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SPORTS TRENDS

The Olympic Games Where Fashion Mattered



PHONE
手机壳



EARPHONE
耳机壳



TABLET
平板套



LAPTOP
电脑套



WATCH
表带

PARIS 2024

PHONE CASE LANYARDS

In 2019, the logo and visual identity for Paris 2024 was launched. The logo combines two iconic symbols associated with the Games – a gold medal and the Olympic torch – with an image of Marianne, a female figure representing the French Republic. For the first time the logo will be the same for both the Olympic and Paralympic Games.

The next phase of the visual identity, along with a series of pictograms, has just been launched and it continues this approach of blending past and present. Inspired by the Parisian spirit and French culture, the identity has been influenced by fashion, food, architecture and history.



Sport Trend & Products Recommended

EASY AND FREE - The Color Trend Forecast of Yogawear

Yoga and fitness has been an important lifestyle in 2024. These 'light sports' such as outdoor events, urban sports and indoor yoga. The exercising in different everyday occasions adjust the mental condition and keep the body active.

Yogawear is not only a category for sports, but a media to show women's hobbies and healthy lifestyles. Yoga pants and active bras are paired with a piece of casual jackets to present the daily outfits of urban sporty women.

奶油黄 Double cream 12-0715 TPG
茉莉绿 Patina Green 12-0225 TPG
丰润黄 Marigold 14-1050 TPG
蛇纹粉 Conch Shell 15-1624 TPG
青红紫 Fairy Wren 17-3640 TPG
翠绿色 Simply Green 17-5834 TPG
薄荷蓝 Menthol Blue 17-4435 TPG
Baby蓝 Quiet Tide 13-4401 TPG
云霞白 Tofu 14-4514 TPG
主土色 Redwood 18-1443 TPG



Phone case
ANMIKI - No.156



Magsafe Card Pack
ANMIKI - No.113



Magsafe Card Pack
ANMIKI - No.117



NLB23070405



NLB23070403



NLB23070402

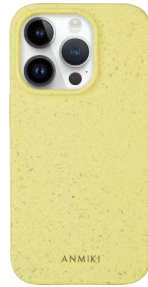
EASY AND FREE - The Color Trend Forecast of Yogawear



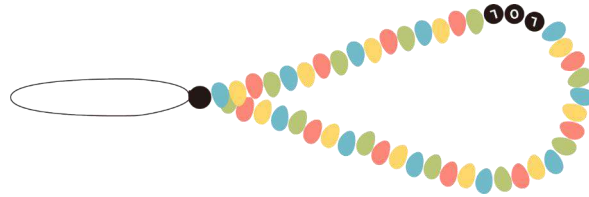
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More and more young people are entering into the world of urban sports, including riding and skating. The palette of Joyful City is bold and really vibrant, continuing the trend of dopamine style. The positive mood of Double Cream is combined with minimalist silhouettes to meet the young market. Cross-seasonal Simply Green and Malibu Blue are the essentials for daily commuting.

The Silhouette Trend for Active Jacket

The design style of active jackets is becoming more diverse, including trendy color blocking, commuter baseball jackets, and casual motorcycle-style jackets. Such diversified designs can meet consumers' demands for fashion and individuality, expanding the market audience. Simple and streamlined tailoring is currently a popular trend, making sports jackets more neat and practical. It aligns with consumers' pursuit of fashion and comfort. Material mixing has also become an important trend in active jacket design. By combining different materials and incorporating multifunctional designs, the diversity and trendiness of jackets can be enhanced.



Magsafe
Card Pack
ANMIKI -
No.112



MASAFE Card Pack:
100*65mm



Macbook Bag
ANMIKI - No.122

Earphone Bag
ANMIKI - No.123

The Silhouette Trend for Active Jacket

Motor Jacket



Design Highlights: The design of the sporty casual motorcycle jacket should focus on selecting comfortable and casual fabric materials. Badges, as the main elements, can be brand logos, patterns, or letters, adding unique personalized elements to the jacket. When designing, it is

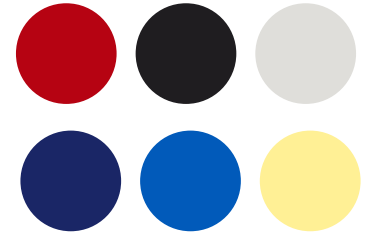
Phone case
ANMIKI - No.155



Phone case
ANMIKI - No.157



Phone case
ANMIKI - No.158



NLB23070401

Earphone Bag



Mini Bag
ANMIKI -
No.100



Earphone Bag
ANMIKI -
No.105

Mini Bag:
200*140*70mm



TPU Phone
case
ANMIKI -
No.106

Free Ride - The Design Development of Cycling Wear

With the popularization of the green travel concept in recent years, the urban cycling trend has experienced a booming development. People have started to pursue the idea of "commuting plus fitness" and regard cycling as a daily means of transportation and exercise. More and more cities have also actively promoted the development of cycling culture by building dedicated bike lanes, providing a more convenient cycling environment for citizens.

Recommended Scene -- City Cycling



Key Element -- Trendy Patterns

The elements borrowed from street culture add a sense of trendiness to cycling apparel. Graffiti, graffiti-style letters, and fun hand-drawn cartoon-style patterns can be used to create a street style. It showcases a youthful, energetic, and free-spirited image, attracting young cycling enthusiasts. Flowing lines can create a sense of speed and dynamism in cycling, while hand-drawn cartoon elements add a touch of fun and personality. Using unique fonts, arrangement styles, or combinations emphasizes the visual impact and individuality of the text.



ATTAQUER



Uproar Moments color palette

The palette of Uproar Moments combines saturated brights with some trans-seasonal tones. Draw inspirations from a series of colorful, steel-framed towers designed by Achitensions. Classic neutrals have timeless appeal. Pretty brights enliven the mood of neutrals. The fabric colors of Urban Leisure center on neutral tones. Charlock and Classic Green are added with Golden Kiwi to interpret the combination between sporty and daily casual. Stylish Social is a theme of bright colors. Positive Capri, Salsa and Purple Corallites are positive and uplifting. Athchic styles use bold-scale yellow and Nectarine with Beacon Blue.



Dimensional Analysis

The consumers of Uproar Moments explore fresh things and enjoy the diverse well-being. The style of fabric is widely expanded. Luster surface presents the fashion pursuit of core teenagers. Feminine fabrics as lace and tulle are also used in a gender-inclusive way.

Style Position



Phone case
ANMIKI -
No.154



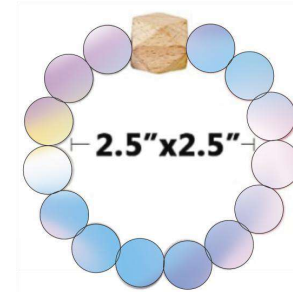
Yoga Top Trend

The versatile and stylish yoga top becomes an important category. Y2K-inspired hot girl styles are fused with fashion elements.

Sport spirit is injected into daily lives.



beads
bracelet

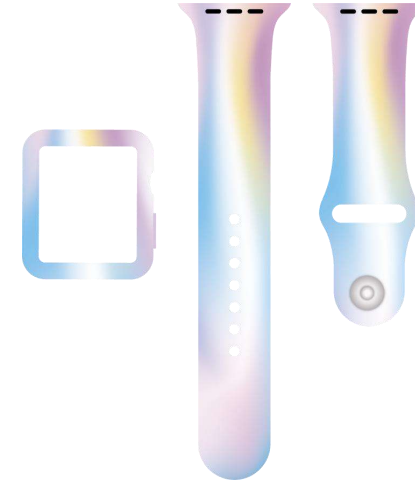


phone case

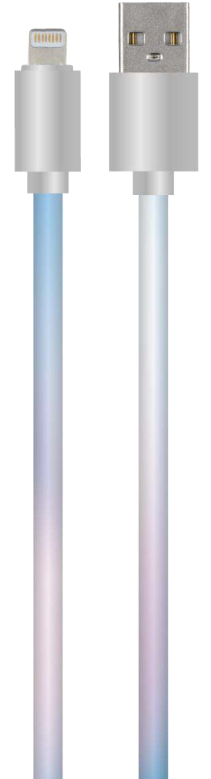


C20230993

watch strap



charging
cable



airpod case



The Fantastic Ripple Pattern Trend

This pattern trend report draws inspirations from the ripples of swimming pools. The British Pop artist, David Hockney displays the poolside culture in '60s California with his obsession with swimming pools. Artist Felipe Pantone uses digital touch and color changes to present a mosaic swimming pool. Glitch, spectrum, trompe l'oeil, distortion, matrix and 3D are always in his artworks.

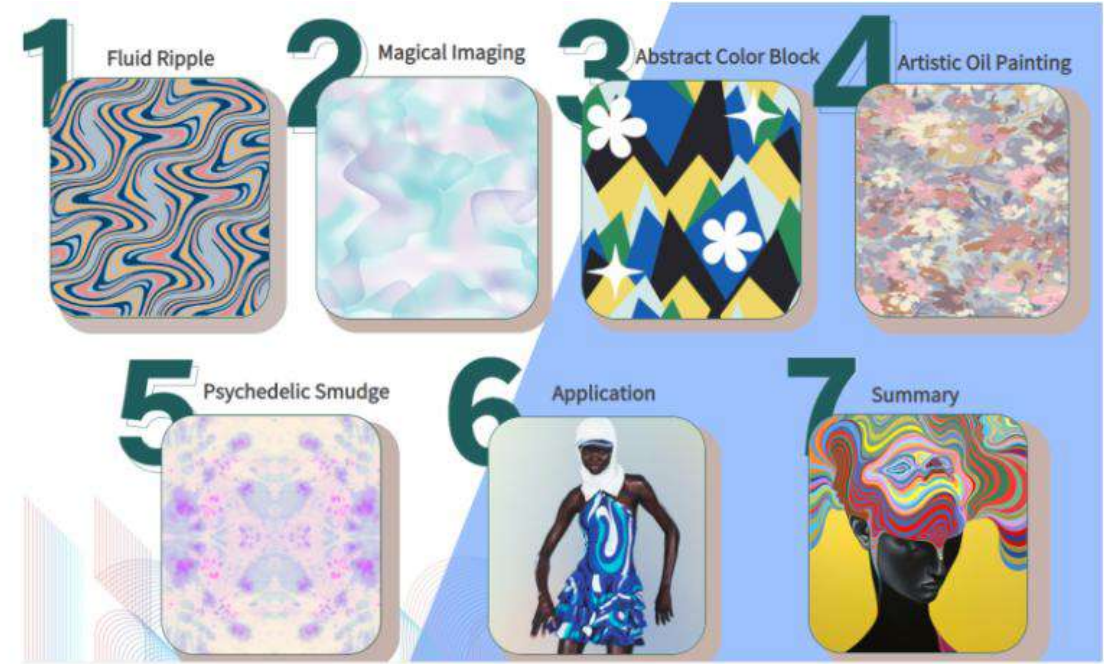
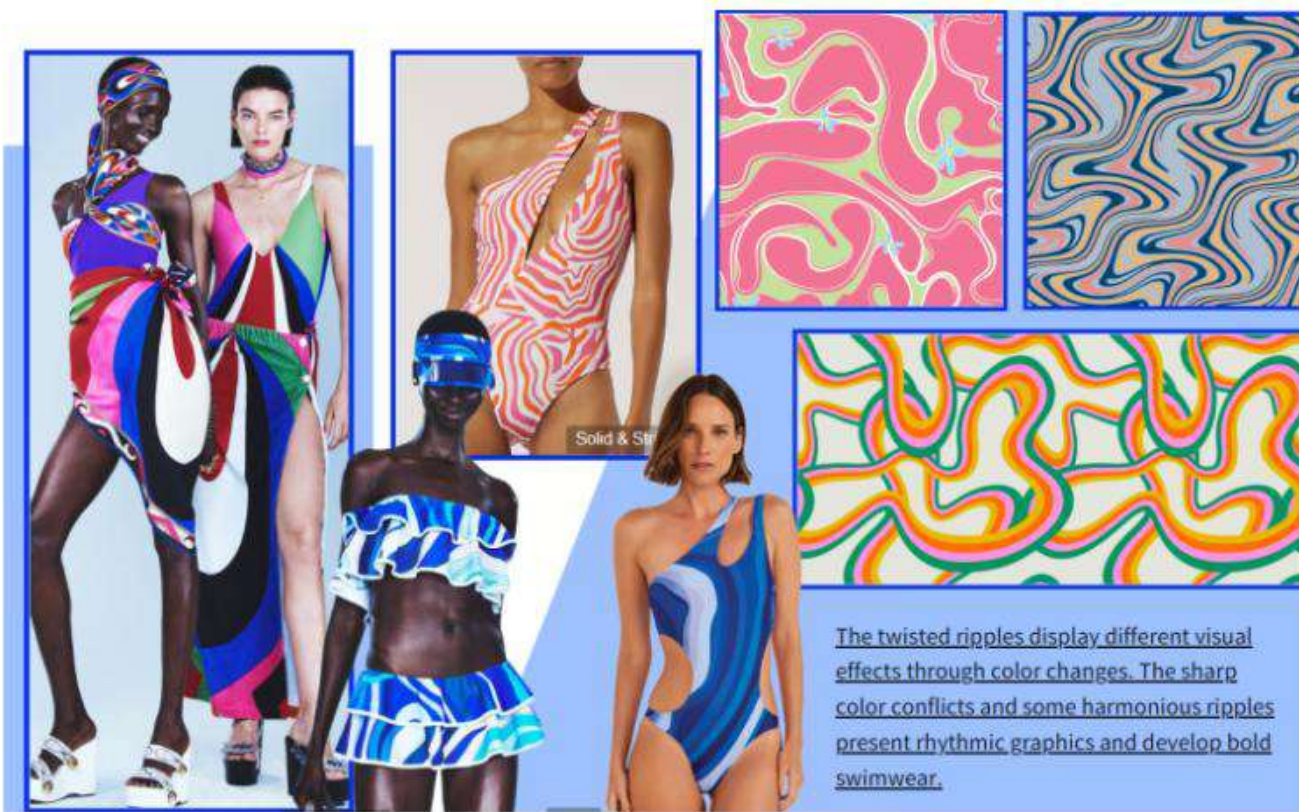


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The Fantastic Ripple Pattern Trend

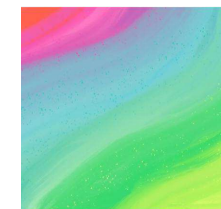
The twisted ripples display different visual effects through color changes. The sharp color conflicts and some harmonious ripples present rhythmic graphics and develop bold swimwear.



A-10



A-09



The Fantastic Ripple Pattern Trend

The twisted ripples display different visual effects through color changes. The sharp color conflicts and some harmonious ripples present rhythmic graphics and develop bold swimwear.

BG0911



CASETIFY



C20230961



C20230962



Sport 24 | 25 Trend



Look 1

• Sport



Adidas X Gucci - Photo: Corijn Jacobs / Courtesy of Gucci
Adidas X Gucci - Photo: Corijn Jacobs / Courtesy of Gucci

C20231032



C20231033



C20231034



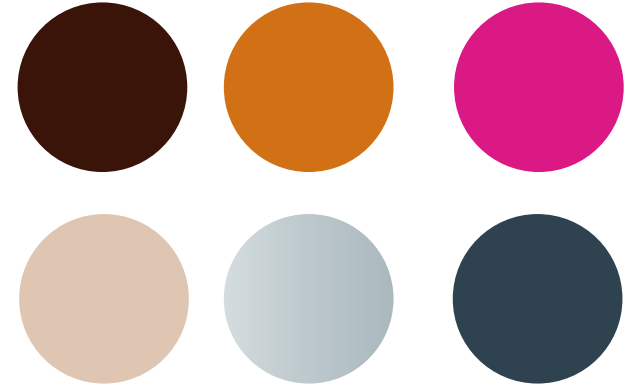
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C20231036



C20231037



E01



E02



E03



E04

Sport 24 | 25 Trend



Look 1

- Sport



Adidas X Gucci - Photo: Corijn Jacobs / Courtesy of Gucci



Adidas X Gucci - Photo: Corijn Jacobs / Courtesy of Gucci



Magsafe Card Pack
ANMIKI -
No.112

MASAFE Card Pack:
100*65mm



Magsafe Card Pack
ANMIKI -
No.113

Magsafe Card Pack
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No.114

Magsafe Card Pack
ANMIKI -
No.115

Magsafe Card Pack
ANMIKI -
No.116

Magsafe Card Pack
ANMIKI -
No.117

Sport 24 | 25 Trend



Look 1

- Sport

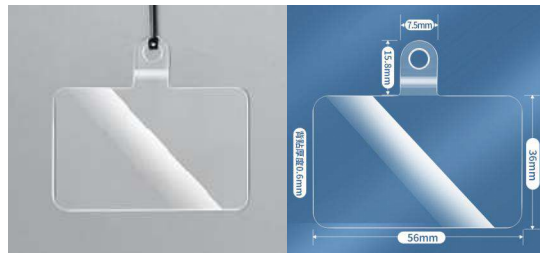


Adidas X Gucci - Photo: Corlijn Jacobs / Courtesy of Gucci



Adidas X Gucci - Photo: Corlijn Jacobs / Courtesy of Gucci

- **Stripe/Color Contrast Set - Transparent Hanging Sheet + Rope**



Sport 24 | 25 Trend



Look 1

- Sport



- Crossbody Phone Case-



Sport 24 | 25 Trend



Look 1

• Sport



Adidas X Gucci - Photo: Corijn Jacobs / Courtesy of Gucci



Adidas X Gucci - Photo: Corijn Jacobs / Courtesy of Gucci

- Crossbody Phone Case-

Phone case
ANMIKI - No.157



Phone case
ANMIKI - No.158



Phone case
ANMIKI - No.158



Phone case
ANMIKI - No.159



Phone case
ANMIKI - No.160



Phone case
ANMIKI - No.161



Phone case
ANMIKI - No.162



Phone case
ANMIKI - No.163



Sport 24 | 25 Trend



Look 1

• Sport



Adidas X Gucci - Photo: Corijn Jacobs / Courtesy of Gucci

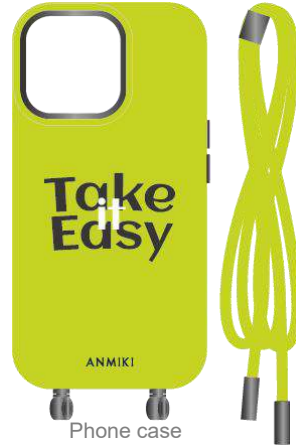


Adidas X Gucci - Photo: Corijn Jacobs / Courtesy of Gucci

• Letter Collage Design Set



Phone case
ANMIKI -
No.148



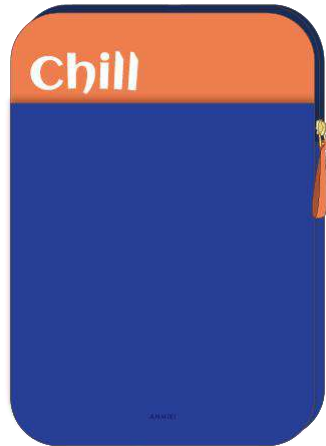
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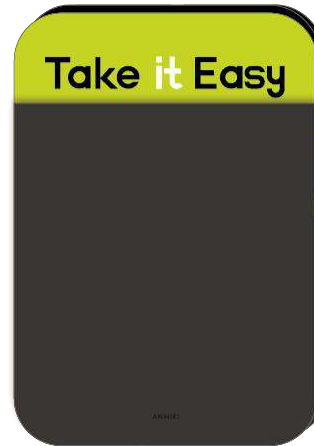
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ANMIKI -
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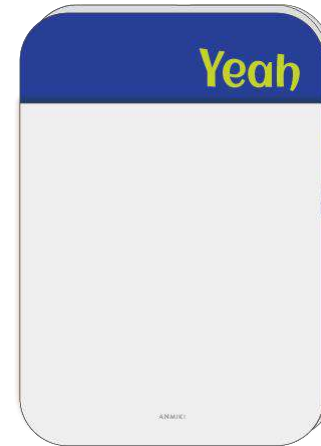
Phone case
ANMIKI -
No.151



Laptop Bag
ANMIKI - No.152



Laptop Bag
ANMIKI - No.153



Laptop Bag
ANMIKI - No.154



Laptop Bag
ANMIKI - No.155

Sport 24 | 25 Trend



Look 1

- Sport



Adidas X Gucci - Photo: Corlijn Jacobs / Courtesy of Gucci



Adidas X Gucci - Photo: Corlijn Jacobs / Courtesy of Gucci

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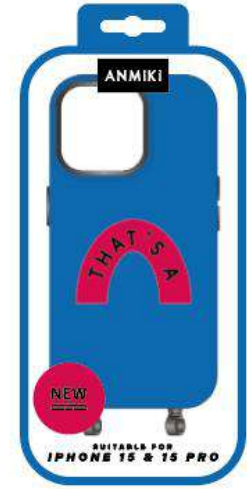
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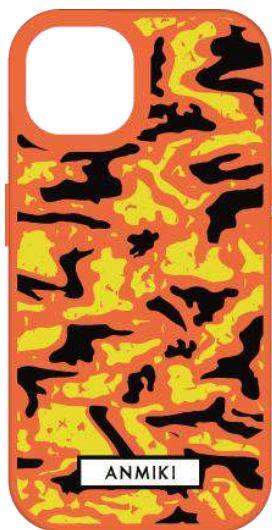
- Sporty style lanyard design set



Phone case
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Phone case
ANMIKI - No.141



Phone case
ANMIKI - No.142



Phone case
ANMIKI - No.143



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