

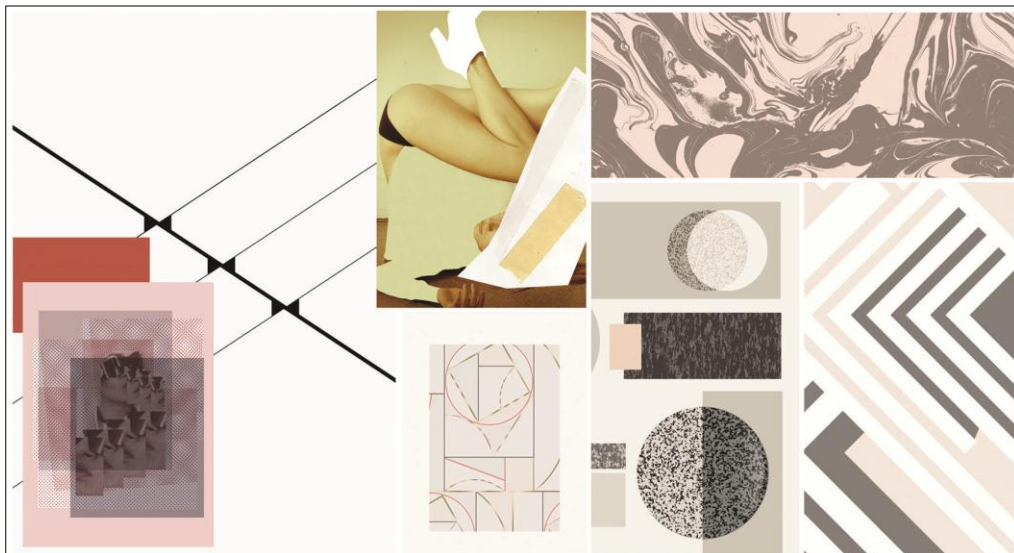
# **MAREDIMODA NOVEMBER 8-10, PALAIS DES FESTIVALS, CANNES PREVIEW TRENDS SUMMER 2018**

## **SWIMWEAR + INTIMATES**

**TREND FORECASTING BY MAREDIMODA TREND BOARD  
(WGSN, DAVID SHAH, NABA).**

### **➤ SWIMWEAR**

#### **○ RADICAL HONESTY:-**



*“Radical Honesty”* embraces realness and celebrates diversity by showing an unconventional and non-stereotyped aesthetic.

This trend emulates the redefinition of unisex and genderless swimwear as well as a new femininity, tapping into a minimal aesthetic played with a subtle and tonal colour palette.

For S/S 2018, we dive into a sharp aesthetic with simple shapes and graphic lines, as well as geometric and arty collaged patterns.

Elevated neutrals create a second-skin effect and highlight the beauty of women bodies, merging with soft, sustainable and comforting materials.

A deep rusted orange as well as a soft apricot provide a touch of warmth in the story, bringing a summery feeling into this minimal trend.

## ○ SPORTY ACTIVIST:-



Energetic, innovative and sophisticated, “*Sporty Activist*” takes inspiration from the blurring lines between swimwear and activewear.

All over statement prints, bold geometric patterns and intense colour blocking reflect the concept of a high-tech & sporty performance infused with an edgy, fun and supercharged energy. Innovative fabrics and new design techniques provide this S/S 2018 trend with a forward thinking and inspiring look where vibrant and enlightened colours meet structured and architectural lines.

## ○ DEEP GLAMOUR:-



“*Deep Glamour*” explores a new romantic and ultra-glamorous aesthetic infused by a mix of heritage inspiration and contemporary drama for S/S 2018.

The colours are deep and intense, telling the story of a luxurious decadence where historical references meet ultra-modern aesthetic rules.

Bold decorative prints are combined with 70's inspired geometric patterns and dark floral “pot-pourri”, embracing a new kitsch and romantic attitude played with soft and fluid swimwear fabrics with refined details and finishes.

## ○ GYPSET SWIM:-



*“Gypset Swim”* merges a 1970s boho style with high-summer glamour, reflecting a carefree and light-hearted story for S/S 2018.

Navajo prints join forces with tropical flora to juxtapose creative cultures and folklores into one multi-cultural aesthetic melting-pot.

A joyful and fresh colour palette celebrates a tutti-frutti blend with a yellow citrus mixed with purple and pink berries tones and nectarine accent. Blues and greens from darker to lighter tones provide as well a hint of a urban look and feel to this contemporary fresh exotic trend.

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## ➤ INTIMATES

### ○ GIRL GANG:-



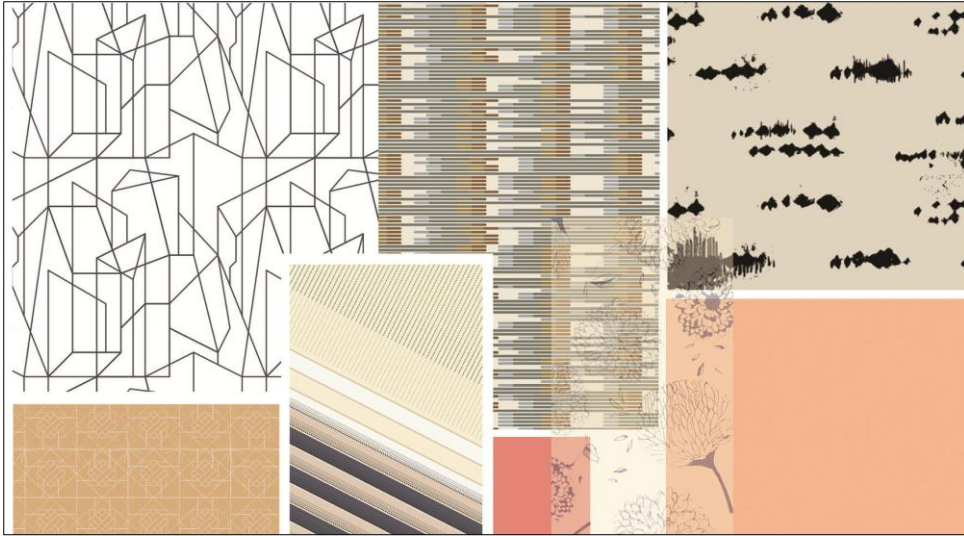
*“Girl Gang”* reinvents the 1990s aesthetic into a feminist-inspired story for lingerie, embraced by a new generation of young women raising their voices.

Highlighting a graphic, bold and fresh aesthetic, this trend also makes the most of a new arty-girlly aesthetic mixed with genderless and androgynous references.

For this S/S 2018 cool trend, graphics take feisty, confident and activist messaging to create a new wave of artistic language that brings together the next generations.



## ○ PRECIOUS:-



*"Precious"* explores a new version of a lingerie story inspired by boudoir styles and a luxurious aesthetic.

Minimal and graphic, this trend reinvents refinement and sophistication in a contemporary and sophisticated way.

A cosmetic-inspired colour palette clashes with graphic and digital prints played in subtlety with transparency and soft layering.

Peek-a-boo sheers, sophisticated lace and worn out brocade prints are enhanced with the use of rich and tonal tones for a beautifully modern and delicate summer story.