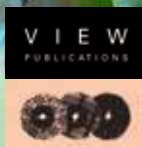


Mare di Moda Trend Board

Beachwear | Intimates | Athleisure Fabrics & Accessories



Spring Summer 2019



**STIJL
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Ad hoc

Modern-day, high-speed life is making individuals more mobile, so there is demand for adaptability and flexibility in clothing solutions just as in other areas. Clothing needs to partner and work with the wearer in all situations. To design for each, versatile individual we need open-source inputs so that consumers and manufacturers can collaborate to create: design should not be an isolated part of a process. Collaboration is needed that takes into account sources, resources and selling stories in a fluid, integrated creation process.

An ad hoc, dynamic design process gives the freedom to pick, mix, colour and layer. Modular outfits combine and connect in new ways to morph from swimwear to sportswear to anywear. **Fabrics:** fabrics are selected to provoke creativity and industrial ambition in design. Choose compact, functional swim and sports fabrics - plains or with surface and knit-in designs, i.e. grids, meshes and heather effects to represent construction materials. Lightweight fabrics allow layering and foam sculpts. Each wearer designs the surface, constructs the outfit and then flexes it as needed. **Patterns:** think retro construction toys, then mash that with computer graphic patterns, laser cut holes, printed meshes and rhythmic graphic patterns and jacquard weaves. **Colours:** Meccano shades without the flatness of pure primaries - these are more sophisticated mid-tone brights to colour block with sturdy darks and hazy pastels. **Silhouettes:** a hard-core sporting foundation for a fun-filled lifestyle. Styles are bold, sporty and graphic. Modular pieces layer and combine. Functionality is accentuated as zips, tapes and trims make flexibility a feature. These are hybrid garments for every element of each crazy day.



19-1940 TCX

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12-2903 TCX

17-0115 TCX

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19-3921 TCX

16-5907 TCX

18-0435 TCX

17-1143 TCX

19-3935 TCX

19-0946 TCX

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Next nature

This is the 'Antropocene' era, the informal geological epoch that began when human activities first had a global impact on the Earth. The nature of the planet now encompasses the urban environment and manmade systems of farming and mining, and considers the exhaustion of resources. What is the future geology of this unstable marriage? Designers use technology to envisage and explore positive merges and aesthetics that embody new manmade and natural hybrids. They develop solutions to respect our planet by reinventing the very definition of the word nature.

They use a holistic approach, considerate of the full process from ethical sourcing, integrity of design, production methods and disposal after use. **Fabrics:** manmade, but inspired by nature, these smart fabrics mimic nature's sophisticated aesthetics and intelligence. Surfaces are skin smooth, furry or carapace like. Rough weaves of strips and tapes, or rips and mending combine with surface effects of floating threads and fringes. **Patterns:** the forest inspires with tonal palm leaves and feathers. Natural irregularities are mimicked using digital language to create magic marls and natural stone effects. Contemporary camouflage blends nature with the urban landscape. At nano level, we abstract patterns, glitching and manipulating animal skin, marble and corroded effects. The sea inspires with drops, reflections and water-made marks. **Colours:** deep natural shades combine urban and natural environments. Forest shades feature with dense pines and cedars, utilitarian khakis, browns and burnished terra tints. **Silhouettes:** covered silhouettes provide space for hyper-scale patterns. As contrast we propose styles that help nature by shaping the body using body-tuning cuts and tailoring. Swim and outerwear styles fuse, as hybridity is key.

Artful

A radically new way to think about art is to forget about the end point: view it as an on-going process, a celebration of human gesture and artisanship, an ever changing collage of cultural and art heritage. There is a joyful playfulness in taking a myriad of influences and mixing mashing and colliding them. As people move across the planet their heritages and cultural roots become more complicated and serve as a radical starting point for innovation - hybrid new aesthetics can form that resonate with today and tomorrow.

Traditional folk craft skills can be re-interpreted or blended with high-tech computer graphics for a synthesis between nostalgia and optimism for a global future that is refreshing and exciting. **Fabrics:** cotton-touch fabrics contrast with skin-touch materials. Basic charmeuses sit alongside crochets, plissé, piqués and honeycomb effects. Fabrics are either plain or printed - to add more depth to motives. **Patterns:** wildly innovative, colourful, fun and bold. These designs copy, combine, create and celebrate experimental forms of creative production, they re-use and repurpose waste art, fashion and trash. Patterns are superimposed mixing regions and eras. Small retro-inspired graphics mix with free-spirited Memphis inspired patterns. African patterns mix with cut and pasted stripes. Bold panels and blow-ups of sceneries hint at Pop art and expressive emoticons bring things right up to now. **Colours:** Fresh, bright hues for bold plains or clashing contrasts. Bright colours are used to collage and create happy harmonies. **Silhouettes:** girly and sexy. Think tiny bikinis and Brazilian swimsuits, asymmetrically cut suits and leggings. Pretty bras and briefs are intimatewear for swimwear. Total looks offer coordinated or uncoordinated accessories for the beach or the city.



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19-3632 TCX

13-0753 TCX

18-1561 TCX

19-3949 TCX

16-4530 TCX

14-1911 TCX

18-5841 TCX

17-3619 TCX

15-4825 TCX

14-1323 TCX

19-3830 TCX

12-0642 TCX

18-1945 TCX

14-5002 TCX

19-3640 TCX

Into the cloud

When we challenge and push the borders between reality and virtual reality, we start to explore the uncharted territory of phygital fashion (the mix of digital and physical). This wonder-world is full of exciting freedoms, radically new aesthetics and disruptive technologies. Designers are operating at the borders between creative human gesture, machine robotics and computer algorithms to explore shape and function. New creative coding could create garments with bespoke smart solutions. What emotionally engaging and immersive realities could be devised with some clever inputs and experimental freedom?

Today's fabrics aspire to this goal with futuristic prints and fibre performance stories. **Fabrics:** experimentation in intelligent, multi-disciplinary design and manufacturing leads to hyper-dynamic plissés, responsive and sensory materials, fabrics that protect you from paparazzi and warn you of air-born hazards. Smooth plains or micro raised textures carry futuristic print designs. **Patterns:** The consumer can co-create: Fablabs make design tools that produce generative designs that are created with the help of algorithms. Multi-colour gradients, psychedelic and slightly intergalactic, have the attraction of flowing liquids. Source material comes from the earth (liquids, graphic repeats, virtual camouflage) and space (rockets, planets, and constellations). **Colours:** acid and glowing shades, where gradient colouring and rasterized patterns add to the virtual and meditative appearance. Luminous brights are combined with hyper darks. **Silhouettes:** experimental novel garment manufacturing methods include 3D printed details and accessories. Fit is optimised using body-scanning technology. Shapes add glamour and sensuality to technological fabric, garment and manufacturing concepts.

Active reactive

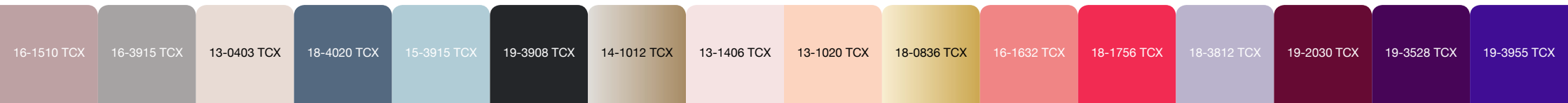
In the 21st century the whole person is placed firmly centre stage as consumers strive to take health and wellness into their own hands, proactively pursuing happiness, vitality and longevity. The body's potential in the realms of both beauty and performance is maximized to improve quality of life. Digital-only tailoring processes allow designers to construct body-conscious solutions for personalized garments, moving towards a future in which 3D printers can produce completely bespoke pieces. Research into fibres and fabrics will provide ever-more body enhancing garments.

Garments containing personalized health solutions and beauty boosting properties. **Fabrics:** go Lighter, go longer: an exploration of ultra-light support and maximum comfort in breathable fabrics that fit like a second skin or provide compression to improve performance. Performance enhancement comes from coatings, surface treatments and intelligent knits. Clothing creates a barrier against urban stressors and can interact with the body. From elite athletes, benefits filter down to basic utilitarian underwear. **Patterns:** Graphic patterns, graduated or engineered effects aid function as well as look. Designs are minimalist: geometrics, grids, molecular patterns, and microscopic crystals influenced by computer mapping and graphs. Cuts and perforations enhance aesthetics and provide ventilation. **Colours:** a palette of contemplation, pure and neutral for energetic performance and active intimate looks. All shades of skin, silver and metal combine with cold blues and icy pinks. **Silhouettes:** 3D data Modelling and prototyping offer extreme comfort or graduated compression in intelligent layers. These are active, outerwear and intimate hybrids that feature performance tailoring and functional design, to aid as well as prevent. Yarn-based systems tell performance stories.

Dress up live

In a world full of uncertainty and change there is an eagerness to escape, to be transported to other worlds, to places that never existed or that are foreseen in an idyllic, other future. The pressure to conform drives a wish to celebrate eccentricities, gender and individuality. Historical references provide anchor points from which leaps of creativity can be made using colour and carefree joy as the vehicles. We blend luxury, glamour and sustainability, recycling one-off pieces to make demi-couture garments that celebrate artisanship and design skill.

Used garments and waste materials from the fashion industry are recycled and even more valuable as a result: the appreciation of the value of life includes the environment we live in. **Fabrics:** fabrics take the lead, they make the story: they are intricately embellished, beaded, sequined, fringed, encrusted or ravishingly printed. Luxurious, yet ironically often reused or repurposed, they have a touch of couture. 3D embellishment can be translated in pattern and print. Patterns are patched, often in exotic combinations. Lace is everywhere. **Patterns:** flowers and ornaments. The source is traditional yet re-worked in modern designs and combinations. Florals, lace patterns and wallpaper ornamentation spice up glam silhouettes as well as sports gear. **Colours:** warm and rich in royal reds and blues that combine or vibrate against corals, gold, purples and deep, burgundy reds. **Silhouettes:** from corsetry-inspired classics to activewear innovation, shape solutions are complex. The fabrics make the look versatile, ideal whatever the occasion, as innerwear becomes outerwear. Riotous detail and lavish accessories play a huge role in celebrating couture, tailoring and the artisanship of fashion creation.





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