

The trends for fall-winter 2010-2011: rediscovering the tastes of simplicity

They dress us and satisfy the imagination with colorful patterns and attractive styles, they almost make even this financial crisis bearable, enveloping the body in a gentle, reassuring caress. The first edition of PRIMA - Moda Tessuto welcomes the fabric collections for fall-winter 2010 - 2011.

Restriction, rethinking, reducing, re-establishing, reportioning, reminding, research. In the trend vocabulary developed by Li Edelkoort and made available to Pratotrade for the member companies participating in PRIMA - Moda Tessuto, the byword is reconstruction: it is the attempt to reconstruct the fabric of society by weaving cloth, with a watchful eye for the most ecological consumers. Gridlike compositions and geometrical patterns produced the effects of well-defined, reassuring apparel.

Restriction

Who wouldn't love to have a tiny waistline. Fashion lends a hand to those women who have not found their outer limits yet, metaphorically speaking. Corsets in pale, dusty tints wrap themselves around the waist with their elastic fabric, reminiscent of lingerie and traditional undergarments. Powdery neutrals and dusty shades in soft brushstrokes color this highly feminine attire.

Rethinking

A hymn to the everyday tranquility of life. The dress as metaphor of a more serene existence, emphasized by the basic garment that favors natural fibers and simple contours. Now is the time for more intelligent fabrics, conveniently tagged as luxury eco-basics. The natural shades are the most desirable, with a leaning toward beige warming into soft greys and brown.

Reduce

Excessive luxury is out. It's time for heavy winter wool, compact and thick to protect to the consumers and envelope them in comfort. Grey is the symbolic shade to rediscover essential lines and the importance of the classics. The trends tend to be classical with a contemporary twist, in favor of fine, fluid jerseys, coated flannels, heavy ribknit woolens.

Re-establishing

Get those work jackets out of the closet. The fashion trend is moving toward the ethics of technical apparel, like overalls and woodcutter pants that go hand in hand with denim and casual apparel. Metallic dust and patinas renew the entire outfit with a luminous touch, combined with denim, corduroy and fustian.

Reproportioning

Weaving with a pencil. Playing with geometrical shapes so that they lose their focus. Follow the dotted lines to produce wintry fabrics for coats and daywear. The most intense, intellectual colors predominate, from tobacco to wine, from inky blue to the grey of a cloudy winter afternoon.

Reminding

Reminiscent of the art nouveau and art deco movement, with all the charm of another time. It is a revival of the atmospheres of Vienna and Budapest during that epoch, with brushstrokes of sophisticated color like the burnt orange, regal scarlet, powdery violet that are the inspiration for so many graphic designs, like the prints in old books. The wardrobe returns to silk and velvet on a base of wool and shearling fur. Blocks of color and prints for silks and velvets to tie the knots of history and scale the heights of time, back through the centuries.

Research

Technological is beautiful. Even better if it becomes ecosustainable and respectful of the environment. New synthetic materials vibrate with robotic movements and articulated diagrams, for a light, airy type of apparel. The hands of the fashion designers cum scientist clone cosmetic shades of grey, beige, taupe and mauve. Staccato movements and articulated diagrams inspire slick surfaces and fabrics with a simil-leather handle.

Daring without provoking, at PRIMA - Moda Tessuto the collections stand up to the dictates of fashion

Surprising with touches of simplicity. Excess is out and there is no need to force the hand of style when simplicity is the true essence of the fabric. Whether it is a dress, a coat or a cape, what counts is to reduce the excess of fabric on our skin. In the era of recession and economic globalization,

any woolen garment can become a safe refuge for those who dress according to the codes of the fall-winter 2010-2011 collections.

A view of these attributes of fashion projected onto a season still far in the future and that we can preview thanks to the concept of PRIMA, is showcased at the Fortezza da Basso, with the creations at the fair by designers who were inspired largely by collections which are undoubtedly ahead of their time, especially in the use of technological materials and special finishing processes, but that never deviate from a harmonious, reassuring lifestyle. Let us welcome all the humble, refined materials like selected silk, cashmere, mohair, linen and cotton. Naturally, the season celebrates the triumph of wool, in all its versions combined with silk, viscose and nylon, exalting soft, clean aspects, with an accentuated propensity for the basics. Nubby tweeds or fancy fabrics in casual or refined shades, with innovative finishing and special washings are a popular choice once again. Yarn-dyed fabrics for coats are all the rage, especially in fancy reproductions: a slightly felted effect is certainly not due to the distraction of the designers. These felted effects require special processing and sophisticated finishing techniques. Wool combined with denim, and jeans with a natural washed look continue to be right in step with the times.

The collections are designed to answer the customer's every need, providing a complete, efficient service that never loses sight of the most important fashion houses.

Fibers

Wool (worsted, fine, elasticized)

Wool in blends with viscose and silk, cotton

Virgin wool

Tweeds woven from nubby and fancy yarns

Viscose

Cotton

Linen

Nylon, polyamide

Cashmere, angora, mohair

Silk

Cupram

Alpaca

Carded, worsted, bouclé, nubby and slub yarns

Mohair

Modacrylic, elastan
Lurex
Modal
Stainless steel

Aspect

Washed, felted, teaseled, crushed
Sheared, waterproofed
Buffed, resin-coated
Moleskin finishing
Semi-artisanal finishing
Tiny designs and piece-dyed fabrics
Elegant, clean handle with a soft, fluid finish
Needling, felting, fully and pleating
Soft handle after shrinkage treatment
Denim inspiration
Rubbery handle, papery finish, wet look

Colors

Flour-dusted neutrals and powdery tints
Lilac, mauve, taupe and olive drab
Beige, warm grey and brown
Cool grey and darker shades
Brown, shades of brown and bronze
Intellectual colors (tobacco, olive, burgundy)
Burnt orange, regal scarlet

JERSEY

Fibers

Wool, cashmere, angora, alpaca.
Extrafine Merino wool in blends with cashmere, silk, viscose, polyester
Viscose
Natural and synthetic, stretch
Plain and fancy double jersey
Between-seasons blends of cashmere, cotton, silk, modal, angora and viscose
Microfiber, modal

Aspects

Handles with silicone softeners
Shearlings, fur effects
Boiling, Aero treatment
Special softeners

Basket-washed, heavy-duty washing on high level yarns to move luxurious backgrounds

Stretch fleece aspects

Thin, light, refined, elegant, silky and fluid with soft handle

Boiled wool and angora; felted finish

Milano stitch, jacquard

Knitted aspects in plain and Chanel fabrics

Colors

Warm grey, brown

Accent of washed blue denim

Asphalt grey, winter grey

Metal powder

Ink blue

Reddish browns, powdery violet, warm grey

The following companies contributed to the realization of the PRIMA Moda Tessuto press file:

Alberto Bardazzi

Allegrì

Alma

Cangioli 1859

Ciatti & Baroncelli

Duemilagori

Emmeci – Gruppo Emmetex

Emmetex

Estethia G.B. Conte 1757

Furpile Idea

Linea Tessile Italiana

Marini & Cecconi

Masterloom – Gruppo Emmetex

Menchi Tessuti

Miroglio Lana

Nino Vertriebs

Nuovo Ri-vera

O-Jersey

Ospiti del Mondo

Picchi

Tessile Fiorentina Company

Tessitura Sidoti
Tessuti di Sondrio – Div. Marzotto
Texapel
Ultra
Lanificio di Vaiano
Vasino