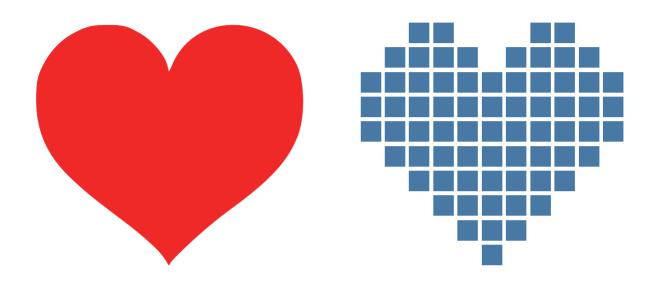






Pulse concept



Recent development of AI technology makes our lives easier than ever before; however, it also creates concerns about our jobs and relationships.

We feel achievment and fulfillment

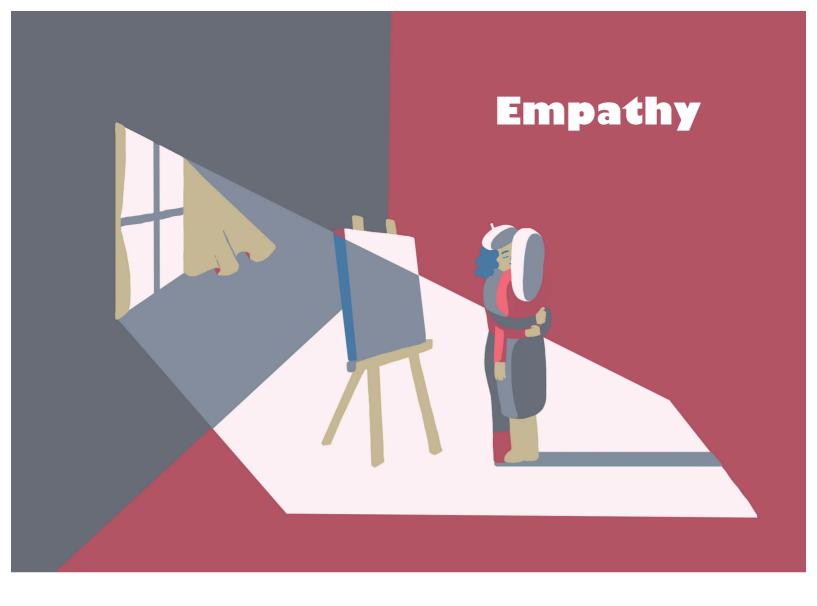
when we overcome an unexpected incident or trials and tribulations.

"Pulse" is our concept this year.

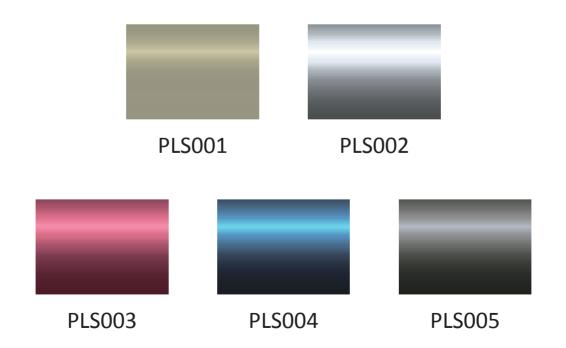
It means "Let's enjoy our future

by connecting with AI through our feelings and experiences."





Focusing on emotions that share delight or sadness expressed by gentle tone and texture - like a spring haze that makes a colorful, even soft light.









Focusing on emotions that are impressed by the beauty of mother nature or preciousness of life by using soft nature colors.

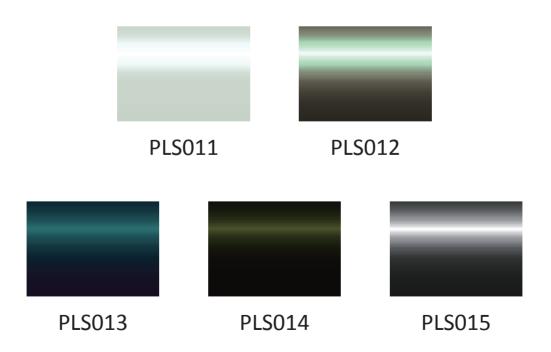








Focusing on feelings of "on the edge" excitement reflected into cool color and high sparkle texture.

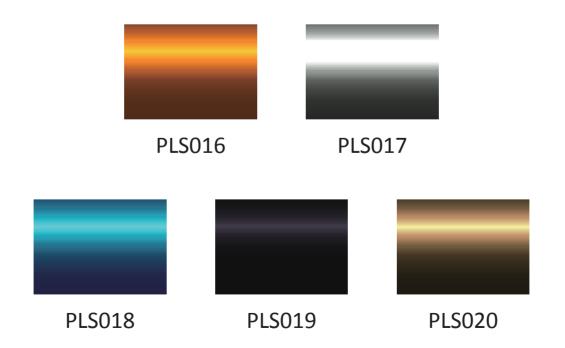








Focusing on our flexibility to adapt to suddenly changing situations via punchy colors.







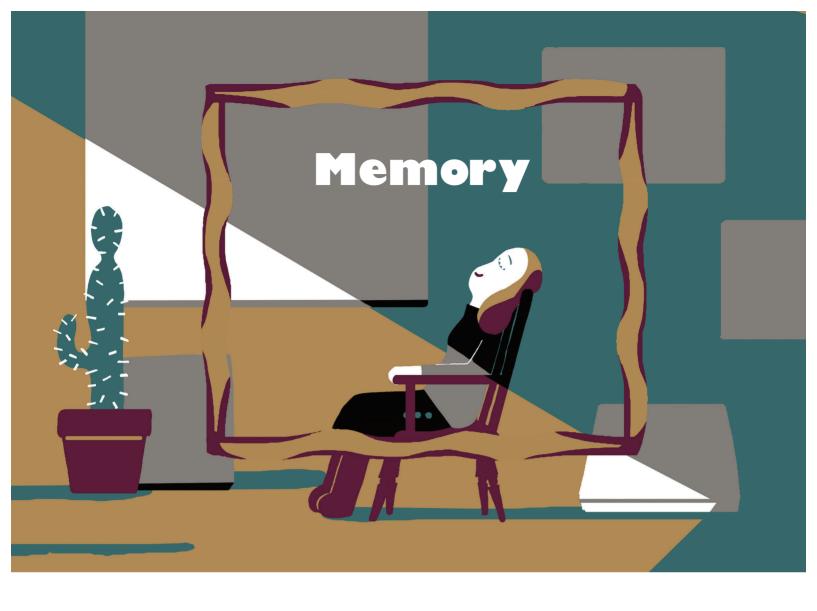


Showing intense passion and strong conviction by using edgy Chroma and Sparks.









Focusing on feelings of missing cherished memories transformed into neo-nostalgic solid colors.





