

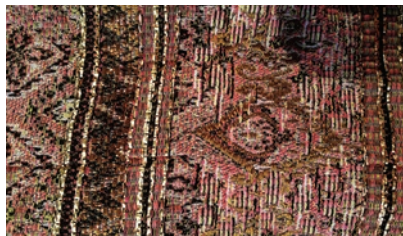
# Next **BIG** Thing



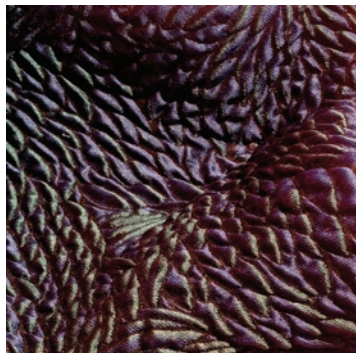
1930's book with actual vintage dye swatches seen at Artistic Fabric Mills



Wool denim from Berto (Italy)



Folkloric inspiration. From Ulysepila-Reynaud-Rexo (France)



More elaborate outerwear fabrics. From Gratacos (Spain)

## Denim

- **Vat Dyed** – an alternative to indigo dyeing. This technique originated in the early 1900's. The inspiration comes from vintage European workwear, which has become very trendy.

Artistic Fabric Mills has been able to reproduce the color in a fabric that is commercially viable. The color starts out as a purple-blue and washes down to a grayed blue.



Vat dyed effect from Artistic Fabric Mills (Pakistan)

- **Wool denim** – wool is moving into premium denim creating a more dressed up look. Look for herringbone and other constructions borrowed from traditional menswear suiting.

## Fabrics

- **Folklore patterns** are reinterpreted and updated.
- **Elaborate fabrics for outerwear.** Coats and jackets are getting an injection of new energy as jacquards, prints and textured surfaces move into outerwear.
- **Fluid fabrics for casualwear.** Dressed up silks, satins and other drapery fabrics are moving into casual and loungewear. The look is relaxed, almost lazy.



Premium labels from Manifattura Etichette Tessute (Italy)

## Knitwear & Yarns

- **Paper and mesh ribbon yarns** – these yarns create an artistic, avant-garde interpretation of the trend towards hairy surfaces.



Paper yarn from Best Shan (Taiwan)

- **Classic yarns twisted together to create new fancy effects.**
- **Updated crochet effects** – lace and crochet remain an important direction in all fashion sectors. Ribbon yarns create a more modern look.

Lace is moving into knitwear as insets in garments. A more creative way of working with lace is by needle punching it onto knitted garments.

- **Tie-dyed cashmere** – cashmere remains a leading player in knitwear but consumers no longer want plain garments.

## Menswear

- **Bright, solid colors** – very visible colors and fancier prints in casual and city wear.
- **Techno Tailoring** – aspects of activewear are moving into tailoring. Look for coated and bonded fabrics.

## Trims

- Everyone wants luxury however achieving this in basic garments can be challenging. The solution is to add a **high quality label**. Consumers do judge a garment by its label (amongst other criteria). A premium label adds prestige to the garment, makes it look special and implies that it is good quality.



Paper yarn in nylon-mohair-spandex from Best Shan (Taiwan)



Crochet effects made with tape yarn from Lai's Knitters (Hong Kong)



Needle punched lace on knitwear. Seen at Lai's Knitters (Hong Kong)



Solid bright colors. Seen at Berluti SS16 catwalk