

style BOOK



INTIMATE APPAREL

**Vintage
Kimono**

COLOR SPECTRUM

**3 Casualwear
Color Trends**

MATERIALS

She Loves Lace

OUTERWEAR

**The Classic
Car Coat**

KNITWEAR

**All That
Glitters**

Flecks n' Specks

Primal Energy



The tropical brights and acid colors of past seasons are now more refined ,coming through in deep, vibrant shades of cobalt blue, tangerine and mango, punctuated by green tea, sky blue and white.

The look still packs a strong punch of color, but in a more grown up way.

These colors are not to be confused with primary colors - instead they are more nuanced and sophisticated. They offer designers and consumers a way to work with strong color without borrowing from kidswear.

This season we see these colors being used in mono-tone or tone-on-tone outfits. The color does the talking in cleaner garments with little to no embellishment.

This palette can also be worked into bold geometric prints or awning stripes for a fresh summer look that's ideal for swim and beachwear.

14-4620



PRIMARY

19-4045



VIVID

White



15-0343



17-1462



13-0755

ENERGETIC

Working the Palette

Perfect for casualwear! Cotton dresses, tops or bottoms look fresh and energetic in these bold colors.

Work as solid colors in knit tops or classic button down styles for mens smart casual, worn with slate grey trousers for a more dressed up look or khakis or jeans for a more casual look.

Women will also appreciate these vibrant colors in solid color blouses or knit tops. Paired with white pants or skirts they offer a sophisticated and fresh look for summer.

Use these colors in prints or stripes for swim and beachwear.

They also work for activewear in solid bottoms paired with striped tops.

Target Markets

This palette can actually work for all age groups.

For a more sophisticated customer, use it in solid colored garments - either in monochrome outfits or paired with white bottoms.

For the junior market or childrenswear, work this palette in fun, high energy prints or stripes.



BRIGHT

17-4123



14-1220

SouthX Southwest

Rustic meets urban in a palette that brings together the best of both worlds.

The colors define the new smart casual: comfortable but stylish. Looks that appear to be effortless, but that reflect thoughtful combinations of colors and textures.

Leather brings in a rustic element, but is polished rather than distressed.

Stripes are muted, Missoni-like, while constructions feature interesting stitch constructions that add subtle texture.



GENUINE



16-1235



RELAXED





Target Markets

Colors that have depth but are neither too sweet nor too loud appeal to the mainstream market - from 25+ and up.

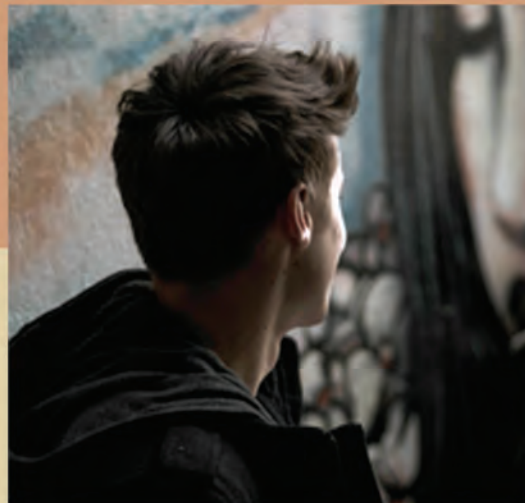
Both men and women can relate to these colors. Pair shirts or knits in these colors with classic indigo denim to elevate jeanswear. Or use this palette to create casualwear that easily transitions from summer into early autumn.



11-0809



15-5217



MELLOW

14-5718



18-0835

Working the Palette

Jeans look fresh and smart when worn with shirts or tops in new cafe colors.

The palette is ideal for menswear prints or stripes, taking traditional browns and blues in a new direction.

Focus on the medium blue tones (turquoise, slate blue, Wedgwood blue) as the base color since these have greater consumer appeal.

This palette is more likely to be appreciated in the Western markets.

This palette works well for swim and beachwear, especially in prints.



NATURAL

Fashion photos: AFP, Fabric swatches: IF Staff photos, Illustrations: IF Staff

15-3208



A New Calm

A gentle, understated color palette that's soft, but not washed out.

The emphasis is on grayed pastels with sweet, feminine influences.

We're seeing softer colors teamed with white, cream or taupe shades coming through for both women's and men's apparel. The look is fresh, cool and sophisticated.

For a girlie look or for the childrenswear sector, combine several pastel colors in one garment or print, such as pink/blue, pink/mint, blue/yellow.

13-3802



CALM

12-1304



13-0000





Working the Palette

Ideal for pullovers and cardigans, especially paired with white jeans or khakis.

Taupe is coming through in summer suiting.

Taupe or creamy white jackets or tops get a soft pop of color through the addition of a pastel color scarf or muffler.

While these colors can be worked in prints, they look much more sophisticated and trendy when used a solids, either mono tone or combining two shades in one outfit.



SOFT

13-4200



REAL

17-3907



SWEET



Target Markets

Interpretations of lavender are important, for both women and men. This shade is hugely popular in Asian markets, but is gaining traction in the U.S.

Equally as important are light taupe, often paired with creamy white, for men and women. This is appreciated in the EU, Asia and US womenswear markets, but is also finding favor with younger men.

15-1506



Classic Car Coats

Stay warm - look stylish. Yes, you can have it all!



The 'Egg' shape - a Vintage Throw Back

Quilting Takes a Trendy Turn



Duffle Coats Updated

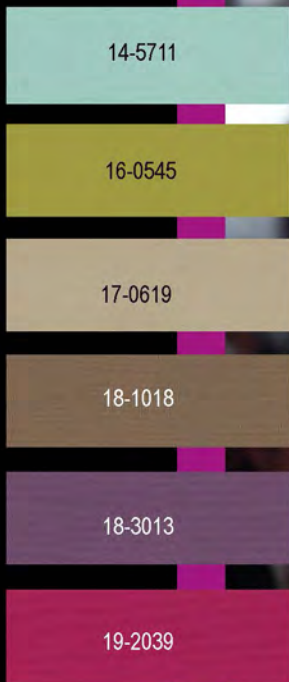
Working the Trend

- Classic silhouettes, that already resonate with consumers, are elevated through small 'tweaks'
- Bring in an unexpected fabric - like quilting or matelesse.
- Get creative with trims. Tassels, passementerie, for example.
- Color can play a huge role in revving up a classic coat - and making it look totally new.



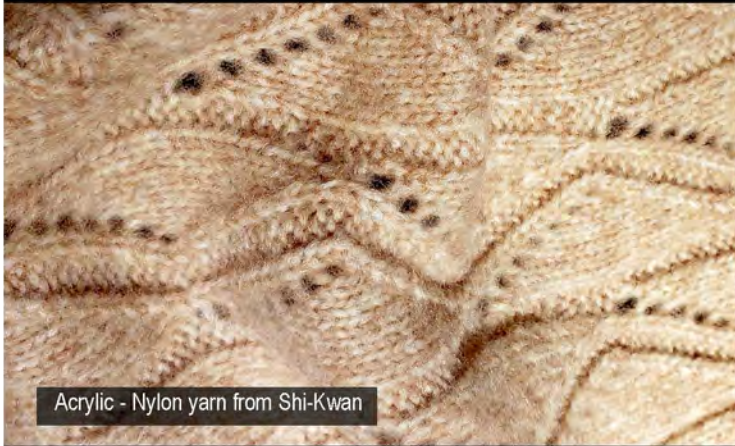
TARGET MARKET: Career professionals who want function and style

Make a Color Statement



Color palettes are based on Pantone Textile References. Please refer to the actual Pantone Guides for the color matching.

A Touch of Luxury



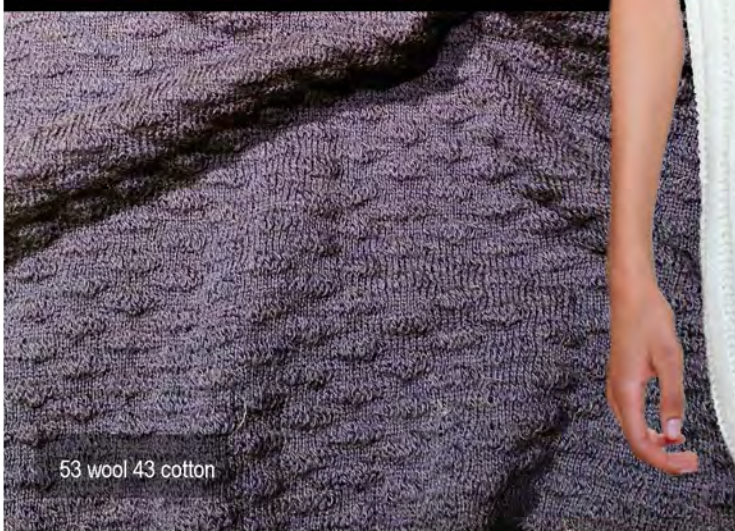
Acrylic - Nylon yarn from Shi-Kwan



100 extra fine merino yarn from Filivivi



48 cotton 21 wool yarn from Shi-Kwan



53 wool 43 cotton



Yarn From Lailia



Working the Trend

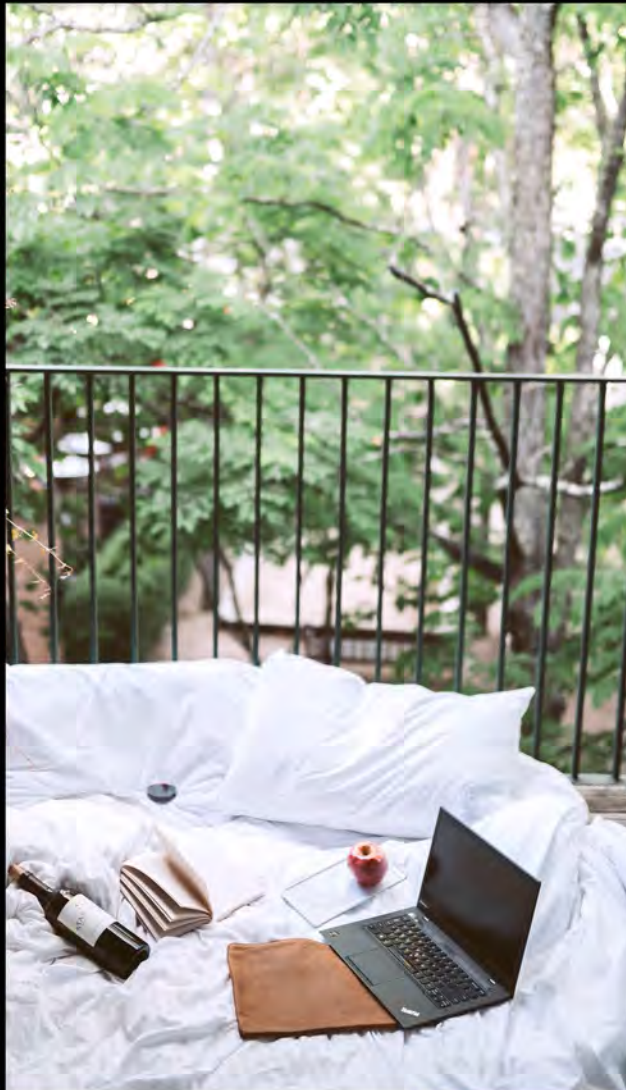
Today's consumer wants quality - and hand feel is one of the first touch points that say "this is something special".

Consumers are very aware of fibers - and they know what they like.

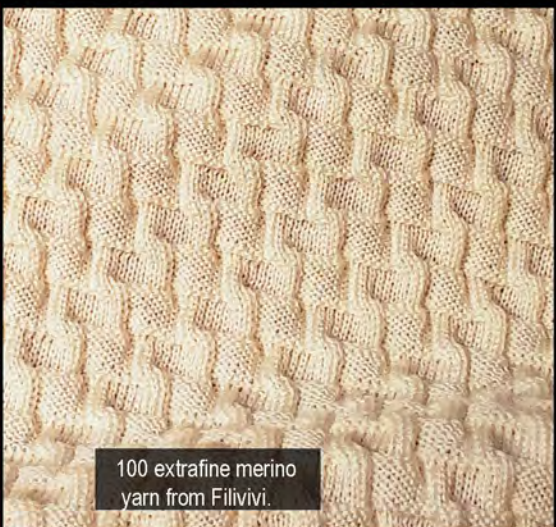
- For an up market customer pure cashmere, or cashmere/silk and cashmere/cotton blends will be bestsellers.
- For a mainstream customer whose more budget conscious, blends are essential - especially cashmere blends.
- Extra fine merino wool is now seen as a luxury fiber.
- While fiber content matters, ultimately it comes down to hand feel. Soft, silky and very smooth - that's what consumers want now.



100 extra fine merino wool yarn from Filivivi



Yarn From Shik Kwan.



100 extrafine merino yarn from Filivivi.



90 wool 10 cashmere. Yarn from Filivivi

Specks & Flecks

Yarns with speckled effects are moving from their more casual and sporty origins to more upscale smart casual looks.

Garments still have that relaxed, comfortable feeling, but they are elevated through more sophisticated interpretations of these yarns.

This is especially true when playing with color. A creative color palette can take even inexpensive yarns and make them look high end.



71 cotton 22 acrylic 2 polyester yarn from MF





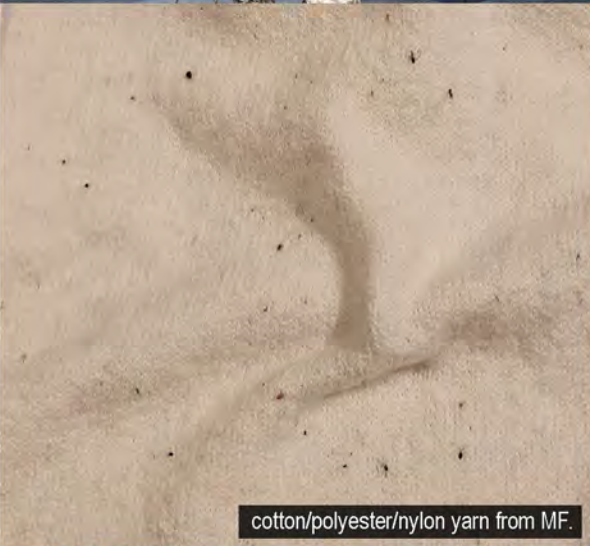
polyester/acrylic yarn from GTIG



Yarn from Shik-Kwan



wool/nylon/alpaca from GTIG



cotton/polyester/nylon yarn from MF.

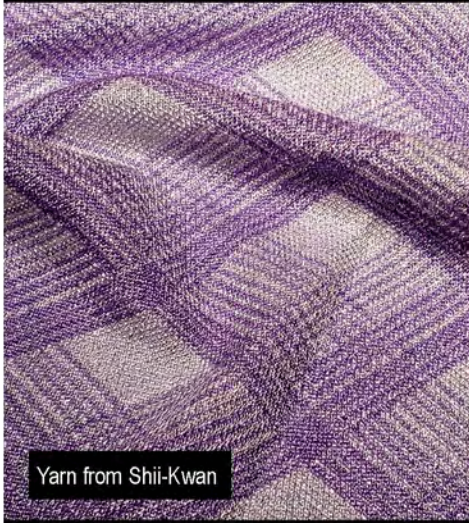


Working the Trend

- Classic Donegal and tweeds looks are taking knitwear in a smart casual direction.
- The key is playing with color. Bring through more sophisticated color palettes to elevate the look of the garment.
- For a younger, fun look, focus on bringing in bright colors - or experiment with new interpretations of slub yarns.
- Garments are oversized and feature coarser gauge yarns.
- Comfort plays a key role here - but not at the expense of looking stylish.



Diamond Girl



Yarn from Shii-Kwan

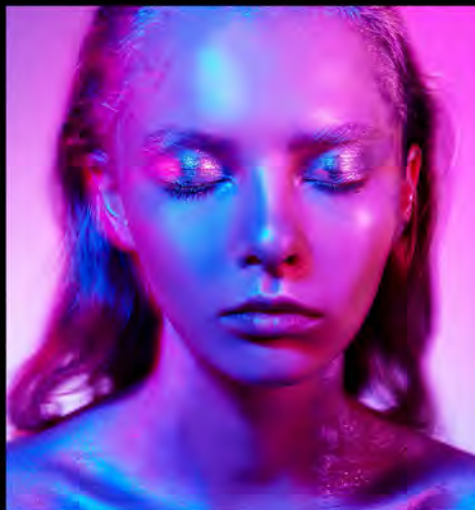


All that
glitters ...

Yarn From Kyototex



A radiant
new energy

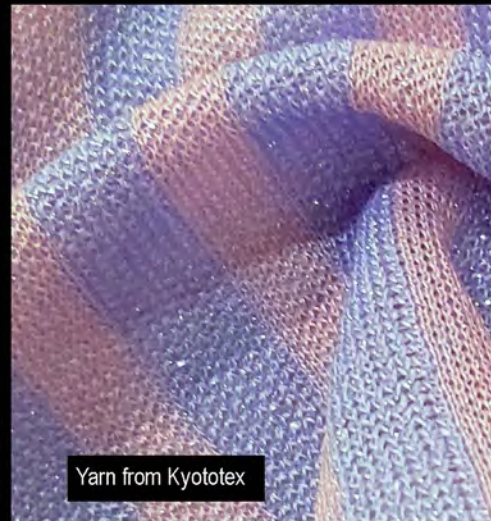




Everyone wants to sparkle & shine



Kyototex shimmering yarn



Yarn from Kyototex



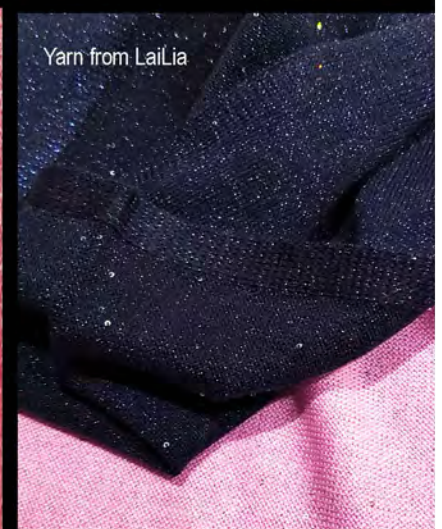
Yarn from Lailia



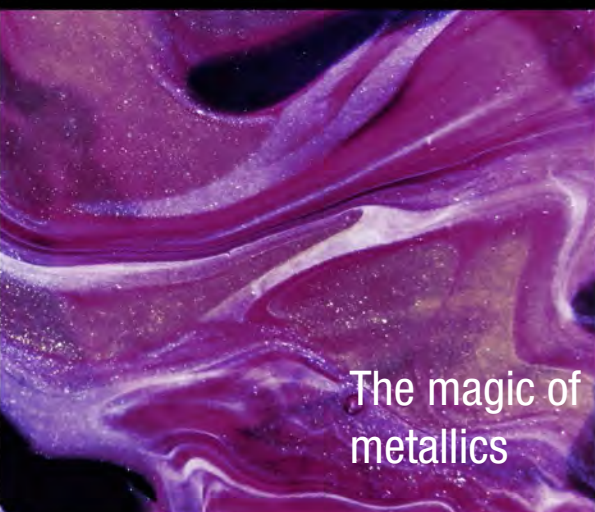
Kyototex shimmering yarn



Kyototex shimmering yarn



Yarn from Lailia



The magic of metallics

Working the Trend

- Metallics aren't new, but that doesn't mean we should overlook them. Just the opposite.
- Look for new interpretations, especially those that bring through subtle shimmer and a hint of sparkle.
- Look for yarns with micro sequins.
- Soft shimmer (from metallic or nylon yarn) in very fine gauge knits are coming through. When worked in simple crew neck or v-neck tops, they are a smart alternative to a t-shirt. Perfect for layering in cooler climates.
- Hand feel is critical. Look for soft, slinky garments with lots of drape.

TARGET MARKET: Women of all ages. This is what everyone wants right now.

Color Mix

Fashion favors the bold ... bold, bright color! These eye catching garments look good online as well as on the selling floo .



TARGET MARKET:
That young and bold
fashionista who dares
to be different - and
is ready and willing to
spend on clothing.



Working the Trend

- Retail is getting re-energized with collections that are bursting with color. Go bold or go home!
- Traditional outerwear is looks new and trendy with blocks of color applied to classic tweeds or houndstooth garments.
- Take a classic jacket and then make the right and left sides out of different materials or use contrasting colors.
- Appliqués bring color through in interesting patterns (we've been seeing a lot of this in sneaker collections this year).
- The key is to push the design just a little bit out of your comfort zone. It's a daring move, but today's consumer is not going to buy more of what they already have in their closets. Differentiate is critical to driving sales.



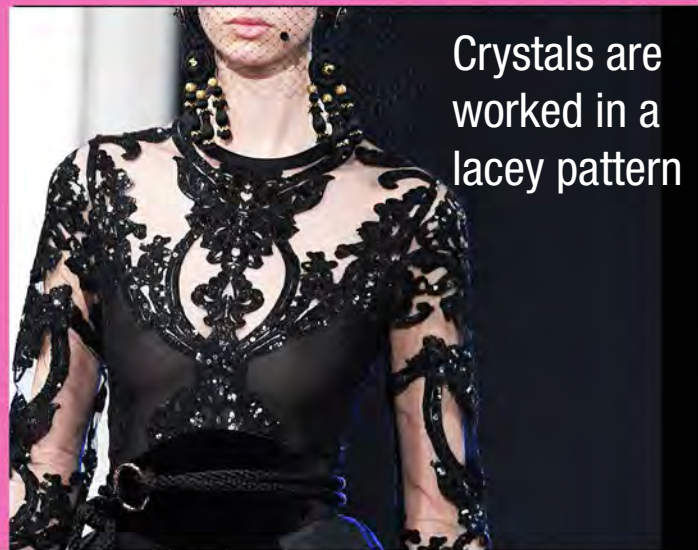
She Loves Lace



Wu Tong Industrial lace



Lace gets an edgy look



Crystals are worked in a lacey pattern



Brunet International lace



Brunet International lace



Kewelram

Undeniably elegant

Working the Trend

- Oversized lace or patterns that look like lace are bringing new elegance to even everyday clothing.
- Bring lace through as appliques on outerwear for look that's trendy yet feminine.
- Look for lace that has texture, for example corded lace.
- Bring lace in as trim on basic tops and blouses. Even t-shirts get a style boost thanks to lace trim.
- Stretch lace taking lace into casualwear - making sure that it's comfortable for homewear as well as more dressed up interpretations.



Vintage Kimono

Pale Gold
15-0927
TPX

Molten Lava
18-1555
TPX

Pastel Green
13-0116
TPX

Rouge Red
18-1755
TPX

Pale Gold
15-0995
TPX

Surf The Web
19-3952
TPX

Bleached Apricot
12-0917
TPX

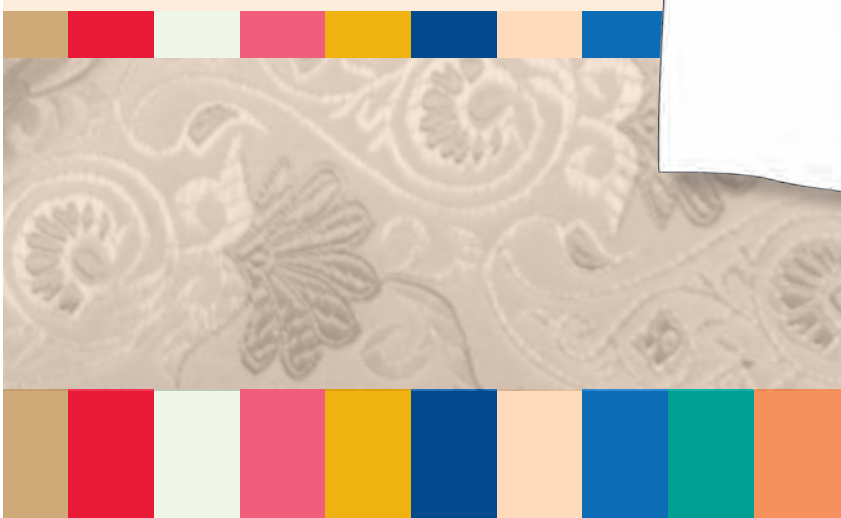
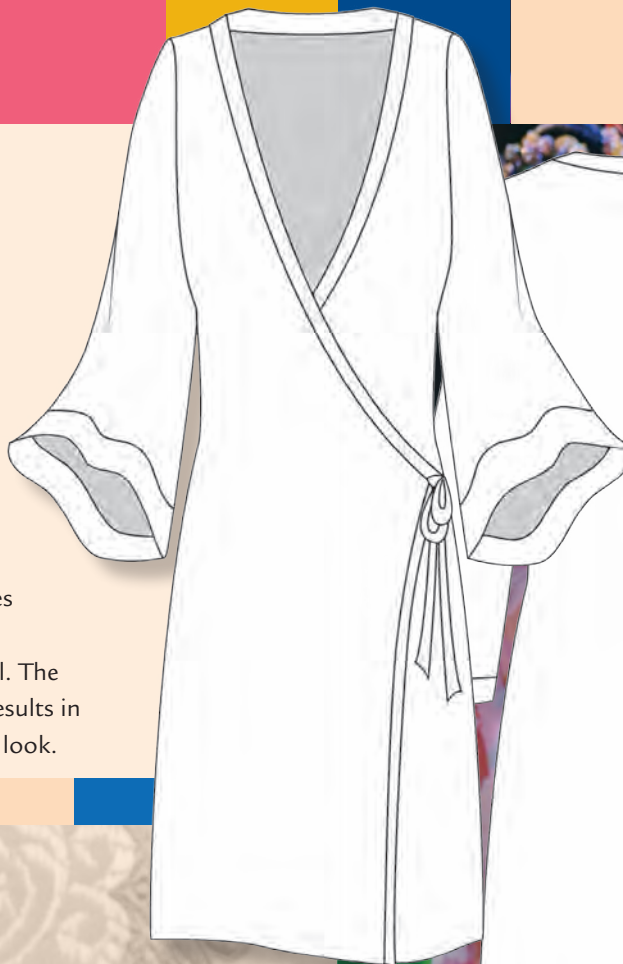
French Blue
18-4140
TPX

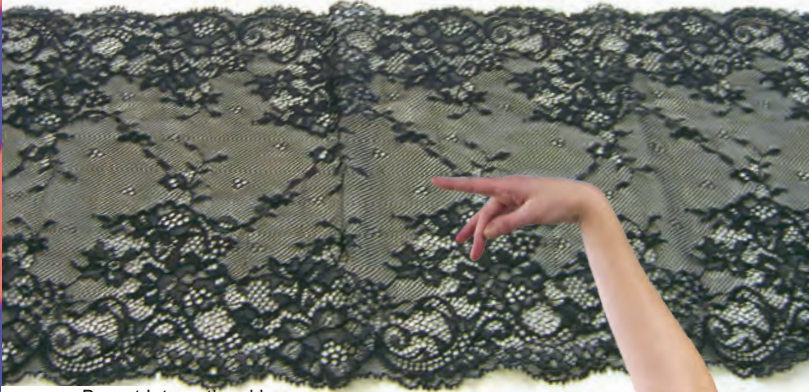
Spectra Green
17-5335
TPX

Red On
17-14
TPX

The Mood

The traditional far-east look gets a Gatsby-era update. Vintage kimono-style robes of the 1920s and 30s were inspired by classic Japanese kimonos while reflecting the loose, less structured silhouette of the era. Luxurious silks, rich colors, ornate embroidery and delicate yet bold floral motifs lend themselves beautifully to sexy yet sophisticated lingerie with a bohemian vintage feel. The incorporation of Art Deco themes results in a surprisingly modern and wearable look.





Brunet International lace

Target Market

This trend works across all market sectors. The sophisticated customer will enjoy the luxurious fabrics and elegance of the silhouettes. For the younger market the focus will be on playful prints and bold colors in cotton fabrications.

range
464
X



LeJaby Lingerie



LeJaby Lingerie



- Rich silks in bold colors create the canvas for vibrant raised embroidery designs incorporating eastern motifs with architectural patterns, the most opulent using metallic or silk threads.
- Jacquard wovens and jerseys anchor this look in the 1920s with bold geometric patterns in matte and shine yarns creating three-dimensional effects in both opaque and sheer styles.
- Delicate soft mesh is used with strategically placed embroidery for a conceal-and-reveal look that is sexy and playful.
- Lightweight cotton robes, novelty prints and tie-dye replace silk and embroidery for the younger market.



Design Direction

- This look provides a bohemian worldly take on glamor.
- The romanticism of the Far East and Art Nouveau meet the graphic motifs of Art Deco for a look that epitomizes old world opulence.
- Robes of all length are taking center stage as the most literal interpretation of the trend.
- Look for embroidery details on bra and panty sets.
- Drop waists on loose slips, belted and kimono-sleeved sleepwear and loungewear.
- Long columnar nighties.

