

# FALL-WINTER 2010-2011 TRENDS



# GENERAL TRENDS

The **structured minimalist** style is everywhere: refined lines, little or no prints, and classic colors such as gray, white, beige and black... it's a look that can't be avoided this winter!

A **sober version** of the **glam look** is coming. Satin, *lamé* and spangles, often in gold, are worn soberly.

**Retro style** is honored: the **40s**, **50s**, **60s** and **70s** appeal much to creators.

Various cultures spreading all over cause the integration of **ethnic** accessories and prints in one's wardrobe.

The "**green**" **trend** is on the rise and mixing patterns can be surprising. No more rules exist from now on: polka dots, stripes and animal patterns walk hand in hand!

A chic **military look** is strongly present, along with military vests, camouflage prints and aplenty khaki.

**Bows** and **fringes** continue to forge ahead and are still pretty relevant this season.



Christian Dior



# COLORS

**Gray:** THE color of the season! Tone on tone or abutting yellow, red, purple and beige.

**Natural shades:** from cream to cappuccino, all beige shades are put up front. However, camel, often associated with gray and white, has pride of place among other colors.

**Black and white:** during this season, we see these timeless colors worn all alone, in a total look.

**Vermilion:** this color will heat the winter up and will undoubtedly be *in* during next years, along with purple and gray.

**Yellow:** yellow, it can be mustard, grapefruit or buttercup, gives a great brightness to dark colors. It is often worn with gray or black.

**Purple:** purple is warm, much more reddish than bluish. Either vibrant or dark, it is represented in various collections.

**Blue:** primarily seen in vibrant touches of electric, teal or midnight blue, it is generally found with black in a color scheme.

**Khaki and burgundy** are also very trendy.





Gianfranco Ferré



Bottega Veneta



Bottega Veneta



Christian Dior



Calvin Klein



Versace

# PATTERNS AND MATERIALS

**Leather** is the material of predilection. We mostly use black leather; it creates a contrast between matte and shiny blacks.

**Fur** is everywhere! We catch it on boots, collars, skirts, coats and even on entire dresses.

**Feathers**, predominantly black, are used the same way as we use fur.

**Lace** is current and pretty actual. The plays of transparency let us get a glimpse of bare skin.

**Satin** gives a chic touch to most collections.

**Knit** and **fleece** represent a very trendy cocooning dimension.

**Velvet** and **suede** create contrasts with shinier materials.

Among the prints you need: **check**, **Fair Isle**, **leopard** and **floral patterns** as well as **graphic prints**.





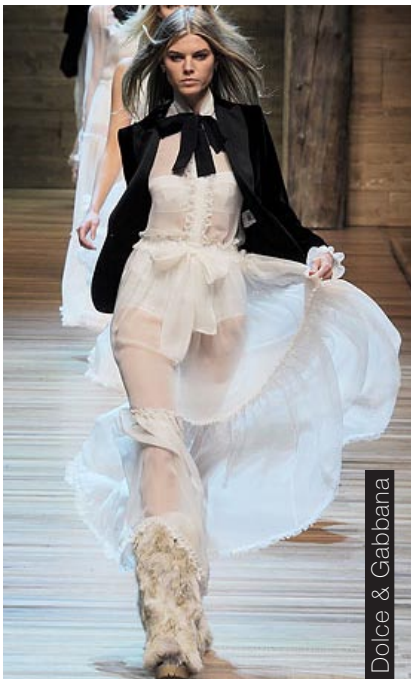
Ferragamo



Luisa Beccaria



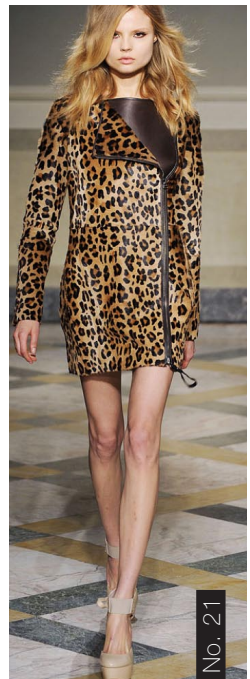
Marc Jacobs



Dolce & Gabbana



Altuzarra



No. 21

# MEN

For this season, a touch of **eccentricity** is added to male clothing.

**Knits** and **trench coats** are still part of inevitable classics.

The archetypal color is **gray**. We see all its shades and it is often worn tone on tone.



**Black** and **white** are worn separately, in a total look.

The **blue** color is in the limelight, generally in midnight blue but also in navy, cobalt and electric blue.

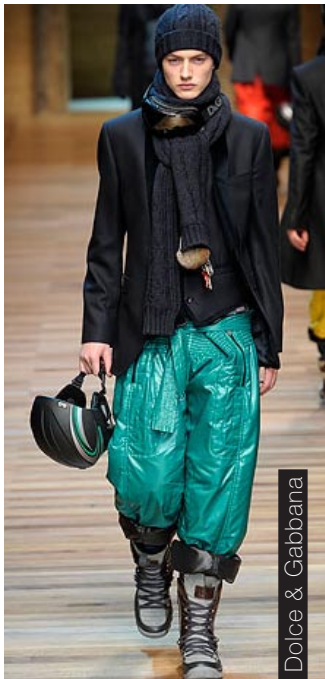
We foresee touches of burgundy, ochre, mustard, teal, purple, plum and vermillion.

**Tartan** and **Norwegian patterns** are also strongly present.





Bottega Veneta



Dolce & Gabbana



Bottega Veneta



Etro



Burberry

# JEWELS

In this very season, the jewel is fairly color-sober, but it is **rich in materials** and **generous in dimensions!**

The major trend is the **metallic** jewel. We see a lot of **rosary style long collars** as well as **chains** of all colors often used simply, but abundantly. Chain is sometimes mixed with **textile materials** in strips, stripes or pom-poms. Chain, sometimes acting as a belt, can be seen on both women and men.



Except for metal, you should prioritize natural materials such as earth colored **agates**, **black feathers**, **leather** and **fresh water pearls**.

**Dark romantic style** is up to the foreground: entangled chains scattered with **crosses**, sometimes with **charms**, **cameos** and **metallic flower pendants**.

**Ethnic style** jewels are also very trendy and almost entirely made of natural materials.

**Breastplates** now appear in collections. In some cases, clothing and jewelry merge together. Besides, we actually see **jewel embroidered on clothes**.

**Earrings** are **obviously massive and apparent**.

**Bracelets** cover the hand and become a very **chic** ornament. Bangles are still strong, often worn in **juxtaposition**.

This season's jewels are mostly **monochromatic**. Tangy colors are also present but in a subtler way than in the past seasons.





Chanel



Chanel



Etro



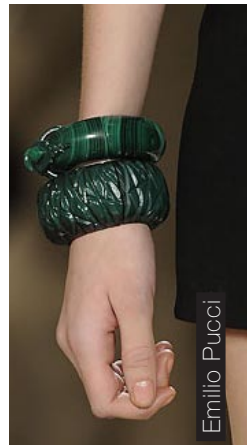
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