

AW
1314

The stories of autumn winter 1314

portray an opulent and sexy season marked by substance.

They return the senses to the heart of the debate
and elevate the role of feelings.

They convey the energy of emotion
through colours concentrated deep inside fabrics,
in engorged pigments, in mysterious shadows,
in bittersweets.

They tell of fabrics with a sensual tangibility,
with a fullness in weights and behaviours,
with an enrobing or protective thickness,
with a full-bodied fluidity,
with an ultra-supple stretch,
with a daring fantasy.

They proclaim the freedom to mix fabrics, decorations,
cuts and styles to bring together quality and no-limits,
sports and elegance, the exceptional and the everyday
together in the silhouette.

Winter 1314 tells fashion stories
that carry away,
that transport,
that spellbind,
stories of time,
stories of adventure,
stories of feeling.

AW
1314

Choose 3 colours to write your story
or let someone tell you his story...

AW1314 season presents harmonies,
discover their stories...



PREMIÈREVISION

themes of the season

Stories of time

Seeing beyond everyday realities,

freely navigating

between historical yesterdays and an idealised future

to sketch out a visionary and virtuoso fashion vision

that is anything but vintage.



STORIES OF TIME

Shields and carapaces



Historical decoration



Hairy



Ornament



Opulent roundness



Nocturnal



Voluptuous velvets

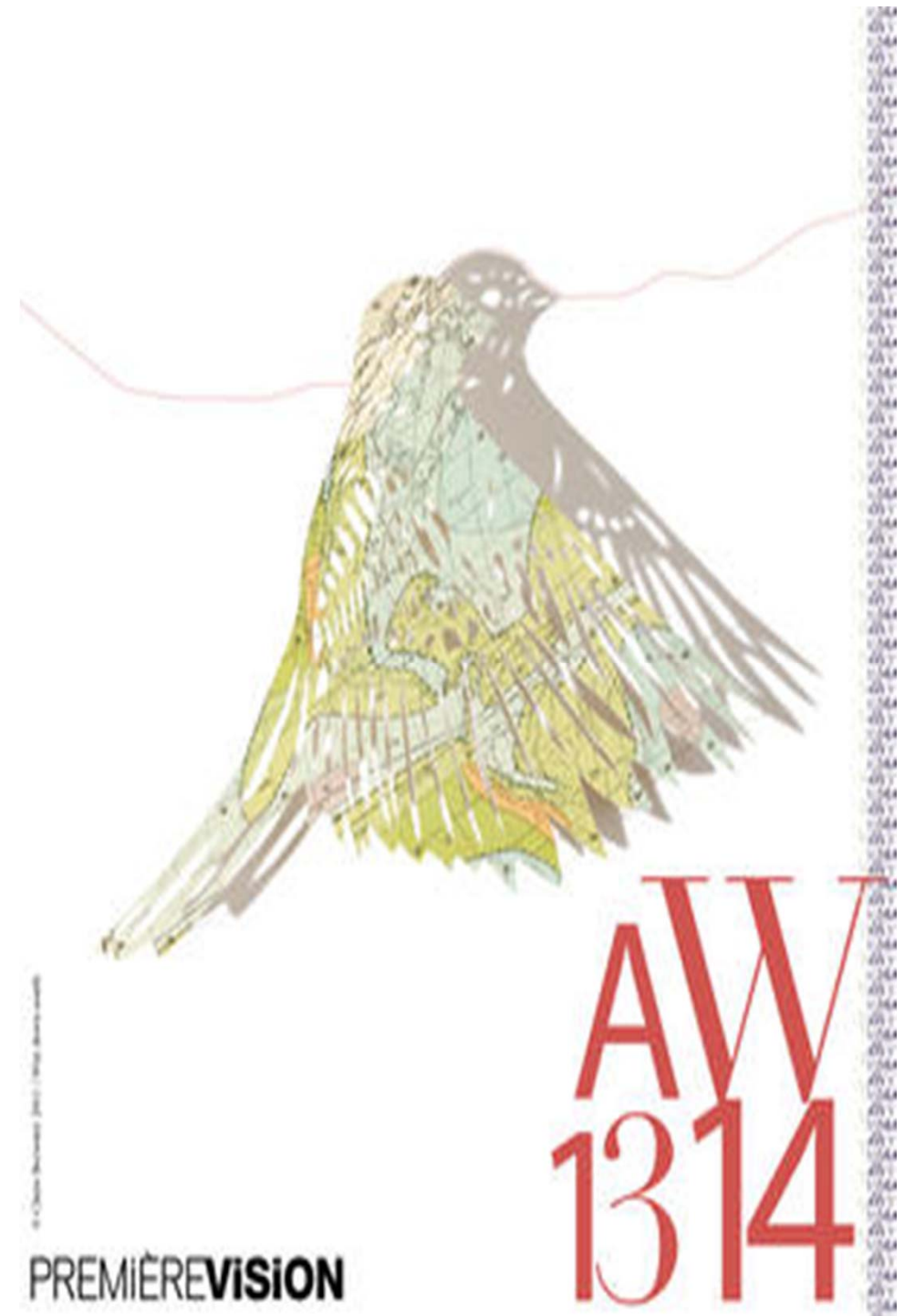


Voluptuous velvets



Stories of adventures

Thinking of the city as a land of adventure,
uniting the great outdoors and cityscapes,
and exploring new ways to move and to dress.



STORIES OF ADVENTURES

Graphic blurries



Solidity



Micro-encryptions



Traditional



Textured



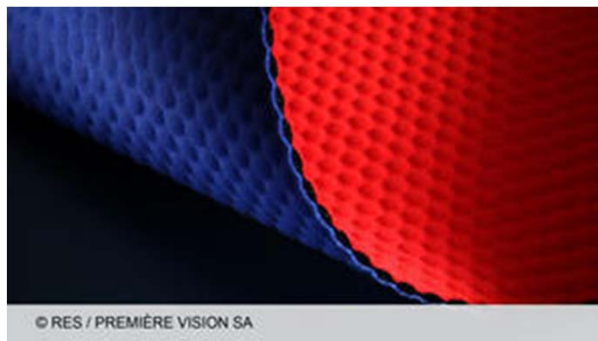
Hazy



Chic workwear



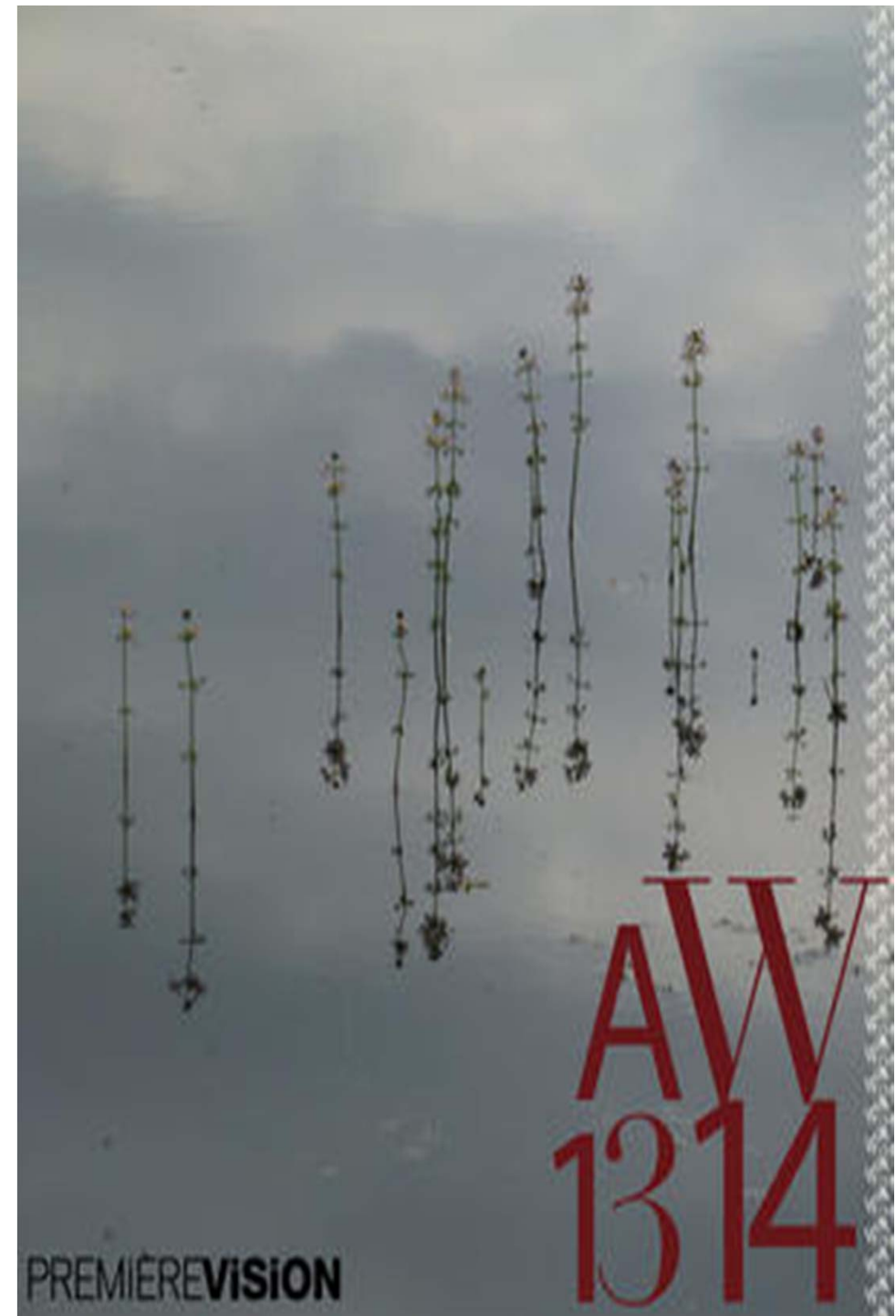
Double-faces



Stories of feeling

Putting seduction at the heart of concerns,
and giving in to feelings and temptations.

Elaborating curves with sensual fabrics to
imparting weight and fullness to fluidity.

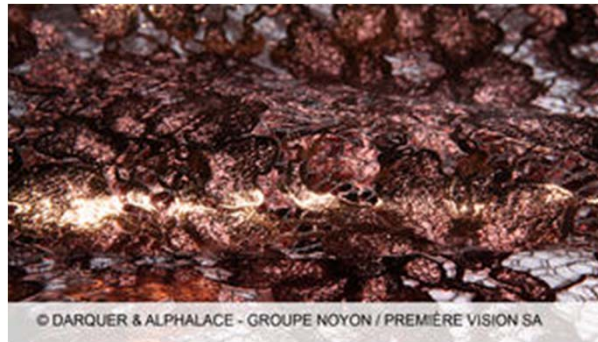


STORIES OF FEELING

Colourful vibrations



Copper and gold



Warm and foamy



Dense fluidity



Chubby suppleness



Velvety



Winter botanicals



Womenswear

For buyers, a quest for fantasy supplants the notion of elegance.

Personalisation comes in third place.

Another turning point is emerging in handles, where fluidity and suppleness, though still in the forefront, are buffeted by the rise of compacts and calls for densification.

Top Colours

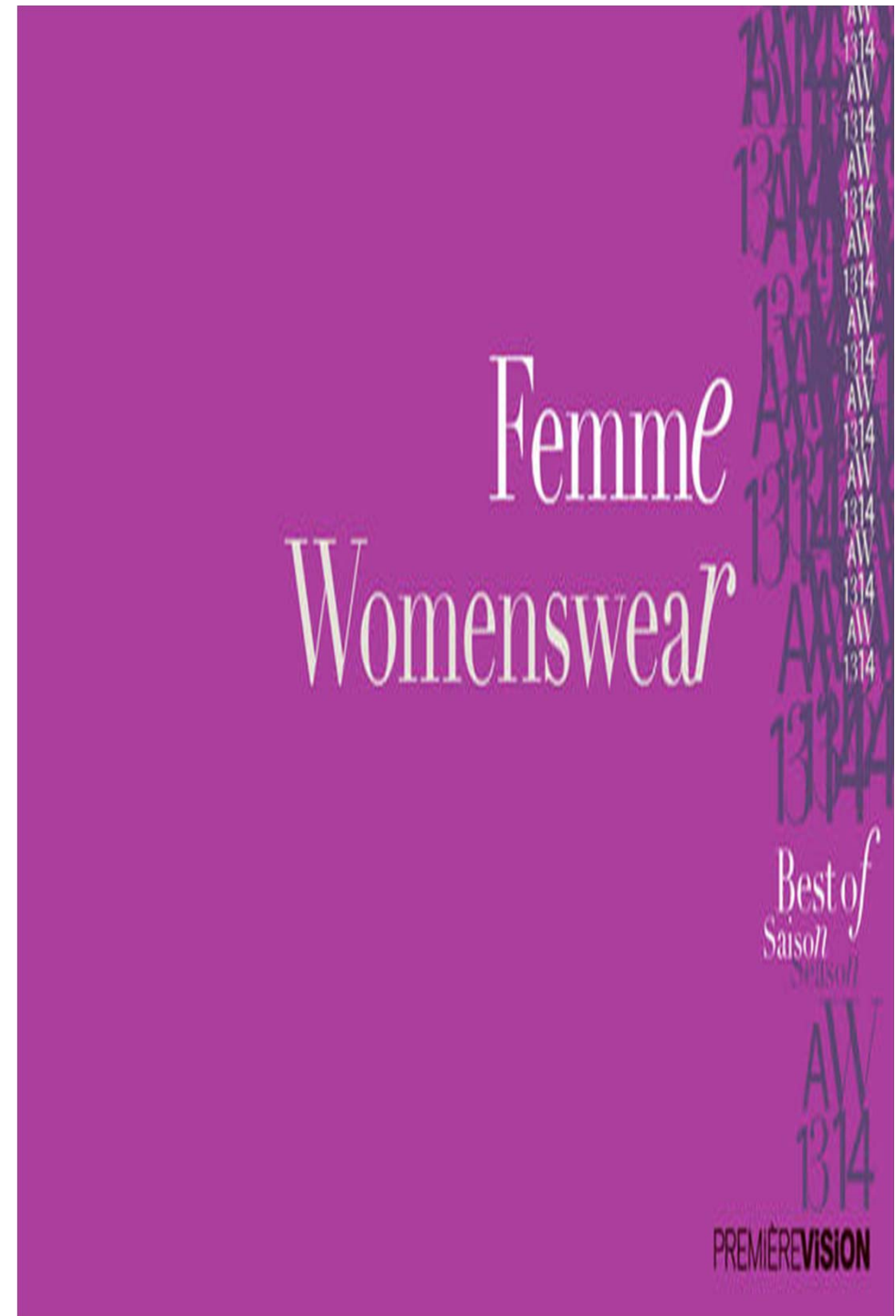
Coats and ensembles
precious tweedies
draping fluidity
outerwear fantasy

Tops and dresses

winter crêpes
downy lightness
thicker embroidery and lace

Patterns and motifs

historical decoration
subtly blurred



Menswear

Ever chic menswear, with an insatiable hunger for differentiation this season.

The inescapable casual spirit yields slightly to a broader notion of comfort.

But above all personalisation is underlined here in the men's market.

AW 1314 tailoring will doubtlessly be slightly dandy, with men relaxed in their suits and comfortably at ease.

They'll probably enjoy a double wardrobe, for sportswear and citywear.

But chic pieces will be decidedly distinguished, and casual pieces quite definitely casualwear.

Top colours

Coats and suitings

robust

supple suitings

low-key fantasy

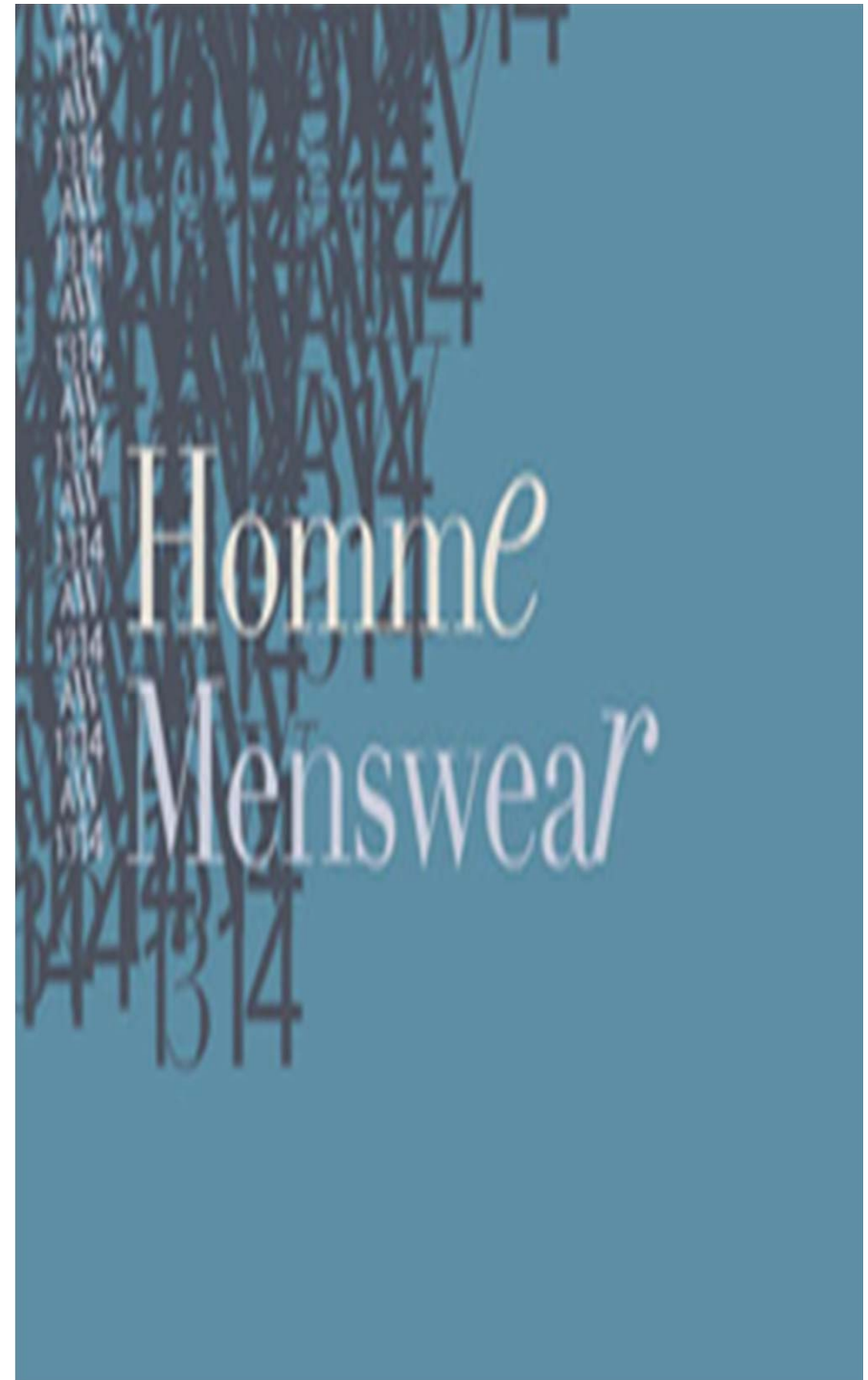
techno-wool

Shirtings

stepped-up checks

micro-figured

semi-plains



Casualwear

Sexier and more virile, sportswear rediscovers the separation of the sexes.

Even while buyers keep in mind certain shared values, the common core of the relax universe, the selections differ markedly between collections dedicated to women and those for men.

Top colours

Unisex
velvety

Womenswear

stretch
silky influence

Menswear

softened solidity
flannelled sportswear



Casualwear

Active Sports

Three requirements: technology, fantasy and a casual spirit.

There's a growing demand for technology, now seen in 1/4 of all requests.

After three winters of strong interactions with woollens, technical-product choices are opening more broadly to fantasy.

Prints jump to the #2 choice in the most typical products, right behind plains.

But the real undercurrent confirmed here is the casual-spirit influence.

Top colours

Active sports

casual attractions

smart synthetics

rich plains



News+Mode

PV Awards

[2012 Edition](#) | [2011 Edition](#) | [2010 Edition](#) | [2009 Edition](#)



2012 PV Awards awarded to Ricciarini, Jackytex, Nikke

The jury of the 2012 PV Awards and their president, Felipe Oliveira Baptista, have reached their decision.

Prize results were announced to the public at noon on Friday 21 September, in the General Forum at Première Vision.

- The Grand Jury Prize 2012: Ricciarini Tessile (IT)
- Innovation Prize 2012: Ricciarini Tessile (IT)
- Handle Prize 2012: Jackytex - Tessuti A Maglia Spa (IT)
- Imagination Prize 2012: Nikke - The Japan Wool Textile Co., Ltd (JP)

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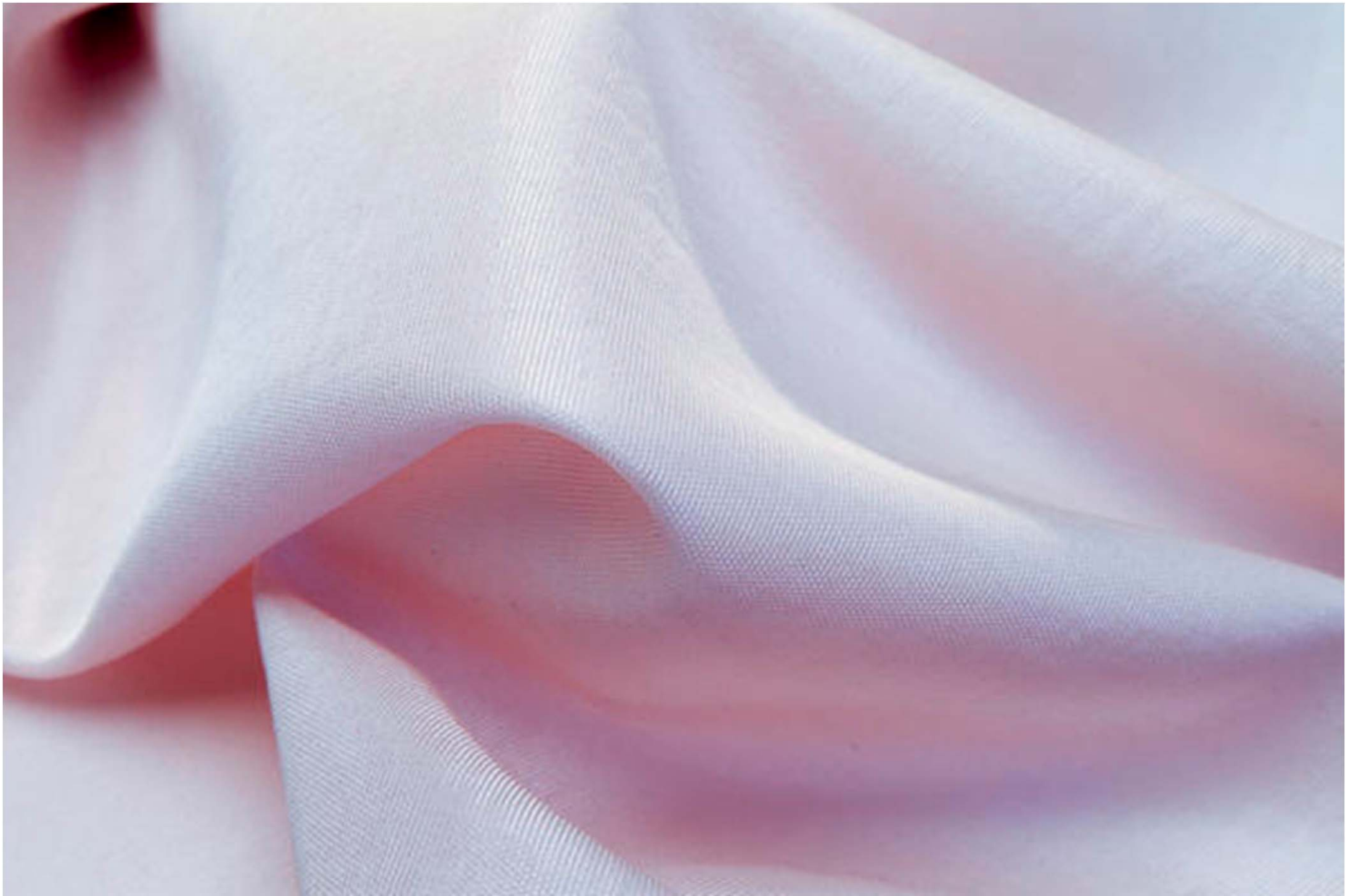
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