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FALL WINTER
2024 COLLECTION
INDISPENSABLE SINCE 1988



ARMA has been synonymous with more than just fashion. It embodies a journey of innovation, growth, and a steadfast commitment to delivering exceptional quality to our valued consumers. From our inception in 1988 to the present day, ARMA has forged an indelible mark in the realm of men's clothing, seamlessly blending cutting-edge techniques with an unwavering dedication to crafting pieces that stand the test of time.

Our journey began with a vision - to redefine men's fashion through a lens of inspiration and creativity. The "Rescue Men's" perspective was the cornerstone that set us on a unique path.

With an unyielding commitment to innovation, ARMA has not only evolved its product range but has also championed an inspirational lifestyle branding that resonates with our diverse consumer base. At the heart of ARMA lies a tradition of meticulous craftsmanship that harks back to a heritage steeped in dedication. Our unwavering adherence to the Arma rules ensures that every piece in our collection is a culmination of timeless style and contemporary design. From inception to the final stitch, ARMA garments are crafted with an unparalleled attention to detail, paying homage to the long-standing tradition of careful artistry. ARMA is more than just clothing; it's a representation of innovation.

Our commitment to staying at the forefront of technological advancements has allowed us to consistently elevate our offerings. With a diverse and expanding product lineup, ARMA caters to the multifaceted needs of the modern man.

From classic elegance to functional versatility, our collection is a testament to our unwavering commitment to innovation. The journey of ARMA would be incomplete without the enduring partnership we share with our customers. Our consumers have become more than just patrons; they are integral partners who have contributed to the development of our brand identity. Their trust in ARMA, cultivated over years, fuels our pursuit of excellence and inspires us to continue pushing the boundaries of style and functionality. As we stand today, ARMA offers more than just clothing; it offers a promise - a promise of excellence, innovation, and an unwavering dedication to quality. Our collections, meticulously constructed to meet the highest industry standards, reflect our commitment to delivering robust, durable, and innovative men's clothing. Looking ahead, the ARMA legacy continues to evolve.

We are committed to maintaining the reputation we've cultivated since 1988 while embracing the ever-changing landscape of fashion and consumer needs. Our dedication to innovation and timeless style remains our guiding principle as we embark on the next chapter of our journey. In essence, ARMA isn't just a brand; it's an embodiment of innovation, tradition, and a legacy built on trust. As we celebrate the journey from our inception to the present day, we do so with a deep sense of gratitude for our partners, our consumers, and everyone who has been a part of the ARMA story. The ARMA legacy, born in 1988, continues to shine as a beacon of innovation and timeless style in the ever-evolving world of men's fashion.

A R M A

F / W

23 — 24

Introducing the Fall - Winter '24 Collection:

Discover Your Essence. Each piece is a chapter in your journey of self-expression.



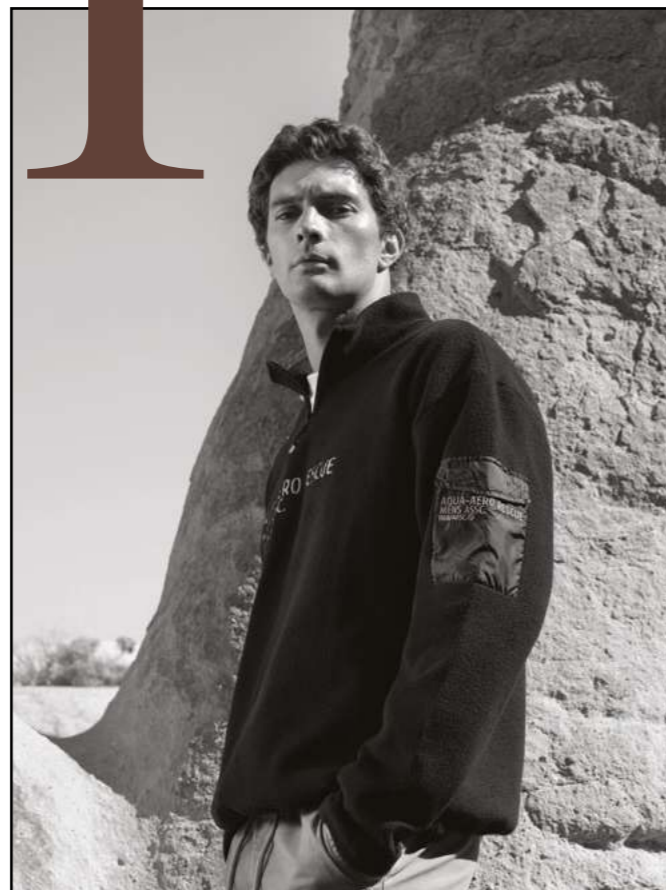
ABOUT OUR NEW COLLECTION

Imagine venturing into the heart of Cappadocia, where ancient rock formations stand as silent witnesses to centuries of evolution. In the same way, our Fall - Winter 2024 Collection invites you to navigate the intricacies of your own identity. Just as the land of Cappadocia holds secrets beneath its surface, so do you. This collection mirrors the layers of our own existence, encouraging us to peel back the layers and unearth our true essence. Embark on this journey with us, for within these garments lies not just fashion, but the mirror to your soul. Rediscover yourself in the Fall - Winter 2024 Collection, and let the spirit of Cappadocia guide you on a path of self-exploration and authentic style.

01

AQUA AERO

Arma Fall - Winter '24 Aqua Aero Collection draws inspiration from the seamless flow of nature's elements. Every piece exudes a sense of movement and grace, reminiscent of the gentle breeze that caresses the landscape. These designs capture the harmony between form and function, offering a fusion of comfort and sophistication.



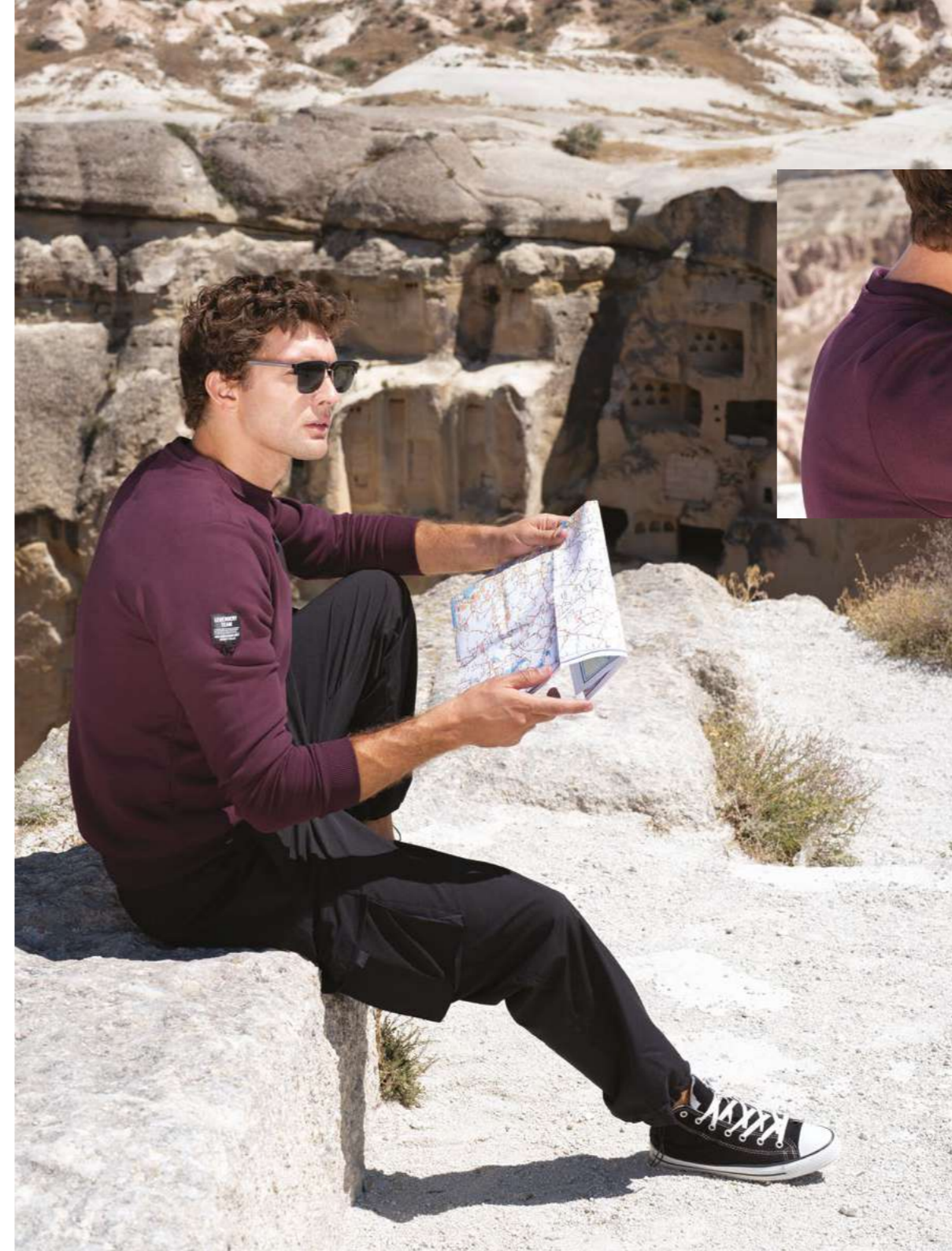


6996
THESSALONIKI

6000 3T
FLEECE BRUSHED
M/L/XL/XXL



9876
DOUBLE FACE INTERLOCK
M/L/XL/XXL



6002 3T
FLEECE BRUSHED

M/L/XL/XXL



Timeless Charm Meets Modern Versatility.

Aqua Aero Collection is your key to timeless sophistication and versatile charm.

Aqua Aero: Elevate Your Wardrobe with Versatile Style Staples. Discover the allure of enduring elegance.

“
SERENITY IN EVERY
STITCH, ELEGANCE IN
EVERY DETAIL.
”



6000 3T
FLEECE BRUSHED ROSE
M/L/XL/XXL

6000 3T
FLEECE BRUSHED LEAF GREEN
M/L/XL/XXL

6000 3T
FLEECE BRUSHED MID MELANGE
M/L/XL/XXL

6000 3T
FLEECE BRUSHED BLUE GREY
M/L/XL/XXL




DISCOVER

ARMA

ESTD 1988

TIMELESS



THE GREATEST ADVENTURE IS
THE ONE THAT LEADS
TO SELF-DISCOVERY. EMBRACE
THE PROCESS AND UNVEIL THE
ESSENCE THAT DEFINES YOU.







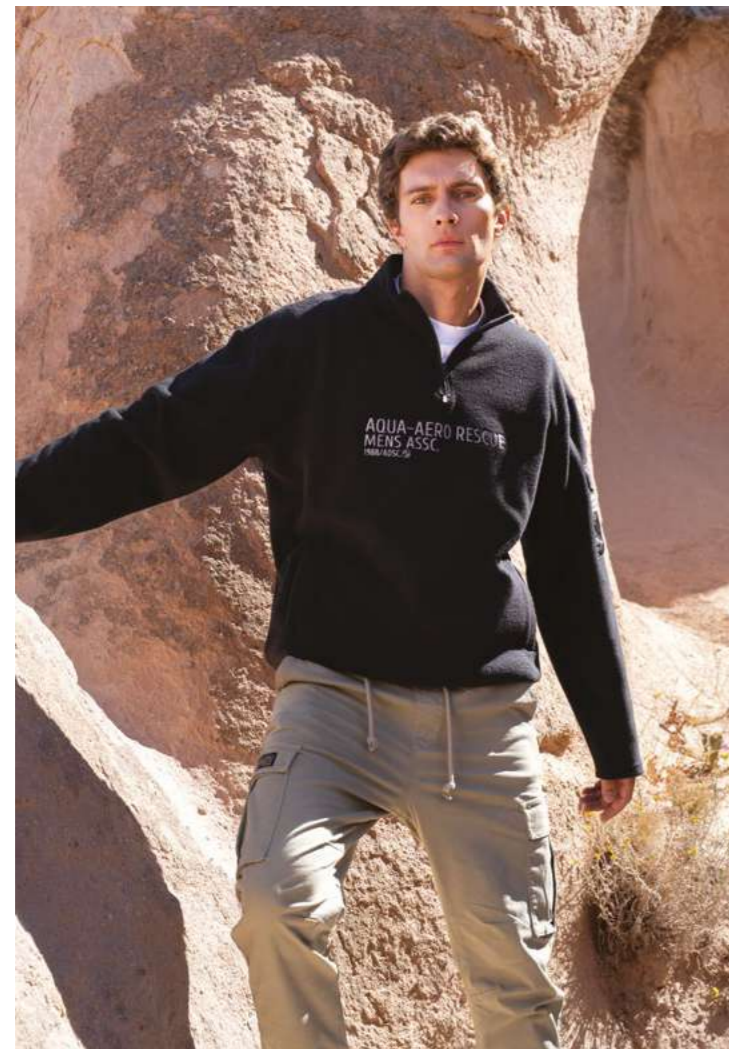
6252 3T
FLEECE BRUSHED

M/L/XL/XXL

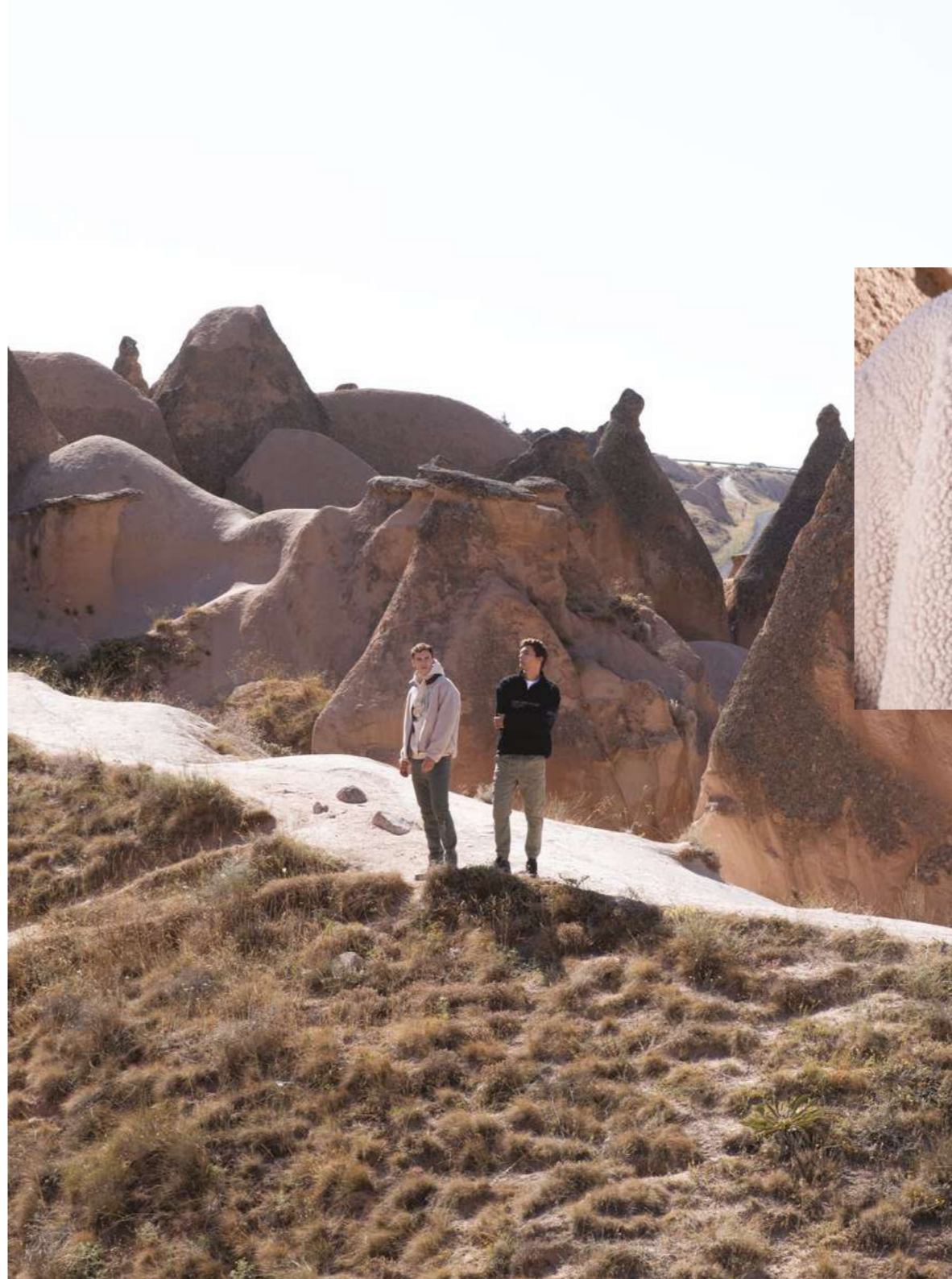
6741
FLEECE

M/L/XL/XXL





6750
FLEECE
M/L/XL/XXL



6251 3T
FLEECE BRUSHED
M/L/XL/XXL

02

COLLEGE

Arma Fall - Winter '24 College Collection draws inspiration from the iconic styles that defined the past, blending them seamlessly with contemporary design elements. Varsity-style jackets take on new life with updated cuts and unexpected details. Classic sweatshirts adorned with retro prints evoke a sense of nostalgia, while tailored trousers embrace the sophistication of a bygone era. It's a collection that bridges the gap between then and now, offering pieces that resonate with both history and the present.



“
TIMELESS ELEGANCE,
Empowering Your Unique Presence.
”



6501 3T
FLEECE BRUSHED
M/L/XL/XXL

6007 3T
FLEECE BRUSHED
M/L/XL/XXL





Arma

As the first leaves spiral gently down from the trees and the brisk chill of the wind kisses our cheeks, we are reminded that autumn and winter are seasons of dreams. These timeless months usher in a captivating ambiance that invites us to journey through our inner landscapes.

Arma, the venerated name in the world of fashion, has meticulously crafted its 2023 Fall-Winter Collection to celebrate this enchanting time of year and to embrace elegance amidst the cold embrace of winter.

The hallmark of the 2023 Fall-Winter Collection is its ability to effortlessly merge simplicity and sophistication. It encapsulates the essence of contemporary elegance while preserving the enduring charm of timeless fashion.

Yet, this collection is more than just a reflection of fashion; it is an ode to the beauty of nature. From the rich, earthy tones of autumn to the pristine purity of winter, the collection mirrors the changing seasons. The color palette is a testament to the evolving landscapes outside, and it evokes feelings of warmth, tranquility, and inner peace.

HARMONY

ESTD 1988

ARMA

ESSENCE



6260 3T
FLEECE BRUSHED
M/L/XL/XXL



6008 3T
FLEECE BRUSHED
M/L/XL/XXL



Discover Your Essence with ARMA FW'24 Collection.



Step into the realm of winter's embrace with the ARMA Fall Winter 2024 Collection. As you wrap yourself in the warmth of our pieces, you're also embarking on a journey of self-discovery, just as our story unfolds against the backdrop of Cappadocia's timeless landscapes.



6500 3T
FLEECE BRUSHED
M/L/XL/XXL

6258 3T
FLEECE BRUSHED
M/L/XL/XXL





6013 THREE PLY
FLEECE
M/L/XL/XXL



a

COLLEGE

fall winter 2024

Unveil your true style essence with the College Collection, where every meticulously crafted piece resonates with and embodies the inherent beauty of your individuality. Each garment, meticulously designed, weaves together elements that mirror the uniqueness that defines you. Step into the world of fashion that not only elevates your exterior but also unveils the layers of your authentic self, effortlessly merging comfort with confidence.





6262 THREE PLY
FLEECE

M/L/XL/XXL



6261 THREE PLY
FLEECE

M/L/XL/XXL





“
ELEGANCE
BEYOND TIME:
Your Path to Self-Discovery.
”



6262 THREE PLY
FLEECE
M/L/XL/XXL





COLORS AND PATTERNS

The colors and patterns of the College Collection echo the rhythm of your unique essence. From classic neutrals to contemporary tones, let your style tell your story.

FIND YOUR ESSENCE

Embrace the synergy of classic elements and modern accents with our College Collection. Each piece reflect your unique essence.



SELF DISCOVERY

The College Collection redefines sophistication for the modern world, empowering your unique presence. Elevate your essence effortlessly.



6256 3T
FLEECE BRUSHED

M/L/XL/XXL



6002 3T
FLEECE BRUSHED

M/L/XL/XXL

03

TOKYO

Step into a world where fashion becomes an art form, where patterns and colors harmonize to create a symphony of style - welcome to the Arma Fall - Winter '24 Tokyo Collection. In this chapter of our journey, we dive headfirst into the heart of modern city life, capturing its essence through an explosion of vibrant patterns and dynamic hues.



6259 3T
FLEECE BRUSHED
M/L/XL/XXL



6010 3T
FLEECE BRUSHED
M/L/XL/XXL



ETERNAL

ARMA

ESTD 1988

INSIGHT



DISCOVER

YOUR ESSENCE

IN YOURSELF



a

TOKYO

fall winter 2024

Dive into a world of patterns and colors as vast as your own journey of self-discovery. The Tokyo Collection is an invitation to explore your style essence in every shade and design.





6250 3T
FLEECE BRUSHED

M/L/XL/XXL



6802 3T
FLEECE BRUSHED

M/L/XL/XXL

04

FREEDOM

Arma Fall - Winter '24 Freedom Collection is a canvas on which you can paint your identity. It's a celebration of your quirks, your passions, and your dreams. From relaxed-fit trousers that encourage comfort to flowing sweatshirts that exude an effortless vibe, each piece is designed to reflect your distinct personality. The bold patterns and unconventional designs empower you to make a statement without uttering a word.



6014 THREE PLY
FLEECE

M/L/XL/XXL



6015 THREE PLY
FLEECE

M/L/XL/XXL

6806 THREE PLY
FLEECE

M/L/XL/XXL

6807 THREE PLY
FLEECE

M/L/XL/XXL



REALIZE

ARMA

ESTD 1988

PERCEIVE



6805 3T
FLEECE BRUSHED

M/L/XL/XXL



6015 THREE PLY
FLEECE

M/L/XL/XXL



6014 THREE PLY
FLEECE

M/L/XL/XXL

6806 THREE PLY
FLEECE

M/L/XL/XXL



FLUID LINES
EFFORTLESS
STYLE

The Aqua Aero Collection captures the essence of tranquility and timeless elegance. Each piece is a reflection of serene movement, allowing you to embrace both comfort and sophistication effortlessly.





6015 THREE PLY
FLEECE

M/L/XL/XXL



6807 THREE PLY
FLEECE

M/L/XL/XXL

05

OUTDOOR

Embark on a journey into nature's wonders with the Arma Fall - Winter '24 Outdoor Collection. This collection beckons you to rekindle your connection with the earth, seek solace in the wilderness, and fully embrace the spirit of adventure. The Outdoor Collection encapsulates the celebration of rugged beauty, versatile functionality, and the invigorating essence of the great outdoors.





6748
FLEECE
M/L/XL/XXL



FIND YOUR ESSENCE



QUALITY

ARMA

ESTD 1988

REVERIE



6003 3T
FLEECE BRUSHED
M/L/XL/XXL





6257 3T
FLEECE BRUSHED

M/L/XL/XXL

ARMA FW'24 OUTDOOR COLLECTION



Journey into the Wild. The Outdoor Collection is more than clothing; it's an invitation to immerse yourself.



FROM TRAIL TO TOWN:
REDEFINE OUTDOOR
STYLE WITH OUR
COLLECTION.
WHETHER YOU'RE
CONQUERING PEAKS OR
SIMPLY STROLLING, EACH
PIECE IS A TESTAMENT TO
YOUR ADVENTUROUS SOUL.

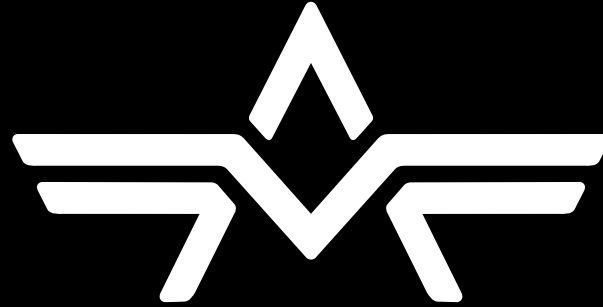


6253 3T
FLEECE BRUSHED

M/L/XL/XXL

^ R M ^


FALL WINTER 2024 COLLECTION



AQUA AERO RESCUE MEN'S ASSC. OFFICIAL

Our distinctive brand image has been consistently developed across an expanding number of products, technical developments, and consumers who became our indispensable partners since 1988.

www.ar-ma.com

 [arma](https://www.instagram.com/arma)