



**KRIFF
MAYER®**
HEARTFUL
CLOTHING 

2024 SPRING & SUMMER

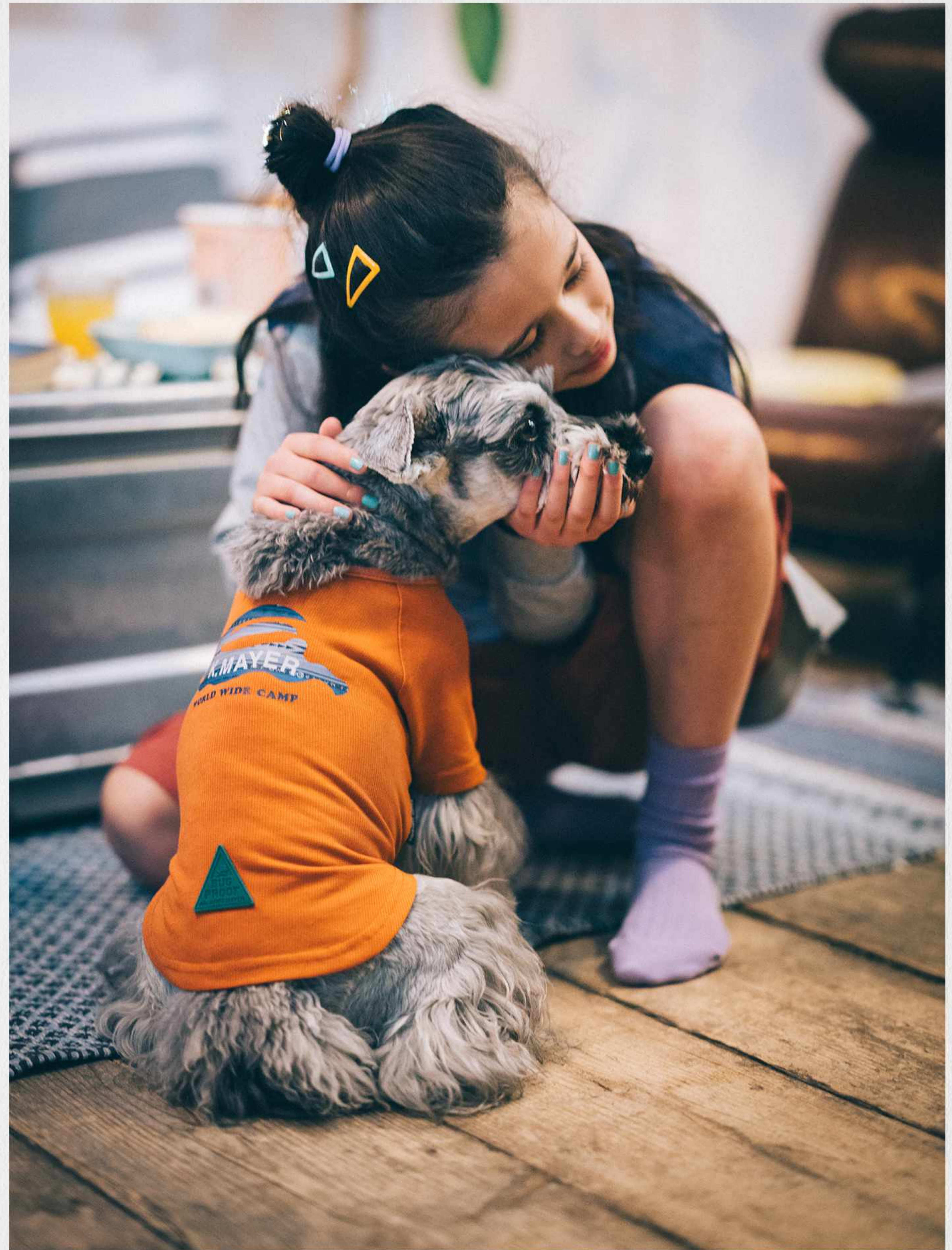
Friday night



心を解き放つフライデーナイト
待ちに待った週末がやってくる
まだ眠るのは早いんじゃない？
ふと、イタズラな悪魔がささやいた
ブックマークに入れていた映画をタップして
今夜はちょっとだけ、みんなで夜ふかし

It's Friday night and my mind runs free.
The long-awaited weekend is just around the corner.
It's too early to go to sleep just yet.
A sudden thought with a hint of guilt.
I tap the movie saved in my bookmarks.
Let's all stay up a little more tonight.







The next morning

眩い光
いとしい寝息
立ちこめるコーヒーの香り
つかの間におとずれる朝の風は
私が私らしくいられる時間

The shine of daybreak.
Pleasant sighs of sleep.
The aroma of coffee wafting in the air.
When the calm morning breeze makes its visit,
I can relax and be myself again





パパとママがこっそり話してた
どうやらサプライズでどこかへ連れて行ってくれるみたい
そわそわ。ドキドキ。だめだ、嬉しくってにやけちゃう！

Mom and dad were talking secretly.
It seems they're taking us somewhere as a surprise!
I can feel my heart pounding with excitement.
I can't contain my smile anymore!



Going out!

週末はエアストリームに乗って
いつもとはちがう特別な旅へ
陽の光を浴び
芝生をふみしめながら
自然と戯れよう

The weekend has come and we hop on the Airstream.
We're off to a special place today.
Bathing under the sunlight.
Feeling the grass under our feet.
Frolicking in nature.





みんなの笑顔は僕のたからもの。一瞬たりとも見逃したくない

Everyone's smiles are so precious to me.
I don't want to miss a single moment.





そういえば外国の映画のなかにいたっけ
旅をしながら車で暮らす男の人
今日の僕も同じ。何だか自由でかっこいいよね

I remember there was a man in a foreign movie.
A man traveling about living in his car.
That's me today. It's kind of neat to be so free.





Camping

パパとママの力を借りずに
テントを張った
私たちだけの秘密基地

Without the help of mom and dad, we pitched our own tent.
It's our secret base.

「私もやる！」
そうって僕の後ろをついてくる
たまにムキになって泣いたりして
本当に手が焼けるのに
一人よりもふたりの方が
ずっとずっと楽しいのは何でだろう

"Me too!"
She always wants to do what I do.
At times she gets too worked up and cries.
What a handful she can be.
But I wonder why.
Two is better than one every single time.





Feel the waves,
Ride the waves

朝はサーフィンとパパが言ったから
今日はみんなでビーチ散歩
はてさて、チビたちはうまく波に乗れるかな？

Dad said we'll go surfing in the morning.
So we're walking along the beach today.
Now, will the little ones be able to ride the waves?





心地いいさざなみのサウンド
透きとおる水のゆらぎに癒やされて
自然とほら、笑顔もあふれる

The soothing sound of the rippling waves.
The relaxing sway of crystal clear water.
And there you have it. Smiles abound.



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ASDIC CO.LTD

2024 Spring & Summer LOOK

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絆をはぐくみ、心をはぐくむ
そんなかけがえない旅の記憶は
きっと、ずっと、色褪せない

Fostering bonds and nurturing the soul.
Such priceless memories of our journey.
They will surely never fade away.