

PREMIÈREVISION


The World's Premier Fabric Show™
19-21 September 2012 - Parc d'Expositions Paris Nord Villepinte

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Première Vision News + Fashion area

SS13
season

SPRING SUMMER

Green Collection

*Digital
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Fashion trail

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Spring summer 13

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The spirit of the season

Under the positive auspices of the lucky number 13, this luminous and colourful season opens the way to striking developments and calm changes.

It throws up joyful bridges between science and art, for a many-handed creativity.

It teems with clever ideas, crackles with bewitching temptations, and joyously whets the curiosity.

It defies the boringly safe and reasonable in order to move forward, proudly choosing optimism, and betting boldly on beauty, innovation and creation.

It sketches out benevolent envelopes to cover the body, with fabrics with just the right balance of materiality and transparency, technology and colourful nobility, natural refinement and plastic chic.

It structures spirited and lively silhouettes with a light fullness, supple volume, and a long-and-lean fluidity.

It rejects the status quo, and advocates exceptional simplicity.

The 3 fashion directions

: a glimpse at the 3 fashion themes to discover at the show, new fashion trajectories destined to give creative shape to spring summer 13.



FULL / light

A fashion tale crossed with scientific precision and artistic grace.

Delicate layerings, plays on transparencies and underlying fantasy.



MASSIVE / supple

Structuring fashions at the intersection of art and techniques from here or afar.

Drawing inspiration from workwear and ethnic references .
Sturdy yet supple fabrics and bewitching decors.

Photo credit: Drawn – Cut floor □
Robbie Rowlands 2010



FLUID / long & lean

Experimenting with hybrid fashions that test out new junctures between city and sports.

A new ingenious fluidity, fusing silky and techno.

Discover all the colour and fabric FASHION INFORMATION for SPRING SUMMER 13 in the PREMIERE VISION COLOUR RANGE, the fashion information tool you need to design your collections. On sale at the show and in the e-shop.



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FaSHioN
inFoRMaTion

13
SPRING SUMMER



BEING

PREMIERE VISION



© J. J. B. B. B.



The SPIRiT of the SeaSON

SPRING SUMMER



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LOOKS and LiNES

SPRING SUMMER



FuLL/light

A fashion tale crossed with scientific precision and artistic grace.

Elaborating full and light, evanescently-contoured silhouettes structured of delicate layerings, plays on transparencies and underlying fantasy.

Tracing out featherweight garments with subtly firmed-up lightness, using engineered pleats, appliqués and other accumulations to build up stiffness in certain areas. Sketched-out finishings that look still in the making.

A visual poetry evoked in delicious colourways with cleanly-washed fabrics and decorations that are full of light.

FaBRiC HiGLiHTS

intense fineness: lightness with sharp and precise lines, generated by perfectly smooth cottons, silks and synthetics that have slimmed down and lost weight. Thanks to their extreme density or technical finishings, they crunch and rustle in the hand. Their smooth, gleaming or glazed surfaces lend a cheery snap to colours.

synthesised vegetals: when linen, hemp and ramie pride themselves on mixes with filaments or polyamide... naturals become translucent and light. Silk asperities and slubs are smoothed and assimilated deep inside fabrics, acru colourways adopt strangely slippery or nobly shimmering accents.

transparent fantasy: transparencies become visible! Gauze, mousseline, etamine, lace and gipure reveal all their assets to advance the traditional towards the contemporary. Ultra-elaborated, inset with fancy yarns or scattered with cut-thrown motifs, they alternate empty and full areas. Printed, embroidered, burnt-out, laser cut-out, they are multiply layered at will, in highly individual recipes.

fluorescents and halos: delicate, almost fluorescent colourways splash energy across silkies and sportswear, not-so-romantic florals and not-so-tame colour-wovens. A soft, solar light infuses urban cottons and wools to make them paler, and sotty nuances jeans. Sketchy, outlined, incomplete, work-in-progress patterns drift between finished and unfinished.

MaSSiVe/supple

Building fashion that draws on workwear and ethnic references to move forward contemporary interpretations.

Daring massive volumes, softened by supple textiles, woken up by colour and fantasy.

Searching for a simplicity that is rich in content, breathing sensuality into garments through intense, tactile, malleable materials.

Contrasting essential naturals with plastic synthetics.

Precisely engineering decoration in singular details, whether precious or raw, hidden or dazzling.

Modernizing with technical finishings, fusing rather than sewing, bonding, using precise laser cut-outs and perforations.



Drawn - C&F Fox © Pirella Göttsche 2010

FaBRiC HiGLiHTS

a welcoming materiality: workwear inspires noble and luxuriously material interpretations. Basketweaves express their suppleness and creaminess thanks to viscose blends and matt synthetics. The grains in crepe, leathers and skins are affirmed in visible and sensual asperities. Cotton/linens become sculptable, at once raw and malleable. Imperfection turns into decoration: born of weaves and knits, or designed in jacquards and embroideries, bearing the sensibility and individuality of the human hand.

natural/synthetic assemblies: double faces and bondings boldly and spiritedly experiment with the dash between naturals and plastic. The divide between fabric bases and decoration gives rise to surprising proposals, between matt and shine, grainy and smooth, neutrality and colour. Embroideries, jacquards and tweedies play off the meetings of strong personalities, between raw aspects and looks that are evidently synthetic.

decorative power: whether in contrast or roughly outlined, decors impose their presence, in bright mass, in striking detail, on fabric backs. Ethnic and exotics veer towards the mysterious, towards enigmatic signs and good luck charms with a primitive and urban flavour.

Two-tones and three-tones stake a presence on coloured or dazzlingly white grounds. Printed or woven colourful fancies migrate to trouser cuffs, or parade generously on jacket weights and sturdy outerwear.

FLUID/ long & lean

Experimenting with hybrid fashions that test out new junctures between city and sports.

Coming up with a new, ingenious and seductive fluidity, either more technical or more everyday.

Creating long and lean silhouettes, finding a close-to-the-body ease, initiating chic and luxurious comfort. Working together floaty and fitted elements, combining tailored elegance and languid casualness. Playing with motion in decoration, like a choreographer, with mathematical graphics, mobile pleats, multi-genre and ad-infinity stripes.

Fusing the natural and the chemical, inverting surreal and impossible vegetation.



FaBRiC HiGHLiGHTS

sporty fluidity: at the intersection of sport and silks are smoothly fluid fabrics, runny knits and satins energised by new hybrids featuring synthetics, stretch and relaxed finishings. More slippery, more rounded, more elastic, their new behaviours thwart traditional uses, encouraging explorations of new shape directions.

cool fluidity: casualwear opens up to fluidity and silky gleam. Cupro® and silk liquefy cottons, linens and denims. Lightened twills and gabardines float gracefully. An elegant nonchalance infuses the city neatness of suiting cottons and shirtings, while "tenderising" washes and barely sketched-out seersuckers make surfaces ripple.

effortlessly: performance tucks itself invisibly inside a matt and cottony or woolly allure, for chic and functional everyday wear. Blends are majority non-natural, fast-dry and coolmax fabrics guarantee a chilled-out summer. Laminated and membraned fabrics are multifunctional, to switch easily from citywear to activewear.

infinite math: stripes, pleats and geometrics break away! Tiny, extremely precise, hand-drawn or obsessively binary, multiplied, infinitely mirror-repeated, colourful or contrasted, from laces to yarn-dyeds.

surreal nature: extraordinary gardens, artificial germinations, mischievous and bizarre creatures, synthetic colours: nature cultivated in the laboratories of the mind.



1. JAKOB SCHLAEPFER (CH)
2. JA FABRIC BY TAKOSADA NAGAYA (JP)
3. INFINITY (IT)
4. SELECTA COMO (IT)

seduction

The FaNCy & FLuid uNiVeRSe

DRESSES/ENSEMBLES: an emphasis on smooth or crepey fluidity

sporty fluidity: new silkies enriched with stretch, synthetic fibres or Cupro® for more artificial shine or dynamic behaviours. In knits, silky and casual generate new hybrids, with fleeces, interlocks and plated stitches, soft on the inside and gleaming on the outside.

plastic gleam: runny and really satiny knits; delicate silkies and jerseys with glints of sparkling polyamide and metallo-plastics.

crêpe weight: more affirmed crêpes, with more visible and more tactile grains. Matt, heavy behaviours in knits and wovens, suggesting uses in trousers and dresses flirting with coat-dresses.

refined vegetals: sophisticated and natural fabrics featuring blends of linen and silk or synthetic filaments, fabrics with slightly bulky or crunchy handles, with lustrous or glazed aspects.

covering openwork: cotton embroideries and lace with a less-open aspect, for easy and fanciful dresses and skirts. Mathematically aligned motifs, tight repetitions and flat florals.

FANCY COATS/JACKETS: presumed natural

supple basketry: practically fluid basketweaves and panamas. Fresh and slippery handles of artificial raffia and viscose that steer the naturalness of linens and cottons towards more synthetic universes.

updated tweeds: younger and complex-free! Knit tweeds to make jacket-style sweaters and invent new uses for these tried-and-true classics.

Fluorescent tweedies and chemical colourways for a wink at fun-couture.

cottony fancy: spectacular, really matt weaves, terry boudette and honeycombs in milky pastel colourways with a bathrobe appeal.

DRESSY LOOKS: reinventing couture elegance

tamed volume: less expansively embossed looks, more discreet jacquards with a whitened or used effect. Surfaces subtly enlivened by tone-on-tone motifs, like fancy plains.

abstract decors: all-over embroideries that come close to semi-plains, cellular lace, grid-like guipure or openworking, large and open tulles and mesh. A contemporary and original couture vocabulary.

majestic transparency: transparencies ornamented with sumptuous cut-throws, organzas woven through with raffia, linen or paper yarns, stiff and translucent silkies to be sculpted.

lightly reflected: preciously pale metals, as if overexposed. The gleam of light gold, pearly shine, iridescent surfaces, pastel sparkle, in knits and wovens.

DECORS: placement reigns

engineered: narrative prints with fictional landscapes, floral bases, centred and off-centre motifs.

Contrasting scallops and inset medallions in lace and embroidery.

jarring gardens: surrealistic nature with fluorescent or solarised colourways. Prints with overdosed botanicals, and jacquards with supernatural florals.

Tiny appliqué flowers, cut-out with a laser, are romantic and futuristic.

ethno graphic: a dark exoticism with thick lines. Ethnic influences are translated into embroidery, prints or ribbons. Raffias, leathers or lacquering accentuate the primitive and sophisticated look.

abstraction: generous geometries that are to be positioned directly on clothing, or reduced to pixel-size in impressionistic semi-plains. sketches: patterns with shadows of white light, erased in places. Pale coloured-pencil lines and motifs that look unfinished, only partially coloured.

pulsation

The SPoRTs, TeCHniCal & PeRFoRManCe uNiVeRSe

OUTDOORS/ACTIVE SPORTS: more effective, more fanciful

lightly laminated: tri-layer knits or wovens combine at least 2 or 3 functionalities, with heightened elasticity. Discreet weave effects, woven or printed micro-grid patterns for a hint of low-key, personalised fantasy.

casual mattness: high-performance cotton/synthetic blends and laminated or bonded techno/natural assemblies. Activewear with a cottony look, with chiné or bleached-out aspects and plains with sportswear weaves.

head-to-toe performance: a broader offer of fast-dry and anti-UV. Functionalities broken down from knit tops to outerwear, from shirts to light blousons and windbreakers.

cheerily shockproof: while remaining seriously effective, high-resistant and abrasion-resistant fabrics, Neoprene® foams and aspects, and rounded 3D knits all go for colour!

EVERYDAY PERFORMANCE: chicly plastic

satiny gleam: chic and trendy raincoats, more feminine fluidity or a silky suppleness for ever-softer blousons and crushable trenchcoats that can fit in your hand. A touch of silk in waterproof taffetas for practical and luxurious functional wear.

colour transparencies: zero weights like coloured tracing paper, with waxed, glassy and frosted aspects, either smooth or subtly crinkled, waterproof and windproof.

hyper plastic: coatings with the gleam of auto bodies: metallised, lacquered, iridescent or shot. A rubbery and matt rock 'n' roll darkness.

BEACHWEAR

For woven or knit swimwear or beachwear: seersuckers and matt textures, with monochrome jacquards and openwork.

A touch of fluorescence in stripes and prints. Striking motifs, bold contrasting stripes and checks, graphic ethno prints.



© Lori Yimda

LINGERIE

homewear softness: spidery cottons or blends with viscose, cashmere or silk. Jerseys and 2/2 ribs, matt and soft voiles, for cosy summer underwear. super stretch: second-skin laces and knits adopt delicious colourways and cosmetic aspects that lend a matt-lock, or are light-enhancing.

ECO LIFE

Organics and eco-finishings continue to advance into the most varied types of products. The industry is focusing its efforts on water consumption, and fine-tuning solutions in order to manufacture, dye and wash-out with significantly lower water volumes. "Waterless": a concern that is generating clever and innovative initiatives in the denim sector, and which is spreading to other know-hows, for the benefit of consumers and the planet.



© Bathory de Forest

SMALL ITEMS: light and bright

opaque lightness: a dense fineness blending synthetics and silk or cotton, neat or nonchalant glazed smoothness, satin backs designed to be worn next to the skin, plain or printed.

weightless fantasy: voiles and mousselines set off with tiny pleats, woven through with effect yarns, scattered with cut-yarn effects and multi-coloured mini-knops. Hollow stripes, transparencies lent a natural feel through fine cottony or lineny imperfections, in knits and wovens.

cottony freshness: micro-crêpes and shivering crepons, translucency, openwork and mesh in a natural vein, but also large-gauge knits, skilful guipure and plays on stitching for little sweater tops.

FULL / light

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Delicate layerings, plays on transparencies and underlying fantasy.



FULL / light

Semi-transparency



© SEIREN / PREMIÈRE VISION SA

Luminous intensity



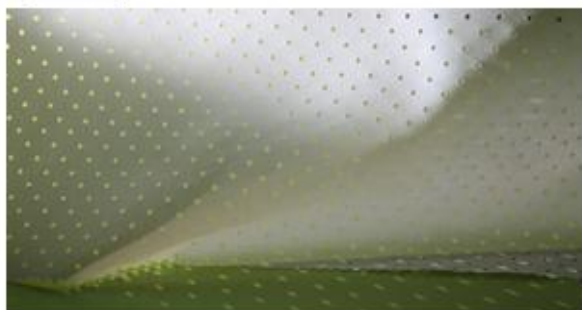
© FORMOSA TAFFETA / PREMIÈRE VISION SA

Opaque lightness



© YOUNG TEXTILE COMPANY / PREMIÈRE VISION SA

Openwork



© TESSO - TESSITURA SERICA SOLZAGO / PREMIÈRE VISION SA

Plastic shine



© MICROTEx COTTONCLUB / PREMIÈRE VISION SA

Vegetal fineness



© UTEXBEL / PREMIÈRE VISION SA

Hesitant patterns



© ANTEKS - ATAC / PREMIÈRE VISION SA

Gleam



© BONOMI CARLO COTONIFICIO / PREMIÈRE VISION SA

metallic sparkle



© SHINKONG TEXTILE / PREMIÈRE VISION SA

- intense fineness

lightness with sharp and precise lines, generated by perfectly smooth cottons, silks and synthetics that have slimmed down and lost weight. Thanks to their extreme density or technical finishing, they crunch and rustle in the hand. Their smooth, gleaming or glazed surfaces lend a cheery snap to colours.

- synthesised vegetals

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transparencies become visible! Gauze, mousseline, etamine, lace and guipure reveal all their assets to advance the traditional towards the contemporary. Ultra-elaborated, inset with fancy yarns or scattered with cut-thrown motifs, they alternate empty and full areas. Printed, embroidered, burnt-out, laser cut-out, they are multiply layered at will, in highly individual recipes.

- fluorescents and halos

delicate, almost fluorescent colourways splash energy across silkies and sportswear, not-so-romantic florals and not-so-tame colour-wovens. A soft, solar light infuses urban cottons and wools to make them paler, and softly nuances jeans. Sketchy, outlined, incomplete, work-in-progress patterns drift between finished and unfinished.

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Drawing inspiration from workwear and ethnic references.

Sturdy yet supple fabrics and bewitching decors.

Photo credit: Drawn – Cut floor □ Robbie Rowlands 2010



MASSIVE / supple

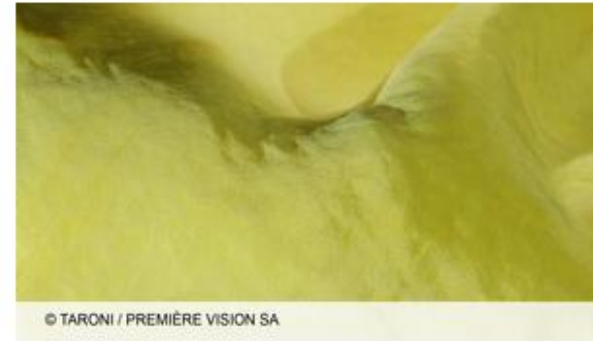
Sturdy and supple



Irregularities



Round density



Contrasting assemblies



Exceptional rawness



Exotic



Abstract



- a welcoming materiality

Workwear inspires noble and luxuriously material interpretations.

Basketweaves express their suppleness and creaminess thanks to viscose blends and matt synthetics.

The grains in crepe, leathers and skins are affirmed in visible and sensual asperities.

Cotton/linens become sculptable, at once raw and malleable.

- Imperfection turns into decoration

born of weaves and knits, or designed in jacquards and embroideries, bearing the sensibility and individuality of the human hand.

- natural/synthetic assemblies

Double faces and bondings boldly and spiritedly experiment with the clash between naturals and plastic. The divide between fabric bases and decoration gives rise to surprising proposals, between matt and shine, grainy and smooth, neutrality and colour.

Embroideries, jacquards and tweedies play off the meetings of strong personalities, between raw aspects and looks that are evidently synthetic.

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Ethnics and exotics veer towards the mysterious, towards enigmatic signs and good luck charms with a primitive and urban flavour.

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FLUID / long & lean

Fluidity



© GUIGOU / PREMIÈRE VISION SA

Nonchalant



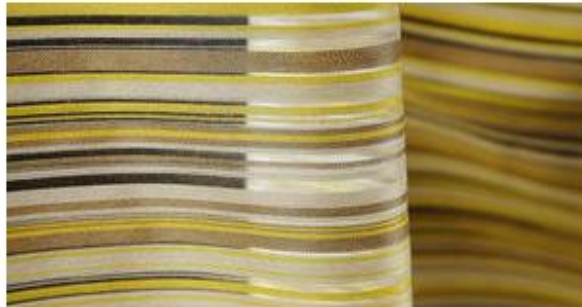
© LANIFICIO LUIGI COLOMBO / PREMIÈRE VISION SA

Mathematical



© MARUWA / PREMIÈRE VISION SA

Stripes



© CAVALLERI & C. / PREMIÈRE VISION SA

Semi-plains



© NIKKE - THE JAPAN WOOL TEXTILE / PREMIÈRE VISION SA

Shivering



© KANDA KEORI / PREMIÈRE VISION SA

Bucolic



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▪ sporty fluidity

At the intersection of sport and silkies are smoothly fluid fabrics, runny knits and satins energised by new hybrids featuring synthetics, stretch and relaxed finishings.

More slippery, more rounded, more elastic, their new behaviours thwart traditional uses, encouraging explorations of new shape directions.

▪ cool fluidity

Casualwear opens up to fluidity and silky gleam. Cupro® and silk liquefy cottons, linens and denims. Lightened twills and gabardines float gracefully.

An elegant nonchalance infuses the city neatness of suiting cottons and shirtings, while “tenderising” washes and barely sketched-out seersuckers make surfaces ripple.

▪ effortlessly

Performance tucks itself invisibly inside a matt and cottony or woolly allure, for chic and functional everyday wear.

Blends are majority non-natural, fast-dry and coolmax fabrics guarantee a chilled-out summer.

Laminated and membraned fabrics are multifunctional, to switch easily from citywear to activewear.

▪ infinite math

Stripes, pleats and geometrics break away! Tiny, extremely precise, hand-drawn or obsessively binary, multiplied, infinitely mirror-repeated, colourful or contrasted, from laces to yarn-dyeds.

▪ surreal nature

Extraordinary gardens, artificial germinations, mischievous and bizarre creatures,

▪ synthetic colours

Nature cultivated in the laboratories of the mind.

Designed as actual buying guides

... the Pluriel Experts Trails are aimed at helping you conceive your collections, discover new fibre and fabric developments and suppliers, and organise your sourcing throughout the 6 shows that make up Premiere Vision Pluriel.



Lingerie

Come discover products intimately familiar with the most confidential and sensitive material innovations. Yarns for wovens and knits that satisfy even the most insatiable need for comfort. Lace and embroidery of gossamer fineness, light and stretchy decorations. Delicate, evanescent or quietly ordered patterns. Washed and washable leathers with a smooth suppleness. Flirty, functional and charming accessories. All the ingredients necessary for chic, modest or alluring undergarments.



Plastic Look

Come explore products with a whiff of plastic lightness and the cheerful nonchalance of not totally natural materials.

Glassy, smooth, rubberised yarns. Fabrics, leathers and accessories that are coated or covered in film, with crackled, polished, melted or crystallized aspects. Hyper-natural botanical motifs, artificial flowers with a deliciously chemical scent. Go wet-look with sparkling little skirts and dresses, or get wet-ready in protective jackets and trench coats.