



Fashion Research: May 5th, 2018

Recommendations:

Major Trend: Fall Forest Rebellion

The colors are muted, but the ongoing competition of clashing patterns adds unrest to the look. The disruption of large 80s/90s silhouettes with unexpected plaid moments makes me think of a post apocalyptic society where traditional business is mimiced by fierce, feral people, for reasons they don't understand.

To Pursue:

- Plaids, esp. mixing plaids with contrasting patterns
- Simplified florals on dark backgrounds
- "Revealed" bright florals peaking through black background

Main Colors:

- Gold
- Texas Orange
- Spring/Celery/Sage

To avoid:

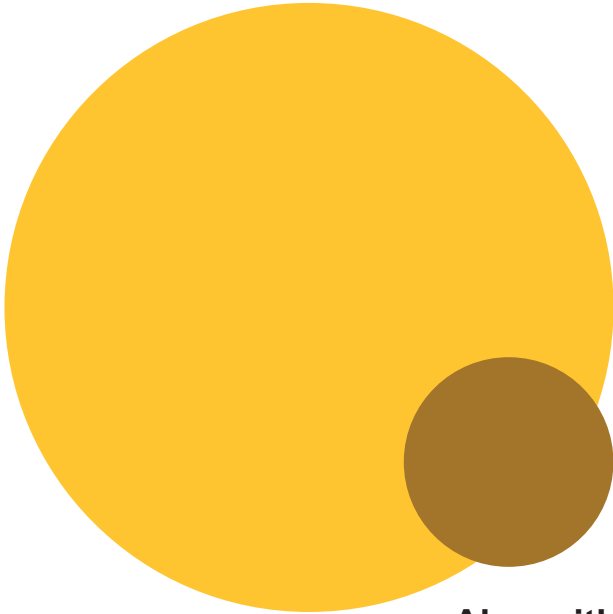
- Berries and pastels

Challenges:

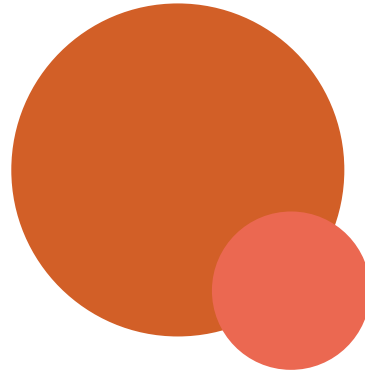
- Keeping these eye catching and appealing off the runway, especially through sports.

COLOR TRENDS: Marigold

Gold and Texas Orange



Also with Mustard

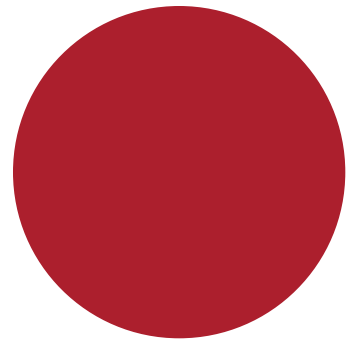
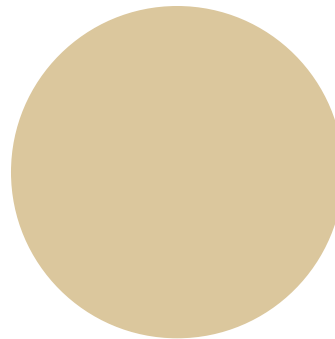
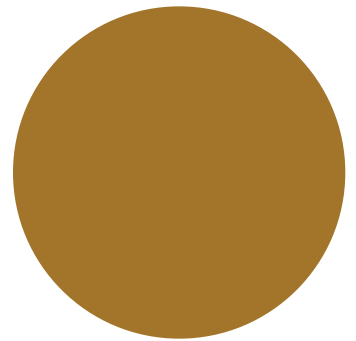
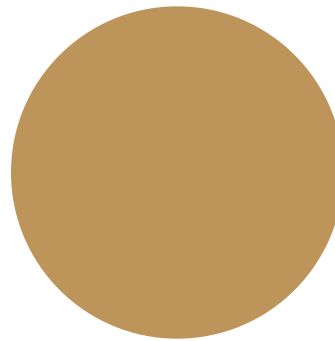
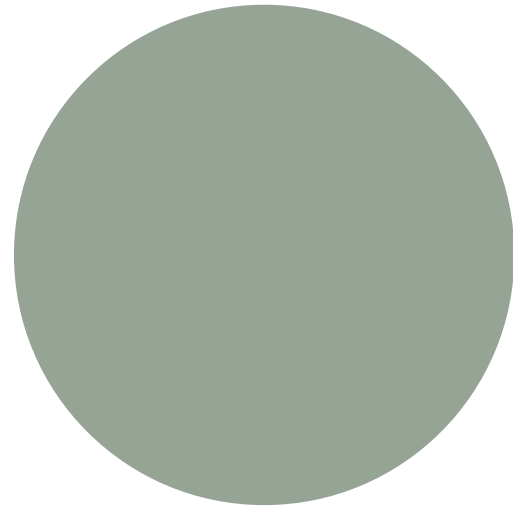
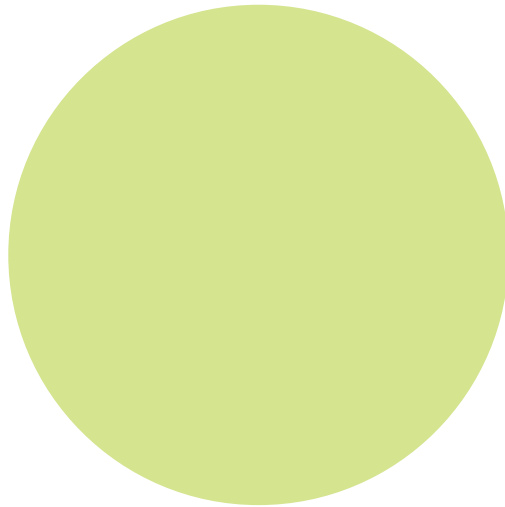
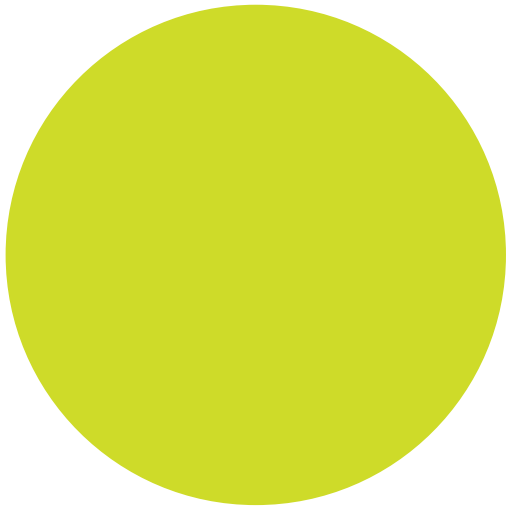


Also with Spice



COLOR TRENDS 2: Understated Greens

Spring, Celery, and Sage



Seen Against:
Bronze - Dk Bronze
Bone - Warm Red

Color Trend: Marigold

Retro, Warm

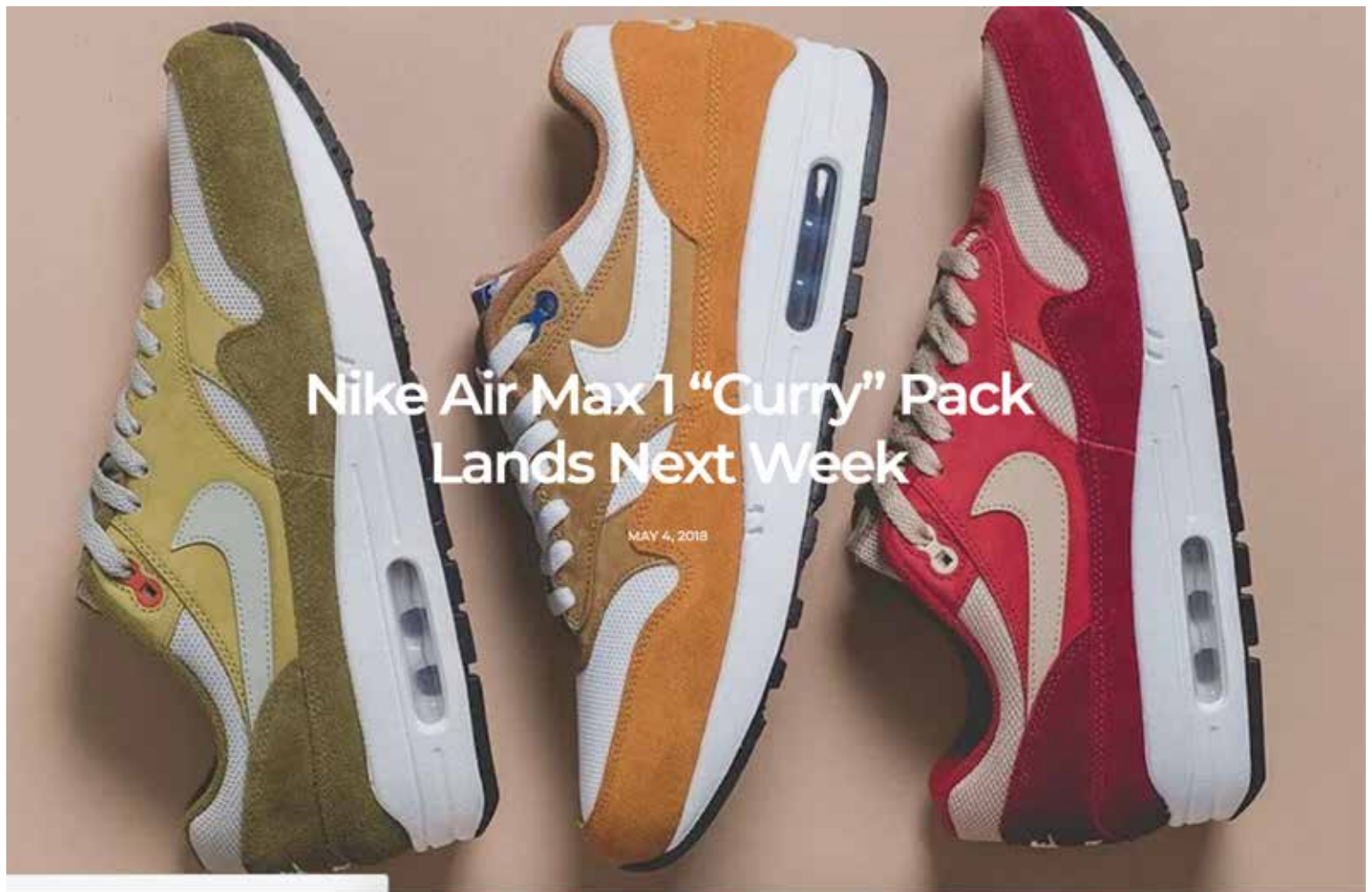


Tends to be in big, bold blocks, offset by muted blue, black, or red.



Color Trend: Orange

Muted, red-ish, offset by large blocks of white or black



Color Trend: Greens

Unexpected greens, nostalgic for both the 70s and 90s
Sage, Celery, Lime



Although they're muted, the unusual shades stand out against the other colors. The greens are often incorporated into very complex patterns.

Complex, Competing Patterns

Complex, unexpected, and seemingly uncoordinated

There seems to be an emphasis on lots of small, repeating patterns all competing with each other. Asymmetry and color clashing seem key. The smaller patterns in particular define this look.



Competiting Patterns: Tights

Wild legging patterns in organic shapes add to the chaos



Animal Print

Almost exclusively big cats

Emphasis seems to be on naturalism, faux fur, subdued.



Floral Update

Modern Victorian continues to reign, but this time the “modern” is reflected in more simplified florals. The “Victorian” is in the abundance and color, especially the dark backgrounds.



Floral Update

Silky, delicate florals



Floral Update

Homey knit florals
Gold and orange are key colors



Revealed Vibrance

Bright, floral (Modern Victorian Floral) accents as a contrast to a black background. A sense of overlap, aesymetry, and peaking out is the key.



Homestead Patterns

Quilting and blanket patterns with modern twists, in neutral colors. The patterns are complex and allow the eye to wander.

These complex interplays of lines and geometric shapes could translate well to sock patterns.



Plaids

Plaids are back in all colors and sizes, but the new feature is their direct competition with everything else in the outfit.



Plaids

Plaids in competition with the rest of the garment.

Offsetting plaids against large blocks of color helps the eye.



Here, plaids are contrasted with unusual textures (feathery, shiney, rubbery)



Big Text

Big text on clothing, often seeming as part of the branding, or seemingly unintentionally left on.



The text is often a sans serif black on a white background



Sports

About the same as its been.
This Nike line has reflective dye in it.

