

- 19-4203 TCX
- 11-4800 TCX
- 12-0304 TCX
- 18-4214 TCX
- 17-5104 TCX
- 14-4501 TCX



High-end brands such as Dior have continuing relevance of grey shades and their use various shades for texture play, like Elemental Blue, Pineapple and Italian concrete coolness of urban greys. Key for categories, the appeal of these colours lies in their versatility.

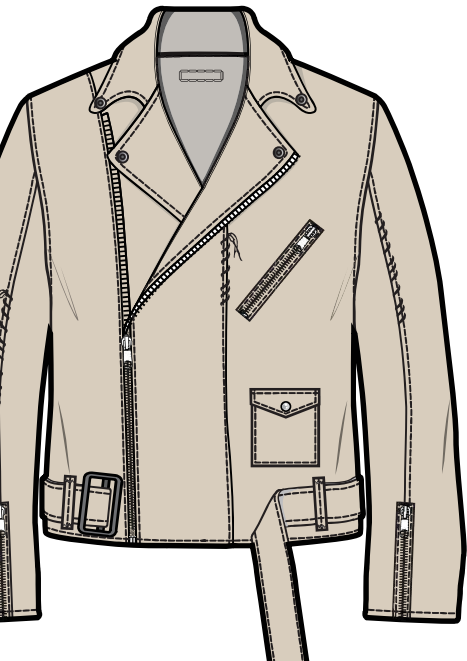
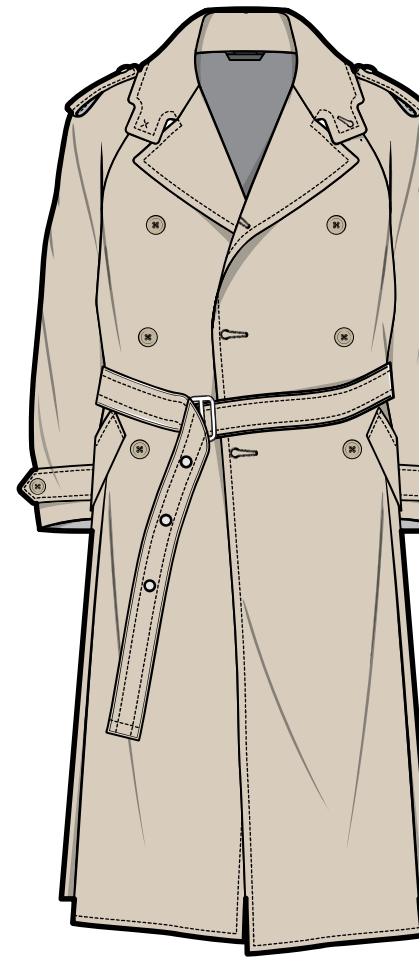
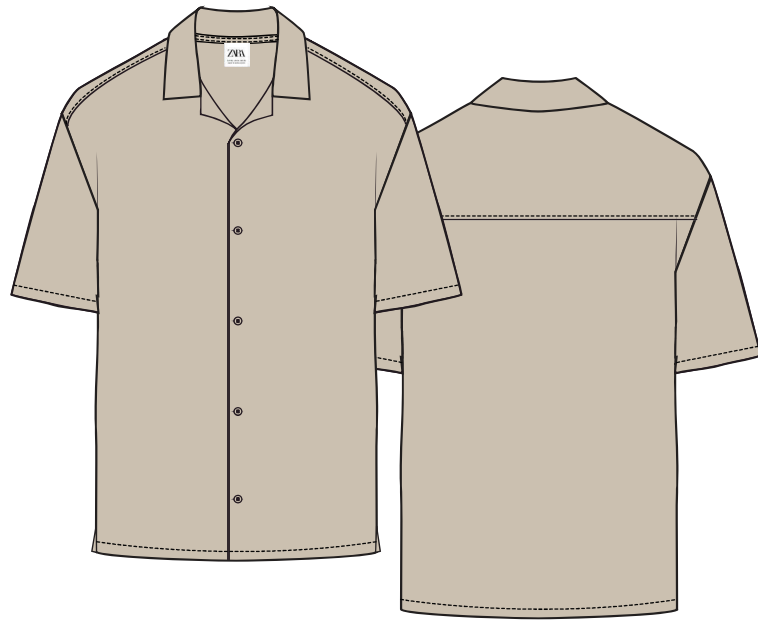
**Why are they key?** Shades inspired by mineral ore and sand landscapes make for a more glamorous take on botanical dyes and natural materials.

**How to use them:** infuse neutral, modern occasionwear and coordinating wardrobe essentials with elements of rustic detail, picked out in sun-baked shades. Work with global artisans to include elements of craft from around the world.



**Why are they key?** Colours that relate to nature and the prominence of botanical motifs ensure tones like Sweet Mandarin and the neutrals like Chalk will endure for S/S 24







STRIPED JACQUARD T-SHIRT  
149.00 AED

Regular fit T-shirt with a round neckline and short sleeves.

CHECK IN-STORE AVAILABILITY  
SHIPPING, EXCHANGES AND RETURNS

ECRU / RED | 9240/304

S	M
L	XL

FIND YOUR SIZE | MEASUREMENT GUIDE

ADD



ON, CARE & ORIGIN

ON

monitoring programmes to  
lance with our social,  
l and health and safety  
our products. To assess  
we have developed a

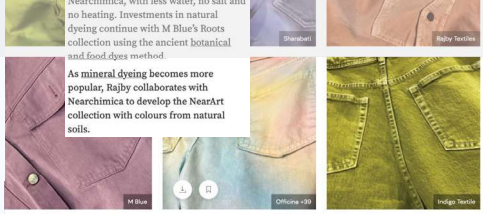
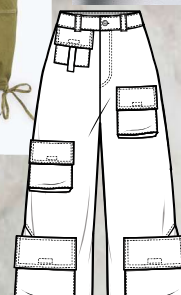


market, but for S/S 24 it will shift from the characterful mid-tone of Wholegrain to the warm and red-infused hue of Nutshell. A Key Colour for S/S 24, this transseasonal shade evokes feelings of warmth and reassurance. In fashion, luxury brands such as Fendi, Max Mara and Pedro del Hierro are taking the lead by applying this retro-inspired hue to menswear and womenswear collections. Prominent in interiors, this colour speaks to slowing down, focusing on quality materials, and a return to nostalgic sentiments.

# PLENISH

- 17-1036 TCX
- 16-0928 TCX
- 15-617 TCX
- 17-0235 TCX
- 14-4501 TCX
- 18-0529 TCX

50700 Recycled Quilted Field Jacket  
Colors: Sandalwood, Sandshell

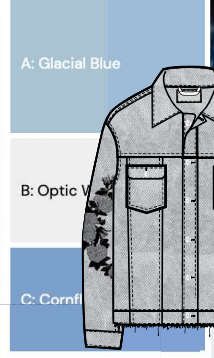


As mineral dyeing becomes more popular, Rajb collaborates with Nearchimica to develop the NearArt collection with colours from natural soils.



**Lightweight comfort**  
Following the comfortwear boom, lightness and cool touches are applied in easy-to-wear denim.

Summer weights come in both soft drape and papery hands with a comfort finish. Prosperity Denim showed a chambray base of 74% cotton and 26% Coolmax to bring breathability and moisture-wicking in the warmer months. Advance Denim takes a similar approach to cooling, incorporating 62% cotton with 18% Carbon Zero Tencel, 12% Naia, 6% polyester and 2% spandex for a soft touch. Switch to biodegradable friendly polyester fibre Ciclo, highlighted by TCE Denim, with aniline-free indigo providing a non-toxic route for indigo blue.



A: Glacial Blue

B: Optic V

C: Cornfl



Sunset and desert-inspired tones were created through dyeing techniques like mottled, dip dyeing and tie-dye effects.

Chottani uses a 100% organic cotton base for its tie-dye denim, similarly to Montega and Sharabati Denim.

Feeding into workwear styles, Rajb uses a natural rust effect from metals to create earth tones and organic shades scattered across the garment in a 70% BCI cotton, 21% Ciclo and 1% Lycra base.

