

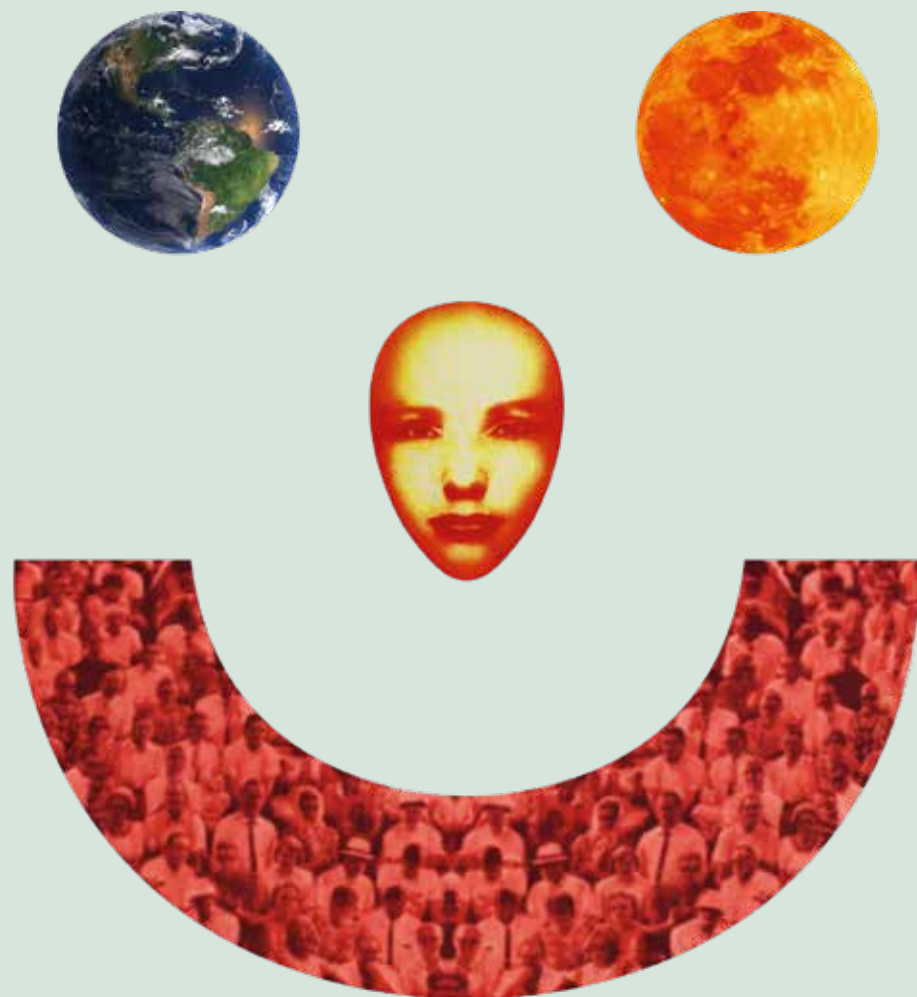


LOOKBOOK FW26/27

U T O P I A

H A P P I N E S S

BE A CITIZEN



UTOPIAN HAPPINESS

A vision of freedom.
A dream of individuality.



With **UTOPIAN HAPPINESS**, JET SET celebrates 55 years of bold innovation and uncompromising style.

Every single piece is **unique** - crafted with precision, designed with courage, and made to stand out. Our DNA unites **style, technicality, and performance** like no other.

This collection is not just fashion - it is an expression of identity. A declaration of individuality.

For those who dare to live without compromise, who embody the wild, the bold, the untamed.

UTOPIAN HAPPINESS is movement. Togetherness. Joy.

The ultimate expression of freedom - where performance meets style, and uniqueness becomes eternal.





JET SET

We were born in 1969 in St.
Moritz.

In the mountains. In the snow. In
freedom.

From the very beginning we were
bold. Wild. Unique. Always at the
limit. Always driven by innovation.

Today – 55 years later – we are
still here.

And yet already far beyond.

We are more than performance.
More than style. More than technical
fashion.

We are **JET SET**.

We are **uniqueness**.

We are movement.

We are togetherness.

We are happiness.

JET SET is not just clothing. JET
SET is a feeling.

A promise. A moment that lasts.

FW26/27: We break boundaries.
Celebrate the now. Push forward.

JET SET remains the original –
always new, always free.

**JET SET. Forever Wild. Forever
Unique.**

TECH & PERFOR- MANCE

JET SET stands for **innovation, high-tech, and performance** – and FW26/27 takes this philosophy to the next level. Every piece is the result of cutting-edge technology, thoughtful functionality, and uncompromising precision.

From breathable membranes to advanced materials and ergonomic cuts, the collection combines **style with technical sophistication**. For JET SET, fashion is not just a look – it's an **experience** that unites performance, protection, and comfort.

And as always: **Made in Italy**. Every detail, every seam, every innovation bears the signature of Italian craftsmanship – exclusive, durable, and unique.

JET SET FW26/27: **Where innovation meets style. Where technology meets individuality.**































T O G E T H E R N E S S

WE ARE MAMMALS

ANIMALS
TREES
WATER
WAVES
SOLDIER
ANTS
VILLAGES
POLAROIDS
STARS
BACTERIA
MANKIND
FLOWERS
LOVE
DINOSAURS
AZTECS
SUN
IDEAS
MOLECULES
PARENTS
FREEDOM



BLUE SYSTEM



JETSET



















L O V E

WE JUST NEED

MANIFESTO: HAPPINESS TOGETHERNESS DIVERSITY

We are more than a brand.
We are a **movement**.

A movement where **happiness** is not just a feeling, but a way of life.

Where **togetherness** is not just a word, but a commitment.

Where **diversity** is not just embraced, but celebrated.

JET SET stands for **all walks of life**, for every story, every dream. We are bold.

We are wild. We are **unique** - and we rise together.

In this movement, there are no limits.

No boundaries. Only **possibilities**.

We look forward. We push forward. We move forward - together.

JET SET is a promise. A celebration. A future we create together.

Forever wild. Forever unique. Forever united



70% core

HAZE SKI JKT



White Cloud

BARBARA PADDED JKT



Black Caviar



Bordeaux Wine

CRYSTAL SKI JKT



Black Caviar



Sage Green

NEON FLASH JKT



Anthracite

AURORA SOFTSHELL PANTS



Anthracite

STORM MIDLAYER JKT



Black Caviar



White Cloud

CRYSTAL SKI PANTS



Black Caviar



Sage Green

NEON FLASH PANTS



Anthracite

TIBY STAR SKI JKT



Anthracite



Bordeaux Wine

TIBY STAR SKI JKT



Purple Rain

TIBY FLASH SKI JKT



Mint Ice



Red Grenadine

TIBY STAR SKI PANTS



Anthracite



Bordeaux Wine



Mint Ice



Red Grenadine



Purple Rain

TIBY FLASH SKI PANTS



Mint Ice



Red Grenadine



WAVE ANORAK



AOP Serpents,
white



Anthracite



Lavender Hush

NEON STAR PANTS



AOP Serpents,
white



Lavender Hush



Purple Rain

TECHNO SKI PANTS



Anthracite



Lavender Hush

AXI MIDLAYER JKT



White Cloud



Black Caviar

HALO PUFFER JKT



Black Caviar



White Cloud



Mint Ice



Red Grenadine



Lavender Hush

TAKA THERMAL LEGGINS



AOP Serpents,
black



AOP Serpents,
white

CARVE INSULATION JACKET



Black Caviar



Mint Ice



Red Grenadine

GINGER HALFZIP BASELAYER



AOP Serpents,
black



AOP Serpents,
white

20% seasonal

GLOW SKI PANTS



Purple Rain

TIBY STAR SKI JKT



AOP Serpentsis,
white

TIBY FLASH SKI JKT



Black Caviar



AOP Serpentsis,
black

TIBY STAR SKI PANTS



AOP Serpentsis,
white

TIBY FLASH SKI PANTS



Black Caviar

TIBY FLASH SKI PANTS



AOP Serpentsis,
black

HALO PUFFER JKT



AOP Serpentsis,
white



AOP Serpentsis,
black

SIREN SKI JKT



Black Caviar

NEON STAR PANTS



AOP Serpentsis,
black

NEON FLASH PANTS



Black Caviar

10% editorial

HAZE SKI JKT



Black Caviar
hammer

WAVE ANORAK EYELET



Black Caviar

LELLA JKT



Fake Fur
[silver fox]

TIBY FUN SKI PANTS



Lavender Hush

GLOW SKI PANTS



Main Fabric:
Black Caviar

NEON STAR JKT



Mint Ice

NEON STAR JKT MOHAWK



Black Caviar

BLAZE SKI OVERALL



Sage Green

LUMI SKI SUIT



Black Caviar

NEON STAR PANTS



Mint Ice

NEON FUN PANTS



Mint Ice

BLUE SYSTEM

is back –
**bolder,
freer,
and more iconic
than ever.**

A line of **denim, sweat, and knitwear** that fuses **heritage craftsmanship with modern innovation**, celebrating individuality, style, and technical performance.

It's not just clothing. It's a statement. A lifestyle. A movement.

BLUE SYSTEM Manifesto:

We are **BLUE SYSTEM**.

Born from heritage, reborn for the future.

Every stitch, every fiber, every detail speaks of **quality, innovation, and authenticity**.

We are bold. We are fearless. We are **unique**.

Denim that moves with you.
Sweat that performs with you.
Knits that define you.

More than fashion – **expression, freedom, togetherness**.

BLUE SYSTEM unites all walks of life under one creed: **style without compromise, performance without limits, individuality without boundaries**.

JET SET BLUE SYSTEM. Forever Iconic. Forever Bold. Forever You.

70% core



BS PEAK CREWNECK SWEATER



FADE DYE
BLACK, lightweight



FADE DYE
MINT, lightweight



FADE DYE
BLACK, heavy



FADE DYE
White Cloud, heavy

BS FREEZE DENIM SHIRT



Dark Denim Blue



Washed Denim Grey

BS CHILL KNIT DRESS



Black Caviar

BS FROST SWEATER



White Cloud

BS TOUCH SWEAT HOODY



FADE DYE
BLACK, lightweight



FADE DYE
MINT, lightweight



FADE DYE
BLACK, heavy



FADE DYE
White Cloud, heavy

STORM MIDLAYER JKT



Dark Denim Blue



Washed Denim Grey

INUIKII HIGH



black



white

BS MELTO SWEAT PANTS



FADE DYE
BLACK, lightweight



FADE DYE
MINT, lightweight



FADE DYE
BLACK, heavy



FADE DYE
White Cloud, heavy

STORM MIDLAYER JKT



Dark Denim Blue



Washed Denim Grey

INUIKII LOW



black



white

BS MECHANO DENIM PANTS



Dark Denim Blue



Washed Denim Grey

BS SOUL DENIM PANTS



Dark Denim Blue



Washed Denim Grey

BS FUTURE DENIM PANTS



Dark Denim Blue



Washed Denim Grey

BS HOLO DENIM PANTS



Dark Denim Blue



Washed Denim Grey



Anthracite



lila



lila

S CYBER DENIM PANTS



Dark Denim Blue



Washed Denim Grey

20% seasonal

BS PIXEL KNIT SWEATER



Black Caviar



White Snow

BS FRILLS FLEECE JKT



Cielo melange
Dark Anthracite



Stern, Lavender Hush
GARMENT DYE

BS SCARF



Black Caviar
White Snow

BS REBOOT FRILLS FLEECE PANTS



Cielo melange
Dark Anthracite



Stern, Lavender Hush
GARMENT DYE

BS FREEZE DENIM SHIRT



Deep Black
„open slub“



Sage Green,
„open slub“

INUIKII FUR



high



low

BS MECHANO DENIM PANTS



Deep Black
„open slub“



Sage Green,
„open slub“

10% editorial

BS ECHO KNIT SWEATER



Neon Lime

INUIKII FLAME



IMPRESSUM

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