F & A

Pattern BOOK

SEPTEMBER 2024 VERSION

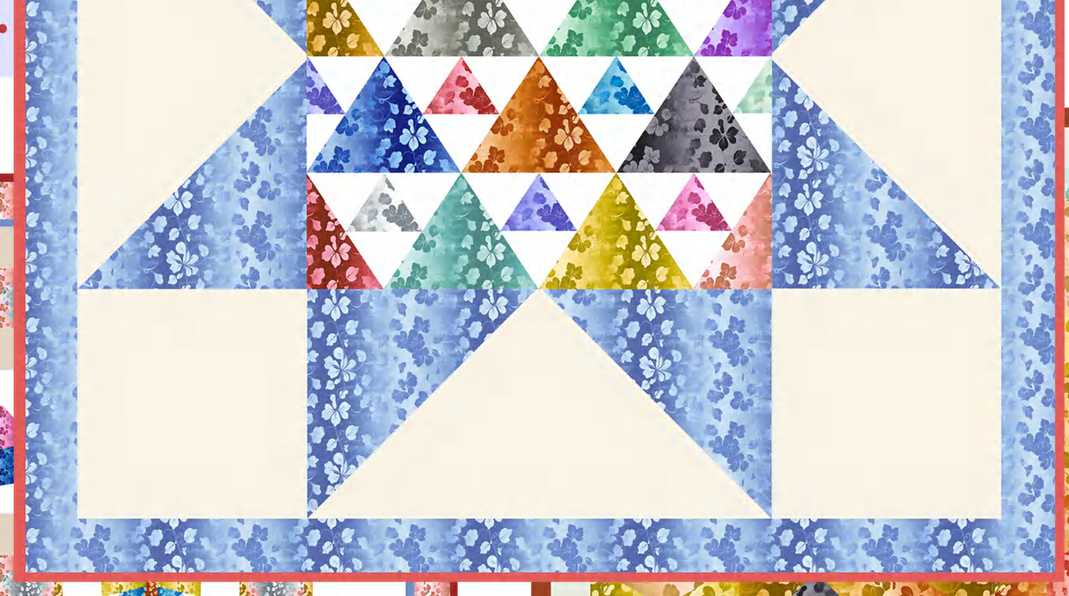


Halo

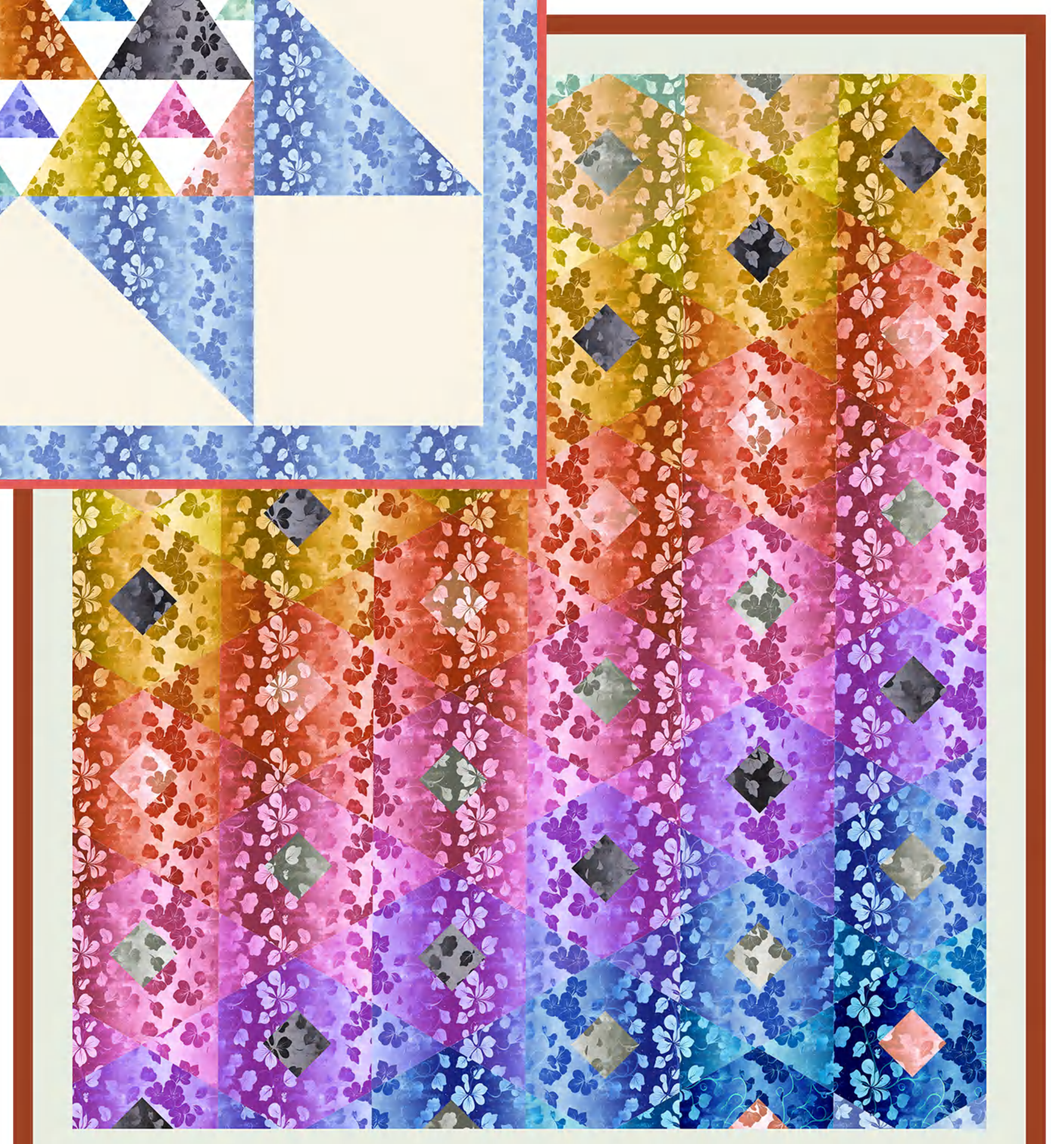
In the world of design, gradient effects have become a popular and visually captivating technique. By smoothly transitioning between colors, brightness, or transparency, gradients create a rich and harmonious visual experience.

This series employs gradual shifts in the color, brightness, or transparency of elements and backgrounds, resulting in seamless visual transitions. The design conveys a sense of depth and layering, enhancing the coherence and fluidity of the overall composition. The gradual progression and blending of vibrant colors soften the patterns, giving them a gentle and polished feel.

The overall effect is reminiscent of light passing through the design, leaving a subtle glow in its wake, blurring the boundaries and creating an ethereal atmosphere.








HL240801-03


HL240801-04


HL240801-02


HL240801-05


HL240801-18


HL240801-19


HL240801-20


HL240801-17


HL240801-01


HL240801-21


HL240801-06


HL240801-07


HL240801-08


HL240801-10


HL240801-09


HL240801-11


HL240801-12


HL240801-15


HL240801-16


HL240801-14


HL240801-13



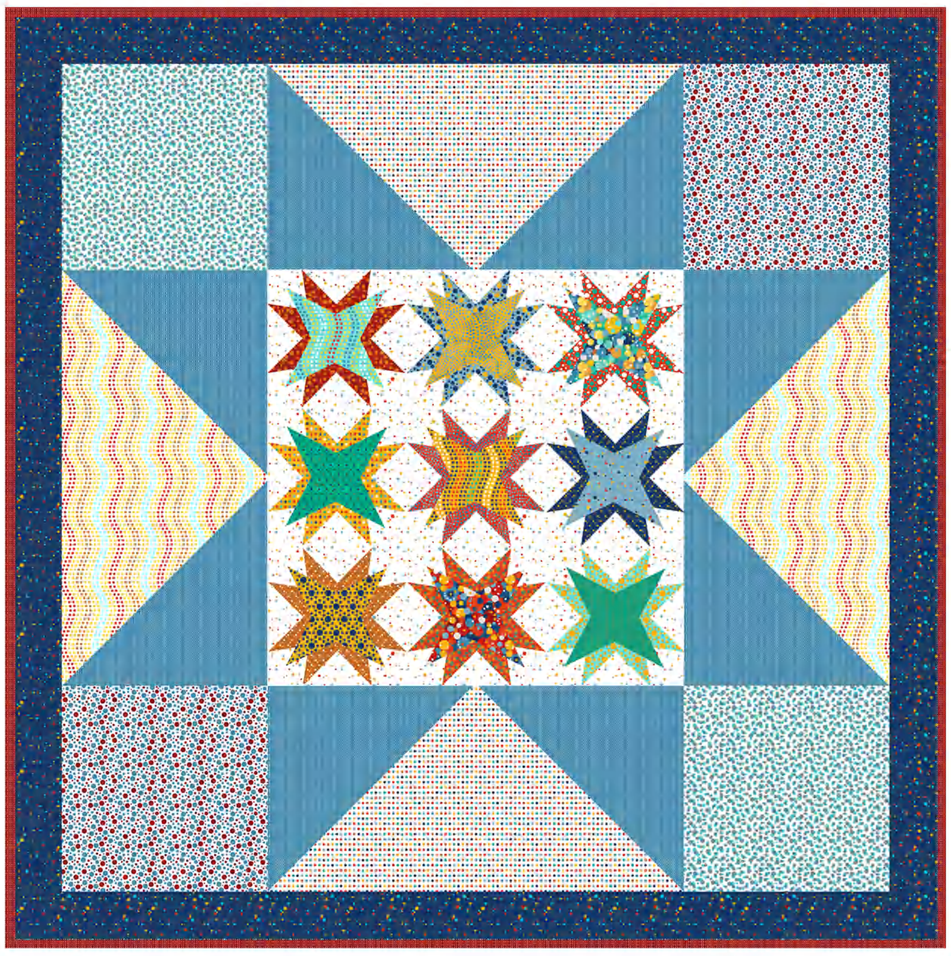


Little Kingdom

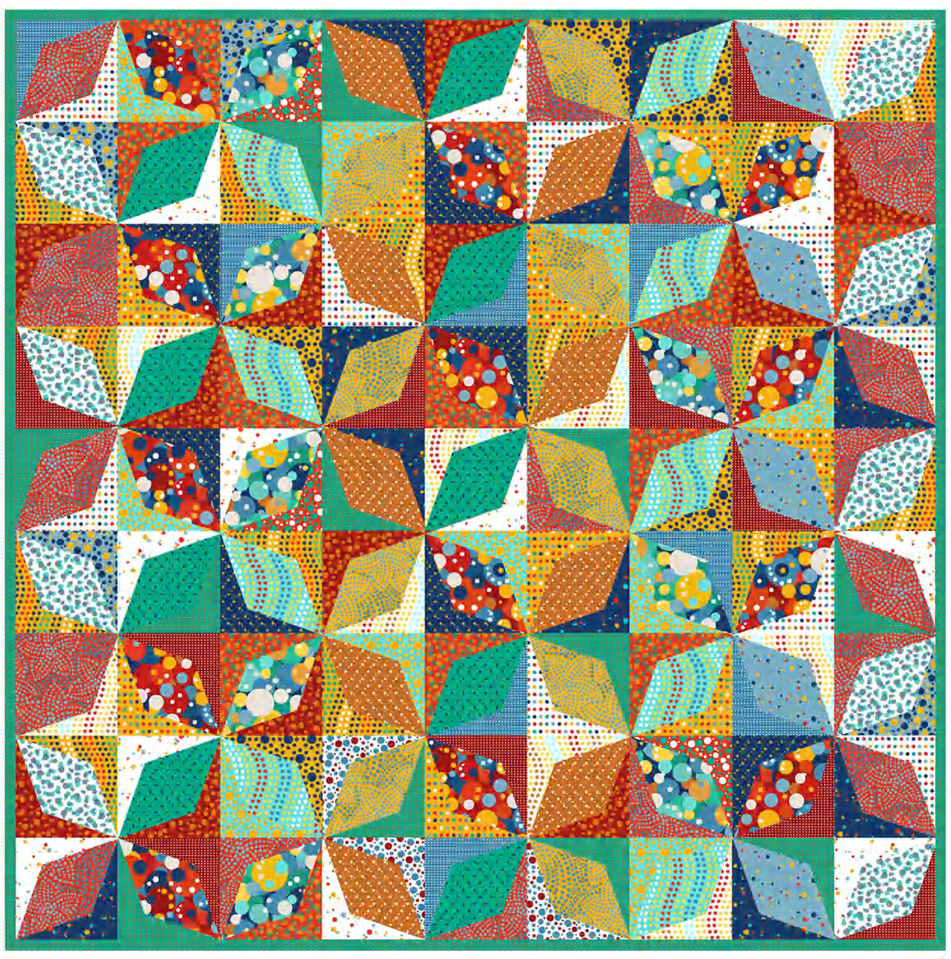
This series employs polka dot artistry, using repeating circular patterns with varying sizes, spacing, and colors to create floral motifs rich in rhythm and flow.

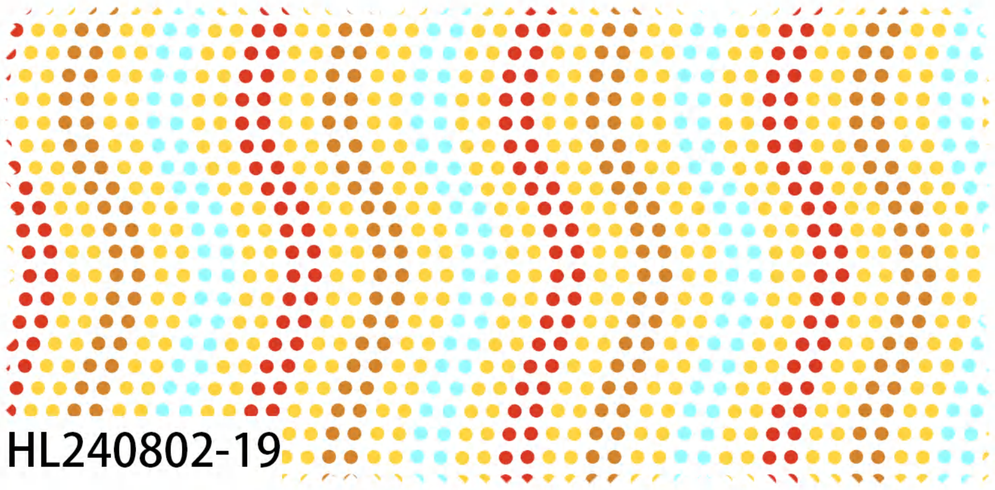
The color palette features bold and contrasting combinations, enhancing the vibrancy and artistic appeal of the design. The bright, multicolored polka dots add a playful and dynamic touch to the patterns.

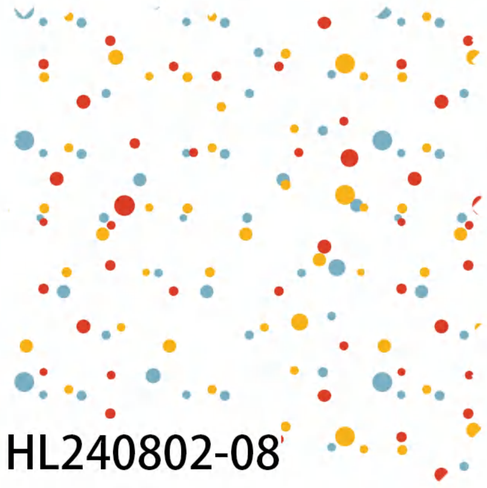
Each dot, differing in size and color, resembles tiny cells under a microscope, as if they belong to a whimsical polka dot kingdom of their own.



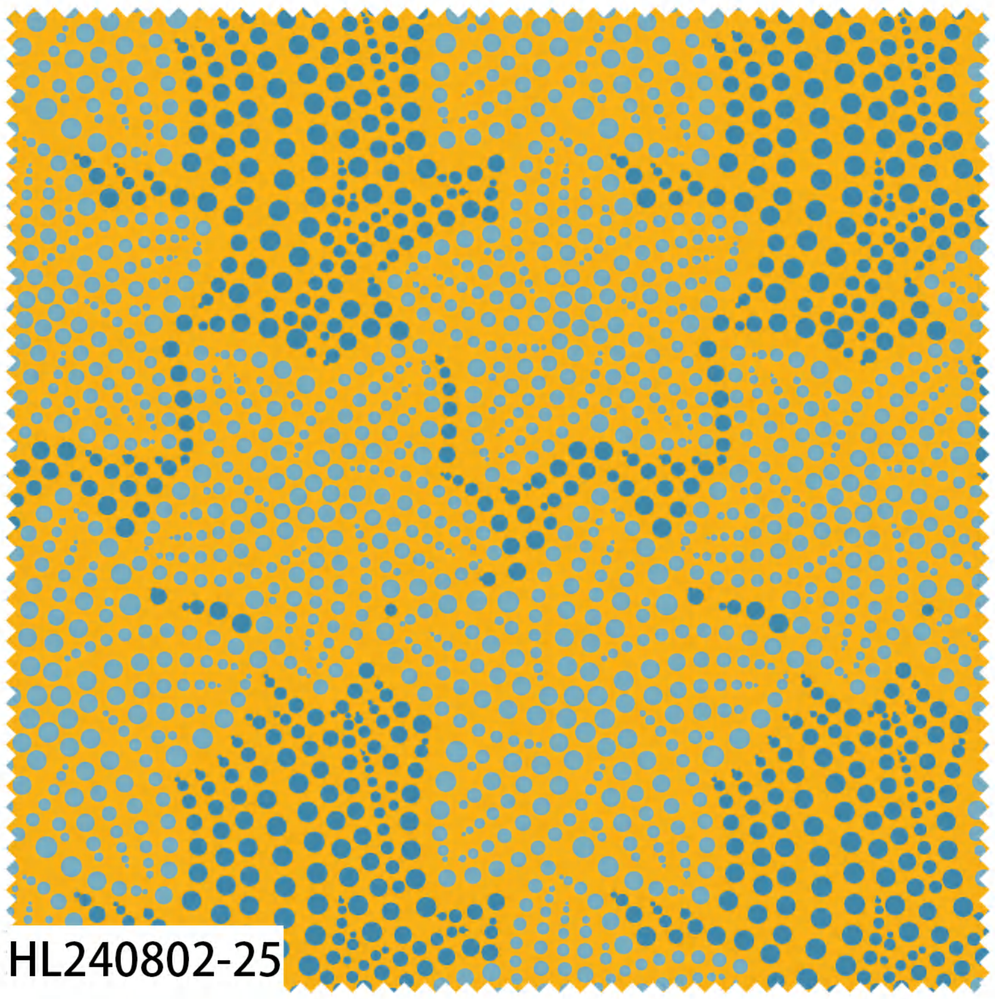


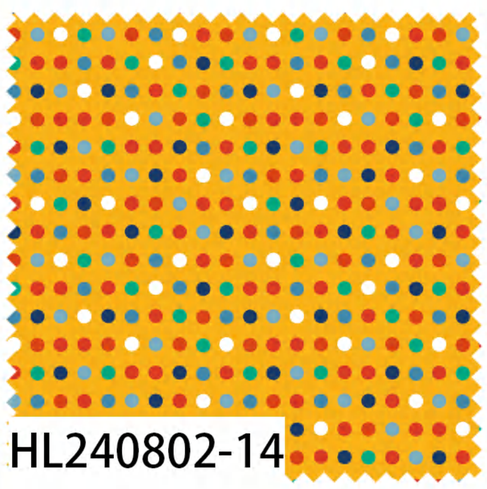


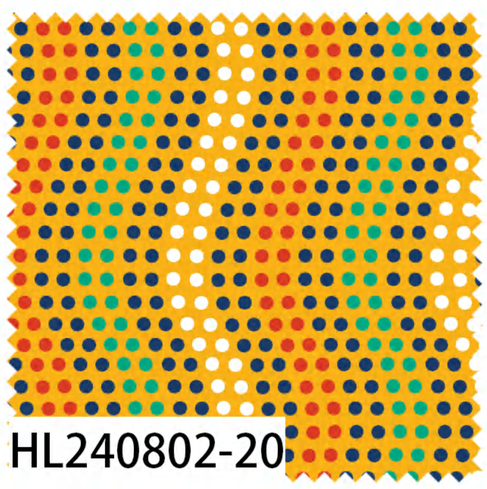

HL240802-19


HL240802-08


HL240802-13

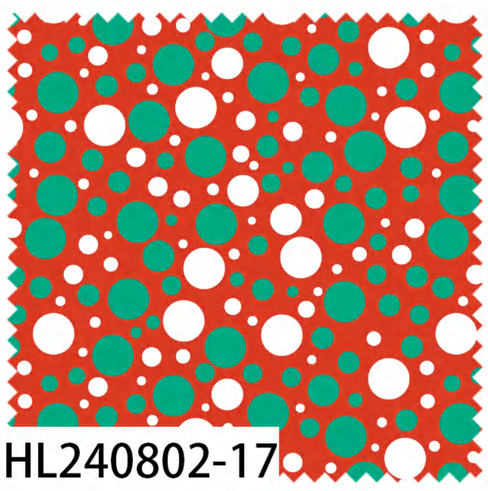

HL240802-25

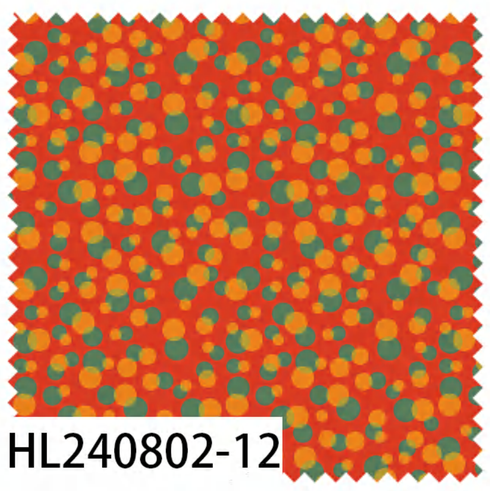

HL240802-14


HL240802-20

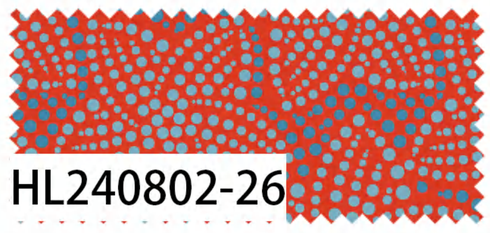

HL240802-21

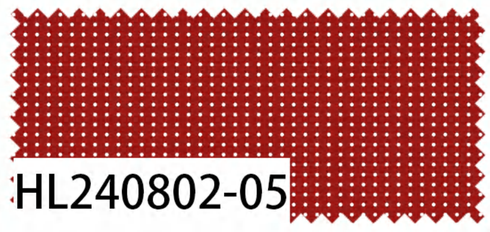

HL240802-02

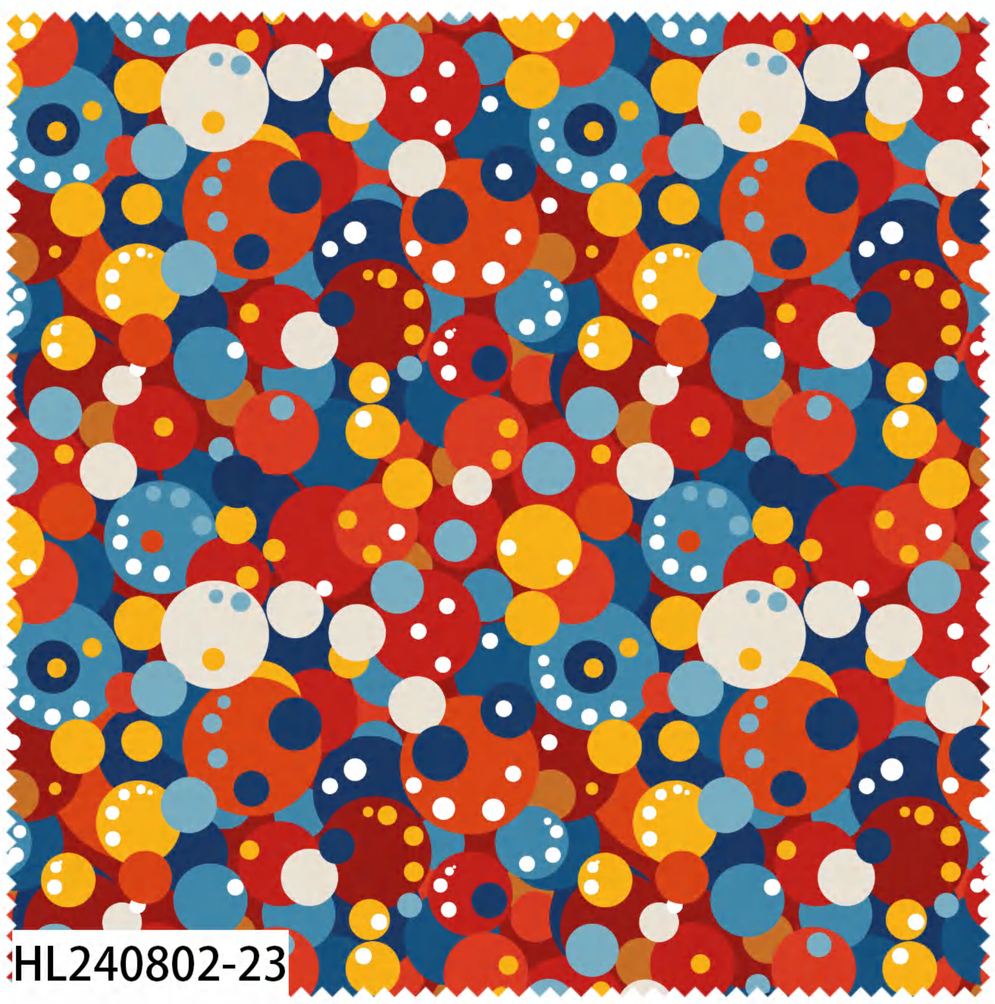

HL240802-17

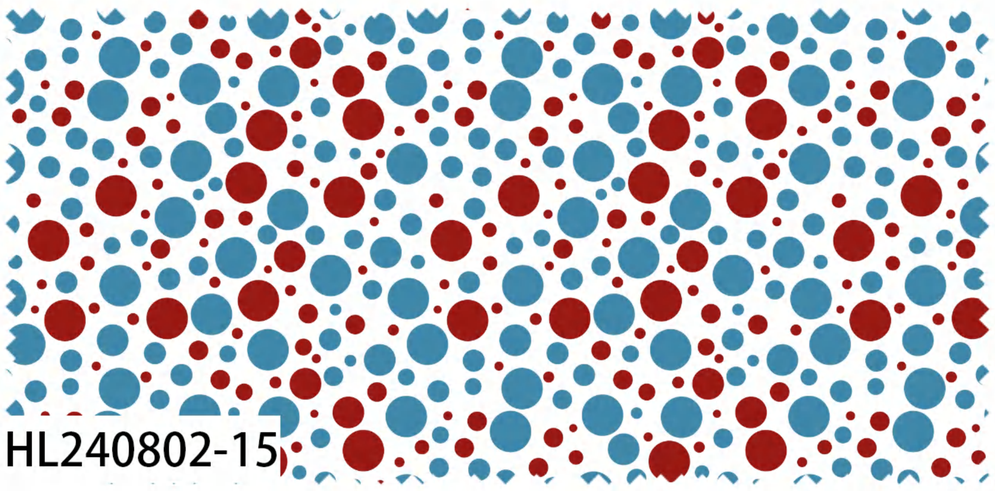

HL240802-12

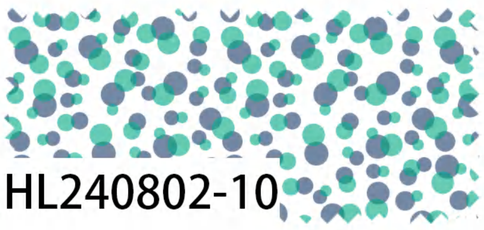

HL240802-11

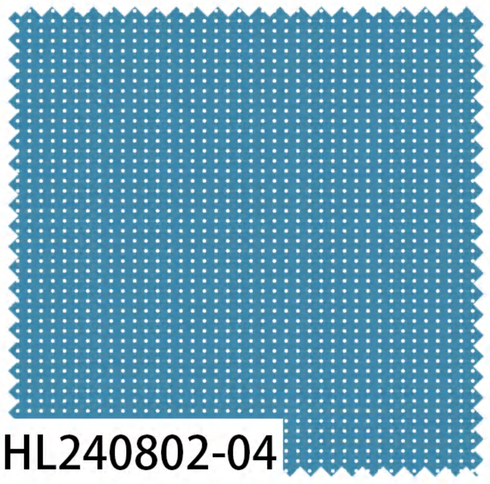

HL240802-26


HL240802-05

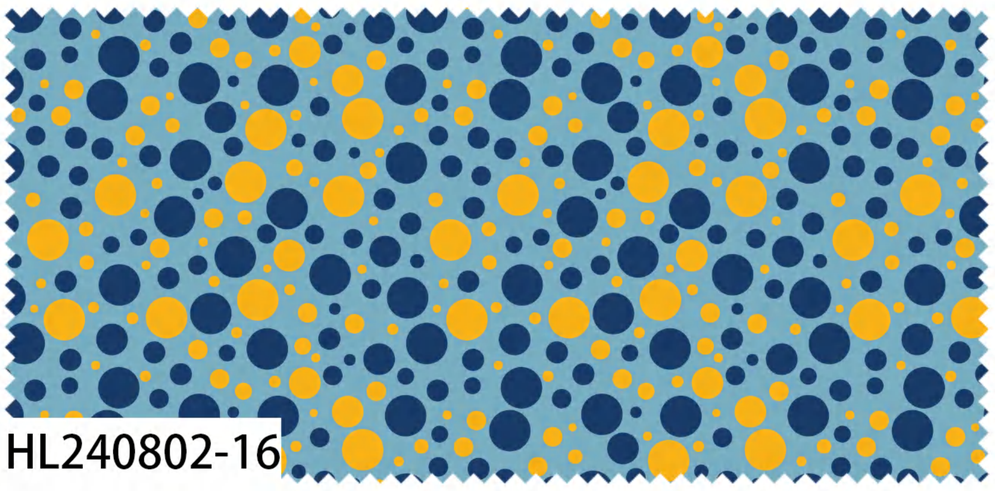

HL240802-23

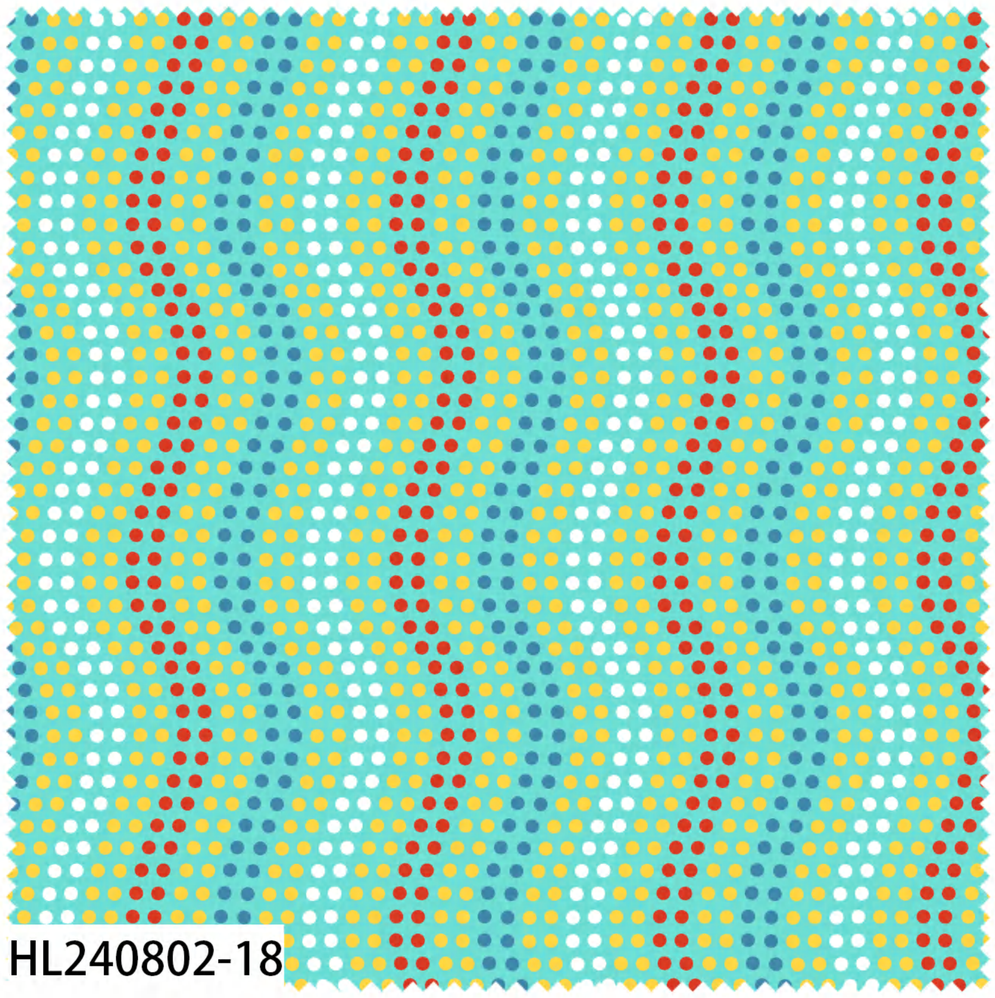

HL240802-15

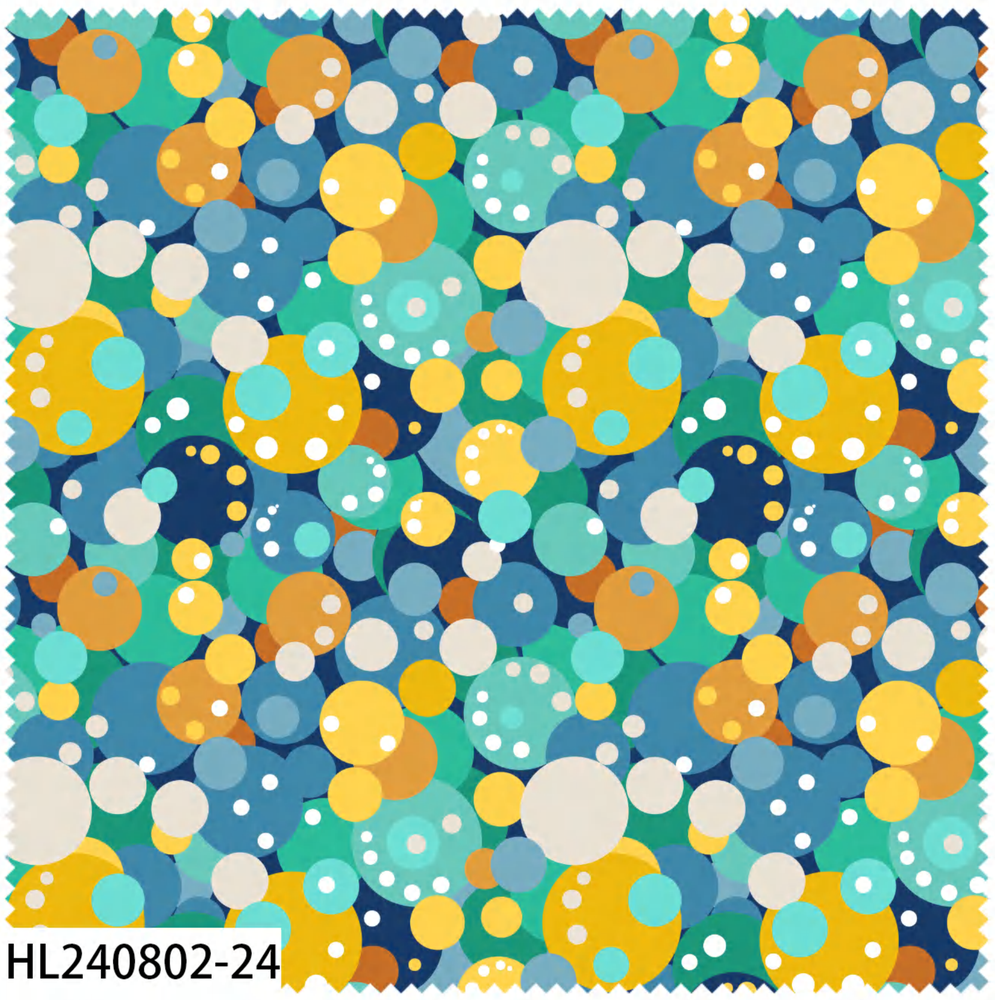

HL240802-10

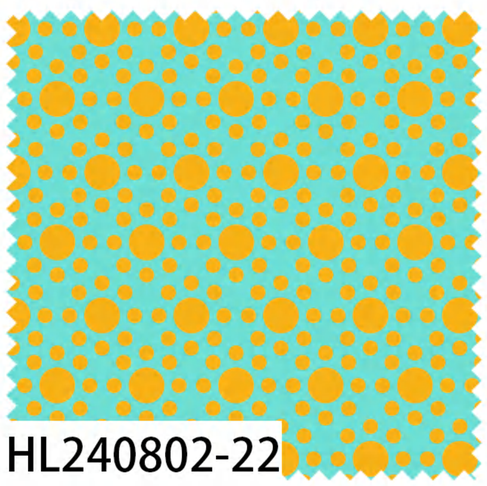

HL240802-04

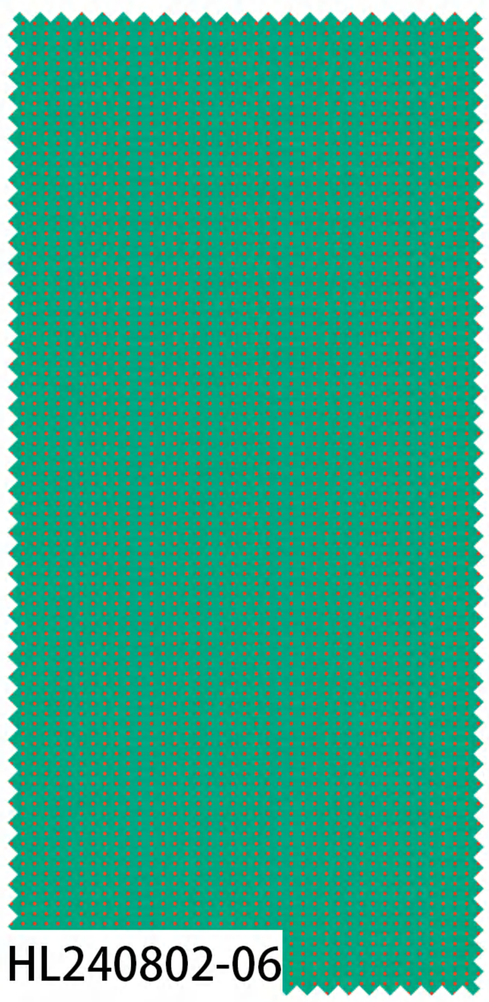

HL240802-09

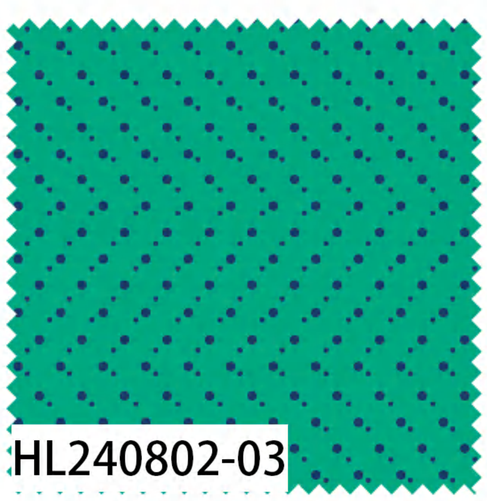

HL240802-16

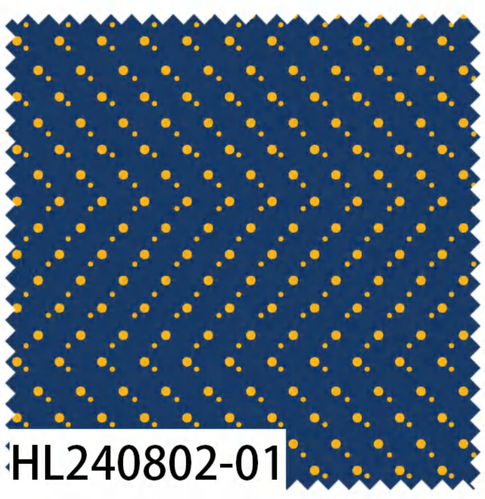

HL240802-18

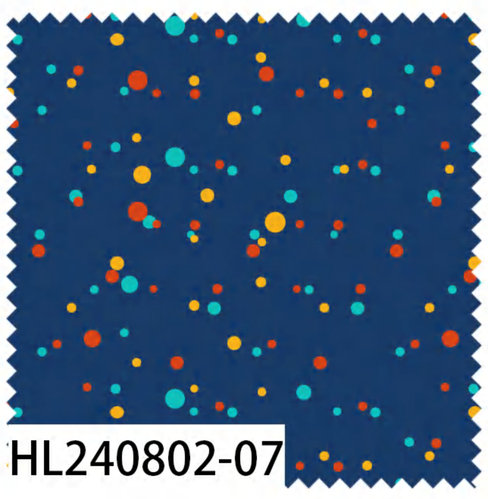

HL240802-24

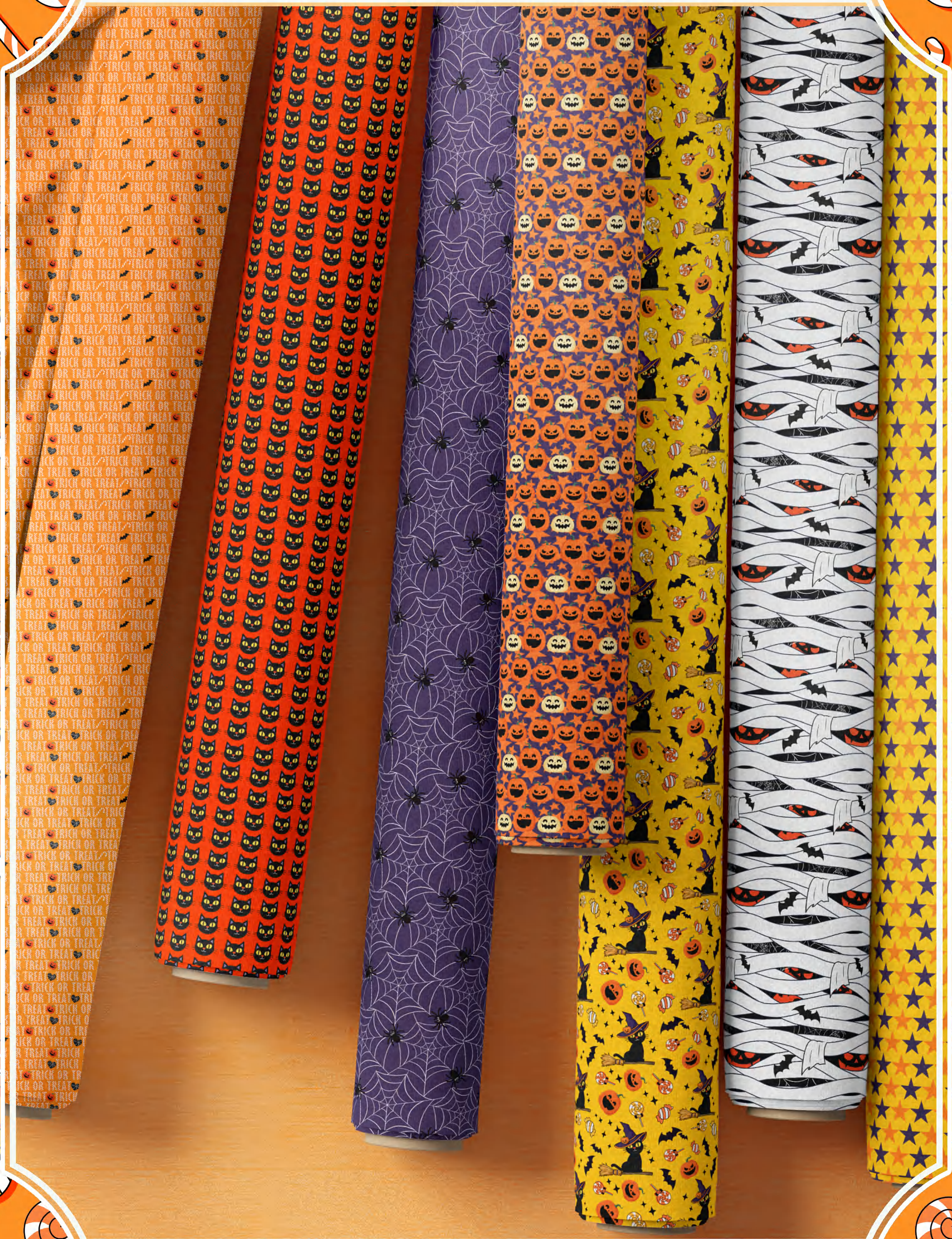

HL240802-22


HL240802-06


HL240802-03


HL240802-01


HL240802-07


TRICK OR TREAT

Scream night

As Halloween approaches, candy and pumpkins are essential. Toy spiders and decorative bats may seem a bit spooky, but hopefully, they won't frighten you. Keep an eye on the sky—you might just catch a glimpse of a mischievous witch cat zipping by on a broom under the moonlight. "Trick or treat!" Watch closely, and you might spot some sneaky pranksters lurking in the crowd, ready to cause some playful trouble.

This series incorporates a wide range of Halloween elements, including black cats, pumpkins, candy, and more. The color palette is dominated by shades of orange and yellow, with touches of purple to create an eerie yet playful atmosphere.

Let' s scream and celebrate to the fullest this Halloween!



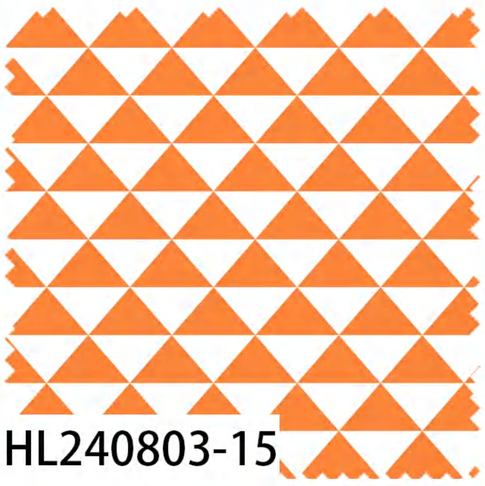




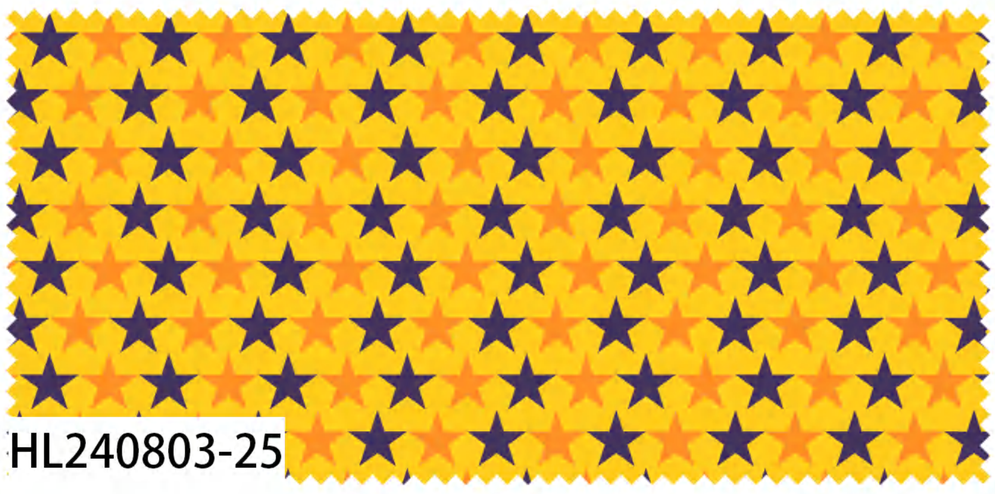



HL240803-12


HL240803-20


HL240803-15


HL240803-23


HL240803-25


HL240803-27


HL240803-09


HL240803-01


HL240803-06


HL240803-03


HL240803-21


HL240803-14


HL240803-17


HL240803-24


HL240803-26

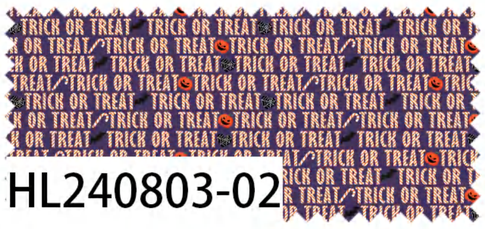

HL240803-07


HL240803-08



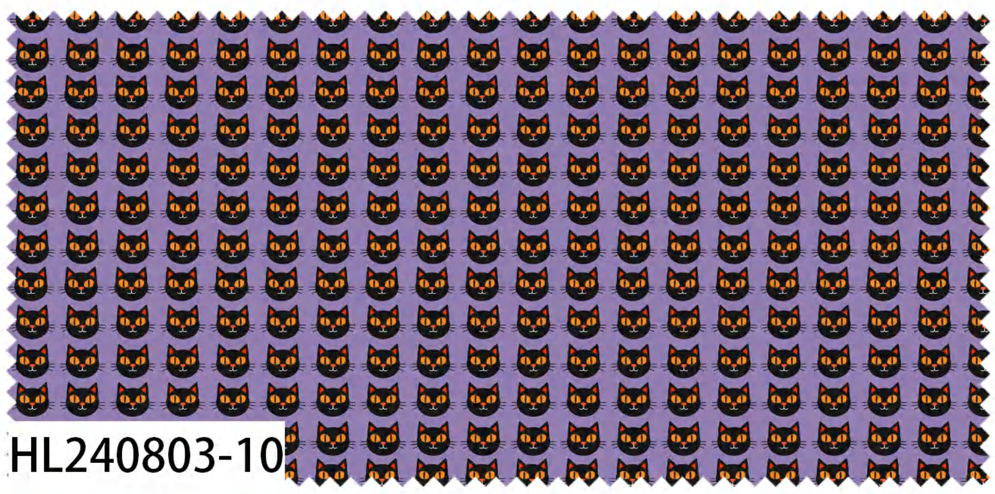
HL240803-01


HL240803-04


HL240803-02


HL240803-16


HL240803-22


HL240803-10

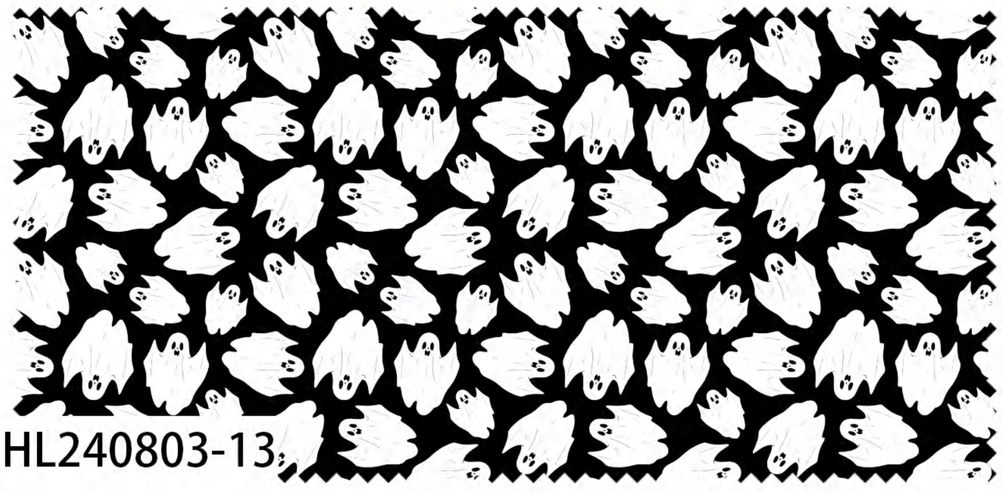

HL240803-05


HL240803-19


HL240803-28


HL240803-11


HL240803-18


HL240803-13





Alternate lines

This series combines various floral elements, creating uniquely distinctive floral patterns by altering their arrangement and composition.

The color palette is centered around four core shades: red, yellow, purple, and blue. Red and yellow evoke warmth and vibrancy, while purple and blue bring a sense of calm. The strong contrast between these colors evokes the transition from dusk to night. By carefully adjusting saturation, the design achieves a dynamic visual experience that remains balanced and harmonious.





HL240804-13



HL240804-25



HL240804-07



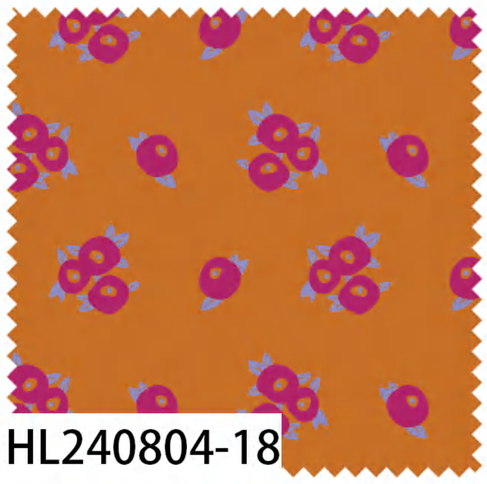
HL240804-01



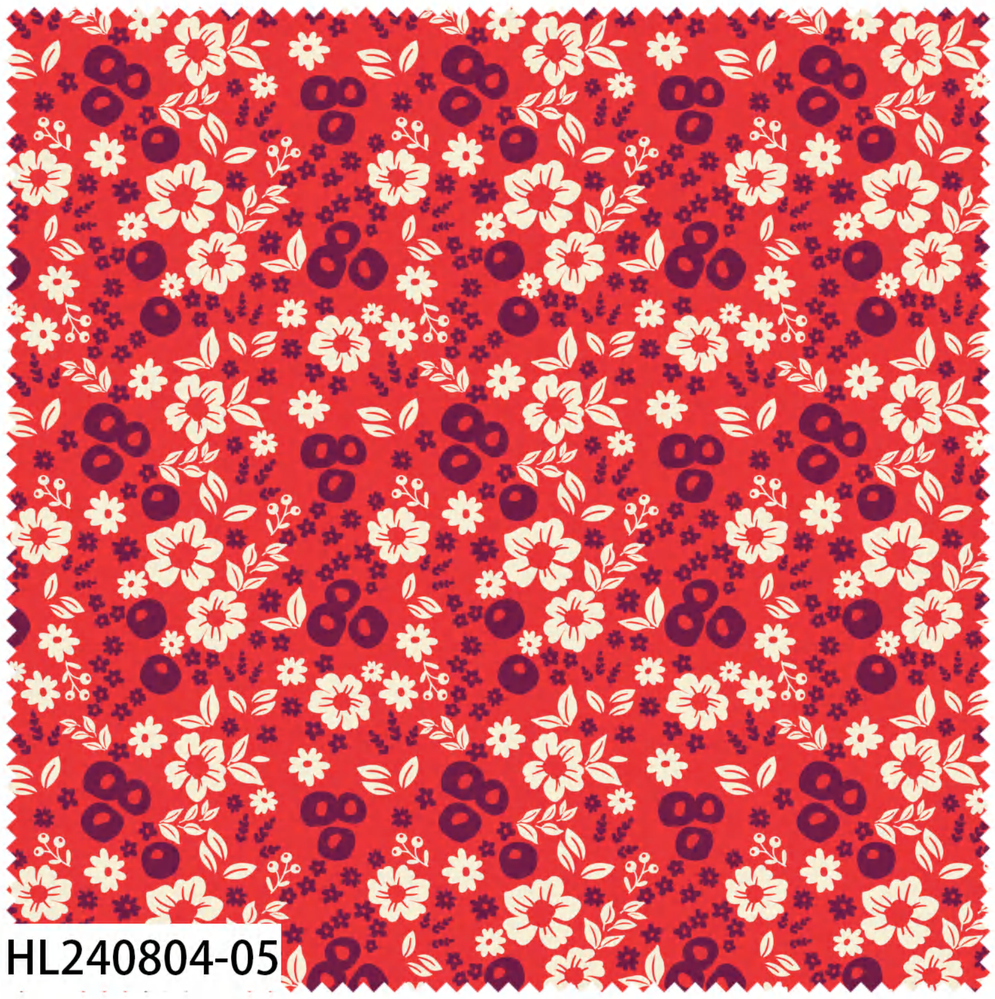
HL240804-06



HL240804-11



HL240804-18



HL240804-05



HL240804-19



HL240804-27



HL240804-10



HL240804-14



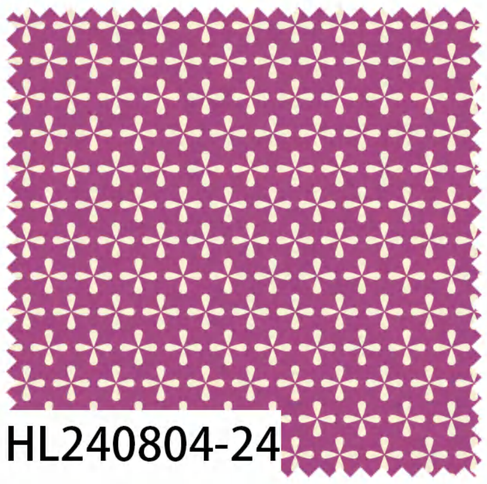
HL240804-17



HL240804-26

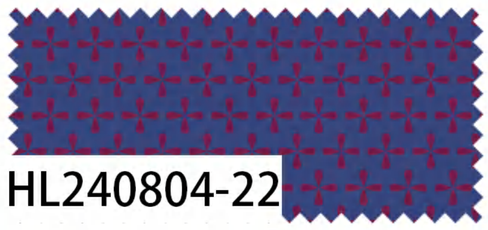


HL240804 -21


HL240804-24


HL240804-03


HL240804-16


HL240804-22


HL240804-28


HL240804-02

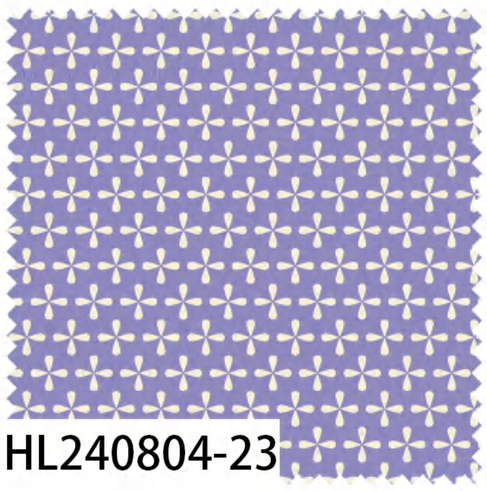

HL240804-08

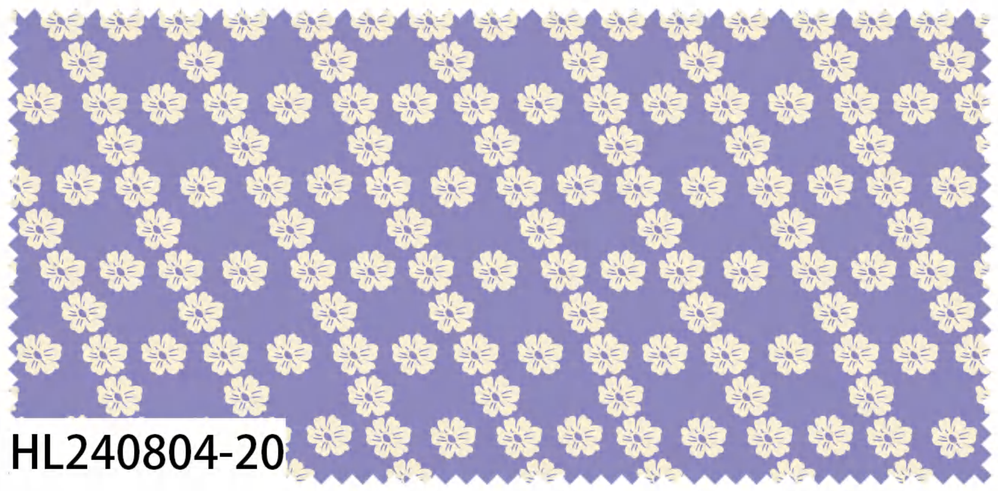

HL240804-04


HL240804-15


HL240804-09


HL240804-12


HL240804-23


HL240804-20







Early Spring GARDEN

This series is themed around the rose, with designs that radiate a fresh and playful aesthetic. The aim is to create a light, natural atmosphere, offering viewers a visual experience that is both joyful and soothing.

The color palette is dominated by soft pastels such as light pink, pale green, soft blue, and creamy yellow. These gentle hues create subtle yet distinct contrasts, perfectly complementing the fresh style. The overall effect is visually refreshing, evoking the feeling of being in a spring garden, just as new life begins to blossom.



HL240805-03



HL240805-25



HL240805-18



HL240805-08



HL240805-14



HL240805-09



HL240805-17



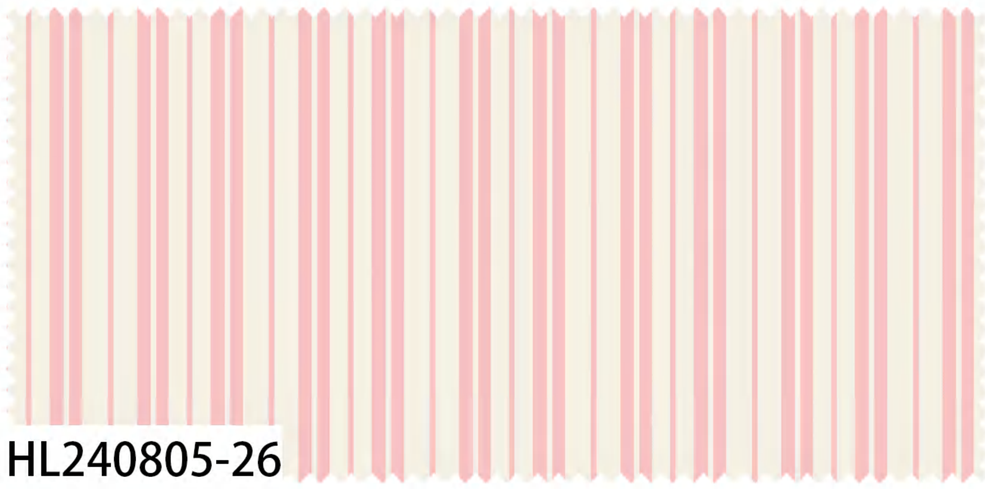
HL240805-20



HL240805-23



HL240805-16



HL240805-26



HL240805-06



HL240805-13



HL240805-21


HL240805-04


HL240805-24


HL240805-02


HL240805-07


HL240805-15


HL240805-10


HL240805-12


HL240805-19

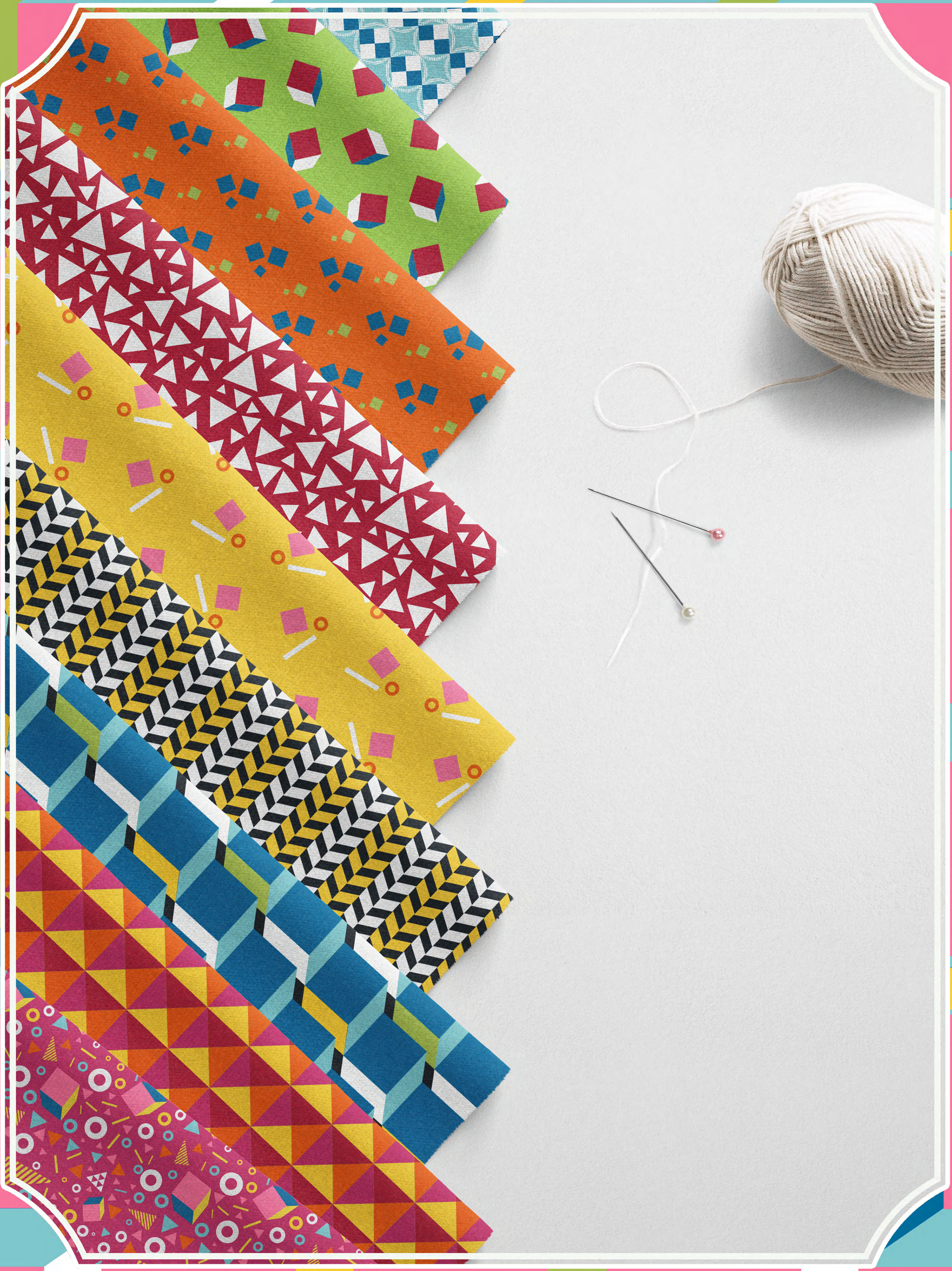

HL240805-22


HL240805-11


HL240805-27


HL240805-01


HL240805-05





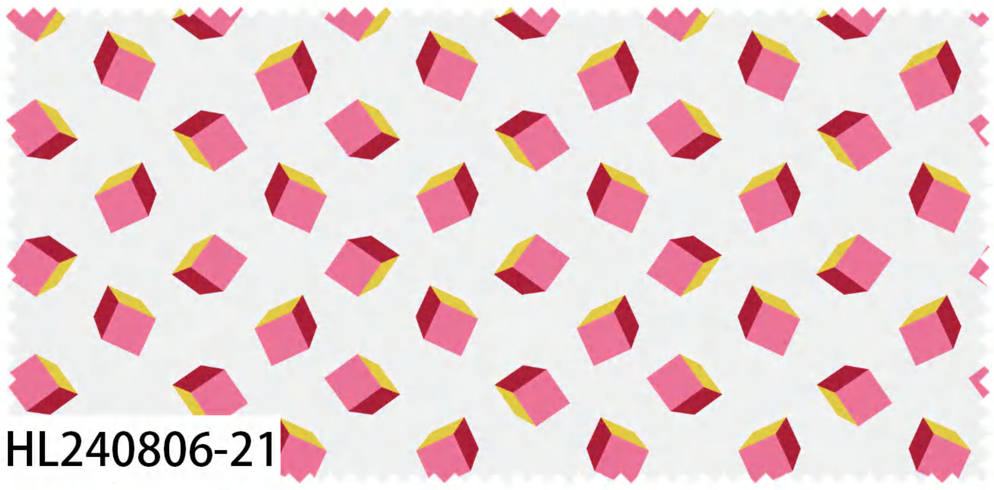
GEOMETRY ARTBOARDS

Geometric design is a powerful language, capable of conveying profound meanings and emotions through simple shapes and lines. This series plays with the juxtaposition of order and disruption by arranging regular geometric shapes in irregular patterns, creating a unique aesthetic where structure and chaos coexist beautifully.

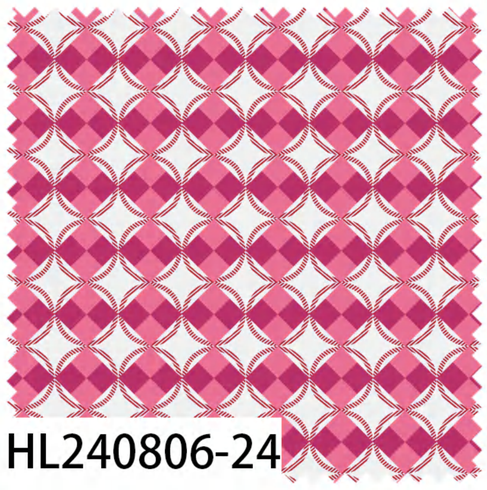
The color choices feature high-saturation tones, amplifying the visual impact and enhancing the overall design’s boldness and energy.






HL240806-21


HL240806-01


HL240806-24

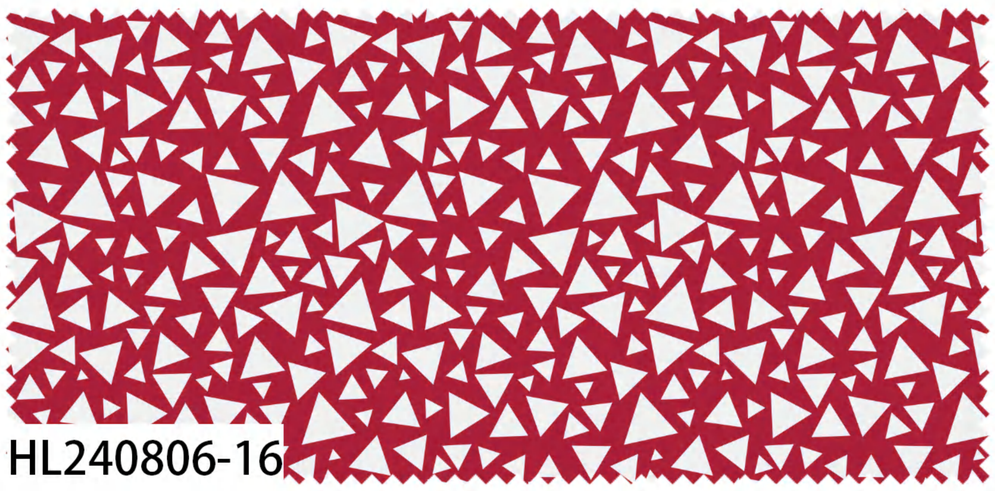

HL240806-10


HL240806-02


HL240806-07

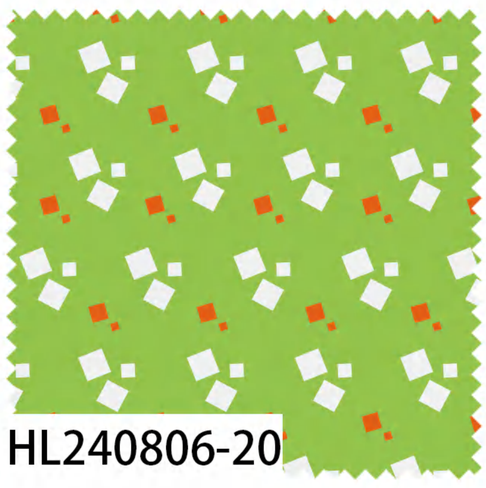

HL240806-08


HL240806-13


HL240806-16


HL240806-18


HL240806-23


HL240806-20


HL240806-27


HL240806-15

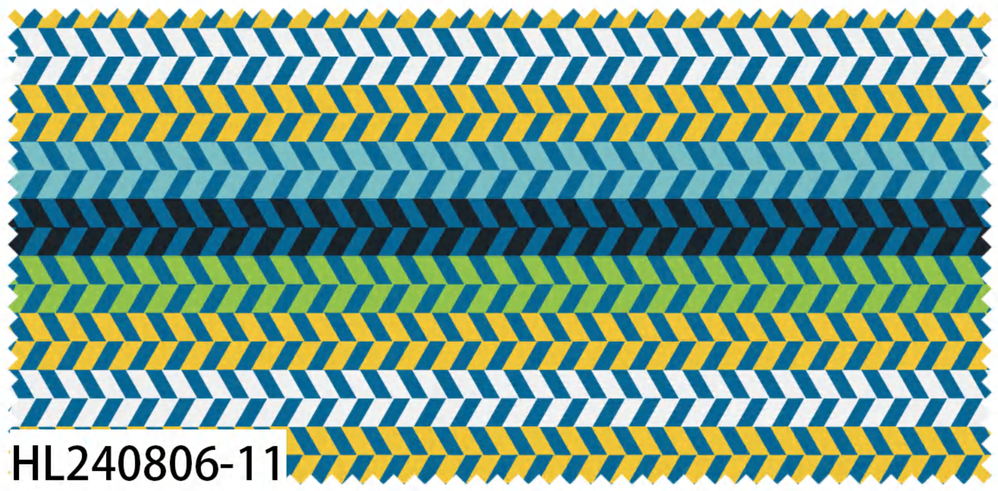

HL240806-25


HL240806-17


HL240806-06

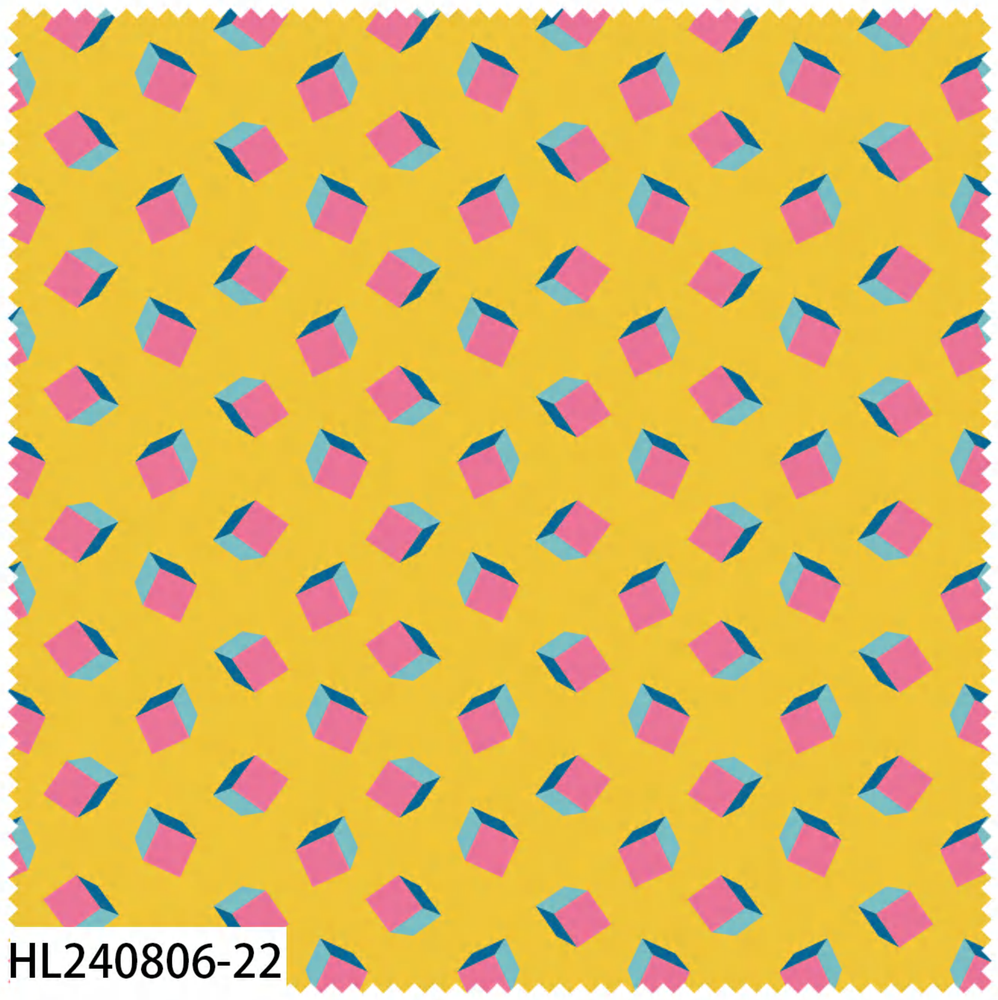

HL240806-09


HL240806-03


HL240806-11


HL240806-26


HL240806-14


HL240806-22

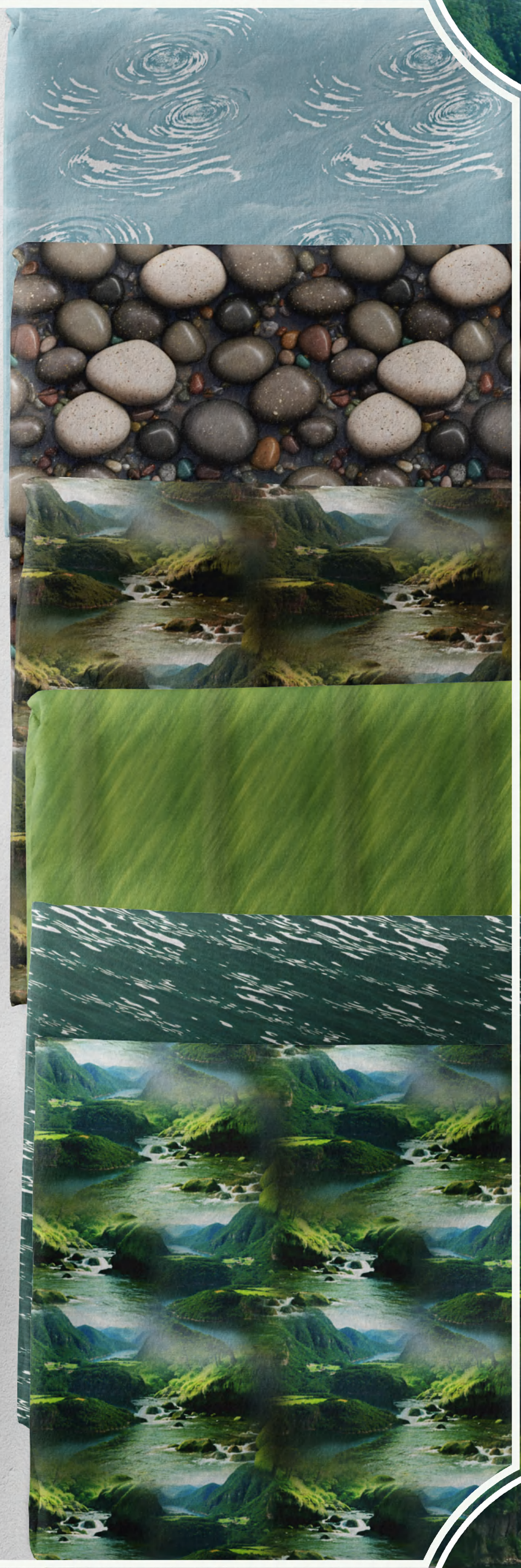

HL240806-12


HL240806-05


HL240806-19


HL240806-04





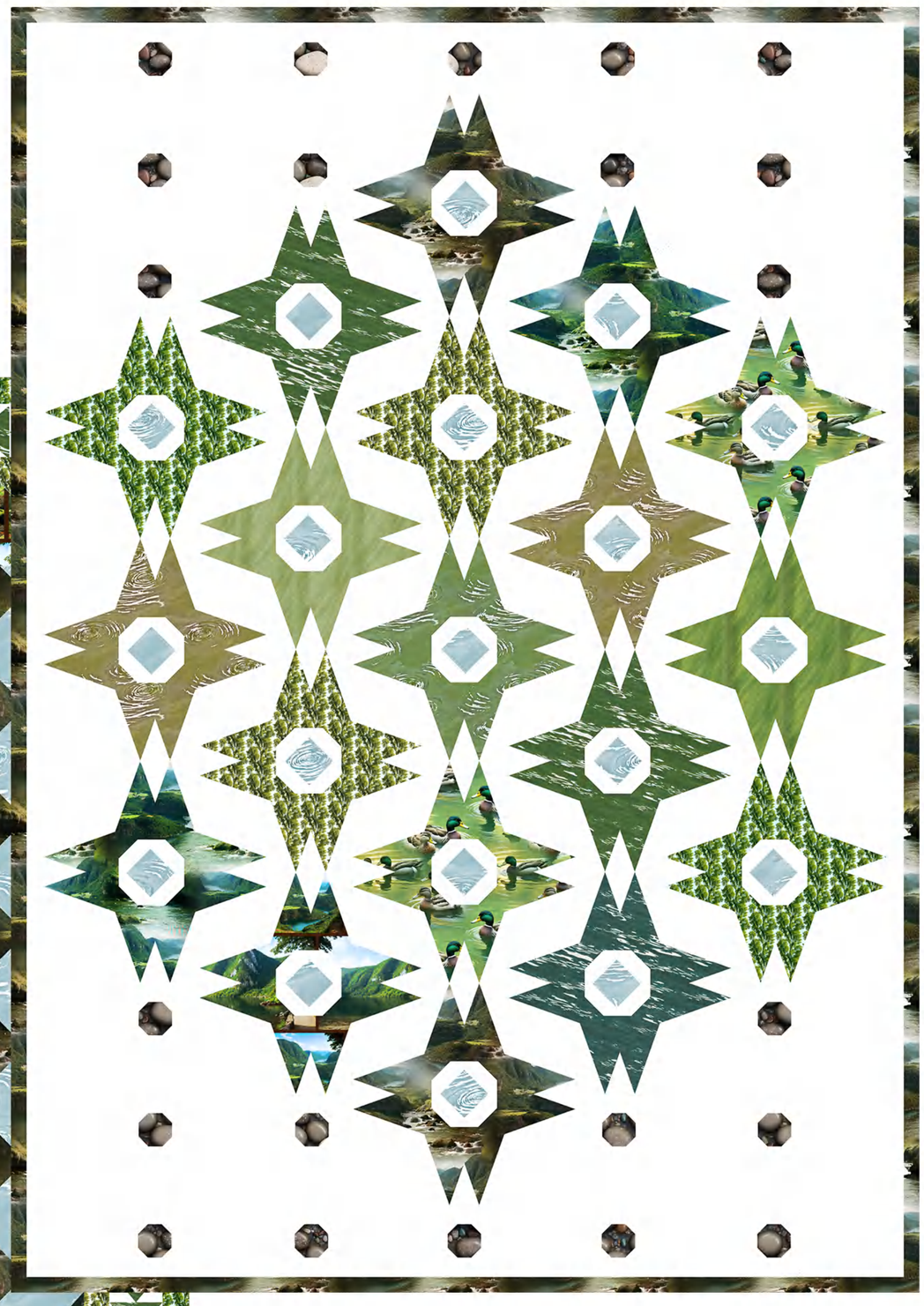
THE FOREST PULSATES

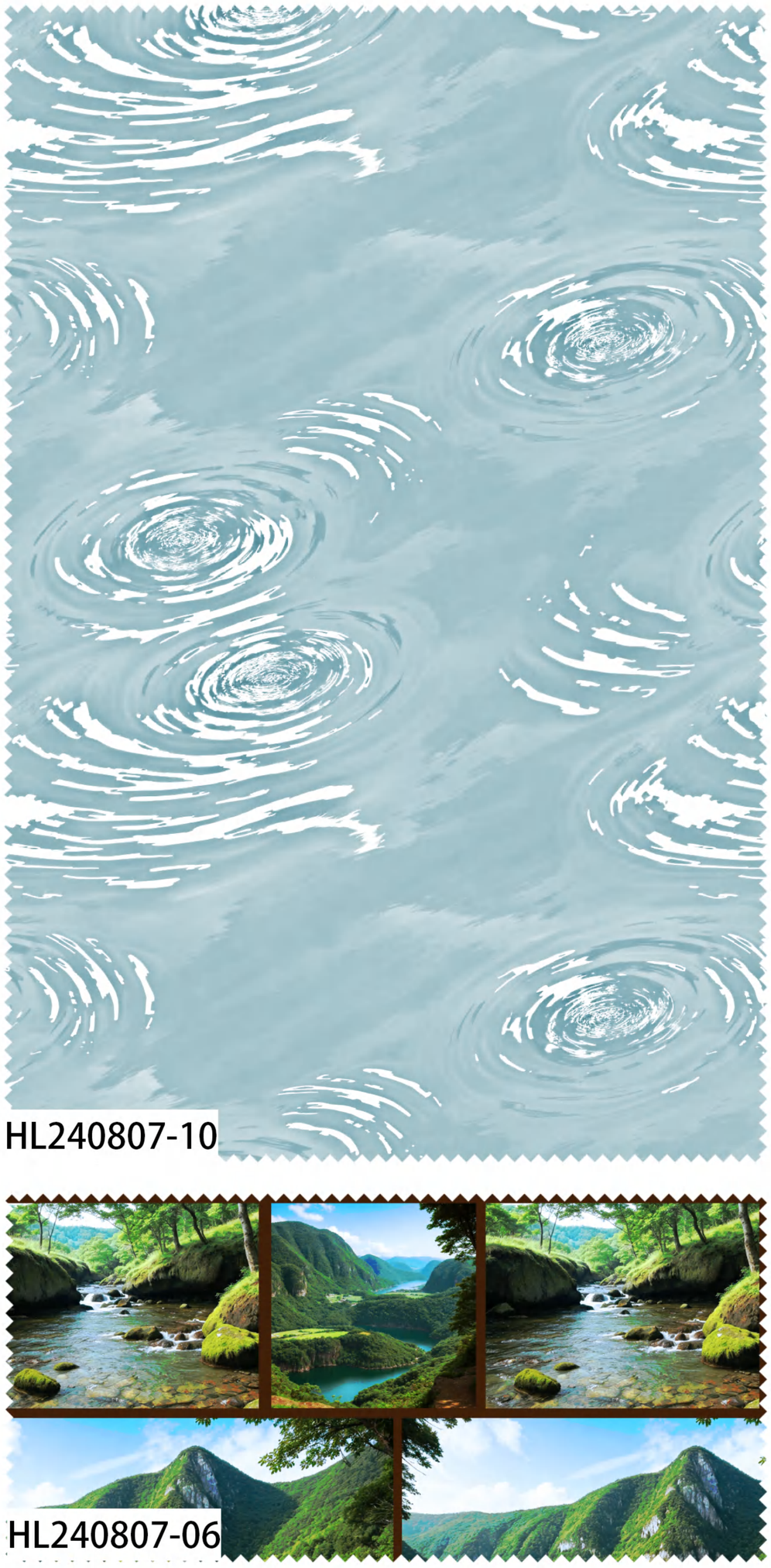


This series draws inspiration from nature, infusing floral patterns with a wild, untamed quality that makes you feel as though you can hear the sounds of flowing water and rustling wind within the designs.

The primary color is green, chosen to highlight the freshness and beauty of the natural world.







HL240807-10

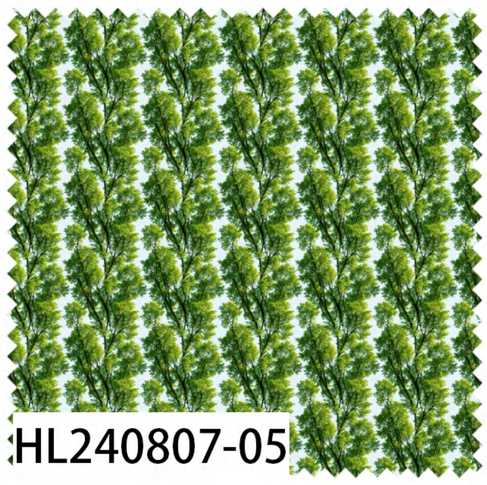


HL240807-12

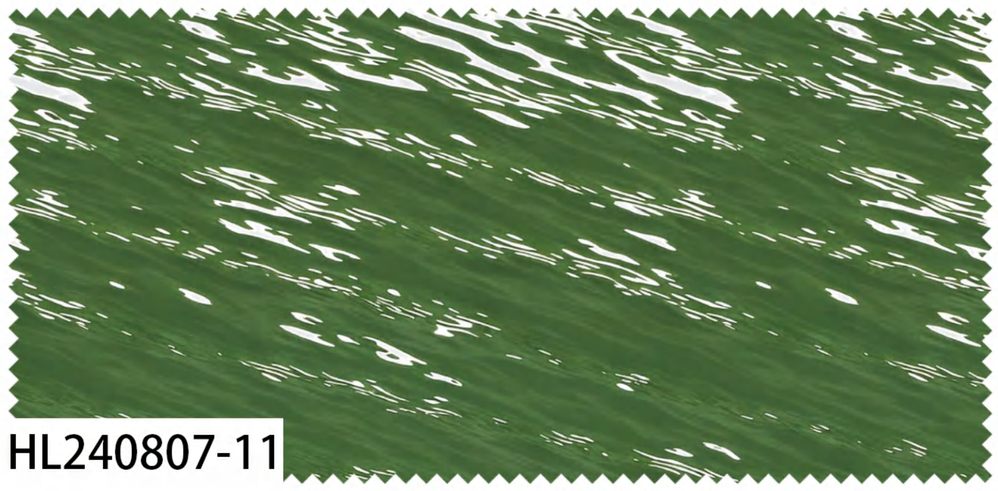


HL240807-14

HL240807-06



HL240807-05



HL240807-11



HL240807-03



HL240807-02



HL240807-09



HL240807-04



HL240807-01



HL240807-08



HL240807-15



HL240807-07



HL240807-13



THE DEEP SEA

This series draws its inspiration from the mysterious landscapes and beautiful creatures of the deep ocean. The ever-changing light and rich marine life provide limitless possibilities for design. Through this collection, we aim to convey the ocean's allure and tranquility to every user.

The design incorporates marine elements such as waves, coral, and starfish. These patterns, rendered in delicate lines and carefully chosen colors, highlight the unique forms and beauty of oceanic life. Additionally, wave-like textures mimic the ripples on the sea' s surface, adding a dynamic and vibrant touch to the overall design.

The primary color palette features deep, layered blues, symbolizing the ocean' s calm and depth. Complementary hues like soft pinks, greens, and whites are used to reflect the diversity of marine life, bringing balance and richness to the visual experience.









HL240808-11



HL240808-04



HL240808-08



HL240808-13



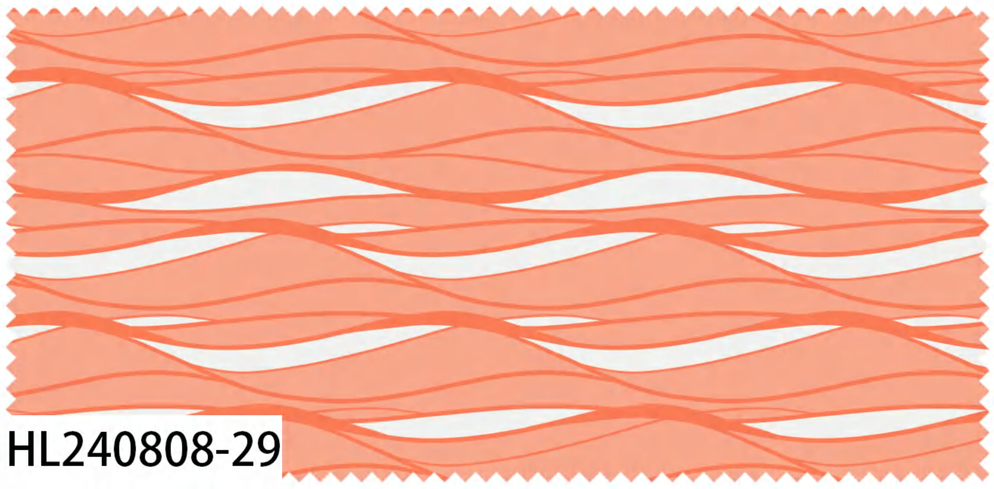
HL240808-19



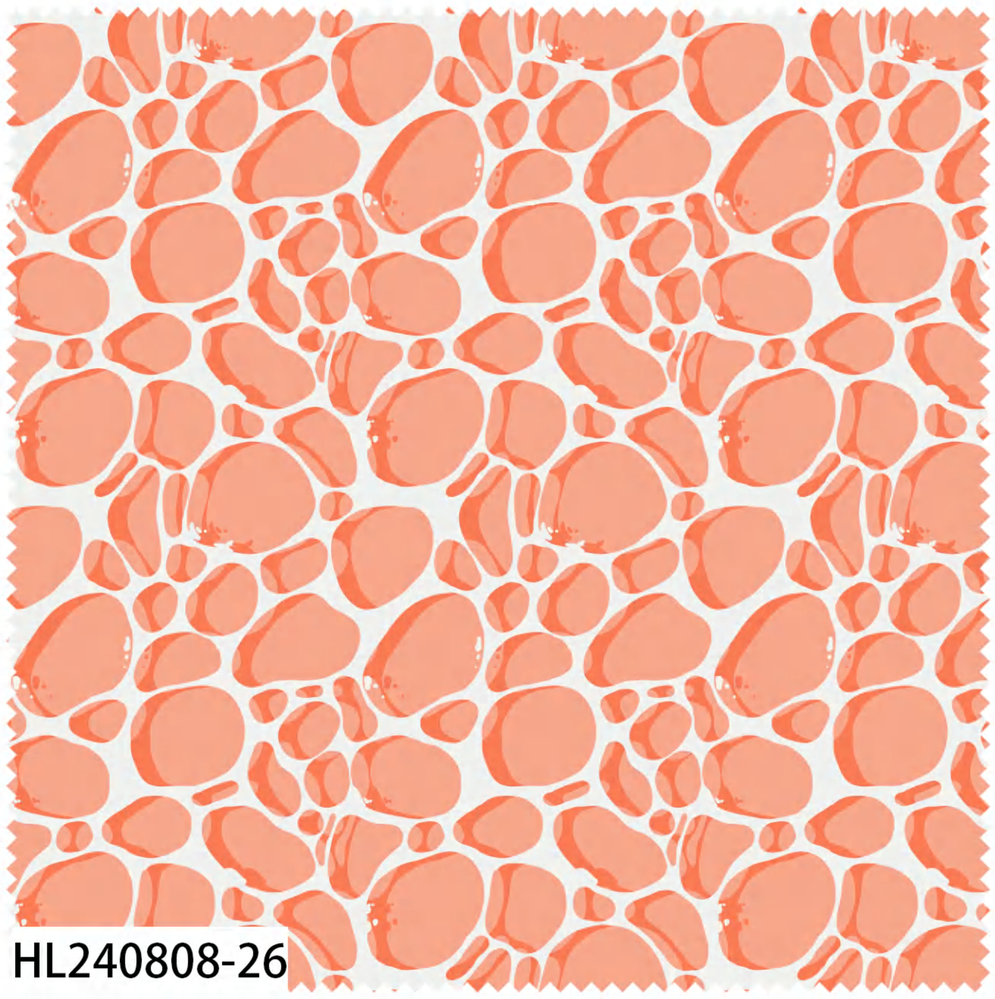
HL240808-03



HL240808-06



HL240808-29



HL240808-26



HL240808-05



HL240808-16



HL240808-10



HL240808-24



HL240808-28


HL240808-15


HL240808-23


HL240808-07


HL240808-01


HL240808-14


HL240808-18


HL240808-13


HL240808-20


HL240808-13


HL240808-13


HL240808-21


HL240808-22


HL240808-25


HL240808-27


HL240808-17


VINTAGE LABEL
for your design
PLACE YOUR TEXT HERE

The old dream of prosperity

Our design philosophy is a return to the classics—a tribute to the past. Vintage design is not merely an imitation of bygone eras but a continuation and revival of historical culture. Through our designs, we hope to help users discover traces of history within modern life, allowing them to feel the richness and depth that time leaves behind.

The primary color palette consists of deep, warm tones like brown and copper, symbolizing the passage of time. Complementary hues, including green, dark red, and deep blue, enrich the design with a strong sense of history and artistry.

The design incorporates vintage patterns, embossing, and textures, combined with elements like butterflies, statues, and candelabras. These details not only showcase the craftsmanship of the past but also lend the design a unique style and character.





HL240809-26



HL240809-17



HL240809-09



HL240809-02



HL240809-11



HL240809-07



HL240809-13



HL240809-03



HL240809-16



HL240809-19



HL240809-14



HL240809-24



HL240809-21



HL240809-06


HL240809-01


HL240809-22


HL240809-15


HL240809-08



HL240809-25


HL240809-28


HL240809-04


HL240809-12


HL240809-23


HL240809-05


HL240809-10


HL240809-20


HL240809-29

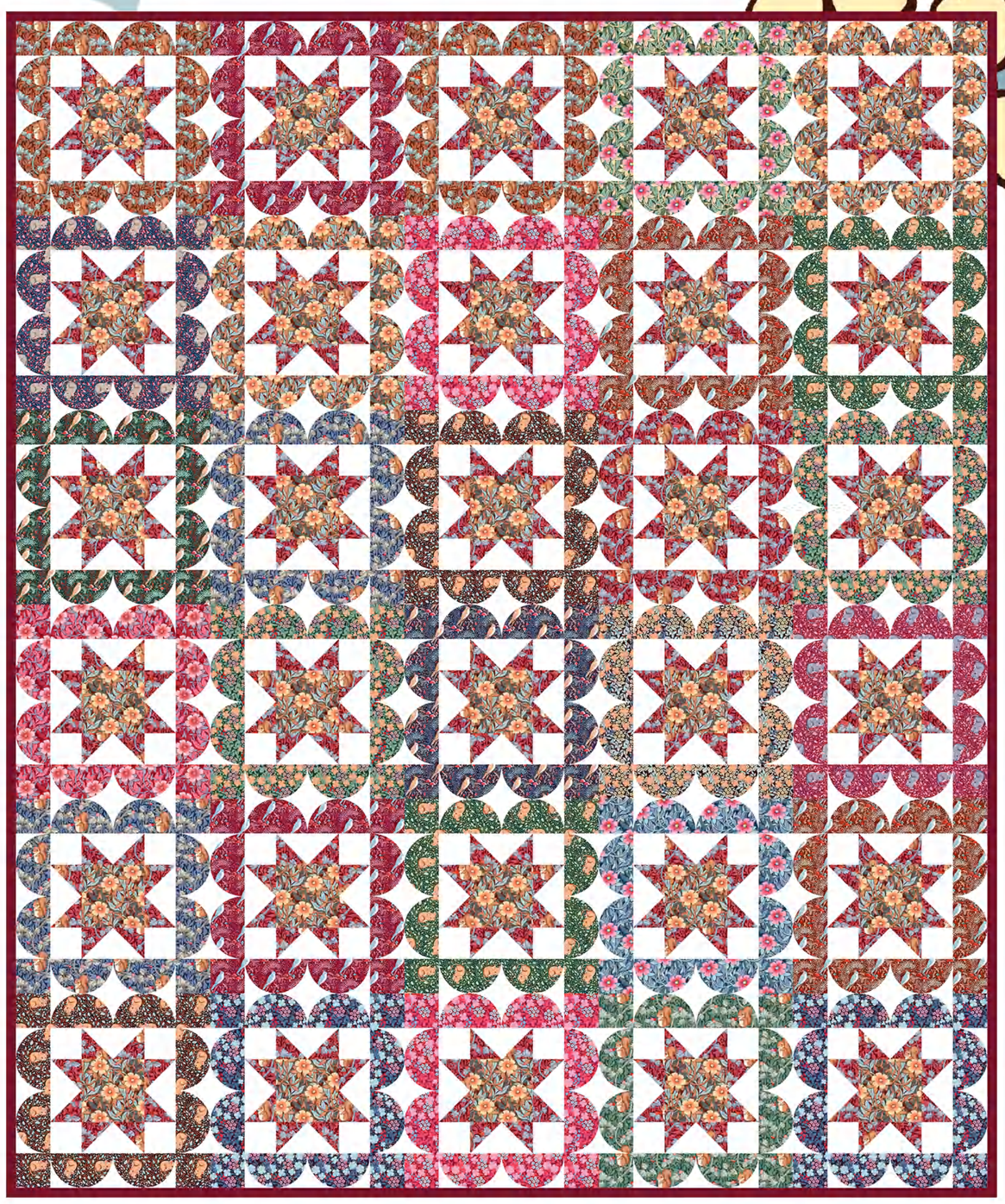

HL240809-18

HELLO FRIEND

Nature is humanity's closest friend, and this design takes inspiration from various animals and plants to highlight the harmony and affection between different forms of life in the natural world. The goal is to convey a message of environmental protection and ecological awareness through the design.

Key natural elements such as squirrels, birds, fruits, and mushrooms are featured, with a style that leans towards simplicity and cuteness, making it more relatable and accessible to a wide audience.

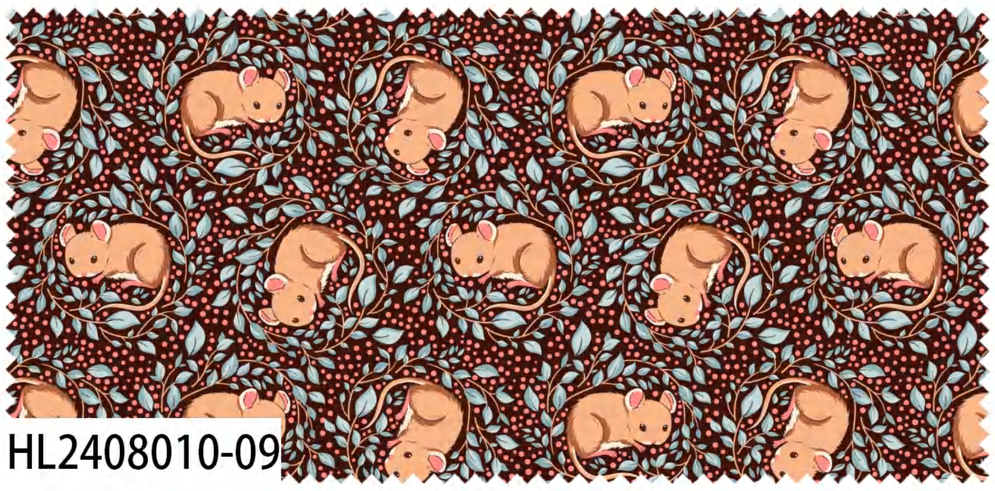
In terms of color, various tones are carefully adjusted to create different moods, enriching the overall design and adding depth to the visual experience.







HL2408010-01



HL2408010-09



HL2408010-05



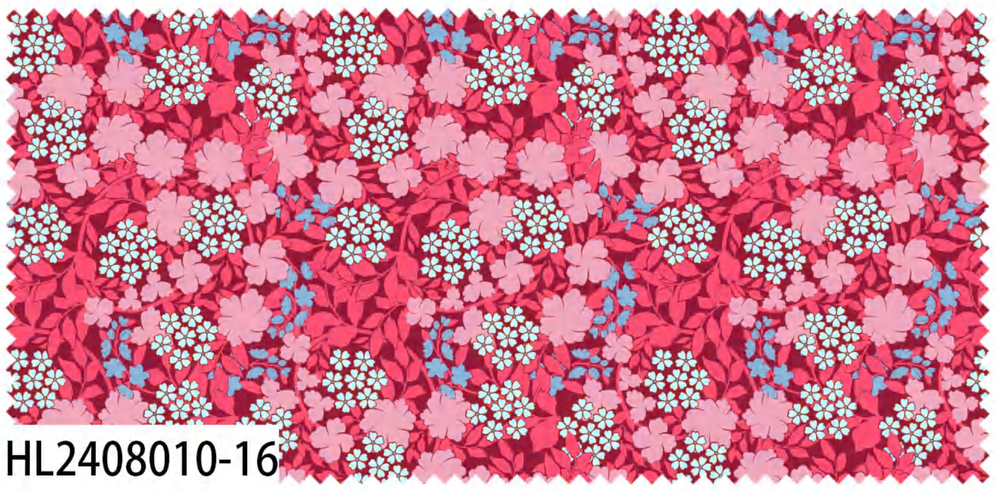
HL2408010-13



HL2408010-17



HL2408010-04



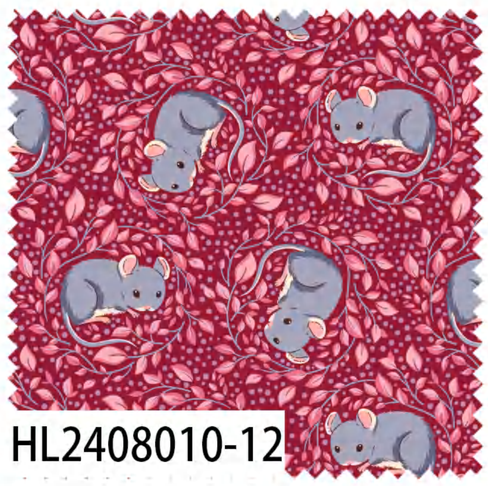
HL2408010-16



HL2408010-08



HL2408010-20



HL2408010-12



HL2408010-03



HL2408010-07



HL2408010-11



HL2408010-15



HL2408010-19



HL2408010-06



HL2408010-02



HL2408010-14



HL2408010-10



HL2408010-18