TRENDS
SPRING/SUMMER
2012
Be honest
What you make, how you make it, how you use it. . . . . . . . . . .
how you get rid of it –
with consumers demand transparency in all steps from the conception
of a product to the disposal – or even better – how it’s reborn to
a new form or product. Don’t try with ‘green-laundering’ any more.

Be happy
Think ‘out of the box’ whenever creating and re-using, re-use puts
a smile on your face; it’s lovely that so much creativity is going on
out there.

Be sensitive
Designing moves from intelligent to sensitive. ‘Compassion by
design’ is the catchphrase when approaching consumers.
Brainpower is at the core.

Be proud
In the schools of the most progressive 3rd world help
organizations, uniforms are reminiscing local traditions, not
Western European dress code. Thus they avoid cultural imperialism,
and the local kids are endowed with self-esteem. More than ever
education is in focus.

Be human
Once again, design is conceived as a social matter; a skill rooted in
humanism.

BE REAL
TRENDS
SPRING/SUMMER
2012
find your drama in nature, rich lush and dark yet bright
TRENDS SPRING/SUMMER 2012
Layers, veils, mystique – complex printing techniques are in play.
TRENDS
SPRING/SUMMER
2012
Super-thin silks, exceptionally fine micron wools, exquisite cottons and linen – the drape of the fabric is central. Crepe spun yarns add freshness to the mood.
almost everyday sensations
of the ordinary
humble and honest
real time real life
TRENDS SPRING/SUMMER 2012
New basic fabrics of extraordinary beauty
TRENDS
SPRING/SUMMER
2012
Inventive cotton blends to obtain even better easy-care and comfort qualities. Redesigning everyday fabrics and jerseys. Detailed knitting structures. Multi-purpose-qualities.
TRENDS
SPRING/SUMMER 2012
sweet beauty, radiant color
capture the lightness of being
TRENDS
SPRING/SUMMER
2012
Blurs the boundaries between the separate areas in traditional design, craft and art.
TRENDS SPRING/SUMMER 2012
The intrinsic properties of hemp, cotton and bamboo, pure and in blends with other quickly cultivated fibers. Sustainable processes are imperative. Ancient crafts methods not reproducible by machines.
TRENDS
SPRING/SUMMER
2012
restraint and refinement
create an atmosphere of calm clarity
TRENDS
SPRING/SUMMER
2012
Gentle quiet non-color mood creates a sensibility for comfort luxuries.
TRENDS
SPRING/SUMMER
2012
Fabrics as light as air – less material is environmentally benign – is providing the ultimate feeling of comfort. Innovative regenerated fibers and synthetic fibers are securing ultimate wellbeing. Fabrics being a part of you, i.e. skin grown.
TRENDS SPRING/SUMMER 2012
CLEAN MACHINE
DISAMATIC
SOLARIZED GLOW

cadmium
18-1725 TPX

arsenic
18-3918 TPX

arylide
12-0752 TPX

viridian
17-5122 TPX

smalt
19-4053 TPX

epossidic
14-1036 TPX
TRENDS
SPRING/SUMMER
2012
Digital printing is saving resources and materials. Patterns are graphic.
TRENDS SPRING/SUMMER 2012
Performance materials: Stretch obtained without latex for breathability. Cloth absorbing and storing humidity and moisture. More performances included in fibers, instead of added in all the processes until the finishing – and more extremely technological solutions. Biomimicry is an important inspiration for developing textiles.

Reuse – Upcycle – Lifecycle
TRENDS
SPRING/SUMMER
2012
TRENDS SPRING/SUMMER 2012
TRENDS
SPRING/SUMMER
2012