

PHILOMÉN

B U D A P E S T

**SS21 collection**

## **When the Sun Rises**

The SS21 collection is based on the designer's personal experiences. The ambivalent changes and challenges of the past year confirmed the importance of the brand's path, and the philosophy it has continued to represent: the appreciation of nature's values. The new collection was created with a focus on life's small pleasures – such as the positive feelings of the warmth of spring sunlight - in the spirit of a conscious and optimistic lifestyle. The present is a period of rethinking and recharging, and *When the Sun Rises* - is reflected in the collection's name.

Sophisticated aesthetics and the highest degree of comfort go hand in hand, creating unity in each and every piece of the collection.

Philomén has been committed to supporting the environment since the beginning, leading to its swimwear line made from luxury, recycled ocean waste fabrics becoming the signature of the brand. Additionally, pieces made from natural and organic fabrics play an important role in the new womenswear collection. All garments are crafted in limited numbers or made-to-order, to cater to individual demand, ensuring a conscious production process for a sustainable future.

Where joy and function meet. The first womenswear collection of the eco conscious lifestyle label.