

LENZING COLORS

FASHION TRENDS AUTUMN WINTER 2014/15

AUTUMN - WINTER 2014 - 15

THE TIME IS NOW

Get moving. Turn your back on mediocrity. Push the boundaries even at the risk of failure.

This season is all about change. After a period of unease and longing for better days, we realize that we are no longer at a standstill.

We embrace generosity. Empathy is a driving force. And the interplay between knowledge and intuition will lay the path for new inventions. We wish to create iconic, timeless and narrative design that is a testament to a time when we finally acknowledged that the only endless resource is our creativity.

We are curious. We want to collaborate. We see the future in a brighter light

Stretch your imagination – the time is now!

FUSION



**hue and
saturation**

PANTONE TPX
12-0633

PANTONE TPX
15-0643

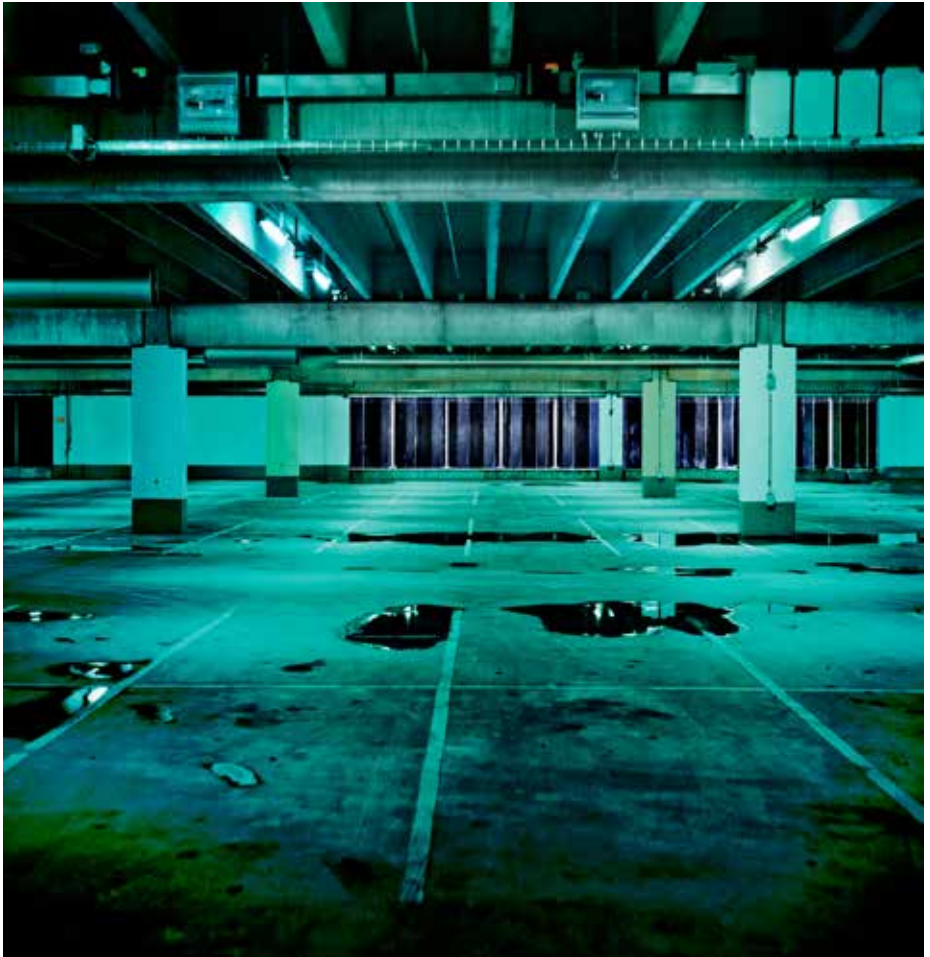
PANTONE TPX
16-5515

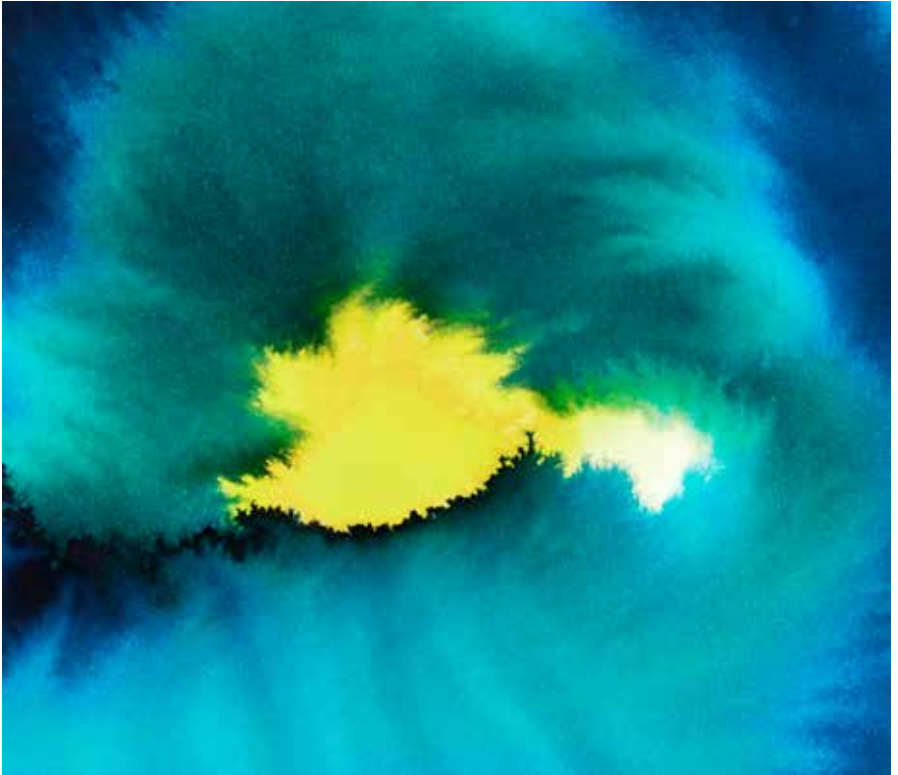
PANTONE TPX
18-5619

PANTONE TPX
17-4015

PANTONE TPX
19-3964

Control. Masculinity.
Uneven vs. solid colors.
Perforation. Clean lines. Spatiality.





Colors are distorted and mediated by cutting, breaking and interfering with the surface of the textiles, creating grids, panels and other geometrical shapes. 3D, air-stuffed and mesh techniques are put into play to emulate architectural structures. Excessively even and smooth surfaces mask the tactility of the textile. The fabrics are generally light-weight, crisp and cool to the hand, and high-performance materials are imperative.

FAIRYTALE



colors
of a dream

PANTONE TPX
16-4519

PANTONE TPX
14-0740

PANTONE TPX
16-1164

metallic
PANTONE TPX
18-1537

PANTONE TPX
16-0920

metallic surface added
PANTONE TPX
19-6311

PANTONE TPX
14-1508



Mystery. Playfulness. Ambiguity.
Hide and seek. Decadence.
Allure. Eccentricity.



The frosty and crystal-bright winter light is translated into shimmering metallic- or leather-coatings in surprising combinations. The overall palette is warm with an intriguing depth. Fur is a new obvious component in the design of the textiles. Lightweight fabrics are essential to the look, as is subdued decoration, mostly obtained by special weaves and yarns with unique properties. Bonded fabrics add extra volume and density, shaping new, bold silhouettes.



RAINBOW

bright on white

PANTONE TPX
11-4202

PANTONE TPX
12-0404

PANTONE TPX
18-1763

PANTONE TPX
19-3953

PANTONE TPX
18-6030

PANTONE TPX
14-0852

Vitality
Glow
Simplicity
Play
Reinvigoration
Excess
Optimism controlled by white





Fabric surfaces are re-worked to obtain a textured and detailed look. Prints, mainly stripes, are interpreted in new ways, while intricate techniques are used to add dimension, and emphasize the tactile qualities of woven fabrics, knits and jersey. Colors rise from the surface of fur and other soft and tangible materials as lines of bright needle punching. Crisp, fresh fabrics are used against super-heavy materials in order to create a sensation of heavenly luxury.

MIND'S EYE

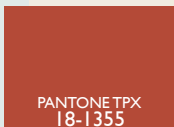


memories in motion



PANTONE TPX
19-3923

PANTONE TPX 11-4604



PANTONE TPX
18-1355

PANTONE TPX 11-0606



PANTONE TPX
18-0420



PANTONE TPX
19-1420

PANTONE TPX 12-1108

Blurred perception. Dreamlike landscapes.



Instincts.
Eroticism.
Intensity.
Recollection.

Hairy surfaces and rough textures meet sleek and smooth fabrics, and similar to the colors some are warm and heavy, while others graceful and airy. The seductive play with multiple layers gives a sense of double vision blurring the lines between beginning and ending. 'High-tech craft' creates a sophisticated uniqueness for the consumer which combines the best of intelligent fabrics and high-end technology, with design and craft manufacturing.



SHADOW AND LIGHT



spectral blends

PANTONE TPX
19-0000

PANTONE TPX
11-4202

PANTONE TPX
18-1110

PANTONE TPX
18-5102

PANTONE TPX
11-0605

PANTONE TPX
18-3907

PANTONE TPX
11-0107

PANTONE TPX
19-3906



Strength. Movement. Shadowplay. Reflection.
Mellowness. Duality. Energy. Projection.

The colors are brought to life in materials which instantly capture light and reflection. Different varieties of coating alter the look and properties of the fabrics, adding depth, nuance and substance to pure white, pure black and the dynamic play of shadows in the space between the two. Folding fabrics create a sensation of protection and care, and plain woven fabrics represent the honest simplicity of the palette. Embossed jacquard patterns and bonding fabrics, different in weight, expression and handle, allow us to further play with contrast, shadow and light.





RESORT

Exotism. Abundance. Optimism.
Transparency. Artistic flair. Romanticism.

Spring's florals reflects a fun and
carefree lust for exotic adventures.
Reach out for a bouquet of vibrant
colors with intense undertones.
Go less prissy and more powerful.



wrapped in colors

OPTIC
WHITE

PANTONE TPX
19-0618

PANTONE TPX
14-1324

PANTONE TPX
18-4039

PANTONE TPX
14-0756

PANTONE TPX
16-4725





PANTONE TPX
16-1641

PANTONE TPX
19-3929

Fluid fabrics embrace the body, clinging to every curve, while solid fabrics conceal and shelter the silhouette. Traditional high-quality materials with an honest and authentic air, such as basic gabardine, poplin and plain weaves, are contrasting more effortless and playful materials. Sheer fabrics are adorned with subtle prints; a touch of vanishing motif. Jersey garments are embellished with intricate eyelet all-over patterns. Coarse and fine knitwear in plain and purl knit are essential to the look.



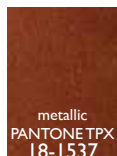
COLORS / WOMEN

				 <p>PANTONE TPX 11-0107</p>	 <p>PANTONE TPX 11-0605</p>	 <p>PANTONE TPX 11-0606</p>
 <p>PANTONE TPX 11-4202</p>	 <p>PANTONE TPX 11-4604</p>	 <p>PANTONE TPX 12-0404</p>	 <p>PANTONE TPX 12-0633</p>	 <p>PANTONE TPX 12-1108</p>	 <p>PANTONE TPX 14-0740</p>	
 <p>PANTONE TPX 14-0852</p>	 <p>PANTONE TPX 14-1508</p>	 <p>PANTONE TPX 15-0643</p>	 <p>PANTONE TPX 16-0920</p>	 <p>PANTONE TPX 16-1164</p>	 <p>PANTONE TPX 16-4519</p>	
 <p>PANTONE TPX 16-5515</p>	 <p>PANTONE TPX 17-4015</p>	 <p>PANTONE TPX 18-0420</p>	 <p>PANTONE TPX 18-1110</p>	 <p>PANTONE TPX 18-1355</p>	 <p>metallic PANTONE TPX 18-1537</p>	
 <p>PANTONE TPX 18-1763</p>	 <p>PANTONE TPX 18-3907</p>	 <p>PANTONE TPX 18-5102</p>	 <p>PANTONE TPX 18-5619</p>	 <p>PANTONE TPX 18-6030</p>	 <p>PANTONE TPX 19-0000</p>	
 <p>PANTONE TPX 19-1420</p>	 <p>PANTONE TPX 19-3906</p>	 <p>PANTONE TPX 19-3923</p>	 <p>PANTONE TPX 19-3953</p>	 <p>PANTONE TPX 19-3964</p>	 <p>NB! metallic surface added PANTONE TPX 19-6311</p>	

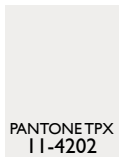
COLORS / MEN



COLORS / INTIMO WOMEN



COLORS / INTIMO MEN



COLORS / GIRLS



COLORS / BOYS

