

Craft & high-tech, love & nostalgia, comfort & elegance – those are the buzzwords set to reign supreme in Autumn/Winter 17/18. Textiles trends will be mostly about a natural approach coupled with functional, discreetly integrated technology. More than ever before, the focus is on textures and irregular surfaces. Even though loud-coloured elements, wallpapers and glitz still serve as key mood creators, the overall atmosphere is turning calmer, more melancholy.

MUNICH FABRIC START
TREND DIRECTION
 AUTUMN.WINTER 17/18

COLOURS

Colours calm down and become less expressive than in previous seasons, although there is still bright elements. Given the many changes in fashion, the colours indicate a certain stability. Our season colours are derived from the emerging romanticism in all trends: A delicate, light rose hue named “Love me Tender” and a new, elegant “Cherry Brown”, with which the colour brown reappears on the fashion scene.

FABRICS

The fabrics for winter 17/18 make an overall more natural appearance than in previous seasons. Functionality is established in a more subtle way and less obvious than before. However, technical finesse remains an important element and becomes more sophisticated. And integrated. Elements from the 3D printer become innovative catchers. Standing out the most are artisanal qualities, which make the love of materials, work processes, something especially tangible. These creative products may be amateurish as well as immaculately perfect. Still on the rise: denim in all imaginable variations, colours, compositions.

**REALISE
INVITES
US TO
PAUSE
AND
RETHINK**

JOY + AGONY

RETRO MELANCHOLY



CREDITS
PHOTO Henrik Ballow | PHOTO Marina Ferrera
DESIGN Reebok | PHOTO David Sims

Longing for the good old days: Stylistic elements of the past decades merge in Joy & Agony. A nostalgic déjà-vu of decades. The apparent tackiness of the 80s, the massive prints of the 70s, the irony of the 90s and historical inspirations appear in a retro-melancholic look.

SUPERIORITY

PROGRESSIVE FUNCTION CLASSIC



CREDITS
DESIGN Tracy Reese | DESIGN 22/4 Hommes Femmes
DANCE Ingrid Isigloh | DESIGN Jona Sies



Atmospheric elegance: sublime charisma is the key to Superiority. Exquisite material combinations are shown to advantage in noble, balanced looks.

MERRY CRAFTING

CONSCIOUS HAPPINESS



CREDITS
DESIGN Gallery Studio/Moroso | DESIGN Libeskind
PHOTO The Rough Kitchen



*Creative Mood: Fashion becomes more tangible when the working process remains visible in the garments.
Handcrafted and industrialised go hand in hand.*