WATERIALISM
Sense of place
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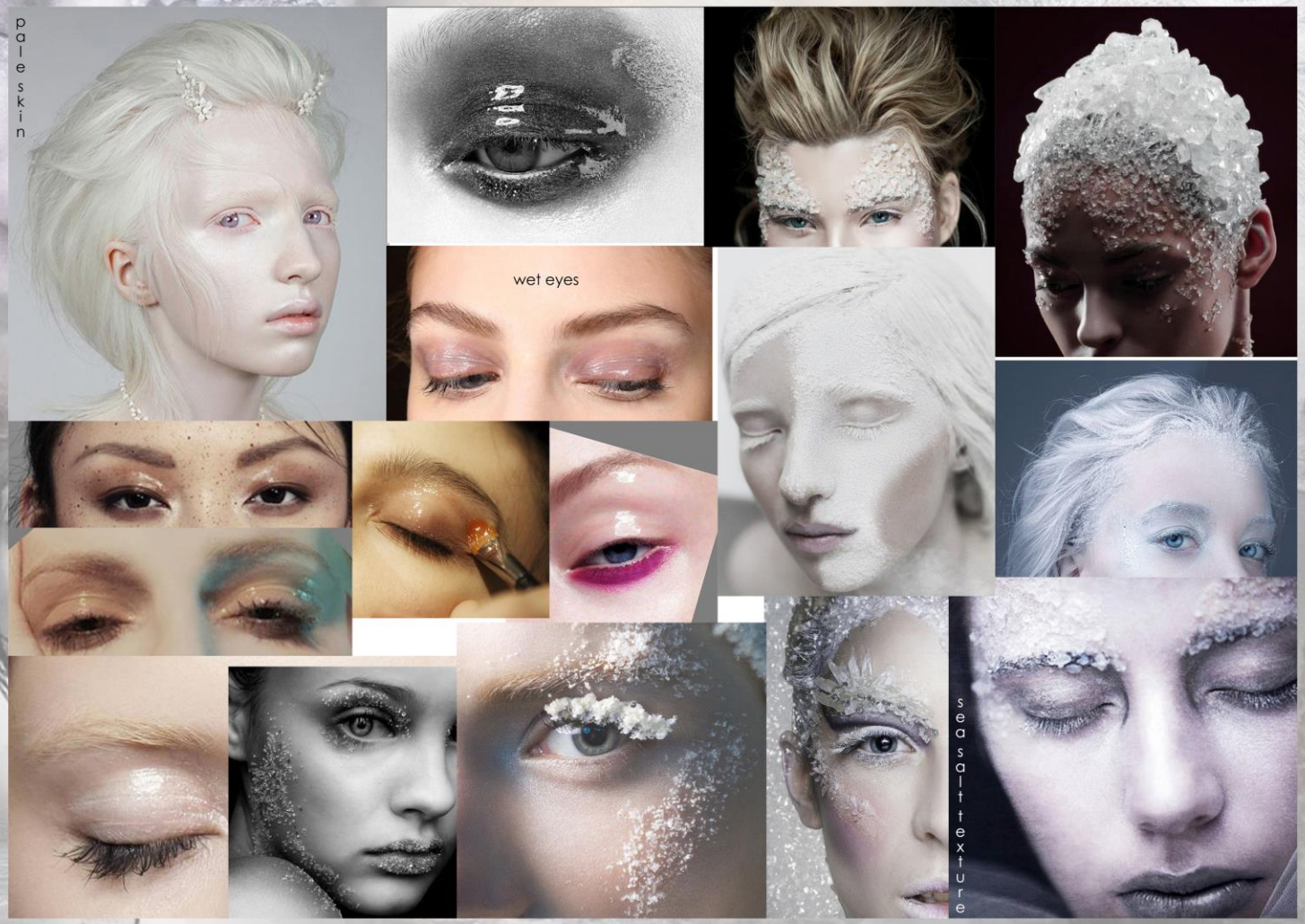
ICON

CONCEPT

That moment of peace, when there's nothing to distract you, just you, by yourself. That feeling of purity, cleanliness, of getting rid of the dirt you came across that day with the help of water. It's the simple things that count. We, people, tend to complicate our lives in silly ways. I wanted to simplify everything. Not making them practical. Just simple. Like I don't need anything to feel good. I just need to be myself

MOODBOARD

MAKE UP



HAIRSTYLE

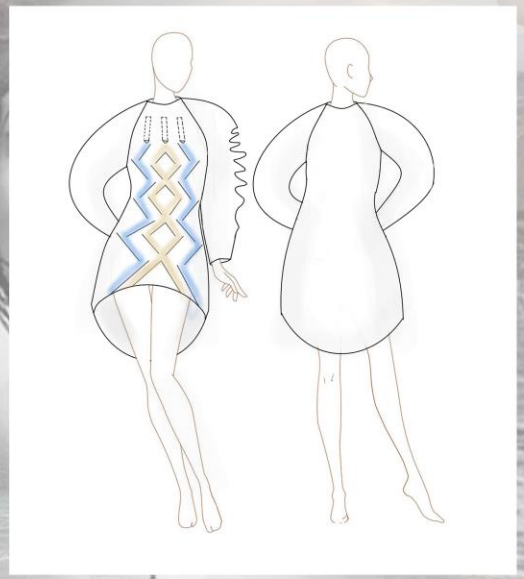
COLORS&MATERIALS

NEOPRENE

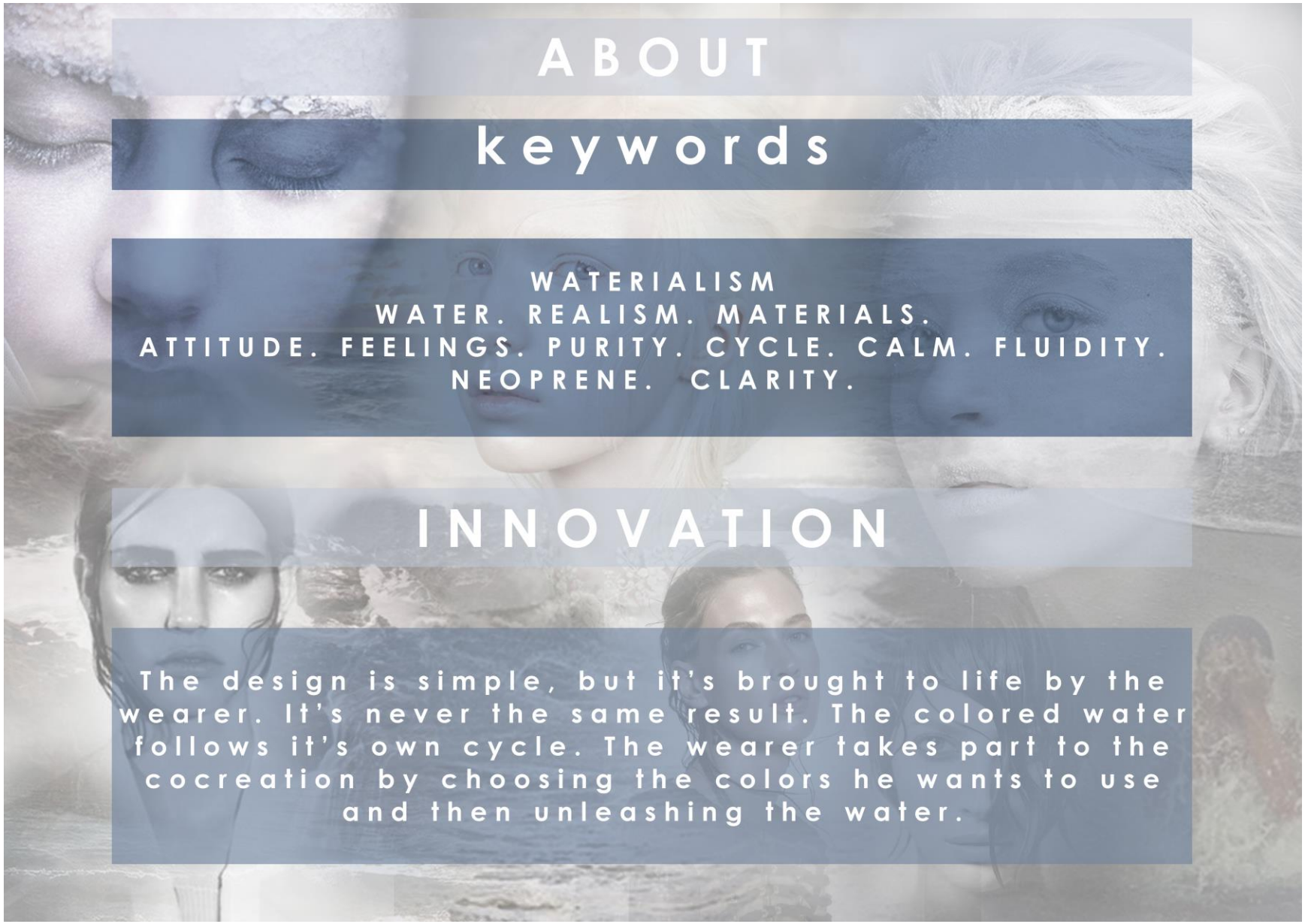
SILK

COLLECTION

INNOVATION



WATERIALISM



ABOUT

keywords

WATERIALISM
WATER. REALISM. MATERIALS.
ATTITUDE. FEELINGS. PURITY. CYCLE. CALM. FLUIDITY.
NEOPRENE. CLARITY.

INNOVATION

The design is simple, but it's brought to life by the wearer. It's never the same result. The colored water follows it's own cycle. The wearer takes part to the cocreation by choosing the colors he wants to use and then unleashing the water.