

## TREND TEXT

### Harmony of Contrasts

In the fashion winter of 2010 alternatives are out. There are no more rules – at least no ostensible ones. Drawers will be emptied for good because after times of crisis everything is reshuffled – we feel a longing for something fresh, substantial, something we find easy. Fashion-conscious people are looking for a wearable and yet elegant charm and, above all, individuality. As philosopher Thomas Aquinas once put it: “The ultimate basis of all beauty is a certain harmony of contrasts”. And this is precisely the motto for this season. Achieving a balance is called for in fashion, now more than ever: living in harmony with ourselves.

### Well armoured...

Designers create a new language of form: glamorous armour that challenges eccentricity producing very subdued sex appeal through a precise interplay of classic colours, sharp geometric shapes and high-quality materials. Black leather in conjunction with lavish rhinestone embroidery, jackets with a metallic feel that seek alliances with denim, and jersey dresses in subdued red and petrol shades are the key looks here. Indispensable accessories: high-heel ankle boots and multiple chain necklaces.

### ...at cpd:

#### YaYa (Hall 10, Stand 10A22)

The special touch of this collection is the mix of casual styling and sophisticated chic. YaYa proposes casual waxed trousers and short dresses in combination with light, feminine knits and viscose jersey tricot fabrics. Tops feature new animal prints. These go with elegant dresses and pants in dark denim. Paisley tops in jersey tricot fabric are coordinated at YaYa with jodhpur-type trousers. Stylish knitted tunics and leggings with zippers are trendy and combine both tough and chic looks.

**Sabine Mescher (Hall 09, Stand 09C18)**

Night Train: caught somewhere between departure and arrival. Anywhere. Black, lots of black, dominates this collection. A collection that cocoons and simply “swallows up” winter’s cold in its warm, deep darkness. At times black also “sets off” on a journey here – travelling to midnight blue and revealing itself as the dark steel tones of the railway tracks or as the anthracite of the ballast bed; in the blackish brown of rust-corroded tracks or weathered wooden sleepers. Or it is brightened up – in the moonlight – into the silvery shine of the tracks. Or else concealed time and again by the greyish green of blades of grass both yielding and withstanding each air stream. Likewise the fabrics. Lambswool softly “gives way” as flannel, wool bouclé or fine cloth. Pure silk jersey that is hardly noticeable wraps around the body; or there is soft, sanded cotton. Or else – unyielding – rigid, high-gloss taffeta silk. Fabrics are mainly plains. Colour “outliers” are petrol green and midnight blue checks.

**Elm Design (Hall 09, Stand 09C56)**

The 2010 Autumn/Winter collection by Elm Design is inspired by the wide expanses and stunning landscape of Iceland. Iceland abounds in breathtaking colours and untamed wilderness thereby serving as a source of creative inspiration. The collection features clean white reflecting Iceland’s water and combines this with dark black as a reference to the country’s volcanic landscapes. This basis is combined with silvery grey and metallic gold and “backed” with delicate green – Iceland’s winter skies that ring in a new season. In contrast to this the materials used originate from all over the world: exclusive Royal alpaca, Pima cotton and jersey from Peru, Japanese micro-fibre plus taffeta and silk are the key materials for the collection.

### **Minx (Hall 09, Stand 09C48)**

The new silhouette stresses shoulder contours. This, however, only looks convincing and modern when teamed with a slim-fit body and small armholes. Creative shoulder solutions and accentuated sleeve versions are re-interpreted in a surprising new way. All types of leather dominate the new fashion panorama, be this as supple, high-quality imitation nappa, embossed stretch imitation leather or crushed, voluminous outdoor material. Leather is the epitome of a cool attitude and yet exquisite and feminine. It also looks intriguing and thrilling in combination with jersey or matt basic stretch – as inserts, piping or stripes. This winter's silhouettes focus on skinny legs. Seasonal essentials therefore include leggings, riding pants and drainpipes. In the meantime jersey has become a fashion philosophy. The range has now been extended to include shirts, tunics and dresses as well as jackets, skirts and leggings, not forgetting breeches with high-contrast inserts in soft leather. Wintry punto-milano knits in pleasant, soft viscose yarns with a cashmere touch give the numerous jersey garments a new, relaxed feel.

### **Pure chill out...**

In difficult times style-conscious fashion followers take to protective cocooning. Security and wellness rank first. Soft wool and enveloping jersey fabrics create a sensual silhouette layer for layer. Here cotton blouses are coordinated with knitted waistcoats, ponchos and capes in delicate nude and powder shades and coordinated with skinny leggings and knitted leg warmers. These are teamed with coarse-knit shawls and caps plus wooden jewellery and big sunglasses to round off the look.

**...at cpd:**

### **Sandwich\_ (Hall 10, Stand 10A10)**

The Autumn 2010 collection at Sandwich is based on a wide portfolio of modern knitwear: cardigans, tunics and jumpers that are perfect for teaming with leggings. Knitwear includes chunky knits, finest punto milano and fancy, multi-coloured yarns

in loose-fitting or tunic-length styles. Wide, voluminous collars and long fringes create a luxurious look full of elegance.

The casual collection in July focuses on two colour trends: the Casual Collection combines matt, brick-red tones with moleskin and sand. The prints comprise graphic Polka dots or cheerful florals. The focus is on cut and silhouette rather than on many details. Long skirts are replaced by knee-length dresses and tunics in different hemlines. Leggings now feature as skinny jeggings with leather – in punto milano or chunky knits they are combined for a comfortable and flattering layered look.

#### **Sonja Marohn (Hall 09, Stand 09B48/C47)**

Sonja Marohn enthuses us in her 2010/11 Autumn/Winter collection with exquisite jerseys and stretch materials boasting outstanding wear properties. For Winter 2010/11 austere elegance comes in a surprising, spicy laurel tone combined with putty-coloured, cuddly knitted pullovers. Praliné – a nutty, slightly shiny shade of brown – enters into an irresistible, harmonious liaison with mauve. Feminine, slim-fit jackets encounter relaxed pleat-top trousers in that topical ankle length. This look is “crowned” by sumptuous knitted coats with rustic charm.

If femininity were a colour it would be a mixture of powder pink and pastel putty. Here cuddly fabric combinations with fleecy fake fur convince us with their discreet emphasis on the shoulders. Beautiful, super-soft mohair pullovers feature dreamy prints on silk, exquisite velvet and crinkled wool telling a luxurious winter's tale. Figure-flattering silhouettes and decorative details cast a spell on Sonja Marohn wearers. The legendary black of the 80s heralds a comeback in that cool glam-rock look. Sonja Marohn translates this trend in a soft rather than offensive manner that is sensual rather than sexy.

### **The Swiss Label (Hall 09, Stand 09C26)**

Clear proportions, precise silhouettes and a perfect cut paint the picture here. Outfits stress body contours. Tops boast volume when mixed with slim-fit bottoms. A modern take on 50s ideas plus a careful dose of the 80s blend here into a contemporary look for the modern women of today. Slim-fit dresses also double as long tops over skinny pants. Classic little cardigans in long-pile angora knit are perfect companions for comfy, tweed turn-up, pleat-top trousers. Balloon skirts with asymmetric pleating and a high-rise waist clash with chunky hand knits; a short jacket with shawl collar and batwing sleeves brings volume into play. Novel trousers are centrestage, e.g. riding pants with a sarouel waistband coordinated with short blazers with emphasised shoulders. Also still in evidence, as always, are shirts in many versions – long or also loose-fitting styles with wrap-over, gathered details or original buttons. Also featured alongside these are various knitted pullovers and waistcoats. Innovative jersey and knitted looks dominate the scene. Materials are compact and very classy, on the one hand, and voluminous, lightweight and very soft, on the other.

### **Xess& Baba (Hall 09, Stand 09C38)**

«diamondrush», the new collection, sparkles with timeless elegance, which can naturally also be combined in a sporty way. Here exquisite merino wool scores with its dreamy softness boasting great wear comfort. The supple material and beautiful finish give it its compelling quality. Key for Autumn/Winter 2010/11 will be plum and leather tones plus various inky shades. Smart graphic design gives this label its high-profile, vibrant and lively appeal with a dash of the avantgarde – plus idealism and an unusual range of great colour combinations. Each season has its own “identifier”. Knitted and finished to be reversible, each garment features two different patterns and colours. The collections are sporty and elegant and therefore suitable for both leisure and business activities alike.

## **Picture-perfect...**

Winter evenings present a glamorous and a feminine silhouette. Shiny surfaces, full-length robes and high collars are just as much part of this look as high-quality materials and unobtrusive elegance. Fragile shoulders meet with velvety pencil skirts or shot balloon skirts. Here the waistline is stressed by narrow belts or bows. The colour scheme ranges from dark red and blue tones to delicate beige and faded grey.

**...at cpd:**

**majaco (Hall 09, Stand 09B38)**

majaco blends unadulterated design of the highest level with playful accents into a unique look. majaco stands for a self-confident perception of women who do not need to rebel but who are just naturally sexy. Airy balloon skirts sitting on the waist and filigree blouses in silk batiste underpin the unadulterated lightness of the collection and create a girlish look. Highlights such as silk dresses with a soft drape and batik look are worn with boyfriend-cut linen blazers with rolled-up sleeves. Tops in fine viscose jersey completed by fine lace appliqués give the collection its Lolita-like touch. Dresses in recycled denim stress the sustainable attitude of the collection. Dove grey and sea green are complemented by white, grey and black while a radiant flamingo red serves as a highlight. The names of the looks have a simple yet emotional origin: each garment in the collection was named after a friend of the Berlin design duo.

**Susanne Bommer (Hall 09, Stand 09C30)**

Inspiration for the collection: a combination of elements from the 40s/50s and modern times. The mix is extremely exciting when it comes to details and silhouettes. This plus a reasonable use of 80s styling elements sum up this new look in a nutshell.

Studs are neglected but rhinestones are extremely important. Here, too, new avenues are called for and novel ideas are a must. In our day and age femininity must be convincingly easy to achieve. Romanticism and sex appeal must feature in equal measure. A touch of romanticism is key for women – and the option of being

sexy is fun. At first sight pencil silhouettes will become important but these do not offer the comfort. Strong emphasis on Dior waistlines: A-line, Y-line as well as X and H-lines are in evidence. The key looks here will once again be manifested in the high combinability of the collection pieces. This gives female shoppers the highest benefit across seasons

and the highest diversity in application. Key elements are stressed shoulders tucked in and emphasised by pleats/tucks, extremely high as well as low waists, baggies in high-quality wool cloth, transparent looks in tulle or crêpe de chine combined with soft knits, plus patchwork for dresses and tops and untrimmed edge finishes.

### **kimberit (Hall 09, Stand 09B37)**

Écouture – ‘*The Dynamic of a Dress*’ II – Movement is the relation between body and envelope. The interdependence of body, movement, fabric and cut is the point of departure for the new kimberit collection. Its organic shapes, flowing materials and pastel shades were inspired by nature and the ocean. The aim was to identify the parameters that make dresses swing to different rhythms and produce rebound, floating and swaying effects. The sculptured silk-chiffon dresses are made of a single piece of fabric using the moulage technique. As a result, they have only very few seams and thus develop their own dynamism – a “life of their own” in harmony with the wearer’s movements for which the dresses are tailor-made.

### **NIX Design (Hall 09, Stand 09C33)**

Surprising motifs set the accents for the coming NIX winter collection, be it business-fit long blazers in compact, smooth cotton jersey or relaxed hooded dresses with striking colour prints. NIX always fits. The collection features two independent, easily combinable lines:

“Nightlights” toys with blurred colours on smooth chintz. The motif “Contactlines” (by s-wert) is reminiscent of the “blue hour”. The graphic statement of the prints is translated in the cut by a U-line style. Inserted side panels underline the clear-cut silhouette and increase garment comfort. “It’s just NIX” stands for the elegant focus of the season. The base note of this line is a discreet black and brown colour



scheme. Classic pinstripe underlines the sophistication of the cut for dresses and blouses. Wrap-over dresses and blouses are combined with black rib which loosely "moulds" garments to the body. Feminine blazers are given an authentic touch in the way they are combined. Plain black and wintry accessories enhance the collection completing the range from casual and elegant to feminine and classic.

Düsseldorf, 18 January 2009

For all activities related to the Igedo Company go to: <http://www.igedo.com/>  
Information on cpd at: <http://www.cpd.de/>