

LENZING COLORS

FASHION COLOR TRENDS
SPRING SUMMER 2015

SPRING - SUMMER 2015

GENERATION GENEROSITY

Design is what makes ideas tangible. But beyond the mere aesthetics, design can bring about involvement, inspiration, mobilization, disruption, dialogue, unexpected collaborations and even social change.

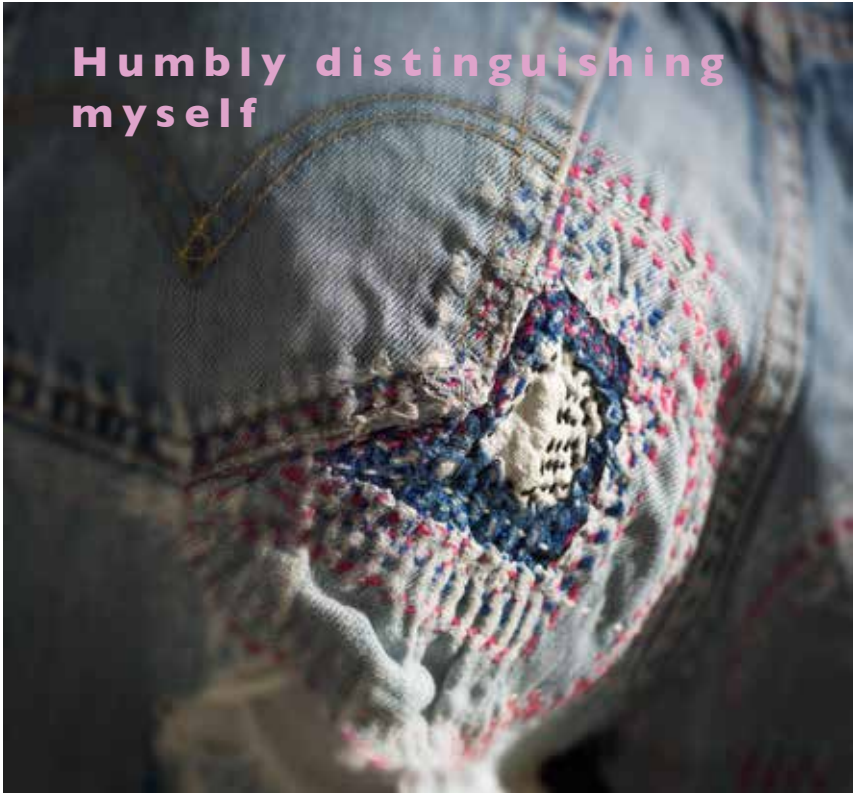
This season is all about the interplay between user and producer. The relation between brand and consumer has been undergoing a rapid change, and the transformation of idea into function is no longer up to the established producers alone. Roles have shifted and we all wish to contribute. To the lives of others. To society. To our common heritage.

However, the need for a professional approach, for experience and knowledge is not brushed away by concepts of open design, customization and disassembly. The fear of copy-cats, the distrust or conventional thinking is replaced by transparency, open-mindedness and a willingness to embrace the myriads of ideas coming from every angle in a generous society.

The answer is dialogue and a joint orientation towards problem understanding and consensual action. Because after all: Design matters!

In this color card you will, for the first time, find Color Solutions International numbers for all the seasons colors; they are on the last page.

Humbly distinguishing
myself



PANTONE® 18-3945 TPX

PANTONE® 19-3217 TPX

PANTONE® 14-3209 TPX

PANTONE® 19-4025 TPX

PANTONE® 11-0605 TPX

PANTONE® 17-4440 TPX

PANTONE® 19-1436 TPX



Devoted
narration

Making
something
unique
for myself

Playfully
attentive

Spontaneous
expression



Mending in focus. Show creativity and give personality to the clothing; darning as an embellishment.

Re-awakening age-old techniques add value to memory; paying a tribute to quality as you only repair items of worth.

Ever rising importance of micro fashion companies producing one-off garments.

A fascinating hybrid of personal and general.

Fragile



To take - and to be taken - care of

PANTONE® 16-5418.TPX

PANTONE® 15-3908.TPX

PANTONE® 11-4201.TPX

PANTONE® 12-1304.TPX

PANTONE® 13-0000.TPX

OPTIC WHITE



Vulnerable
Awareness

Sensitive
Confidence

Tactility
Open to feelings

Solitary

Reclusive



Airfilled, see-through materials, providing maximal protection of the body. Ephemeral fabrics, new ways of creating net and tulle with laser, and/or mutations of weaved cloth.

3D patterns or shapes growing out from garments in dramatic volume, stylized white flowers.

Soft fabrics, set off by more rigid ones, caress the body.

An airy, tactile and dreamy universe of feminine lightness.



Riot

shaking the habitual

PANTONE® 18-2120 TPX

PANTONE® 17-5024 TPX

PANTONE® 15-1153 TPX

PANTONE® 18-4231 TPX

PANTONE® 13-4200 TPX

PANTONE® 11-0622 TPX

PANTONE® 13-3802 TPX

PANTONE® 19-3907 TPX

Revolt against the present / Equalize gender and race
Distort the grid / Break the frame



Agitate the curiosity / Energize the movement
Young! Young! Young!



Vibrating print in clashing colors, graphic and figurative patterns. Preferably on textured fabric, interrupting the surface and allowing two pattern-worlds to interact, creating a third. Obviously contrasts too: areas of difference, in choice of material, techniques, color and cut. Knit-design in counteracting yarns, bristling and bursting the mold.

Kaleidoscope

In transit

PANTONE® 15-4030.TPX

PANTONE® 15-1506.TPX

PANTONE® 17-1463.TPX

PANTONE® 14-1012.TPX

PANTONE® 18-3710.TPX

PANTONE® 18-4034.TPX

PANTONE® 14-4505.TPX

PANTONE® 19-0000.TPX

Reflecting fragments
Vibrantly busy
Moving mirror



Mandri
Anchored in history
Time in space



Material and appearance at the core.
Architectural interplay of edgy shapes
and refracted surfaces; metallic and shiny,
complex and crackled.
Constantly moving, busy and quivering.
Exploit the field of tension between
cutting-edge techniques and materials,
and reflections over historical ornaments
and elements.

Anonymous



voluntary withdrawal

PANTONE® 16-1260TPX

PANTONE® 13-6208TPX

PANTONE® 16-4610TPX
PANTONE® 17-3907TPX

PANTONE® 14-0846TPX

PANTONE® 17-1330TPX

PANTONE® 12-0520TPX

PANTONE® 17-6323TPX



Harmony Calm Time
Own time Social time
Innominate in the crowds
No need for reassurance
No 15 minutes of fame



Textile techniques reflecting the network you voluntarily take one step back from.

Age-proven weaving and knitting; a haven of core values. Qualities entice feelings of warmth and handmade, even though industrially produced. Checks and stripes, mélange, neps and similar types of subdued effect. The colors of the palette lie on the same level; nothing to strike the eye.

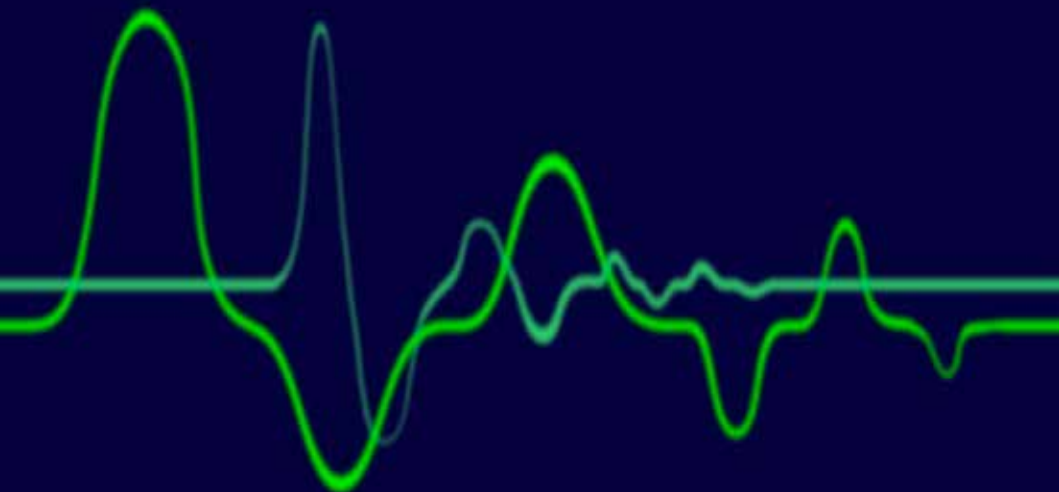
All effects serving the same objective: time spent for and by oneself, as a natural part of life.



oxygen

Internal body work
Micro macro
Heart beat
Carpe diem

PulsePulsePulsePulsePulsePulsePuls



Toy story colors

PANTONE® 18-1564 TPX

PANTONE® 12-0740 TPX

PANTONE® 19-3842 TPX

PANTONE® 16-6339 TPX

PANTONE® 16-6340 TPX

PANTONE® 14-4317 TPX

PANTONE® 19-5350 TPX



Fantasy, fascination, discovery, adventure –
all fundamental in development of new materials.
Identify a demand, and there is a solution –
detect a phenomenon and implement the result –
add value to capacity, environment, production.
Color blocking without pattern; pure function to
stand out devoid of distracting elements and effects.

COLORS / WOMEN



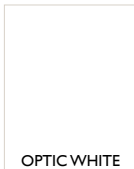
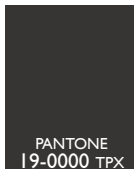
COLORS / MEN



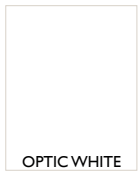
COLORS / INTIMO WOMEN



COLORS / INTIMO MEN



COLORS / GIRLS



COLORS / BOYS

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