

**“Fusion families” describes the trend
At PRIMA the fabrics for winter 2011/2012
in praise of new lifestyles**

Winter 2011/2012, so far away, yet so close. In view of this season the style offices of textile companies will soon be starting to work and, in this connection, the fashion collections shown at PRIMA delineate an early fresco of colors and moods for the styles that will inspire our wardrobe. Trends that the skillful hands of the designers will translate into “meaningful” apparel, with heavy weaves and intricate structures of fibers. Li Edelkoort, internationally acclaimed trend forecaster, has illustrated the trend in great detail in the book made available to the members of Pratotrade. As you turn the pages you have the impression of touching the fabrics that will be all the rage during the cold months of a season that is still on the designers’ drawing boards. Warm fabrics that dress the family, mixtures of styles that stimulate creativity and imagination. **The family will be the dominant theme of the fashion mood for 2011-2012.**

It is a social value and concept that can be expressed in a wide variety of ways. **The family is a container in which relationships mix and mingle, even outside traditional schemes. An affinity of souls, same-sex partners, adopted children, pets - all gathered around the hearth.** United we stand: in the world of design the fashion house becomes more important than the individual creator. And the art of weaving will gain more strength and vigor, as if to emphasize **an intimate dialogue with nature, a universe made of animals, food and landscape.** This is the basis for the fall-winter 2011/2012 collection, that rediscovers an unusual thickness, emphasizing weaves and textures rich in fibers. **There is only room in the wardrobe for imaginative prints, high-performance jerseys and magnificent colors.** The schemes and customs of dressing are turned upside down, and **formal looks or what we normally consider evening wear will be worn freely day or night and, vice versa,** the subjects that appear in the designs will reproduce our lifestyles and social relations.

Tender basics

It is the time of the baby boom: the pleasure of wearing basic fabrics day after day fills us with a sense of the tenderness of life, bringing back memories of childhood.

The impressions of this world will inspire soft tactile sensations and openwork, rewarding simple materials like jersey dressed up with soft velvet, lace and taffeta.

Baby is beautiful in the colors too, that will be barely hinted at with luminous, vaporous patinas like whipped cream and egg yolk. Relaxing, casual styles will be developed in soft cotton, trusty wool and a return to mohair.

Rural Romantics

The colors of the wardrobe are dictated by the harsh laws of the farm. A place of intimacy to share with the family and in the company of animals. It is a contemporary “romantic” mentality, linked to folk traditions and big, old country farmhouses. Healthy, structured fabrics evoke the romantic colors of the country, with cut and scalloped hems and winter cottons in masculine styles, wool in micro-designs and corduroy. The palette of colors is borrowed from the hayloft: olive, aubergine, indigo and green are the main tints, in contrast with white poplin for the starched shirt and blouse of the country girl.

Urban Invisibles

To merge entirely into the urban landscape. This is the trend favored by young consumers who interact and work together, interested in a traditional wardrobe that is also fashionable. Under the microscope, the basic fabrics for shirts and blouses reveal intense study and creativity. Reversing the schemes, the evening look takes over the daytime with patent leather and technical textiles for bomber jackets with striped shirts in silk, metallic denim, fluid knits and tiny ruffles for a more feminine sensation.

Animistic fibers

The human and animal world go hand in hand. This is the era of the ecologist philosophy: relations with animals become intuitive and instinctive. The consumer begins to be aware of the life of a fabric, whether it is made from the fleece of prize sheep, the soft fur of an angora or another type of rabbit, deer and fox. Inspired by the skins of our four-legged friends, textiles try to imitate these qualities creatively, becoming “hairier” and furry with bouclè, scraped qualities, organic jacquards, compact incorporated fibers and coated materials. The colors reflect the pelts: from black in all its shades to fur brown, enriched with generous brushstrokes of hunter green, russet moleskin and natural leather.

Androgynous classics

The revival of the androgynous look is everywhere in the fashion world. Femininity and masculinity are mixed together, so that styles become unisex. The shoulders are emphasized and the waist is narrow for a smooth aspect in coordinates. Traditional

and vintage codes. The masculine aspect of the fabrics will be tempered by the feminine colors and soft handle, as well as by the light weights, with a luminous aspect in the finishing. The fabrics celebrate the merger of night and day, expressed in the decorative effects and exuberance of velvet, art nouveau embroidery and spiral jacquards. To be worn against the skin in a selection of brown, grey, black and navy all the way to the deepest purple.

Artistic traditions

The season celebrates the return of “hand-made” garments, with touches of imagination and unique qualities. Creativity and culture are the ingredients that unify people, and the patterns will flourish in the midst of a society in contact with nature, through art and design. The latter are visible in the multicolored tweeds, printed woolens, embroidered fabrics, knits with multiple yarns and refined crocheted qualities. Women are ready to shine through the night with forged, opaque metals, frayed fabrics, crushed velvets and sensual transparencies with three-dimensional elements and singed colors.

Give your wardrobe a classical look Enveloping wool and mohair express the “hairy” trend

Men and women planning a winter wardrobe for 2011/2012 don't need too many details to be trendy. The preferred fabrics will be the classical evergreens like serge, revisited in an elegant, dynamic key with an eye on environmental concerns and recycling. The success of the family and “togetherness”, and the contact with the world of the farm and animals will be celebrated in new compositions of wool “blended” with cotton, silk and viscose. Wool that has a “hairy” aspect will be a favorite, alternating with boiled wool fabrics in yarn-dyed and jersey versions.

The wardrobe revives a tweedy look and shetlands presented in casual or refined shades, to be worn with jackets and pants or trendy little coats, without neglecting stretch fibers for the lighter weight fabrics. Special combinations between fibers and new finishing, in the various weights, for a touch of originality in suits, pants, jackets, coats and outerwear in general. The warm handles of mohair, cashmere and alpaca are a welcome return, with more study of the structures and materials that emphasize the tactile and visual sensations for greater fluidity of the fabrics.

Focus on fibers and materials

Collections designed to provide punctual answers to the demands of the clientele, providing accurate, efficient service with an eye on the needs of the most important fashion houses.

Fabrics for menswear and womenswear

Fibers: wool (worsted, very fine, stretch); wool in blends with viscose and silk; virgin wool; cotton viscose and cotton blends; tweed yarns; cashmere; angora; mohair; silk; alpaca; carded yarns, worsted and fancy yarns (slubs, prints and nubs); nylon; metal; cupram/cotton; tencel; recycled fibers; mohair blends, shetland and Merinos.

Aspect: nubby silks; bouclè in alpaca and mohair; yarn-dyed and piece-dyed fabrics; amalgamated and melted looks (finishing+patterns); soft handles; soft, draped effect; elegant jacquards; serge effects; new, high-performance finishing; embroidery; openwork; fil-coupè; embossing; stretch for lightweight fabrics; military taste with a touch of the dandy; metal; printed fabrics; “hairy” and woolly aspects; soft, enveloping

handles; floral and geometrical patterns; three-dimensional aspects of tweed and Chanel

Colors: luminous, vaporous tints reminiscent of whipped cream, egg yolk and soft caramel; olive, aubergine, indigo and dark green; neutral tints with an urban inspiration, like mud and cobalt or olive and faded brick; intense dark colors from brown to black, passing through navy and deep purple; tender yellow, pigment pink; moss, tea leaves and violet combined with medium brown.

Jersey

Fibers: wool; cashmere; angora, alpaca. Blends of extrafine Merinos with cashmere, silk, viscose, polyester; natural and synthetic viscose; stretch; fancy and dyed double jersey; microfibers; polyamide and polyester, modal and synthetic fibers; knitted fabrics with a boiled wool effect;

Aspects: plain or yarn-dyed for womenswear; fluid crêpes and stretch fabrics for dresses; fine, light, precious, elegant, silky and fluid fabrics with soft handles; Milano stitch, jacquard; knitted aspects in plain and Chanel styles; fur effect

Colors: varieties of black; fur brown, hunter green, russet moleskin; natural leather, warm grey, brown; asphalt grey, winter grey

The following companies contributed to the preparation
of the press folder for PRIMA Moda Tessuto :

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