

WOOLY WOOLY

SOFT KNIT · BRIGHT LIFE · HONG KONG

SPRING / SUMMER COLLECTION



KNIT YOUR HAPPY HOURS

A soft, bright wardrobe for long summer days.

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WELCOME TO OUR WOOLLY LITTLE WORLD

Born in Hong Kong, WOOLY WOOLY is a contemporary knitwear label celebrating color, softness and the simple pleasure of getting dressed.

We create expressive knitwear in wool, cashmere, mohair and delicate blends, bringing tactile comfort together with a playful sense of femininity.

Inspired by Hong Kong tropical color, nostalgic seaside atmosphere and energetic city life, WOOLY WOOLY moves between retro romance and modern ease.

Soft enough to live in. Colorful enough to lift your mood.

THE WOOLY WORLD

A little dreamy. A little nostalgic. Always soft.

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THE WOOLY WORLD

Imagine fluffy clouds drifting above the harbour, oversized knitted flowers beneath palm trees, and candy-colored textures with tiny unexpected details.

Knitwear is more than something warm to wear. It is a tactile world: something you can see, touch and feel.

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COLLECTION 01

CANDY TROPICAL GARDEN

Light · Airy · Playful · Feminine



For Spring / Summer, WOOLY WOOLY steps into an imaginary knitted garden. Powder pink meets fresh aqua; warm orange appears like tropical sunlight, while cream keeps the palette cloud-light.

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THE PALETTE

A color story designed to feel optimistic, nostalgic and unmistakably alive.

WOOLY ORANGE	#F47B35
POWDER PINK	#F7B8C8
AQUA DREAM	#8FD3D8
CLOUD CREAM	WARM IVORY
MIDNIGHT ACCENT	DEEP NAVY

Orange brings energy. Pink adds tenderness. Aqua creates freshness. Cream brings calm. Midnight blue gives depth.



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LOOK 01

SUNSET OMBRÉ

Mohair Blend Gradient Knit + Soft Knit Trousers



A lightweight fuzzy knit fades from vivid sunset orange into powder pink. Ivory knitted trousers bring a relaxed tonal balance, letting color and texture become the focus.

KEY DETAILS Gradient color · Soft brushed texture · Relaxed fit · Lightweight construction

MOOD Hong Kong sunset, knitted into something soft.

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LOOK 02

CLOUD GARDEN

Sheer Mohair Knit + Color Stripe Knit Trousers



An ultra-light pink mohair knit reveals an aqua camisole beneath. Wide-leg trousers in pink, aqua, orange and midnight blue turn the collection color language into an effortless silhouette.

KEY DETAILS Sheer knit · Mohair texture · Layering · Wide-leg silhouette

MOOD Like walking through a garden made entirely of yarn.

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LOOK 03

AQUA STRIPE

Fluffy Cropped Knit + Graphic Stripe Trousers



A feather-light powder-pink knit meets graphic aqua-and-cream trousers. Fuzzy texture and clean vertical stripes create a retro resort feeling through a contemporary knitwear lens.

KEY DETAILS Fine fuzzy yarn · Cropped proportion · Vertical stripe · Contrast waistband

MOOD French-girl sweetness meets Hong Kong seaside nostalgia.

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LOOK 04

PINK CABANA

Knitted Bralette + Openwork Cardigan + Fringe Skirt



A warm orange knitted bralette sits beneath an airy cream cardigan, paired with a pink skirt in geometric knit patterns, openwork construction and expressive fringe.

KEY DETAILS Openwork knit · Geometric jacquard · Fringe · Textural layering

MOOD Retro beach club, somewhere between Hong Kong and the Mediterranean.

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LOOK 05

MIDNIGHT BLOOM

Open Knit Sweater + Statement Fringe Skirt



Deep midnight blue brings contrast to the pastel world. An open knit sweater pairs with a long, textural skirt in pink, aqua and graphic knitted detail.

KEY DETAILS Open gauge · Brushed texture · Mixed knit structures · Statement fringe

MOOD When the tropical garden stays awake after dark.

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LOOK 06

FLORA DAY

Gradient Knit + Embellished A Line Skirt



A cloud-soft gradient top and an aqua A-line skirt with dimensional floral details give an everyday silhouette a playful handcrafted lift.

KEY DETAILS Gradient knit · Dimensional flowers · Soft A line · Easy proportion

MOOD A bouquet you can wear.

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LOOK 07

TROPICAL SUN

Palm Motif Knit Dress



A long knit dress brings tropical pattern into a streamlined, easy silhouette. The warm palette keeps the mood sunlit, graphic and soft.

KEY DETAILS Palm motif · Longline shape · Warm color play · Soft surface

MOOD A holiday state of mind, in knit.

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LOOK 08

FRINGE HORIZON

Zigzag Knit Top + Hand Finished Fringe Skirt



Graphic zigzags, crochet-like flower details and flowing fringe celebrate the decorative side of the collection without losing its lightness.

KEY DETAILS Zigzag pattern · Dimensional trim · Long fringe · Handcrafted feel

MOOD Movement, color and a little bit of magic.

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TOUCH MATTERS



For WOOLY WOOLY, luxury begins with touch. Our collections explore the natural character of premium fibers through different weights, gauges and surface textures.

CASHMERE Exceptional softness and warmth.

MERINO WOOL Breathability, comfort and beautiful drape.

MOHAIR BLENDS An airy, fluffy surface with a signature lightness.

FINE WOOL BLENDS Lighter knits for transitional and warmer seasons.

Fluffy. Sheer. Brushed. Ribbed. Open. Textured. Every yarn has its own personality.

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AUTUMN / WINTER

VINTAGE CASHMERE LOUNGE



When summer fades, the WOOLY WOOLY world becomes quieter. Pastels deepen into cocoa brown, midnight blue, cashmere nude and warm cream, while silhouettes become softer, longer and more enveloping.

Warm · Quiet · Tactile · Timeless

Slow days. Soft knits. Warm hearts.

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FROM HONG KONG, WITH SOFTNESS



Hong Kong is part of the visual language of WOOLY WOOLY: a city where tropical nature and dense urban life exist side by side; where faded architecture meets neon color, and mountains, islands and sea sit moments away from the city.

Tropical warmth + urban sophistication

Eastern energy + vintage romance

Nostalgia + modern femininity

Designed with a Hong Kong state of mind.

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SOFTNESS YOU CAN FEEL.

COLOR YOU CAN LIVE IN.

HAPPINESS YOU CAN WEAR.

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