

Fashion for fall/winter 2012-2013 will be “hybrid”
*The season’s mood as interpreted by Li Edelkoort:
look for mixtures of styles and fabrics*

Opposites attract. This is not just a proverbial manner of speaking. Now you can see it in fashion, and it is confirmed in the fabric collections for the fall/winter 2012-2013, on stage at this edition of PRIMA Moda Tessuto. Along the fine line that is the search for balance, will be a mixing of ingredients like masculinity and femininity, weaving and technology to create a new language code for fashion trends. With the “hybrids” come the new moods of the season defined by the trend forecaster Li Edelkoort who has made them a source of inspiration in her fashion trend book made available by Pratotrade to the member companies.

In terms of textiles, the trends will be expressed in fabrics woven with a mixture of styles and technologies, densities and weights. “Hybrid” products will provide new combinations and contrasts of style: an evening dress with a quilted synthetic jacket will become an outfit, as will a suit for the daytime revisited for the evening. The “hybrids” we will be seeing a lot of in the coming seasons will feature the look of handmade garments alongside technical materials, celebrating the fusion of ecology with luxury in a sustainable key. «The hybrids will be harbingers of a sophisticated period in the future of fashion, far from the strictures of the past century and ready to accept any windfall or disaster that the world can offer». In the words of Li Edelkoort.

Let us discover these seven trends one by one, in a voyage into the fashion that will keep us company in the first chill of winter 2012-2013.

Ecology & Luxury

When ecology and luxury get together. Environmentalists and fiber manufacturers alike will embrace ecological principles with joy. The sense of comfort and wellbeing will be interpreted with felted fabrics, jerseys, quilting, wooly fabrics and fibers that resemble fur. We will revel in luxurious woolens that may also be blended with silk and synthetic fibers. The color palette will lean toward light, neutral tints, from ivory to delicate grays and beige. Technological fabrics will enter the wardrobe, also in neutral shades, but they will be in a play of harmonious colors, never plain.

Day & Night

Forget what we call daywear and evening wear. The language of fashion doesn’t recognize these limits any more. Darkness and daylight are two sides of the same coin, and so, while city apparel incorporates some of the codes of formality, formal wear takes a more casual approach.

That means that good old checks and structured silk prints will be ideal for a cocktail party. There will be an abundance of choice: herringbone, glen plaid, tweed, houndstooth in wool; rich fabrics; sequins; shiny quilted synthetics. Chiffon blouses and silk dresses will bring a touch of femininity for highly flexible fashion combinations. Among the colors will be brushstrokes of black and white, gray and navy as contemporary alternatives.

Tribal & Future

It is time to focus more closely and in a modern key on tribalism. Traveling backward in time through history will generate a hybrid mixture in which urban and rural aspects will merge together and create patchworks, mends, fraying, irregular creases that jumble aspects clinging to their balance through neat patterning and functional details. Scoured handles treated with talcum, dusty aspects applied to twills, corduroy, flannel, moleskin, canvas and nylon will create luminous fabrics. Stained, threadbare denims, capes and raincoats will compose a wardrobe of real emergency rescue.

Minimal & Maximal

Fabrics with a clean weave valorized by a casual interpretation will develop into a minimalist style featuring high technology in the details. Winter brings sensations of comfort with knits in merino wool and wool blends, scoured cottons, faded denims and wool-cotton blends to wrap around our skin. Fabrics are synthetic with right-angle weaves and coated finishing for rainwear, experimenting with techno-poly innovations such as corn, bamboo and recycled materials. The color range will be dominated by cream, cool gray, taupe, slate and asphalt in contrast with a powerful red.

Casual & Classic

Casual is beautiful: with the distinguishing detail, it's even better. The fashion runway will feature very classical fabrics: stripes, tweeds, shetlands, checks, plaids, all revised and updated with fashion prints. Classical and casual mix, as do exotic and ethnic. And even men will dress in anything from very classical to very fancy. Handmade details will become essential in the collections of casual fashions, inspiring applications, embroidery, cross-stitching and jacquard knits for the seasons to come. Fashion will be enriched with glimpses of the gypsy and nomadic world, discovering warm, joyous, important colors in combination with the neutrals: yellow encrusted with orange and purple, copper and teal.

Ethnic & Techno

Fashion borrows the language of internet and the social media, allowing the young generations to dress in the same multicolored codes, combining exotic and ethnic and focusing on techno fabrics.

Handmade fabrics accompanied by technically intelligent materials and inspired applications, evoking an ethno-techno mix. The fabrics are stained, felted, coated, and jacquards with floral designs. This seasonal mood is characterized by a vivid color palette: red, green, yellow with secondary accents like orange and purple.

Parade & Theater

The daytime dress becomes interchangeable with theatrical costumes. Fashion, theater and military parade will merge in fancy designs. Military and theatrical style. Shoulder tabs, tassels, decorative buttons and military embroidery will mix the details of the army with the theatrical wardrobe. And it will be like going on stage with a contemporary revival of the Russian ballet. Fabrics rich in blends of wool and silk will appear on the stage: velvet, taffeta and satin, harlequin prints. And velvet will be featured in red, midnight blue and gilded moon with sky blue and dusty purple.

Woven fabrics, variety guaranteed: the fabrics range from casual to opera and the theater

First they parade among the stands and then they enter our wardrobe. Winter 2012-2013 is a long way off, but the value of a trade fair like PRIMA Moda Tessuto is just that of anticipating the seasons, providing the designers with a useful instrument and is also an aid to the experts in the sector.

The trend vocabulary presented by Li Edelkoort focuses on a range of woven fabrics, worn fabrics that will be mended with precise, functional seams. Also, handmade fabrics combined with technical materials, with a wink at luxury in an ecosustainable key.

Casual apparel and sportswear rediscover a flourishing season, as do velvets, tulle and lacy effects that hint at memories of theatrical productions. We also see herringbone, glen plaid and tweeds on the catwalk, for a total triumph of wool.

Preview of fibers and materials

PRIMA welcomes the new collections, to give a punctual answer to the needs of the clientele, with a prompt, efficient service that meets the demands of the most important companies in the fashion firmament.

Menswear and womenswear fabrics

Fibers: wool (worsted, fine, stretch); wool in blends with viscose and silk; viscose cotton and cotton blends; tweed yarns; cashmere; angora; mohair; silk; woolen yarns, worsted and fancy (nubs, prints and slubs); wool and woolblend yarns; metal; cotton/wool; cotton blends; cupram/cotton, shetland and merinos; fluid viscose

Aspects: 3-D, balanced structures of texture and yarn; yarn-dyed and piece-dyed fabrics; ultramodern treatments for fabrics with sports “performance”; flocked and needled fabrics; lace; velvet; plain and false plain with treated fibers; fabrics ready for dyeing in the garment; fancy yarns, printed and resin treated fabrics, changing and aged effects; aspects amalgamated and merged with mixtures of finishing and patterning; embroidery effects and quilting; lightweight broadcloth and melton effects

Jersey

Fibers: wool; cashmere; angora, alpaca. Blends of merinos with cashmere, silk, viscose, polyester; natural and synthetic fibers; stretch yarns; lyocell; polyamide and polyester, modal and synthetic fibers; knitted fabrics; denim; acrylic polyester; wool blends/polyamide; wool blends/silk; elastomer; boiled wool effects; stretch and bistretch fabrics

Aspects: synthetic fur, laminated effects with knits; particular print effects; woolen jeans effect; fur mixed with wool, tulle and lace effects; plain and fancy double face.

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

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