

A full-body photograph of a man standing in a field. He is wearing a light blue denim jacket with a white collar and matching denim shorts. He is looking off to the side. The background is a soft-focus landscape with trees and a white fence.

# RENDERING REALITY

Fashion forecast  
Autumn/winter 2014/15



# RENDERING REALITY

Everyday items and familiar categories are celebrated and altered, reflecting our fascination with photos and filters. Genres and techniques can be layered up or deleted to create sharply edited shapes and tailored sportswear silhouettes, or unexpected glitch textiles and eclectic styling trends that feel almost accidental. Familiar basics are perfected to produce future classics, and digital effects inspire colour usage and offset prints.







EVERYDAY

PERFECTED



SUPER CLASSICS: HANDPICKED BASICS

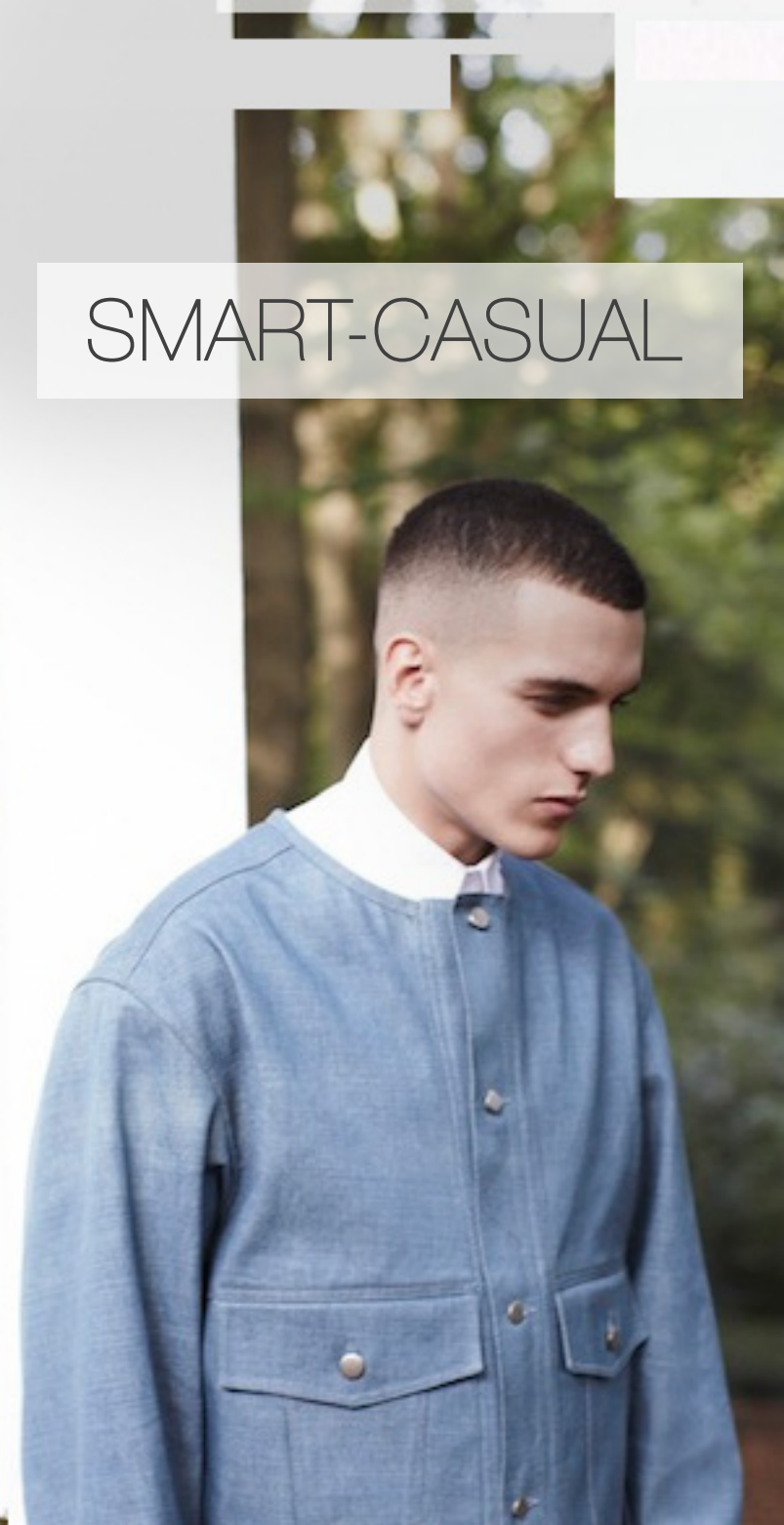




REPROPORTIONED



SUPER CLASSICS: ELEVATED DENIM



SMART-CASUAL



# TEAM LOGOS



## STRIPE & TYPE

SUPER CLASSICS: COMMERCIAL COMPOSITES





ORIGINAL



TRIBUTE



SUPER CLASSICS: BRAND LOVE



# COLLABORATIONS



CUSTOM



SUPER CLASSICS: POST-VINTAGE COLLECTIBLES



SHARP STAPLES

FORMAL HYBRIDS



EXECUTIVE SPORTS: CITY CHAMPIONS



GEOMETRIC  
FRAGMENTS



**1989**

OVERLAID



**1990**

EXECUTIVE SPORTS: GRAPHIC BREAKOUT



# RECONSIDERED ESSENTIALS



WHITEOUT



EXECUTIVE SPORTS: BLANK PAGE



SEPARATES



PERCENTAGE

EXECUTIVE SPORTS: QUANTIFIED COLOUR



SPREADSHEET  
CHECKS



COLOURED CELLS



EXECUTIVE SPORTS: DATA CHARTS



NOVEL COLLAGE



COMPILATION

URBAN DISRUPTION: COMPOSITE STYLING



LAYERS



CONTRAST  
PROPORTIONS



URBAN DISRUPTION: ACCIDENTAL SILHOUETTES



2D/3D



KNITTED



URBAN DISRUPTION: TEXTURE MASHING



RUPTURED



PATTERN-ON-PATTERN



URBAN DISRUPTION: GLITCH TARTANS





ALL-OVER

PIXELATED

URBAN DISRUPTION: ABSTRACT MONOCHROME



TROMPE-L'OEIL

CLONING



SHAPE SHIFTER: PHOTOSHOP REAL





COORDINATES



OFF-CENTRE

SHAPE SHIFTER: PRINT LOUNGE



LUMINOUS



COLOUR MOTION

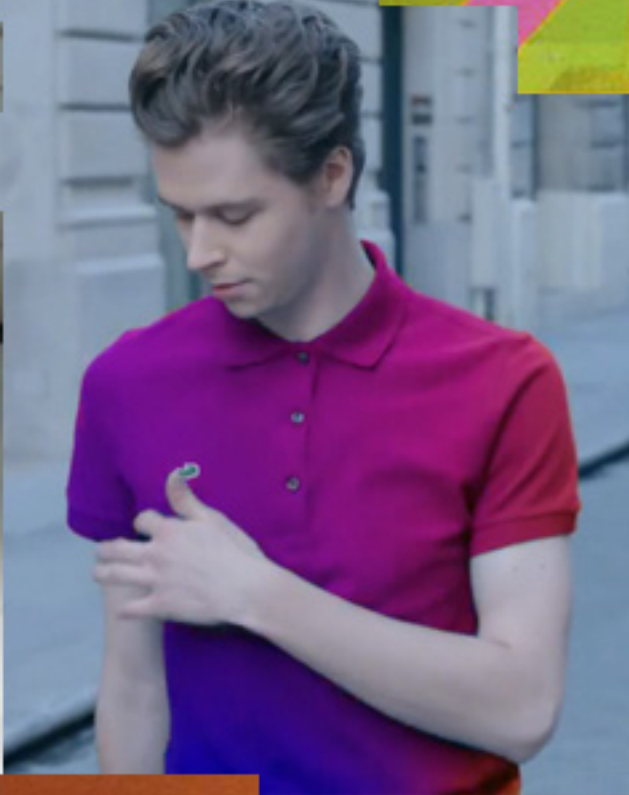


SHAPE SHIFTER: PRISMATIC STRIPES



CHANGING COLOUR

DIGITAL DEGRADÉ



SHAPE SHIFTER: FILTERED



MAN-MADE  
ETHEREAL



TRANSLUCENT

SHAPE SHIFTER: HIGHLIGHT SYNTHETICS





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