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Kornit Digital
bonding matters

threeASFOUR presents its Spring Summer 2022 collection, KUNDALINI – a tech-fashion collaboration with Kornit Digital that explores the latent energies, colors and geometries of the seven chakras.

Every threeASFOUR collection looks to unify the harmonious forms of Nature's sacred geometries with the innate commonalities that bond all humans. This season, threeASFOUR continues their cosmic sartorial journey as they probe the power and mysteries of the seven chakras. Manifested through the chakras' function as receivers of Universal Energy, this collection is a visual expression of the sublime Unity that exists between Body, Nature, and Spirit.

The kindred color, sound, light and emotion of every chakra materializes in 3D fractal prints. Created by threeASFOUR and printed by Kornit Digital, each print invents a tactile universe tailored to the energetic operation of a specific chakra. Coded by the seven colors of the rainbow (red, orange, yellow, green, blue, indigo, and white/lavender), the prints represent the distinct vibratory manners of human existence as defined by the Indian yogic tradition - which believes that in each of our bodies, these energy centers lie.

Employing Kornit Digital's MAX Technology with its unique XDi textile printing capabilities, the designers were able to literally materialize their vision of the seven chakras in stunning vibrancy. Decorating with Kornit allowed threeASFOUR to simulate vinyl heat transfer on delicate fabric, with the Atlas MAX delivering dynamic and detailed impressions.

To ensure that KUNDALINI would respect and conserve our natural world, it was vital for threeASFOUR to collaborate with a company that prioritizes sustainable practices. For Kornit Digital, sustainability is a core company value, evidenced by their extensive investment to reduce water and energy waste, as well as produce significantly less greenhouse gas emissions relative to traditional textile printers.

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Kundalini is represented in yoga philosophy and throughout the collection as a serpent: weaving its way through each chakra, reestablishing the metaphysical bridge between the body/matter and mind/consciousness. The completion of the kundalini's journey along the human anatomy symbolizes the fully formed central axis that runs through the world and vertically through the core of each one of us. Yet another divine connection between humans and our natural world.