

TR

Obru
Passion for Fabrics
2024/2025

EN

DS

TR FINDS

Wonderland
Personal wonder
Botanical myth

Alice



TR

Transform

Escape from reality

Desire to change



TREN

Transformation

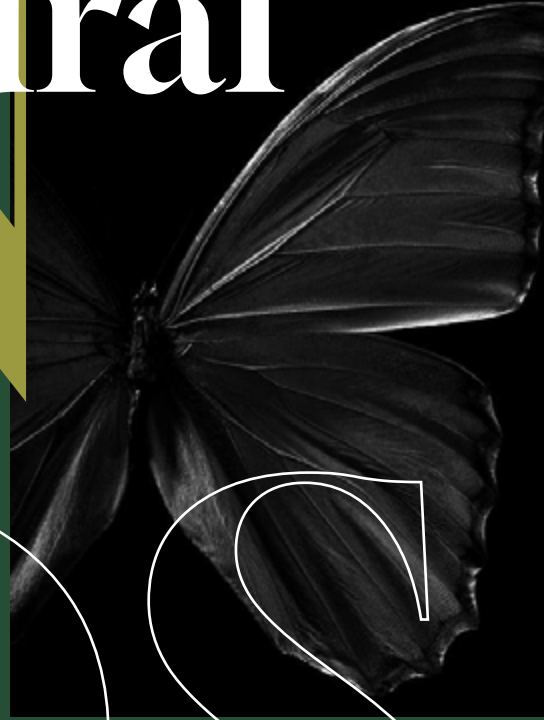
TRENDS

Super Natural

Connection to nature

Rise of dark colours

Essential greens





TR

EN

Slow colours

Emotional connection

Comfort

Know-stalgia DS

TRENDS

South Scene

Tribal influence
Decorative design
Cultural tradition





Alice

ALICE needs no special introduction. This theme draws heavily on the whimsical universe of Alice in Wonderland, wandering through the frequently surreal world of personal wonderment.

It's a spiritual cousin to our Pop Baroque trend of last year, but this family member is obsessed with the deep, silent imagination of plants and botanical myths.

The energy of ALICE is one of enchantment and constructive daydreaming. It singles out those moments where we find awe in everyday life, discovering new ways of seeing the world.

It's defined by funky, surreal product design, furniture, and silhouettes.

A world of WONDER

botanical myth



ALICE could stand for "A Life In Constructive Enchantment", calling us to allow our joys to change our worlds.







sunrise
pink





immaginazione



tridolles orainge





curiosity



Celebrate the pure joy of leaning into your personal weird wonderfulness.



personal

wonderful





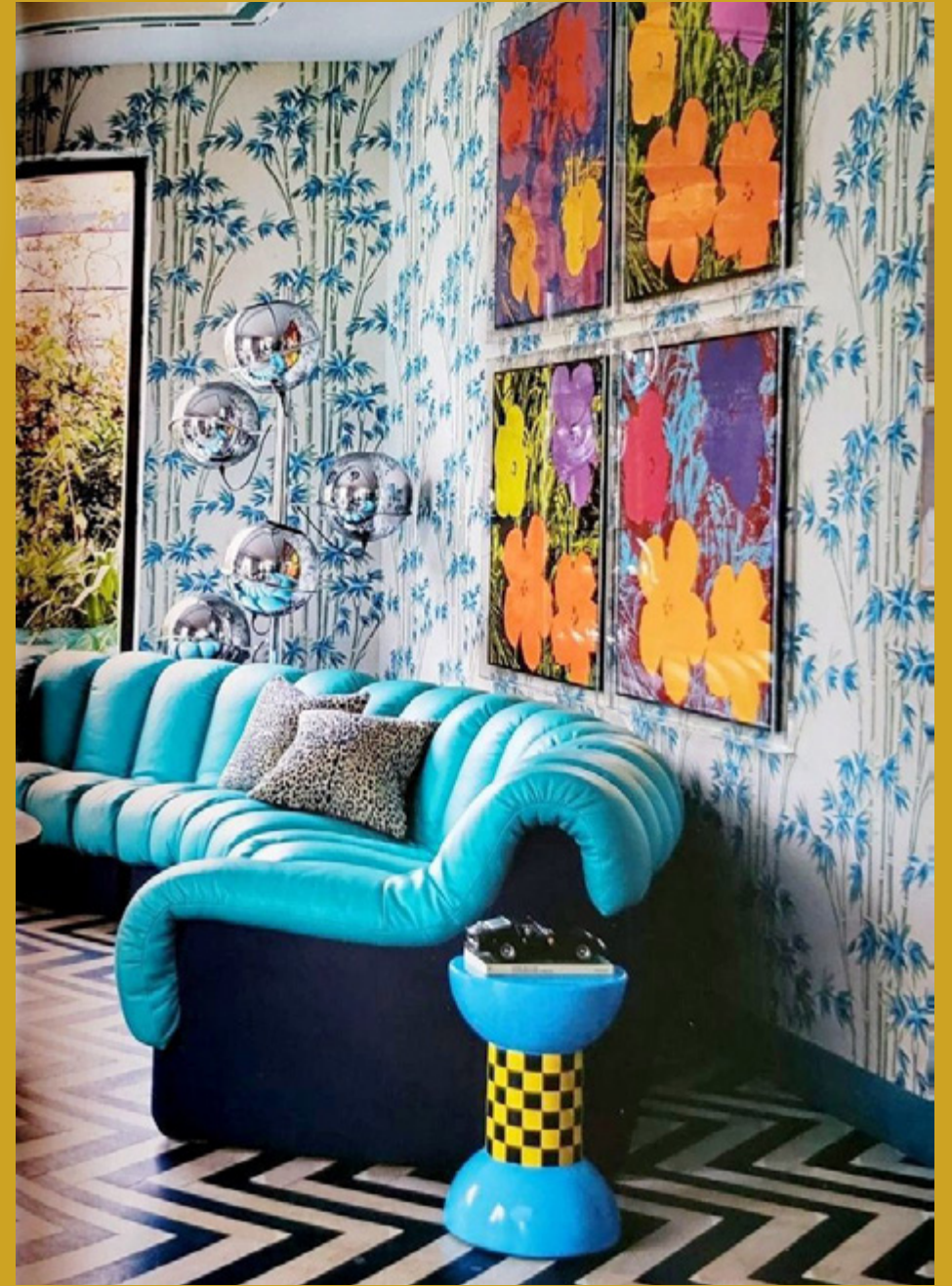
Dive into funky, surreal product design, furniture, and silhouettes.

personal wonder





“Embrace bold colour”

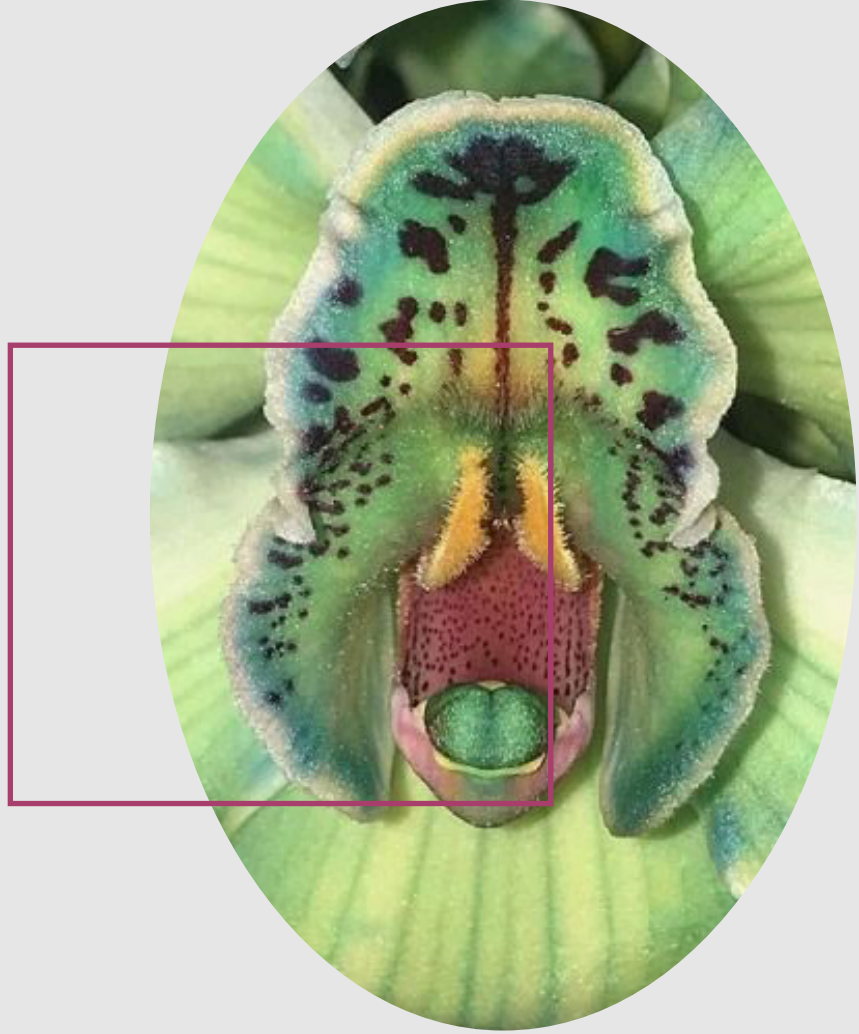
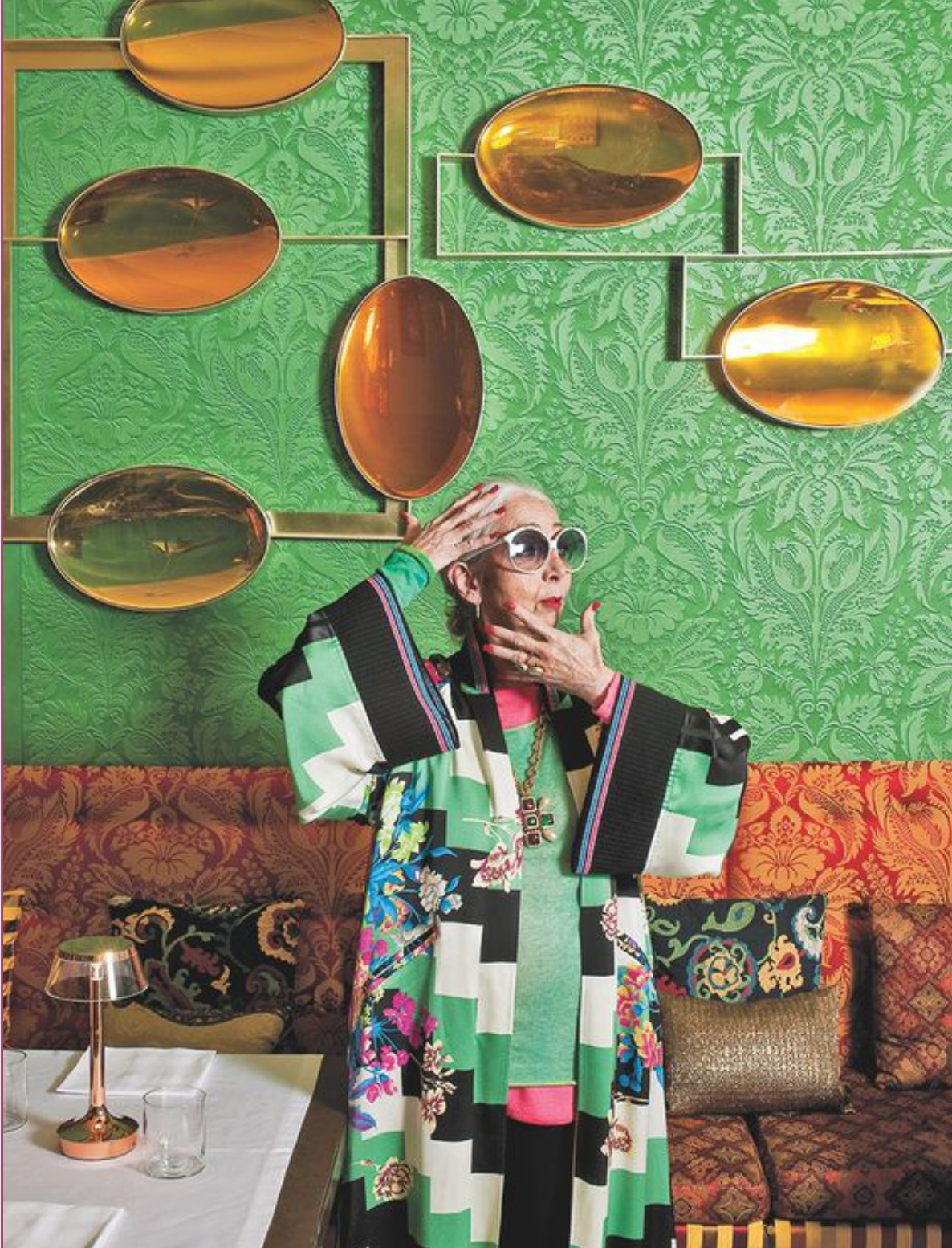




acqua green

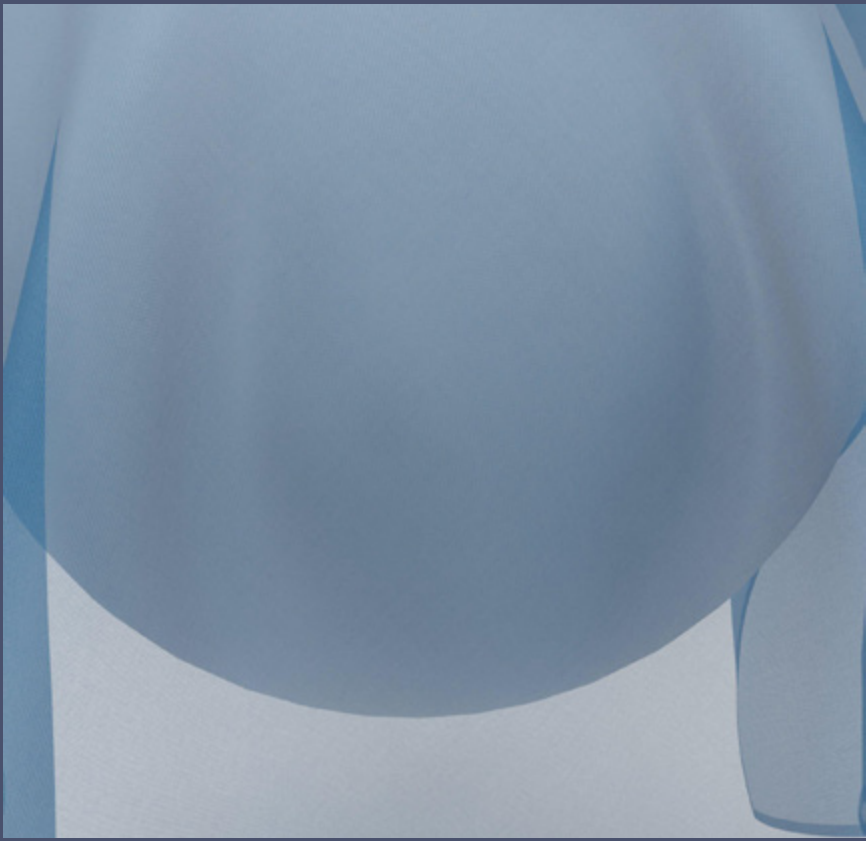








indigo

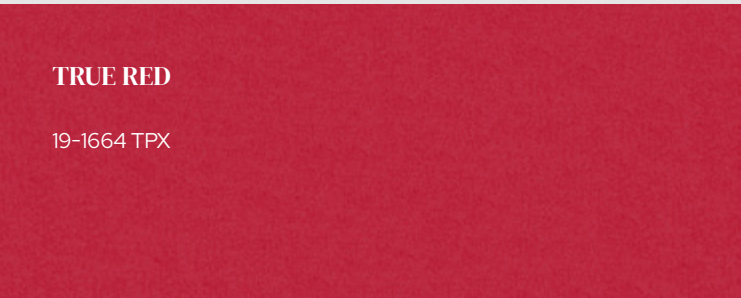


Alice



CACTUS FLOWER

18-2326 TPX



TRUE RED

19-1664 TPX



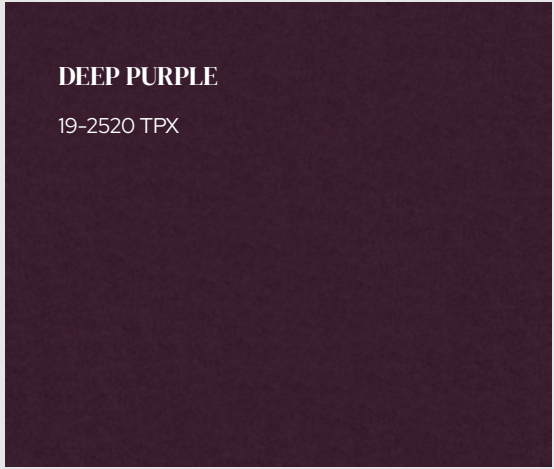
BRISTOL BLUE

17-4818 TPX



BLUE INDIGO

19-3928 TPX



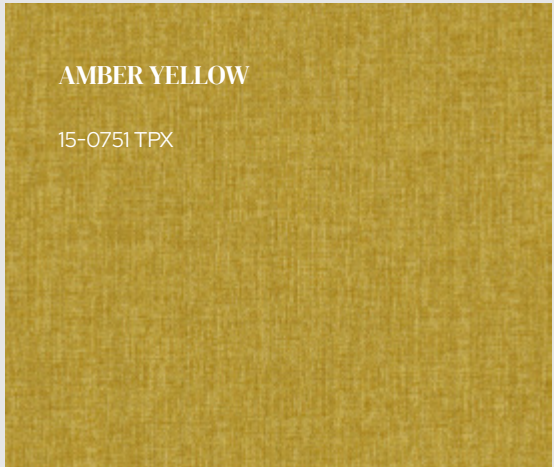
DEEP PURPLE

19-2520 TPX



APRICOT ORANGE

17-1353 TPX



AMBER YELLOW

15-0751 TPX



Transformation

In a world that can feel chaotic, TRANSFORMATION is a theme that highlights our ability to control our own evolution.

The energy of TRANSFORMATION is one of unfolding. We're moving away from the 'tried and true' systems of the past to celebrate possibility in design in all its forms.

This theme is defined by cocooning shapes and shifting forms, and through sheer, cloudy textures and effects. The lines between technology and nature blur softly as we embrace our need to step out of rigid definitions and evolve.

A shift to RENEWAL







transform





erysallis pink





morning blue







This theme is characterised by soft, rounded shapes and fluid forms, and through translucent, hazy textures and effects.



Shift to
mountain



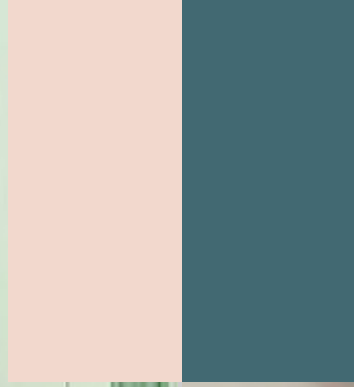


With the energy of 'TRANSFORMATION', we're moving away from the 'tried and true' systems of the past and celebrating possibility in design—in all its forms.

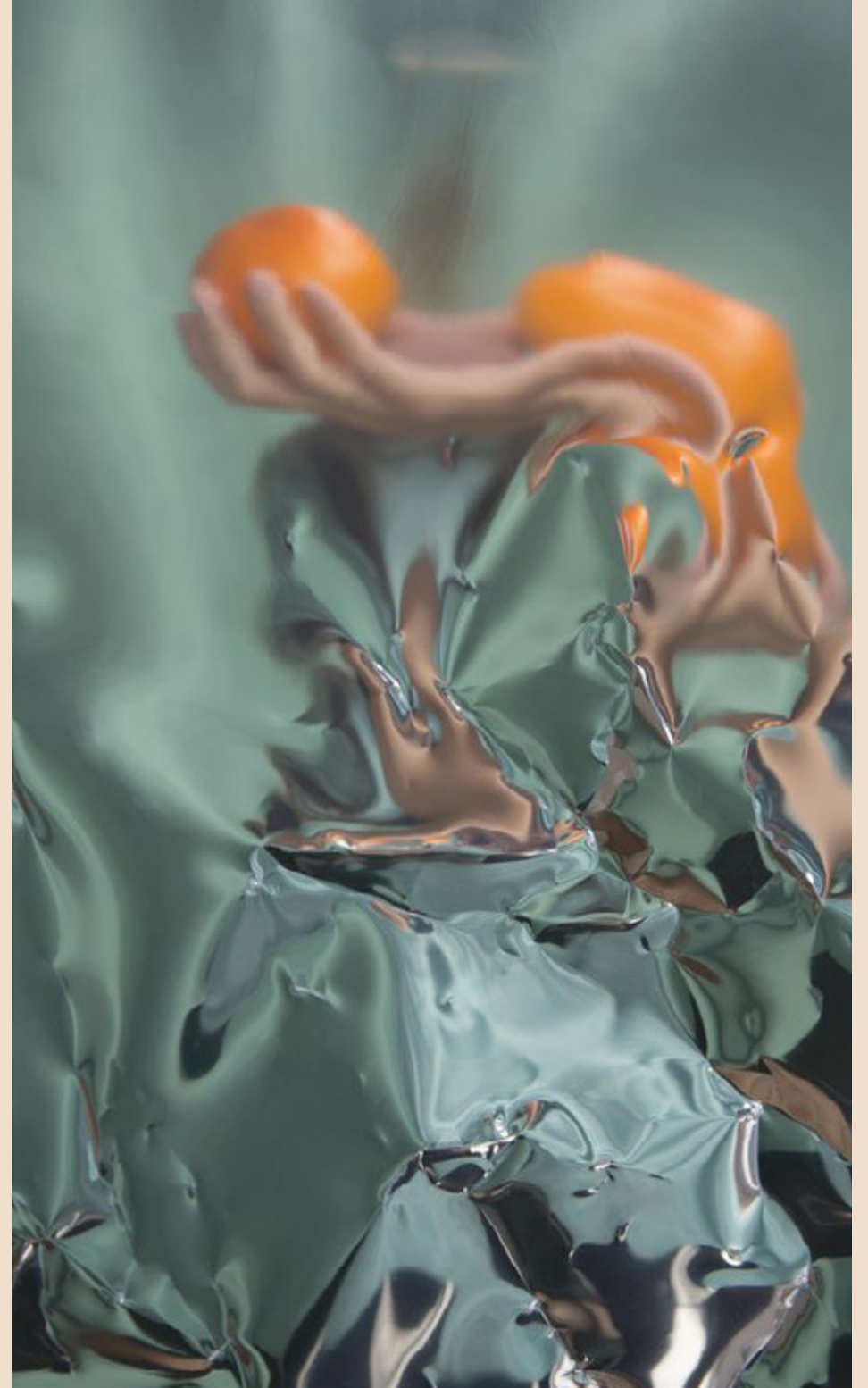


By embracing the potential of design in all its forms, we're moving away from conventional systems of the past and celebrating the possibility of new beginnings.

Escape from reality

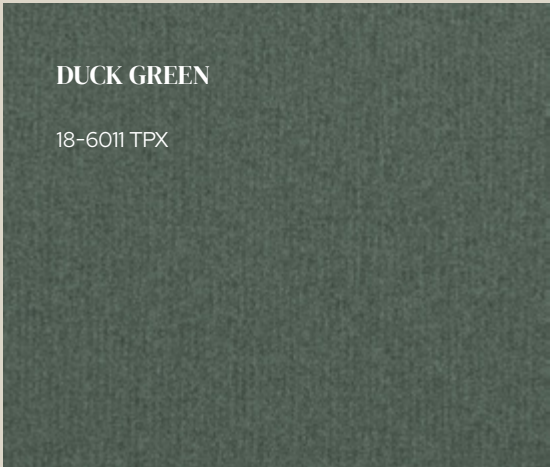
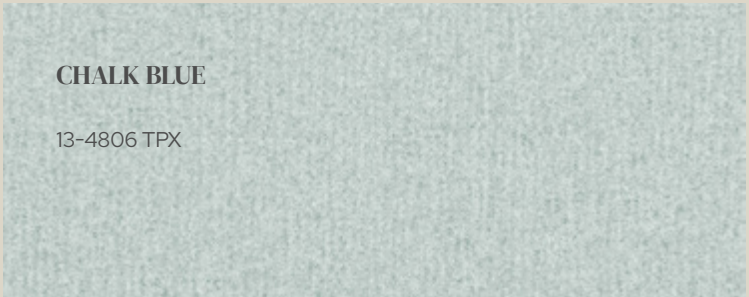
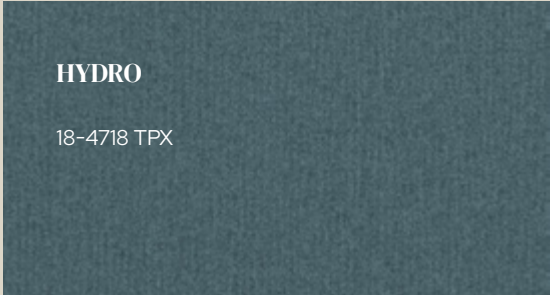
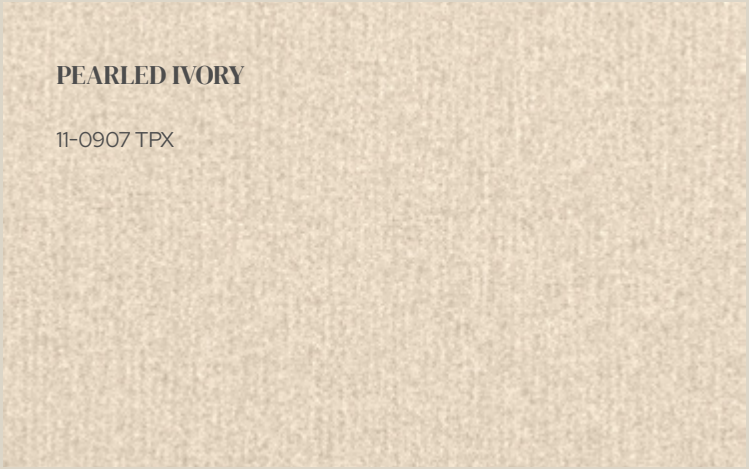
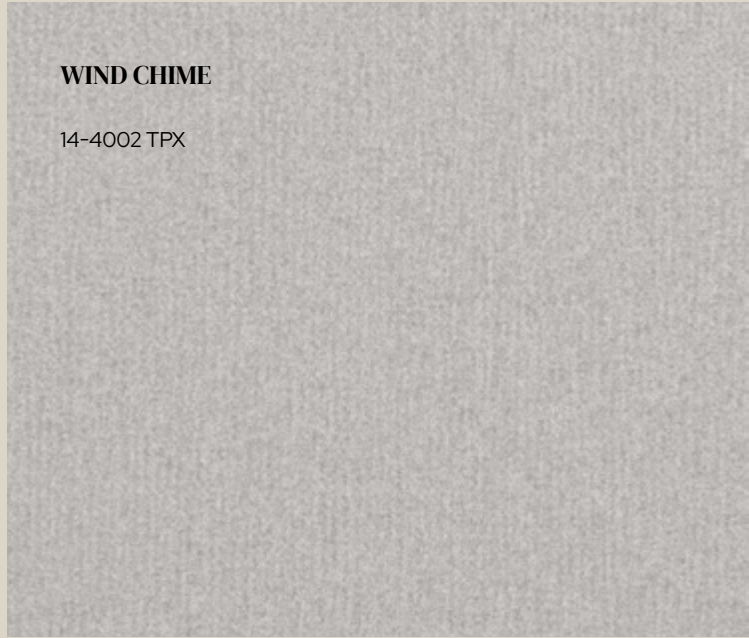


*Sense of
control*
in chaos





Transformation





Super Natural

SUPER NATURAL elevates our connection with the earth from something hidden away inside ourselves to a clean authenticity. It celebrates our authentic connection with the earth and the reality of it. As a theme it highlights the fact that our connection with the earth is more than through 'natural' materials or 'organic' shapes: instead, it's a fundamental part of us and not so easily explained away.

SUPER NATURAL is a strikingly dark theme, colour-wise, containing essential greens and darker tones. It's defined by projects and products that reflect the uncomplicated reality of the world we're in.

Connection to NATURE



Rise of dark colours



mysterics

brown









COIRE acceptance

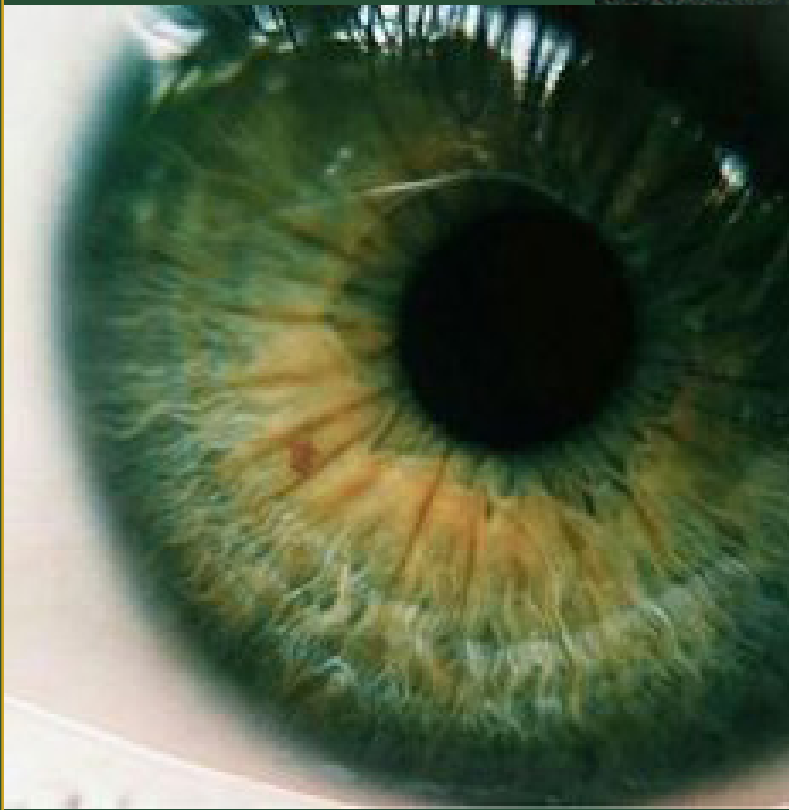


The SUPER NATURAL theme is characterised by a dark colour palette. It is inspired by the simplicity and authenticity of the world around us, and is reflected in the projects and products that embody this spirit.

olive green



SUPER NATURAL is a strong, dark theme that heavily relies on jewel-tone greens and mysterious tones.



essential greens



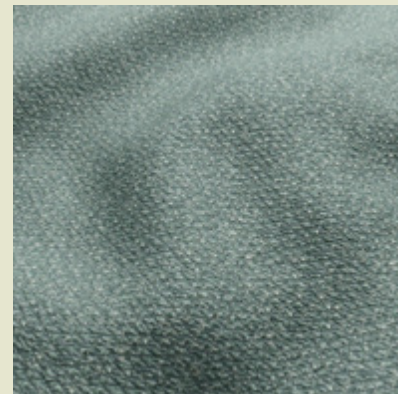






future green

Celebrate our authentic connection with the earth and all its flora and fauna. See the reality of life, and all the stages in its cycle, as something affirming and empowering: from beginning to end, all life will go on.







Our connection with nature goes beyond a simple reliance on natural or organic materials—it's an essential part of who we are.



Move to core acceptance



A deeper connection to nature

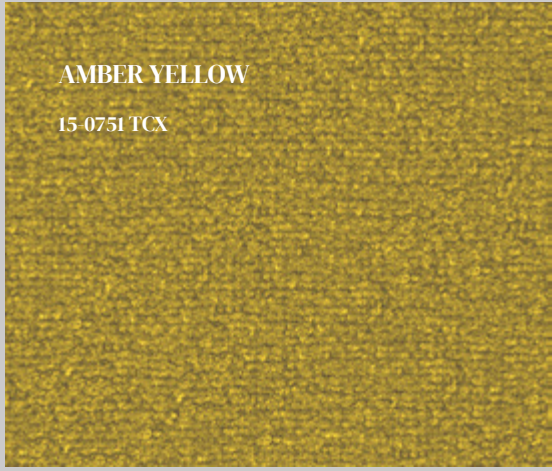
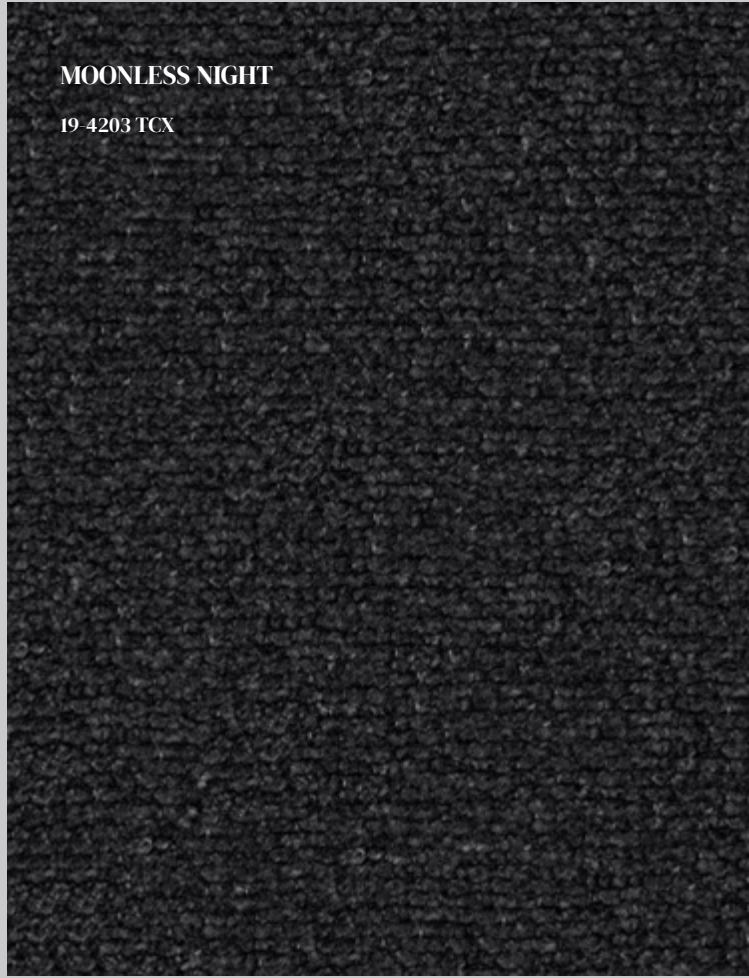




By embracing the natural world, we can find a sense of clarity and purity that is often missing in our modern lives. This connection with nature is a vital part of our well-being, and the SUPER NATURAL theme seeks to celebrate this bond.



Super Natural





Know- Stalgia

SOUTH SCENE

KNOW-STALGIA

SUPER NATURAL

TRANSFORMATION

ALICE

KNOW-STALGIA is our playful take on nostalgia and self-awareness. It's a combination of the comfort that the familiar brings us (the nostalgia) with moving forward into the future and embracing change (we know that the familiar feeling is just as important as the new, exciting stuff).

The energy of KNOW-STALGIA is one that's deeply emotional and connected with the things that inspire us. It's a theme that celebrates our collections, especially the private ones in our homes (we all have those, don't we?). It's also a celebration of the public, collective collections we have: Marvel films are a perfect embodiment of this affectionate 'nostalgic' group participation.

Colours for KNOW-STALGIA are the slow-growing kind, grounded and earthy to represent the ways in which the familiar sights and fixtures of our lives make up the deep bedrock of our lives.

slow
GOODS



familiar is as
important as new

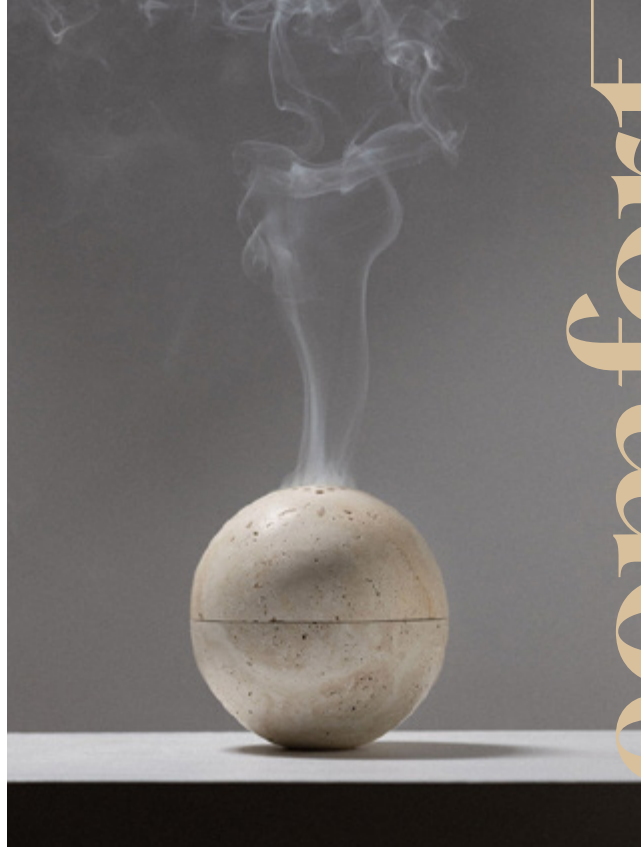






Be inspired by the concept of slow growth and the importance of letting things take their own time.





comfort







fusion of retro reference



bournt sienna

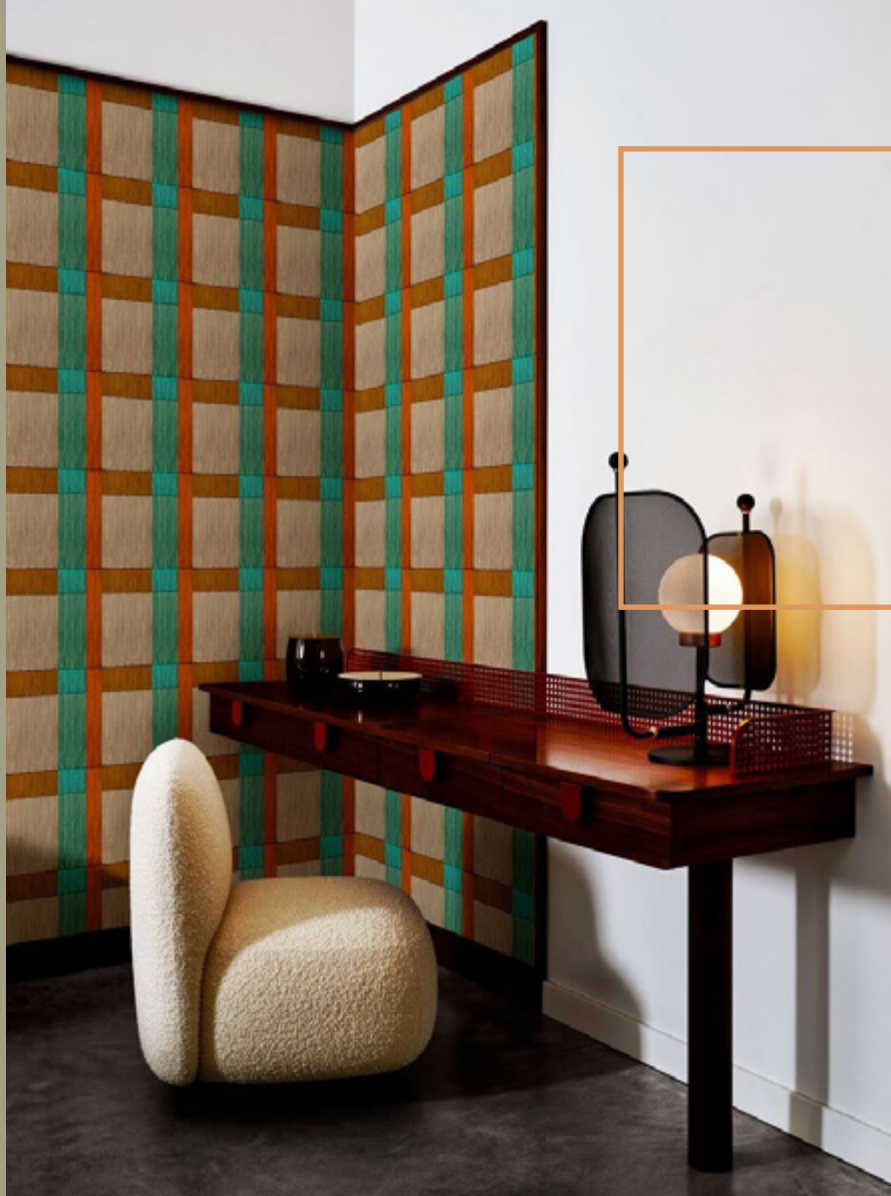




new retro

references





KNOW-STALGIA is our playful take on self-aware nostalgia. It's the comfort we feel when we know something will be familiar to us, but not in a bad way; instead it lets us relax into change as well—it helps prepare for what's next by remembering how things were before.



oyster
white





embracing change

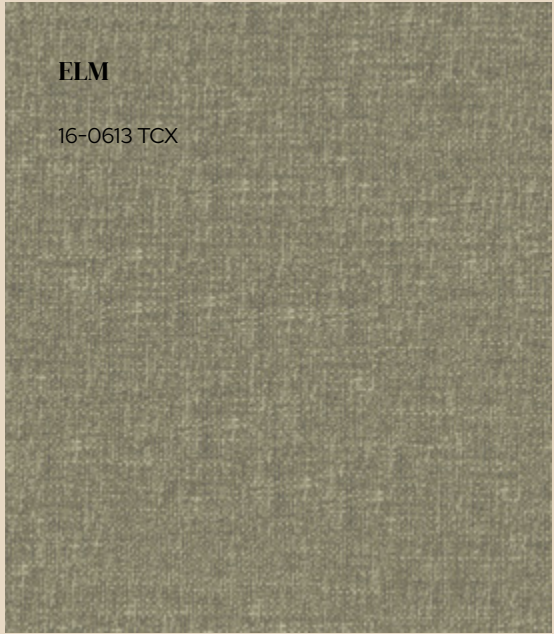
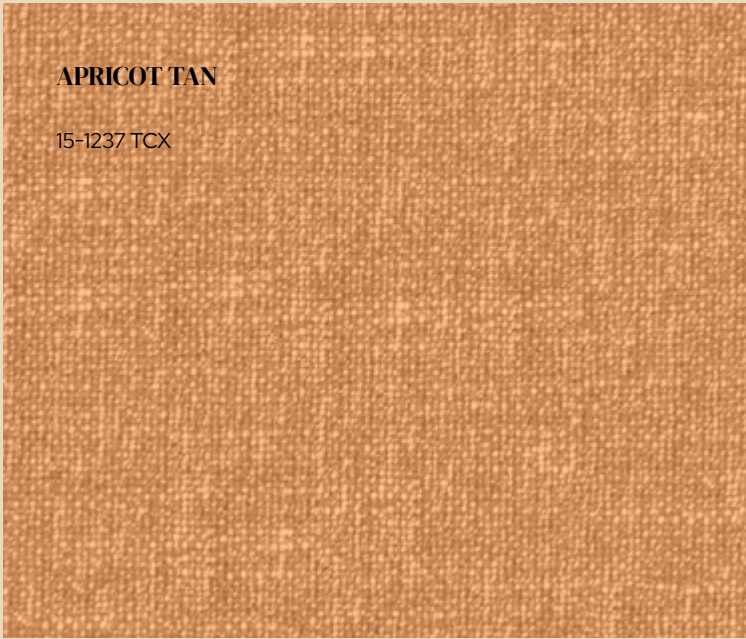
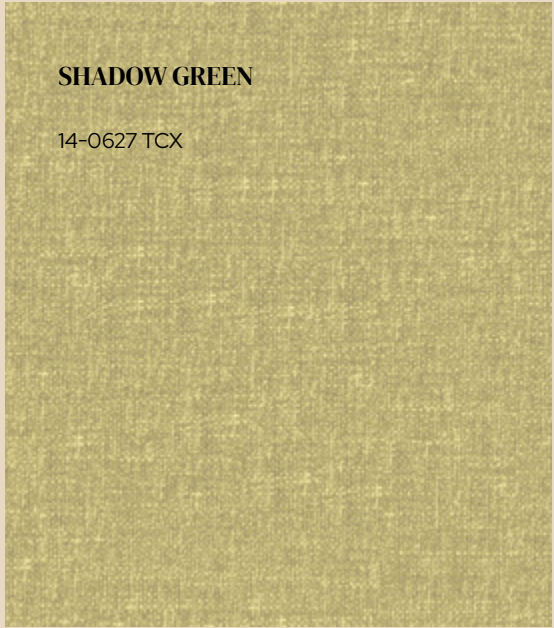
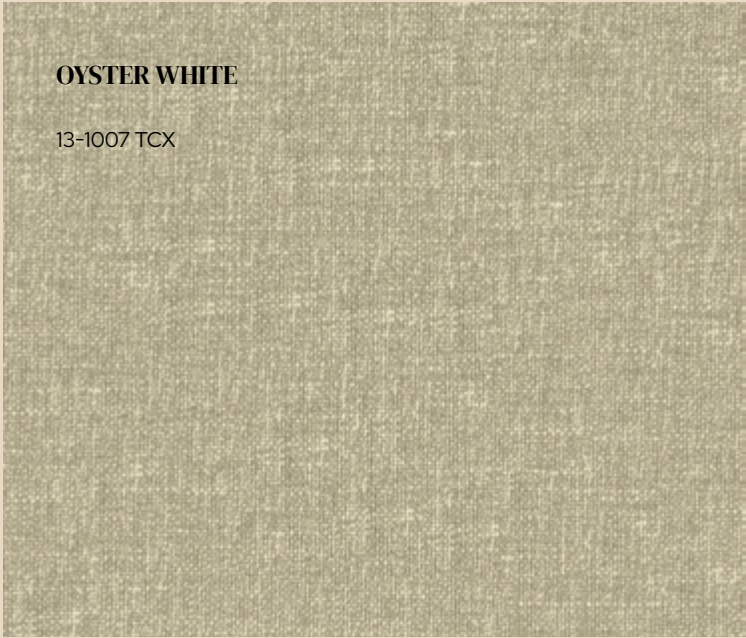




emotional
connection



Know-*Stalgia*





South Scene

SOUTH SCENE

KNOW-STALGIA

SUPER NATURAL

TRANSFORMATION

ALICE

SOUTH SEEN / SCENE represents a free-flowing international amplification of creativity and cultural traditions from across the Southern Hemisphere, including Latin America, Africa, South Asia, and Southeast Asia.

It showcases a huge shift in how creativity is seen, globally, going beyond northern hemisphere maps, norms, and rules. Designers in this movement are telling their own stories, and are finding a global audience for them, in this post-colonial sea change.

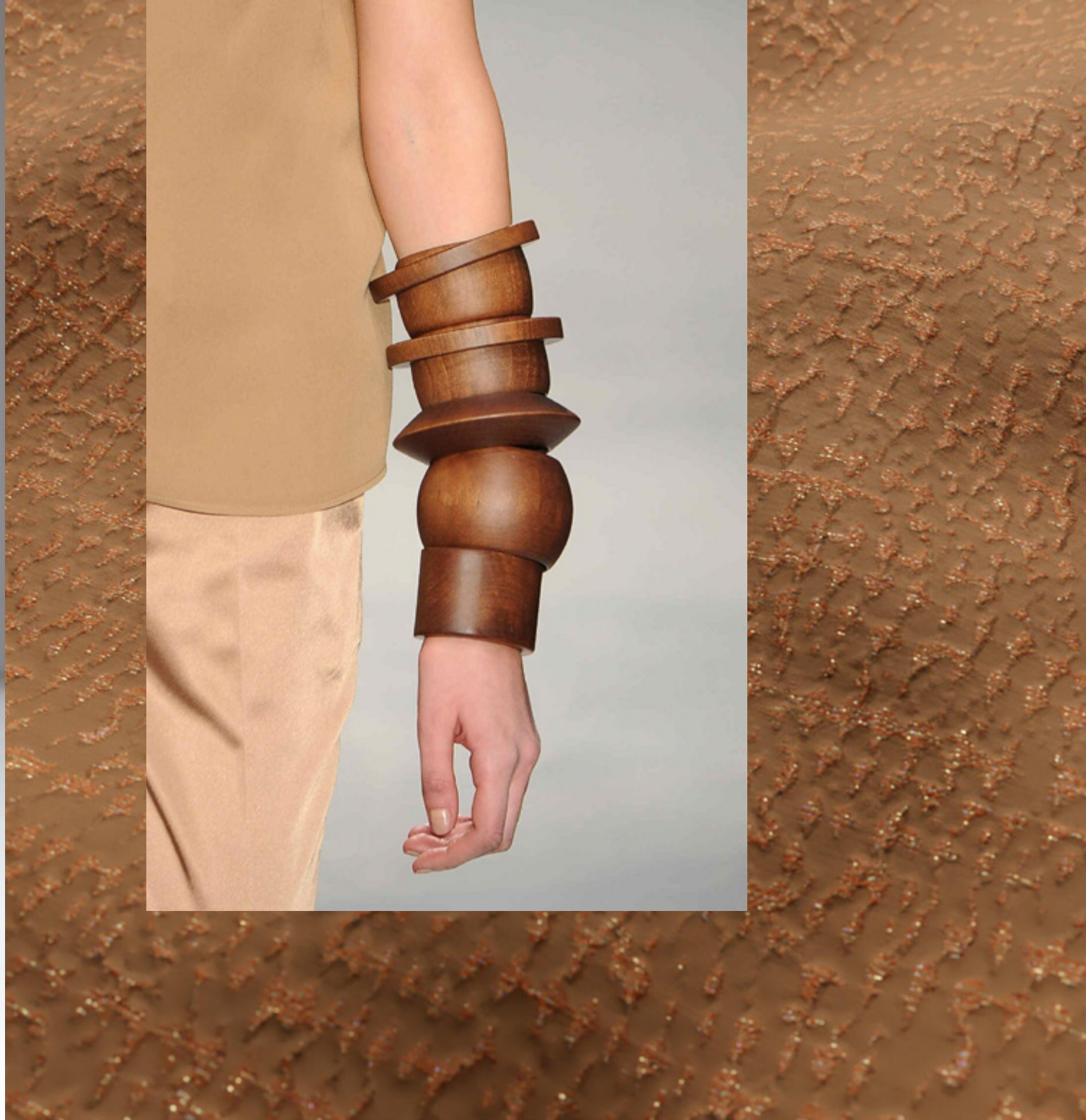
SOUTH SEEN / SCENE explores a vast diversity in colour and materials that offer a different perspective on our lives than is the status quo in Northern Hemisphere 'Western gaze' countries.

Cultural Traditions





tribal
influence





decorative designs





bone white





This theme is full of flair and distinctive style, celebrating techniques, local dyeing methods, and objects with both decorative and functional purposes. Patterns here are often inspired by natural motifs and textures, but in bolder colours.



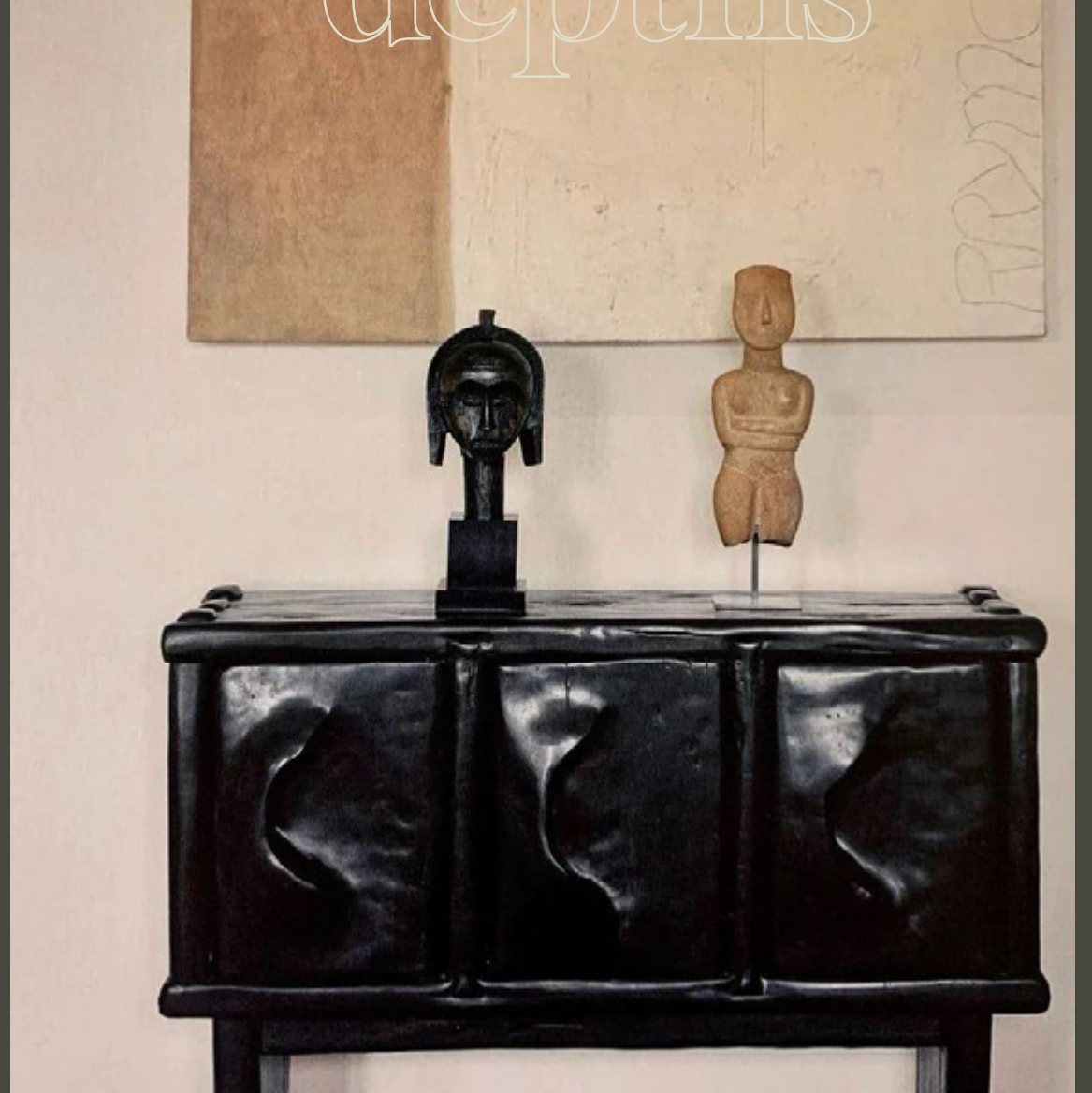


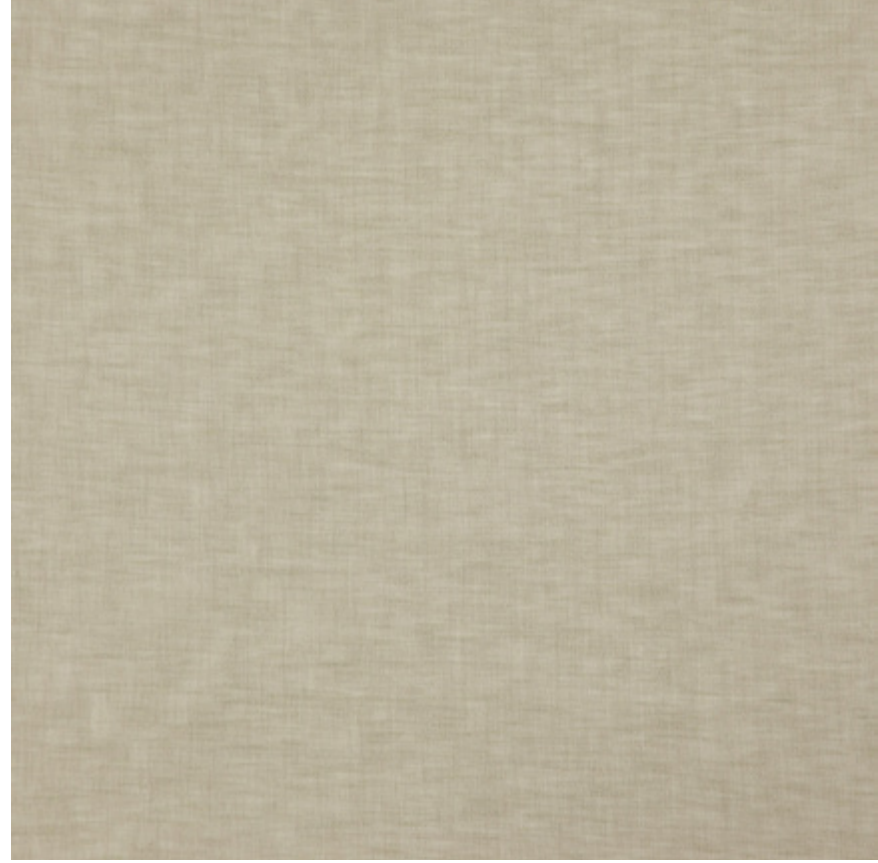
Southern-hemisphere artists, craftspeople and designers are incorporating local materials into their work, celebrating indigenous traditions and honouring ancestral methods.





deep depths







black iris



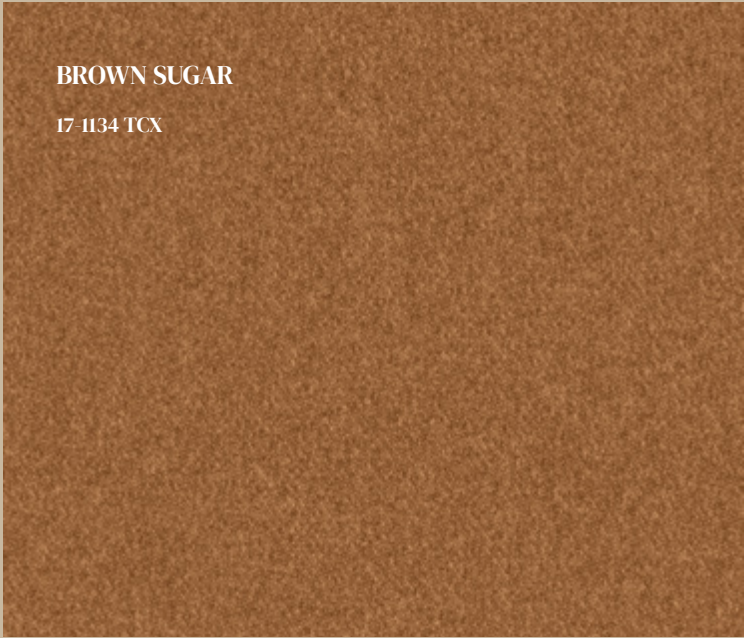


South Scene



STARFISH

16-1120 TCX



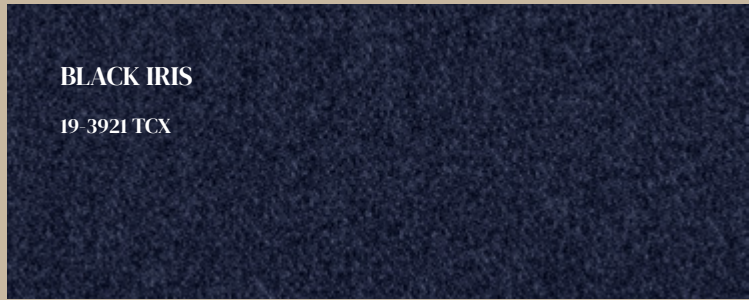
BROWN SUGAR

17-1134 TCX



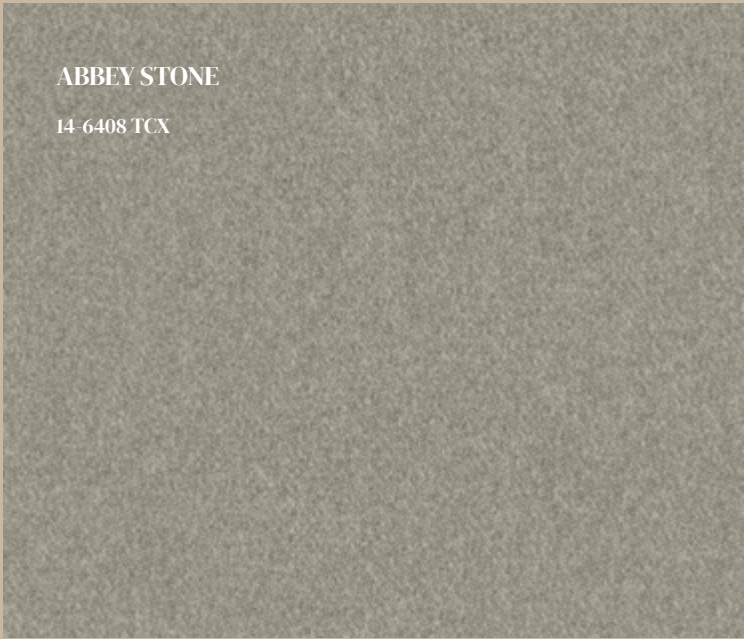
WHITE ASPARAGUS

12-0104 TCX



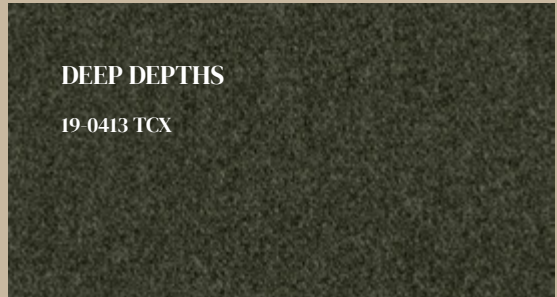
BLACK IRIS

19-3921 TCX



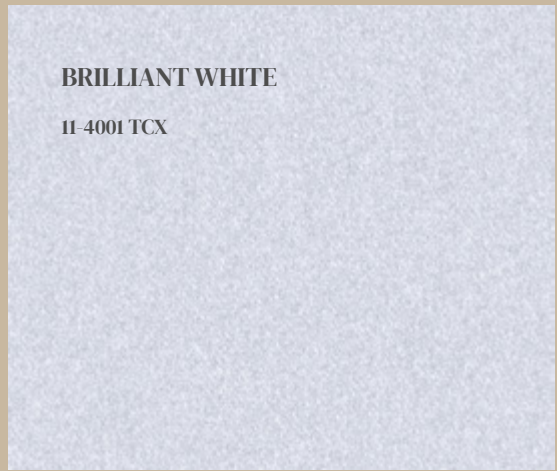
ABBNEY STONE

14-6408 TCX



DEEP DEPTHS

19-0413 TCX



BRILLIANT WHITE

11-4001 TCX

TRENDS 2024/2025

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SOUTH SCENE KNOW-STALGIA SUPER NATURAL TRANSFORMATION ALICE