

SS18 TREND PRESENTATION

PREPARED BY
CORPORATE CREATIVE TEAM

ROSE WATER

MARBLE

PAPRIKA

FLAME

TANGERIE

ELECTRIC BLUE

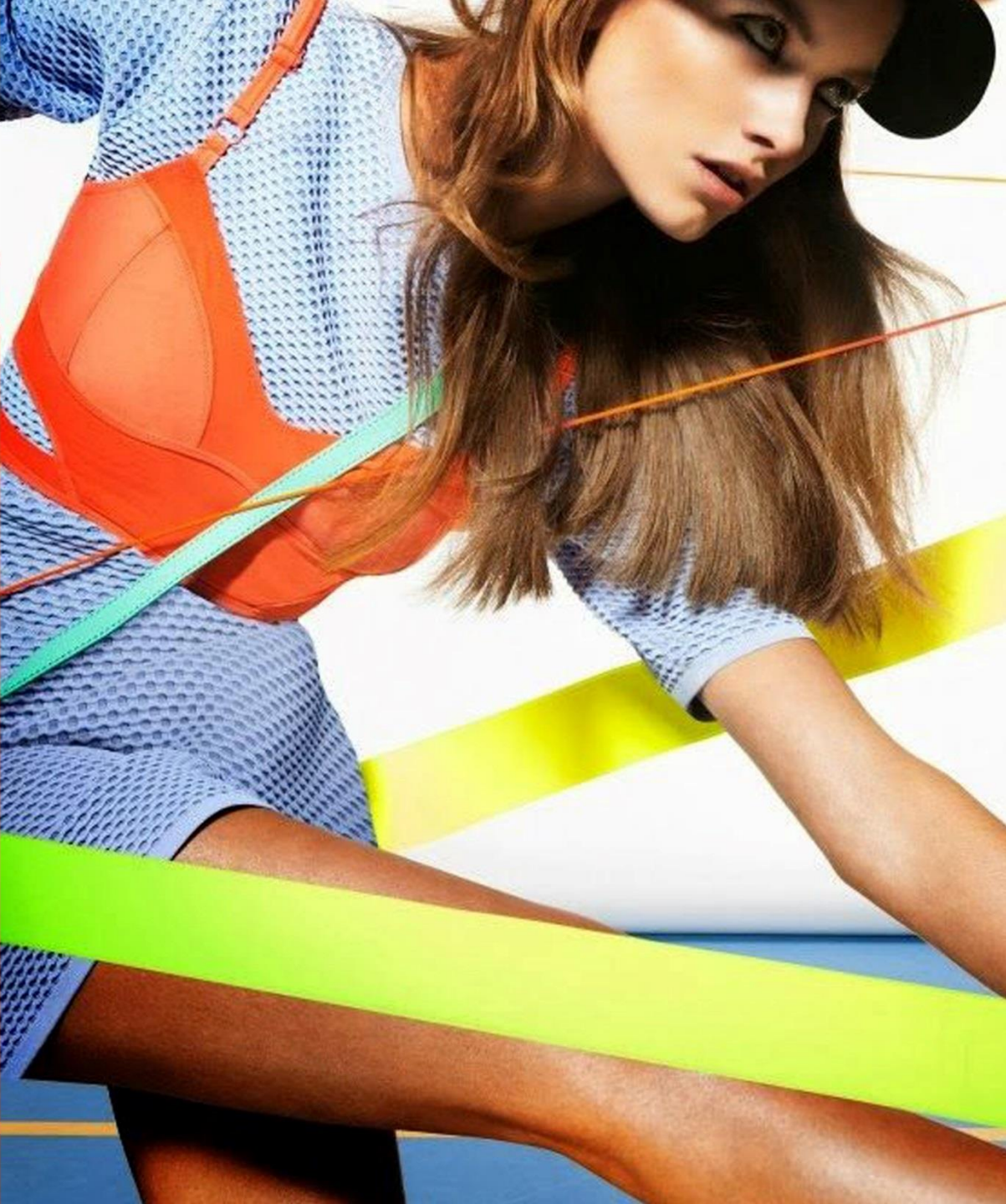
JET BLACK

AUQAMARINE

NIAGARA

LAPIS

HAZELNUT



CITY SPORTS

- A continuation from our transitional theme "Earn your Stripes".....this story is simply a marriage from elements we see in sportswear & fine tailoring

- Whether it be as simple as a "stripe" used as a detail of a pant or functionality of a fabric being added to the composition of material, this story exudes a feeling of energy, comfort yet practicality.

- Joggers in wool, silk anoraks, velour sweatshirts, terry 2 btn jkt (Junya)

- All aspects/elements of sportswear is incorporated into everyday wear

- Casual element infused into more traditionally structured pieces

- Active/Performance element is mixed in fabrications

- Focus on finishing on garments as the "rounded edge bottom" on a garment will give a subtle hint of "sport"

- Suiting fabrics with performance content

- Ponte.....what is the update? Can a finishing be applied on top of ponte to give more structure?

- Vice versa, we see traditional suiting fabrics being used in sneakers...as a

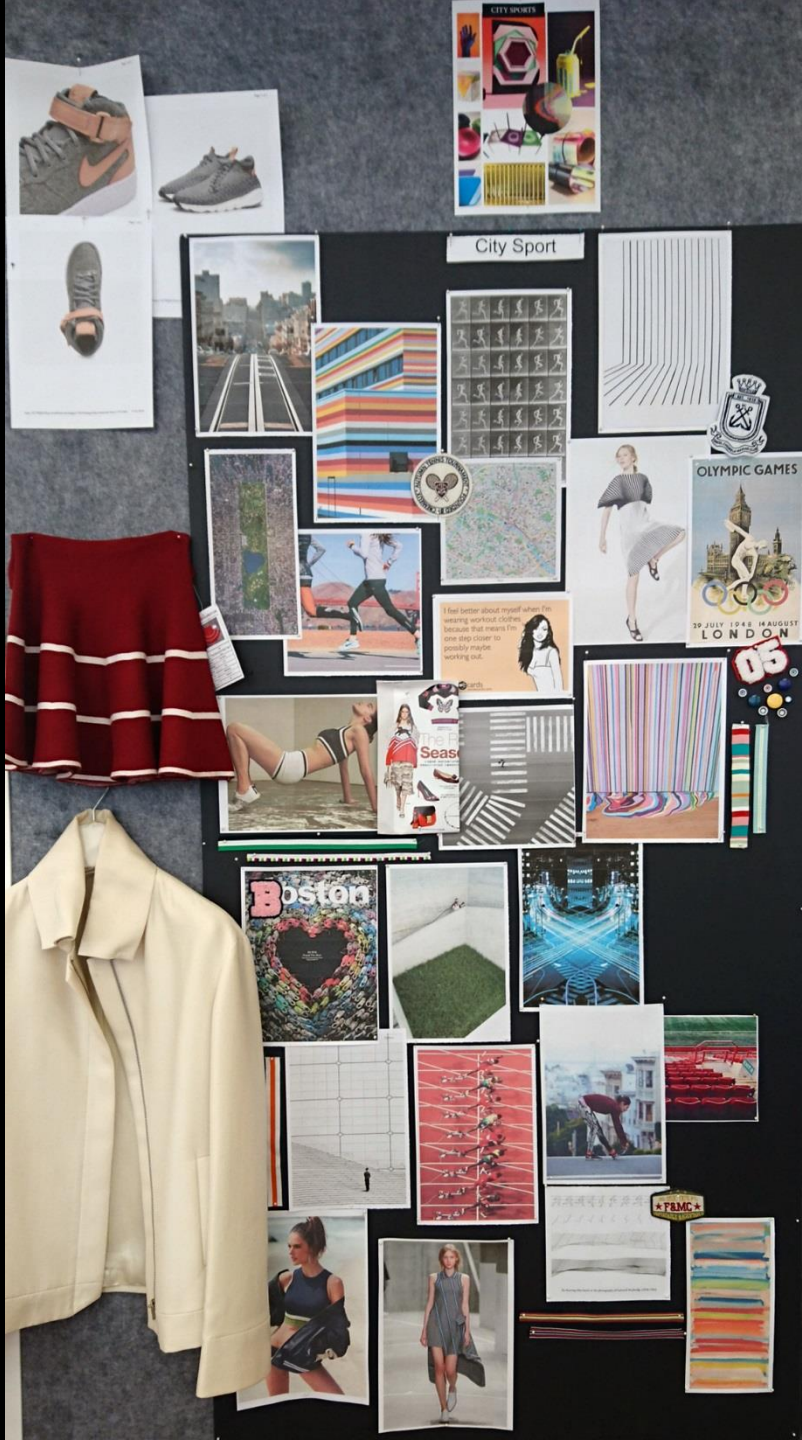
-We see "athleisure" in a same family but with slight different characteristics

Material:

- Bi stretch fabric
- Functional fabric
- Bonded fabric
- Double weaving
- Yarn dye Stripe
- Mesh
- Dry hand feel yarn with stretch
- Cotton blend yarn with viscose/ rayon or nylon



CITY SPORTS





CITY SPORTS

OUTFIT

LEFT

HOODIE/

29%WOOL 33%POLYESTER 33%VISCOSE
5%SPANDEX DOUBLE WEAVE

SKIRT/

40%WOOL 27%POLYESTER 27%VISCOSE
6%LYCRA TWILL

RIGHT

JACKET/

40%WOOL 27%POLYESTER 27%VISCOSE
6%LYCRA TWILL

KNITTED TOP/

1/24 65%VISCOSE 35%NYLON

SKIRT/

POLYESTER/ RAYON/ SPANDEX

CITY SPORTS

ADDITIONAL SAMPLES



ANYTHING
GOES

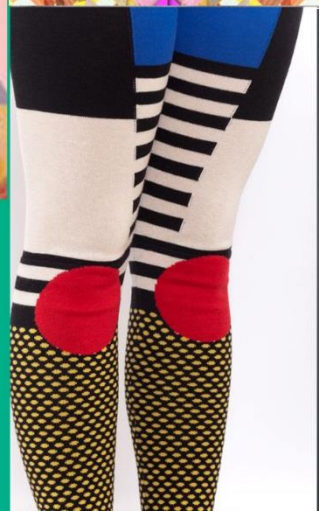


ANYTHING GOES

- A circus, a celebration, a mish-mash of fabrics & prints colliding into a tasteful palette.
- A mix & match story....an opportunity to really explore your identify through color, patterns, prints, fabrics.
- Print on print
- Hint of surprise in collaboration of fabrications (e.g. mohair with georgette, leather with crochet)
- Layering
- Colorful story
- Expect the unexpected.
- Traditional "Chanel" tweeds made up in new shape in bright cols)
- Vintage designer reference: Emmanuel Ungaro
- Current Brand reference: Prada

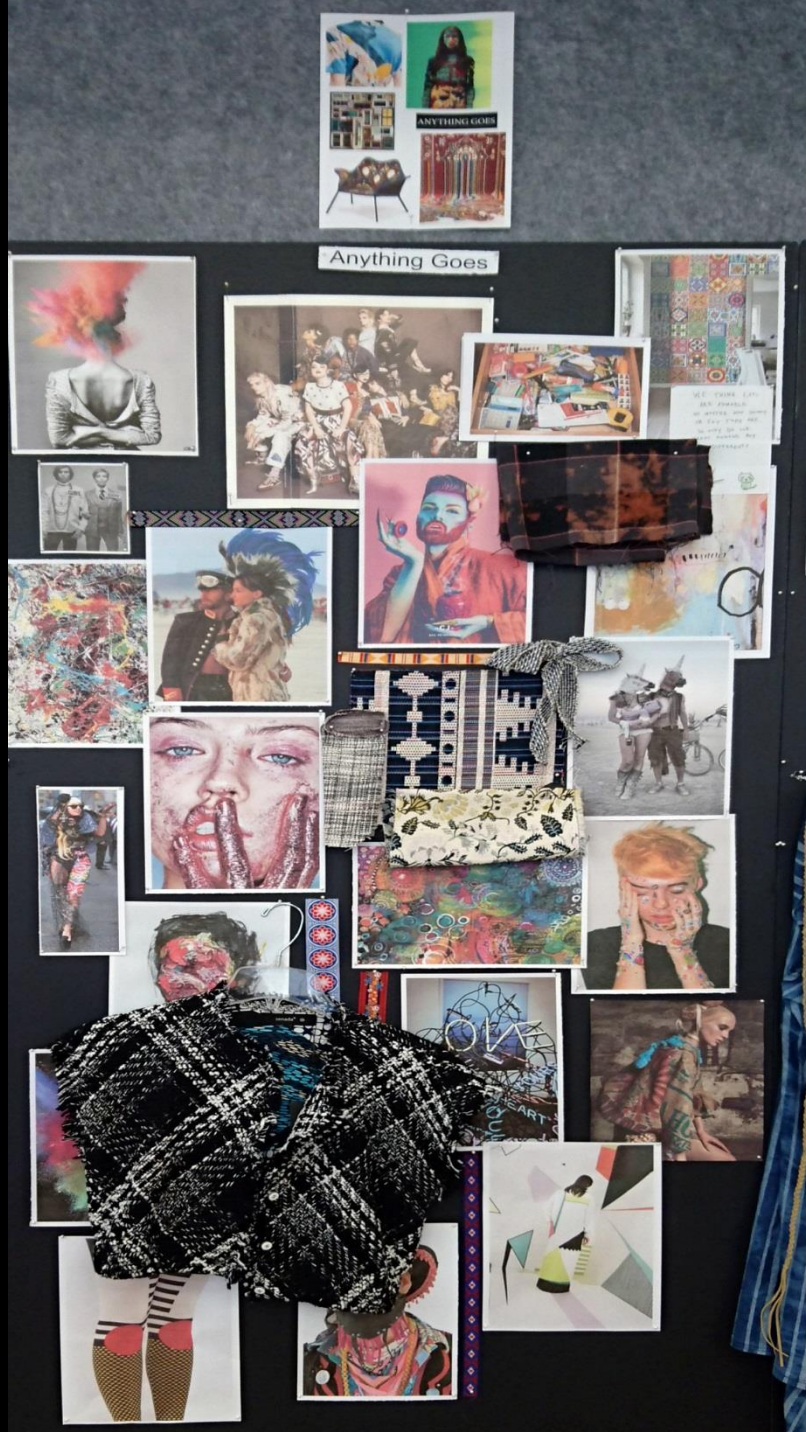
Material:

- Geometric pattern / Jacquard fabric
- Irregular pattern / foil print , texture , stripe & tie dye effect
- Multi-colour yarn/ space dye effect
- Textured yarn/ slub yarn, tape yarn, cord yarn



ANYTHING GOES

Anything Goes





ANYTHING GOES

OUTFIT

LEFT

JACKET/
POLYESTER/COTTON BOUCLE
LINING-100%POLYESTER

BLOUSE/
100%NYLON MESH

SKIRT/
72%COTTON 28%POLYESTER JACQUARD

HEAD BAND/ (fabric from india)
100%COTTON

RIGHT

JACKET/
97%POLYESTER 3%COTTON JACQUARD
LINING-100%POLYESTER

DRESS/ (fabric from india)
100% COTTON JACQUARD (TIE DYE)

ANYTHING GOES

ADDITIONAL SAMPLES



ALL TIE UP



ALL TIE UP

- A story about the details of how fabrics “envelop” (cover) our body...whether it be through

- Ties

- Wraps

- Buckling

- Straps

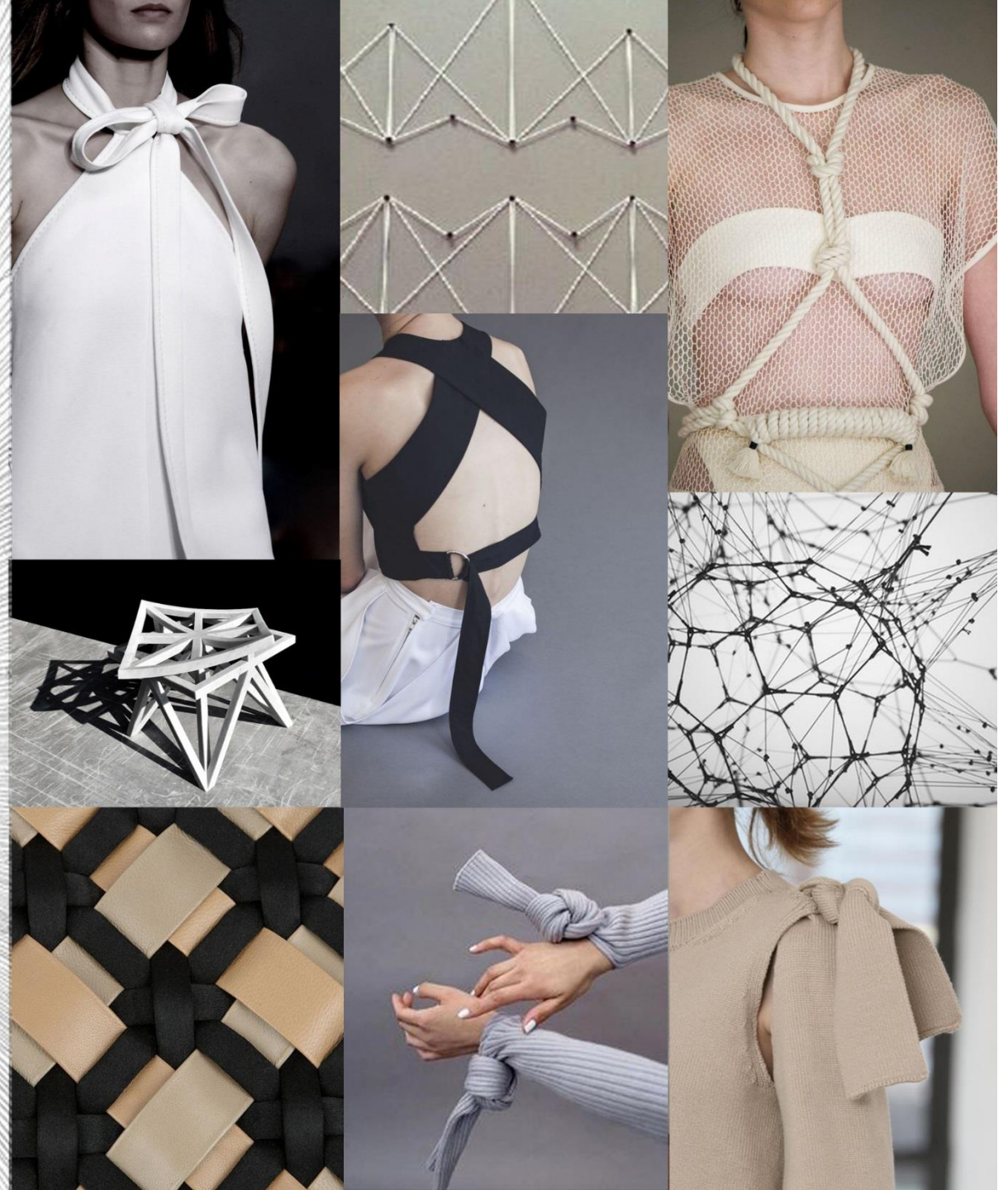
- Drapes

- Belts

- Woven fabrications must be fluid & soft enough to mold ; how this story translates in the sweater world can be very literal or unexpected.

Material:

- Mercerized cotton
- acetate , cupra
- crepe , satin crepe back
- Ponte
- Sand wash
- Drappy yarn with soft and delicate handfeel
- Rayon/ viscose/ silk blend



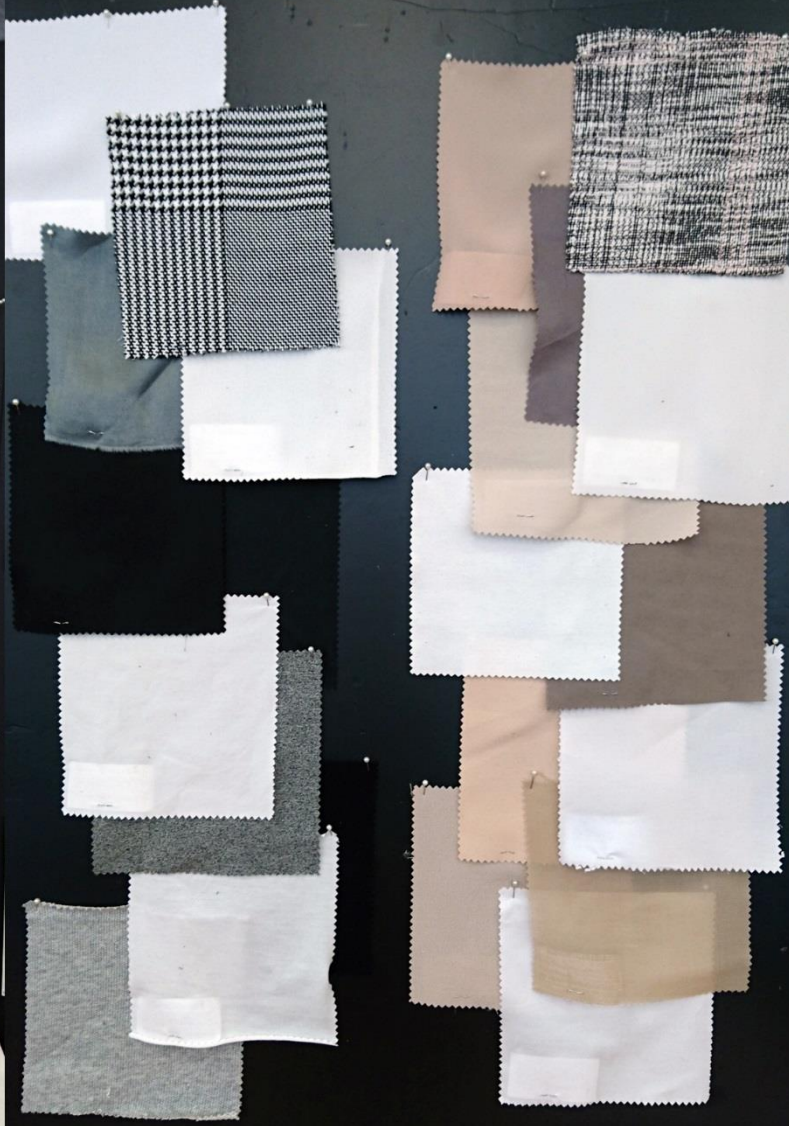
ALL TIE UP



All tie up



All Tied Up



All tie up





ALL TIE UP

OUTFIT

LEFT

JACKET/
38% COTTON 62% POLYESTER BOUCLE

KNITTED TOP/
1/24 65% VISCOSE 35% NYLON

PANTS/
96% WOOL 4% SPANDEX

RIGHT

KNITTED TOP/
2/26 50% ACRYLIC 50% NYLON

PANTS/
95% POLYESTER 5% SPANDEX CREPE LINING
BONDED

ALL TIE UP

ADDITIONAL SAMPLES



The image is a composite of two photographs. The left side shows a close-up of a light-colored, sheer fabric with a ruffled or pleated texture, hanging vertically. The right side shows a woman from the chest up, wearing a white, sheer, draped garment that flows around her. Her long, dark hair is visible. The text 'SHEER GENIUS' is centered across the middle of the image, overlapping both photographs.

SHEER
GENIUS

SHEER GENIUS

- Transparency is key
- Feminine story
- The question is.....how do we incorporate "sheer" element into our everyday lives?
- Smart ways to incorporate sheer elements in garments
- Play on techniques that mimick look of traditional lace
- Illusion of sheerness through shine

Material:

- Clip Dot
- Lace
- Jacquard fabric with transparent pattern
- Light weight yarn
- thick and thin effect
- Shiny Rayon
- Touch of shimmering



SHEER GENIUS

Sheer Genius

Sheer Genius





SHEER GENIUS

OUTFIT

LEFT

KNITTED DRESS/
1/13 72% COTTON 28% NYLON

RIGHT

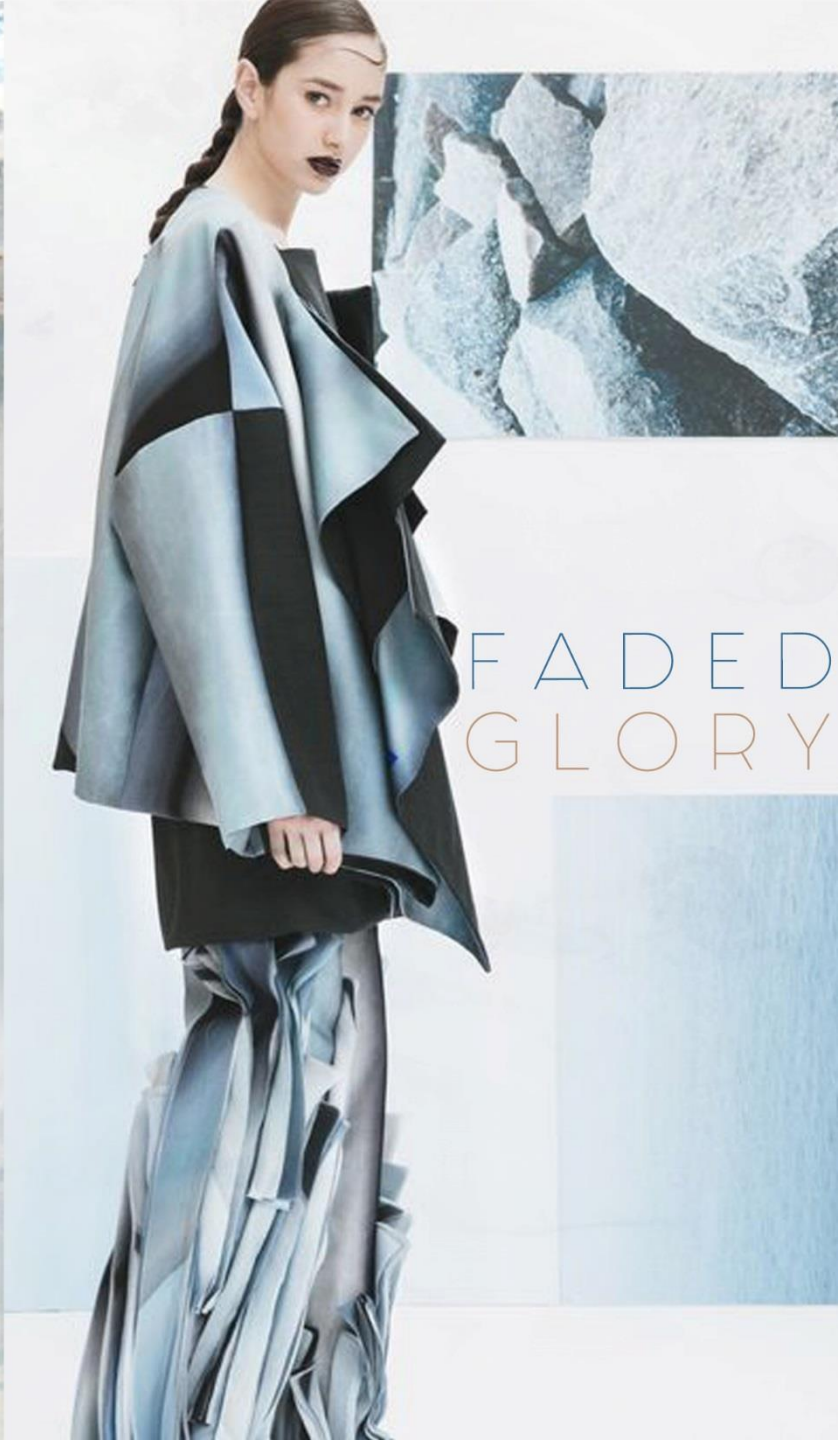
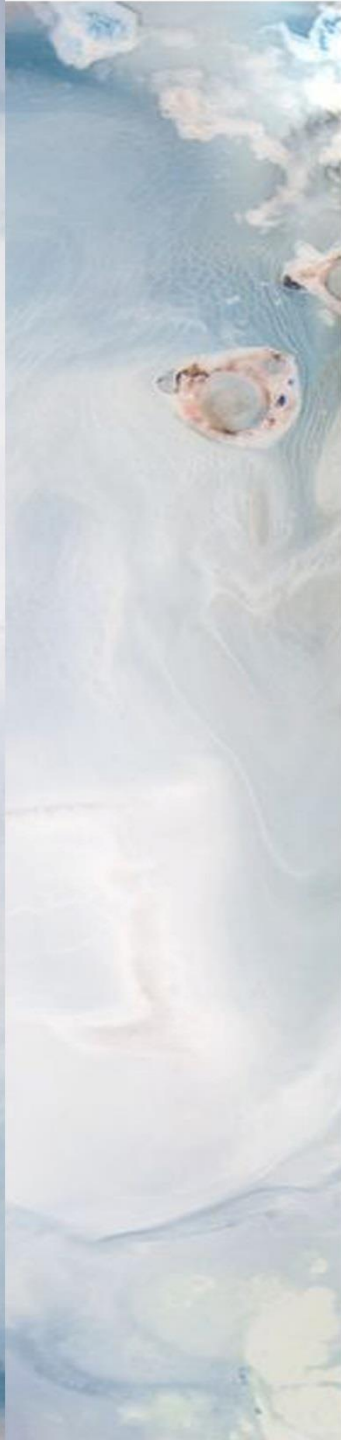
BLOUSE/
100% POLYESTER CRINKLE (PRINTED)

DRESS/
100% POLYESTER CREPE
LINING-100% POLYESTER

SHEER GENIUS

ADDITIONAL SAMPLES



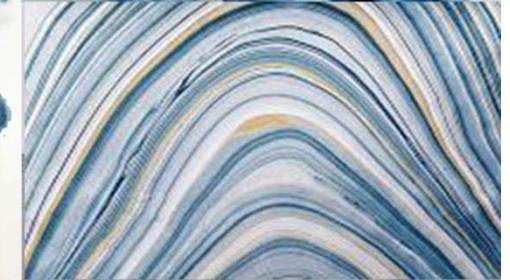
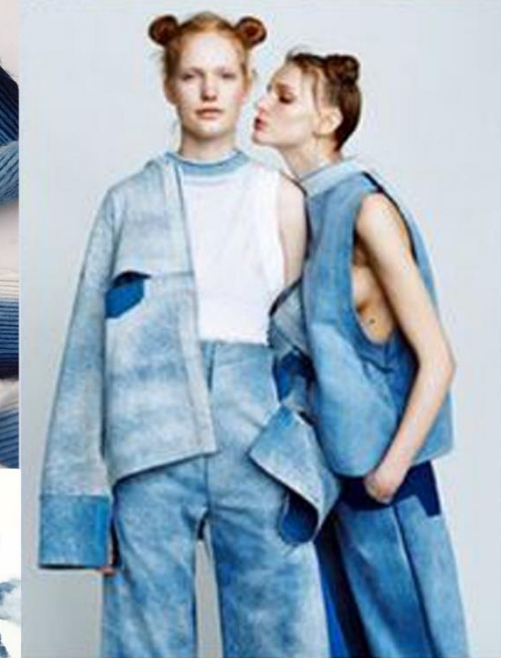


FADED GLORY

- A denim focused story but seen more as a compliment where it interacts with all denim related garments/fabrics & prints.
- Washed and relaxed story
- Worn-in look without looking thrift/2nd hand
- Not distressed or destroyed
- Colors are muted and soft but not old
- Fabrics are washed and treated to give a specific look & hand

Material:

- Linen or Linen look
- Wash out appearance
- Space dye effect
- Tweed
- Chambray
- Melange colour



FADED GLORY



Faded Glory



Faded Glory



Faded Glory





FADED GLORY

OUTFIT

LEFT

KNITTED TOP/

1/9.3 80%ACRYLIC 20%NYLON +
1/16 62%COTTON 32%ACRYLIC 6%POLYESTER

PANTS/

98%COTTON 2%SPANDEX DENIM

MIDDLE

KNITTED TOP/

2/20 100%COTTON SLUB

SHORTS/

98%COTTON 2%SPANDEX JACQUARD

RIGHT

KNITTED DRESS/

1/11 60%LINEN 15%ACRYLIC 25%NYLON

FADED GLORY

ADDITIONAL SAMPLES



