

AEON
AFP
 AEON
 FASHION
 PREVIEW

NEW ARRIVALS

NOV 2023 - FEB 2024



MEET
 THE TREND
 —
 YEAR END PARTY
 CHINESE NEW YEAR
 DENIM

Shop For New
 Arrivals Here!



AFP
 AEON
 FASHION
 PREVIEW

AEON Fashion Preview, AFP is a tri-annual preview of what's upcoming for AEON's fashion brands. Highlighting the latest in trends, styles, colours and textures as we showcase the new season's arrivals as well as announcing exciting collaborations.

Live ahead of trends with AEON.

SCAR
 Made to Express

pluscollection
 EVERY SIZE IS BEAUTIFUL

PUTERI

Arcadia

M

AGENDA

crème

Cleef

Scarlet
 LOUNGEWEAR

JKIDS

iC
 innercasual

tized

suave

Guys' Vision

GUYS' VISION
 LOUNGEWEAR

TIME TRAVEL TO 2024!

Peek the fresh new trend and confidence for the new year.

On Cover (From Left):

JKIDS Girl Party Dress RM99, **KIKILALA** Girl Shoes RM59 | **JKIDS** Boy Casual Jacket RM89, Boy Effect Tee RM39, Boy Long Pant RM39 | **GUYS' VISION** Denim Top RM79, Chinos Long Pant RM49.00 | **CREME** Cotton Fit & Flare Midi Dress RM69 | **PLUS COLLECTION** Mandarin Collar Checked Blouse W Matching CNY Skirt RM69, Matching CNY Skirt RM69 | **SCAR** Modern Crop Top RM69, Light Weight Cargo LP RM69

POWER OF BLACK

Timeless elegance of minimal black attire, allowing individuals to showcase their style and grace in a classic and refined manner.

This Page (From Left):
AGENDA ¾ Sleeve Peplum Lace Blouse RM59, Knit Pencil Skirt RM49 | SUAVE Jacket RM199, GUYS' VISION Mandarin Collar Long Sleeve Shirt RM49, SUAVE Business Slacks RM69 | JKIDS Party Dress RM99, KIKILALA Shoe RM59 | CREME Short Sleeve Side Pleated Blouse RM59, PLUS COLLECTION Culottes Pants RM59

Opposite (Clockwise From Top Middle):
AGENDA Long Sleeve Beads Blouse RM59 | SUAVE Jacket RM199, Long Sleeve Knit Shirt RM69, Business Slacks RM69 | SUAVE Business Shirt RM59, Business Slacks RM69, Jacket RM199 | JKIDS Boy Jacket RM99, Boy Long Pant RM69, LARRIE Men's Business Shoes RM289.90 (W/M)/RM299.90 (EM) | AGENDA Long Sleeve Lace Blouse RM59, TIZED Ladies Woven Short Pants RM49 | MATERNITY Long Sleeve Wrap Around Blouse RM49





From Left:
SUAVE Jacket RM199,
Business Shirt RM59,
Knit Vest RM49,
Business Slacks RM69
CREME ¾ Sleeve Back
Lace Dress RM89,
PLAYBOY BUNNY Top
Handle Bag RM143.60



For Left:
GUYS' VISION Oversized Round
Neck Shirt RM59, **SUAVE** Jacket
RM199, Business Slacks RM69
PLUS COLLECTION Brocade
CNY Blouse RM69.00, Culottes
Pants RM59, **GUESS** Belle Vintage
Girlfriend Satchel Bag RM579

GUYS' VISION
Mandarin Collar Long
Sleeve Shirt RM49



From Left:
SUAVE Business Shirt RM59, Business
Slacks RM69, **GUYS' VISION** Long
Sleeve Jacket RM79
AGENDA Brocade Pencil Skirt RM49,
SCAR Oversized Crop Top RM49



DICHOTOMY OF DAY & NIGHT

Wardrobe essentials
that seamlessly
transition from one
setting to another.



1 SCAR Crop Jacket RM79,
Denim With Stopper RM79
2 SCAR Long Dress RM89
3 CREME 3D Lace Short Sleeve
Blouse RM59, 3D Lace A-Line
Short Skirt RM69



**4 PLUS
COLLECTION**
V-Neck Pinafore
Midi Dress Set
RM119



5 SUAVE Short
Sleeve Knit Shirt
(Button) RM59
GUYS' VISION
Denim Long Pant
RM59 - 69, **SANTA
BARBARA** Men's
Dress Shoes
RM229

6 GUYS' VISION
Mandarin Collar Long
Sleeve Shirt RM49,
Linen Long Pant
RM69, Woven
Backpack RM139,
SANTA BARBARA
Men's Casual Shoes
RM229



7 GUYS' VISION
Oversized Round Neck
Shirt RM59, Chinos
Cotton Twill Long Pant
RM59, **HUSH PUPPIES**
Ciro Men's Chest
Bag RM499, **LARRIE**
Men's Casual Sneakers
RM189 (WM)/
RM199 (EM)



8 AGENDA Linen Blazer RM139,
Linen Straight Cut Pants RM69,
SANTA BARBARA Ladies
Pump Shoes RM199

9 GUYS' VISION Long Sleeve
Jacket RM79, Linen Long Pant
RM69, **SANTA BARBARA** Men's
Casual Shoes RM229



A RADIANT LUNAR HAUTE GATHERING

Pays homage to rich traditional culture while embracing modern style and comfort.

This Page (Clockwise From Left):
SCAR Traditional Dress RM79 | **PLUS COLLECTION** Mandarin Collar Checked Blouse W Matching CNY Skirt RM69, Matching CNY Skirt RM69 | **GUYS' VISION** Long Sleeve Jacket RM79, Mandarin Collar Short Sleeve Shirt RM69 | **GUYS' VISION** Mandarin Collar Samfu RM69, Chinos Cotton Twill Long Pant RM59, **LARRIE** Men's Business Shoes RM289.90 (WM)/RM299.90 (EM)

Opposite (Clockwise From Left):
SCAR Traditional Lace Dress RM79 | **JKIDS** Boy Samfoo Top RM69, Boy Long Pant RM39 | **CREME** Short Sleeve Knit Dress RM69 | **GUYS' VISION** Mandarin Collar Knit Samfu RM59, Chinos Cotton Twill Long Pant RM59, **SUAVE** Jacket RM199, **THE FLEXX** Men's Business Shoes RM659 | **JKIDS** Girl Cheongsam RM59, **KIKILALA** Shoe RM59 | **PLUS COLLECTION** Brocade CNY Blouse RM69, Matching CNY Brocade Skirt RM49





AGENDA Linen Blazer
RM139, Linen Overlap
Pencil Skirt RM69



CREME Raglan Sleeve
Lace Knit Dress RM69



**PLAYBOY
BUNNY** Sling
Bag RM143.60



CREME
Short Sleeve
A-Line Dress
RM69



SCAR
Traditional
Crop Top
RM39



TIZED
Mandarin
Collar Short
Sleeve Dress
RM69



CREME
Short
Sleeve
Flare Midi
Dress
RM89

CHIC WARDROBE GALORE

Curate a fashionable and elegant wardrobe for the New Year



CREME Sleeveless
Smocking Top
RM69



CREME
Sleeveless
Linen Top
RM69,
Side Button
Linen
Culottes
RM69.00



ALAIN DELON
Ladies Elegant
Heels RM119



PLAYBOY BUNNY Top
Handle Bag RM143.60



CREME
Sleeveless
Linen Top
RM69,
Side Button
Linen
Culottes
RM69.00

Clockwise From Left:
SCAR Checks
Cheongsam RM79,
PLAYBOY Top Handle
Bag RM143.60
JKIDS Mandarin Colour
Checks Shirt RM49
GUYS' VISION
Mandarin Collar
Checks Shirt RM69,
THE FLEXX Men's
Business Shoes
RM659
JKIDS Checks
Cheongsam
RM59



From Left:
TIZED Men Machine Knit
Top RM59
TIZED Ladies Machine
Knit Top RM49





Perfect Pair

Want to keep it simple? Pair your favourite sneakers with a sleek auto lock belt to show that you're serious about fashion.



The choice of accessories can transform a simple look into a stylish statement.

COVERED IN STYLE

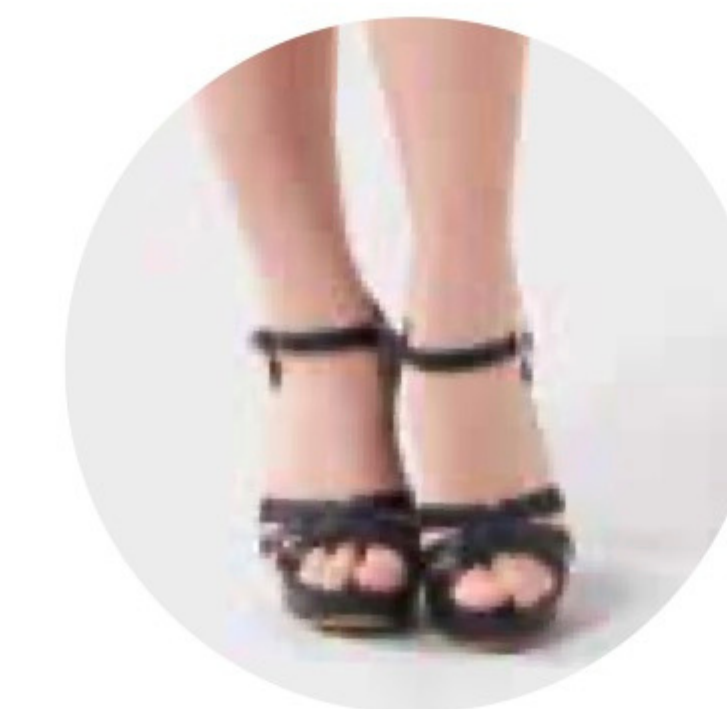
Enhance your look with a simple styling tip – layering up! Adding another outer jacket, a sleek bag or a matching belt will inject fun and style as statement to your look.



GUYS' VISION
Long Sleeve Jacket RM79,
Mandarin Collar Knit Samfu RM59,
Ripped Jeans RM69,
OBERMAIN Nylon Men's Backpack RM439



CREME Short Pants RM69, **SCAR** Mandarin Collar Top RM39



Head over Heels!

From pumps to stilettos, not only complements the outfit but also reflects your mood so choose your statement right!



1 OBERMAIN
Auto Lock Belt RM159

2 LARRIE
Men's Sneakers
RM 239.90 (WM)/
RM 249.90 (EM)

3 & 4 CREME
Sleeveless Crop
Cotton Top & Overlap
Cotton Pencil Skirt
RM69

5 ALAIN DELON
Ladies Elegant
Heels RM119

6 PLAYBOY BUNNY
Top Handle Bag
RM143.60

7 & 8 CREME
Front Button Short
Sleeve Blouse &
Box Pleated Midi
Skirt RM69



Dress It Up!

Fired up the hottest hue in floaty fabric to set a feminine tone.



ARCADIA Sleeveless Tier Dress W/ Embroidery RM89

RED'S REDEMPTION

New year, new red and these selections are the perfect AM to PM chic looks

TIZED Machine Knit Top RM49, **SCAR** Short Pants RM69

ARCADIA Sleeveless Printed Blouse RM69, Midi Printed Skirt RM69

PLAYBOY BUNNY Top Handle Bag RM143.60

CREME Sleeveless Utility Linen Dress RM69

SANTA BARBARA Ladies Pump Shoes RM199

PLUS COLLECTION CNY Short Tie Mini Dress RM79

PLUS COLLECTION Modern Cheongsam Floral Dress RM99

CREME Sleeveless Crop Top & High Waist Short Pants Set RM69



Styling Tip

COLOUR-LUCK CHARM

Want to bring the best of your luck? Here's a tip on how you can style your red colour to make it more prosperous.

Denim gets extroverted. Pack up and take a trip to explore your style in the name of the game

HOW WE DO BLUE DENIM

Styles to get you into the cool blue to make you look new.



GUYS' VISION
Denim Jacket RM89, Sweater With Shawl Collar RM69, Chinos Cotton Twill Long Pant RM59

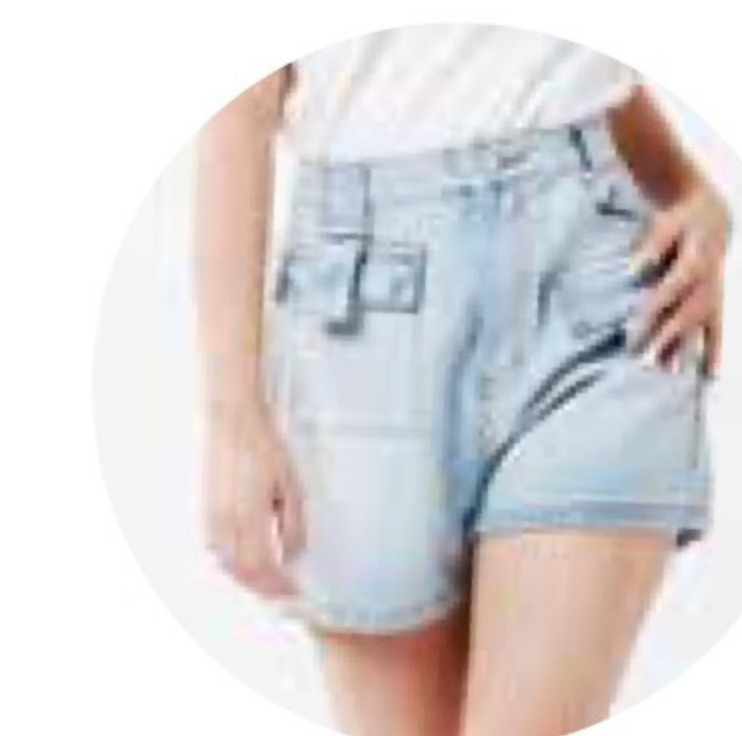


SCAR Terry Knit Top RM49, Onesie Short Jumpsuit RM99



Stay Neutral

Play around with the neutral palette and get hip



- 1 **GUYS' VISION** Woven Backpack RM139
- 2 **EPLAS** Modern Sport Travel Bottle 750ml RM39.90
- 3 **CAMEL ACTIVE** Men's Sneakers RM399.90 (WM) /RM409.90 (EM)
- 4 **SCAR** Crop Top RM69, **GUYS' VISION** Denim Jacket RM89
- 5 **SCAR** Long Sleeve Modern Crop Top RM79, Overall Denim Dress RM79
- 6 **SANTA BARBARA** Ladies Pump Shoes RM199
- 7 **GUESS** Belle Vintage Girlfriend Satchel Bag RM579
- 8 **SCAR** Printed Crop Top RM49, Overall Denim Dress RM99
- 9 **SCAR** Denim Short Pant RM69

Short & Sweet

Cityscapes or beach escapes, classic shorts for ultimate comfort and style.

OUT OF THE BLUE

Out with the old, in with the BLUE! Let the cool you shine through to kickstart a fresh new year of 2024.



This Page (Clockwise from Left):
GUYS' VISION Denim Jacket RM89, Oversized Tee With Denim Pocket RM49, Denim Slim Long Pant RM59, **CAMEL ACTIVE** Men's Sneakers RM399.90 (WM)/RM409.90 (EM) | **CREME** Cotton Fit & Flare Midi Dress RM69 | **SCAR** Cargo Denim Skirt RM69 | **JKIDS** Girl Denim Jacket RM79, Girl Tshirt RM39, Girl Denim Short Pants RM59, **KIKILALA** Shoe RM59

Opposite (Clockwise from Left):
GUYS' VISION Sweater With Shawl Collar RM69, Denim Long Pant RM59, **LARRIE** Men's Sneakers RM239.90 (WM)/RM249.90 (EM) | **PLUS COLLECTION** CNY Short Sleeve Lace Top RM49, Pinafore Denim Midi Dress RM69 | **CREME** Short Sleeve Side Pleated Blouse RM59, **SCAR** Cut & Sewn Denim Skirt RM79 | **PLUS COLLECTION** Long Sleeve Tunic RM79, **SCAR** Denim With Stopper RM79 | **KIDS** Boy Pullover RM69, Boy Denim Long Pant RM39

From Left:
SCAR Denim Jacket RM89,
 Sleeveless Stripes Oversized
 Top RM39, Denim Midi
 Skirt RM69
PLUS COLLECTION Short
 Sleeve Tunic RM79, **SCAR**
 Denim With Stopper RM79;
SCAR Oversized Top Rm49,
 Short Denim Jumpsuit RM99



UP YOUR DENIM GAME

Do the denim thing:
 jeans, skirts, dress,
 jacket and all-you-can-
 name-it to pair with
 your casual look



1 **GUYS' VISION** Mandarin Collar Samfu RM69, Denim Long Pant RM59, **CAMEL ACTIVE** Men's Sneakers RM399.90 (WM)/RM409.90 (EM) | 2 **SCAR** Denim Top RM69, **SCAR** Denim Skirt RM69 | 3 **PLUS COLLECTION** CNY Short Sleeve Lace Top RM49, Pinafore Denim Midi Dress RM69 | 4 **SCAR** Crop Shirt RM69, Cut & Sewn Denim Skirt RM79 | 5 **GUYS' VISION** Oversized Short Sleeve Shirt RM59, Woven Short Pant RM49 | 6 **SCAR** Printed Cropped Top RM49, Denim Short Pant RM69 | 7 **PLUS COLLECTION** Embroidery Band Collar Button Down Shirt RM69 | 8 **SCAR** Oversize Top RM49, Short Denim Jumpsuit RM99 | 9 **JKIDS** Girl Denim Jacket RM79, Girl T-Shirt RM39, Girl Denim Short Pant RM59, **KIKILALA** Shoe RM59