

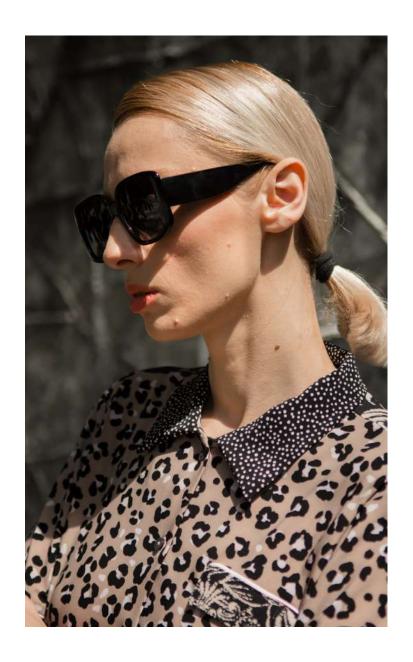
Calmness is inherent in our notions of nature you stroll through a lush, green park to clear your head; you let the seaside's crashing waves drown out the noise of the city; you escape for a weekend to the mountains, a hazy dreamscape of fog-draped silence.

What we often don't realise is that nature is, at its heart, wild. No one dares tame the preying birds, the Amazon's thicket of poisonous vines, or the prowling African wildcats. They simply are.

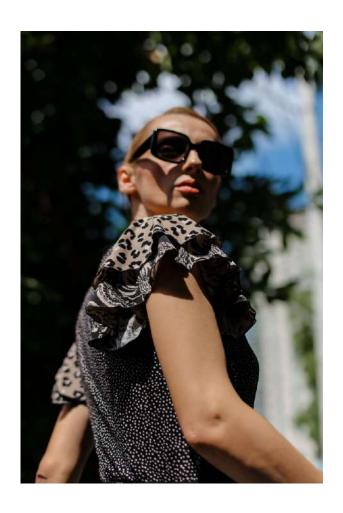
The harmony in the serenity and untamed beauty of nature is the inspiration behind YOYA's new signature printed co-ords collection—Feline Pride. Floral Army. Summer Crush.

This summer, we pile on the prints. With the juxtaposition of colors and patterns sparking immediate desire, the secret lies in the visual chaos.





FELINE PRIDE



Walk on the wild side with Feline Pride. Its predatory prints channeling far-flung getaways to hidden pockets of paradise.

For the daily prowl, few prints deliver instant impact. No longer just for the maximalist, this full-throttle ferocity is most definitely even for the shy.

































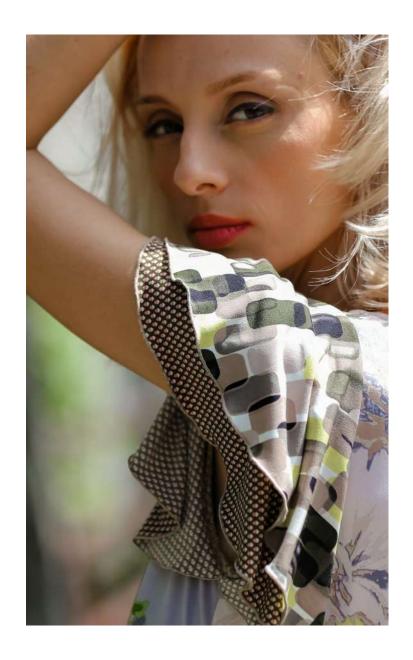












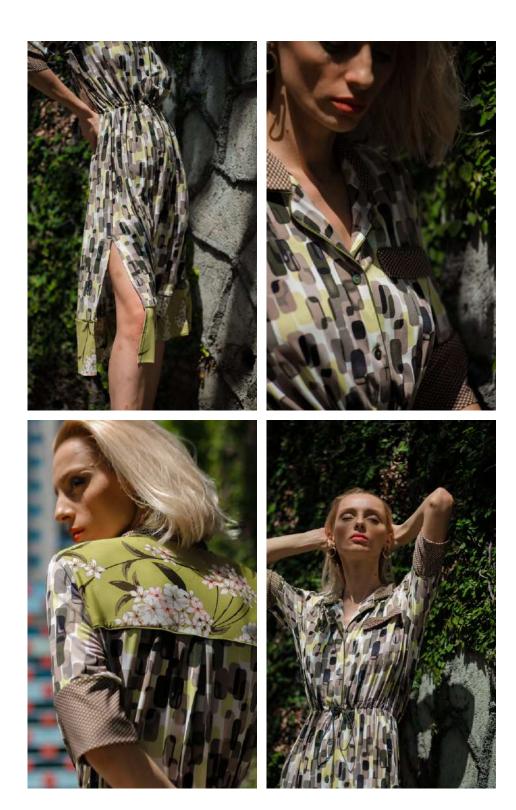
FLORAL ARMY



A graphic, geometric reinterpretation of the military camouflage traditionally associated with blending into the background, Floral Army is not for the wilting wallflower.

With its subtle blend of searing neon and tonal neutrals, it's a tasteful, vibrant spin on timeless safari hues.



























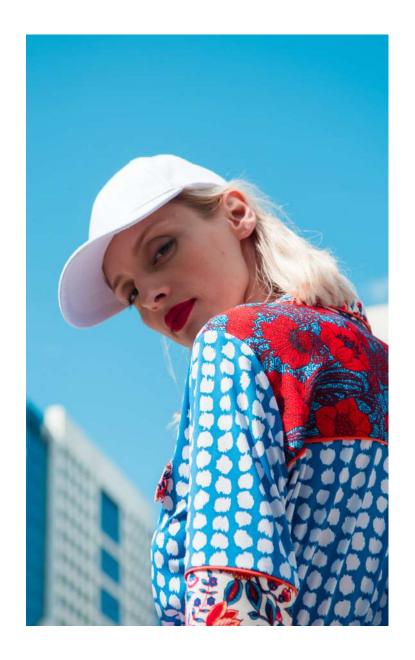












SUMMER CRUSH



Set yourself apart in a field of traditional blooms with the loud and clear, can't-miss it energy of Summer Crush, with its neat floral prints mixed with primary brights.

Whether you're throwing a garden party or simply basking in the summer rays, a summer blossom always delivers.





































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