

Nature Unveiled

SS25

Cool Matcha

North America Key Colour S/S 25

055-85-20	Coloro / Pantone	13-0319 TCX
-----------	------------------	-------------

Green will remain important for North America, but this season we shift from the mid-tone level of Nephrite to the yellow-green-tinted pastel of Cool Matcha. This will be a key colour for A/W 24/25, and move into a seasonal shade for S/S 25 as it completes its annual lifecycle. This shade draws from nature and technology, signifying the importance of nature-powered bio- and plant-based materials, dyes, pigments and energy sources. A calming pastel that connects to consumers' desire for rest and reflection, we see colours that have a soothing quality become more appealing. Cool Matcha is a quiet, pacifying pale with a therapeutic quality, and it is the perfect combination of a vegetal green and a mindful pastel.



Cool Matcha: usage

Tap into the ethereal quality of this shade to create a softer aesthetic for S/S 25.

- Use Cool Matcha as a gender inclusive and transseasonal hue across all fashion product categories
- For activewear and casualwear, this shade works perfectly when combined with other cool tones
- Focus on the wellness attributes of this shade for beauty and interiors, using Cool Matcha to evoke a sense of tranquillity
- Create an ethereal quality by applying this colour to transparent and translucent materials to create a softer aesthetic for decorative accessories, lighting and consumer tech



Colour evolution



Celery Juice
S/S 23



Cool Matcha
A/W 24/25 & S/S 25



2281C

7485C

576C

571C

2337C

2635C

Warm Gray 1C

Silver



MAKEUP BRUSH SET

Packaging

Product

Packaging Colour



CMYK



Warm Gray 1C



Silver

Product Colour



2281C



Warm Gray 1C



Paper Box + Paper Card + Vac Tray
Size:125 x 180 x 35mm

SLENDER HANDLE SHAPE

The slender brush handle offers a comfortable and easy grip for effortless use.



SYMPHONY COLOR

The vibrant and stylish color combination adds an element of glamour and fashion to the brush's appearance.

1



Powder Brush
Size: 167mm



Blush Brush
Size: 160mm



Eyeshadow
Brush
Size: 148mm



Concealer
Brush
Size: 145mm



Lip
Brush
Size: 141mm

2



Oblique
Eyeshadow
Brush
Size: 149mm



Eyeshadow
Brush
Size: 148mm



Concealer
Brush
Size: 145mm



Eyebrow
Brush
Size: 142mm



Lip
Brush
Size: 141mm

MAKEUP BRUSH WITH STORAGE

Packaging

Product

Packaging Colour

 CMYK

 Warm Gray 1C

 2281C

Product Colour

 7485C

 Warm Gray 1C

 Silver



Paper Box + Paper Insert
Size:90 x 105 x 60mm



OPEN



Storage
Size:87 x 100 x 56mm

MAKEUP SPONGE SET

Packaging

Packaging Colour



CMYK



2281C



Warm Gray 1C

Product Colour



571C



2635C



2337C



2281C



7485C



Warm Gray 1C

Product



Paper Box + Paper Insert
Size: 150 x 150 x 63mm



Size: 35 x 43 x 60mm



Size: 40 x 60mm



Size: 52 x 80mm



Size: 36 x 68mm



Size: 42 x 58mm



Size: 20 x 30mm



Size: 20 x 30mm

2 ULTRA SOFT AIR CUSHION PUFF

Packaging

Product



CMYK



Warm Gray 1C



Silver

Packaging Colour



2281C



2337C



2635C



Warm Gray 1C

Product Colour



Paper Box + Paper Card
Size: 75 x 120 x 25mm



Size: 65 x 65 x 18mm



Size: 58 x 74 x 18mm



Size: 58 x 74 x 18mm



BEAUTY TOOLS KIT

Packaging

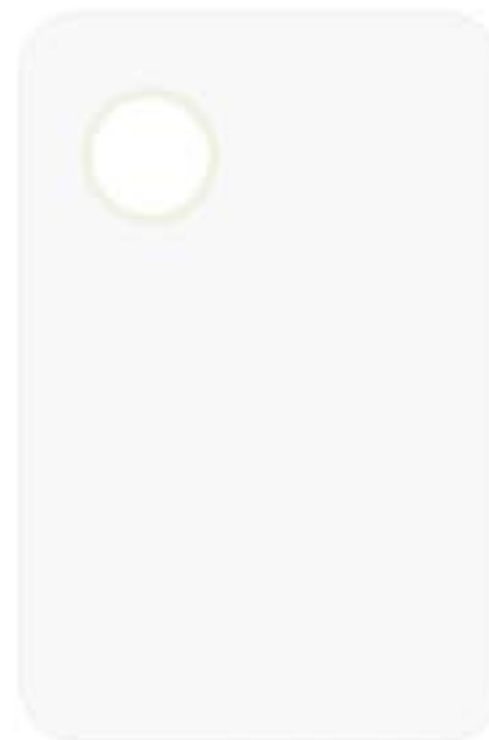
Product



Paper Box + Paper Card + Vac Tray
Size: 96 x 170 x 65mm



Makeup Spatula
Size: 8.3 x 122mm



Mixing Palette
Size: 76 x 115mm



Kabuki
Size: 30 x 73mm



Flat Foundation Brush
Size: 20 x 165mm



Sponge
Size: 40 x 60mm

FALSE EYELASH SET

Packaging

Product



Rigid box
Size: 130 x 62 x 25mm

HOLLOW ROUND
FALSE NATURAL EYELASHES



COLOUR MIXTURE



Eyelash Applicator
Size: 18 x 115mm

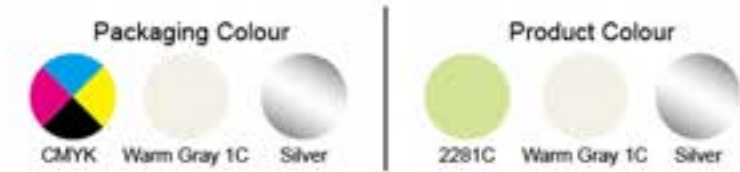


OPEN

EXTENSIONS LASH KIT

Packaging

Product



Paper Box + Vac Tray
Size:127 x 122 x 17mm

1



Vac Tray
Size:125 x 120 x 15mm



Lash Applicator
Size: 10 x 102mm



Eyelash Glue
Size: 18 x 115mm

2



Eyelashes



Lash Applicator
Size: 99mm



Scissor
Size: 95 x 42mm



Eyelash Glue
Size: 18 x 115mm

HAIR SCRUNCHIES SET

Packaging

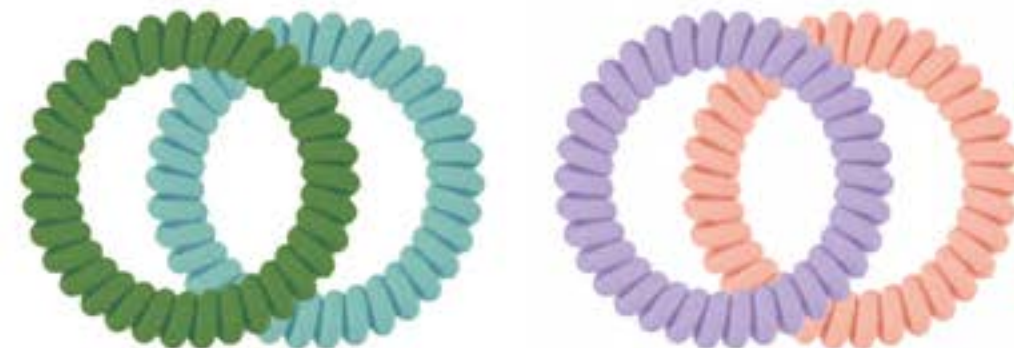
Product



Paper Box + Paper Insert
Size:108 x 145 x 25mm



Hair Scrunchies
Size:90 x 90mm

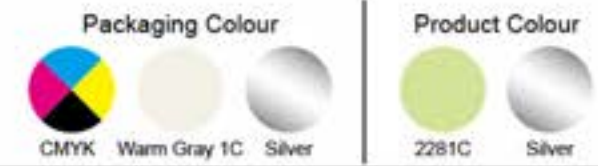


Hair Scrunchies
Size:45 x 45mm

HAIR STYLING SET

Packaging

Product



Paper Box + Paper Card + Vac Tray
Size: 146 x 195 x 35mm



Hollow Hair Brush
Size: 63 x 188 x 25mm



Hair Clip
Size: 20 x 68mm

DETANGLING BRUSH AND SCRUNCHIE SET

Packaging

Product



Paper Box + Paper Card
Size: 130 x 195 x 60mm



Detangling Hair Brush
Size: 70 x 190mm



Satin Hair Scrunchies
Size: 90 x 90mm

LUXURY REFRESH SET

Packaging

Product



PU Bag

Size: 210 x 195 x 65mm



Tag

Size: 50 x 88mm

Makeup Remover Towel



Makeup Headband

Size: 200 x 50mm



Hair Dry Towel

Size: 330 x 130mm

MANICURE SET

Packaging

Product



Paper Box + Paper Card
Size: 85 x 110 x 30mm



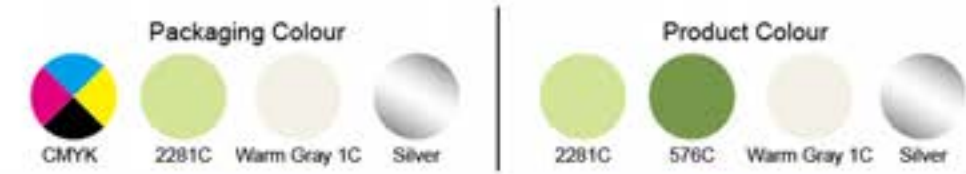
Size: 80 x 105mm



GUASHA SET

Packaging

Product



Paper Ring
Size: 45 x 82 x 20mm



PU Bag + Paper Card + Paper Ring

PU Bag
Size: 125 x 90mm



White Jade Guasha
Size: 58 x 80mm

Eye Massager
Size: 10 x 77mm

Makeup Remover Pad
Size: 60 x 60mm

CANDLE GIFT SET

Packaging

Product



Paper Box + Paper Insert
Size: 200 x 50 x 80mm



Candle 70g
Size: 60 x 40 x 60mm



2



Vol: 80g

3

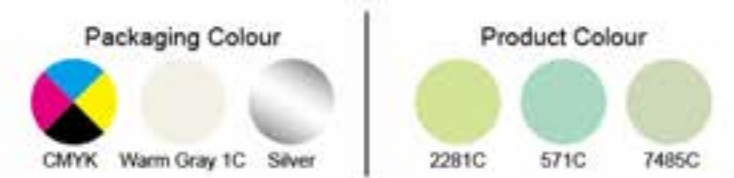


Candle 80g
Size: 55 x 55 x 40mm

REED DIFFUSE

Packaging

Product



Rigid box
Size: 100 x 250 x 74mm



OPEN



Reed Diffuse: 380ml



Mini Reed Diffuse: 100ml

HOME AROMA GIFTS SET

Packaging

Product

Packaging Colour



CMYK



Silver

Product Colour



2281C



Warm Gray 1C



Paper Box + Vac Tray
Size: 185 x 135 x 85mm



Room Spray 100ml
Size: 38 x 130 x 38mm



Mini Reed Diffuse 100ml
Size: 62 x 110 x 62mm



Candle 120g
Size: 80 x 90 x 80mm

LET'S FACE IT GIFT PACK

Packaging

Product



Rigid box + Vac Tray
Size: 150 x 170 x 78mm



OPEN



Headband
Size: 65 x 645mm



Ice Globes
Size: 33 x 92mm



Candle: 200g
Size: 75 x 100mm

BEAUTY BLENDER SET

Packaging

Product



Size: 40 x 70 x 40mm



Size: 40 x 60 x 40mm



Size: 40 x 60 x 40mm



MAKEUP AND CLEANSING SET

Packaging

Product



Tag
Size: 50 x 65mm



Laundry Bag
Size: 122 x 117mm



Triangle Powder Puff
Size: 60 x 60mm



Concealer Mini Sponge
Size: 32 x 40mm



Makeup Sponge
Size: 40 x 60mm



Makeup Remover Pad
Size: 60 x 60mm

MINI BRUSH & SPONGE SET

Packaging

Product

Packaging Colour



Product Colour



PET Cylinder + PET Insert
Size: 100 x 115 x 100mm



POWDER BRUSH

Size: 113mm



HIGHLIGHTER
BRUSH

Size: 90mm



PIGMENT
PATTERN BRUSH

Size: 82mm



BROW
GROOMER &
BRUSH

Size: 78mm



Transparent jelly with soft touch finish

ABS Colour Mixture Dull Polish



SPONGE

Size: 40 x 60 x 40mm

FLAWLESS FOUNDATION KIT

Packaging

Product



Foundation Brush
Size: 29 x 140mm



Air Cushion Puff
Size: 68 x 68 x 16mm



Powder Puff
Size: 60 x 60mm

BEAUTY 4PCS TOOL KIT

Packaging

Product



Paper Box + Paper Card + Vac Tray
Size: 156 x 150 x 50mm



Size: 140mm



Size: 10 x 102mm



Size: 60 x 100mm



Size: 40 x 60mm

PRETTY EYEBROW KIT

Packaging

Product



Paper Ring
Size:70 x 120 x 47mm



Bag
Size:182 x 118 x 45mm



Size: 126mm



Size: 155mm



Size: 10 x 96mm

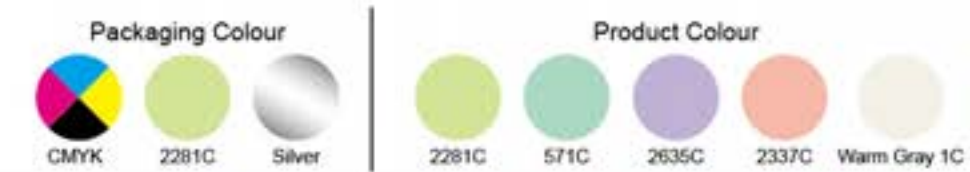


Size: 95 x 42mm

FACIAL CLEANSING KIT & SPA CLEANSING SET

Packaging

Product



Bag + Paper Card
Size: 201 x 108mm

Facial Cleansing Kit

Headband
Size: 190 x 55mm



Spa Cleansing Set

Washing Wrist Band
Size: 80 x 55mm



Body Massage Glove
Size: 120 x 210mm



Facial Cleansing Puff x 3
Size: 65 x 95mm

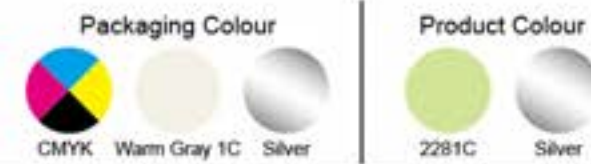


Body Razor
Size: 49 x 110 x 21mm

FACIAL CLEANSING KIT

Packaging

Product



Paper Box + Paper Insert
Size: 205 x 138 x 30mm



Washing Wrist Band
Size: 80 x 55mm



Cleasing Puff
Size: 65 x 95mm



Hair Clip
Size: 20 x 68mm

RELAXING SLEEPING SET

Packaging

Product



Bag + Paper Card
Size: 220 x 165mm



Eye mask
Size: 190 x 80mm



Soft Stuffing Scrunchies x 2
Size: 140 x 140mm



Paper Box + Paper Card + Vac Tray
Size:45 x 120 x 25mm



CURED GEL NAIL STICKER

Packaging

Product



UV Free Gel Nail Sticker



Effortless application and removal



Achieves a durable gel-like finish without the need for UV curing



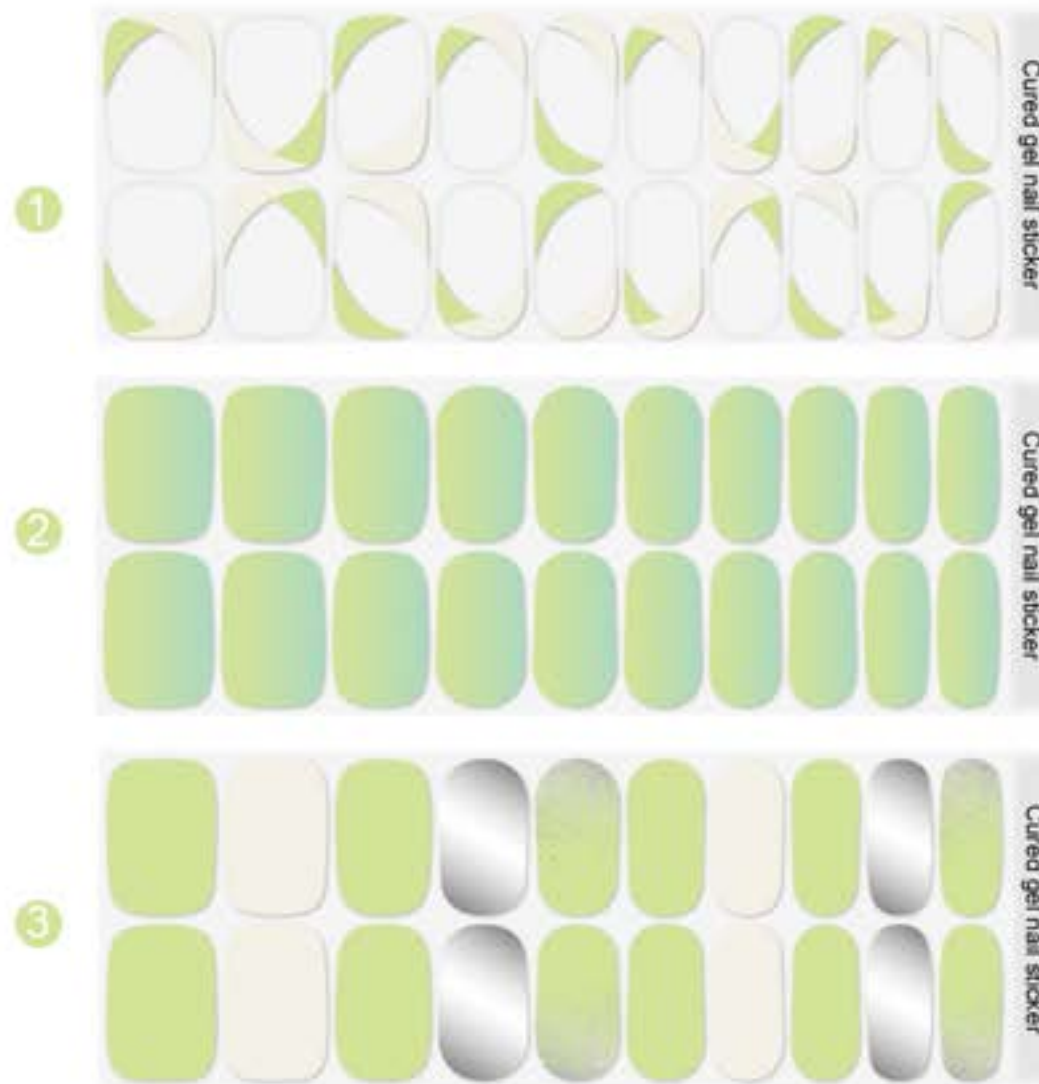
Offers an eye-catching muted elegance



Easily remove the nail on hands without the skills of a professional nail artist



Paper Envelope
Size: 180 x 75mm



Cured gel nail sticker
Size: 157 x 55mm



Pegwood
Size: 4 x 115mm



Mini File
Size: 20 x 47 x 4mm



Alcohol Wipe
Size: 50 x 50mm

NAIL ART KIT

Packaging

Product



Size: 63 x 94mm



Polish Remover
Size: 55 x 105 x 55mm



Base Polish
Size: 35 x 95mm



Size: 10 x 146mm

ESSENTIAL NAIL CUTICLE KIT

Packaging

Product



CMYK



Warm Gray 1C



Silver

Packaging Colour



2281C



2337C



2635C



Warm Gray 1C



Silver

Product Colour



Paper Box + Paper Card + Vac Tray
Size:94 x 120 x 35mm



Size:10 x 54mm



Size:10 x 97mm



Size:10 x 115mm



Size:35 x 95mm

FOOT CARE SET

Packaging

Product



Paper Box + Paper Insert
Size: 170 x 220 x 20mm



Foot File
Size: 64 x 210mm



Moisturing Heel Sock x 2

BODY CARE SET

Packaging

Product

Packaging Colour			Product Colour	
				
CMYK	Warm Gray 1C	Silver	2281C	Warm Gray 1C



TRAVEL BOTTLE SET

Packaging

Product

Packaging Colour



Product Colour



LDPE Bag + Paper Card
Size: 172 x 235 x 50mm



Size: 88 x 180 mm



Size: 130 mm



Size: 105 mm



Size: 145 mm



Size: 30 mm



Size: 75 mm



Size: 40 mm

COSMETIC BAG

Packaging

Product

Packaging Colour



CMYK



Silver

Product Colour



2281C



7485C



2337C



2635C



Warm Gray 1C



Silver



Cosmetic Bag
Size: 190 x 116 x 98mm

