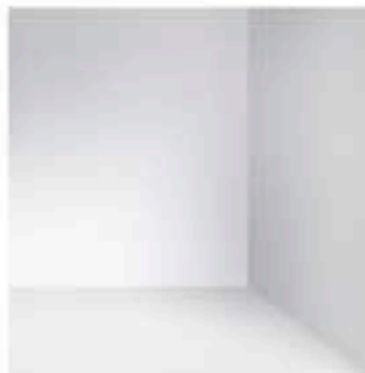
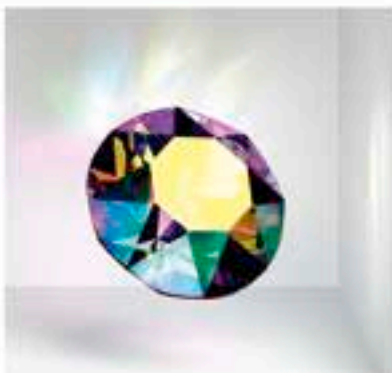
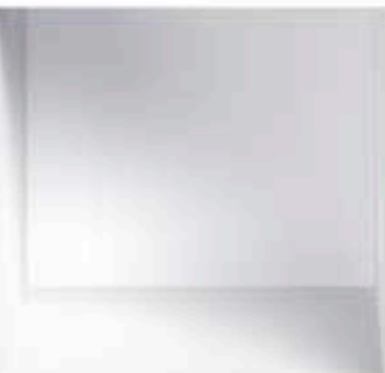


**INSPIRATIONS**  
FALL/WINTER 2015/16



# SECRETS OF THE SOUL

*“It seems that if we are to survive in the modern world, we need to understand the notion of humanism, of emotion, touch, and simplicity – we need to remember how to be human.”*

(ANNA STARMER, TEXTILE VIEW #102, MAY 2013)

The Megatrend of digital connectivity commenced with the invention of the iPod in 2001, revolutionizing how we communicate, purchase, and even meet. However, due to data leaks, online espionage, and identity theft, people are taking an increasingly critical stance toward the spread of online data.

This season, we take a glimpse into the impact of digitalization upon our lives and where this is leading us.

Today, within just one minute, people across the globe are sending 2,014 million emails, viewing six million Facebook profiles, and watching 1.3 million YouTube videos. It is estimated that by 2015 the number of network devices will double the global population (Intel, 2013).

In the US, for example, people are spending 144 minutes on average on their mobile devices daily. This is twice the time that people take to eat and drink throughout an entire day, or a third of the time that people spend sleeping (immobi, 2013; US Bureau of Labor Statistics, 2013).

This ‘always on’ mentality has led people to question their lifestyles and the inherent dangers of digital connectivity. People have become increasingly aware of the risk to their privacy or even their health. For example, 79% of Gen Zs – people born after the millennium and the first generation that has never lived without the internet – show addiction withdrawal reactions when they are kept from their digital devices and the internet (Grail, 2011).

As a result, being offline affords a significant way to reduce stress and to relax. This phenomenon has become such an important social factor

that since 2013 the Oxford Dictionary has incorporated the term ‘digital detox’ into its vocabulary.

The first National Day of Unplugging, held on March 7 and 8, 2014, high-lighted the rise of people going offline in order to experience calmness, relaxation, and comfort. This development is also thought to be linked to the current increase in people turning away from sites such as Facebook, which lost 9 million users in the US, 1.4 million users in the UK, and 1.2 million users in Germany in 2013 alone. (The Guardian and tech analysis firm SocialBakers)

According to reports by Scenario Magazine (2013) and strategy company PricewaterhouseCoopers (2014), the future job market will see an increased demand in creative and emotional capabilities, entirely human attributes that robots cannot replace.

Hence, a large emphasis is now being placed on the qualities that make us inherently human. The need for connection, to step out from behind the screens and interact more, to create, to live, to breathe, to re-engage, and to experience.

As people, on a global scale, have started to realize that algorithms cannot replace real human contact and real meetings to experience affection or attraction, our four inspirational directions are hinged on specific human aspects that differentiate us from the robotic digital world which surrounds us.

For Fall/Winter 2015/16 we focus on what it means to be human and the qualities that set us apart and make life worth living.



**Classic**  
THE ART OF EXPRESSION

Bright, sugary hues offer a new play on uplifting, unexpected color to warm up even the coldest winter.  
Segment: Jewelry



**Progressive**  
THE STILLNESS WITHIN

Beautiful blurred blues and foggy gray tones create a softly surreal palette that soothes and pacifies the senses, utilizing the interplay of soft winter light.  
Segment: New Segments



**Romantic**  
THE SEDUCTION OF TOUCH

Monochrome tones and muted neutrals in gray and brown are made more feminine with lilac and pale pink, punctuated by bold tangerine.  
Segment: Accessories



**Glamour**  
THE DARKNESS OF DESIRE

The extreme depth of colors – velvet purples and deepest browns – offer a dark, smudged, and blurred color palette, highlighted by iridescent radiance.  
Segment: Evening wear

Classic

# THE ART OF EXPRESSION

AN ARTISTIC MOOD IS CURRENTLY  
CAPTIVATING THE WORLD.



## Introduction

Today, creativity and innovation are considered the way forward, with even data being made more emotional.

"The era of 'left brain' dominance and the Information Age that accompanied it are giving way to a new world in which 'right brain' qualities, such as inventiveness, empathy, story, and meaning predominate." (View 2 Issue 15 - in reference to Daniel Pink's 2005 book *A Whole New Mind: Why Right-Brainers will Rule the Future*).

In major companies, new management models are being defined - models which involve a more 'feminine and empathetic' direction, taking into account emotion, intuition, and creativity rather than the standardized versions of hierarchical structures and 'bottom line' thinking.

With the feeling that the recession is finally abating comes a focus on art, color, and creativity and the beauty it brings into our lives.

"There can be no doubt that in the last five years, our lives have become a lot more serious thanks to economic fears and job worries. But quite incredibly, rather than giving in to the pressure to work all hours, many people are bucking the rules of post Lehman austerity and going out to play instead. It's a reaction to the many crises we are faced with." (View 2 Issue 15)

Designers on all levels will embrace their artistic side, breaking away from the mathematical and symmetrical, and instead focusing on the random and intuitive to express a newfound sense of freedom.

A care-free, no restrictions, break-the-rules attitude abounds.

It is time to discover how to play again.









## Classic



### Keywords

ART, IRREVERENCE, FUN, COLOR, EXPRESSION

### Mood

A new artistic experience breaks the rules of conservative, classic style directions.

The artist in us is blossoming – blurred, smeared, and smudged – we are celebrating a new freedom.

Basic jewelry shapes are transformed into fun, playful objects offering a surprising distraction from everyday seriousness.

Design reflects a creative soul – random color splashes remind us of childhood freedom, the moment we discovered the joy of our first artistic experiments.

Fun is reflected not only in bold colors but also in surprising material mixes.

Inspired by 1980s aesthetics, streamlined shapes and glistening metallics update classic designs.

Bobble knits, teddy bear fabrics, and subtle crystal adornment in kitsch colors introduce a sense of fun into our everyday wardrobes.

We rethink plastic and synthetics in fashion – faux leathers and recycled materials become modern and opulent when teamed with supple satins and crystals.

New lightweight materials offer the theme a more directional feel.

The rise in importance of sportswear elements across all segments continues to gain momentum, while the underside of the shoe is predicted to become the new design platform.

At once bold and geometric – we enjoy a new irregularity and freedom from strict precision in design.

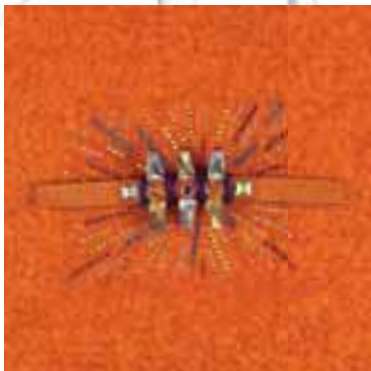






**Jewelry and Fashion  
Inspiration**

In this light-hearted trend, jewelry is transformed into quirky and playful creations. Movable parts introduce an interactive element, an invitation to play with the pieces and have fun. Colors can be shifted and changed according to the mood. Bright, bold color evokes a sense of joyful optimism. Crystal parts are reinvented with surprising new functions.







Progressive

# THE STILLNESS WITHIN

THE CRACKS ARE BEGINNING TO APPEAR  
IN OUR 'ALWAYS ON' WORLD.



## Introduction

Having become slaves to technology we now seek to reverse the damage.

Much is being made of people needing a 'digital detox' and 'unplugging.'

"Social commentators have recently been talking about our need for isolation and reclaiming spaces where we can be alone." (WGSN - Macro Trends AW15-16)

The need to get away from it all is increasing in intensity as gadgets, social media, and technology invade our every waking moment.

"As a counter-trend to constant connectivity, we are seeing the emergence of personal spaces where people can be shielded, even in public... and the increasing rise in people living alone - one of the most significant demographic shifts since the baby boom." (The Quiet Life, Liliana Becerra - Viewpoint A/W 2013)

A constant stream of information has kept us on overload - we are being held captive by data and now realize the importance of moving away from an automated society.

As digital anxiety grows, people voluntarily retreat.

We desire a sense of solitude, of being away from it all - we search for peaceful places where we can isolate ourselves.

"Consumers are seeking an escape from their busy lifestyles and aspiring to a new set of values. Keeping it simple is another driving factor. It starts with 'digital diets,' where escaping 24/7 online connections has become the ultimate luxury for many consumers." (Viewpoint No. 33)

We seek to reconnect - with nature and with ourselves - and disconnect from the madness of the digital world.

Referencing snow-peaked mountains, windswept winter plains, cracked and smashed ice, and the solitude and stillness at the edge of the world - the shapes and textiles in the Progressive theme sing their own winter's song.

## Progressive



### Keywords

RETREAT, ESCAPE, UNPLUG, SIMPLIFY, TRANQUILITY

### Mood

Nature, with all her grandeur, majesty, and solitude, is calling.

"Between ecology and fantasy, this story celebrates nature, the possibilities of life, its beauty, its dynamics, and its staggering diversity without denying its frightening, disturbing dimension." (Peclers AW15-16)

Consumers find inspiration in natural forms blended with basic, clean shapes in glossy, shiny surfaces.

A strong trend for transparent materials is evolving – we see more surface experiments, textures, accidental cracks, and broken forms representing the authentic and real.

In a world where everything can be brand new, people seek to escape the machine-made and search for a sense of truth and uniqueness.

Cracked, imperfect surfaces framed with simple shapes create a contemporary, sophisticated look.

A new interest is shown in spliced silhouettes and directional, architectural styles. "Basic concepts – revamp proportions, experiment with unexpected combinations, shift usages, and rethink functions to create not-so-simple basics tweaked by a 'design' edge." (Peclers FW 15-16)

Garments will act as radiant and fluent accents around silhouettes, allowing and showing movement in new super-lightweight yet warm synthetic materials.

We wish to feel uninhibited and fashion will reflect this, highlighting the fact that we are no longer constrained.

Slightly broken textures, imperfections, and irregularities lend a sense of fantastic authenticity to electronics and packaging.

Tranquility and fluidity in design are used to calm the senses.







Romantic

# THE SEDUCTION OF TOUCH

WE SEEK A SENSE OF SAFETY  
AND SECURITY AS THE DIGITAL WORLD  
CONTINUES TO OVERWHELM US.



## Introduction

The knowing comfort and reassuring reference of our own bed is calling.

We cocoon ourselves in fashion that resembles duvets and blankets – wrapping ourselves in oversized and loose fitting clothing that protects and swaddles.

“Design will cushion the consumer to boost a sense of sanity and restrain the body to experience serenity.” (TU AW15-16)

We start to look at cuddles for creative comfort – wrapping ourselves in materials and padding that hug us, keeping us safe.

“A further need for soft comfort and the releasing of stress will be felt in a move in society to let go and enjoy.” (TU AW15-16)

Simple things that bring luxury and joy are conveyed in the theme.

“A quest for the best that life has to offer will make consumers turn to quality and calm...” (TU AW15-16) as we seek to simplify our lives.

We look for a form of escapism and a reduction in the stress that accompanies us in our daily lives.

We will reduce our fashion, our gadgets, and our accessories – turning back to basics and simplified forms to highlight our newfound sense of freedom.

We will come out from behind the screens and embrace the simplicity and seduction of touch.









## Romantic



### Keywords

CUDDLES, COMFORT, XXL, SAFETY, CONNECTION

### Mood

"This sober yet powerful beauty mood cultivates a faux unkempt natural feel."  
(Peclers AW15-16)

As consumers we rediscover the importance of the skin as a layer that protects us and creates a barrier to the outside world.

"Dreams of a luxurious everyday in which a measure of leisure and comfort is seen as a way to express one's freedom of thought as well as artistic and creative inclinations." (Peclers AW15-16)

Oversized forms give a sense of protection and invite us to snuggle up.

Bulky knits and shaggy faux furs in plush piles and natural colors help soften the exaggerated proportions of the XXL trend.

Thick felts, cotton, and wool are combined with crystal in this new Romantic direction.

Natural materials such as leather, wool, and precious metals in streamlined and pared-back shapes play with volume in design.

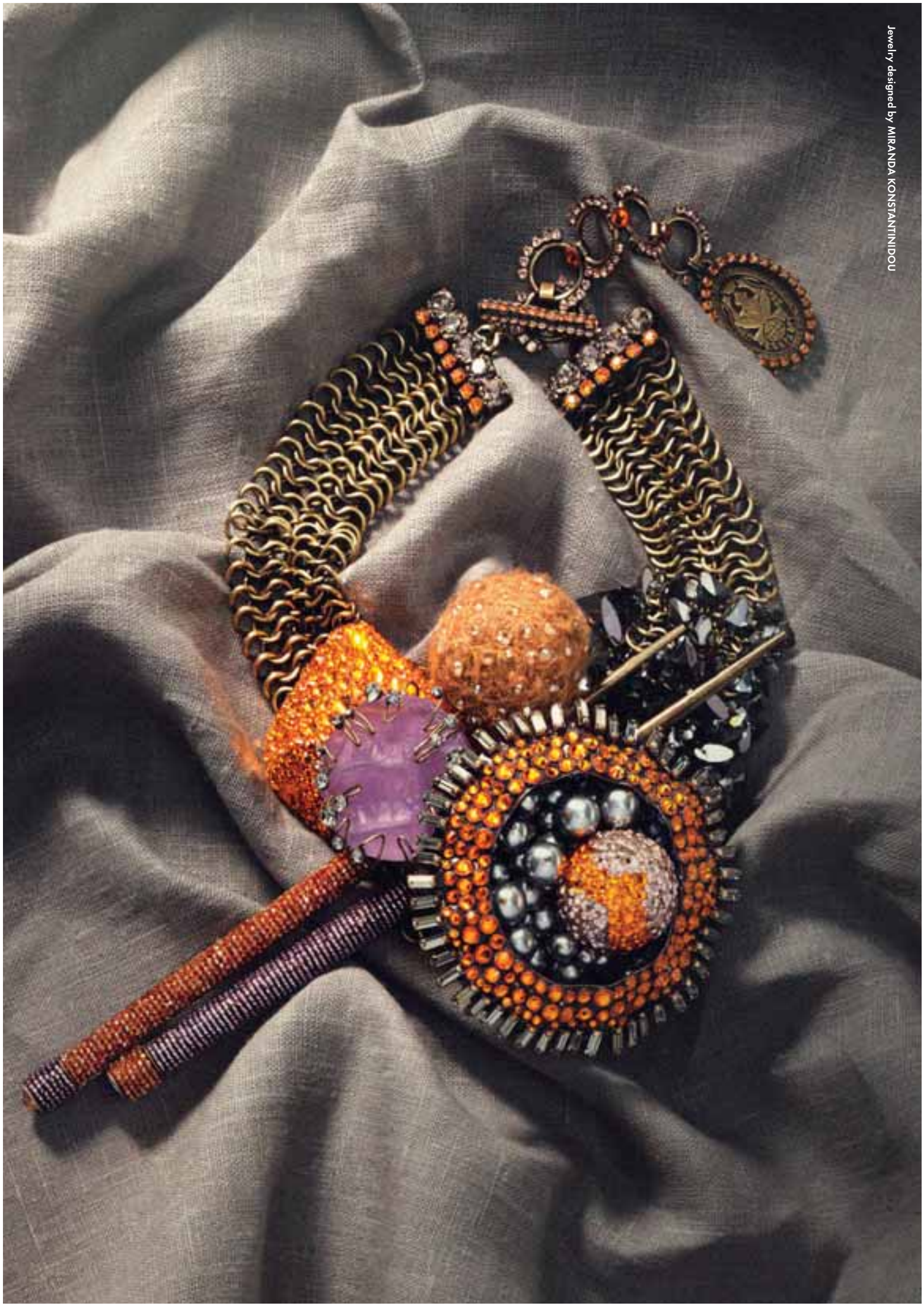
Fluid and smooth shapes repeat the sculpture of the human body.

A strong focus on the zip becoming the fashion fastener of choice as the sportswear trend continues to gain momentum for both tailoring and casual wear.

Fashion "reflects a mature way of understanding life, where quiet modesty and the essential dominate." (Pantone View)

Luxury lies in unique concepts, precious materials, and abstract shapes that still retain a human character.







**Jewelry and Fashion  
Inspiration**

Crystal forms the central, precious element of the design with metal structures serving as the setting from which it can shine. Stacked, repeated crystals give a feeling of closeness as they merge to form the visual effect of a single entity. A sense of comfort is ensured through the use of fluid and smooth shapes with soft edges, adding to a heightened simplicity.





# THE DARKNESS OF DESIRE

WE ARE EMBRACING OUR FASCINATION WITH  
MYSTERY AND MAGIC – THE INEXPLICABLE.



## Introduction

An almost unsettling theme that focuses on the unknown – the unprogrammed – our intuition and our deepest emotions, the things that set us apart and make us human.

It hinges on our ability to dream, to imagine, to look beyond the illusions of life. Dark desires are as much a part of the everyday as our desire for happiness, space, and well-being.

In their report – Through a Screen Darkly – Valerie Jacobs and Bryan Goodpaster assert that “digital living and the control it gives each of us to shape a media in our own private image is going to give vent to our deepest desires and basest interests.” (Viewpoint A/W2013)

The theme encompasses the importance of moving away from the robotic society that surrounds us, distancing ourselves from formulaic models, and delving into the creative ether surrounding the design world. It urges us to take inspiration from the darkest recesses of the imagination – our passion and desires.

We are taking it one step further than the fairytale themes that have captured the catwalks in past seasons. Delving into darker realms, examining spells, superstitions, and intuition; the human and extremely emotional guiding forces that we have always relied on.

“Suppressed secrets, untold passions, and complex, hidden psychological underpinnings. This sensual story borders on the unsettling and on madness, without however parting with its elegance and subtlety.” (Peclers AW15-16)

Our previous fascination with light evolves into a fascination with darkness – the depth of shadows and shadowy secrets.



## Glamour



### Keywords

OBSESSION, MYSTERY, UNSETTLING, INTUITION, MAGIC

### Mood

"This is where old-fashioned beauty and savoir-faire meet contemporary creativity."  
(A+A Design FW 2015-16)

Jewelry emulates mysterious, naturally grown forms with tiny intricacies and small oddities.

Eclectic shapes and precious materials appear to contain a secret story.

Crystals sit alongside antique beads, pearls, and patina surfaces to add a touch of glamorous sparkle to tangled metal forms.

"We can learn from the richness of our past to give more beauty, culture, and value to our future." (20/20 Vision)

Dark colors mesh and blend like smudged exotic fruits and flowers, blurring the boundaries between the real and the sublime.

Materials that both suck in and radiate light – fabrics fit for royalty – are heavily embellished with crystal.

There is an almost regal opulence to the designs, representing a somewhat faded nobility for the modern day.

Decadence and embellishment return – taking us away from the minimalism of the past few seasons, heralding a strong return to opulent ornamentation.









## Glamour

### Jewelry and Fashion Inspiration

A variety of antique-style materials and patina-effect surfaces are combined with shimmering crystal to form ornate jewelry with a sense of vintage glamour. Organic, layered shapes merge to create opulent ornamentation. Jewelry emulates natural growth structures with tiny intricacies and organic irregularities. Spontaneous compositions evoke an impression of ethereal whimsy. Rich, ornamental detailing with botanical inspiration is set with subtle crystal pavé to create elaborate, luxurious designs.

