

New jhenit collection

f w
23/24



J h e n i t

f/W
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The city is alive



“...Without rules,
only mistress of instinct, pure euphoria!

They call me crazy, mad, irresponsible.
But I am only essence! I'm electricity!





A labyrinth of ideas

My eyes are full of dreams! My eyes know no
barriers! I'm my bike that divides the wind!
I'm that dusty road that I walk alone!



A journey, a new adventure! The excitement and adrenaline!

The hair that hides me the way, but I even more strongly accelerate, behind me only a sunset.









11

The only way to find
you is if I close my eyes.

I'll find you with my blind love
The only kind of love is blind love like a stone

Fall Winter collection



is a centrifuge of emotions, a dream, a project or perhaps the beginning of a new adventure.
The important thing is to start it with right look.



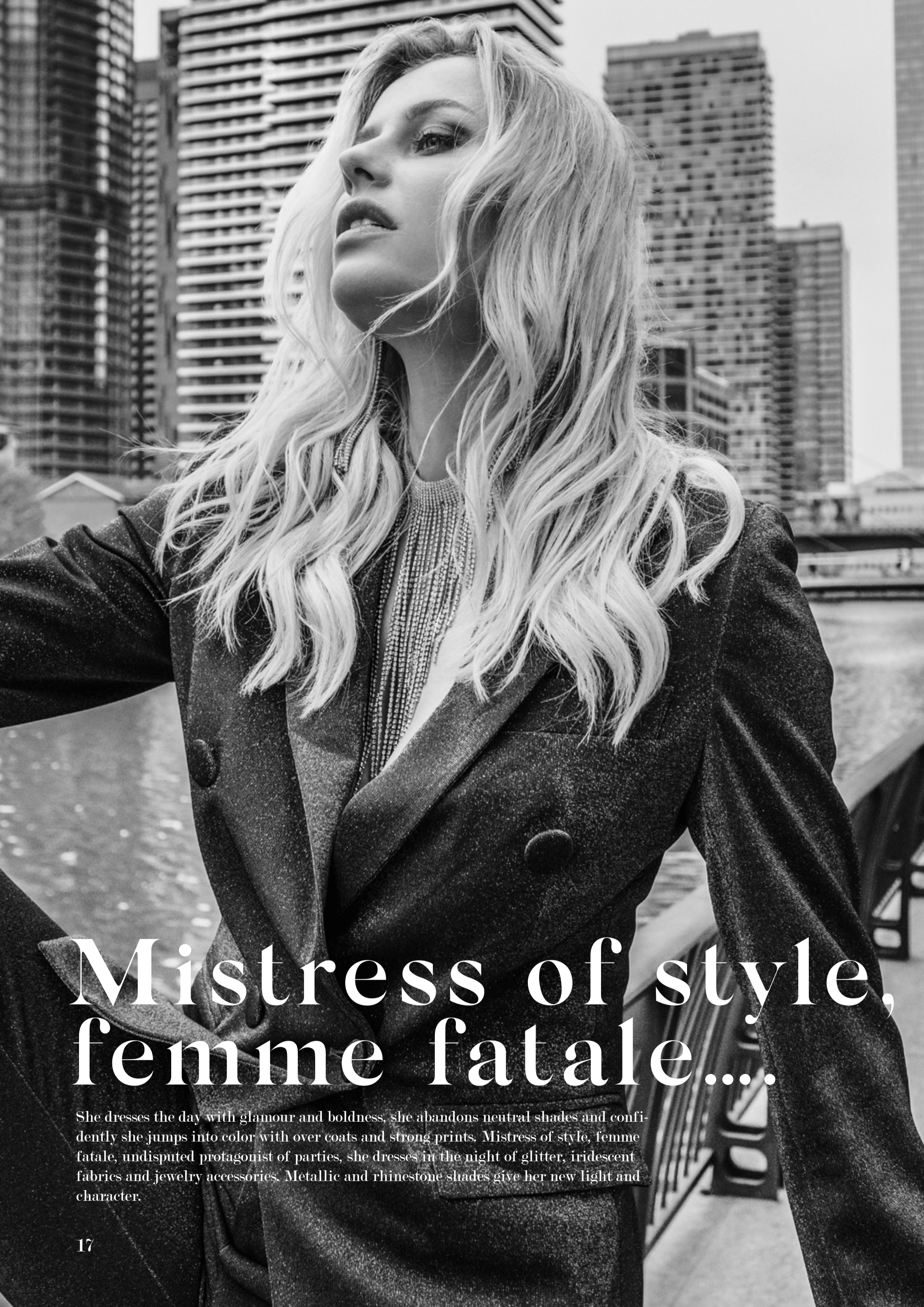




Jhenit woman is strong...

determined, mistress of her future and confident of her own femininity. Always ready to get involved, pure adrenaline, desire of life and color. Who chooses Jhenit is a modern woman, attentive to taste and always trendy, never going unnoticed.





Mistress of style, femme fatale....

She dresses the day with glamour and boldness, she abandons neutral shades and confidently she jumps into color with over coats and strong prints. Mistress of style, femme fatale, undisputed protagonist of parties, she dresses in the night of glitter, iridescent fabrics and jewelry accessories. Metallic and rhinestone shades give her new light and character.





**You can hide in plain sight
for everyone to see.**

The city preserves places that are there under the
eyes of all, but hide more than the story tells.

Run! Run! Run!

A multitude of intertwining fates

They run, they touch each other and they will never know each other. How many people you look at imagining their voice, that you will never hear. Run! Run! Run!







A photograph of a park bench with a red wall in the background. The bench is made of dark wood and black metal. The text "This is Pop!" is overlaid in a large, white, serif font.

This is Pop!

A mix of languages. A mix of cultures...
and then there's the lightness of all that is POP!



**Provocatively innovative.
Never trivial. Never repetitive.**

Fashions are the result of new languages of a past time. The woman we imagine has a punk attitude and the elegance of a classical dancer.

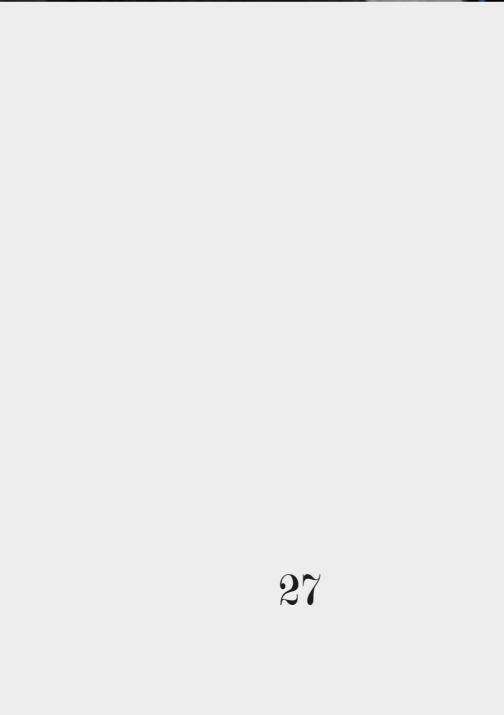
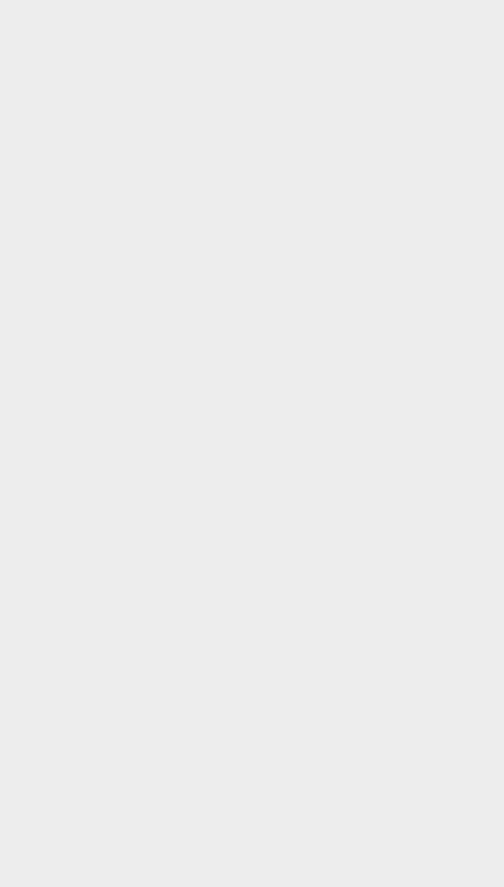
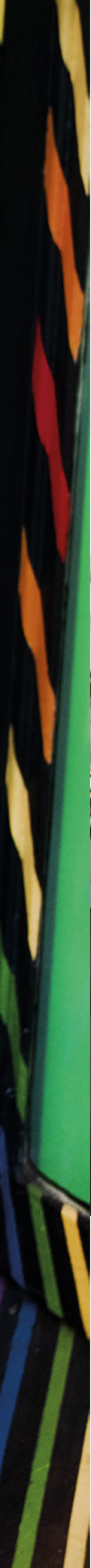


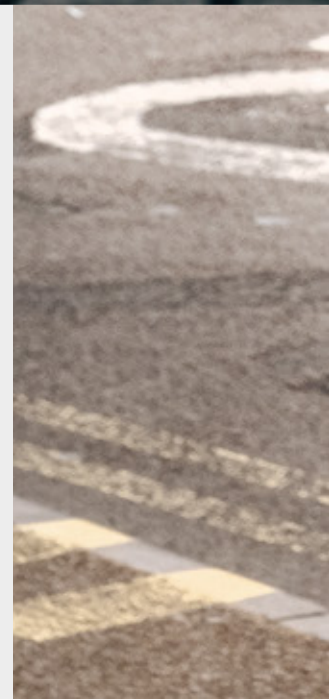
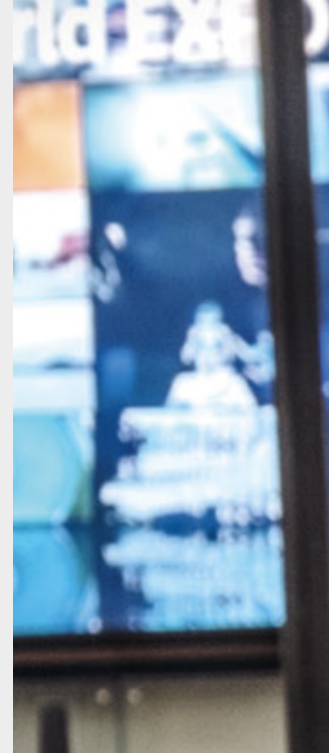
A woman with blonde hair, wearing a dark blue sequined dress and large crystal earrings, looks upwards and to the right. She is standing next to a large rainbow flag. The background is a blurred city street at night with warm lights.

This is Glam!

It doesn't matter if it's day or night.
Being Glamour is a timeless need.

Listen to your needs free yourself from preconceptions .
Only then will you feel yourself. Only then will you feel truly free.









RECORDS





This is beyond!

The mystery. The discovery. A treasure
hidden that is almost always within us.

The desire to let go is what always pushes us towards something new.









Another day is a
new point of view.

Never forget that truth is nothing but a point of view.

A new beginning. A new destination. A new life.



AM Style S.r.l.
P.IVA E C.F. 09615441210



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