



SUSTAINABLE FUTURE

The crucial need of co-existing between nature and urban landscapes is reflected in the color pallets and the stories from where they come: urban concrete and formal darks meet nature's mid-tones and bright shades.

Eco-fashion, lo-fi, laboratory-grown fabrics, food fashion, fusing product and garment, beetroot-dyeing, victimless leather; boneivory, up-cycling and all the other experiments concentrating on environment issues, are so important; some ideas will eventually end up as valid solutions to problems we fight with, some are indispensable because of the discussion they rise.

Solutions are imperative to solve the paradox of the fashion industry obsessed by the nonstop change and the vital demand of sustainability.

The focus has moved from pure aspect to content, with everything this brings along in terms of questions.

Finishing and added functions are areas still to be explored and bringing in new, complex and fascinating elements.

Craft techniques are reinterpreted and completed by using the newest technology.

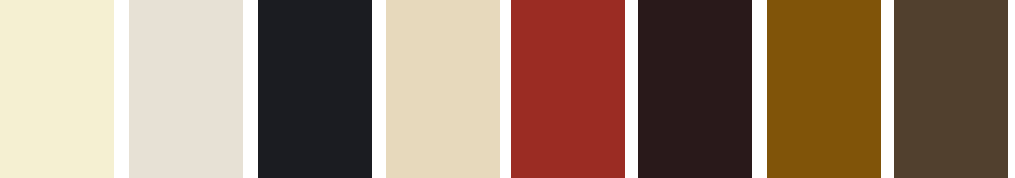
Warmth, comfort, caring, reassuring, thoughtfulness are terminologies to have in mind when developing fabrics for the autumn and winter of 2010 / II.



Highest quality bespokes sophisticate.
 Shapes are geometrical, folded, draped.
 Bodies are carved, curved, monumental
 Surfaces are minimal, smooth, easy.
 Colors are gentle contrast, tint tones.

Pearl Gesso Tuxedo Champagne Venetian red Sable Pecan Seal

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AUTUMN • WINTER 2010 • 11 **PURITAN**



Luxury and elegant esteem! Only the superb, regarding materials and finishing – for regular clothing purpose - is approved. Fabrics are coated, weightless, fluid - simply impeccable. Aspect is precise and perfect, feminine and sensual at the same time. Colors are subdued – the essence of the mood is material.



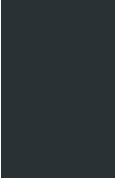


Light-changed colors Painting with light
 Lustrous Cristalina Moonlight Mirror shine
 Other-wordly Colors reflecting Scientific Mineral
 Technofoil Iridescent Interactive Opalescence Sky-light



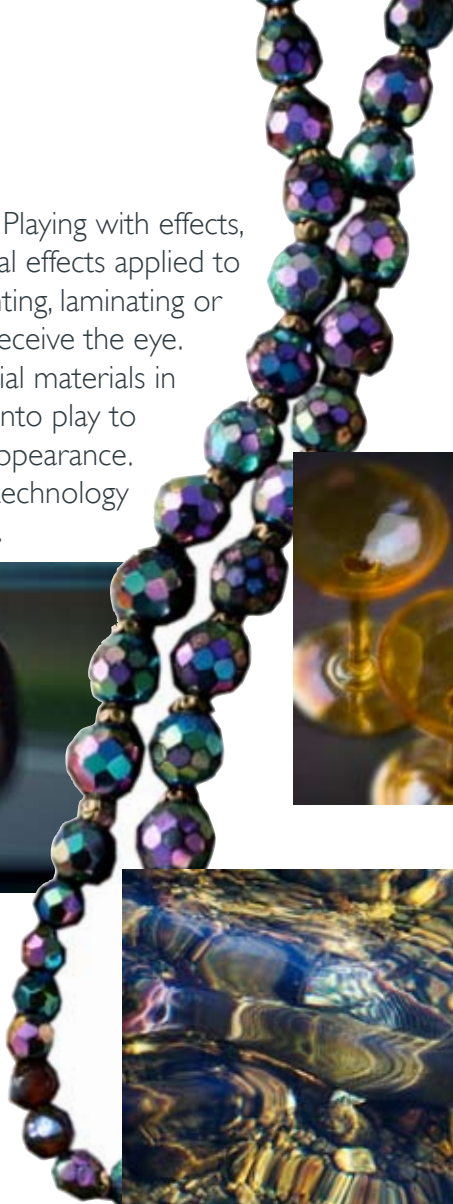
Golden bronze Lavender Purple taupe Sky Prussian blu Lotus Tea rose Canarino

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Tinted by technology! Playing with effects, light and shine – special effects applied to fabrics in finishing, printing, laminating or whatever it takes to deceive the eye. Technology and artificial materials in all aspects, is brought into play to achieve the trickster-appearance. Exploiting interactive technology in clothing framework.





Urban
alongside
Rural

Organic
alongside
Artificial

Warm tones
alongside
Cold tones

Industrial
alongside
Craft

Caring
alongside
Happiness



Palladian blu Burnished brick Midnight Flax Tenne Dark oak Antique pewter Sandstone

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PANTONE TPX
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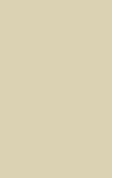
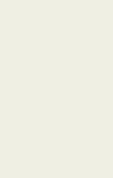
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Nature's resources! Exploring the relationship between the urban and the natural landscape. Merging the industrial and the handcrafted techniques. Nature is dealt with under a man-made aspect, caring for the best components. Materials are natural or derivatives from natural sources refined by using the best of industrial techniques in order to save the human dimension. Patterns – or the supreme of nature's structures - are handcrafted repetitions, embracing the small imperfections, adding life to expressions.



Illuminating Super-brights
Unique Chameleon
Eye catching Capricious
Expressive Explosive
Revealing Kaleidoscope
Vivid Color abundance



Emerald	Deep pink	Klien blu	Royal purple	Saffron	Cerulean	Eggplant	Scarlet
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16-5533	17-2033	18-3949	18-3533	15-1054	18-4525	18-1405	17-1656

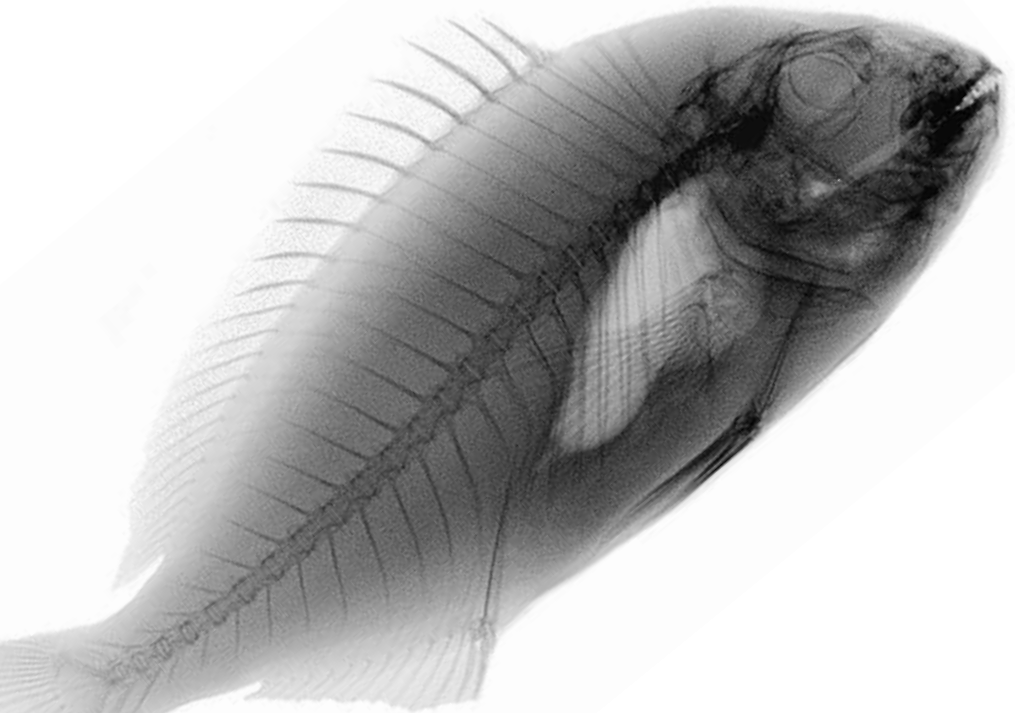




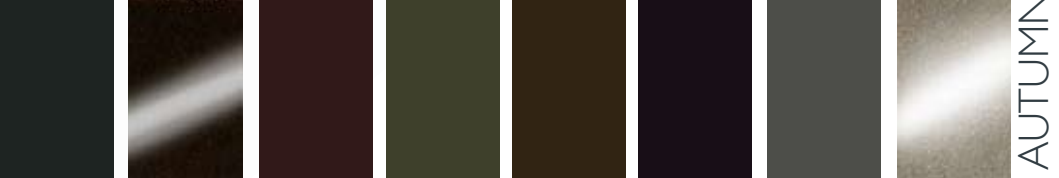
Fashion impact! It's all about color; dye, tint, hue..... Decorations are complex: caliper drawings neatly colored or animated colored paintings. The curios clash of tapestry and techno. The interference of a precise pattern and a texture. The oddity of a meticulous image spray painted. It's glamorously artistic.



Emotional Rich lacquer shine Dense darks Film noir Connotation
Overtones Hollow shades Appear / Disappear Collapse / Expand



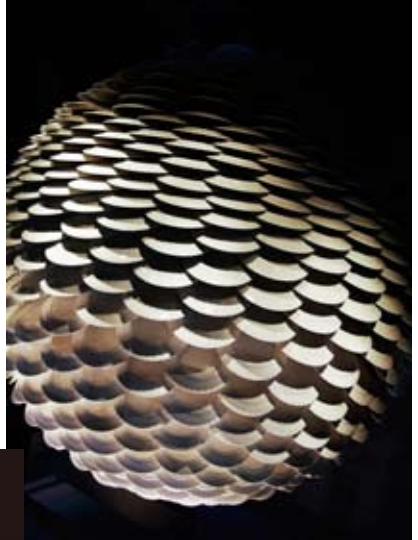
Arsenic	Pietra	Deep plum	Knysna	Green	Mocca	Anthra	Gray mist	Pirite
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19-5212	19-1016	19-1627	19-0312	19-1116	19-3617	18-4005	14-5002	



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Towards the future!
The hyper newest technology is implemented in the story created by these dark shades – and moods. Breaking down into single elements, looking through in order to discover what and preferably how.



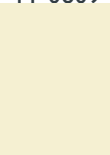
Materials are inspired from high technology building and military industry. Pattern language is graphic.



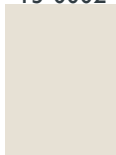


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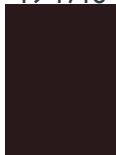
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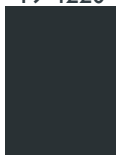
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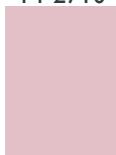
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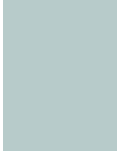
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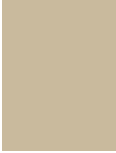
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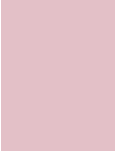
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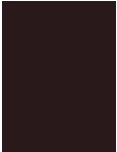
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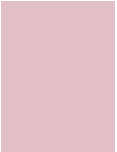
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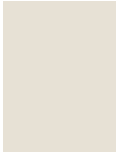
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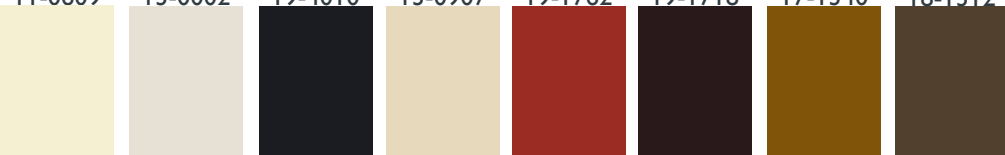
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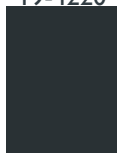
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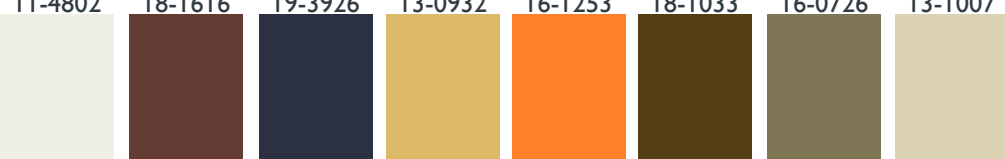


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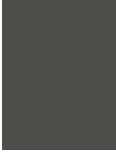
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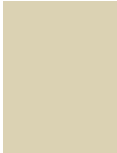
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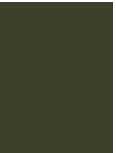
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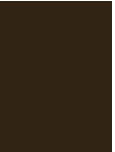
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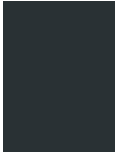
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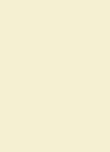
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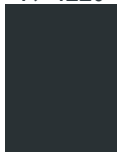
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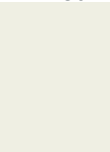
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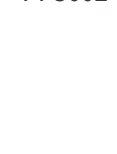
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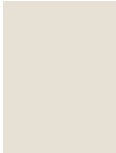
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