



MATCHA MOVE

[ACTIVE COLLECTION]



The concept:

Matcha Move Capsule Design is an affirmation of the things that connect us – being close to nature, staying active, commensality and community. It's an examination of how they can guide us through a time when we all feel disconnected after harsh experience of lockdown and ubiquitous feelings of anxiety and uncertainty caused by the pandemic.

A turbulent beginning of the decade combined with raised awareness of our emotional wellbeing, importance of selflove and significance of selfcare will drive personal striving for cultivation of mindfulness and bolstering moods.

There will be a greater interest in the healing benefits that slow life, attentive physical activity, unconventional medicine combined with simple everyday rituals and good habits can provide.

Dedicated to:

mindful and spiritual young women, being into slow, attentive movement, focusing on personal growth, appreciating quality time with family and friends, pursuing happiness by experiencing not possessing

Silhouette:

combination of soft, fluid, loose pieces in contrary to fitted styles stretchable enough to be comfortable

Suitable for:

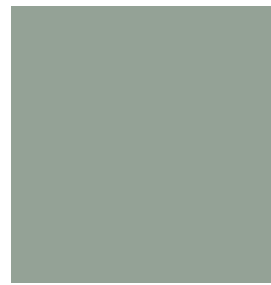
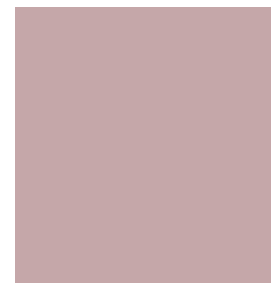
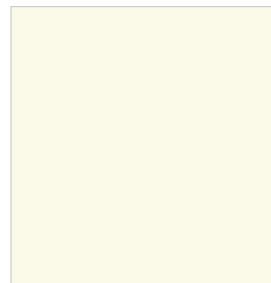
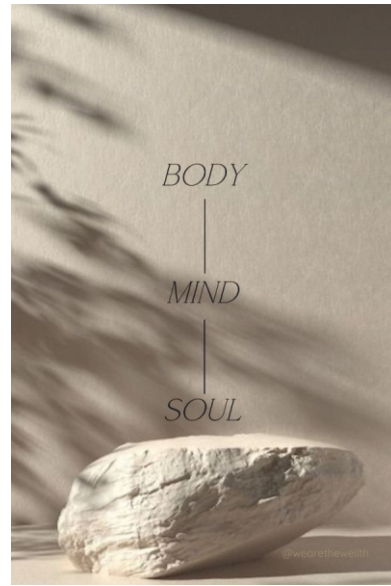
yoga, pilates, meditation, wellness, lounge and everyday, casual styling

Competitive brands:

Lululemon, Sweaty Betty, Alo Yoga, Free People (yoga collection), MPG, GAIAM, Zella, Joah Brown



COLOR MOOD



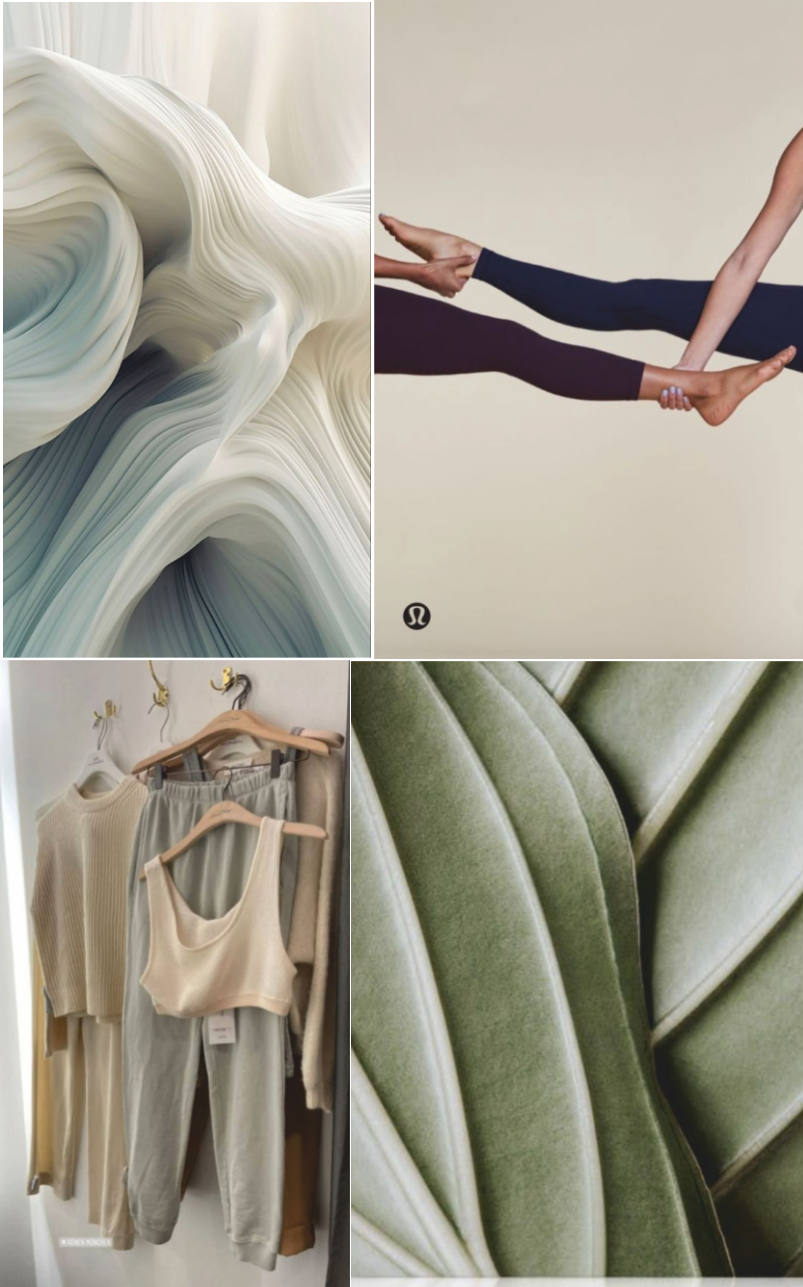
Color palette:

This palette is naturally grounding and earthy.

Sustainable lifestyles, a sense of community and being closer to nature are all important for the consumer.

Restful, faded colors will remain relevant in tumultuous times.

Sunburned tones gained by usage of acid and stonewash will highlight relaxed and laid back style of the whole collection.



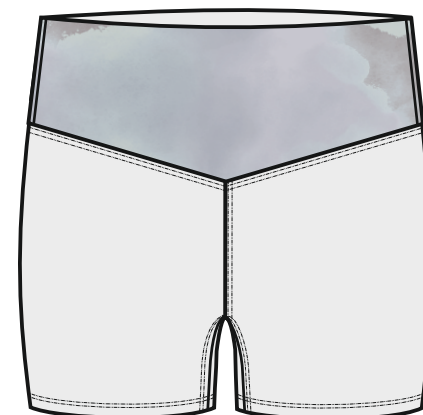
V-NECK LONGSLEEVE

SHAPE/DETAILS: CROPPED LONGSLEEVE TOP; FITTED SLEEVES;
OVERLAPPING FRONTS; DEEP V-NECKLINE;
STATEMENT LABELS;
FIRM AND STRETCHABLE RIB QUALITY

FABRIC: RIB 4X4/ 80%VISCOSE/ 20%POLYAMIDE

MDK: I





SPORTY SET (BRA + SHORTS)

- SHAPE/DETAILS:
1. FULL SUPPORT LOW FRICTION BRA WITH WIDE STRAPS;
TIE DYE COLOR BLOCKING/OR TONE IN TONE
 2. SUPPORTIVE HIGH WAIST SHORTS;
HIDDEN POCKET IN THE WAISTBAND;
TIE DYE COLOR BLOCKING/OR TONE IN TONE

FABRIC: SINGLE JERSEY/ 75%POLYAMIDE/ 25%ELASTANE

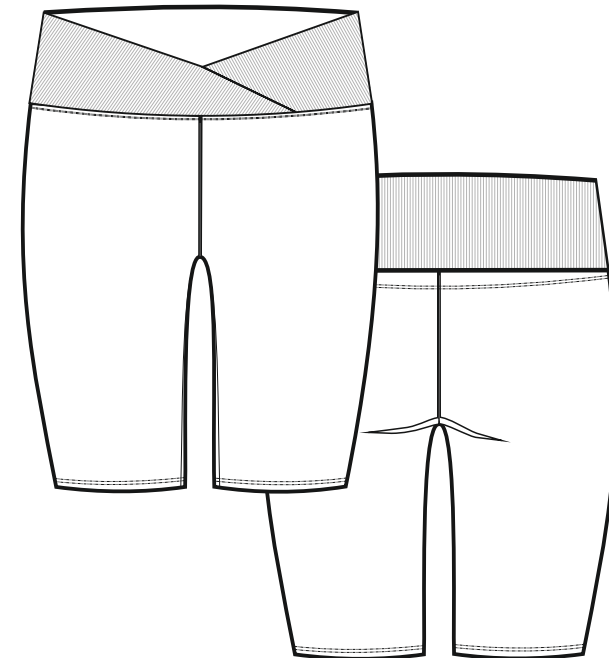
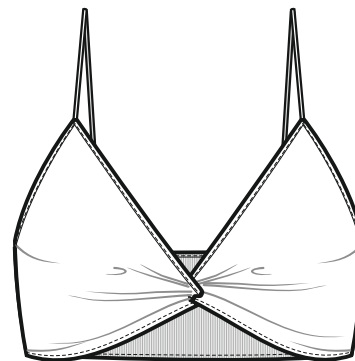
MDK: 2



MLC



TONE IN TONE



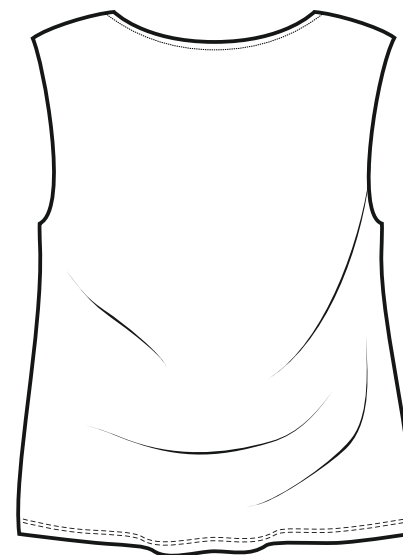
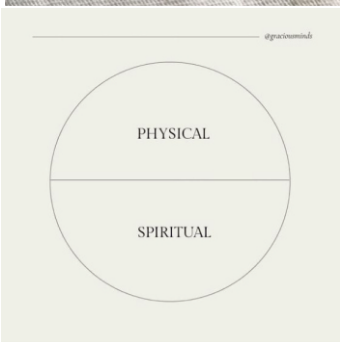
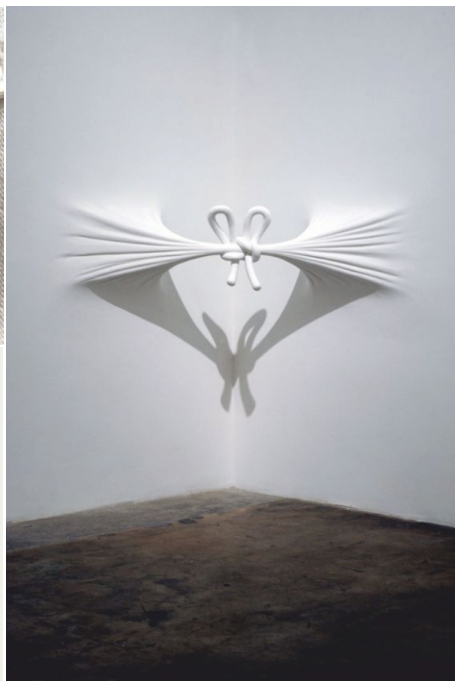
CASUAL SET (BRA + SHORTS)

SHAPE/DETAILS: 1. LIGHT SUPPORT FEMININE BRALETTE;
FANCY DETAIL - TWISTED FRONT; ADJUSTABLE STRAPS;
2. CYCLING HIGH RISE SHORTS;
OVERLAPING WAISTBAND

FABRIC: SINGLE JERSEY/ 75%POLYAMIDE/ 25%ELASTANE

MDK: 2





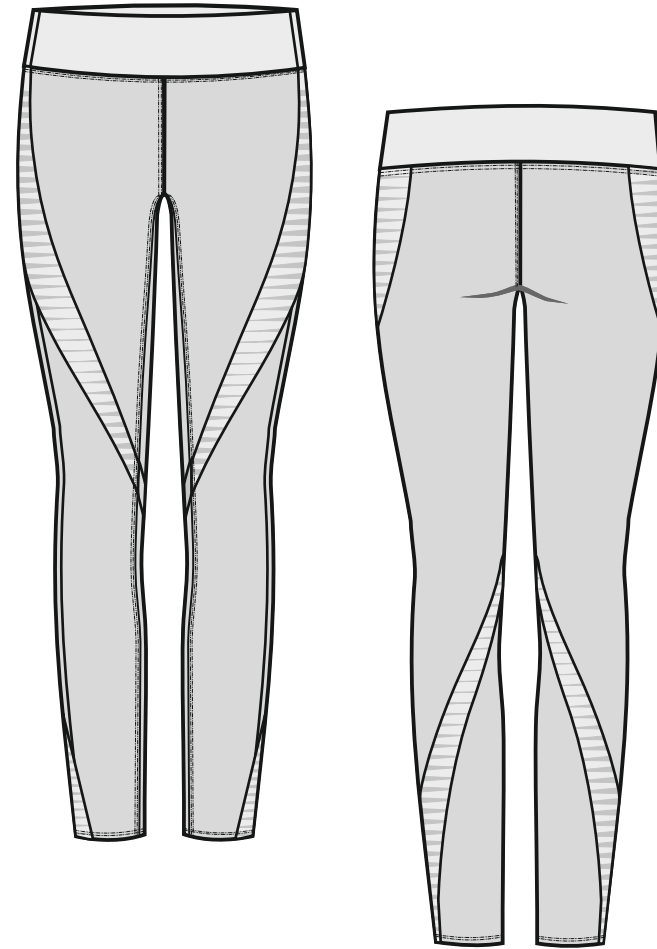
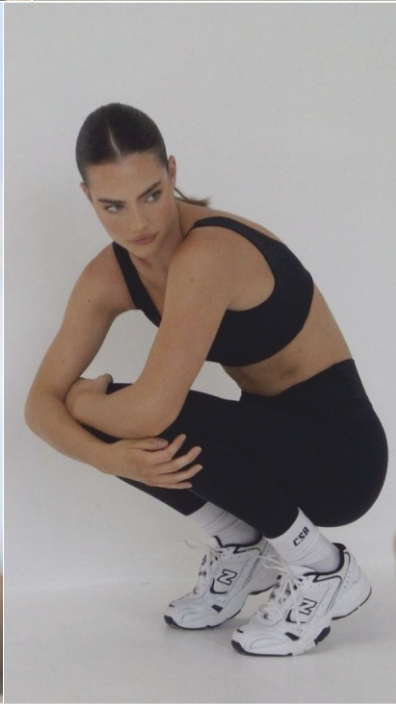
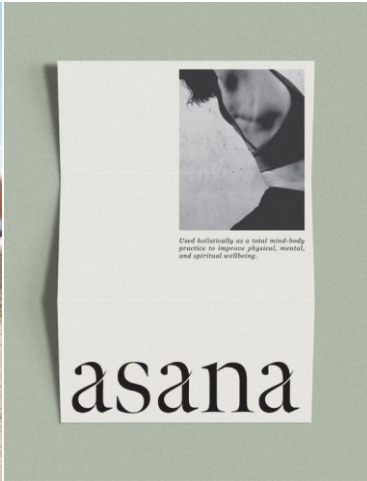
MUSCLE TANK TEE

SHAPE/DETAILS: LOOSE FIT MUSCLE TANK TOP; HIP LENGHT;
 ARMPIT FINISHING: KNIFE CUT EDGES;
 LAID BACK STYLE TO BE COMBINED WITH SPORT BRA;
 STATEMENT BRANDING; ACID WASH FINISHING

FABRIC: SINGLE JERSEY/ ACID WASH/ LIGHTWEIGHT/ 180 GSM
 55%POLYAMIDE/ 40%RECYCLED POLYESTER/ 5%VISCOSE

MDK: 3





FULL LENGTH LEGGINS

SHAPE/DETAILS: INTENDED TO SIT ABOVE ANKLE;
HIGH RISE; WIDE WAISTBELT WITH HIDDEN POCKET;
PANELS WITH RUSHING; TONE IN TONE COLOR BLOCKING

FABRIC: SINGLE JERSEY
80%POLYAMIDE/ 20%ELASTANE

MDK: 2





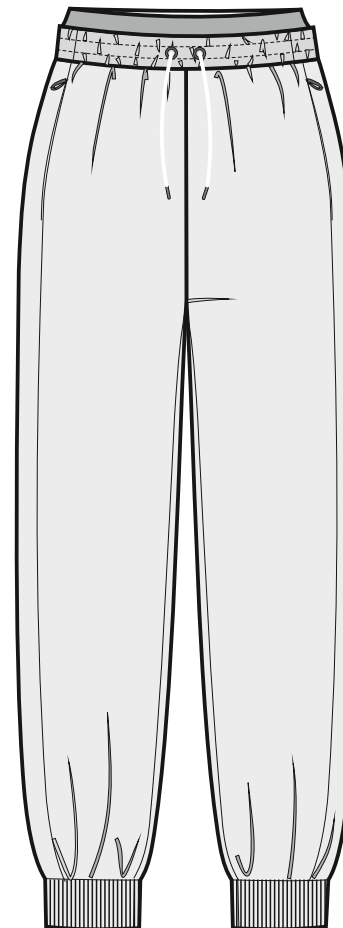
COTTON TERRY HOODIE

SHAPE/DETAILS: SLOUCHY, RELAXED FIT BOYFRIEND HOODIE;
DETAILS: FANCY RIB INSERTS; STATEMENT LABEL;
 KNIFE CUT EDGES; EXPOSED SEAMING;
 DISTRESSED EFFECT - STONE WASH FINISHING

FABRIC: STONE WASHED FRENCH TERRY/ LIGHTWEIGHT (280 GSM)
 80%ORGANIC COTTON/ 20%RECYCLED POLYESTER

MDK: 2





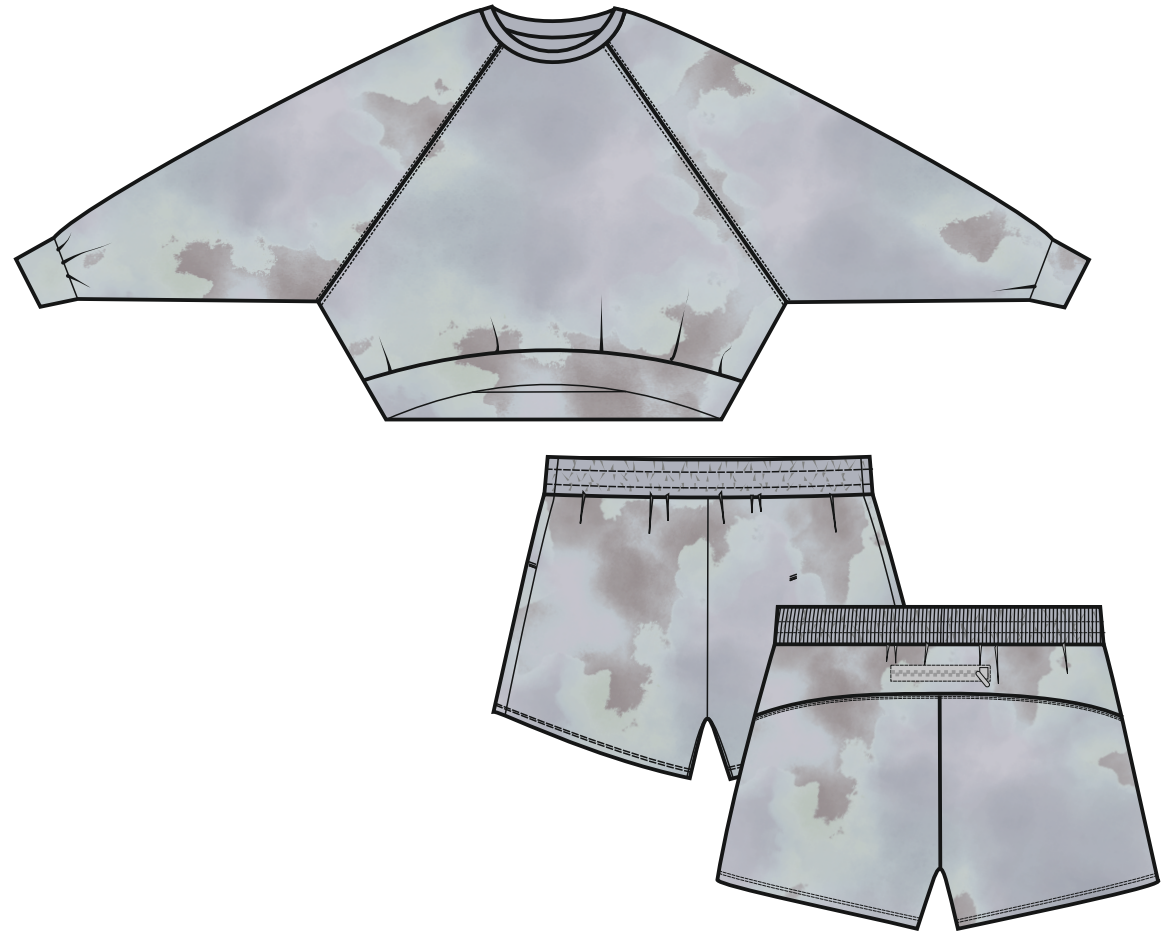
COTTON TERRY JOGGERS

SHAPE/DETAILS: SLOUCHY, LOOSE FIT; ROOMY THROUGH GLUTES AND THIGHS;
DETAILS: FRONT POCKETS WITH ZIPPERS;
 DRAWSTRING WAIST WITH ELASTIC INSIDE;
 KNIFE CUT EDGES; EXPOSED SEAMING; DISTRESSED EFFECT

FABRIC: STONE WASHED FRENCH TERRY/ LIGHTWEIGHT (280 GSM)
 80%ORGANIC COTTON/ 20%RECYCLED POLYESTER

MDK: 2





TIE DYE TERRY SET

SHAPE/DETAILS: 1. OVERSIZED, SLOUCHY SWEATSHIRT; EXAGGERATED VOLUME SLEEVES; EXPOSED SEAMING;
2. LOOSE FIT SHORTS; SIDE POCKETS; ZIPPED BACK POCKET; WAISTWELT FROM RIB 1 X 1 WITH ELASTIC INSIDE

FABRIC: FRENCH TERRY/ TIE DYE/ LIGHTWEIGHT (280 GSM)
80%ORGANIC COTTON/ 20%RECYCLED POLYESTER

MDK: 1



MLC

MATCHA MOVE/ RANGE PLAN

