



TWIST !

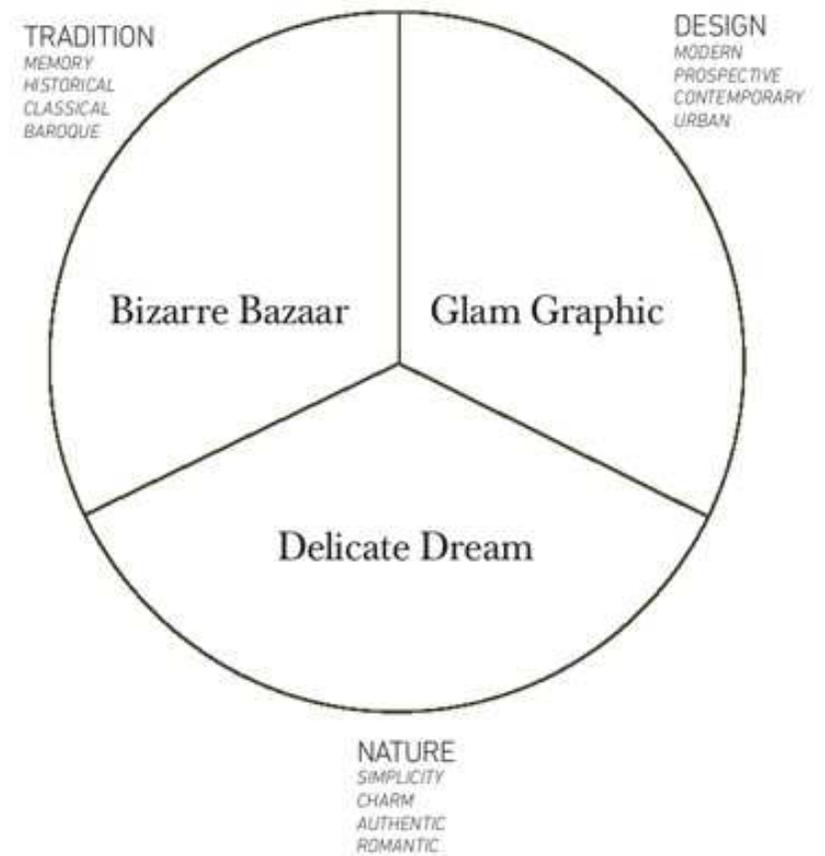
Trends Evtaks 2013 by NellyRodi

TWIST ! TRENDS EVTEKS 2013

SPRING/SUMMER 2013



FALL/WINTER 2013/14



TWIST

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SPRING / SUMMER 2013



ELEGANT TWIST **TWIST** BIZARRE BAZAAR



MARITIME ENERGY **TWIST** GLAM GRAPHIC



JUNGLE FEVER **TWIST** DELICATE DREAM

FALL / WINTER 2013/2014



ELEGANT TWIST



CONCEPTS & INSPIRATIONS

Tradition revisited and a classic style with a twist. A consumer who in the beginning of spring harmoniously enlivens and exalts bourgeois codes in a whimsical, poetic manner with style and elegance. Between a dandy rock n' roll and romantic gothic spirit.

COLORS & HARMONIES

A base of lovely beiges and natural patinated grayed tones. To combine with refined, powdery shades of amber, tilleul, sand, tea rose and a stroke of graphite. With a neodymium metallic.

KEY WORDS

Baroque, offbeat, delicacy, gentleness, elegance, femininity, heritage, impertinence, lightness, memory, dreamlike, pleasure, poetic, quality, surrealist.

MOTIFS & PRINTS

Naturalistic florals like botanical illustrations: peonies, lilacs, crocus, forget-me-nots, cyclamens...
Tachist motifs of vegetal or floral shadows on screened grounds.
Late 19th century gravures and grisailles, graphite drawings.
Recolored, water-colored vignettes, postcards and chromos.
Digital prints and solarized photos.
Maps, plans, sketches and hand-written notes.
Metallic toile de Jouy.
Neo-classic moldings, volutes, arabesques.
Spots, dotted swiss and thin stripes.

MATERIALS

Natural textiles: cotton percale, silk velvet, half linen, linen, jute.
Iridescent, metallic, glazed, powdery textiles: leather, linen, split suede.
Light, fluid textiles: tulle, etamine, gauze, organdy, chiffon, sheers.
Washed and over-dyed textiles.
Snugly knits : mohair, angora, Shetland wool...

FINISHINGS

A trousseau and needlework spirit.
Low-density wood : sanded and polished, natural, bleached or blackened.
Patinated, anodized and mercurized metals. Silver and gold.
Transparent, white, milky, opaline and neodymium glass. Cut crystal.
Varnished terracottas, bone china, wiped stoneware and faience, bronzy enamels.
Gentle origami: button-padding, latticework, embossing and quilting.

ELEGANT TWIST



BIZARRE BAZAAR



CONCEPTS & INSPIRATIONS

Our target consumers are urban and know how to compensate their problems. They want quality and fantasy, allure and style, comfort but also whimsy. A mash-up of reassuring classical tradition with an intuitive, energetic attitude. This theme evokes a love of life and living in a strangely chic ambiance !

KEY WORDS

Baroque, bizarre, crazy, energetic, eccentric, festive, abundant, amazing, harum-Scarum, inspired, incongruous, incredible, instinctive, intense, opulent, rich, off-the-wall, singularity, theatrical

COLORS & HARMONIES

Shades of precious khakis inspired by rare minerals act as base and will be enlivened by a few intense flashes. Sensual, luminous brights ranging from cool to warm should be used as accents or in radical mono-blocks. A warm, luminous, bronzy golden brown brightens and lights up the ensemble.

MOTIFS & PRINTS

Fascinating, heady flowers: orchids, hydrangeas, lilies, chrysanthemums, roses, carnations, peonies, whimsy, amaranth...
Draw inspiration from carnivorous or poisonous plants, scribbled or line-drawn
Sinusoidal rhythms and undulations like lianas
Tachist motifs resembling molecules, amoeba or viruses
Semi-precious stone prints with marbled or mottled effects
A peppering of nocturnal birds, insects and butterflies remains important
Recolored reptile skin prints
The snake is a starring motif
Accumulating, repeating and piling up around a theme
Playing on oversized effects digitally reworked to exaggerate the colors
The base is dark and the motifs are colorful and luminous
Plays of superposed bands and stripes in different tones

MATERIALS

Taffeta, velvet or ottoman, grounds are shiny or satiny
Redecorated or embroidered weaves
Colorful, recycled furs assembled in random patchworks
Marbled, iridescent and shot effect textures

FINISHINGS

Passementerie trims are important: ottoman, grosgrain, taffeta, embroidered tassels
Passementerie goes fluorescent or luminescent
Agglomerating, compacting, recycling and reassembling at the whim of bizarre fantasies
Unique random resins with mysterious marbling
Draw inspiration from semi-precious stones: agate, tiger's eye, onyx, lapis lazuli, porphyry

BIZARRE BAZAAR





CONCEPTS & INSPIRATIONS

Dynamism and forward thinking. A comeback of seaside basics, a taste for sporting competition and technical performance for early summer. A consumer attached to tradition but whose efficient, practical, functional spirit invents a resolutely contemporary lifestyle.

KEY WORDS

Casual, contemporary, dynamic, energetic, ethical, graphic, optimistic, optical, high performance, practical, forward thinking, radical, sculptural, sporty, technical.

COLORS & HARMONIES

A base composed of timeless maritime red, white and blue structures and adds energy to a rainbow of dynamic brights – yellow, orange, pink, purple, blue and green. And a nautical gold attunes them.

MOTIFS & PRINTS

Boat sail graphics: suns, stars, letters and numbers.
Graphic, speckled and striped flowers: tulips, hollyhocks, pansies...
Souvenir prints of maritime maps or seaside images with a twist.
Trompe-l'œil and photo prints viewed from above: swimmers, surfers, windsurfers...
Geometric shapes, pennant and maritime signal inspiration.
Maxi optical, graphic stripes.
Dots, circles, targets, perfectly round shapes.
Plays of colored flat tints and pixels.

MATERIALS

Natural/synthetic, matte/shiny, colored/neutral mixes.
Plastic plaiting.
Sports inspiration: foamback, polyurethane foam, rubber, latex, neoprene, jersey, nylon, vinyl, mesh, spinnaker cloth.
Innovative inks: puffy, metallic, velvet, rubbery, eroding.

FINISHINGS

Light woods: beech, poplar, birch, maple... Importance of cork.
Waxed, colored concrete.
Trims: overlapped, braids, rivets, zips, metallic eyelets, cords, bows and knots.

MARITIME ENERGY





CONCEPTS & INSPIRATIONS

An esthete-consumer who appreciates modernity and all kinds of discoveries. A very architectural, graphic universe for this early fall period. Travels to Asia color the ensemble in an exotic, stimulating note combined with a 1950s-60s-80s influence.

KEY WORDS

80s, architectural, artistic, collector, design, esthete, demanding, experimental, functional, fusion, graphic, modern, involved, pragmatic, purist, radical, staged, sophisticated, stylized

COLORS & HARMONIES

A very structured, graphic range with a core of mock blacks and mock whites peppered with accents of bright colors. A base that will be contrasted with either warm, complementary hues (pink, orange, red) or with shades of cool tones (turquoise, jade, purple and electric blue). And a platinum metallic.

MOTIFS & PRINTS

Stylized, geometric florals: roses, peonies, tulips, dahlias, chrysanthemums, orchids, tuberoses...
Placed floral bouquets in an Asian influence
Grounds in graduated watercolors, reprinted with floral silhouettes
Line-drawn positive/negative effects
Modern prints: devoré, or using rubbery, velvet, lacquered or puff inks
Plays with all kinds of typographies: 1960s, Art Deco, 1980s...
Lettering and messages in exaggerated proportions
Accumulations, repetitions and superpositions to create rhythms
Plays of graphic broken lines or optical, kinetic or fractal punctuations
Dots, bands, arrows, squares, diamond shapes, circles, rectangles, bull's eyes, trapezoids, octagons, dotted lines and meshes...
Color-blocks and mono-blocks from XXXS to XXXL

MATERIALS

Egyptian cotton, percale or satin, silk and taffeta
Waxed cotton or coated linen
Alternating furnishing textiles with different width stripes
Contemporary materials as if stolen from sportswear:
foamback, foams, neoprene, coated canvases, fleece, nylon...

FINISHINGS

Quilting and button-padding
Passementerie and bias trims (solid or printed), braids, pompons, tassels or fringes
Jewel passementerie, mixes of raw and refined materials: metal, rhinestones, leather, waxed cotton...
Modern passementerie: chainmail, little chains and Rhodoid chains

GLAM GRAPHIC



JUNGLE FEVER



CONCEPTS & INSPIRATIONS

A high summer theme playing on luxuriant, generous naturality. The consumer renews with a pulpy, nourishing, stimulating, beneficial form of nature. Responsible and ethical, these consumers are no less attracted by the bewitching charms of this sensual, exuberant, rampant form of nature.

KEY WORDS

Pulpy, constructed, ecological, bewitching, ethical, fascinating, fresh, generous, gourmand, intriguing, luxuriant, natural, organic, refinement, responsible

COLORS & HARMONIES

A base of natural, vegetal beiges and browns ranging from the lightest to the darkest tones. To combine with a subtle, elegant harmony of greenish-yellows to more bluish-greens. And a silver gleam.

MOTIFS & PRINTS

Curious, exotic flowers and plants: heliconia, orchids, anthurium, calathea, nepenthes, guzmania, sansevieria, croton, alocasia...
Exotic fruit: carambola, bananas, kiwis, dragon fruit, mangos, bergamot oranges, yuzu, pomelos, lemons, clementines...
Giant, generous leaves: banana, philodendron or palm leaves
Snake charm motifs and lovely insects with anodized carapaces, contrasting dotted or striped motifs
Tribal motifs using ethnic print techniques: wax prints, tie-dyes, batik, woodblock printing...
Colored reptile skin micro-geometrics
New camouflage: veins, rhythms, tachist prints, marbling

MATERIALS

Plaiting and knitting.
Vegetal fibers: raffia, rattan, wicker, abaca, palm, hemp, linen, cotton, vetiver, cactus.
Natural stonewashed textiles: washed linen, soft nylon, recycled cotton, hemp.
Coated, practical, washable textiles.
Soft, thick leather. Satiny, peachskin, bazin hands.

FINISHINGS

Jeweled trims: embroidered insects, rhinestones, sequins and glitter, wooden beads, seeds, raffia fringing.
Light natural woods: olive, oak, poplar, beech.
Exotic woods with visible veins and knots.
Natural fibrous, agglomerated, grainy composite materials.

JUNGLE FEVER



DELICATE DREAM



CONCEPTS & INSPIRATIONS

Our esthetic target consumer seeks balance, harmony and serenity. Everything in this trend is quality, suspended time and discreet luxury. Nature is a vital element in their lifestyle quest. Less, but better, and always respecting the essentials.

KEY WORDS

Elegance, balance, essential, futurist, nature, organic, purity, quality, refinement, serenity, sophisticated, spirituality

COLORS & HARMONIES

A base of discreet, refined neutrals, pinky beiges and pink-grays, joined by powdery shades of frosted pinky tones and terracottas. And a pale gold metallic.

MOTIFS & PRINTS

Stylized vegetation, delicate matte/shiny shadows of branches and foliage
Metallic twigs on matte grounds
Drawing inspiration from dried or frosted grasses
Bouquets of light feathers
Mixing sizes, from the giant feather to the coordinated zoomed motif
Sphere, ball or droplet shapes
Motifs inspired by the rhythms of semi-precious stones
Gossamer undulations and marbling
Pointillist motifs
Digital prints for placed motifs

MATERIALS

Natural cladding (linen, cotton, wool...), slightly lacquered or waxed
Velvety hides and leathers
Bouclé fabrics
"Puffer jacket" effect button-padding
Satin or percale and cashmere or Cashgora
Diaphanous sheers : transparent chiffons, etamines and gauzes
Textiles embroidered with metalloplastic, lurex or lacquered cotton yarns

FINISHINGS

Satiny, light woods with visible pinky-beige knots
Mohair throws and alpaca, vicuna or cashmere cushions
Satiny finishes and fine thicknesses with poetic words or phrases engraved
Starring minerals and semi-precious stones: salt stone, marble, onyx, quartz, jade, alabaster...
Minerals with inclusions. Rock crystal, agate, opaline marble or milky alabaster

DELICATE DREAM

