A woman with short dark hair is seated on a modern, light-colored armchair. She is wearing a dark, draped, off-the-shoulder dress with a high slit. She is looking towards the camera with a serious expression. The background is a plain, light-colored wall.

COLLECTION GUIDE | SS 2025

ARMA



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ABOUT THE COLLECTION

ARMA



OUR BRAND

As a modern leather house, ARMA creates the finer classics to last a lifetime. Through modern heritage and quality craftsmanship we deliver wardrobe essentials that transcend trends but are never boring. We believe there are few brands that design with the wearer in mind. Not us. Our garments are timeless yet bold, quiet yet instantly recognisable and always functional. ARMA designs the pieces you can live your life in.

At ARMA we encourage you to invest into timeless pieces that can be passed from one generation to the next, because we believe that leather gets better with age.



SEASONAL STORY

The evidence of passing time, the nostalgia for traditional handcraft and the transmission of family heritage are main values behind the Spring Summer 2025 collection. With this season we explore a sense of identity, celebrating the cultural roots of the past with the life lived in the present.

Layers of identity through generations are investigated and mutual cultural exchanges blend. In a world where divisions are leading to conflicts, this collection is an ode to the experience of migration: to the complexities and riches brought about the lived experience of culture blending.



SPRING SUMMER 2025 MARKETING

CAMPAIGN SHOOT

The Spring Summer 25 campaign shoot will reflect the collection theme, extending the story that started in Fall Winter 24. We dive deeper into family heritage, traditional craftsmanship and the ARMA identity.

SPRING SUMMER 25 MARKETING MONTHS

Marketing of the Spring Summer 2025 collection takes place in the following months from the store delivery.

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

MAY

IMPORTANT PRODUCTS

Transitional jackets and wool coats

Knitwear

Pants

Woven

COLLECTION HIGHLIGHT

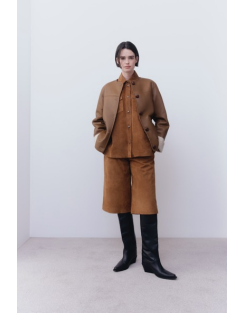
DETAILS

The feminine and masculine accents alternate and combine to create a contemporary look. Next to ARMA's classic all-season essentials, the collection includes statement designs with a modern approach.



LEATHER & SUEDES

Leather is at the core of the brand: from touch to colour and finishing, traditional crafting techniques are continuously used to create modern takes on the fabrications and textures we all know so well.



COLOURS

Colours are essentially neutral: burnt whisky and brown tones, ultimate grey and a warm taupe, beige, ecru, blue sky and indigo. Sun, olive, scarlet, deep shiraz and soft blush works as accent and refresh the classics.



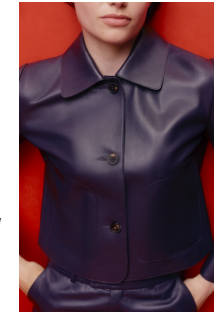
REAL CLOTHES

The collection is a composition of tailoring and utilitarian influences, that works for the perfect daily wear. The design moves to the idea of real clothes: towards clothing that is simple and focussing on our brand's fundamentals.



FINISHINGS

The form is the focus of this story alongside textures: balancing innovates on processes, textures and traditional craftsmanship. The search for 'clarity' and simplification, leads to longevity and timelessness.



KEY QUALITIES IN WOMENSWEAR



LAMB BUTTER



SHEARLINGS



WOOL



STRETCH LEATHER / SUEDE

NEW QUALITIES IN WOMENSWEAR



NAPPA SHINY



LAMB VINTAGE



OUR PRODUCTION PROCESS

What makes our story unique, is that we control two-thirds of our entire production process. In 2018, we opened our new production factories in Turkey, which gives us the agility and flexibility needed in today's world. In addition to the ARMA brand, we are manufacturing partners to several high-end fashion brands.

All partners in our supply chain are aligned with the Leather Working Group to support a more sustainable manufacturing of leather. The Leather Working Group (LWG) is an international organisation made up of stakeholders across the leather supply chain, working to promote environmental best practice within leather manufacturing and related industries.

A woman with dark skin and short hair is looking directly at the camera. She is wearing a bright red, oversized coat over a white ribbed sweater. The background is a solid, slightly darker shade of red. The lighting is soft, highlighting the texture of the clothing.

BRAND NEWS


ARMA

DIGITAL EDITORIALS

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FASHION > INSPIRATION / 11 APRIL 2024

The Fashion Team’s Favourite New Independent Brands

Ready for some fresh wardrobe inspo? We asked the fashion team to share the independent labels they’ve discovered recently...

Emma Bigger

Senior Style Editor

I’ve just come across the contemporary Dutch brand Arma. Specialising in leather with a modern twist, it creates timeless classics that stand the test of time. I love how it embraces simplicity and clean lines. I’ve just invested in the Elizabeth tan leather culottes – I plan on wearing them with pointed flats and a crisp white shirt this season.

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VOGUE

AUSTRALIA

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HOME / SHOPPING

Shop the Vogue team’s best Australian Fashion Week looks

ANGELICA XIDIAS
17 MAY 2024

Once again hosted at Sydney’s beloved Carriageworks location, Australian Fashion Week has returned for its 28th instalment. Welcoming some of the country’s biggest names in fashion, together with a number of our favourite up-and-coming designers, the week drew Sydney’s fashion set out onto the streets of Eveleigh for the stylish occasion.

Joining the designers, models, photographers and creatives of all kinds, Vogue Australia’s various editors flocked to the precinct in anticipation of the week’s events. From digital director Francesca Wallace, who paired her Miu Miu slingbacks with a double denim Cos duo, to digital fashion writer Gladys Lai, dressed in head to toe Faithfull The Brand, the team set their best foot forward.



Arma Emy Leather Jacket

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LONGEVITY ABOVE FAST FASHION TRENDS

“They always say leather gets better with age and we could not agree more,” say Maral and Arden, the second generation leading [ARMAL](#) and current managers of the brand that revolutionised the way of understanding and working with this material since the mid-eighties. And it is that like leather, this project has not stopped growing and maturing over time, making experience and the ability to adapt to time its best allies. From the launch of their webshop to horizontal and honest communication, their way of understanding fashion is based on progressive and natural evolution. And their new Autumn/Winter 2021 and Spring/Summer 2022 collections are good examples of

METALMAGAZINE.EU



THE MODERN CONNOISSEUR

One of the key elements to building a relevant and cultural brand is showcasing our community of wearers. The Modern Connoisseur social campaign focuses on the taste makers, experts and cultural figures of our time. They're all Modern Connoisseurs in their own way. From chefs to designers and from architects to lawyers, we celebrate those who push the world forward.

The campaign won't simply focus on showing these people in ARMA garments – we will also include a mini-interview to share their philosophies and attitude with the wider world.

FRIENDS OF THE BRAND



Jessie Andrews
Talent & actress
IG: 1M followers



Jordan Dunn
Model
IG: 4M followers



Eva Chen
Author
IG: 2.5M followers



Rocky Barnes
Author
IG: 3.4M followers



Maya Weyhe
Talent
IG: 396K followers



Anouk Bos
Digital creator & designer
IG: 1.4M followers



Grece Ghanem
Digital creator
IG: 1.7M followers



Claire Cliteur
Digital creator
IG: 1.3M followers



Oumayma Elboumeshouli
Digital creator
IG: 236K followers



Leonie Hanne
Digital creator
IG: 4.8M followers

THANK YOU

ARMA