



Trend

21/22

ACG
accent
Make your mark



Botanica is a beautiful world

And we need to move to a place
where our understanding and relationship
with nature takes first place.

The enormous importance of the plant kingdom



More of us is turning to a **plant based diet**, in effort to live more **sustainably**

We start to understand how much we can learn from plants

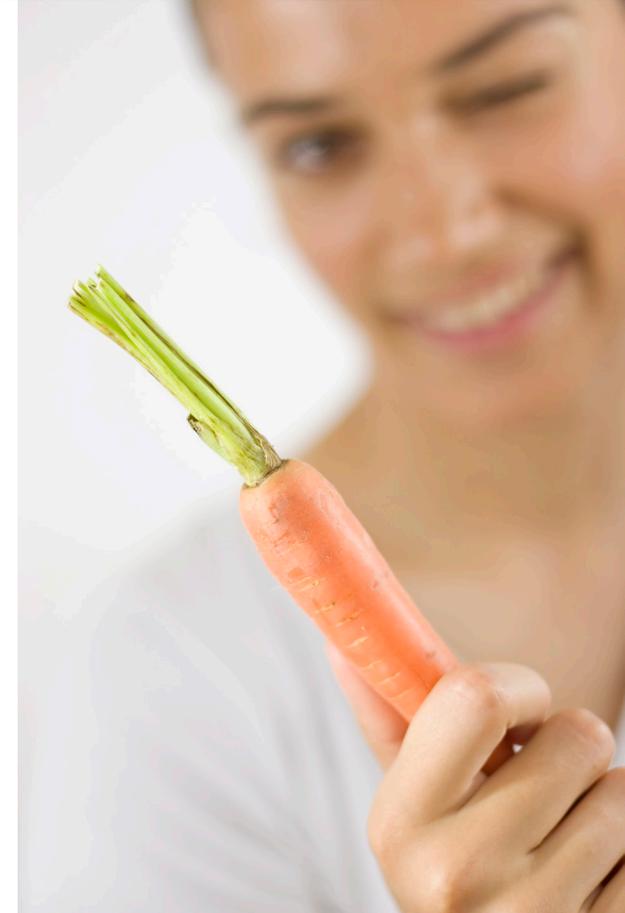
How they cleanse our planet's air

How they communicate with one another

How they adapt to hostile environments

How they still can survive while they lose 90% of their body

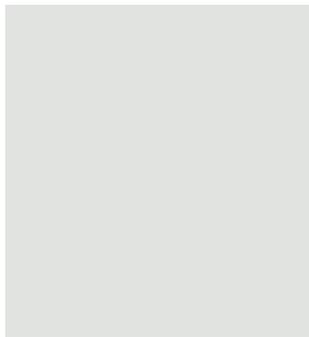
If mankind vanished the plant world would flourish



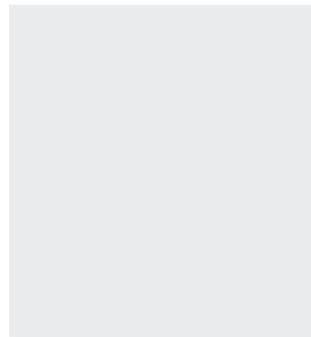
For 21 / 22

- we look towards a world that teaches us to be flexible
- how to adapt
- how to be resilient
- how to live less toxicity and more cooperation and hope

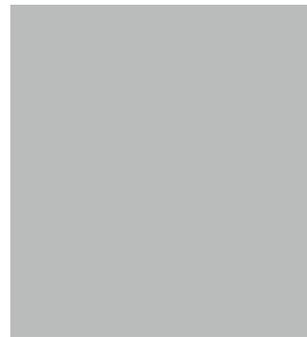
White reflects our need for a purer life, one with fewer complications, bringing simplicity, transparency and lightness.



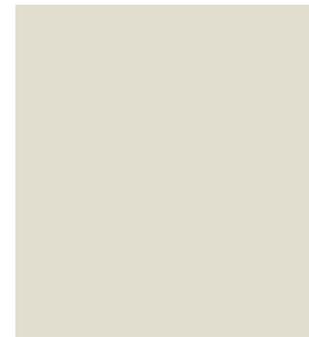
PMS 11-4800



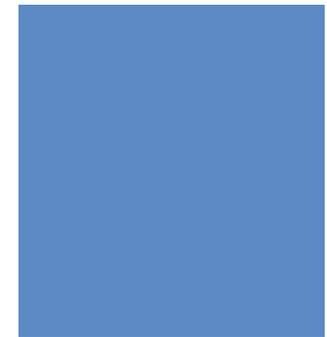
PMS 11-4001



PMS 14-4201



PMS 11-4801



PMS 14-4206

We chose **Whites** for 21 / 22 because it symbolize the desire of a fresh start and the strive to better ourselves.



We chose **Blue** as an accent colour.
Calmness, faithful and trust, genderless, classic and modern, technical.

Logotype, symbol and pattern

new  chapter



The background of the name.

The desire of a fresh start, turn page. Better ourselves.

Leaf - symbolizes nature, the importance of the plant kingdom.

Books and paper is made of tree.



Zippuller

Recycled leather with a print.



Badge

Recycled polyester. Monofilament.



Labels

Recycled polyester.



Tape

Recycled polyester.
Mechanical stretch.



Zippuller

Natural rubber with embossed
pattern. Organic cotton cord.



Labels

Oeko-Tex and FSC Jacron.



Hangtag

Material: Natural fibre ultra-soft, -C9931CT with a print



Transfer - Metallic



Transfer - Glitter, champagne



Woven
Recycled polyester.



Labels
TPU Reflex with embossing



Hangtag
Eco-friendly paper with a pattern.
Gold foil and embossing.



3D-heat transfer

Water based rubber transfer



Labels

TPU, Recycled. Embossing.



Transfer - HD



Transfer - Two colours



Transfer - One colour



new chapter

new chapter