

## Press Release

Paul & Anna unveils bold loungewear made to energize your everyday

Seoul, Republic of Korea

Paul & Anna, a premium loungewear and pajama brand from South Korea, will present its latest collection at the upcoming Maison&Objet 2025 in Paris. Known for elegant silhouettes and vibrant contrasts, Paul & Anna reimagines comfort through garments that flow effortlessly between intimate and social spaces.

The new 2025 collection captures the brand's signature style: vivid seasonal colors, bold graphic prints, and soft, high-quality fabrics such as rayon, cotton, and terry. Designed with a balance of elegance and ease, the pieces are made for women who want to feel beautiful at home — and beyond.

"Our philosophy is simple: comfort can be expressive," says Anna Park, Brand Director at Paul & Anna. "With dynamic colors and strong contrasts, we aim to energize everyday life, from quiet mornings to shared evenings."

Highlights of the new collection include:

- The \*Matelassé Robe Dress\* with fluid paisley patterns
- The \*Afterglow Set\*, crafted in silky rayon with contrast trims
- The \*Amber Black Series\*, merging moody tones with luxurious drape

Paul & Anna's participation at Maison&Objet marks a key step in introducing its distinctive take on modern loungewear to the European market.

## About Paul & Anna

Paul & Anna is a Seoul-based brand specializing in premium loungewear and pajamas. With a focus on color, silhouette, and quality, the brand redefines daily comfort with timeless design and expressive styling.

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