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Think Times Square or Tokyo's Shibuya, both teaming with a frenetic crash of color and light. A sensory overload of bright hues against the muted backdrop of city forms. There is something about these saturated shades that make us want to wear them, feeling the vibration they seem to make on our active wear and running shoes. The pigments are posh in high voltage fashion, and now the intensity of these tones bring the excitement home as we flip the switch to "on."





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