

A fashion advertisement for the brand PERMU. The central figure is a model with dark hair, wearing a light blue-grey jacket over a dark turtleneck and a long black skirt. They are standing in a minimalist, white, curved interior space. To the left is a large circular opening, and to the right is a large arched opening that looks out onto greenery. The word 'PERMU' is written in large, white, bold, sans-serif capital letters across the middle of the image, partially overlapping the model. The overall aesthetic is clean and modern.

# PERMU

LONDON  
FASHION  
WEEK  
15-19 SEPTEMBER 2023

NATURE SKIN  
*Spring / Summer 2024*

Design by Heyun Pan  
2024 Menswear Collection



## ABOUT US

PERMU is a contemporary menswear brand. We are dedicated to finding the connection between garment, the body and nature. The word PERMU comes from the abbreviation "Permutation". We believe that garment and the body have a close interaction and exchanges. The relationship between the body and the clothes wrapped around it can express different emotions and states, it is another language for us.

We believe fashion is a concept that needs to be explored carefully and in depth due to fast-changing nature of fashion.

PERMU takes traditional tailoring as the core, combined with the excavation of customised craftsmanship elements, combining men's fashion patterns with various contemporary artistic expressions, to create a refined, elegant and powerful brand image. Each product of PERMU is carefully polished through multiple customisation processes, engraving delicacy and craftsmanship into the brand's DNA. In this fast-paced era, the traces of time are left in every stitch. We hope to create a minimalist, deconstructed world.

In 2023 PERMU was invited to participate in exhibition at Pitti Uomo in Florence two times, and the designer Heyun Pan was selected by Kering as one of the 10 designers to participate in the sustainable capsule project. In this June, PERMU was included in the London Fashion East show as one of 5 emerging designers.



# PERMU





## NATURE SKIN

2024 SS

PERMU 2024SS collection is called Natural Skin. In Guy Debord's theory, people in the spectacle construct themselves according to the image, appearance and temperament of celebrities. Media celebrities are icons and role models, emulated and worshipped by spectacle dreamers. In modern urban environments where nature is lacking, human beings have an extremely low perception of authenticity. All of life manifests itself as a mass of spectacles, in short an extreme pursuit of appearances. Our engagement with social reality and our understanding of it is modified and even dictated by the spectacle presented.

However, PERMU believe that the definition of beauty does not exist in the most immediate and dominant features of the visual appearance, but rather in the ability to accept oneself and to have the ability to customise. To have a special texture and skin like insects and plants, to show the inner "reality" with colours. Human skin can be understood as the physical interface between us and our environment, which is special and not to be imitated. The logic of life's growth is beautifully curved, like a vine growing in circles or a gene twisting in a spiral. We want to sculpt the contours of life's curves and decorate the heart with customised textures that will reshape the human perception of aesthetics.

Our brand's basic pattern cutting design logic has always been a continuous strip cut on the front and back of the body. The new season is a good continuation of this design logic and adopts the curved shape as a new basic element.

We have tried to use all-natural pigment from whole plants as our basic support, which will fit perfectly with the brand's own admiration for nature and respect for life. Working with Kering, we have learnt a lot about the potential and properties of bio-pigment. We used natural and recycled materials and bio-pigment made from wood to design and it takes almost a month to make each garment using manual processes such as dyeing. In addition to this, virtual vision has also become a new part of development, carrying the conceptual output of the new season, with the whole team work with "AMORPHOUS STUDIO" using 3d modelling, animation and so on to make some virtual wearable and 3d printed botanical.

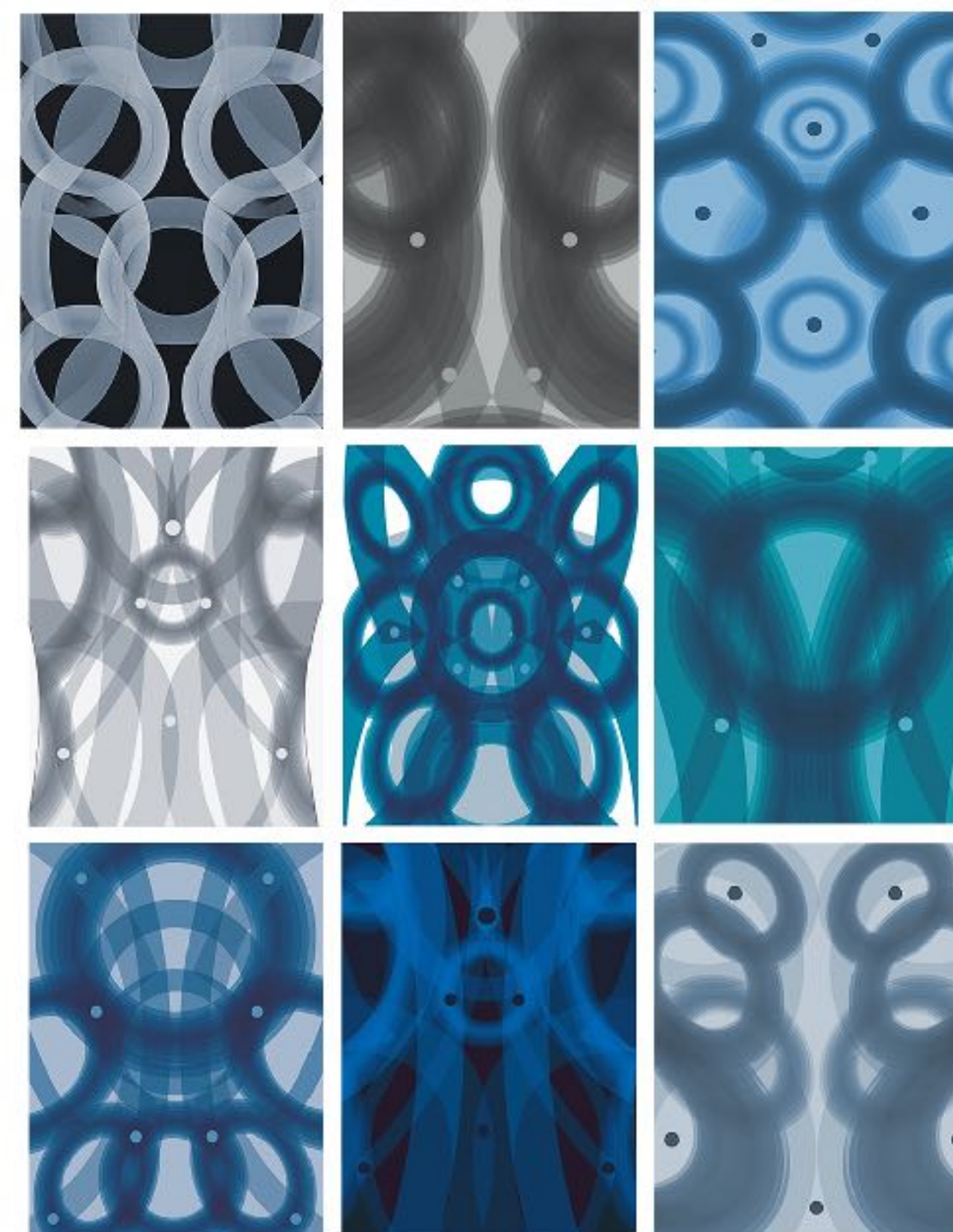


# PERMU





"Maybe one day we will have blue skin, insect tentacles and coloured hair"



NATURE SKIN 2024SS  
Print Design





NATURE SKIN 2024SS  
Photographer: Haowen Yang

PERMU X AMORPHOUS







**NATURE SKIN 2024SS**  
 Design: Heyun Pan  
 Photographer: Haowen Yang





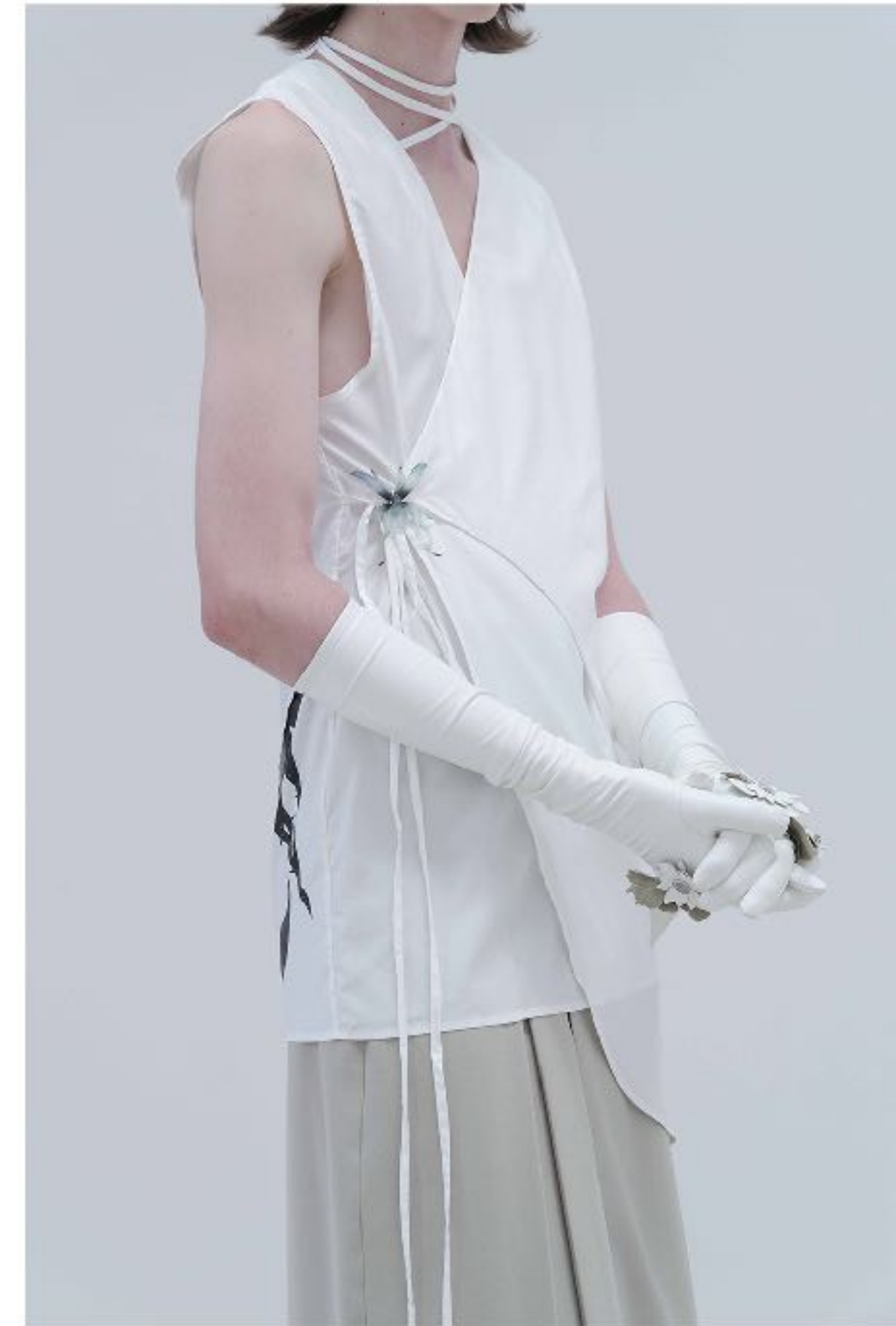
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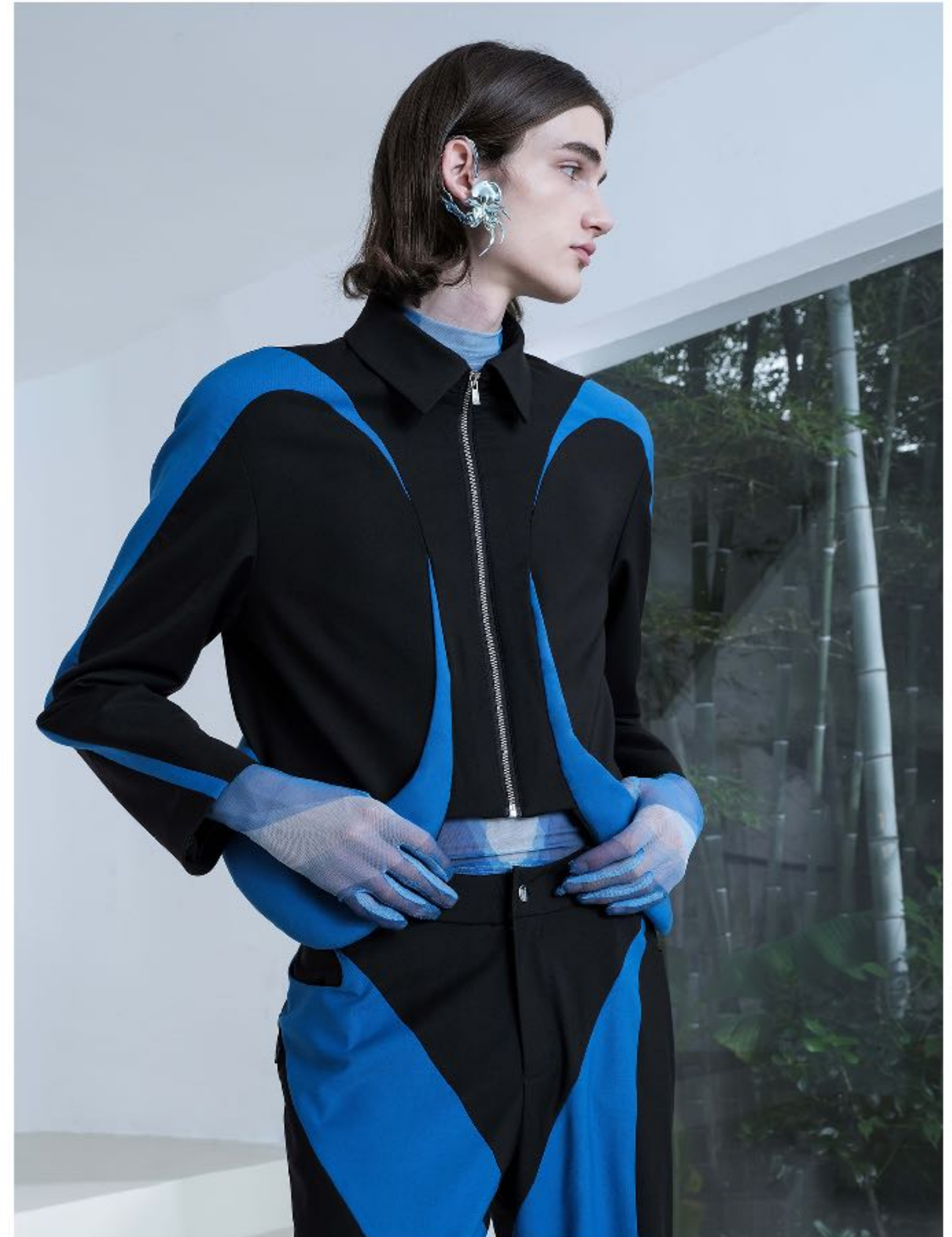
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## NATURE SKIN

2024 SS





LOOK1



Front



Back



LOOK2



Front



Back



LOOK3



Front



Back



LOOK4



Front



Back



LOOK5



Front



Back



LOOK6



Front



Back



LOOK7



Front



Back



LOOK8



Front



Back



LOOK9



Front



Back



LOOK10



Front



Back



LOOK11



Front



Back



LOOK12



Front



Back



LOOK13



Front



Back



LOOK14



Front



Back



LOOK15



Front



Back



LOOK16



Front



Back



LOOK17



Front



Back





NATURE SKIN 2024SS  
Design: Heyun Pan  
Photographer: Haowen Yang









## SHOES LOOKBOOK



Bovine hide smooth box



Blue black gradient leather



Bovine hide smooth box



Patent leather



Patent leather



Bovine hide smooth box



White Bovine hide smooth box



Sand leather



Cool Grey leather



Patent leather



Blue black gradient leather