

THE TREND BOUTIQUE.

AUTUMN WINTER 2012-13

COLOUR DIRECTION



FRAGILITY



Left: Black Noir Campaign Image. Right: Siri Sveen Haaland. Photograph by Thomas Furu

Our senses trend from last season gets darker as we look at the fragility between life & death.

Lifting the skin we explore the bodies workings & taxidermy, whilst a beautiful & moving direction is created through the subject of mourning. Within this theme we find an abundance of references that take us from the most beautifully haunting haute couture through to a new slightly macabre, & twisted urban culture that turns everything on its head.

This direction is both sophisticated & dark in theme. Please note this is not about previous seasons' Alexander McQueen skull references, this comes from the underlying socio-economic & lifestyle trends and a coming to terms with our own mortality.



Raven
Pantone 19-0000 TPX



Rabbit
Pantone 19-3905 TPX



Wind Chime
Pantone 14-4002 TPX



Blanc de Blanc
Pantone 11-4800 TPX



Coconut Shell
Pantone 18-1230 TPX



Dark Dull Gray
Pantone 18-0403 TPX

The colour palette for fragility takes on aspects from last Autumn Winter's 'Worn' trend, as dark ash tones look as if they can be blown away in the wind. Blacks become texturised & shimmer with intensity. Whilst to prevent the colour range becoming too depressed we inject porcelain whites and rich 'conker' browns.

RADICAL



Left: Walter Van Beirendonck. Right: Courtesy of Dutch Design Week

As revolutionary protests spread across the globe this direction has a number of key focal points, the speed & the fluid nature in which change happens, the importance of digital media, and the way it starts with the young but is quickly supported by all ages. We now see this same radical approach invigorating the design & creative worlds too

With a DIY attitude, designers are mixing up & playing with the rules creating a topsy-turvy, bottom-up approach where re-inventing & customising to fit our new 'anything goes' lifestyles becomes key. Ground-breaking product development combined with futuristic communications are at the heart of this trend. We switch off the corporate message and go for one where a digital chaos & anarchy rules. This is radical, in a new global inclusive way.



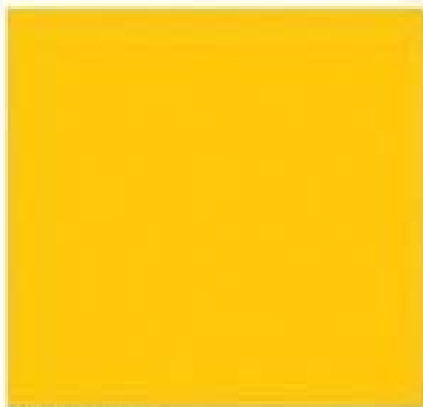
Paradise Pink
Pantone 17-1755 TPX



Blithe
Pantone 17-4336 TPX



Bright White
Pantone 11-0601 TPX



Dandelion
Pantone 13-0758 TPX



Paradise Green
Pantone 13-0220 TPX



Black Kohl
Pantone 19-0303 TPX

As the 'colour clashing' of previous seasons broke the rules, this theme continues to take a similar radical approach to colour. Bright accents show no sign of abating as we continue to express ourselves and escape from the humdrum. For Autumn Winter 2012-13 we mix this strong palette with graphical black & white to reflect a new digital product direction.

SHARP



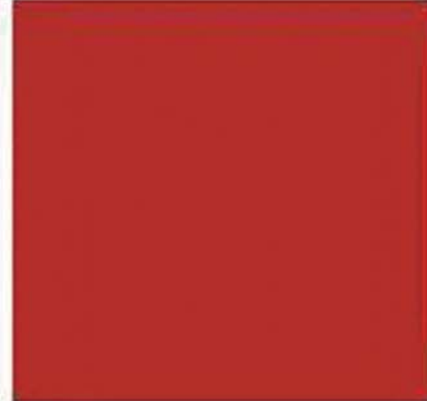
St. Colleta School of Greater Washington. Image Courtesy of Michael Graves & Associates

This theme is all about the 'new millenials' and the difficulties they face. Each generation feels hard done by, but this group has more than most to complain about than most. With record levels of debt, unemployment at its highest for young people for several decades, and an inability to get a foot on the property ladder this group faces up to the fact they have to be sharper, more intelligent in their approach.

So for this theme we see a return to 80's & 90's styling, but everything is slicker & more directional. We also see Post-modernist references becoming strong influences too, as this trend direction has lots of artistic & witty inspirations.



Strawberry Ice
Pantone 16-1720 TPX



Molten Lava
Pantone 18-1555 TPX



Ponderosa Pine
Pantone 19-5320 TPX



Carrot
Pantone 16-1361 TPX



Pagoda Blue
Pantone 17-4724 TPX



Freshia
Pantone 14-0852 TPX

For 'Sharp' we see a mix of strong, well-defined colours that have both a modern & retro feel about them. Bold brights define this story with the ability to colour clash in a less garish way than 'Radical' or previous seasons. For this theme there are no muted tones, as this palette consists of just pivot colours & accents that make a confident statement of intent.

REMOTE



Left: Image Courtesy of Amsterdam Fashion Week. Photograph by Peter Sigtter. Right: National Gallery of Greenland Concept by BIG Architects

Travelling to far-flung places gives us a sense of escapism as we continue to reconnect with nature & the planet. The elements come to the fore as we disappear to the most remote harsh or barren landscapes in order to forget day-to-day worries. As we enter the wilderness, it is the delicate winter hues against flesh tones that we find real inspiration from.

This theme follows on from the softer aspects of last Autumn Winter's 'Folk' theme and combines them with Spring Summer's 'Harvest'.



The softest, most delicate palette emerges from remote landscapes & winter scenes. Ethereal blues are seen in gentle waves & misty tones whilst minimal splashes of more vibrant shades still create a delicate touch while offering depth to the palette. From flesh tones with flashes of blue, to cloudy, muted colours that feel as if a storm is gathering, the elements create a strong force.

Please Note: Colours will look different according to screen & printer settings. Please use Pantone references for exact colour matching.

The Trend Boutique (UK) Ltd have taken all efforts to ensure the accuracy of the information & gain consent to use the images & materials contained in this report.
Please note all rights to images used remain with the artist, designer or company & cannot be reproduced without permission.