

AEON  
AFP  
AEON  
FASHION  
PREVIEW  
2024

NEW ARRIVALS

JULY - SEPTEMBER 2024



SCAN TO UNCOVER MORE  
AFP JUNE 2024 EDITION

# ASEAN

*Culture-Coded from Head-to-Toe*

# FIT CHECK ✓



# 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

**Top:**  
Chambray Short  
Sleeve Jumpsuit  
RM99

**SCAR**

Made to Express

**Top:**  
Cap Sleeve Hoodie  
RM59

**Bottom:**  
Cargo Denim Jorts  
RM89



# Your Style, Your Rule

Explore the world of denim styles featuring TAKUMI jeans from Okayama Prefecture, known for their unmatched craftsmanship.

**FABRIC:**  
Utilizing stretch fabric with exceptional elasticity, which provides unparalleled ease of movement. Made from environmentally friendly fabric from recycled cotton.



20% Recycled Cotton





**Top:**  
Denim Long Sleeve Shirt  
RM69

**Bottom:**  
Denim Long Pants  
RM69



**Top:**  
Denim Long Sleeve Shirt  
RM69

Round Neck Tee  
RM59

**Bottom:**  
Relaxed Fit Jeans  
RM89

DRIIP



# Slay the Day



**SCAR**

Made to Express

**Top:**  
Cropped Denim Jacket  
RM99

**SCAR**

Made to Express

**Bottom:**  
Denim Wide Pants  
RM89

*Guys' Vision*

**Top:**  
Denim Long Sleeve Shirt  
RM69

**Bottom:**  
Denim Long Pants  
RM69



# Feeling Blue?



*Guys' Vision*

**Top:**  
Denim Long Sleeve Shirt  
RM69

**Bottom:**  
Slouchy Fit Cargo Jean  
RM89

**SCAR**

Made to Express

**Top:**  
Cropped Denim Jacket  
RM99

**Bottom:**  
Cargo Denim Jorts  
RM89



# Denim Dream

**SCAR**

Made to Express

**Top:**  
Chambray Short  
Sleeve Jumpsuit  
RM99

**SCAR**

Made to Express

**Top:**  
Denim Jacket  
RM99

**SCAR**

Made to Express

**Top:**  
Oversize Denim Jacket  
RM99



**Bottom:**  
TAKUMI  
Denim Boyfriend Cut  
RM169



**Bottom:**  
TAKUMI  
Denim Straight Cut  
RM169



20% Recycled Cotton



# Dunk in Denim



*Guys' Vision*

**Top:**  
Short-Sleeved Button – Up Shirt  
RM89

**Bottom:**  
Loose Fit Denim Short  
RM69



*Guys' Vision*

**Top:**  
Denim Long Sleeve Shirt  
RM69

Round Neck Tee  
RM59

**Bottom:**  
Relaxed Fit Jeans  
RM89

**SCAR**

Made to Express

**Top:**  
Cap Sleeve Hoodie  
RM59

**Bottom:**  
Cargo Denim Jorts  
RM89





**pluscollection**  
EVERY SIZE IS BEAUTIFUL

*la* **farfa**



# Michiko & Ohashi

Embrace Your Curves,  
Express Your Style

**Top:**  
Cut & Sew Denim Jacket  
RM179

**Bottom:**  
Denim Long Skirt  
RM149



meet  
**Michiko  
Ohashi**

Michiko Ohashi, leader of Big Angel and former Pottya member, is the face of the La Farfa x Plus Collection for AFP June 2024. Known for her dedication to body positivity and self-love, Michiko **inspires women to embrace their individuality and confidence.** Celebrate her empowering style and the inclusive fashion movement with this bold and beautiful collection.



**Top:**  
Cut & Sew Denim Jacket  
RM179

**Bottom:**  
Denim Short Pants  
RM119



**Top:**  
Stripe Shirt  
RM109

**Bottom:**  
Denim Long Skirt  
RM149

**BEBW**  
Big Beautiful Women





Gather Waist Dress  
RM139



Peter Pan Collar Dress  
RM149



**Top:**  
Denim LS Shirt  
RM139

**Bottom:**  
Denim Long Pants  
RM169





# Spotlight on ASEAN Fashion

Explore ASEAN's dynamic fashion scene, where Indonesian and Singaporean designers merge tradition with modernity to create unique, culturally rich designs. Experience cutting-edge styles and artistic expressions brought to you exclusively by AEON.



**KANZI**  
Collection

Kanzi blends timeless designs with a modern twist, focusing on exclusivity and affordability. The fashion wear that transcends trends, offering unique selections, from traditional handwoven ikat fabrics to eco-conscious prints, each garment embodies the ethos of equality, cultural richness, and emotional resonance. Explore the Kanzi Collection and discover craftsmanship, innovation, and timeless elegance in every garment.







# FINIX

Finix, a Singaporean fashion brand, creates a fluid wardrobe with creative details and thoughtful fabrics. Finix offers three main lines: FORM (elevated essentials), FIT (athleisure), and FLOW (ready-to-wear), catering to all occasions with comfort and style. Embrace your individuality with Finix: You are Free to Be. Celebrating self-discovery and authentic self-expression.



# 19 M.GEE 90

EveryWear

M.Gee is a renowned Indonesian outdoor workwear brand known for its quality and international appeal. Offering a wide range of men's apparel, including shirts, T-shirts, chinos, jackets, cargo pants, and vests, M.Gee emphasizes high-quality cotton and durability.







# ANDREW SMITH

Andrew Smith, a premier menswear brand from Indonesia, is renowned for its sophisticated, high-quality apparel that blends traditional craftsmanship with contemporary fashion. Offering a diverse range of products, including soft tailoring, elegant shirts, casual wear, and accessories, Andrew Smith ensures each piece balances style, comfort, and functionality with meticulous attention to detail. Committed to timeless style and sustainable practices, Andrew Smith empowers men to express their individuality and confidence through thoughtfully designed clothing.



# CDL®

An alternative option from CDL with new concept to express your passion into daily wear lifestyle. Embracing the essence of urban culture and individuality, our collection encapsulates the dynamic spirit of streetwear with a contemporary twist. Each piece is meticulously crafted to reflect the fusion of modernity and timeless style, offering a unique blend of comfort, functionality, and edgy aesthetics.







AEON's curation of pop culture experiences

# JUJUTSU KAISEN

HIDDEN INVENTORY / PREMATURE DEATH

The anime series portrays the ongoing struggle between curses, manifestations of human negativity, and Jujutsu sorcerers who combat them using sorcery. Our collection highlights the gripping "Hidden Inventory/Premature Death" arc, unraveling the pasts of Satoru Gojo and Suguru Geto, alongside the intense "Shibuya Incident" arc, a continuation of the first season.



**JUJUTSU KAISEN**  
Oversized Tee  
(Assorted)  
RM59.90



**JUJUTSU KAISEN**  
Jogger Pants  
(Assorted)  
RM99



**JUJUTSU KAISEN**  
Long Sleeve Oversized Tee  
RM79





**JUJUTSU KAISEN**  
Hoodie  
(Assorted)  
RM119



**JUJUTSU KAISEN**  
Oversized Tee  
RM59.90







**JKIDS**

**Top:**  
Pullover  
RM49

**Bottom:**  
Long Pants  
RM79

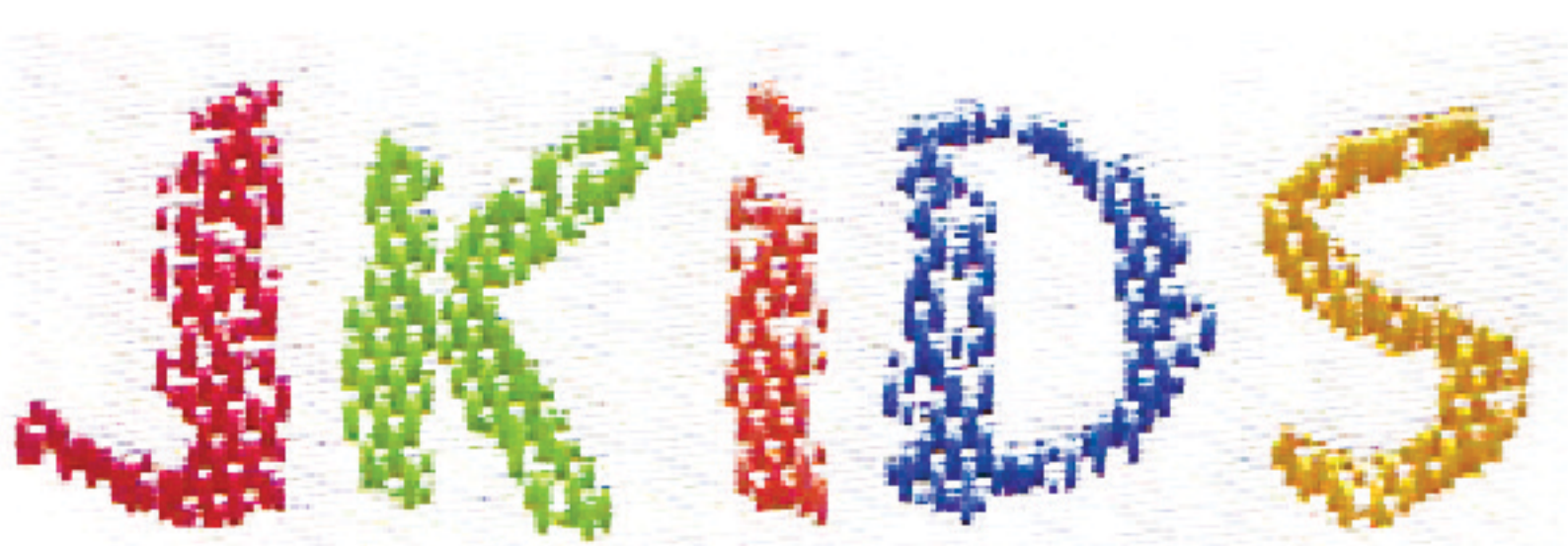


**JKIDS**

**Top:**  
Knit Top  
RM49

**Bottom:**  
Long Pants  
RM69

# CURIOUS





# ADVENTUROUS

**JKIDS**

**Top:**  
Jacket  
RM59

Crop Top  
RM49

**Bottom:**  
Cargo Pants  
RM59



**JKIDS**

**Top:**  
Knit Top  
RM49

Hoodie  
RM79

**Bottom:**  
Short Pants  
RM49





# FEELING HYPE!



**JKIDS**

**Top:**  
Crop Top  
RM49

**Bottom:**  
Cargo Pants  
RM59



**JKIDS**

**Top:**  
Crop Top  
RM49

**Bottom:**  
Long Pants  
RM49



**JKIDS**

**Top:**  
Crop Top  
RM49





**JKIDS**

**Top:**  
Crop Top  
RM49

**Bottom:**  
Long Pants  
RM49



**JKIDS**

**Top:**  
Crop Top  
RM49

**Bottom:**  
Long Pants  
RM59



**JKIDS**

**Top:**  
Pullover  
RM49

**Bottom:**  
Jogger Pants  
RM49



**JKIDS**

**Top:**  
Hoodie  
RM69

**Bottom:**  
Denim Long Pants  
RM39

ACTIVWEAR  
THAT TRULY  
**GOES**  
EVERYWHERE



# HUNGRY for ACTION



**Top:**  
Tie Dyed Hooded Jacket  
(Packable)  
RM129

Dry Fit Printed Tee  
RM39

**Bottom:**  
Tie Dyed Active Short Pants  
RM59



**Top:**  
Dry Fit Printed Tee  
RM39

**Bottom:**  
Active Short Pants  
RM59



Stay active comfortably in stylish, colourful and breathable outfits that will pump out your workout session.



**Top:**  
Long Sleeve Running Top  
RM69

**Bottom:**  
Jogger with Taping  
RM99

**Top:**  
Zipper Bomber Jacket  
RM129

Marble Print Zipper Bra Top  
RM99

**Bottom:**  
Flare Cut Yoga Pants  
RM99



# studs

ALL PURPOSE WEAR

Introducing Stads, for urban outdoor lifestyles. Versatile outdoor exploration pieces with city-approved fashion silhouettes.



**Top:**  
ZOUT Coach Jacket  
(Lime)  
RM229

WEVEN02 Graphic Tee  
(Off White)  
RM79

**Bottom:**  
LIV Detachable Utility Skirt  
(Light Khaki)  
RM249

**Accessories:**  
BOSSE Sling Bag  
(Lime)  
RM89

**Top:**  
WEVEN04 Graphic Tee  
(Maroon)  
RM79

**Bottom:**  
TUNDRA Utility Shorts  
(Black)  
RM179

**Accessories:**  
RIF Bucket Hat  
RM69

KOUDE Sling Bag  
(Dark Green)  
RM89



**Top:**  
ZONSO Utility Tee  
(Cream)  
RM119

**Bottom:**  
LIV Detachable  
Utility Skirt  
(Sage Green)  
RM249

**Accessories:**  
BOSSE Sling Bag  
(Lime)  
RM99



**Top:**  
LAWINE Half Zipped Shirt  
(Brown)  
RM179

**Bottom:**  
VALLEI Utility Long Pants  
(Black)  
RM199



**Top:**  
REGEND Packable Jacket  
(Orange)  
RM309

**Bottom:**  
TUNDRA Utility Shorts  
(Black)  
RM119

**Accessories:**  
ZON Camp Cap  
(Orange)  
RM69

STEEN Utility Tee  
(Off White)  
RM119

LAVEN Sasoche Bag  
(Orange)  
RM89

**Top:**  
REGEND Packable Jacket  
(Orange)  
RM309

**Bottom:**  
LIV Detachable  
Utility Skirt  
(Sage Green)  
RM249

**Accessories:**  
ZON Camp Cap  
(Orange)  
RM69

ZONSO Utility Tee  
(Cream)  
RM119

