



PEOPLE PRODUCT A CLEANER TOMORROW

AW2027 · WOMENS KNITWEAR

Texture becomes form.

A study in colour, surface and modern knitwear.

ZERO.AI



PEOPLE
PRODUCT
A CLEANER
TOMORROW.

02 COLLECTION THESIS

Quiet form first. Everything else is a variation.

THE ARC

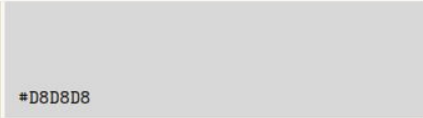
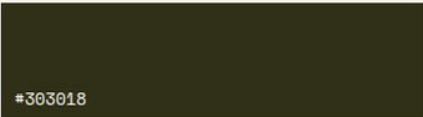
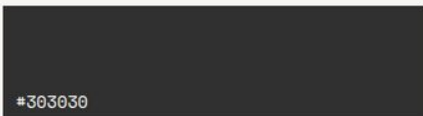
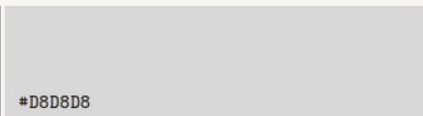
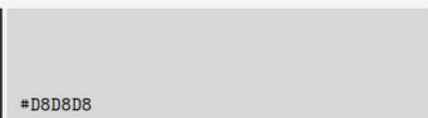
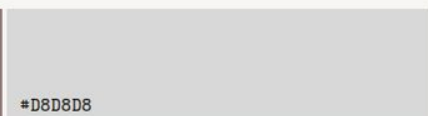
The collection moves from stillness to statement. Quiet Form sets the silhouette language, Heathered Earth and Soft Colour carry it into tone, Graphic Knit and After Dark sharpen it, and Texture Story closes on surface. The Product Edit translates the arc into a buyable line.

THE RULES

One idea per board. No repeated model identity or pose across stories. Garment intelligence comes from the source archive only; nothing technical is invented. Colour is earned, never decorative.

03 MASTER COLOUR STORY

Tones sampled from the approved boards.

QUIET FORM	 #909078	 #C0C0A8	 #D8D8D8	 #483030
HEATHERED EARTH	 #303018	 #484830	 #C0C0C0	 #D8D8D8
SOFT COLOUR	 #C0A8A8	 #A89090	 #787860	 #D8D8D8
GRAPHIC KNIT	 #000000	 #303030	 #D8D8D8	 #F0F0F0
AFTER DARK	 #000000	 #181818	 #303030	 #D8D8D8
TEXTURE STORY	 #604848	 #786060	 #907878	 #D8D8D8

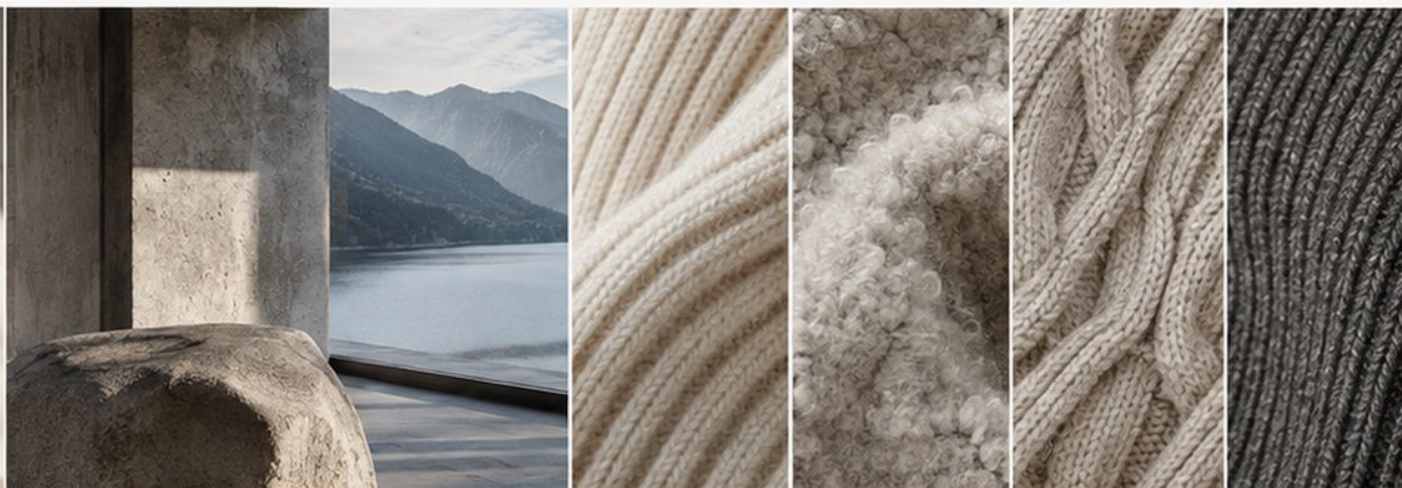
Values are sampled directly from the seven approved visual boards. They describe the boards; they are not dye or lab specifications.



01 QUIET FORM

REFINED
NATURAL
CONSIDERED
EVERYDAY
LUXURY

LESS NOISE
MORE MEANING



KNITWEAR
AS A MORE
CONSIDERED
TOMORROW

Modern knitwear for
a slower, more
considered life.

PEOPLE
PRODUCT
A CLEANER
TOMORROW



01
TURTLENECK
OVERSIZED RIB



02
RELAXED CREW
FINE GAUGE



03
CABLE SWEATER
TEXTURED SLEEVE



04
LONGLINE CARDIGAN
TONAL TEXTURE



05
OPENWORK SWEATER
SOFT STRUCTURE



06
KNIT DRESS
CLEAN SILHOUETTE

COLOUR PALETTE



WINTER WHITE



OATMEAL



STONE



MIST GREY



TAUPE



GRAPHITE



NATURAL
TEXTURE
TIMELESS
RELEVANT
RESPONSIBLE



02

HEATHERED EARTH

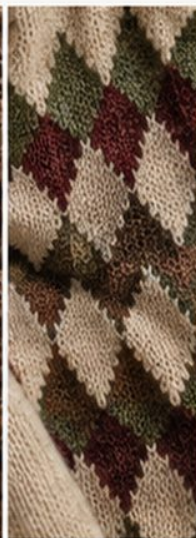
TEXTURE
HERITAGE
MODERN RELEVANCE

NATURAL SURFACES
STRONGER STORIES
A MORE CONSIDERED TOMORROW



KNITWEAR
ROOTED IN
A RICHER
TOMORROW

Heritage textures
reinterpreted for
a slower, more
meaningful modern life.



MOSS



LICHEN



BARK



TOBACCO



BURGUNDY



WARM NEUTRAL



01
CABLE CARDIGAN
TEXTURED SLEEVE



02
PATCHWORK KNIT
RELAXED SHAPE



03
ARGYLE CREW
HERITAGE INSPIRED



04
CHUNKY TURTLE
MODERN VOLUME



05
TEXTURED CREW
SOFT SURFACE



06
LONGLINE CARDIGAN
REFINED TEXTURE



THE PALETTE

MOSS
LICHEN
BARK
TOBACCO
BURGUNDY
WARM NEUTRAL

DEPTH IN TEXTURE
STRENGTH IN SIMPLICITY



PEOPLE
PRODUCT
A CLEANER
TOMORROW

03 SOFT COLOUR

FEMININE
MODERN
EXPRESSIVE
CONSIDERED

FROSTED COLOUR
FOR A MORE
CONSIDERED TOMORROW



DUSTY ROSE

BERRY

MUTED LILAC

POWDER BLUE

SAGE

CREAM

COLOUR
BRINGS
PERSPECTIVE
TO A MORE
CONSIDERED
TOMORROW.



01
FLORAL TEXTURE KNIT
STATEMENT SURFACE



02
JACQUARD CARDIGAN
SOFT STRUCTURE



03
STRIPE CREW
MODERN CLASSIC



04
CHUNKY TURTLE
RELAXED VOLUME



05
OPENWORK CARDIGAN
LIGHT TEXTURE



06
COLOURBLOCK KNIT
PLAYFUL BALANCE



SOFTER
LIGHT
BRIGHTER
DAYS
A MORE
CONSIDERED
TOMORROW.



04 GRAPHIC KNIT

PATTERN
STRUCTURE
BOLD SIMPLICITY
MODERN HERITAGE

CLASSIC CODES
NEW PERSPECTIVE



PATTERN
AS A MORE
CONSIDERED
LANGUAGE
FOR TOMORROW.

Graphic knits
bring familiarity
and progress
together.



01
STRIPE CREW
MODERN CLASSIC



02
JACQUARD CARDIGAN
GRAPHIC STRUCTURE



03
ARGYLE CREW
HERITAGE REIMAGINED



04
CHUNKY TURTLE
BOLD STRIPE



05
COLOUR BLOCK KNIT
MODERN BALANCE



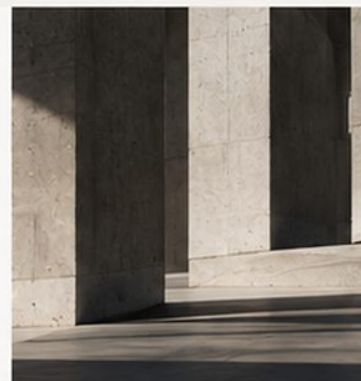
06
GEOMETRIC CARDIGAN
STATEMENT PATTERN



THE PALETTE

INK
CREAM
OXBLOOD
COBALT
CAMEL
GRAPHITE

STRONGER
STORIES
A MORE
CONSIDERED
TOMORROW.



PEOPLE
PRODUCT
A CLEANER
TOMORROW

05 AFTER DARK

REFINED
EXPRESSIVE
MODERN EVENING
BEYOND SEASON

KNITWEAR
FOR A BRIGHTER
TOMORROW

TEXTURES
FOR A MORE
CONSIDERED
TOMORROW.



SUBTLE
DETAILS
STRONGER
STORIES.

MODERN
KNITWEAR
FOR A MORE
CONSIDERED
TOMORROW.



01
RIB KNIT DRESS
CLEAN SILHOUETTE



02
EMBELLISHED CREW
MODERN EVENING



03
WRAP CARDIGAN
FLUID SHAPE



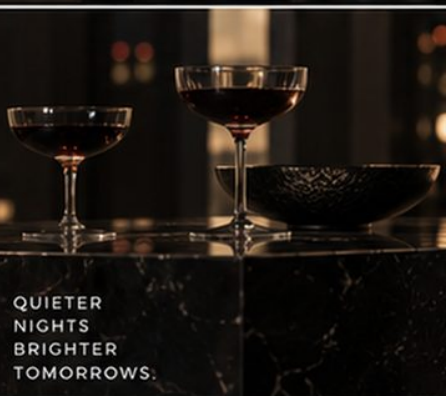
04
OPENWORK SWEATER
FEMININE TEXTURE



05
CHUNKY TURTLE
SOFT VOLUME



06
DETAILED CARDIGAN
REFINED ESSENTIAL



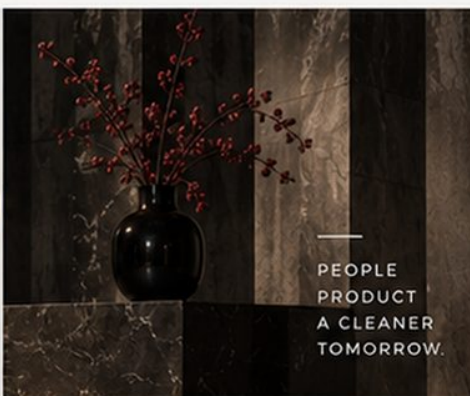
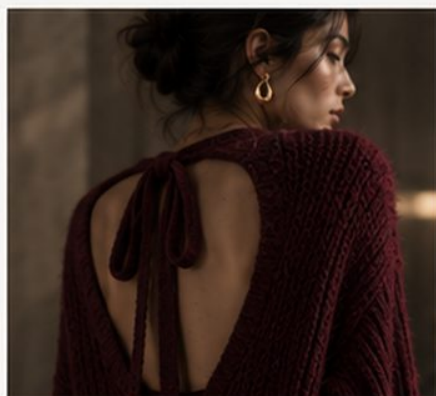
QUIETER
NIGHTS
BRIGHTER
TOMORROWS.



THE PALETTE

BLACK
CHARCOAL
WINE
DEEP TEAL
TAUPE
SOFT METALLIC

LESS NOISE
MORE MEANING
A MORE
CONSIDERED
TOMORROW.



PEOPLE
PRODUCT
A CLEANER
TOMORROW.



06 TEXTURE STORY

TACTILE
DIMENSIONAL
SENSORIAL
MODERN CRAFT

TEXTURE BRINGS
A DEEPER CONNECTION



RICHER
SURFACES
FOR A MORE
CONSIDERED
TOMORROW.

CABLE
RIB
OPENWORK
BOUCLE
FLUFFY
WAFFLE LIKE
STRUCTURE



01
CABLE KNIT
CLASSIC VOLUME



02
WIDE RIB
MODERN SHAPE



03
OPENWORK KNIT
LIGHT TEXTURE



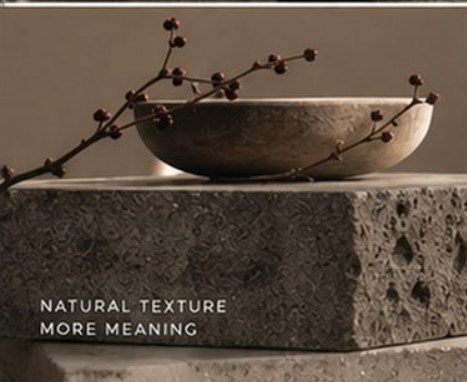
04
BOUCLE SURFACE
SOFT DIMENSION



05
WAFFLE LIKE KNIT
CASUAL REFINEMENT



06
TEXTURED DETAIL
STATEMENT SURFACE



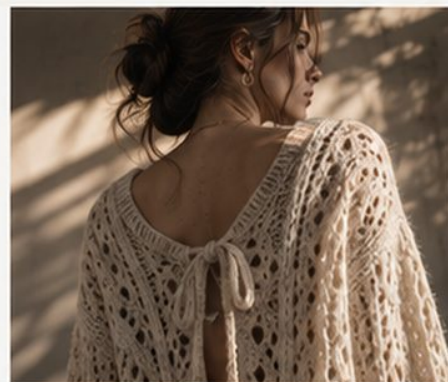
NATURAL TEXTURE
MORE MEANING



THE PALETTE

WINTER WHITE
OATMEAL
STONE
MIST GREY
TAUPE
DUSTY ROSE
SAGE
GRAPHITE

TEXTURE
ADDS EMOTION
TO EVERYDAY.



PEOPLE
PRODUCT
A CLEANER
TOMORROW



07

QUIET FORM

PURE SHAPES
REFINED TEXTURES
LASTING RELEVANCE

CLEANER
SIMPLER
A MORE CONSIDERED
TOMORROW

QUIET
TEXTURES
STRONGER
TOMORROWS



WINTER WHITE
OATMEAL
STONE
MIST GREY
TAUPE
GRAPHITE

LESS CAST.
MORE
CONSIDERED.
A WARDROBE
THAT LASTS
BEYOND
THIS SEASON.



01
RIB TURTLENECK
CLEAN SILHOUETTE



02
CABLE CREW
CLASSIC TEXTURE



03
LONG CARDIGAN
RELAXED SHAPE



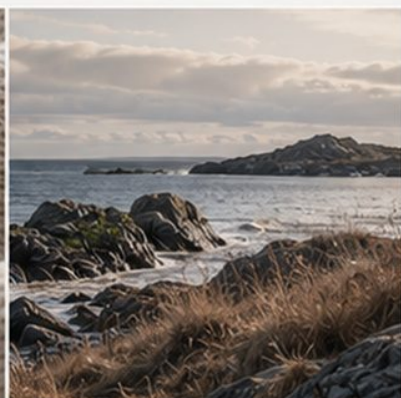
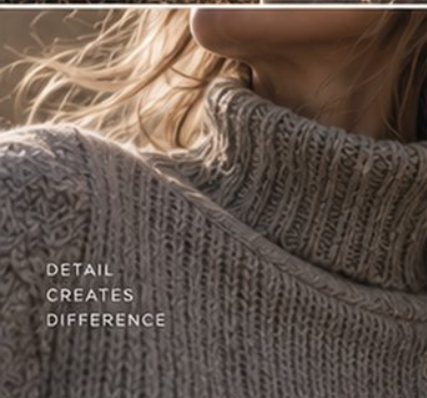
04
RIB DRESS
MODERN MINIMAL



05
OVERSIZED CREW
SOFT VOLUME



06
OPENWORK KNIT
REFINED DETAIL



THE PALETTE

WINTER WHITE
OATMEAL
STONE
MIST GREY
TAUPE
GRAPHITE

TIMELESS
TEXTURES
FOR A MORE
CONSIDERED
TOMORROW.



PEOPLE
PRODUCT
A CLEANER
TOMORROW



Z E R O

C A R B O N I N N O V A T I O N

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