

Wear the weekend.

A little of the Grove. Wherever
you go next.

SOUND / FLOW / MAKE / BELONG

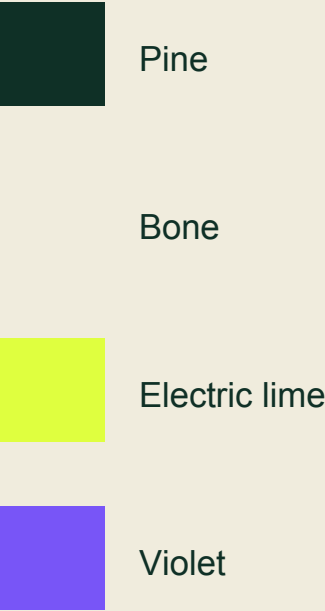


The connection stays.

The U/G connection leads. The electric pine is a small discovery: a hem tab, a trim detail, a quiet signature.



THE COLOUR RHYTHM



Resort ease from the SPBH / HDLT references. PLUG identity, woodland texture and after-dark colour make the collection its own.



01 / CONNECTION TEE

Your people. Your everyday.

A familiar shape with a mark that means something. Pine green, a quiet chest wordmark and the U/G connection on the sleeve.

DESIGN DIRECTION

Relaxed silhouette. Bone graphic on pine. A tiny electric-pine hem detail rewards a second look.

CONCEPT / CONNECTION TEE

02 / AFTER HOURS HOODIE

One more track.

The layer you reach for when the music moves outside. Bone, pine and one unmistakable connection across the back.

DESIGN DIRECTION

A generous hooded shape. Keep the front quiet; let the back do the talking. Electric pine stays on the hem.

CONCEPT / AFTER HOURS HOODIE



03 / FLOW SHORTS + DAYBREAK LAYERS

Move at your own frequency.



A WEEKEND PALETTE

Pine. Bone. A little violet.

Loose shorts, an easy long sleeve and a connection cap. From morning coffee to the next flow session.

Keep the marks small. Let colour and movement carry the energy.

CONCEPTS / FLOW SHORTS, DAYBREAK LONG SLEEVE, CONNECTION CAP

04 / CARRY THE GROVE

Pack light. Bring something back.



THE WEEKEND OBJECTS

A woven tote. A lounge throw. Drinks for two. A little reminder for your keys.

Natural texture keeps the range grounded. The connection mark makes everyday objects feel part of the same place.

CONCEPTS / TOTE, THROW, LOUNGE CUPS, KEYRING



Take the feeling home.

FOR THE LAST TRACK, THE FIRST COFFEE AND THE FRIENDS IN BETWEEN.

A small collection. A clear point of view.

Proposed first release: the Connection Tee, After Hours Hoodie, cap and keyring. Build the wider weekend collection once the core pieces are right.

Connection Tee	Pine / bone graphic	Quiet front; connection sleeve
After Hours Hoodie	Bone / pine graphic	Large U/G back; tiny pine tab
Flow Shorts	Pine / bone / violet	Small leg mark; contrast drawcord
Daybreak Long Sleeve	Bone / pine graphic	Simple chest signature
Connection Cap	Pine / bone mark	Small U/G at the front
Weekend Tote + Throw	Natural / pine / bone	Texture with a strong signature
Lounge Cups + Keyring	Bone / pine + lime accent	Small reminders of the place

Next: choose the opening pieces, approve final artwork, then confirm blanks, colour matches, samples, sizes, materials and pricing with suppliers. These images are visual directions, not production specifications.

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