

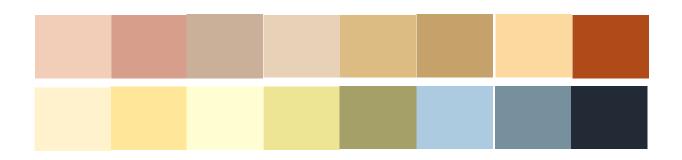
CONCEPT STORY / COLOR & MOOD BOARD / STYLE BOARD

## **MMAM**

2025 COLLECTION



## **Soft Nature tone**



Natural colors from sustainable raw materials and an elegant, luxurious mood from the nature. Timeless warm and calm colors.

## **Cozy Classic Monotone**

A monotone that stands out through uncertain times. A calm and sophisticated reinterpretation of the minimalist mood, a time of warm sustainability.

Quiet luxury / Warm / Calm / Timeless / Natural / Soft / Memory / Sustainable / Minimal / Classic / Genderless



