

GRAPHIC DETAIL

Tjitske Storm

STRONG GEOMETRIC SHAPES AND/OR BOLD SHADES: NEXT SEASON'S BAGS ARE AS STRIKING AS EVER



Irma Cipolletta



ANIMAdVERTE

For S/S 2017, both well-known premium brands and smaller designer labels use geometry as the starting point for their bag collections. Strong shapes are mixed with playful elements and bright primary colors, or used to represent cultural and nomadic references.

Emerging label **LAURAFED** takes inspiration from the Golden Ratio and natural forms for their 'Golden Identity' collection. Shapes from the underwater world, such as the Nautilus shell, appear in abstract patterns, while golden embellishments reflect the glamour crucial to the brand's identity. Similarly, **Quattromani** mixes bold geometry with the elegance of gold in their new accessories line. Assertive reds, yellows and blues are mixed with black and white, while angular shapes and metallic details add a playful but luxurious contrast.

Designer **Irma Cipolletta** is inspired by the kinetic art of Alexander Calder. She uses the image of the triangle, cut and multiplied, as a base for her designs. Perhaps the most rigorous exercise in geometry is seen within the 'Poliedrica' collection by **ANIMAdVERTE**, which also juxtaposes polished and rough materials. Handmade in Italy, bags by this label are convertible and can be folded flat, underlining the multifunctional simplicity of basic shapes.

Larger labels are combining geometric silhouettes with their brands' heritage. Thus, **Guess** transforms some of their classic items, like the reversible Guess 'Tote Bobbi Bag', into fun and funky styles, updating with fresh and bold colors and sturdy stripes. Micro-perforation, diamond quilts, cartoon application and whipstitches are added to enhance the playful mood.

At **La Martina**, polo sport and equestrian heritage are paired with the relaxed vibe of a Mediterranean summer. This narrative is reflected in geometric color blocking using primary colors – red, blue and white – and rendered feminine with some elegant floral patterns. Another cultural reference is seen at **Liebeskind**. The brand's DNA, defined by handmade details and high-quality materials, is embedded in the use of traditional African patterns. Geometrical shapes and zigzag elements are stitched, beaded or studded onto cowhides in black/white and red/blue color blocks, while some other styles contain geometry within leather patchworks or the silhouette itself.