



LENZING COLORS

TRENDS SPRING/SUMMER 2012





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SPRING/SUMMER
2012

Be honest

What you make, how you make it, how you use it.....
how you get rid of it –

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.

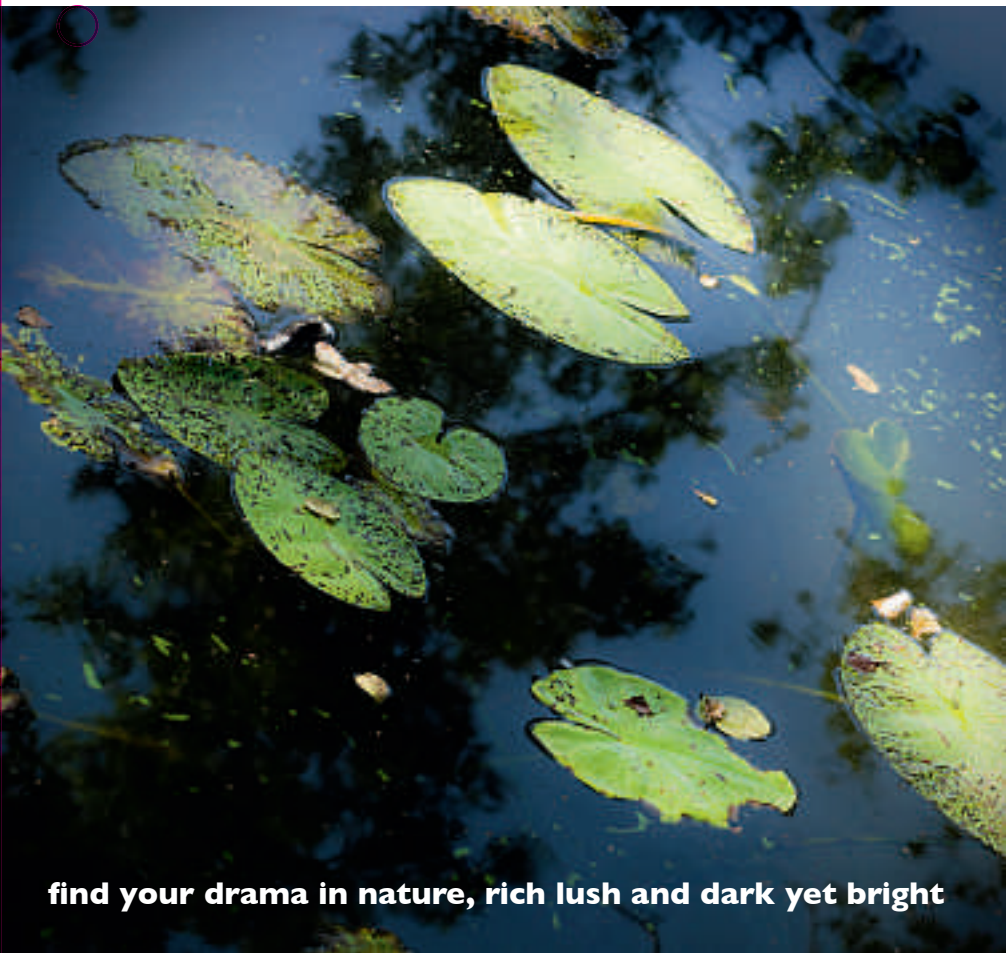
Be human

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

BE REAL



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find your drama in nature, rich lush and dark yet bright

imperial taro
19-3720 TPX

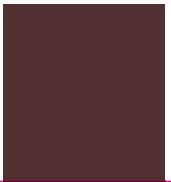
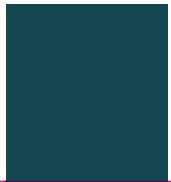
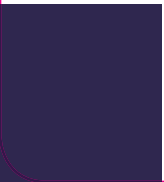
obsidian
19-4914 TPX

ramie
15-0548 TPX

umber
18-0940 TPX

alyssum
19-2428 TPX

auburn
19-1420 TPX



SPRING • SUMMER 2012 **DARKLAND**



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Layers, veils, mystique – complex printing techniques are in play.



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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.



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almost everyday sensations
of the ordinary
humble and honest
real time real life



drab
12-0311 TPX

tatami
13-0725 TPX

carnelian
18-1547 TPX

cell blue
16-4132 TPX

bistre
19-0820 TPX

blue
19-3915 TPX



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New basic fabrics of extraordinary beauty

SPRING • SUMMER 2012 **BORING**



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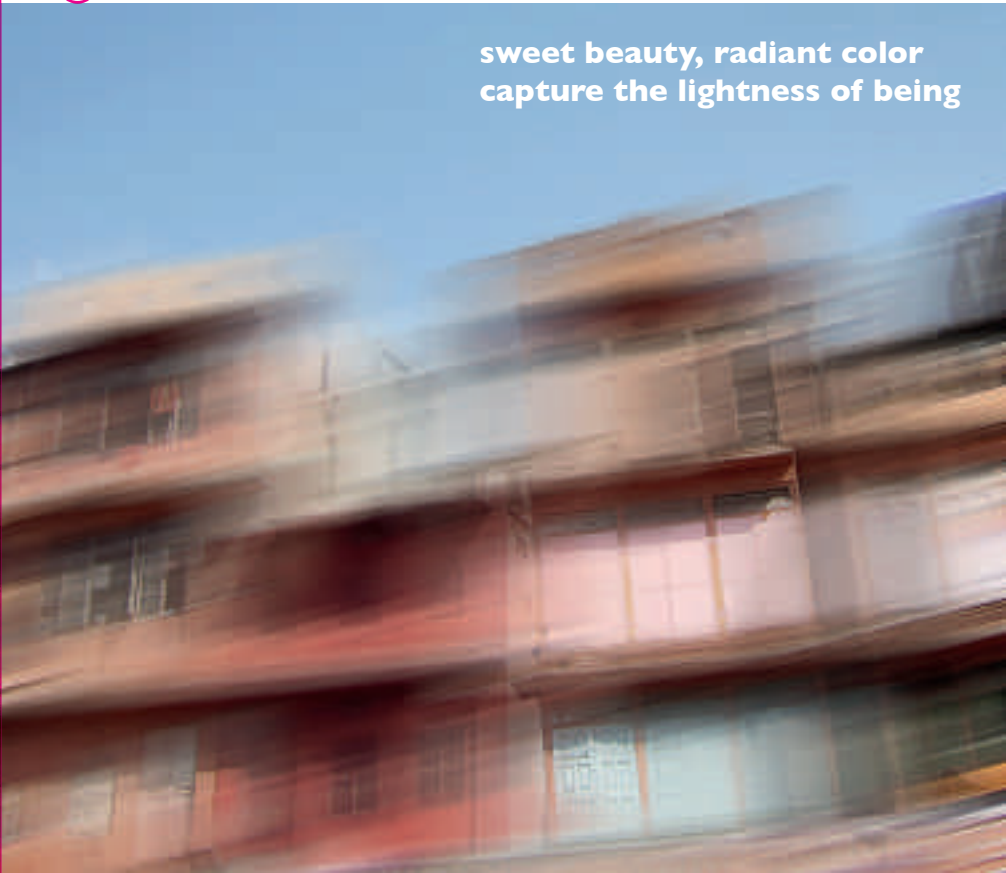


Inventive cotton blends to obtain even better
easy-care and comfort qualities.
Redesigning everyday fabrics and jerseys.
Detailed knitting structures.
Multi-purpose-qualities.



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sweet beauty, radiant color
capture the lightness of being



yarrow
12-4306 TPX

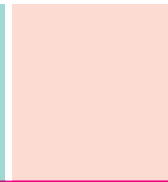
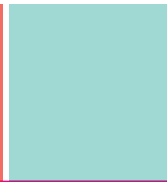
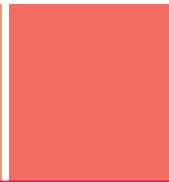
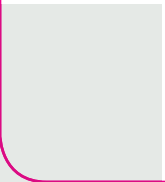
apricot
15-1334 TPX

cinnabar
17-1547 TPX

nacre
13-5306 TPX

roseate
12-1304 TPX

netsuke
14-1120 TPX





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crafting memories



Blurs the boundaries between the separate areas in traditional design, craft and art.

SPRING • SUMMER 2012 **BLUR**



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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.



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**restraint and refinement
create an atmosphere of calm clarity**

calcite
11-4800 TPX

sea-mist
13-4105 TPX

nude
14-3803 TPX

manatee
15-4101 TPX

onyx
19-4305 TPX

shagreen
16-4010 TPX



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Gentle quiet non-color mood creates a sensibility for comfort luxuries.



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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.



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**CLEAN MACHINE
DISAMATIC
SOLARIZED GLOW**

cadmium
18-1725 TPX

arsenic
18-3918 TPX

arylide
12-0752 TPX

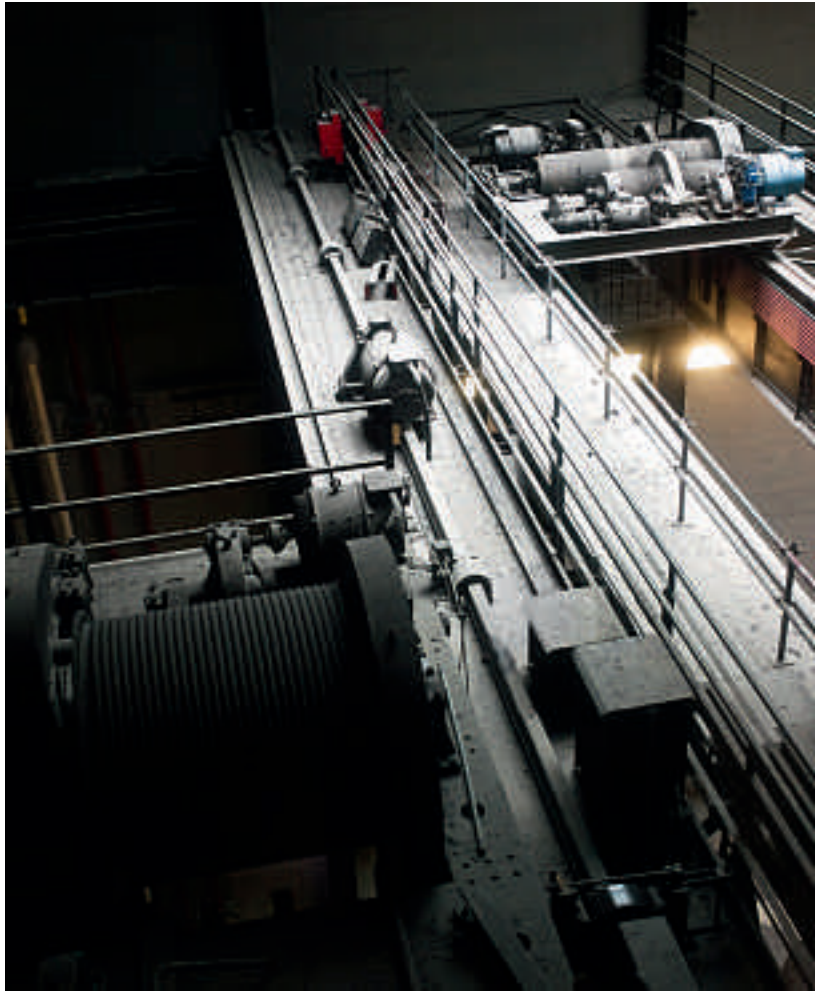
viridian
17-5122 TPX

smalt
19-4053 TPX

eoposidic
14-1036 TPX



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Digital printing is saving resources and materials.
Patterns are graphic.



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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.

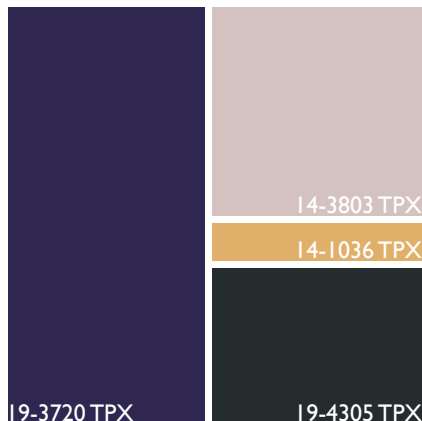
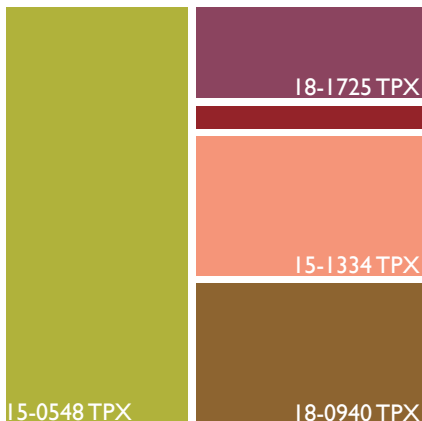
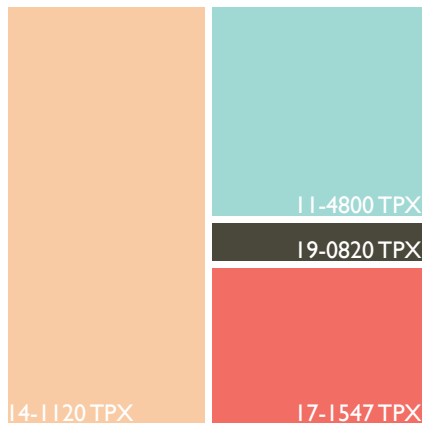
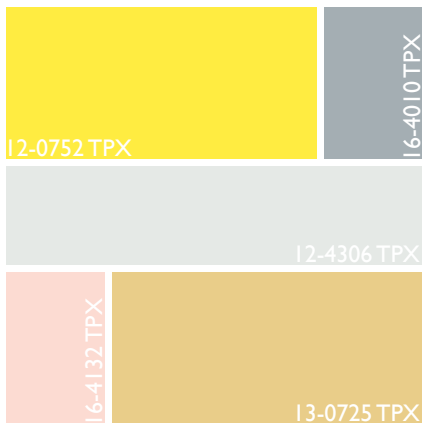
Biomimicry is an important inspiration for developing textiles.

Reuse – Upcycle – Lifecycle



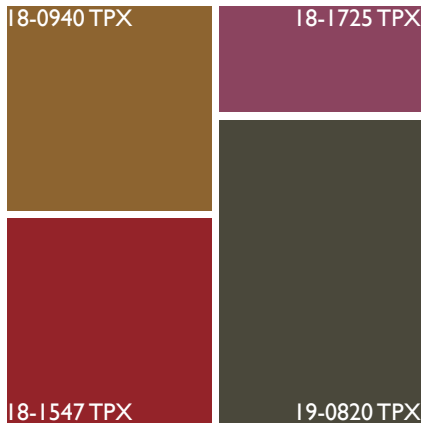
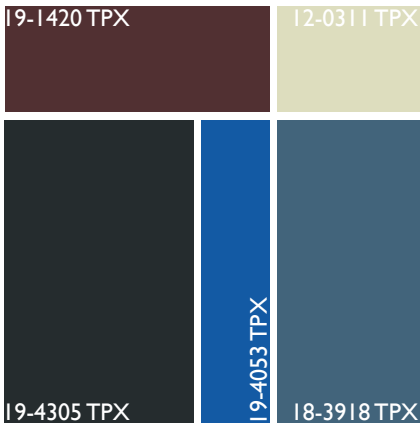
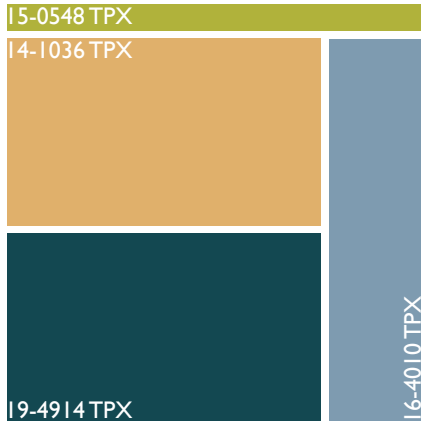
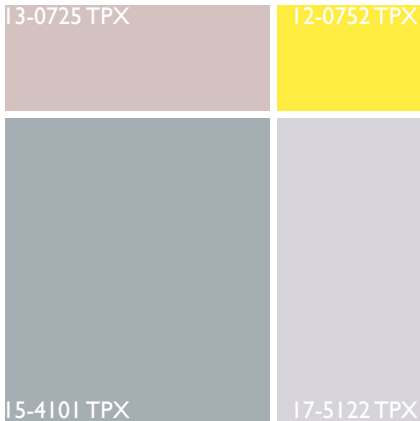


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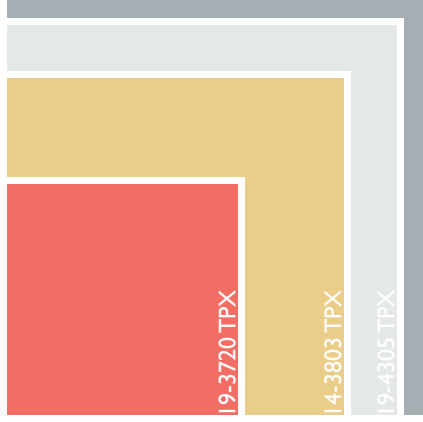
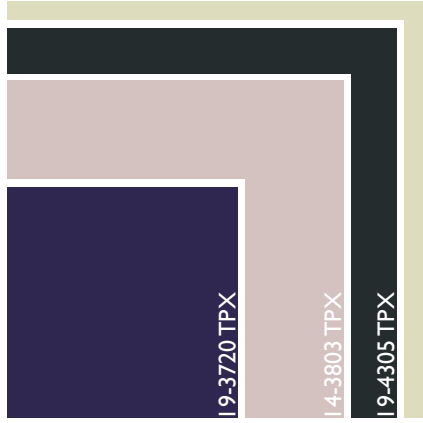
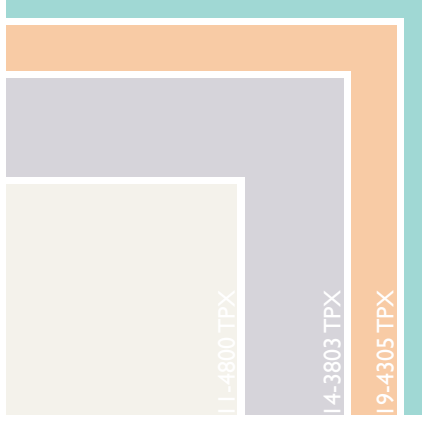
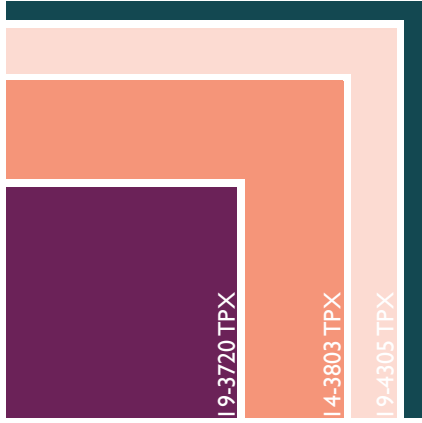


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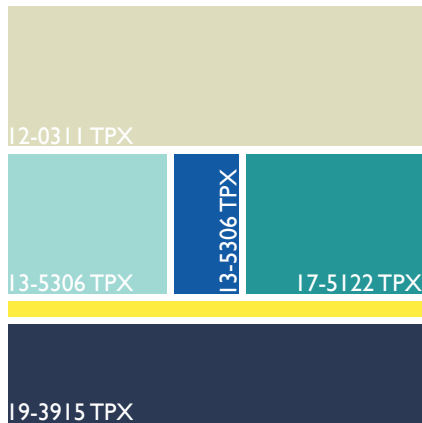
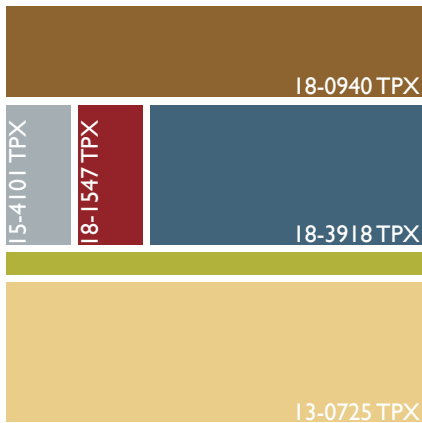
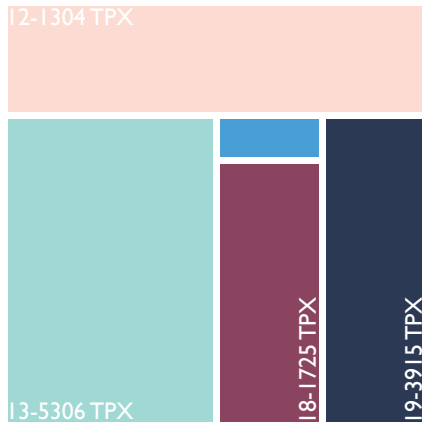
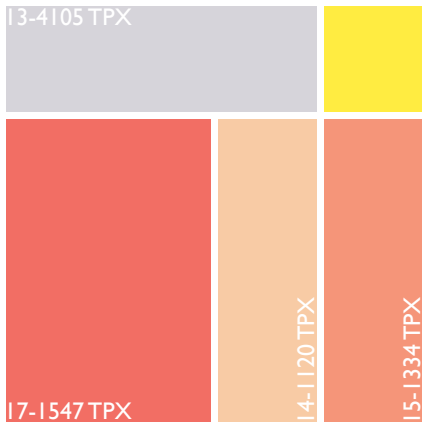


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Please note: Color rendition impaired due to printing. For subsequent adjustments please use the corresponding color system.
Bitte beachten: Farbwiedergabe beeinträchtigt durch Ausdruck. Für nachträgliche Änderungen verwenden Sie bitte das entsprechende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



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