

CONCEPTS; BROAD OUTLINES AND SUMMER COLOUR 2013

Outlines of summer 2013

A desire for light, cleanliness and simplicity will pervade this coming summer. After seasons epitomised by the "vintage" look, worn and weather-tinged items, this new season promises lightweight precision, strength and subtlety, flowing contrasts, and compactness without rigidity. The surfaces are refined, glistening for the wet-look, shiny and metallic, inspired by silk. The freshness is achieved by blending Nylon in cotton or linen or through crisp backgrounds with crepe thread. The textures become more prominent, without losing any of their finesse. A lot of work has gone into the semblance of silkiness, matching the fantasy. As an alternative to a certain consistency we expect a new fluidity, the mixtures of fine cellulose fibres effecting items with a rich, creamy drape, inspired by pyjamas that are comfortable and relaxed.

The printing remains vital and lends new qualities and characteristics that are less obvious, playing with special sources and mixed techniques. The designs are more abstract and driven, or more perfectly delineated and profiled, or a mixture of both. The designs can be huge and lose their outline, as they go beyond the perimeter of the garment.

Technical fabric is a must this season, achieving hyper-lightweight fabrics, almost immaterial, smooth or with cotton or porous frameworks. Twin-layered fabrics are indispensable. The polyamide or polyester warping lends lightness and functionality to cottons, linens and wools. Importance given to the fricatory and very opaque membranes or their situation, to the inspiration: waxy, oily, moist and the nappa or leather effect.

Knitwear inspires other sectors, adapted to apparel such as double-breasted suits, pants, jackets... The notion of stretch or bi-stretch, has been inspired by urban trends, but is very dynamic and

comfortable. Neoprene, inspires us, in laminated paperwork with foam interior.

The mesh is still very slight and lightweight, sweaters and ribs, are volatilized in cotton, linen and viscose; the most spectacular stripes or streaks in huge rappings or intense colours.

The check-design is simplified into a window motif or simple blocks and intersected by the stripes, enabling a wide range of possibilities, from flowingly subtle to firm clean stripes, in surprising colours, to angled stripes, horizontal and exotic.

The Jeanswear is lighter and hints at less rigidity, but does not forfeit any visual authenticity. Superstretch quality with Lycra or polyester T-400, remains highly desirable, a tight-fitting garment like a second skin. The look is much cleaner and less weathered, resulting in a sheen that is almost metallic. A clear interest in the sophisticated qualities of couture denim, adapted not only to jeans-wear, but a wide variety of types of clothing. Fluidity and flow is also reflected in the denim, with quality cellulosic fibres such as viscose or Tencel. The Oxfords and Chambrays also adapt well to jeans-wear, the twill seeming much cleaner, and smoothly imperceptible. Doubling effects with interior colours or patterns. The jeans surprise with almost fluorescent colours, a little faded. The visuals bleached, faint and evanescent, not only alluding to blue skies, but other tonalities: ash-grey, marine....

In general, the season features clear and bolder graphics than previous years. We see more contrast and stylistic collisions, in an aim to surprise and break forms. Sportswear is distinguished from more urban or formal attire. The feminine and masculine neglecting to merge. Garments offer supported volume, sculptural and blunt or, conversely, liquefy fluidly, in a relaxed way, informally. In short, it's a trend that wants to be attractive, innovative and above all, EASY.

We will continue to expand on the 3 themes for Summer 2013:

BOTANIK & IDILIK

Simplify and recognize the world, from the essentials, conceiving it as something extraordinary. Marvel at what is born from a kernel, a particulate, growing from the tiniest thing to the greatest. Since at the heart of the seed is the whole work, the fruit. Become gardeners of our reality, guardians of nature, without artifice: an insistence on simplicity does not mean banality.

Half-tones that embody the vital promise of serene light. A range of greens and semi-yellows, blended in the raw and allowed tan or bleached by the sun.

Tactile qualities, dry and crisp, slight and flowing, as slippery as a sheet or as grainy as sand. The organic 3D surfaces in tubular Jacquard. Linen, fine wool and cotton are the protagonists and are blended with the cellulosic; facilitating an informal and relaxed functionalism. Doubled or light crêpe. Waxed finishes, the nappa kind ... The check-pattern evolves into shirt-inspired stripes for other sectors, and drawn widely-spaced and three-dimensional, pure and concise. A play of unevenness designed more than merely created for spinning. The inspiration is "Chambray" and "Oxford" for the sportswear and tailoring. Shirts with matching textures, still a little wrinkled but very light, almost transparent with a natural base, with raw colour stripes or micro-patterning. Micro "Madras". Technical garments with a synthetic-look, but with a faded-colour effect. Flowers, fruits, leaves, with the engraved treatment or expressionist or pointillist aesthetic. Clustered flowers or miniature elements. Environmentally-friendly fibres, and the social has a space for self-expression here.

DREAMING THE REAL

Whatever it is, it has previously been dreamed of, so it is that reality is a projection of our dreams. This new perspective makes us responsible and co-creators of our lives. This is why we are putting forward a range full of white light with the aim of projecting beams so delicate and others that almost fluoresce. The aim is to create freshness, fusing luminosity with benevolence and a certain degree of acidity, stimulating positivism, the creative mentality.

Fresh and vibrant pastels, white and white-coloured spatialities that diffuse and fluoresce, effervescent and energizing.

The natural and technological become allies in creating lightness, ductility and consistency. Smooth surfaces, dense areas, glossy, gelatinous, pearlescent, metallic or ultra-matte. That nutritious pot of effects and textile touches, the plastic-look predominating. The transparencies condensing, the twinned-layers playing with paradoxes. The fabrics becoming sculptured or on the contrary aqueous and flowing... The bleach-effects not only for the indigo. Silk gauze with embossed crêpe, double gauze, patterned organdies. Weaves of nylon with linen, silk or cotton. Bayadere stripes. Patterns fixed in vast space or kerchief-style or gigantic, blending techniques, brushwork and profiles, aqueous and material and patchwork and sophisticated borders among geometric floral motifs. The guipure, lace and embroidery, becoming more geometrical and modern. Artificial flowers, psychedelic effects. Geometric abstracts, vibrant and artistic-scientific.

HIDDEN PARADISE

A psychic space where connections occur beyond the norms set by their own culture. A place where the local and global converse. Paradise complemented by alternative: the sports world allied with the tropical. An almost surreal universe where nature is hybrid and plural. A range of contrasts, profuse and opulent beauty.

A dense paradise, with intense blue ink, red clay, black and purple amazed by the exuberance of vermilion, sunshine yellow, Indian pink and tinctures of blue.

Playing with multi-colour, multi-cultural, multi-referential. Visible and tactile contrasts between natural and synthetic or artificial fibres. Fleshy fabrics, fatty and muscular, as stiff as they are flowing with a weighty drape. The second skin becomes elastic, Superstretch. The grainy texture, braided, openwork, playing with degrees, ottomans in relief. Blends of unevenness and craft effects. Mixture effects of irregularities and crafts. Fil coupé, raffia... Fulsome and lithe surfaces. Double-layered with satin interior. Neoprene inspired. The inspiration of silk for its brilliance and crisp appearance. Laminated and twin-contrasted and gleaming. Resinous for the wet effect, glossy or iridescent. For smooth and almost transparent textile technical-garments or patterned drawings or the weathered effect. The indigo and denim suits all kinds of garments. The blue-indigo becoming clean and intense. Horizontal or vertical stripes on a dark and lively backgrounds. Very abstract spots halfway between beasts and cells. Modernized ethnographies. Blends of fiction and reality, of the photographic and pictorial. Sport + sylvan. Landscapes, jungles, massive leaves and impossible animals. Gigantic prints. Flowers inclined to camouflage.