

TEXTILE VIEW #87 AUTUMN 2009

THE COST OF NOTHING

As the cost of everything tends towards zero, the notion of value is undergoing a major shift. Smart brands are re-valuating their business models – reconsidering the value of the brand and recalculating how they should charge for it.

“Zero is an emotional hot – a source of irrational excitement,” argues Dan Aneely, author of *Predictably Irrational*. “When choosing between two products, we often overreact to the free one.” And it is that purchasing reaction that is creating ever more innovative ways of marketing products and uncovering new revenue streams.

The whole concept of ‘Freesumerism’ or ‘Radical Price’ can basically be divided into four sub-categories:

- 1 Cross-subsidies (give away the razor and sell the blades)
2. Advertising Supported Services (free service on radio, TV, websites subsidized by sponsors and advertising revenue)
3. Freemium (a small subset of users pay for a premium version of something)
4. Non-Monetary Markets (in which participants motivated by non-financial considerations develop things like open-source software and Wikipedia)

Of course, much of this does not sound particularly new especially when it comes to cross-subsidies and sponsorship. In fact, King Gillette was already at it at the turn of the 19th Century when he started with the concept of ‘inventing something people use and throw away’.

So what’s new now? One of the most ardent supporters of ‘radical price’ is Chris Anderson, editor of *Wired* and author of *The Long Tail* and the new book *Free: The Future of a Radical Price*. He argues that the difference today is that, while, last century, ‘free’ was a powerful marketing method, this century, ‘free’ is an entirely new economic model. His thinking is largely based on the growing power of the Internet and cheaper and cheaper technology and commodities.

READ THE PUBLISHER’S VIEW IN TV 87 FOR MORE ON THIS SUBJECT

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060 Haute couture

It wasn't exactly recessionary chic, but the latest haute couture shows played into the downbeat mood of the moment with low-key understated looks.

072 Express fashion

This season is all about looking at the commercial winners and, then, taking a moment to consider the trends, to be able to refine, elevate and bring fresh worth to each and every product for today.

SUMMER 2010

084 Menswear designers

The clothes at the shows were beautiful, but is fashion a men's priority right now? Thanks to strong shows like Bottega Veneta, Prada, Dolce and Gabbana and Dior delivering what their customer wants, it is clear that treating him right is the way ahead.

WINTER 10/11

118 Womenswear colours

Colours for Winter 10/11 will set the stage for finely shaded tones. Brights won't be absolutely bright, pastels will become grey, neutrals will show hints of colour and very dark colours will be sublimated.

130 Womenswear fabrics

Ring in the new without scaring away the past. Yearning for security, but wanting total freedom. Looking for structure but with casual eyes. Making the old, new. The traditions of workplace, country, home, farm and boudoir all inspire.

148 Womenswear key shapes

Arranged around a central axis, proportions are well balanced and very carefully considered. The seasonal inclination is towards sharpness and precision shown in exaggerated shoulders and hips, nipped in waistlines and geometric cutting, all giving a distinctly urban signal.

176 Casualwear

As designers adopt technology and functional sports fabrications are incorporated into everyday clothing, we see a new breed of consumer searching for high performance clothes that are sporty yet fashionable.

190 Menswear colours

The colour palettes are all based around the classic neutral and functional areas, but there is still plenty of room to be clever and offer newness within these. Key this season will be the new level of taupes and greens.

200 Menswear fabrics

It's not so much the fabrics that are new, but how you put them together – not just in the combination of items but also as patchworks and segments of a single piece. Just as garments hybridise country and sport, so fabrics mix tweed with nylon.

208 Menswear styling

This season, we keep our messages concentrated around the more structured clothes arena. This is particularly relevant in these ever more troubled times, because it's likely that anything with a tailored heritage will have the best chance of success at retail.

SUMMER 2011

246 Womenswear forecast

We are going through a period of mimesis and transmutation. Skin and fabric merge. Form prevails over matter, with drapes, rustles and puffed shapes. We investigate a wilder style of nature connected with tactile textiles.

258 Menswear forecast

We need a big fix: when you combine art with nature and add a dose of scientific aesthetics, you get a greenhouse effect of energy, an outburst of creative intelligence.

268 Print forecast

We show goodness and kindness through our words and demonstrate it with our discoveries. Art weaves it all together: all the various strands of goodness and kindness melt into one and explode in many.

LIFESTYLE

284 The art of living

The move to a blurring of codes, affected in a jovial and off-hand manner, deliberately borrowing the most identified elements of certain fashion styles for the sheer fun of 'breaking the rules', and shamelessly mocking bourgeois values.

292 Lifestyle

It's time to rethink our essential values, concerning our environment as well as ourselves. We need to change current lifestyle choices; the old era of individualism is giving way to one, in which we work together towards a united goal.