

HOP LUN A/W 2027

Easy Hours

Romance worn for real life, not occasions

*Slow Down
and Savour the
Everyday*



An invitation to slow down, in soft pastels and easy, confident comfort.

Easy Hours answers a clear shift in how a generation lives and shops: trading constant pressure for presence, genuine connection, and the soft rituals of slow living. This is a commercially balanced capsule spanning elevated lace, breathable knits, comfortable pointelle, and playful sleep separates, giving buyers a full range offer from statement intimates to everyday multipacks. The pastel palette feels modern and self-possessed rather than sweet, carrying a sportive edge that brings lighter tones confidently into the colder seasons. Designed to carry from daywear layering through to easy evening dressing.

*Unhurried Days
in
Fresh Pastels*



Cloud Dance

Romantic, transparent lace reimagined for daily wear, layered casually and styled without occasion rules, the way a new generation has made lace part of everyday dressing.

Soft allover lace, worn with everyday confidence.



Pointelle Lace

Delicate pointelle offers a quiet response to burnout, with breathable, nostalgic femininity and the uncomplicated comfort of the modern soft life.

Dressing for gentle comfort.



Two Tone Rib

Double dyed rib brings confident texture and contrast, grounding the lighter pastels with the energy of performance that runs through the season.

Femininity with a confident edge.



Eyelet Mesh

Breathable eyelet mesh meets a printed micro for light, modern intimates, balancing softness and transparency with an easy, expressive edge.

Airy lightness with printed contrast.



Gingham Girls

Heritage gingham is nostalgic yet effortless, bringing playful charm and relaxed familiarity to easy everyday separates.

The cool-girl print, reimagined for soft living.



Multipacks

A commercial multipack offering across lace, eyelet mesh, and cotton pointelle, delivering everyday value with a modern, trend-led finish.

Everyday essentials, elevated.



Cloud Dance

Romantic, transparent lace reimagined for daily wear, layered casually and styled without occasion rules, the way a new generation has made lace part of everyday dressing.

Soft allover lace, worn with everyday confidence.



Underwired Bra
003-TT-00392



Crop Top
003-TT-00393



Thong
003-TT-00394



Open Back Bodysuit
003-TT-00395





Underwired Bra

003-TT-00392

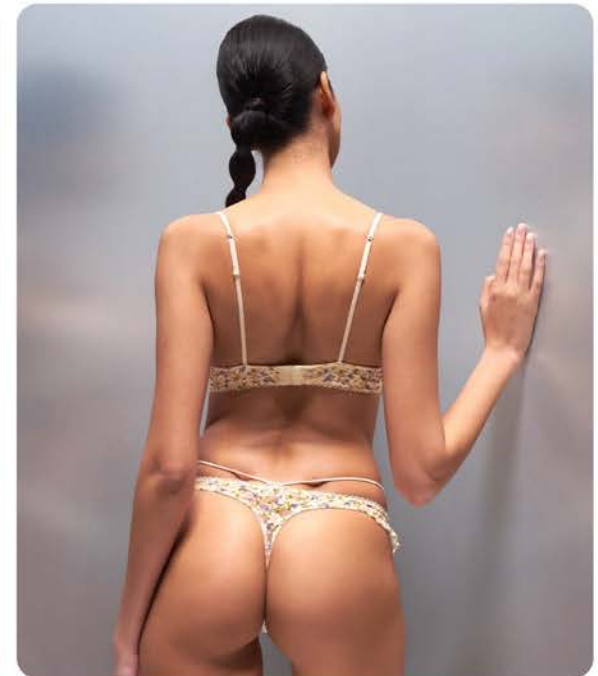
Allover Lace | 89% Nylon 11% Elastane



Thong

003-TT-00394

Allover Lace | 89% Nylon 11% Elastane





Underwired Bra

003-TT-00392

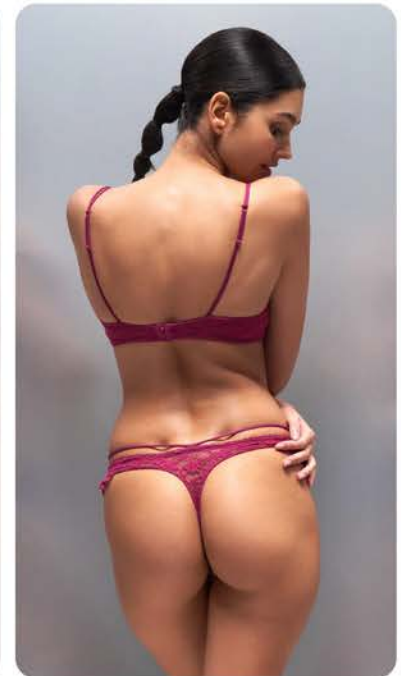
Allover Lace | 89% Nylon 11% Elastane



Thong

003-TT-00394

Allover Lace | 89% Nylon 11% Elastane





Crop Top

003-TT-00393

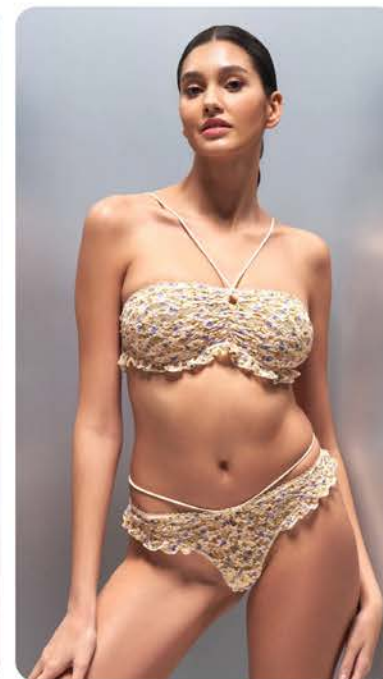
Allover Lace | 89% Nylon 11% Elastane



Thong

003-TT-00394

Allover Lace | 89% Nylon 11% Elastane





Crop Top

003-TT-00393

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Thong

003-TT-00394

Allover Lace | 89% Nylon 11% Elastane





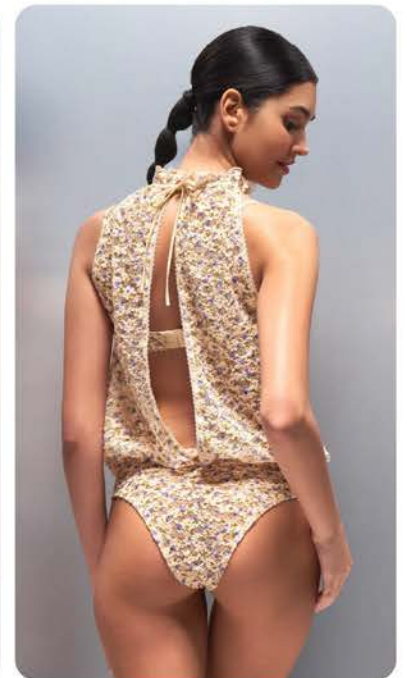


Open Back Bodysuit

003-TT-00395

Allover Lace | 89% Nylon 11% Elastane

Satin | 65% Recycled Polyester 27% Polyester 8% Elastane



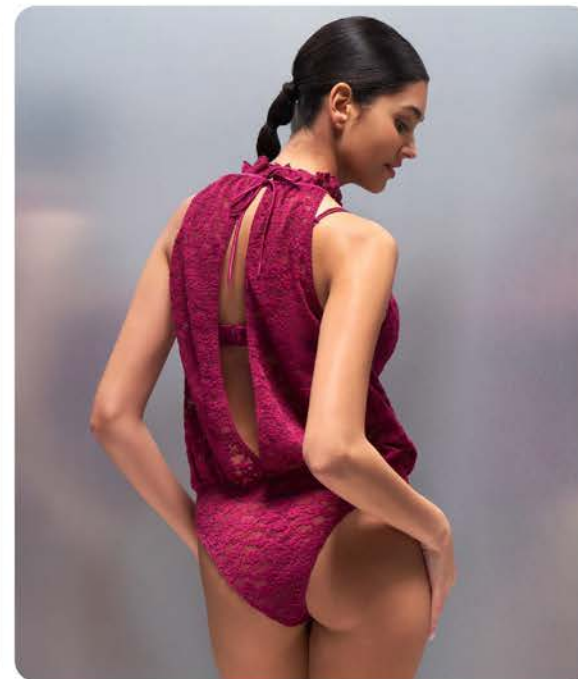


Open Back Bodysuit

003-TT-00395

Allover Lace | 89% Nylon 11% Elastane

Satin | 65% Recycled Polyester 27% Polyester 8% Elastane





Pointelle Lace

Delicate pointelle offers a quiet response to burnout, with breathable, nostalgic femininity and the uncomplicated comfort of the modern soft life.

Dressing for gentle comfort.



Padded Bra
003-UA-00004



Hipster
003-UA-00005



Boyshorts
003-UA-00007



Cami
003-UA-00006



Padded Bra

003-UA-00004

Pointelle Lace | 69% Nylon 31% Elastane



Hipster

003-UA-00005

Pointelle Lace | 69% Nylon 31% Elastane





Padded Bra

003-UA-00004

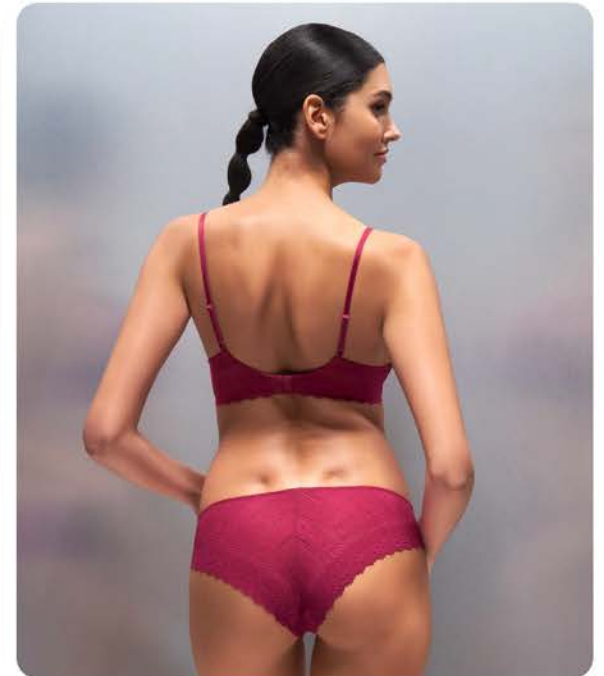
Pointelle Lace | 69% Nylon 31% Elastane



Hipster

003-UA-00005

Pointelle Lace | 69% Nylon 31% Elastane







Cami

003-UA-00006

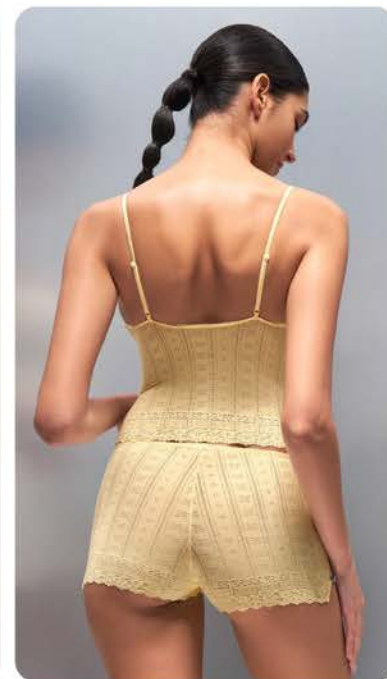
Pointelle Lace | 69% Nylon 31% Elastane



Boyshorts

003-UA-00007

Pointelle Lace | 69% Nylon 31% Elastane





Cami

003-UA-00006

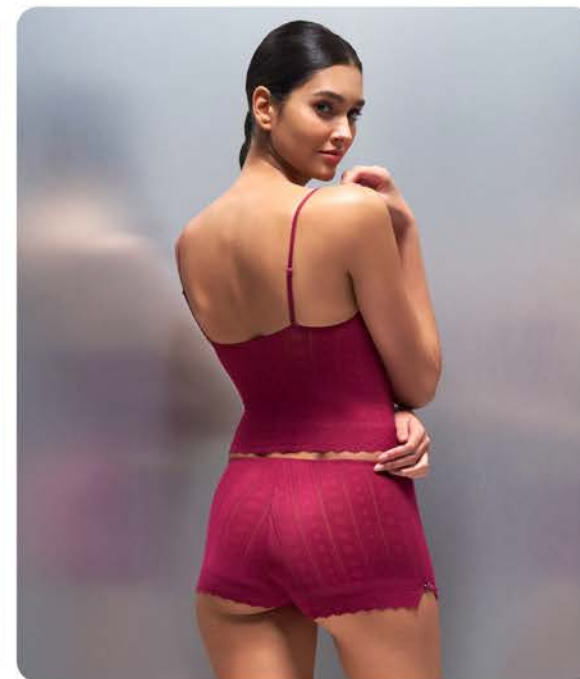
Pointelle Lace | 69% Nylon 31% Elastane



Boyshorts

003-UA-00007

Pointelle Lace | 69% Nylon 31% Elastane





Two Tone Rib

Double dyed rib brings confident texture and contrast, grounding the lighter pastels with the energy of performance that runs through the season.

Femininity with a confident edge.



Padded Balconette
003-TT-00416



Scoop Neck Padded Bra
003-TT-00417



Tanga
003-TT-00418



Cap Sleeve Bodysuit
003-TT-00419



Padded Balconette

003-TT-00416

Two Tone 1x1 Rib | 59% Cotton 34% Polyester 7% Elastane

Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane

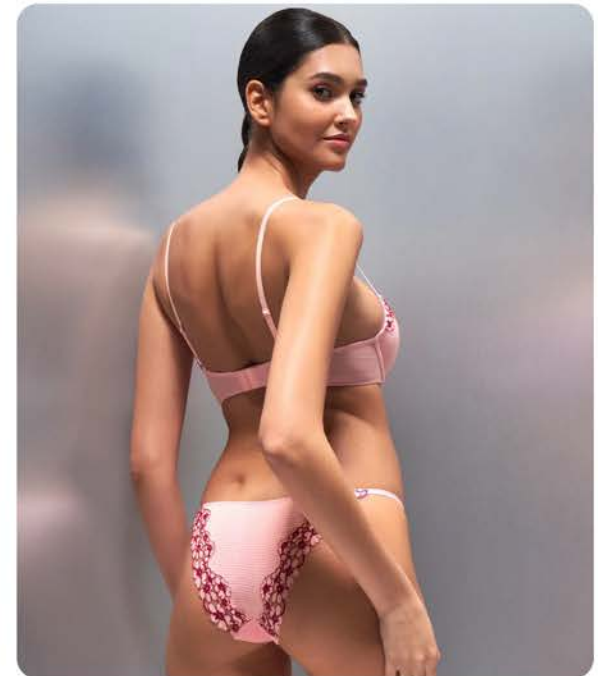
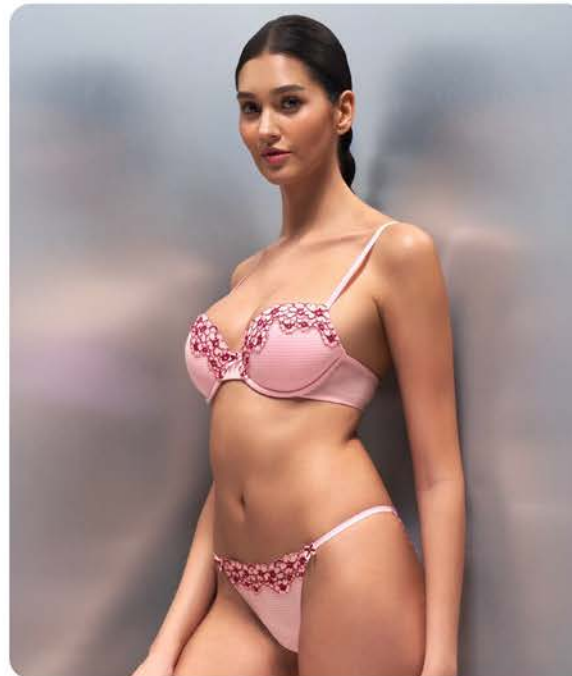


Tanga

003-TT-00418

Two Tone 1x1 Rib | 59% Cotton 34% Polyester 7% Elastane

Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane





Padded Balconette

003-TT-00416

Two Tone 1x1 Rib | 59% Cotton 34% Polyester 7% Elastane

Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane

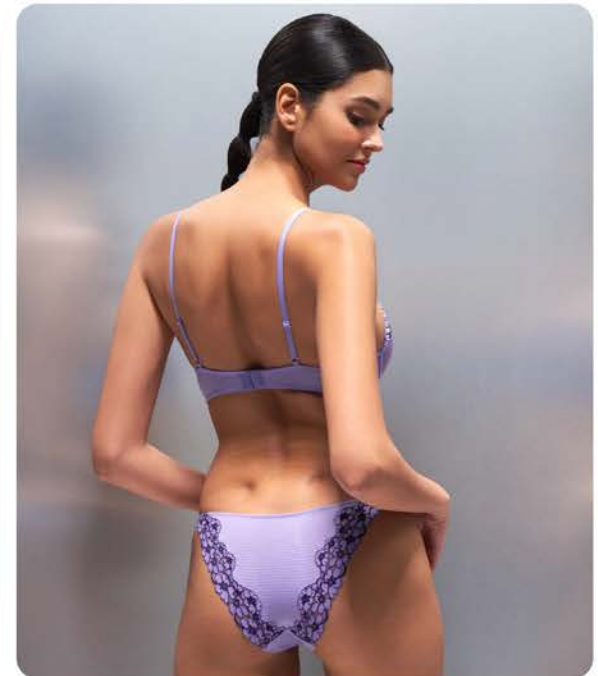


Tanga

003-TT-00418

Two Tone 1x1 Rib | 59% Cotton 34% Polyester 7% Elastane

Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane







Scoop Neck Padded Bra

003-TT-00417

Two Tone 1x1 Rib | 59% Cotton 34% Polyester 7% Elastane

Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane

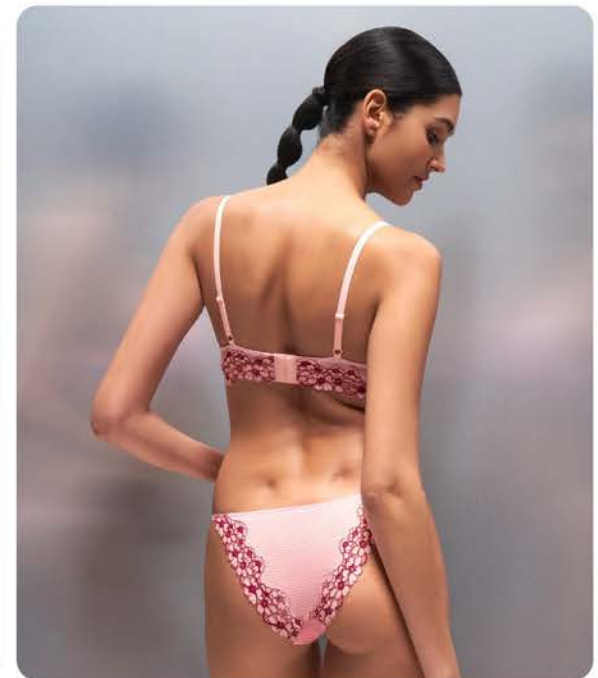
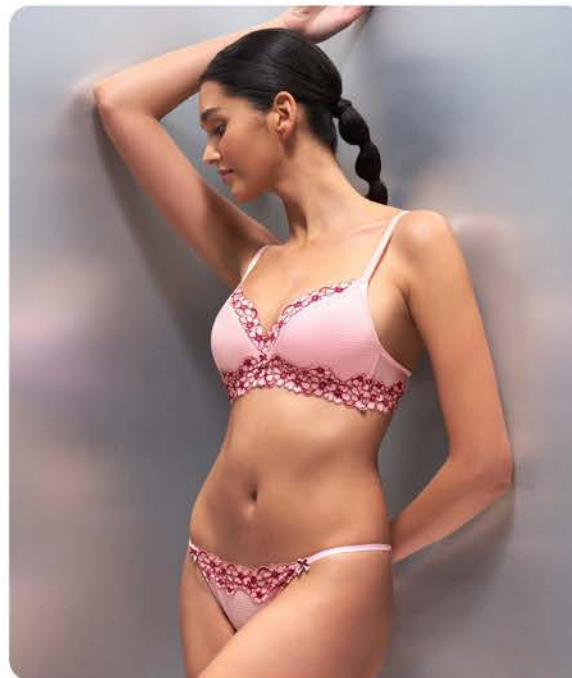


Tanga

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Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane

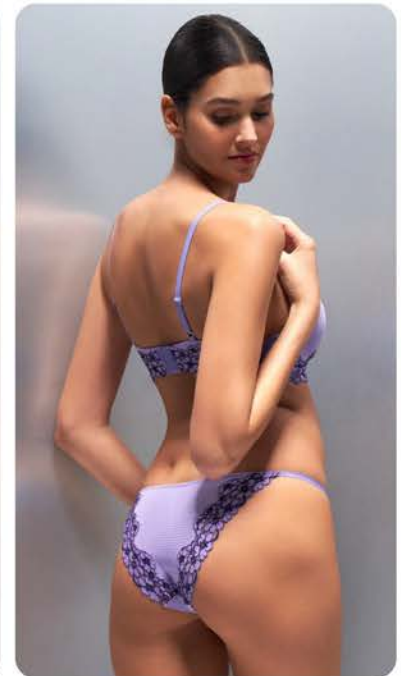


Tanga

003-TT-00418

Two Tone 1x1 Rib | 59% Cotton 34% Polyester 7% Elastane

Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane





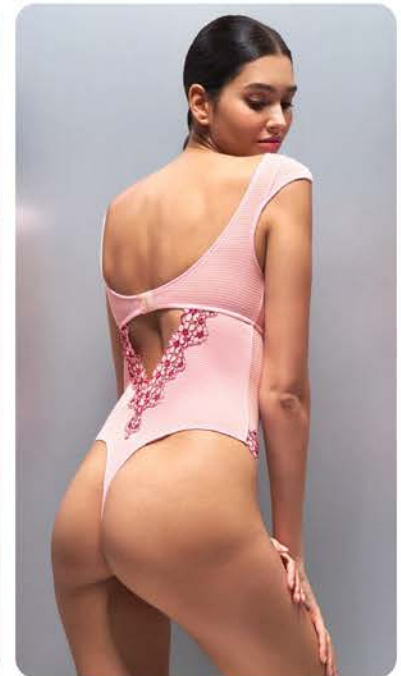


Cap Sleeve Bodysuit

003-TT-00419

Two Tone 1x1 Rib | 59% Cotton 34% Polyester 7% Elastane

Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane



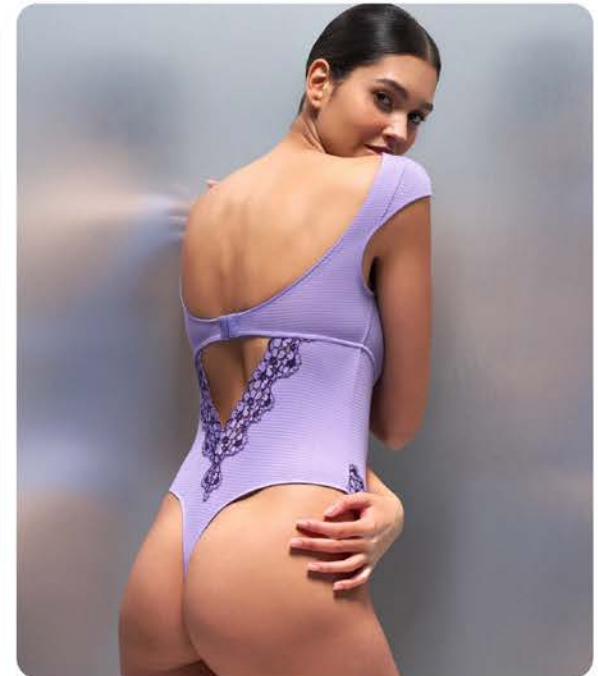


Cap Sleeve Bodysuit

003-TT-00419

Two Tone 1x1 Rib | 59% Cotton 34% Polyester 7% Elastane

Two Tone Lace Trim | 61% Nylon 33% Polyester 6% Elastane





Eyelet Mesh

Breathable eyelet mesh meets a printed micro for light, modern intimates, balancing softness and transparency with an easy, expressive edge.

Airy lightness with printed contrast.



Triangle Bralette
003-TT-00372



High Apex Underwired Bra
003-TT-00373



Bikini
003-TT-00374



Cami
003-TT-00375



French Knickers
003-TT-00376



Triangle Bralette

003-TT-00372

Eyelet Mesh | 82% Nylon 18% Elastane

Printed Micro | 84% Recycled Nylon 16% Elastane

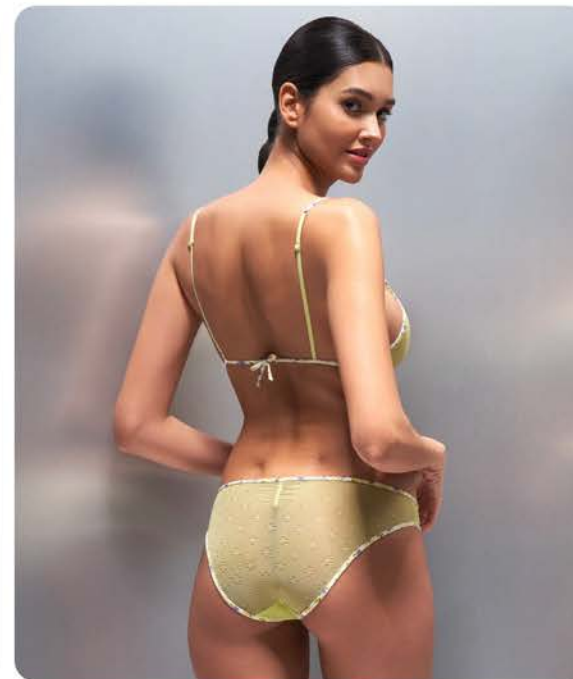


Bikini

003-TT-00374

Eyelet Mesh | 82% Nylon 18% Elastane

Printed Micro | 84% Recycled Nylon 16% Elastane







High Apex Underwired Bra

003-TT-00373

Eyelet Mesh | 82% Nylon 18% Elastane

Printed Micro | 84% Recycled Nylon 16% Elastane

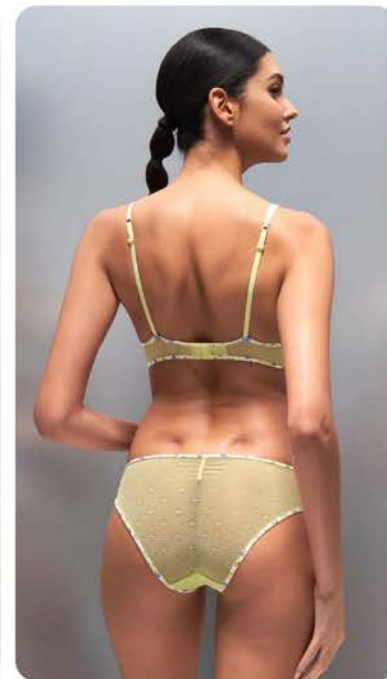
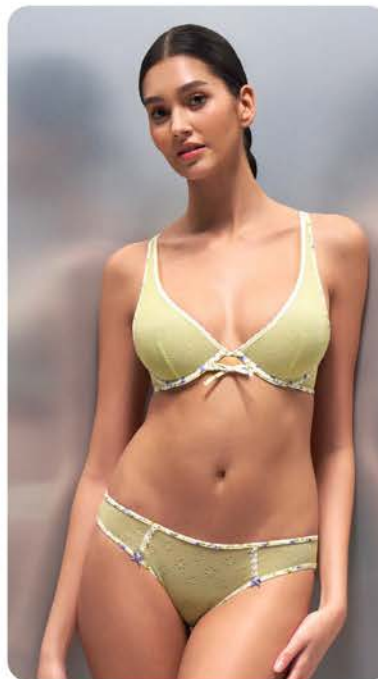


Bikini

003-TT-00374

Eyelet Mesh | 82% Nylon 18% Elastane

Printed Micro | 84% Recycled Nylon 16% Elastane







Cami

003-TT-00375

Eyelet Mesh | 82% Nylon 18% Elastane

Printed Micro | 84% Recycled Nylon 16% Elastane

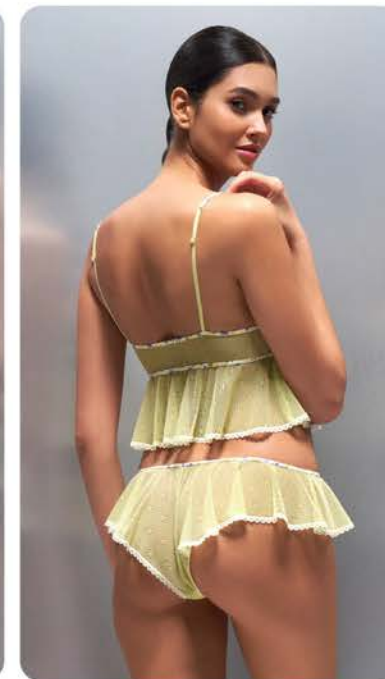


French Knickers

003-TT-00376

Eyelet Mesh | 82% Nylon 18% Elastane

Printed Micro | 84% Recycled Nylon 16% Elastane





Gingham Girls

Heritage gingham is nostalgic yet effortless, bringing playful charm and relaxed familiarity to easy everyday separates.

The cool-girl print, reimagined for soft living.



Drawstring Bag
003-TT-00387



Cami
003-TT-00389



Pyjama Shirt
003-TT-00383



Pyjama Pants
003-TT-00384



Boxers
003-TT-00385



Bloomer Shorts
003-TT-00386







Drawstring Bag

003-TT-00387

Woven Cotton | 100% Cotton

Crochet Trim | 100% Cotton



Cami

003-TT-00389

Pointelle | 95% Recycled Polyester 5% Elastane

Lace | 90% Nylon 10% Elastane

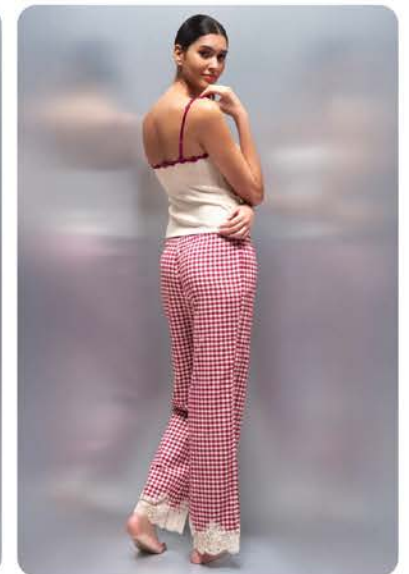


Pyjama Pants

003-TT-00384

Woven Cotton | 100% Cotton

Lace | 53% Cotton 47% Nylon





Drawstring Bag

003-TT-00387

Woven Cotton | 100% Cotton

Crochet Trim | 100% Cotton



Cami

003-TT-00389

Pointelle | 95% Recycled Polyester 5% Elastane

Lace | 90% Nylon 10% Elastane

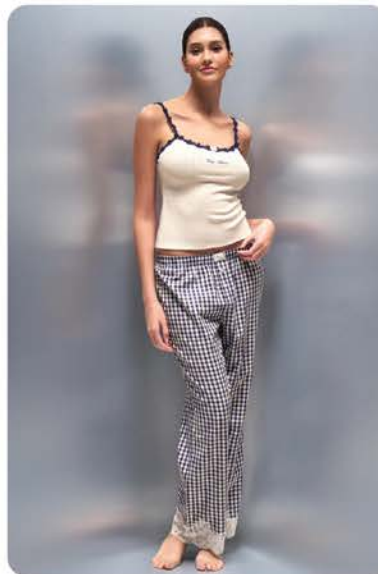


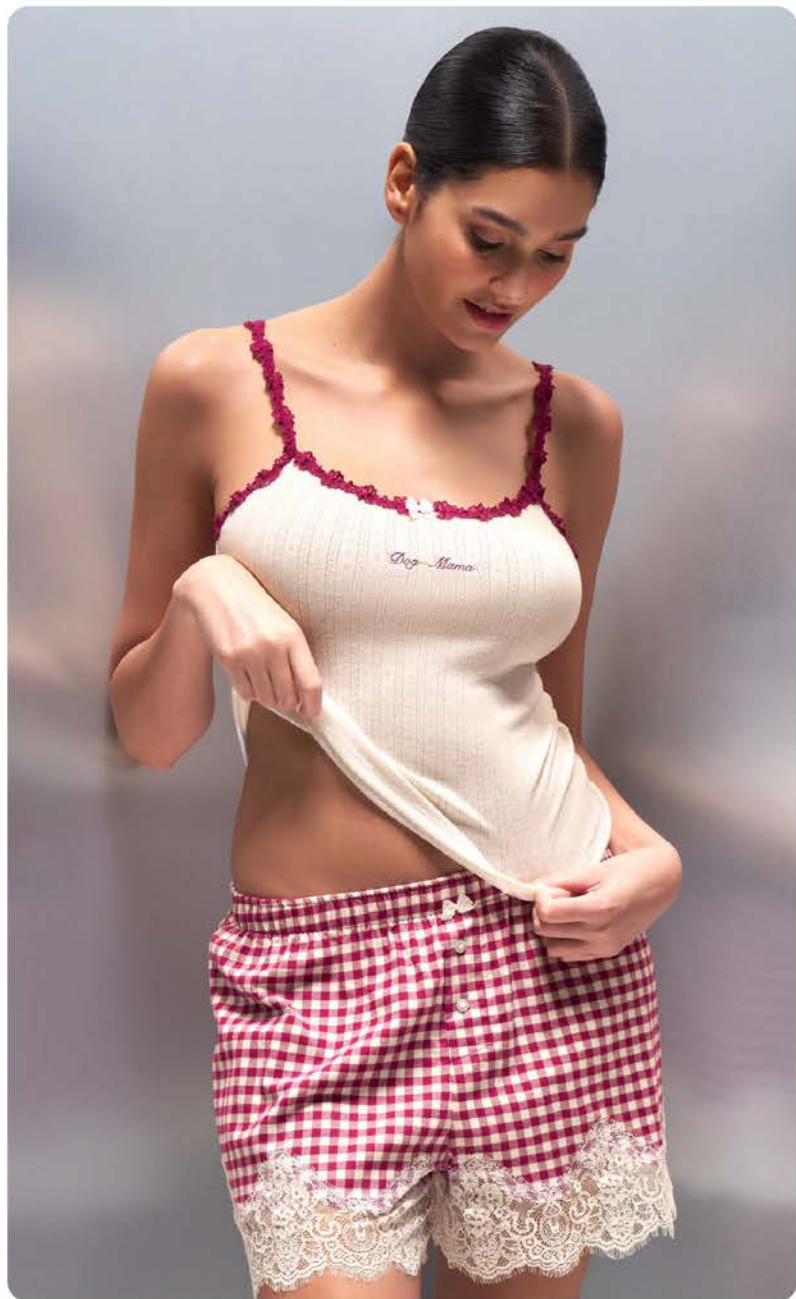
Pyjama Pants

003-TT-00384

Woven Cotton | 100% Cotton

Lace | 53% Cotton 47% Nylon





Cami

003-TT-00389

Pointelle | 95% Recycled Polyester 5% Elastane

Lace | 90% Nylon 10% Elastane

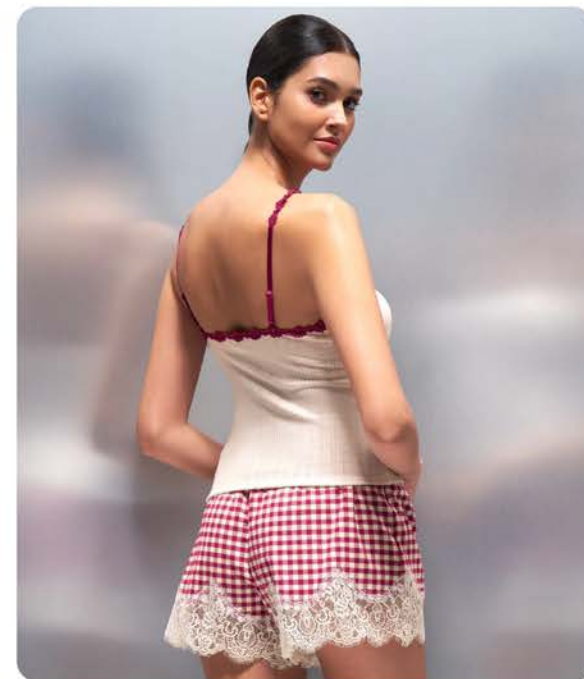


Boxers

003-TT-00385

Woven Cotton | 100% Cotton

Lace | 53% Cotton 47% Nylon





Cami

003-TT-00389

Pointelle | 95% Recycled Polyester 5% Elastane

Lace | 90% Nylon 10% Elastane

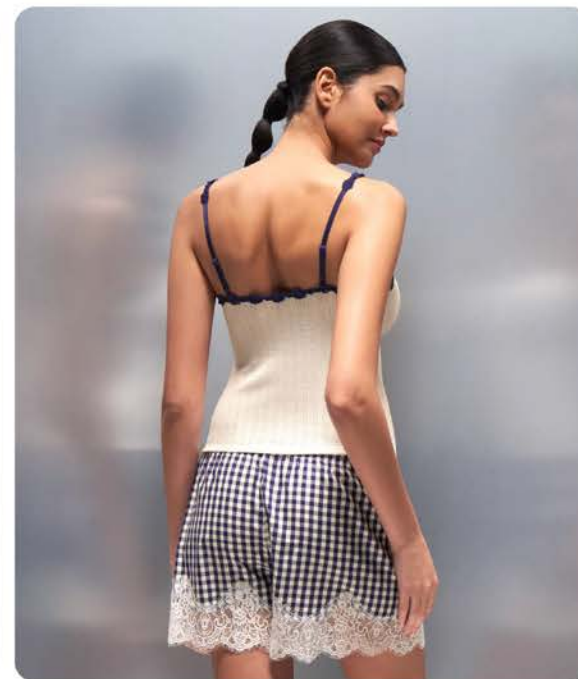
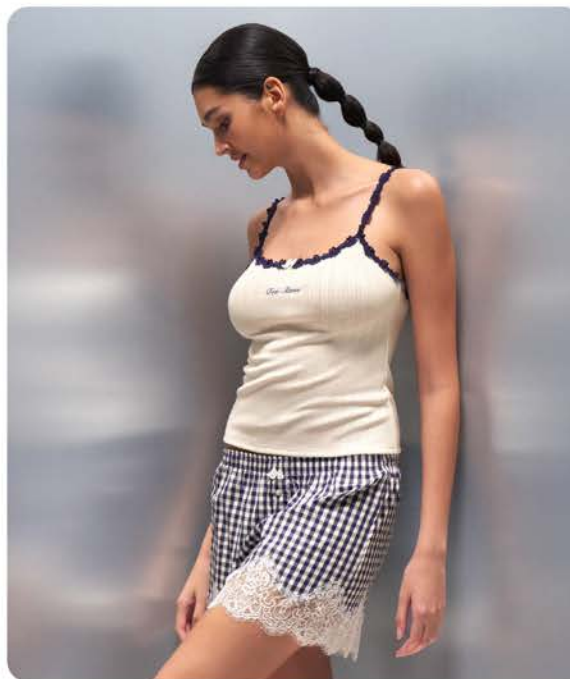


Boxers

003-TT-00385

Woven Cotton | 100% Cotton

Lace | 53% Cotton 47% Nylon







Pyjama Shirt

003-TT-00383

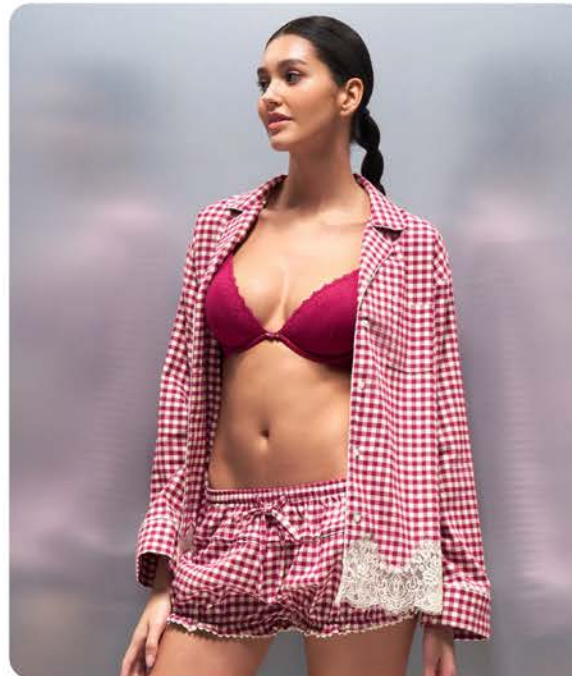
Woven Cotton | 100% Cotton
Lace | 53% Cotton 47% Nylon



Bloomer Shorts

003-TT-00386

Woven Cotton | 100% Cotton
Crochet Trim | 100% Cotton





Pyjama Shirt

003-TT-00383

Woven Cotton | 100% Cotton
Lace | 53% Cotton 47% Nylon



Bloomer Shorts

003-TT-00386

Woven Cotton | 100% Cotton
Crochet Trim | 100% Cotton





Multipacks

A commercial multipack offering across lace, eyelet mesh, and cotton pointelle, delivering everyday value with a modern, trend-led finish.

Everyday essentials, elevated.



2 Pack Padded Balconette
003-UA-00048



3 Pack Tanga
003-UA-00003



3 Pack Cheeky Panty
003-UA-00002



3 Pack Bikini
003-UA-00001



Pouch
003-TT-00388



Everyday Value

Build 18 combinations from one bra multipack and three panty multipacks.

That's convenience your customer can see at a glance, and a whole lingerie drawer in one capsule.



2 Pack Padded Balconette

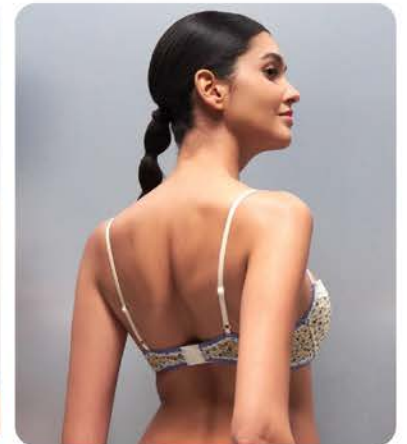
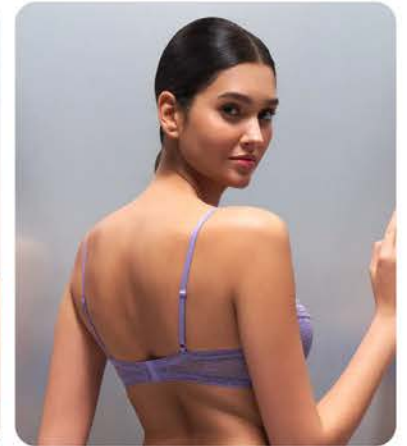


2 Pack Padded Balconette

003-UA-00048

Allover Lace | 84% Nylon 16% Elastane

Lace Trim | 90% Nylon 10% Elastane





3 Pack Tanga

003-UA-00003

Allover Lace | 84% Nylon 16% Elastane

Printed Allover Lace | 84% Nylon 16% Elastane

Pouch

003-TT-00388

Woven Cotton | 100% Cotton

Crochet Trim | 100% Cotton

Lace | 53% Cotton 47% Nylon





3 Pack Cheeky Panty | Pouch



3 Pack Cheeky Panty

003-UA-00002

Eyelet Mesh | 82% Nylon 18% Elastane

Printed Eyelet Mesh | 82% Nylon 18% Elastane

Pouch

003-TT-00388

Woven Cotton | 100% Cotton

Crochet Trim | 100% Cotton

Lace | 53% Cotton 47% Nylon







3 Pack Bikini

003-UA-00001

Cotton Pointelle | 96% BCI Cotton 4% Elastane

Printed Cotton Pointelle | 96% BCI Cotton 4% Elastane

Pouch

003-TT-00388

Woven Cotton | 100% Cotton

Crochet Trim | 100% Cotton

Lace | 53% Cotton 47% Nylon





Three panties roll into one soft pouch, compact enough for the drawer
and easy to toss in a bag for a weekend away.
Small enough to travel, and a great impulse buy at the counter.

Pouch Perfect



Pouch | Add Any 3 Pack Panties



Easy Gifting

Gift Box | Add Any 3 Pack Panties



Beautifully boxed and ready to gift,
the gift box turns 3 Pack Panties into a higher-value sale
for every occasion the AW2027 season brings.

Slow-living intimates that bring romance, comfort, and confidence into every day.

A woman with long, wavy brown hair is leaning against a wooden pillar. She is wearing a white lace bralette with a small floral pattern and a high-waisted skirt with a blue and white checkered pattern. The background is a warm, dimly lit interior with a lamp visible in the distance.

Step into the Easy Hours

Explore the future of fashion, crafted from years of design excellence. Dive in and lead the trend!

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