



Sem Plus

Collection

Winter 2027

The SEM PLUS winter 2027 collection is inspired by precious stones.

We chose five of them based on their characteristics:
MOTHER-OF-PEARL, ROSE QUARTZ, RUBY, JADE and AMBER.

MOTHER-OF-PEARL: symbol of purity, elegance and femininity. Its iridescent colors have a unique allure and for this reason the Queen Elizabeth I was fascinated and named this stone "the mother of pearls."

This is a classic and simple theme in designs and colors: faux fabrics, pied de poule, tartan, stripes, unicolor and paisley declined in all stone's shades.

ROSE QUARTZ: an ancient, translucent stone born of magmatic origins. This stone features a wide color range: a variety of pink shades, from intense and saturated to light and delicate, almost clear. This second theme is influenced by rose quartz's ethereal beauty, which evokes the refinement, care and sartorial delicacy of "ANCIENT CRAFTSMANSHIP".

RUBY: "the king of precious stones" is a hard and noble gem with a bright red color. The ancients called the ruby "carbuncle" because of its resemblance to burning embers.

It's called "SUNSTONE" due to the hot color and is a symbol of strength, energy and vitality.

In this group we can find hard emotions, colors and memories as the past's ornamental drapes.

The JADE or "SKYSTONE" is the fourth stone that inspired us to create the collection.

It's a symbol of wisdom, purity, serenity and longevity. Is a symphony of greens: vivid, translucent, transparent or semi-transparent.

Here we find a type of designs inspired by the world of plants and flowers, colored with the same magical and precious spirit.

Finally we found AMBER: an organic fossil gem. A resin made from plants after a lengthy fossilization process.

The most valuable amber's specimens are those containing insects and plant, trapped inside when the amber was still viscous and sticky.

Its predominant color is a honey-like yellow, with orange, brown, and red nuances.

We called this fifth theme "PLAYFUL WARM" as it's a triumph of energy emanates from the fun designs (real and fictional) colored with warm and intense hues.

SEM PLUS

WINTER 2027-28

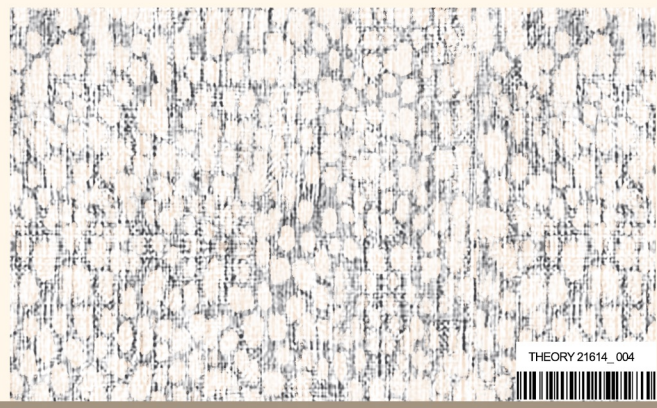
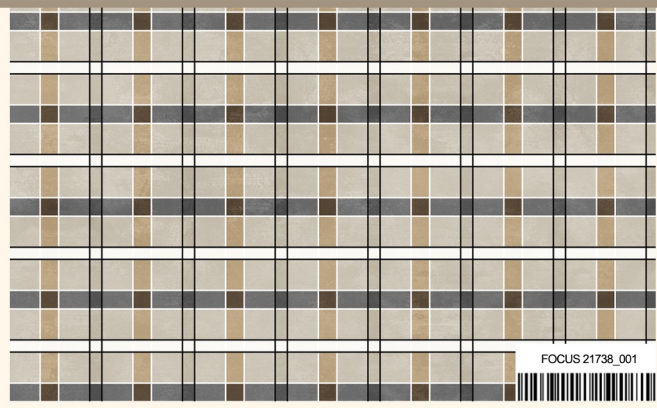
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- ANCIENT CRAFTSMANSHIP, QUARTZ
- RETRO ORNAMENTAL, RUBY
- PRECIOUSNESS, JADE
- PLAYFUL WARM, AMBER



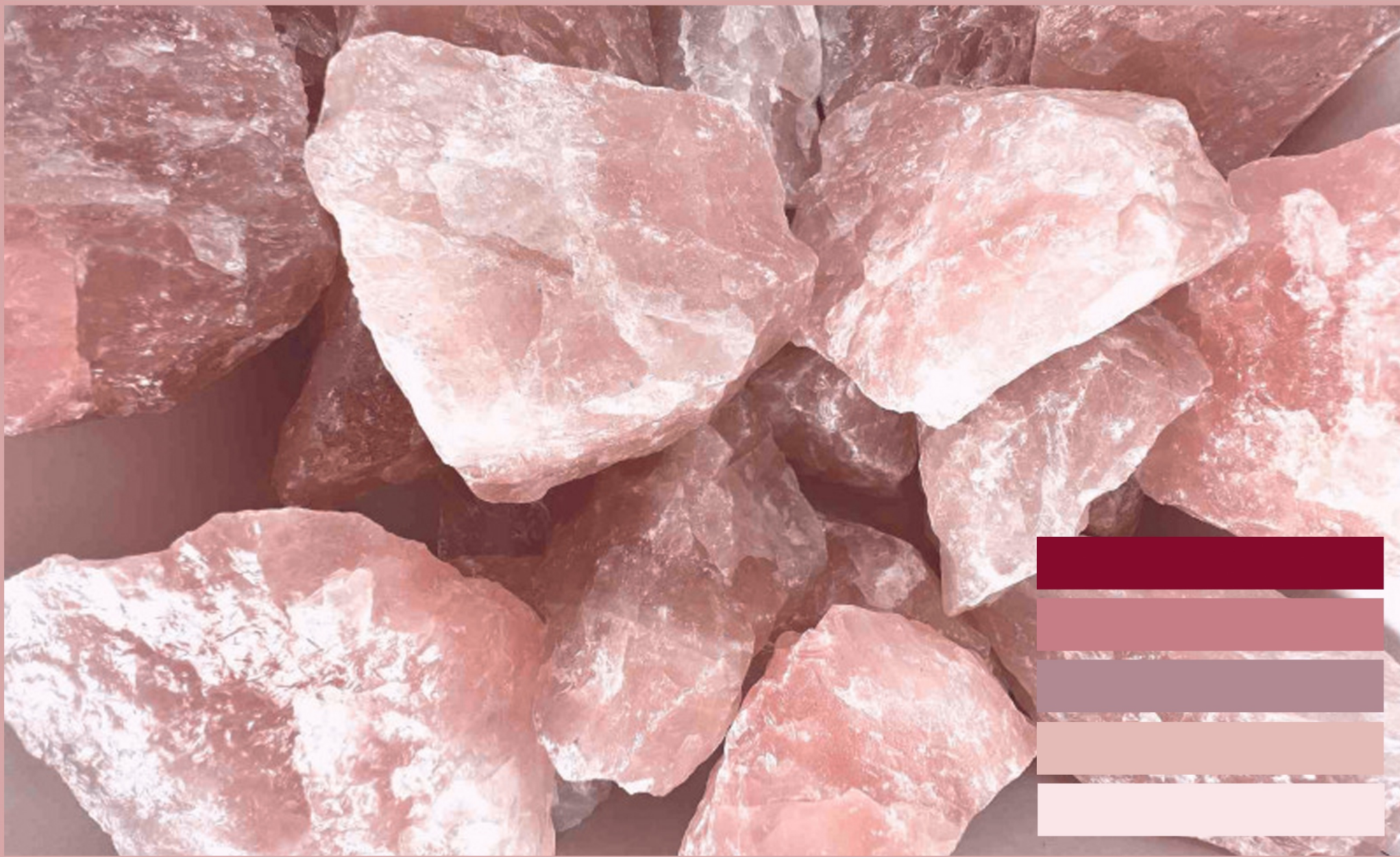
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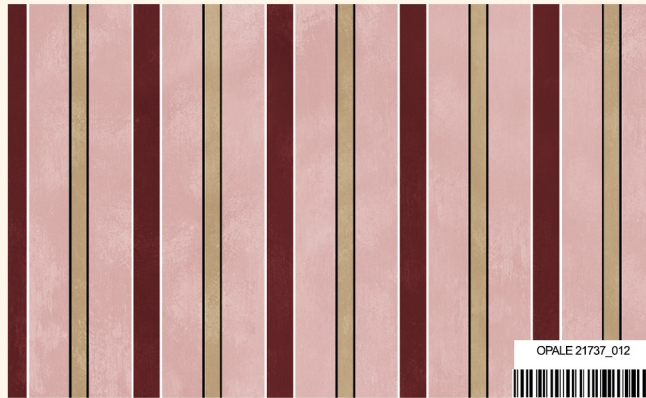


- CLASSIC MOTHER OF PEARL



- ANCIENT CRAFTSMANSHIP, QUARTZ





- RETRO ORNAMENTAL, RUBY



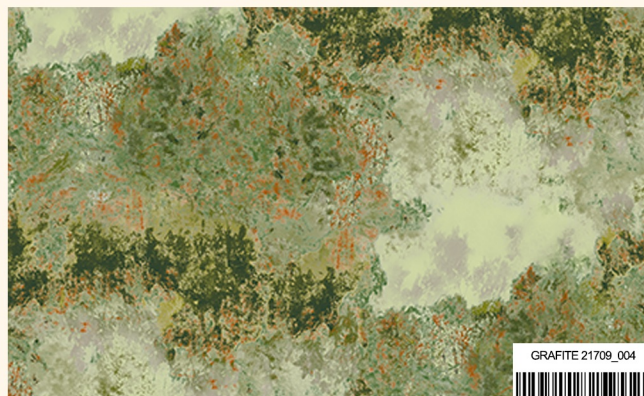
- RETRO ORNAMENTAL, RUBY



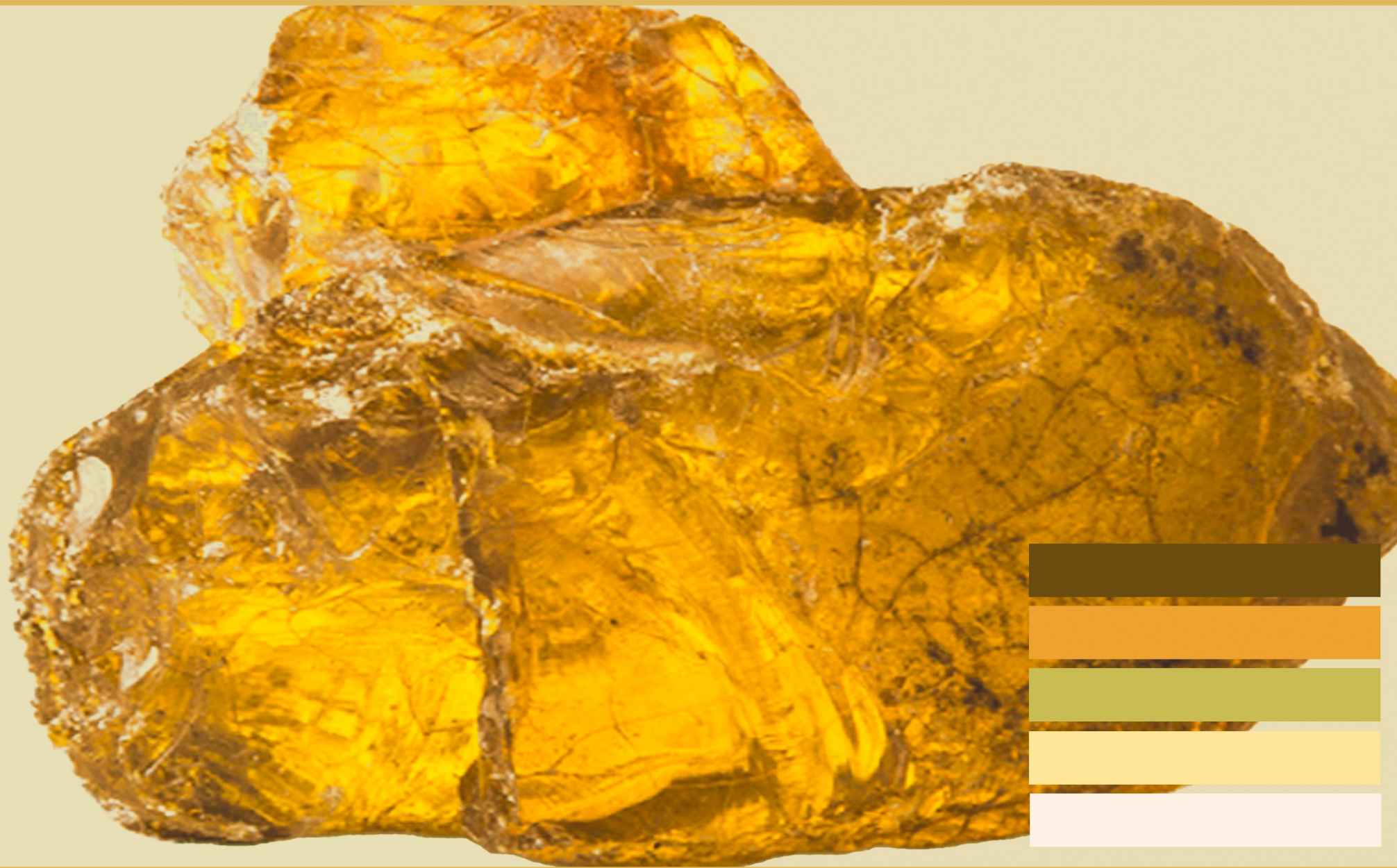
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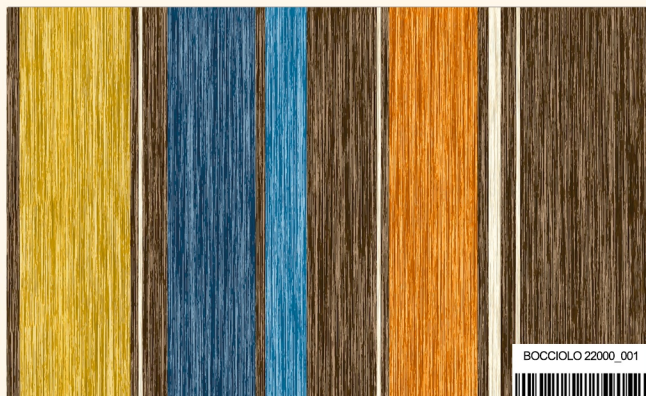
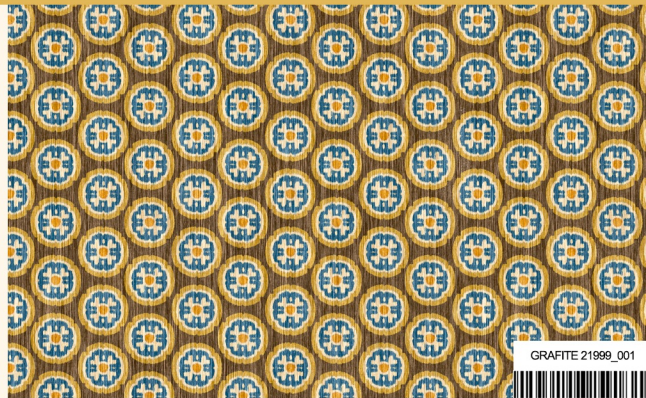
- PRECIOUSNESS, JADE



- PLAYFUL WARM, AMBER



- PLAYFUL WARM, AMBER





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