



emotions & sensations

fall-winter 2010/11

SPIRIT OF THE SEASON

The contradictions of this century disorient us: things are changing and threaten to upset the way we live. The spirit of fashion for Fall-Winter 2010/2011 will express this evolution in two simultaneous ways:

1. A demand for quality, authenticity, safe values, protection and alternative energies.
2. A need for personalisation and individual freedom, which will bounce off restraints and radiate optimism.

These two currents will guide our tastes and desires, leading to a fresh burst of creativity, innovation and non conformism.

A context ideal for daring, surprising styles.

Somewhere between EMOTIONS and SENSATIONS, the coming season will be a time of optimistic fashion, expressed through four themes full of contrasts and paradoxes:

EMOTION-IMPULSE: **feel!**

SENSATION-LUXURY: **touch!**

EMOTION-PERFORMANCE: **move!**

SENSATION-GLAMOUR: **enjoy!**

APLF colour & material trends

aplf.com

by Olivier Guillemin [o,o]

in collaboration with the Comité Français de la Couleur

ooparis.fr comitefrancaisdelacouleur.com





feel!

EMOTION-IMPULSE

A nostalgic, urban theme teaming emotion and whimsy with action. Meditation and dreams as a medium for everyday expression.



Zephyr 15-1906 TPX



Twilight Mauve (light) 18-1807 TPX



Wisteria (grisé) 16-3810 TPX



Rabbit 19-3905 TPX



Ash 16-3802 TPX



Chinois Green 17-5107 TPX



Blue Haze 15-4707 TPX



Pearl Blue 14-4206 TPX



Copen Blue 18-4025 TPX

Colours

The muted greys of a shadow drifting over time: smoky colours, nostalgic, melancholic tones.

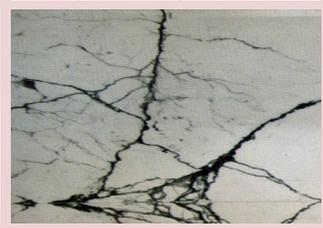
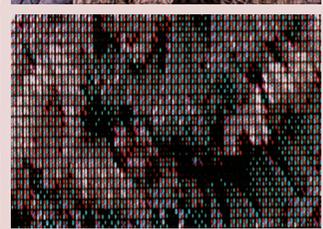
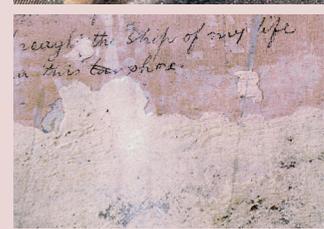
Style & Spirit

A casual, comfortable but elegant style, that plays on restraint and simplicity.

An urban-romantic style, fostering an active, contemporary brand of nostalgia.

Materials & Textures

- Blended materials
- Leather with big, wild animal grains
- Veined, transparent grain splits
- Mineral, mottled, schistic textures
- Flannel, boiled wool, felted look
- Tweedy, flecked, thrown silk look
- Smooth patinas
- Matt sanded, scraped surfaces
- Organic motifs, imprints, fossils
- Uneven coatings
- Subtle gradations, changing sheen
- Puffy, voluptuous furs
- Chinchilla
- Short hair furs: dappled pony, grey astrakhan

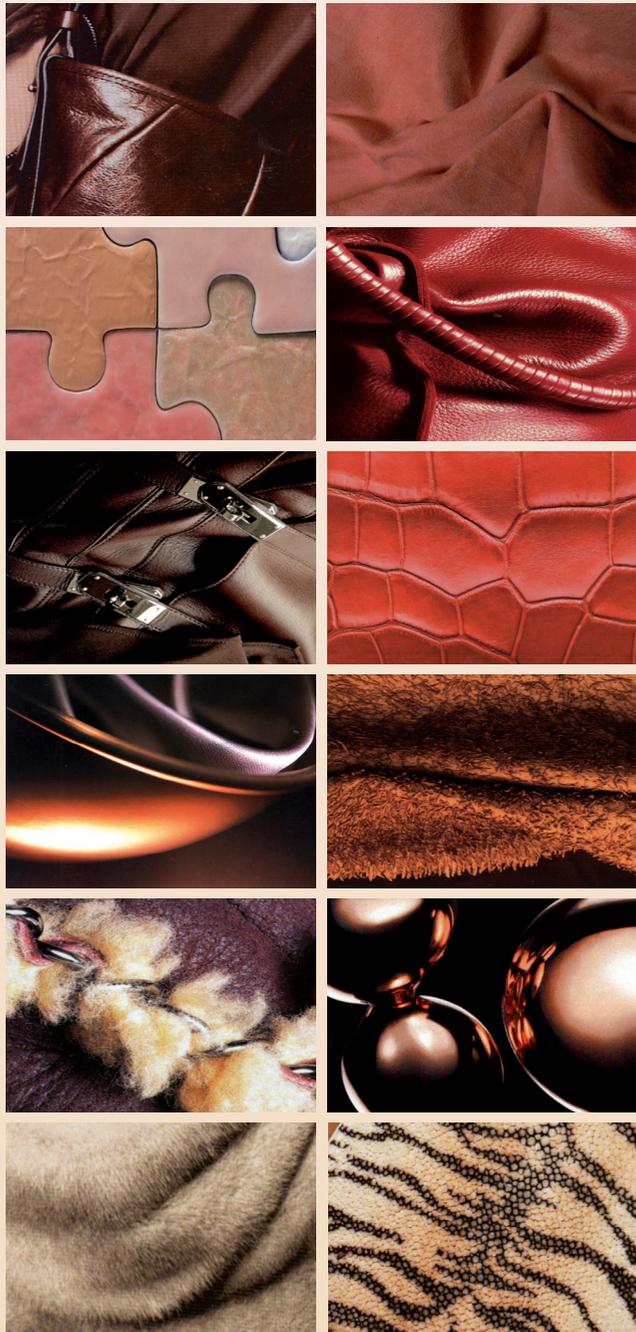




touch!

SENSATION-LUXURY

Intimate and frivolous, a subtly luxurious theme which reinvents classicism with sensuality.



Colours

Beige and magenta pink give rhythm to a range of natural, classic, deep, intense and sensual tones: browns, beige and camel, skin tones and pink blush, carmine and scarlet.

Style & Spirit

A revamped, off-beat classical spirit: a sensual style combining daring and delicacy, frivolity and severity.

Materials & Textures

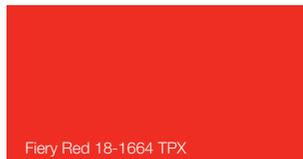
Beautiful, timeless leathers
 Classical grains
 Materials soft to the touch
 Moiré velvety leather
 Second skin leather
 Aniline leather
 Smooth, glossy box calf
 Dipped lambskin
 Drummed calf
 Glossy, crushed leather
 Suede look, velvety nubuck
 Cashmere and alpaca
 Satiny leather
 Deluxe reversible leather
 Luxurious shaven fur
 Classy coppery or pink gold jewellery



Scallop Shell 12-1010 TPX



Jester Red 19-1862 TPX



Fiery Red 18-1664 TPX



Carmine Rose 17-2230 TPX



Beige 14-118 TPX



Bison 18-1027 TPX



Mauve Morn 12-2102 TPX



Golden Ochre 16-1346 TPX



Burgundy 19-1617 TPX



move!

EMOTION-PERFORMANCE

Technology working for elegant perfection in a sport-inspired futuristic «chic» theme.

Winetasting 19-2118 TPX

Dark Forest 18-5611 TPX

Crown Blue 19-3926 TPX

Black

White

White Sand 13-0002 TPX

Tropical Peach 13-1318 TPX

Arctic Ice 13-4110 TPX

Sylvan Green 11-0410 TPX

Colours

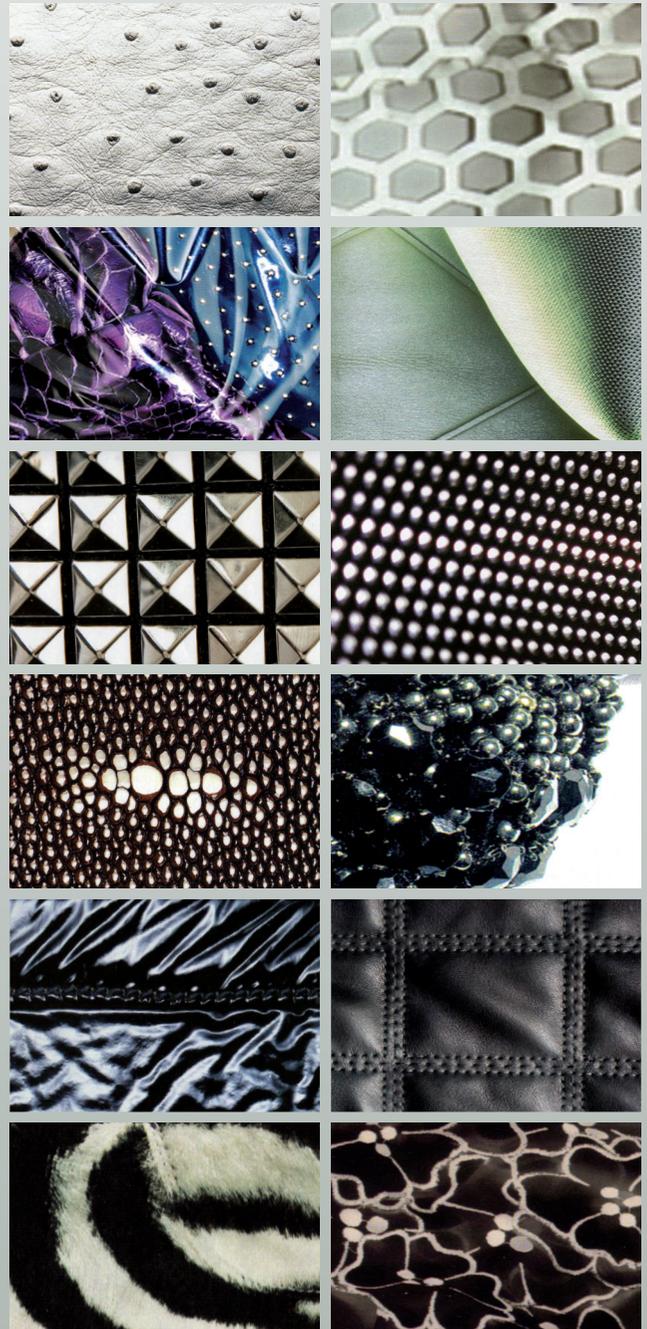
Black and white are the focal points of a range of simple, subtle light-and-shade effects, sometimes strange but always sharply contrasted.

Style & Spirit

A sporty, chic, futuristic spirit midway between daring and simplicity. Strict and basic, androgynous and almost drastic in its severity.

Materials & Textures

Matt and glossy contrasts
 Patent or very matt leather
 Scales and honeycombed leather
 Stretch materials
 Geometrical grains
 Facets and diamond point relief
 Mirror and metallic finishings
 Graphic quilting
 Geometrical, graphic prints and embroidery, micro or macro
 Black and white 80s patterns
 Stylised exotic skins: zebra, giraffe
 Reversible two-tone optical materials
 Elastic straps
 Studs, rivets and zips as decoration





enjoy!

SENSATION-GLAMOUR

A blend of eccentricity and sophistication for a festive, energetic style... the thrill of partying with glamour and passion!



Colours

A range of contrasting, optimistic colours chilled by unexpected, invigorating, intense accents.

Style & Spirit

Sophistication with an oriental tinge, urban glamour or a playful couture spirit expressed in a mix of styles and cultures drawing on the past and the future.

Materials & Textures

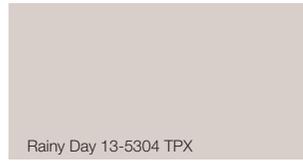
A play of colours and materials
A mix of real and fake
Stretch leather
Gold leather
Artificial glints
Damask textures
Precious vinyl and plastics
Metallic, changing satin-look leather
Engraved, laser-cut leather on a backing
Opulent jewel-patterned prints
Baroque, futuristic motifs: 3D oriental patterns, revamped cashmere
Glittery embroidery
Baroque feathers
Rich trimmings
Glittering chains, buckles
Palmettes and Turkish carpet patterns



Orange Peel 16-1359 TPX



Yolk Yellow 14-0846 TPX



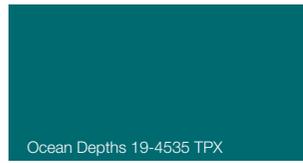
Rainy Day 13-5304 TPX



Deep Wisteria 19-3842 TPX



Hot Coral (fluo) 17-1656 TPX



Ocean Depths 19-4535 TPX



Ensign Blue 19-4026 TPX



Sunny Lime 12-0741 TPX



Vibrant Green 16-6339 TPX