TEXWORLD New York City partners with DONEGER I TOBE color, trend and textile specialists for creative direction and a deeper understanding of the key messages for Spring / summer 2024.
SOBRIETY

We usher in the dawn of a new state of mind, a collective shift in the ways we live, think, and create. Seeking seamlessness in both life and design, we prioritize body and mind. Now we see value in nature, and we find abundance in simplicity. Innovation goes beyond the ordinary, blending the organic with the human-centric. No longer are we simply recycling the past, we are now reinventing the future.
With the shifting winds, we find ourselves drawn to the desert - a place of sublime serenity and natural splendor, and yet, one where we confront our truths. In this barren, beautiful landscape, where the days are scorching and the nights are frigid, we remember to cherish our land and ancient roots, and to cradle our planet and people.
EARTH MATTERS

Surrounded by excessiveness, we look back to a time when we found peace in the small things - When we took in the glory of the morning sunrise and rested in the light of the moon, danced in the fields of wildflowers, and felt the cool kiss of a summer breeze. It is time to reclaim this simpler, happier life as we retain the comforts of modernity. Life was meant to be free.
SIMPLE LIFE

SIMPLE LIFE

A poetic song where nature, future, and transformation are in sync - We are swept into a dreamy dance of romance. In this ethereal lullaby, virtual reality combines with earthly enchantment to create a dazzling distortion of light and luminescence, mysticism, and magnificence. Here, the digital world and the real-world blur beyond boundaries.
HALO POETIC

HALO POETIC

HYBRID NATION

In this diverse world where cultures and communities collide, we embrace every ethnicity with open arms. In a sea of a thousand languages, rituals, and rites, we make space for the beauty and joy of each and leave the rest behind. In this modern melting pot, we discover a co-existence of past and present as we go into the future.
HYBRID NATION

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NEW YORK CITY
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