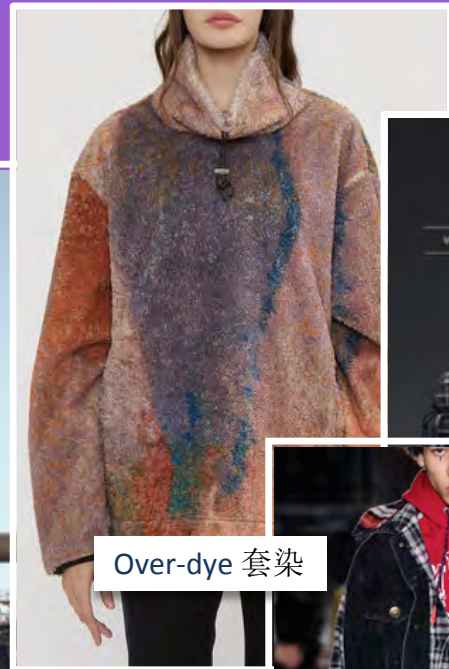


Winter beckons as icy hues and hazy landscapes offer quiet solitude and solemnity, while nesting at home in a cozy environment is the mood of the moment. Materials are soft and comfortable. Eco-friendliness and sustainability are inherent in casual denim, while corduroy is infused with hemp and Tencel. Environmentally-friendly washing and chemical-free dyes are the mantra of the fashion zeitgeist.

在冰冷色调和朦胧景观之间，冬天营造了宁静孤独和庄严氛围，而窝在家中温暖的环境下，则是当下的心情。这个主题的材质柔软舒适。生态环保和可持续性休闲风牛仔布的固有特征，而灯芯绒则融合大麻和天丝。环保洗涤和不含化学品的染料成为时尚时代精神的口头禅。





Over-dye 套染

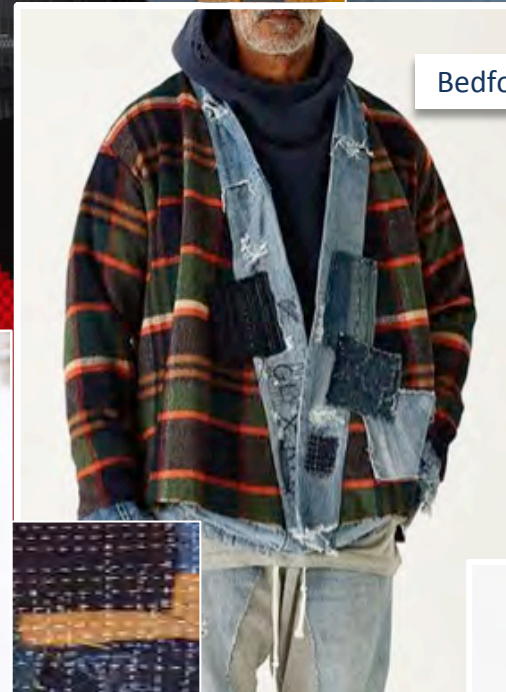
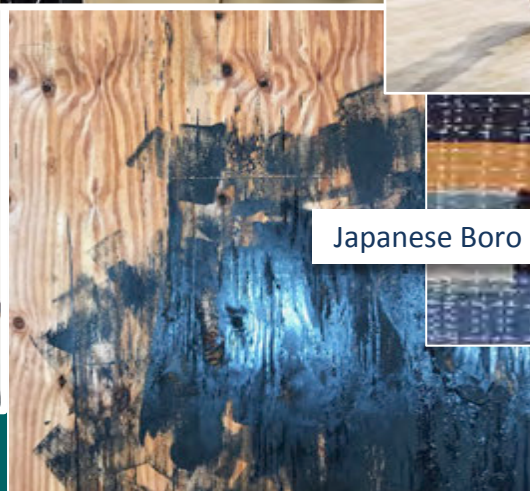


Recycled polyester 再生涤纶

Enzyme bleaching 酶剂漂白



Japanese Boro 日式拼缀



Bedford Cord 经条灯芯绒



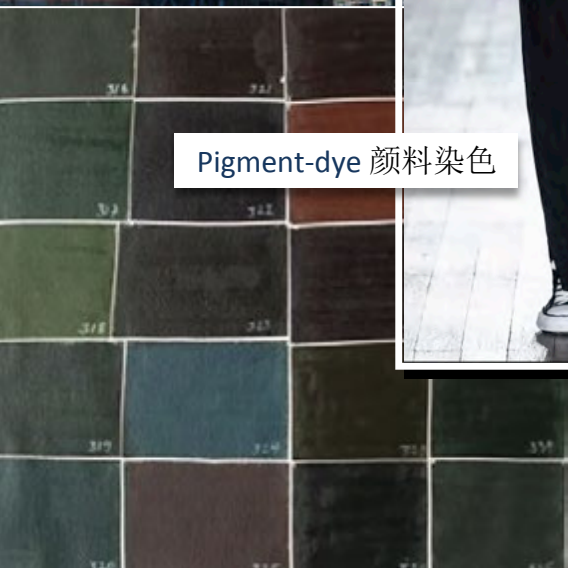
Vintage Plaid 复古格纹



Recycled denim 再生牛仔布



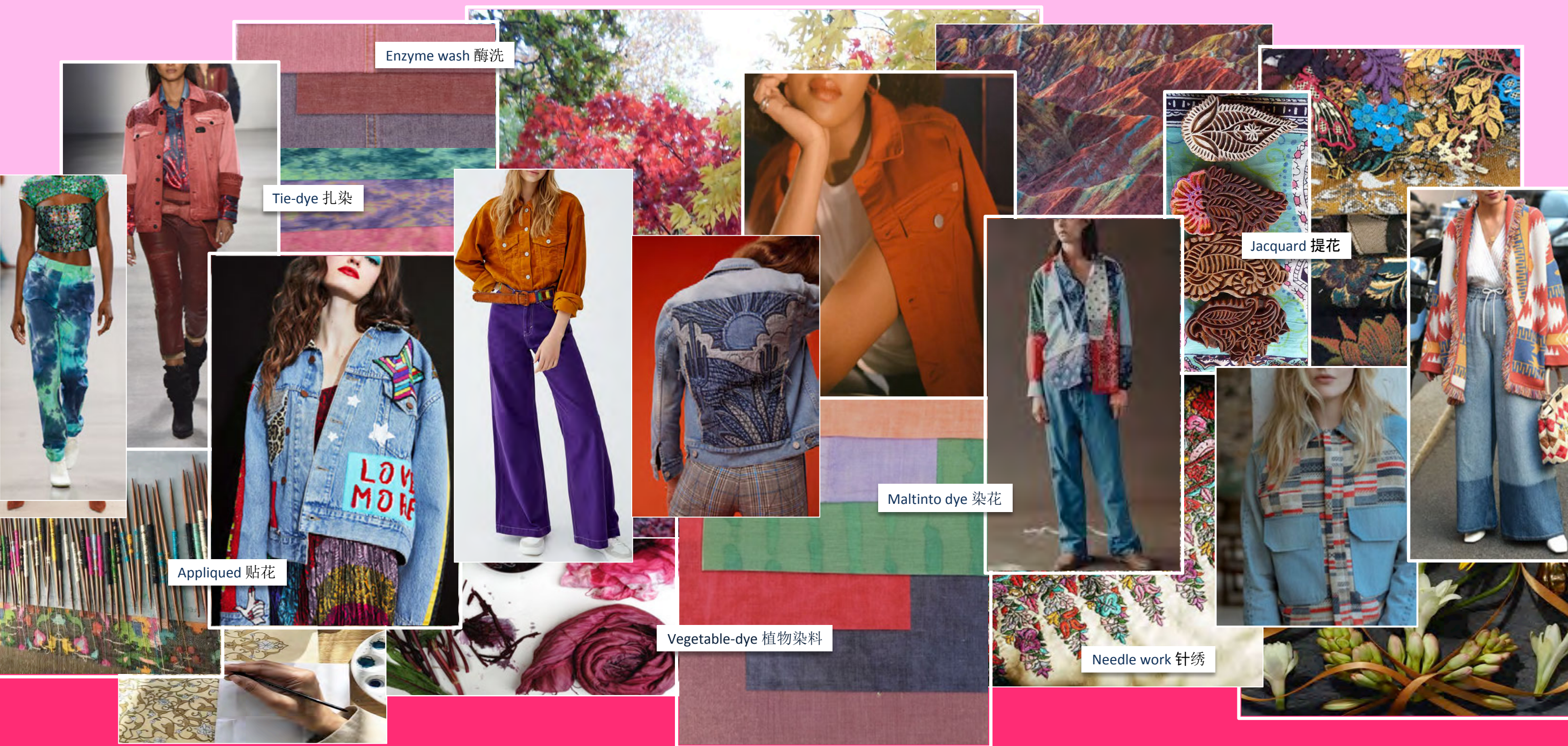
Pigment-dye 颜料染色



Fueled by contemporary nostalgia, an obsession with upcycling of past fashion, fabric and effects gives new meaning to the art of sustainability and an appreciation for the recent past. It is no longer enough to recycle, as saving the planet requires the global intent to reduce, reuse, recycle and remake. In our fascination with former eras, upcycling has caught on globally for both fashion and denim.

在当代怀旧情绪的触动之下，对以往时尚、面料和效果卷土重来的痴迷为可持续发展的艺术赋予了全新意义，也对不久之前的过去有所欣赏。回收利用已不足够，因为拯救地球需要全球致力于减少、重用、再循环和重造的意图。在对过往时代的迷恋中，时尚服装和牛仔布的升级再造已经成为全球盛行的趋势。

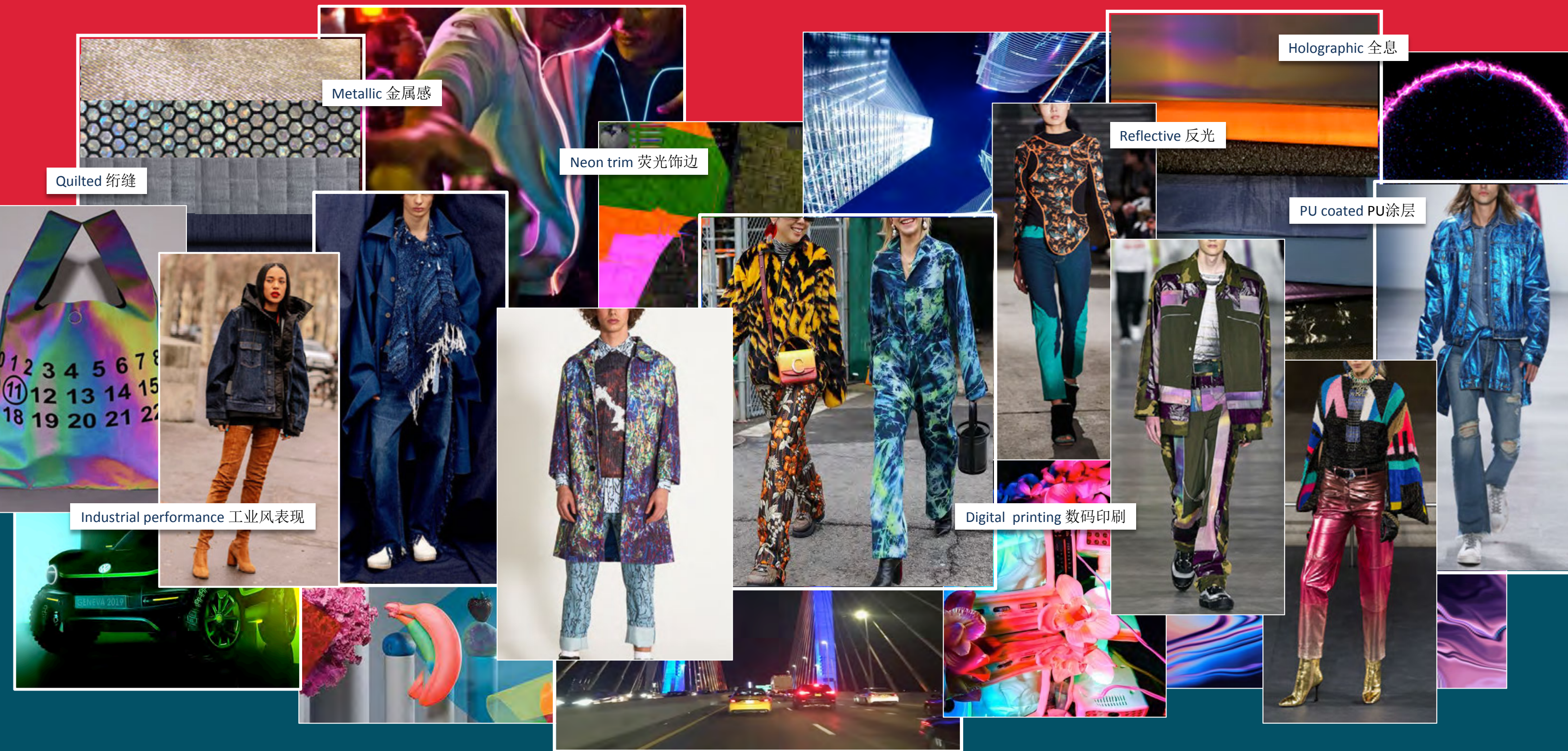




This story transcends seasonality as the rich colour palette is gleaned from changing foliage and unique root vegetables. A strong sense of folklore prevails in pattern, fabric and the handiwork of ancient cultural arts and crafts. Natural dyes take on special significance in winter colour expression for denim. Mottled effects, tie-dye, ombré and batik enhance visual expressions.

这个故事超越季节性，因为丰富色调源自不断变化的树叶和独特的根茎蔬菜。古代文化艺术和手工艺的图案、面料和工艺都呈现强烈的民俗感。天然染料在牛仔布的冬季颜色表达中具有特殊意义。斑驳效果、扎染、渐变和蜡染增强视觉表达。





Virtual reality trumps the real world as imagination and inspiration offer a new experience for the masses. A psychedelic perspective is becoming the norm, as computer-generated colour and abstract images overtake our field of vision. High-tech features, including shimmer and holographic effects, give denim an edge and appeal, aligning it with street culture and its performative sense of identity.

虚拟现实胜过现实世界，因为想象力和灵感为大众提供了崭新体验。随着电脑生成的色彩和抽象图像超越了我们的视野，迷幻视角正在成为常态。闪光和全息效果等高科技功能为牛仔布赋予优势和吸引力，使其与街头文化及其表演感融为一体。