



# LENZING COLORS

TRENDS SPRING/SUMMER 2011



LEADING FIBER INNOVATION



# TRENDS SPRING/SUMMER 2011

## UPLIFTING

Soften / Energize / Excite are keywords for Spring Summer 2011. Colors are translated by treatment and finishing, integrated into the material as a part of the fabric. Colors are described by words like airy, waxy, silky.....

A compulsive will to solve the fashion contradiction between ephemeral and sustainable? Problems will be addressed in many ways; multiple solutions will be put into action. Readiness to joyfully accept new thoughts!

When the environmental account is to be settled regarding a new product, more and more elements will be on the plate: energy consumption, disposal after use, waste materials, ecologically benign and renewable fibers, ..... Fashion is not only about aesthetics, but most certainly also embracing the content. The designer's role will be still more complex, being a part of the effort of "greening" the fashion world. The task is, above all, to design products in first-class materials and production with aesthetic qualities in order to create lasting emotional and functional relationship between the object and the user.

"Slow fashion" will develop from being a diffuse buzzword to signifying quality in production and product. E.g. working to turn artisan crafts into fashion - and into profit for the locals - and to producing long lasting clothing.

Different materials are only blended for performance purposes, special effects etc, and preferably components that are to be taken care of and disposed of in the same way. On one hand "loom state" fabrics and natural color cottons awaken significant interest, on the other finishing and refinements are still developed and sophisticated. Feel good luxury sense is essential for our choices. Design for delight!

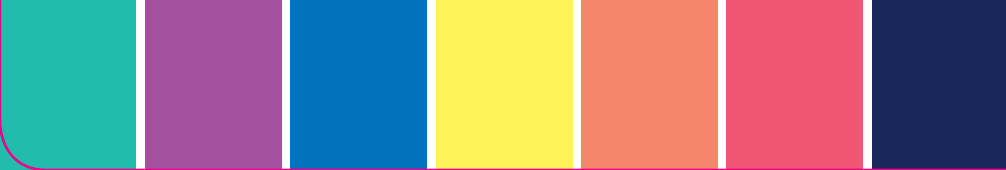


**TRENDS**  
**SPRING/SUMMER**  
**2011**



A hymn to spring!  
Fancy and lively decorations.  
We reconnect to brilliant brights.  
The fabric's structure or jacquard-design braid into the print,  
to make the atmosphere richer, more sparkling and passionate.

Spring green	Iris	Viola	Daffodil	Poppy	Geranium	Blueberry
PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX
15-5425	18-3027	18-4043	12-0643	16-1546	17-1755	19-3830





# TRENDS SPRING/SUMMER 2011

Excite Artful Sunny Pretty  
Silky Fancy Brilliant Jolly  
Fantasy Glossy Ablaze





**TRENDS**  
**SPRING/SUMMER**  
**2011**





Coatings, pigment printing, abrasion, slashing, embellishments – whatever evokes dynamic force adding a slightly rough itch.

Full turquoise

PANTONE TPX

15-4825

Slate

PANTONE TPX

17-4021

Bright white

PANTONE TPX

11-0601

Yellow green

PANTONE TPX

14-0647

Black ink

PANTONE TPX

19-4010

Maroon

PANTONE TPX

19-1629



# TRENDS SPRING/SUMMER 2011



Precise Industrious Block-out Angular Hardware  
Construction & Form Powerfull Reinforce Strong



# TRENDS SPRING/SUMMER 2011



Freshen Polite Soften Neat Everyday Modern Refined Frank Approachable



Orchid  
PANTONE TPX  
15-1912

Gold  
PANTONE TPX  
14-0754

Brick  
PANTONE TPX  
17-1553

Lawn  
PANTONE TPX  
14-0226

Orange sorbet  
PANTONE TPX  
14-1050

Sea green  
PANTONE TPX  
15-5210

SPRING • SUMMER 2011 NEW CLASSIC



# TRENDS SPRING/SUMMER 2011



Naturally bright pigments develop into new classics. Fabrics are classic, materials the same but all elements are somewhat twisted: fibers in unusual yarn-spinning and –counts, classical weave patterns in atypical materials clashed with a curious checkered design, an embroidery where you didn't expect it - nothing loud, just enough to make you startle.

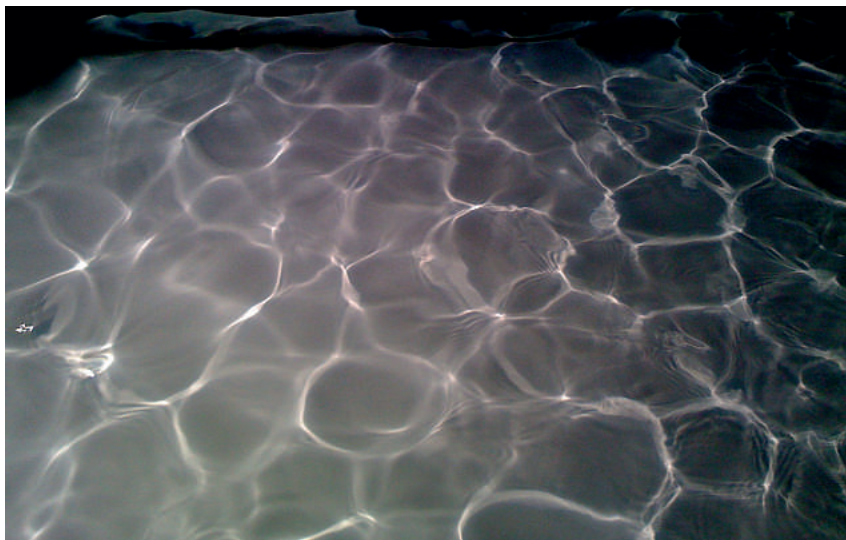


**TRENDS**  
**SPRING/SUMMER**  
**2011**





Energize Vapor Tonic Crisp Airy Effervescent Radiant Cool Infuse



Air

PANTONE TPX

11-4201

Mist

PANTONE TPX

11-4601

Aqua

PANTONE TPX

14-4814

Azure

PANTONE TPX

13-4404

Silver

PANTONE TPX

14-5002

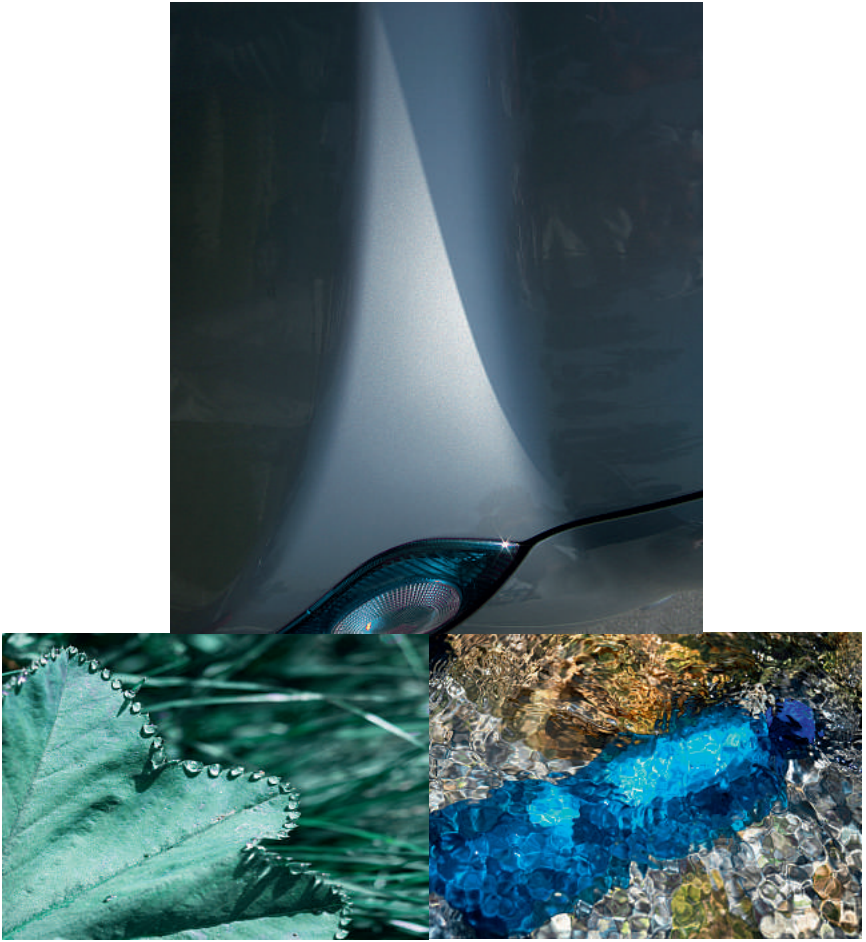
Dark cyan

PANTONE TPX

18-4530



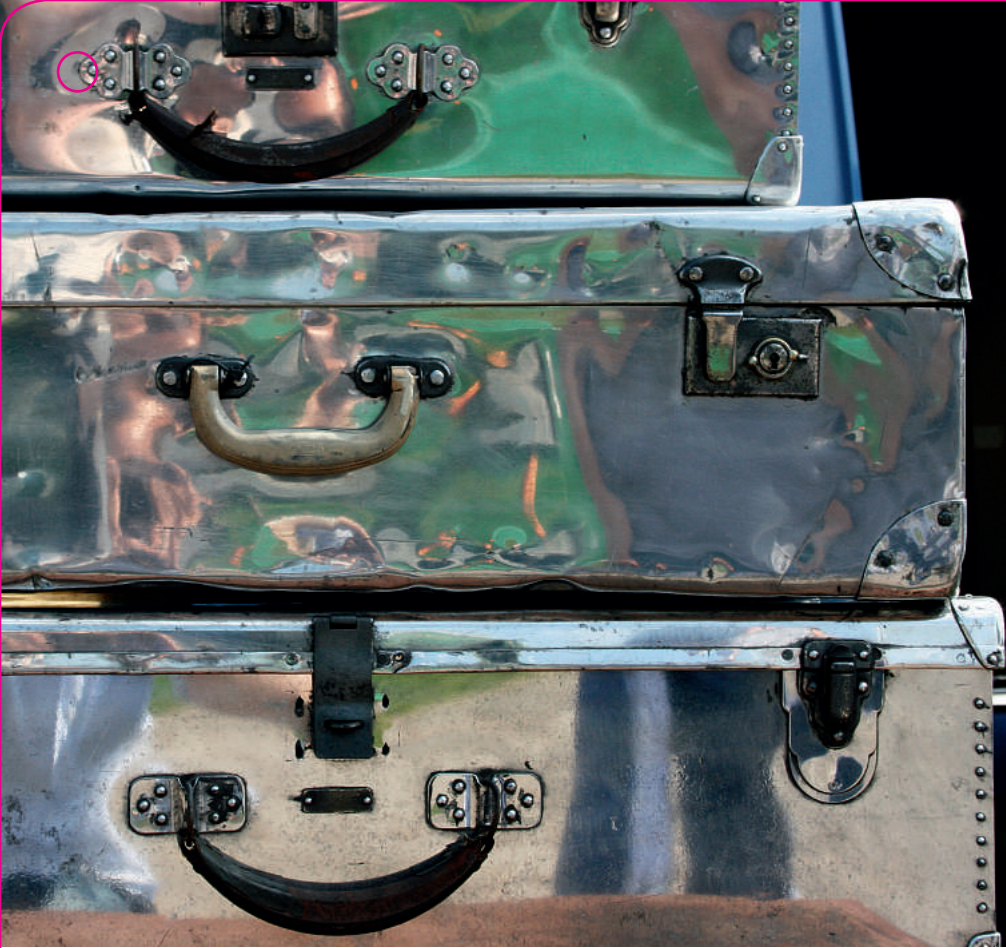
**TRENDS**  
**SPRING/SUMMER**  
**2011**



Fabrics are slick drapery like butter or water, ghostly veiled like mist or air. Materials are expressing the beauty of energy, the comfort of floating coolness. The appearance is IN the fabric not on top of it.



# TRENDS SPRING/SUMMER 2011



Ghost

PANTONE TPX

13-4105

Golden

PANTONE TPX

13-1012

Blush

PANTONE TPX

12-1212

Mint cream

PANTONE TPX

12-5404

Ivory

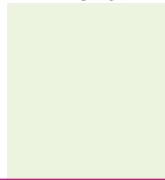
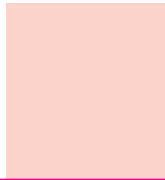
PANTONE TPX

11-0701

Jet

PANTONE TPX

19-4015





# TRENDS SPRING/SUMMER 2011



Whatever treatment make surfaces glowing, radiant, intricate, enigmatic are brought into the game. Luxury fabrics in precious fibers and most excellent manufacturing are the sublime and subdued quality.



Polished Seductive Reduced Sleek Elite Gleaming Swathing Waxy

SPRING • SUMMER 2011 **PERLEAGE**



# TRENDS SPRING/SUMMER 2011



# COLOR PALLET

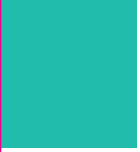
WOMENSWEAR

2011

SUMMER

SPRING

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15-5425



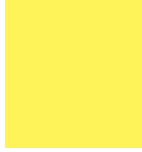
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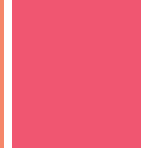
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PANTONE TPX  
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15-4825



PANTONE TPX  
17-4021



PANTONE TPX  
11-0601



PANTONE TPX  
14-0647



PANTONE TPX  
19-4010



PANTONE TPX  
19-1629



PANTONE TPX  
15-1912



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PANTONE TPX  
14-0226



PANTONE TPX  
14-1050



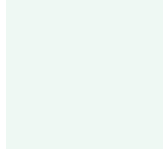
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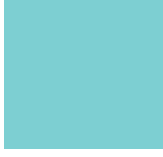
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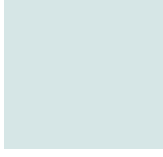
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18-4530



PANTONE TPX  
13-4105



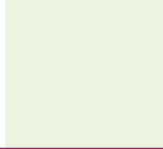
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19-4015





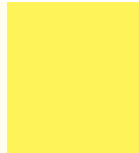
# TRENDS SPRING/SUMMER 2011

# COLOR USAGE

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12-0643



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18-3027



PANTONE TPX  
16-1546



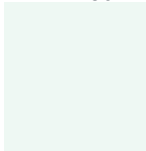
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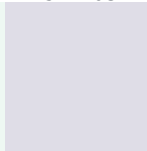
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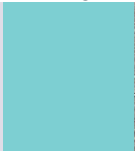
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PANTONE TPX  
14-4814



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PANTONE TPX  
14-0647



PANTONE TPX  
12-1212



PANTONE TPX  
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PANTONE TPX  
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PANTONE TPX  
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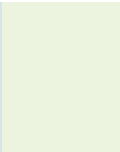
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PANTONE TPX  
15-1912



WOMENSWEAR

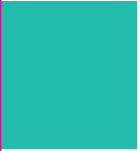
SPRING • SUMMER 2011



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**SPRING/SUMMER**  
**2011**

# COLOR PALLET

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PANTONE TPX  
18-3027



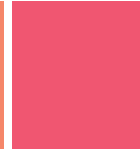
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19-3830



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PANTONE TPX  
17-4021



PANTONE TPX  
11-0601



PANTONE TPX  
14-0647



PANTONE TPX  
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14-0754



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PANTONE TPX  
14-1050



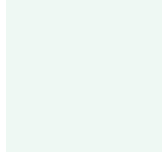
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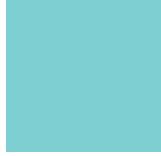
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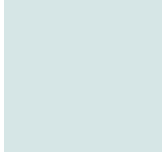
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PANTONE TPX  
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PANTONE TPX  
13-4404



PANTONE TPX  
14-5002



PANTONE TPX  
18-4530



PANTONE TPX  
13-4105



PANTONE TPX  
11-0701



PANTONE TPX  
19-4015



SPRING • SUMMER 2011 **MENSWEAR**



# TRENDS SPRING/SUMMER 2011

# COLOR USAGE

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17-1755



PANTONE TPX  
19-1629



PANTONE TPX  
16-1546



PANTONE TPX  
19-3830



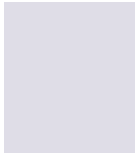
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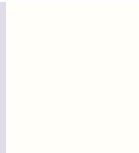
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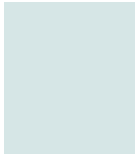
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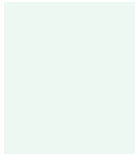
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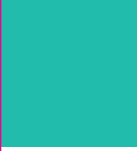
# TRENDS SPRING/SUMMER 2011



# COLOR PALLET



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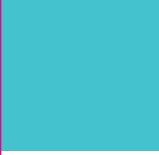
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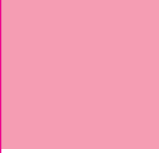
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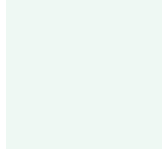
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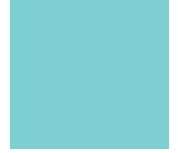
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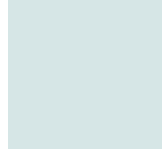
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PANTONE TPX  
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PANTONE TPX  
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13-4105



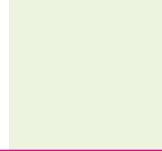
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PANTONE TPX  
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PANTONE TPX  
11-0701



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# TRENDS SPRING/SUMMER 2011

# COLOR USAGE



PANTONE TPX

15-5425

PANTONE TPX

18-4043

PANTONE TPX

14-0226

PANTONE TPX

15-4825



PANTONE TPX

17-1553

PANTONE TPX

13-4105

PANTONE TPX

15-1912

PANTONE TPX

13-1012

PANTONE TPX

14-5002

PANTONE TPX

18-4530

PANTONE TPX

11-4201



PANTONE TPX

11-4601

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PANTONE TPX

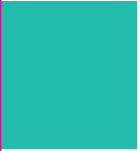
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# TRENDS SPRING/SUMMER 2011

# COLOR PALLET

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18-4043



PANTONE TPX  
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PANTONE TPX  
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PANTONE TPX  
19-3830



PANTONE TPX  
17-4021



PANTONE TPX  
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PANTONE TPX  
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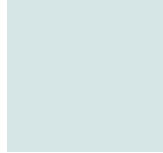
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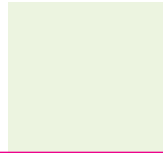
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**TRENDS**  
**SPRING/SUMMER**  
**2011**

# COLOR USAGE

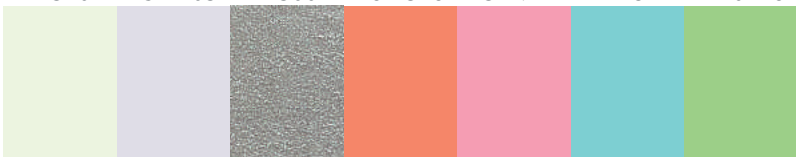
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PANTONE TPX PANTONE TPX PANTONE TPX PANTONE TPX  
18-4530 19-4015 11-0701 17-4021





Please note: Color rendition impaired due to printing. For subsequent adjustments please use the corresponding color system.  
Bitte beachten: Farbwiedergabe beeinträchtigt durch Ausdruck. Für nachträgliche Änderungen verwenden Sie bitte das entsprechende Farbsystem.



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