



STYLE  SIGHT

WEEKLY 10

MAR 3 - 7, 2014



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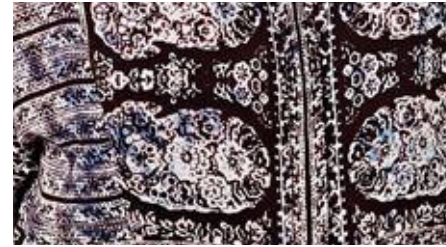
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1

STYLING & ACCESSORIES

RUNWAY ROADMAP F/W 14 RHAPSODY

Offering clear directives and an accompanying collection plan, Stylesight introduces the men's Runway Roadmap theme, **Rhapsody**. An update to the F/W 14 Megatrend **Rapture**, expressive prints and joyous colors represent this trend's optimistic spirit. [READ MORE](#)



KEY POINTS

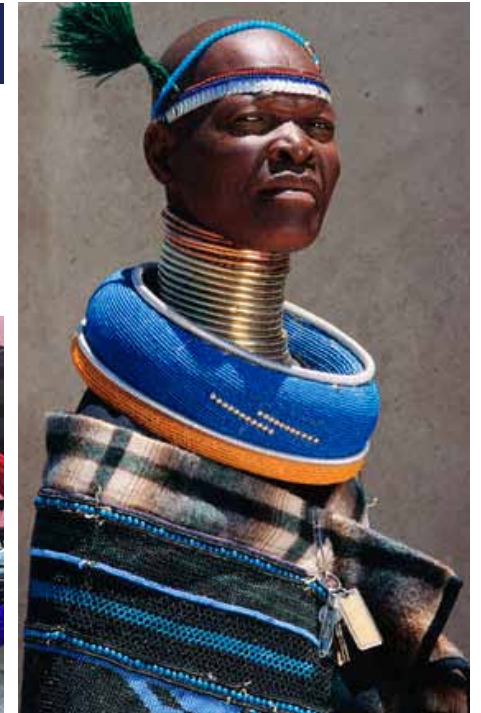
- » Colors are an exciting mix of dark and light greens, yellow, sky blue and bubble-gum pink
- » Color blocking and pop art influences create modern, exuberant accessories
- » Works on all items, from scarves, gloves and hats to totes, ties and trainers

2

YARN BOMBING

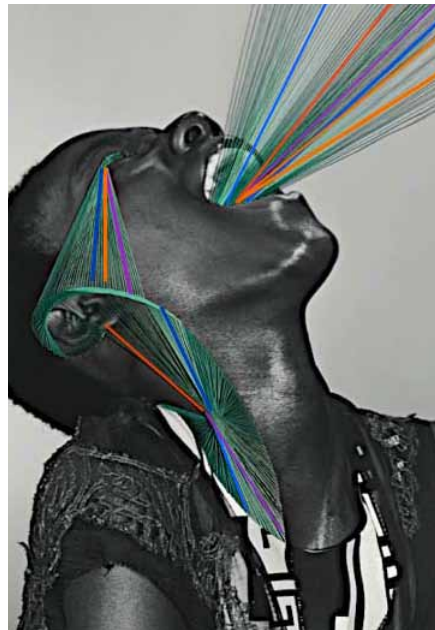
PACKAGING FORECAST F/W 15 CONFLUENCE

Stylesight predicts yarn bombing as a key concept for F/W 15 packaging. Also known as guerrilla knitting, yarn bombing taps into street and tribal trends for a crafty, confluent mix. [READ MORE](#)



KEY POINTS

- » Yarn bombing was born in 2005 with various groups graffiti knitting everything from bike racks to buses to subway streets
- » Cotton yarn and wool in bright colors are key
- » Design zooms in on the multicolored stripe and punctuated it with black stripes
- » Fonts are unusual, creative and rounded at the corners

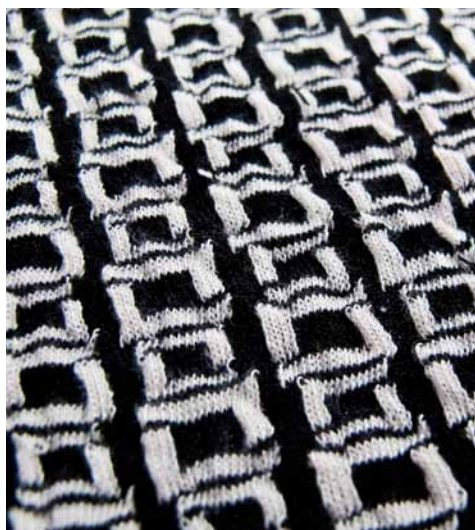
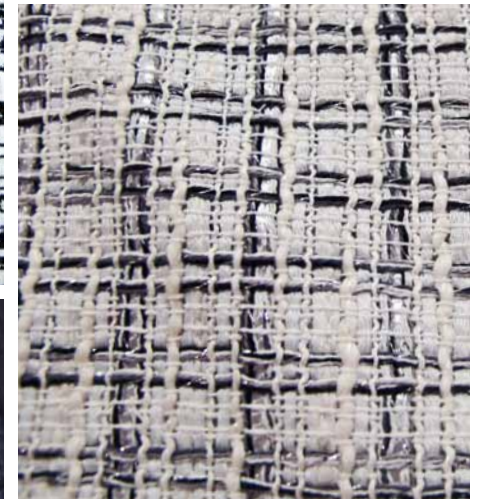


3

BROKEN LINES

MATERIALS FORECAST CONFIRMATION S/S 15 CORE

In Megatrend Core, Stylesight forecasted blurred, broken lines running through fabrics as a top trend for S/S 15. This prediction has now been confirmed at the latest seasonal trade shows. [READ MORE](#)



KEY POINTS

- » Blurred, broken lines inspire new surface decoration and weave constructions
- » Confirmed at Inspiramais, Texworld and Premiere Vision

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PURPLE PEOPLE

MILAN FASHION WEEK STREETS F/W 14

From lavender knits to bright amethyst suits, purple jewel tones provide sultry opulence to a bevy of looks on Milan Fashion Week F/W 14 streets. [READ MORE](#)



KEY POINTS

- » The palette ranges from ashy lavender to bright hyacinth
- » Sets in furry textures are a contemporary execution
- » Paired with black for a somber finish or pale pink for a feminine feel

5

NINETIES LOVE AFFAIR

INTIMATES FORECAST F/W 15 CONFLUENCE

Looking to **Confluence's** story for influence, Stylesight forecasts hip-hop-, active- and '90s-inspired intimate apparel for F/W 15. Think early Calvin Klein mixed with a bold hip-hop attitude that speaks to the young urban hipster. [READ MORE](#)



KEY POINTS

- » Stretch jacquard is a key detail, and forms the basis of this look
- » A longline bra comes with high-waisted bottoms that ride up the waist
- » Strappy designs, bold elasticized trim, heavy metal rings and black leather straps

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ZIPPER CRAZE

MODAMONT S/S 15

Stylessight highlights the emerging trends at ModAmont, the premium sourcing show dedicated to accessory supplies. For S/S 15, exposed and invisible zippers with novel tapes and teeth gain momentum as statement embellishments. [READ MORE](#)



KEY POINTS

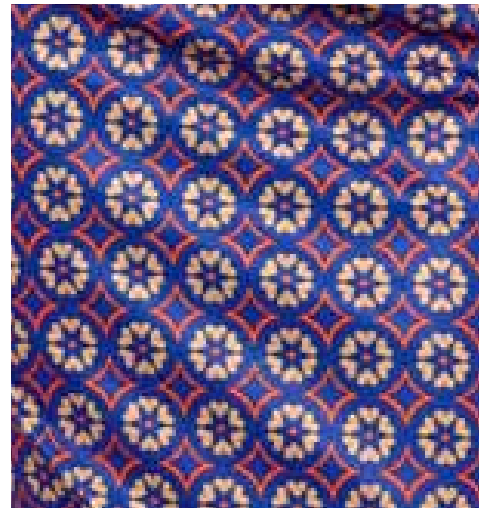
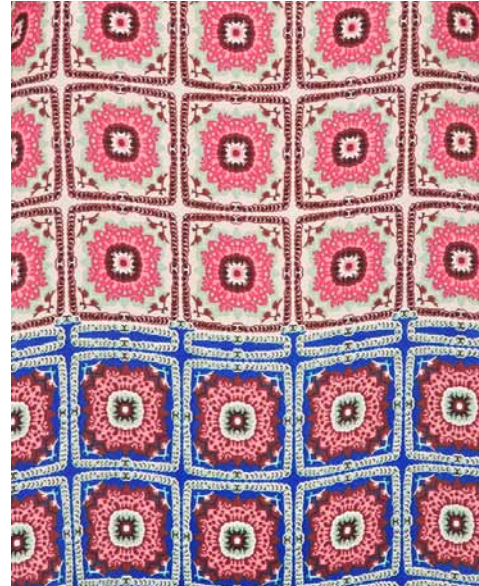
- » Popular zipper tape materials include carbon fiber-like Aquaguard range by YKK, jacquards and PU-coated surfaces
- » New upmarket YKK zippers with Alcantara tapes
- » Various finishes and alternate colored teeth
- » Digitally printed fancy zippers have playful edge

7

TOTALLY TILED

PRINTS & GRAPHICS FEBRUARY 14 WOMEN/JUNIORS

Tiling techniques dominate this month's assortments of women's prints and graphics, decorating springtime-ready dresses, tops and pants. [READ MORE](#)



KEY POINTS

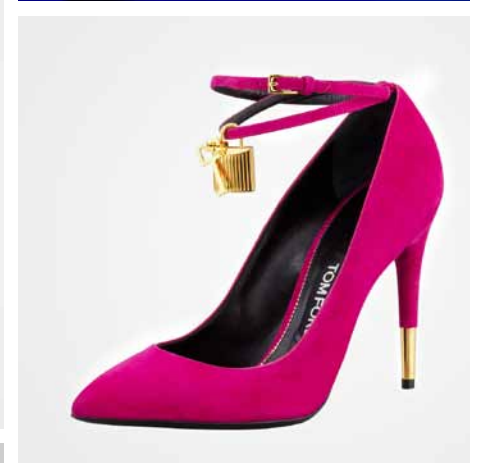
- » Small-scale traditional tiling prints adorn matching two-piece sets
- » Opulent tile decorations contrast with varying colorways
- » Intricately assembled tile prints coexist to create a detailed mesh texture

8

ANKLE STRAP

FOOTWEAR FEBRUARY 14 WOMEN/JUNIORS

Colorful ankle straps, whether wide or narrow, become the focus point at retail this month, marking the coming of warmer months. [READ MORE](#)



KEY POINTS

- » Metal ankle cuffs look modern on minimalist sandals
- » Contrast colors, shapely cutouts or hardware details add interest
- » A detached anklet stands in for an ankle strap

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THE MINDSET

50+ BEAUTY CONSUMER

Stylesight explores the 50+ beauty consumer, an important influencer who is redefining what beauty means to a woman of a certain age, and investigates this generation's mindset towards beauty. [READ MORE](#)



KEY POINTS

- » There is greater pressure to look fresh, healthy and powerful, as Boomers are retiring later
- » There are two approaches for the 50+ age group: either plastic surgery and drastic procedures, or advanced skincare products and holistic ways of keeping the skin and body looking its best

10

RE-BRAND

LAS VEGAS TRADE SHOW WRAP F/W 14 PRINTS & GRAPHICS

Stylesight highlights emerging graphic trends for F/W 14 from the Las Vegas trade shows, noting that many designers are re-branding iconic logos into humorous portrayals. [READ MORE](#)



KEY POINTS

- » Everything from fashion-house brands to fast food restaurants' logos are reworked
- » Pixelated, blurred-out iconic logos
- » Clever plays on words attack major corporations