



INSPIRATIONS
SPRING/SUMMER
2015



Traces of Time

Today, the phenomenon of aging societies is having a huge impact on a global scale, leading to important changes for healthcare, retirement systems, and family structures.

By 2050 more than two billion people will be older than 60, and 8% of them will live in emerging economies (www.who.int).

In the majority of Western countries, life expectancy is well above 80, while in new economies life expectancy lies between 65 and 72.

By the time that all baby boomers (born between 1945 and 1964) are older than 50 in the US, the 50+ generation will constitute nearly half of the entire US population. They will then control over 70% of all income and wealth.

Furthermore, within the next 20 years the baby boomers will inherit another USD 15 trillion (Nielsen, 2012).

Although the 50+ generation is well known as one of the most powerful consumer groups, they are surpassed only by the 75 year olds, who are consuming even more (Tootelian and Varshney, 2010).

This in turn has led to a new perception of age. The Mega Trend the Silver Society sees a new breed of people over

50 who increasingly view themselves as younger, more virile, and more agile.

According to the German Demoscopic Institute (2012), 60–74 year olds feel eight years younger than they really are and the 75+ age group feels ten years younger – a phenomenon called “downaging.”

Naturally, this mindset impacts strongly upon consumption and social behaviors.

People over the age of 65 are increasingly tech savvy – for example, more than one-third of all internet users in this age group log on to Facebook every day.

There is even a steady increase in online dating sites targeted at people aged 50 and above.

Cell phone sales increased by 13% from 2010 to 2012 in the 65+ age group (now up to 70%) and their email usage rate is nearly as high as the 18–29 age group (86% vs. 91%) (Zickuhr and Madden, 2012).

Not only are people living longer as healthcare steadily improves, they are also engaging in more sports activities, and even influencing fashion for a younger generation.

At the same time, we are witnessing a change in the mindset of other age groups.

For instance, the recent phenomenon of 40 year olds experiencing what is being termed “second puberty,” where they increasingly relish being carefree and spontaneous and engage in leisure activities traditionally favored by teens.

This phenomenon is also boosted by the emergence of the “kidult” – adults, mostly men, who do not want to grow up and be independent.

In contrast, younger generations are now experiencing a development called “early adulting.”

Due to the ongoing crisis, coupled with worldwide career competition, younger people have become less rebellious and more career oriented.

And so, the role reversals are complete.

With such an extreme focus on age and its meaning within social, demographic, and economic contexts, this season we wish to highlight this important phenomenon – the converging of age – and its impact on consumer desires, lifestyles, and aesthetic directions.

Welcome to Spring/Summer 2015 – Traces of Time.

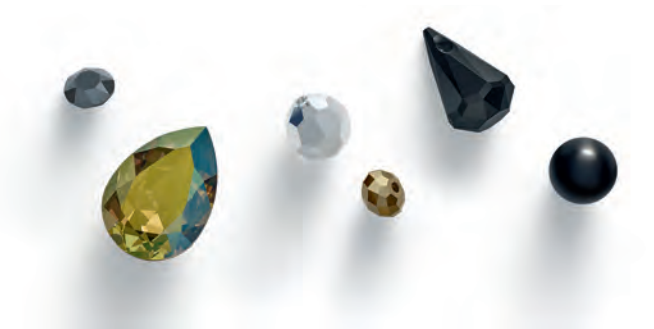


CLASSIC
FADED MEMORIES

Opaque hues, matt and powdery, have a life of their own, saturated and evaporated they delight with childlike innocence.

ROMANTIC
SUNSET RITUALS

Colors are vibrant handcraft shades taken from the earth with warm ochre, tangerine, and deep browns married with blue to echo ancient lands and desertscaapes.



PROGRESSIVE
VIVID MOMENTS

"Colors are bright and festive with historical folkloric hues that are cultivated all over the world. These happy and simple colors will bring a blooming brightness to the season." (TUSS 15)

GLAMOUR
FORGOTTEN DREAMS

Darkly magnetic colors in shades of mysterious, magnetic black hide and reveal to create a glamorous, seductive theme.

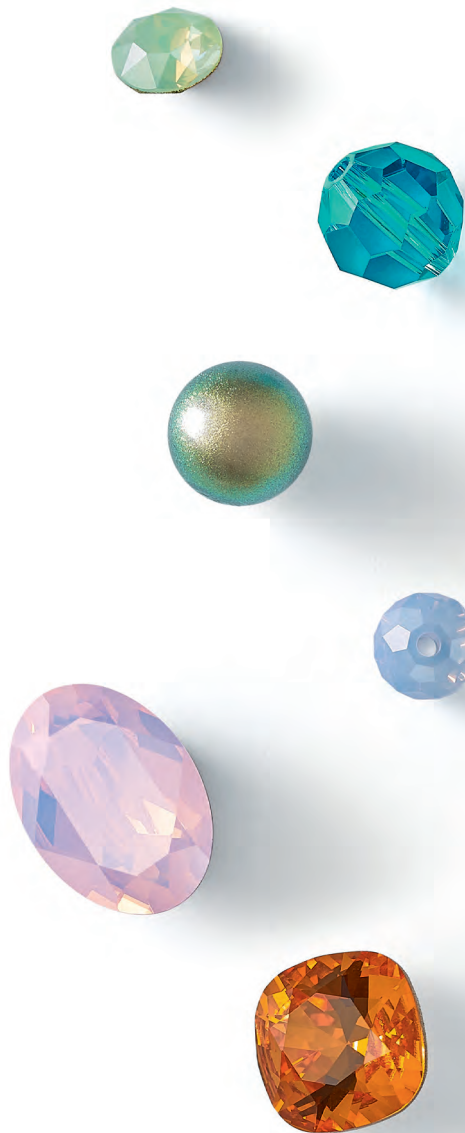


CLASSIC

Faded Memories







CLASSIC

Faded Memories

With the ongoing recession, the relentless drive of technology, and the overcrowding of our physical and mental space, we hold on to memories of better, more carefree times.

“Technology has complicated our lives. We hunger after the simplicity of the past, or the effortless days of our childhood. We need to adopt the simple notions of playfulness and individual expression if we are to avoid becoming bland and homogenized nations.”
(View – Textile View Magazine – Issue 102 Lifestyle)

This need to get away from it all is one of the reasons the trends for nostalgia and retro are still continuing so strongly.

Faded and washed with a Polaroid nostalgia, the theme updates almost kitsch references, making them more adult yet still playful and fun.

Inspired by architecture and structure, a new geometric language focuses on faceting and the magic of the cut. There is also a strong graphic direction toward vintage, weathered American billboards and road signs, reminding us of summers past.



CLASSIC

THE MOOD

There is an increasing focus on tactility and texture in all design.

Monochromatic opaque finishes are used in traditional shapes for jewelry.

Tone-on-tone crystals and sophisticated opal hues subtly light up the surface.

Asymmetric jewelry designs where there are no rules mix crystals, acrylic, and pearls to create an exciting modern look.

In fashion, crystals are used with graphic simplicity to create large bandings of patterns in different linear formats.



“The world has turned to architecture as the most important field of culture; the progress in the discipline is remarkable and is influencing other fields like design and fashion.” (TU SS 15)

The interplay of light through color achieves importance in all design segments.

Lightweight structures made of crystal are seemingly suspended on the body.

Pared back shapes are heavily embellished with crystal in small repetitions and simple rhythms.

Crystal is incorporated to bring a lighter, playful attitude to geometric designs.

Transparency and translucency remain a strong direction – the need to see the real.

Angular shapes are softened and modernized with different material combinations and graphic interplay.

A new take on geometry enters design where bold, clear, and angular elements add a new twist to traditional shapes.

Electronics imitate everyday objects where colors and shapes reflect optimism and humor.





ROMANTIC

Sunset Rituals





ROMANTIC

Sunset Rituals

This theme is based on the ancient tribal whisperings and sage teachings of our earliest ancestors, guiding us toward the things that really matter – food, shelter, and water.

“As food prices continue to rise, people are coming back down to earth – to sow, grow, forage, and harvest. Modern problems are leading us to reconnect with nature and with our sense of self.” (View 102)

It refers to self-sufficiency, the knowledge that we can survive, and faith in the human condition.

A spirit of sustainable self-reliance makes creative use of everything found along life’s path to shape a personal vision.

For consumers and products, there remains a continuing strong demand for

and emphasis on stories. We currently desire a digital detox, encapsulated in the rise of the notion of becoming “unplugged” and the trend toward “mindfulness.”

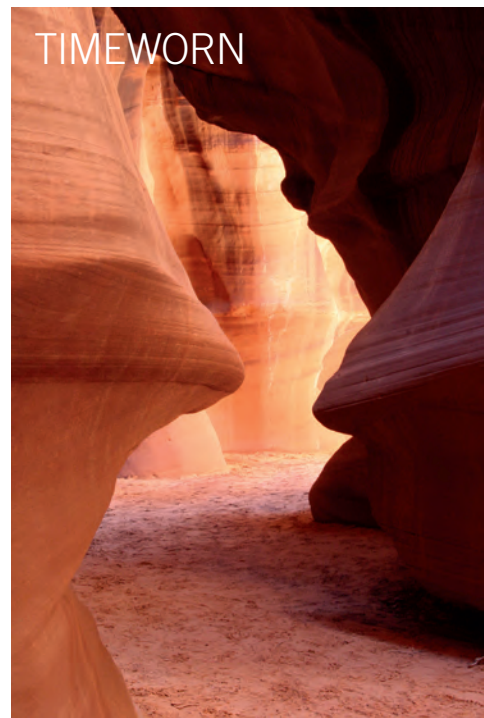
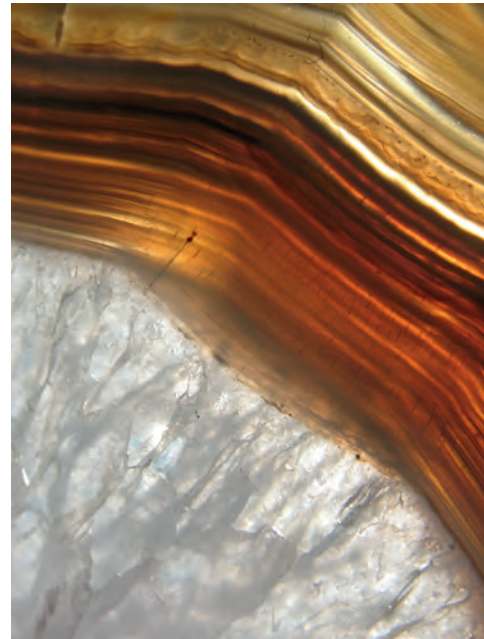
The concept of living in the now, where we move away from the overload of social media hype into a space of calmness, serenity, and ancient wisdom, is seen in the increase in wellness holidays and spas in order to cure the mind and the soul.

A focus on nature’s immense power is echoed increasingly in design forms, structures, and materials.





EMOTIVE



TIMEWORN

ROMANTIC

THE MOOD

Romantic jewelry is inspired by the lifestyle and beliefs of the desert tribes, concentrating more on the emotional value (e.g. talismans) than the technical execution.

Raw materials found in nature are used with shapes and surfaces, often left untouched, in irregular and rough forms with a strong focus on Crystal Pearls.

Primitive jewelry techniques (e.g. simple beading) add lightness and a refined simplicity to design.

Fluidity and strength in design is an echo of natural formats – a tribute to nature’s immense power.



PRIMAL



WISE



ANCIENT

“Tomorrow’s textiles echo the fragile political and economic environment – frayed, shattered, distressed.” (TU SS 15)

There is a reduction in fashion with the use of multifunctional pieces: a single piece of cloth doubles as a shawl, sarong, or a turban – offering shade, protection, or warmth – for a life on the move.

Design takes its inspiration from patterns and ancient markings – reinterpreted in crystal for the modern mindset.

The rise of the tribe gains more prominence as people continue wishing to belong.

Practical elements infuse accessories – things to carry with you on a nomadic expedition or life’s long journey.

As high-tech individuals we feel disconnected from Mother Nature; natural and primal designs help us reconnect with the earth.

Seemingly forgotten crafts experience a resurrection – designers are guided by their intuition and personal experience with the product.







PROGRESSIVE

Vivid Moments





PROGRESSIVE

Vivid Moments

Focusing on an exciting, eclectic blend between African and Asian cultures, the Progressive theme highlights the union of both.

Today, Africa shows strong growth rates ranging between 5 and 7.5% and Nigeria ranks third in billionaires after South Africa and Egypt.

Indeed, *“Africa is on the rise. By 2050 [...] the African economy will be larger than that of the US and Europe combined. Already home to seven of the world’s fastest growing economies, in 37 years or so Africa will be the dominant force in the global economy.”* (Viewpoint Issue 32)

With the world’s focus turning toward this economic giant, China is also investing heavily in Africa, not only in raw materials, but also in infrastructure.

This new alliance between Africa and Eastern Asia is having a huge influence on the design world, seen in the rediscovering of their beauty, craftsmanship, and individual aesthetic.

In our digital and ever-changing world, there is increasingly a strong desire for everything that is hand-made and speaks of authenticity to counterbalance the pace.

“In an age of technical wizardry and mass production, designers are embracing traditional craft techniques to create unique hand-made objects. Using a color palette reminiscent of folk art, these objects are embedded with cultural values and storytelling.” (Viewpoint Issue 32, New Age Folk)

The theme reflects both a joyful celebration of the past, and the way forward.



PROGRESSIVE

THE MOOD

A unique, eclectic, and multilayered style that reflects the blend of traditional African and Asian craft and handwork techniques.

A mix of materials – crystals, pearls, beads, textiles, and metals – combine to create rich 3D surfaces with sculptural aspects.

A focus on layering, where Asian and African patterns combine with crystal to create unique patchwork, creates a cross-cultural design ethic.

“The prints and graphics are colorful, dynamic, and playful, with an almost crude naivety and a vibrant, hand-painted feel.”
(WGSN SS 15 Macro Trends)



Flat fabrics come alive with a focus on volume, texture, and tactility.

There is a strong focus on embroidery, a highly appreciated technique that today is more affordable and accessible due to computerized embroidery.

The importance of headwear, both in Asia and Africa, gives rise to a new accessories direction – the reinterpretation of the turban.

Statement accessories complement a casual, everyday look.

“Stitching is a beautiful metaphor for social cohesion

and togetherness – gathering, pintucking, and laddering are social trends as well as fashion traditions.” (TU SS 15)


Fabric becomes important in accessories for cost reduction and global production.

“Prints give products a cultural reference and identity.” (20/20 Consumer Insights)

An Asian aesthetic is enriched and modernized with vivacious colors.

“Native visual arts and local textile patterns are simplified and adapted, merging into graphic stripes and chevrons to become part of a global cultural aesthetic.” (WGSN SS 15 Macro Trends)





GLAMOUR

Forgotten Dreams





Forgotten Dreams

The backlash of “austerity fatigue” continues with a focus on elaborate detail in design as... *“The flirtation with opulence and decadence from last season continues.”* (View Issue 102)

Indeed, *“The need to beautify clothes and to illuminate cloth is always a sign of a reversal of fortunes, where things seem to get better.”* (TU SS15).

Other cultures continue to inspire us: exploring our Arab neighbors’ opulent and exquisite detailing, we transfer inspiration from decadent interiors and architecture to adorn our bodies.

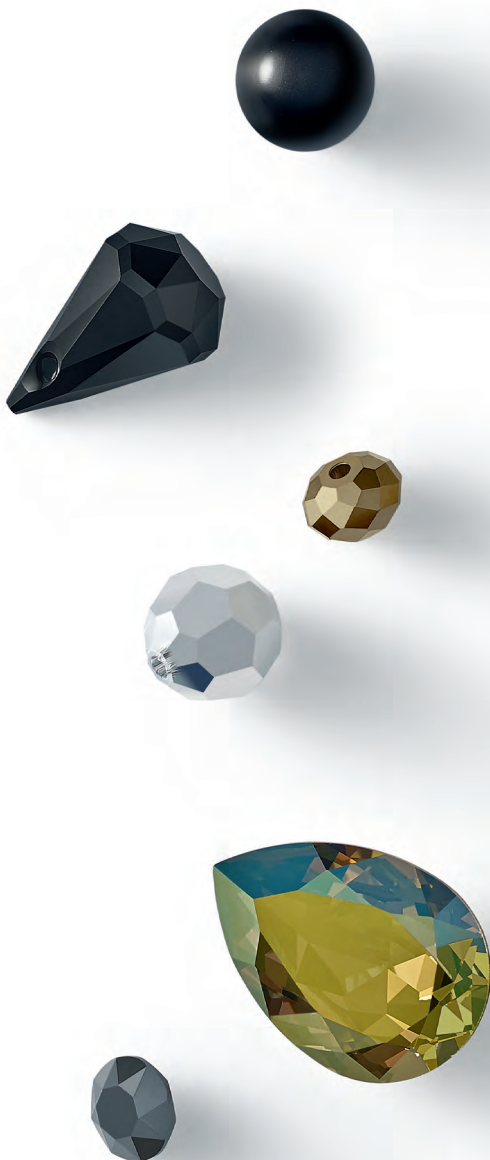
Sensual, seductive Arabian nights; the exotic and the ordinary merge together to create a veiled and hidden design ethic that speaks to the sensual side of the self.

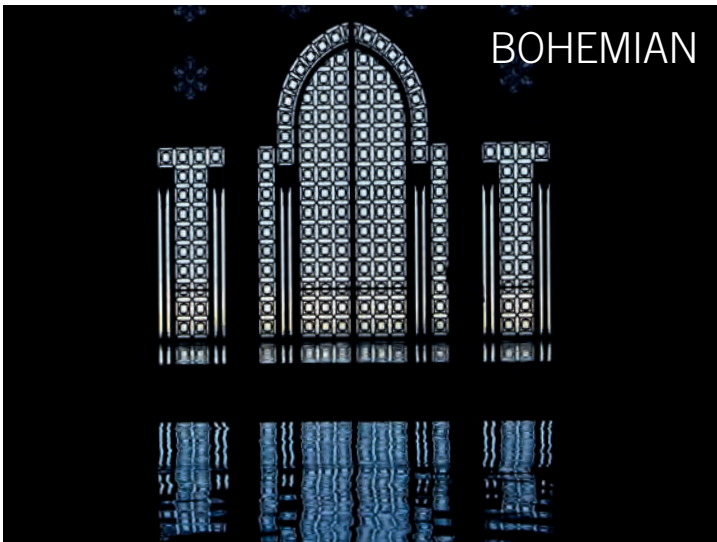
An exciting combination of the past and future is shown in luxurious and laboriously made heritage fabrics with exquisite crystal borders and embroidered detailing.

A wildness is in the outlook, with glamour being redefined into a free and easy style, increasingly linked to the self.

Textured surfaces appear in abundance... *“after so many years of being remote, hiding behind screens, and not connecting, we find the need to connect, to touch, taste, and smell is more prevalent than ever.”* (View Issue 102)

We desire to lose ourselves in spectacular, swaying silhouettes of crystal-adorned cloth to celebrate the simple beauty of being alive, of belonging.





GLAMOUR

THE MOOD

Oriental graphics and architecture inspire the elaborate shape and design of over-the-top jewelry.

The circle symbolizes cycles, new beginnings, and continuity – overtaking the triangle shape that stood for growth and stability.

“Complex patterns and fractal structures growing out of simple geometric shapes are driving this trend direction with a strong focus on textile construction and manipulation.” (WGSN SS 15 Macro Trends)



The continued rise of the tattoo – denoting belonging to a tribe – has crossed into fashion design with the recreation of intricate patterns on clothing.

Links, representing the chains of life and bonding together, become an integral part of fashion and accessories, denoting interconnection and belonging.

The continued backlash against the austerity of the past few years evolves into exotic, over-the-top accessory designs.

The lines between jewelry and accessories continue to become increasingly blurred, particularly in the headwear segment.

Accessories have turned to a focus on feet as we envisage the return of the heavily bejeweled sandal or intricate anklets as art forms.

Harking back to the glamour and opulence of a mystical past, exquisite craftsmanship and intricate detailing in New Segments speak for a renewed interest in the ancient Orient.

New narratives emerge, where people blend ancient traditions with contemporary design.

