

DREAMY

LESS IS MORE MAGAZINE '25

VOLUME
12

Top 5
Color of beaches

SUMMER

More Dream, Less Pessimism

BEST STYLE

Refresh your summer style with the hottest trends. Discover vibrant colors and chic designs for your best summer looks!

www.lessismore.com.tr



DREAMY

content

8

ASTRO TRENDS

Style suggestions according
to your zodiac sign



Bikini, **Less is More**

TRENDS

11

Which one is you? Shining
Star, beaded one or basics
lover?

10

DESTINATION

Where is your favourite
holiday destination for
summer?

COVER

MORGAN MARIE

Swimsuit **LESS IS MORE**

Photographer SİNEM A. Fashion Editor NİHAL SUSİN

Hair AYŞE ÖZ Mua Artist NİHAL SUSİN

Photographer Assistant ŞEYDA GÖKTAŞ

DREAMY

content



Bikini, **Less is More**

3 EDITO

4 DREAM & LIVE

6 THE COLOR LIST

10 DESTINATION : FASHION

12 TREND REPORT

18 ASTRO BEACH

20 LESS IS MORE COLLECTION'25



We're excited to present our brand new collection! It's vibrant, imaginative, grounded, and filled with hope. Designed for women who embrace every moment of summer and shine through the challenges, this collection reflects our big dreams. That's why it's called

Dreamy. So, are you ready to dream a little?

Sinem Adaköy
Founder & Creative Director



Anka Swimsuit
Less is More



Brez Bikini,
Less is More



As the sun shines brighter and the days grow longer, it's the perfect moment to embrace the essence of summer with our "Dream & Live" philosophy. This season, we invite you to celebrate life and style with our brand new swimwear collection designed for the modern woman who is ready to make waves.

Our collection features an array of vibrant colors and imaginative patterns that reflect the spirit of summer. Each piece is thoughtfully crafted to blend comfort with chic design, ensuring you feel confident whether lounging by the pool or splashing in the waves. The designs capture the joy of summer adventures, empowering you to express your individuality and style.

Imagine a day spent under the sun, the sound of laughter in the air, and the warmth of the sand beneath your feet. With our swimwear, you can turn that dream into reality. Each swimsuit combines effortless elegance with practical features, allowing you to move freely while making a bold statement. The collection includes styles for every body type, ensuring that every woman can find her perfect fit.

Dream & Live

WRITTEN BY
HAYAL ÖZTÜRK

EDITED BY
DYLE KRUCOVHA

“Less is More vs. More is More: Finding Your Style Balance”

In the world of fashion, the debate between "Less is More" and "More is More" continues to spark conversation and inspire creativity. Each philosophy offers a unique perspective on how we express ourselves through style, and both can be equally compelling depending on the occasion and the individual.

Less is More

The "Less is More" approach embraces simplicity and minimalism. It champions clean lines, neutral palettes, and understated elegance. This philosophy is perfect for those who believe that less clutter leads to a more refined and sophisticated look. Think of classic pieces that stand the test of time: a tailored blazer, a little black dress, or well-fitted jeans.

This approach not only highlights the beauty of each piece but also allows for versatility. With fewer items in your wardrobe, it becomes easier to mix and match, creating endless combinations without overwhelming yourself. It's about quality over quantity—investing in timeless, well-made pieces that elevate your style and make you feel confident.

More is More

On the other hand, "More is More" invites you to celebrate boldness and individuality. This philosophy encourages the use of vibrant colors, daring patterns, and eclectic accessories. It's a playful invitation to express your personality without restraint, combining textures and styles to create a look that is uniquely yours.

This approach is ideal for those who thrive on creativity and love experimenting with their wardrobe. Layering, mixing prints, and accessorizing to the max can turn an ordinary

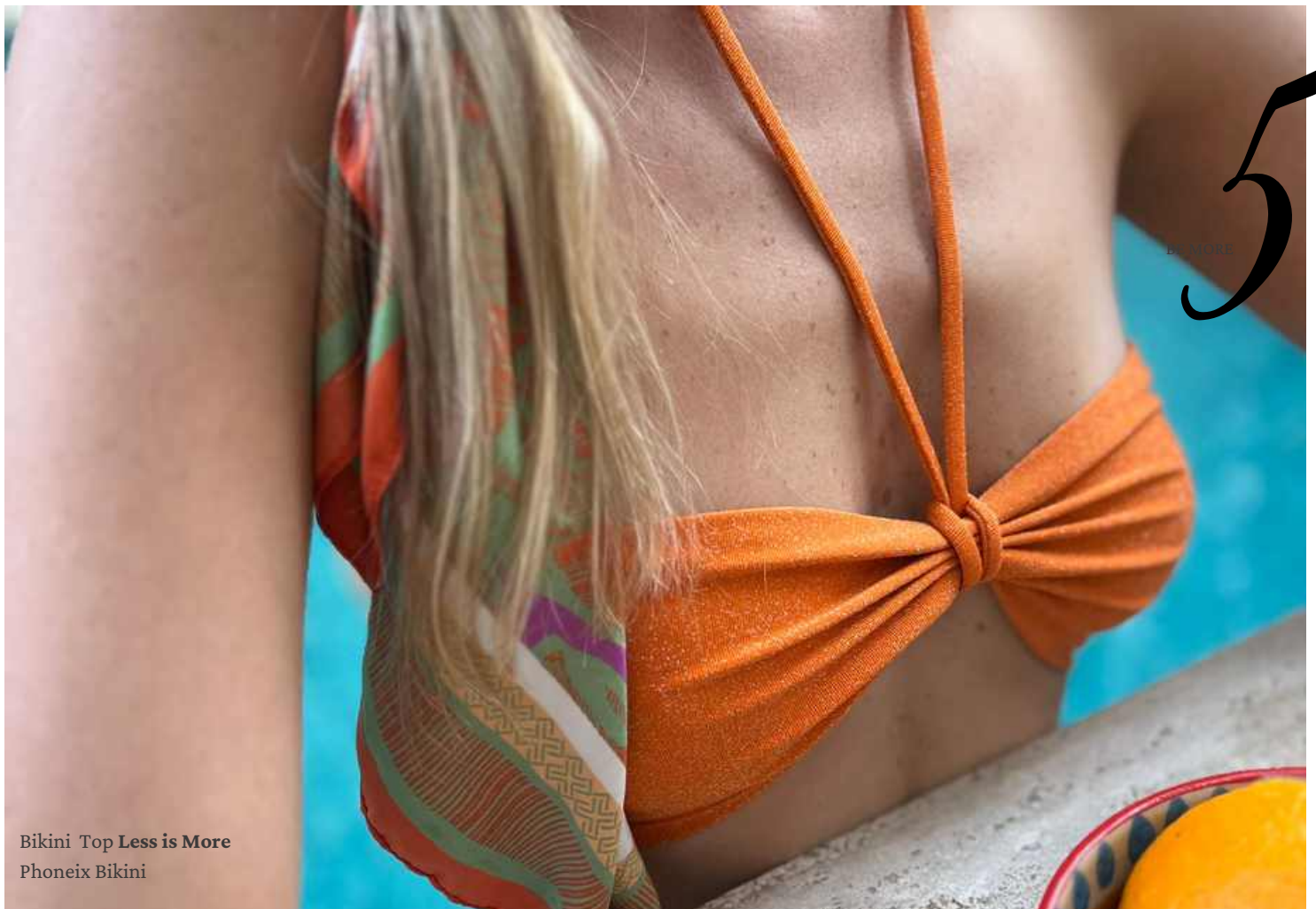
outfit into an extraordinary statement. "More is More" allows for self-expression and embraces the idea that fashion should be fun and whimsical.

Finding Your Balance

Ultimately, the choice between "Less is More" and "More is More" comes down to personal style and the message you want to convey. Some days may call for minimalism, while others may inspire you to go all out. The key is to find a balance that resonates with you.

Consider your lifestyle, the occasions you dress for, and what makes you feel most confident. Whether you lean towards minimalism or maximalism, the most important thing is to wear what makes you feel authentic and empowered.

So, are you ready to embrace simplicity or dive into extravagance? Whichever path you choose, remember that your style journey is uniquely yours—make it count!



Bikini Top **Less is More**
Phoneix Bikini

5

the

This summer's color of desire

COLOR

FIVE DREAMY

COLORS



RED & DARK RED

Printed swimsuits and matching items is 'Very Like' for this summer!

the color



ORANGE LIKE

ORANGE

If you've seen an orange bikini, definitely grab it without thinking!

YELLOW & SUN & LEMON

This summer, all eyes are on the energy of the sun with the color yellow. Pair it with a lemony, tangy cocktail for the perfect vibe!

2

3

the color



KHAKI

Khaki is always the color of a
Less is More woman. Chic,
timeless, and risk-free.

the color



BLACK

No need to say anything
at all, Black is always
Black



MUST - VISIT COUNTRIES

"This summer, explore blue & green Turkey, stunning Greece, and historic Italy. Don't miss Brazil's colorful festivals! Each destination promises unforgettable adventures. Pack your bags for an unforgettable summer!



TURKEY: Like Heaven

"urkey is a paradise where East meets West. With stunning beaches, and rich history, every corner offers a taste of bliss. Indulge in delicious cuisine and warm hospitality in a destination that truly feels like heaven! If you haven't been to Turkey, be sure to add it to your travel itinerary!



Dyle Bikini,
Less is More



Rukh Swimsuit,
Less is More

GREECE: Eat More, Think Less

Greece beckons with its stunning coastline, delectable cuisine, and vibrant culture. Dive into crystal-clear waters, savor fresh seafood, and indulge in traditional dishes like moussaka and tzatziki. With picturesque islands and lively tavernas, Greece invites you to relax and enjoy every moment of your unforgettable getaway!



Favor Bikini,
Less is More



Anka Bikini,
Less is More



Anka Swimsuit,
Less is More



"A new route has been generated for you"



ITALY: Lemon or Pizza?

Italy is a feast for the senses, where every meal is a celebration. Savor authentic pizza, sip exquisite wine, and bask in the sun along breathtaking coastlines. From the charming streets of Naples to the stunning Amalfi Coast, Italy offers a perfect blend of flavor and beauty, inviting you to indulge and enjoy life to the fullest!



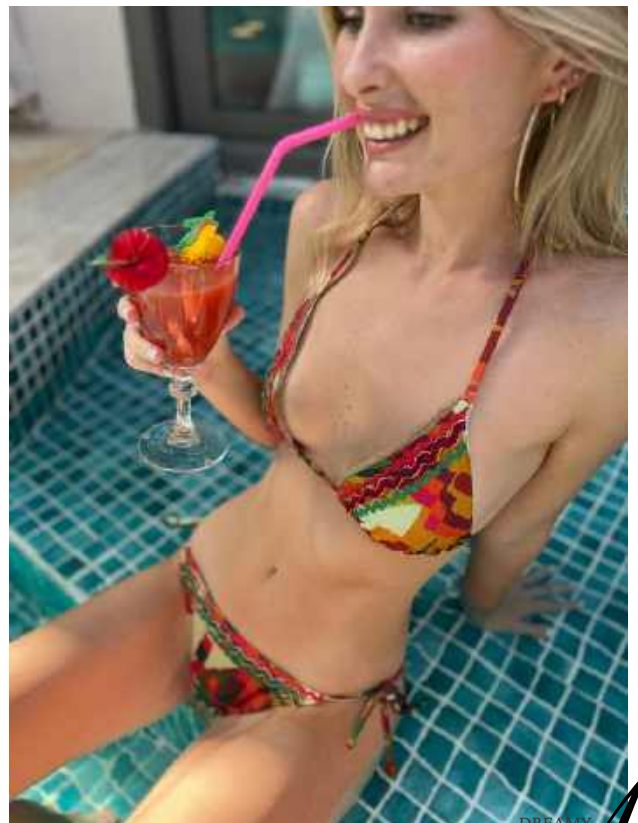
Charm Bikini,
Less is More

BRAZIL: Color & Enjoy

Brazil bursts with vibrant colors and lively energy! Experience the rhythm of samba, the beauty of its stunning beaches, and the excitement of Carnival. With its rich culture, delicious cuisine, and warm hospitality, Brazil invites you to celebrate life and immerse yourself in its breathtaking landscapes. Get ready for an unforgettable adventure filled with joy and color!



Senmur Bikini
Less is More



DREAMY

11

TREND

The best of 2025 summer from shiny patterns to stunning details

REPORT

Summer 2025 brings a burst of shiny patterns and stunning details! Expect bold metallics and eye-catching prints in swimwear and accessories. Embrace vibrant colors and intricate designs to elevate your summer style. From playful cuts to luxe textures, this season encourages self-expression and creativity. Get ready to stand out and make a statement wherever you go!

SHINY PATTERN

This year, shiny patterns are taking center stage in fashion! Expect bold, reflective designs that add a touch of glamour to your wardrobe. From eye-catching tops to stunning accessories, these vibrant patterns will elevate your style and make a statement wherever you go. Embrace the shine and let your look sparkle!

Editor: Murat Atacan Pictures: Belongs to brand



Senmur Bikini
Less is More



Rukh Swimsuit,
Less is More



Bird Bikini
Less is More



TEXTURIZED

This season, texture is everything! From rich fabrics to layered designs, texturized pieces are redefining style. Think cozy knits, intricate embroidery, and playful ruffles that add depth and dimension to your wardrobe. Embrace this trend to elevate your outfits with unique tactile elements that are both stylish and engaging!

Editor: Murat Atacan Pictures: Belongs to brand



TRIANGLE TOPS

Triangle tops are making a major comeback this season! These flattering styles offer a playful yet chic vibe, perfect for beach days or summer festivals. With various prints and colors, they can easily be dressed up or down, making them a versatile addition to your wardrobe. Embrace this trend and showcase your unique style with eye-catching triangle tops!

15

Editor: Murat Atacan Pictures: Belongs to brand



BEADED

Beaded designs are back in a big way this season! From jewelry to clothing, these intricate details add a touch of elegance and personality to any outfit. Expect vibrant colors and playful patterns that make a statement, whether you're dressing up for a night out or adding flair to your everyday look. Embrace the beaded trend and let your style shine with unique, textured pieces!

Editor: Murat Atacan Pictures: Belongs to brand



Dyle Bikini,
Less is More



Rukh Swimsuit,
Less is More



DREAMY trend

BIKINI CHARMS



Less is More's special bikini jewels make even the simplest bikinis stylish and unique. You can use Less is More bikini charms with any bikini not only our bikini Thanks to their special mechanism, they can even be worn as an earringi.

Editor: Murat Atacan Pictures: Belongs to brand





Astro
Beach



VIRGO

AUGUST 22 - SEPTEMBER 23

"Clean and steady silhouettes, powerful and sophisticated stances are just for you. You'll be the star of the beaches this summer, reflecting your style best with the classic colors."



LIBRA

SEPTEMBER 24 - OCTOBER 23

"For those seeking balance in everything, low-waisted bikinis are just right for you. Continue to look strong, elegant, and bold."



SCORPIO

OCTOBER 24 - NOVEMBER 22

"Isn't it time to put an end to secrecy? Come on, mix with the crowd this summer and shine like fire on the beach."



SAGITTARIUS

NOVEMBER 23 - DECEMBER 22

"How about hitting them in the heart? With a monokini, there's no room for surprises this summer."



CAPRICORN

DECEMBER 23 - JANUARY 20

"How about adding a bit of color to your determined and persistent personality? When was the last time you imagined yourself on a tropical beach?"



AQUARIUS

JANUARY 21 - FEBRUARY 19

"You're extremely powerful and striking. Don't you think the color that best matches your scorching energy and sexy silhouette is pink?"



PISCES

FEBRUARY 20 - MARCH 20

"When choosing the bikini that best suits your sensitive heart, the first thing to consider should be a fabric that flawlessly touches your skin."



ARIES

MARCH 21 - APRIL 20

"One-piece swimsuits seem to be a symbol of your strong character. Are you ready to stand tall and eye-catching like a statue on the beach?"



TAURUS

APRIL 21 - MAY 21

"You'll make such an entrance with your sexy bikini that the ground will shake as you walk."



GEMINI

MAY 22 - JUNE 21

"Aren't white & texturized bikinis just perfect for your character? You won't need to decide with this model. All you need to reflect your energy and fun is a little bit encourage."



CANCER

JUNE 22 - JULY 22

"Are you ready to stand out? In the summer months when your inspiration will be at its peak, you'll draw your strength from the energy of orange. Shine like the sun."



LEO

JULY 23 - AUGUST 21

"The sun will shine for you for a month. Your style will dazzle throughout the summer. Bright fabrics, different textures, and vibrant colors that support your power are just right for you."



dreamy

cool, colorful and
more glamorous
than ever

Photographer **SİNEM A.**
Fashion Editor **NIHAL SUSİN**
Interview **DENİZ ASLI**

DREAMY *20*

Swimsuit **Less is More**
LM25303 Rukh



Bikini Top **Less is More** LM25103 Tanniao
Bikini Bottom **Less is More** LM25203 Tanniao



Bikini Top **Less is More**
LM25111 Legend

Bikini Bottom **Less is More**
LM25211 Legend

our kind of summer

“What inspired the creation of the Less is More brand?”

Our brand was inspired by the idea that simplicity can be incredibly powerful. We believe in focusing on quality over quantity, creating timeless pieces that allow individuals to express their style effortlessly.

“How do you define the philosophy of "Less is More"?”

"Less is More" means embracing minimalism without sacrificing style. It's about choosing versatile, well-crafted pieces that can be mixed and matched, reducing clutter while enhancing personal expression.

“What materials do you prioritize in your collections?”

We prioritize sustainable and high-quality materials. Our fabrics are carefully selected to ensure comfort and longevity, reflecting our commitment to both style and the environment.

“Can you describe the target audience for your brand?”

Our target audience is modern individuals who appreciate simplicity and elegance. They value quality and sustainability, seeking pieces that fit seamlessly into their lifestyles.

“What are some key pieces in your current collection?”

Our current collection features versatile basics like tailored blazers, classic tees, and elegant dresses. Each piece is designed to be worn in multiple ways, making them essential staples in any wardrobe.

“How do you see the brand evolving in the future?”

We aim to expand our offerings while staying true to our core philosophy. In the future, we plan to introduce more sustainable practices and innovative designs that continue to emphasize simplicity and elegance.

“Why did the brand focus more on accessories this year?”

This year, we wanted to elevate our collections by adding statement accessories that complement our clothing. Accessories are a great way to personalize an outfit, and we believe they can transform a simple look into something extraordinary.

“What are the brand's international goals?”

Our international goals include expanding our presence in key markets and collaborating with global retailers. We want to share our philosophy and style with a wider audience, making "Less is More" a recognizable name worldwide.

“How does this year's collection differ from previous years?”

This year, we are much stronger as a brand. We have refined our designs and embraced innovative techniques, allowing us to offer a more cohesive and polished collection. The addition of accessories also enhances our offerings, making our brand more versatile than ever.

here
we are
again

“How do you ensure that your designs remain timeless yet trendy?”

A10: We achieve this balance by focusing on classic silhouettes while incorporating subtle contemporary elements. Our design team closely follows fashion trends but always prioritizes longevity, ensuring that our pieces can be worn season after season without feeling dated. This approach allows our customers to invest in styles that remain relevant over time.



Bikini Top **Less is More**
LM25102 Dyle

Skirt **Less is More**
LM25502




Bikini Top **Less is More**
LM25102 Dyle

Bikini Bottom **Less is More**
LM25202 Dyle

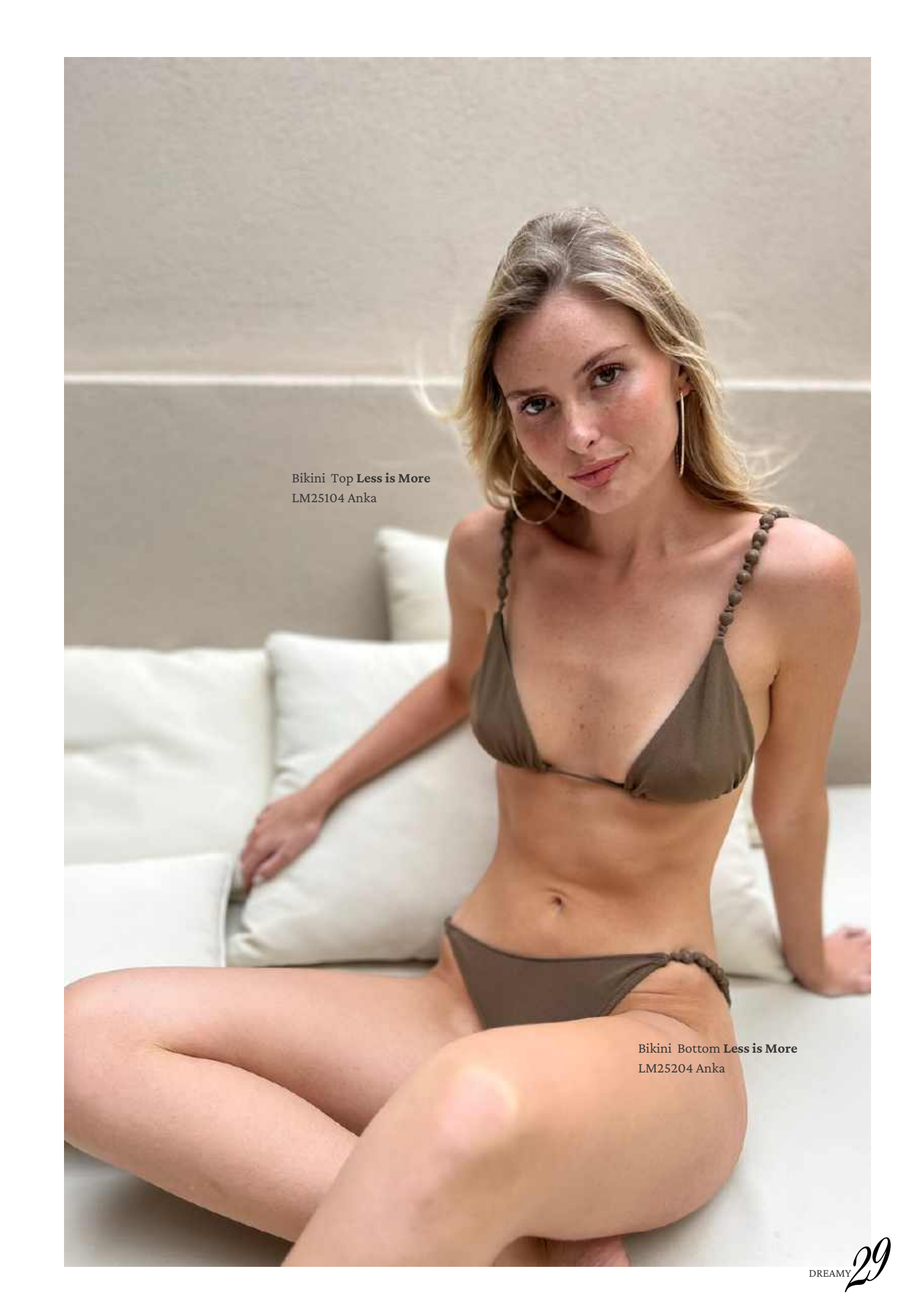


Bikini Top **Less is More**
LM25108 Phoneix

A woman with blonde hair is shown in profile, looking down. She is wearing a vibrant, multi-colored patterned headscarf (yellow, purple, green, and red) and a bright orange halter-neck bikini top. She is also wearing large, gold hoop earrings. The background is a plain, light-colored wall.

Bikini Top **Less is More**
LM25106 Senmur

Bikini Bottom **Less is More**
LM25206 Senmur



Bikini Top **Less is More**
LM25104 Anka

Bikini Bottom **Less is More**
LM25204 Anka



Bikini Top **Less is More** LM25117 Pola
Bikini Bottom **Less is More** LM25217 Pola

30

Bikini Top **Less is More**
LM25113 Brez

Bikini Bottom **Less is More**
LM25213 Brez



Pants Less is More
LM25501

Swimsuit Less is More
LM24302



Bikini Top Less is More
LM25112 Fente

Bikini Bottom Less is More
LM25212 Fente

Bikini Top **Less is More**
LM25113 Brez

Bikini Bottom **Less is More**
LM25213 Brez

34

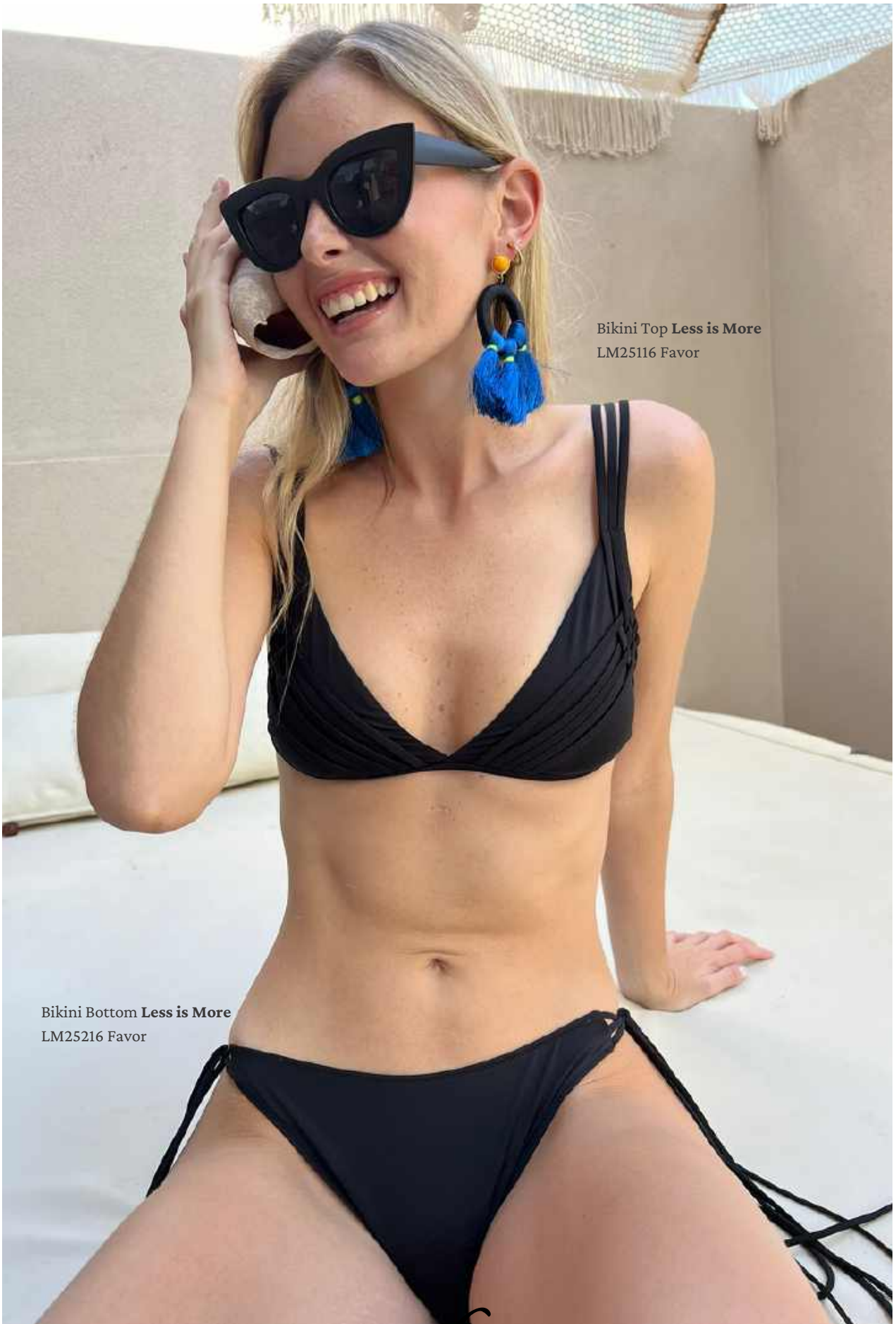


Bikini Top **Less is More**
LM25101 Saena

DREAMY 35



Bikini Bottom **Less is More**
LM25201 Saena



Bikini Top **Less is More**
LM25116 Favor

Bikini Bottom **Less is More**
LM25216 Favor



Bikini Top Less is More
LM24109 Fente

Skirt Less is More
LM25503

Short Less is More
LM23508



Bikini Top **Less is More**
LM25114 Circus

Bikini Bottom **Less is More**
25214 Circus

MORGAN MARIE

Swimsuit **LESS IS MORE**

Photographer **SİNEM A.** Fashion Editor **NIHAL SUSİN**

Hair **AYŞE ÖZ** Mua Artist **NIHAL SUSİN**

Photographer Assistant **ŞEYDA GÖKTAŞ**

LESS IS MORE

