

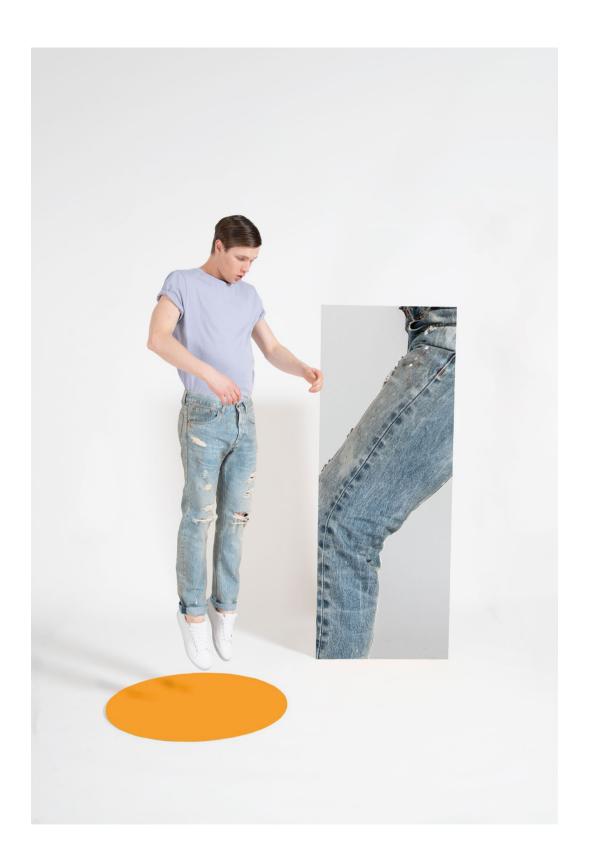
# unexpected associations

by HUB 1922

Creativity consists largely of rearranging what we know in order to find out what we don't know.

There are 3 main steps to follow when crafting real product innovation: observation of nature, reflection, and experimentation. Observation collects facts; reflection associates them in unexpected fashion; experimentation verifies the result of that association.

In this booklet, an overview of our *unexpected* associations. Powerful sources of real innovation without aesthetic trade-offs.



### **HYPNO / ODISSEY**

Jeans DNA codes for fine-looking, soft and comfy.

# **HYPNO / MEMOFLEX**

Gorgeously looking denim botox.



# HYPNO / DURABLUE

Dark blue is the closest colour to real denim.





# **HYPNO / SHELTER**

Commitment to overall water-saving. No pumice stones, no hypocholorite, no potassium permanganate.



### **HYPNO / RAWLONG**

There is more to just visual freshness.

No pumice stones, no hypocholorite, no potassium permanganate.

### HYPNO / SOSOFT

Great appearance, enduring softness.



# **HYPNO / MEMOFLEX**

The measure of quality is the ability not to change.





### **HYPNO / DURABLUE**

Light and dark tones of blue for blue-sky creativity.

