

The background of the entire image is a dark, muted blue. In the center, there is a cluster of crocheted items: several green spheres of varying sizes, a larger blue sphere with a more intricate, open-knit pattern, and a green pine branch with fine needles. The lighting is soft, creating subtle highlights and shadows on the textured surfaces of the crocheted items.

MARE DI MODA

SPRING/SUMMER/2021

DISRUPTIVE

SWIMWEAR, BODYWEAR, ATHLEISURE

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SPRING/SUMMER/2021

DISRUPTIVE

SWIMWEAR, BODYWEAR, ATHLEISURE

We sense a rejection of convention and the status quo – a backlash against the fashion and design industry’s homogenisation. Life, the city and the future are going to be more interwoven and complex, whether we like it or not. These times are defined by confusion derived from this irreversible development. How to make sense of this shape-shifting urban fabric? What if we just accept it as a given fact? Society is entering an era of fluidity, and fashion must harness the potential of this fluidity by embedding it into every aspect of its offering. It must sculpt, engineer and redesign versions of reality catering for a consumer who is in constant flux. It’s time to step up on sustainability and innovation and step out of the ‘take-make-waste’ model to adopt an approach that is restorative and regenerative by design.

Flow culture

A new generation of influencers reigns in today's world, directing purveyors of high and low culture towards accessible, relatable fashion and design. Is Rihanna the new Coco Chanel?

Moving away from luxury and pretention, consumers opt for savvy, humorous and playful concepts. Hype-driven, lo-fi aesthetics celebrate street-smarts, appropriating banal, popular, contemporary design and retro design. This fresh language is all about Instagrammable self-expression.

Fabrics: materials carry the message. Plain matte and shiny bases for colourful prints or bold, colour-block combinations. From ultra-matte to soft sheen, shimmering satins and lacquered finishing with latex and leather optics. Retro terry, shimmery felt meets nostalgic, compact 1970s Trevira-like (polyester) knits or grainy crêpe and foamy knits.

Patterns: nothing is boxed, everything flows. Mixing 1960s, '70s and '90s nostalgia with omni-culture influence. Happy florals, banal heart, mouth, eyes, text and stripe graphics. Nods to Verner Panton, Barilla advertisements, Pokémon and Ikea alongside Etro and Valentino.

Colours: vibrant, bold and straightforward: fuchsia, ultramarine, cherry, orange and solar yellow. Combinations of navy, brown and beige generate this specific retro feel, making a slightly odd and clashing addition to streetwise, daring looks.

Silhouettes: basic tank tops, tank swimsuits and halter suits. Also boxers, vests and Ts, simple triangle bras and bandeaux. A focus on genderless fashion!

CREDITS:

1. AUSTIN MOTEL
2. ROBIN PICCONE
3. DRIES VAN NOTEN
4. FILLES A PAPA FALL2019
5. DODO BAR OR
6. BRITISH VOGUE
7. ALGEE SMITH WEARING VALENTINO
- 8, 9. VERNER PANTON
10. SOPHIE DELOUDI

SWIMWEAR
Flow culture



19-3830 TCX
astral blue

18-3949 TCX
dazzling blue

18-2436 TCX
fuchsia purple

19-1218 TCX
potting soil

19-1757 TCX
barbados cherry



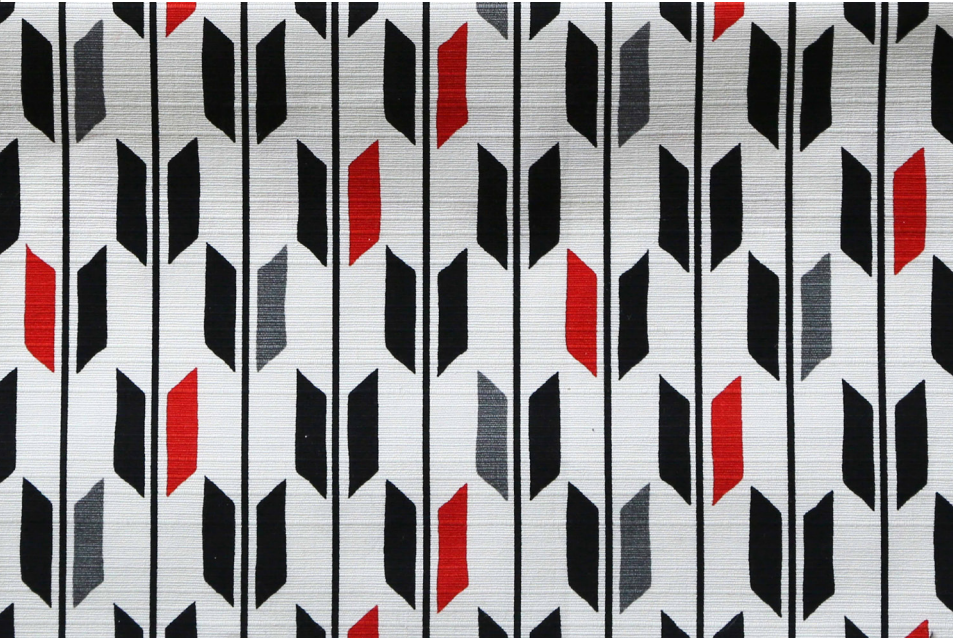
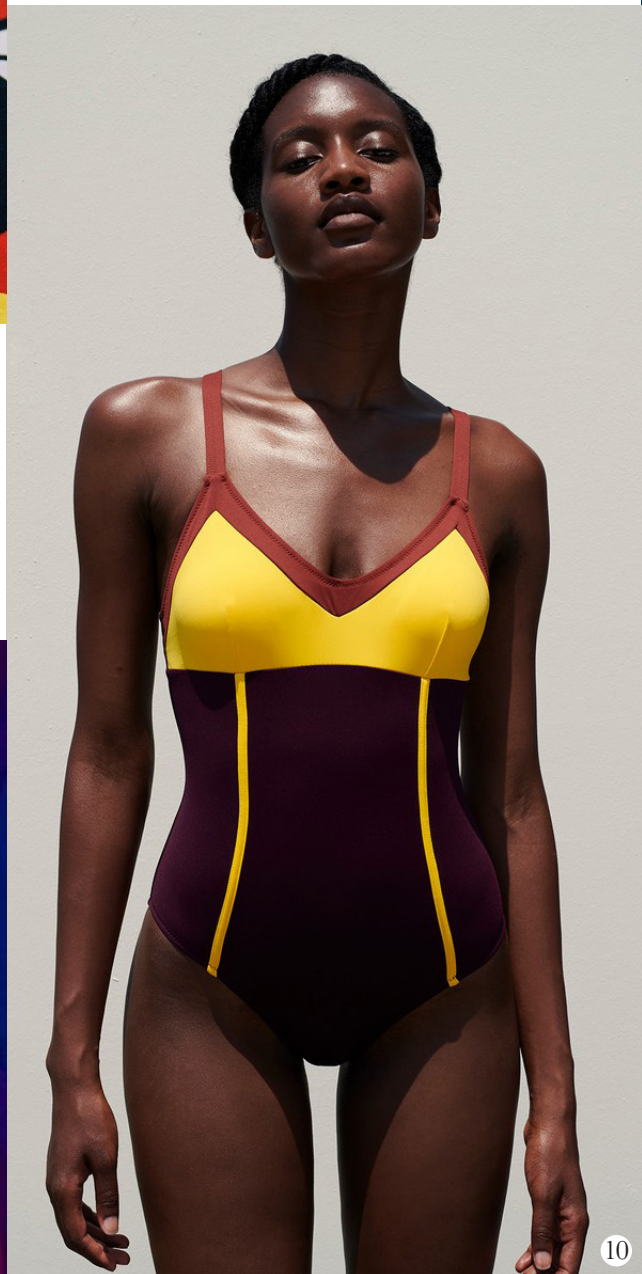
17-1464 TCX
red orange

17-1048 TCX
inca gold

13-0759 TCX
solar power

15-1309 TCX
moonlight

SWIMWEAR
Flow culture



Real fake

**How about swapping the real world for a virtual universe?
Or finding the dimension between reality and the digital world?**

In 2016, Americans spent around 11 hours per day consuming media, according to Nielsen. Citi GPS estimates the value of the augmented and virtual reality hardware market at \$692 billion by 2025. Retail experts foresee mixed reality boosting physical retail and future shoppers' connection to real products. Our appetite for media translates into screen-inspired fashion features.

Fabrics: iridescent finishes with transformative and optimistic qualities. Lustre-like sheens add movement and lightness. Shimmering surfaces catch and refract light, evolving with motion for a fleeting, intangible dynamic. Multi-colour, metallic finishes give ethereality. Pearlescent and high-gloss offer fluidity in solid textiles.

Patterns: reference interactive, screen-based experiences. Delicate and liquid-like, playing to other-worldly, escapist aesthetics. Lustre-like sheens dance with colour and create movement and lightness, while surfaces catch and refract.

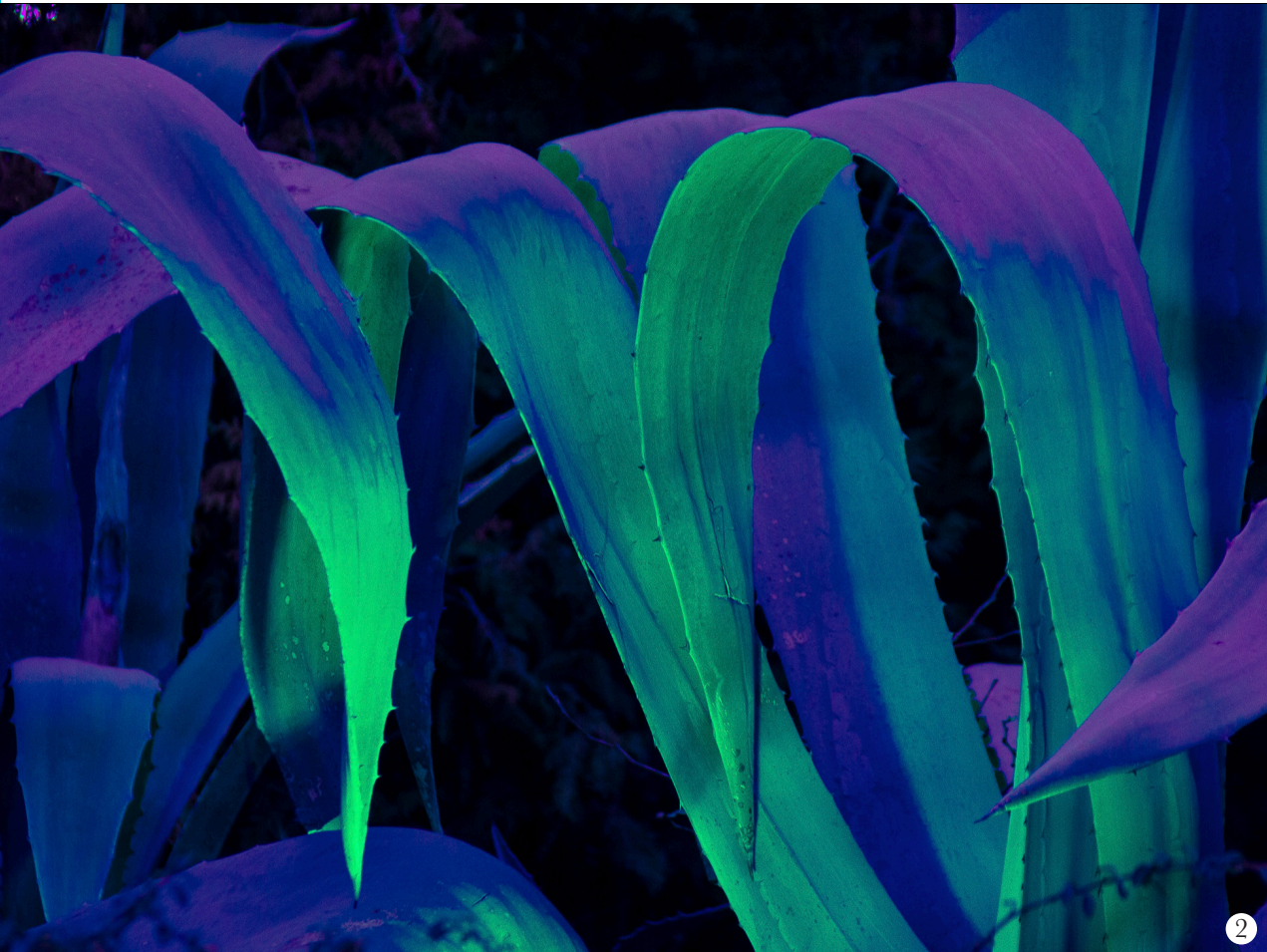
Colours: ethereal combinations of acid pastels create a surrealist, hyperreal mood. The boundary between physical and digital is rendered in swirling, dizzying limes with blue and neon pink transporting us to a virtual dimension. Luminous aspects, reflective, fluorescent, light-emitting.

Silhouettes: skinsuits, glove-like, combining perfect fit with performance features and facilitating the body to look, perform and feel better. Suits for life-improvement, sleek and streamlined, and technology driven engineering from fibre to styling.

CREDITS:

- 1, 5, 6, 9. NIKE
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3. FLEUR ISBELL
4. CARLING
7. PRETEND BOYS
8. ROWAN MERSH
10. AMPHIBIO BY JUN KAMEI

SWIMWEAR
Real fake



11-4201 TCX
cloud dancer

14-4105 TCX
micro chip

14-4105 TCX
silver

18-0503 TCX
gargoyle

19-4005 TCX
stretch limo

14-0340 TCX
acid lime

14-6340 TCX
spring bouquet

19-4033 TCX
poseidon

806 C
neon pink

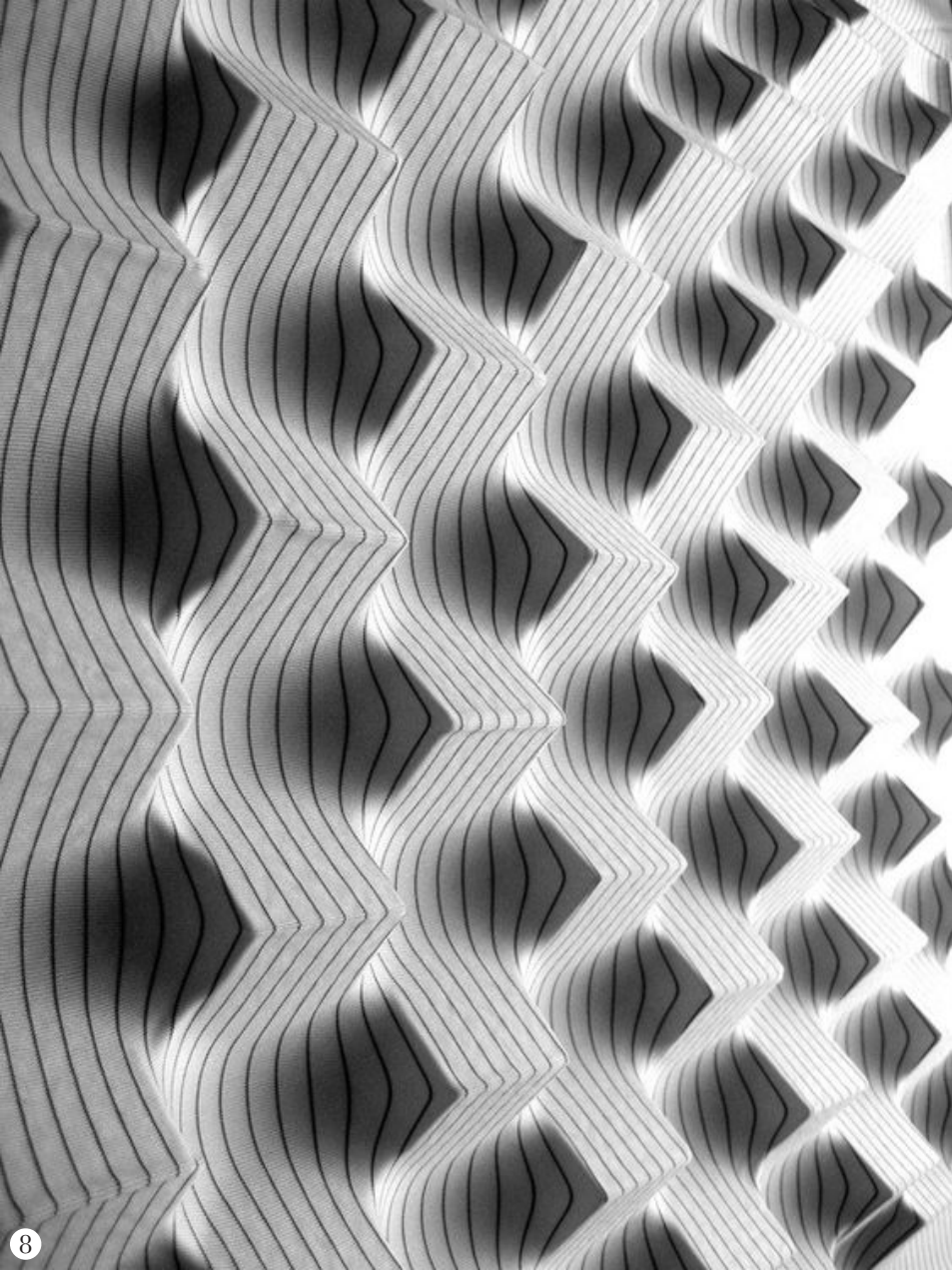
SWIMWEAR
Real fake



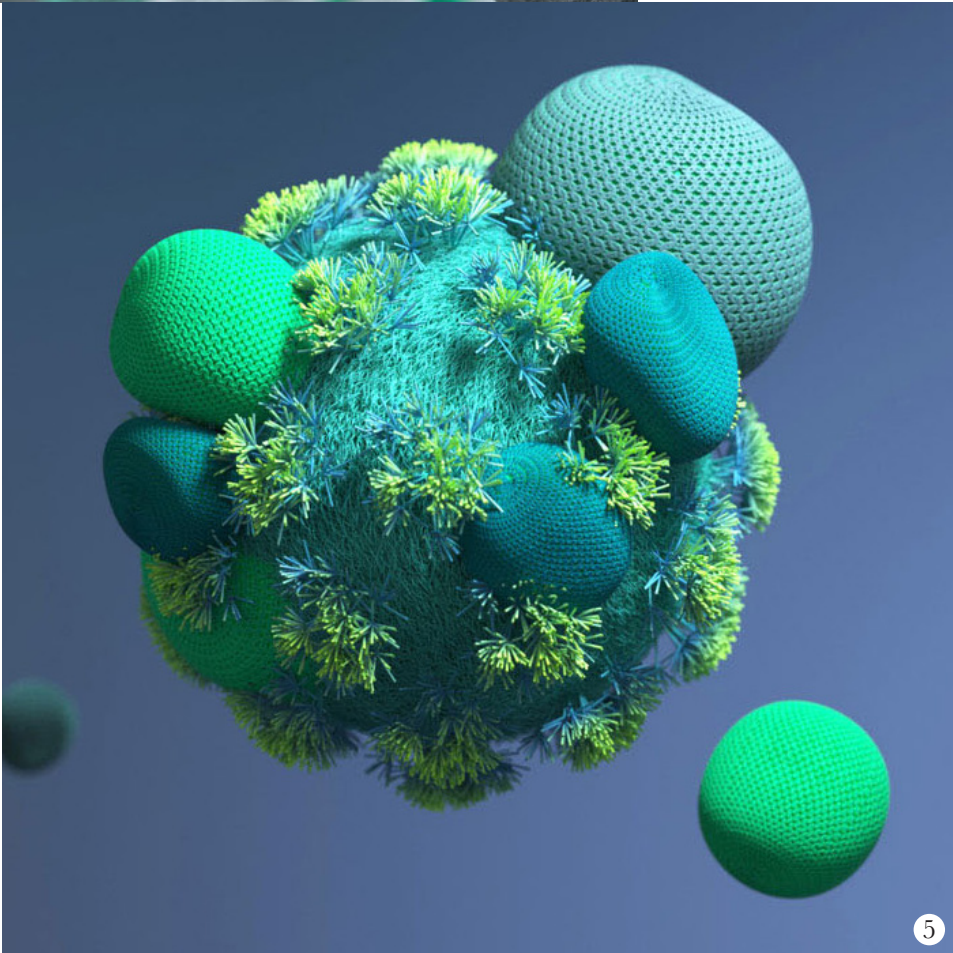
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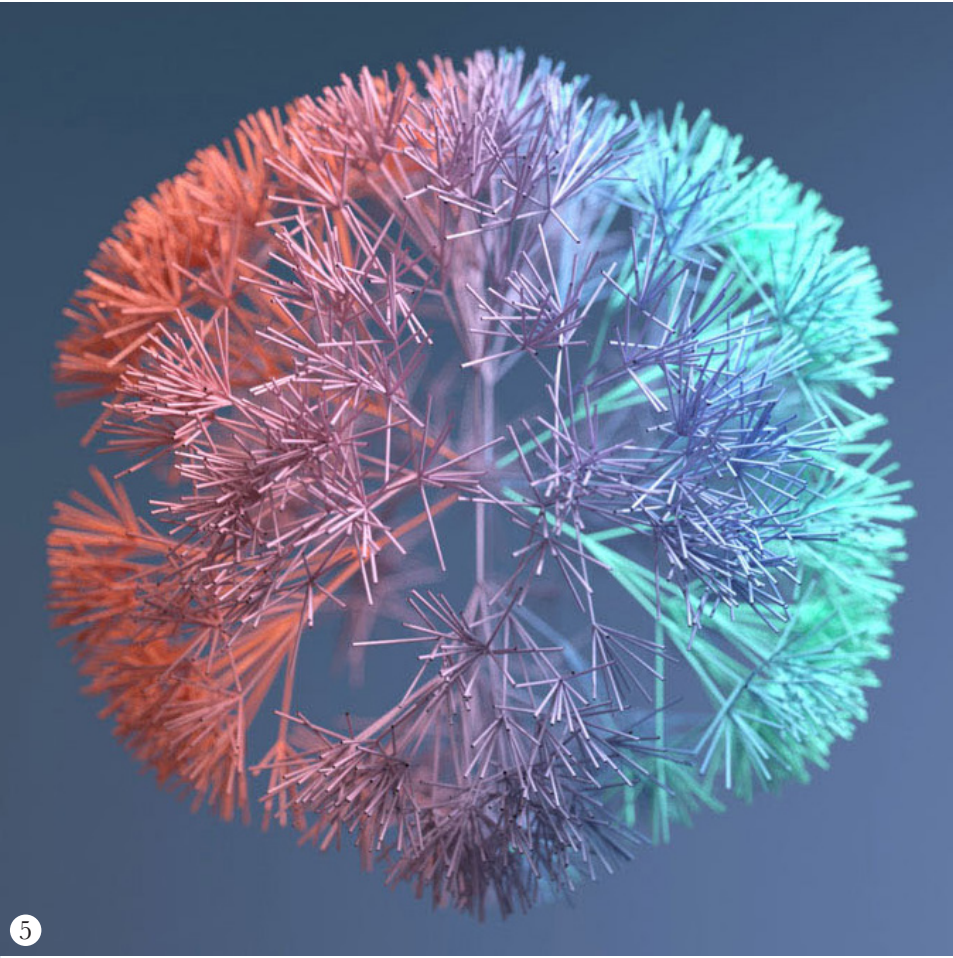
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Circus of life

A joyful layering of theatrical influences and glamorous showtime aesthetics. Embracing drama as past and present collide. Outspokenly expressive and unrestrained, creating fantastical mash-ups. A more-is-more attitude and a rebellion against minimalism. A theme with two faces: one elegant and nostalgic, reminiscent of Hollywood dazzle hinting at Wizard of Oz magic; the other signalling showtime, boundless role play and entertainment lends a hint of alluring vulgarity.

Fabrics: the ancient practice of dressing up on stage continues its reinvention in handcraft to technology-driven fabrics.

Patterns: festive patterns use colour and embellishment from glittery, psychedelic swirls to gleaming ornaments and intricate, abstract multi-colour jacquards. Theatrical rhinestones and starry prints resemble nebula. Glitter and gleaming colours appear on black or dark purple grounds. Artful abstracts, colourfully disorganised, are meandering and scattered.

Colours: the colour card has two faces: the first nostalgic, dark and dramatic for satins, soft velour surfaces and fluid silk touch surfaces carrying pale sparkle; the second soft and passionate, with pinkish purple, flaming red, pale blush, gleaming gold and a fresh, twinkling aqua shade. With luminescence a big theme, some emit light and illuminate nocturnal stage settings.

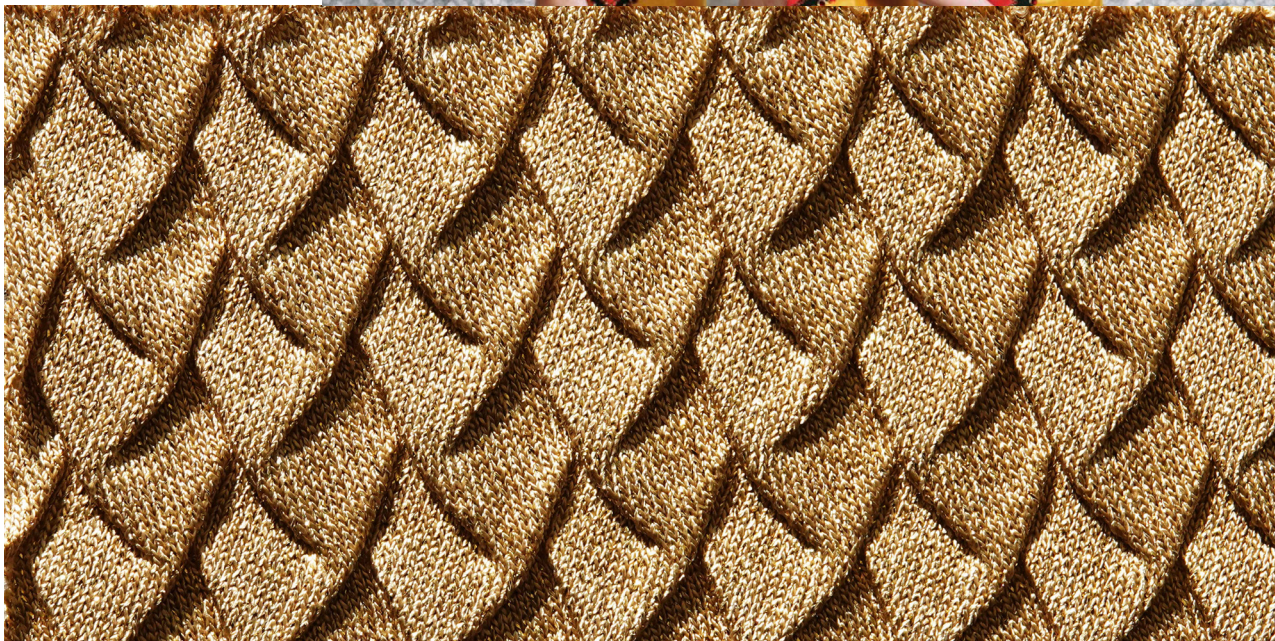
Silhouettes: inspired by ballet, ice skating and ballroom dancing. Elegant styles with sensual asymmetrical cut-outs and gathered and draped details. Asymmetrical flounces, single puff sleeves and criss-cross lacing. Combine items to dress up and down as needed.

CREDITS:

1. MAHLIA KENT
2. GCDS
3. FANTABODY
- 4, 5. GUCCI
6. GANNI

SWIMWEAR

Circus of life - nostalgia



19-4203 TCX
moonless night

19-4726 TCX
atlantic deep

19-3640 TCX
crown jewel

19-1652 TCX
rhubarb

19-2434 TCX
festival fuchsia

18-1655 TCX
mars red

14-1312 TCX
pale blush

15-0927 TCX
pale gold

14-4811 TCX
aqua sky

SWIMWEAR
Circus of life - showtime

19-2434 TCX
festival fuchsia

18-1655 TCX
mars red

14-1312 TCX
pale blush

15-0927 TCX
pale gold

14-4811 TCX
aqua sky



19-4203 TCX
moonless night

19-4726 TCX
atlantic deep

19-3640 TCX
crown jewel

19-1652 TCX
rhubarb

19-2434 TCX
festival fuchsia

18-1655 TCX
mars red

14-1312 TCX
pale blush

15-0927 TCX
pale gold

14-4811 TCX
aqua sky



Hacker spirit

Changing attitudes around fashion and spending require new notions of production and aesthetics. This involves investigating opportunities for reuse, recycling and upcycling, and rethinking ideas about new colour palettes every season by taking a curatorial approach towards existing colours. Allowing coincidence, mixology and celebrating the unpredictable. Applying craft techniques, a collaged approach and mending, reviving and repurposing. Approaches and aesthetics reference punk and grunge activism, from rebellion to woke culture.

Fabrics: this is about resourcefulness and using what's available. It's also an anti-fashion statement against the temporary, voting for longevity. Cotton-touch fabrics, with a natural look and feel. Voiles and tulle, as well as sporty satin knits. Fabrics cut in strips, rewoven or stitched back together again.

Patterns: a raw approach. Rough paint and tough collaging meet raw scribbling and writing. Cutting up and re-assembling, Decomposing and artful recomposing by adding trims and combining a rich variety of patterns and textures. Using wild spray paints, dip dyes and indigenous dyeing and printing methods to revive and upgrade the outdated and used.

Colours: off-bright hues, thanks to use and reuse, that are off-grid and open to combine with any palette. Colours are facultative and exchangeable, open to what's in stock.

Silhouettes: inventive and intricate by reassessment and reconstruction. Crafting creatively and freely, arriving at a modern sensuality. Powerful aesthetics with an unfinished edge.

CREDITS:

1. KOCHÉ
2. TTSWTRS
3. R13
4. RIXO
5. HAROLD HOLLINGSWORTH
6. MSGM
7. GIANNI

SWIMWEAR
Hacker spirit



19-0952 TCX
nugget gold

19-23926 TCX
crown blue

16-1356 TCX
persimmon orange

16-1336 TCX
biscuit

17-2624 TCX
rose violet

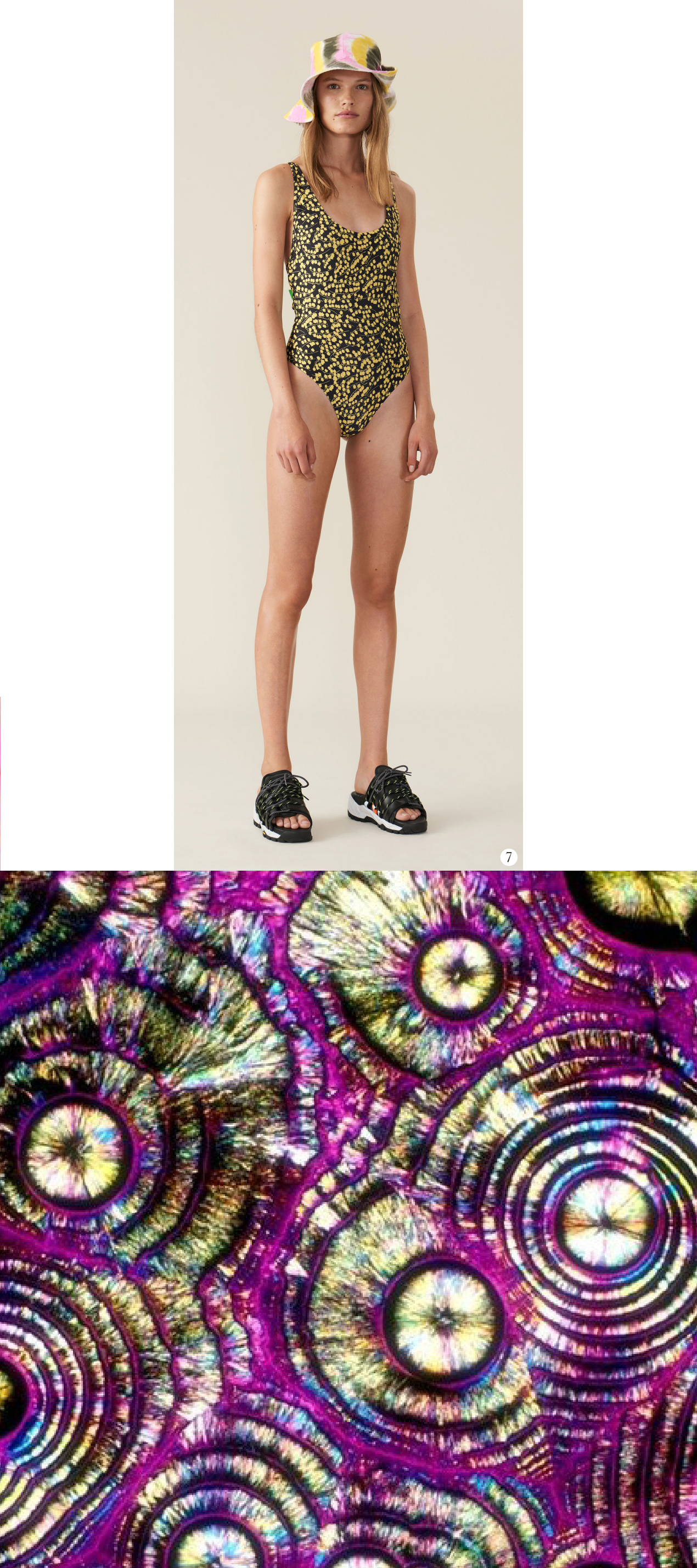
18-0523 TCX
winter moss

19-2434 TCX
festival fuchsia

16-3307 TCX
lavender mist

18-1555 TCX
molten lava

SWIMWEAR
Hacker spirit



Well being

People are making a conscious decision to live a more balanced life and connect to their inner voice. Emotional wellbeing is as vital as physical health: taking a step back, a deep breath, and relaxing. Fabric and garment concepts are addressing that desire for balance and evoke a comforting calmness. This can be achieved through synthetic routes as well as the pure natural way. To enjoy the lightness of being without constraint in soft, smooth and comforting bodywear.

Fabrics: an emphasis on lightness as well as the ultra-smooth together with soft and textured materials. Comforting fabrics that are a pleasure to touch. Plains with performance features, caressing the skin and enhancing the feeling of wellbeing. Fluid, polished and glossy, adapting to the body's shape. Plain matte and soapy or glazed, with enamel or mother-of-pearl sheen. Next to sophisticated synthetics, there is interest in natural materials: finding performance in the natural benefits of the fibres, soft and light with subtle textured relief, with organic irregularities.

Patterns: simple colour-knit stripes; two- and three-tone heirloom graphics; refined hand-drawn printed stripes; and subtle two-tone marls. Minimalist black and white graphic patterns such as windowpane checks, gingham and arabesque motifs.

Colours: shades are soft and sensory. A fresh palette with a series of ethereal pale pastels and a variety of skin shades.

Silhouettes: minimalist, with only subtle and functional detailing or no detailing at all. To streamline, support, contour. To pamper, protect and enhance performance. Crafted with elevated techniques.

CREDITS:

1. FIELD
- 2, 3. WARD WHILLAS
4. ALEXANDER WANG X UNIQLO
5. OLTMANS VAN NIEKERK
6. JUST A CORPSE
7. NEW MATERIALS
8. OYSHO
9. RAW BY THISISPAPER STUDIO

BODYWEAR
Well being - lightness

11-0601 TCX
bright white

13-4108 TCX
nimbus cloud

15-3720 TCX
lilac breeze

13-5306 TCX
icy morn

12-1007 TCX
pastel rose tan



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2

11-0601 TCX
bright white

13-4108 TCX
nimbus cloud

15-3720 TCX
lilac breeze

13-5306 TCX
icy morn

12-1007 TCX
pastel rose tan

15-1315 TCX
rugby tan

19-1436 TCX
light mahogany

19-1327 TCX
andorra

12-1708 TCX
crystal rose



4



5



3

BODYWEAR
Well being - super nature

12-1007 TCX
pastel rose tan

15-1315 TCX
rugby tan

19-1436 TCX
light mahogaby

19-1327 TCX
andorra

12-1708 TCX
crystal rose



6



7

13-4108 TCX
nimbus cloud

11-0601 TCX
bright white

15-3720 TCX
lilac breeze

13-5306 TCX
icy morn

12-1007 TCX
pastel rose tan

15-1315 TCX
rugby tan

19-1436 TCX
light mahogaby

19-1327 TCX
andorra

12-1708 TCX
crystal rose



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Bon chic bon genre

True elegance dies hard. The 1980s and '90s gave us BCBG: bon chic, bon genre, meaning 'good style, good attitude'. People wanted to be chic, elegant, bourgeois; we want this again today. We want to look attractive and make bourgeois chic our own. Many crave the ease of a few key investment pieces to wear repeatedly as a way to pare down, streamline and reject the herd mentality of trend-chasing and the waste and clutter of fast fashion.

Fabrics: during the 1980s, BCBG specifics were Hermès scarves, Montblanc pens, beige and loden green. Fashion is all about appropriating the old and déclassé, and making it new without compromising on comfort. Fabrics look luxurious and pure – silk touch, crêpe surfaces, suede, and velour. Jacquard geometrics, piqué knits and twills. Laces and tulle with logo embroideries or iconic classics like butterflies, paisleys, leaf patterns or mini graphics. Exploring transparent, textured and 3D surfaces with knitted jacquards showing cables and ornaments.

Patterns: charmeuses as well as transparencies, with mini deco graphics, plaid prints and decorative tropical flowers.

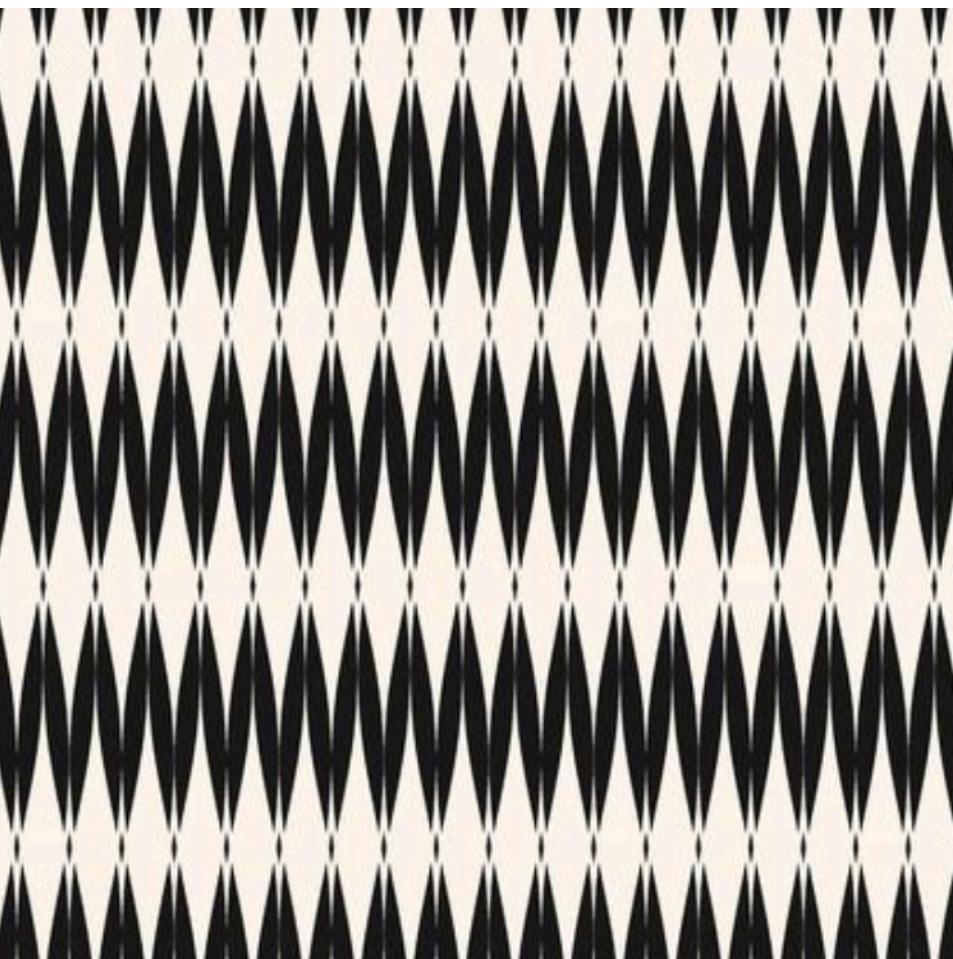
Colours: in a clear touch of nostalgia, elegant and chic, BCBG must-haves include: camel, pebble and ivory, taupe, ochre, burgundy, rose, mint and loden green – used plain and as soft monochromatic harmonies. NB: no hard contrasts!

Silhouettes: making an art of a carefully curated, minimalistic, durable modern-classic look. Elegant design features. Carefully detailed. Subtle trims and chic accessories.

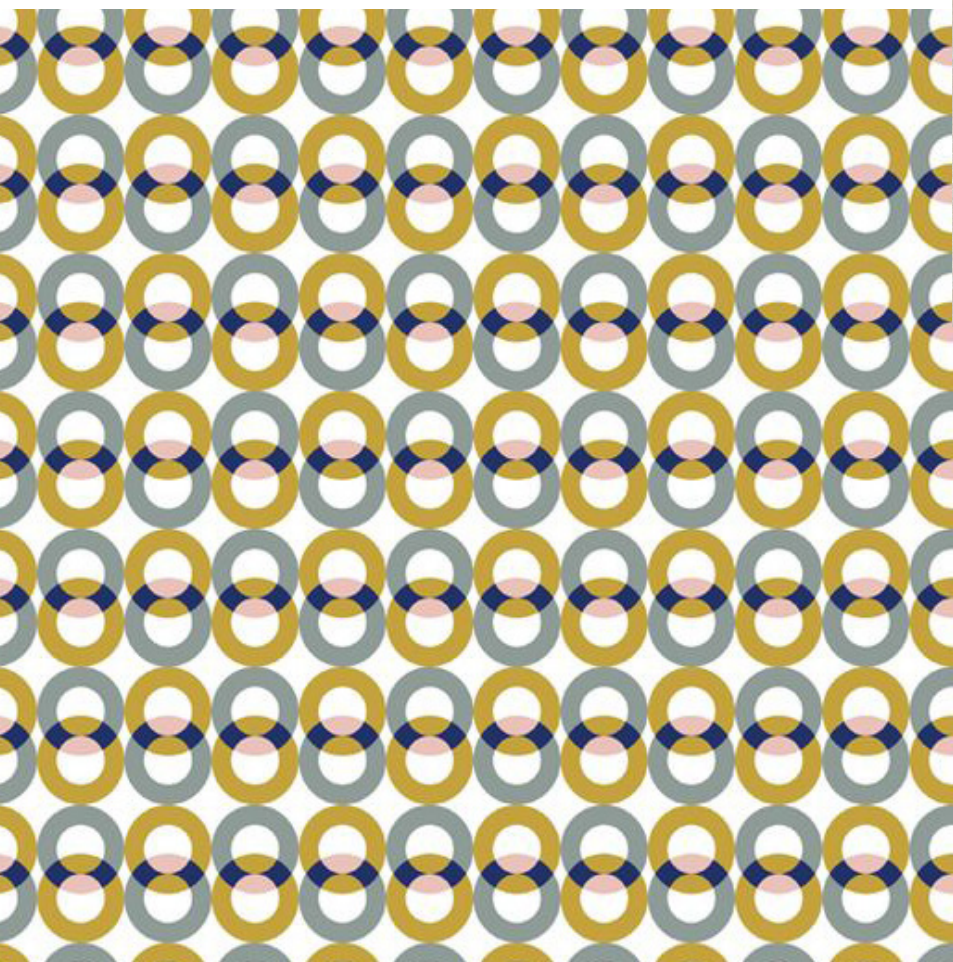
CREDITS:

1. TRUE&CO
2. FENDI FALL 2019
3. ORLA KIELY
4. UNDRESS CODE
- 5, 6. JUPITER10
7. WEEKDAY
8. TOTE ME
9. FLEUR DU MAL

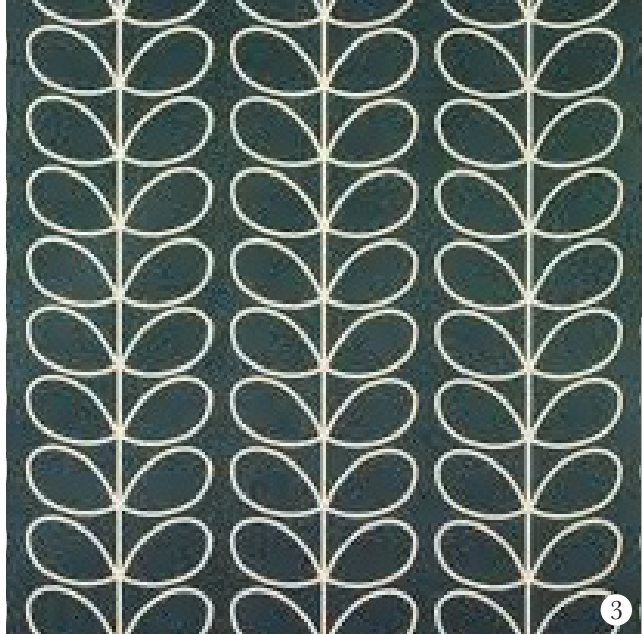
BODYWEAR
Bon chic bon genre



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17-1212 TCX
fungi

17-1224 TCX
camel

13-1107 TCX
whisper pink

19-3810 TCX
eclipse

16-0946 TCX
honey

19-1930 TCX
pomegranate

15-1611 TCX
bridal rose

15-5210 TCX
nile blue

19-5406 TCX
pine grove

BODYWEAR
Bon chic bon genre



7



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Active urban

Functional, versatile and adaptable apparel informed by an urban environment, prioritising performance and utility. Geared towards younger, design-driven consumers living an active, city lifestyle. Addressing some of the challenges they live through by offering products and services that are all about simplicity, affordability, and flexibility. A quest to find good garment solutions that are cool, clean and contemporary. A focus on technical fabrics and research-led design means neither style nor performance is compromised by extreme conditions.

Fabrics: bringing the hardwearing, practical aspects of outdoor apparel textiles indoors, this utilitarian aesthetic features gridded texture for rigidity and functionality. Body-swim-active hybrids show grid mesh and openwork, relief textures and plains in all volumes and weights. Overly padded and quilted qualities. Urban armour offers a reassuring sense of protection and security. Cruelty free is preferable for urbanites when it comes to design: vegan materials, circular solutions, bio-tech innovations and bio-based solutions are key.

Patterns: grid prints, graphic blocking and striping. Complex optical geometric artwork, bold blocking and rainbow grading. Bold plains are used in severe contrasts by means of colour as well as item blocking.

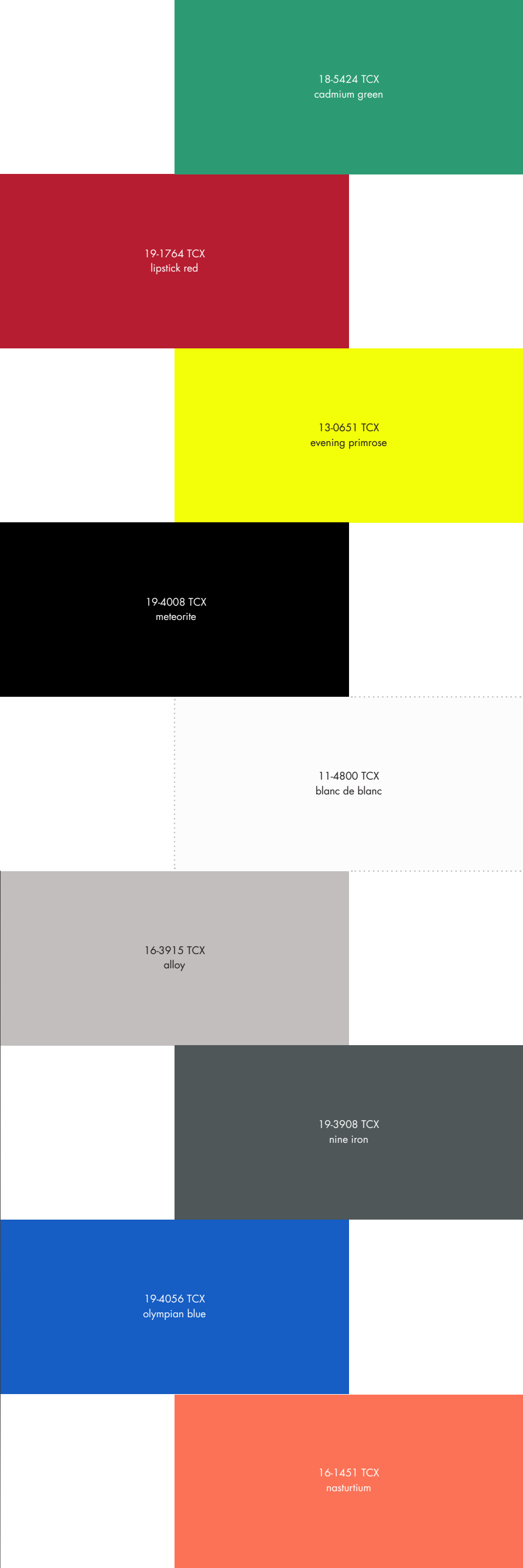
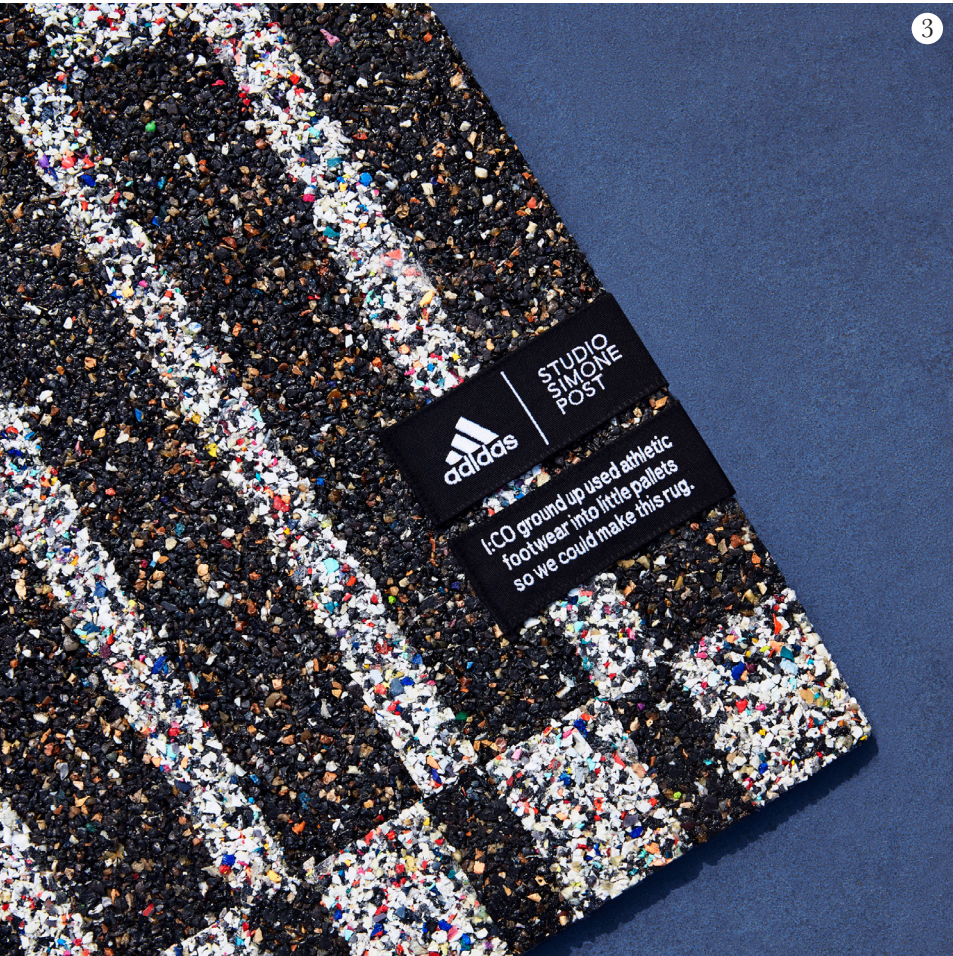
Colours: utilitarian uniform primaries, Olympian blue, bold red, cadmium green and acid yellow. Black, greys and white are favourites.

Silhouettes: a multi-functional set of garments representing an urban uniform wardrobe system. As the pace of life gathers speed and the lines between active sports and casual dress codes are increasingly blurred; outfits with both style and functionality in equal measure are becoming the norm. Unfussy, clean lines will doubtless appeal to active urbanites.

CREDITS:

1. RAW COLOR X ADIDAS
2. CHRIS STAMP X IKEA
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- 6, 7. ENVISIONS
8. ALYX X MONCLERS
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ATHLEISURE
Active urban



ATHLEISURE
Active urban

