



Fashion Research: April 27th, 2017

Recommendations:

Major Trend: Soft Power

Seek to create patterns that are both soft but confident.

To Pursue:

- Plaids, esp. mixing plaids
- Balancing large, bold shapes with soft textures
- Sofa Florals
- Polka Dots with pastel or quiet colors

Main Colors:

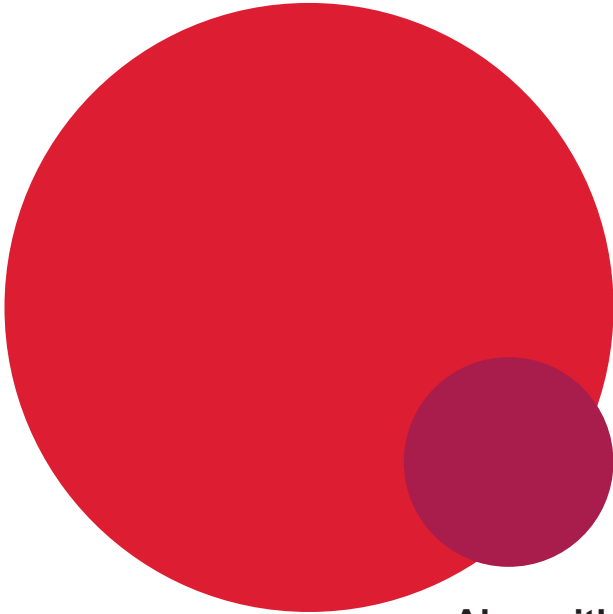
- Red
- Ducks
- Brown

To avoid:

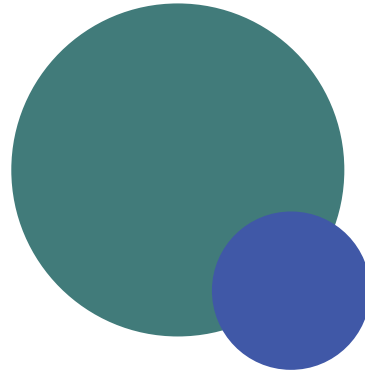
- Athletic/edgy/aggressive reds
- Graphic patterns

COLOR TRENDS: Runway

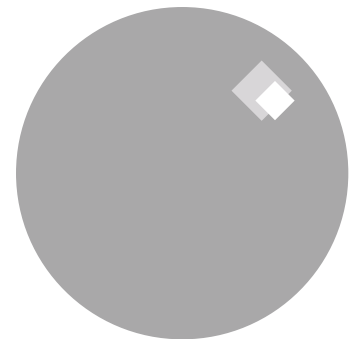
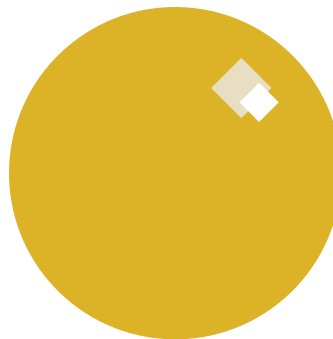
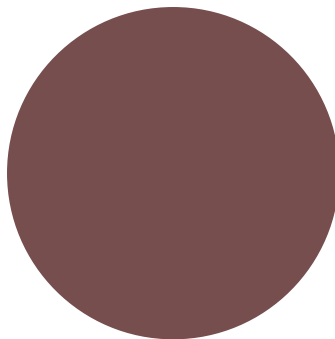
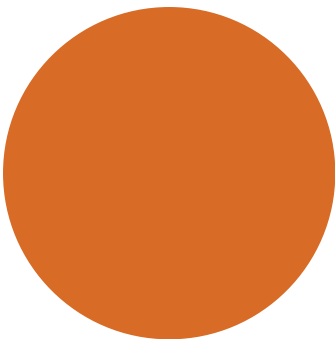
Red is a Major Trend
Ducks is a Secondary Trend



Also with Raspberry



Also with Royal

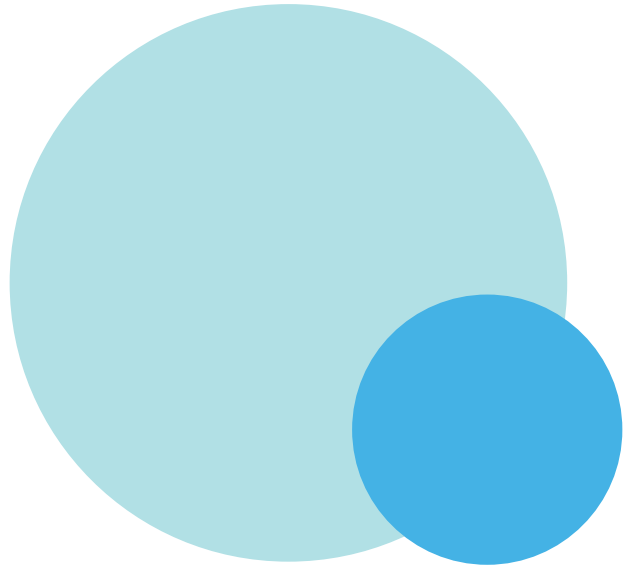
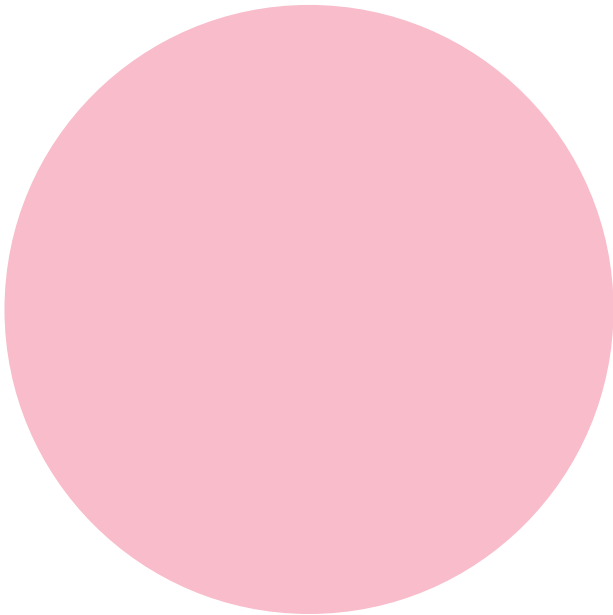


Texas Orange - Chocolate - Metallic Gold - Metallic Silver even split

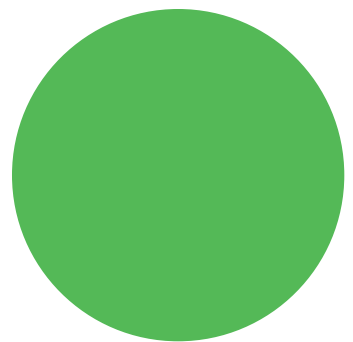
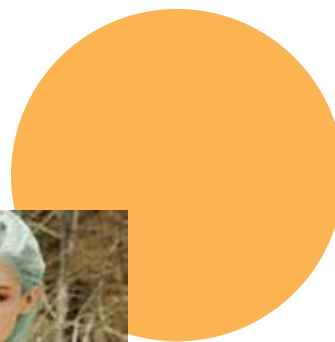
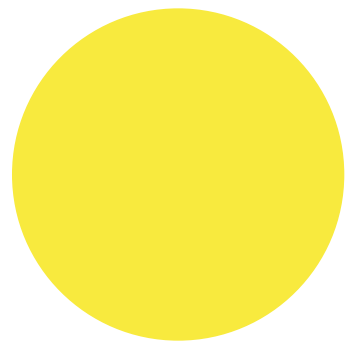
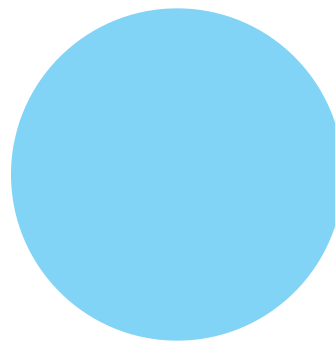


COLOR TRENDS 2: Unicorn

Dk. Pink and Mint



Also with Electric Blue



Lt. Blue - Lemon
Ten Orange - Lime



Color Trend: Red

Solid, Bright, Eyecatching, Bold



DOLCE AND GABBANA



OSCAR DE LA RENTA



GIVENCHY



ARMANI



TOD'S



GIAMBATTISTA



JIL SANDER



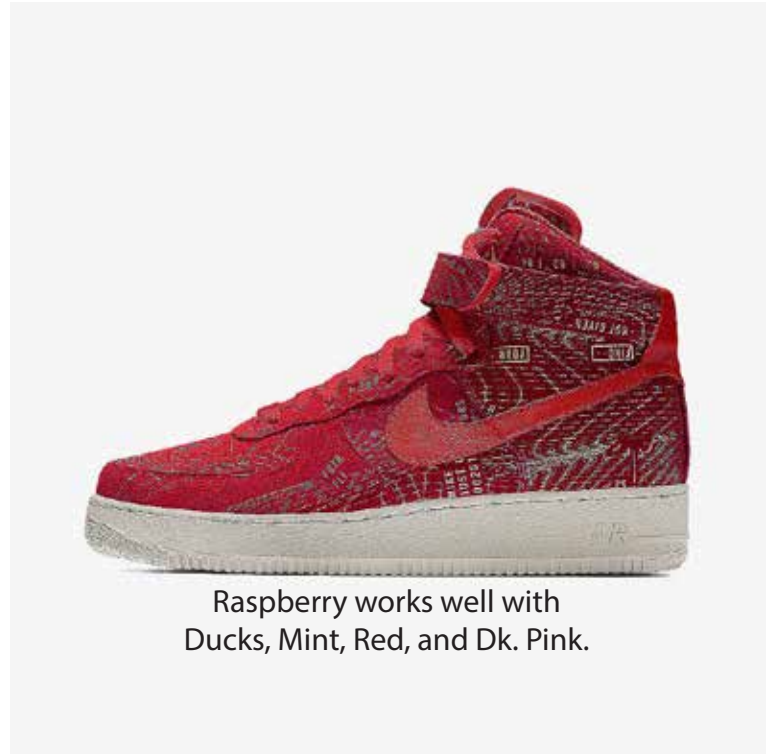
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Note: This red isn't a hard lines red, geometric shapes red, or necessarily athletic inspired red. I've noticed it is a soft power red - large shapes that highlight bold but flowing texture to emphasize power, control, confidence, lushness, and femininity.

Color Trend: Red Variations

Raspberry (Burgundy) as a winter accompaniment to Red.
 Last year it was Cranberry, this year it is Raspberry.



Berries as a base to highlight an accent.



Red makeup as an accent. Perhaps could be applied to pattern accent colors.

Color Trend: Ducks

Ducks is prevelant, emerging from the Red-Blue summer trend, the tiki trend, and the growing interest in the 80s.



Pairs well with
Red, Raspberry, Gold,
Tan, White, Spring.



Color Trend: Texas Orange and Brown

A Fall and Winter response to the popularity of Gold over the last few years as well as a muted Boho influence.



Pairs well with Royal, Red, and Black.

Also Trending:
Trenchcoats,
Pantsuits,
Oversized Jackets



THE ROW



TOD'S



MOSCHINO



BALMAIN



JOHN GALLIANO



MAX MARA



ACNE STUDIOS



Color Trend: Metallic Gold

Pushing the popularity of Gold to the extreme, possibly it's trend conclusion.



Color Trend: Metallic Silver

**Reintroducing Silver! The Gold-Silver oscillation may be beginning.
This is also influenced by the late 90s/early 00s trend
by referencing back to Millenium fashion.**



Color Trend: Pink

The Lt Pinks of 2016/17 are changing to brighter and warmer tones, such as Spice and Ultra Pink.



I call this the
Flamingo
Ombre

Note: Fringe is very hot, but
it may not affect our product.



Floral Update

Tiki Florals, Victorian Florals, and the 90s influence are giving way to Couch Florals, which are folklike, large, simplified flower patterns.

Also Trending:
Round glasses,
thick eyebrows,
and septum
(bull ring)
piercings.



Floral Update (cont)

Pastels (but with Red or Raspberry accents) reign.



Trend: New Americana (Southwest Hipster)

Texas, Southwest, and Country styles with millennial sensibilities.

This is especially expressed through line work, pattern repetition, and mixing fibers. The trick is to explore and develop American history without ironizing outdoor labor or heritage (like the insensitive PRPS Jeans).



BALLY



TOMMY HILFIGER



CALVIN KLEIN



STELLA MCCARTNEY



ASHLEY WILLIAMS



ALEXANDER WANG



HOUSE OF HOLLAND



BALMAIN



Not these ->

Trend: New Americana (cont.)



Trend: Soft Power

A mixture of performance outdoors fabrics, businesswear, or sculptural fabrics with soft formal fabrics.



Flamingo
Ombre



Trend: Plaid

Plaids, all shapes, sizes, lines, references.
Browns and Tx. Orange are particularly present.



Trend: Plaid (cont.)

Blacks, Whites, and Greys color pallets
Mixing of different sizes and types of plaids.



Trend: Polka Dots

Polka dots, but quiet layouts with dots serving as a unifying factor.



Trend: Polka Dots (cont.)

Can become an offset quiet moment to contrast bold or busy patterns.
Large fields of polka dots are especially effective.



Bright Geometric

Like quilts made with Illustrator, the Geometric Patterns have evolved to become statement pieces with bright colors offset with dynamic lines. Especially present in retro, 1950s influenced, and DIY/Etsy scenes.



Other Patterns

Galaxies and Space:

Ongoing, enduring, related to exploration and the Internet.



Marbled Pattern:

On its way out, but still relevant through Summer '17.



Currently Trending:
Crop Tops



Trend: Unicorn (New New Age)

Lt. Pink, Mint, Peach, Lt. Blue, White

A sense of innocence, magic, 90's aestheticism, ombre, and transitions, this could be an evolution of the unicorn/mermaid hair dyeing trend, as well as a combination of advancements in technology with 1990s softness.



I predict that this will be popular thorough the summer but will peter out by Fall '17.

Trend: Unicorn (cont.)

A disruption of the powerful and athletic with the soft and magical, this plays with unexpected and youthful powers.



New Tech sneakers (color changing, light up, self lacing, etc), are the next big thing in athletic/fashion footwear.

Trend: Unicorn (cont.)



Current Trend:
Chunky Heels

Trend: Unicorn (cont.)



Fringe continues
it's popularity.

