



SS\26



TEENAGE INFLUENCE

From around the age of 12, outside influences start to have more of an impact on children than the parents. Celebrities and social media being one key influence.



SABRINA CARPENTER



SNIPER WOLF



SALISH MATTER



TAYLOR SWIFT



BILLIE EILISH



SABRINA CARPENTER



SNIPER WOLF



SALISH MATTER



TAYLOR SWIFT



BILLIE EILISH

SABRINA CARPENTER | SNIPER WOLF | SALISH MATTER | TAYLOR SWIFT | BILLIE EILISH

MINI ME

'Mini Me' 4 Ever: We reported last year on a major resurgence in 'mini me' strategies, with a new angle being the shift from novel streetwear-based copycat looks into more everyday, family fashion aesthetics. This continues apace, and as we see key high-street players such as M&S as well as super-cool innovative brands like Pangaia getting in on the act (with both dedicating editorial content to it), we predict this is a trend that's here to stay



OPTIMISTIC ENERGY

With the continuous popularity of Tik-tok, teens are heavily influenced by beauty trends. We see a rise in sweet pastels being staples in their wardrobe - soft shades of lavender, baby blue, and blush pinks. On the other hand, some teenagers prefer a more understated and unisex look. Neutral tones like white, beige, and gray are popular choices for those who appreciate simplicity and minimalism.



ZARA KIDS



JACQUEMUS KIDS



BABY DIOR

PANTONE
11-0601 TCX
Bright White

PANTONE
13-2802 TCX
Fairy Tale

LILAC
match with swatch

HEATHER GREY

TWEEN & TEEN CONCEPT OVERVIEW



****CONCEPTS ONLY**

TEEN PERIOD UNDERWEAR:

With Gen Alpha set to be the most populous generation in history, and puberty in many markets starting earlier, it's time to reassess strategies for girls' intimates

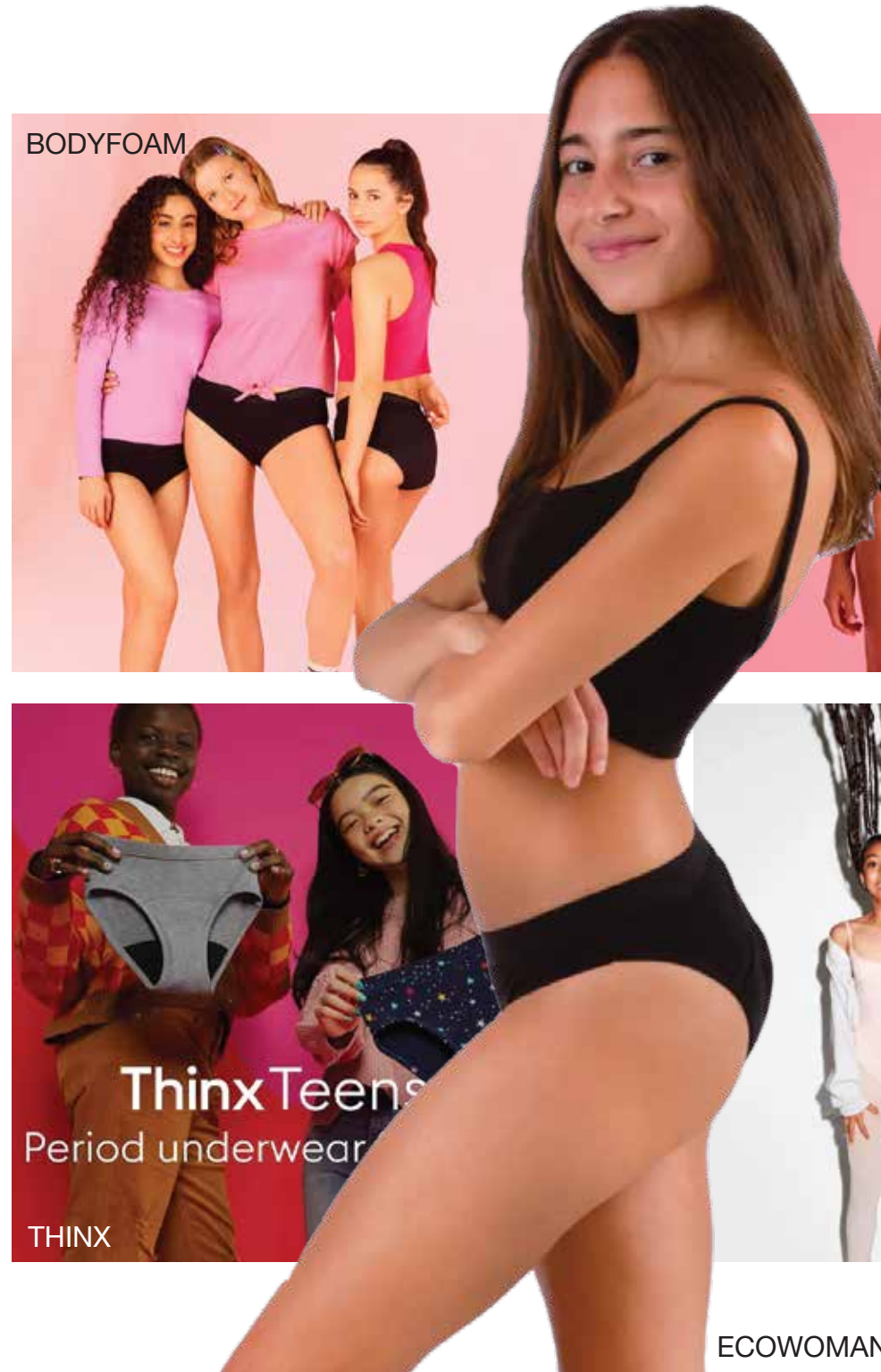
“Did you know that nearly 2 million teenage girls miss school because of their period?” Plan UK

Why period underwear for teenagers is better than tampons & pads:

- Comfort
- Safe protection against leakage
 - Washable & reusable
 - Does not smell
- Cheaper in the long run

Consumer needs:

Girls need to feel more confident when on their period. We want to provide the best protection for the unexpected arrival of her periods, or even as extra protection on heavier days.



PERIOD PROOF



Colour Option 2



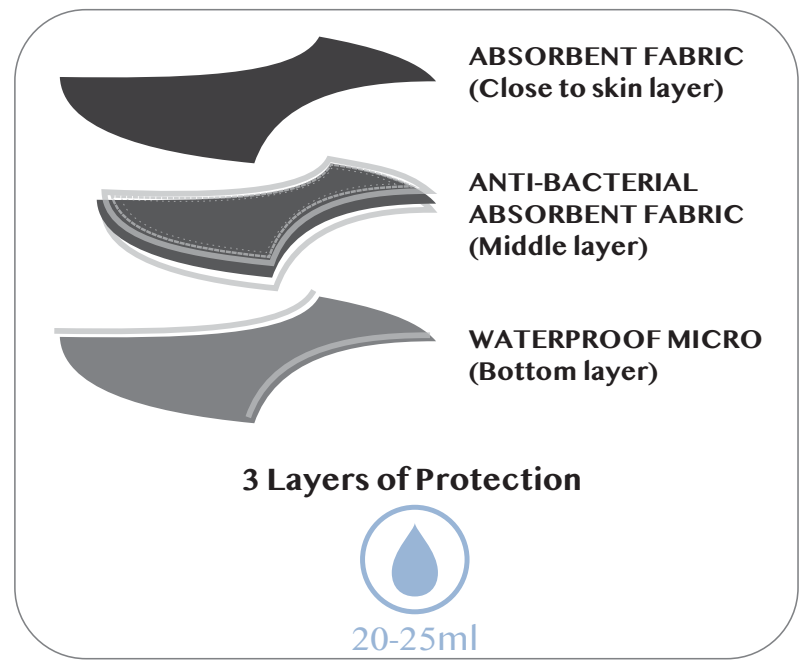
PERIOD PROOF RANGE

- REVERSIBLE CROP
OO3-QQ-OO402B
- BOYLEG PERIOD BRIEFS
OO3-QQ-00403
- MID WAIST HIPSTER PERIOD BRIEFS
003-QQ-00404
- PERIOD BODYSUIT
003-QQ-00405

FABRIC DIRECTION



Soft stretch printed micro

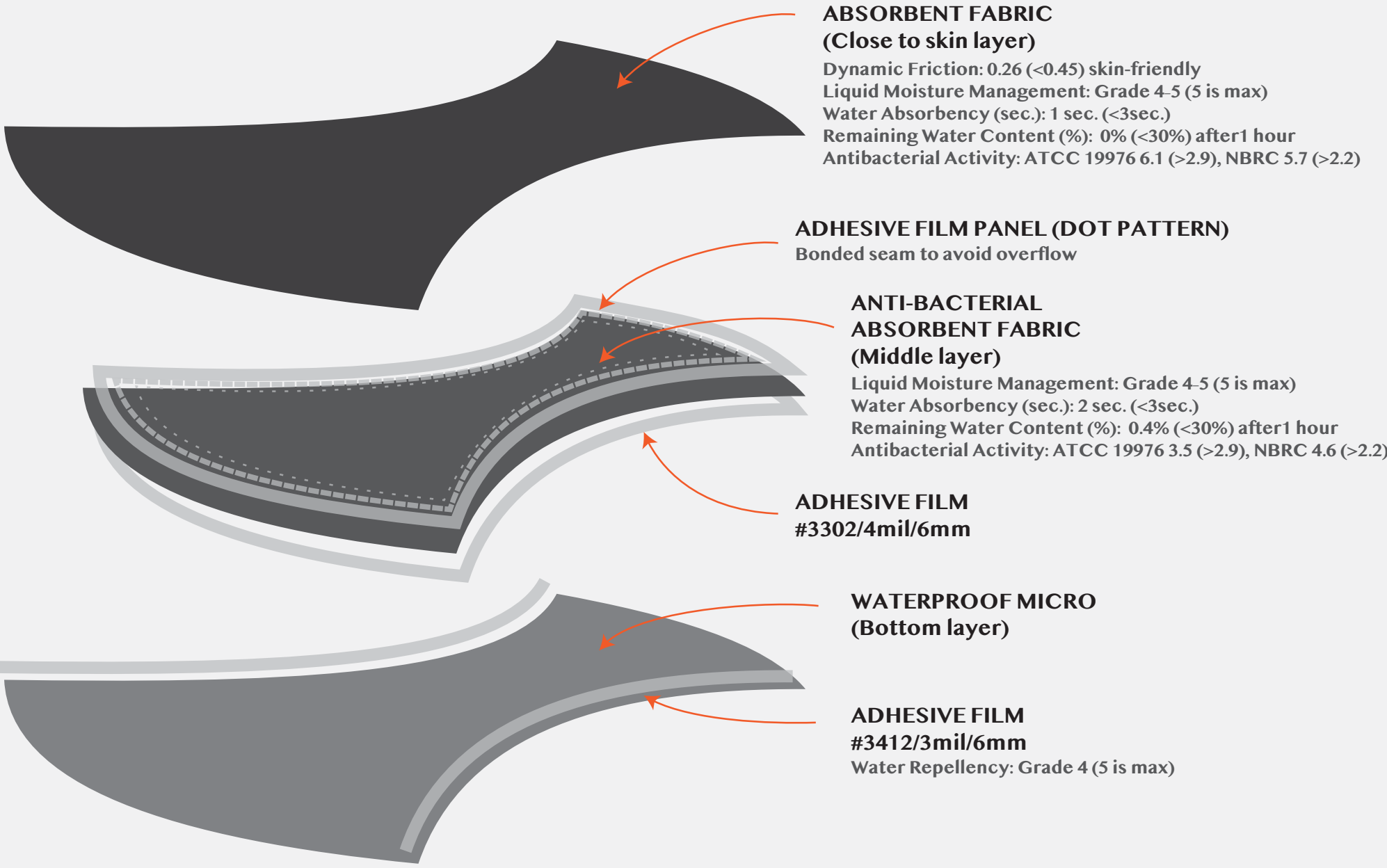


CREATIVE DIRECTION

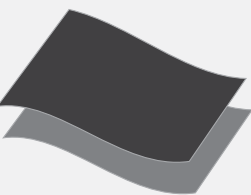


3 LAYERS OF PROTECTION

DISSECTION OF PERIOD PROOF GUSSET CONSTRUCTION




WATER ABSORPTION (ML) OF LAYER 1-3
Regular Level : Up to 20-25ml
= 4-6 tampons


NO DELAMINATION
after 30 washes


NO DROP IN PERFORMANCE
after 7 days of Jungle Test (70°C, 90RH)



UNDERWEAR with ERGONOMIC & BUILT-IN SUPPORT



UNIQLO

It is important to cater for the growth and development of teen girls by providing them with:

CONVENIENCE: Tops with built-in bra offer the convenience of not having to wear a separate bra underneath, giving her the **#one-piece solution**.

COMFORT: Designed to provide adequate support and coverage for the girls' developing breasts, eliminating underwires & hardware that could evoke discomfort. By providing stability to the chest, it could also help improve overall posture.

CONFIDENCE: In a body-conscious stage in life trying to understand the changes in their bodies, teens are keen on built-in support that offers a sense of security & confidence.

#2-in-1
#No Bra Look



GAP

UNDERWEAR with MULTI-FUNCTIONAL FABRICATION



HYGIENIC NEEDS:

During puberty, hormonal changes can lead to increased body sweat and odor amongst teens. Anti-bacterial property in fabrics that inhibits the growth of bacteria can be helpful in preventing unpleasant odor.

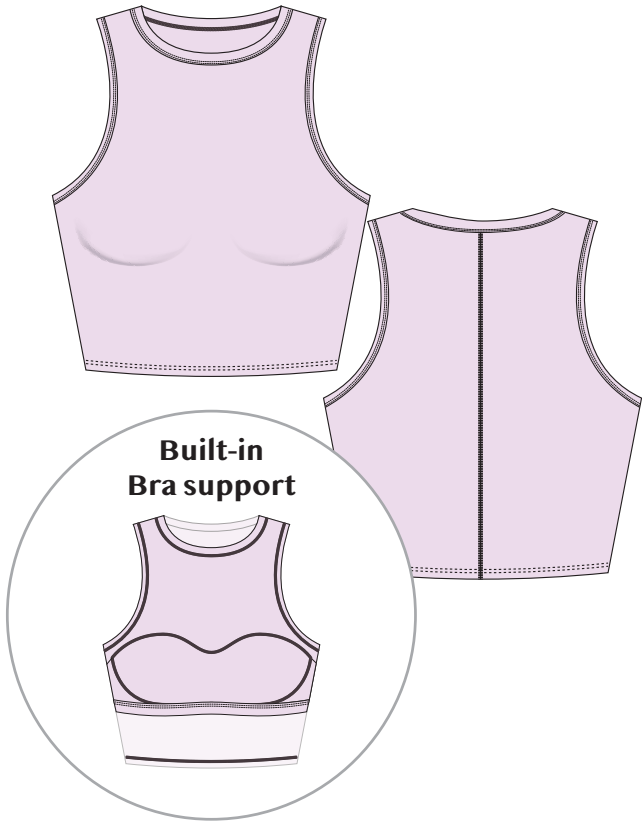
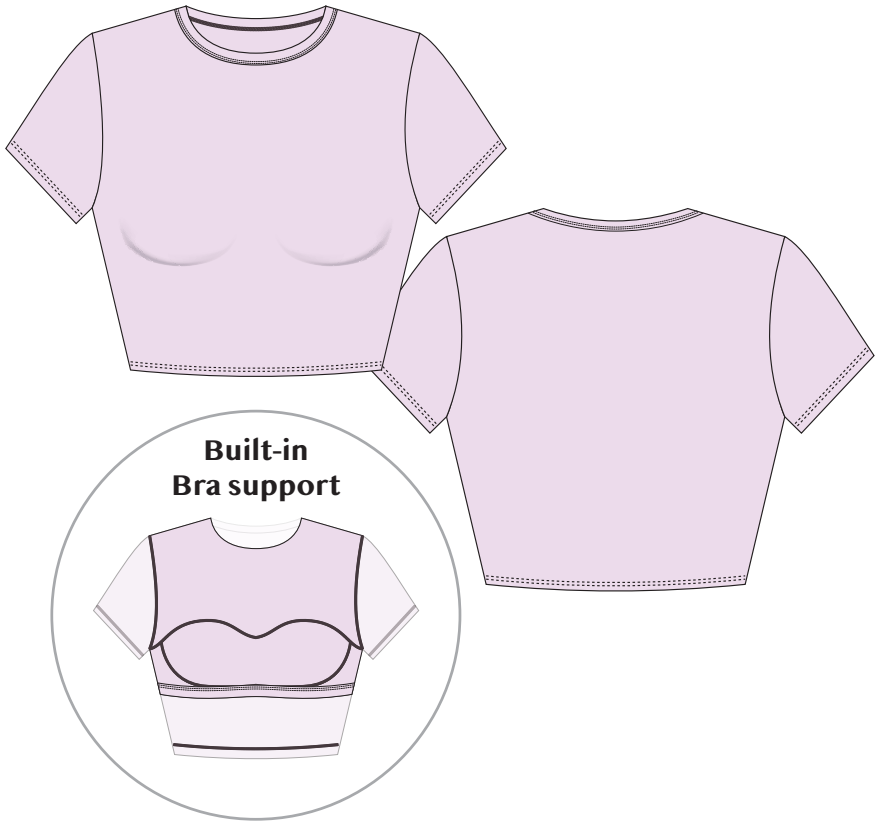
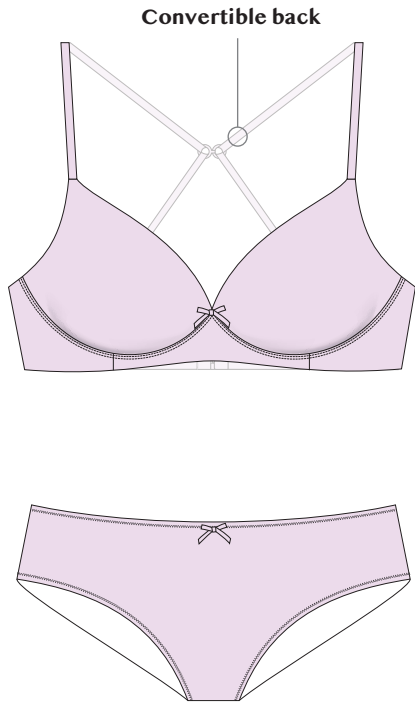
DESIRE TO STAY FRESH:

Being young and active, teens often engage in various activities in a day. It becomes ideal for them to feel fresh in their underwear and clothes all day long. Cooling & wicking properties will help regulate the body temperature.

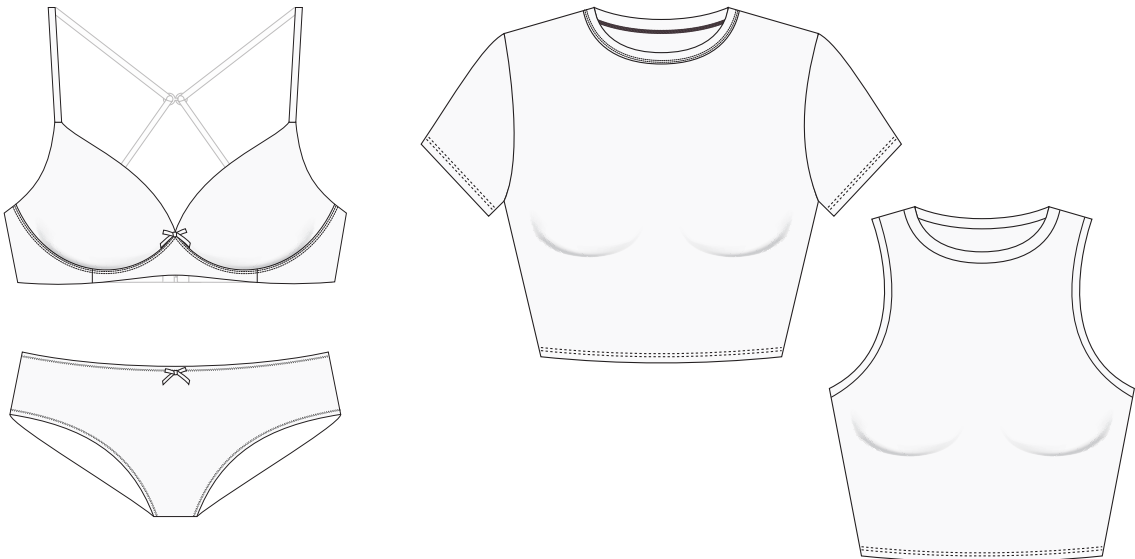
VERSATILITY & COMFORT:

Teens seek garments that can be worn for a variety of activities, such as exercise, lounging, or hanging out with friends. They tend to look for stretchy & soft materials that offers great comfort & high flexibility during movement.

FUNCTIONAL



Colour Option 2



FUNCTIONAL NYLON RANGE

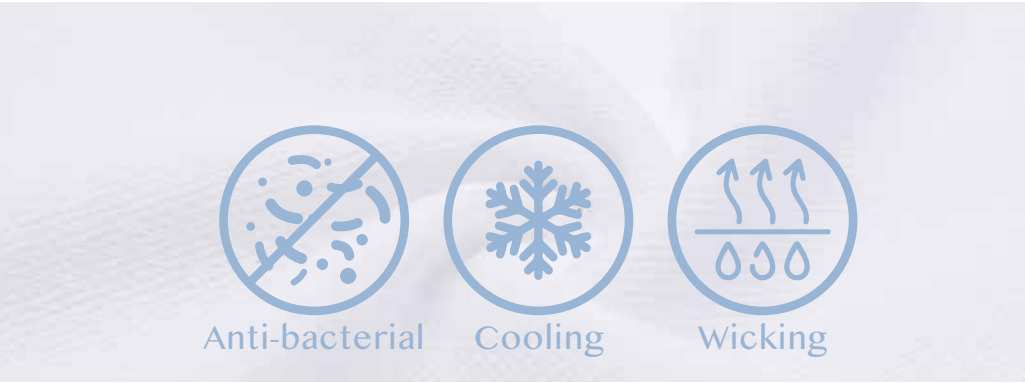
PADDED WIRELESS BRA
003-RR-00001

BIKINI BRIEF
003-RR-00002

2-IN-1 CROPPED TEE
003-RR-00004

2-IN-1 TANK TOP
003-RR-00003

FABRIC DIRECTION



Functional Nylon with Cool Jade yarn



**Cool Jade hangtags application requirement:
A minimum of 30% of Cool Jade yarn used in the whole garment.*



Elastics with Anti-Odor Mint Finishing

CREATIVE DIRECTION



FUNCTIONAL YARN - COOL JADE YARN





冰莹玉纤维

COOL JADE FIBER

降温，瞬间凉爽
冰莹玉纤维服装可降低体表温度1-2度，有瞬间凉爽的功能，QMAX值0.20~0.25。

干爽，吸湿排汗
比表面积大，能迅速吸收皮肤表面湿气和汗水，达到吸湿、排汗、透气的功能。

天然，多重功效
冰莹玉石天然矿物质，长期贴附身体，改善微循环，促进代谢，消除疲劳，抑菌，防臭...

长久，持续有效
纤维性质稳定，检测后发现，即使洗涤50次以上，其凉感、干爽、抗菌等功效仍然有效。

核心原理
把冰莹玉纳米粉体加入纤维中，利用玉的冰凉特性以及多空隙含水率高的无机材料，加上粉体表面改性技术，促使水分吸附量提高，使面料具有凉爽感

FIBER CHARACTERISTIC of COOL JADE YARN

COOLING

- $Q_{max} \text{ level} > 0.2 \text{ W/cm}^2$
- Instant drop in body temperature by 2°C

MOISTURE WICKING

- Enhanced by the Y-shaped & O-shaped cross-sections of the yarn
- Increase surface area by 25%
- Absorbs moisture
- Wicks away sweat
- Provides strong air permeability

ANTI-BACTERIAL

- Up to 90% anti-bacterial properties against *Klebsiella pneumoniae*, *Staphylococcus aureus* and *E. coli*.

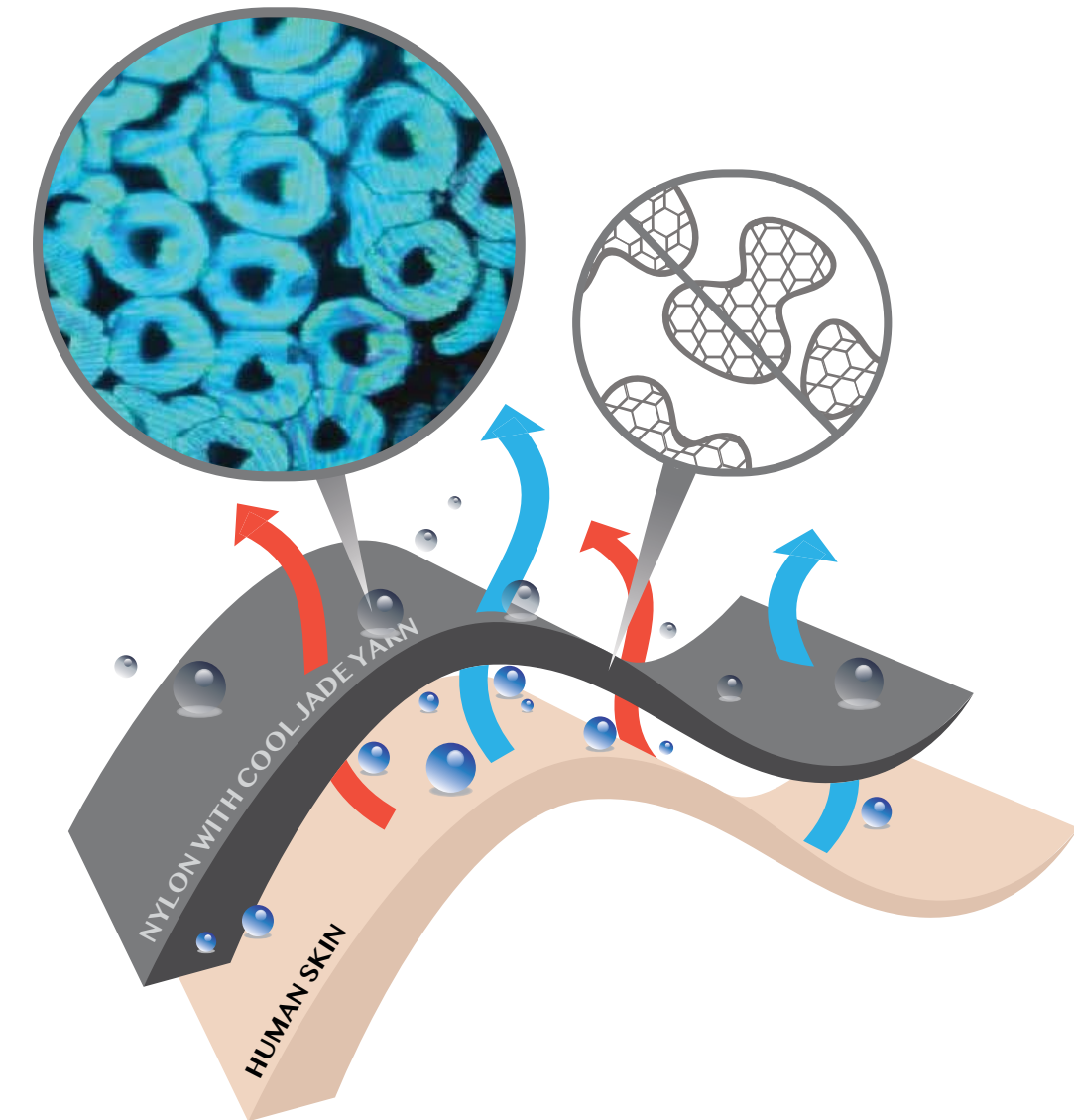
*** Test results are subject to clients' requirement ***

GOOD DRAPABILITY

- Soft hand feel

DURABILITY

- Fiber characteristics can be maintained after up to 50 washes



CHEMICAL & TOXIN-FREE UNDERWEAR:



SKIN



CÉU LABEL



CÉU LABEL



TARGETING GEN Z & GEN ALPHA:

Following on the heels of gen Z, Gen Alpha shares the same values of inclusivity, social progressiveness, and sustainability, but even more vocally. Gen alpha wants to buy products that reflect their values. Their increased awareness on environmental topics will urge them to shop more consciously and opt for eco-friendly products.

TARGETING THE MOMS:

Concerned about their children's health & well-being, Moms would be seeking the most natural and skin-friendly options when shopping for first bras for their girls.

PLANT DYE

Plant dyeing, also known as "natural dyeing" and "vegetation dyeing", is a method of dyeing textiles using herbal dyes.

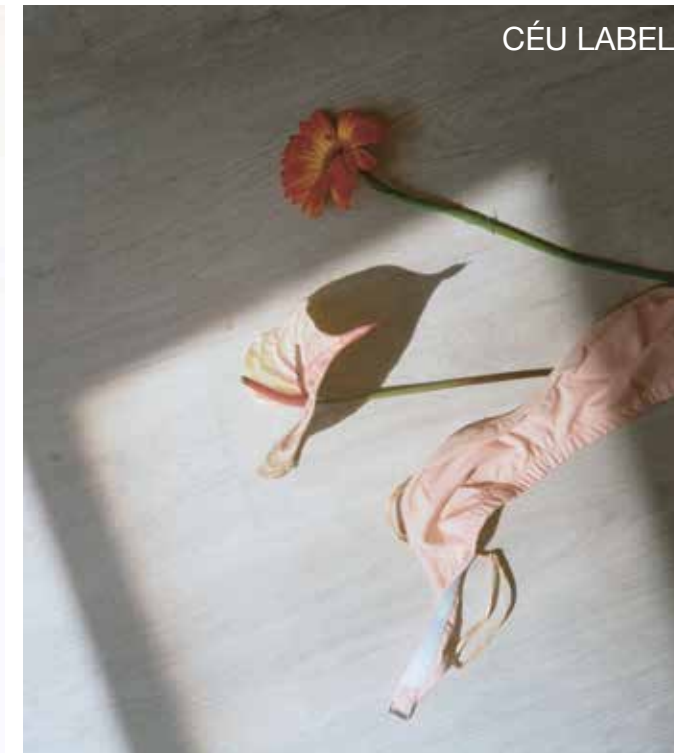
The main extracted plant sources are turmeric (yellow), madder (red), isatis root leaves (indigo), chestnut shells (brown)

BENEFITS OF PLANT DYE vs. SYNTHETIC DYE

- **Toxin-free:** reduce the harm of dyes to human body.
 - **Health Benefits:** some plant dyes, such as tumeric, has infused medicinal properties that provides skin benefits to users.
 - **Environmentally friendly:** requires less water, time & energy. Lower CO₂ emissions.
- **Biodegradable waste:** use of natural renewable resources which reduce the toxicity of dyeing wastewater.
- **Uniqueness:** each plant species and part of the plant used for dyeing can result in different shades and tones.

NATURROOT[®]
Colors From Natural

SINOTECO[™]



ALGAE DYE

Algae dye refers to dyes that are derived from algae, which are photosynthetic organisms that can be found in aquatic environments.

Algae contain pigments that can be extracted and used as natural dyes.

BENEFITS OF ALGAE DYE vs. SYNTHETIC DYE

- **Sustainability:** Algae-based dyes are derived from renewable sources, making them more sustainable compared to traditional dyes.
- **Biodegradability:** Algae-based dyes are biodegradable, and break down naturally over time without causing harm to the environment.
- **Reduced environmental impact:** Algae-based dyes require less water and energy to produce compared to synthetic dyes, resulting in a lower carbon footprint and reduced water pollution.
- **Health benefits:** Algae-based dyes are often free from harmful chemicals and toxins, making them a safer choice for both manufacturers and consumers.



Planet-Positive Manufacturing:

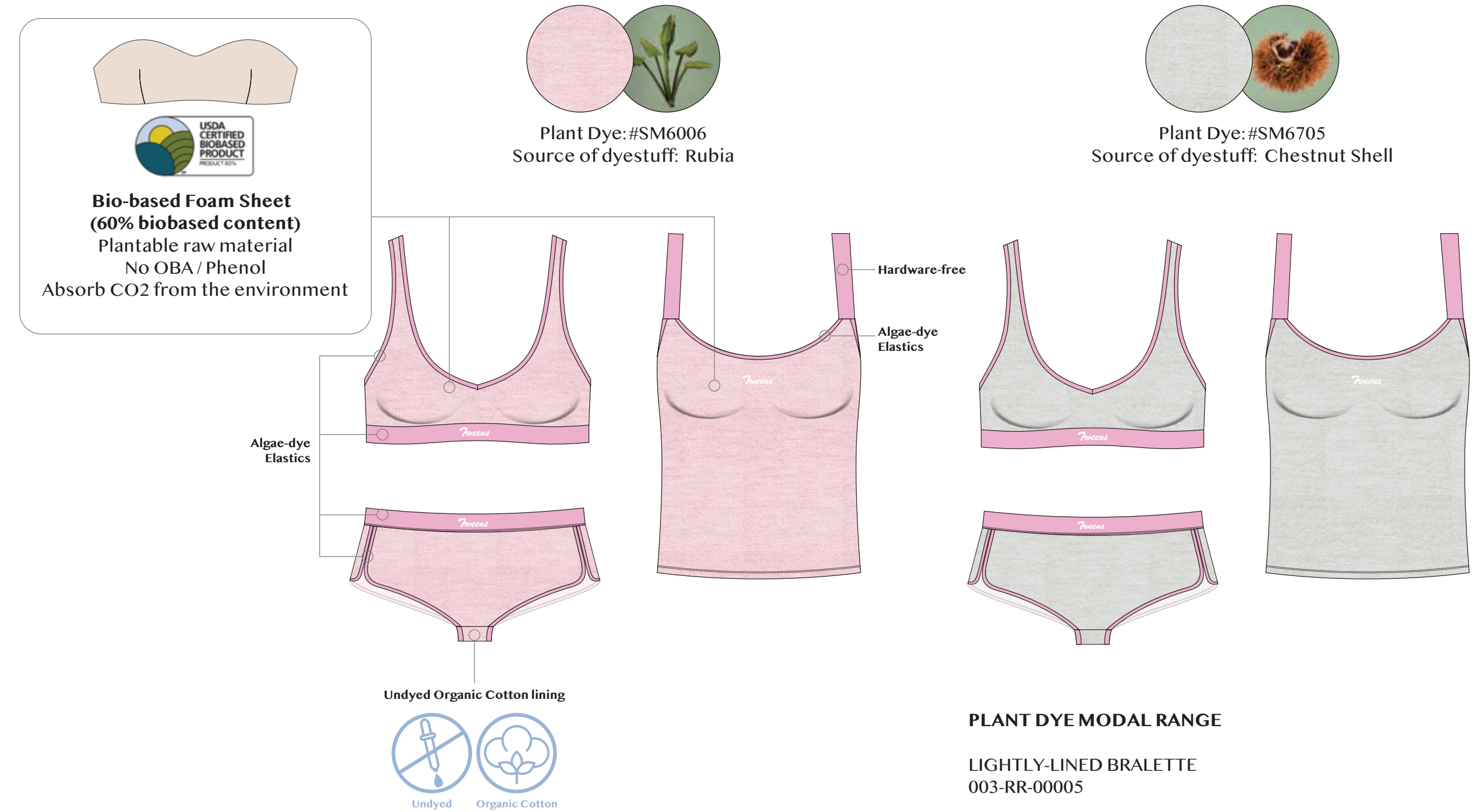
- Saves 98% water compared to conventional dye production
- Saves 70-74% of green house gas emissions compared to conventional dyes & ink production
- Creates a work environment free of hazardous toxins

**Data from Made2Flow LCA Report (Algaeing.com)*

Algaeing

Bio Textile Innovation
by Algalife





Lenzing Tencel Modal with Plant Dye



**Lenzing Tencel hangtags application requirement:
A minimum of 30% of Lenzing Modal used in the whole garment.*



Algae-dye Elastics
Sustainable
Biodegradable Dye
No Harmful Chemicals



TWEENS RANGE OVERVIEW



PERIOD PROOF RANGE
REVERSIBLE CROP
OO3-QQ-00402B
BOYLEG PERIOD BRIEFS
OO3-QQ-00403
MID WAIST HIPSTER PERIOD BRIEFS
OO3-QQ-00404
PERIOD BODYSUIT
OO3-QQ-00405



FUNCTIONAL NYLON RANGE
PADDED WIRELESS BRA
003-RR-00001
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003-RR-00002
2-IN-1 CROPPED TEE
003-RR-00004
2-IN-1 TANK TOP
003-RR-00003



PLANT DYE MODAL RANGE
LIGHTLY-LINED BRALETTE
003-RR-00005
BOYSHORTS
003-RR-00006
2-IN-1 CAMI TOP
003-RR-00007

