



hude
1922

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.

*No pumice stones, no hypochlorite,
no potassium permanganate.*

HYPNO / MEMOFLEX

Gorgeously looking denim botox.

*No pumice stones, no hypochlorite,
no potassium permanganate.*



HYPNO / DURABLU

Dark blue is the closest colour
to real denim.

*No pumice stones, no hypochlorite,
no potassium permanganate.*





HYPNO / SHELTER

Commitment to overall water-saving.

*No pumice stones, no hypochlorite,
no potassium permanganate.*



HYPNO / RAWLONG

There is more to just visual freshness.

*No pumice stones, no hypochlorite,
no potassium permanganate.*

HYPNO / SOSOFT

Great appearance, enduring softness.

*No pumice stones, no hypochlorite,
no potassium permanganate.*



HYPNO / MEMOFLEX

The measure of quality is the ability
not to change.

*No pumice stones, no hypochlorite,
no potassium permanganate.*





HYPNO / DURABLU

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

*No pumice stones, no hypochlorite,
no potassium permanganate.*

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