

# COOL MATCHA

*cool matcha*

Although we know how important speed is today, we need to slow down and return to ourselves from time to time to catch the balance. Based on this reality, we, as Zeynar, prepared a soft group that encourages slowing down and balance. We have completed this collection, which has a therapeutic quality that connects to both nature and technology, with grounding gray, oat milk, and herbal green accompanying matcha green. We harmonized the combination of these pastels, new animal designs, abstract forms, and textured designs from nature with our Tencel, umorfil, and modal fabrics.

HEX :

# dde9b3

C:20 M:0 Y:40 K:0

R:221 G:233 B:179

# Soothing Matcha Color Palette

Cool Matcha  
#dde9b3

Oat Milk  
#cdb59f

Sepia  
#613b32

Chalk  
#eae1da

Black

Nephrite  
#99a462

Quiet Quartz  
#c6bdb3



A close-up photograph of a person's hands holding a fan of color swatches. The swatches are arranged in a fan shape, showing a gradient of green colors from light to dark. The person's hands have light pink nail polish. The background is a textured green fabric. The word "NEPHRITE" is overlaid on the right side of the image.

NEPHRITE

# Cool Matcha

E9038 VB



E9032 VB



E9029 VB



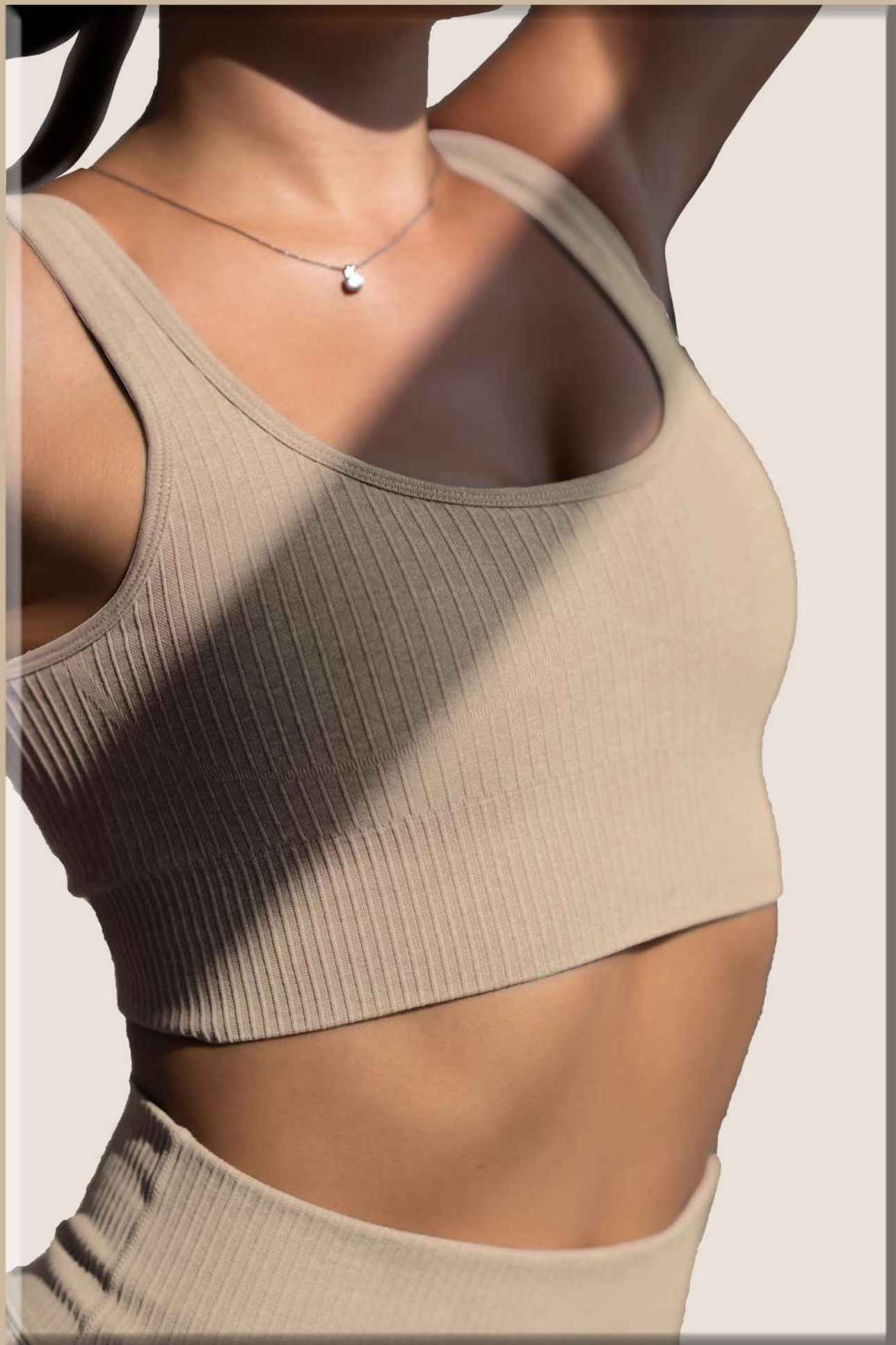
E9036 VB



E9035 VB



Oat Milk

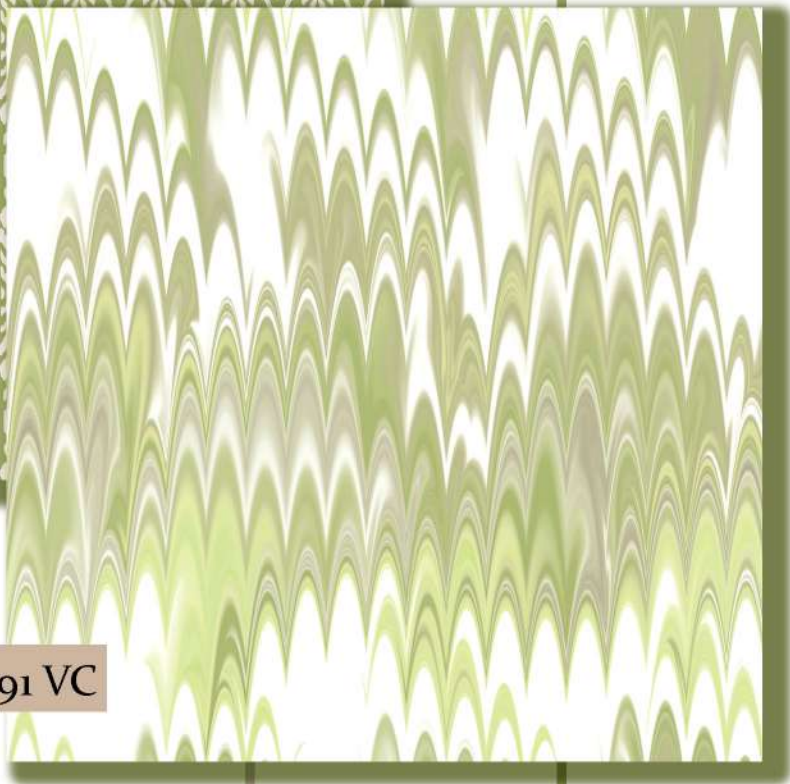




E9030 VB



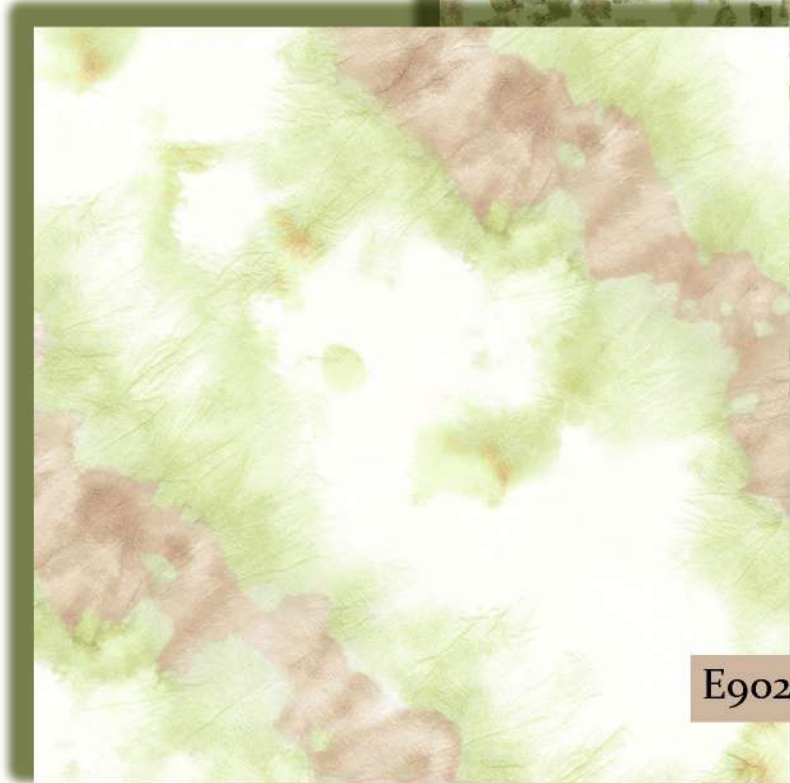
E9031 VB



E8891 VC



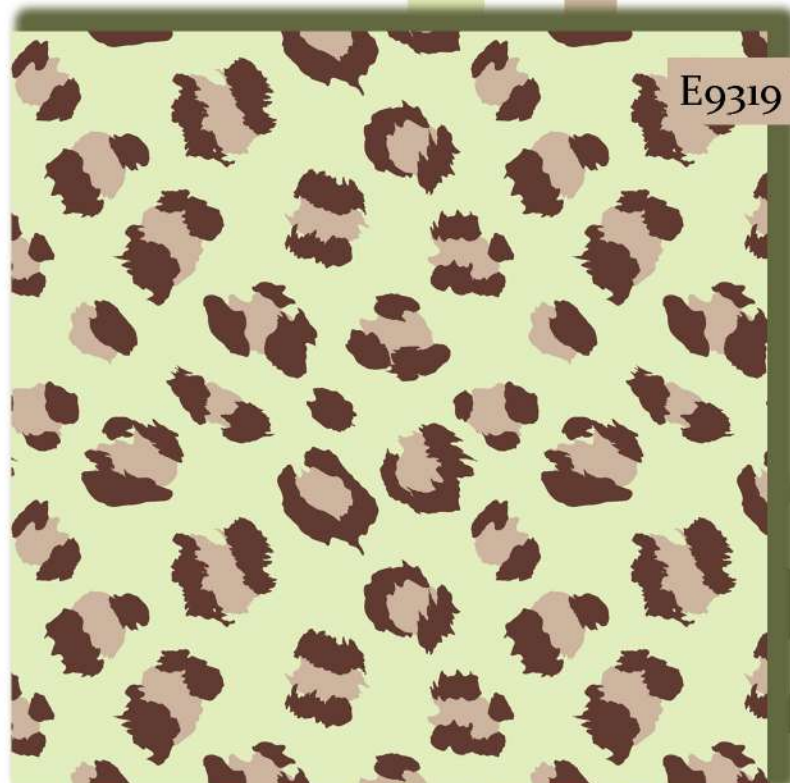
E9033 VB



E9028 VB



E9034 VB



E9319 VB



E9037 VC



E9320 VB

# SUSTAINED GREY

*sustained grey*

The group is inspired by vitamins and includes tones that nourish the body and mind.

Apricot crush, one of the key colors, appears as the color of hope and positivity this season. While soothing with light and dark gray, we tried to offer refreshing effects with warm amber.

While preparing this group that reflects hope and positivity and appeals to both genders, we focused on a holistic lifestyle.

In this palette, which we crown with our organic fabrics; we included batik designs, small flowers, houndstooth and geometric designs.

HEX :

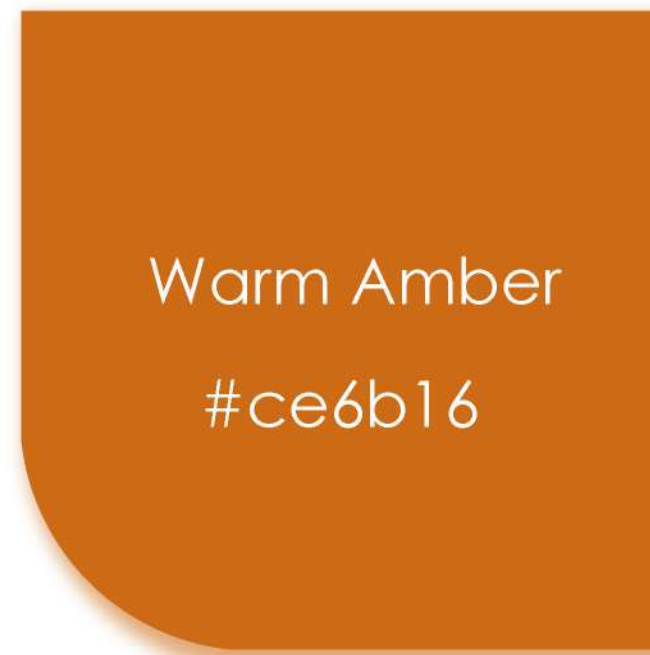
# c5beb8

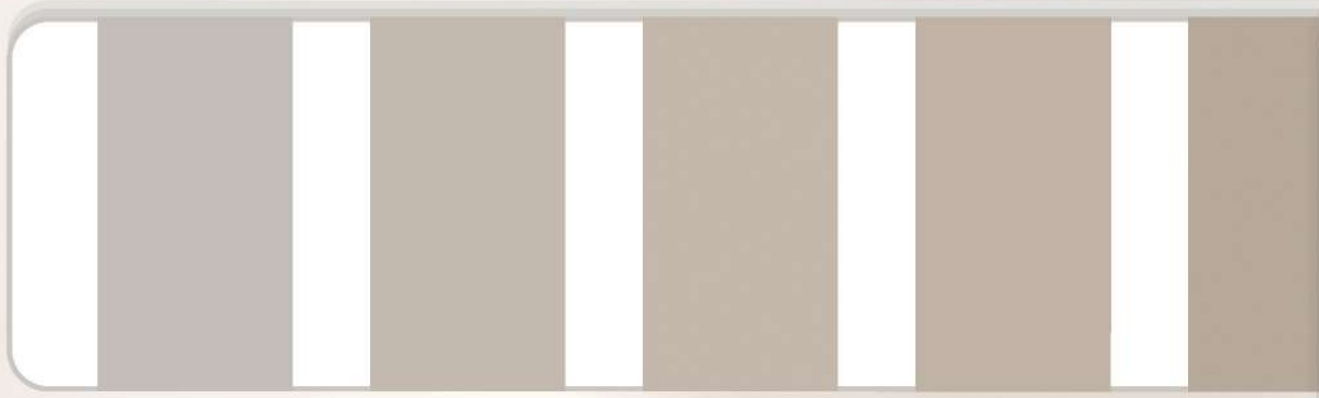
C:23 M:22 Y:25 K:3

R:197 G:190 B:184



# Energetic and robust Color Palette





Color  
of the  
year  
2024

DESIGN

Grey

E8955 VB



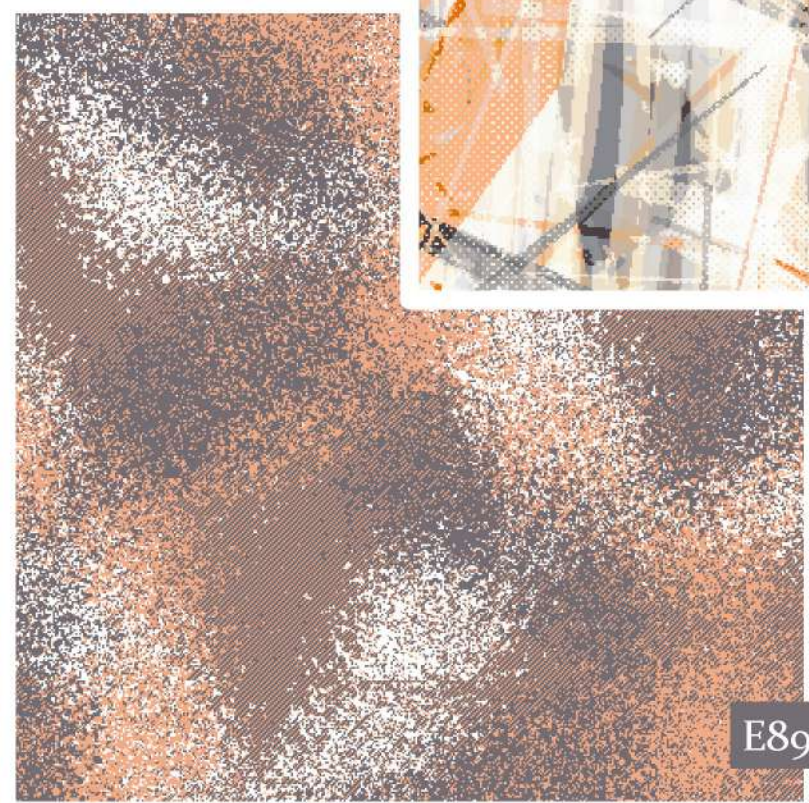
E8971 VA



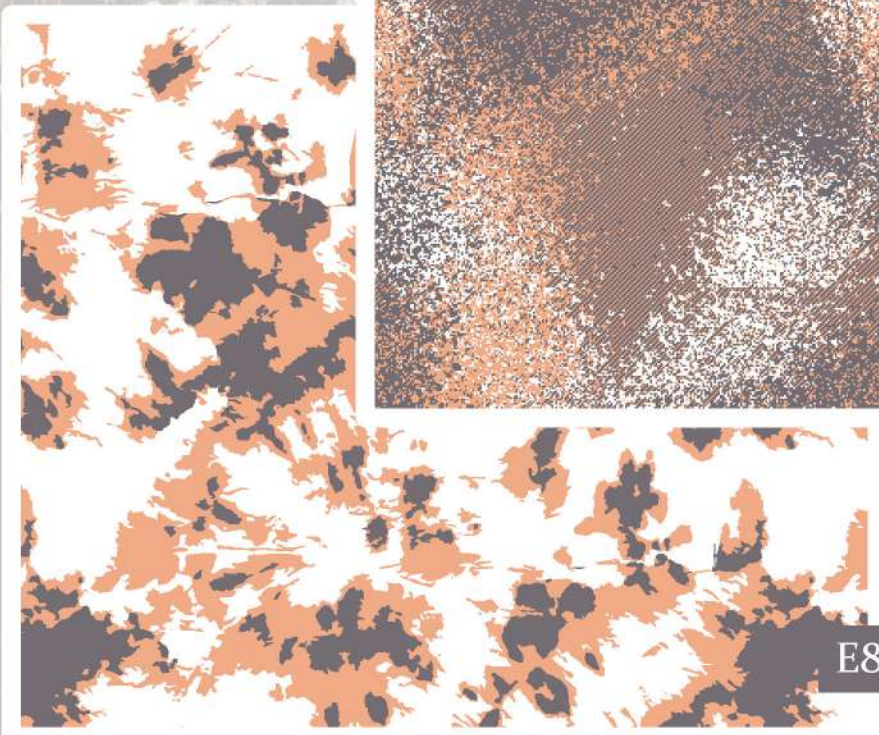
E8969 VA



E8967 VA

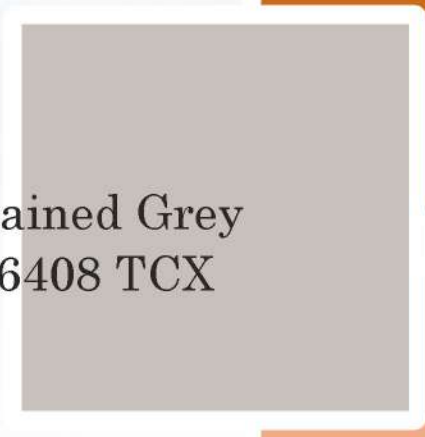


E8953 VA





Warm Amber  
17-1140 TCX



Sustained Grey  
14-6408 TCX



Apricot Crush  
15-1247 TCX



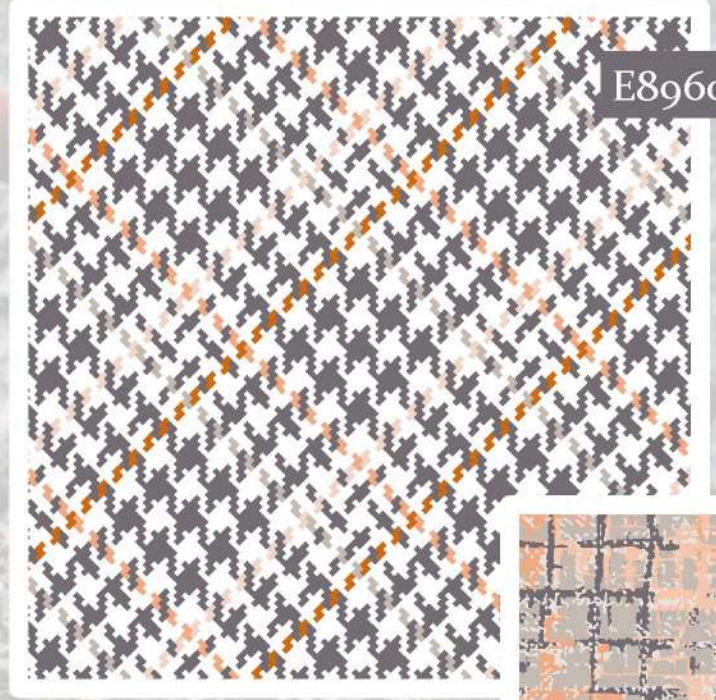
E8958 VB



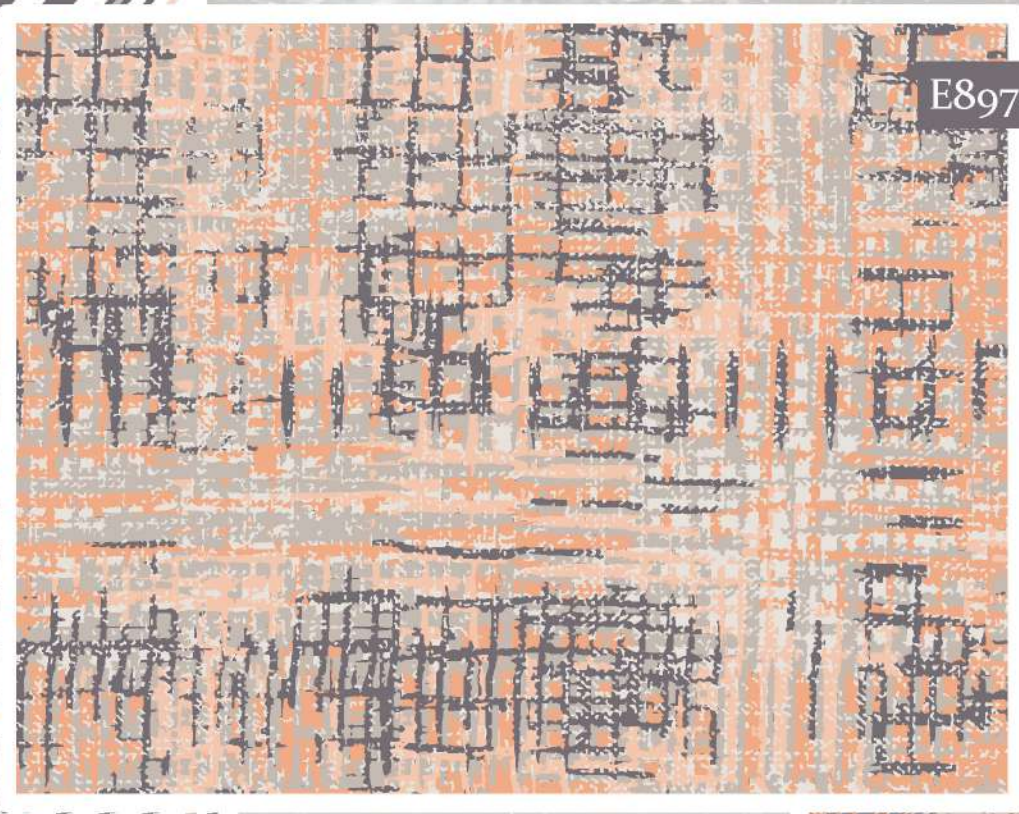
E8962 VA



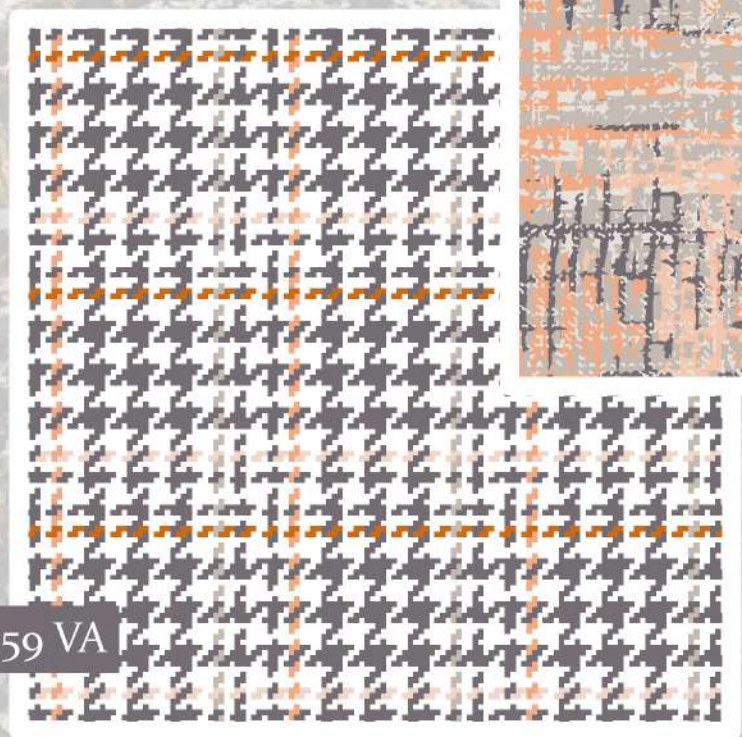
E8957 VA



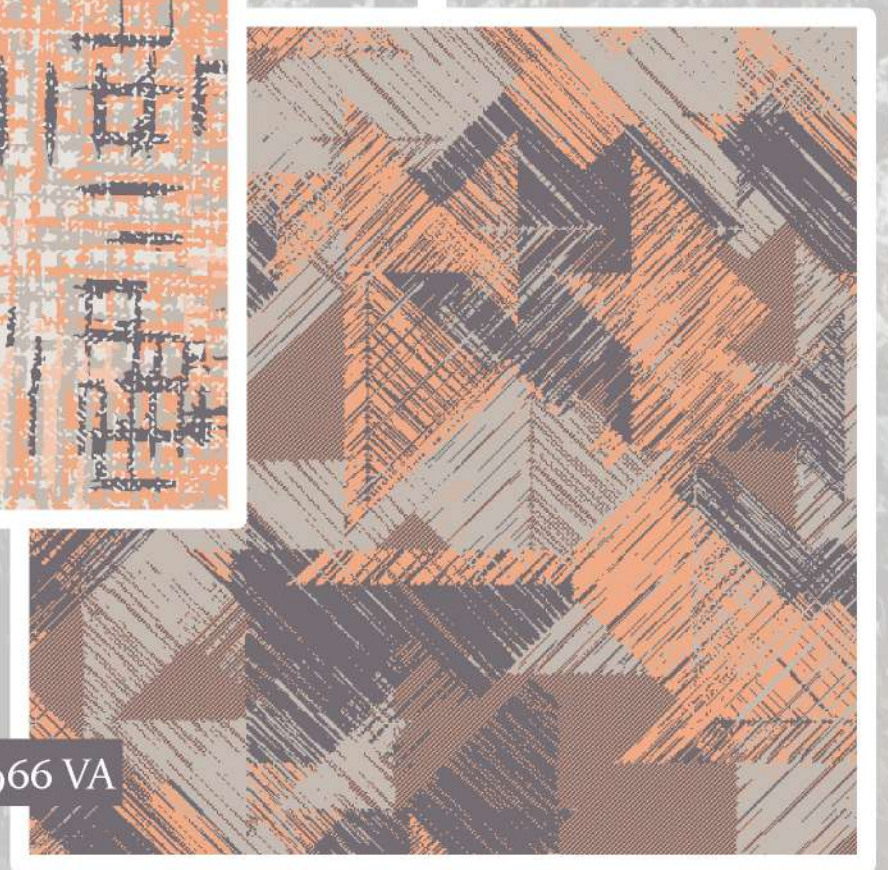
E8960 VA



E8970 VA



E8959 VA



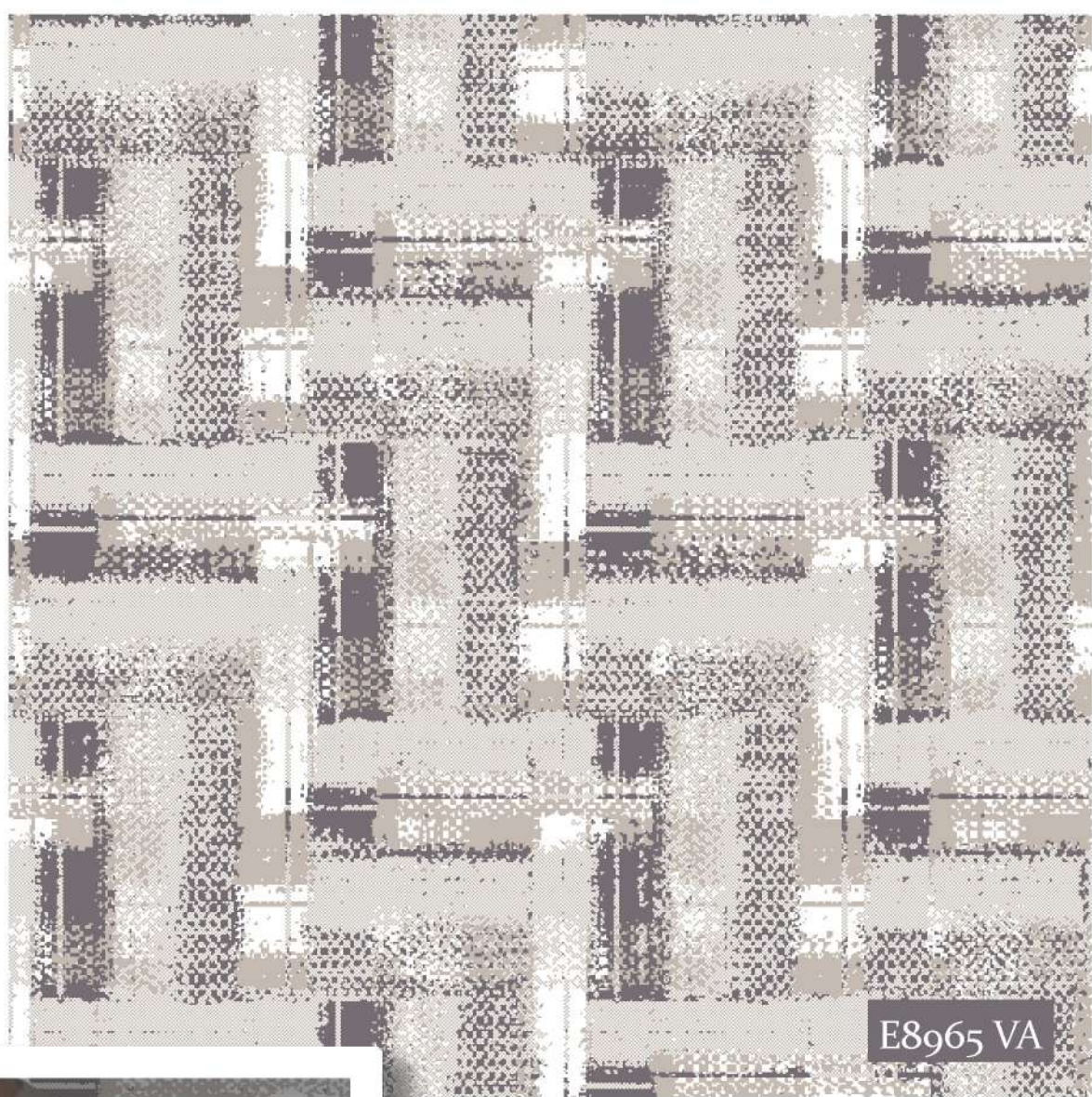
E8966 VA





E8890 VC

E8956 VA



E8965 VA



E8952 VA

E8968 VA



E8961 VA



E8963 VA

# APRICOT CRUSH

*apricot crush*

In this group, we let the colors in space capture our imagination, where we connect to the meta-universe themes. Through the Celebrate the Darkness group, which offers a futuristic look, we have saturated the sense of mystery by emphasizing the plum, the new black of the season. In this palette that permeates the dark season and beyond, we combined apricot crush with bangs, fresh mint with soothing, and Murasaki purple with a bright sense of wonder, alongside plum.

We have reflected the future with space images, skylights, light waves, batik views, and surface views of planets in this dark group, which we come across with a wide variety of fabric scales.

HEX :

# f1ac87

C:0 M:42 Y:45 K:0

R:241 G:172 B:135

# Celebrate the darkness

## Color Palette

Apricot Crush

#f1ac87

Midnight Plum

#4b3145

Fresh Mint

#c9d7d4

Murasaki Purple

#5b3368

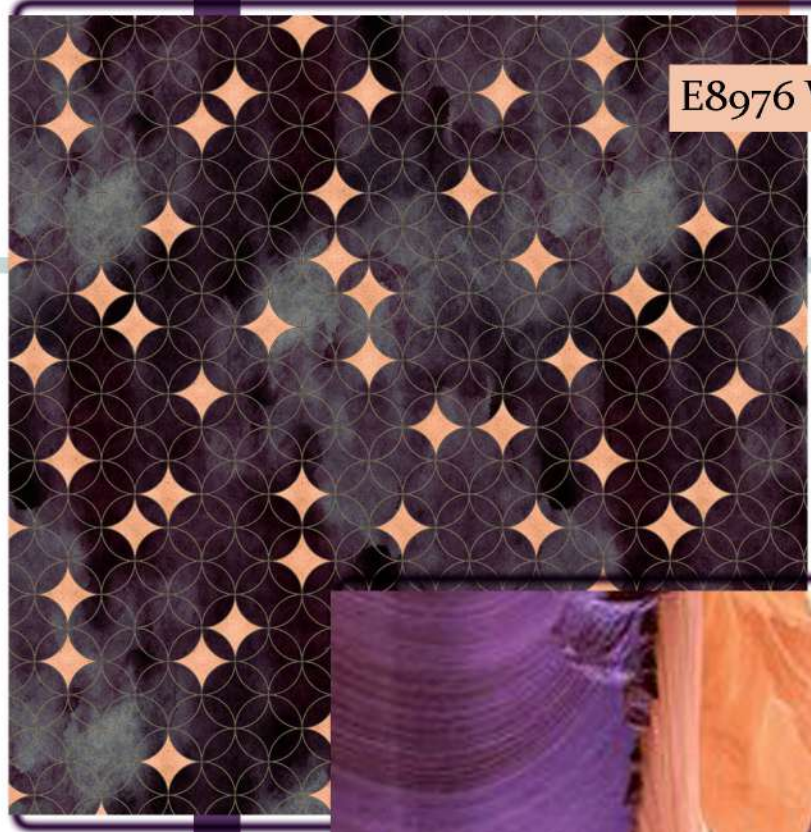
Black

Graphite

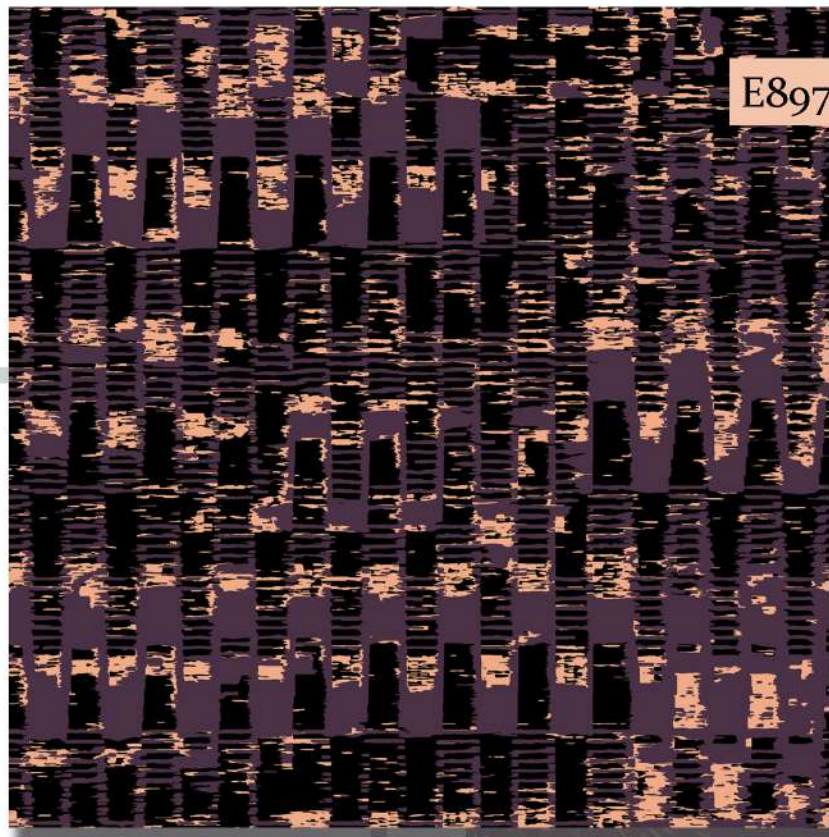
#746e74



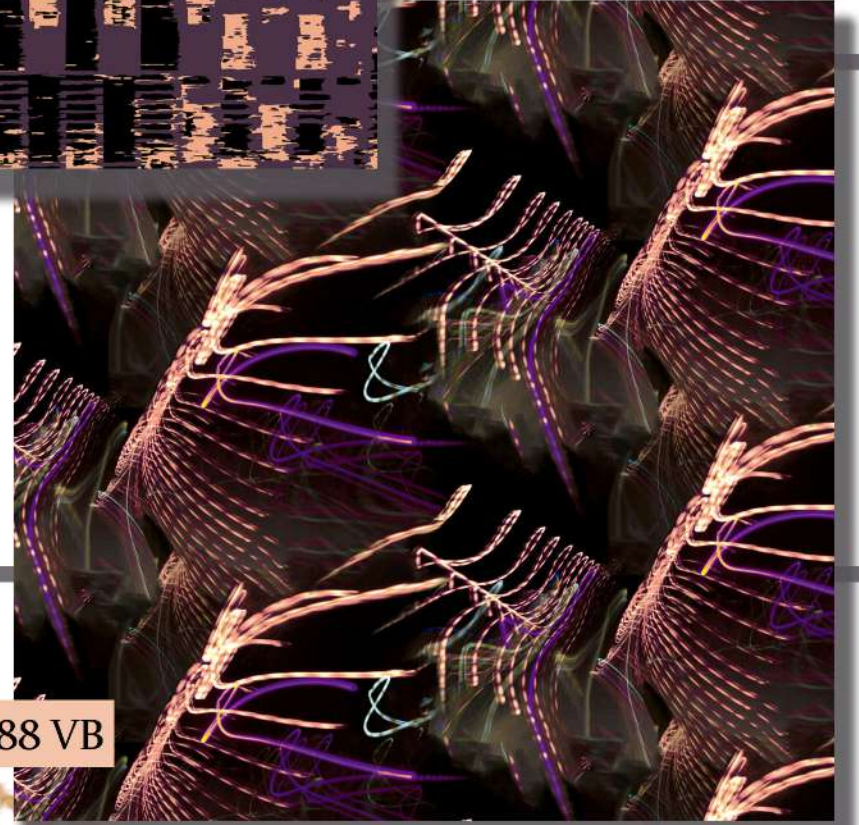
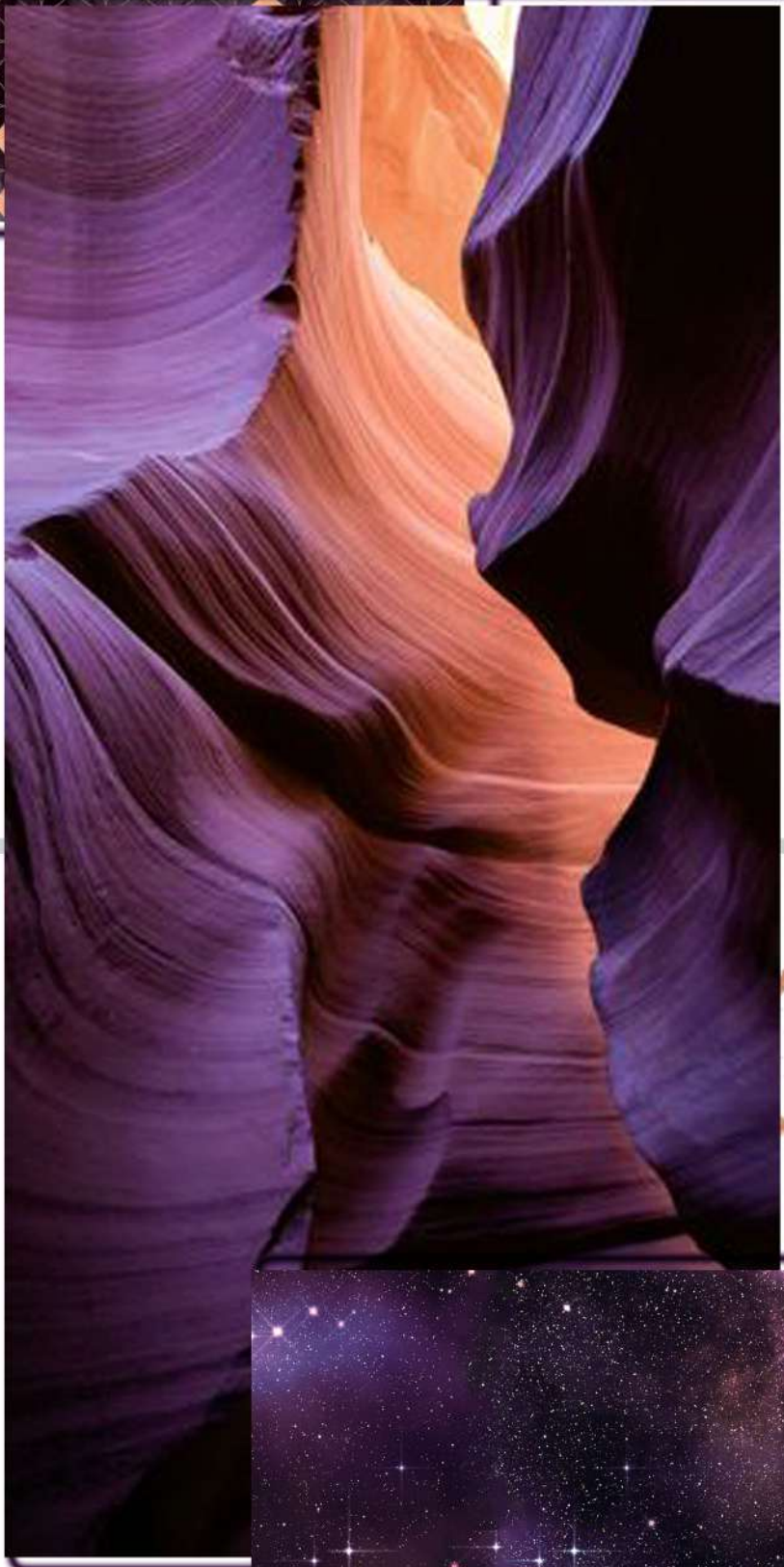




E8976 VA



E8974 VA

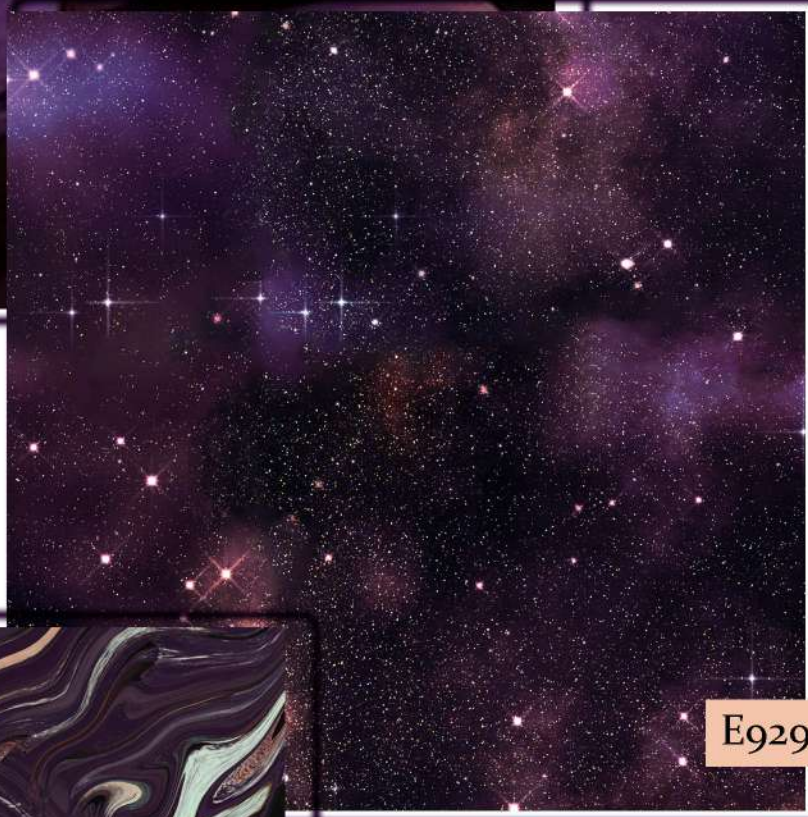


E9288 VB

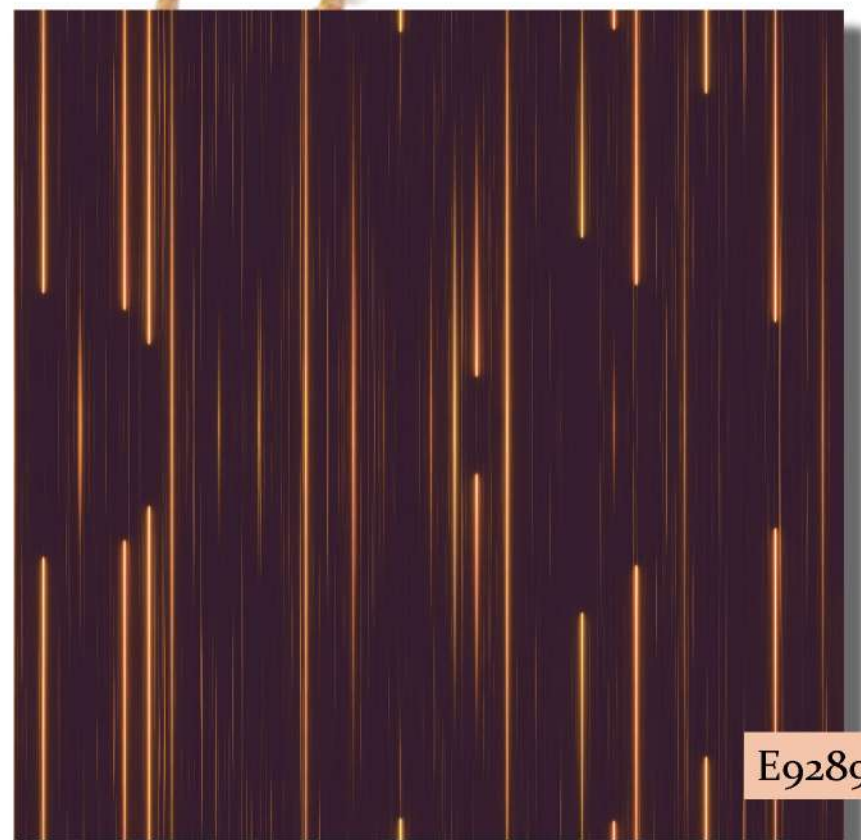


E9291 VB

# Apricot Crush



E8972 VC



E9289 VB

*Fresh*



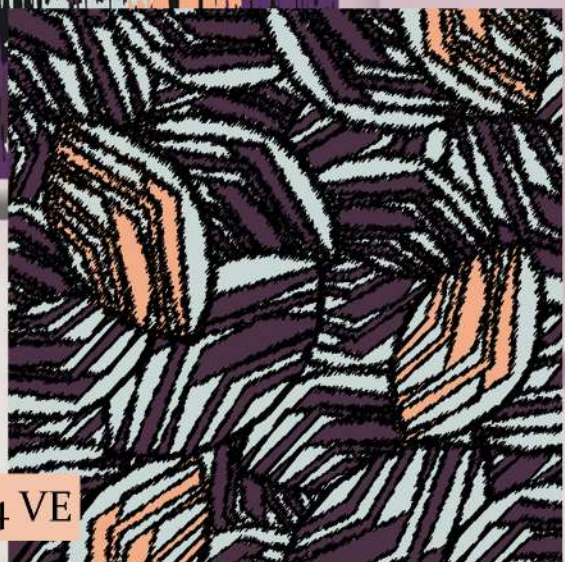
*Mint*



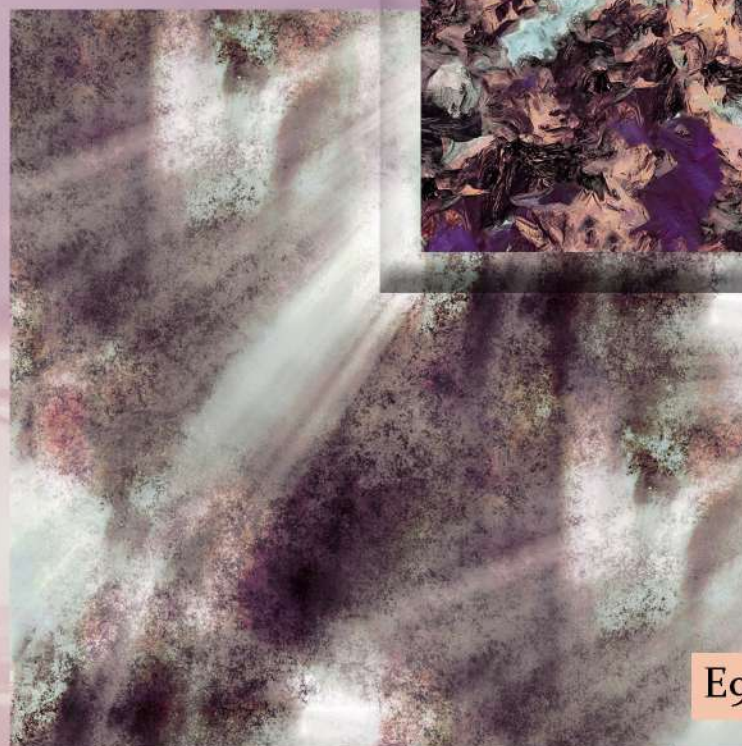
E8982 VA



E8985 VB



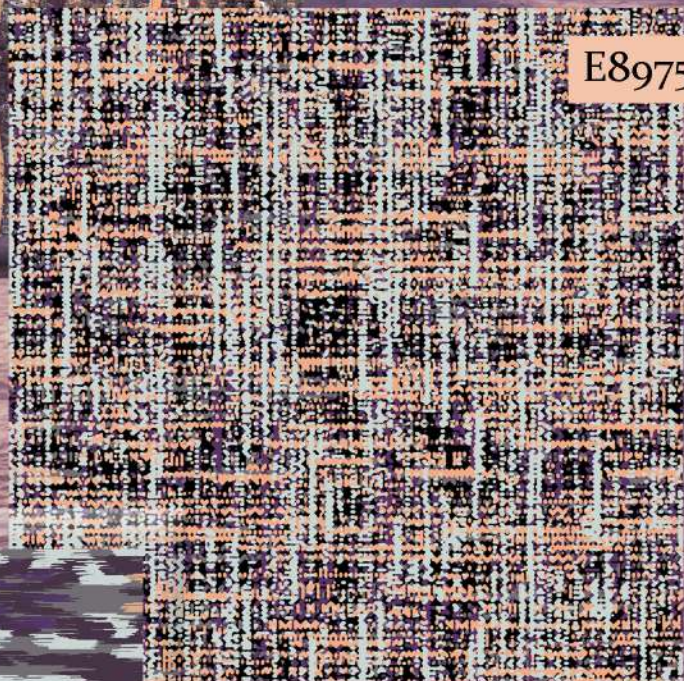
E8984 VE



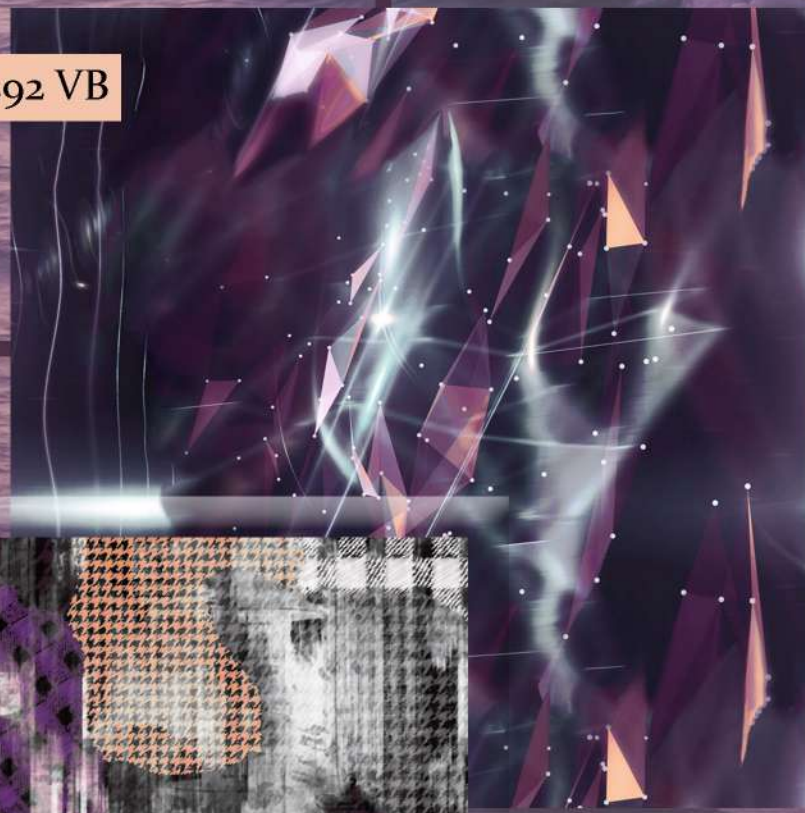
E9067 VB



E8977 VA



E8975 VA



E9292 VB



E8983 VB



E8981 VA



Ego66 VB

# MIDNIGHT PLUM

*Midnight Plum*

The group is created by consumer desires and is transacted from dark shades to cold tones.

In this collection that anyone who desires to relax by stretching can easily use during the day, we focused on midnight plum, one of the main colors of the season, and blended it with relaxing gray, lavender, and midnight blue. We offer on a wide scale from drirelease fabrics to organic fabrics, and we made room for sky texture, worn images, and flue patterns inspired by nature.

HEX :

# 4b3145

C:60 M:82 Y:48 K:43

R:75 G:49 B:69

# Cool and stretching Color Palette

Midnight Plum

#4b3145

Midnight Blue

#2b3153

Gentle Lavender

#aca1b3

Gentle Lavender  
Light

#d8d1dd

Black

Chromium

#9c98a3

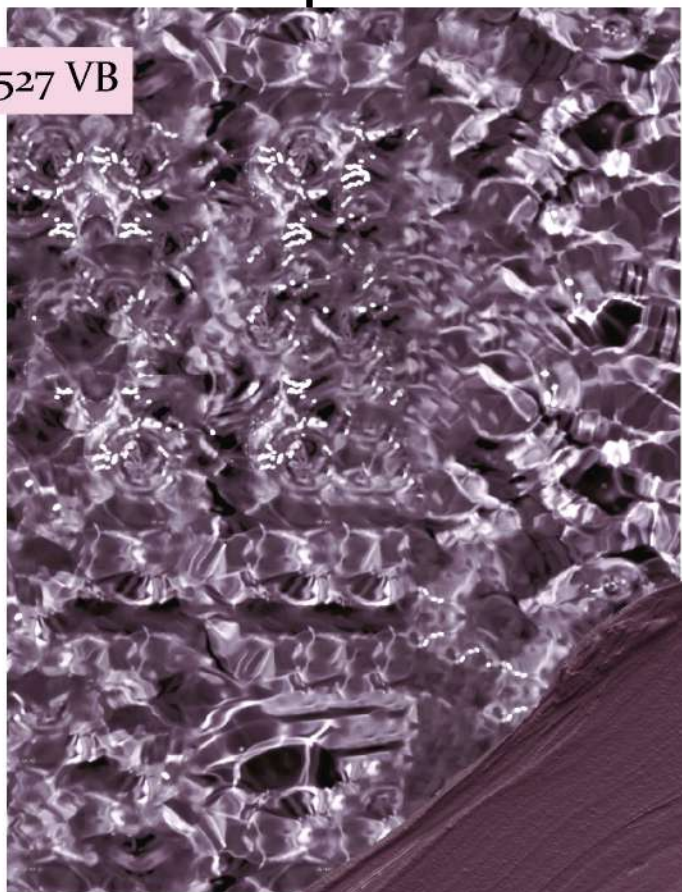
Quiet Quartz

#f1e7ec





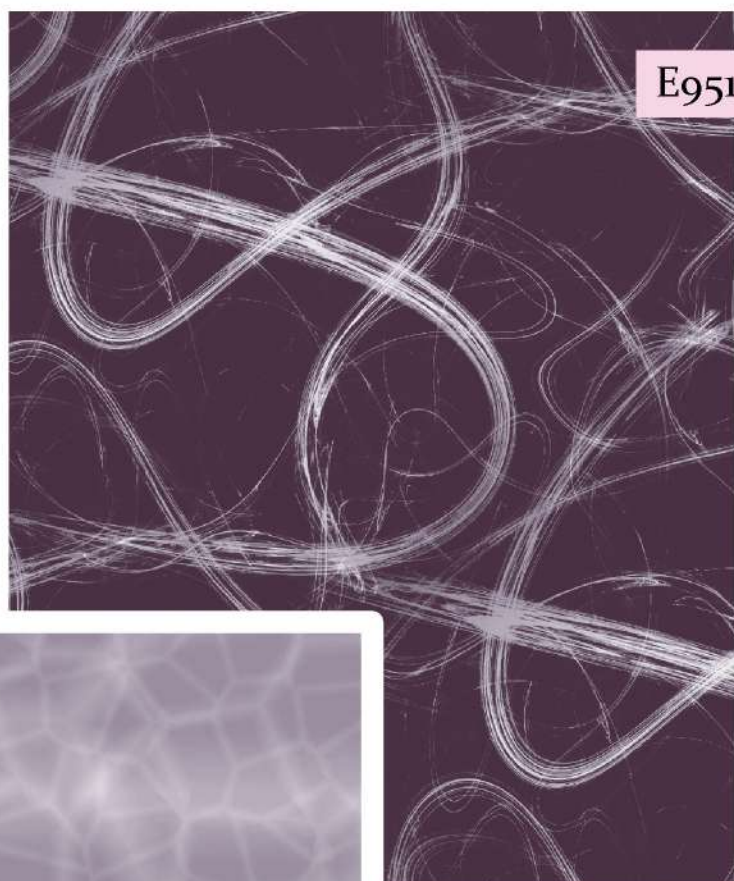
E9527 VB



E9523 VB



E9511 VB

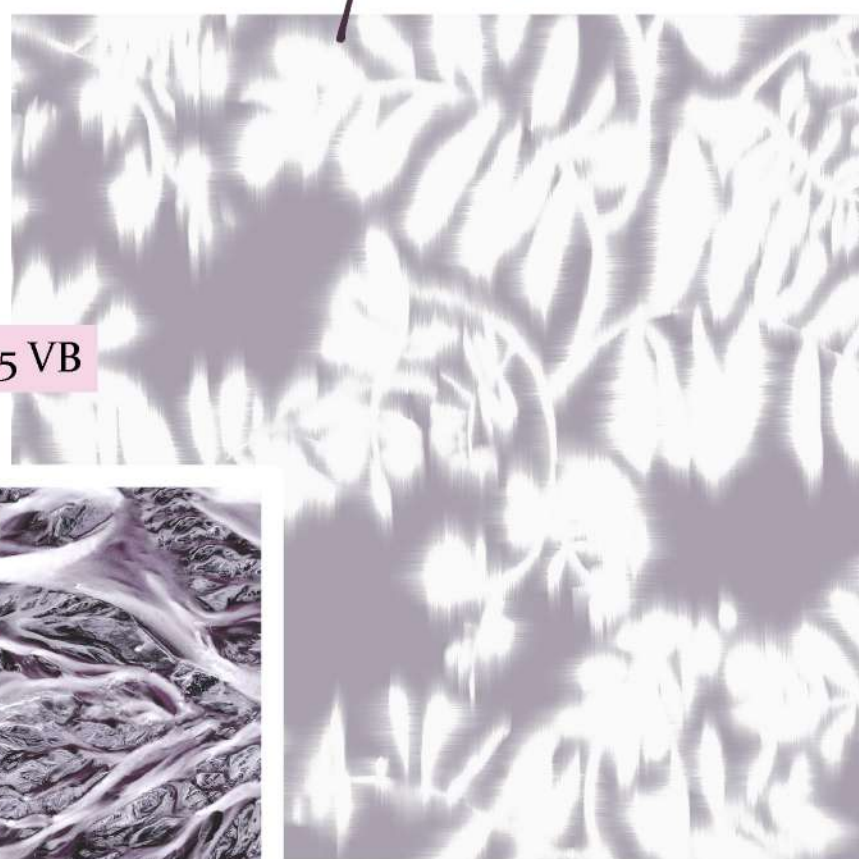


E9517 VB



# Midnight Plum

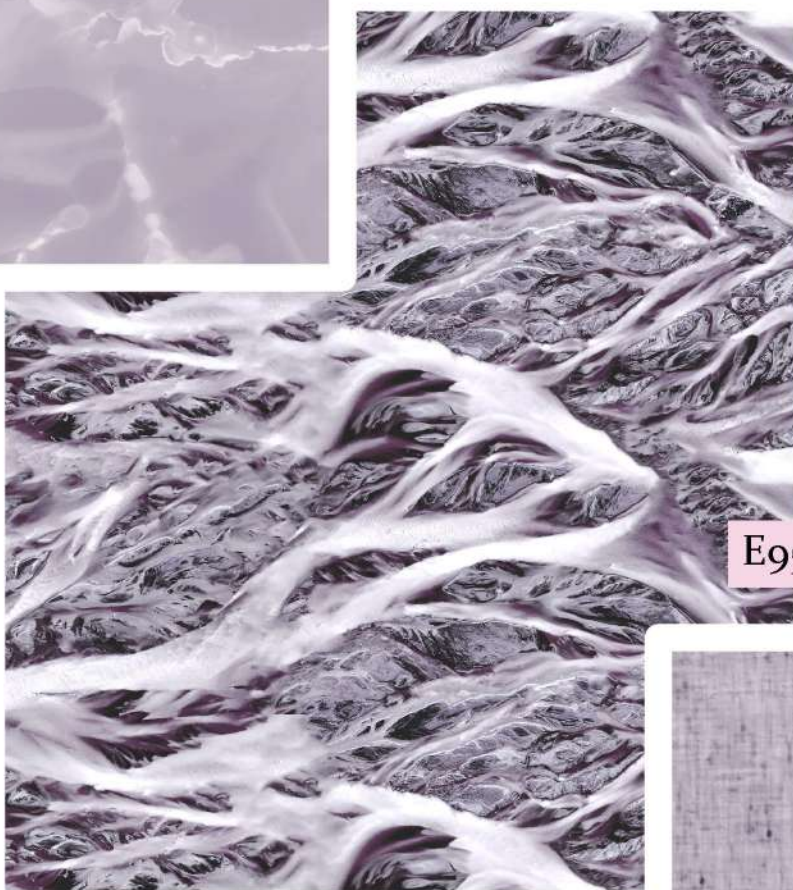
E9515 VB



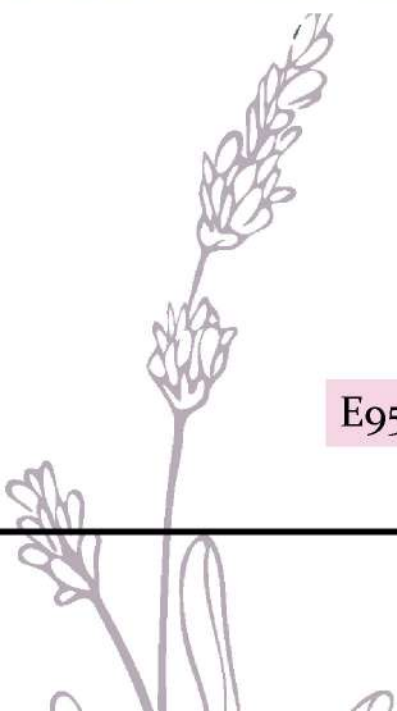
E9530 VB



E9522 VB



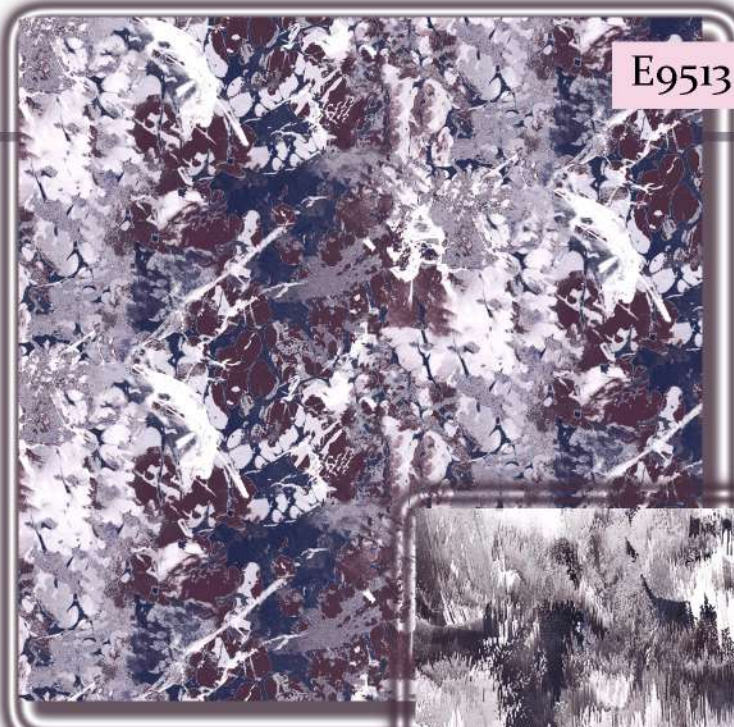
E9529 VB





E9526 VB

E9513 VB



E9536 VB



*AUTUMN  
WINTER  
24/25*

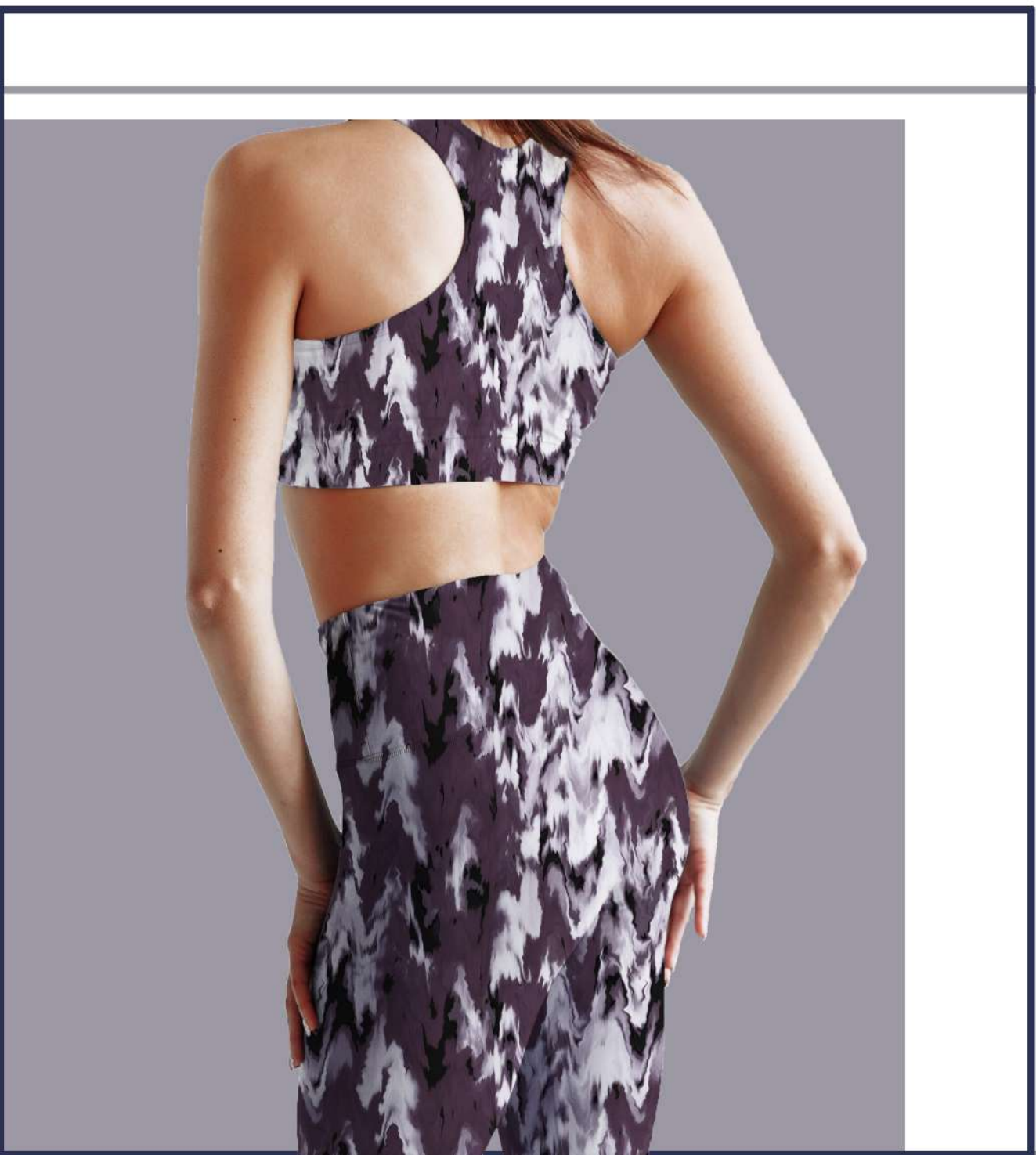
E9516 VB



E9518 VB



E9521 VB

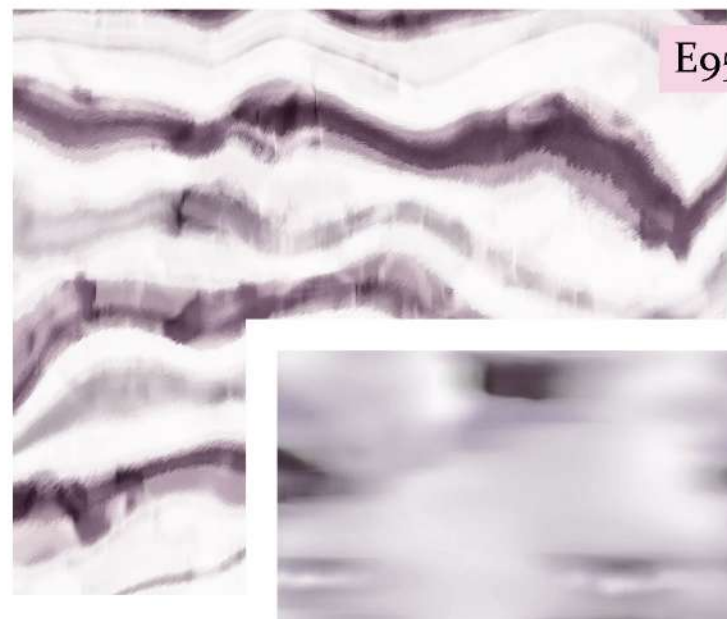


E9531 VB

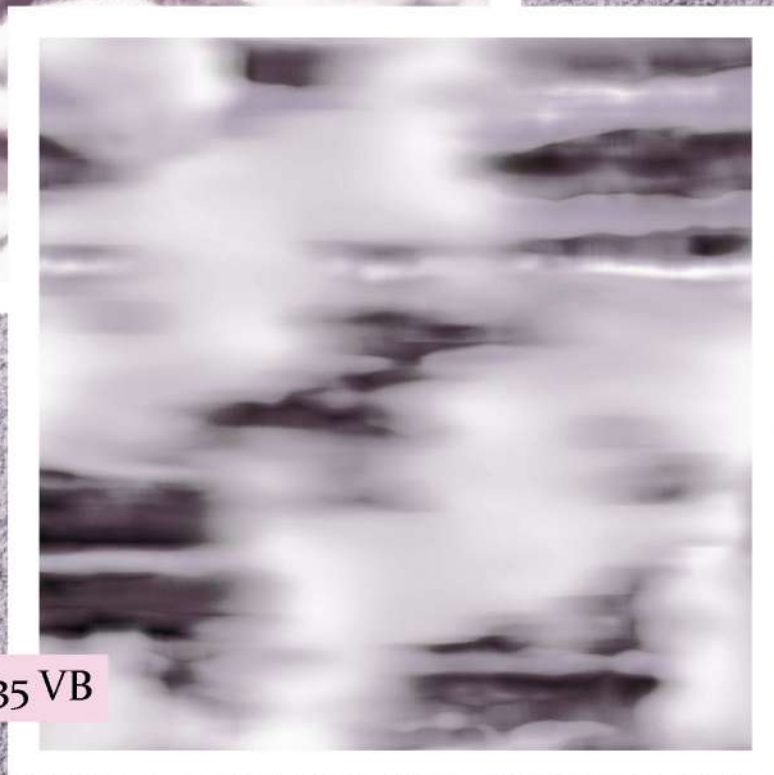
E9524 VB



E9525 VB



E9520 VB

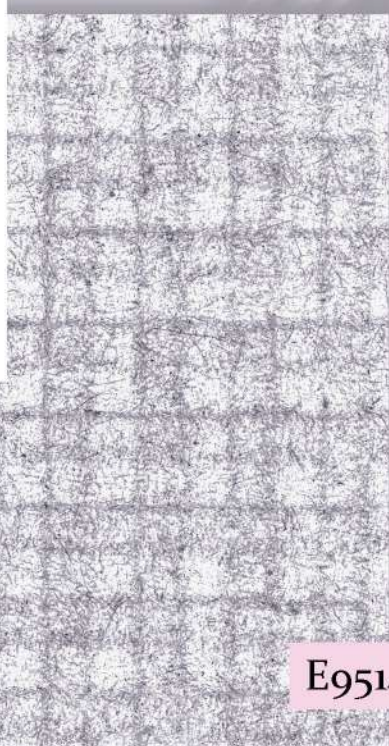


E9535 VB

Gentle Lavender

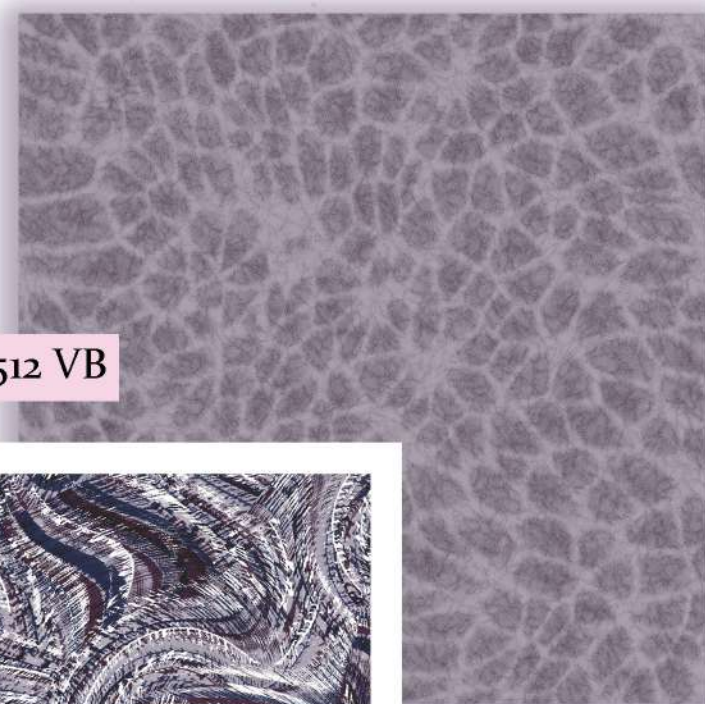
E9532 VB

E9528 VB

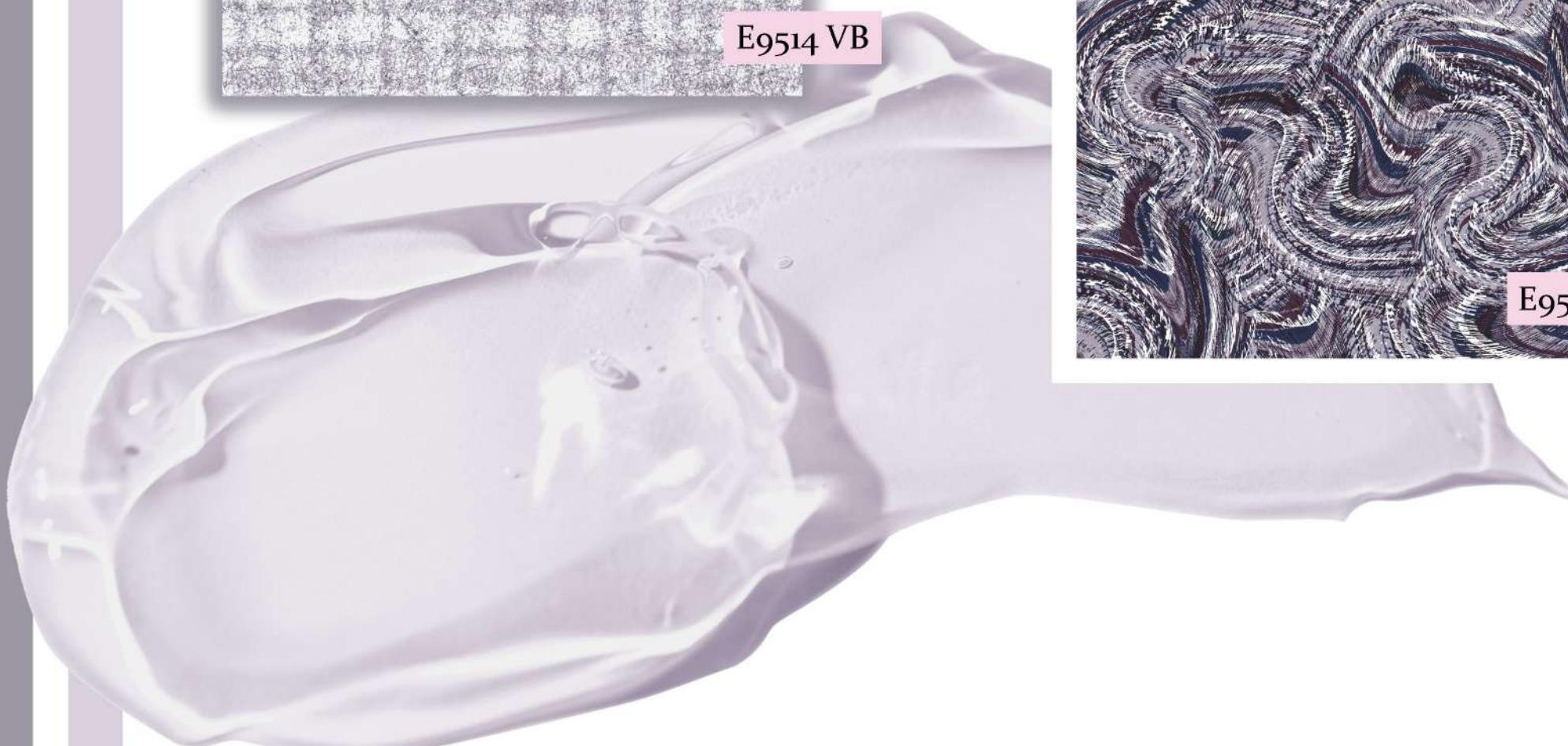


E9514 VB

E9512 VB



E9533 VB



# INTENSE RUST

*intense rust*

We created a warm group by focusing on the richness of inter-seasonal tones and colors that celebrate long-term appeal.

Balancing quality with a raw, earthy tone, intense rust is one of the assertive colors of the season.

In this group, where you will feel the autumn dust deeply, we used intense rust as well as warm amber, terracotta, oat milk, and sepia.

Bringing a new update to brown, we combined this palette with rustic denim look designs, as well as watercolor images, knit texture patterns, checks, small floral designs, new animal images, and patch designs.

HEX :

# 90382e

C:24 M:88 Y:85 K:19

R:144 G:56 B:46

# Get grounded

## Color Palette

Intense Rust  
#90382e

Oat Milk  
#cdb59f

Chalk  
#eae1da

Terracotta  
#a25c49

Black

Warm Amber  
#ce6b16

Sepia  
#613b32

Color of  
the Year  
2024

Intense Rust  
18-1442 TCX

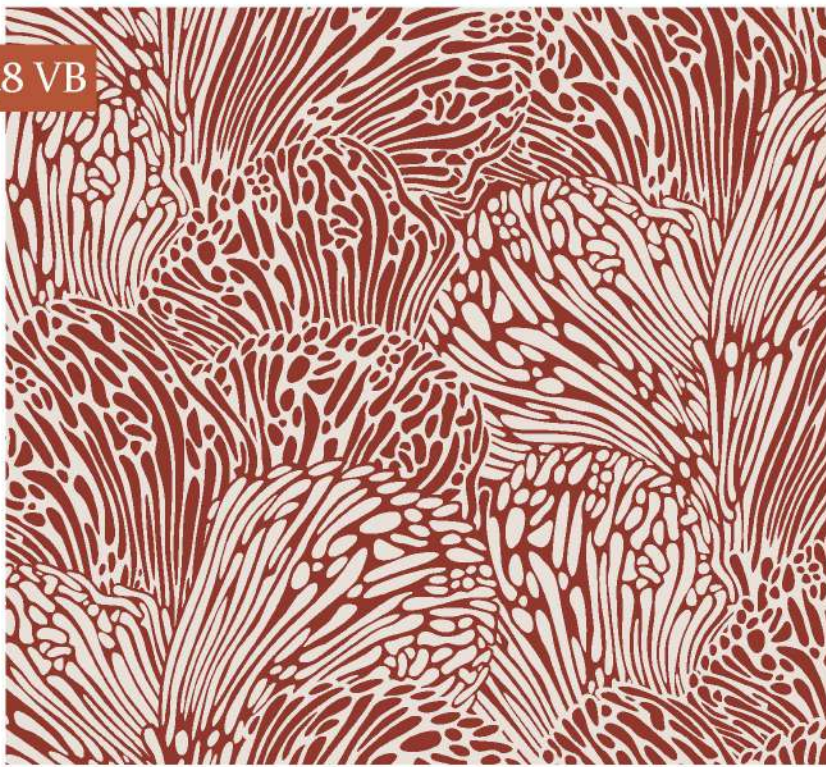




E9047 VB



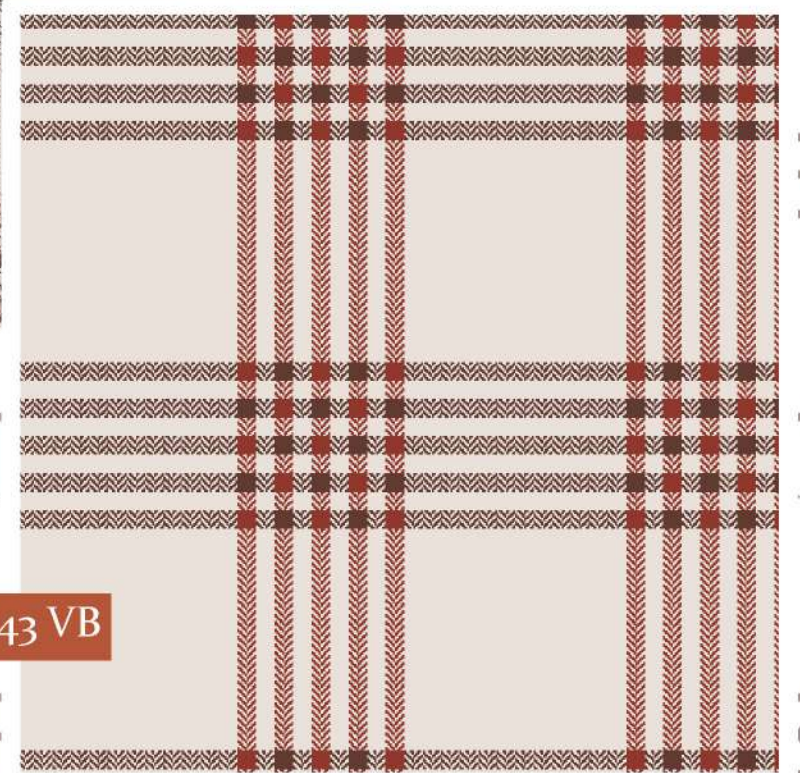
E9048 VB



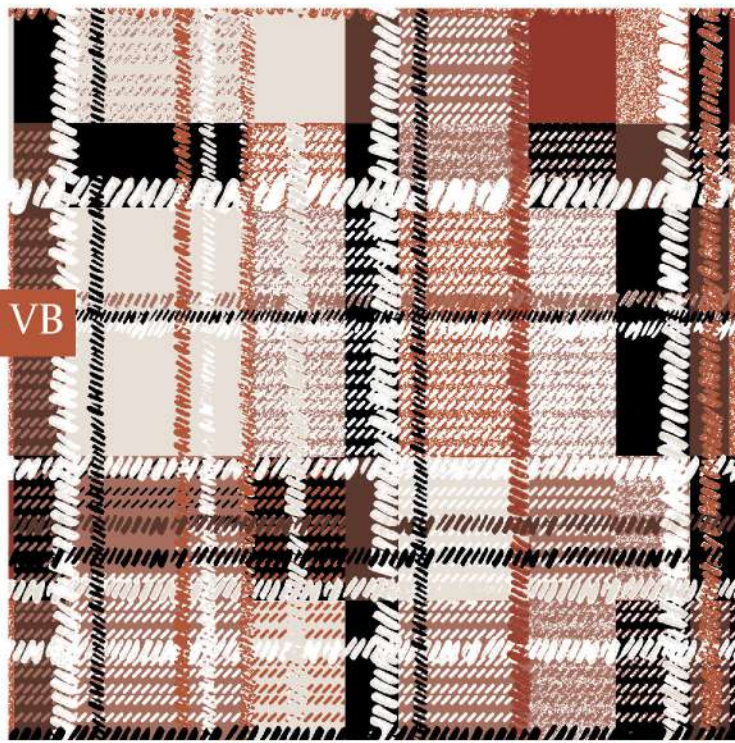
E9056 VB



E9043 VB



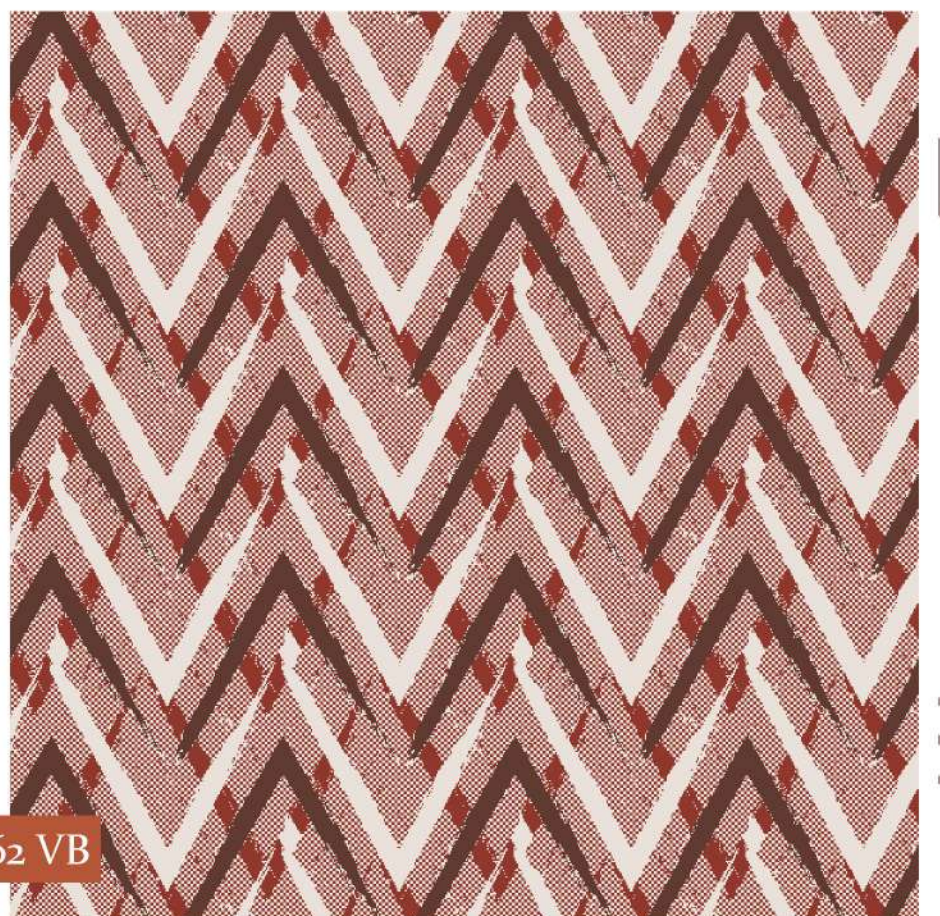
E9059 VB



E9060 VB



E9062 VB





Terracotta

#a25c49



Warm Amber

#ce6b16

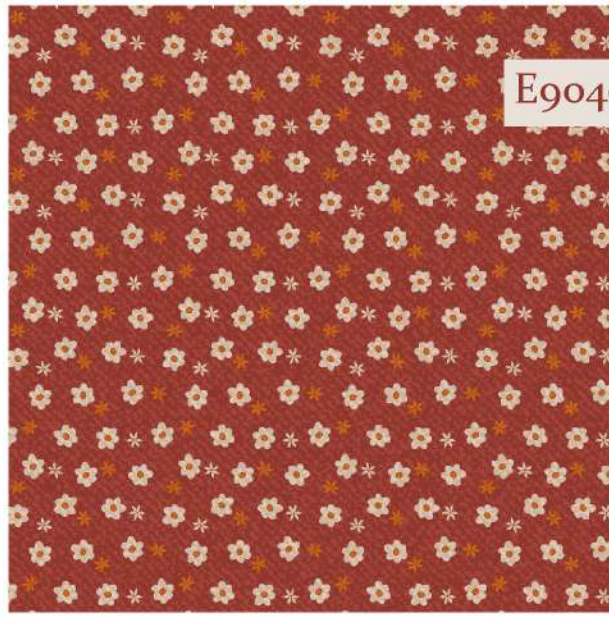


E9045 VB

E9061 VB



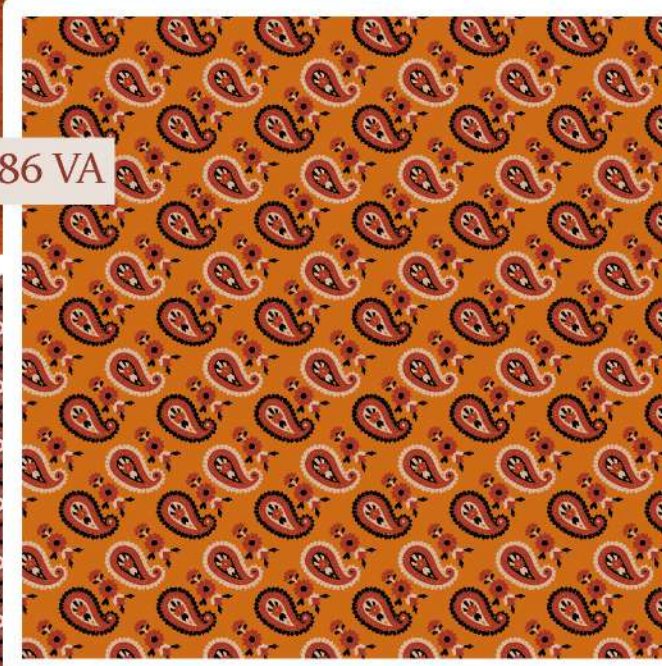
E9040 VB



E9044 VB



E9086 VA



E9050 VB



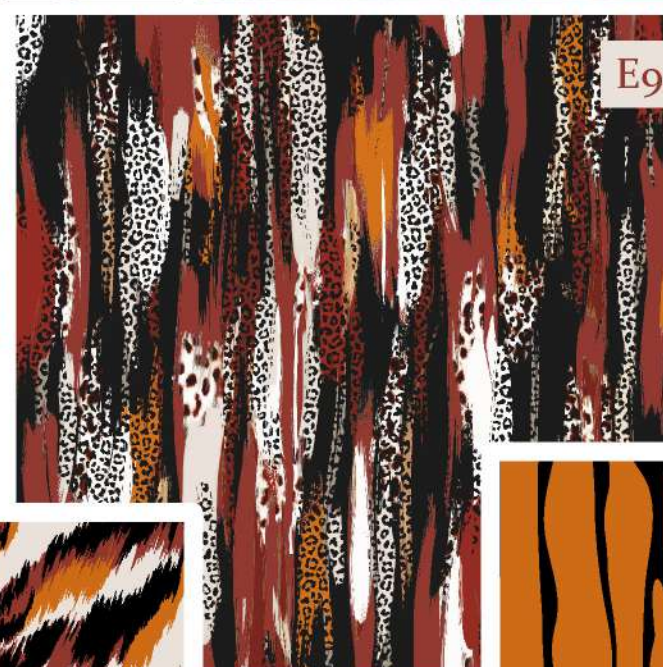
E9087 VB



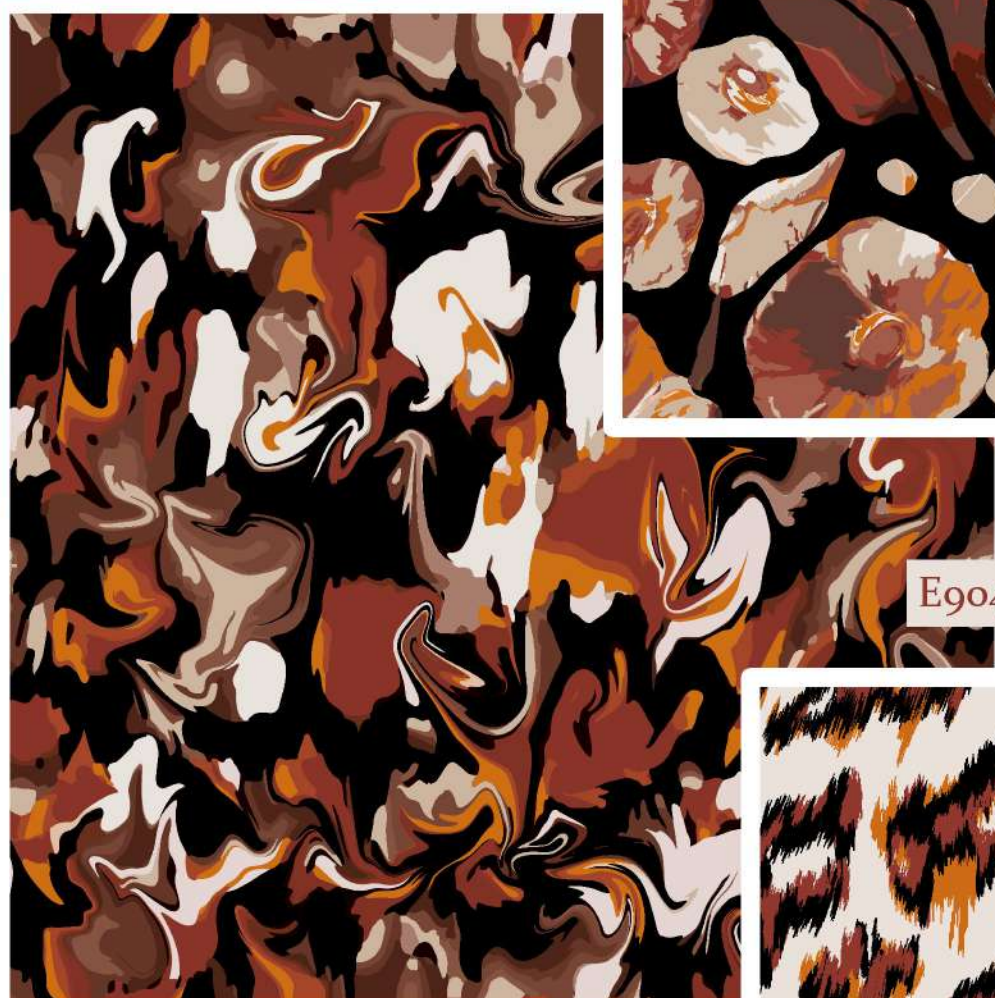
E9053 VB



E9051 VB



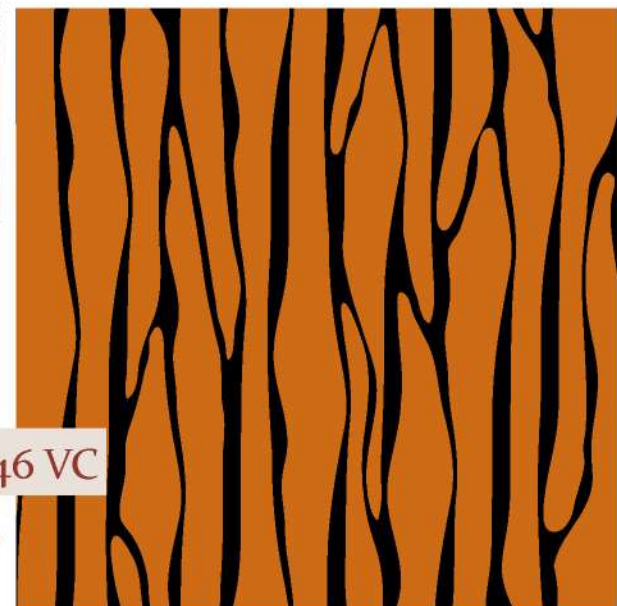
E9049 VB



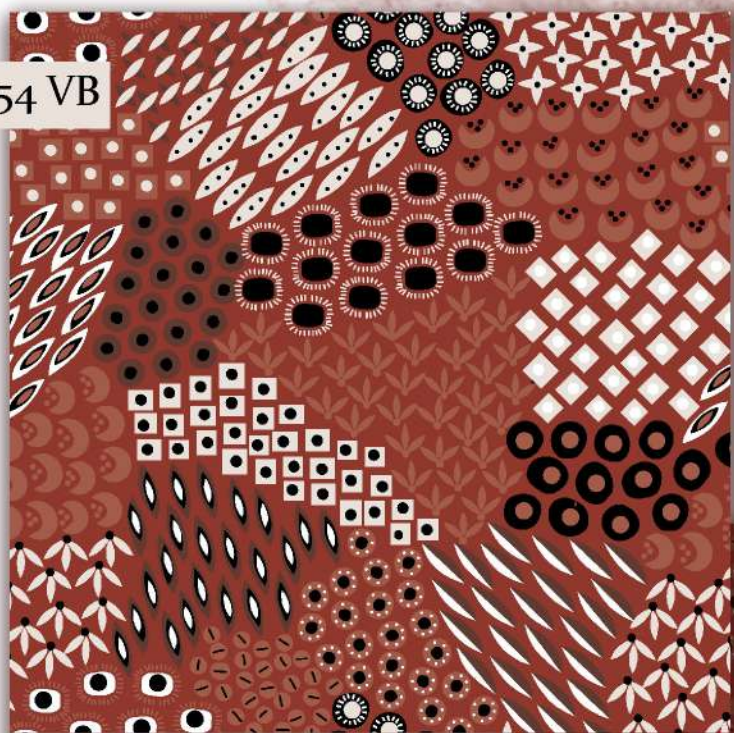
E9318 VB



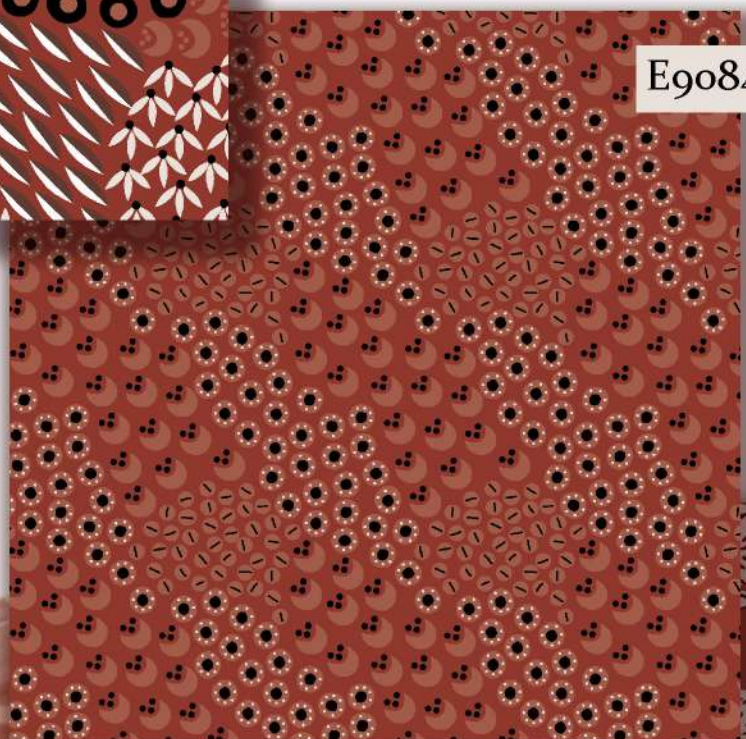
E9046 VC



E9054 VB



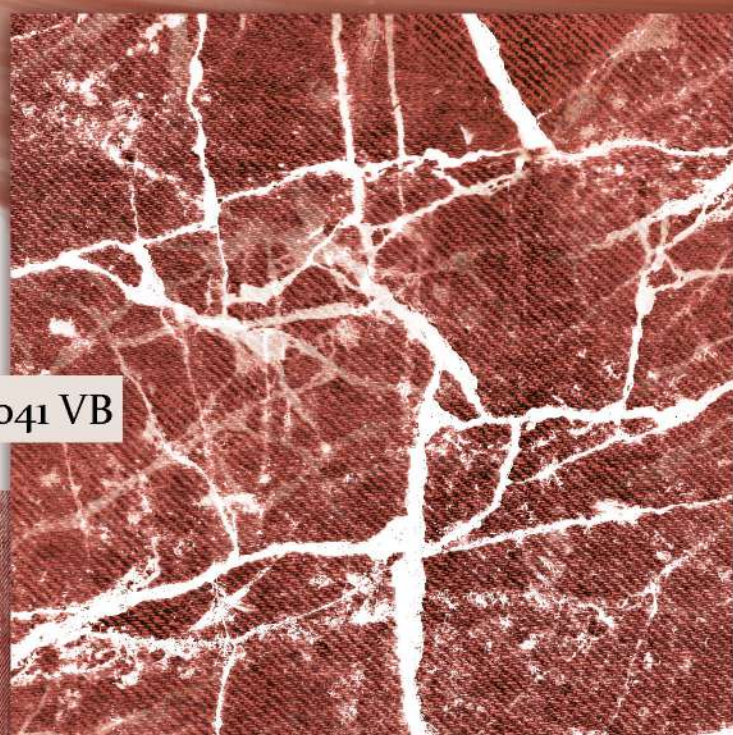
E9084 VA



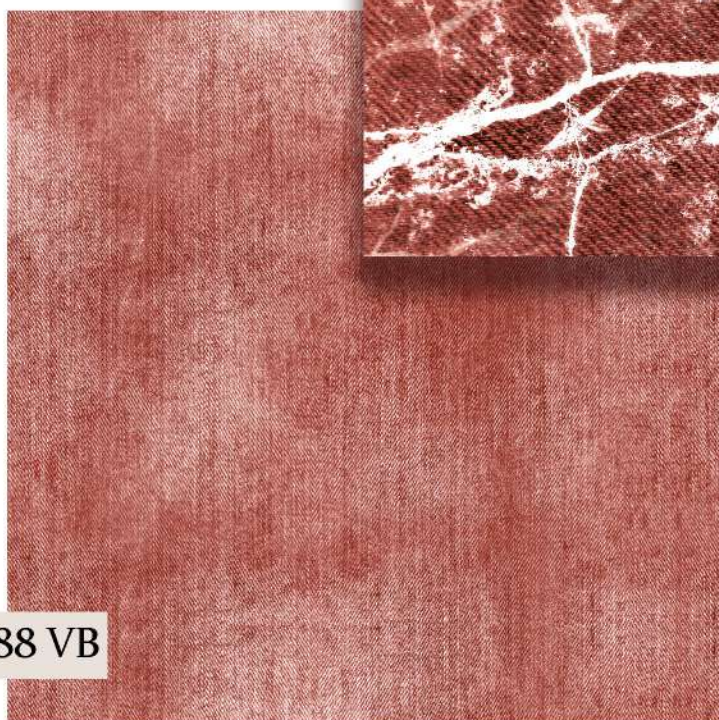
E9055 VB



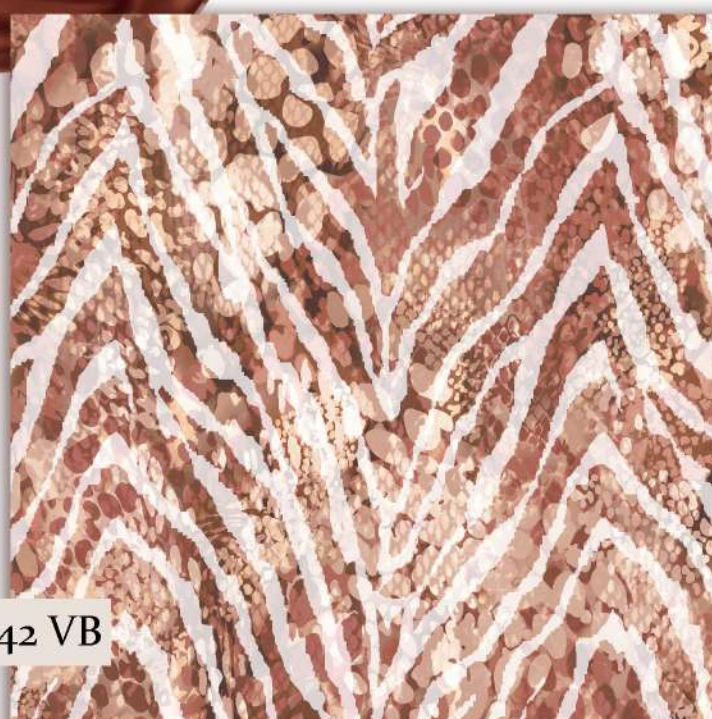
E9041 VB



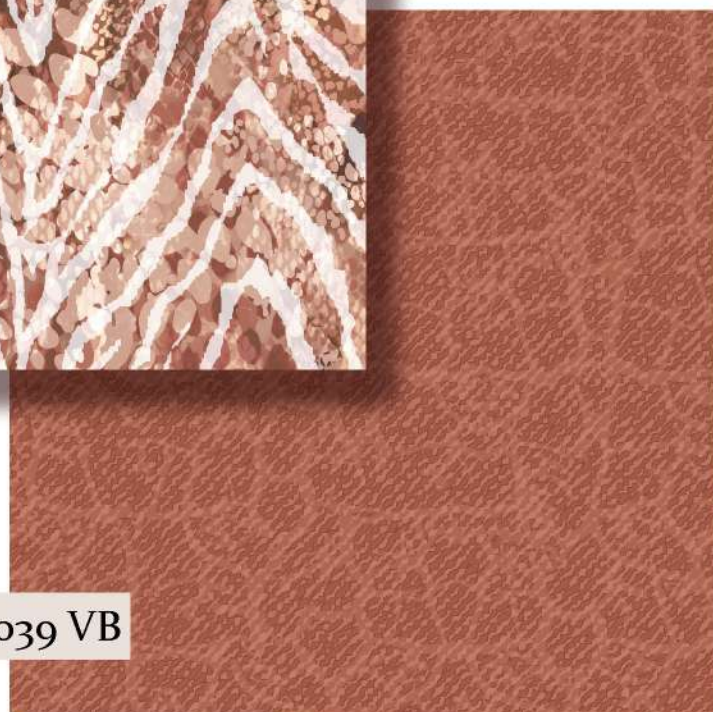
E9088 VB



E9042 VB



E9039 VB



# FLAME

*Flame*

We used the energy of colors in our children's group, in which we acted with the thought of looking for an optimistic future. We expressed productivity with flame red, courage with crimson, mobility with cyber lime, optimism with mellow peach, and serenity with azure. In this collection, where we bring together both bright and neutral tones, happiness, and joy; From brush strokes to icons, from simple check designs to ikat patterns, we have presented them in all areas of life.

HEX :

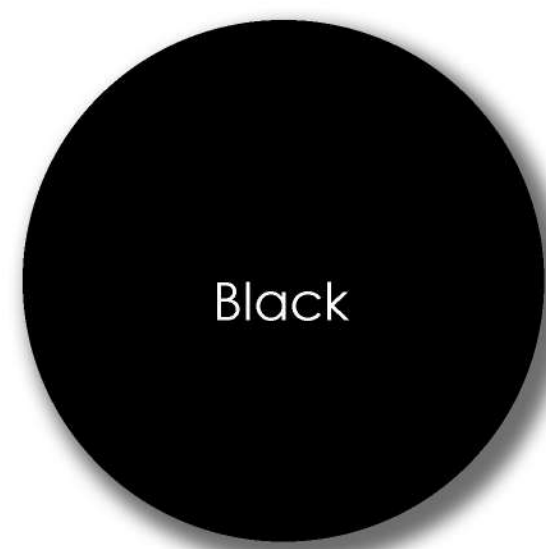
# ff3d30

C:0 M:85 Y:70 K:0

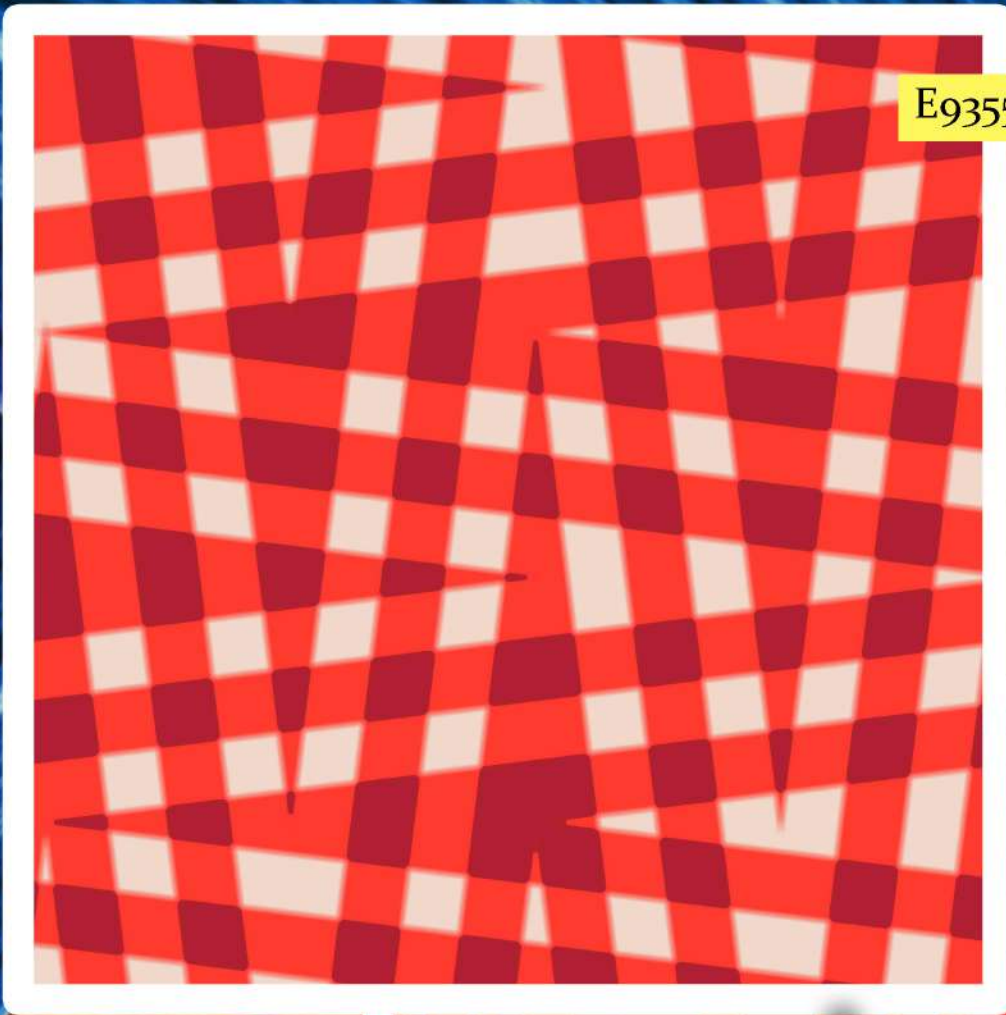
R:255 G:61 B:48

# Color of the future

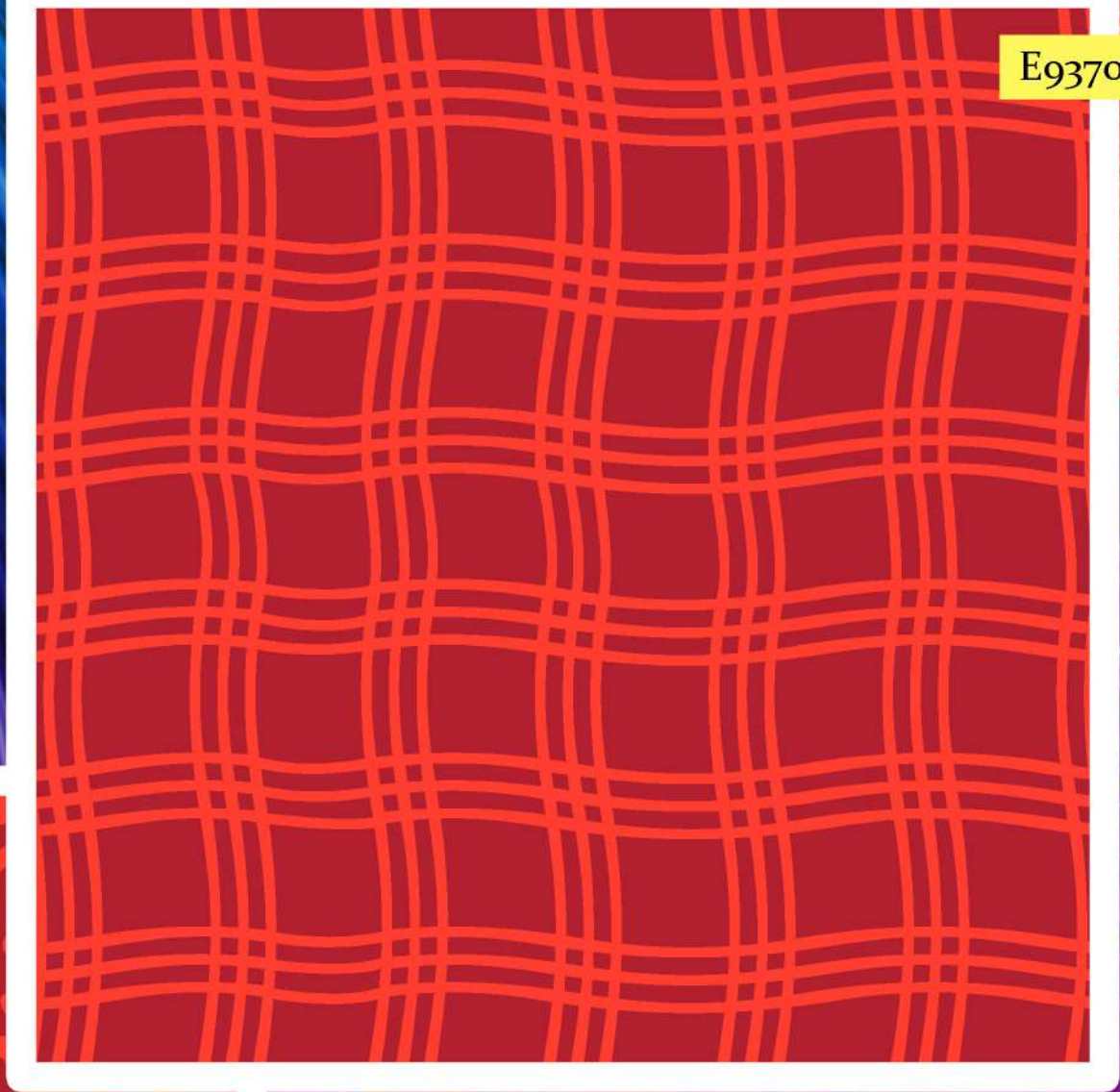
## Color Palette



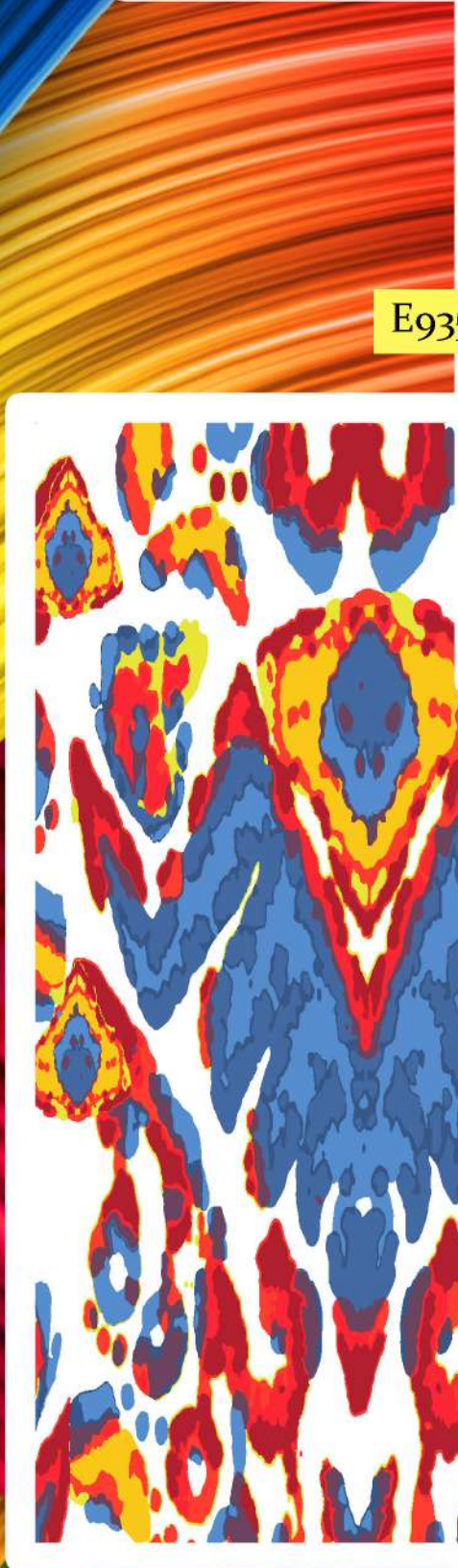




E9355 VA



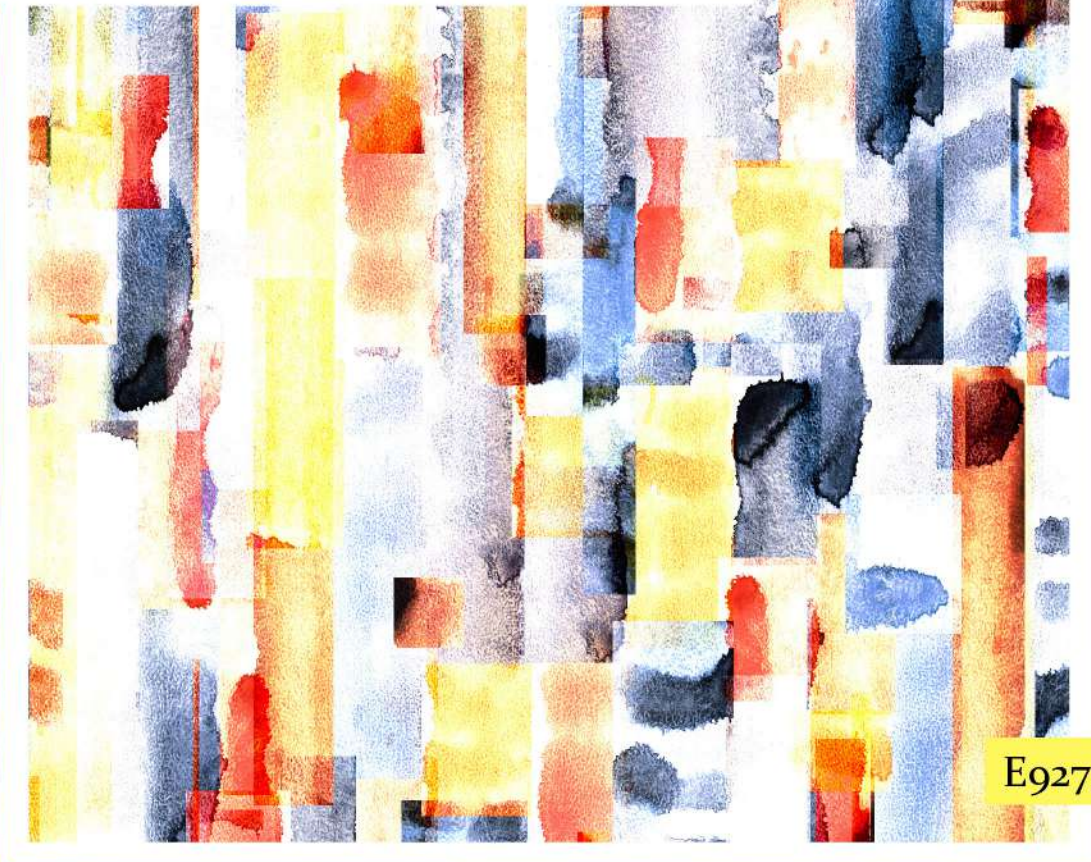
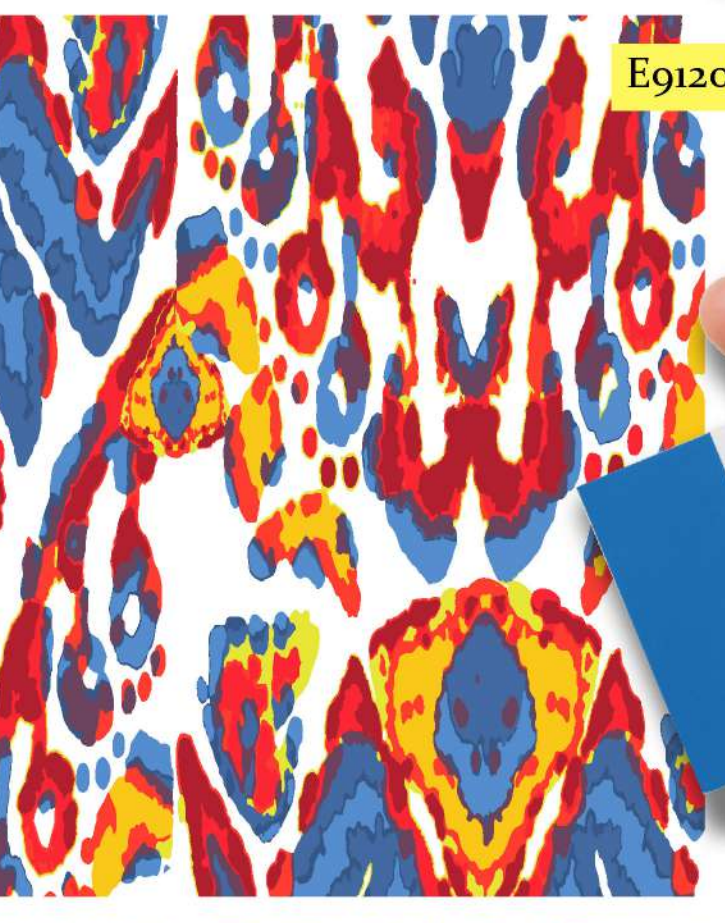
E9370 VA



E9351 VC



E9120 VA



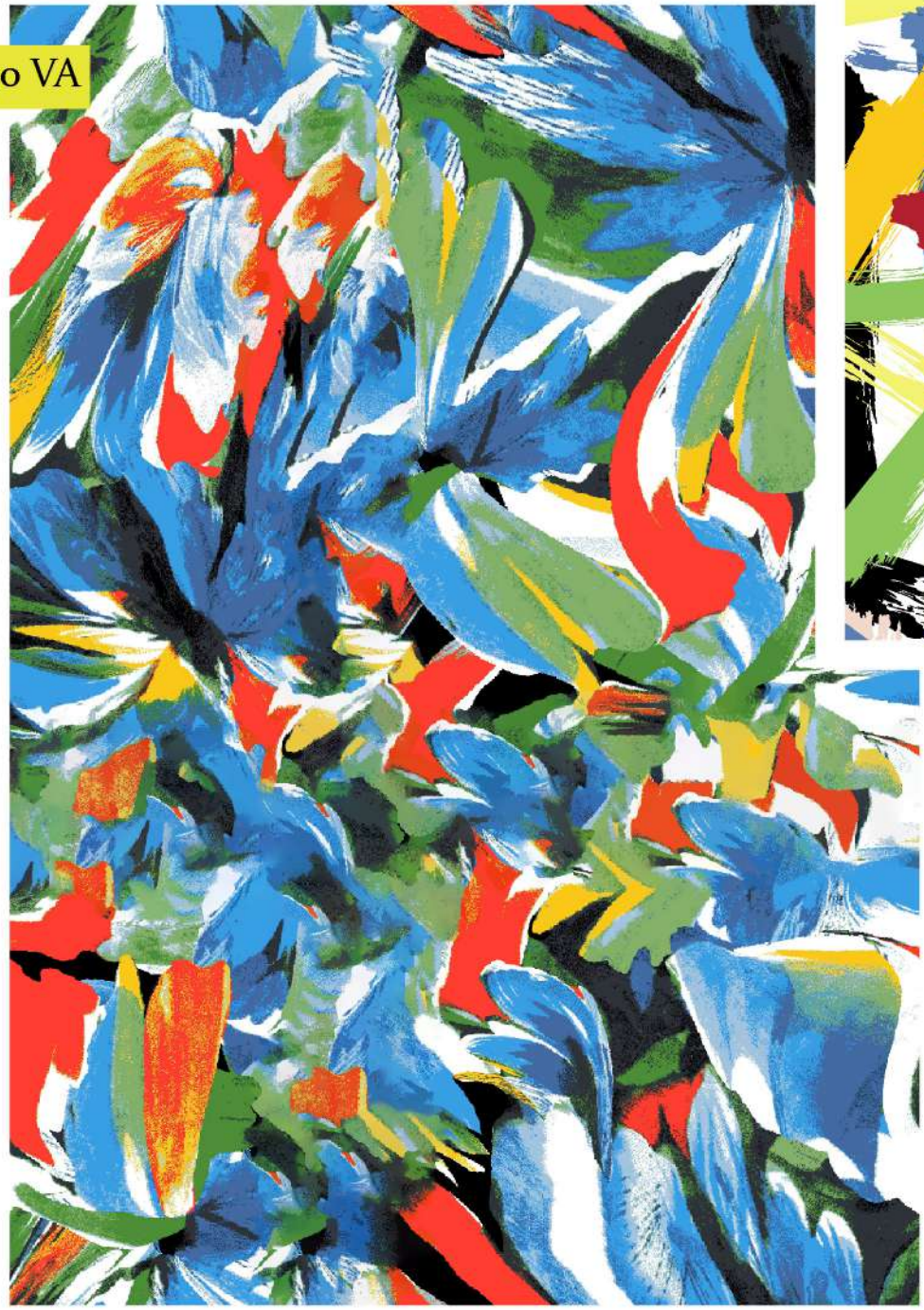
E9272 VB



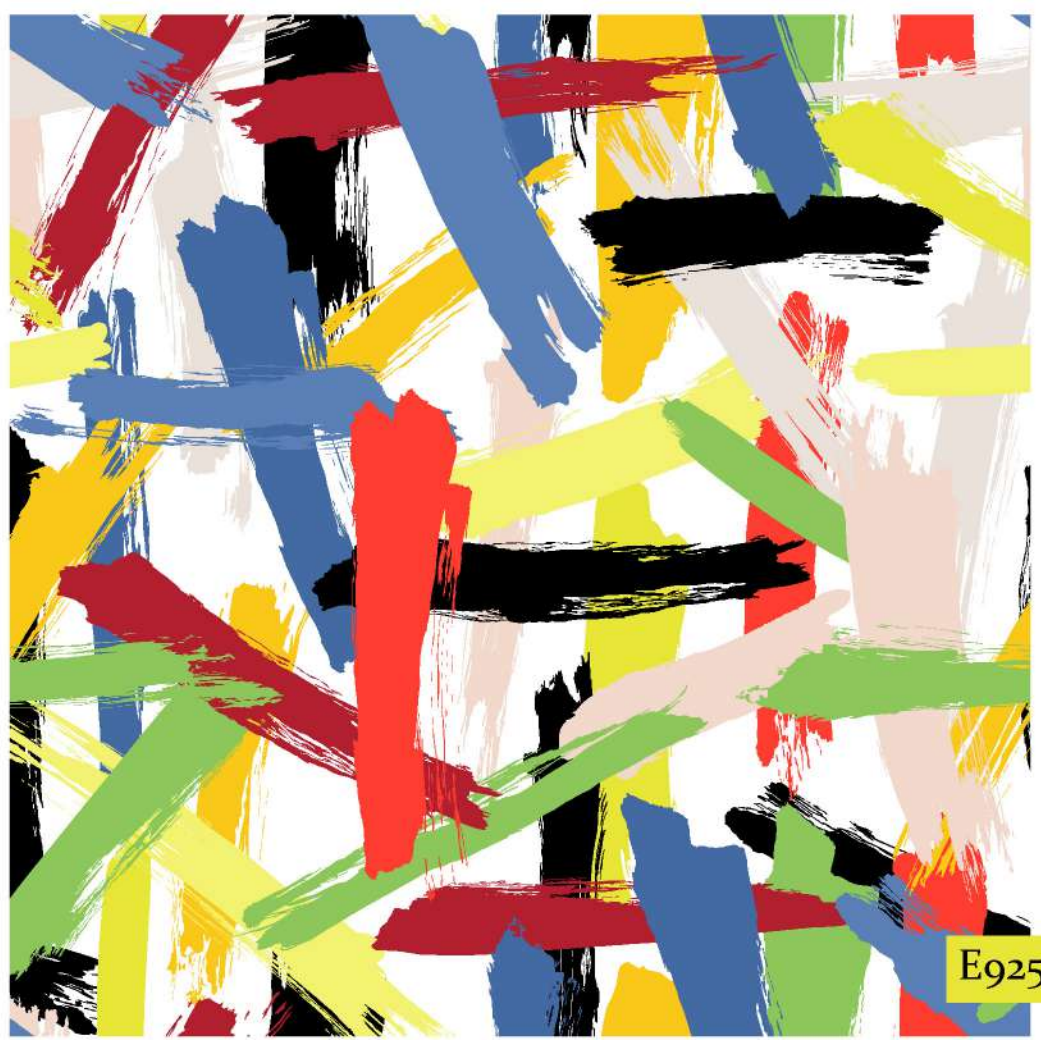
E9369 VB



Eg230 VA



Eg254 VB



Eg208 VB

Eg202 VA



Eg225 VB

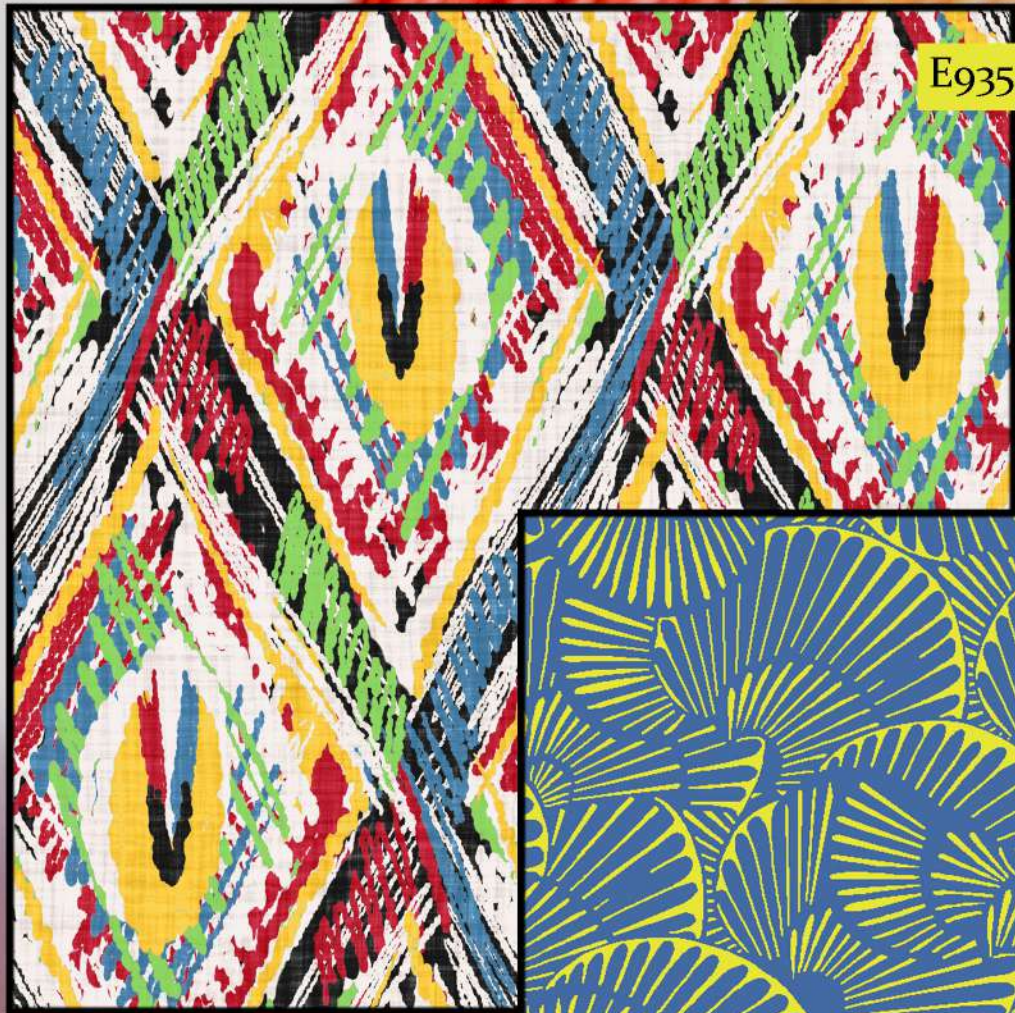


Eg079 VB

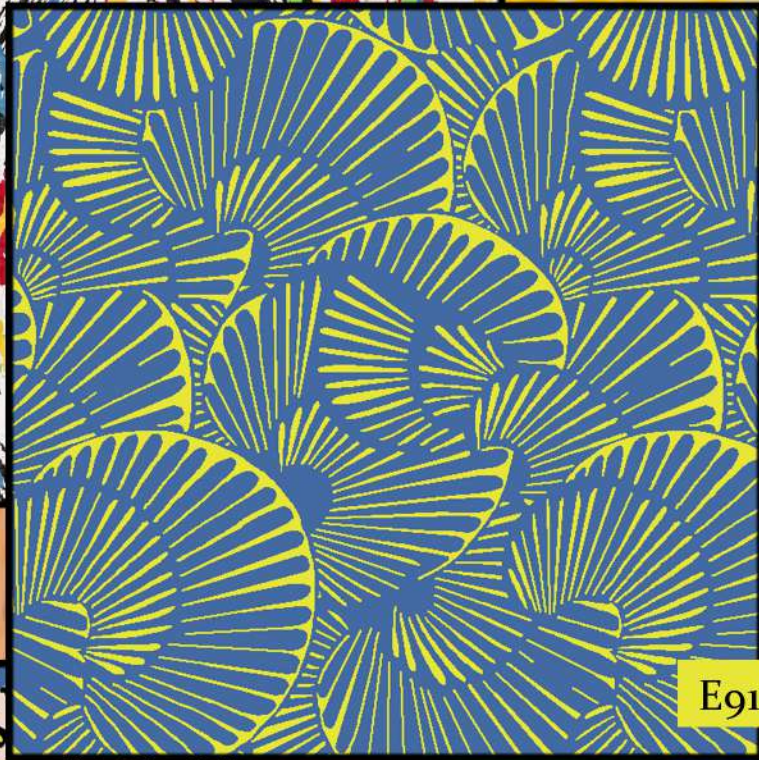




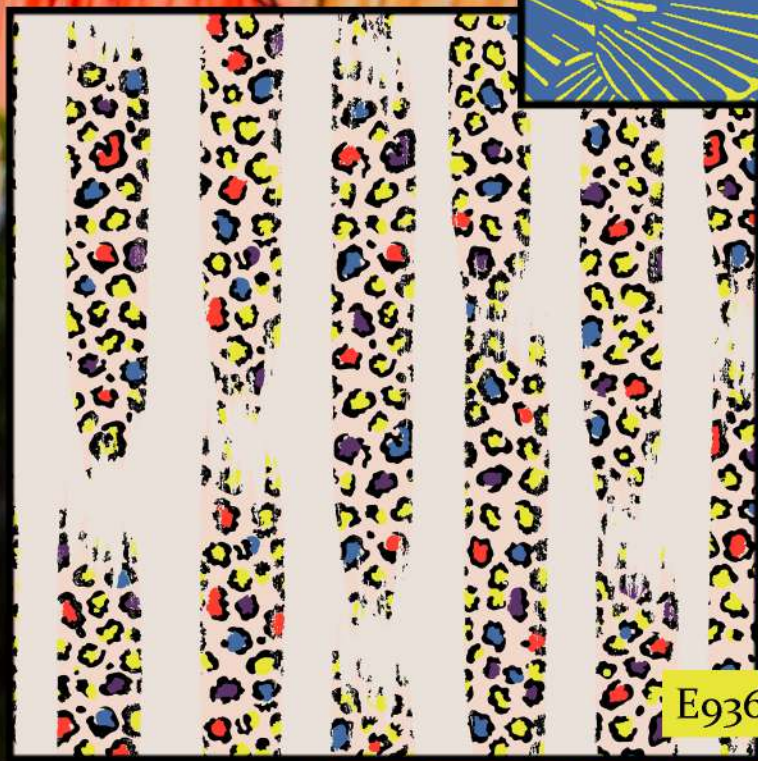




E9352 VD



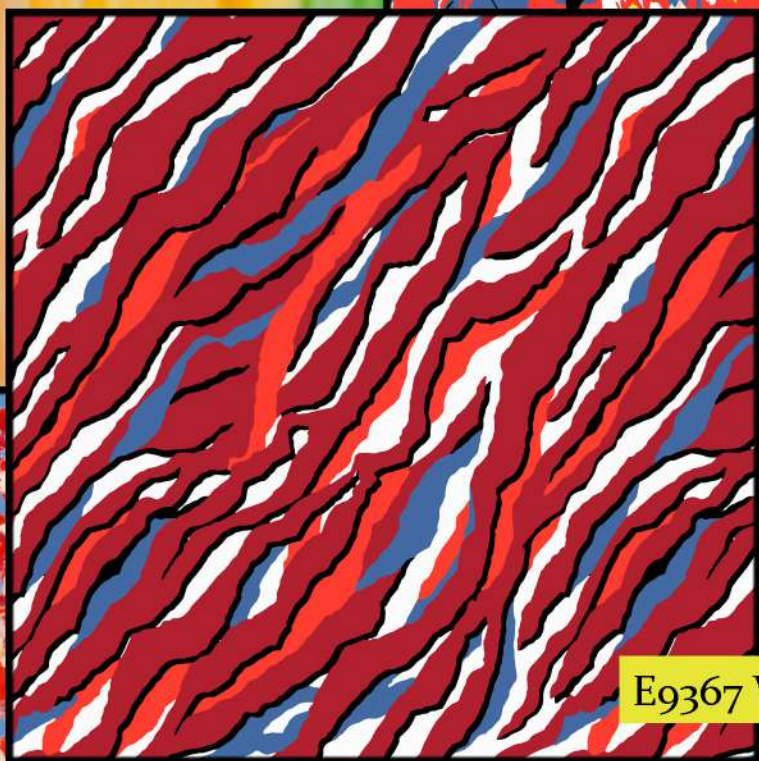
E9101 VB



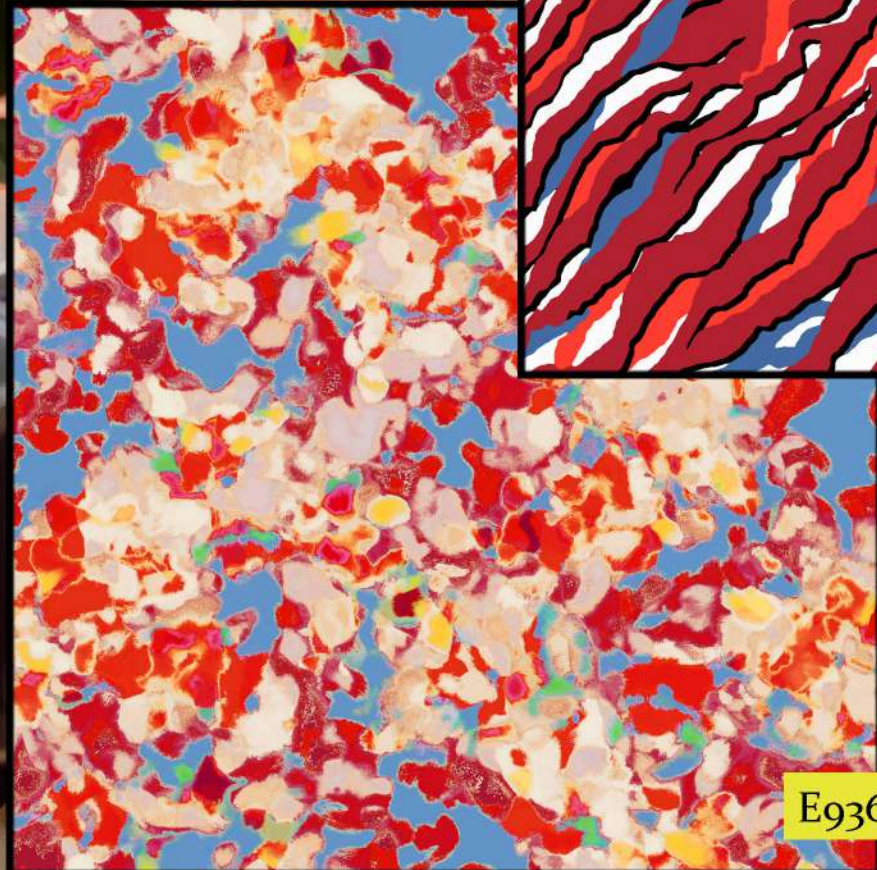
E9366 VA



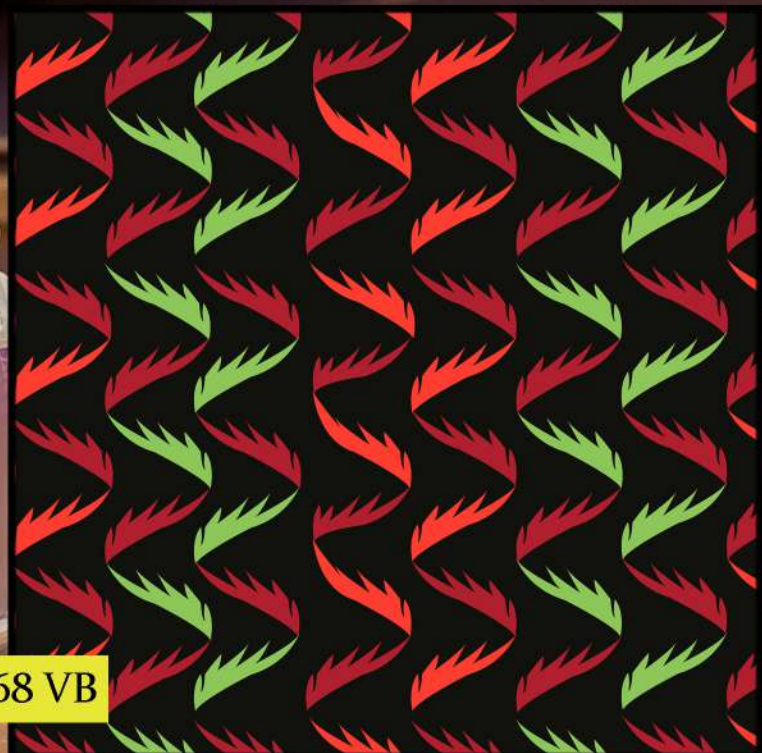
E9229 VD



E9367 VB



E9363 VB



E9368 VB

