



STYLE  SIGHT

WEEKLY 10

NOVEMBER 14-18 2011



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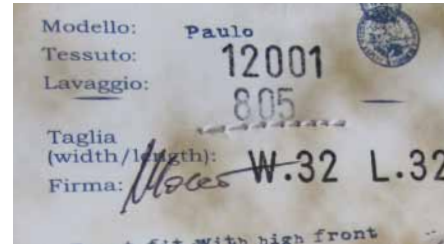
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1

MOTORCYCLE MADNESS INSPIRES NEW SUBCULTURES

ACTIVE DESIGN CAPSULE

Motorcycle culture is garnering attention via mainstream tv programs as well as independent bike shows and specialized events that cater to tastemakers. Women are moving to the driver's seat, becoming enthusiasts in their own right, buying their own bikes and attending events in droves. From runway collections to street style, the biker scene is influencing the active market in diverse ways. Our editors highlight new marketing developments and key themes that are inspiring design. [READ MORE](#)



KEY POINTS

- » New subcultures emerge beyond chopperheads - like skate and biker hybrids, urban enthusiasts, etc.
- » Dark palette, minimal finishes
- » 50s rockabilly and 60s jailhouse styles
- » Glam 70s inspired looks for women - fringe, tie-dye and fur
- » Authentic accessories - leather gloves, bandanas and rugged jewelry

2

THE PEPLUM TOP

RUNWAY MUST-HAVES S/S 12

The S/S 12 collections presented a bevy of classic yet modern silhouettes for Women with clean shapes and Mid-Century styles. The Peplum Top gains momentum this season as a must-have item, seen on the runways in a multitude of variations from structured and A-line, to soft and gathered. [READ MORE](#)



KEY POINTS

OTHER MUST-HAVE S/S 12 ITEMS:

- » Classics: Turtlenecks, Reworked white button-front shirts, and Cigarette pants
- » Floral-patterned sweaters
- » Shapely shift dresses in all-over print and pattern
- » Matched sets as an alternative to dress or suit
- » A-line or hourglass silhouette coats

3

BRAZIL IS BOOMING AS A DESIGN HUB

FUTURIST

With a growing economy and its recent opportunities to host the 2014 World Cup and 2016 Olympics, Brazil is well on its way to becoming a global power player. Amongst the emerging BRIC countries (Brazil, Russia, India, China), Brazil is the only one with a major fashion industry of its own. June 2011 saw the São Paulo fashion week coinciding with the first-ever design week, bolstering the national reputation for design. In this Futurist report, we cover innovators from this emerging market in architecture, art, fashion and design. [READ MORE](#)



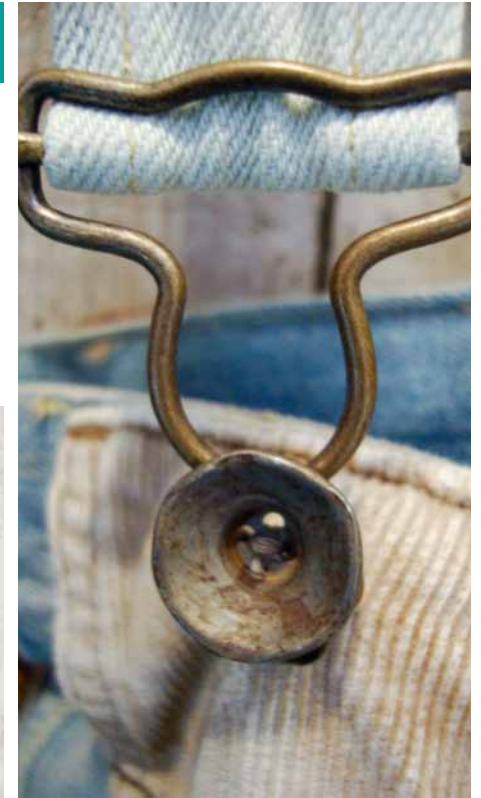
KEY POINTS

- » Inspired by Oscar Niemeyer, a new generation of architects seek to create a modern aesthetic
- » A number of graffiti/street artists have emerged from Brazil garnering both national and international recognition
- » Brazilian bloggers and designers are becoming a driving force in the fashion industry
- » Large multi-brand and concept stores reflect the current retail boom

4

WORKWEAR DENIM EVOLVES WITH AN OUTDOOR INFLUENCE DENIM DEVELOPMENTS

As consumer attitudes shift toward the demand for denim products that return to the roots of artisan brands and quality craftsmanship, designers explore practical workwear items that emulate the rustic outdoor aesthetic with a more humble peasant and farmstead theme. The Logger Pant emerges as a key Fall item for Men and Women with its voluminous shape, soft brown washes, and traditional worker accents. [READ MORE](#)



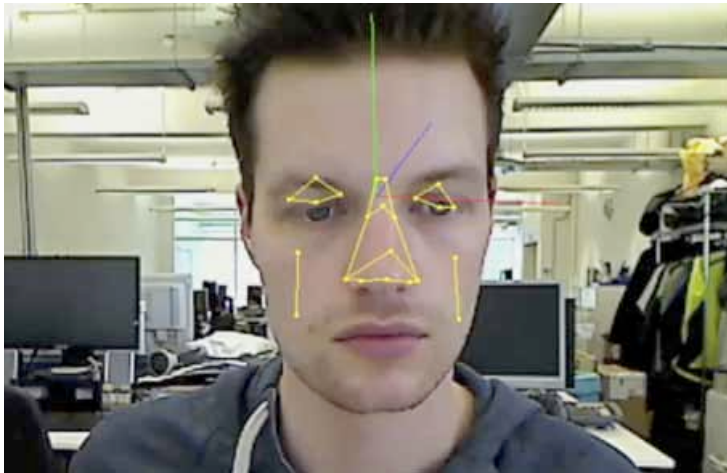
KEY POINTS

- » Soft brown washes create irregular dirt treatments and stained effects for a timeworn feeling of archive textiles
- » Suspender and brace buttons nod to 30s denim styling
- » Worker accents - Cinch-backs, hammer hoops and carpenter pockets
- » Also emerging as a key item, the Outdoor Trucker

5

SOCIAL SHOPPING - BRIDGING THE GAP BETWEEN ONLINE AND OFFLINE RETAIL FEATURE

Technological innovations and the rise of social communities are helping retailers create and develop playful, interactive, personalized and long-lasting relationships with their customers. Developments such as augmented reality and social shopping help to bridge the gap between online and offline environments, creating benefits for both the consumer and the retailer. [READ MORE](#)



KEY POINTS

- » Social shopping benefits the consumer through user reviews and discussions while benefiting the retailer through free advertising
- » QR codes encourage brand/product knowledge and social sharing
- » Online auctions offer ability to choose-your-own-price
- » Augmented reality allows users to virtually "try on" a multitude of items
- » 3-D films displayed on exteriors lure consumers into brick and mortar stores

6

REBELS - BIKER CHIC

FORECAST CONFIRMATION

The Rebels theme of our S/S 12 Design Development predicted a desire for luxurious materials, experimental cutting, and heavy-duty biker styles – particularly the classic Perfecto leather jacket. 16 months later this rebellious attitude fueled the designs seen on the runway from collections such as Maison Martin Margiela, Haider Ackermann and Alexandre Plokhov. [READ MORE](#)

Maison Martin Margiela

Haider Ackermann

Alexandre Plokhov

STYLESIGHT DESIGN DEVELOPMENT 01/2011

REBELS

ON FORM: Create craggy biker jackets with various details, adding various zips and contrast colors to fitted shapes. CLEAR FUTURE: Add texture depth with distressed and cracked skins in various shades of rich and dusty grey.

STYLESIGHT DESIGN DEVELOPMENT 01/2011

REBELS

HIGHLY UNDEFINED: Create various style contradictions by creating biker silhouettes in delicate, diaphanous lace. ZIP IT: Highlight the unexpected contrast with excessive zip detailing in graphic formations.



KEY POINTS

KEY REBEL TRENDS:

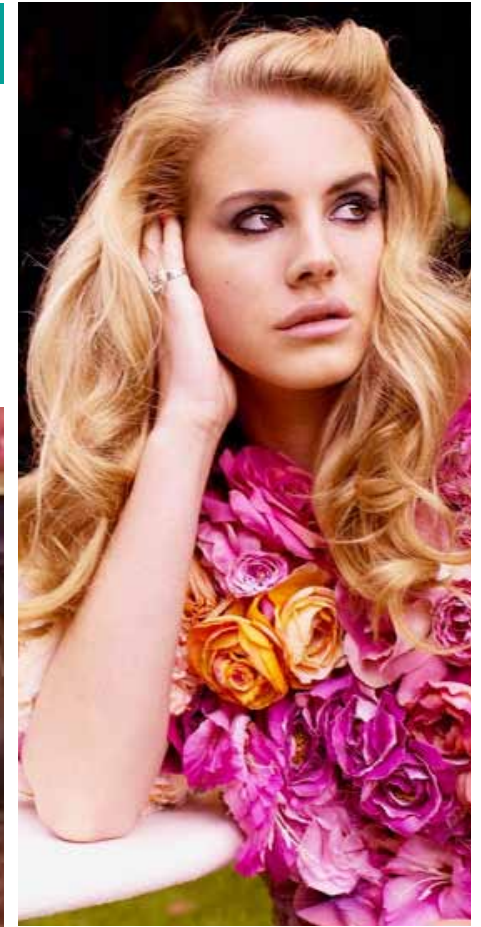
- » Metallic materials and gold leathers
- » Distressed knitwear
- » Experimental cutting techniques with a rock 'n' roll edge
- » Classic leopard prints

7

LANA DEL REY

TRENDSETTER

A self-proclaimed “gangster Nancy Sinatra”, Lana Del Rey is making waves in the indie music world for not only her soulful sound but for her glamorous beauty looks as well. With her sixties coif, black winged eyeliner, and long square tip nails, this rising starlet exudes sex appeal and old-Hollywood glamour. Watch out for more from this stylish young artist. [READ MORE](#)



KEY POINTS

KEY BEAUTY TRENDS:

- » Big loose curls
- » Black faux lashes, winged eyeliner, and smoky lids
- » Defined brows, Nude lipstick
- » 60s attitude

8

AGELESS: THE GREY MARKET

ATTITUDES - CONSUMER

With increased life expectancy and a desire to pursue a social and active lifestyle, brands are re-thinking traditional concepts and creating innovative designs and marketing strategies for a new kind of older consumer. As Baby Boomers age, their spending and accumulating wealth is growing. In the US spending by the over 50s has grown by 45% in the last ten years. These aging Baby Boomers, as well as the existing grey market, have high expectations for age appropriate and useful products that will enable them to continue their active lives. [READ MORE](#)



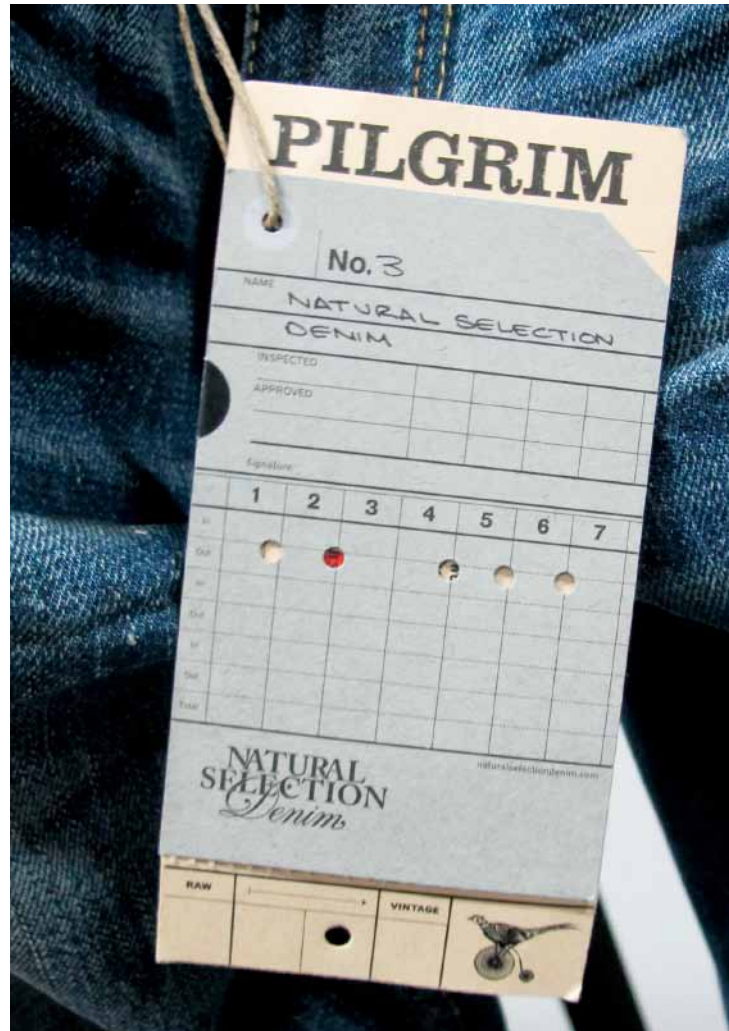
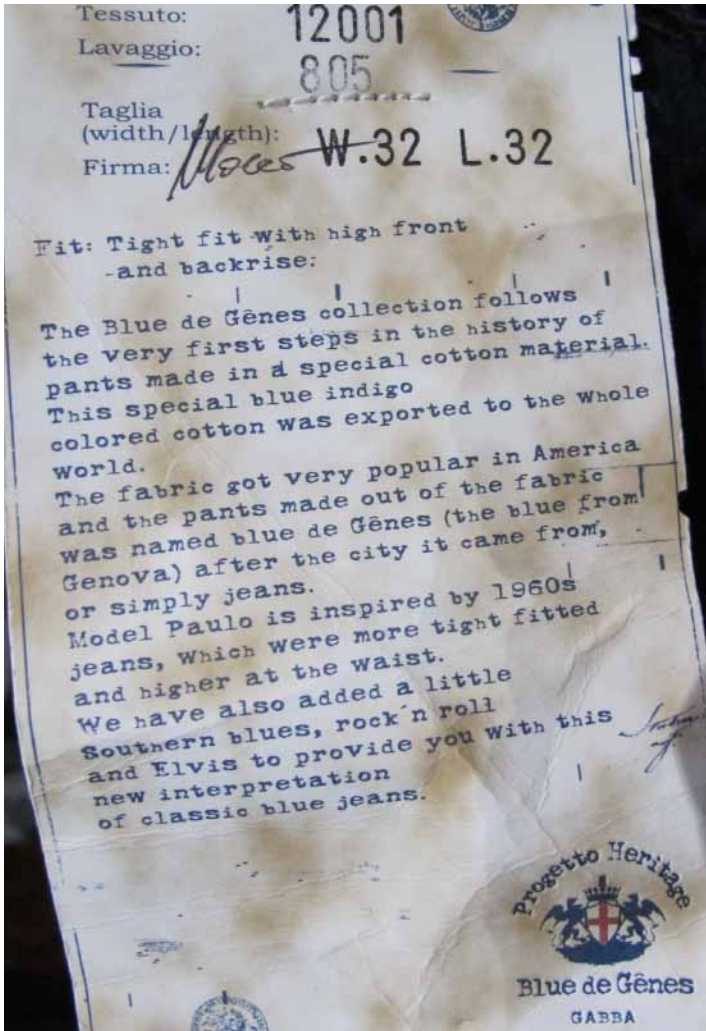
KEY POINTS

- » Create appropriate, useful products that tune into the desire for good quality and good design
- » Create innovative new ways of living for the future
- » Redefine products and marketing strategies to engage older consumers
- » Encourage peer-to-peer recommendation and online conversation

9

THE NEWEST LABELS LOOK AUTHENTICALLY OLD BRANDING DIRECTION

In this F/W 11 branding report, we uncover the latest trends in swing ticket and external labels for denim and apparel. Brands continue to replicate the look of a general store through the use of vintage supply store visuals and old postal graphics. Order book visuals, data graphics, punched visuals, and tea-stained looks are key to this heritage style. [READ MORE](#)



KEY POINTS

KEY LABEL TRENDS:

- » New shapes emerge (i.e. hearts, circles, and 3-D structures)
- » Mix of real life imagery and photographic visuals
- » Inserted seam and pocket labels, pins, and metal clasps
- » Leather and wood as key materials

10

RA RA RIOT MARKETING

E-TRENDS

The youth of today are taking to the streets to protest the social injustices brought upon the world. These times of civil unrest have prompted an outcry from the creative community in the form of advertising campaigns, magazine editorials, sculpture, street art, graphic design and much more. Be inspired by the range of visuals presented through various magazines and on the web. [READ MORE](#)



KEY POINTS

KEY CAMPAIGNS:

- » Levi's Legacy "Go Forth" 2011 campaign
- » McQ F/W 07 campaign
- » Post Stanley Cup riot kissers
- » Vice Style "Riot Girls"
- » Insight "Untitled" 2011 campaign