

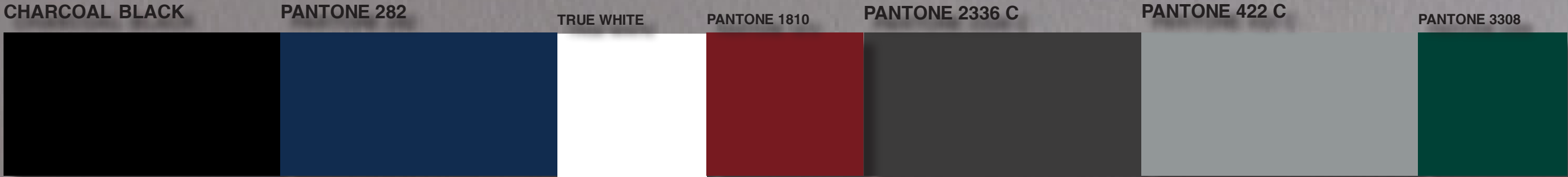
SHADOWS OF FREEDOM

In a world balancing on the edge of uncertainty, where a precarious dance of global pressures shape our collective consciousness, the future Zeitgeist can be expected to increasingly gravitate towards garments that offer effortlessly blended adaptable, flexible, purposeful and cross-seasonal wearability, whilst delivering necessary, un-compromised comfort and practicality.

The rising demand for oversized denim, represented by the pendulum swing of the fashion time-line, reflects a growing consumer shift for products that provide comfort and ease. This trend, symbolic of a cultural shift towards relaxed silhouettes, in result to prioritized well-being, is likely to maintain its hold on mass markets for longer than expected, as consumers increasingly prioritize garments that balance style with a sense of freedom and practicality, in response to the global landscape — contrasted by the restrictive skinny jeans of the past.

The silhouettes of the future can be expected to evolve around the reflection of societies unrelenting craving for freedom and comfort, in response to the crushing weight of an increasingly volatile and demanding societal landscape. These pressures greatly influence consumer well-being and therefore product preferences, potentially resulting in an increased demand for silhouettes that embrace ease, fluidity and reject restriction.

In terms of the colours, we can expect future palettes in garments to deeply reflect and resonate with the emotional undercurrents and mindsets shaped by the world around us. As global uncertainty and societal pressures cast long shadows, darker, moodier hues are likely to rise in popularity, symbolizing introspection, resilience and a connection to the weight of the times. These sombre tones may also act as a visual expression of the collective psyche, balancing raw emotion with a sense of grounded sophistication.



WARMTH

ENERGY

DESIRE

AGRESSION

BOLD

DYNAMIC

ELEGANCE

REFINEMENT

PRESTIGE

UNIQUE

FRESHNESS

CONFIDENCE

MYSTERY

ENVY

INDIVIDUALITY

COMFORT

FLEXIBLE

SIMPLE

ALL-SEASON

WOORYOUNGMI'S SS24 FALL

DURABILITY

INDEPENDENCE

MINIMAL

BALENCIAGA SS24 PARIS

NEUTRAL

CONFIDENCE

CALM

SOPHISTICATION

SUBTLE

CORE COLOURS

CHARCOAL BLACK

Charcoal black embodies strength and stability, providing a sense of grounding and resilience in challenging times. Its deep, protective tone offers wearers a psychological safe space, shielding them from external pressures. This colour represents a powerful anchor, combining sophistication with a subtle sense of security.

STEEL HAVEN (PANTONE 2336 C)

Steel haven captures the balance between strength and comfort. This rich grey exudes quiet confidence, offering a sense of refuge amidst life’s turbulence. It is a colour that feels solid and dependable, encouraging a steady and composed mindset in a chaotic world.

MUTED SLATE GREY (PANTONE 422 C)

Muted slate grey conveys calm and neutrality, creating a stabilizing presence. Its soft, understated tone helps ground wearers emotionally, reducing stress and fostering a sense of balance. This shade acts as a visual reminder to stay centred in fast-paced environments.

DUSTY NAVY (PANTONE 282)

Dusty navy combines tranquillity with understated elegance. Its deep blue hues encourage reflection and calm, providing wearers with a sense of peace and focus. This tone blends serenity with a polished aesthetic, making it a perfect representation of inner balance.



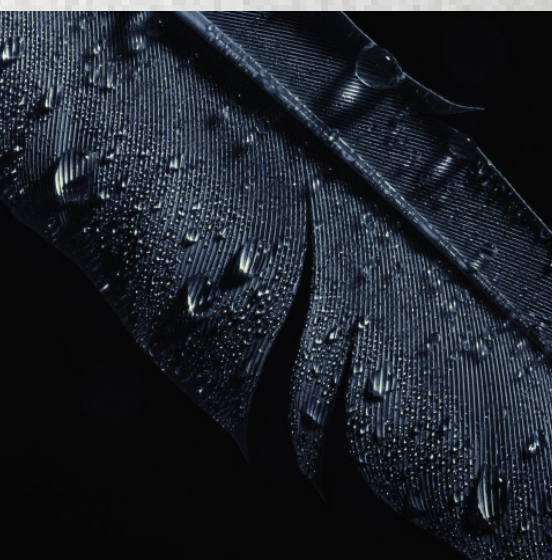
INTRIGUE



AMBITION



ELEGANCE



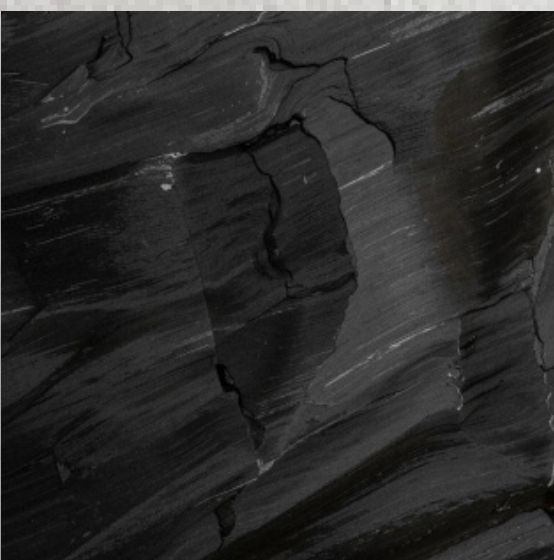
ENDURANCE



POWER



MYSTERY



MOVEMENT



QUALITY



CURIOSITY



FREEDOM



CONNECTION



PEACE



ACCENT COLOURS

MIDNIGHT BURGUNDY (PANTONE 1810)

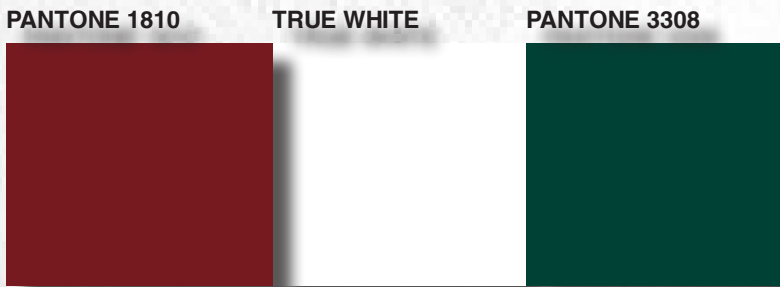
Midnight Burgundy exudes a rich, luxurious depth, blending sophistication with boldness. This deep red wine hue carries an understated elegance that elevates darker tones like black and grey, offering a touch of warmth and refinement. It symbolizes passion and confidence while maintaining a grounded, timeless quality. This colour adds a sense of richness to any palette, evoking strength and style.

TRUE WHITE

True White brings clarity and purity into focus, acting as a refreshing counterbalance to darker shades. Its clean, vibrant colour represents a sense of renewal and simplicity, making it a perfect complement to the intensity of black and grey. Amidst a turbulent world, this colour offers a breath of fresh air, symbolizing hope and a fresh perspective.

OBSIDIAN GREEN (PANTONE 3306)

Obsidian Green, with its dark, muted tones and blue undertones, evokes a sense of mystery and strength. This earthy shade connects wearers to nature, while its deep, grounded presence offers a calming influence. Pairing seamlessly with black and grey, it creates a harmonious, sophisticated palette that reflects resilience and an understated allure.



BALANCE



GROWTH



HEALTH



SOLITUDE



SOOTHING



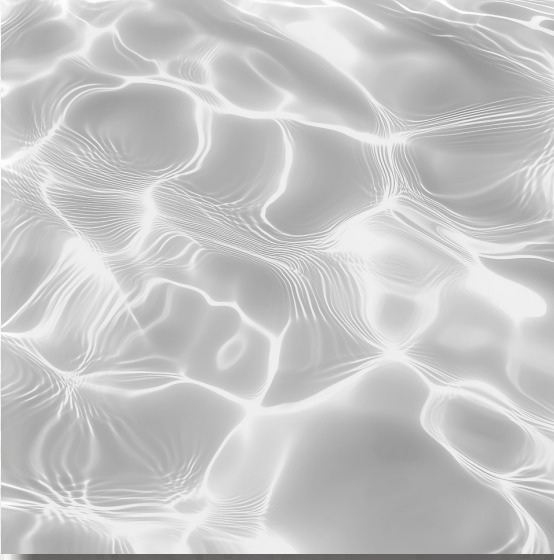
ASPIRATION



COMFORTING



PEACE



LONGEVITY



RESILIENCE



DESIRE



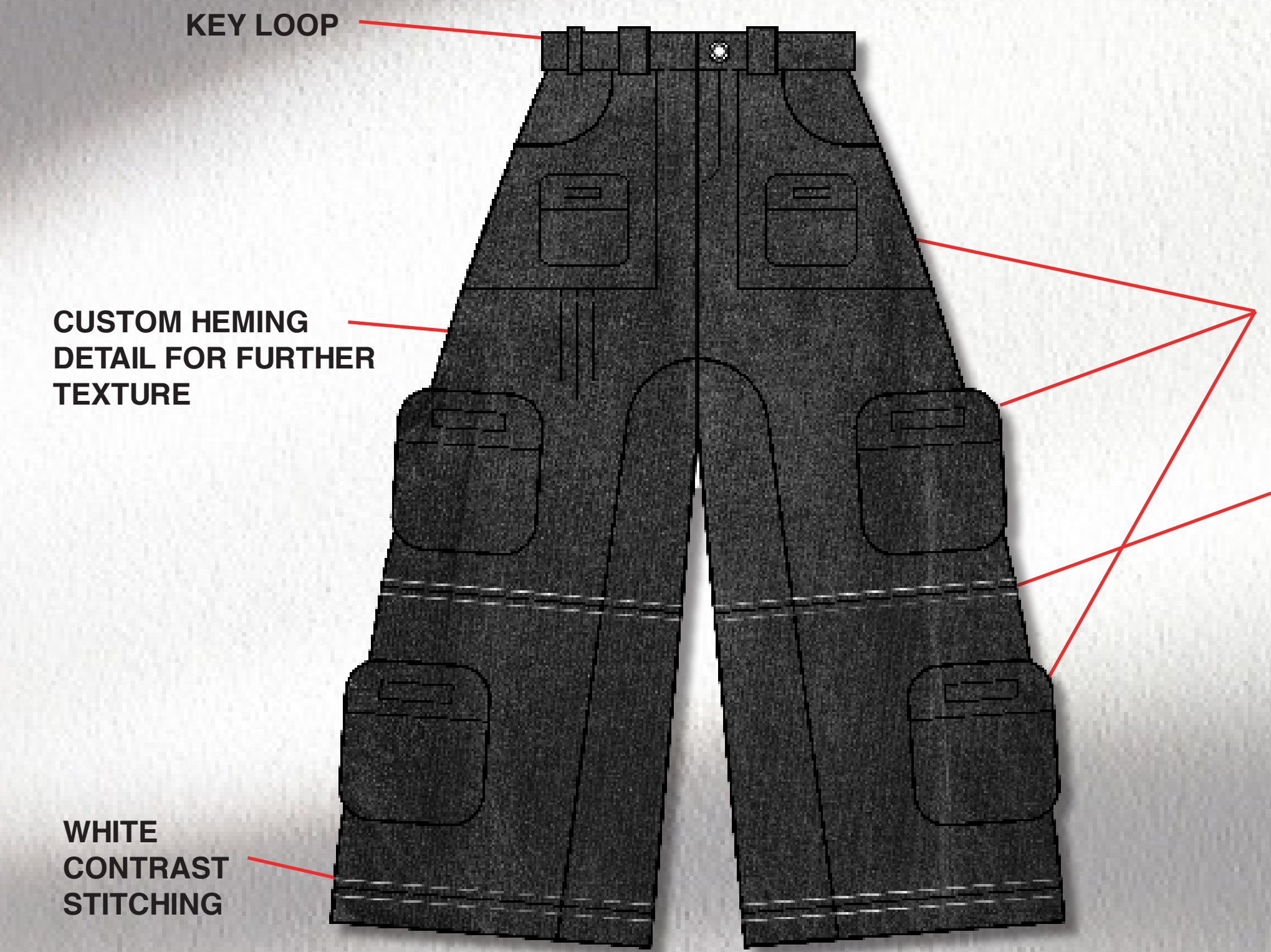
PRESSURE



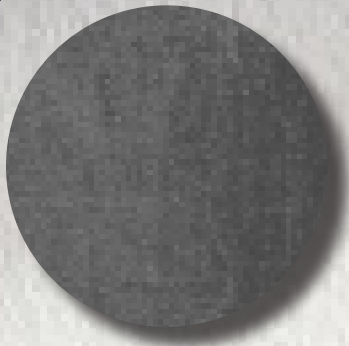
OVERSIZED TRANSFORMATIVE CARGOS

These transforming cargos were designed to promote comfort and flexibility, catering to the future consumer’s need for adaptability and ease. With a baggy silhouette and convertible zips, these cargos effortlessly transform into jorts, offering multi-purpose functionality for a range of environments and activities. This design promotes a sense of freedom, allowing wearers to adjust their clothing according to their needs throughout the day, whether for warmth, breath-ability, or style. The relaxed fit and versatile transformation align with a growing emphasis on well-being, providing comfort and practicality that supports a more balanced, flexible lifestyle, while embracing the desire for garments that adapt to the fluid, unpredictable demands of daily life.

MULTI-PURPOSE | VERSATILITY | WEIGHTED | PRACTICAL | ADAPTABLE



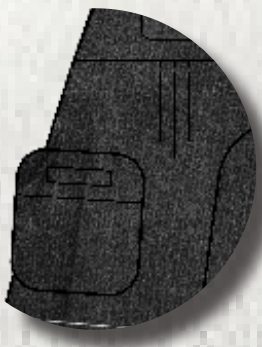
ACID WASHED TO GIVE VINTAGE AND WORN LOOK.



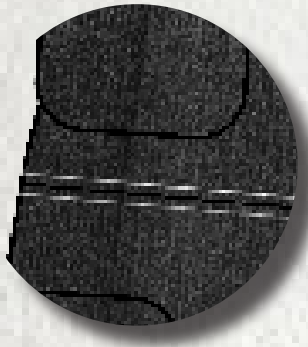
BLACK DENIM, SUSTAINABLY



DEEP & SECURE POCKETS



HIDDEN ZIPS FOR SEAMINGLESS SWAP TO JORTS



MULTIPLE DEEP POCKETS FOR SECURE STORAGE

HIDDEN ZIP FOR ZIP-OFF CARGOS

COLOUR VARIATIONS



PRODECT SPECIFICATION

- 100% 16.5oz Premium, organically grown denim cotton.
- 8 Pockets with velcro closure
- Baggy fit and silhouette
- Multi-wear (JORTS)
- Worn faded wash & feel

LIBERATION | SATISFACTION | BALANCE

FREE-FLOWING | FUNCTIONALITY

INSPIRATION

GENDER NEAUTRAL



FLEXIBILITY | COMFORT



TRANSFORMATIVE



omnee world					
omnee world 2021					
HEAVY DENIM CARGOS					
MEASUREMENTS (INCHES)	S	M	L	XL	2XL
WAIST	30	32	34	36	38
TOTAL LENGTH	40.5	41	41.5	42	42.5
1/2 THIGH	13	14	15	16	17
LEG OPENING	12.5	13	13.5	14	14.5

BREATHABLE | EASE | CONVERTABLE

ADAPTABILITY AND FUNCTIONALITY

Gen Z thrives on versatility, as they often juggle diverse activities. Transformative Cargos offer the flexibility to switch from Cargos to Jorts, seamlessly adapting to weather changes, physical activities, or social settings. This practicality resonates with their fast-paced, dynamic lifestyles.

COMFORT-FIRT MENTALITY

Baggy silhouettes and relaxed fits have gained significant traction among Gen Z, with searches for “baggy jeans” rising by 52% and searches for “boyfriend jeans” rising by 71% in 2024 as this gender inclusive generation continues to prioritize comfort over restrictive styles (Yahoo Lifestyles, 2024). These Cargos cater to Gen Z’s desire for clothing that allows them to express individuality without compromising ease or functionality.

SUSTAINABLE AND MULTI-USE APPEAL

Gen Z is highly conscious of sustainability, with 75% valuing sustainability over brand names. However, there is an “attitude-behaviour gap” where many Gen Z consumers shop fast fashion despite eco-conscious values (World Economic Forum, 2024). Therefore a product that serves multiple purposes, like these transformable Cargos, would indirectly promote sustainable use through multi-purpose designs and appealing to their desire for responsible consumption.

TREND ALIGNMENT

The rise of oversized, utilitarian and street-wear-inspired trends, valued at \$192.3 billion in 2023, makes these Cargos a perfect fit for Gen Z’s fashion sensibilities (Global Growth Insights, 2024). This garment’s casual yet edgy aesthetic pairs well with this generation’s preference for self-expression and comfort through clothing.

EMOTIONAL CONNECTION TO WELL-BEING

Gen Z places a high value on mental health, with 79% highly concerned about their personal mental health (Fast Company, 2024). The comfort, adaptability, and ease of these Cargos reflect a lifestyle that emphasizes balance, freedom and functionality, helping appeal to Gen Z’ s mindful, purposeful living.

UNIQUE AND PERSONALIZED APPEAL

Transformative clothing speaks to Gen Z’s interest in innovation and uniqueness. Owning something that can adapt and transform offers a personalized experience, making the product feel fresh, unique, creative and better suited to their diverse needs.

STYLISH PRACTICALITY | MULTI-PURPOSE | COMFORT



UTILITY-INSPIRED | OVERSIDED SILHOUETTES | BALANCE

SELF-EXPRESSION | MINDFULNESS | ASSURANCE

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