



# NEON DREAMSCAPE



## Concept

"Neon Dreamscape" takes shape as a theme at the intersection of technology and nature, blending nostalgic reflections of the past with dreams of the future. This theme merges imagination and playfulness with technology, striking a balance between virtual dreamscapes, natural textures, and the joy of childhood. It creates an aesthetic that unites the future, the past, dreams, and nature.

Within this theme, a spirit guided by technology embraces a dreamlike world, drawing inspiration from nature-based floral motifs to create vibrant color and texture combinations. It also merges nostalgic textures with bold colors and diverse silhouettes, forming a unique and expressive visual identity.

## Design Direction

This theme embodies a dynamic structure where digital and organic forms coexist. Textures, surface embellishments, 3D fabrics, and bold colors are the key elements of this collection. Silhouettes feature playful and exaggerated shapes combined with flat, paper-like appearances and plastic-like reflections, while organic materials such as bamboo and macramé create balance. "Neon Dreamscape" offers an aesthetic that harmonizes diverse elements: soft textures, digital filters, jelly-like fabrics, and biophilic forms.

## Color & Pattern

The color palette consists of neon tones, inspired by frosted glass-like patterns, blending pastels with vibrant hues. Reworked, bold, and luminous forms take center stage. Alongside floral motifs and tropical elements, abstract patterns and digital visuals define the core of the collection.







**Fabrics**

**Textural surfaces**

**Slinky**

**Structured**

**intarsia and colorful jacquards**

**Laces**

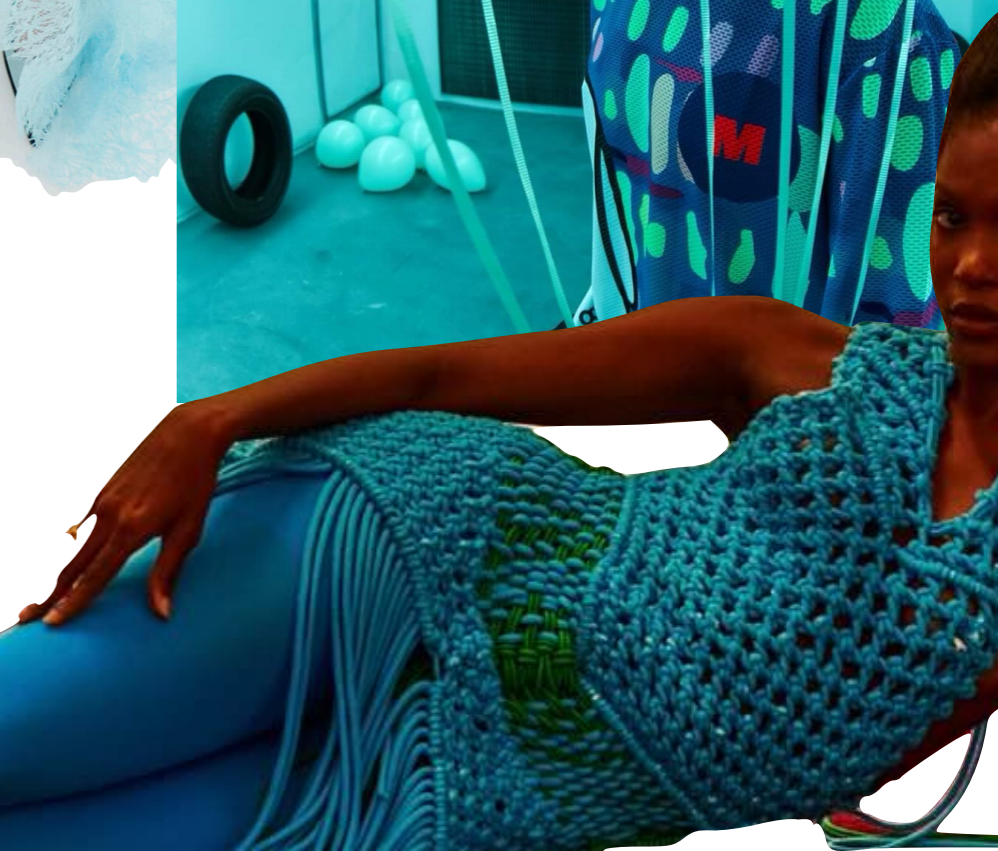
**Openwork knits**

**Delicate transparency**

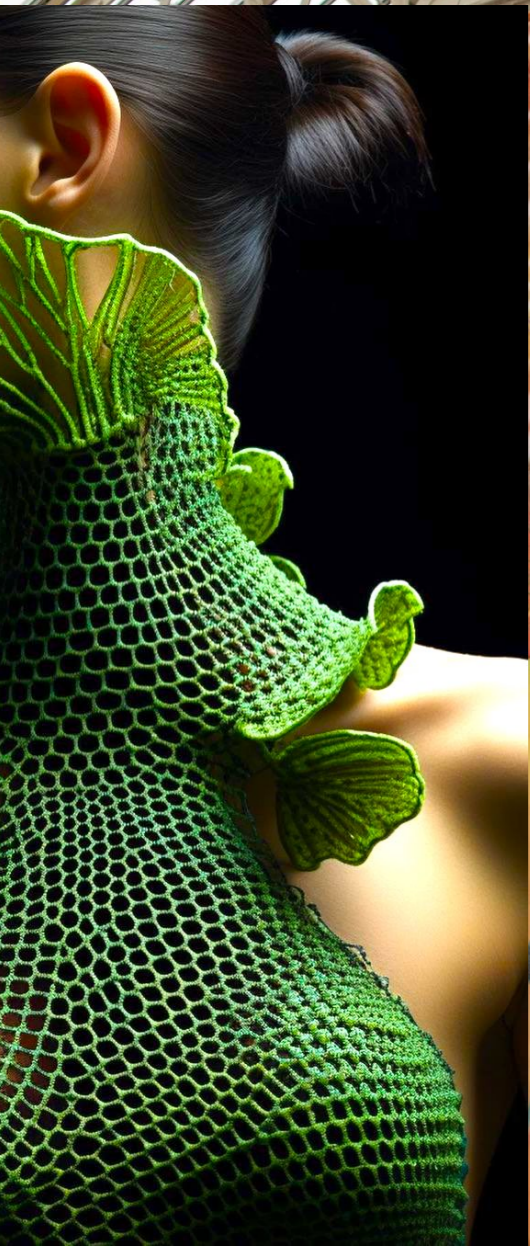
**Lightweight technicals**

**Shimmers**

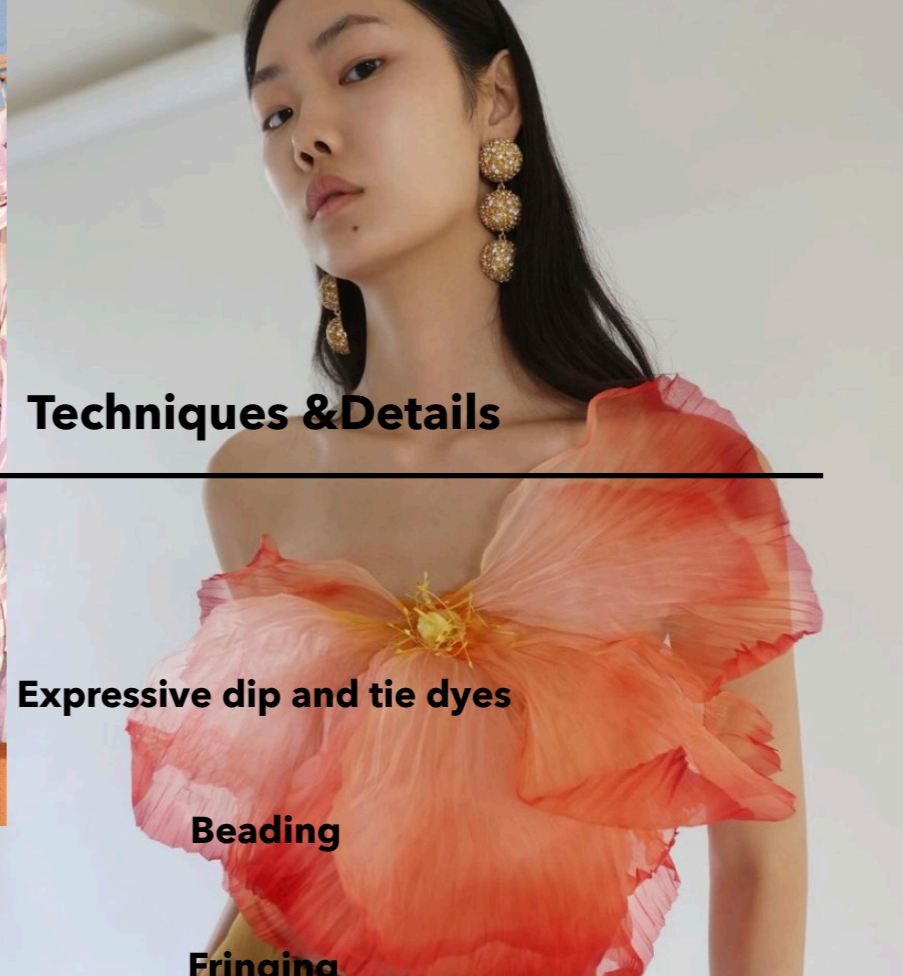












**Techniques & Details**

**Expressive dip and tie dyes**

**Beading**

**Fringing**

**Floral embroideries**

**3D appliques**

**Scallop edges**

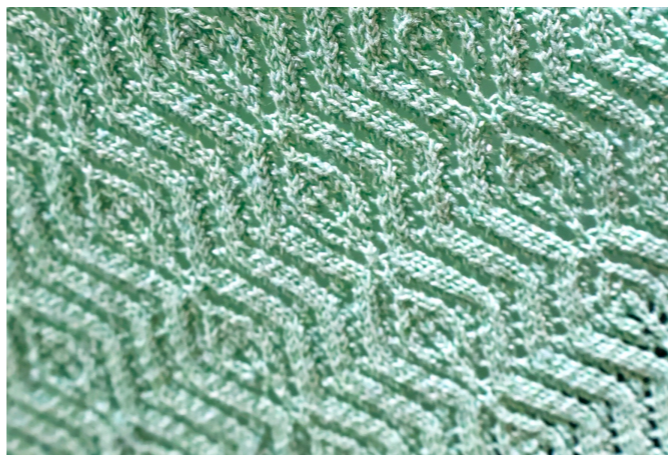
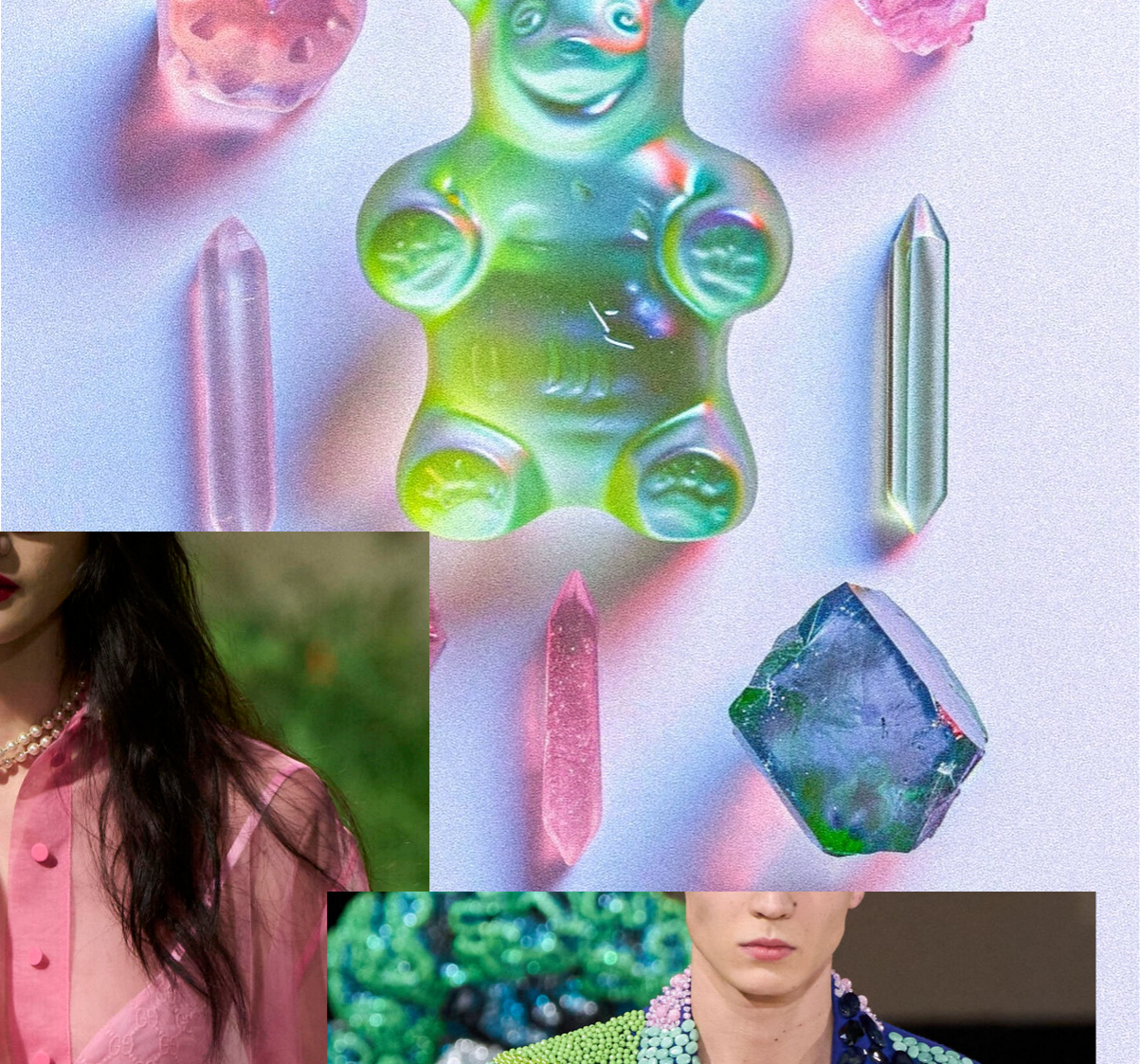
**Ruffles**

**Popcorn stitches**

**Sculptural forms**















**Patterns**

**Lush tropical blooms**

**Bicolor and multicolor stripes**

**Ai inspired vivid colors**

**Fruit and vegetables in hyper saturated hues**

**Bold brushstroke prints**

**Flurry florals**

**Big Blooms**

**Marbling prints**

**Fruit skins**

**Inside and outside of summer fruits**

**Playful jelly objects**







