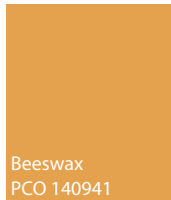
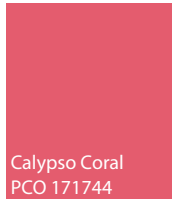
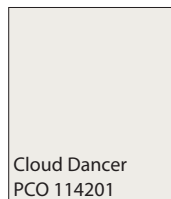
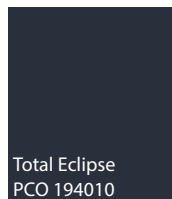
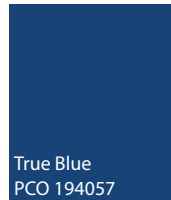


COLOR CARD

JULY



AUGUST



ICHI
ICHI.BIZ

ICHI

AUTUMN OPENING
2023



self-expression



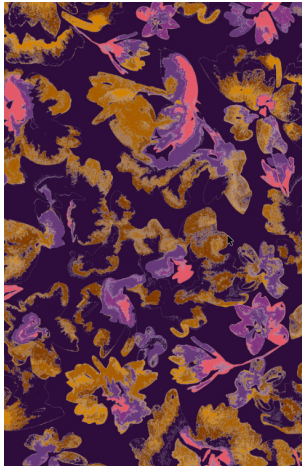
THE search FOR self—expression

The digitalization might seem far away from nature, but could it be the key to helping us imagine and build a better, more regenerative world where fashion could be the key to a self-expression tool?

This season, nature and technology will influence new aesthetics, where digital worlds and natural landscapes will be the new inspiration. A range of artfully techniques are applied through florals, stripes and spots for an accessible trend. Prints with mixed abstract florals and softer psychedelic tie-dyes will be an expression of bold coolness and chic innovation. This is the new authentic movement to your autumn wardrobe.



Organic forms are combined with a palette of feminine, jeweled tones with focus on mood boosting, nature inspired skins and handcrafted looks. The products have added value in textured fabrics with sporty details which symbolizes the combination of the digital and natural. With a combination of different worlds, we want to encourage people to express and empower themselves through fashion as a powerful tool in the search for self-expression. Therefore, we hope that a variety of colors, pattern and styles in the collection will inspire everyone to embrace the power of authenticity.



MOVE
WITH
LOVE

