



2023/2024

# TRENDS



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# TRENDS

**Obru**  
Passion for Fabrics



DURABILITY, RESILIENCE, TRADITION,  
AND HOPE: THESE ARE THE ARTISTIC  
PRINCIPLES ENRICHING OUR **TRENDS**  
REPORTING.

SEAMLESSLY *fusing*  
HIGH-DESIGN WITH “DURABLE”  
TECHNOLOGIES AND NATURAL SUBSTANCES  
TO MANIFEST *a new conceptual*  
*aesthetic*

WITH AN OPTIMISTIC STANCE  
ON OUR FUTURE – ONE IN WHICH  
WE CELEBRATE ABUNDANCE RATHER THAN  
SCARCITY.

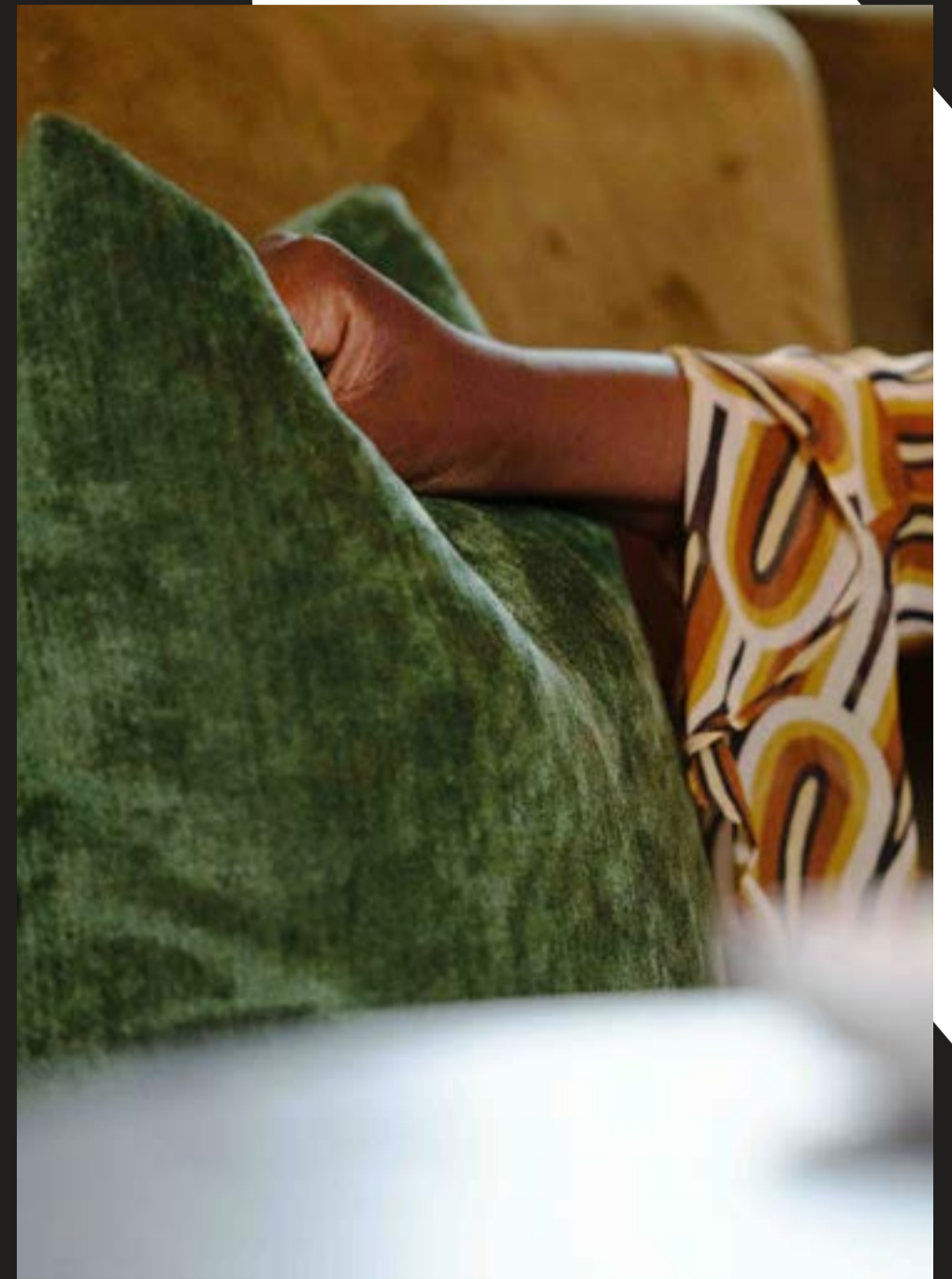
*Be fiercely who you are, in all  
the colours that you are.  
You are alive, and you are  
beautiful.*





*Step into your power and  
its uniquely personal style:  
claim the moment.*

*Dare to be imaginative  
while honouring our  
share cultures of timeless  
heritage and precious  
craft.*





*Harness mindful refection to slow time down, and float freely here in this restorative space.*



*Celebrate abundance, innovate into a kinder, more resilient future for everyone.*

# CREATIVE URGENCY









# Pop Baroque

creates a vibrant world full of funky shapes, round forms, chunky accessories, and, yes, dopamine dressing. It is a celebratory theme that reflects our own return to a more normal social life, tearing down age barriers, inviting everyone to just have fun and experiment with what makes them happy, in all colours from pastels to fully saturated tones.







**UNPARALLELED**  
*escapism*





# FASCINATION

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# The bright feeling

of spring, when you notice, suddenly, that there are buds everywhere you look: the world ready to burst forth again in colour and hope for the future – and that you're there, caught up in the moment, knowing what's to come. The taste of a zesty raspberry soufflé on a morning at your favourite café when the light is so clear that anything is possible.









BE FIERCELY  
WHO YOU ARE,  
IN ALL THE  
COLOURS THAT  
YOU ARE. YOU  
ARE ALIVE,  
AND YOU ARE  
BEAUTIFUL.





HERITAGE

TIMELESS

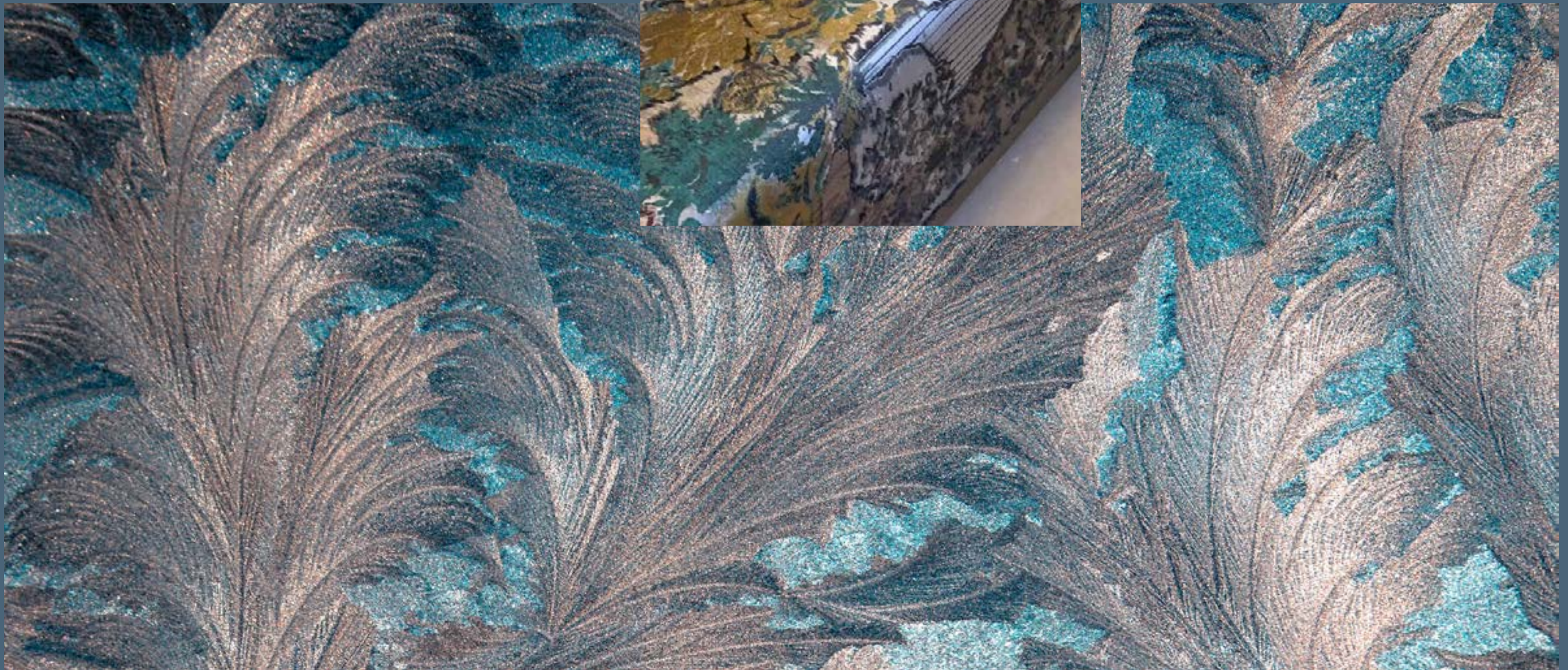
HANDCRAFTED

EMOTION

PRECIOUS

FASHION









DARE TO BE  
IMAGINATIVE  
WHILE  
HONOURING  
OUR SHARE  
CULTURES OF  
*timeless heritage*  
AND PRECIOUS  
CRAFT.

# Oublié

reflects our turn inward to a contemplative, almost mystic place. In a hybrid aesthetic language between past and present, it's defined by grandiose, dark styling and deep, jewel tone colours like emerald, green, peacock blue and garnet red. Here is a world of gilded designs, metallic accents, stained glass, and the lustre of candles.





# Impression

sensually defined by sound,  
by gilded orchestral swells,  
and the feeling of evening  
approaching.

TRENDS



# SCS





# Tradition

is the trend that combines traditional objects and aesthetics into a frothy, exciting cocktail of fashion and interior.

Here we explore worlds of rounded shapes and chic, modern, milky colours, contrasted with artisan products such as terracotta and lacquer, which are bound through craftsmanship and tradition.

This theme is distinctive through its celebration of different kinds of wood in all beautiful, natural shades from ivory to amber.



# RESPECT



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STEP INTO YOUR  
POWER *and its*  
*uniquely personal*  
*style:* CLAIM THE  
MOMENT.



# Pure excitement

in the air backstage, the feeling of  
togetherness and energy—these are  
moments that mark lives. The scent of it  
drifts into the days ahead, filling them with  
possibility.





A photograph of a room with a wooden table on orange pillars, a wooden chair, and a wall of mailboxes. The word "STABILITY" is overlaid in white text on the table. The room features a wooden table with a light-colored top and two thick, orange, cylindrical legs. To the left is a simple wooden chair with a woven seat. The background wall is a warm, reddish-brown color and is covered with a grid of dark wooden mailboxes. To the right, there are dark wooden double doors. The floor is made of large, light-colored tiles. Sunlight filters through a window, casting shadows on the floor.

# STABILITY





# ORIGINAL





# Stillness

is about purity and a quality of mindful  
peacefulness. Colours here are earthy, muted and  
oxidised. Objects with a 'slow movement' feel to  
them, such as handcrafted goods and those with  
woven textures, bring our attention to the present  
in a mindful, friendly way. This is a gentle world,  
with soft curved materials.





HARNESS MINDFUL  
REFLECTION TO *slow*  
*time down*, AND FLOAT  
FREELY HERE IN THIS  
RESTORATIVE SPACE.



# SECRET











## The taste

of stillness is cool and smooth, and it smells sweetly of vegetation after rain. The sound of birds chirping to each other in midsummer. The feel of pebbles under your feet as you walk into a calm sea to swim.



A person is standing in the center of a large, indoor jungle environment. The space is filled with tall, slender trees and dense foliage, creating a lush, green atmosphere. The ceiling is made of a grid of dark metal beams and large glass panels, allowing natural light to filter through. The person is wearing a dark jacket, light blue jeans, and dark sneakers. The overall scene conveys a sense of nature and sustainability.

CELEBRATE  
ABUNDANCE, INNOVATE  
INTO A KINDER, *more*  
*resilient* FUTURE  
FOR EVERYONE.





# Durability

reveals itself in its fresh palette, reflecting our evolved outlook on life. Natural colours like grey, beige, sand, dissolve out into pastels, and flare back around with rich, full pigment bright shades like cerise, cayenne orange and cadmium green - elegant, and bold.



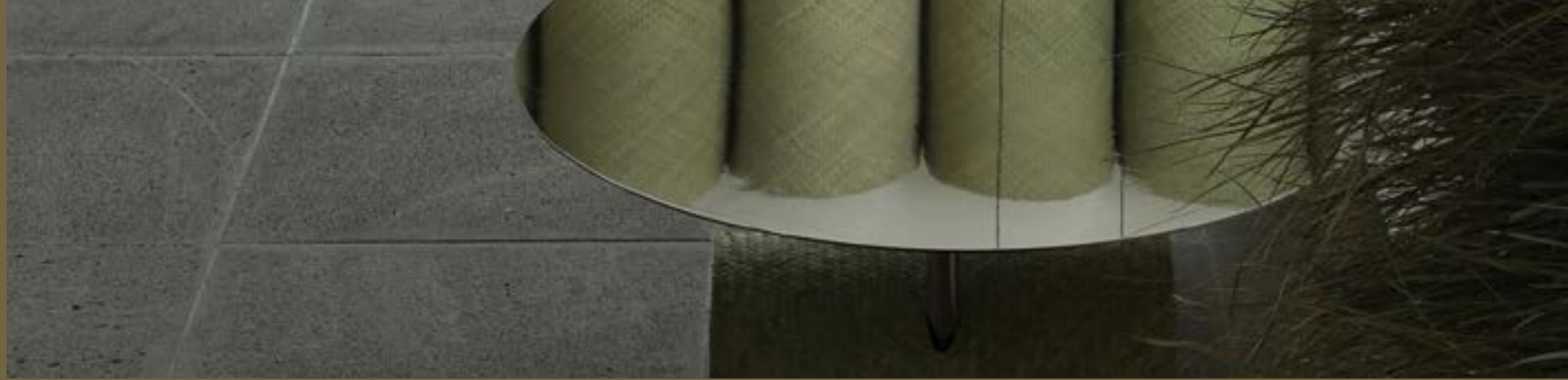


# GREEN *Obsession*









# CRAFTMENT





## Nature

is something you feel in your hands,  
following the creation of an artisan object  
from the rough irregularities of raw wood  
down to the smoothed out, finished feel in  
an exquisitely crafted piece.

