

FASHION FORWARD

SPRING/SUMMER 2012



Fashion... A never ending evolving cycle that motivates people to constantly change their wardrobe is a serious business. Behind the spotlights and glamour many people toil to bring trends to the market that are interpreted and presented on the ramp as collections and later in the retail stores as products of mass fashion. For S/S 2012 the forecast has been made and the industry is now looking for resources for product development. Manufacturers can no longer sit back and wait for tech-packs to come in, buyers are asking for new ideas and fresh interpretation.

In the serious business of Fashion, AO introduces the first ever trend book – Fashion Forward for Indian exporters. Created by a team of 8 industry informed professionals from fashion designing, fashion communication, merchandising and marketing, who understand the pulse of international fashion - Fashion Forward has circled down on five key themes – Eco Call, Color Pop, Sheer Illusion, White Influence and Tribal that will define the season S/S '12

“This is the first attempt in India by an Indian company which links the Indian suppliers to the international trends. I am sure it will be helpful for the industry to mark their presence in the international arena,” says Deepak Mohindra, Editor-in-Chief, Apparel Online.

content

SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012

themes

silhouettes

fabrics

details

value additions

themes

SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012



Colour Pop



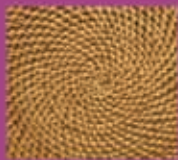
White Spaces



The Nomad



Sheer Illusion



The Eco Call

As the product development starts for another season – the summer of 2012 is being looked at with new inspirations that will define the fashion market of the upcoming year. With a 'back to nature' world in the making, one aspect of fashion will also look at everything organic and sustainable. As people have migrated to various regions in the past years adapting to a new society, it has been long since they have looked back at their roots, and the whole feel of culture will revisit as a human need in 2012. This will be observed with a whole tribal and traditional feel in designs, and the re-emergence of ethnic crafts of the past. Simultaneously, people are shifting towards minimalism both in shapes and details. While an all white theme will be popular, a playful contrast will be created with a pleasant explosion of colour and the use of the colour blocking trend to the fullest. A sheer feminism will be observed in silhouettes which have a lady like delicacy and a dream like transparency. The spring of 2012 is full of individuality with many an option to choose from, that can be interpreted in as many ways to suit as many buyers...

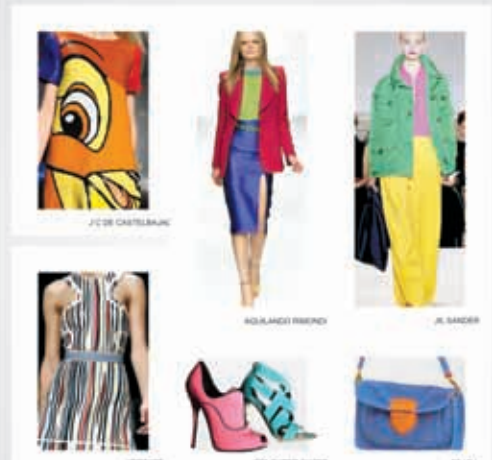
COLOUR POP



A bright, colorful, playful and vibrant coming within the season of the 80s. Color, patterns, cartoon prints, accessories, playful drawings, fun and free are the key ingredients. The whole idea is to make the clothes, when being out the street or you, to make you notice and be noticed with brightness. With the colour mixing being matching, new things with every garment, makes the importance of a lot of colour cannot be missed for any spring season, but it will not be overdone or overused patterns and prints. The trend is to use more to add into and about the garments too. T-shirts, shirts, hoodies and dresses for an everyday summer. Lighter summer trends with colour, fashion, colorful prints and patterns with a lot of prints can be worn.

MATERIALS: Cotton, polyester and denim. Fabrics that can be printed over with vibrant prints, and other like, nylon and silk, made for a more relaxed look.

COLOR PALETTE: Primary colors will be the most popular and lightest shades. Bright shades of colors, hot pink, vibrant orange, neon blue, and yellow, shades of fashion, denim, and more.



JC DE CASTELBAJAC

HOLANGEI BRENDA

JL SANDER

VERSACE

COLOURED SHOES

PRADA

WHITE SPACES



A very minimalist approach to achieve beauty and the whole idea of simplicity within the look called the theme. Taking inspiration from simple shapes and colors, clean and pure lines, neutral colors - less is more. Keeping in mind the fabric and using technology in its best, the look is primarily defined from architecture and fashion. Lines, colors, sharp edges, subtle or transparent materials, high or open-collared, padding, softening and open in all its form will define the look, pattern, silhouette and details of the garments. What is to be incorporated is simplicity, balanced with asymmetry, clean, balanced with straight lines, back balanced with white and the unconventional combined with the conventional.

MATERIALS: Experimental surface alternatives with geometric shapes, tone outside of fashion, vibrant colors with the season with edge, patterns and prints.

COLOR PALETTE: Mostly all in white, use of black to give contrasting details and color touches of pastel and light shades to add depth.



ORIGI VAN NESTER

WHITE SHOES

BALE

VERSACE

DIANE VON FURSTENBERG

VERSACE

silhouettes

SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012



Bottoms



Dresses



Outerwear



Skirts



Tops

Laid for the fashion forward women to today, analyzed are analyses the key shapes in dresses, tops, bottoms, skirts and summer outerwear. The sheer trend being so varied, most of the silhouettes revolve around the idea of fluidity and movement. But as lightweight fabrics get weightier this summer, so will some innovative developments with other fabric blends as well. In contrast to the flowy garments, structured looks achieved through summerish twills, dobbies and self textures fabrics will be popular for semi-casuals. A little bit of the past, like the 70's looks are making a contemporary comeback with a lot of vintage looks being observed such as wrap tops, long dresses and the nautical stripes. There has also been some oriental influence with kimono-style tops, which can be interpreted in numerous ways with a lot of variations. Not only designer but basic silhouettes like flared skirts, boxy-fit tops, trench-shaped straight dresses define the next summer, which is all about a laid-back elegance reflected by the clothes of a woman. Creating a balance between movement and structure, some intermediate silhouettes will also be required to balance the season for an overall fashion client...

Bottoms

The bottoms for the next season are more relaxed and casual with a loose silhouette.



TVS TROUSER

This silhouette is a wide-leg trouser, giving the illusion of extra long legs. This silhouette is ideal for the casual look, characterized by a relaxed fit.



LOW-CROTCH TROUSER

This silhouette features a very low crotch, which gives it a relaxed, casual look. It is ideal for the casual look, characterized by a relaxed fit.



JUMPSUIT

This silhouette is a jumpsuit, which is a one-piece garment. It is ideal for the casual look, characterized by a relaxed fit.

HIGH-WAIST GATHERED SHORTS

Derived from the vintage aesthetic, these shorts with a gathered waist are not too formal or over-the-top, making them a great choice for the next season.

CHINO

The new shape of 2013 summer, these pants are the perfect choice for summer. They are relaxed and casual, with a straight fit and a relaxed waist.

CROPPED FLARED SHORTS

This silhouette is more of a hip hugger, which is a relaxed fit with a slight flare. It is ideal for the casual look, characterized by a relaxed fit.

ANKLE LENGTH

This silhouette is a relaxed fit, which is a straight fit with a relaxed waist. It is ideal for the casual look, characterized by a relaxed fit.

Dresses

Just like the tops, the dresses are also loose, but with a structured look on one hand, and a relaxed look on the other.



STRUCTURED TRENCH

This is a structured trench, which is a double-breasted dress with a collar. It is ideal for the structured look, characterized by a relaxed fit.



FIT-AND-FLARE

This is a fit-and-flare dress, which is a fitted bodice with a flared skirt. It is ideal for the relaxed look, characterized by a relaxed fit.



LONG AND FLOWY

This long and flowy dress is a relaxed fit, which is a straight fit with a relaxed waist. It is ideal for the relaxed look, characterized by a relaxed fit.



TUNIC

This tunic dress is a relaxed fit, which is a straight fit with a relaxed waist. It is ideal for the relaxed look, characterized by a relaxed fit.



TUNIC BASICS

This tunic dress is a relaxed fit, which is a straight fit with a relaxed waist. It is ideal for the relaxed look, characterized by a relaxed fit.



DEEP PANELS

This is a tunic dress with deep panels, which is a relaxed fit with a long skirt. It is ideal for the relaxed look, characterized by a relaxed fit.

fabrics

SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012



Checks



Stripes



Tribal



Cheerful



Nature



White

Varying in material and texture, some of the biggest manufacturers and fabric traders in the Indian industry have developed a range of textiles for the summer season of 2012, which are compiled together into broad categories of big and small checks; nautical and asymmetric stripes; tribal prints and weaves in cotton and sheer; bright solid colored dobby's and twills; big and bold vibrant prints; eco-friendly khaki's, linen and jute; chemical, nylon and mesh faces; schiffl fabrics and embroidered nets; varied qualities, washes and weight's of denim; and summer corduroys. Bringing out the real essence of the five forecasted themes, these fabrics are perfect to suit a new summer which will be more towards comfort and airy textiles which are rich in weaves and self textures and can be explored to transform into silhouettes and designs that redefine a new fashion wave...



Stripes

Just like the stripes, the colors too are very vibrant and colorful, but with a neutral base to them.



Tribal Derivatives

A lot of tribal patterns are coming out, but the colors are not too bright. The colors used are red, green, orange, pink and beige.



Eco-friendly

Fabrics with block, geometric and tribal prints. In colors like red and black, and have a strong aesthetic. Some special cotton work and with the jute.



Green

Biodegradable and recyclable fabrics like Rayon, polyester and cotton which have a very pretty and casual feel will be very prominent. These will probably be used in both as well as other forms.

details

SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012



Lazer Cutouts



Shredded Edges



Asymmetric Hemlines



Placement Prints



Piped Outlines



Sheer Elements

Getting deeper into the season with "details" ...Supporting every look with finesse, any garment is neither finished nor complete without a touch of 'details' that vary every season and with every new collection that goes on the racks. Simple and minimal, the coming summer is not too cluttered rather is clean and precise with details that only add and complement to this mood. Obvious yet creative, analyzed are a set of details that can be used to support the forecasted themes, only to enhance the final product...



LAZER CUTOUTS

With technology playing a vital role in shaping the design aesthetics that will be achieved in a big way in the coming future, the laser cutting technology for fabrics is a pleasure to beholdable eye. Inspired by many designers at the international fashion weeks, laser cut patterns and fabric have to show a little bit of skin, though a lace-like effect, or to construct a multi-panel look in the same garment piece is the core concept behind this design trend. Most effective method in using the technique is on a plain base like soft leather or felt with contrast-colored fringe under or under, or alternatively you can also experiment with intricate designs for added classiness.



SHREDDED EDGES

As per the fashion trends, the shredded edges and cut-out edges are the most and the most common way to create the fashion look for the garments. As simply letting the fabric lay to its natural state during the washing and when edges in the garment will give the final structure a low line as if there were an air flow that looks a bit like a subtle and aggressive fraying that primarily depends upon the design requirements and also through the medium of laser cut technology. The whole idea is to have fragmented edges rather than fully finished ones.



ASYMMETRIC HEMLINES

As there is a parallel to the line of the fabric, walking looks for the coming future, the more practical and more importantly the more glamorous way to create a 'show' garment is through asymmetric hemlines. Let the fabric flow and fly along with the movement of the body, sweeping on the hemline and sub back to you, dismantle the image that asymmetric hemlines portray in show fabric is of lightness and comfort. If used in other fabrics, the hemline should have a good design going parallel to the hemline in terms of both shape and fall.



PLACEMENT PRINTS

As prints remain synonymous to each summer, only the motifs and applications offer to impart a unique feel to every changing season's collection. Moving ahead from all-over printed garments, 2012 saw the emergence of only certain prints being printed combined subtly with solid coloured patterns as a growing trend. In 2012, a trend in print applications can be expected to be seen in the form of placement prints, which technically means placing the print motifs and graphics in specific parts of the garment, for instance on the sleeves, along the hem, along the pleats or differently on different panels so that together it becomes a single design. This new technique is an unusual design detail bringing new inspirations to a print.



To complete the process of product development analyzed are a set of design details offering added scope for innovation and experimentation.

value additions

SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012 SPRING SUMMER 2012



Eco Call



Nautical



Colour Pop



White



Floral



Tribal

The value additions for the next season are more varied and innovative than ever, without which no product development can be ever complete. Compiling a range of zippers, laces, buttons, beads, stones and sequins developed for especially for the summer of 2012, by some of the biggest manufacturers in the industry divided in six themes, floral, nautical, tribal, eco-call and color pop. The colors and designs have changed according to the changing trends, and each product fits perfectly into a certain style. The buttons, beads and sequins are becoming more western and modernized, with interesting shapes, sizes ranging from very small to extremely extravagant in brilliant colors, with prints and etchings. The innovations in zippers are endless, with shiny metallic zippers and printed floral ones to brightly colored tapes and teeth alike. Laces will rule the next season yet again as trims with more designs becoming more delicate and a little broader than their usual width.

Book your copies now!

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