



I AM

IMPETUS

LOOK BOOK SPRING SUMMER 2025



THE PSYCHOLOGY OF COLORS

Color psychology is the study of how different colors affect human mood and behavior.

FREEDOM
WARMTH
FUN
CURIOSITY

I AM

amused
ENTHUSIASTIC
ORIGINAL



PASSION
ACTION
EXCITEMENT
SPIRITUALITY

I AM

seductive
MYSTERIOUS
peacefull



PURPOSE
CONFIDENCE
TRUST
SUCCESS

I AM

POWERFULL
serene



[PT] A psicologia das cores é o estudo de como as diferentes cores afetam o humor e o comportamento humanos.

[FR] La psychologie des couleurs est l'étude de la manière dont les différentes couleurs affectent l'humeur et le comportement humain.

[ES] La psicología de los colores es el estudio de la manera en que los diferentes colores afectan el estado de ánimo y el comportamiento humano.

I AM IMPETUS

LOOK BOOK SPRING SUMMER 2025

en

TRUE COLORS

In each color lies a hidden feeling. In each detail, a recorded memory. Nothing happens by chance!

Each chosen color, each sewn line represents the purest feelings we experience throughout life.

The IAM man lives without limits, experiencing all emotions to the fullest. A powerful enthusiast who knows how to be serene, sensual, and sometimes mysterious. He can adapt to various circumstances without ever compromising his own identity.

The Spring Summer 2025 collection is the right choice for all men who are inspired by every emotion to live their daily lives.

Be authentic! Feel, experience, and, above all, live tirelessly! Be an IAM Man!

pt

CORES VERDADEIRAS

Em cada cor existe um sentimento oculto. Em cada detalhe uma memória gravada. Nada acontece por acaso!

Cada cor escolhida, cada linha costurada representam os mais puros sentimentos que experienciamos ao longo da vida.

O homem IAM vive sem limites, experienciando todas as emoções ao máximo. Um entusiasta poderoso, que sabe ser sereno, sensual e por vezes misterioso. Tem a capacidade de se adaptar às várias circunstâncias, sem nunca comprometer a sua própria identidade.

A coleção SS25 é a escolha certa para todos os homens que se inspiram em cada emoção para viver o seu dia-a-dia.

Sê autêntico, sente, experimenta e a cima de tudo vive incansavelmente! Sê um Homem IAM!

fr

VRAI COULEURS

Dans chaque couleur se cache un sentiment caché. Dans chaque détail, une mémoire enregistrée. Rien ne se passe par hasard!

Chaque couleur choisie, chaque ligne cousue représente les sentiments les plus purs que nous éprouvons tout au long de la vie.

L'homme IAM vit sans limites, vivant pleinement toutes les émotions. Un passionné puissant qui sait se montrer serein, sensuel et parfois mystérieux. Il peut s'adapter à diverses circonstances sans jamais compromettre sa propre identité.

La collection Printemps Été 2025 est le bon choix pour tous les hommes qui s'inspirent de toutes les émotions pour vivre leur quotidien.

Soyez authentique ! Ressentez, expérimentez et surtout vivez sans relâche ! Soyez un homme IAM !

es

COLORES VERDADEROS

En cada color se esconde un sentimiento. En cada detalle, un recuerdo grabado. ¡Nada pasa por casualidad!

Cada color elegido, cada línea cosida representa los sentimientos más puros que experimentamos a lo largo de la vida.

El hombre IAM vive sin límites, experimentando al máximo todas las emociones. Un entusiasta poderoso que sabe ser sereno, sensual y, a veces, misterioso. Puede adaptarse a diversas circunstancias sin comprometer jamás su propia identidad.

La colección Primavera Verano 2025 es la elección correcta para todos los hombres que se inspiran en cada emoción para vivir su vida diaria.

¡Se Auténtico! ¡Siente, experimenta y, sobre todo, vive incansablemente! ¡Sé un hombre IAM!



I AM ENTHUSIASTIC

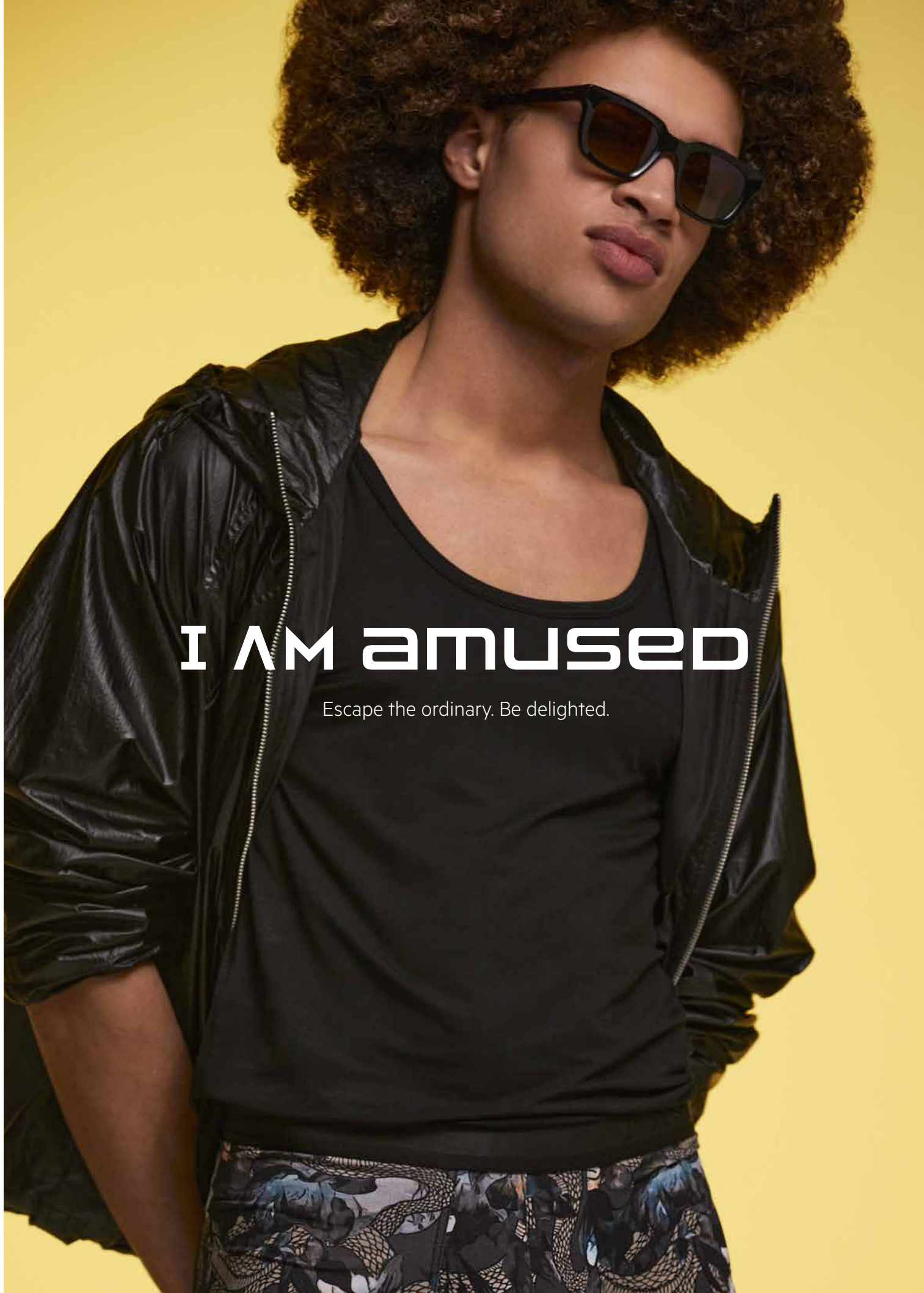
Live your life to the fullest.

II1221N3000





II1513N3400

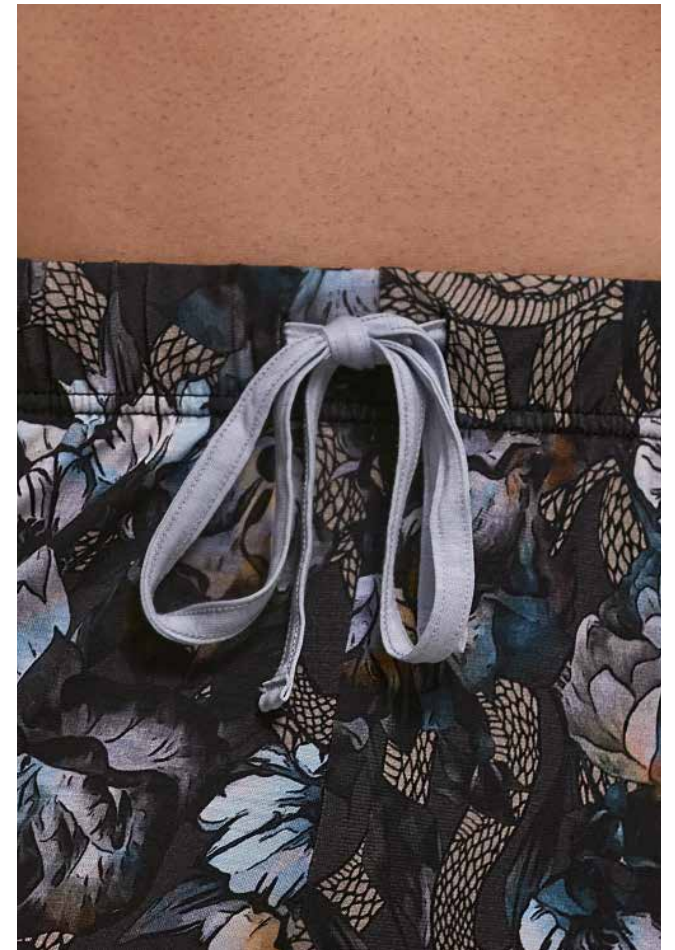


I AM amused

Escape the ordinary. Be delighted.



II1513N3400





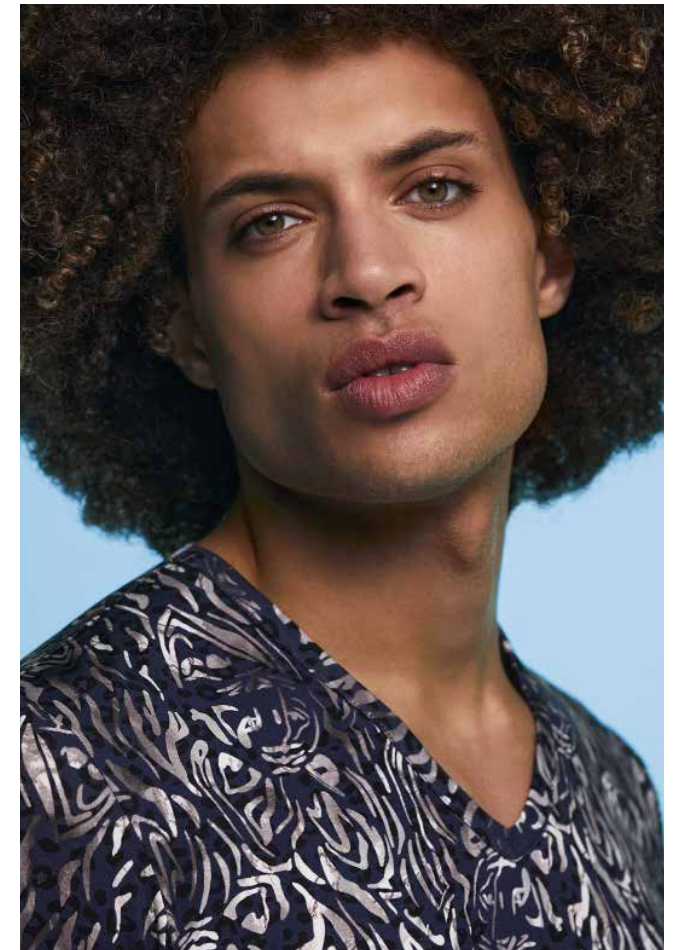
I AM POWERFULL

Unleash your power.

II1221N3300



II1322N3300

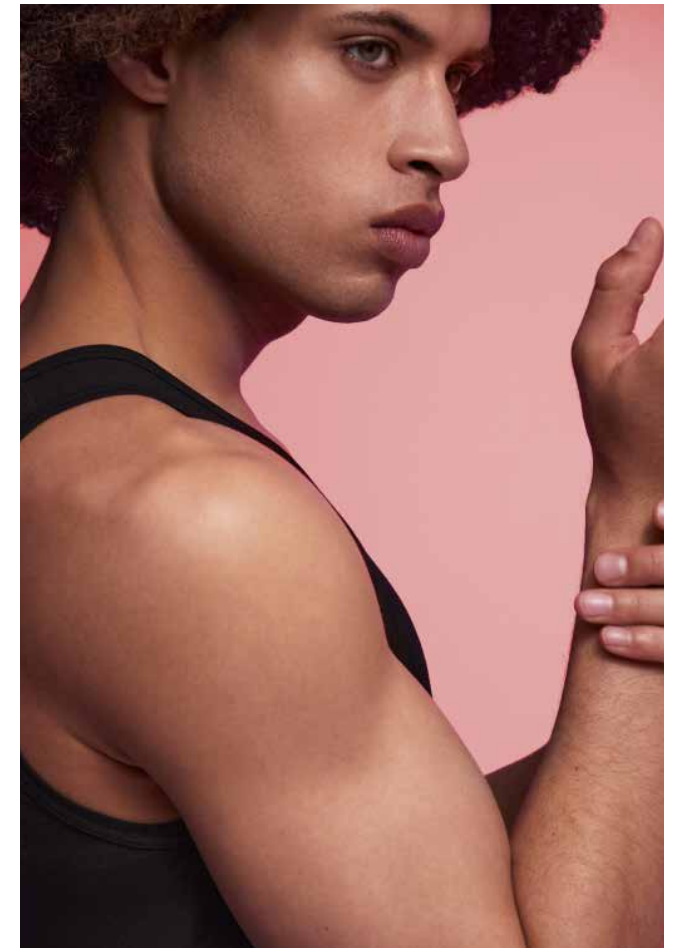




I AM PEACEFULL

Be the peace you want to see in the world.

II1513N3400





I AM SERENE

Unwind. Breathe. Start again.



II1221N3200

I AM MYSTERIOUS

Keep the mystery alive.

II1221N3500





I AM ORIGINAL

Stand out. Be original. Be you.

II1517N3100



I AM SEDUCTIVE

Unveil your seduction.

II1221N3600



WORKZONE

LOOK BOOK SPRING SUMMER 2025

L90 nagi

Deliveries from
01/12/2024
S · M · L · XL

95% Lyocell 5% Elastane



String **II1141L9000**
Black **BK020**



String **II1141L9000**
Navy Blue **NBF86**



Boxer 2Pack **II1221L90P2**
Black + Black **BK020**



Boxer 2Pack **II1221L90P2**
Navy Blue + Navy Blue **NBF86**



n30 enthusiastic

Deliveries from
01/12/2024
S · M · L · XL

Underwear: 95% Lyocell 5% Elastane
Pyjama: 100% Lyocell



Pyjama Short Sleeve Button Shirt + Shorts **II1517N3000**
Navy Blue & White **NBF86**



Boxer **II1221N3000**
Navy Blue & White **NBF86**



Boxer 2Pack **II1221N30P2**
Navy Blue & White + Navy Blue **NBF86**

n31 ORIGINAL

Deliveries from
01/12/2024
S · M · L · XL

95% Lyocell 5% Elastane



String **II1141N3100**
Blue & Yellow **BLD38**



Boxer **II1221N3100**
Blue & Yellow **BLD38**



Boxer 2Pack **II1221N31P2**
Blue & Yellow + Navy Blue **BLD38**

n32 SERENE

Deliveries from
01/12/2024
S · M · L · XL

95% Lyocell 5% Elastane



Boxer **II1221N3200**
Black, Blue & Yellow **BK020**



Boxer 2Pack **II1221N32P2**
Black, Blue & Yellow + Navy Blue **BK020**

n33 POWERFULL

Deliveries from
01/12/2024
S · M · L · XL

95% Lyocell 5% Elastane



T-shirt V-neck **II1322N3300**
Blue, Black & White **NBF86**



Boxer **II1221N3300**
Blue, Black & White **NBF86**



Boxer 2Pack **II1221N33P2**
Blue, Black & White + Navy Blue **NBF86**

n34 amused

Deliveries from
01/12/2024
S · M · L · XL

Underwear: 95% Lyocell 5% Elastane
Pyjama: 100% Lyocell



Pyjama Short Sleeve + Shorts **II1513N3400**
Grey, Beije & Blue **GYG72**



Boxer **II1221N3400**
Grey, Beije & Blue **GYG72**



Boxer 2Pack **II1221N34P2**
Grey, Beije & Blue + Black **GYG72**

n35 MYSTERIOUS

Deliveries from
01/12/2024
S · M · L · XL

95% Lyocell 5% Elastane



Boxer II1221N3500
Black, & White BK020



Boxer 2Pack II1221N35P2
Black & White + Black BK020

n36 SEDUCTIVE

Deliveries from
01/12/2024
S · M · L · XL

95% Lyocell 5% Elastane



String II1141N3600
Grey & Pink GY032



Boxer II1221N3600
Grey & Pink GY032



Boxer 2Pack II1221N36P2
Grey & Pink+ Black GY032

n37 peaceFULL

Deliveries from
01/12/2024
S · M · L · XL

95% Lyocell 5% Elastane



String **II1141N3700**
Green & Black **GN077**



Boxer **II1221N3700**
Green & Black **GN077**

Boxer 2Pack **II1221N37P2**
Green & Black + Black **GN077**

EXPLAINING FIBERS



LYOCELL
*EXTRA HANG TAG

Produced in Lyocell, a fiber extracted from wood in a sustainable manner. Softer than silk and cooler than cotton. With antibacterial properties, Lyocell allows the skin to breathe, providing the comfort of a second skin tailor-made for a more sustainable future.

Prozuidu em Lyocell, uma fibra extraída da madeira de forma sustentável. Mais suave que a seda e mais fresco do que o algodão. Com propriedades antibacterianas, o Lyocell permite que a pele respire, proporcionando o conforto de uma segunda pele feita à medida de um futuro mais sustentável.



Feels so right
TENCEL™ is a trademark of Lenzing AG

Produit en Lyocell, une fibre extraite du bois de manière durable. Plus doux que la soie et plus frais que le coton. Avec des propriétés antibactériennes, le Lyocell permet à la peau de respirer et offre le confort d'une seconde peau faite sur mesure pour un avenir plus durable.

Fabricado en Lyocell, una fibra extraída de la madera de forma sostenible. Más suave que la seda y más fresca que el algodón. Con propiedades antibacterianas, el Lyocell permite que la piel respire de forma natural, proporcionando la comodidad de una segunda piel hecha a medida, para un futuro más sostenible.

EXPLAINING TECHNICAL FEATURES



REINFORCEMENT

Inside crotch ensures great comfort and strength.
Reforço entre pernas para um maior conforto e resistência da peça.
Entrejambe renforcée assure un grand confort et résistance.
Refuerzo entrepiernas que garantiza una gran comodidad y resistencia.



PRINT

Estampado.
Imprimé.
Estampado.



DIGITAL PRINT

Estampado Digital.
Imprimé Digital.
Estampado Digital.

STORE SUPPORT **MERCHANDISING**



P034IAM

Poster 60 X 90 cm

B034IAM

Poster 100 X 160 cm



P035IAM

Poster 60 X 90 cm

B035IAM

Poster 100 X 160 cm



P036IAM

Poster 60 X 90 cm

B036IAM

Poster 100 X 160 cm



P037IAM

Poster 60 X 90 cm

B037IAM

Poster 100 X 160 cm

STORE SUPPORT **MERCHANDISING**



D056IAM

Display 30 X 45 cm



D057IAM

Display 30 X 45 cm



D058IAM

Display 30 X 45 cm



D059IAM

Display 30 X 45 cm



IMPETUS **I AM** SPRING SUMMER 2025 **LOOK BOOK**

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IMPETUS

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A FAMILY COMPANY SINCE 1973
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