

**JIMEI**

# MIDO 2025 COLLECTION

In the creative workshop brimming with artistic flair, an atmosphere of joy and inclusivity permeates every corner. Designers meticulously craft each piece, allowing classic products to shine with even more brilliance amidst the interplay of simplicity and fashion, bringing endless surprises and emotions to everyone who steps into this space.

## The Story

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Play Power | Protective & Open | Minimalist Fashion

Discover more @ [www.jimei123.com](http://www.jimei123.com)

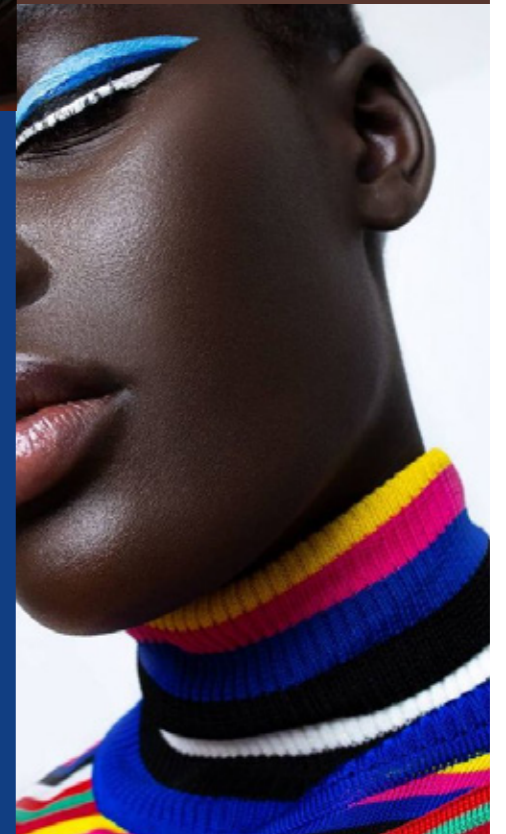
Pantone  
13-5911 TCX



Pantone  
19-1432 TCX



Pantone  
19-3952 TCX



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## Play Power

Ethereal sprites dance in the hazy spring, using **Demi** as brushes and light **Havana** as ink, to paint a world that transitions from freshness. It carries on hope, leads future trends, is filled with joy and inclusiveness, and inspires endless inspiration and innovative spirit in everyone, weaving together a hopeful, colorful, and beautiful future.

|                |                     |               |               |
|----------------|---------------------|---------------|---------------|
| Travel at Will | Travel at Will-ESSN | Illusory Hues | Glorious Days |
| UC3-0362~0367  | EC3-0043~0048       | UD3-0486~0492 | UQ-0689~0694  |

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## Protective & Open

In the nostalgic light and shadow, the texture akin to film stock comes vividly to life. The exquisite large-grained **block** skillfully blends with the **demi gradient**, complemented by classic **multi-layered** colors and contrasting **demi**. Each frame is a tribute to the past and an exploration of the future. Design is reborn through improvement, and classic products are revitalized.

|               |                  |                       |                   |                 |                 |
|---------------|------------------|-----------------------|-------------------|-----------------|-----------------|
| Stylish Pop   | Engrave Memories | Engrave Memories-ESSN | Jungle Impression | Shade of Shadow | Playful Pioneer |
| UN3-0401~0406 | UD-0182~0187     | ED-0008~0013          | UD3-0493~0498     | UDG-0024~0029   | UQ-0683~0688    |

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## Minimalist Fashion

Bold colors collide with minimalist line **lamination** to outline the fashionable silhouette of the product. Details in the same color scheme are cleverly integrated, resembling the interplay of light and shadow beneath the city walls. A touch of blank space, like a mosaic, invites the imagination, and the stripe elements add a lively rhythm. Trendy colors collide with creative **block** inspiration, releasing infinite possibilities within simplicity.

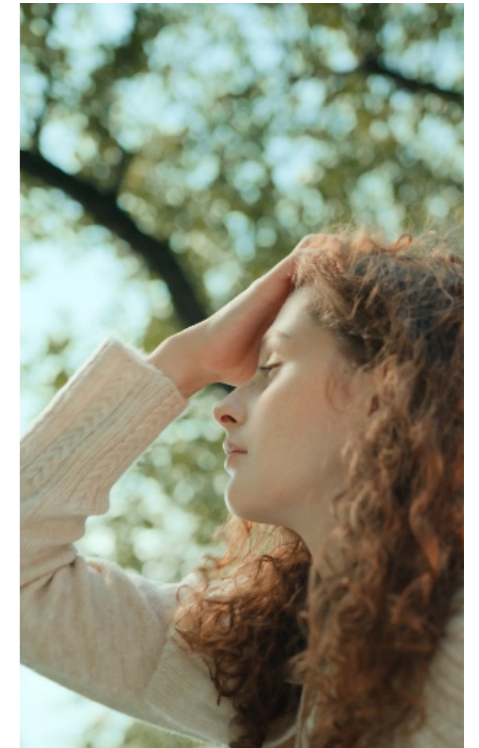
|              |               |                  |                |
|--------------|---------------|------------------|----------------|
| Color Leaps  | Sailing       | Melodic Twilight | Modern Fashion |
| UN-0730~0736 | UT2-0160~0166 | UQ-0677~0682     | ULL-0019~0024  |

# Play Power

Ethereal sprites dance in the hazy spring, using Demi as brushes and light Havana as ink, to paint a world that transitions from freshness. It carries on hope, leads future trends, is filled with joy and inclusiveness, and inspires endless inspiration and innovative spirit in everyone, weaving together a hopeful, colorful, and beautiful future.



Pantone  
13-5911 TCX



Pantone  
16-1336 TCX

# Play Power



## MIDO 2025 Collection

Representative Series



Travel at Will  
UC3-0362  
Travel at Will-ESSN  
EC3-0043



Travel at Will  
UC3-0366  
Travel at Will-ESSN  
EC3-0047



Illusory Hues  
UD3-0489



Illusory Hues  
UD3-0491



Glorious Days  
UQ-0689



Glorious Days  
UQ-0690

# MIDO 2025 Collection

Travel at Will 「Demi」 UC3-0362~0367  
Travel at Will-ESSN EC3-0043~0048



# MIDO 2025 Collection

Illusory Hues 「Demi」

UD3-0486~0492



**MIDO 2025 Collection**

Glorious Days「Dry Block」  
UQ-0689~0694



# Protective & Open

In the nostalgic light and shadow, the texture akin to film stock comes vividly to life. The exquisite large-grained block skillfully blends with the demi gradient, complemented by classic multi-layered colors and contrasting demi. Each frame is a tribute to the past and an exploration of the future. Design is reborn through improvement, and classic products are revitalized.



Pantone  
18-3949 TCX



Pantone  
19-1432 TCX

Diverse Fusion



MIDO 2025 Collection

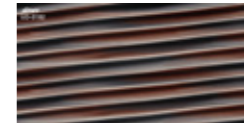
Representative Series



Stylish Pop  
UN3-0401



Stylish Pop  
UN3-0405



Engrave Memories  
UD-0182  
Engrave Memories-ESSN  
ED-0008



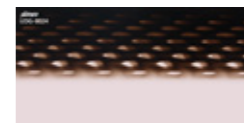
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UD-0184  
Engrave Memories-ESSN  
ED-0010



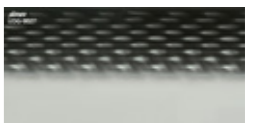
Jungle Impression  
UD3-0493



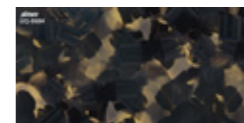
Jungle Impression  
UD3-0497



Shade of Shadow  
UDG-0024



Shade of Shadow  
UDG-0027



Playful Pioneer  
UQ-0684



Playful Pioneer  
UQ-0687

# MIDO 2025 Collection

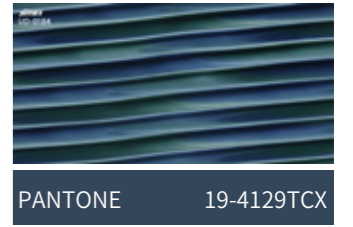
Stylish Pop 「Extruded 3 Layers」  
UN3-0401~0406



# MIDO 2025 Collection

Engrave Memories 「Demi」  
UD-0182~0187

Engrave Memories-ESSN  
ED-0008~0013



# MIDO 2025 Collection

Jungle Impression 「Demi」  
UD3-0493~0498



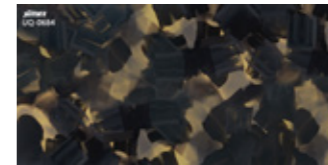
# MIDO 2025 Collection

Shade of Shadow 「Demi Gradient」  
UDG-0024~0029



# MIDO 2025 Collection

Playful Pioneer 「Dry Block」  
UQ-0683~0688



PANTONE 17-1022TCX



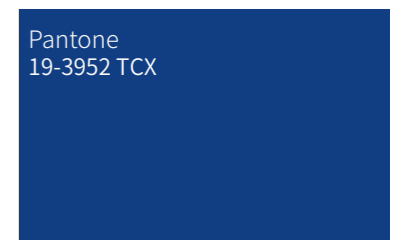
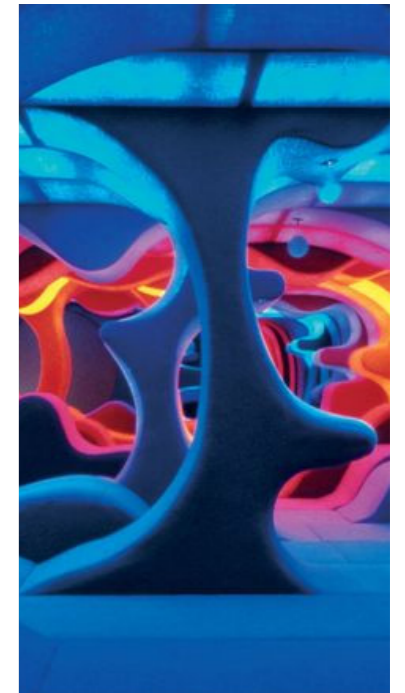
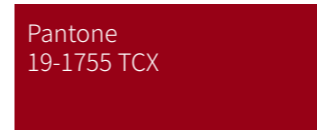
PANTONE 19-4029TCX



\*Due to the larger particle pattern in this series, there may be uneven color distribution.

# Minimalist Fashion

Bold colors collide with minimalist line lamination to outline the fashionable silhouette of the product. Details in the same color scheme are cleverly integrated, resembling the interplay of light and shadow beneath the city walls. A touch of blank space, like a mosaic, invites the imagination, and the stripe elements add a lively rhythm. Trendy colors collide with creative block inspiration, releasing infinite possibilities within simplicity.



**Minimalist Fashion**



**MIDO 2025 Collection**  
Representative Series



Color Leaps  
UN-0731



Color Leaps  
UN-0735



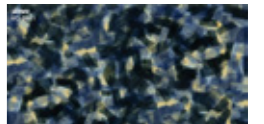
Sailing  
UT2-0160



Sailing  
UT2-0164



Melodic Twilight  
UQ-0679



Melodic Twilight  
UQ-0681



Modern Fashion  
ULL-0019



Modern Fashion  
ULL-0022

# MIDO 2025 Collection

**JIMEI**

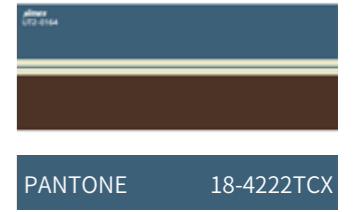
Color Leaps 「Transparent Monocolor」  
UN-0730~0736



# MIDO 2025 Collection

Sailing 「Stripe」  
UT2-0160~0166

**JIMEI**



# MIDO 2025 Collection

Melodic Twilight 「Dry Block」  
UQ-0677~0682



# MIDO 2025 Collection

Modern Fashion 「Lamination」  
ULL-0019~0024



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**Thanks for watching!**

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