

# *just*4Textiles

## TEXTILE & FASHION TRENDS

SPRING/SUMMER 2014

Marlena Woolford highlights two macro trends for Spring/Summer 2014

## TOP TIPS FOR USING A HEAT PRESS

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# TEXTILE & FASHION TRENDS

## SPRING/SUMMER 2014

Marlena Woolford worked at international trend forecasting agency WGSN for over four years. Here she highlights two macro trends for Spring/Summer 2014, with support from Natasha Pring, Agata Dziurgot and Olga Tytarenko

**H**aving worked at WGSN and subsequently running my own trend forecasting business, I have been able to gain insight into how trends are researched and analysed.

Trends evolve and change over time, and companies use them when developing products. In this article I will highlight two emerging macro trends for the Spring/Summer 2014 season.

## Macro trend 1: Controlled Imperfections

For a long time, the common visual imagination was fed by 'perfect' images from advertising and TV. With the arrival of reality shows and the internet, lifestyles and expectations have changed, as have visual tastes. People have grown tired of the perfect world of commercial TV; brands have become more interested in real people. Reality shows have opened the doors onto everyday lives, whilst social media and blogging now allow people to become reporters without worrying about an image's perfection.

### Blurred, smudged, wavy, rippled

This quest for controlled imperfections results in new aesthetics that are blurred,

smudged, rippled and wavy. We now see distorted photos, foggy images and luxurious objects with an unfinished and industrial feel.

Examples of textiles products which use this technique of deliberately blurred images are starting to appear. For example, Knots Rugs ([www.knotsrugs.co.uk](http://www.knotsrugs.co.uk)), are a company that produces luxury rugs that can cost as much as £20,000. Some of their recent rug designs look like an old wall that's been cleaned for painting, with big patches of colour still visible. When placed in a similar interior space, they almost give an 'Alice in Wonderland' feel,

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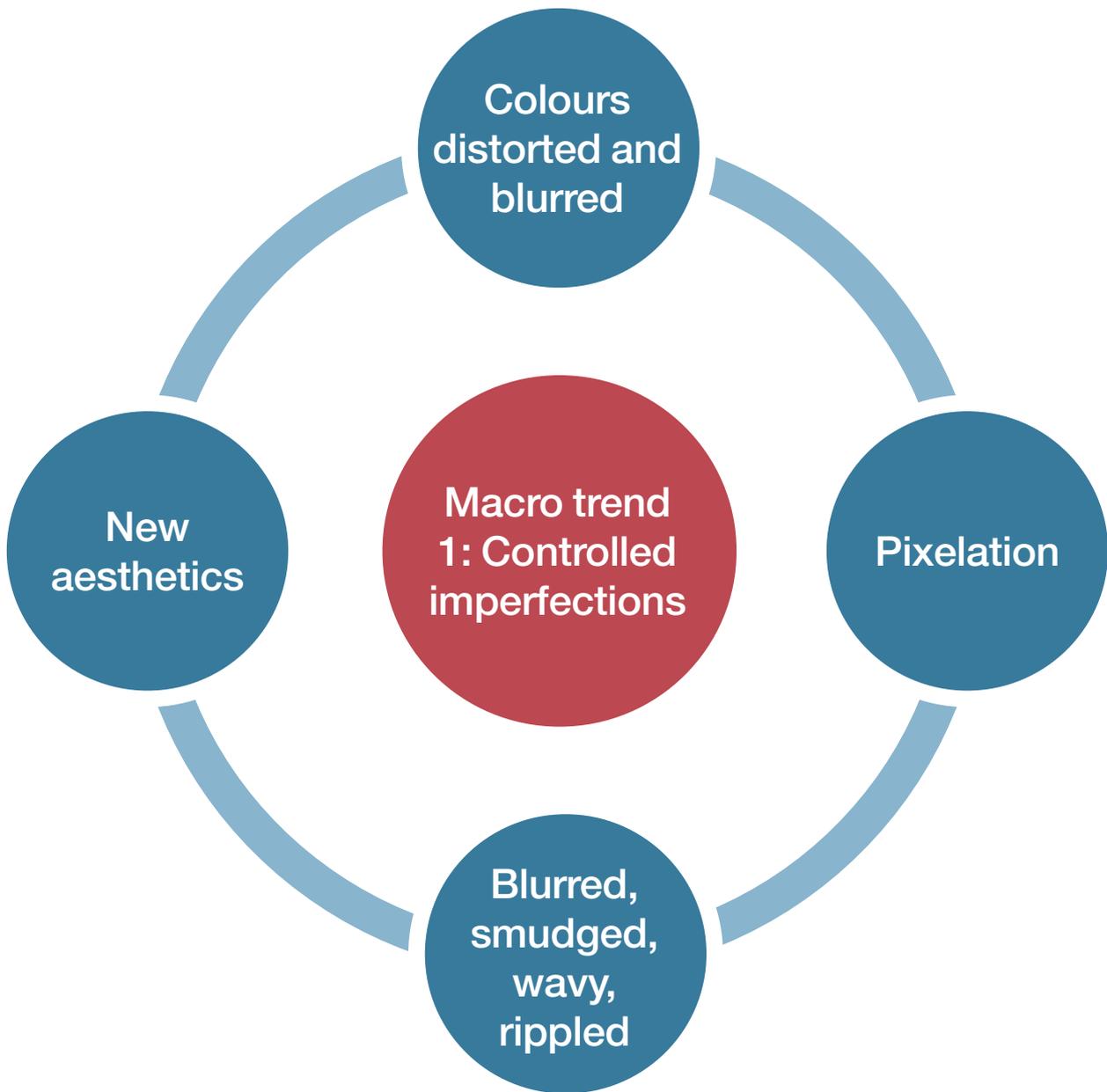
where reality has become blurred as the walls become the floor.

### Pixelation

Pixelation, another recent trend, provides a digital twist to the concept of blurring.



Knots Rugs 'Brick No.2'



**New aesthetics**

Artist Jack Addis pushes this concept even further, by blurring the blurred – creating distorted pixelation!

There is beauty in this imperfection

Digital artist Jenn Gauthier uses Adobe Photoshop to create regressive photo manipulation, contrasting popular retouched photos of models and other celebrities. Her work gives the images a philosophical meaning about lost identity. There is beauty in this imperfection.



Jenn Gauthier 'Distorsion Identitaire'

In this new aesthetic, even colours can be distorted and blurred

**Colours distorted and blurred**

In this new aesthetic, even colours can be distorted and blurred. Inspiration can be taken from old photo negatives, which provide great ideas with their strikingly inverted tones, hues and shades.

## Macro trend 2: Fusion of two worlds

### Multi-disciplinary

As aesthetics become increasingly eclectic, 'multi-disciplinary' is another big trend moving the world forward. Often, design solutions that used to function separately can now co-exist together, creating new values and new design combinations.

The past is used to create a totally new, futuristic image

### Past and present

By combining past and present, designers hope to create products that look fresh. The past is used to create a totally new, futuristic image. One technique for doing this is to take vintage fashion or historic references and combine them, creating a new, modern aesthetic.

For an example of this, see the totally modern feel of Knots Rugs' traditional versus modern 'English Rose' design, featured on the cover of this magazine.

### Natural vs artificial

A 'beauty drink' was promoted during the recent London Fashion Week (Sept 2013). It tastes and looks artificial, but is made only from natural ingredients, enhanced with vitamins and other 'healthy' elements.

Natural vs Artificial is a macro-trend with huge implications in textiles, stemming from the fast-changing technology and multi-disciplinary discoveries that have emerged over the last 10 years.



Tzuri Gueta sautoir 'Anatomia', inspired by images found in the microscopic marine and plant worlds

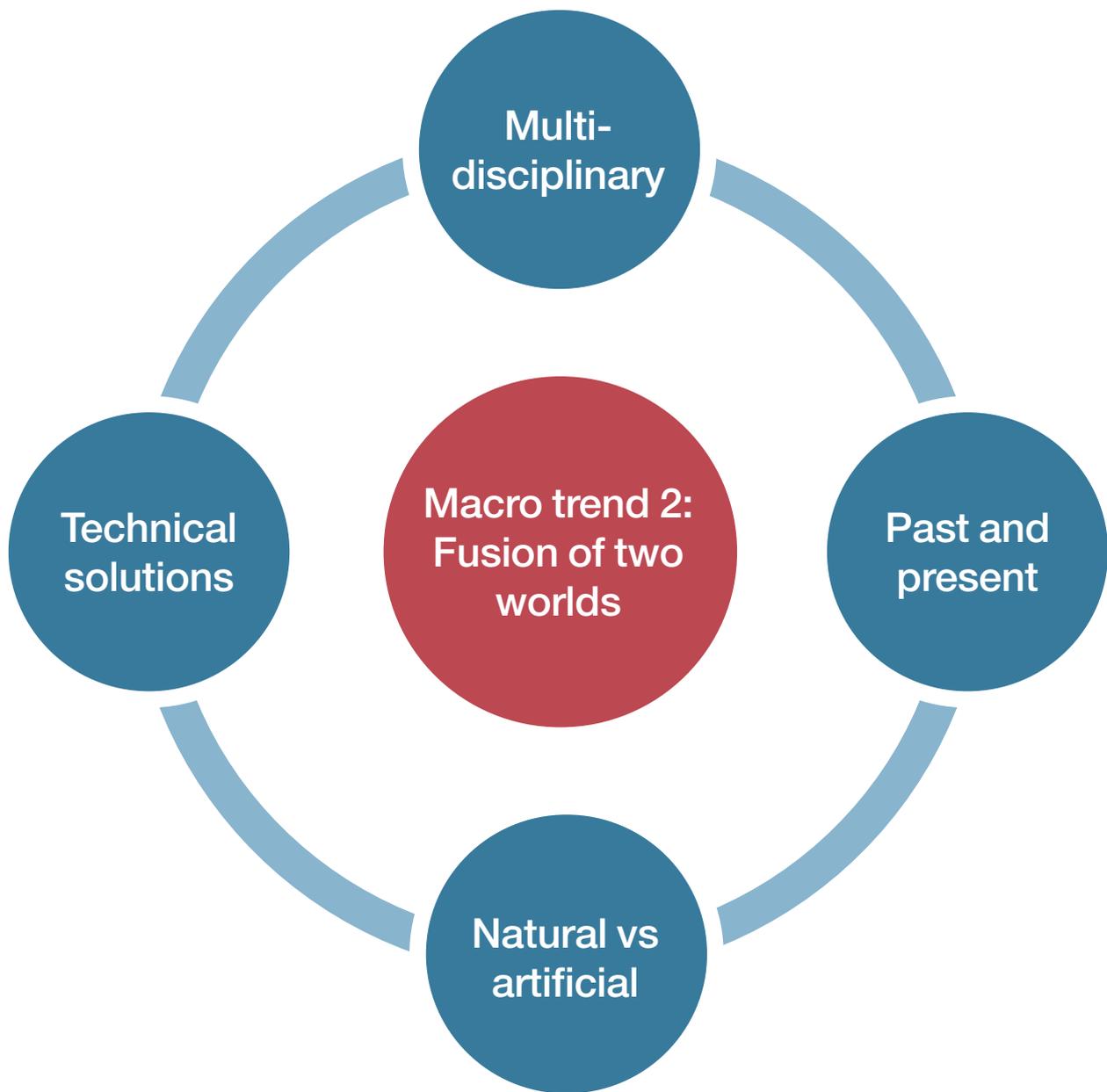
A trend that has emerged recently and is destined to get even bigger, especially in the leather industry, is that of varied armour. This trend takes its design inspiration from diverse subjects such as knights in armour and Samurai warriors, but also naturally-occurring armour such as displayed by lobsters, shrimp, and armadillos.

For Autumn/Winter 2013, the 'natural vs. artificial' trend was expressed in fur dyed with very bright, artificial colours.

### Technical solutions

Technical solutions offer another way of looking at the design of fabrics.

One of the more beautiful, interesting and surprising technical solutions is called 'lace fed with silicone', developed and patented in 2004 by Tzuri Gueta and Silka Design. Tzuri Gueta mixes textile and silicone to produce lace and interesting trimmings for fashion, jewellery and art. Tzuri Gueta has co-operated with fashion houses/



designers such as Christian Lacroix, Jean Paul Gaultier, Givenchy, Dior and Armani. His innovations were incorporated into a Givenchy dress worn by Eva Green at the Oscars earlier this year. Tzuri Gueta combines innovative techniques and natural aspects, inspired by images found in the

**Organza is the lightest and thinnest fabric that we use**

microscopic marine and plant worlds.

Another example of the fusion of technology and textiles is super-organza. Organza is the lightest and thinnest fabric that we use in textiles and fashion, weighing only five grams per square metre, and is made of ultra-fine polyester yarns with thickness equivalent to one-fifth of the fineness of human hair. Not only does it require care when sewing, a special weaving loom has been created to produce this light fabric, developed by Japanese

company Amaike Textile Industry Co. Ltd.

The idea for super-organza was born from the development of the super-thin electromagnetic shield in plasma televisions. Super-organza is being used in the haute couture houses in Paris, and for ballerina's costumes at the Opéra National de Paris.

In February 2013, during Premiere Vision in Paris, Tessitura Di Crevacuore presented 'leno weave'. This is an Italian spinning process



Macro-trends are the drivers that will influence design businesses up to two years in advance

presented photographs of faces printed on neoprene and reflective organza. Giles Deacon used Glen Luchford's early Polaroid photography, representing images of a young Kate Moss, Amber Valletta, Amanda de Cadenet, and Guinevere van Seenus. This simple effect makes a big visual impact.

which produces a loose yet stable woven fabric, creating an airy fabric that doesn't lose shape. This technique will be particularly important in coming seasons, where elements of nets in clothing and accessories are set to become key trends. The use of nets in visual merchandising has become more prominent in brands such as Nike, and we will continue to see more in the future.

### This simple effect makes a big visual impact

new ideas and technological solutions that are innovative and fresh. Applying alligator texture on non-alligator skin is a good example of mixing the natural material with artificial processing.

#### Photographic print and Polaroid Jimi Janis's collection



## Applications during catwalks for Spring/Summer 2014

The collections for Spring/Summer 2014 already highlight how some of the trends mentioned in this article are currently being applied.

#### Alligator texture

In their collections for Spring/Summer 2014, Tom Ford and Antonio Berardi presented several leather pieces with alligator skin texture. These show a quest for finding

### Glossary

#### Trend

A general direction in which something is developing or changing and can be mapped over a period of time.

#### Macro-trend

Macro-trends are the drivers that will influence design businesses up to two years in advance, forecasting a comprehensive profile of how the future consumer is developing or changing and can be mapped over a period of time.

#### Micro-trend

Micro-trends are new, intelligent, and structure-changing innovations, they are the buds of new change in society or materials or thinking. They provide the first concrete signs of an emerging trend movement. Although not considered as influential as Macro or Major trends, they provide insight into changes that could happen.

#### Web links

Jack Addis [www.jackaddis.com](http://www.jackaddis.com)

Knots Rugs [www.knotsrugs.co.uk](http://www.knotsrugs.co.uk)

WGSN [www.wgsn.com](http://www.wgsn.com)

Jenn Gauthier [www.behance.net/JennMg](http://www.behance.net/JennMg)