



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.



Super Classics



Executive Sports



Urban Disruption



Shape Shifter

EVERYDAY

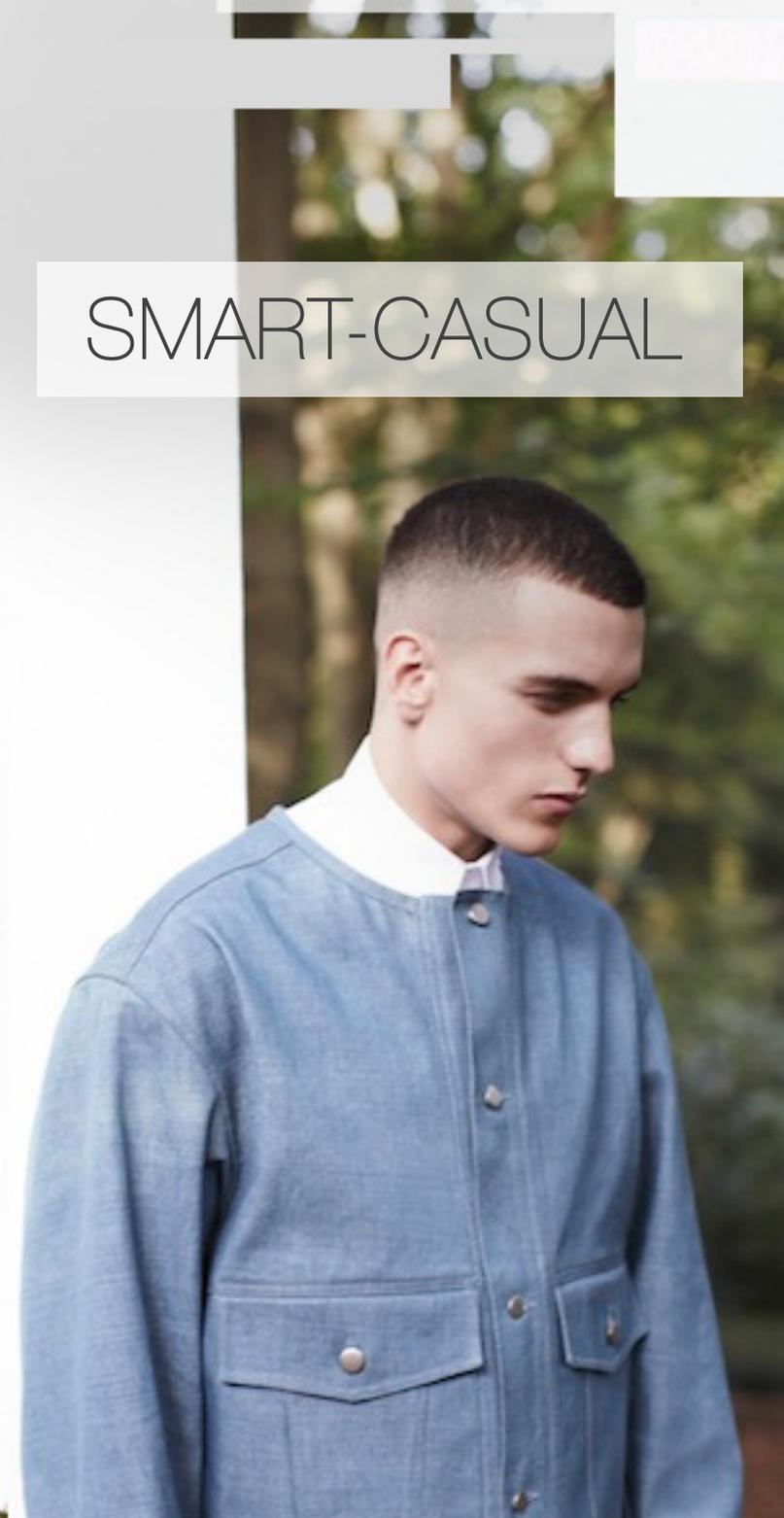
PERFECTED



SUPER CLASSICS: HANDPICKED BASICS



REPROPORTIONED



SMART-CASUAL

SUPER CLASSICS: ELEVATED DENIM

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

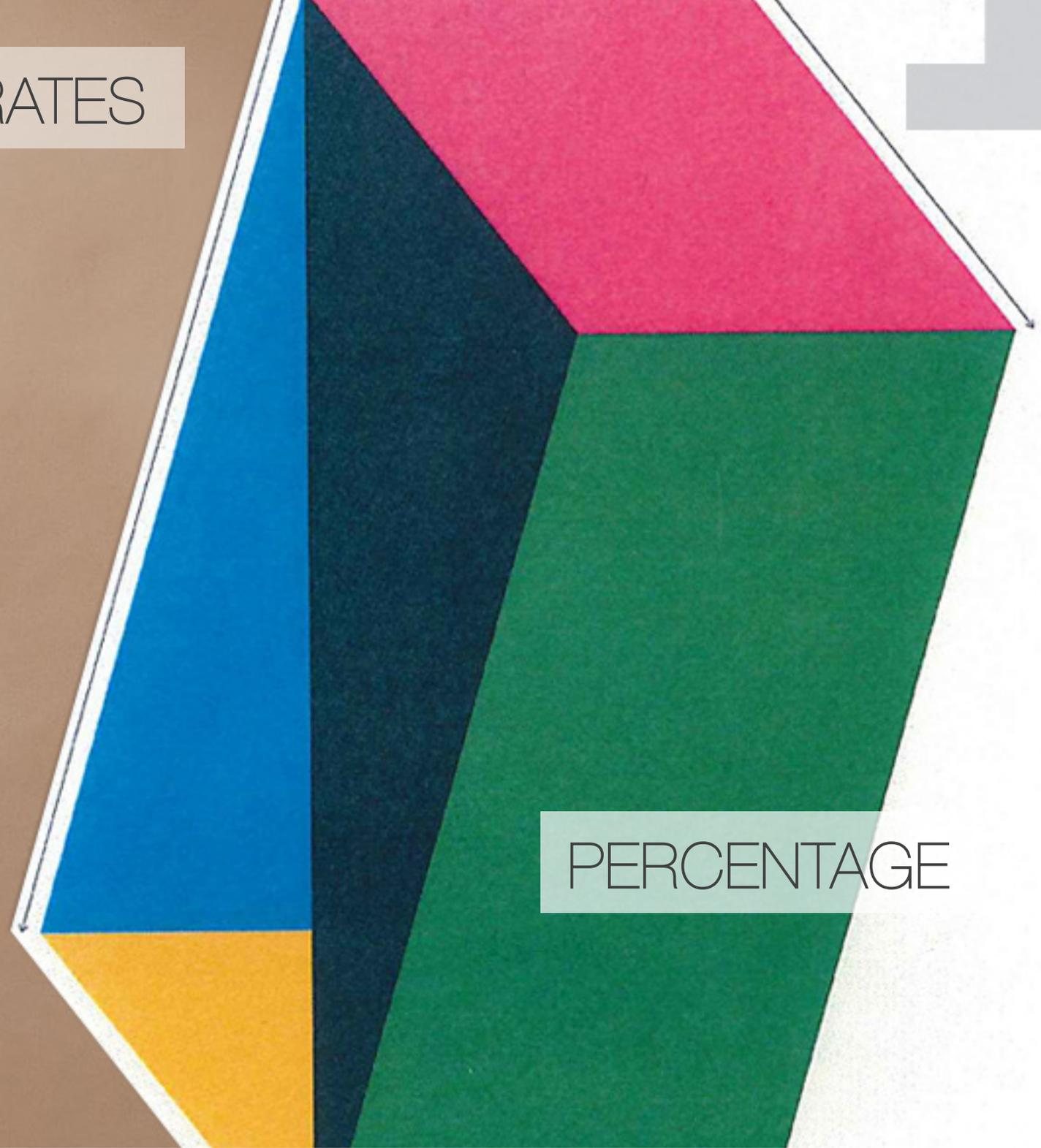


WHITEOUT



EXECUTIVE SPORTS: BLANK PAGE

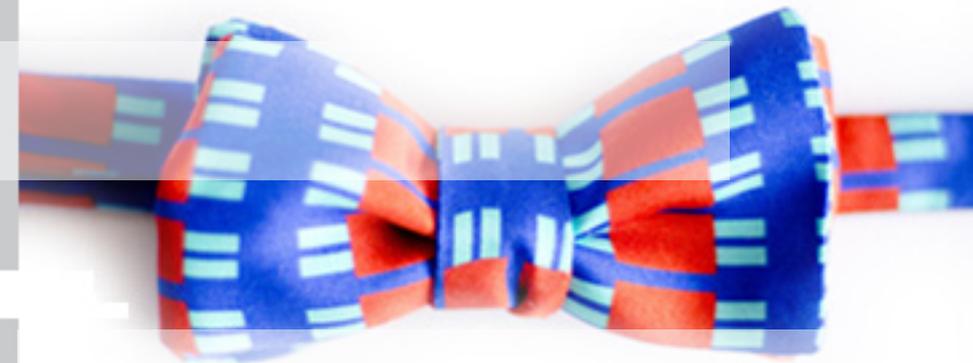
SEPARATES



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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11-4800

PANTONE®
15-1316

PANTONE®
16-5515

PANTONE®
16-1441

PANTONE®
13-0624

PANTONE®
18-0515

PANTONE®
18-3918

PANTONE®
18-1807

PANTONE®
19-1521

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