



## Concept

情報過多な現代において  
シンプルな機能や素の姿が見直されてきています

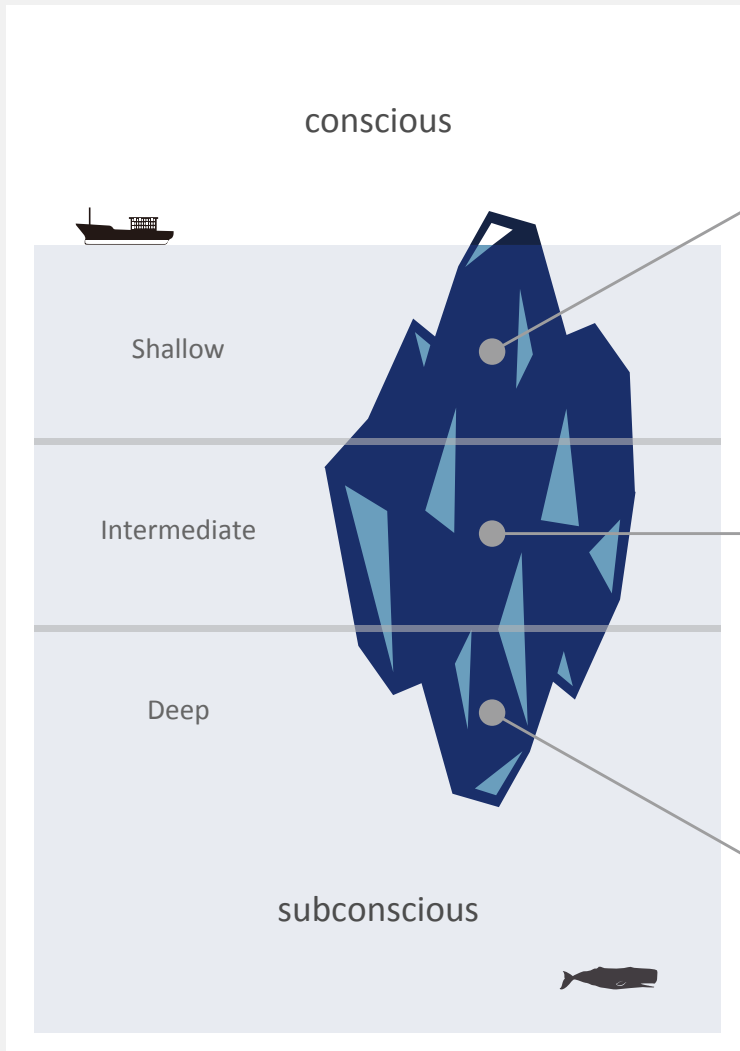
目には見えなくとも確かに自身の中に存在する  
憧れの世界や可能性

潜在意識を揺り起こし  
未踏に眠る自分らしさを目覚めさせよう

# Inspiration & Background

## Areas of the subconscious mind

## Category

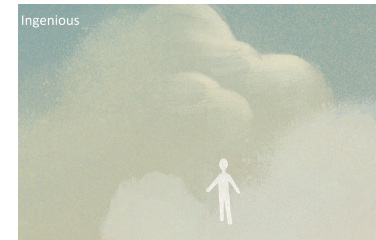


Area\_3.  
Spontaneous



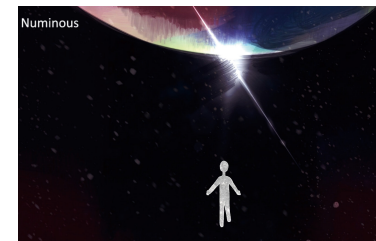
Diversity & Individuality  
Positive  
Playful

Area\_2.  
Ingenious



Sophisticated Elegance  
Craftsmanship  
Minimalism

Area\_1.  
Numinous



Profoundness & Delicacy  
Mysterious  
Energetic

# Numinous

躊躇や萎縮している自分を前向きにしてくれるエリア  
絶対的存在への信頼感や神秘的な力が感じられる  
重厚さと繊細さが共存するカラー

BE04301

BE12502

BE16103

BE12404

BE12105

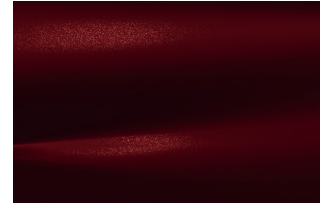
BE12306

BE12707

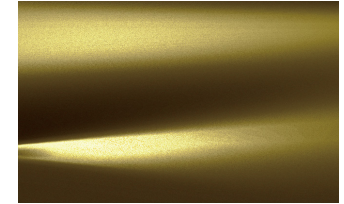
BE16408

Numinous

BE04301



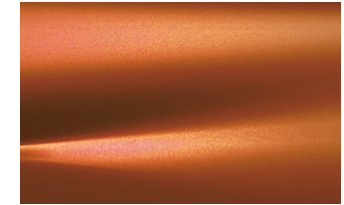
BE12502



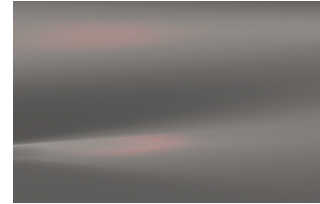
BE16103



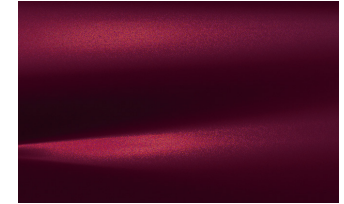
BE12404



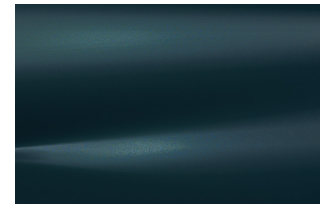
BE12105



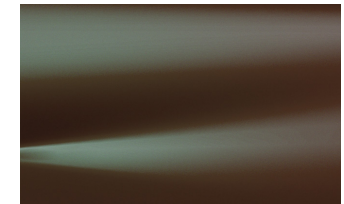
BE12306



BE12707



BE16408

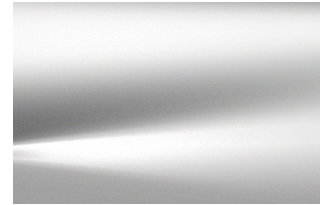


# Ingenious

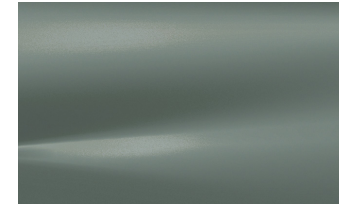
素の状態を恐れずさらけ出すように  
さりげなくシンプルであるが故の美しさを再発見するエリア  
一見普遍的に見えて巧妙な工夫が施されている玄人向けカラー



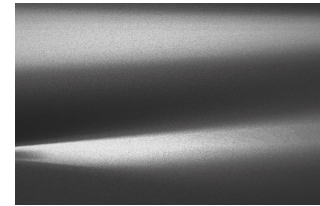
BE04109



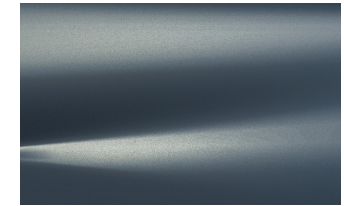
BE12710



BE14111



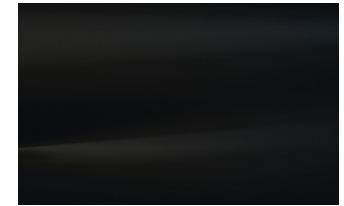
BE12812



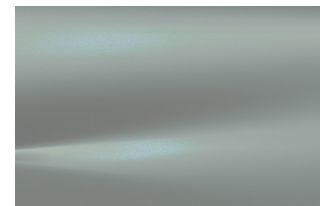
BE13013



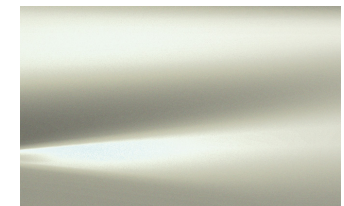
BE16214



BE04115



BE12116



# Spontaneous

自分らしさや魅力を軽快に表現する高揚感溢れるエリア  
心地の良いポジティブさを個性的な干渉で表現したカラー



BE12117

BE13318

BE12719

BE16320

BE04921

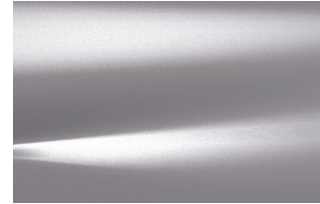
BE13522

BE12823

BE13924

Spontaneous

BE12117



BE13318



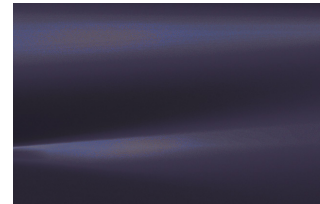
BE12719



BE16320



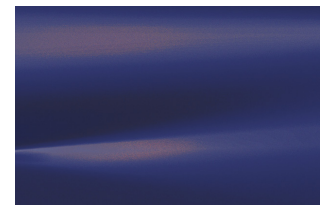
BE04921



BE13522



BE12823



BE13924

