



CONCEPT STORY / COLOR & MOOD BOARD / STYLE BOARD

MMAM

2025 COLLECTION

All Gender

"Celebrating Individuality, Embracing Diversity"

The era of categorizing by male and female gender is over. Although I am a women's wear designer, I don't want to design clothes by dividing them into men's and women's categories. If women purchase our clothes but men can share them, and if sons and daughters can share their parents' clothes as they grow up, that brand can be considered the beginning of a timeless luxury brand and a representative of a sustainable brand. MuaMua will prepare to become a sustainable brand. We will enhance the perfection of our pattern research to create more classic and timeless outfits that both men and women can wear. The concept "All Gender" provides an inclusive and contemporary feel. This concept emphasizes the universality and flexibility of fashion, making it clear that the fashion show transcends traditional gender boundaries. It can appeal to a wide audience and reflects a modern approach to fashion that celebrates diversity and individuality.

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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**



