

# View2

Textile View2 Magazine

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Issue 07



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## VIEW2 #7– AUTUMN 2009

### Those little things...

**...like taking the time to get things right:** in the recent round of trade shows, we saw a lot of style repetition within collections – a great style developed in a number of different fabric bases. This is a refreshing move-on (although it may seem a step backwards) because it means more time to create silhouettes that have longevity and fit right. At the denim mills, we heard it was less about loads of new developments and more about pushing fabrics as far as they can go. Taking the time to develop a fabric that can wash down in many ways successfully, to allow buyers to invest in depth in one quality and use it in a number of styles and looks.

**...that might get forgotten in the archives in the quest for all things new:** it's great to hear about brands like Penguin Originals reintroducing graphics from their archives and denim brands like Levi's, Wrangler and Lee reworking past styles for today's collections. Reebok delved right back into their full history, proudly displaying a wide range of their classics for all to see at B&B and it was truly inspiring.

**... like reconsidering the approach to new:** we remain inspired by Denham's approach, to finding fabrics of the past, such as century old kimonos and old army surplus sleeping bag covers, and transforming them into contemporary silhouettes. And we're amazed by US artist Joshua Allen Harris' idea of turning garbage bags into moving art forms (see Inspiration page 226).

**...like taking a step back to reassess and reconsider the long term:** there are brands that have experienced meteoric fame who are now in trouble. But isn't that just like the celebrity world – famous until the next one comes along? And aren't we all bored with that nowadays? These brands are the fliers, who somehow took off and soared, but didn't learn the moves, or how to stay up there. Suddenly, the effort seems immense and gravity takes over. So, surely now the key, when the customers are looking for familiarity and understanding and longevity, is to prove you've got those moves and learnt those moves so that staying up there becomes so much more effortless.

**...like nurturing talent and making the most of it:** we've heard about brands (who not that long ago were the innovators, who shunned the safe for the inspirational) that now are letting their sales teams dictate the future of design for the company. The designers are no longer the innovators, they just follow orders to colour up (or if they are lucky, to tweak) the best sellers from before. So OK, this can solve an immediate problem, but what about the long-term impact for the identity of the brand? How can this approach be the future of design?

**...like looking back to localised industry:** a contact recently visited the Textile Museum in Tilburg, Holland, where they have working machinery available to use, saw a girl creating fabric on a double bed knitting machine and asked what she was working on. It turned out that she worked for G-Star who quite often sample there. If there are resources near-by, why not utilize them?

**...that make you step outside your normal 'comfort zone', but which can drive you forward given half a chance:** even a control freak like myself couldn't help but be inspired by 'Loose Control', the Inspiration feature in View2 issue 6. So, this issue I let go (just a little), challenging four very different creative talents to design our season introduction imagery with an extremely loose brief of "those little things", then I hung back and waited. The results are simply breathtaking.

**...like appreciating anything and everything:** even something that you wouldn't normally consider as part of the design process or the inspiration to create should not be dismissed – because you just don't know what might make the difference!

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## **WINTER 09/10**

### **EXPRESS**

It's a time to combine the old with the new - to refresh the old by adding to it, repairing it or just changing the way it is worn. As we all know, our customer's are tentative in their spending, so now is the challenge to give them something new, but not expect a revolution in style. This is not about surplus requirement, it's about redefining surplus. Seriously!

## **SUMMER 2010**

### **MEN'S DESIGNERS**

On the menswear catwalks we saw differences in outlook: tailored styles with extreme relaxed fits and oversized proportions; contrasts in colour – from head-to-toe brights, through to faded pastels. There's a refreshing playfulness in graphics and youthful silhouettes that hark back to innocent times, but standing alongside this is a serious need to produce commercial items with a shelf life.

### **DENIM MOST WANTED**

Last season, we fell in love with the imperfect and irregular washes and finishing details being worn by the visitors at denim by PV. This time around, vintage looks were all about extreme levels of wear, tear and repair and freehand surface decoration in bleach, dirt stains and paint. Alongside this, there was also a strong and fresh story of cleaner denim in a wide range of fresh colours.

## **WINTER 10/11**

### **COLOUR DIRECTION**

We come together in times of crisis. Since our economic troubles, the world somehow seems a smaller place. When different people in far-off lands have similar problems, we form bonds, however small, however fleeting. This season looks at the idea of community, what it means in different situations and how this can translate into colour.

### **FABRIC DIRECTION**

To give the consumer that something different, he and she is so desperate for, it is absolutely essential to go to deepest depths of the product. Styling is not enough. Everything has to be studied. We continue to feature a great deal of denim, but alongside this sit many strong casual and sportswear directions to complete the all-important hybrid mix.

### **WOMEN'S TREND DIRECTION**

Fight or flight. Whatever your reaction to the current market situation, it's a time of fascinating fashion right now. This season our directions take you from the 'make do' to the 'don't mess', and from Art Deco opulence to heart-warming handcraft. Plus we introduce a fresh and vibrant floral streetwear story. Be inspired!

### **WOMEN'S KEY ITEMS**

Fits veer drastically between the figure hugging and the over-sized across the categories. But even with the slouchiest, most form disguising of styles, a truly feminine outlook prevails through tightly belted waistlines, daring necklines, transparency, extreme shoulder shaping and beautiful surface decoration.

## **MEN'S TREND DIRECTION**

The expression 'two minds think better than one' takes on new meaning this season, where trends are explored with a collaborative spirit in mind. It is far less about ostentation and more about experimentation and innovation. The continuing economic doldrums are being marked conversely by exciting creative and technical development.

## **MEN'S KEY ITEMS**

We highlight some great comeback silhouettes in menswear, but they are not as they once were. It's time to reinvent them for today, by adapting the fit, rethinking the fabric and giving a heightened attention to the details. We see a new sense of formality creeping in to casual looks, and a more relaxed and unstructured approach to smart.

## **MEN'S GRAPHIC DIRECTION**

This season, we introduce two extremes – the first bringing light-hearted humour into the mix and the second more dark and thoughtful. Either way, the key is to take a more subtle approach than before. Other than that, it's placement prints all the way – with a wealth of options, directions and applications to take inspiration from.

## **KID'S TREND DIRECTION**

In kidswear this season, the overall themes focus on power and surface decoration. Older girls opt for strong futuristic silhouettes and younger girls escape into a storybook world of multi-coloured folklore and handcraft. Older boys mix military heritage with the ornate and decorative, whilst younger boys get tough in work-influenced looks.

## **FOOTWEAR TREND DIRECTION**

We take an artful approach to the new footwear directions focusing on subtlety, craft, geometry and distortion. We used our visit to Art Basel as a base for this forecast, matching some of the most inspiring works of art, with some of the most directional shoes, showing how unlimited creativity can still be applied to commercial products.

## **SUMMER 2011 (Page 198/199)**

### **CASUALWEAR FORECAST**

The current financial crisis will change our lifestyles and the way we dress. Recycling, customizing, embellishing, colouring, imagining will be the new keywords to extend our wardrobe. Thanks to embroideries, paintings, stitches, Summer 2011 will be full of textile creations with bold and different artistic expressions.

### **SPORTSWEAR FORECAST**

After the repatriation of so many of the industry's big names, we're looking towards a period of development, fuelled more by diversity of style and outlook than technological innovation and implementation. So our themes exhibit a quiet humour, an introspective quality reflecting a spirit of quietly getting on with the job at hand, yet embracing emotional engagement.

## **ADDENDUM + INSPIRATION**

Wave goodbye to feeling blue about budget cuts that may be restricting your inspirational trips, because this issue we challenge you to explore new horizons in your brain instead of somewhere on the globe. You could be inspired by your own surroundings and by your usual way of working, if you would just look at them from a different perspective. We offer some suggestions that just might get your creative juices flowing regardless of your location.

## THE INSIDE VIEW

Check out some more of the best fashion friends of our View2 friends. We may have known these contributors for many years or recently met them somewhere along the way. Either way, we're always surprised to find out what they love so much and the reasons why.