

# LENZING COLORS

TRENDS AUTUMN WINTER 2013/14



# AUTUMN-WINTER 2013-14

## HANDS ON

**To make** with your hands; craft, handmade, artisan and all derivatives ... along with creativity going from designer-artisan to digital-craft; the user sensing the affection the maker put in making an object.

Does mass customizing develop different identities by proposing 613 types of socks, wanting to match everybody ... when is more too much?

**To create** smart engineered designs; incredibly inventive thinking-out-of-the-box is unfolded to find ways out of the huge challenges of the present ... and of the future.

**To be responsible** as producer and supplier is an unavoidable claim from the user. The consumer demands that pleasure links to responsibility, that grandeur and beauty is not the opposite to liability.

Everybody takes on ones shoulders to make the sensible choice innumerable times in everyday-life ... the consumer-driven community is pacesetting.

This is how we conceive all this to be, on the fashion scene, through our themes:

ELITIST, MAJESTIC, SYNTHETIC, EDIBLE and STORM.

ELITIST



Up tone neutrals

PANTONE TPX  
11-0507

PANTONE TPX  
18-1321

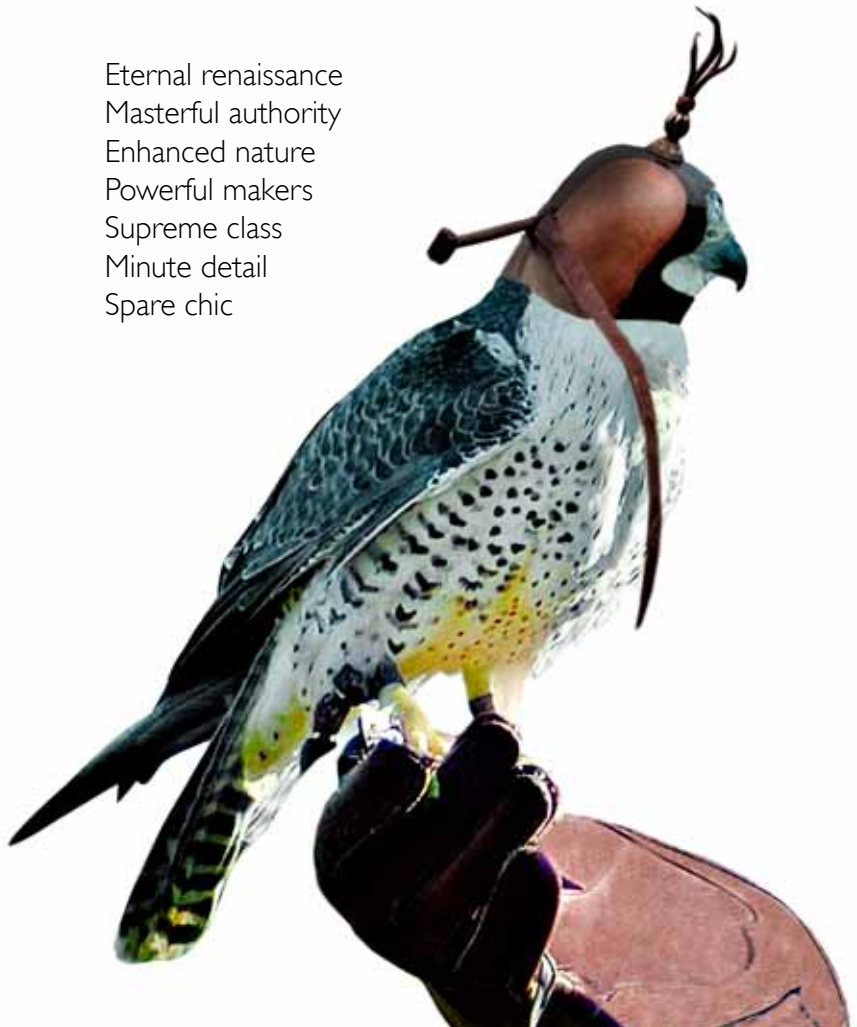
PANTONE TPX  
19-0000

PANTONE TPX  
14-1307

PANTONE TPX  
15-6304

PANTONE TPX  
13-0822

Eternal renaissance  
Masterful authority  
Enhanced nature  
Powerful makers  
Supreme class  
Minute detail  
Spare chic





Textiles mimic nature's intrinsic creations. Flexible and malleable fabrics permit caged silhouettes and curved shaping. Angular cutouts, slashed, distorted pleats embellish materials highlighted in repeats and paneled garments. New ... and so far ... unbeatable textile blends and finishing processes; classic precious fibers mingles in. Textured and graceful, subtle relief jacquard.

# MAJESTIC



**One of a kind**

PANTONE TPX  
11-2309

PANTONE TPX  
18-1703

PANTONE TPX  
19-4125

PANTONE TPX  
19-2431

PANTONE TPX  
18-0935

PANTONE TPX  
19-3712

PANTONE TPX  
18-1537



No label  
Sacred icons  
Wild beauty  
Saturated shine  
Designer-artisan  
Made on demand  
Limited fiber edition



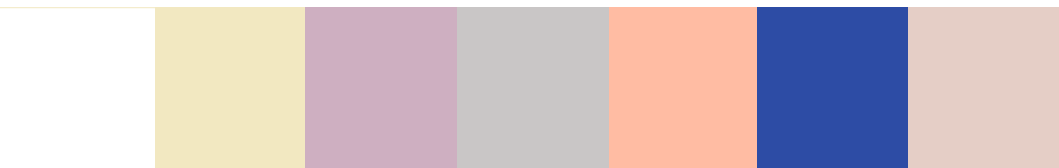
Hail the great return of textiles ... Rich brocade ... Warp printing  
The soft edges of ikat ... Fil-coupé ... Plaiting ... Damask ... Jacquards  
Resonant elaborated materials ... Space-dyed yarns and metals  
Mixing classic skills and new medias ... Precious fibers, old and new



# SYNTHETIC



**Fabricating the future**



OPTICAL  
WHITE

PANTONE TPX  
12-0713

PANTONE TPX  
14-3204

PANTONE TPX  
14-4002

PANTONE TPX  
14-1228

PANTONE TPX  
18-3949

PANTONE TPX  
13-1504



Modern surreal urban art ... Sophisticated edge ...Sickly newness  
Digital craft ...Wishy-washy is shocked by sharp flammable danger



Engineered materials  
Symbiosis of technology and biology  
Spray, flashy colors and placed coatings  
Optically fogged, illusive stripes and color blocks  
Quickly grown, non-polluting cellulose fibers  
Printed mesh fabric ... Devoré and fashiony inlaid  
Devoré and fashiony inlaid ... Built-in performance abilities

# EDIBLE



# Spicy date



PANTONE TPX  
17-1347

PANTONE TPX  
18-3928

PANTONE TPX  
16-0742

PANTONE TPX  
16-1450

PANTONE TPX  
16-6008

PANTONE TPX  
14-0951



Focus on resources: use dew instead of water; use locally produced materials, turn waste into useable fiber. Color-grown cotton; ecological fibers from viscose to wool. Protein fibers ... milk, soya, corn ... are turned into textile materials. Barrier between areas are removed: bi-product from food production e.g. crab, or fish skin is turned into textiles; textile plants e.g. cotton used as fodder. Value is the uniqueness inside the fabric ... assisted in expression by micro texture yarns, snub color differences, minute grains in surface.



Ape the nature's innate cleverness for perfection  
Wet oily, cracked powdery ... Cherish the biodiversity  
Odd mix ... Essence and perfume ... Intense depth of taste

# STORM



## Swirl



PANTONE TPX  
14-1905

PANTONE TPX  
16-5304

PANTONE TPX  
19-1220

PANTONE TPX  
18-0825

PANTONE TPX  
18-3916

PANTONE TPX  
19-3921



Atmospheric bleak ... Gloomy heavy mood ... Refined utility  
Dreary realism ... Moody blues ... Profound force





Military tailoring, utilitarian details. Waste wool is turned into felted fabrics ... with relief patterns incorporated. Wool, organic grown, in new blends. Swirling textures: canvas, reps, chevron, herringbone, neps, forceful crepe yarns and structures ... pleasing to the eye. Sturdy textiles: double fabrics, woolen quilts, big madras patterns ... substantial weights.

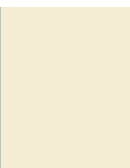
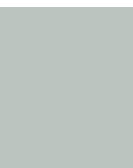
# RESORT



*A thrill of nostalgia  
Memories of travels and places  
The human touch is second to none  
Collected textile pieces echo world craft*



## Field day fun



PANTONE TPX  
14-4502

PANTONE TPX  
11-0510

PANTONE TPX  
16-0924

PANTONE TPX  
15-1530

PANTONE TPX  
17-1505

PANTONE TPX  
17-4716

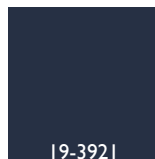
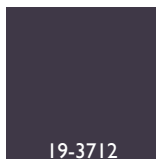
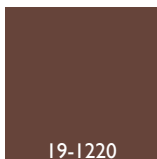
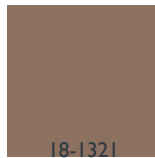
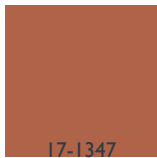
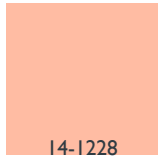
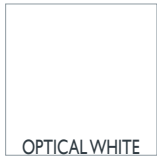
PANTONE TPX  
16-1440

PANTONE TPX  
16-1142

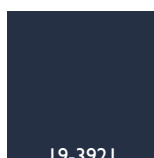
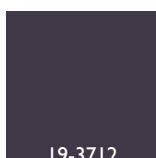
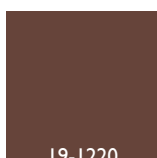
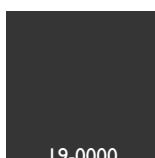
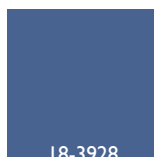
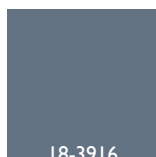
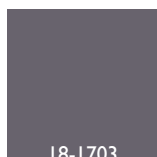
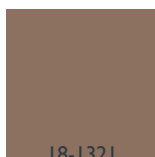
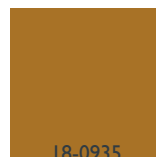
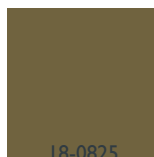
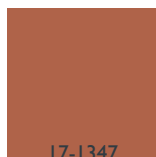
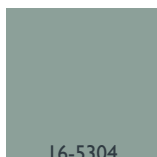
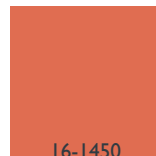
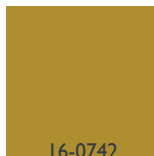
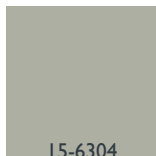
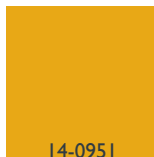
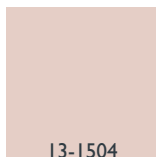
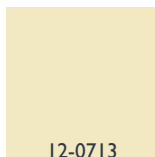
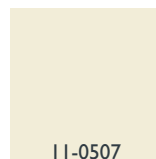
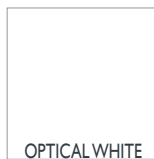


Homey, worn sensation in superior materials ... outstanding cellulose woven textiles, excellent cotton fabrics ... renewed with fibers and processes bearing performance capacities. Loved and mended textiles, fade-out prints on micro textures, patch of faded checks and ethnic stripes. Floating sand-washed handles and nestling cloth – woven fabric is back in value.

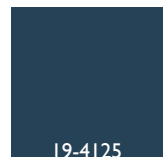
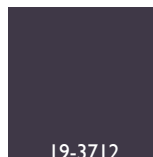
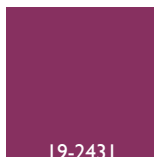
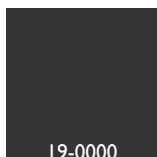
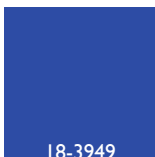
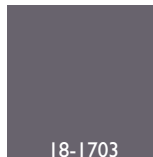
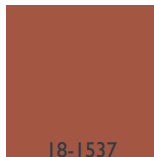
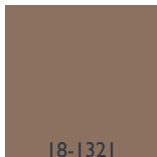
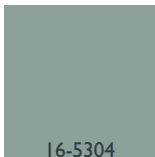
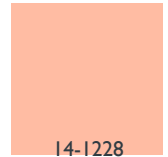
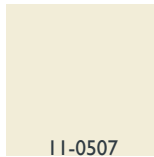
# COLOR / WOMEN



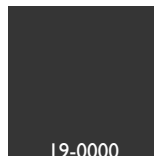
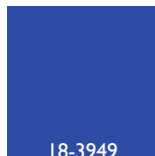
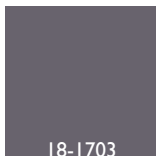
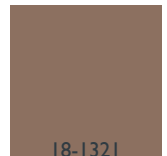
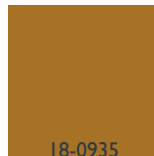
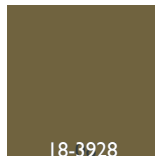
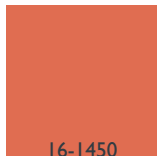
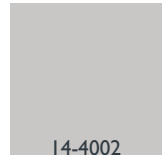
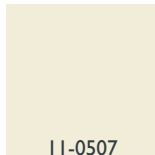
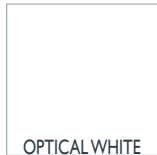
# COLOR / MEN



# COLOR / INTIMO WOMEN



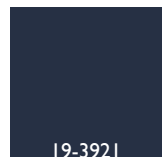
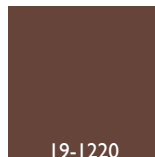
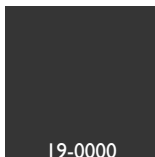
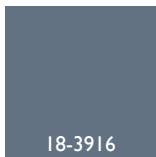
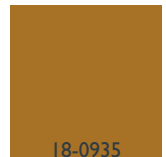
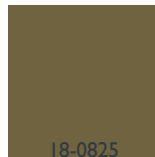
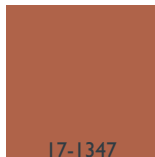
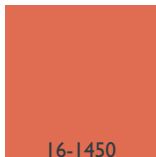
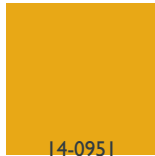
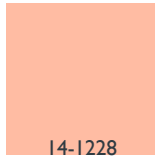
# COLOR / INTIMO MEN





# COLOR / KIDS

**GIRLS**



**BOYS**

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.



LENZING  
**Modal**®



LENZING  
**TENCEL**®



LENZING  
**Viscose**®

**Publisher** Lenzing AG

**Contact** Lenzing Aktiengesellschaft, A-4860 Lenzing, Austria

**E-mail** [fibers@lenzing.com](mailto:fibers@lenzing.com)

**Homepage** [www.lenzing.com](http://www.lenzing.com)

**Trends and concept** [MMtrends.com](http://MMtrends.com)