

# View 2

DENIM / CASUAL / SPORT

## SUMMER 2015

Street Style  
Hot Retail

## WINTER 15/16

Men's Designers  
Denim Directions

## SUMMER 2016

MW & WW Trends:

Fabric  
Trims  
Colour  
Key Looks  
Key Items  
Accessories  
Footwear

## WINTER 16/17

Casualwear Forecast  
Sportswear Forecast

# The New DIY

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**2Som Studio**

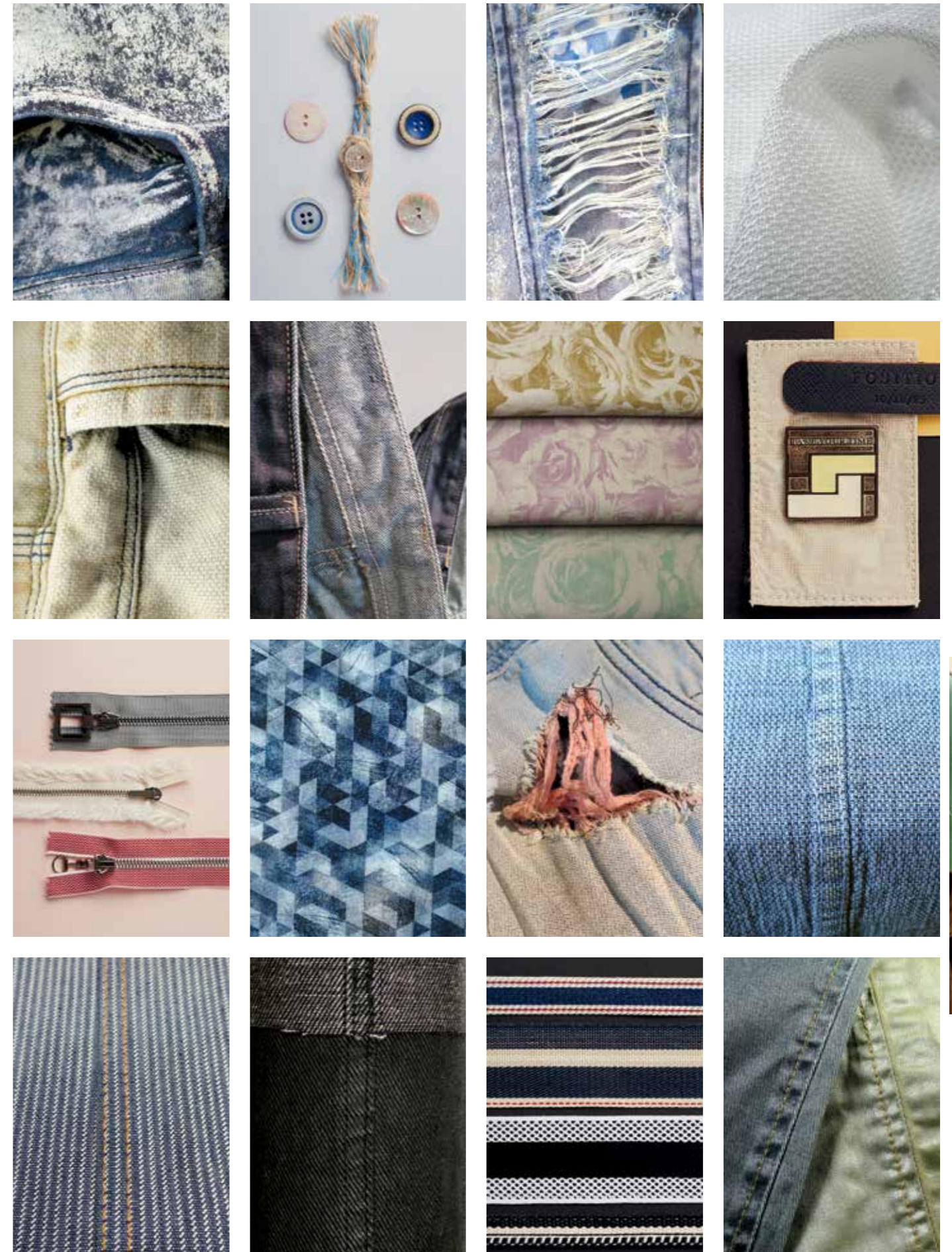
## Fabric & Trim Direction

In fabrics we find the whole feeling of S/S 16 is softer, slower and more relaxed than in previous seasons. This is achieved through the use of very traditional fibres such as linen and hemp working alongside cotton, or the uptake of lyocell to give qualities a softer, more sensual feel. The mood is carried on in the way colour is applied to natural, greige, unbleached grounds, which gives hues a clay-like powdered feel. Finally, structures are highly traditional, e.g. the return of herring-bone or more pronounced than ever; however, they are never too compact or tightly constructed. We are not saying that the technical is finished. Far from it! New blends, lighter and lighter weight performance and evolutionary coatings are all here. It's just that everything seems more normal and honest.

This feeling for the 'honest' is reflected in the way denim producers are world leaders in sustainability and environmental concerns using less energy, less water, low impact chemicals and reduced emissions. This 'detox' commitment is not a marketing gimmick but a clearly understood business strategy to ensure the presence of denim for tomorrow's generations.

Catwalk photography  
**Chris Moore**

Trims photography  
**Tom Willcocks**





### Beige, Greige & Ochre

Here we find natural, undyed and untreated cotton used sometimes in the warp, but more commonly in the weft giving a beige or greige aesthetic to denim. Linen and hemp mixes, slubby surfaces and open weave structures lead us further down the natural path. Ochre is also a key colour used to create interesting, aged-looking contrasts when paired with indigo hues - appearing both on-top of indigo and peeking from beneath. These colours create a fresh and natural summertime look.



1. CALIK (TR) / 2. BOSSA (TR) / 3. DENIM CLOTHING COMPANY (PK) / 4. ROYO (E) / 5. ARVIND (IN) / 6. BOSSA (TR)  
All images taken at Denim by Première Vision, S/S 2016

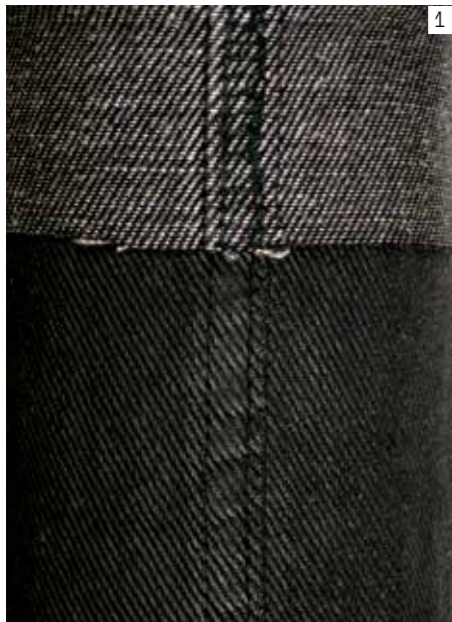


### Whitened

This is not just about harking back to clean 1980s-style white denim (although that is also a key consideration this season) it is a story of whitened surfaces where texture plays a key role. Structural interest, slubs and neps, mottled looking coatings and heavy washes playfully integrate white and off-white with indigo in new ways.



1. DENIM CLOTHING COMPANY (PK) / 2. ARTISTIC FABRIC MILLS (PK) / 3. ISKO (TR) / 4. TAVEX (E) / 5. LE FAXX JEANS (TR) / 6. A14 DENIM BY AKOZBEKLER (TR)  
All images taken at Denim by Première Vision, S/S 2016



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### Vanta Black

For some seasons now, we have been talking about the role of black, how it is a cyclical colour and how it moved from dominating every aspect of design four years ago to obscurity, hidden behind an explosion of brights and the rebirth of blue. Now black has come full circle, emerging through the avant-garde market and new technology to become, once again, a dominant force. The full blast of black will be felt in A/W 16/17.



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1-5. INFINITY (I) / 6. NINO (D)



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### Chalk Stone

Chalk white is the new casual colour to replace white. Not only does it reflect and absorb light in a different way giving cloths greater opacity, it is the perfect vehicle for powdery and waxy handles as well as plaster textures reminiscent of lime washed walls. It's also a great colour for the heralded return of linen. 'Chalk Stone' is just another facet of the season's slow down, timeless feel.



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1. ITALTEX (I) / 2-4. INFINITY (I)





### Blue + Black

This season we find blue and black used together but kept separate in the final aesthetic. Scraped-back black over-dyes and coatings allow dark indigo to dramatically show through. Black wefts create stark contrasts on ripped, torn and lasered pale indigo bases. Black is printed in harsh blocks on top of 1980s and 1990s stone-washed-looking bases. Two-face qualities allow black backs to create a surprise on the indigo face when turned-up. It really is a story of two halves rather than a combination of the two this season.



### Toned Down Brights

A key approach to colour this season is to print and coat colour on an ecru or beige ground rather than the usual white. This lowers the intensity of the colour giving hues a brick tinge. This reflects the general mood of the casual market where there is a turn away from blatant brights to more mid-tone hues.



1. CONE DENIM (USA) / 2. A14 DENIM BY AKOZBEKLER (TR) / 3. SOORTY ENTERPRISES (PK) / 4. TUSA DENIM (TR)  
All images taken at Denim by Première Vision, S/S 2016

ALL FABRICS BY ITALDENIM (I)

### Pale & Interesting

In this story bleached out-looking, natural and pale surfaces are paired with a pastel palette of weft hues. White, off-white and super-light indigo surfaces add to the overall sunbleached aesthetic.



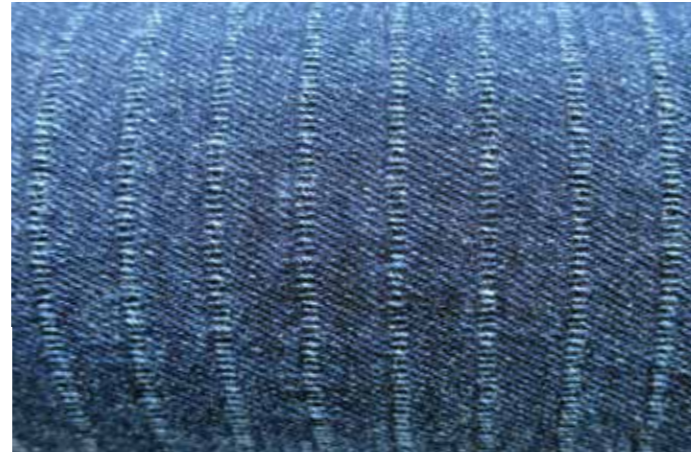
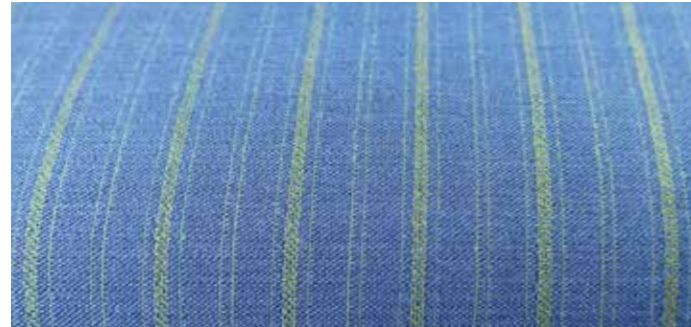
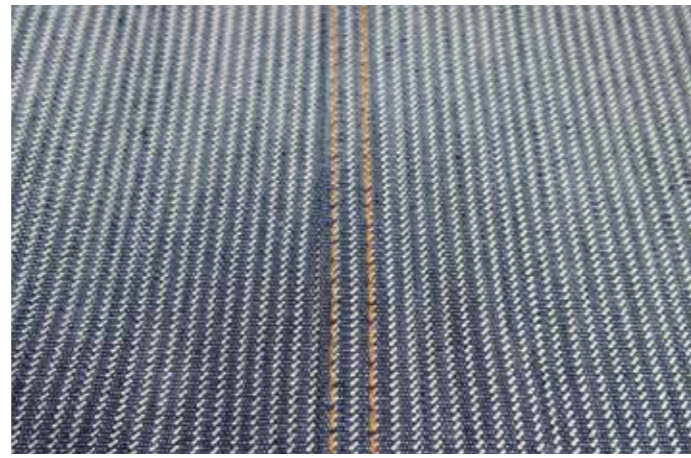
1. ARTISTIC FABRIC MILLS (PK) / 2. REALTEKS (TR) / 3. BOSSA (TR) / 4. SOORTY ENTERPRISES (PK)  
All images taken at Denim by Première Vision, S/S 2016

### Once upon a Time

A new approach that brings a softer, slower touch to the otherwise speedy, aggressive denim looks we see on the street at the moment. The story has strong echoes of Provence in its use of warm, clay-hued, garden colours and simple, monochromatic floral patterns. Simple and timeless, this is a story for both men and women.



ALL FABRICS BY BERTO (I)



### Uniform Stripes

A clean division in our approach to stripes, this season into city and workwear approaches. Much has been made of the tailoring world's adoption of denim to unconstructed, but still formal based jackets and tailoring, hence the big offer of formal city and pin stripes. The other is for ticking, tennis and mattress stripes so typical of old time, US agricultural and railroad workers.

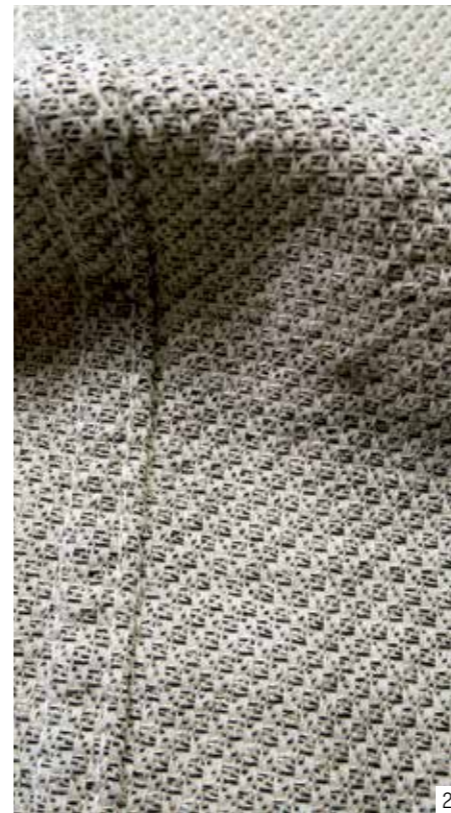


ALL FABRICS BY ITALDENIM (I)



### Rural Casual

Two sides to this deceptively simple look. The first is to use the world's oldest fibres, linen and hemp, in weaves that are dyed in ecru or greige rather than bleached form giving the story a much softer feel. This feeling for softness is continued in washed and technically treated structures ranging from the season's very important herring-bones to knitted looks and giro inglese.



1. NINO (D) / 2. INFINITY (I) / 3. MAJOCCHI (I) / 4-5. INFINITY (I) / 6. LANIFICIO EUROPA (I)



# Japanese Graphics

Japan and indigo are a natural match (Katazome). Here we see jacquards and prints echoing timeless woodblock prints (Aizuri-e and Sumizuri-e) and crafted weaves reminiscent of wabi-sabi and other traditional techniques bringing a more textured feel to the otherwise clean, flat world of denim. This is a story that touches traditional jeans weights as well as chambray shirtings.



1-2. VICUNHA (CH) / 3-4. TEXTA (I) / 5. BERTO (I) / 6. LANIFICIO EUROPA (I)

# Digital Exercise

Digital printing might have run its course but it still has a long way to go in menswear and casualwear. The technology gets better all the time moving it up to the level of screen printing. Here, for example, we see digital printing using pigment dye and executing designs like mock structures with a fineness not seen till now.



1. EUROJERSEY (I) / 2-3. MAGLIFICIO RIPA (I) / 4. TEXTA (I)





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### Mottled to the Max

There is nothing quiet about this story of sponged on, scraped off, bleached out and washed down colour contrasts. From water stain-type effects to 1980s acid-wash looks to random artist paint daubs – this is not a direction for the shy and retiring or denim purists, but for those who want to make a statement and stand out!



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1. FASHION POINT TEKSTIL URETIM (TR) / 2. INDUSTRIAS MORERA UNITIN (E) / 3. ROYO (E) / 4. REALTEKS (TR) / 5. ISKO (TR) / 6. A14 DENIM BY AKOZBEKLER (TR) All images taken at Denim by Première Vision, S/S 2016



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### Threadbare

We love this direction – although it’s not exactly the most commercial. This is ripping, fraying and destroying taken to the max! We find big holes, patched haphazardly from below, open weaves with seemingly broken threads, extreme raw and fraying edges and seriously scraped and damaged surfaces. Probably not a good idea to wear this look head to toe, in fact pair a threadbare style with a smart and pure suiting-inspired denim silhouette and you’ve got double denim done the right way for the season ahead.



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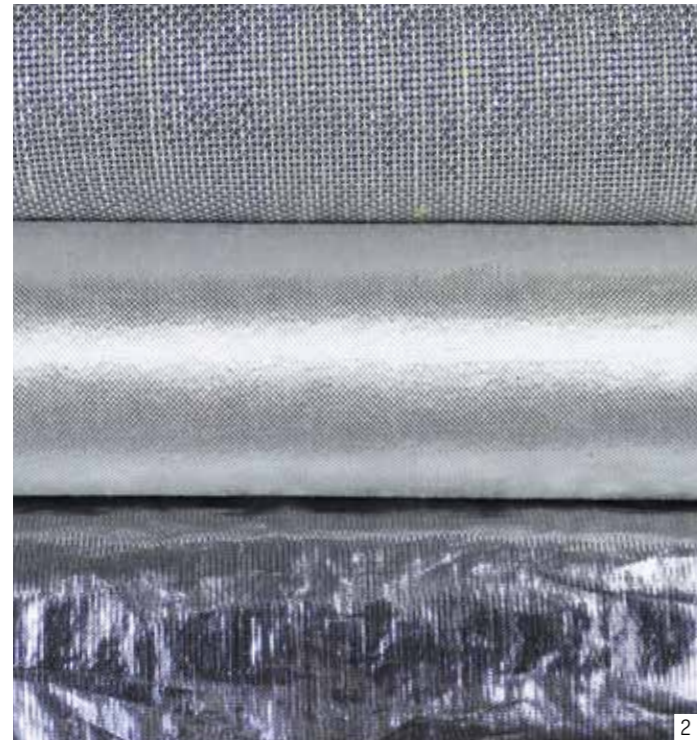
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1. A14 DENIM BY AKOZBEKLER (TR) / 2. ROYO (E) / 3. ARTISTIC MILLINERS (PK) / 4. A14 DENIM BY AKOZBEKLER (TR) / 5. DENIM CLOTHING COMPANY (PK) Images 2,3 & 5 taken at Denim by Première Vision, S/S 2016



### Gravity

Our technical approach to the season. The catalyst is lustre and reflective light effects. The starting point is deliberately low key with fabric producers applying coatings that contain a low metallic content, These are then washed to give cloth varying amounts of lustre. The finishing line is truly space age with silver, aluminium and titanium fabrics that seem like foil. Note also the growing use of high performance fibres, such as Cordura in this field.



1. NIGGELER & KUPFER (I) / 2. ITALTEX (I) / 3. ROYO (E) / 4. CARLO BONOMI (I)



### Denim Tech

In recent seasons we have seen significant advances in technical denim developments. From the integration of fibres developed for NASA, to cellulite reducing properties, the weavers have shown a real flair for innovation. This issue we highlight a new development from Denim Valley by Royo, Weartech Denim (WTD). It is a specialized fabric most suitable for the motor sport industry that looks like leather, is waterproof, offers high resistance to rubbing, tearing, cutting, impact abrasion and even gives insulation against electric shock whilst at the same time offering stretch and comfort.



FABRIC BY ROYO (E)

