

## TRENDTEXT

### **Yesterday is Tomorrow**

Modern fashion is seeing a "sentimental yearning for the past" and experiencing exactly what the dictionary defines as nostalgia. While science and technology don't seem to be able to move forward quickly enough, fashion repeatedly and reliably debauches in memories and attempts to reinvent itself with the help of the past. "Sentimental looking back" is the catchword for the upcoming Spring/Summer 2011 season. The fashion is not derived strictly from one particular decade, instead blending a kaleidoscope of eras and styles in fast motion. Opulence meets purism, austerity meets serenity, synthetic meets naturalness. Everything and nothing is allowed, there are virtually no limits, emotions determine the look. A hodgepodge of feelings made up of the classic and the newly created; a future from yesterday.

### **Basic Sensuality**

The designers continue to play with proportions and volume. Soft, flowing, silky fabrics characterize this nonchalant look. The femininity is reduced, almost cleared away, reminiscent of the fashion from the early Nineties with its discerning purism and constructed cuts. Shoulders are defined to create a dense yet flowing silhouette. The key pieces for this look are comfortable jumpsuits of jersey and casually tailored blouses and blazer styles in pure white and pearl white, washed grey shades, light powder and sand tones and accented black.

### **Our Exhibitors on the Subject:**

#### **Iben Høj (hall 9, C36)**

Iben Høj beweist, dass Strick das Gegenteil von bieder ist: Natürliche Materialien, die den Anspruch der Käuferinnen an Tragekomfort und Nachhaltigkeit reflektieren, raffiniert gemixt mit modernen Materialien. Silhouetten, die den weiblichen Körper mit bestrickender Leichtigkeit umgarnen und dabei zart und klar zugleich wirken stehen in Kombination mit einer hellen Farbnuance zwischen Sand- und Nudetönen, hellem Blau und Grau und einem Akzent von reinem Schwarz.



### **YaYa (hall 10, A22)**

A romantic season with layered shades tone in tone, layered whites, layers of transparency, soft draped layers of fabric mixes and layered new twinsets. Ruffles and lace create an extra layer of sweetness to the mood. Fabrics are pure and honest. Crisp fresh or with a soft washing treatment. In a romantic season like this delivery, dresses are a must have. Sun kissed colours, the palette looks faded. They work in layers of shades. Minimal grey and Shark have a hue of purple flowers.

### **NÖR (hall 9, C26)**

Timeless chic for young female individualists: Kirsten Nör is a Danish designer whose new label has caused a stir from the outset – and rightly so! Her collection captivates us with unambiguous silhouettes and clear colours that perfectly match young women's attitudes to life in the city. A strikingly individual look of timelessly plain elegance. Clothes that follow their wearers' every movement. Chic without further ado reflecting the pleasure derived from avantgarde fashion.

### **Fine Illusions**

Alice in Fashionland: Dreamy, playful elements meet provocative power. Palpable elements from the Seventies and Eighties shroud themselves in romantic pleats, flounces and elaborate drapings. Fragile silhouettes and slender cuts are indispensable for this look, which always appears to be somewhat in opposition. Sheer skirts are decorated with metallic elements, fine knit combined with loose lacing and psychedelic prints with porcelain-like silk. Key elements include short dresses, soft cardigans, clever legwarmers and fluffy tulle in white and red, baby blue and powder or mud and rosé.

### **Our Exhibitors on the Subject:**

#### **xess + baba (hall 9, C38)**

The "Open Pier" collection for Spring/Summer 2011 from xess + baba stands for elegant knitwear for her and him. xess + baba delivers fashion for the senses: cuddly stitches, pulsing compositions of colour-sounds, fine textures. Coral shades bathed by fine blues and greens. Deep black like starlit summer nights somewhere in the southern hemisphere. "Open Pier" is

both elegant and sporty. The newly used Pima cotton yarn is of the highest quality, and the reversible garments are manufactured with an abundance of know-how and proficiency.

### **GOM by Mo Koshji (hall 9, C61)**

The Spring/Summer 2011 collection from GOM by Mo Koshji consists of "unheard poetic fragments" and displays elements of cocooning, lots of tulle, masses of fabric, and fluff paired with sheer contours. Expressive and authentic are the catchwords of the collection, while elements that cloak, conceal and weave-in in a chromaticity of pure white and asphalt tones.

### **Anna Jazewitsch (hall 9, B37)**

The collection for Spring/Summer 2011, which goes by the name of "Marmorgraphics", is a sleek and clear women's collection that picks up and reflects the femininity of the wearer. While the collection does without the unnecessary or decorative, it displays ample drapings and flowing pleats. Pastel colours and marble prints are broken by stern black. The geometric shapes and asymmetrical pleats lend both a feminine sensuality and a light and airy sobriety to the look.

### **Matter-of-Fact Chaos**

90s techno meets 50s chic: Anything goes, anything fits. Combination is the catchword. Wild pattern and colour combinations underscore the collage principle of this look. Breakings full of contrast that occur rather coincidentally are displayed on dresses and coats, on washed leather with burnouts and straight trousers. Various styles and cuts are combined with each other, draped on top of one another, entwined within each other. The silhouettes are casual and the cuts loose. The colour spectrum ranges from dark grey and blue to bright pink, red, apricot and skin tones.

### **Our Exhibitors on the Subject:**

#### **Malousebastian (hall 9, C39)**

Body art for modern leading ladies: The collections by Dutchmen Malou Verharen and Ferdinand Sebastiaan Hartgers are doubtlessly routed in the artsphere. Highly creative outfits for making a grand entrance. Eccentric, daring and "supernatural" they make women leading ladies in an imaginary staging – ultimately aesthetic, thrilling and urban. It's not for nothing that this label is currently enjoying such tremendous success in Japan!



### **Großer Heinrich (hall 9, B36)**

The designers' fabric selection is characterised by dynamic correlations – an interplay of different surfaces and textures. The melting and interweaving of smooth and silky, rough and coarse, woven and knit hands underscore the complexity and reflect the diversity and the shimmering of the colourful prints on a material level. From this emerges a collection image that is not clean and purist, but instead complex, organic and rich on colour, form and fabric combinations.

### **Pilar Vidal (hall 10, A15)**

Pilar Vidal stands for youthful and discerning design of the highest quality. Catchwords in the creations are harmony, enthusiasm and joy coupled with irony and colour. The current collection for Spring/Summer 2011 is characterised by shirt blouses and sheath dresses in Seventies style with colourful large-scale prints, shoulder accentuation and a broad colour palette.

Düsseldorf, July 2010

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