LENZING COLORS

FASHION COLOR TRENDS
SPRING SUMMER 2015
FASHION
COLOR TRENDS
SPRING SUMMER
2015
Design is what makes ideas tangible. But beyond the mere aesthetics, design can bring about involvement, inspiration, mobilization, disruption, dialogue, unexpected collaborations and even social change.

This season is all about the interplay between user and producer. The relation between brand and consumer has been undergoing a rapid change, and the transformation of idea into function is no longer up to the established producers alone. Roles have shifted and we all wish to contribute. To the lives of others. To society. To our common heritage.

However, the need for a professional approach, for experience and knowledge is not brushed away by concepts of open design, customization and disassembly. The fear of copy-cats, the distrust or conventional thinking is replaced by transparency, open-mindedness and a willingness to embrace the myriads of ideas coming from every angle in a generous society.

The answer is dialogue and a joint orientation towards problem understanding and consensual action. Because after all: Design matters!

In this color card you will, for the first time, find Color Solutions International numbers for all the seasons colors; they are on the last page.
FASHION COLOR TRENDS SPRING SUMMER 2015
Humbly distinguishing myself
Devoted narration

Making something unique for myself

Playfully attentive

Spontaneous expression
FASHION
COLOR TRENDS
SPRING SUMMER
2015
Mending in focus. Show creativity and give personality to the clothing; darning as an embellishment.

Re-awakening age-old techniques add value to memory; paying a tribute to quality as you only repair items of worth.

Ever rising importance of micro fashion companies producing one-off garments. A fascinating hybrid of personal and general.
FASHION
COLOR TRENDS
SPRING SUMMER
2015
Fragile

To take - and to be taken - care of
FASHION COLOR TRENDS SPRING SUMMER 2015
Vulnerable
 Awareness

Sensitive
 Confidence

Tactility

Solitary

Open to feelings

Reclusive
FASHION COLOR TRENDS SPRING SUMMER 2015
Airfilled, see-through materials, providing maximal protection of the body. Ephemeral fabrics, new ways of creating net and tulle with laser, and/or mutations of weaved cloth. 3D patterns or shapes growing out from garments in dramatic volume, stylized white flowers. Soft fabrics, set off by more rigid ones, caress the body. An airy, tactile and dreamy universe of feminine lightness.
Revolt against the present / Equalize gender and race
Distort the grid / Break the frame

Agitate the curiosity / Energize the movement
Young! Young! Young!
FASHION
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Vibrating print in clashing colors, graphic and figurative patterns. Preferably on textured fabric, interrupting the surface and allowing two pattern-worlds to interact, creating a third. Obviously contrasts too: areas of difference, in choice of material, techniques, color and cut. Knit-design in counteracting yarns, bristling and bursting the mold.
FASHION COLOR TRENDS SPRING SUMMER 2015
FASHION
COLOR TRENDS
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2015
Reflecting fragments
Vibrantly busy
Moving mirror

Mandriven
Anchored in history
Time in space
FASHION
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Material and appearance at the core. Architectural interplay of edgy shapes and refracted surfaces; metallic and shiny, complex and crackled. Constantly moving, busy and quivering. Exploit the field of tension between cutting-edge techniques and materials, and reflections over historical ornaments and elements.
FASHION
COLOR TRENDS
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Anonymous

voluntary withdrawal
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COLOR TRENDS
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Harmony    Calm    Time
Own time    Social time
Innominate in the crowds
No need for reassurance
No 15 minutes of fame
Textile techniques reflecting the network you voluntarily take one step back from.
Age-proven weaving and knitting; a haven of core values. Qualities entice feelings of warmth and handmade, even though industrially produced. Checks and stripes, mélange, nep and similar types of subdued effect. The colors of the palette lie on the same level; nothing to strike the eye.
All effects serving the same objective: time spent for and by oneself, as a natural part of life.
FASHION
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oxygen

Internal body work
Micro macro
Heart beat
Carpe diem
FASHION COLOR TRENDS SPRING SUMMER 2015
Toy story colors

PANTONE® 18-1564 TPX
PANTONE® 12-0740 TPX
PANTONE® 19-3842 TPX
PANTONE® 16-6339 TPX
PANTONE® 19-5350 TPX
FASHION
COLOR TRENDS
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Fantasy, fascination, discovery, adventure – all fundamental in development of new materials. Identify a demand, and there is a solution – detect a phenomenon and implement the result – add value to capacity, environment, production. Color blocking without pattern; pure function to stand out devoid of distracting elements and effects.
FASHION COLOR TRENDS SPRING SUMMER 2015
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2015
FASHION COLOR TRENDS SPRING SUMMER 2015
COLORS / INTIMO WOMEN

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PANTONE 13-3802 TPX
PANTONE 15-1506 TPX
OPTIC WHITE
COLORS / INTIMO MEN

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- PANTONE 13-4200 TPX
- PANTONE 14-4505 TPX
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- OPTIC WHITE
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Color Solutions International / color numbers

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