

Fashion pulse Spring/Summer 2018

Perspectives – from individuality to identity

The sun and warmth of Greece were the inspiration for the Spring/Summer 2018 forecast by the VDMD Trend Research Team. Influenced by a southern blaze of colours and a mental lightness of being that has not allowed politics and world events to rob the joy out of life, colours have emerged that range from a sensitive lightness to a glorious intensity. New features include augmented green tones, yellow nuances and synthetic-seeming shades of pink and blue.

The ever more tangible upheaval in society across the world, and people's associated search for new forms, global thinking and highly individual lifestyles, which are building a new identity, are all referred to by the title of the 2018 season's megatrend: Perspectives – from individuality to identity, from I to We. The whole world is on the move and lacks certainty. What is more, computerisation and virtualisation are shaping everyday life and moving us closer together. Neighbours form friendships and develop shared meeting spaces in the urban areas of overflowing cities. In our quest for certainty and peace, we are going back to basics. There is a preference for regional products and the corner shop is enjoying a revival. People



Photo: Gunold

Focusing: Our product examples are from Gunold, Knopf und Knopf International, Schöller Textil



Photo: Schöller Textil

Photo: Knopf und Knopf



Photo: Knopf und Knopf International

oneself apart from others. From this, four themes have developed: focusing – growing – networking – gaming.

Focusing: a theme of urban peace

What are the new approaches to life in the cities – how do we marry up the cheek-by-jowl conditions with the need for anonymous quietude, the nameless proximity with the longing for an idyllic village life? The answer lies in the nature that we bring into the cities. Open spaces in the house, on the balcony, in the garden and in public areas are used to grow vegetables. Animals are kept not only for work but more and more as friends. Humani-

who have never encountered each other before are forming friendships and helping one another. We need to learn how to deal with entirely new situations, to break down our separation anxieties and develop new perspectives. Home and a sense of group identity are becoming priorities. A new kind of rootedness is developing, alongside a yearning for security and civic idylls, for an 'Ikea life'. Simultaneously, there is a need for that which is individual, for marking oneself out and setting

Urban life is becoming more refined, more convenient, more individual, more valuable, more tailored and more sustainable.

Buttons and zips match the delicate colours and may be large and visibly proud. A strong feature is the deliberate visibility of fastenings in surprising and functional places.

Decorative features and accessories may be tiny, gleaming and finely glittering stones that sparkle as if by accident, or the most delicate of adornments from the finest threads bringing transparent or interwoven hints of colour.

Growing: Our product examples are from Alpenwahn, Jim Knopf, Peppermint

ty and nature are drawing close together.

The colours in this urban theme are elegant and sensitive. Chalky matt fractured shades set the tone and are sophisticated: aesthetically and confidently restrained.

Grey, silver and blue shades gently blend into medium and deeper tones and are refreshed by burgeoning leaves in a springtime yellow-green.

The materials, their structures, surfaces and designs have a shared characteristic: refined, diffuse surfaces and overlapping translucent or even fully transparent patterns. The background is formed of layers. Paintings, graphic elements and simulated abstract 3D images provide the motifs.

Growing: a theme of nature and technology

How can the important themes of sustainability be united with the development of intelligent materials and the longing for relaxation in nature?

The answer lies in the headline: 'Taking responsibility for nature and humanity'. We go out into nature, jog through the woods, breathe in deeply the scent of pine needles, foliage and meadow flowers. We enjoy the sun and the sky, we recuperate and slow down. Yet we do not deny ourselves the comfort of outfits that have drawn their technical refinements from nature. The colours reflect a sunny midsummer's day: subtle colours of water and meadow flowers, leaf-green, cosmea-pink, violet and the scent of sunbathed glades.

The materials, their structures, surfaces and designs suggest long periods of use. They are deliberately constructed to appear used: the



Photo: Alpenwahn

Photo: Jim Knopf

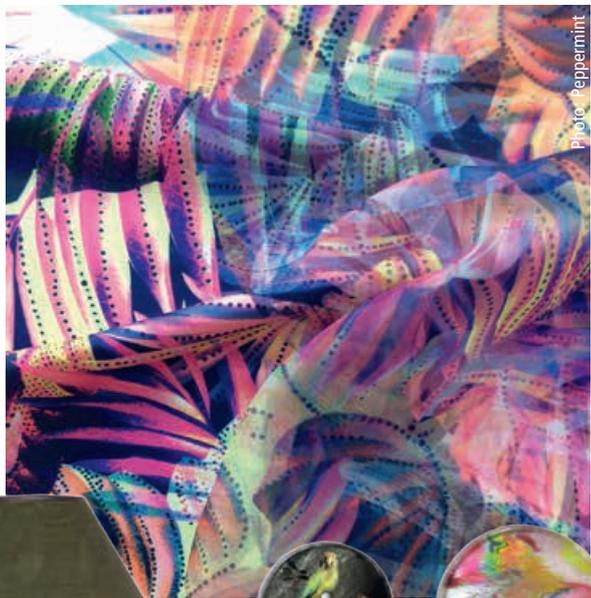
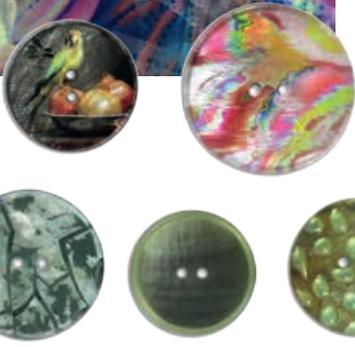


Photo: Peppermint



Growing and allowing to grow represent a feminine romanticism. Sustainability, in harmony with the joy of experimentation, produces surprising new visual effects. Buttons and zips imitate nature. Wood- and stone-effect, marble, minerals and metals are not only an important element of the outfit but are allowed to stand out and dominate. Decorative features become a delightful essential: braids, fringes, feathers and elaborate embroideries of nature decorate hems, shoulders and sleeves. Strings of larger-than-life beads are integrated into necklines and shaggy imitation furs are worked into waistcoats.

structures are ripped and bear uncontrolled patterns that run into and across one another. Tradition-rich techniques such as batik and aquarelle are enjoying a comeback.

Within them can be seen large flowers, pieces of wood, grasses and animal heads.

Networking: a cross-cultural theme

How can we achieve consensus and empathy between the different religions and ways of life of the many people who come to us from different countries, and who in future will be living with us? In the midst of this globality, we seek individuality. Meanwhile, inspirations from foreign cultures influence our eating habits, our ways of living and our fashion. A global patchwork: aggressive, intense, tolerant, valuable, warm and appreciative.

A mixing of the cultures, open to the Other, is allowing a new system of values to arise. The colours of those foreign cultures are influencing us for ever. Instead of modest and recessive colours, we find intense red and violet shades, cool powerful blues and greens, warm, intense, bold and accentuated by antique gold. The materials, their structures, surfaces and designs stand out through their colours and historical borrowings. The three-dimensional feel is emphasised with reliefs and lush surfaces. Rich decors from folklore and from church windows, antique carpets, mosaics and paintings by the old masters provide inspiration for the designs.

Spring and summer 2018 promise the courage to innovate, to renew, to part from the habitual ways....
 As it does every season, VDMD, under the direction of Trend Consultant Mara Michel, analyses and describes how the megatrend will play out in individual products. Well in time for the spring trade fairs of Munich Fabric Start, Milano Unica, Première Vision and Intertextile Apparel Fabrics Shanghai, the colours, textures, prints and designs of materials, fabrics and accessories have been defined for the four themes: focusing – growing – networking – gaming.



Networking: Our product examples are from Reichel, Knopf und Knopf International



Networking is the theme of opulence, richness and warmth.

Historical borrowings and folklore are given modern translations and combined with deliberate incongruities of style. Buttons and zip fasteners can also be incorporated into this theme.

Glass buttons are printed, metals pressed into new shapes as if hand-worked, draw-strings and passements are used as fasteners, zips are overlaid with narrow braid.

Decorative features and accessories may well be rich and opulent. Sheer emotion. Embroidery is a must. Beaded strings, braids and trimmings are incorporated directly into the outfits. They may glisten, gleam or glimmer with gold. A veritable feast for the producer of trimmings and accessories.

ing. They are searching near and far simultaneously, experimenting with alien identities and thereby discovering new identities for themselves. The colours of this theme appear on the one hand synthetic, coldly bright and possibly gaudy, like sweets; on the other hand, they are framed or highlighted with restrained, dark and hard colours such as midnight blue, burgundy or slate grey, these in turn bathed in a bright brassy yellow. The materials, their structures, surfaces and designs are reminiscent of intermingled watercolours, bearing large-scale prints from the world of gaming. The heroes of the gamer gener-

ation want to be seen, and they leap out from virtual backgrounds. Smooth, often high-gloss materials, as well as 'plastics and elastics', carry unsettling magical photo-prints as backgrounds out of which pour scenes from fairy tales and heroic legends. Tulle and taffeta are used, as well as leather and synthetic leather. This world of true and virtual realities gives an impression of experimentalism, gazing searchingly into the future, mixing materials and styles and packing together the widest range of dream worlds into its design.

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► Gaming: a theme of the young generation

How is the younger generation dealing with the challenges of the globalised world, and how are they mastering the digital age 4.0? Answer: 'Let's play'. They are conquering the world in their games, discovering parallel universes, networking with people on other continents, transforming themselves into cosplay characters, princesses, manga characters and movie heroes, searching for Pokémons, sending their heroes to do battle with one another, and interact-

Gaming: Our product examples are from Reichel, Union Knopf and Peppermint



Photo: Peppermint



Photo: Union Knopf

A theme in search of a new identity, having to redefine itself in a technological world.

Buttons and zips will in the future be vehicles for digital technology. Buttons, therefore, will not only function as fasteners but will also be able to transmit messages when pressed. Bright and audacious, they break away from harmony and the learned aesthetic, and conceal technical details: they might turn on the heating in the home when pressed, or perhaps open the garage door. It is also conceivable that heating and cooling molecules, implanted in jackets or coat fabrics, might be activated by means of a zip: jacket open for cooling, jacket closed for warming. Decorative features and accessories will in the future be the vehicles for practical and/or medical functions. Technology combines with aesthetic. Joyful, colourful and virtual on the outside – making use of a range of materials including glass, fabric, felt, metal and leather – whilst secretly sending messages on the 'inside'.