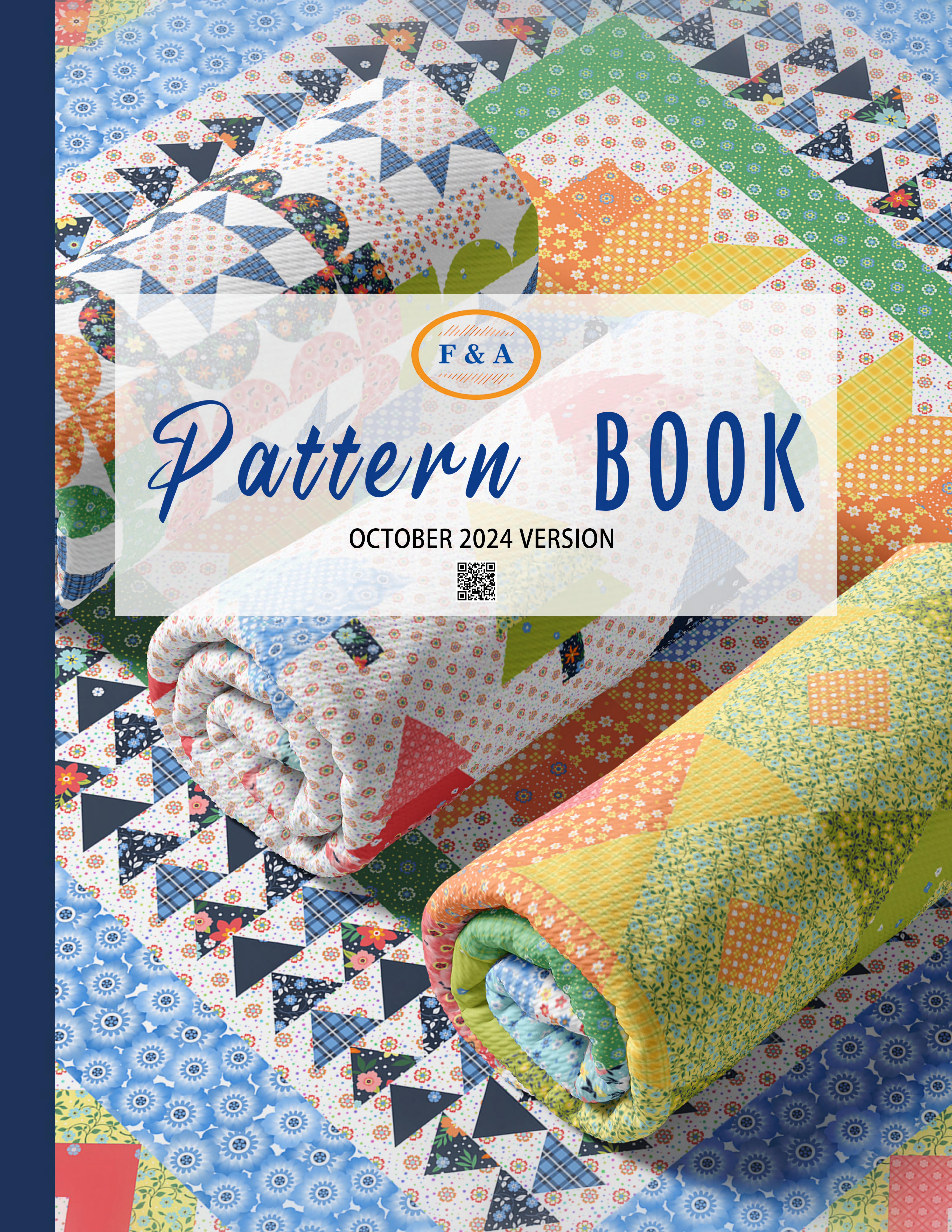




F & A

Pattern BOOK

OCTOBER 2024 VERSION



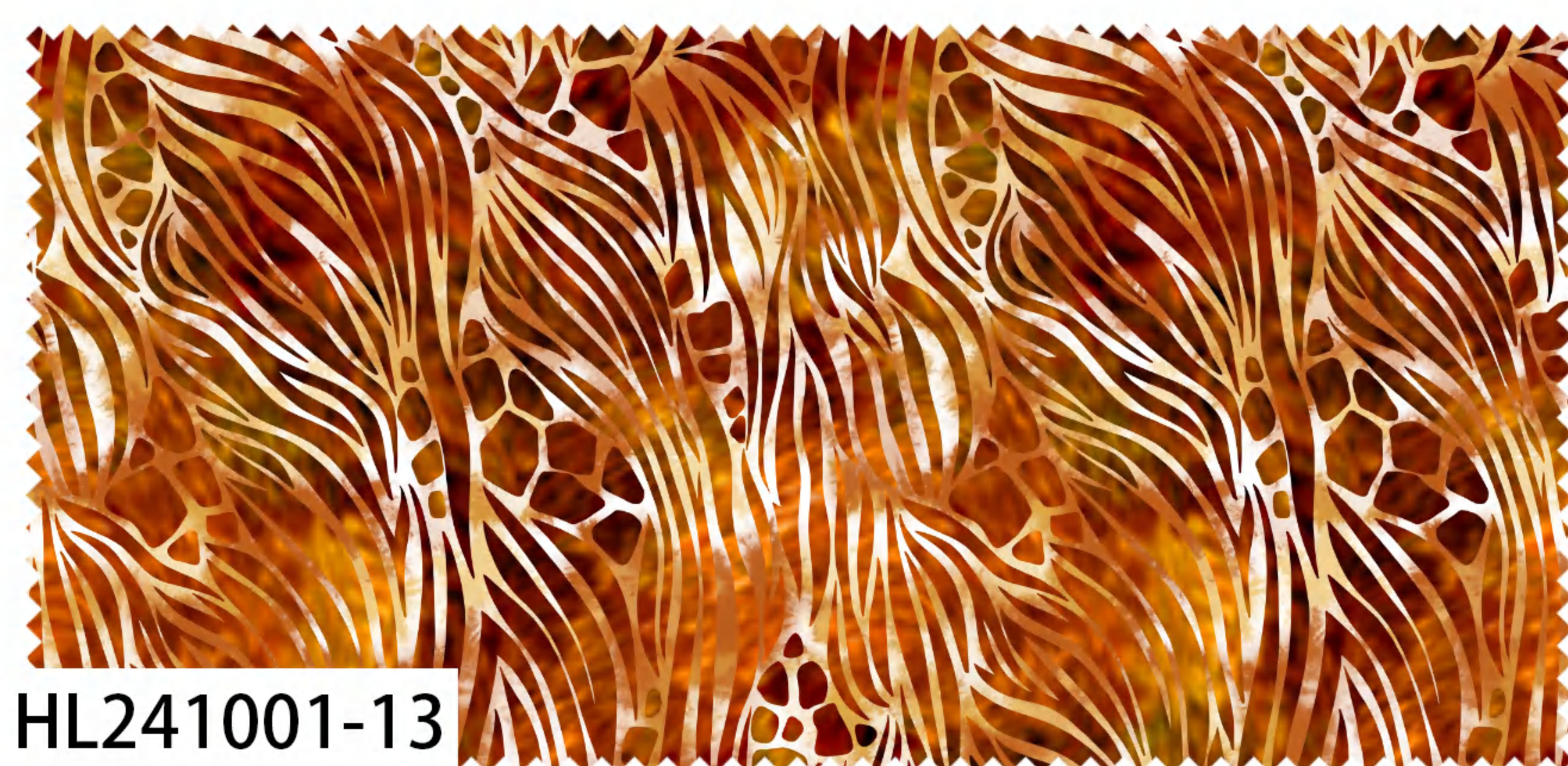
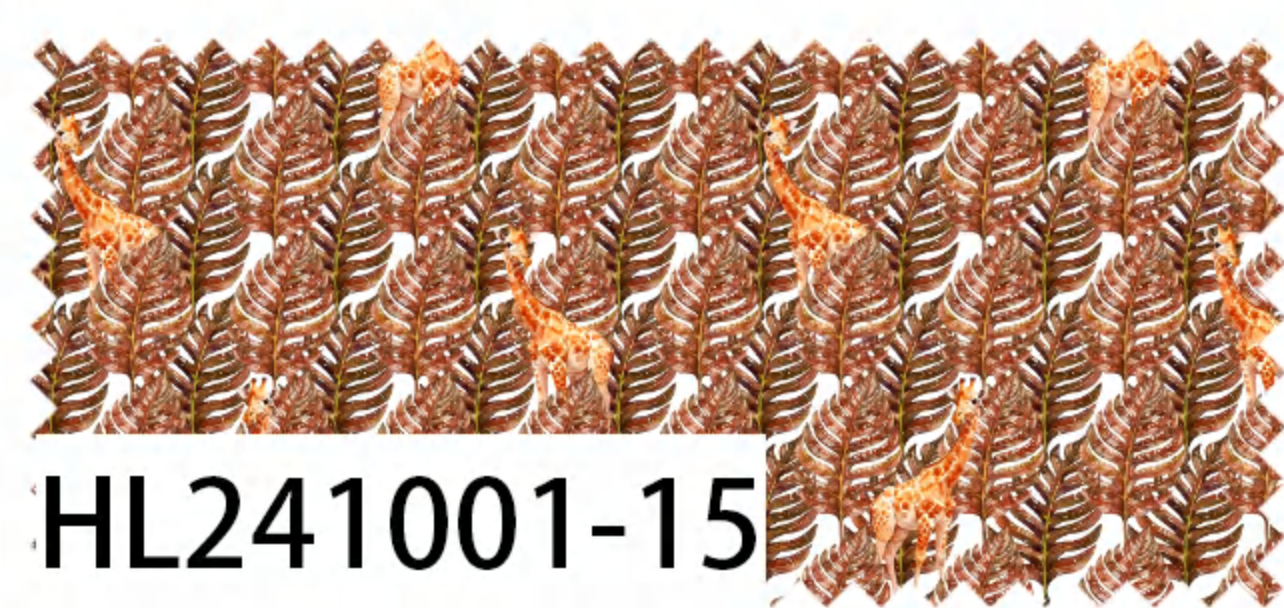
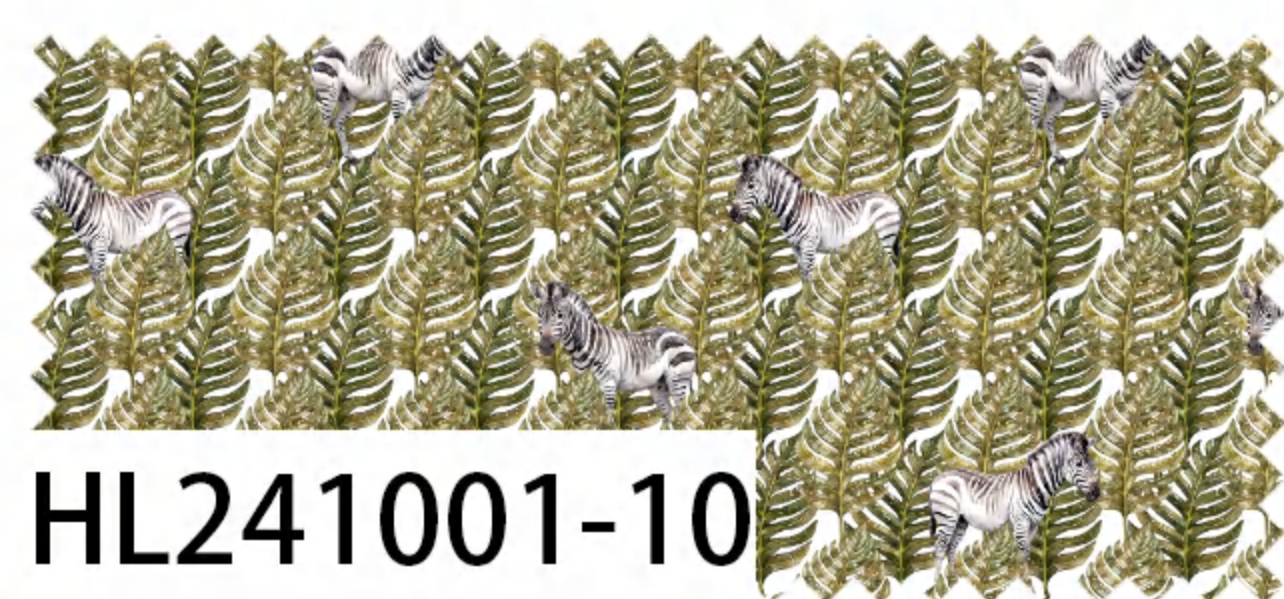
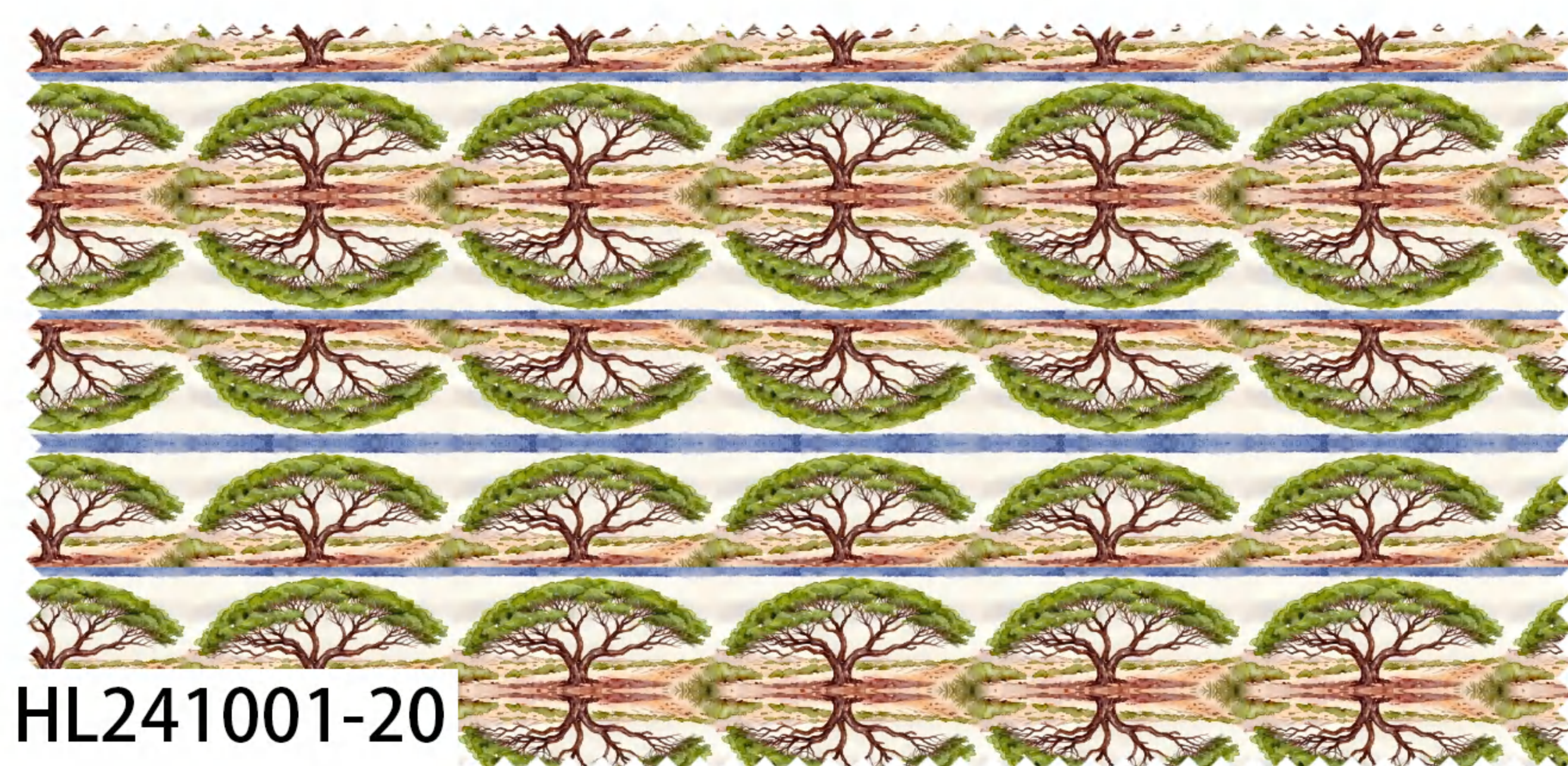
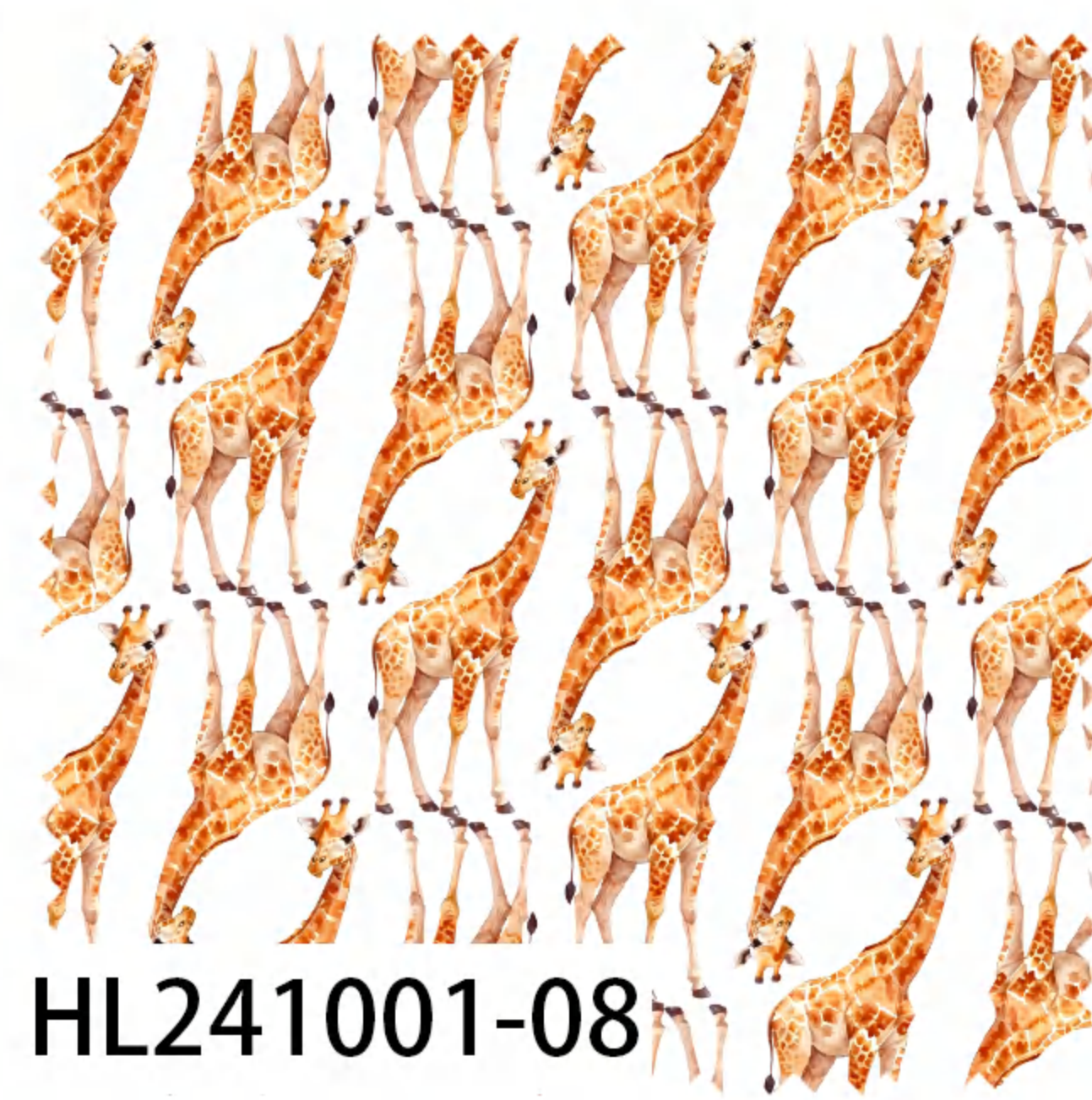


The Call of the Wild

Observing the wonderful interdependence between animals and plants in nature—such as a deer resting among flowers or a lion crouching in the grass, ready to pounce—inspires the design. This harmonious scene aims to showcase the close interaction between animals and plants through floral patterns.

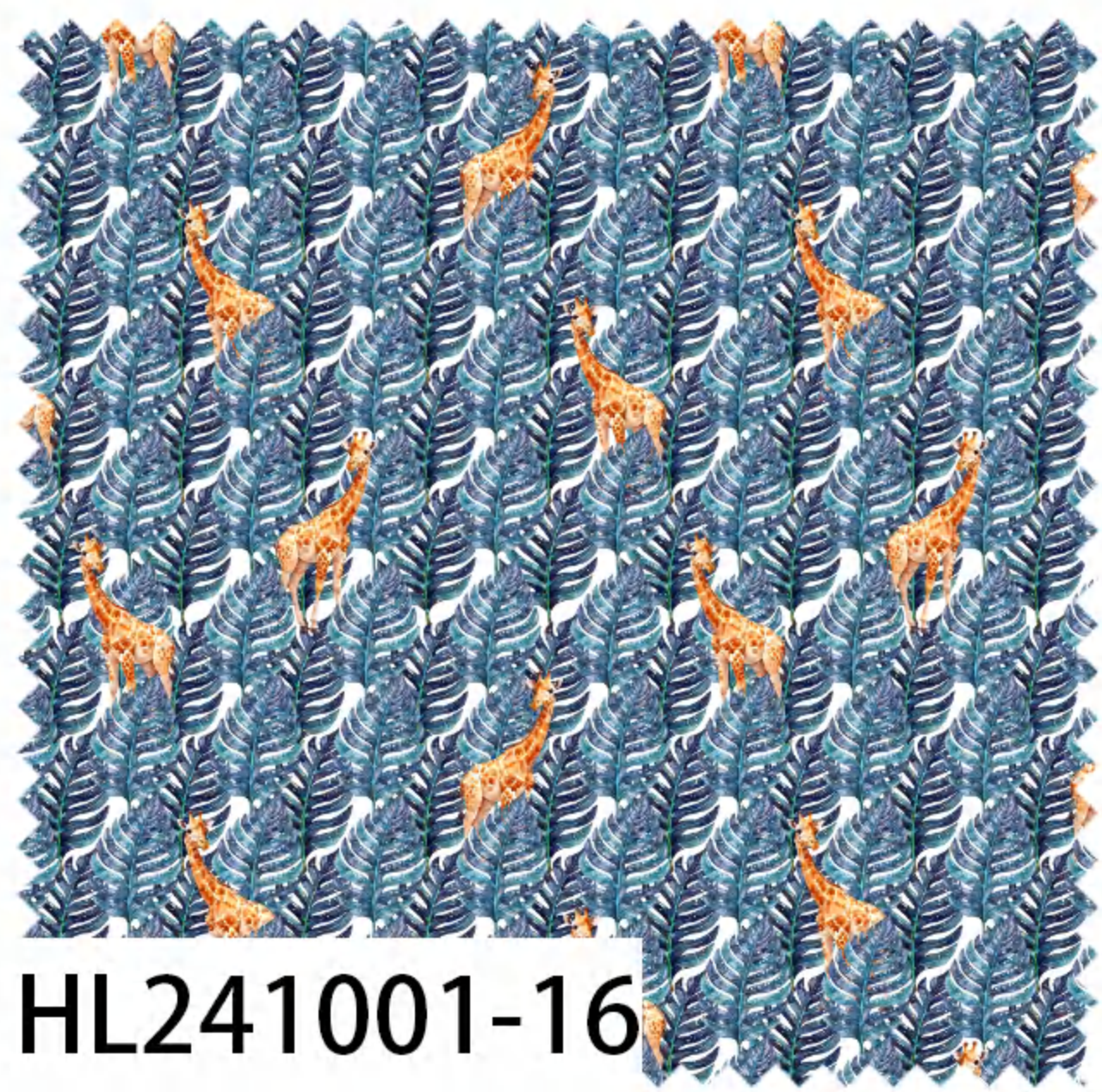
The primary color is green, representing the vitality and energy of plant life. Different shades of green create depth, from fresh grass green to deep forest green, symbolizing the life cycle of plants from birth to maturity. The supporting colors are warm brown and earthy yellow, representing soil as the foundation for plant growth and hinting at animal habitats. Accents of bright colors, like red, blue, and yellow, make the design







HL241001-19



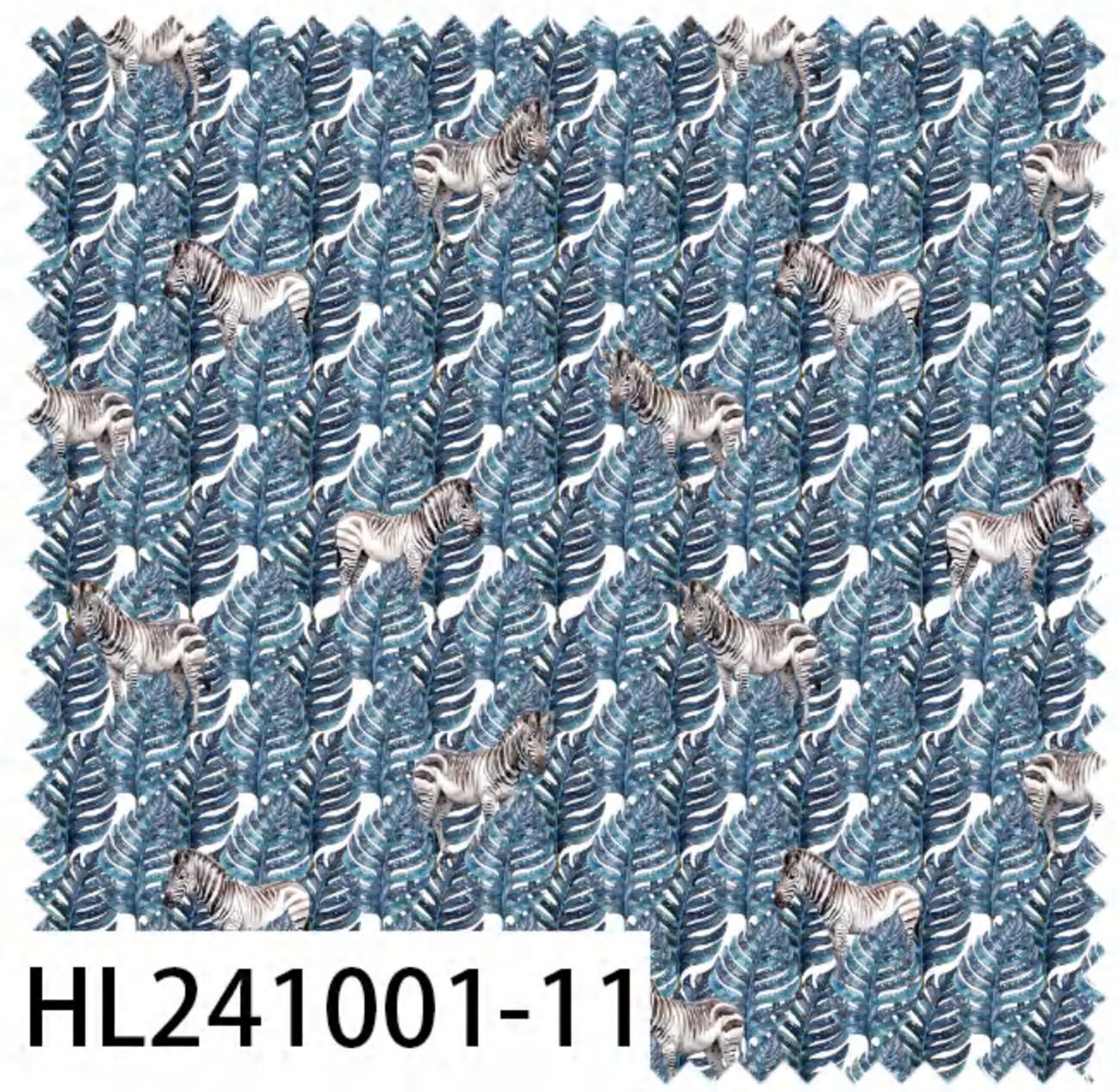
HL241001-16



HL241001-23



HL241001-06



HL241001-11



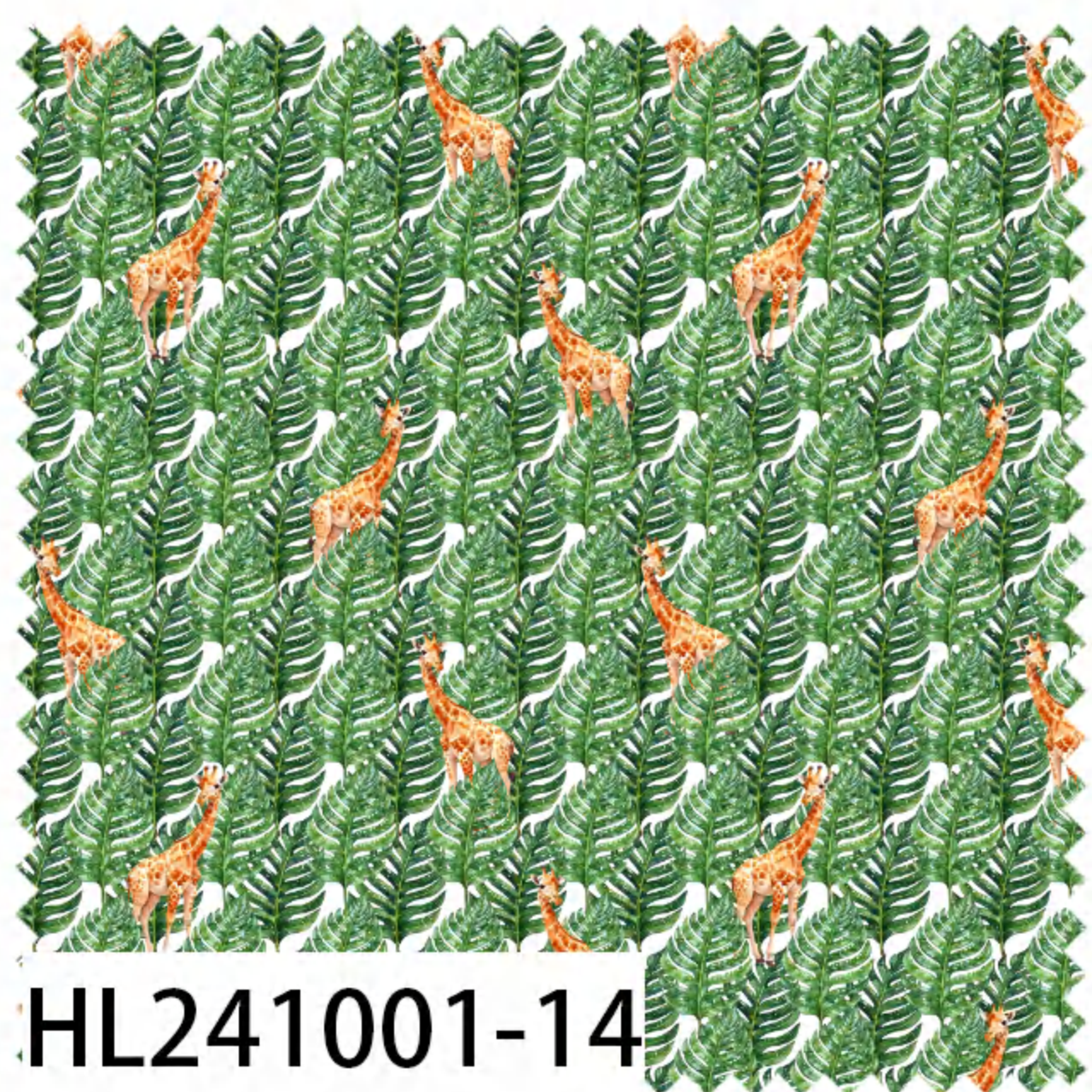
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HL241001-04



HL241001-02



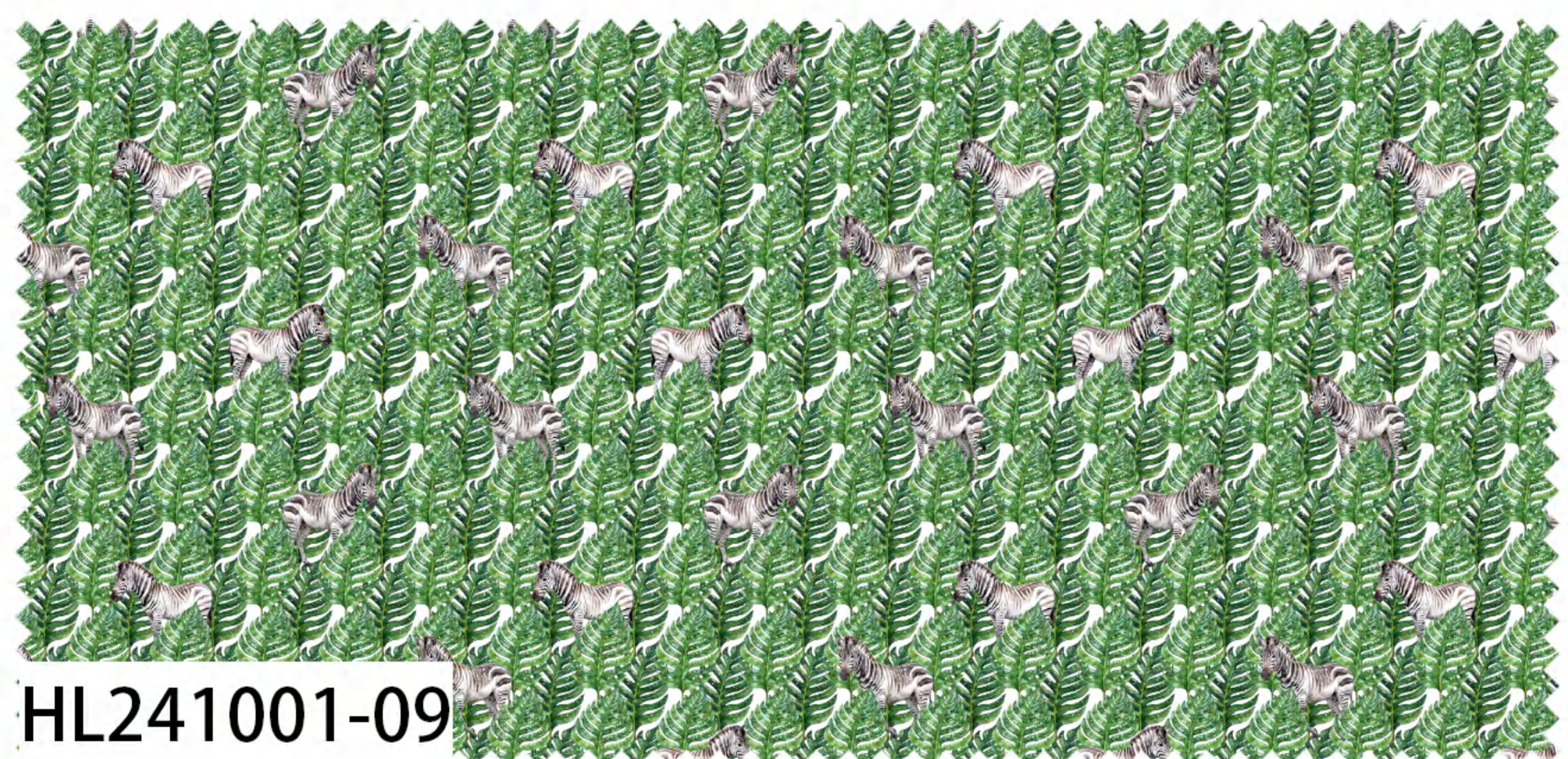
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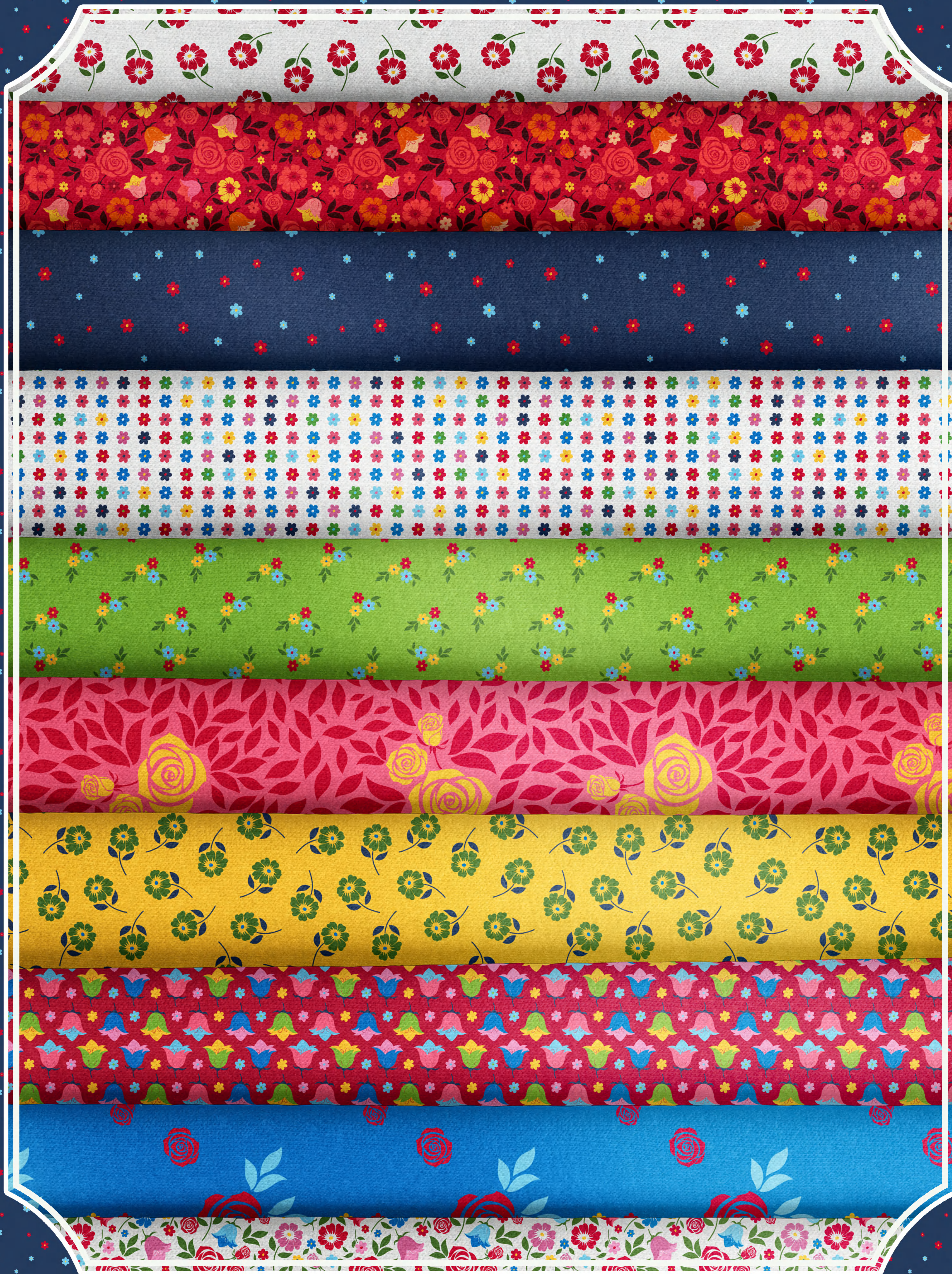
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HL241001-12



HL241001-09

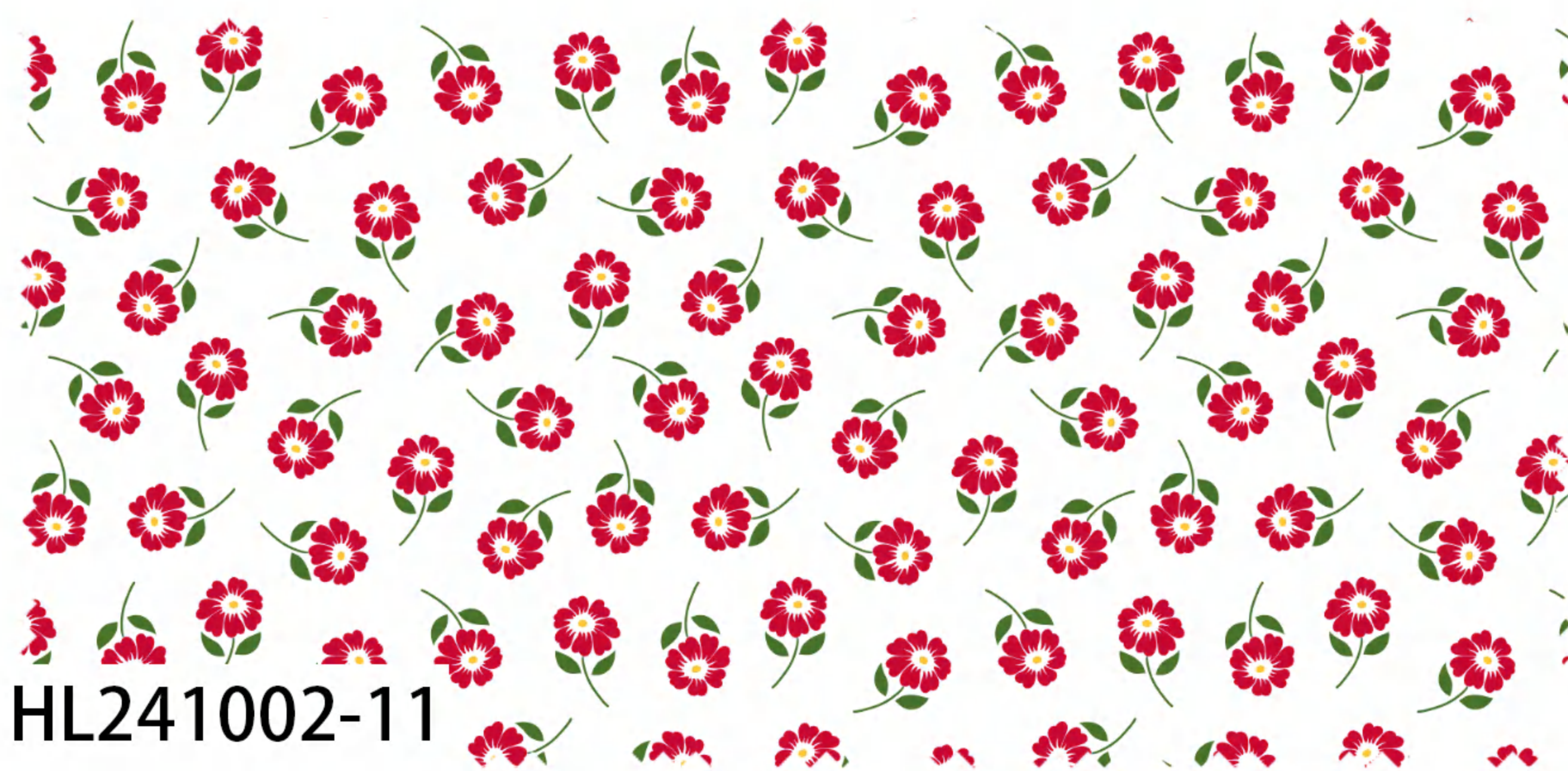


VITALITY BLOOMS

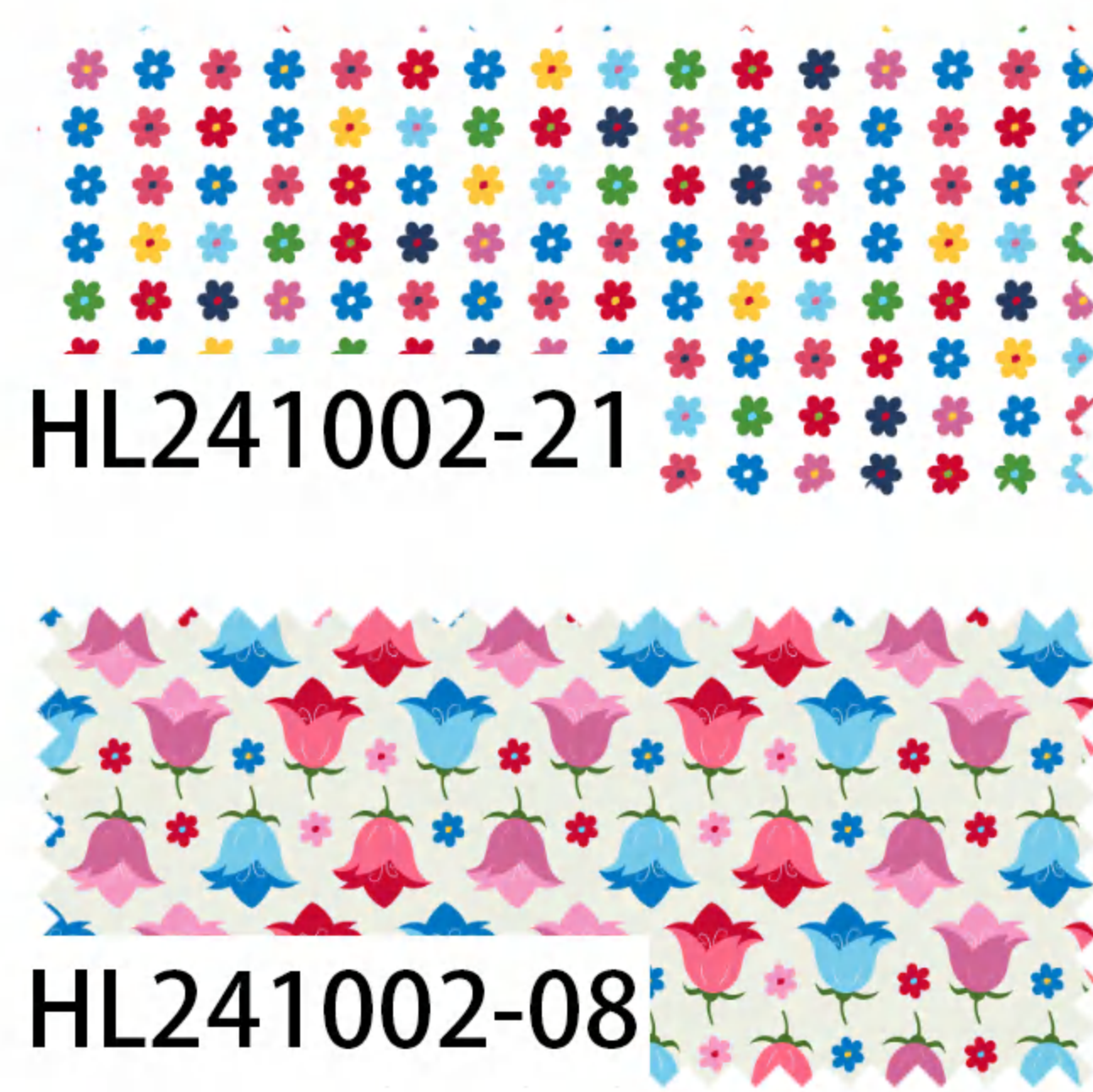
This design uses high-saturation colors as its central theme, with various floral shapes as the medium, to create a vibrant and eye-catching visual effect through strong, vivid color combinations. The goal is to instantly capture the viewer's attention, conveying strong emotions and personality.

The design features bold color contrasts, like red and green, which enhance color tension, making the image more dynamic and lively. It also incorporates analogous colors, such as various shades of blue, yellow, or red, creating a harmonious and unified visual effect while maintaining the distinctiveness of high-saturation colors.





HL241002-11



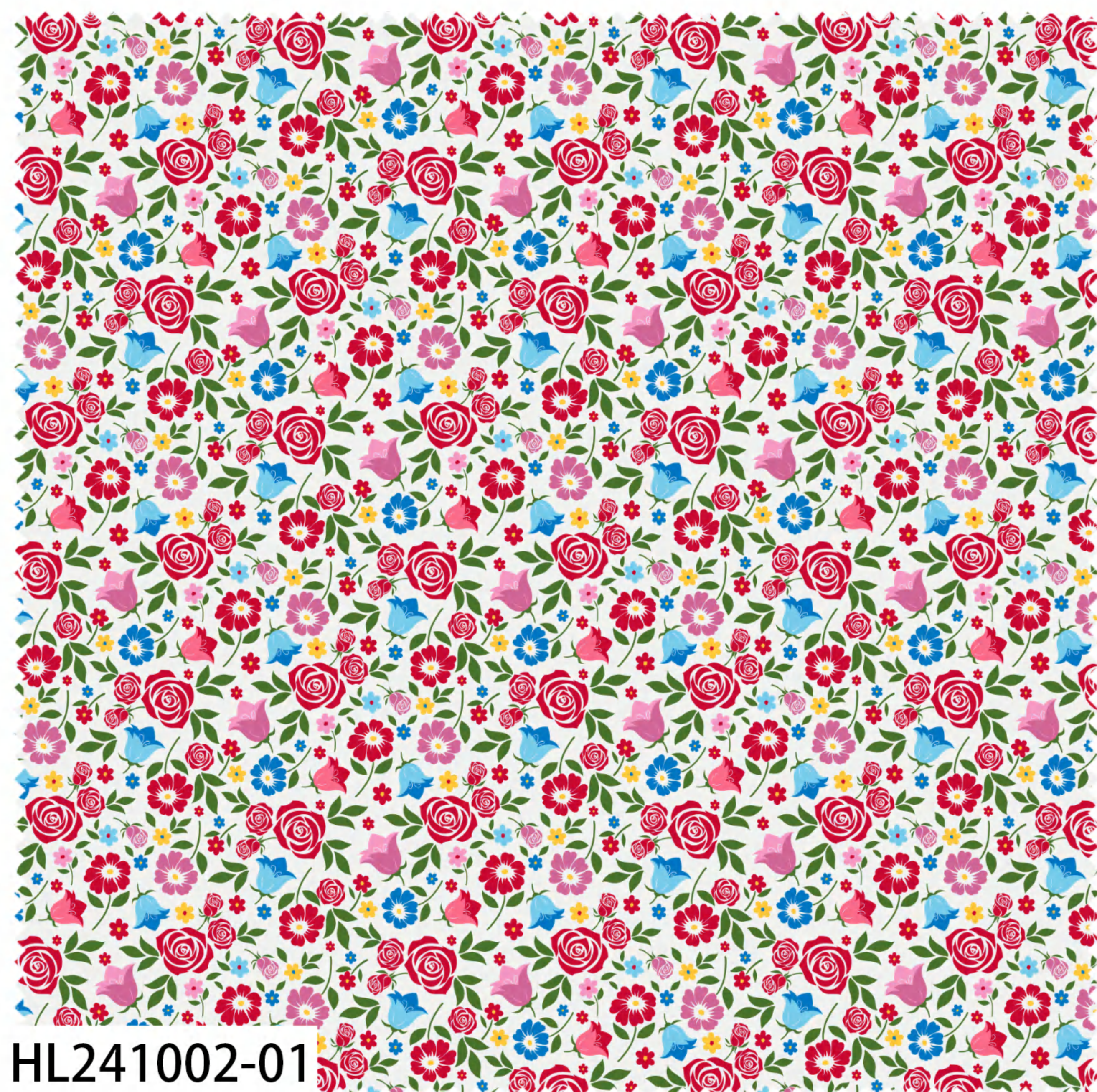
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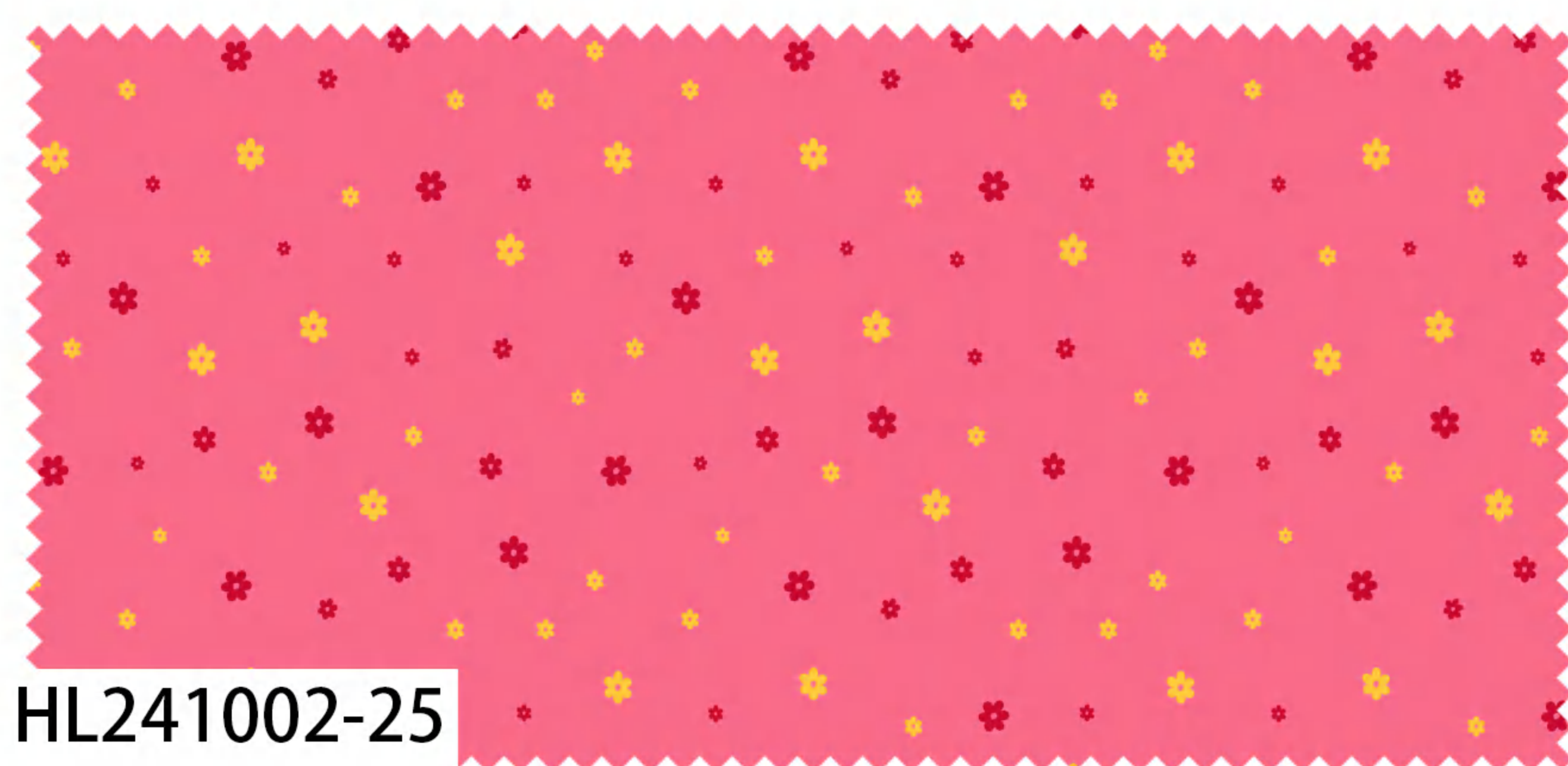
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HL241002-01



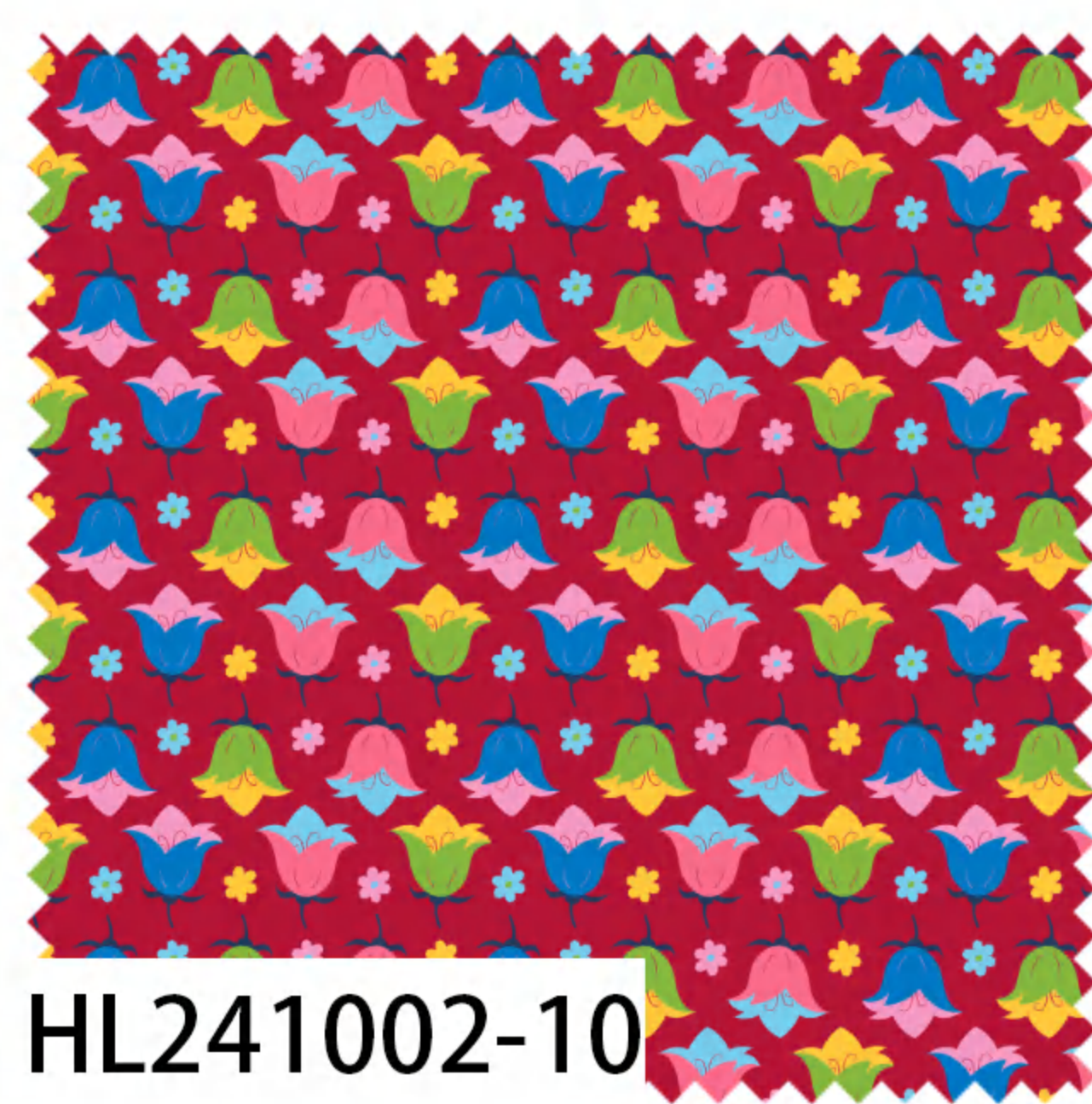
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HL241002-22



HL241002-04



HL241002-10



HL241002-15



HL241002-19



HL241002-12



HL241002-03



HL241002-14



HL241002-18



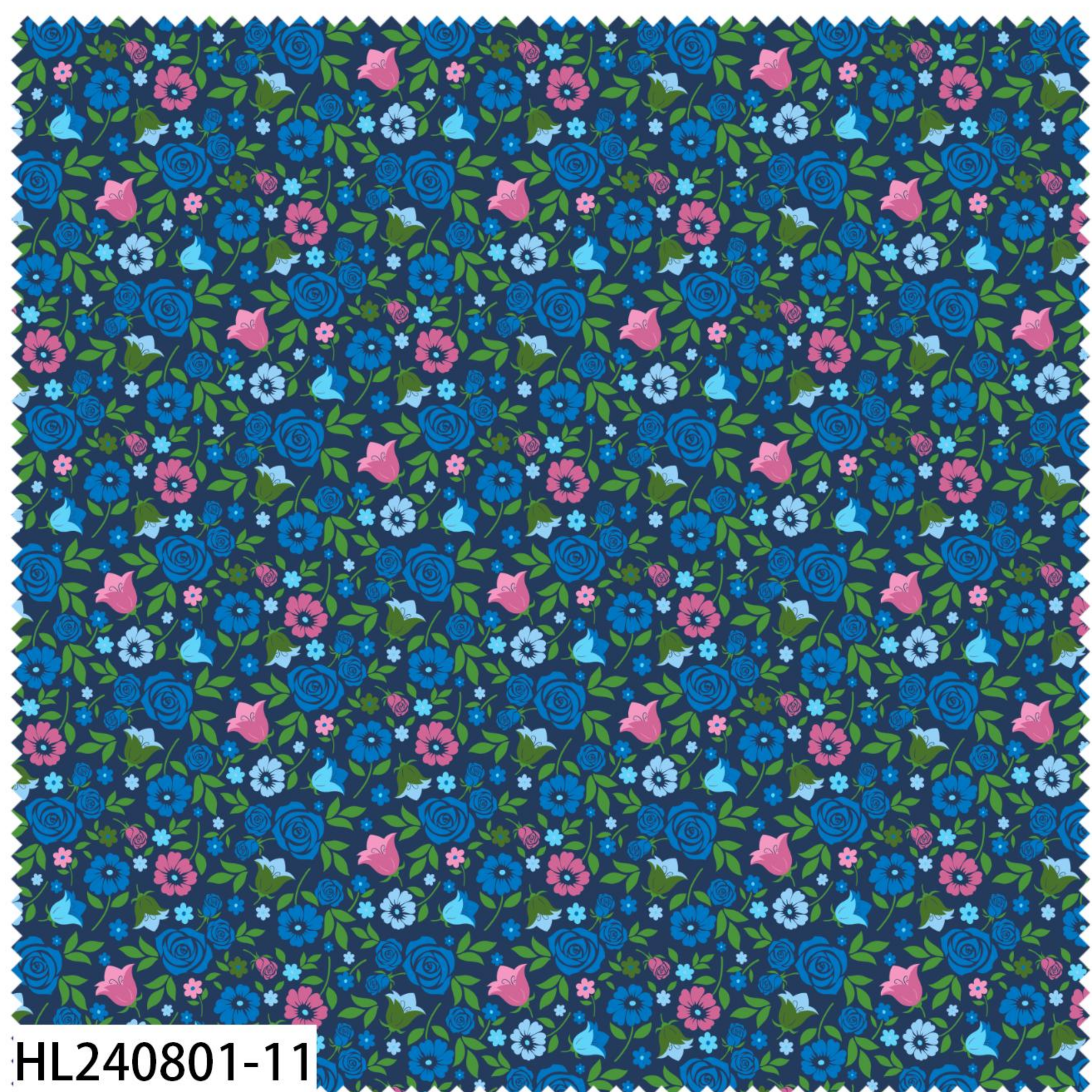
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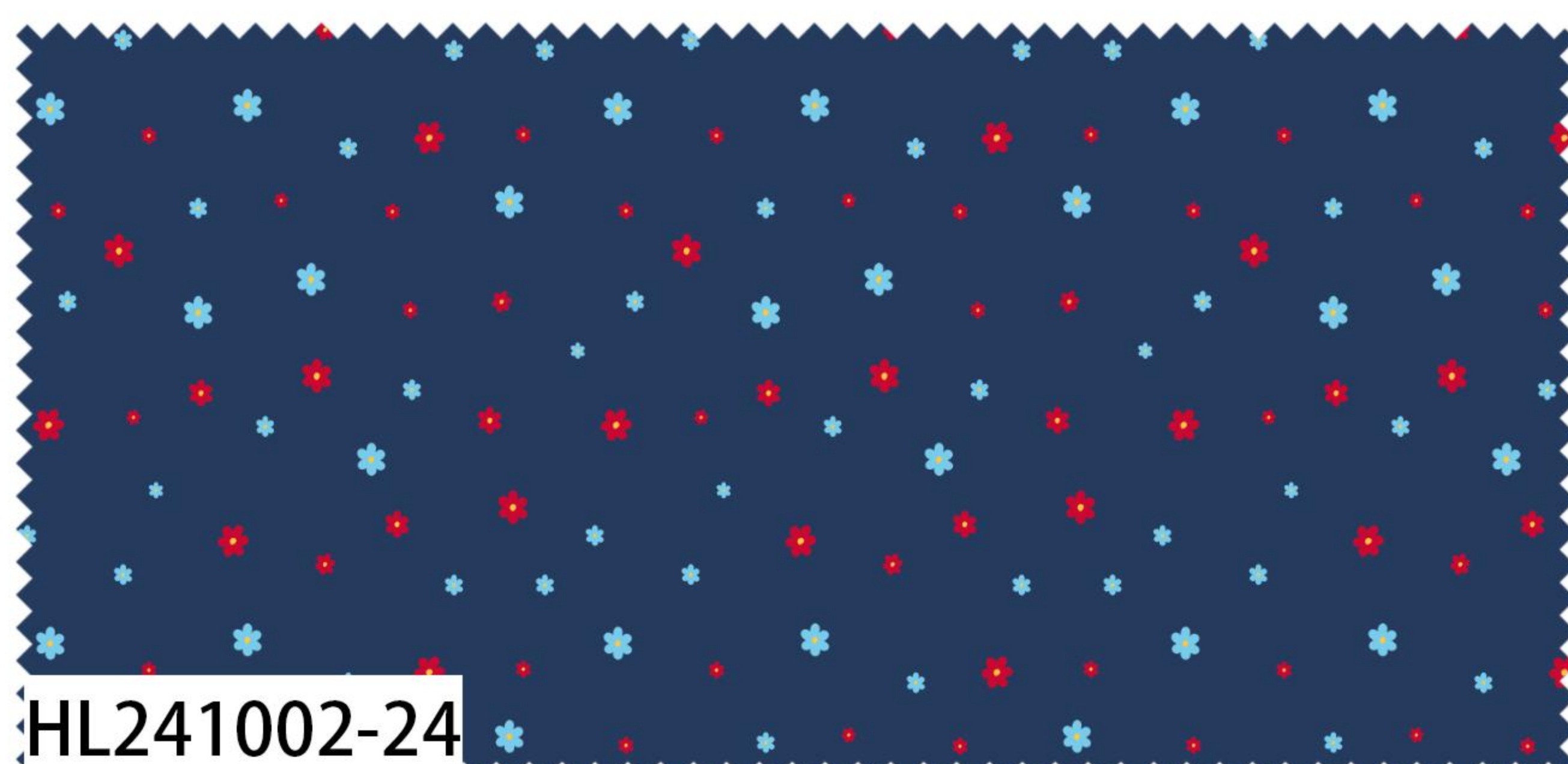
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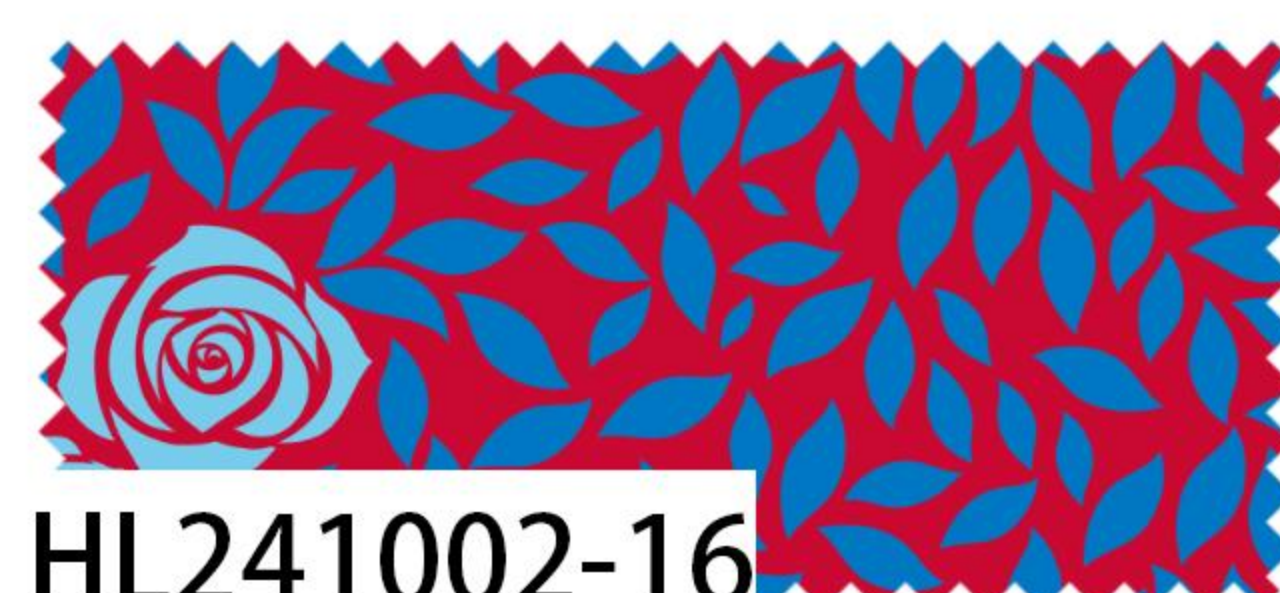
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HL240801-11



HL241002-24



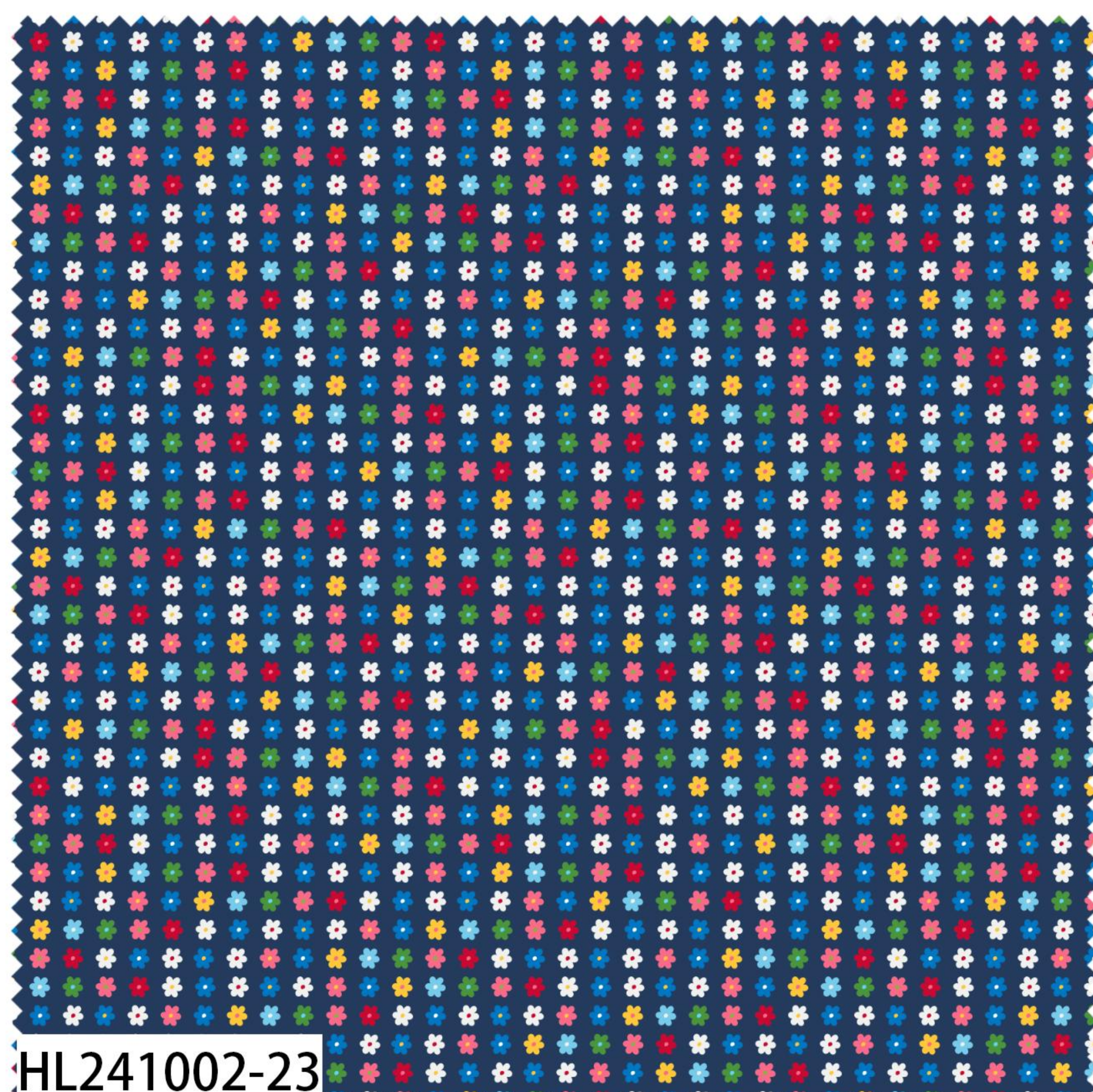
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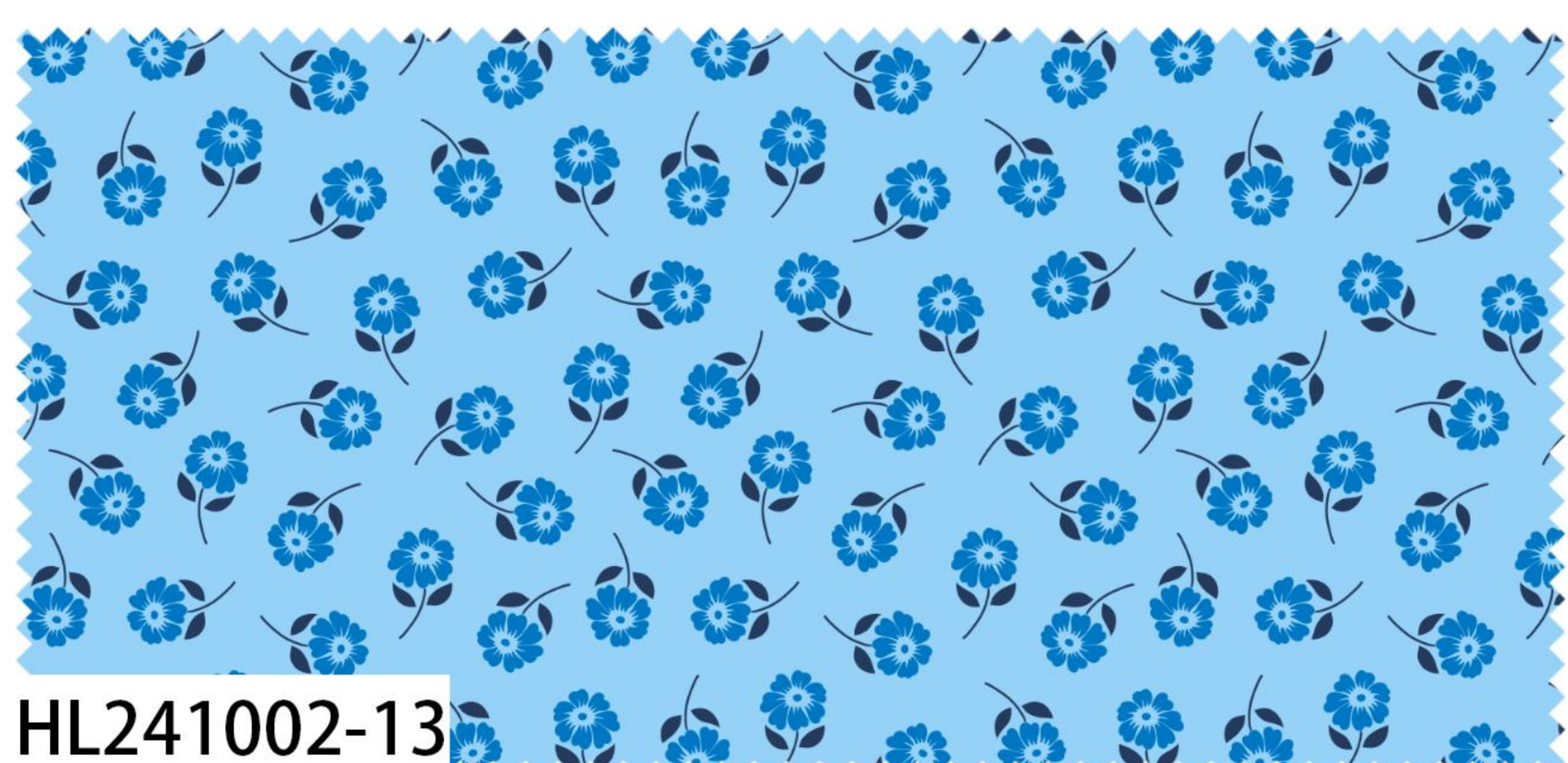
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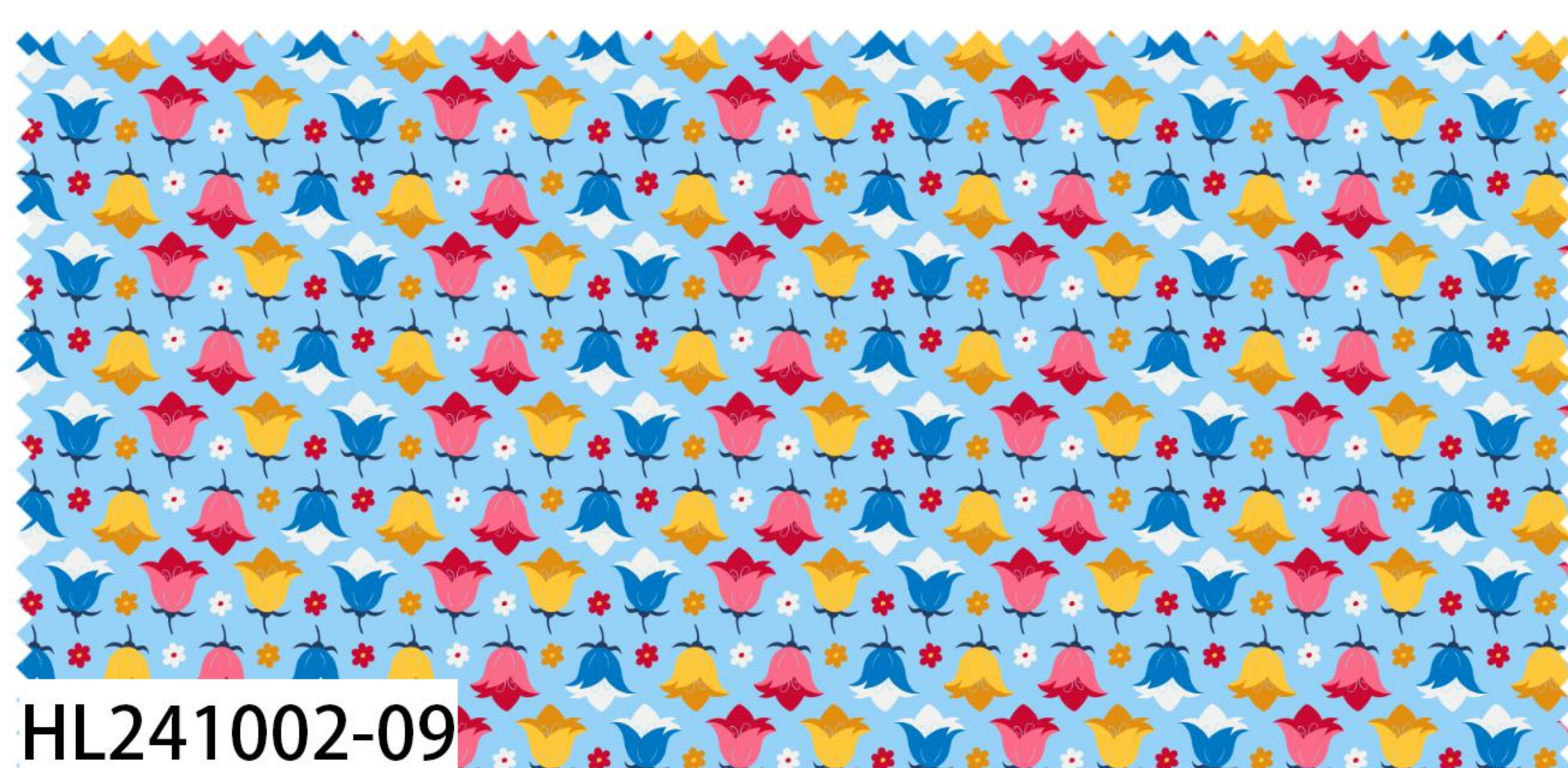
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HL241002-13



HL241002-09

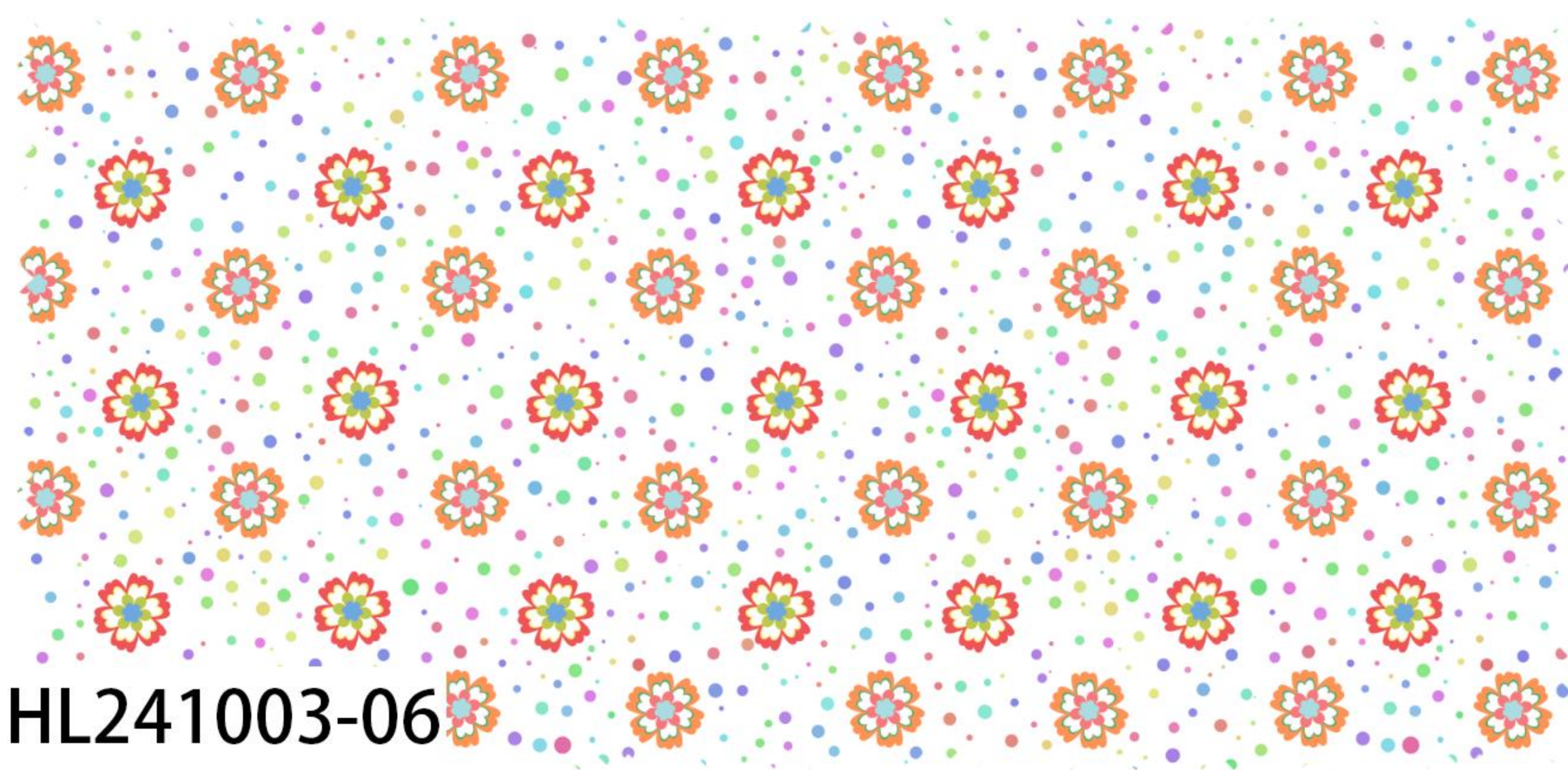




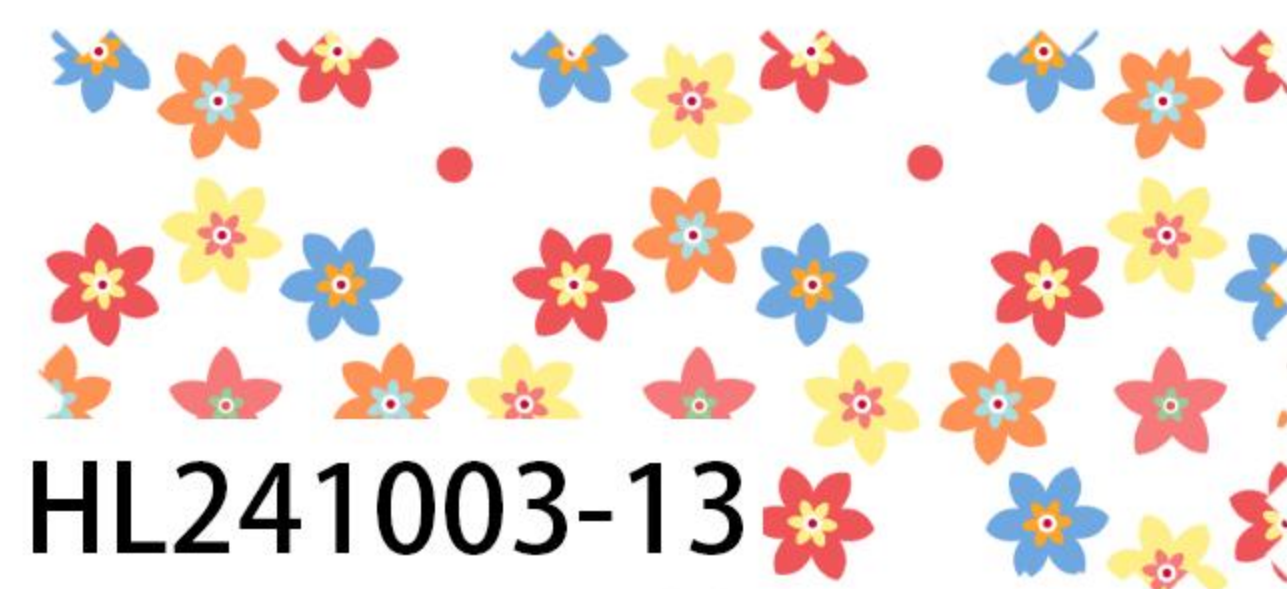
COLORFUL FRAGMENTS

This design combines traditional floral patterns with modern flat design to create a visual world that is both natural and fashionable, aiming to convey a simple, fresh, and romantic lifestyle.

Bright and fresh colors are used, including pink, blue, yellow, and green, representing flowers and grass, giving a sense of vitality. The floral shapes are rendered in a flat style with single colors, avoiding overly complex 3D effects. Additionally, neutral colors such as white, gray, and black are added as background or accent colors to highlight the floral colors and shapes.



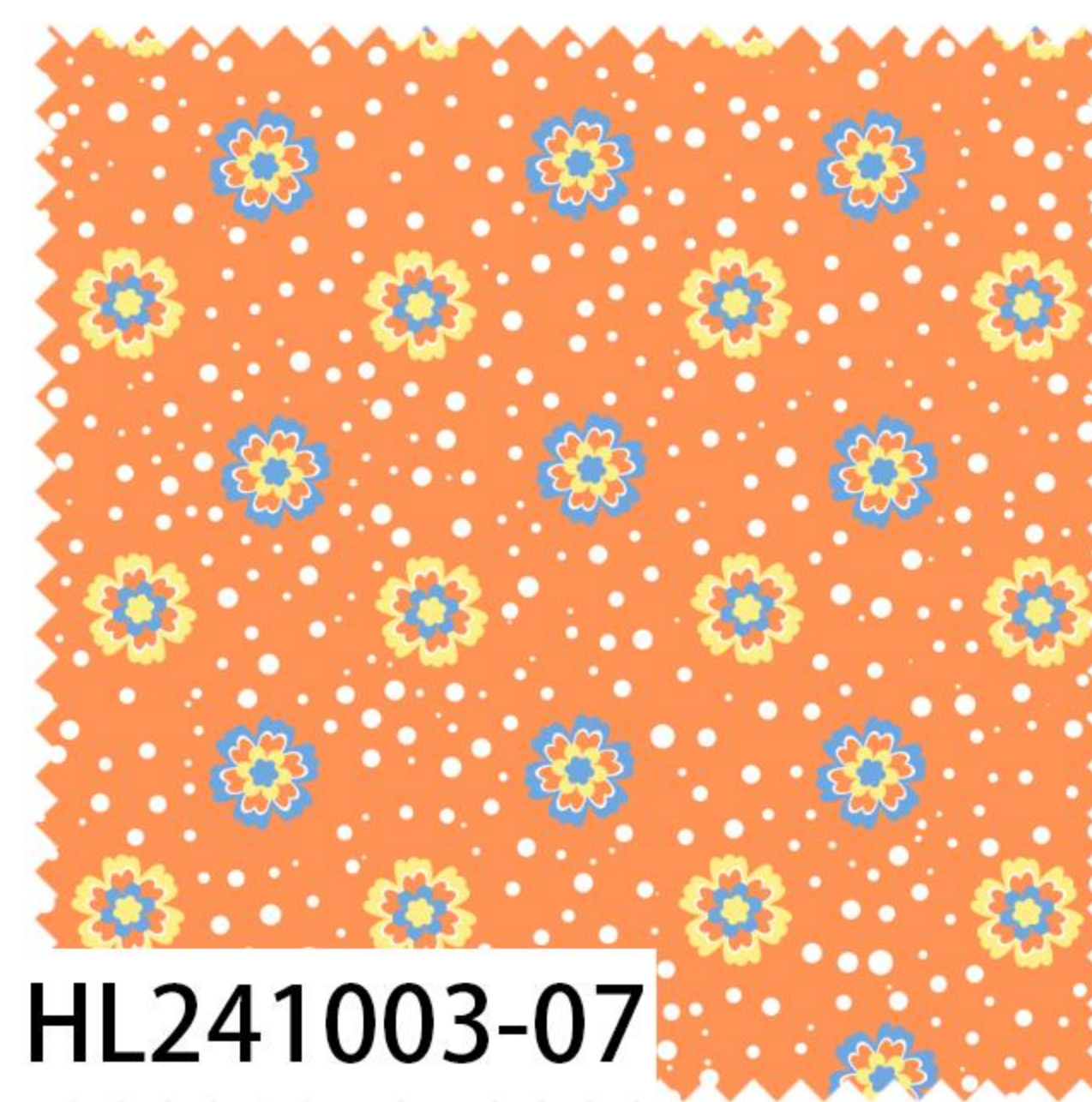
HL241003-06



HL241003-13



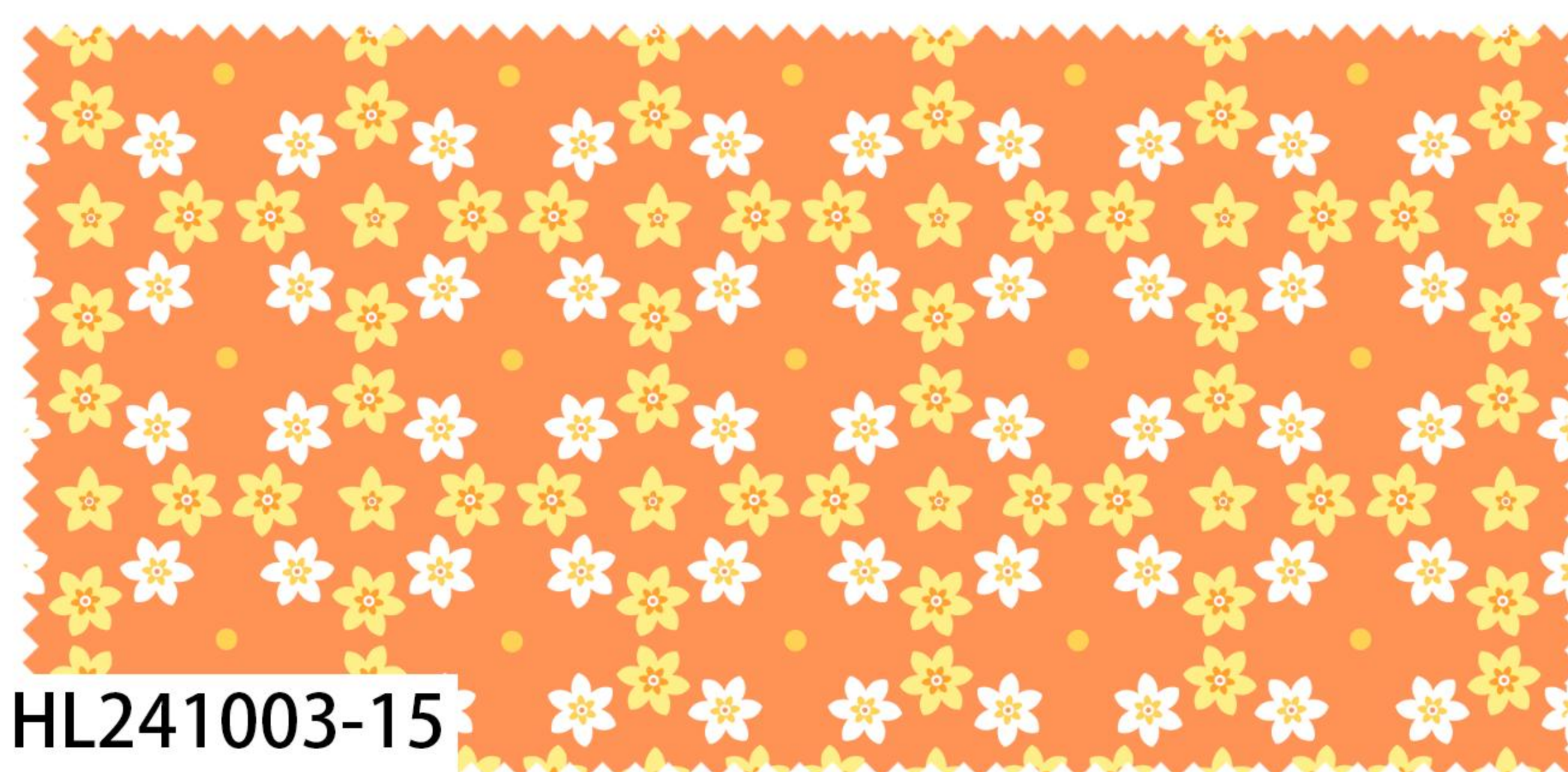
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HL241003-07



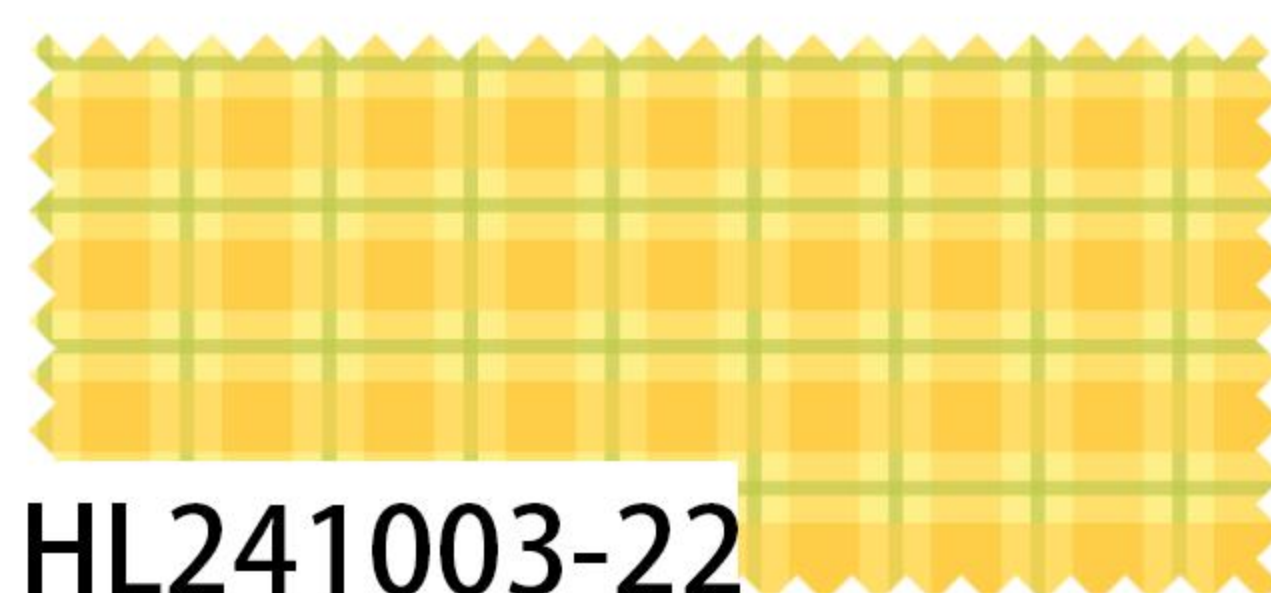
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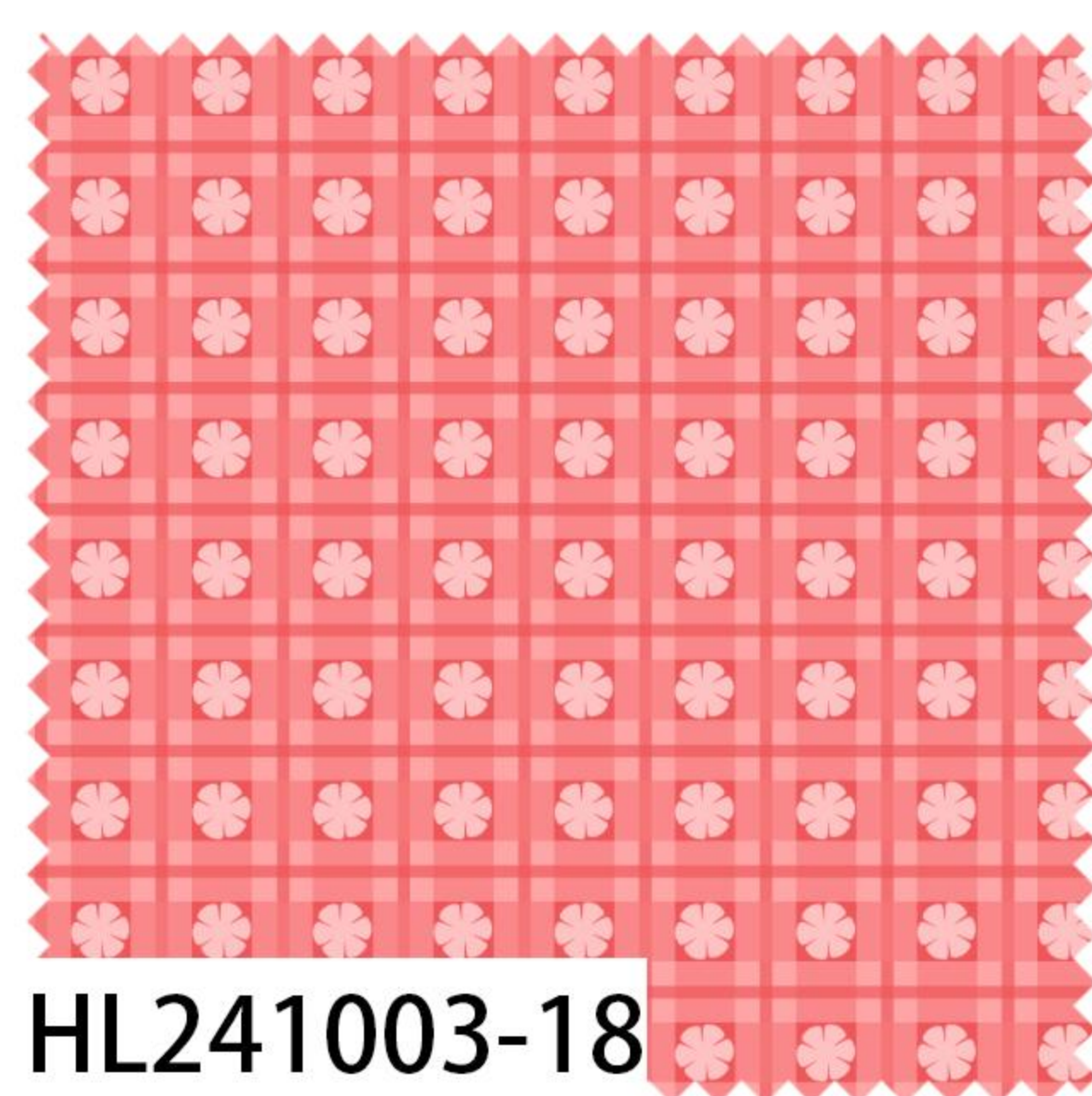
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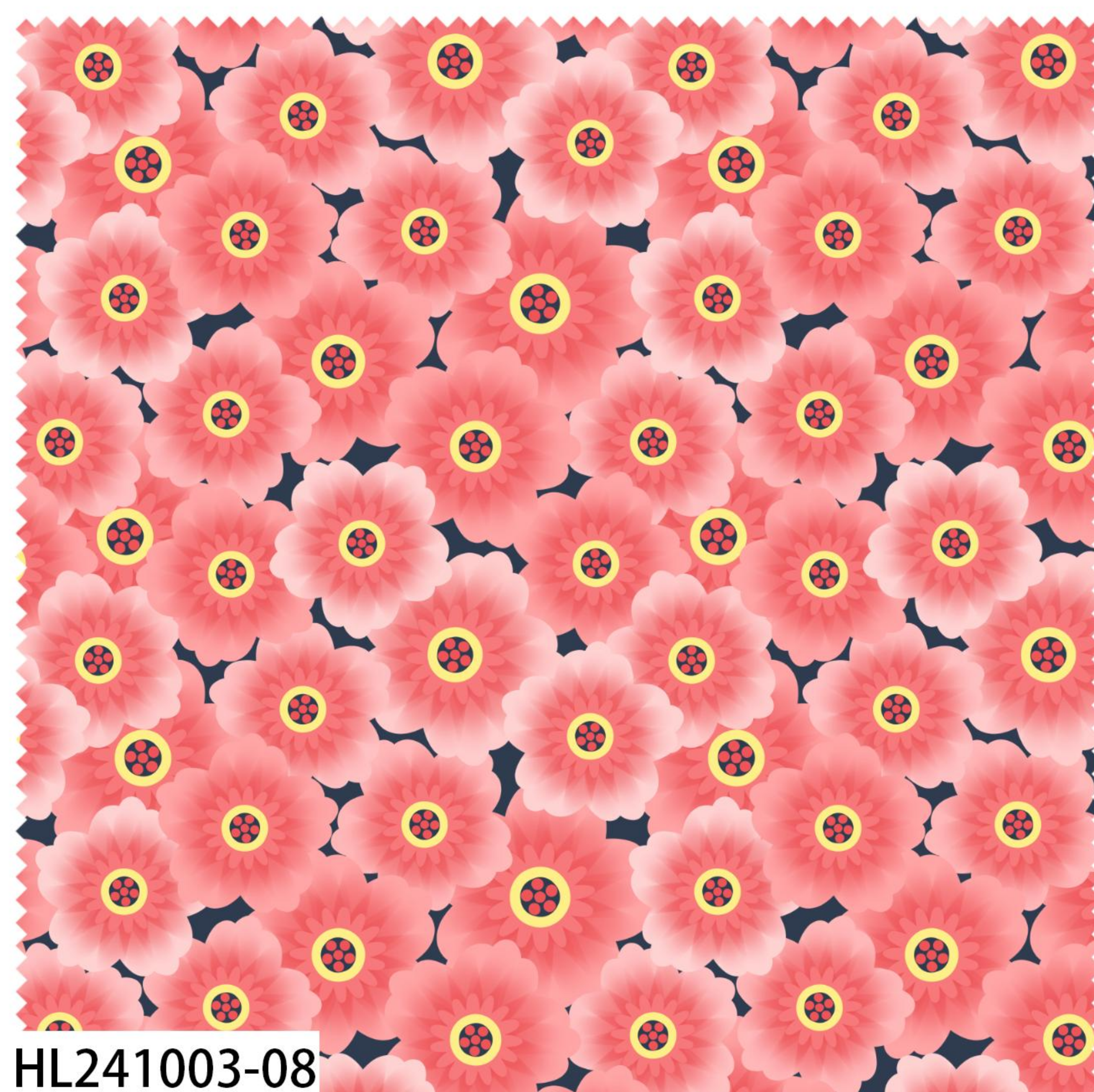
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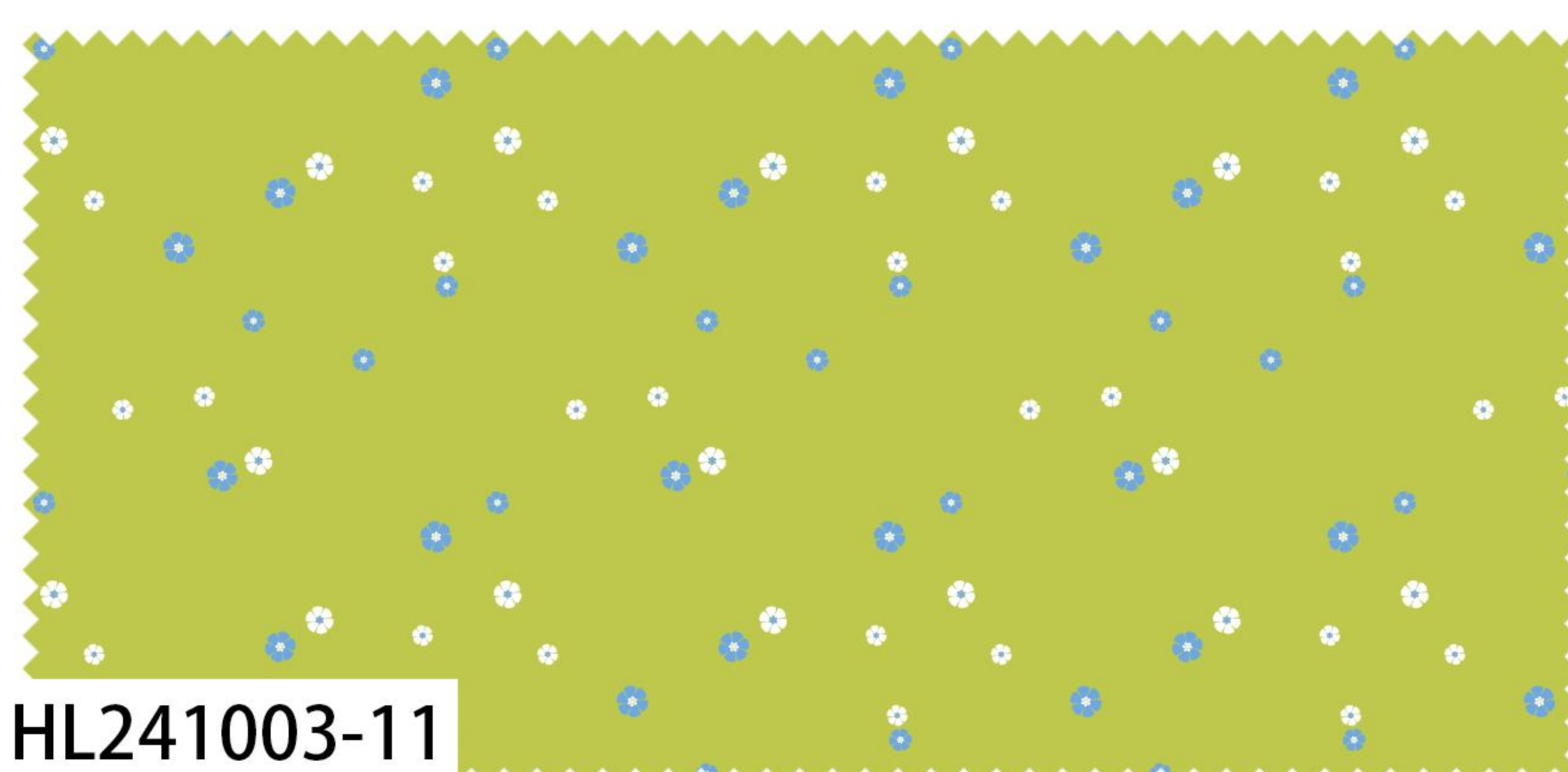
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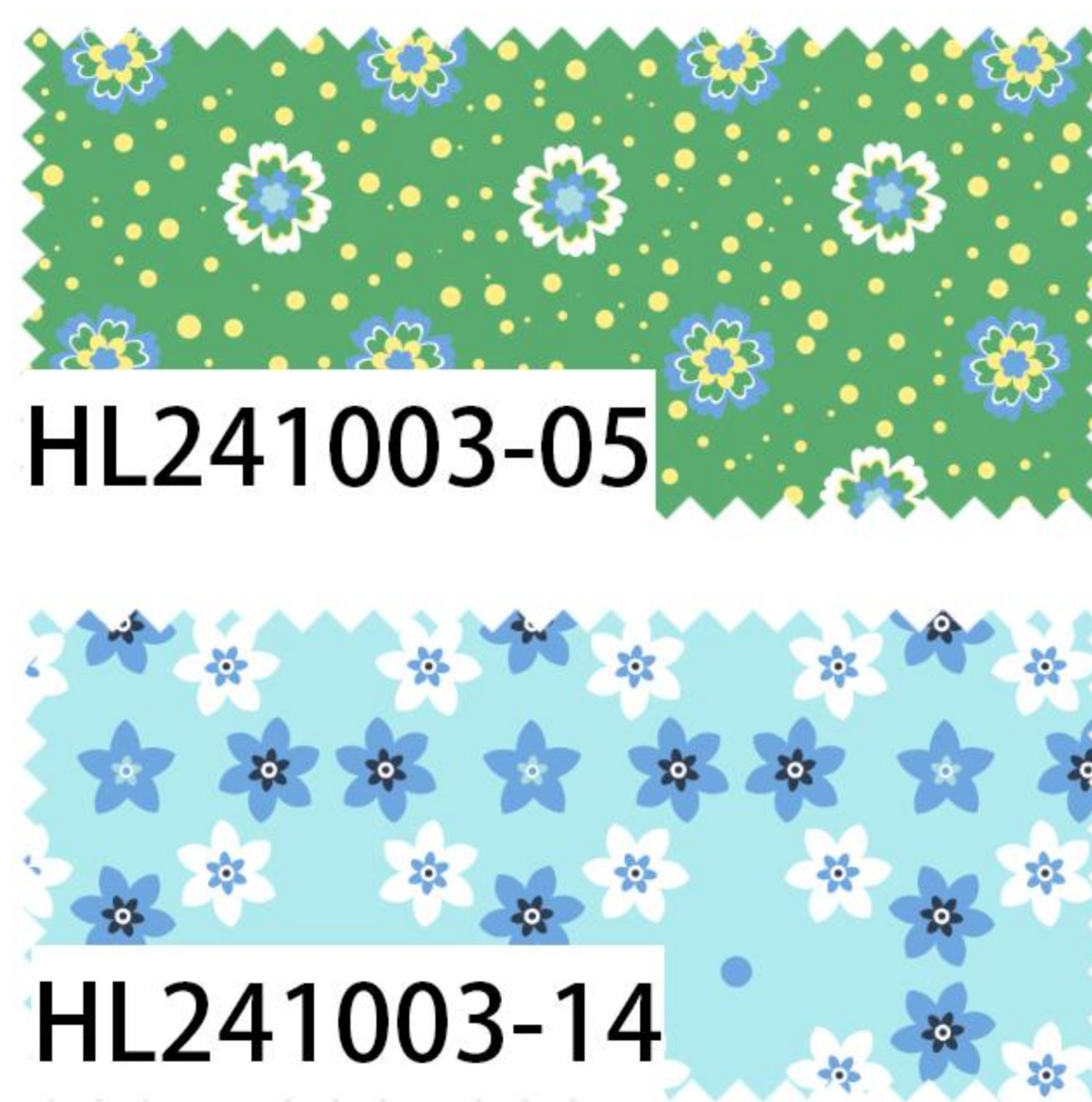
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HL241003-24



HL241003-21



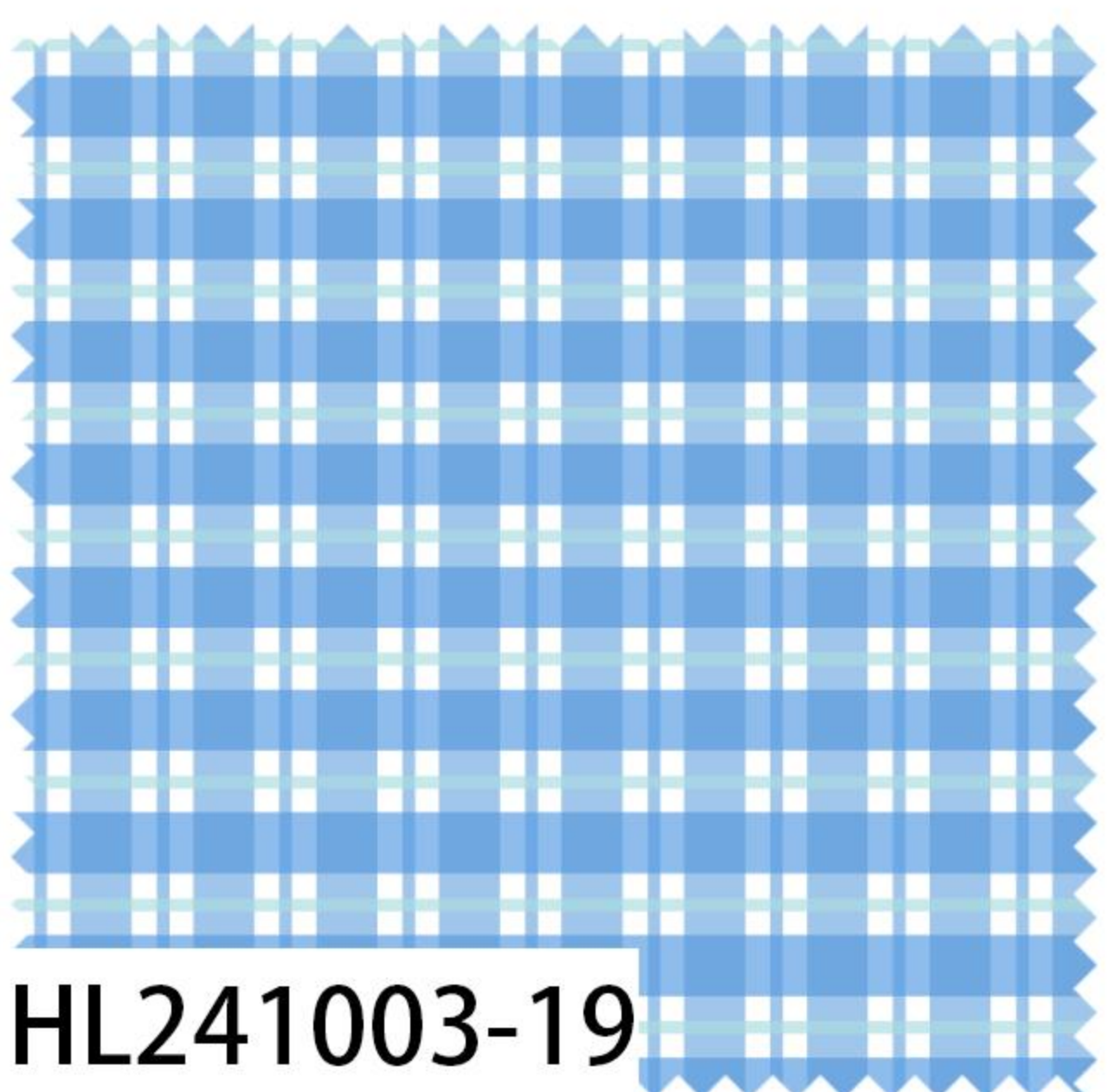
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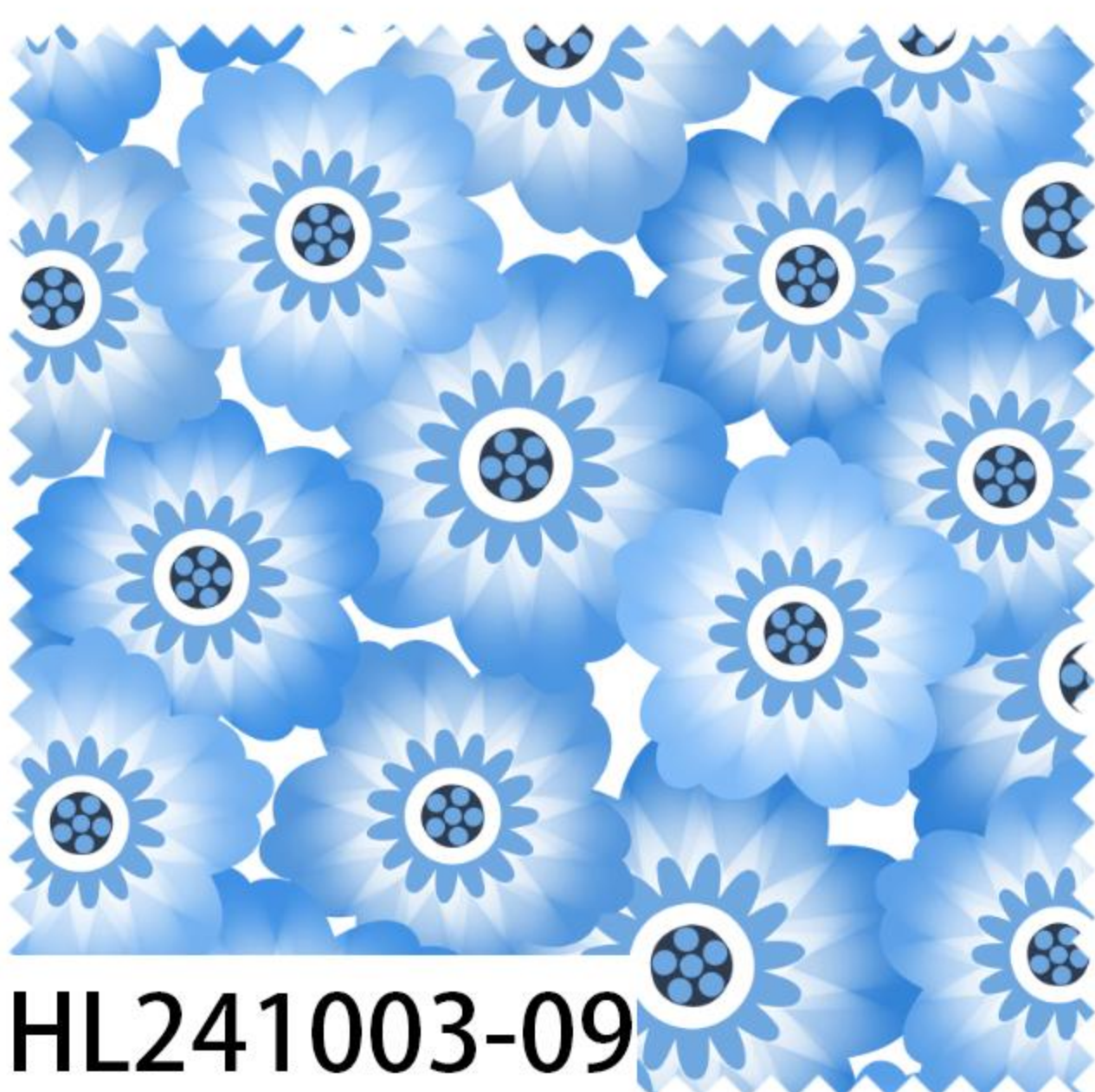
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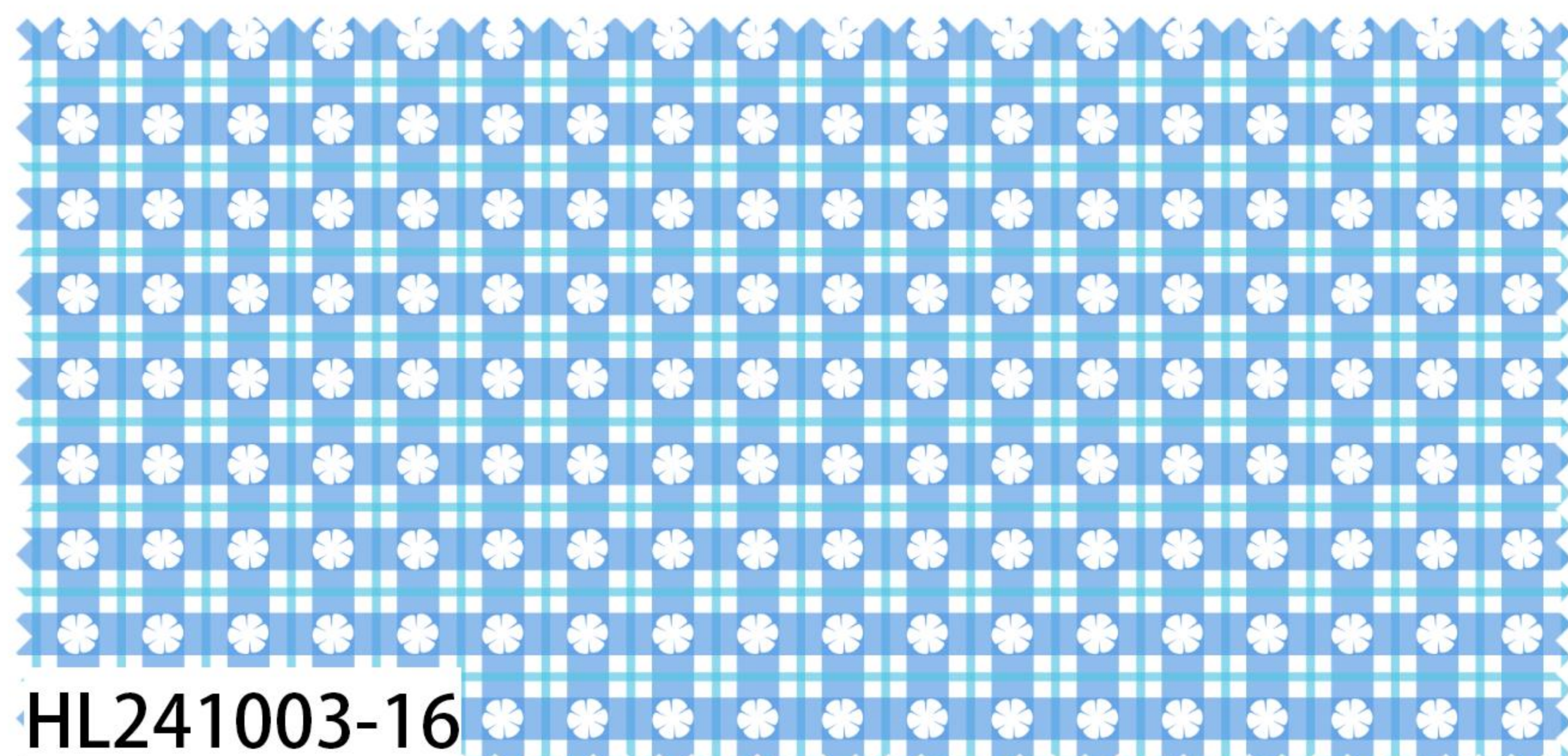
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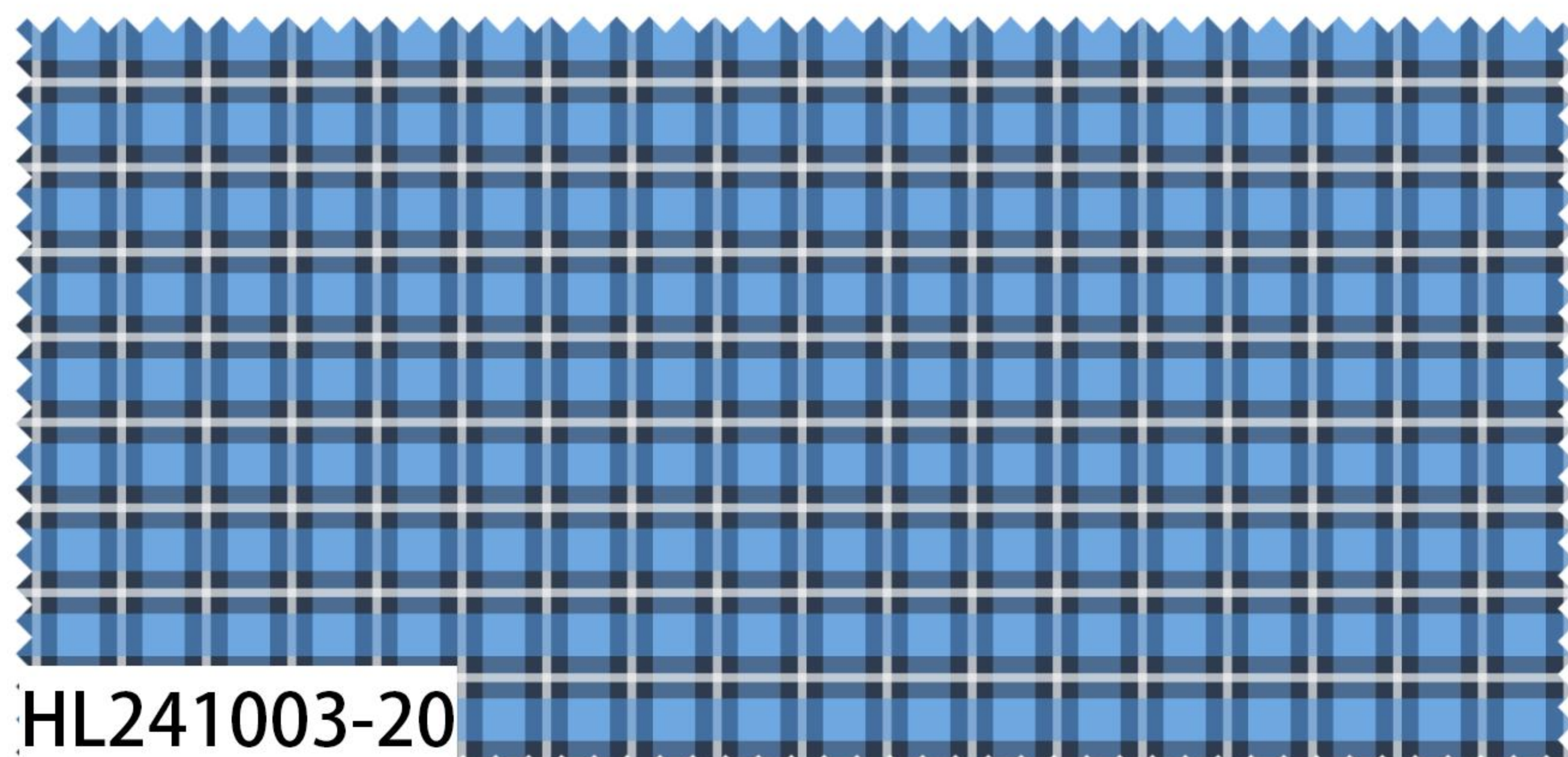
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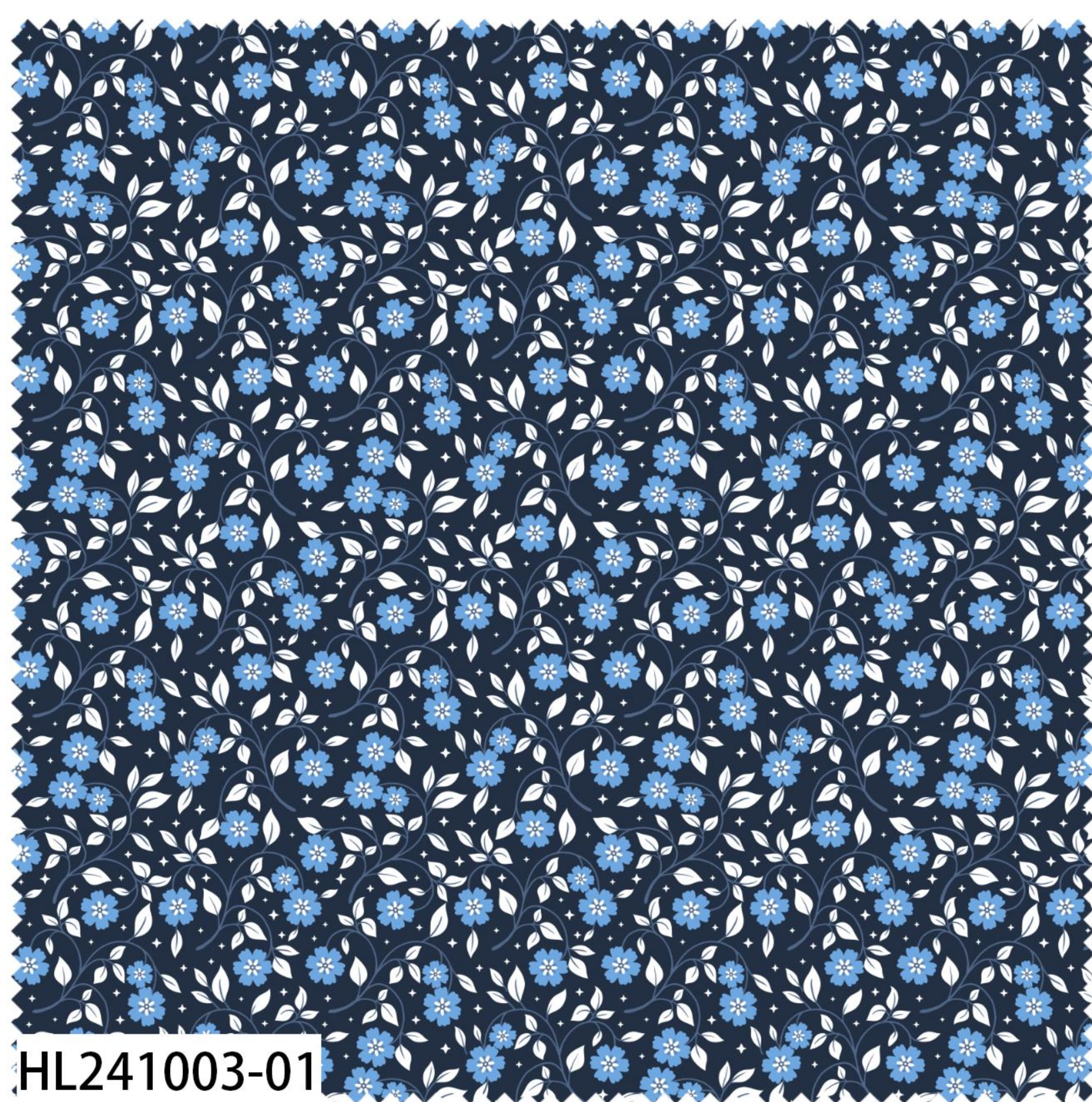
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HL241003-16



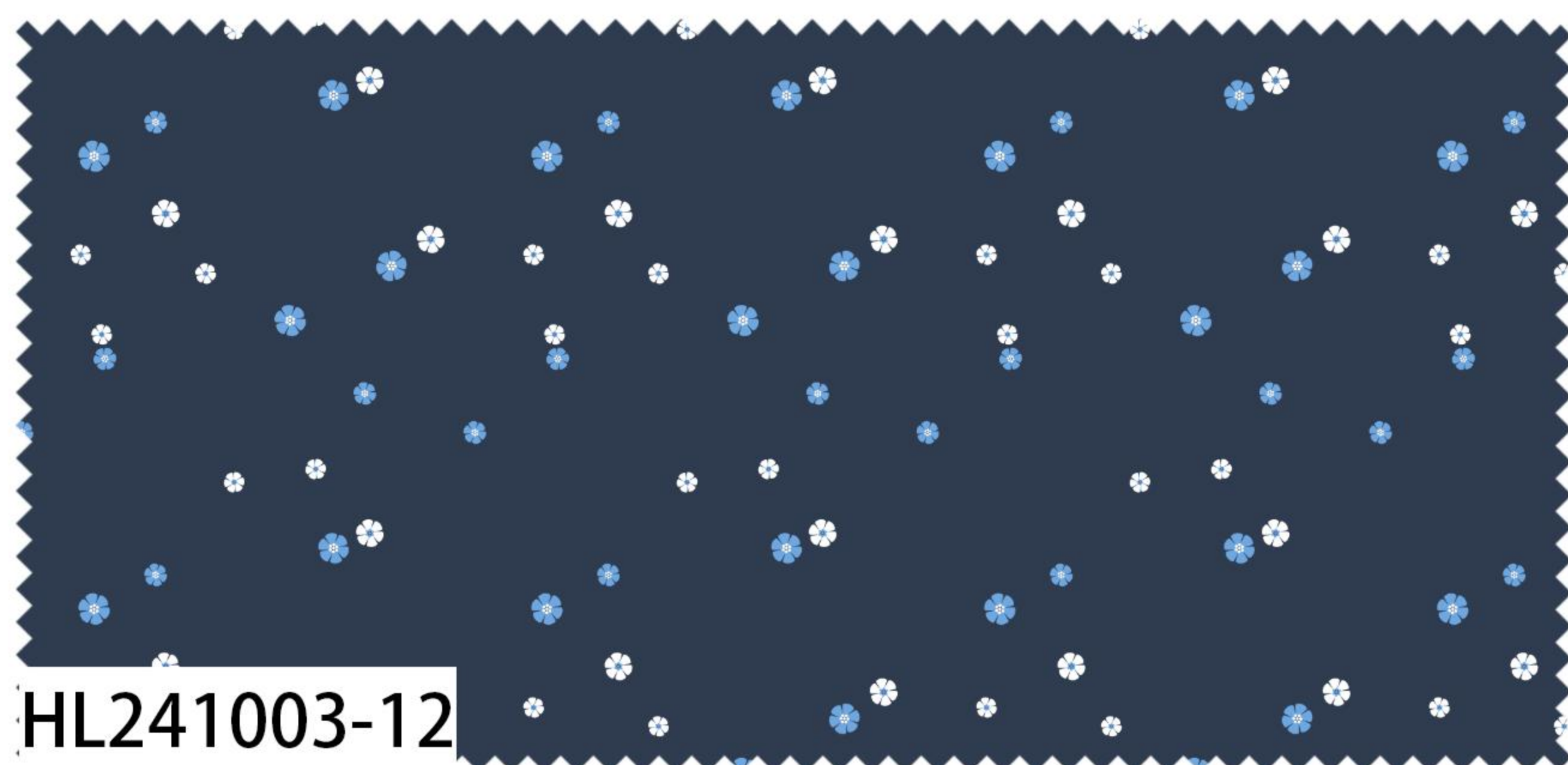
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HL241003-01



HL241003-02



HL241003-12

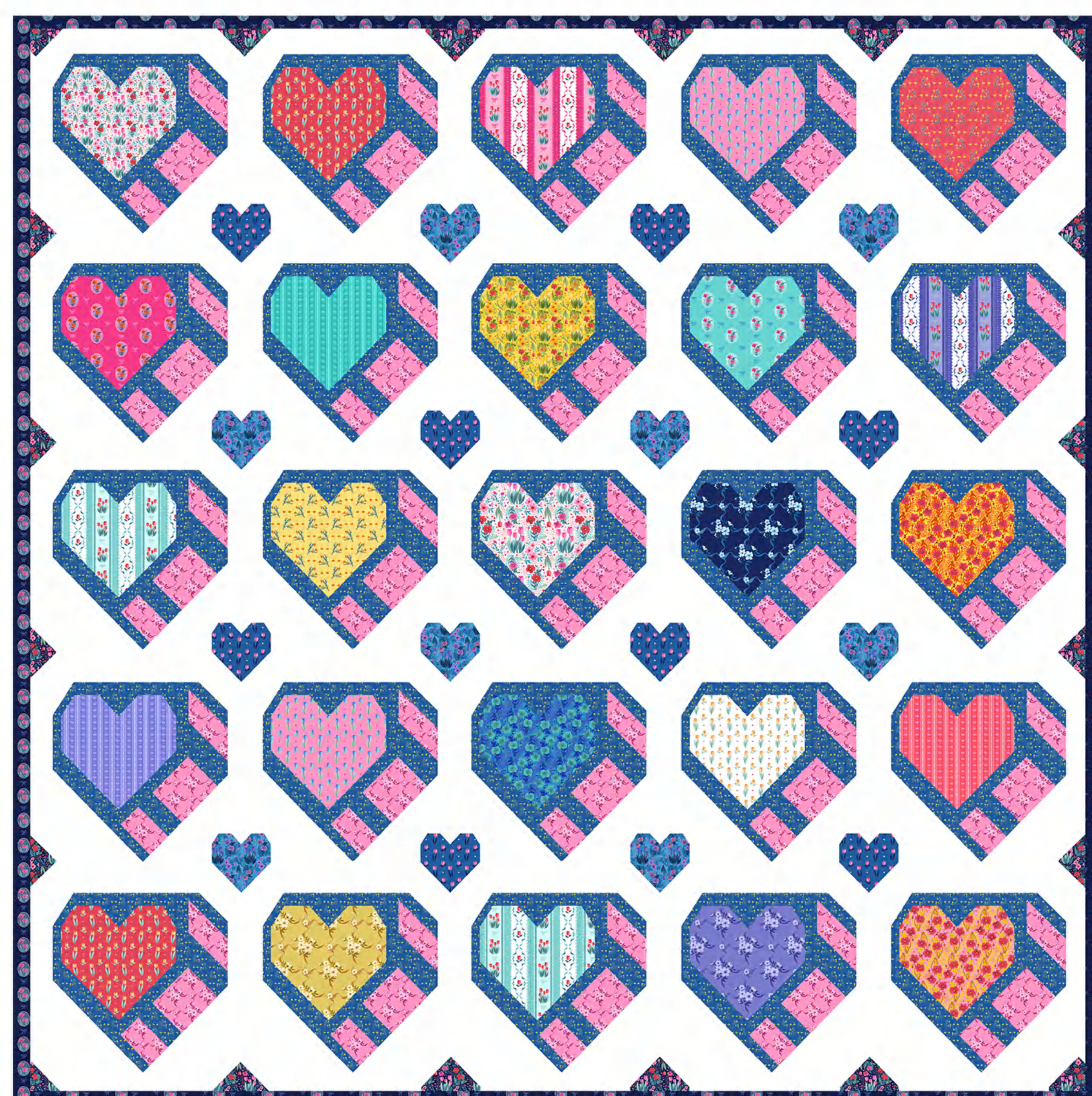


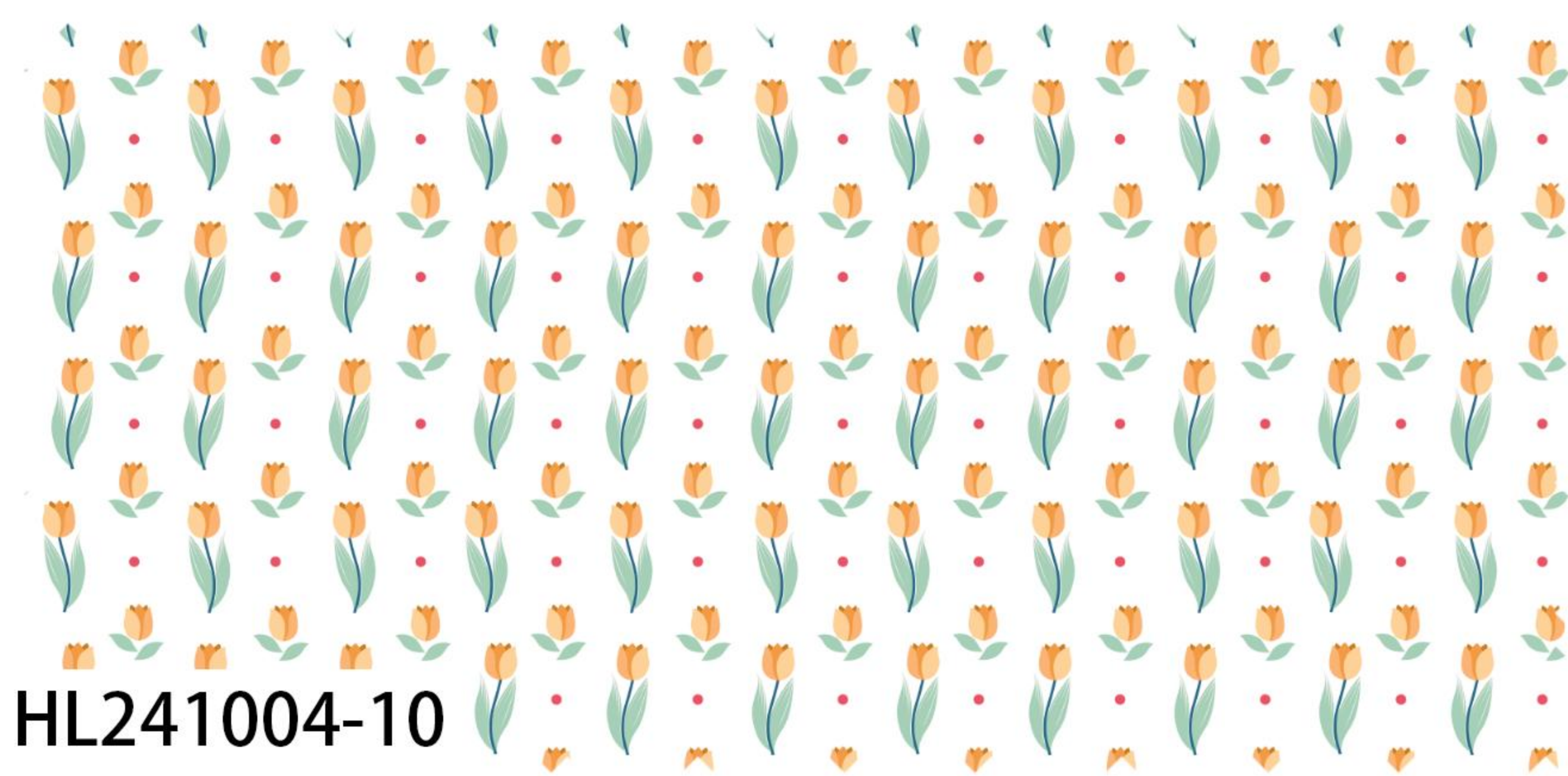


ESCAPE FROM THE DREAM

This design combines dreamlike elements with flowers to create a fantastical, romantic, and artistic visual world. It aims to evoke inner fantasies and emotions, drawing the viewer into a surreal artistic realm.

The colors include soft pink, light purple, mint green, and magenta, conveying a sense of unreality in a dream. By adjusting the color depth and saturation, the design achieves a visually striking yet harmonious effect.





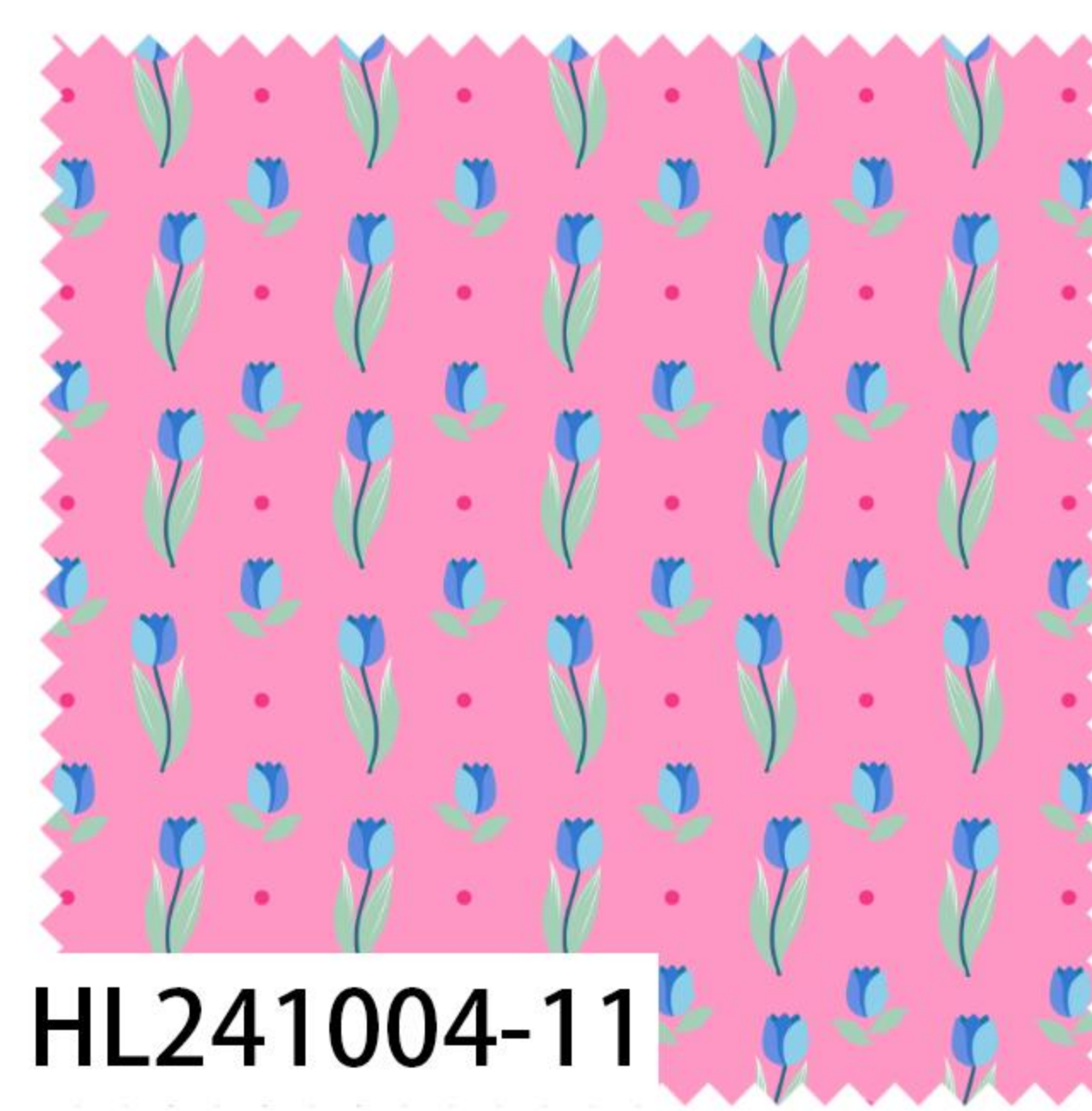
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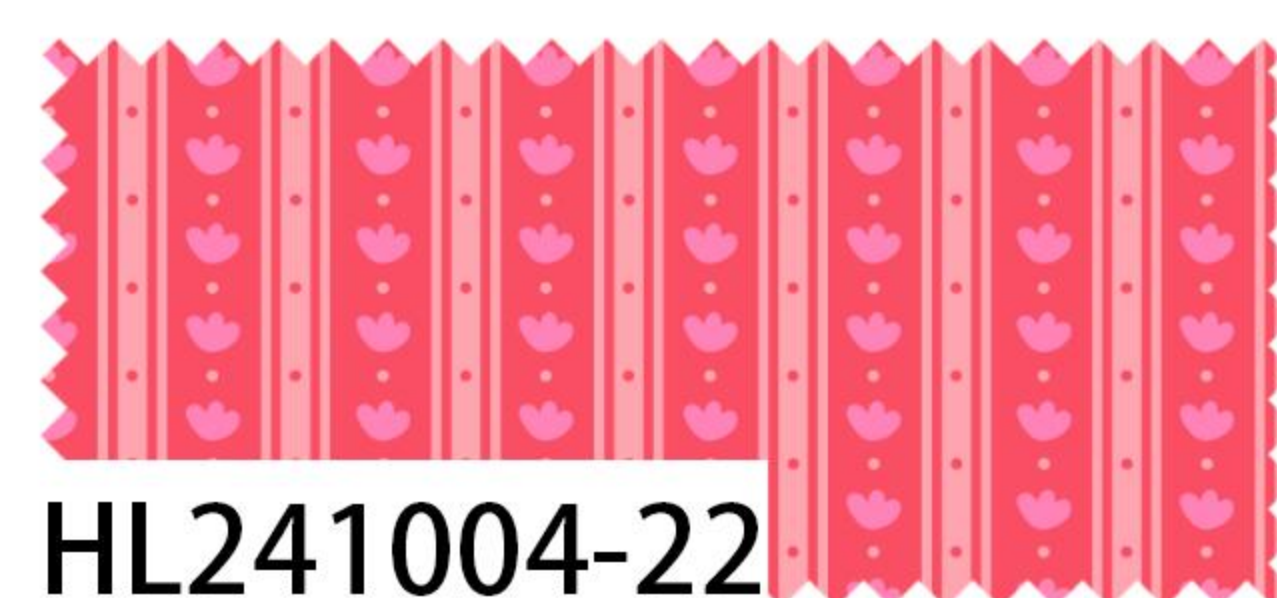
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HL241004-27



HL241004-07



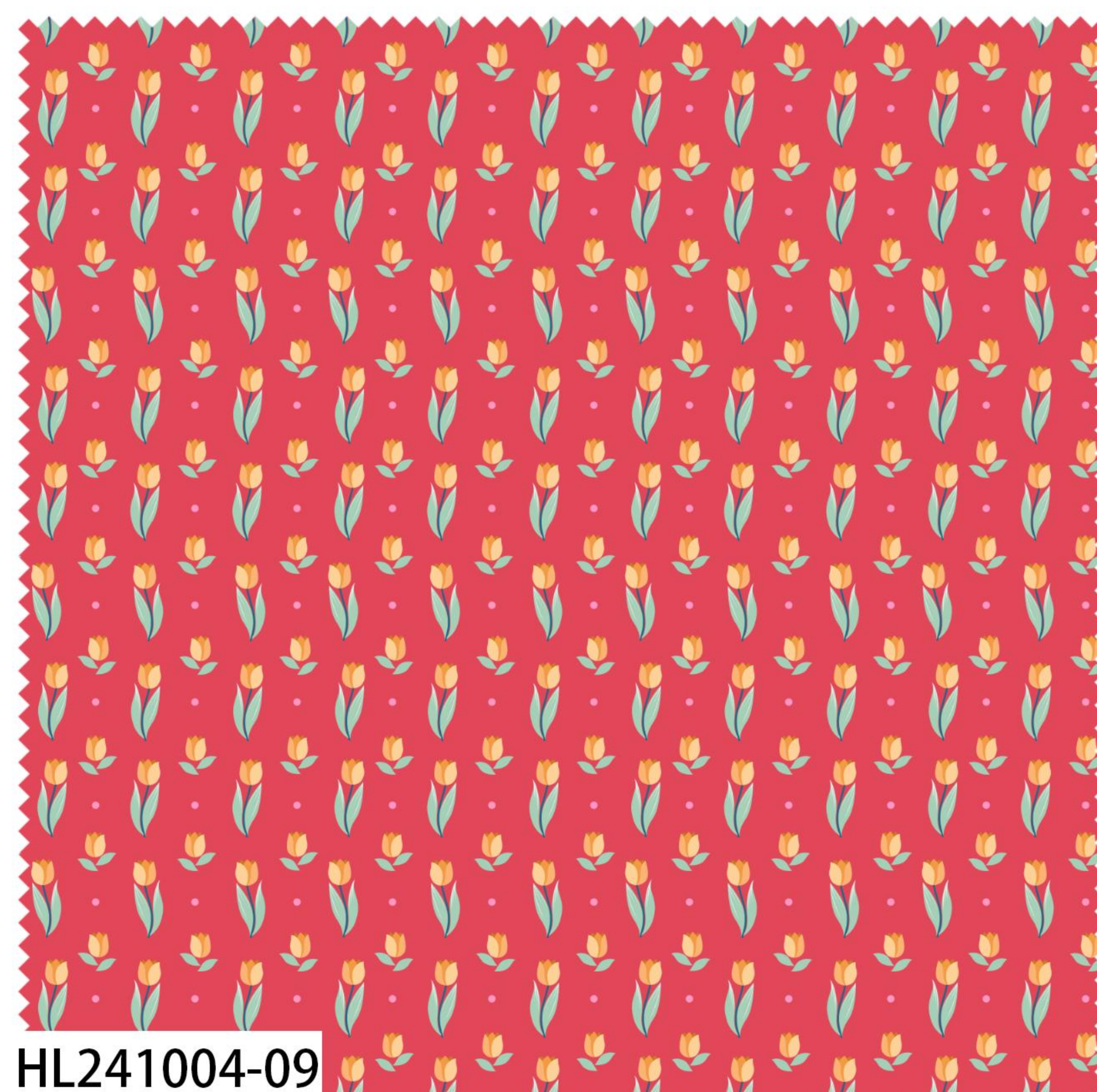
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HL241004-18



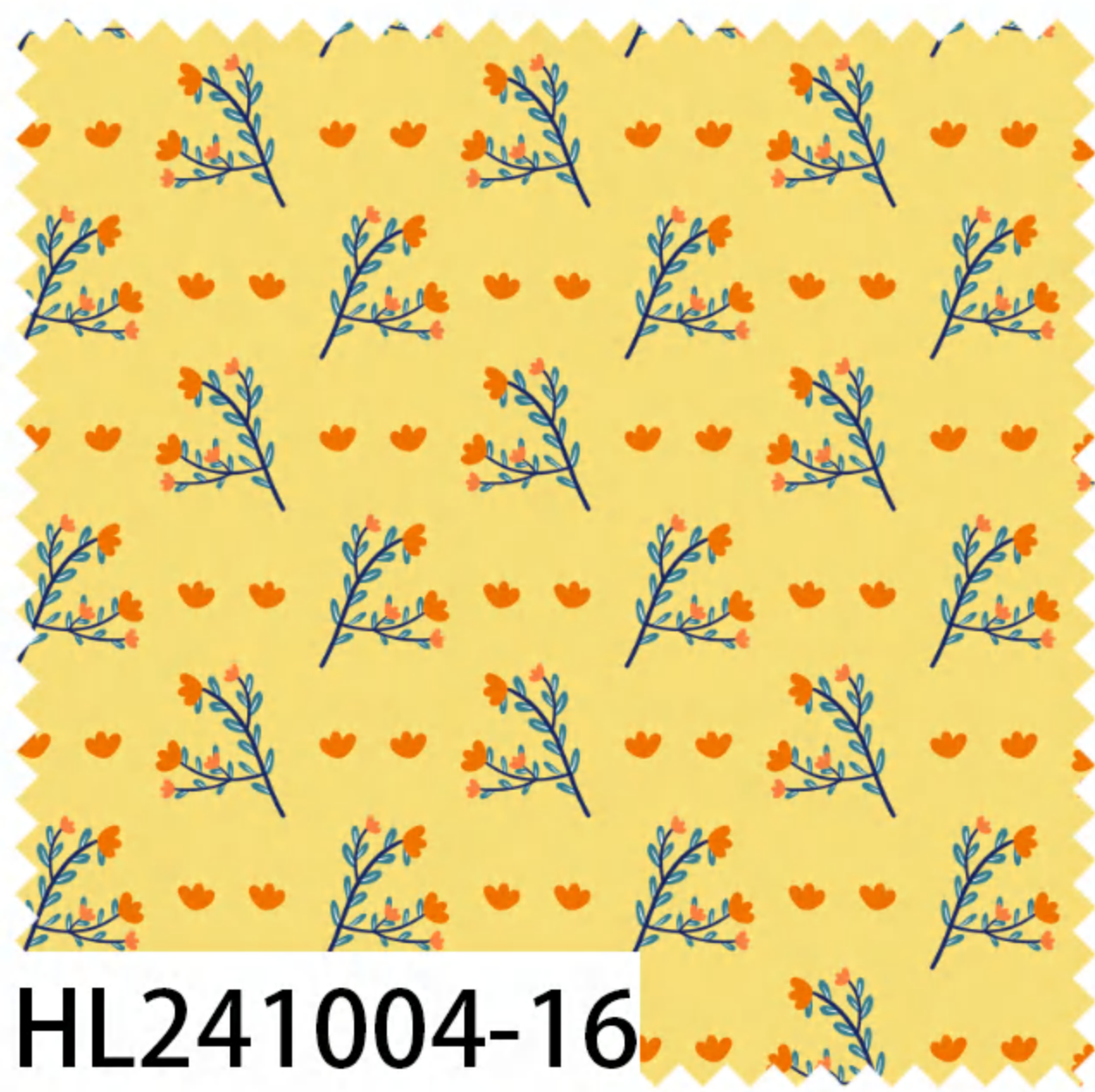
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HL241004-21



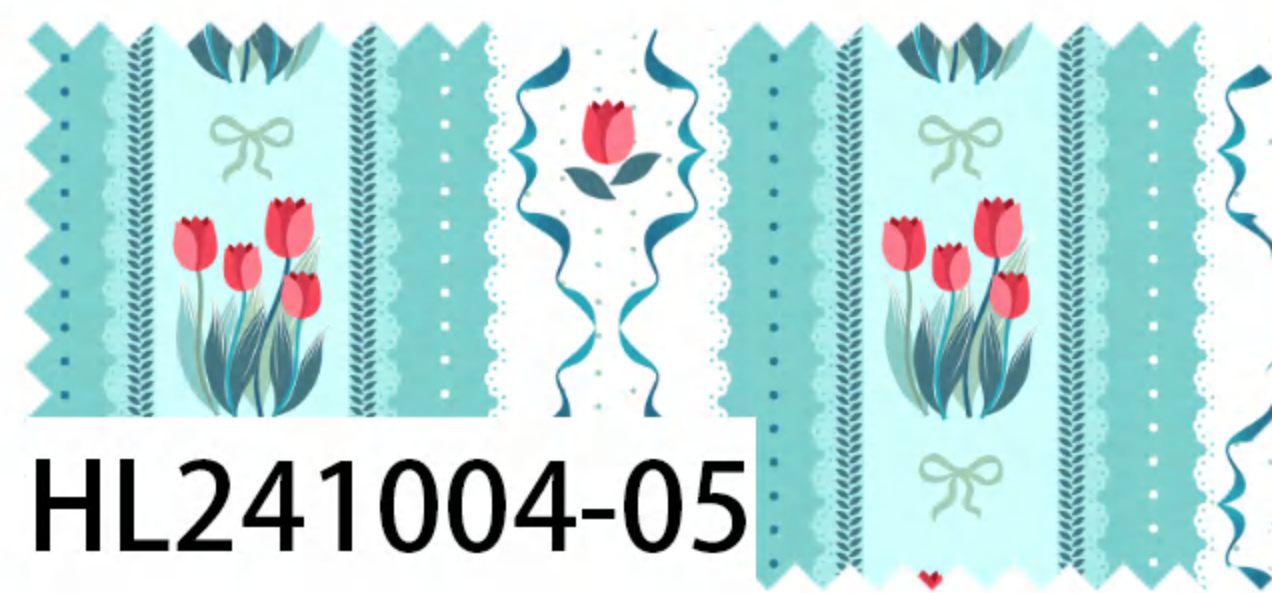
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HL241004-16



HL241004-13



HL241004-05



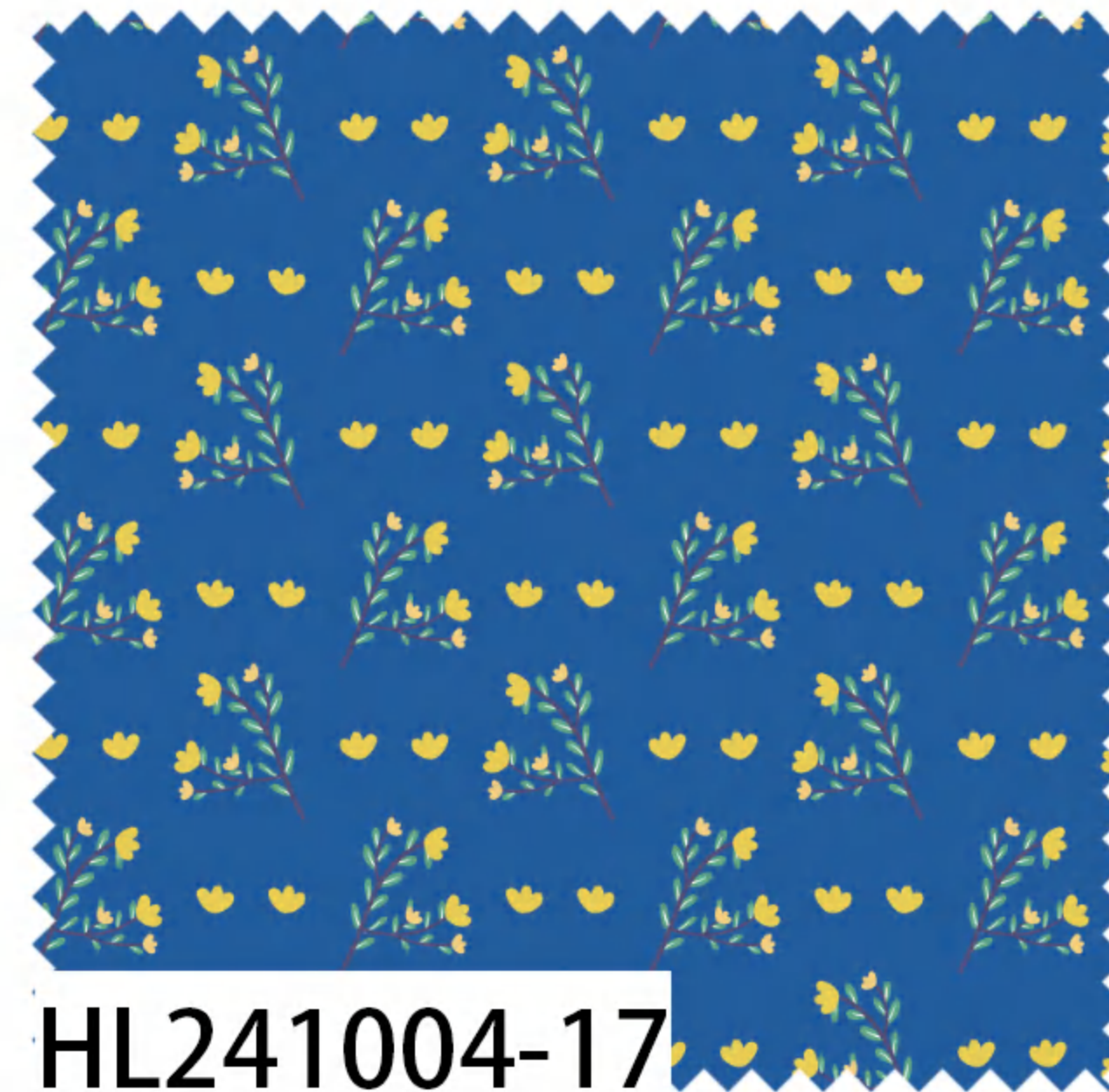
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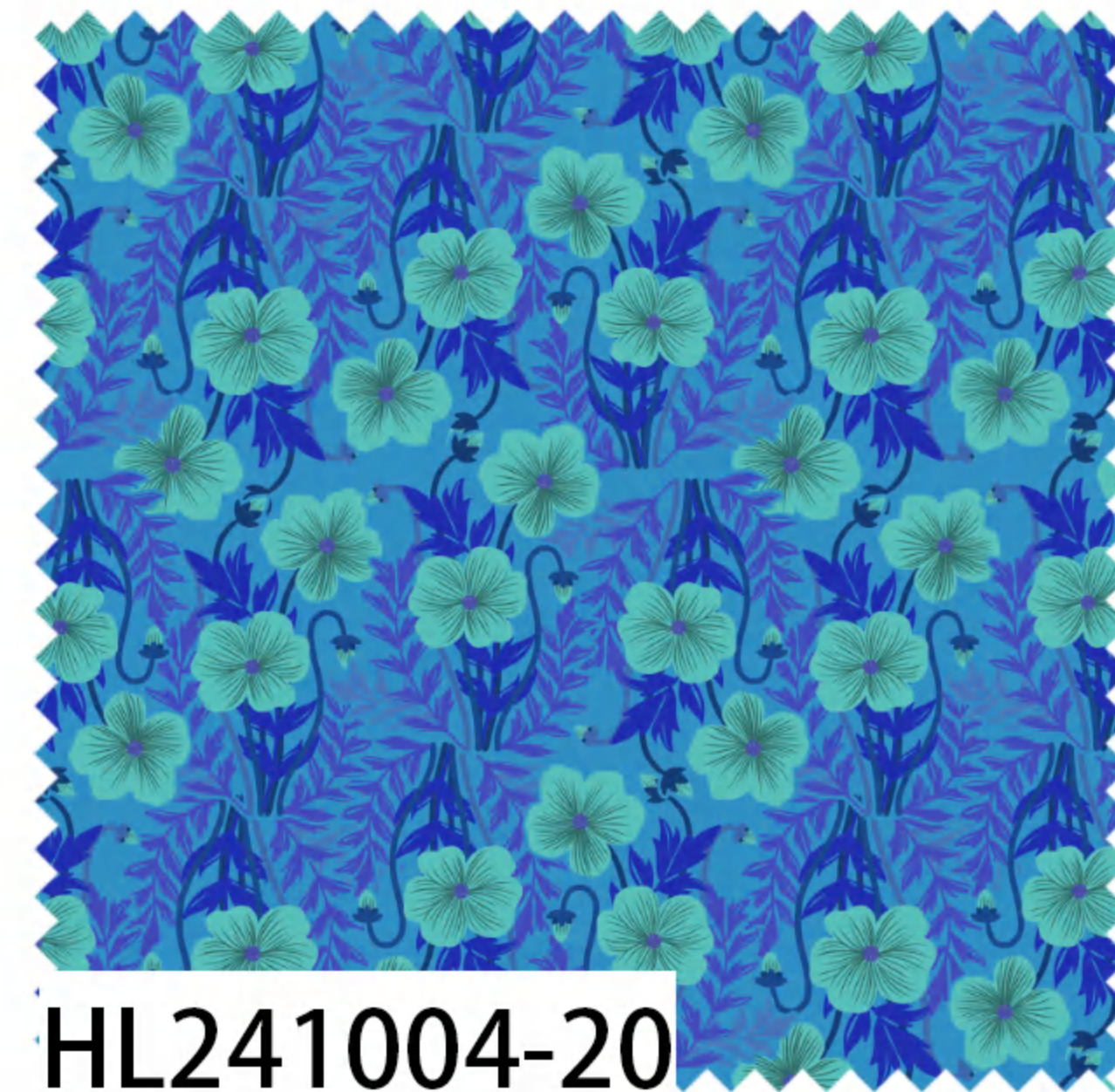
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HL241004-02



HL241004-17



HL241004-20



HL241004-08



HL241004-15



HL241004-25



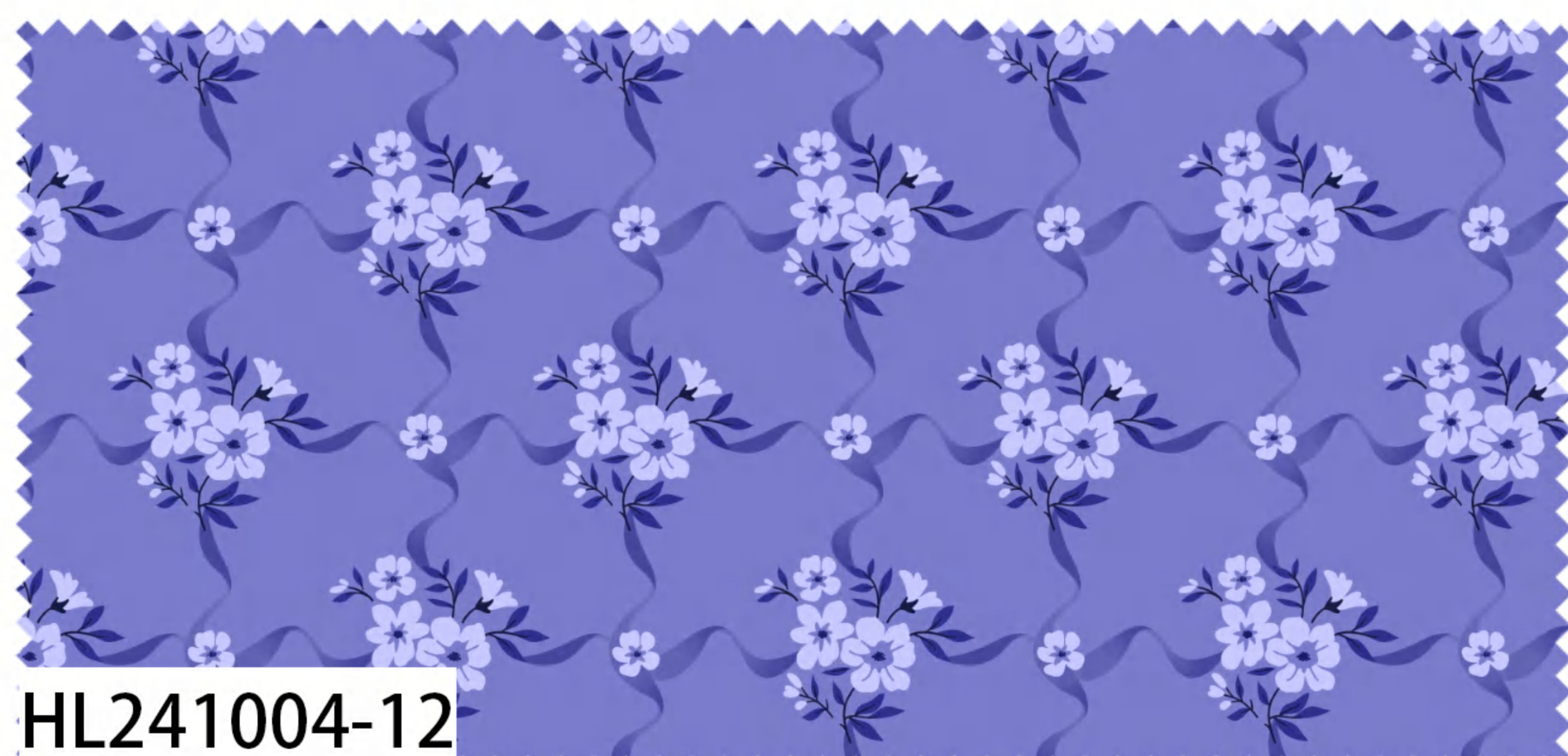
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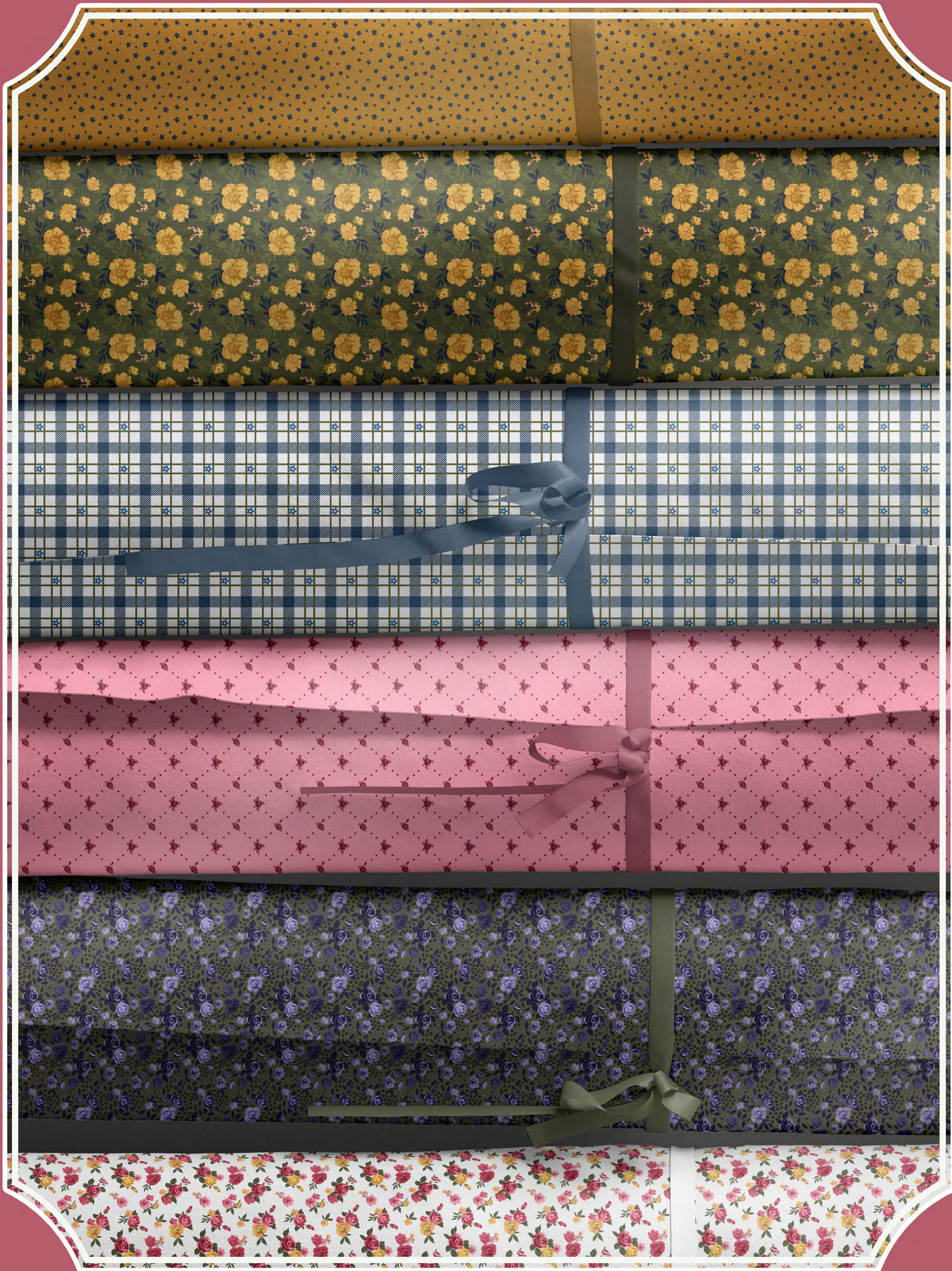
HL241004-24



HL241004-06



HL241004-12



This design takes a nostalgic floral theme, intending to evoke memories of past beautiful moments and create a warm, romantic, and nostalgic atmosphere. Flowers, one of the most beautiful elements of nature, carry people's longing for life, love, and beauty, while the nostalgic style gives these flowers deeper emotional significance.

The colors evoke a retro feeling, such as light yellow, misty blue, bean green, and vintage red, reminding people of warm scenes from the past, like old photographs or retro posters. To highlight the vibrancy and beauty of the flowers, bright colors like yellow and pink are added, creating a unique visual effect in contrast with the retro tones.

OLD TIMES





HL241005-01



HL241005-04



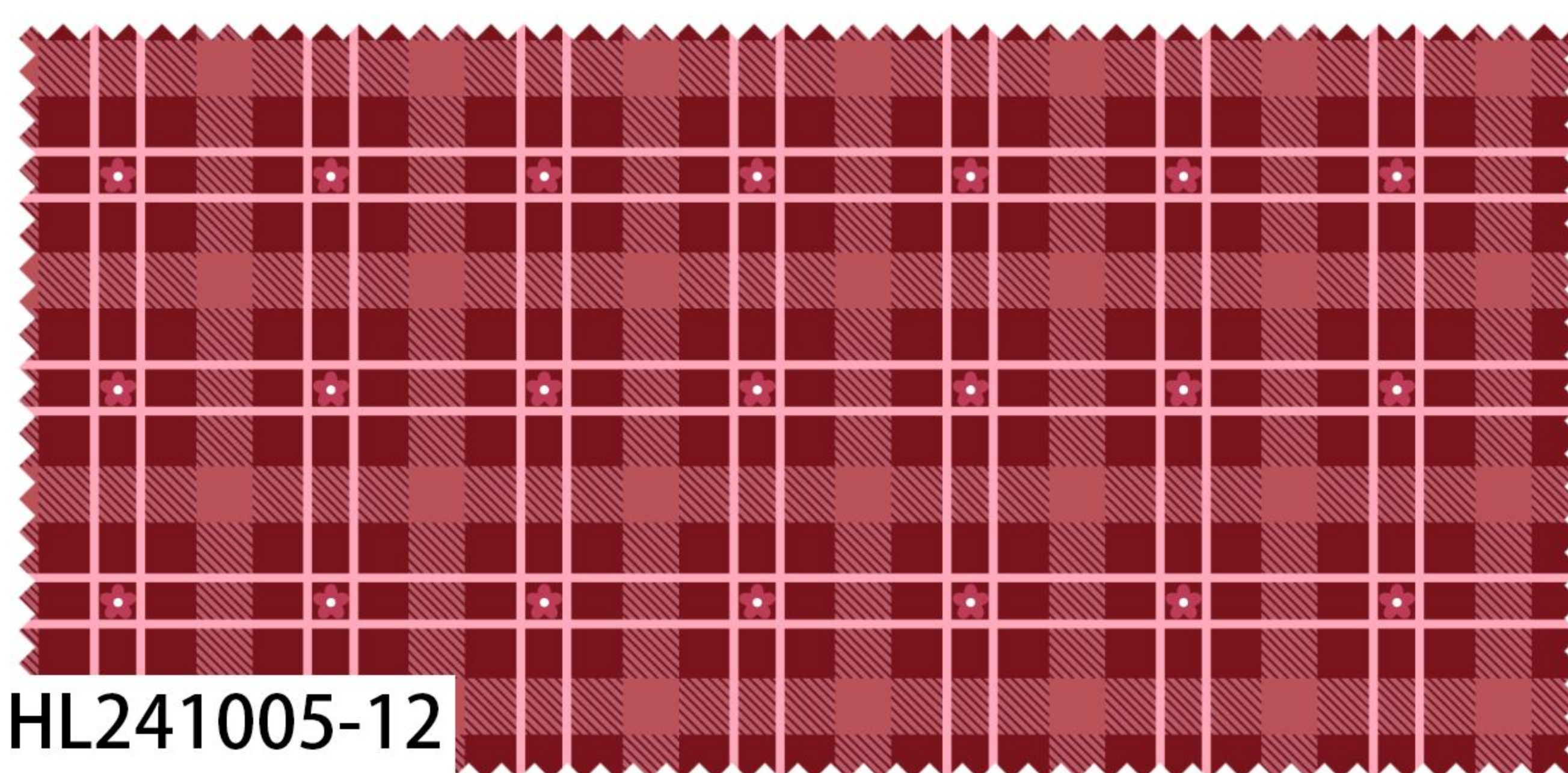
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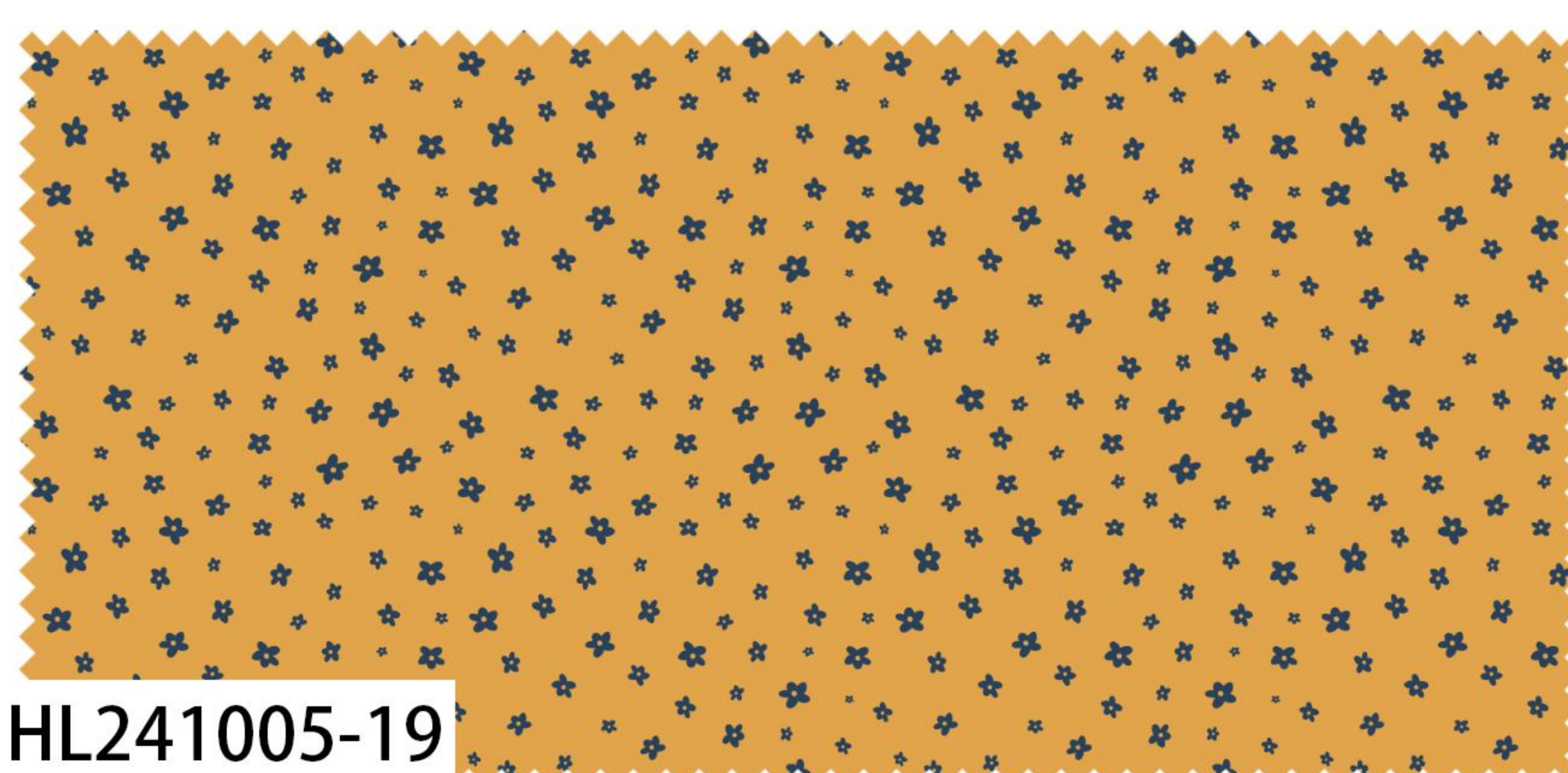
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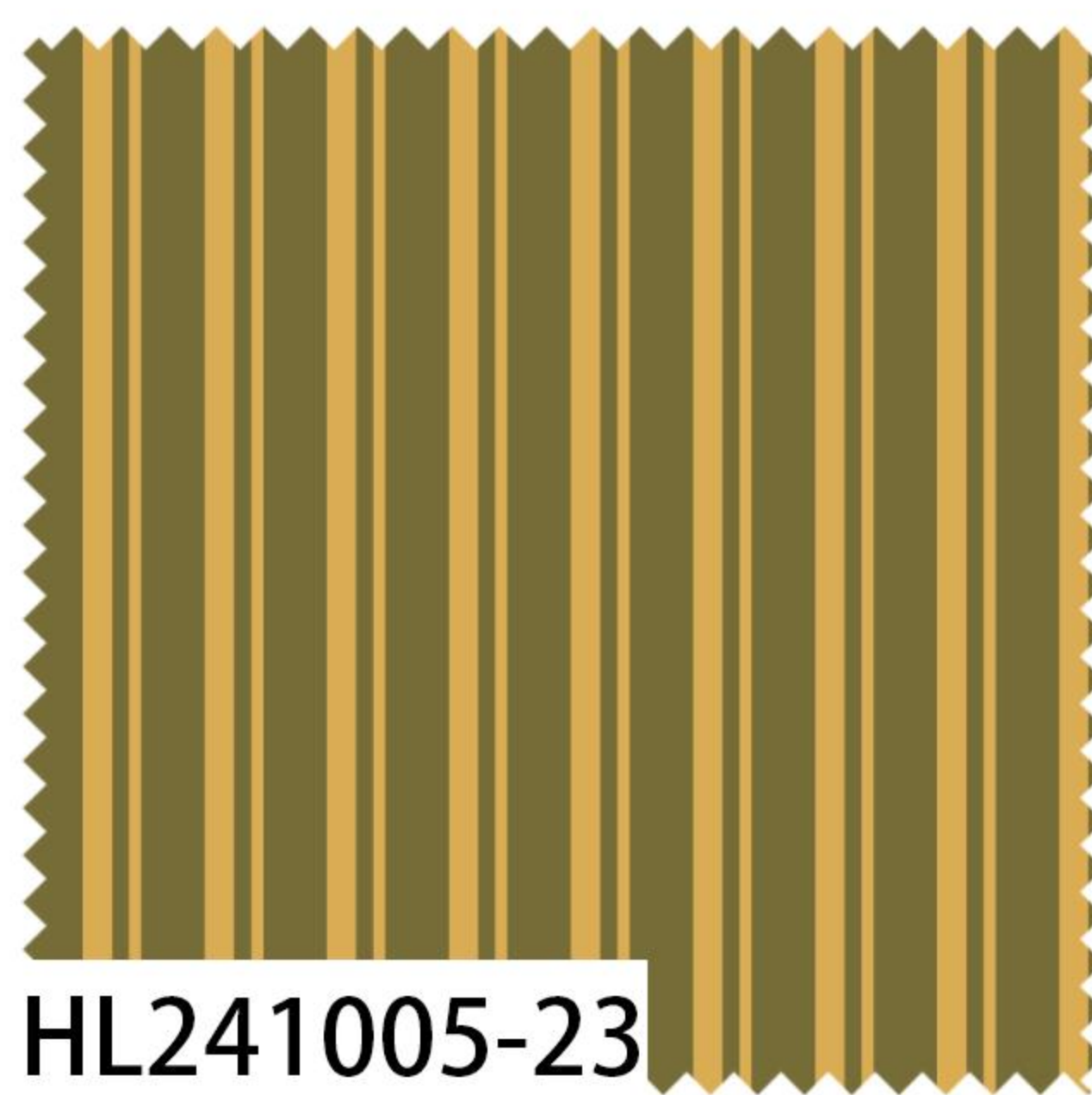
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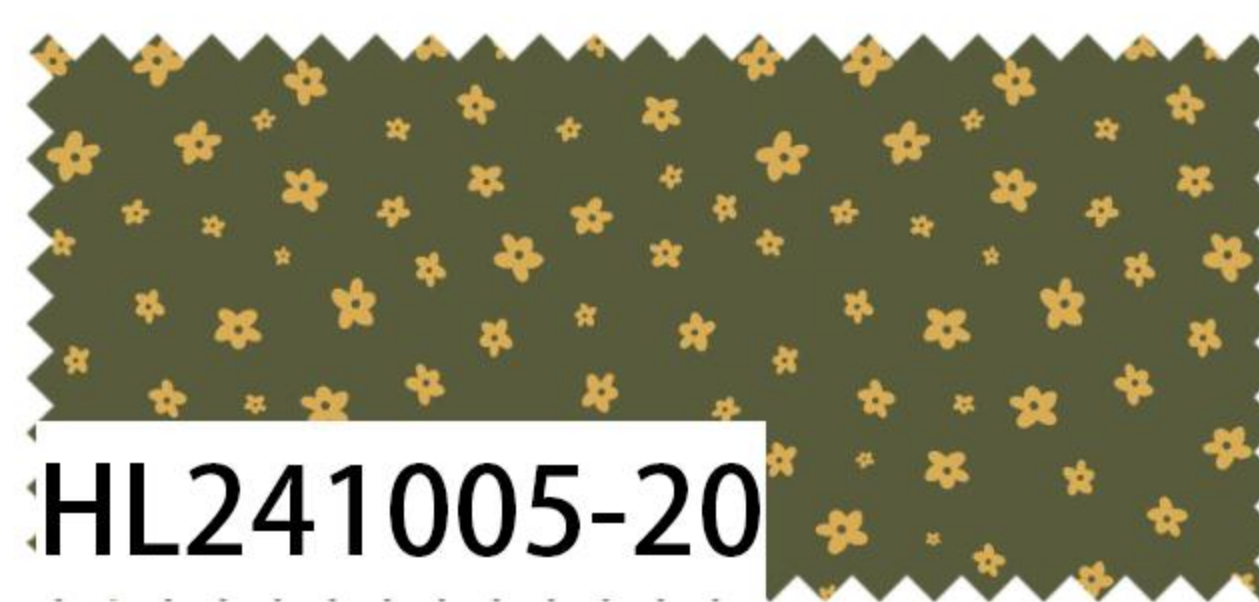
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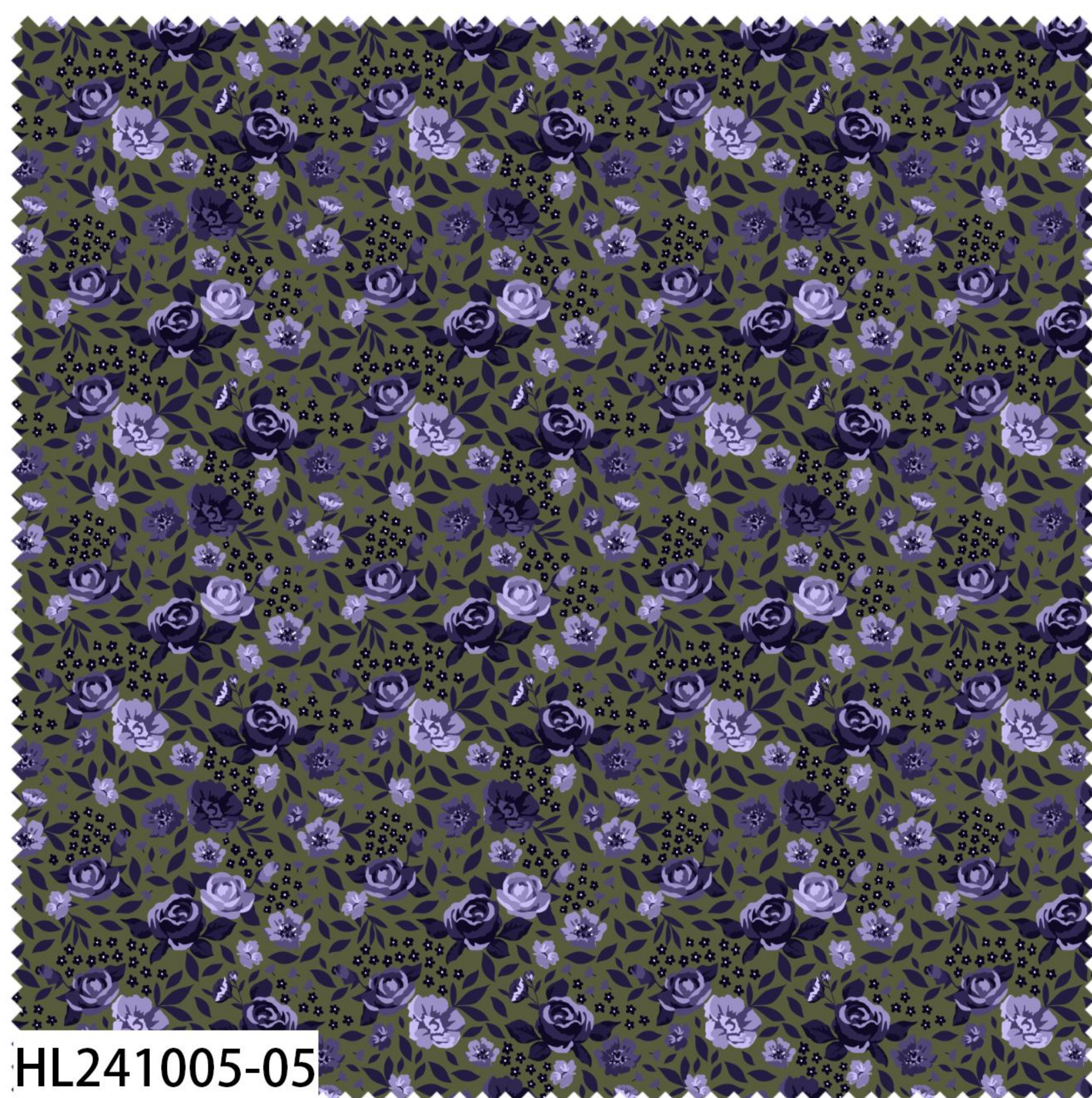
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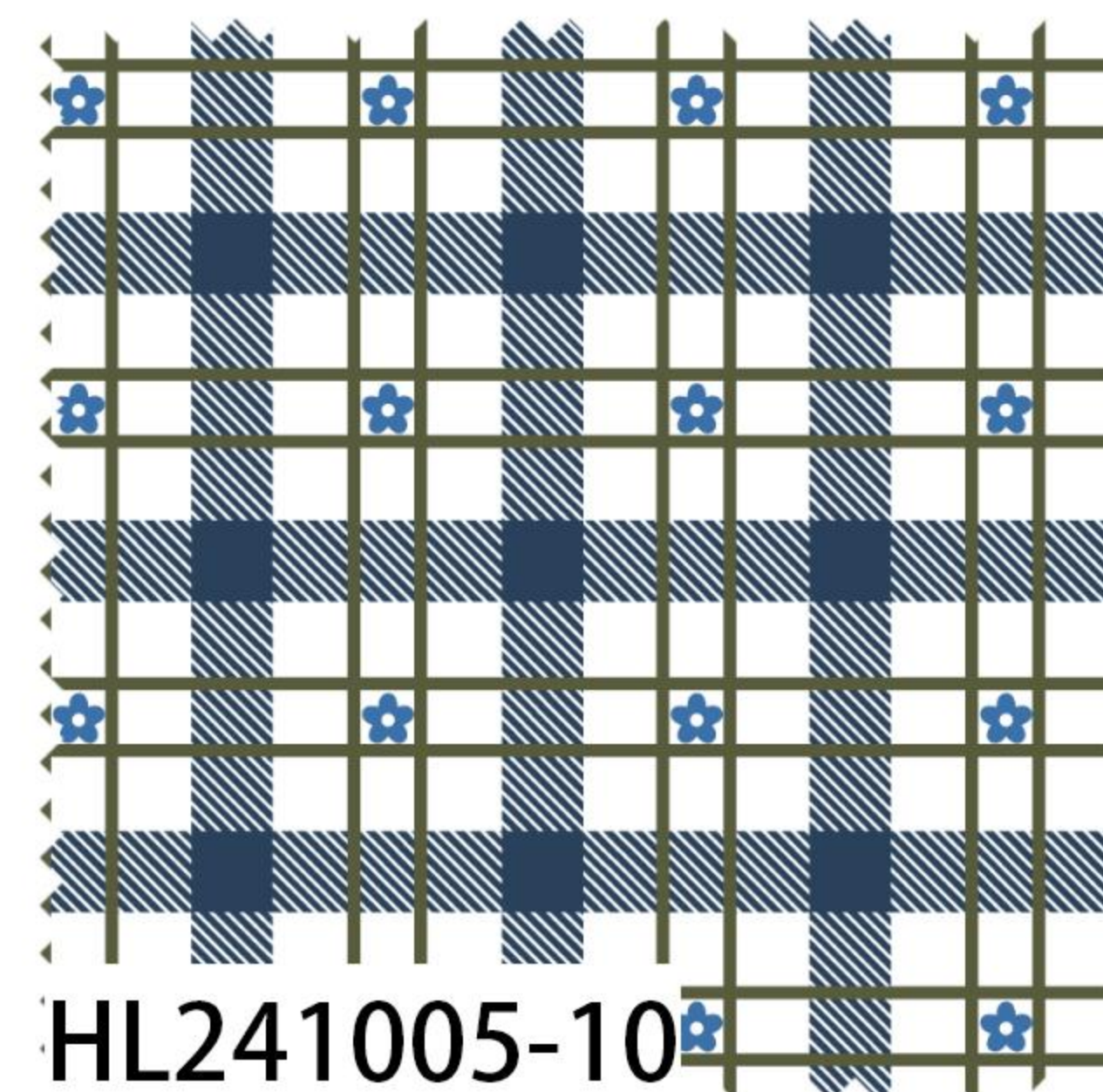
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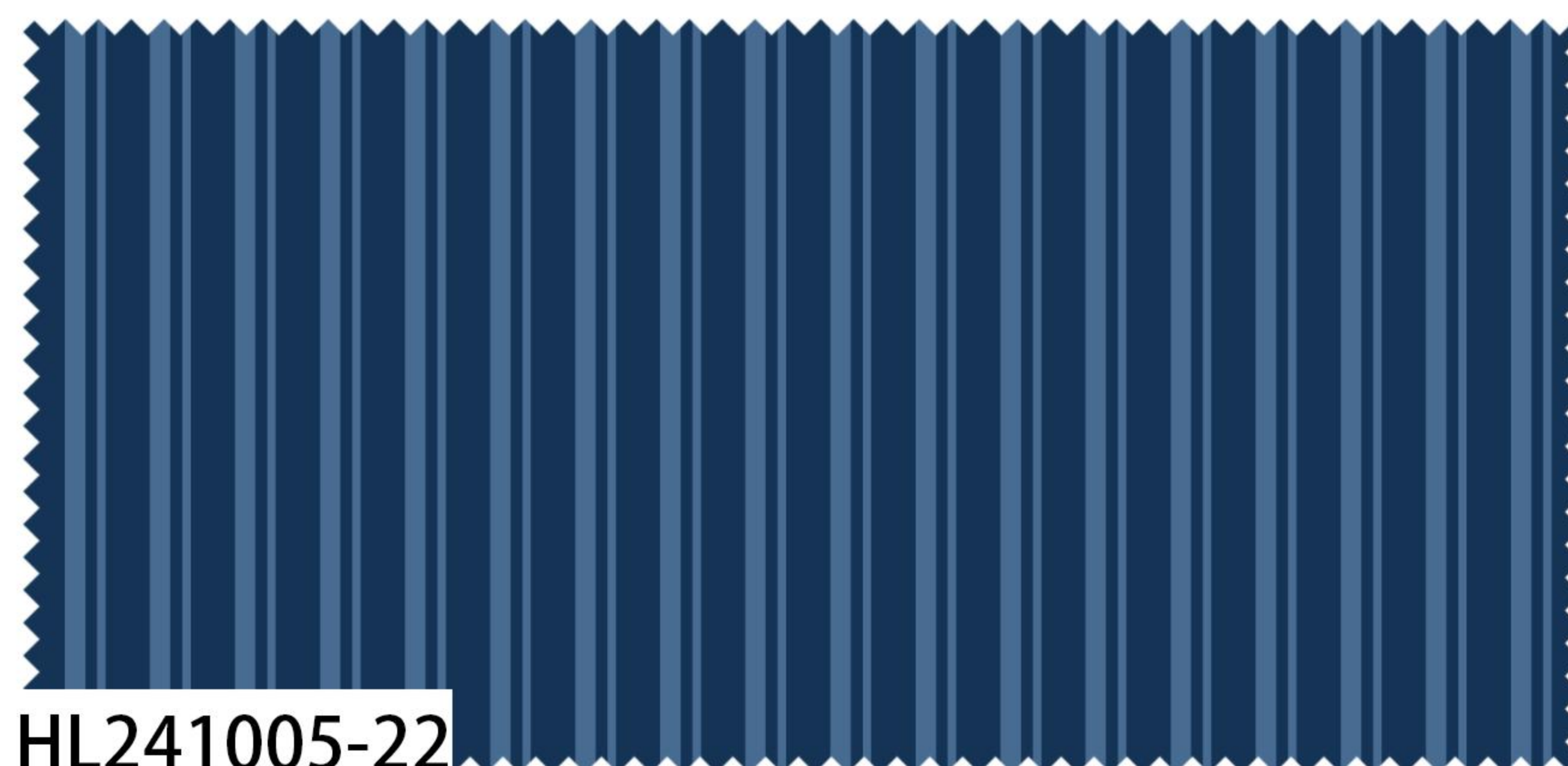
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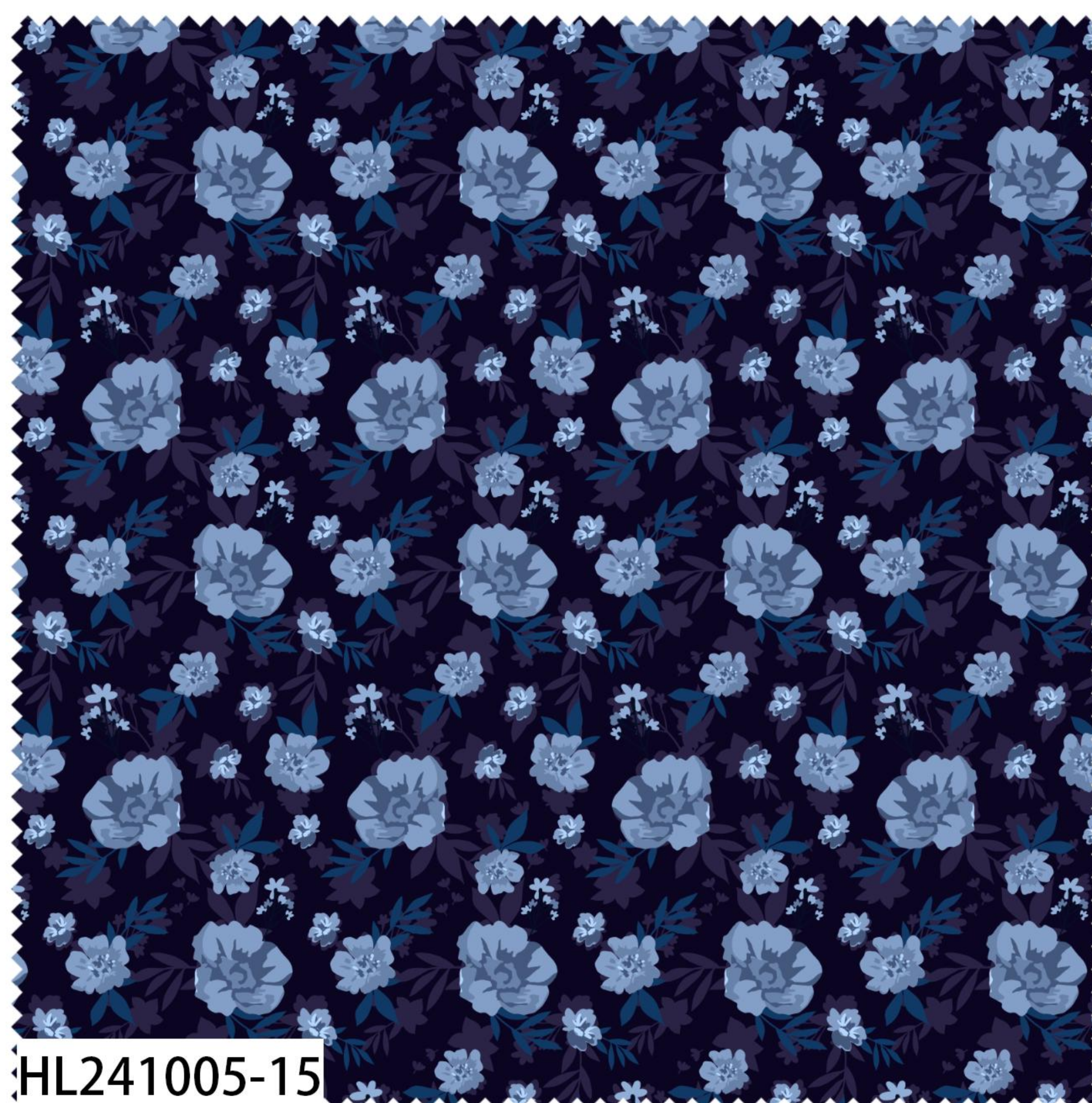
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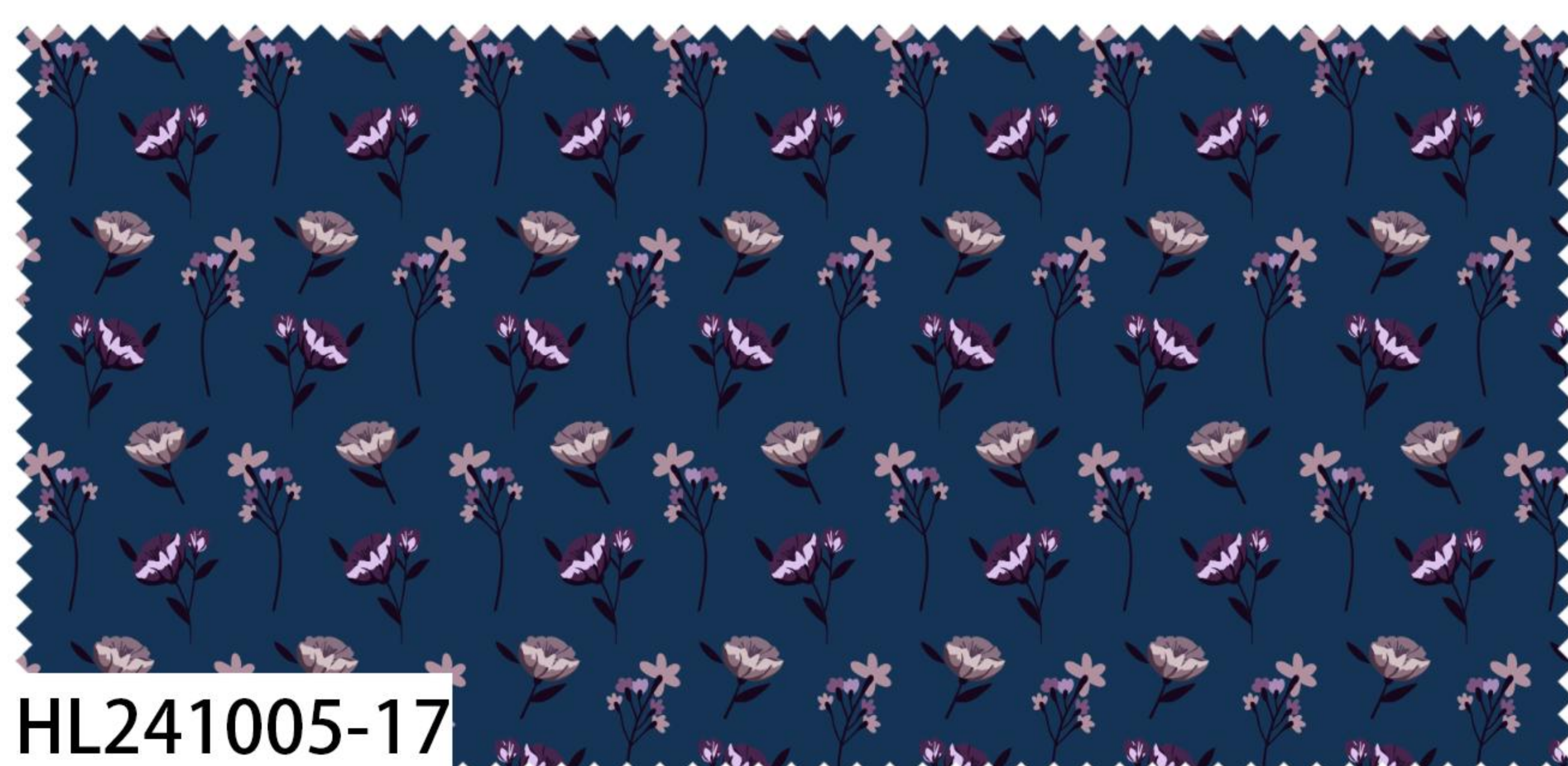
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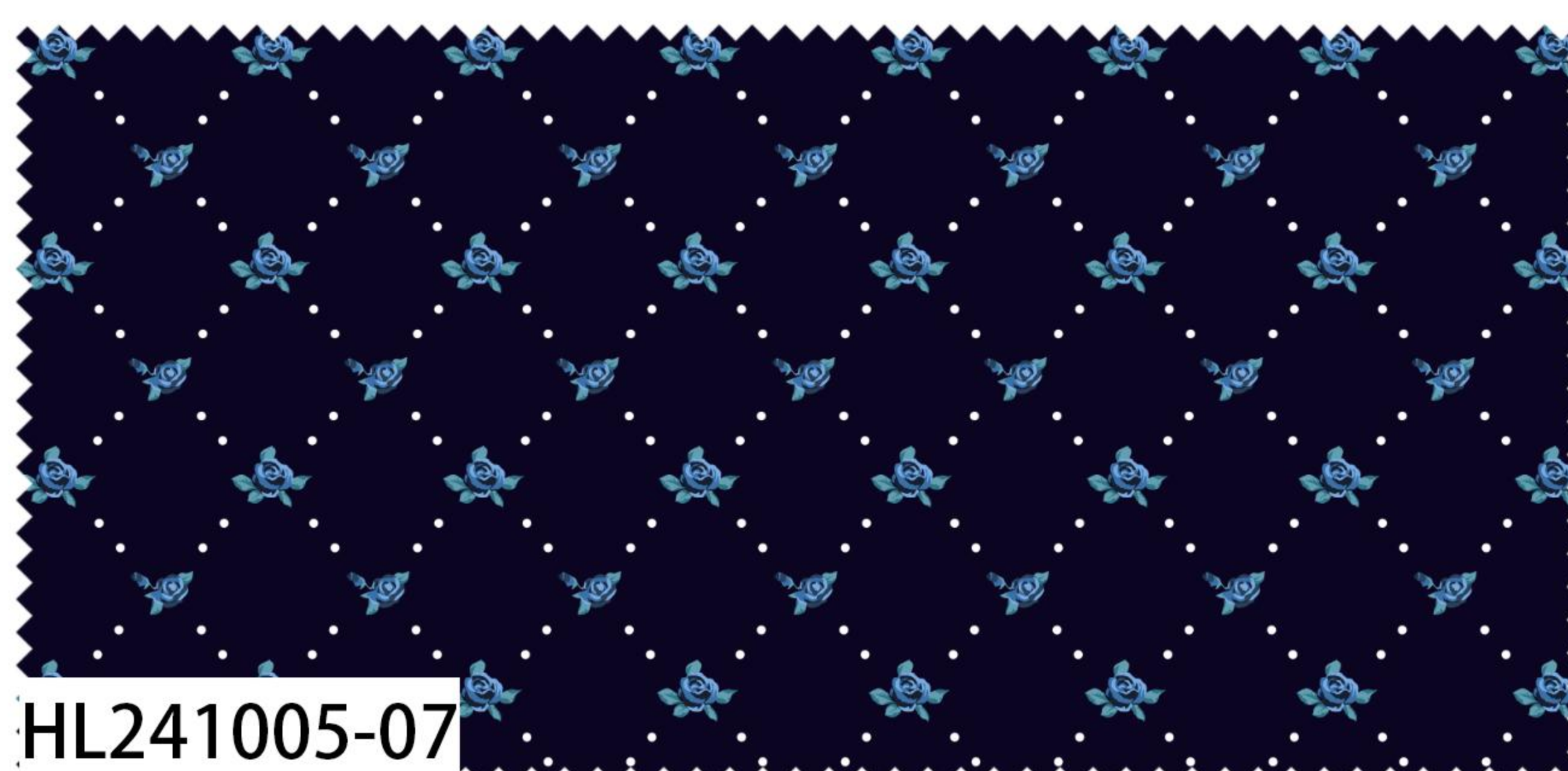
HL241005-22



HL241005-15



HL241005-17



HL241005-07





AUTUMN.....SCENERY

This design, with an autumn floral theme, combines the unique atmosphere of autumn with floral patterns to present a poetic and warm autumn scene. Autumn is a season of rich colors and emotions, while florals represent delicacy and gentleness. This theme aims to convey the tranquility, depth, and romance of autumn, bringing warmth and comfort.

The colors include autumnal tones like reddish brown, golden yellow, and chestnut, representing the abundance and maturity of the season and creating a warm, rich atmosphere. Some green accents are added for visual richness.





HL241006-10



HL241006-04



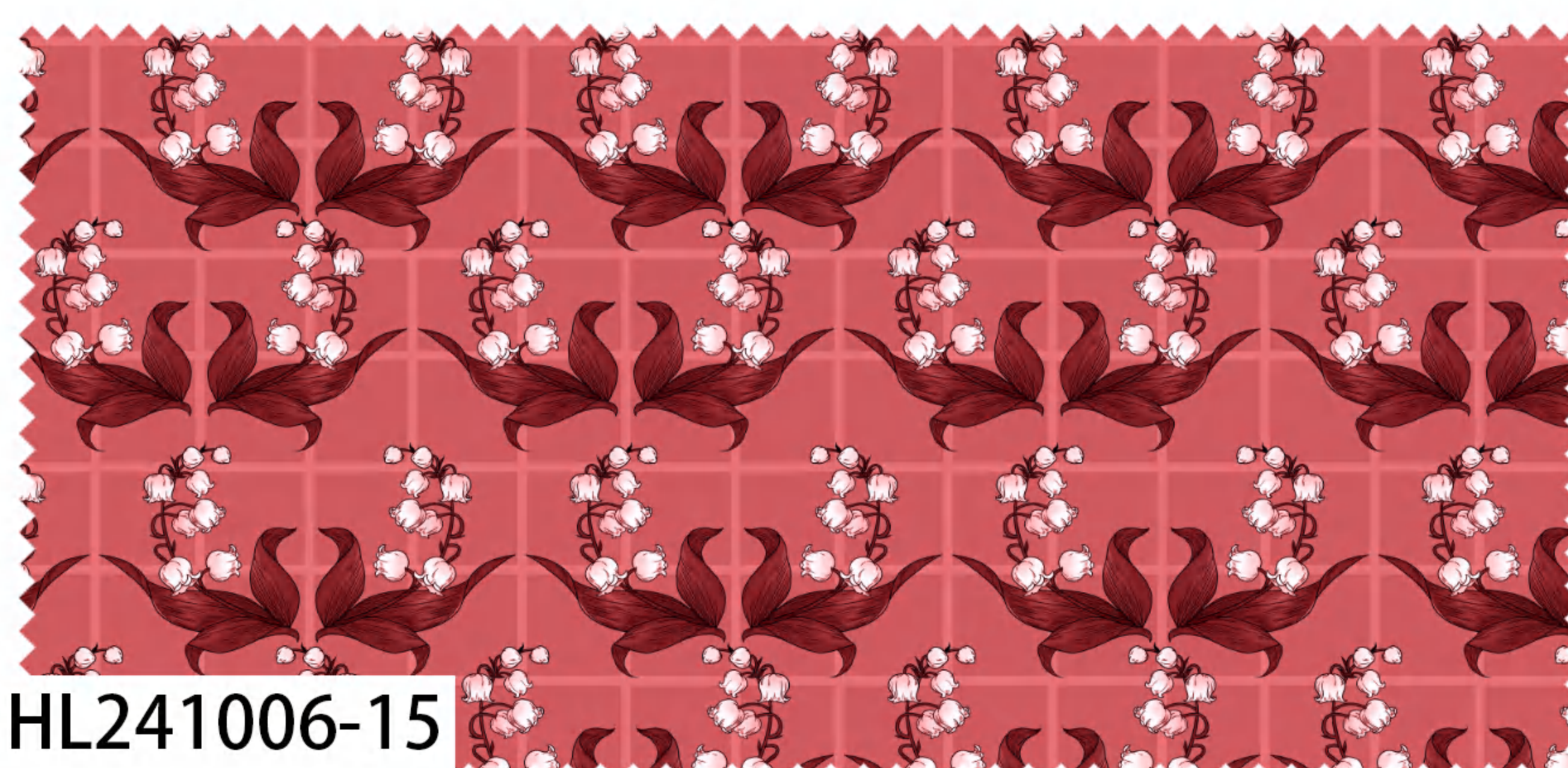
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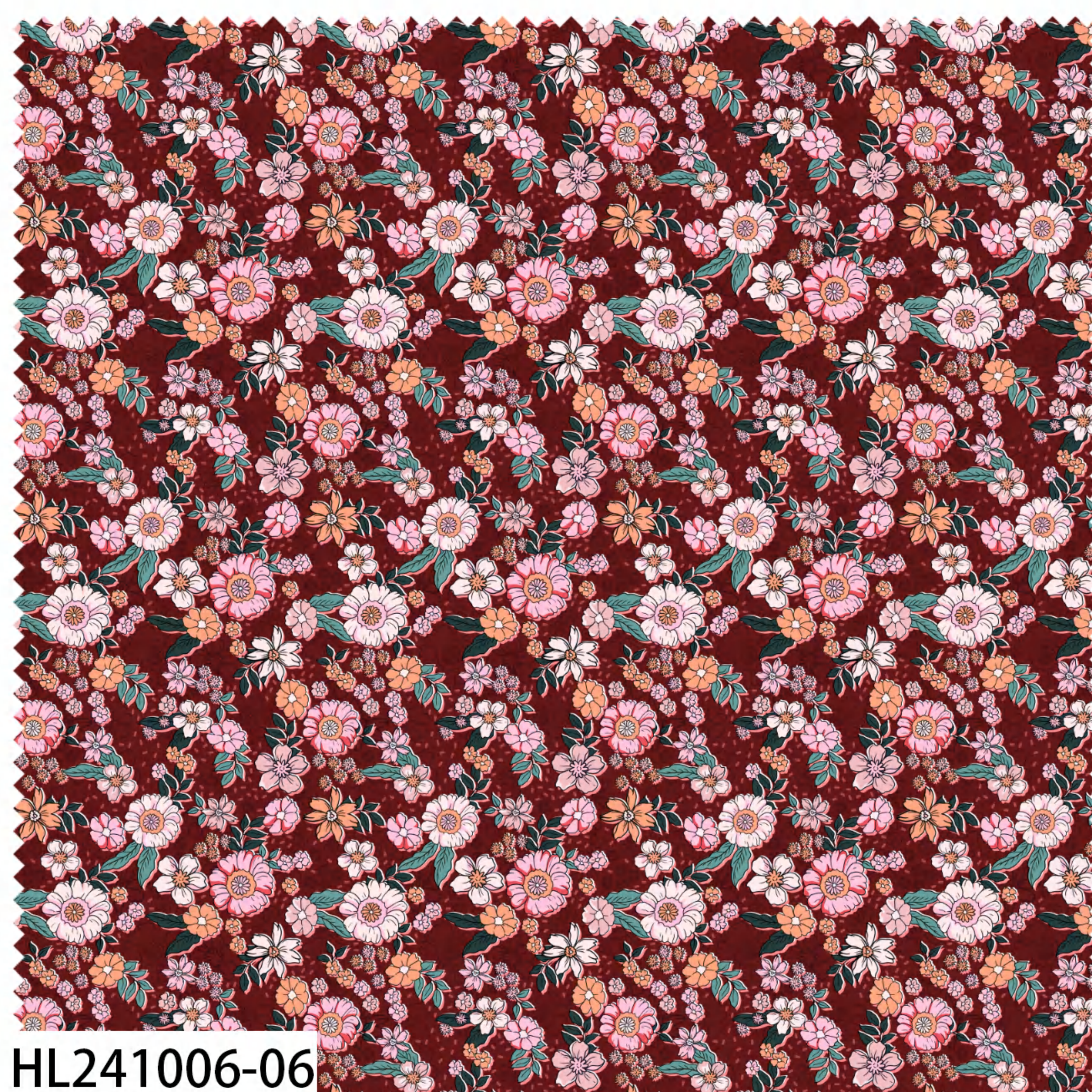
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HL241006-18



HL241006-20



HL241006-06



HL241006-08



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HL241006-12



HL241006-22



HL241006-01



HL241006-07



HL241006-11



HL241006-05



HL241006-03



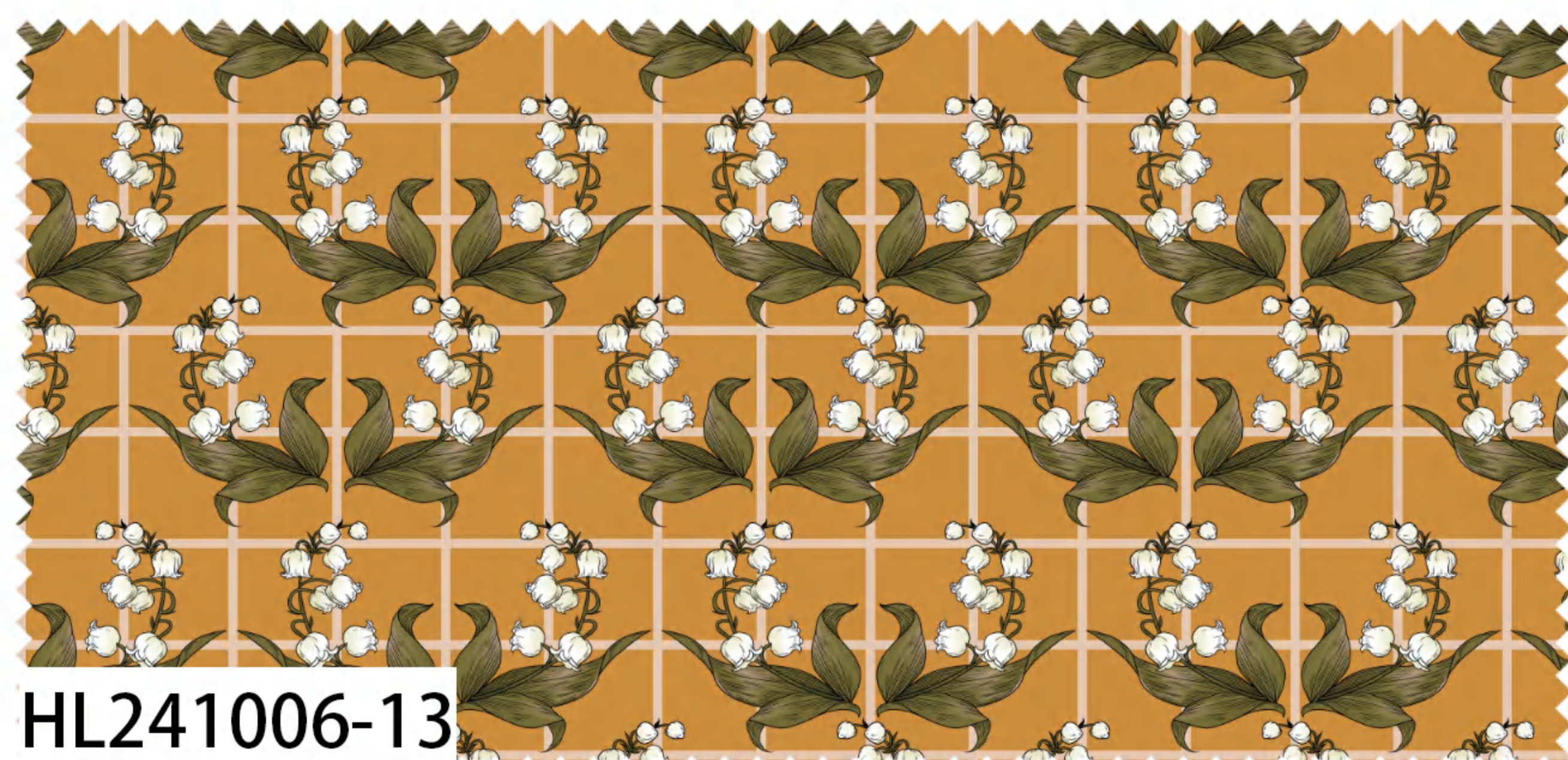
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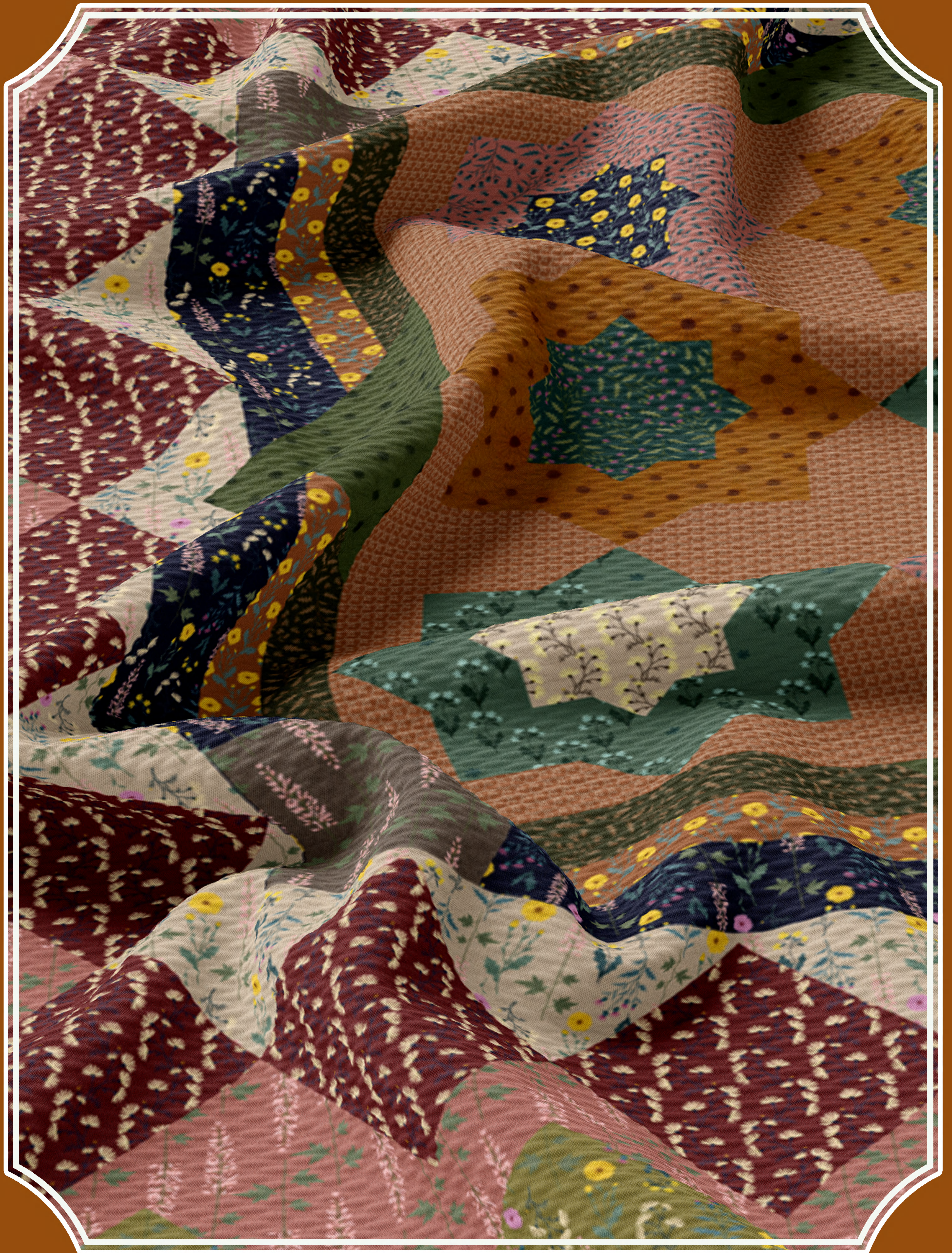
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HL241006-13

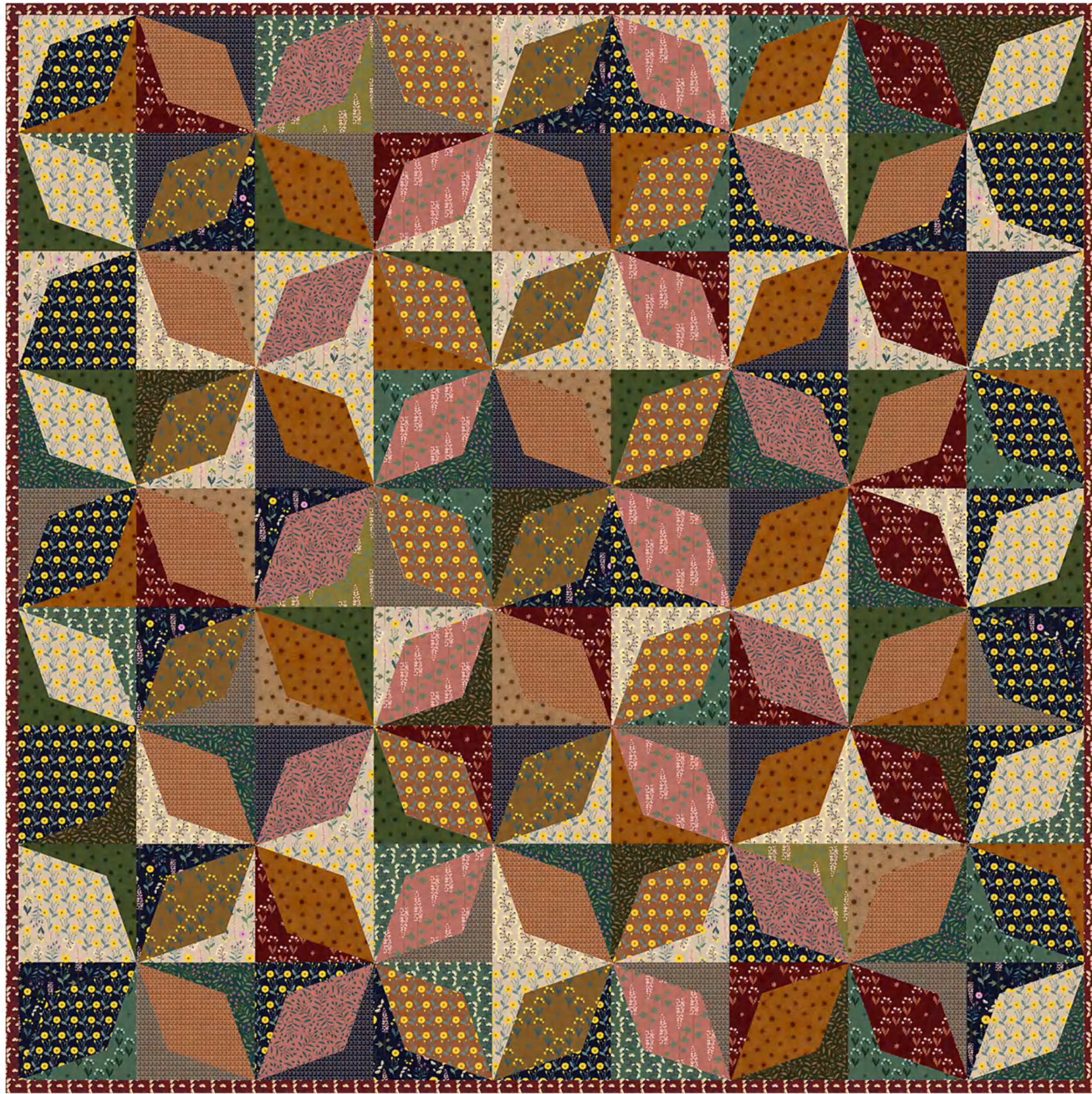


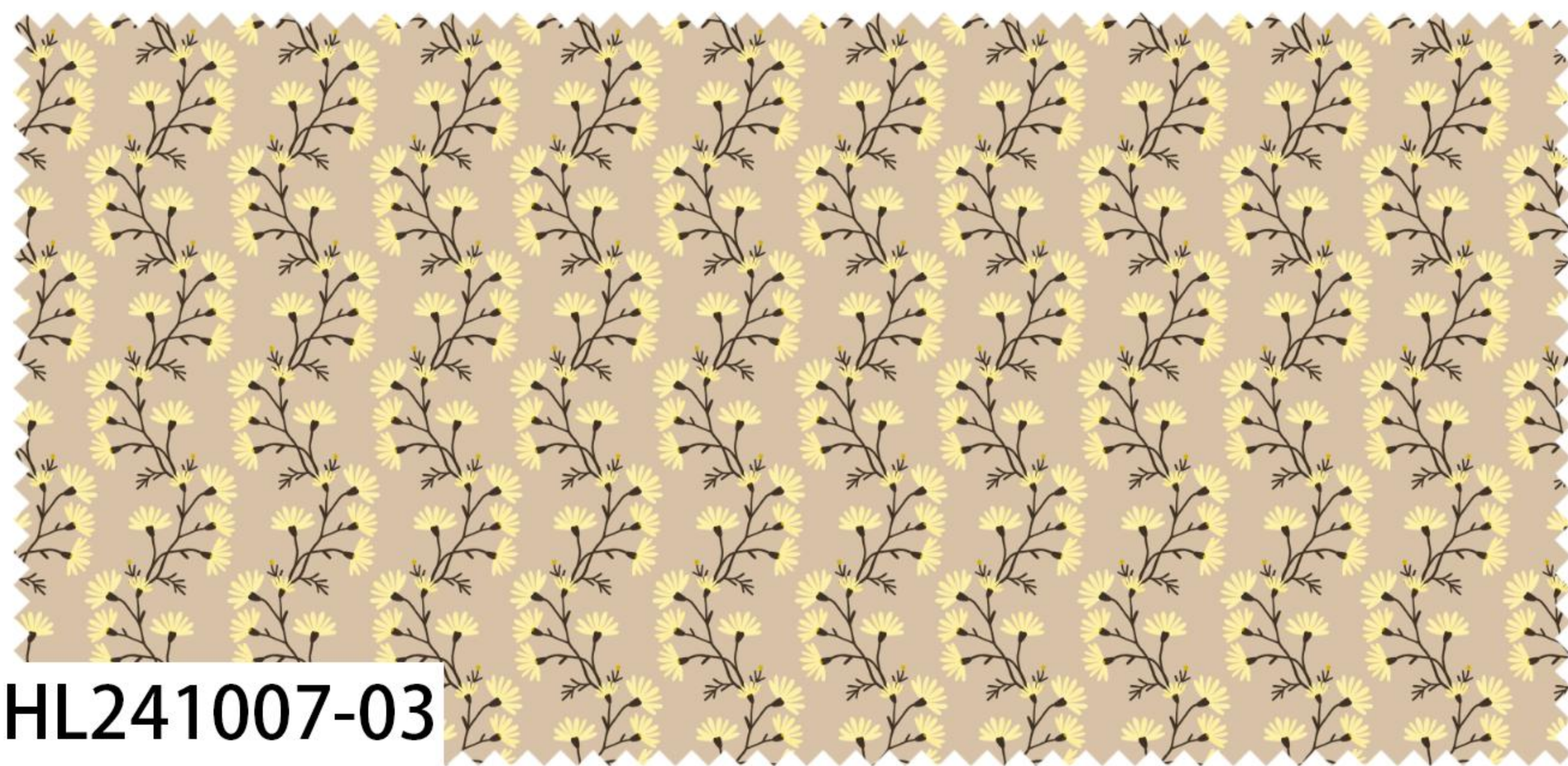


A SMALL PATH AT DUSK

This design, themed around flowers at dusk, captures the unique light and mood of dusk. It combines the softness of flowers with the mystery and warmth of dusk, creating a poetic and romantic visual world.

Warm and soft tones, like brownish yellow, beige, and pink, represent the glow of the sunset and convey a sense of tranquility and warmth. Dusk brings a unique atmosphere, inviting people to find a peaceful corner in the midst of a busy life, to relax and enjoy a moment of quiet and beauty.





HL241007-03



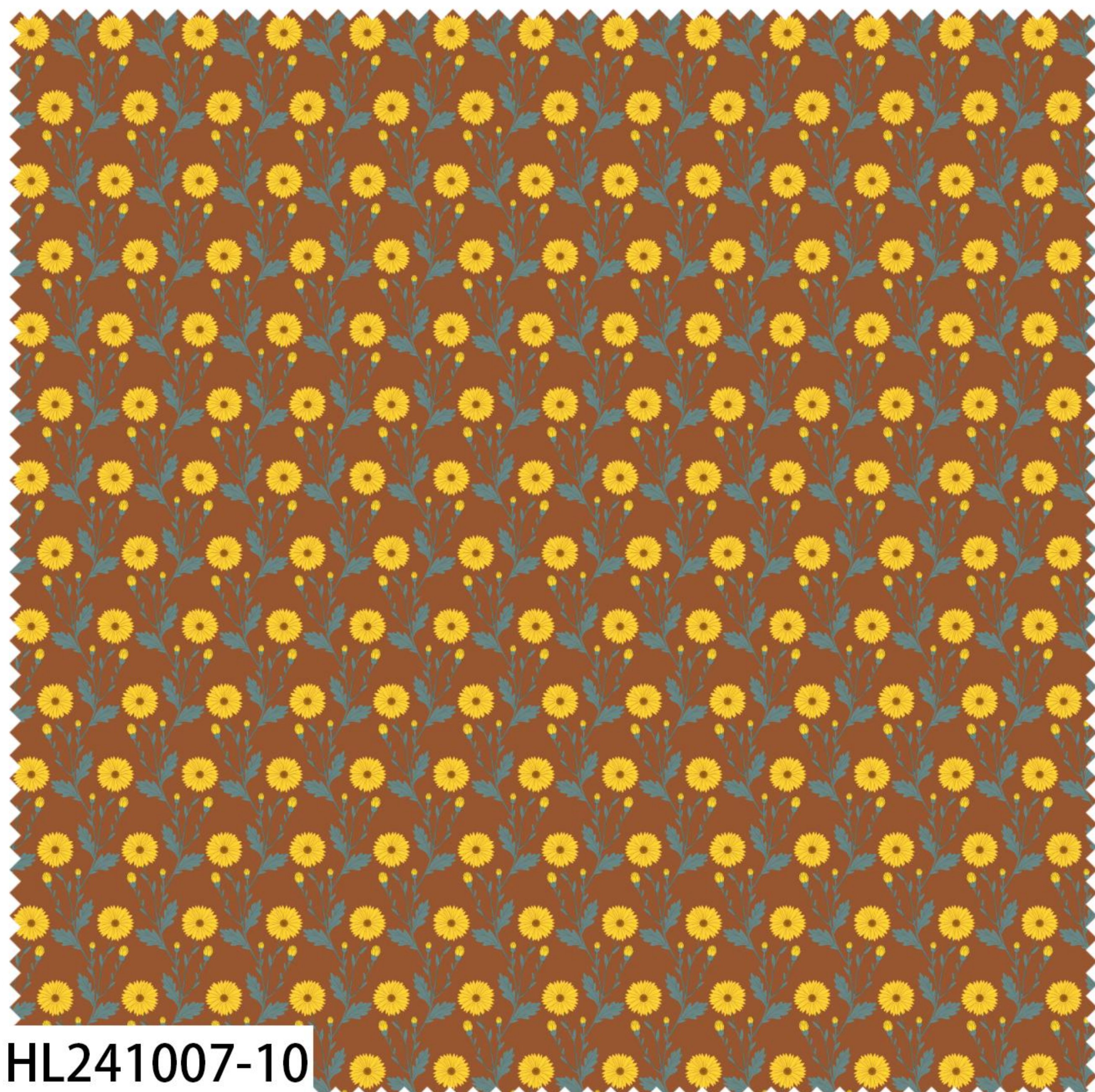
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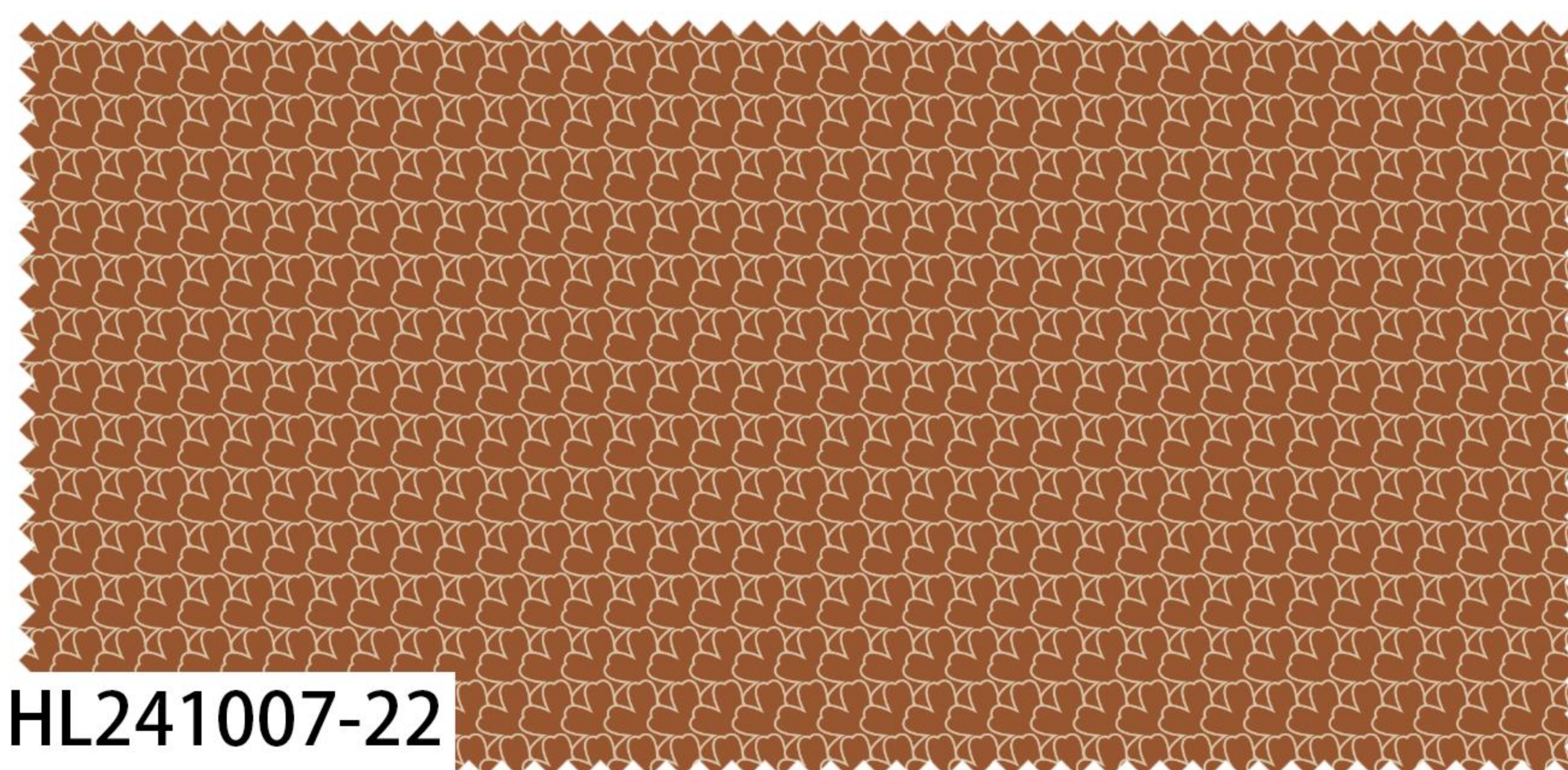
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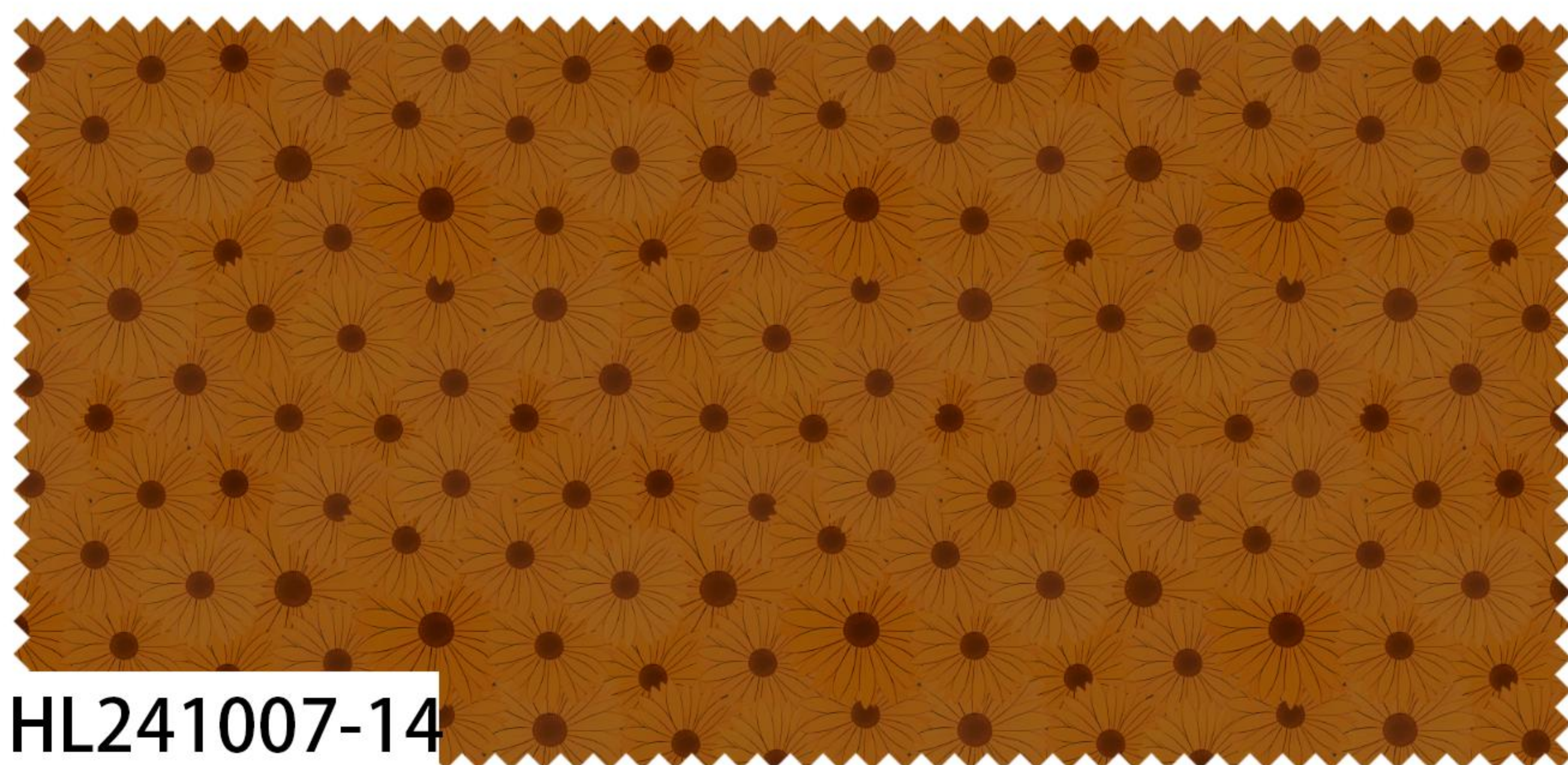
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HL241007-17



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HL241007-23



HL241007-05



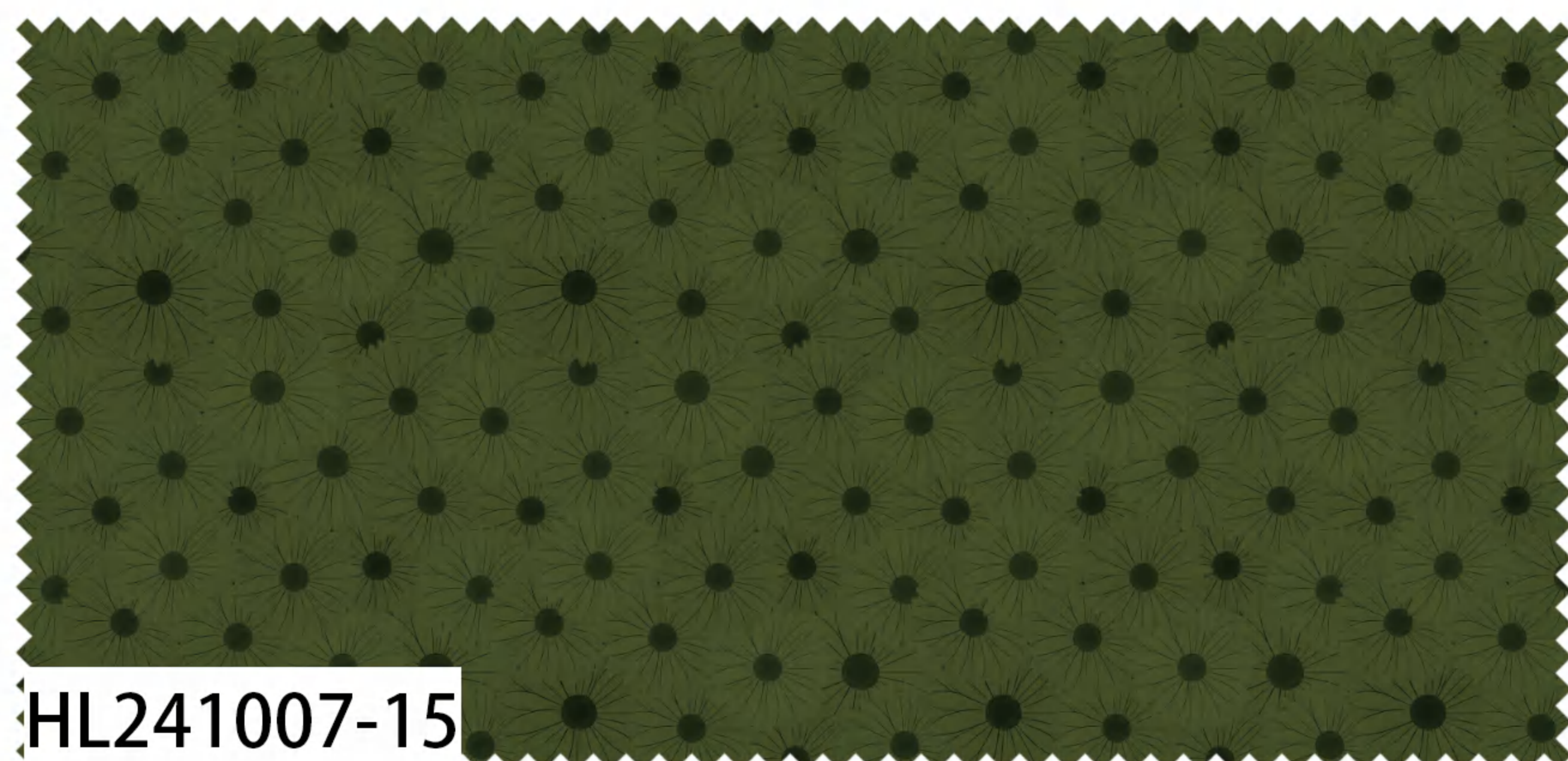
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HL241007-15



HL241007-09



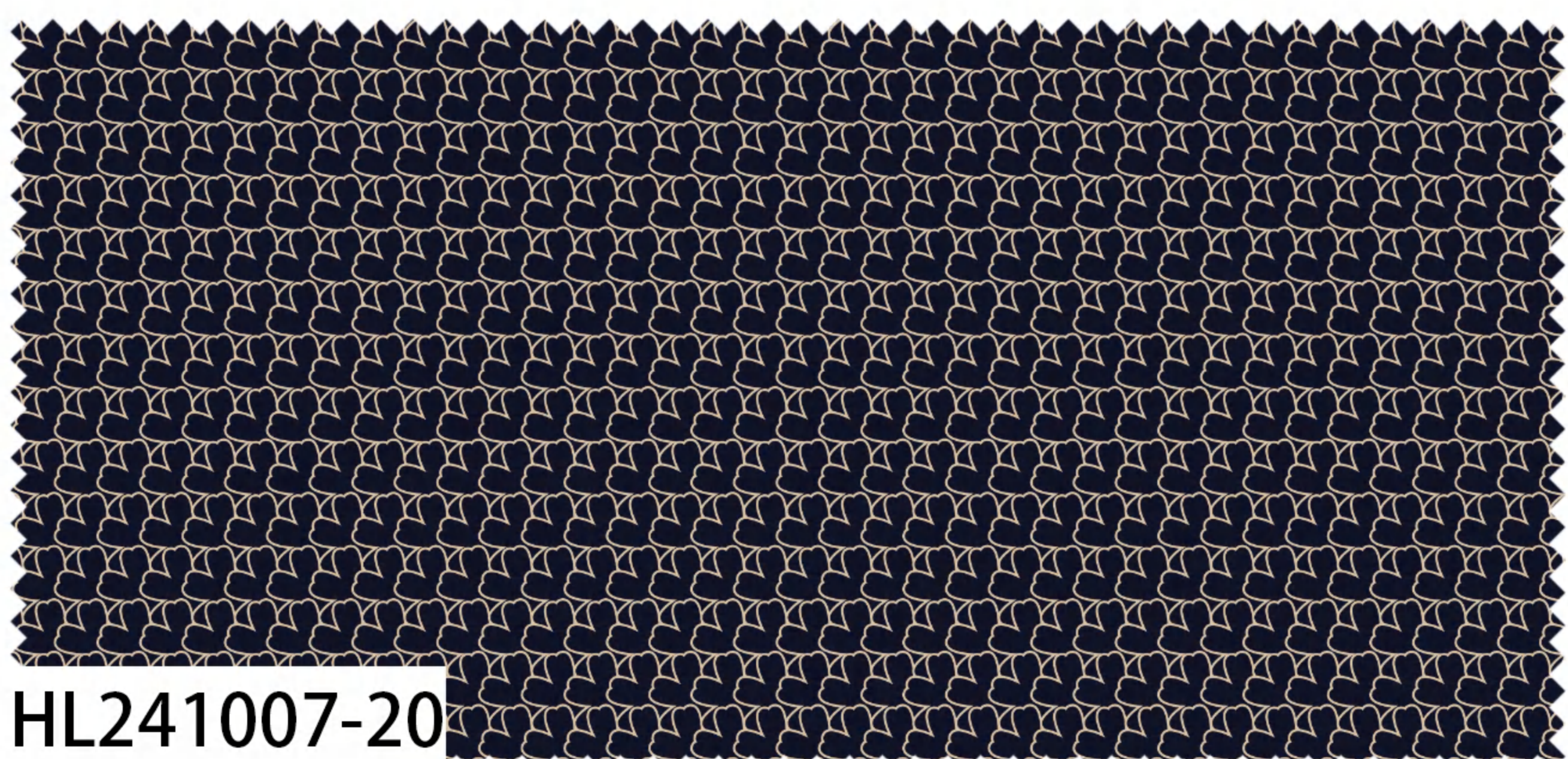
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HL241007-20



HL241007-06



LADIES' FLOWER FAIR

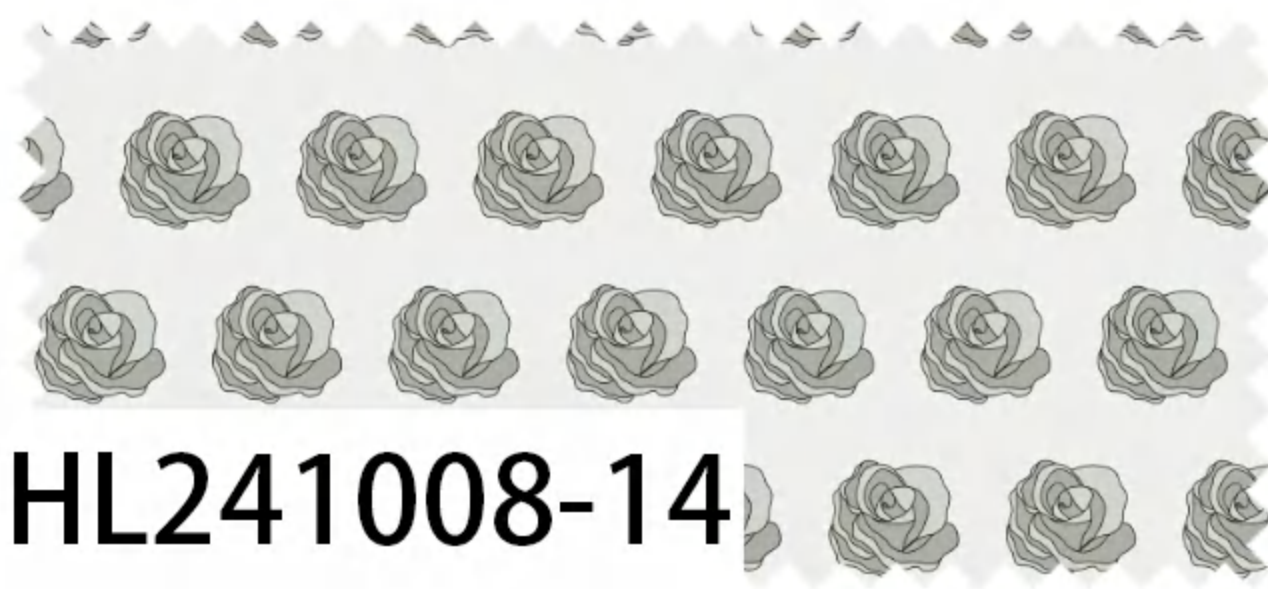
This design centers on roses, aiming to express their charm, romance, and elegance, and convey the profound meaning of love and beauty. As a classic flower, the rose has long been a symbol of love, beauty, passion, and nobility. Through thoughtful design, this theme provides viewers with a feast of visual and emotional appeal.

The design uses classic rose colors, including red, pink, and white. Red roses symbolize passionate love, pink roses represent gentle affection and romance, and white roses signify purity and nobility. To enrich the color layers, complementary colors like green (for leaves and stems), gold (for a touch of luxury), and silver (for elegance) are added.





HL241008-05



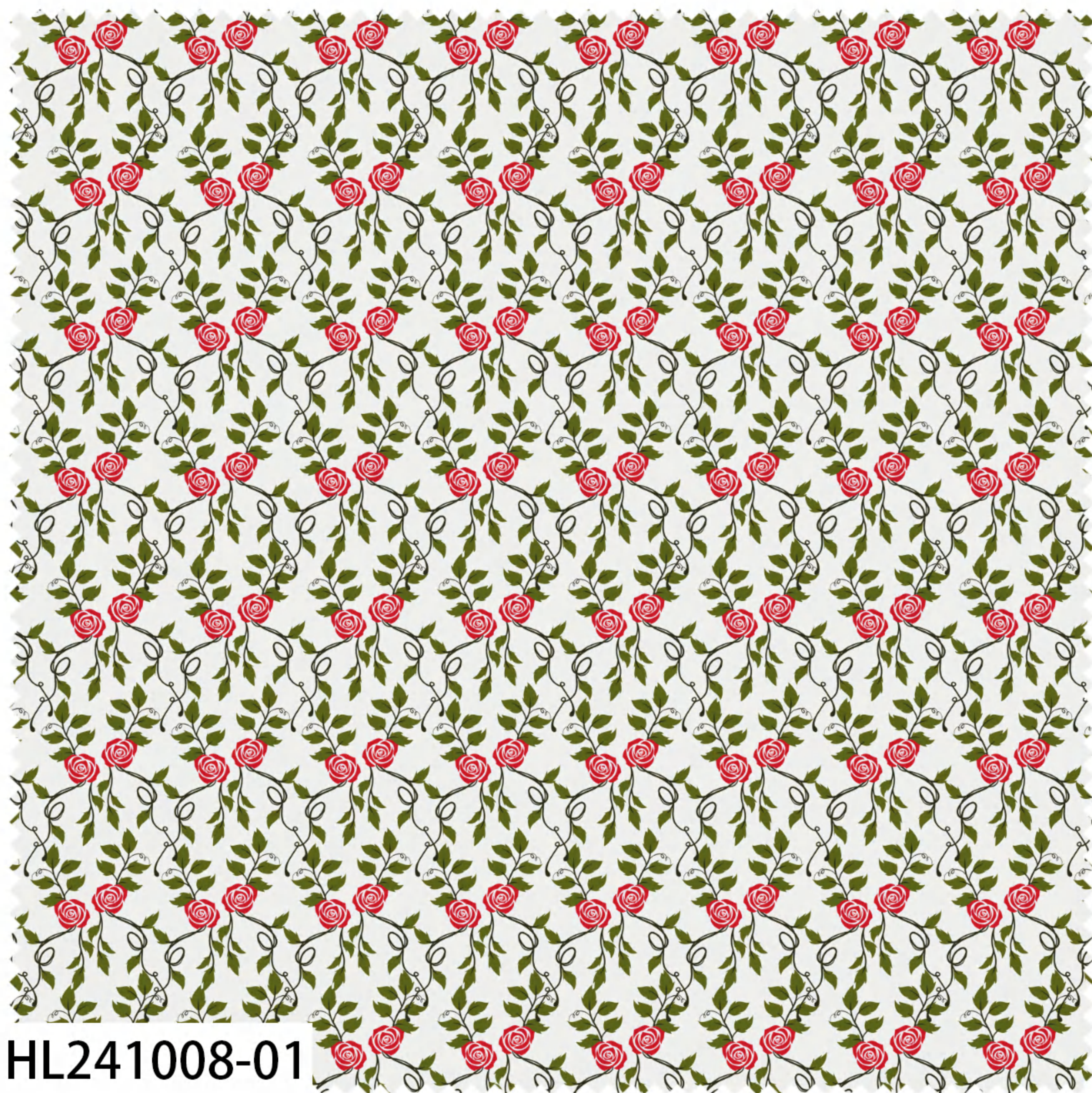
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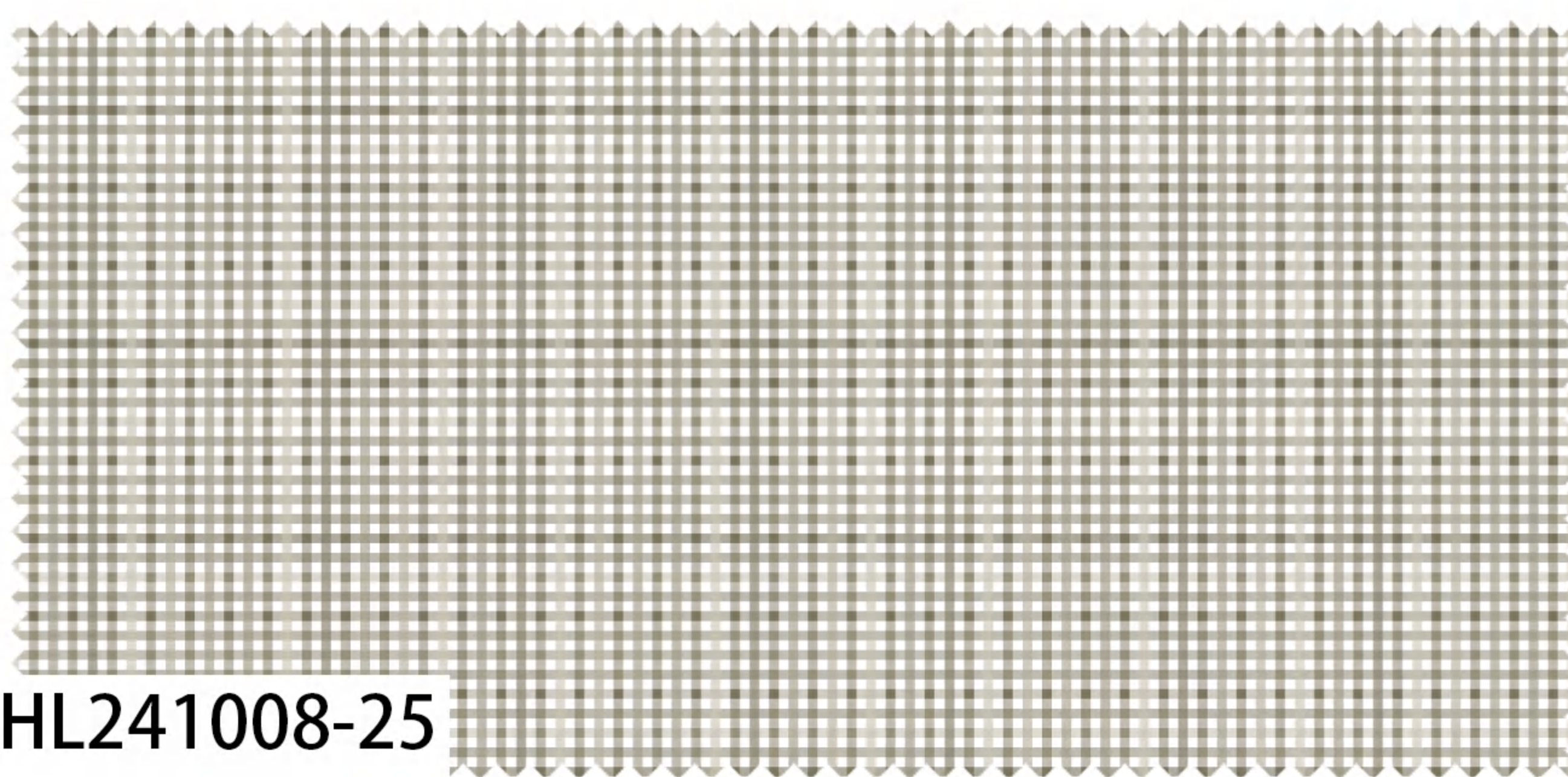
HL241008-17



HL241008-12



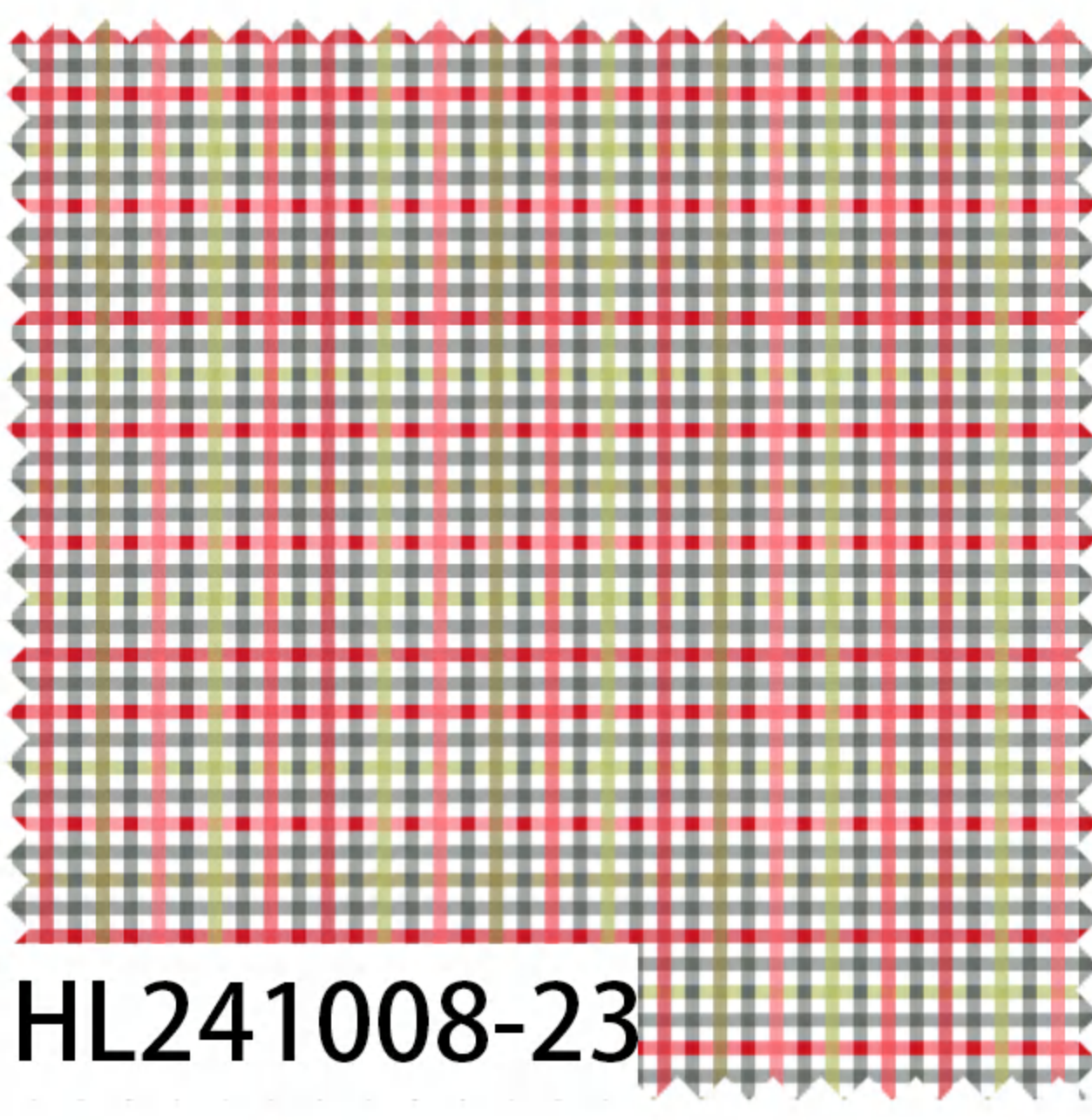
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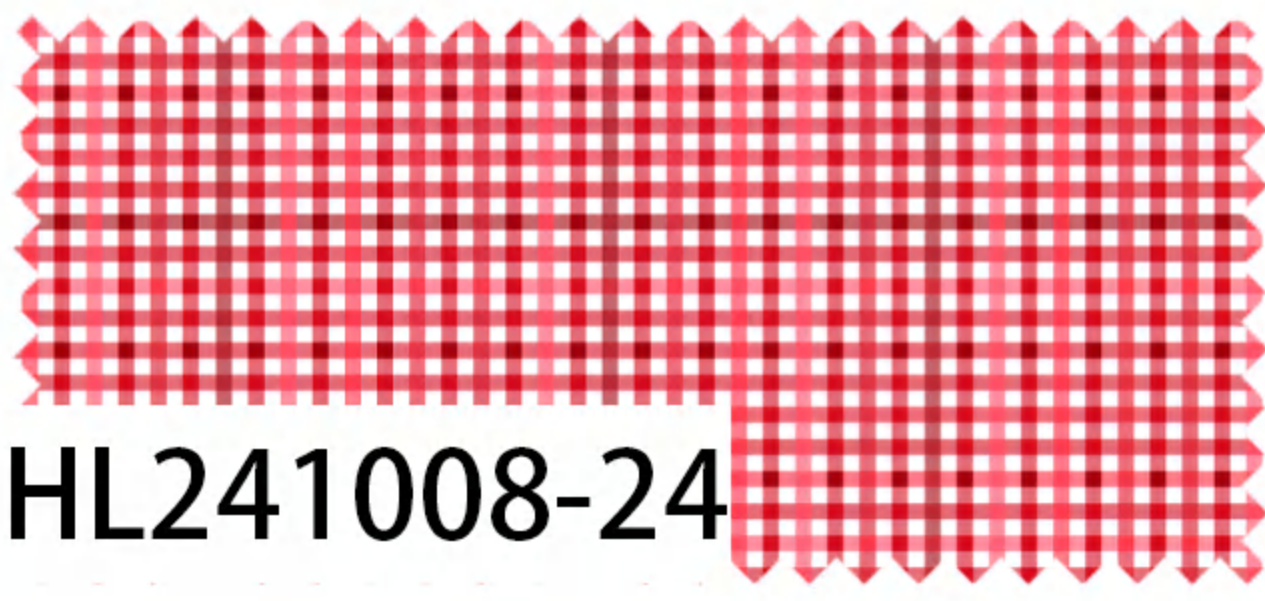
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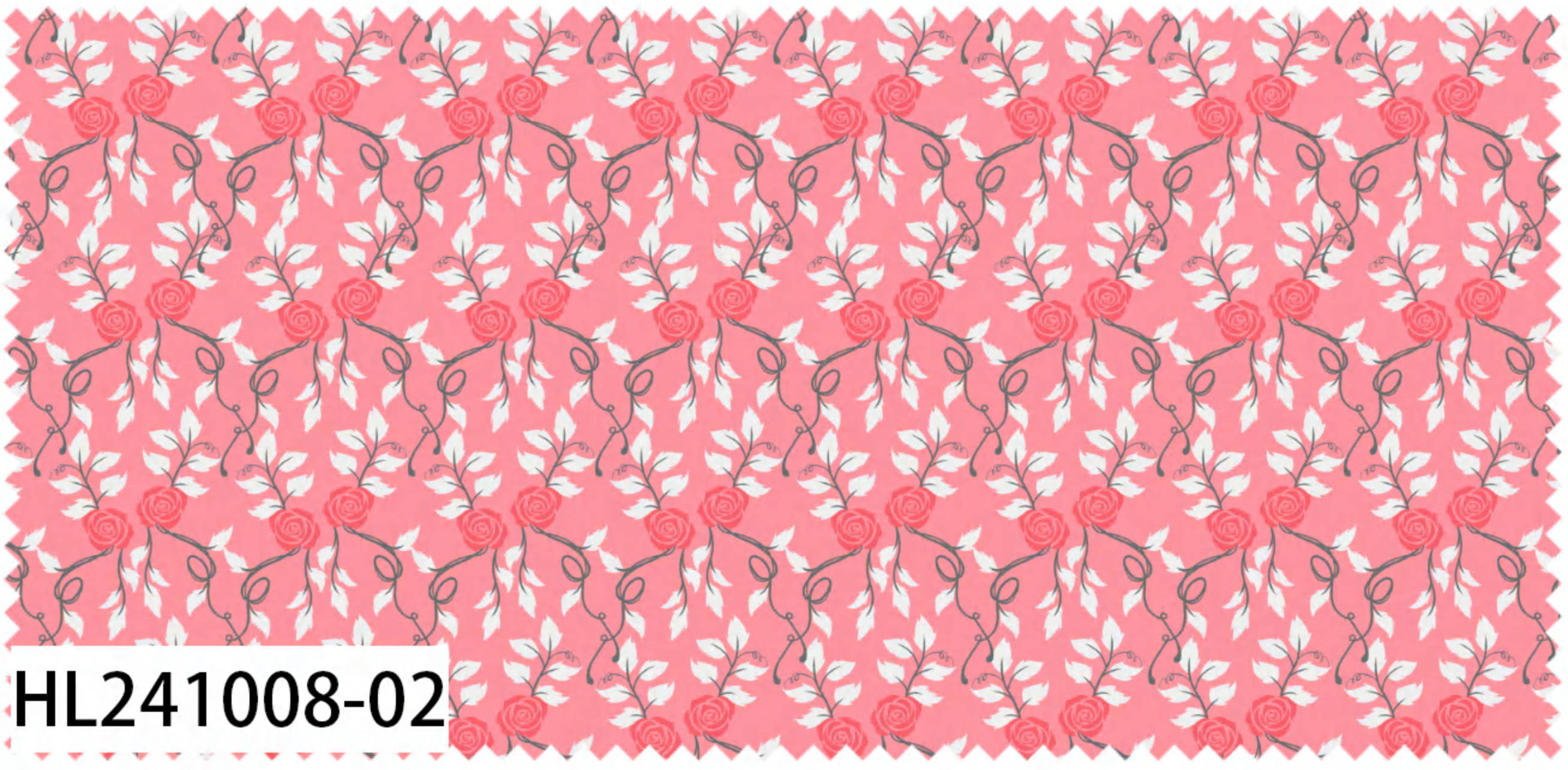
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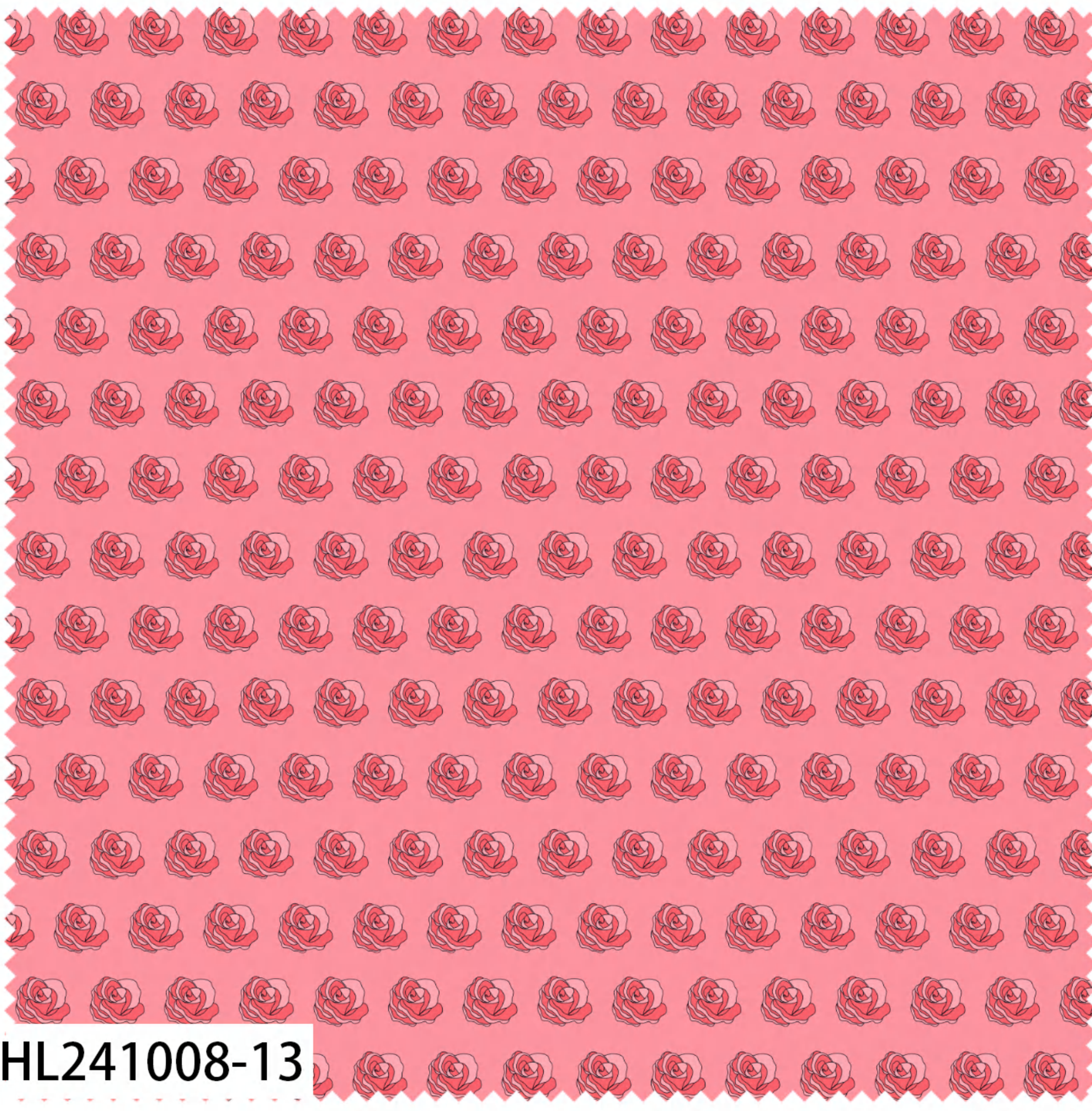
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HL241008-02



HL241008-13



HL241008-11



HL241008-20



HL241008-07



HL241008-19



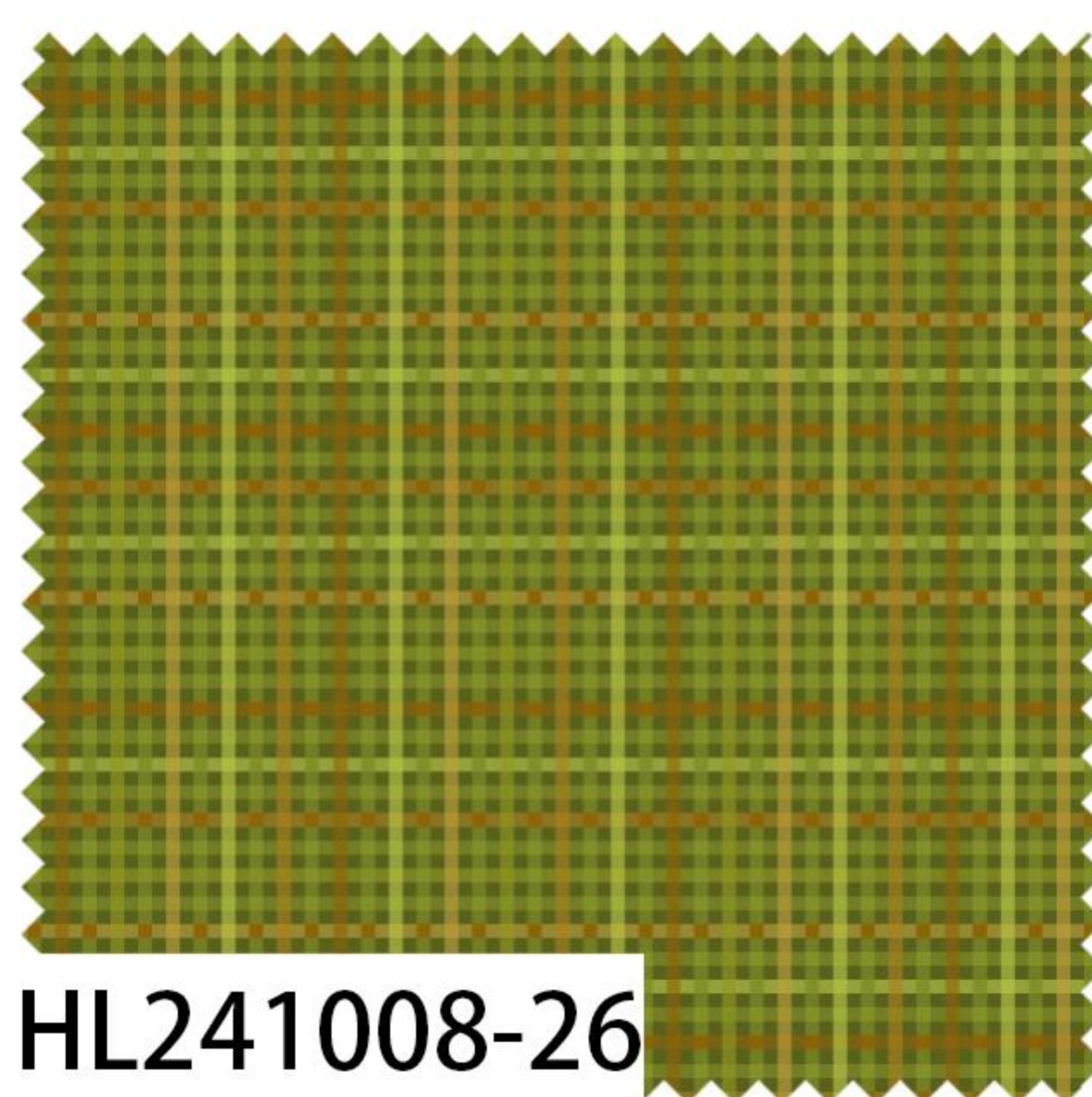
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HL241008-26



HL241008-27



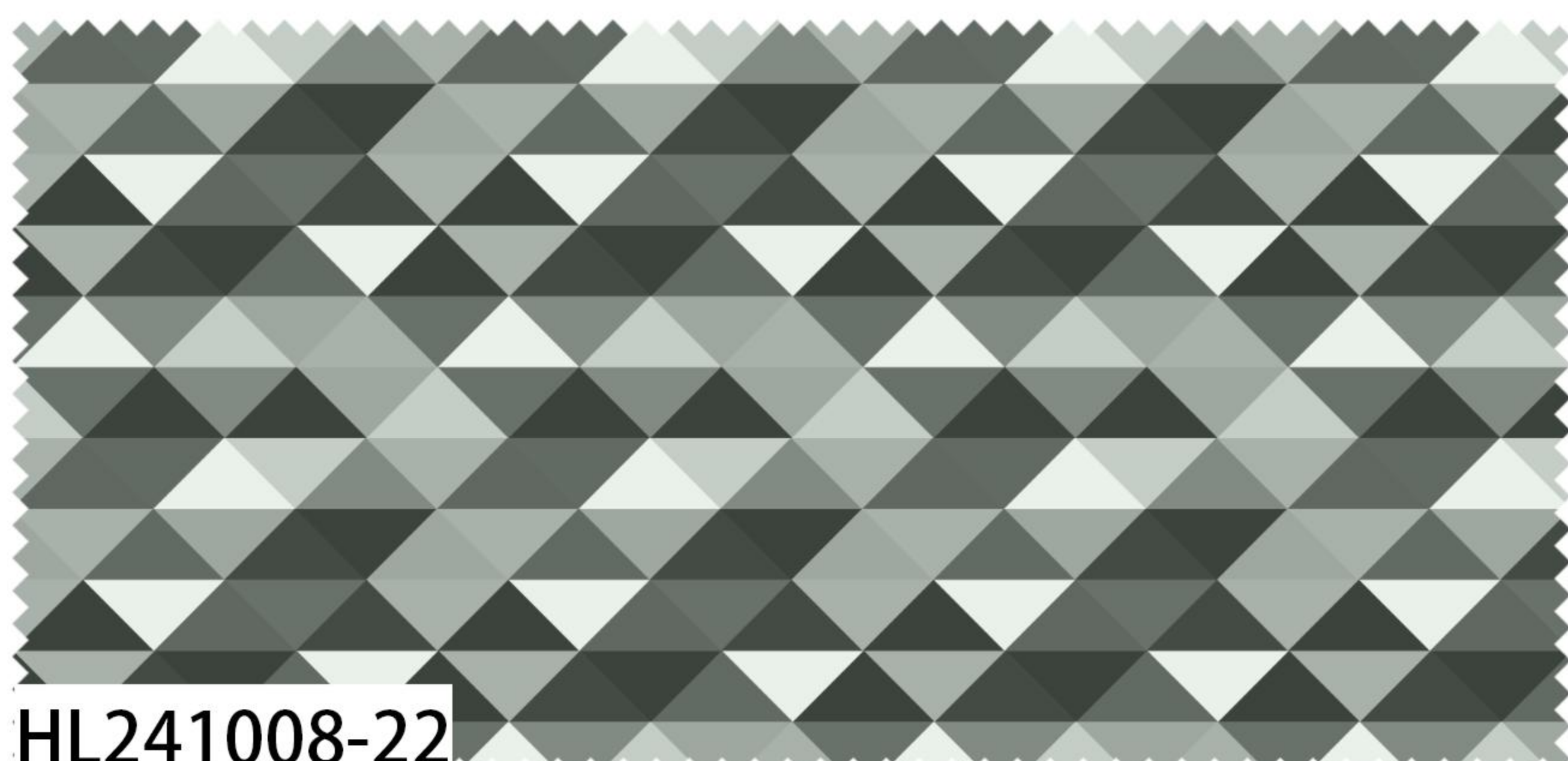
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HL241008-06



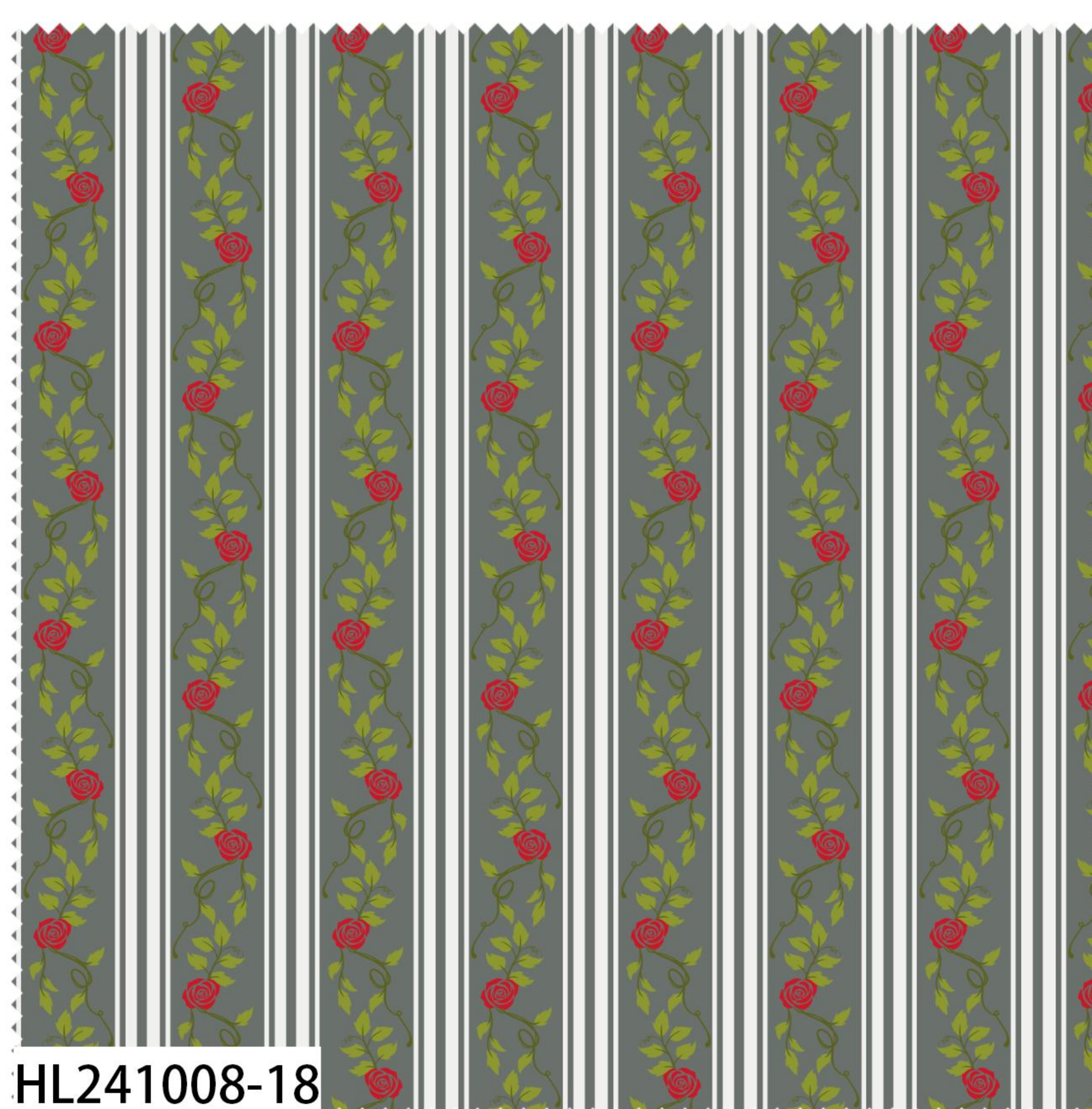
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HL241008-03



HL241008-18

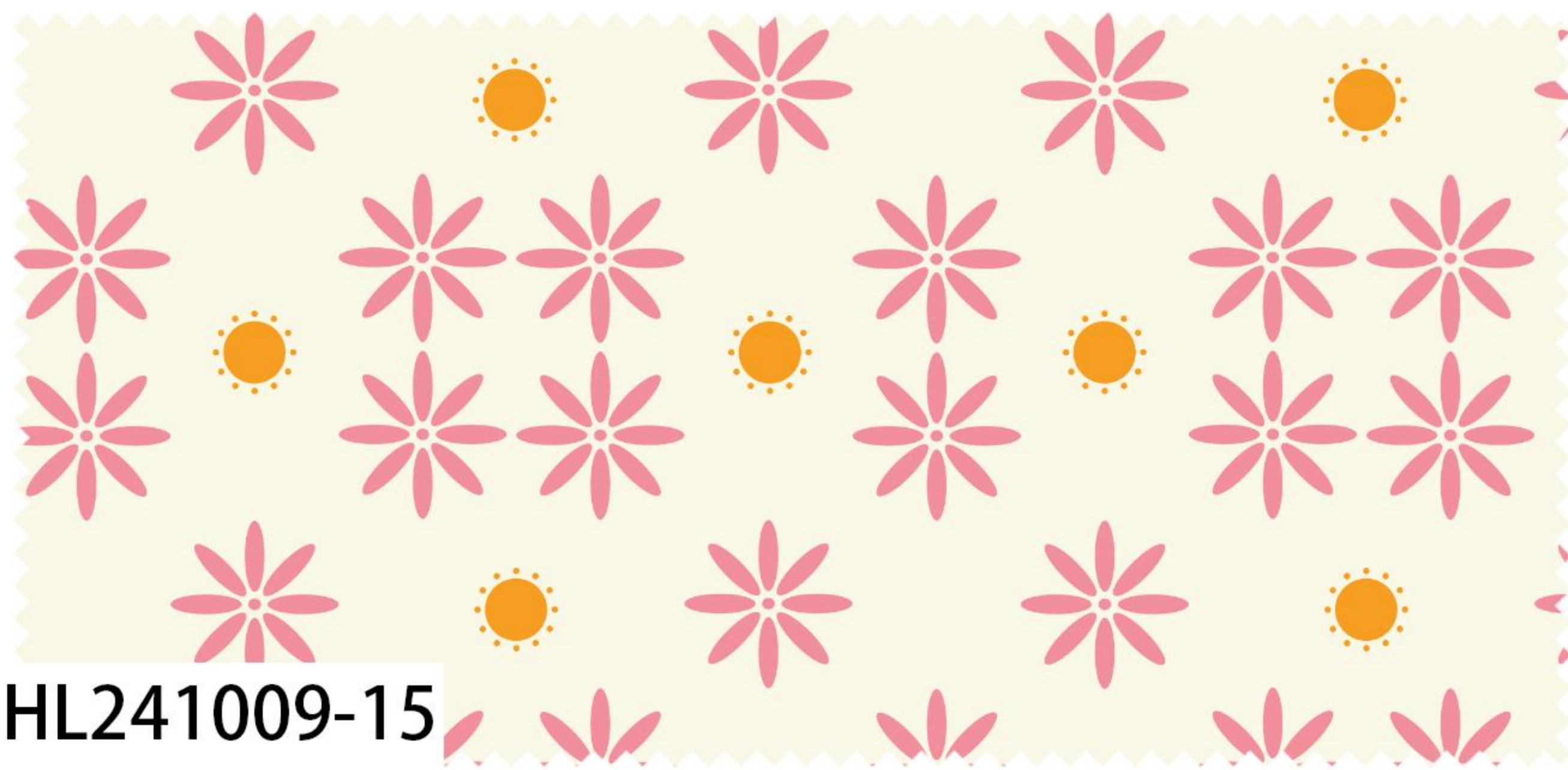




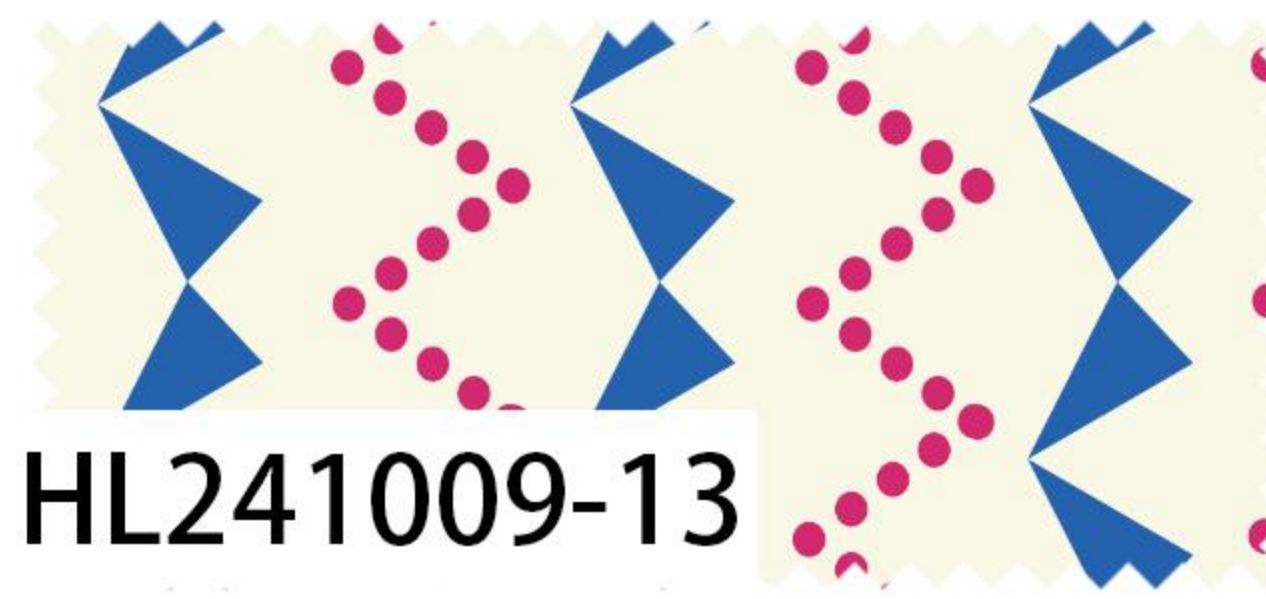
COLORFUL

This series uses simple, geometric shapes like circles, squares, and triangles combined with high-saturation colors to create a clean, modern visual style. Dynamic lines, such as curves and diagonals, are incorporated to enhance the energy and rhythm of the design.

Patterns and textures like stripes, checks, and polka dots are used while maintaining overall simplicity and high-saturation colors as the primary focus.



HL241009-15



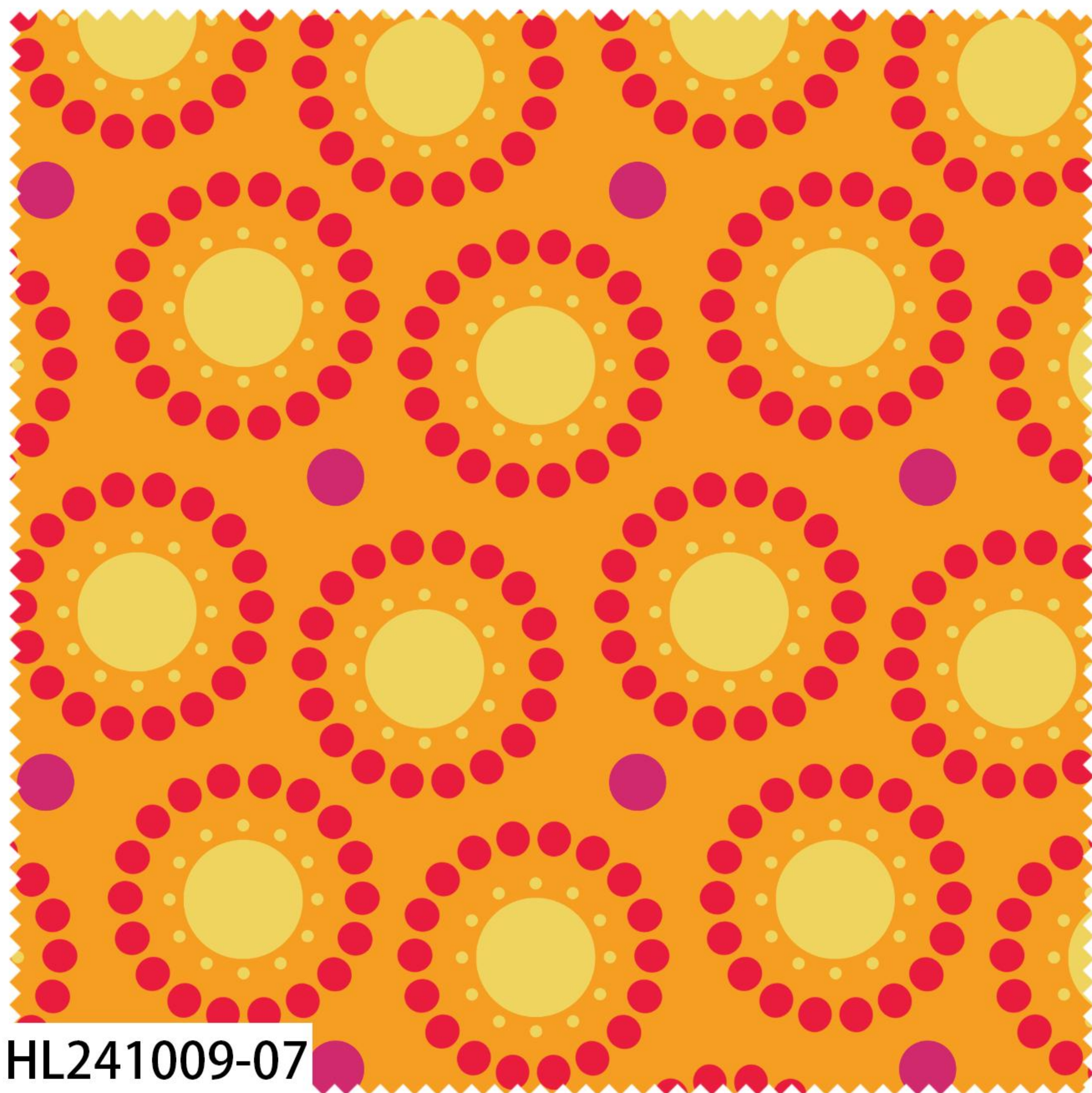
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HL241009-25



HL241009-01



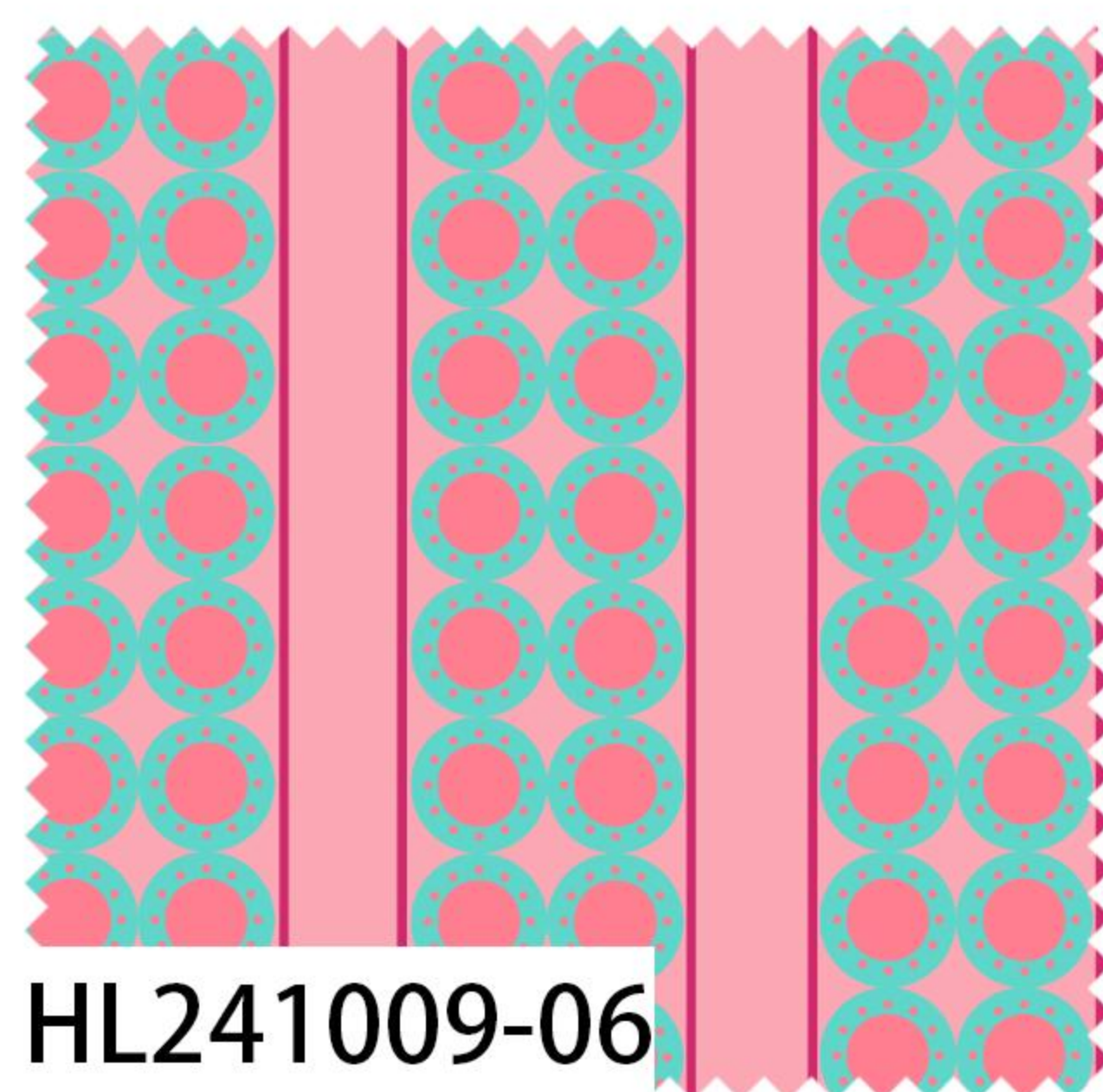
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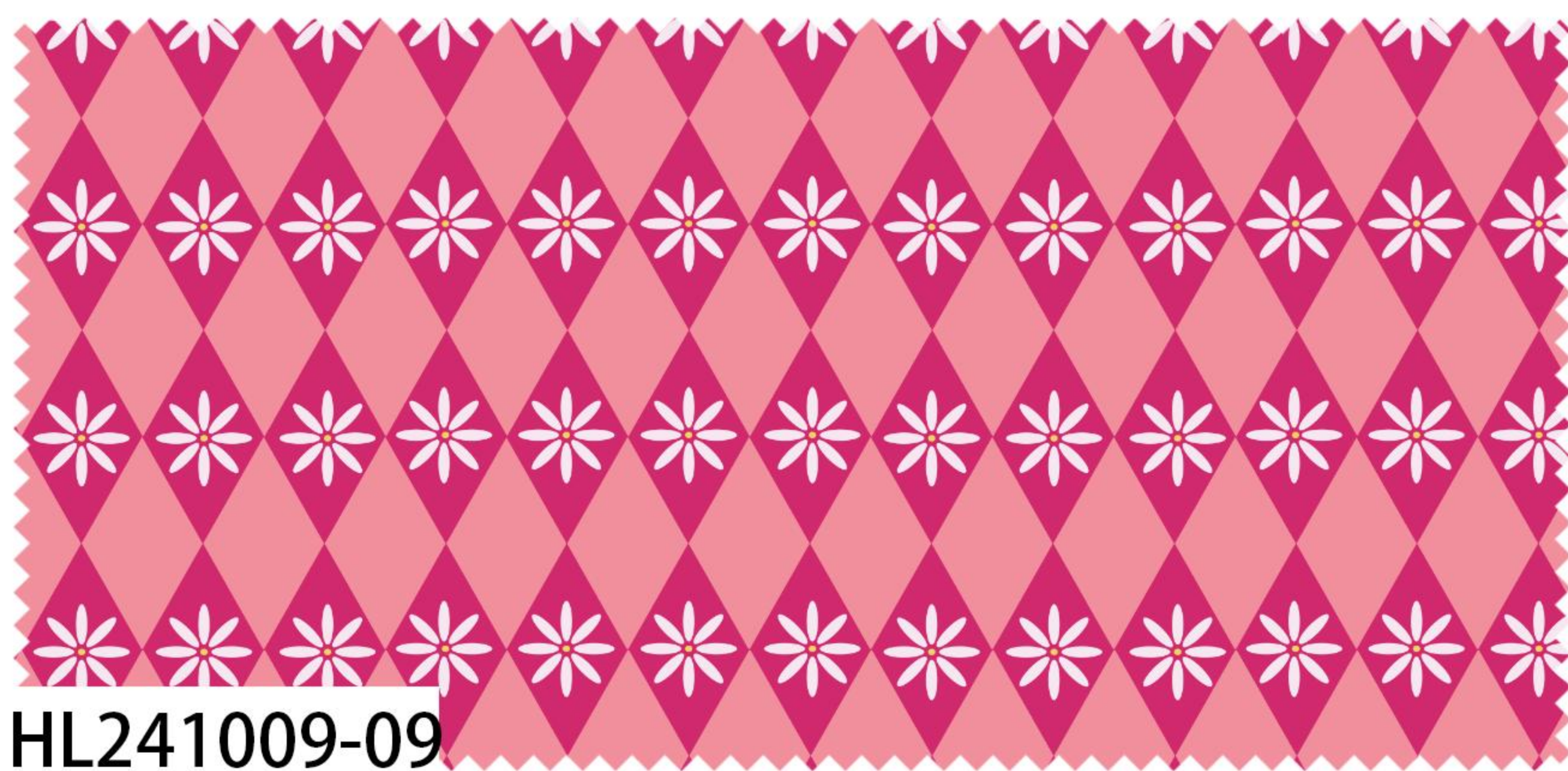
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HL241009-21



HL241009-06



HL241009-09



HL241009-11



HL241009-19



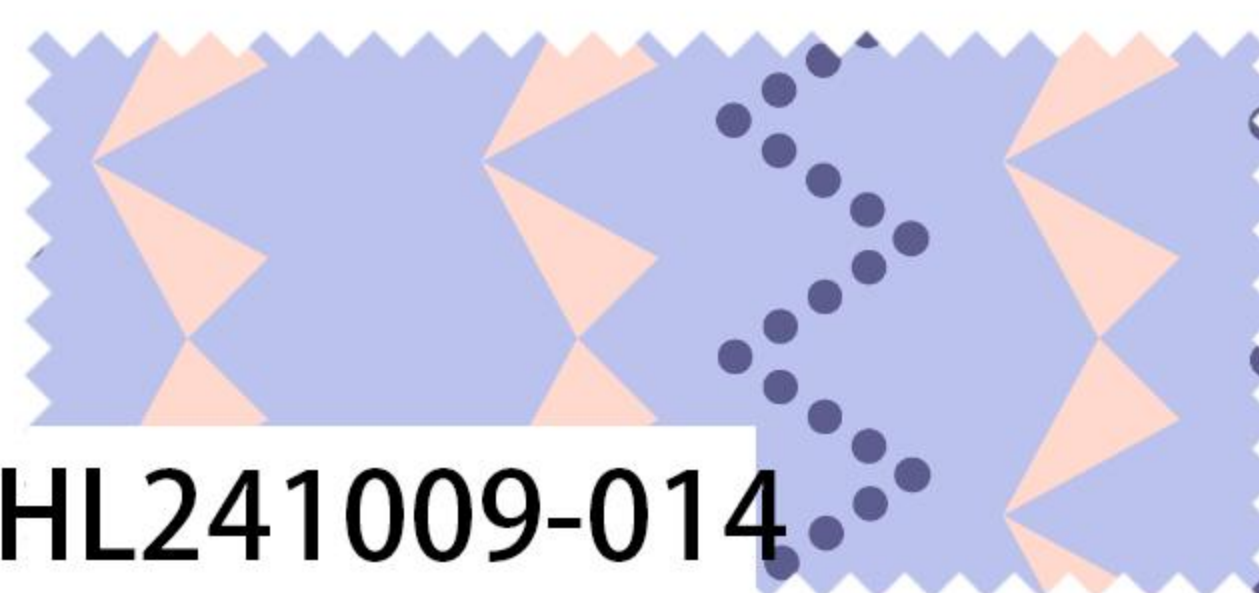
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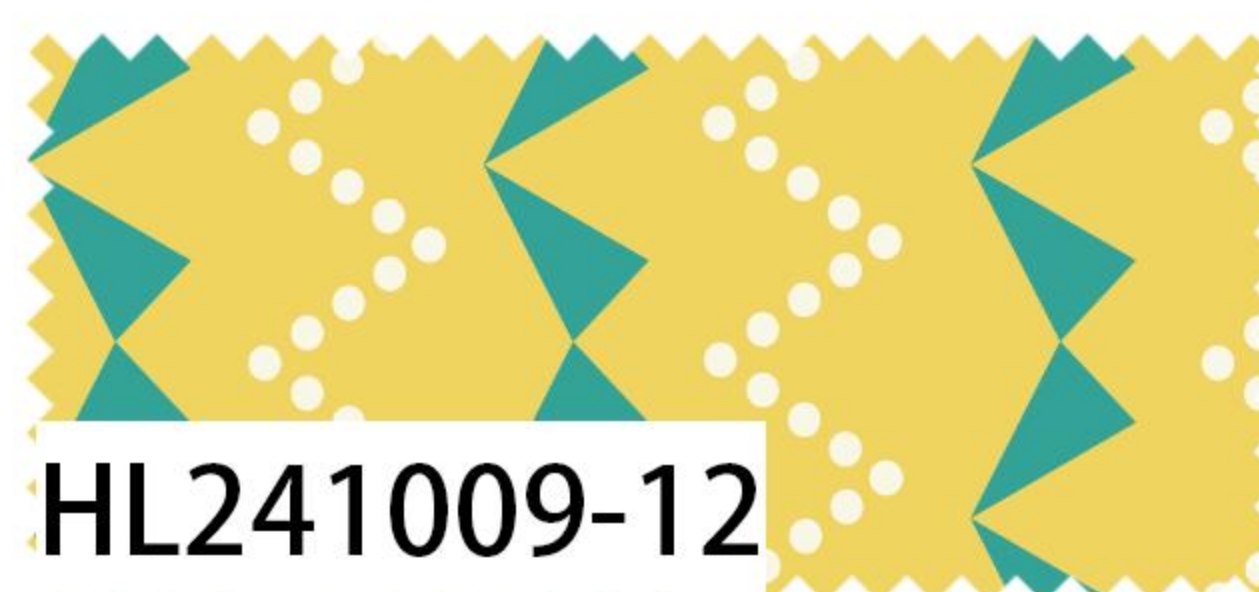
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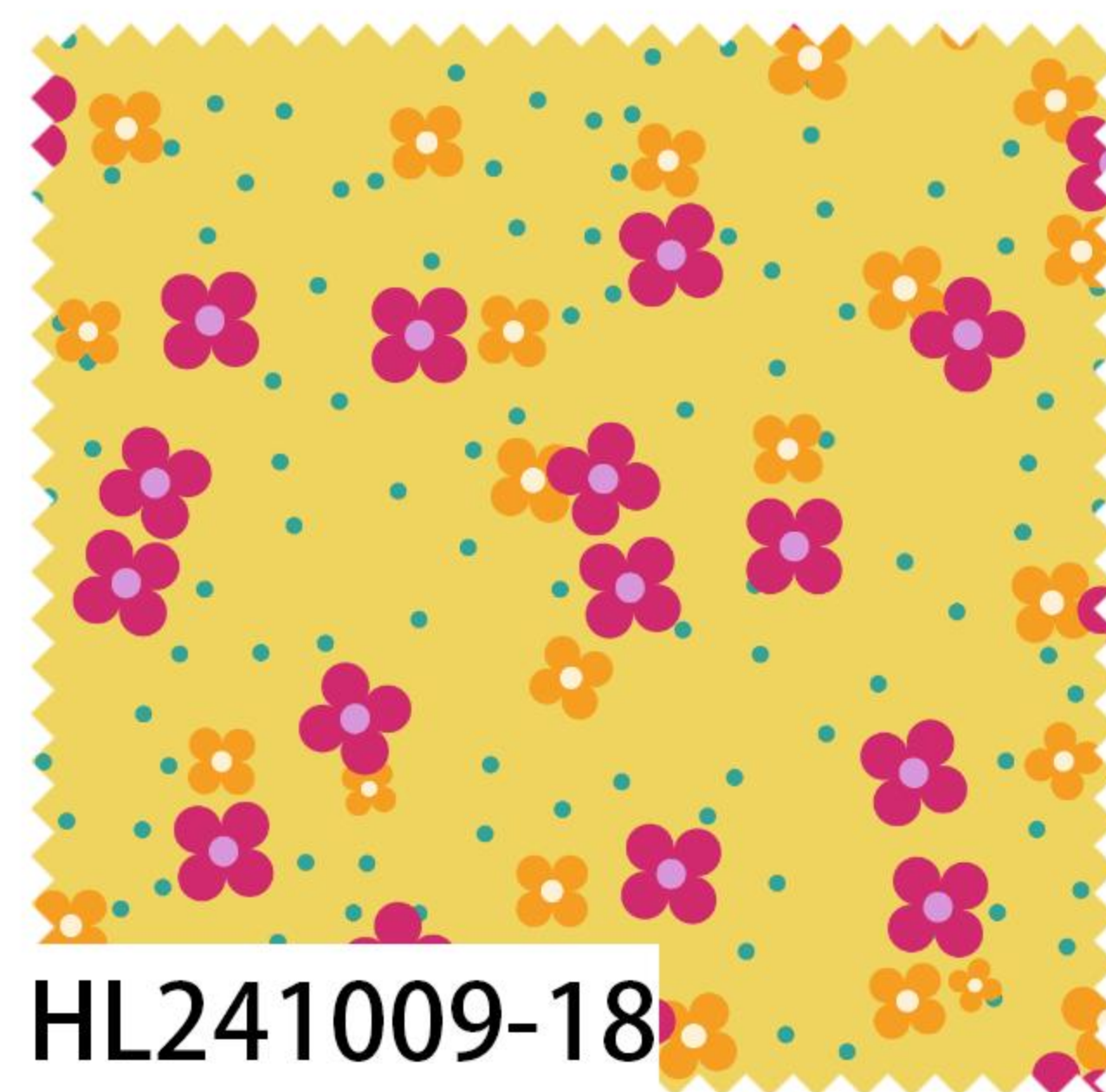
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HL241009-014



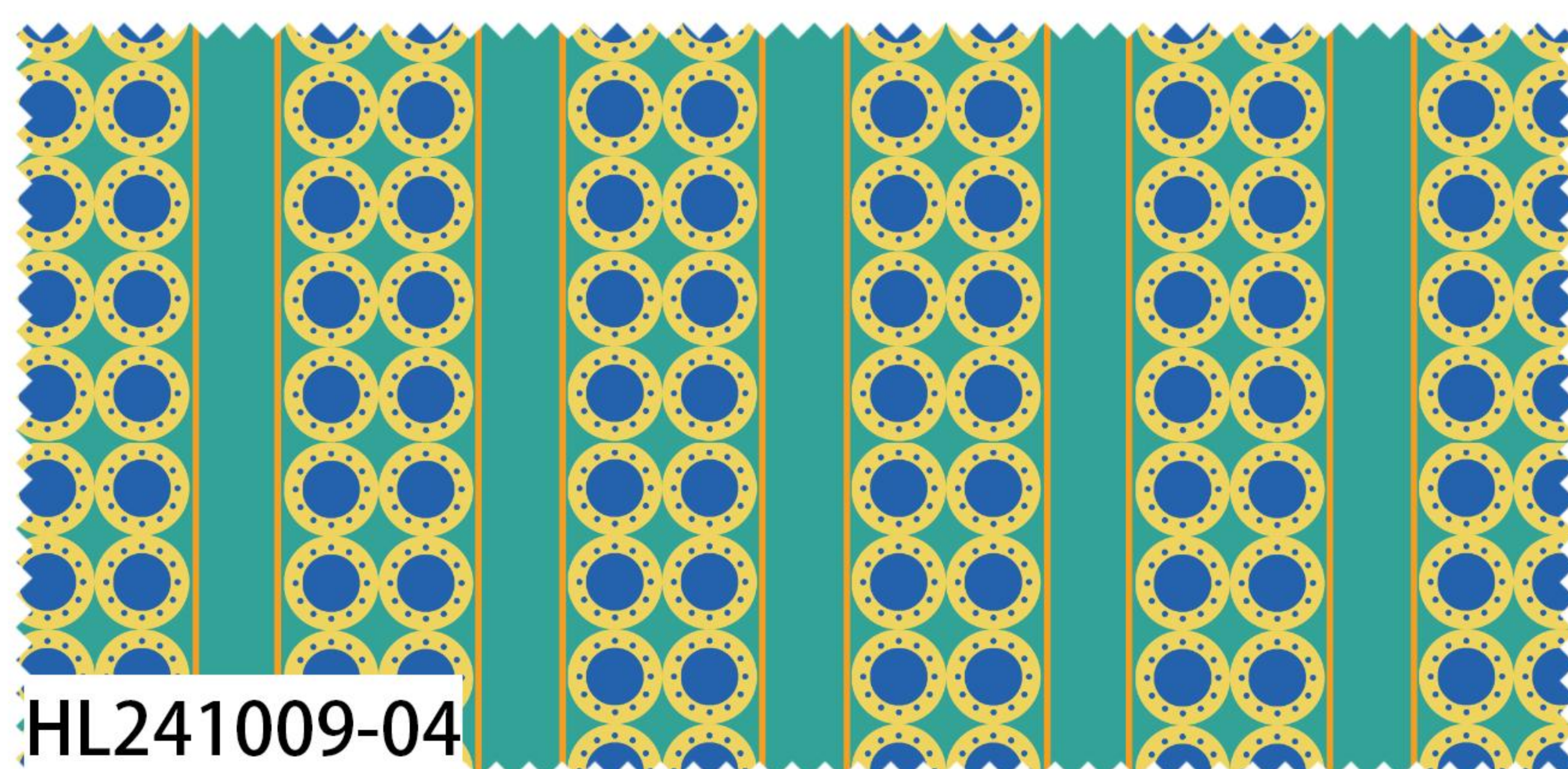
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HL241009-18



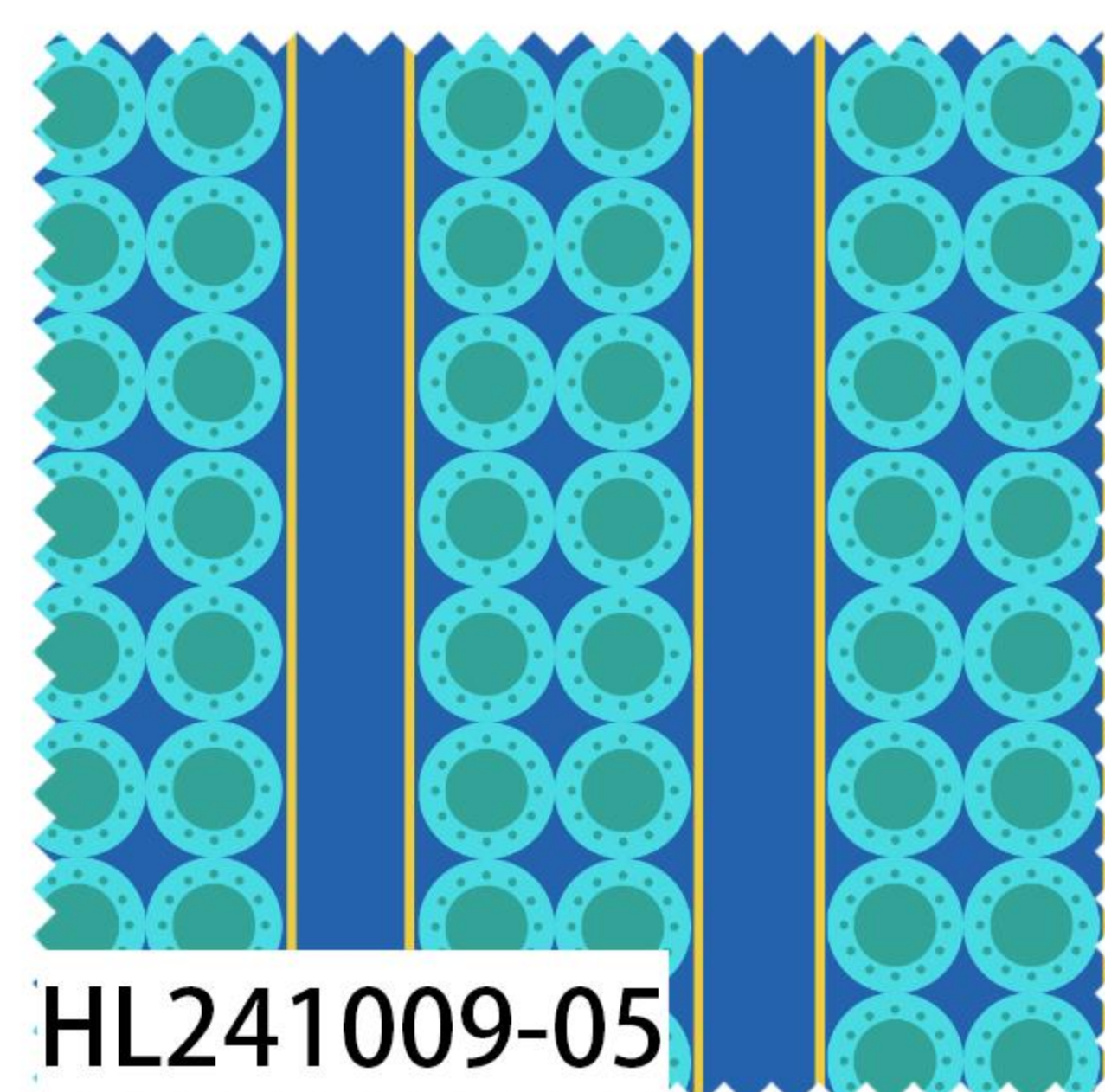
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HL241009-04



HL241009-22



HL241009-05



HL241009-24



HL241009-10



HL241009-23



HL241009-17



HL241009-03





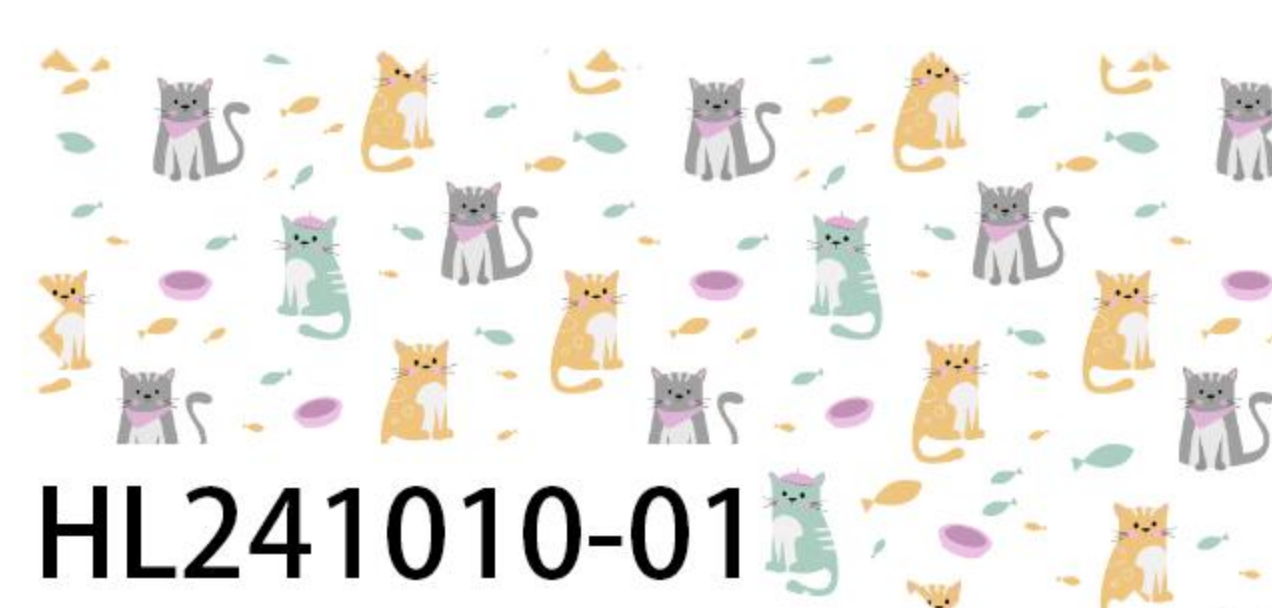
Catch that CAT

This design uses various cute cartoon cat images as the main design element, including cats in different expressions and poses. These cats could be lying, sitting, playing, or daydreaming, showcasing their diverse and adorable characteristics.

Elements related to cats, like fish and yarn balls, enrich the composition, adding playfulness and a narrative quality. Simple, flowing lines and rounded shapes highlight the cats' cuteness and liveliness, evoking a love for cats.



HL241010-11



HL241010-01



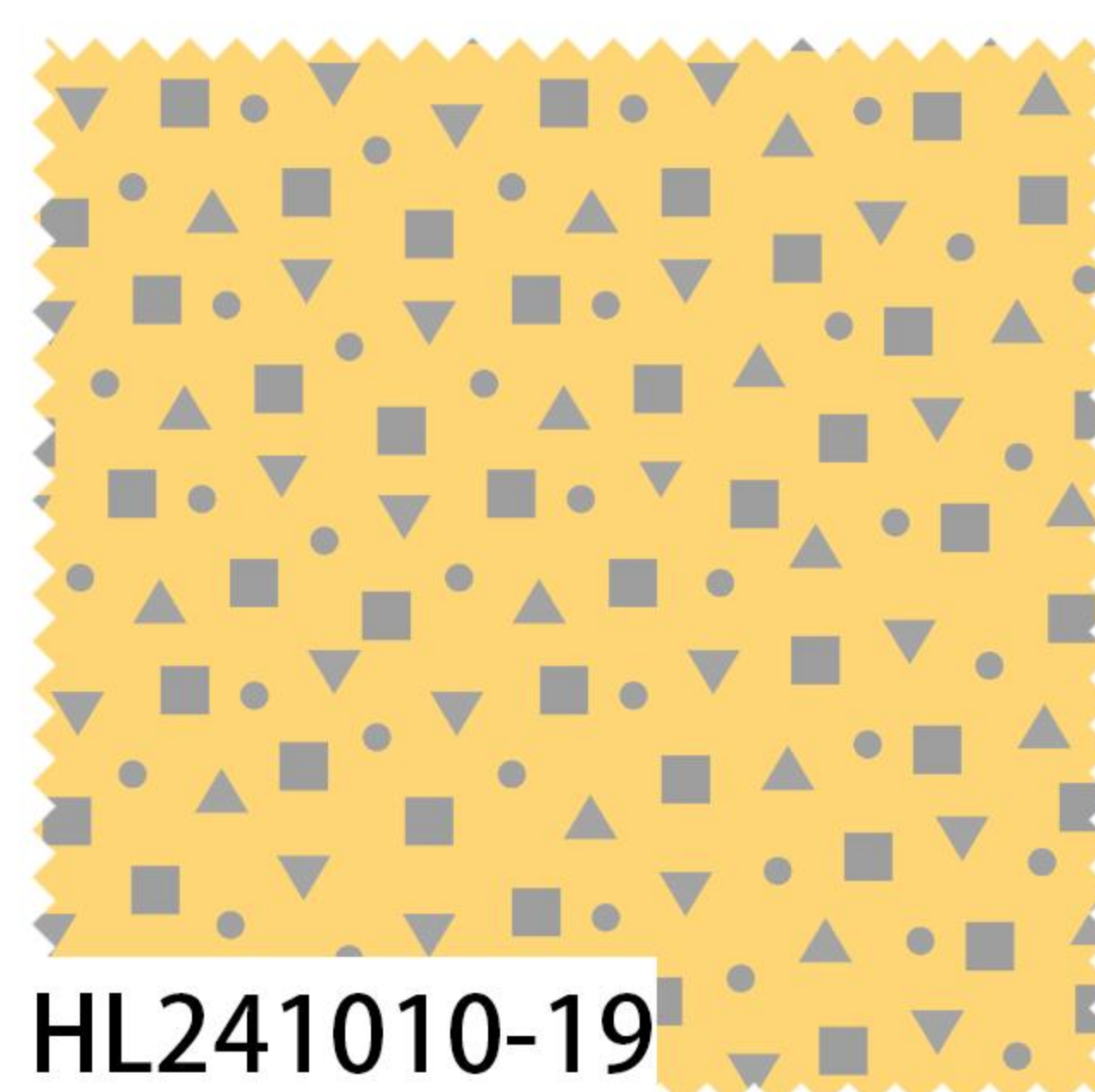
HL241010-05



HL241010-08



HL241010-23



HL241010-19



HL241010-09



HL241010-17



HL241010-07



HL241010-21



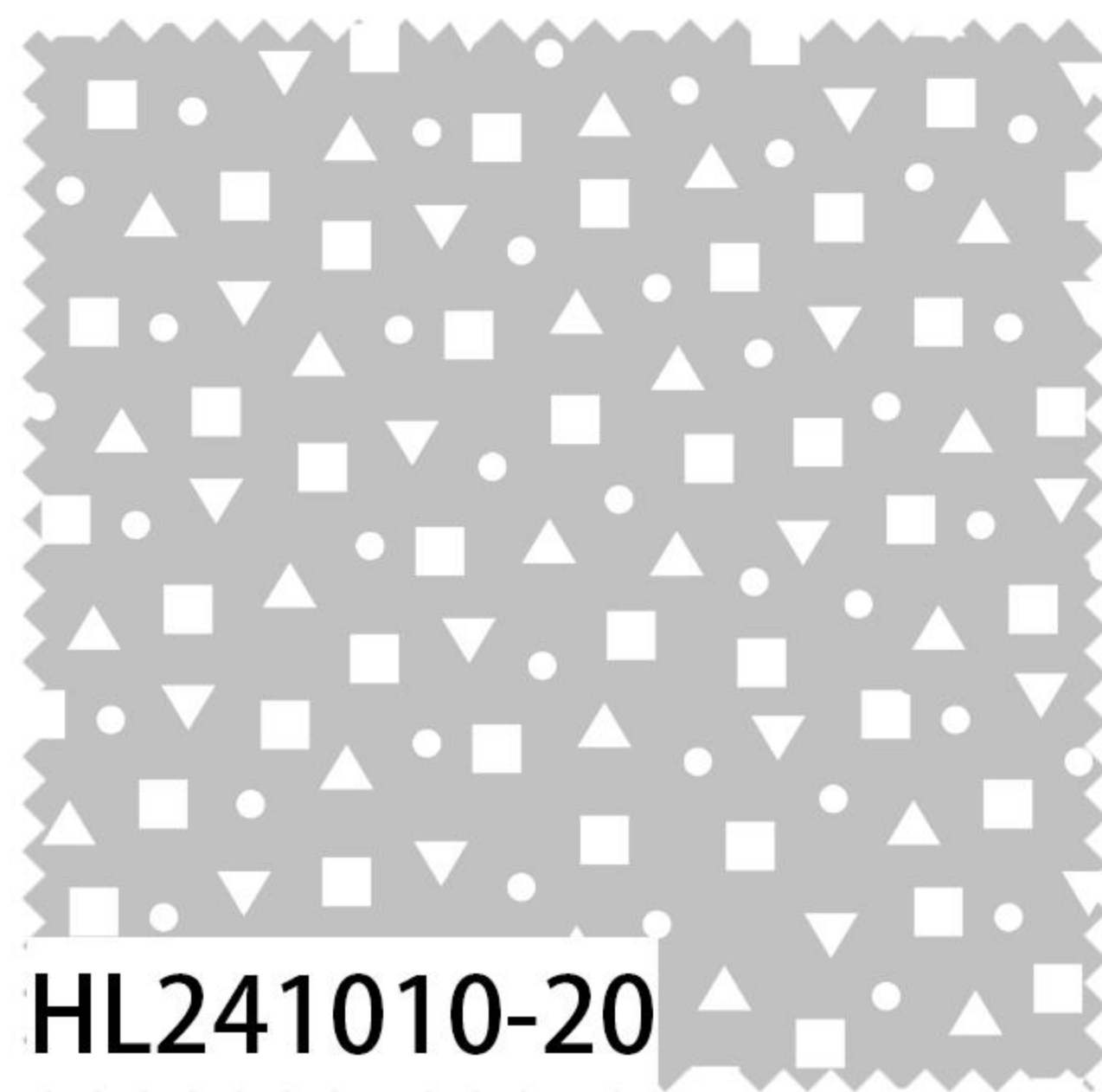
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HL241010-03



HL241010-13



HL241010-20



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HL241010-15

HL241010-04



HL241010-25



HL241010-06



HL241010-24



HL241010-12



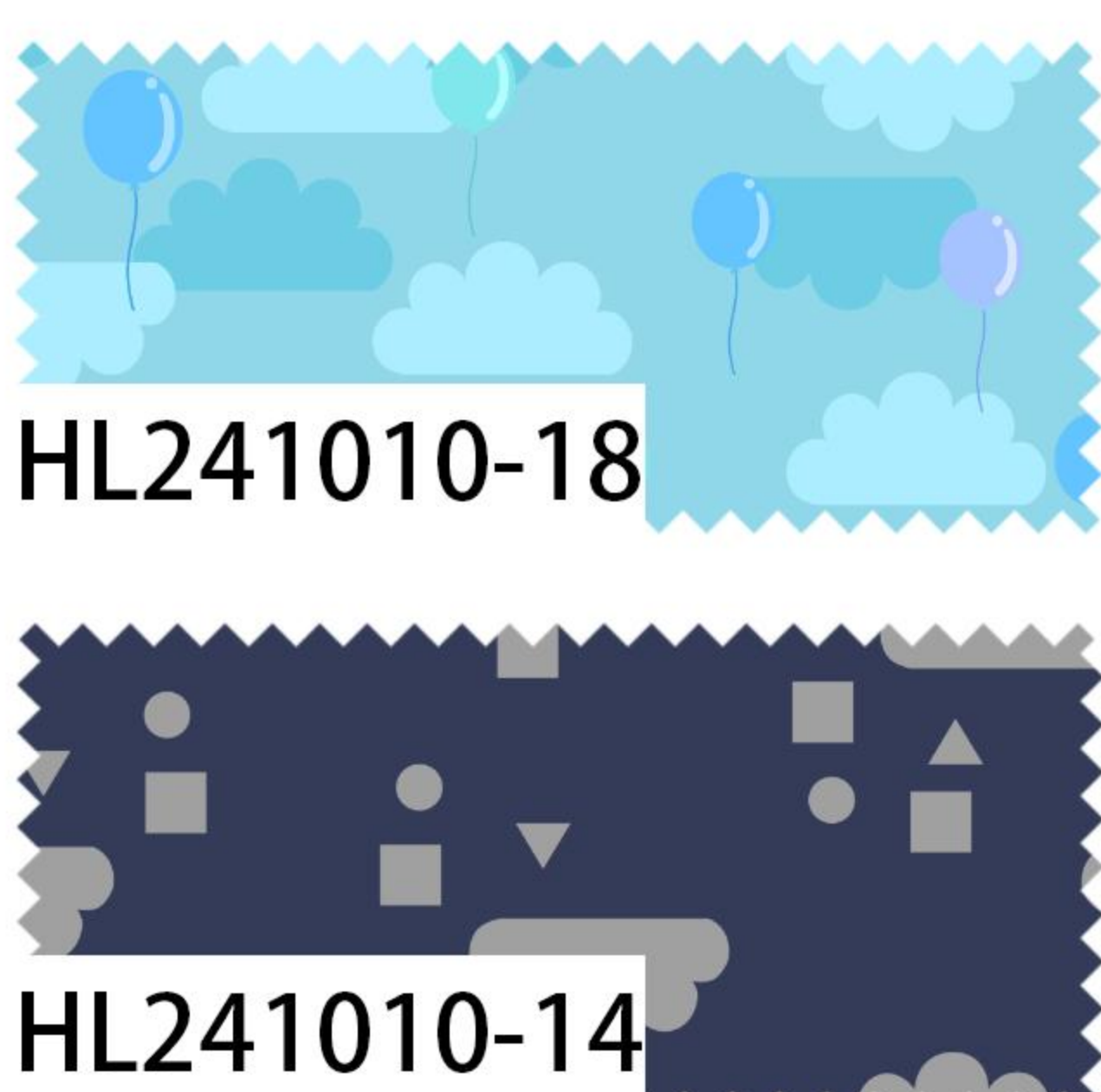
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HL241010-02



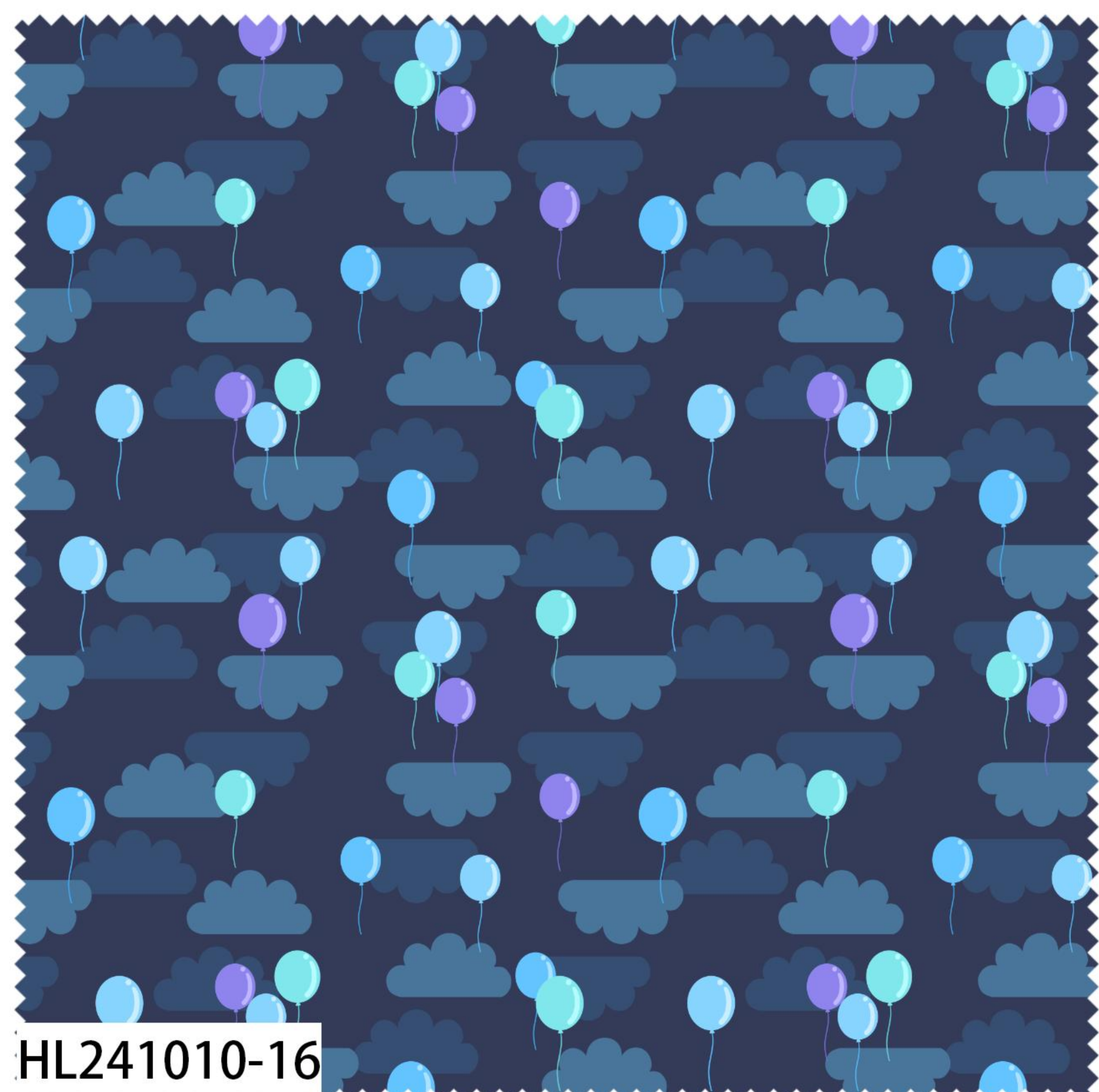
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HL241010-18



HL241010-14



HL241010-16