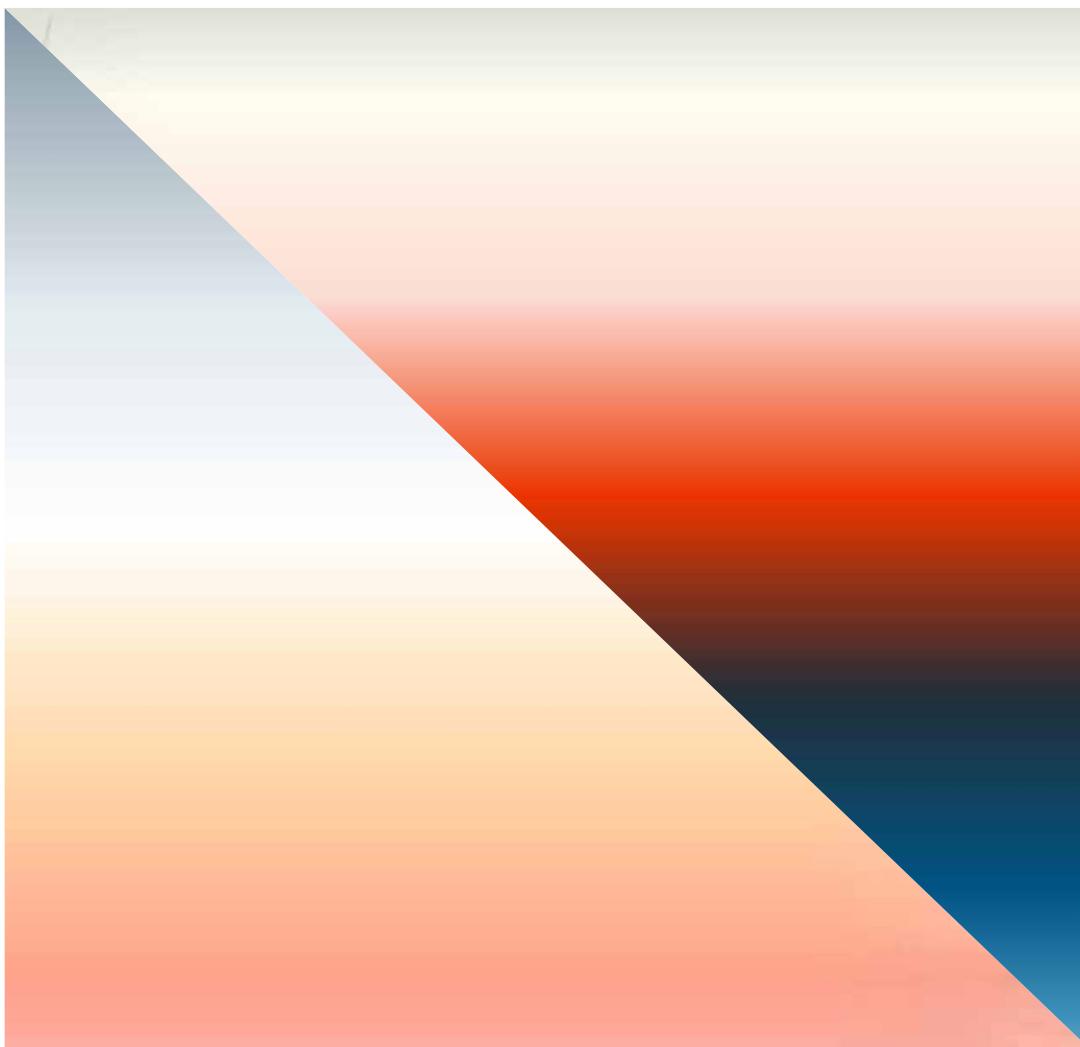


FABRIC AND COLOR TRENDS:

SPRING/SUMMER 2017



In February the **ready-made** team attended **Prémière Vision** where they researched color and fabric trends for summer 2017.

Colors remain the core focus; however, attention has shifted from an intensely bright palette of distinct colors and towards softened, slightly faded hues. The mood is colorful and upbeat, but not loud. Ready-made's chosen themes for its S/S 2017 color trend book – **'Silver Horizon'**, with delicate shades of light blue, purple and rose; **'Raw Magic'**, an ethnic palette featuring strong colors, e.g., orange, ochre, turquoise and violet, combined with brown, black and chalk; and **'Revolution again!'**, which utilizes red, white and blue (the colors of freedom) with a wide degree of nuance and innovation – were seen in the collections of many weavers.

Making another new appearance is the theme of **iridescence**. Metallic finishes feature on virtually

every surface: from linen, cotton and all types of artificial fiber to flat woven and knitted fabrics, laces and shell. Silver and gold show up frequently, as do colorful metallics and novelty yarns that shine in all the colors of the rainbow. When combined with milky and semi-transparent fabrics, the result is a futuristic, space-age aesthetic.

One of the biggest themes, namely **bondings**, double-sided fabrics and dual fabrics, has taken another leap forward, with combinations of smooth nylon and fluffy fleece, film and lace, laser cut ornaments and a broad range of meshes, heavy contrasts between coarse and ultrathin yarns and surprising linings, e.g., pinstripes on the outside, floral prints inside. One impressive element is the antithesis between ultralight, transparent fabrics, such as shell, organza and batiste, and very heavy, thick and stable flat woven fabrics made out of cotton or artificial fibers. Terry-cloth looks with a dry touch are in trend. Bonding this

style with innovative linings could perhaps see the revival of an old classic.

Strong **ethnic influences** are at play in the designs, with impressive African geometrics. Flowers and floral patterns almost exclusively feature a hand-made look (painted, sketched or using watercolors). Geometrics are never simple; they are distorted, arrhythmic and cut up. Multidimensional decorations, such as huge overprinted brocades as well as printed and embroidered matelassés, are very labor intensive.

Trend agency **ready-made** develops color trends of the future exclusively for **WeAr**. Read about these trends in more detail in the ready-made color books, available at www.wearglobalnetwork.com/publication.