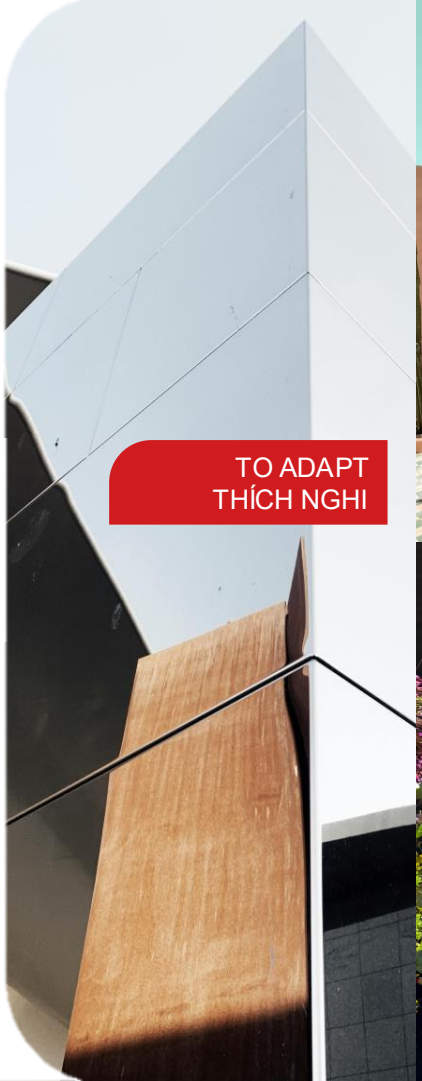

VIATT
SPRING/SUMMER 2028
TO LIVE WITH NATURE
messe frankfurt

LIFESTYLE TRENDS

act as a unified design language that flows across sectors, shaping how we dress through color, fabric, and silhouette in fashion, how we create atmosphere and comfort in the home, and how we interact with products and interfaces in tech. By carrying the same emotional tone and material sensibility across all three areas,
each trend becomes a cohesive experience that influences our daily lives - from what we wear, to the environments we inhabit, to the technology that connects and supports us.

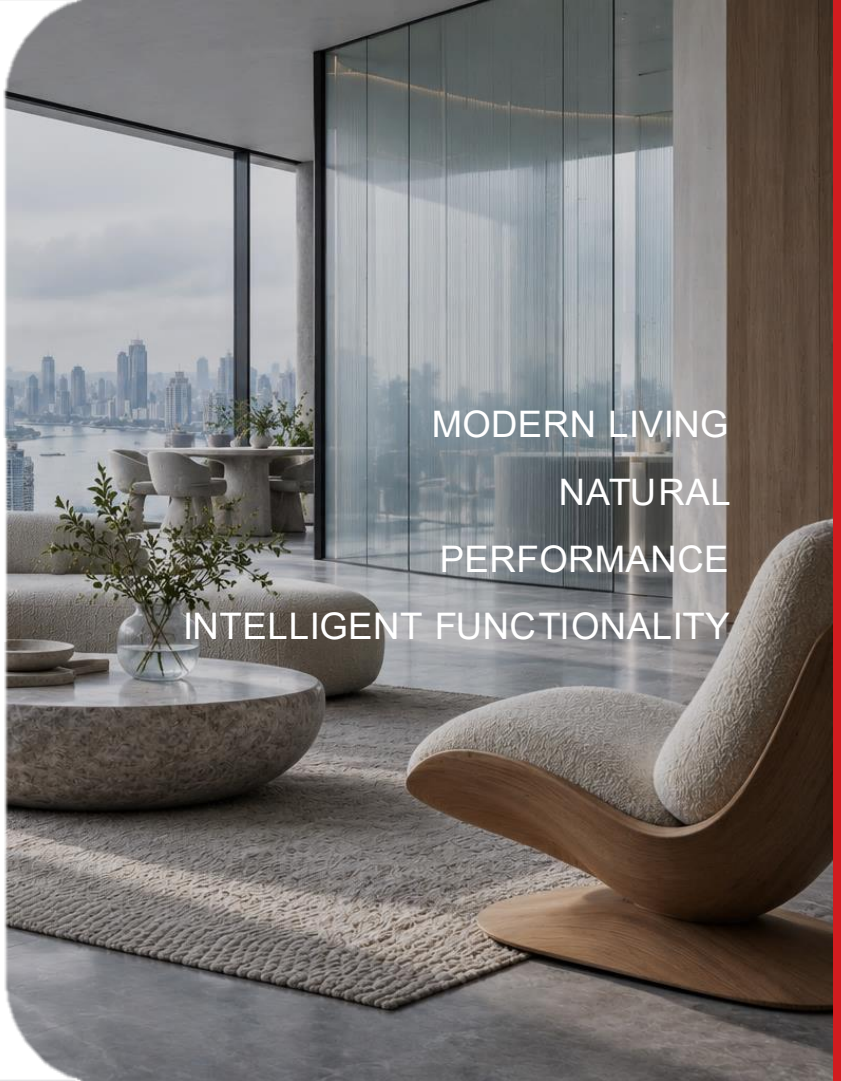






TO LIVE WITH NATURE

As the world changes, we seek a closer connection with nature. Natural materials, organic forms and mindful choices bring balance and well-being to everyday life. Nature inspires a more thoughtful, harmonious way to live and a healthier vision of the future.



TO ADAPT

As city living evolves, the relationship between nature and technology takes on new meaning. TO ADAPT combines organic forms and natural materials with futuristic materials and intelligent functionality, shaping flexible spaces and products for home, fashion and technology. Thoughtful details support comfort, protection and well-being in everyday life.

PANTONE 11-4601

PANTONE 12-0304

PANTONE 14-4306

PANTONE 14-1116

PANTONE 18-3916

PANTONE 19-4039

PANTONE 19-3925

PANTONE 19-3316

PANTONE 13-0947

PANTONE 17-6153

PANTONE 16-1359

PANTONE 18-1664

COLOURS

Cool white, soft ivory and muted blue-grey create a calm, modern foundation, balanced by warm beige and camel. Slate blue, deep navy and dark brown add structure and sophistication, while bright yellow, green, orange and red introduce bold accents inspired by urban signage and city lights.

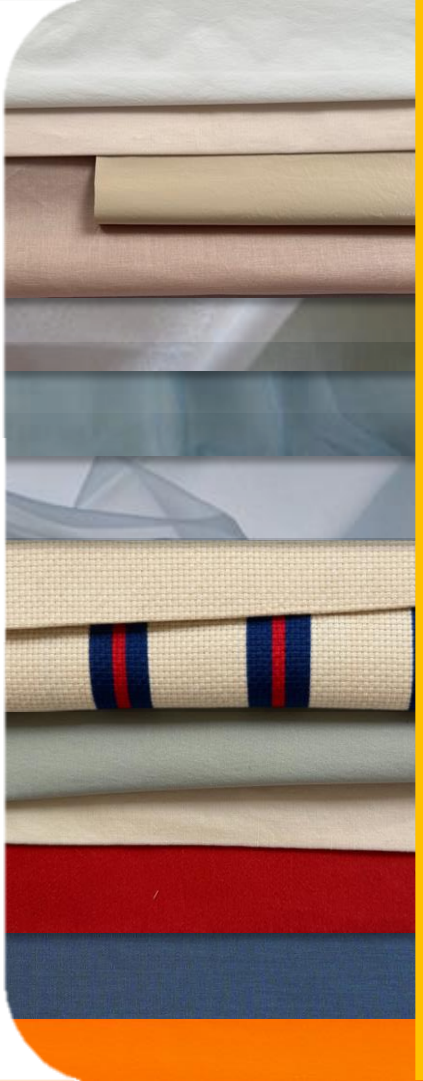
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FABRICS + TEXTILES

Lightweight stretch woven, compact jerseys and soft tailoring fabrics provide structure, flexibility and comfort. Crisp poplin, cotton gabardine and satin, organza, technical mesh and sheer ripstop balance everyday simplicity with transparent and reflective effects. Simple checks and graphic stripes bring a modern pattern direction, while easy-care, moisture-managing, temperature-regulating and water-repellent finishes offer discreet performance.

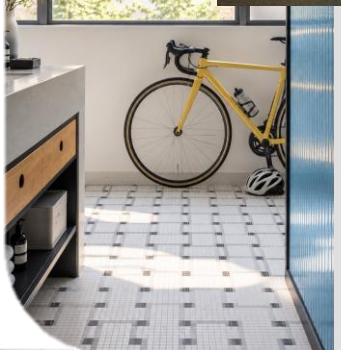


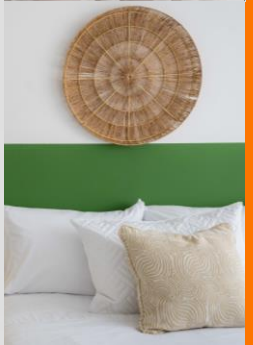








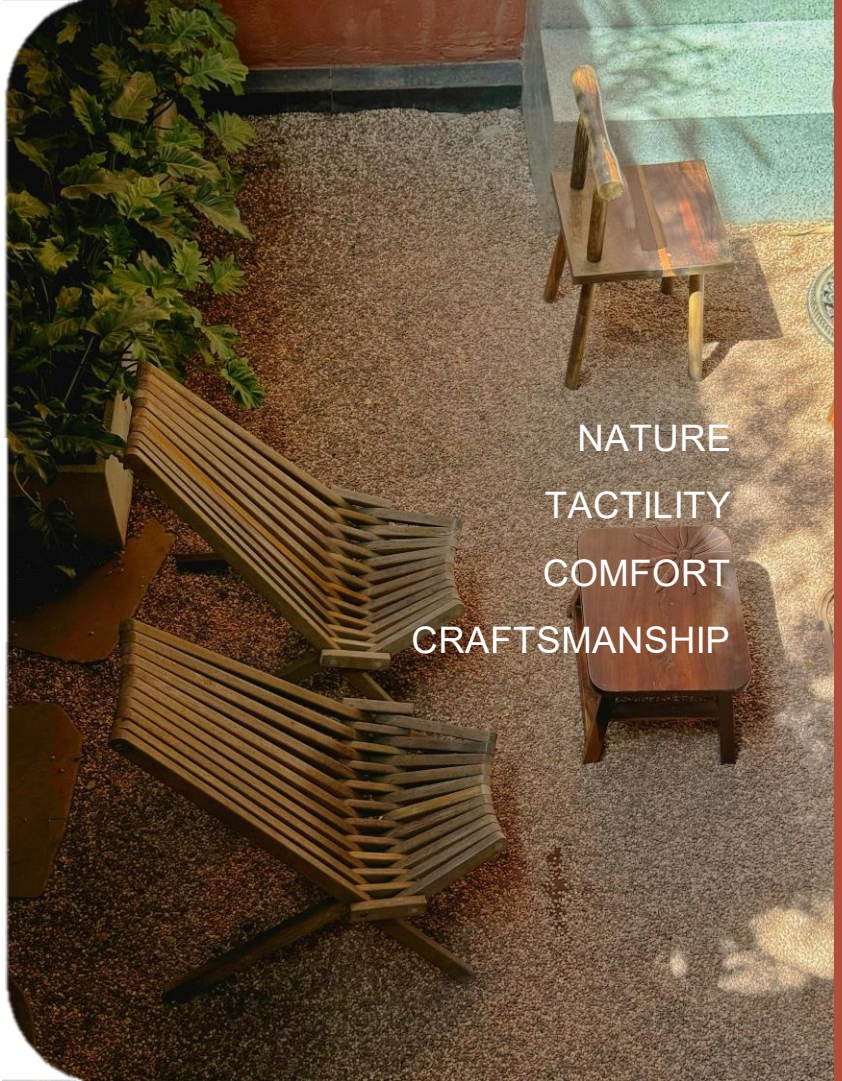


APPLICATIONS

HOME
Modular furniture, compact storage and adaptable lighting help interiors shift between work, rest and connection. Frosted glass creates calm, while easy-care upholstery, acoustic textiles and thermal curtains add comfort and protection.

FASHION
Lightweight tailoring, modular outerwear and adaptable layers move between work, leisure and changing climates. Adjustable silhouettes, reversible pieces and discreet utility details bring function to refined urban style.

TECH
Intuitive devices, smart textiles and adaptable wearables fit naturally into daily life. Transparent interfaces and climate-responsive systems enhance comfort, security and well-being.



TO CONNECT

Inspired by sunbaked earth, handcrafted ceramics and warm architectural landscapes, TO CONNECT embraces authenticity through natural textures, artisanal craftsmanship and a deeper connection to nature. Relaxed forms and tactile materials create comfort and ease, while softness and simplicity express emotional well-being, balance and understated elegance.

PANTONE
13-1310

COLOURS

The palette blends sun-washed sand, clay, terracotta and earthy browns with golden ochre, mist grey, seafoam and muted aqua. Inspired by the harmony of earth, sky and sea, it feels comforting, authentic and quietly sophisticated.

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FABRICS + TEXTILES

Authentic, tactile materials reconnect us with nature through craftsmanship, texture and quiet luxury. Washed linen, soft cotton, fluid lyocell and lustrous silk create effortless ease, while brushed twills, lightweight canvas and garment-dyed fabrics evoke a lived-in quality. Slub weaves, crinkled finishes, handcrafted surfaces and delicate crochet lace celebrate the beauty of imperfection. Woodblock-inspired prints bring an artisanal spirit, while airy ombré chiffon adds softness and movement.

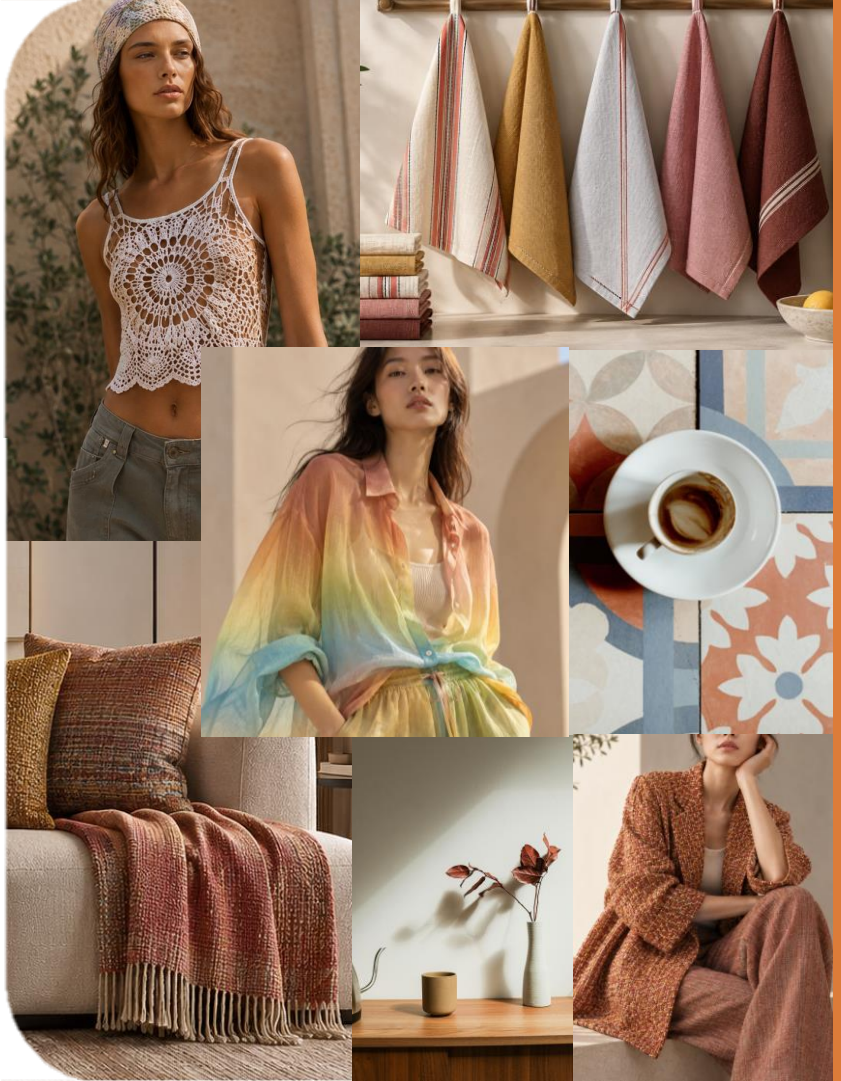
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APPLICATIONS

HOME
Linen upholstery, soft bedding and textured curtains sit alongside wood, clay and ceramics. Crochet, embroidery and woodblock patterns add handmade character to cushions, table linens and towels.

FASHION
Relaxed, nomadic silhouettes pair oversized tailoring and wide-leg trousers with draped dresses, elongated layers and easy shorts. Gentle movement brings comfort and understated elegance.

TECH
Bio-based fibers, microbial dyes and bio-inspired finishes connect innovation with nature. Discreet sensors support comfort, while digital product passports reveal each product's origin and craftsmanship.



TO BELONG

TO BELONG explores the dialogue between heritage and modernity, celebrating how Southeast Asian cultures embrace innovation and global influences while preserving their unique identities. Traditional craftsmanship and cultural narratives are reimagined through contemporary design, creating a meaningful expression of belonging, authenticity and innovation.

PANTONE 17-1046

PANTONE 19-1761

PANTONE 17-1562

PANTONE 19-0323

PANTONE 14-0452

PANTONE 19-4342

PANTONE 19-3536

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PANTONE 12-0752

PANTONE 16-6340

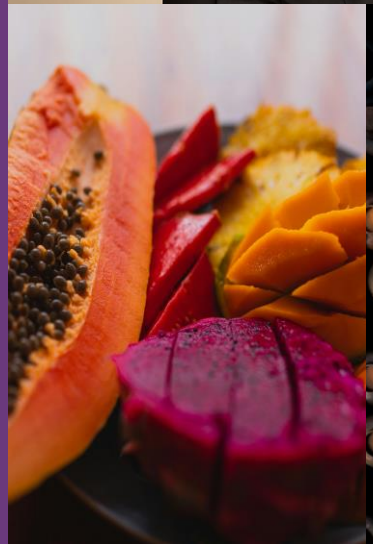
COLOURS

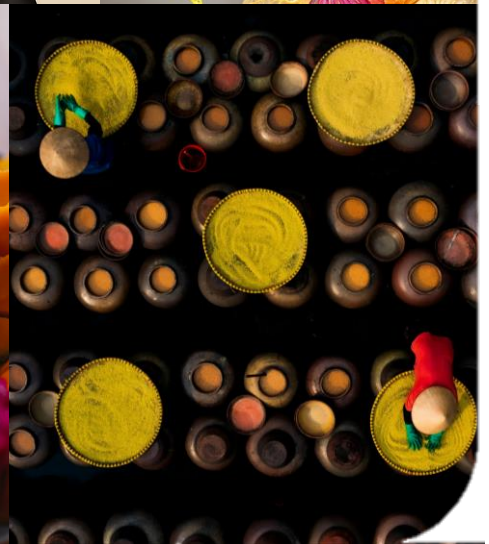
Spice orange, vibrant red and earthy olive blend with deep teal and rich brown. Accents of electric blue, turquoise, vivid yellow and bright green add energy and modernity. The result is a bold, expressive palette celebrating the fusion of heritage, culture and contemporary innovation.

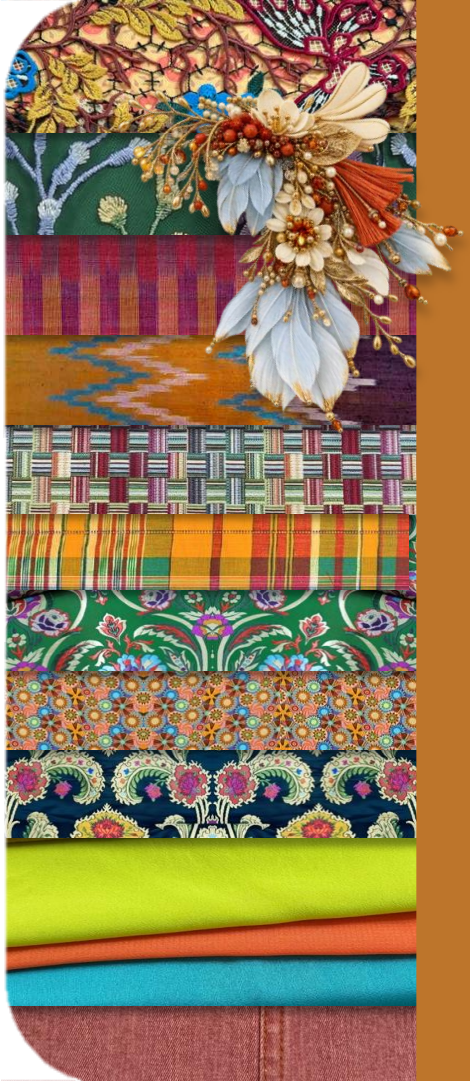
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FABRICS + TEXTILES

Rich jacquards, handwoven fabrics, decorative embroidery and textured natural fibers are balanced with lightweight technical materials and refined performance constructions. Vibrant checks, artisanal stripes, folkloric florals, batiks and heritage-inspired motifs celebrate cultural craft, while modern finishes provide versatility. The result feels expressive, layered and rooted in tradition while looking confidently toward the future.

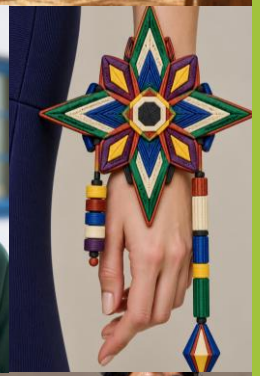













APPLICATIONS

HOME
Woven upholstery, jacquard cushions, batik-inspired curtains and patterned rugs bring cultural richness to contemporary interiors. Wood, rattan and ceramics add warmth.

FASHION
Oversized shirts, sporting jacket, wrapped skirts and sculptural trousers combine gender-fluid proportions with vibrant print mixing and handcrafted accessories.

TECH
Digital prints and 3D design reinterpret traditional patterns and techniques. Product traceability reveals the makers and stories behind each creation.



COLOURS

balances calm, energy and nature

Mineral Blues — a refined mix of cool blue, slate, teal and soft violet tones, balanced by slate grey, deep navy and smoky neutrals.

Spiced Warmth — a vibrant blend of rose pink, fiery red, citrus orange and golden yellow, grounded by terracotta, earthy brown and deep burgundy.

Botanical Greens — a fresh blend of mint, aqua, leaf green and citrus yellow, softened by sandy beige and grounded with earthy olive.

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