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!

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.

APLF colour & material trends

by Olivier Guillemin [o,o]
in collaboration with the Comité Français de la Couleur

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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, velvet nubuck
Cashmere and alpaca
Satiny leather
Deluxe reversible leather
Luxurious shaven fur
Classy coppery or pink gold jewellery
move!

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

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

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