



# HOPEFULNESS

MARE DI MODA  
SEASON 2022

# MARE DI MODA

SWIMWEAR | BODYWEAR | ATHLEISURE TRENDS SEASON 2022

## Hopefulness

**In this new reality it almost seems trivial to think about fashion, even among business colleagues. But fashion matters – to the economy, to society and to each of us personally. What we wear instantly tells the story of who we are – or who we want to be.**

**In these seven stories, Mare di Moda proposes possibilities for a resilient future, narratives of hope, positive choices, creativity and self-expression. Seven stories of longer-lasting products distinct from the seasonal cycle with evermore emphasis on sustainability.**



# Tech optimist

**Believing in technological progress and having faith that science and technology will help humanity build a better future, making our lives healthier, comfortable and connected while creating opportunities for the next generation.**

**Colours:** tech experiences inform a comforting palette. Performance textiles are humanised through the warm hues of iron oxide, colouring Mars. It's met with utilitarian uniform green, a spacesuit white and a range of human skin shades.

**Fabrics:** performance textiles that are sustainable and lightweight, offering non-restrictive compression systems, breathability and thermal regulation. Fabrics empower self-confidence and improved posture with smart sculpting and contouring, without sacrificing comfort. Look for the comfort of basic plain or printed swim and underwear knits that are smart, soapy and matte as well as with subtle sheen. Wellness-enabling athleisure tracksuits, tops and leggings use foamy and voluminous utility fleeces, offering shelter and softness and adding cushiony softness through padding and quilting.

**Patterns:** organic pigment swirls, ink marls and dye storms, leaving traces of dust, erosion, wind and water flows. Camouflage motifs reference nature's skins, scales and bark. They can also show organic pattern through biotech dyeing processes using living systems, like bacteria.

**Silhouettes:** functional and comfortable styles make versatile layers of single or composed garments with removable parts. Tech textiles enable modest and super lightweight swim hijabs, tunics and leggings and comfortable utilitarian base layers, plain functional swimwear as well as parachute-inspired draping and gathering, using tunnels and knotted lacing.



Tech optimist

11-0907 TCX  
pearled ivory

15-1220 TCX  
latte

18-1155 TCX  
sugar almond

15-1460 TCX  
orange clown fish

14-2305 TCX  
pink nectar

19-1543 TCX  
brick red

19-1321 TCX  
rum raisin

19-0509 TCX  
rosin



# Brutal beauty

**Highlighting potential for creative solutions to provide individuals with control in a turbulent and unpredictable world. High-performance armour offers protection as well as emotional empowerment in garments that express fearlessness, confidence and inclusivity. This is about slow and essential products.**

**Colours:** a palette for longevity. Timeless, gender-neutral and transeasonal with a variety of greys, blacks and whites. Lively and living colours that improve with age. The colour black has a hold on fashion unmatched by any other colour.

**Fabrics:** mono-materials for recyclability, and durable fabrics that wash down and wear off beautifully. Protective layers that are coated, laminated and leather-like or sturdy, dry to the touch and cottony. For swim and intimate wear, we think of raw mesh and netting and tulle with a melted surface look, plain armour and leather-like surfaces, of raw marks, laser cut holes and nicks or plissés and rugged pile surfaces. Finish off with tough trims and laces.

**Patterns:** prints are timeless, versatile and inclusive. Their patinas improve with age. From subtle signs of wear to raw paint bomb, ink blot and destroyed surface effects, iridescent metallic and prismatic sheen, sprayed and printed activist quotes and markings. Garments can be overprinted, covering seams and stitches.

**Silhouettes:** shapes that are sturdy and powerful. Hybrid versatile swim and activewear, from quiet and utilitarian to the engineered with brutal details and finishes. Finish off with lacing, trims, belts and bones, mesh inserts and dramatic laser cut ornaments.



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Brutal beauty



14-4500 TCX  
moonstruck

17-1312 TCX  
silver mink

17-4402 TCX  
neutral gray

19-3803 TCX  
plum kitten

19-3915 TCX  
graystone

19-0000 TCX  
raven

19-1101 TCX  
after dark

19-4003 TCX  
black onyx



# Rewild

**Embracing elements of primitive living to disconnect us from the comforts and trappings of modern consumerist society and launch us into the savage world of untamed nature. Rewild focuses on the organic aesthetics of nature infused design that is wild and poetic, raw and calming.**

**Colours:** a pattern and colour symbiosis, celebrating nature's resources and processes. Marls and colour effects are fully informed by their nature, with low impact and craft dying processes in raw, greige, undyed and unbleached forms.

**Fabrics:** let's develop both with and for nature. Material innovation is crucial to realising a new way forward. Can we find sustainable, agile and inventive ways to grow and process our favoured fundamental cotton fibres? Or can we explore forgotten crops like hemp, jute, linen and sisal? For trims and fringing, choose simple and pure materials like cane, raffia and straw.

**Patterns:** these wild and pure fabrics are mostly plain or have natural colour. NB some crafted details as well as full garment embroidery, stitches, crochet and macramé.

**Silhouettes:** sober and minimalist, letting the materials lead. Essential basics are pure and modest. Muted patchwork shows natural colour harmonies. A more poetic approach for swim and swim cover-ups presenting materials in their most pure and enhancing form.





13-0908 TCX  
parchment

14-1036 TCX  
ochre

17-4911 TCX  
arctic

18-0627 TCX  
fir green

16-1330 TCX  
muted clay

15-6423 TCX  
forest shade

18-1725 TCX  
dry rose

19-3928 TCX  
blue indigo



# Tomorrowland

**One key driving force towards a positive future is confident creativity. It's at the core of the impactful fashion that's exciting and empowering young crowds and individuals, propelling them towards an eventful future. Young people have grown up using fashion as a tool to communicate with great effect.**

**Colours:** a euphoric festival mix from electric synthetics to bio-luminescent acids and kawaii pastels. Their brightness is amplified when positioned alongside shades as dark as night – this crowd's favourite time!

**Fabrics:** a creative clash between the digitally printed and physically crafted. Crafting with offcuts, waste and deadstock material to produce sensational, artful patterns. Embracing digital technology to print real fabrics as well as sustainably developing digital-only textiles.

**Patterns:** patterns are spiced with humour, from electrifying digital colour explosions, artful handmade abstracts to lush jungle vegetation and animal skin patterns – the last pre-existing and ready to be cut up, repurposed and revived. Overdyed and overprinted existing textiles show irregular colour gradients and wild marls.

**Silhouettes:** shapes are curvaceous and sensual for swim and intimate. Bravo for bikinis and pretty triangle bra tops. Waist-high swim briefs are sexier than strings, while intimate slips go micro.



14-4530 TCX  
blue fish

16-3828 TCX  
purple hebe

14-6330 TCX  
spring bud

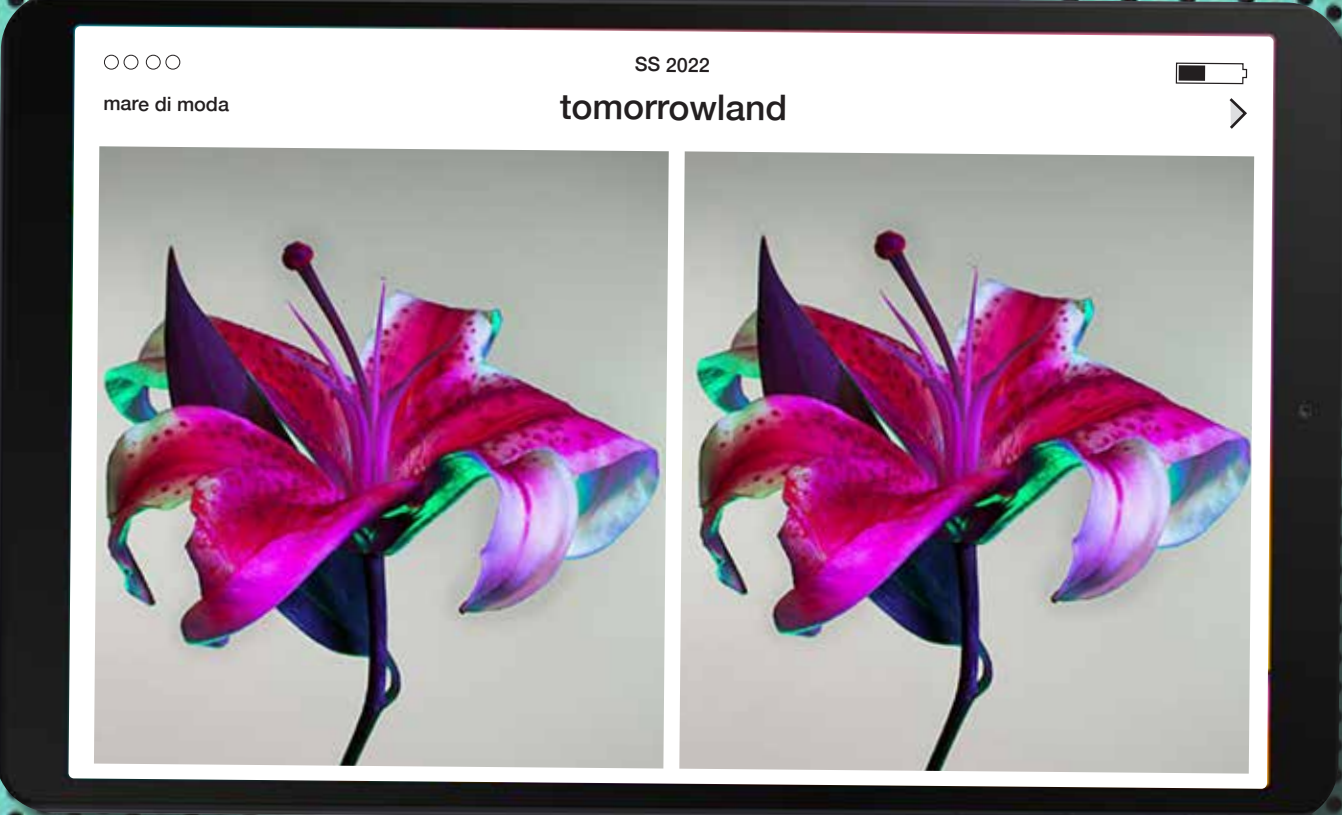
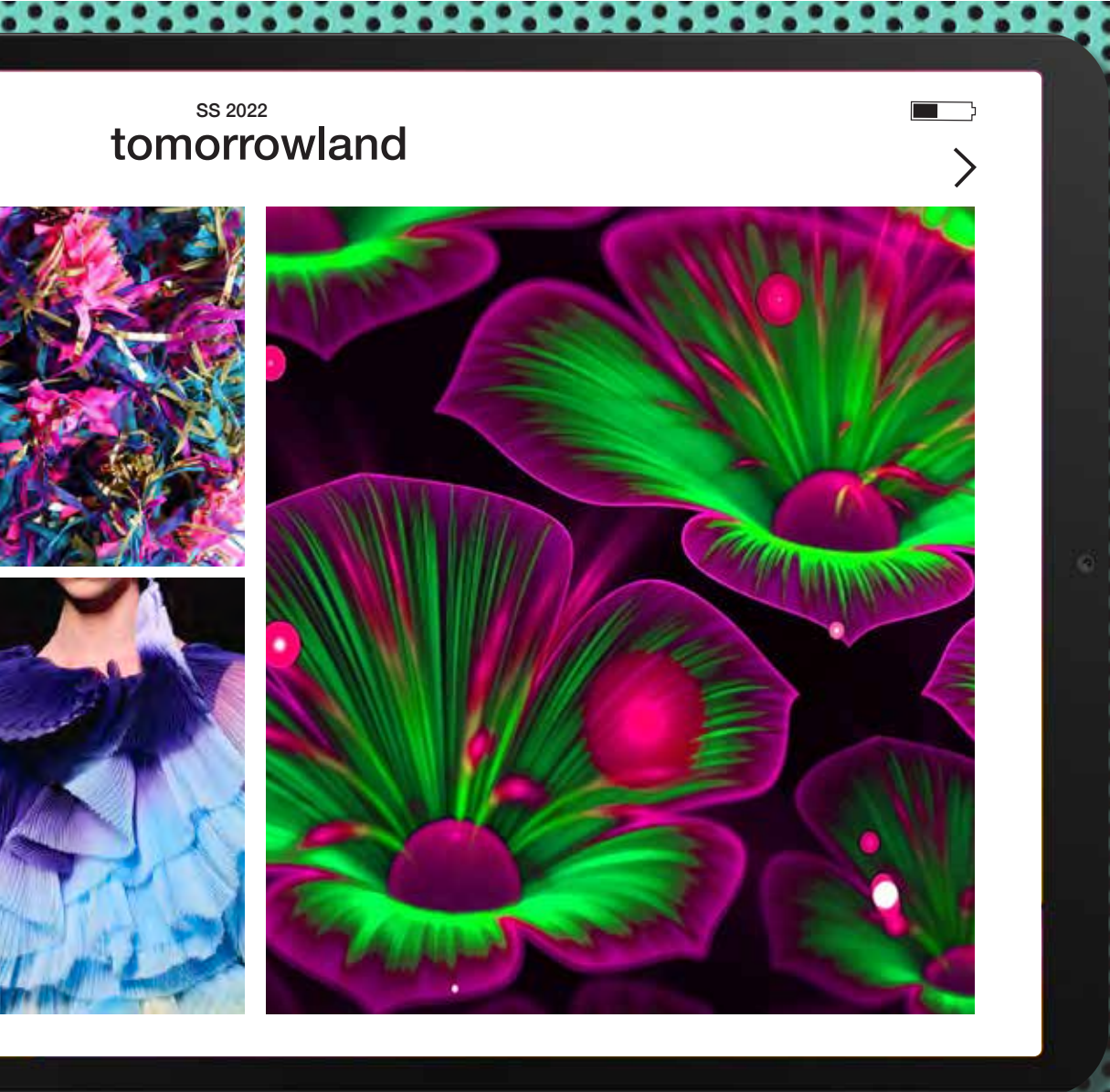
17-2435 TCX  
pink glo

15-2215 TCX  
begonia pink

13-0443 TCX  
lime popsicle

18-3640 TCX  
electric purple

19-4007 TCX  
anthracite





# Rejoice

**Encouraging people to hold onto things a little longer to personalise or adapt items when they are worn out, to mend and repair, to love and look after garments. Embedding emotional resonance by relaunching historical collections to a new generation, keen to connect the past to the future.**

**Colours:** a vintage palette. This range informs curation rather than creation. Working with what one organically finds to colour fashion without an expiration date. Finding innovative ways to build colour and material stories from existing and available resources requires new skills.

**Fabrics:** cherry-picking materials based on availability, using what exists. Stimulating ad hoc DIY fabrication and finishing with creatively repaired, rejuvenated and hacked vintage garments. There is a strong feel for retro and nostalgic design with a revival of badges and appliqués, vintage team jerseys, college uniform details plus cartoon heroes and pop music merchandise memorabilia. Timeless classics become collector's items.

**Patterns:** patchwork, crochet quilting and repair using decorative indigenous techniques as Japanese boro and shasiko stitching and Indian kantha quilting. Collage and assemblage are used for pattern design as well as garment making. Nostalgic retro patterns are micro printed along with jacquard colour wovens for swim and tops.

**Silhouettes:** retro and random. Repurposing existing styles and spicing them up. Collage, cut and paste items, bricolage. Favouring imperfection, classing co-ordinations and the accidental. Embracing vintage classics for athleisure. Retro tracksuits inspire trimmed side-zipped pants and contrasting trimmed T-shirts and tops.



Rejoice



19-3950 TCX  
deep ultramarine

15-1333 TCX  
canyon sunset

19-1534 TCX  
merlot

16-3823 TCX  
violet tulip

18-0523 TCX  
winter moss

18-1555 TCX  
molten lava

16-1334 TCX  
tan

14-0955 TCX  
citrus



# Radical romance

**Authenticity, craft and heritage are once again celebrated. Let's revisit brand archives and explore patterns and motives never seen in a fashion context, rather in vintage blankets, quilts, wallpapers and padded, flowery bed covers. Creating the next generation of heirlooms from heirlooms!**

**Colours:** a romantic and poetic palette that features flowery pastels with a patinated antique flavour. Shades have a faded feel, colours tainted by time and aged with grace. Tints colour the luxurious as well as the unpretentious, upgrading the humble and adding narrative to the plain.

**Fabrics:** the radical aspect is the rejection of new for the sake of it. Finding inspirations in heirloom textiles and arts and crafts archives with the goal to create swim and intimate garments with a meaningful narrative and intrinsic emotional value. Antique jacquards, heritage embroideries, vintage crochet qualities, bed quilts and Richelieu lace all inspire. Decorative appliqués and 3D flowers, lace and crochet detailing. NB the use of luxurious materials as well as unpretentious textiles!

**Patterns:** open the treasure chest to find chintzy curtain florals, upholstery Gobelins and wallpaper blooms. Rely on archival patterns for authenticity, spanning tattoo blossoms, Hawaiian patterns, Victoriana, Caucasian and Himalayan flower patterns, souvenir prints and Toile de Jouy. Also vintage heirloom pyjama bottoms, colour woven and Breton striped knits.

**Silhouettes:** frivolous intimates and swim garments that reveal crafted details or simple shapes for minimal as well as ornate floral patterns. Preference is shown the comfortable, like sedate straight-cut shorts, classical men's pyjamas, flowery boxers and as well as t-shirts.



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Radical romance



12-0601 TCX  
eggnog

13-2807 TCX  
ballerina

15-1435 TCX  
desert flower

15-3620 TCX  
lavendula

19-2514 TCX  
italian plum

16-5515 TCX  
beryl green

19-4126 TCX  
deep dive

16-0953 TCX  
tawny olive



# Postmodernist

**Living in tumultuous times, design goes on the offensive to provide escape and promote invention. Timeless, utilitarian garments are injected with humour, decorated with bold graphics. Unpretentious and appealing design offers honest and unapologetic aesthetics that exist simply to please us.**

**Colours:** this palette uses bold and confident colour in the primary saturated nature of the tones. As designer and artist Adam Nathaniel Furman said of the Memphis principles, “colour generates nervous impulses that open new doors of logic in the brain...”

**Fabrics:** focus on the basics, the familiar and the proven in plain, functional and versatile hybrids, fit for any sport and relaxed leisure usage. For these utilitarian evergreens, we need to search for eco-conscious solutions, finding ways for products to be remade and biodegrade, or for recyclable garments made of waste.

**Patterns:** bold pattern combinations are Memphis-inspired and post-modernist, showing compositions of striking spots, stripes, dashes in bright shades alongside black and white. Patterns are rhythmic and repetitive, cut and scrambled, collaged and assembled. Text moves away from logos towards meaningful and sincere activist statements, positive quotes and icons. Supersize abstracts and bold figurative colour blockings are artful.

**Silhouettes:** simple and bold, classic and timeless. It's all about purpose. There's a tendency towards co-ordinates, combing multiple garments to layer and alternate for intimate/swim/active hybridity.



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Postmodernist



19-4007 TCX  
anthracite

11-0601 TCX  
bright white

18-1664 TCX  
fiery red

19-5230 TCX  
forest biome

14-2311 TCX  
prism pink

18-3949 TCX  
dazzling blue

16-3720 TCX  
sand verbena

12-0645 TCX  
lemon tonic