



S p r i n g / S u m m e r 2 0 2 4
M u r M u r

MurMur SS24 collection delves into the conflict between individual consciousness and the entrenched stereotypes and existing definitions of modern society, capturing a subtle yet formidable essence. Faced with the expansive realm of societal awareness, many individual voices fade into the background, much like soft whispers drowned out by the breeze. These unique forms of self-awareness, as they collide with established definitions, have been given a name by Qixin – "Murmur." This name goes far beyond its literal meaning of whispering speech; it embraces those who express their inner beauty and creative mind amidst the intricate modern society, celebrating their modest yet unwavering presence.

r.l.e's SS24 collection involved experimental pattern-making techniques, carving out fun and distinct body contours and choosing exciting fabric combinations to show the organic beauty of the human body. r.l.e's primary inspiration drawn from aquatic lifeforms, particularly elements derived from the Betta fish, such as oversized fishtails and graceful pleated lines. The beauty confined within a closed realm, much like the graceful fish in an aquarium, mirrors the 'beauty' acknowledged only within societal perception, forming a striking contrast with the unseen and undefined aesthetics. r.l.e has also taken inspiration from nature, prominently featuring lilies, butterflies, and lycoris radiata and integrated these elements into creating soft silhouettes and earth-tone colour palettes.

In regards to sustainability, r.l.e continues its exploration of recycling and recreating cut-piece fabrics through a new innovative approach named as "Yuan圆 Technique." The term "Yuan圆," which translates from Chinese means 'Circle' in English, encapsulates r.l.e's core philosophy on sustainability: that it must form a cyclical system rather than merely referring to individual steps. Designer Qixin and her team continued to collect the cut-piece fabric from SS24 development and production, using r.l.e signature 3D yarn technique and the newly developed Yuan圆 Techniques to recreate the discarded fabrics into a new stretchable textile form. Compared to previous seasons, that featured crochet and knitting techniques to recreate the fabrics, the 'Yuan (圆) Technique' emerged as a more user-friendly and accessible method, greatly enhancing practicality and ease of operation.

Echoing the words of Tagore's poetry, "Let life be beautiful like summer flowers and death like autumn leaves." Loving all that comes your way, whether it's a part not acknowledged by society or perhaps a part cherished by the majority. Love all you possess and have unwavering faith in your inner self."

Special Thanks

**AO
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Reike Nen