

ECO-OPTIMISTIC

ECO-OPTIMISTIC REFOCUSSES ON AN ACTIVE AND EMPATHETIC UTOPIA, ON CO-PRODUCTION, ON SIMPLE, SUSTAINABLE AND APPEALING SOLUTIONS.

Make way for the community spirit, collective action, and creative collaborations... for a dynamic and solidarity-based utopia that will rebuild social ties and turn passive consumers into imaginative co-producers. This new generation of pragmatic altruism believes in the energizing power of enthusiasm, seeks simple, sustainable, alternative, local, fair and appealing solutions that aren't swamped in artificial lecturing and ideology. Basic, human and atypical solutions that are made for all those who have accepted the constraints of the modern world but take it with a dose of humor and hedonism.

With Eco-optimistic, we reinvent daily life by using color in a pragmatic and simple way.

It offers a new aesthetic for an easy and casual wardrobe, for those who balance environmental responsibilities with playfulness.

Trends by

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FAR-OFF LANDS

FAR-OFF LANDS CREATES AN ESSENTIAL IMAGINARY PARENTHESIS: A STRANGE WORLD OF CHIMERICAL SOFTNESS AND GALACTIC SURGES, WHERE WE ARE SUSPENDED BETWEEN THE YEAR 1000 AND AN UNCERTAIN FUTURE.

Once upon a time, living the natural life of frugal simplicity and unassuming beauty ... a return to the source of neo-Shaker or Pre-Raphaelite neo-romanticism, of a symbiosis with flora and fauna. This enchanted "green" dream of softness and freshness inspires urbanites tired of the Fast track and Junk life. We want to infuse, in our lives, some utopia, ecological adventure and rethink our relationship to nature in an exploding, muffled, timeless world, a precursor of things to come. This is the prelude to a new movement.

To be in harmony with one's surroundings is essential. Nature inspires our way of life and adds poetry and softness to the wardrobe.

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