
AUNE

OUR STORY



AUNE was born from the feeling of light resting softly on water.

A world shaped by pale blue reflections, delicate fabrics, and feminine stillness.

Inspired by flowing satin, dreamy mornings, gentle waves, and the quiet magic of becoming, AUNE is more than clothing.
It is an atmosphere.

Every piece is designed to feel light, ethereal, and comforting —
like a memory from a beautiful dream.

THE WORLD OF AUNE

inspired by softness, light, and stillness









THE WORLD OF AUNE

a world between water and silk









inspired by water reflections, soft satin,
and pale morning light

COLOR PALETTE

sleepwear inspired by softness, water,
and light

PRODUCT DIRECTION









CAMPAIGN VISION



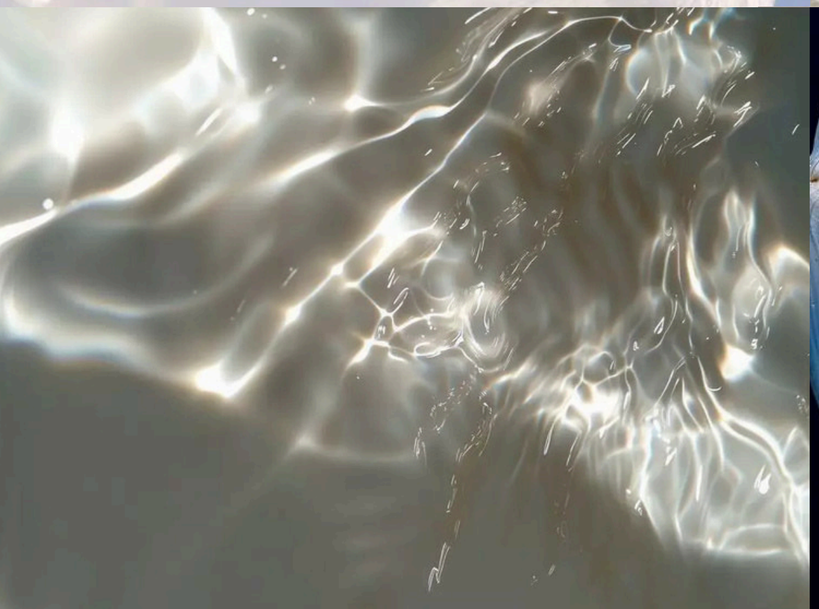




AUNE feels like sunlight moving across water.

Quiet mornings.
Soft fabric against skin.
Air filled with light.

Every campaign is designed to feel intimate, feminine, and dreamlike — like fragments of a memory too beautiful to fully hold onto.







INSTAGRAM DIRECTION

soft visuals, cinematic femininity,
dreamy stillness





FUTURE OF AUNE

AUNE is envisioned as more than a fashion label.

A growing universe of softness, feminine elegance, and dreamlike living.

Future collections may expand into:
lingerie,
sleepwear,
elegant dresses,
luxury resort pieces,
and timeless feminine silhouettes designed for both intimate and unforgettable moments.

STORE CINCEPT



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