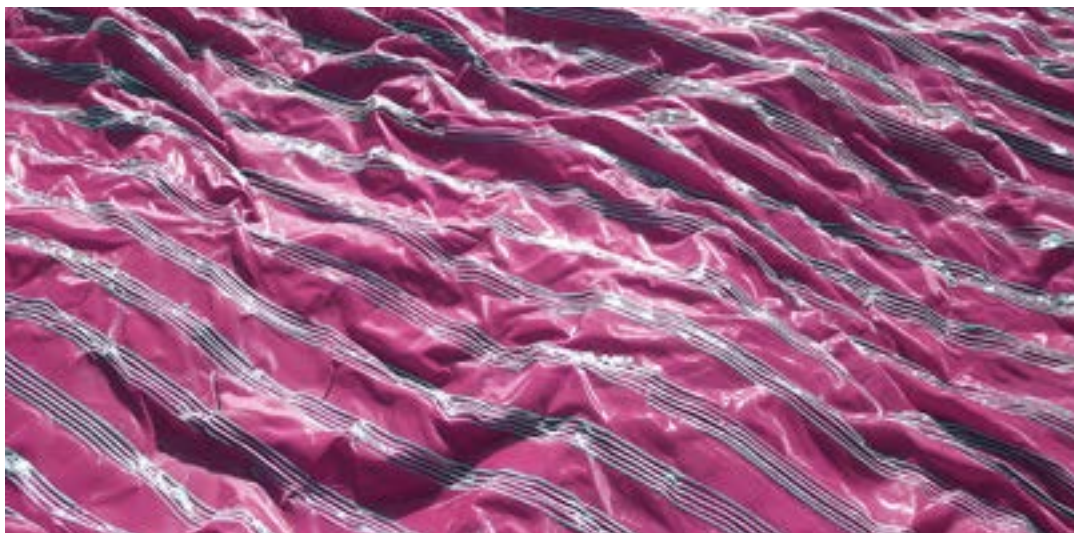
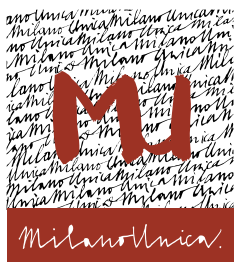




MU COSMETIC SPRING-SUMMER 2027 COLLECTIONS

A world of cutting-edge textiles and cosmetics. This unprecedented synergy has inspired the concept behind **MU COSMETIC**, which, for the **Spring-Summer 2027 Season**, explores highly experimental research. Building on the idea that fabric, like skin, is a surface imbued with meaning that conveys shared codes and values, it fulfils our desires for beauty, freedom, and self-awareness.

Perhaps surprisingly, there are many similarities between textiles and cosmetics, as both focus on the body and its care, transformation and enhancement. The terms used in these two areas of research are also similar, with vocabulary relating to colours, consistencies, textures and finishes being a common ground.

Simply put, **MU COSMETIC**'s research aims to develop a special **cosmetic-inspired fabric** that is moisturising, breathable, comfortable, protective and scented, drawing ever closer to the skin, a responsive part of the body that needs to be pampered, rejuvenated and invigorated. The fashion and beauty industries can only move forward by sharing the same values, using the same processes and being open about how they are produced.

*«The worlds of textiles, fashion and cosmetics are closely related because they all interact with materials that you can experience by touching, looking at and smelling them. Our research for the **Spring-Summer 2027 Collections** was inspired by the idea of creating a new type of fabric that could be worn like a second skin. This means that we need to make*



*the fabric even better, not just to make it look nice, but also to make it more breathable, more fragrant, more comfortable and rejuvenating, to arrive at a high-performance cosmetic fabric», explained **Stefano Fadda, Artistic Director of MU.***

With these considerations in mind, **MU COSMETIC** has elaborated the following themes for the **Spring-Summer 2027 Season**:

- **MU COSMETIC / NATURAL**
- **MU COSMETIC / SHADOWS**
- **MU COSMETIC / SUN**

MU COSMETIC / NATURAL. **The Essential Beauty**

Here, the focus is on the daily practice of self-care, involving a silent ritual that engages the senses of touch, sight and smell. Thus, the world of textiles draws inspiration from beauty routines and **natural skincare** products with clean, transparent formulas.

Fabrics evoke the organic essence of skin, caressing it as though it were a cream or serum.

Materials: Organic cotton, combed and washed linen, bamboo or hemp jersey, extra-fine jersey knits with a second-skin effect.

Textures and treatments: Delicate washes, “*clean skin*” effect; anti-odour, breathable treatments; soft matte finishes, like a dusting of face powder.

Accessories and finishes: Buttons made of wood, untreated mother-of-pearl or bioresin; drawstring cord in a natural colour; hidden zippers.

Colours: Lavender Pink, Calming Green Tea Leaf, Sky-Blue, Nude Clay, Glossy Terracotta, Soft Linen.

MU COSMETIC / SHADOWS. **The Hidden Beauty**

Primer, foundation, blush. Contouring involves using shadows and highlights to accentuate and define facial features, creating a harmonious, three-dimensional result. **Evening cosmetic** products embody their own set of rules designed to enhance one's personal image, tied to the desire to attract and feel attractive.

The aesthetic playfully combines the elegance of shadowy noir with hints of veiled allure, intertwining drama and sensuality to create a sophisticated and glamorous vibe.

Materials: Stretch satin and black microfibres, shiny lace and laser detailing, lined tulle, ribbed organza, iridescent nylon fabrics, fluid velvet.

Textures and treatments: Glossy buffing treatments; light-reflective, pearlescent coatings; velvety, powdered finishes; cool, silky touch with a “night serum” feel.



Accessories and finishes: Thin hooks, black enamel accents; sparingly applied crystals; dark metallic electroplating (gunmetal, burnished nickel).

Colours: Compact Powder Pink, Eyeshadow Greige, Dusky Pearl, Smoky Silver, Deep Black Lacquer, Burgundy Satin.

MU COSMETIC / SUN.

The Glowing Beauty

The inspiration for this theme comes from protective, high-performance **summer cosmetics** such as sun cream, gels to combat fatigue, active water ingredients and invigorating oils, a suite of solutions designed to promote wellbeing and enhance life outdoors. This prompted research into breathable textiles that are able to filter sunlight and heat, while also providing a cooling effect and releasing a fragrance. These technical fabrics have a fluid or organic feel. They are lightweight and airy, highly comfortable and seductively pleasant to wear.

Materials: Glossy nylon, reactive fabrics (UV, heat), breathable techno jersey, lightweight, shiny recycled polyester.

Textures and treatments: Water-repellent and UV-resistant finishes; cooling finishes; wet-look textures or with a dry oil effect.

Accessories and finishes: Fluorescent laces and strings; transparent or iridescent buttons; heat-bonded accessories; sports inserts (mesh, waterproof zippers).

Colours: Cool Aloe, Sunny Yellow, Sea-Blue, Warm Orange, Lipstick Red, Glossy Pink.

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