



12

autumn winter

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Première Vision
The World's Premier Fabric Show™
from Tuesday 14 to Thursday 16 September 2010

Press Kit June 2010



I2

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FASHION INFO

I - THE SPIRIT OF THE SEASON

The autumn winter I2 season is actively of its time, determined to reject a wait-and-see attitude, willingly optimistic. It calls for a redefinition of the boundaries of elegance through fashions broadly influenced by casualwear. It reinforces the bridges spanning the wool and cotton universes, and strengthens the bonds joining the chic and casual worlds. Alliances of sophistication and ease, activewear and sportswear, are more firmly established.

Fabrics are **rigorously offbeat** and anything but austere, testifying to their in-depth elaboration. They reveal richness without ostentation, right up through the treatments applied to finished garments. Yarns are once again visible; structures can be easily read and are perceptible to the touch.

Classical and familiar references are in thrall to modernity. The boundaries between fancies and plains, sustainability and technology, **authenticity and eccentricity**, are playfully and wittily blurred. Decoration affirms its presence without being aggressive, and contrasts are softened to allow novelty to play a full part in the season.

Softness is built into the heart of fabrics, and suppleness grows protective. A warm vaporousness and ethereality trace out **poetic conquests**. Colour finishings and decoration are elaborated in subtle strata. Patterns navigate strange universes, and new harmonies arise unexpectedly from imperfection. Enthusiastically broadening fashion outlooks, the season is an exhortation to venture far afield in quest of inventive choices, of keen expertise and mad exploration.

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2- THE RANGE

savouring dense and delicious colours with a fullness, a roundness to them, to blunt contrasts, trigger colour mixes, and give fantasy a real chance.

+ more than nourishing: warm, carefully dosed colourings for deliciously full and fortifying concentrates. Edible, appealing, approachable, desirable colours. Lush, candied orange, pink and reddish tones. Tender, gossamer sugary tones.

+ more than natural: a full-bodied coldness, strange yet welcoming, for a palette hinting at ambiguous landscapes, both industrial and natural. Tones evoking frozen, luminous or leaden horizons. Cool, intense browns. Organic greens filtered by a synthetic light. A chromatic vocabulary bridging reality and fantasy, drawn from photography.

+ more than essential: elementary yet never ordinary colours. Soberly coloured darks, a softly luminous blonde, perfectly elegant and familiar neutrals. Fundamental yet original colours, rigorous and contemporary, that convey assurance, that serve as springboards to bold acts of daring.

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3- FABRIC HIGHLIGHTS

+++VISIBLE: accentuating a bold look and feel, providing clear reference points through recognisable structures, thicker yarns and classic weaves with a welcoming solidity. More easily-read structures for jackets, coats and technical fabrics. Complex blurries and plains, braided throws and knits of cabled-yarns make fabrics more visible, without exaggeration.

+++MOVING: intense yet subtle textiles prevail over smoothness and flatness for a tactile and emotional approach to fabrics. Softness or stretch is incorporated into density for reassuring comfort.
DENSE FLUIDITY: to give body to silhouettes through lively fabrics. Silks and suitings feature flexible and draping behaviours, comfortable stretch or sheathing ultra-stretch.
SINGULAR GEOMETRIES: compositions featuring deceptively regular repeats and stealthily unbalanced alignments. Off-kilter shirtings and suitings with dots, stripes, Prince of Wales and other checks. Graphic patterns enlivened by fleeting shaded effects.

+/- FAMILIAR

+ **CARDED YARNS:** rediscovering the new distinction in authenticity, a groomed look to naturally imperfect aspects. A revival of vigoureux and fancy yarns, unfamiliar tweeds in colours worked in combination like modelling clay. An accent on the unique quality of regenerated carded wools, and developments of limited-series jacketings and coatings made from recycled textiles.

+ **PILE AND VELVET:** to play up the sturdy softness and symbolic value of fake furs and velvets. A generous silhouette cultivated through shorn coats, short-hair coats. An emphasis on the suppleness and softness of imitation skins, sueded effects, matt leathers, and shearlings and other reversible furs.

PICTURESQUE DECORS: composing with folk-inspired patterns evoking cultures from cold climes, the north, the steppes, the mountains. Borrowed, but not replicated, bits and snatches from carpet and wall hangings vocabularies.

++++MYSTERIOUS: Fabrics of a growingly sophisticated imprecision.

MULTILAYERED: layers of fabrics or clothing, going from finest to most consistent. Plays on assemblies exploit addition/ subtraction to elaborate silhouettes with double faces, burnt-out surfaces and cut-yarn jacquards. Covering patterns with successive filters, so they appear intermittently.

MISTY WOOLS: vaporous fabrics to layer, to create weightless envelopes. A soft and feminine lightness with evanescent and reassuring mohairs and breathy wools: woolly embroideries and voiles, warmed-up silks and lace, airy and fluffy knits and gauzes.

EARTHLY HAZE: fabrics with imprecise aspects and cleaner signs of wear, visuals that look more tempered by time rather than truly altered. Delicately brownish fadings and patinas filter decoration. Damaged, rather than truly frayed or torn-out, looks.

RETICENT SHINE: shine dissolved through faceted reflections; showiness muted in fabrics with a fragmented gleam. Playing on the uncertainty of iridescence scattered through silks, lace and fine knits. Matt sequins infiltrate embroideries, jacquards and semi-plains. The thrilling darkly shot vibrations of suitings and denims.

STRANGE PATTERNS: where the real and the unreal blur together, giving birth to supernatural vegetation, bouquets of fanciful botany, hybrids of feathers and foliage. Mysterious, dark or barely perceptible flowers that seem to emerge from liquefied pixels; virtual, yet almost natural, landscapes, sketched out in digital versions.

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4- FASHION DIRECTIONS

OFFBEAT RIGOUR

Where classics serve as reference points, often freely avoided and deliberately ignored, especially in any obvious interpretations.

Thwarting rigour through a denser fluidity to provide more body, thanks to thicker, flexible knits and silks.

Approaching a certain austerity with a touch of provocation, washing and washing-out ultra-chic looks.

Fanning powerfully tactile sensations and mutations in tailoring with garment-dyed and garment-washed pure wools and blends.

Building off-balance into structure, fabrics with amplified, supple and tangible weaves, with welcoming handles.

Decoration featuring singular, divergent and surprising geometries. A burst of bright colour in an overall low-key context, with softened and appetising contrasts.

Wrapped or asymmetric volumes and meticulously draped details interrupt long, lean lines.

AUTHENTIC & ECCENTRIC

A playful juggle of heritage and originality, seeking distinction through fantasy.

Gleefully embracing the incompatibility of extravagant decoration and reassuring sportswear. Creating incongruous and explosive mixes with fabrics with thicker yarns, unusual tweeds and picturesque decors. All-terrain authenticity and truly exceptional pieces.

Seeking shelter in carded fancies, in lively velvets, in reassuring denims and artificial fur coats. Toying with the unforeseeable, with wittily composed irregular aspects, ratines and shrunken embroideries with harmonious imperfections. Cultivating high-performance naturals, and waking-up eco-friendly looks to create outdoor wear with appealing, visible performance features. Moderate checks and updated folk motifs transform lumberjacks into dandies. Elegantly dense cottons/wools, worsted wool/linens, and pigmented silks to spice up silhouettes.

POETIC CONQUESTS

Heading off to explore the frontiers of reality, where nature borders on the strange, where technology slips away into poetry.

Softening the sharpness of silhouettes: covering up in vaporous woollens, wrapping up in mists of wools. Weightless, voluminous swaths of warm silks, lace and even coat fabrics.

Fine multi-layers create fabric and knit envelopes. A quest for cocoon-style swaths and fabrics worked in strata.

Modestly covering and teasingly uncovering through cut-yarn jacquards and denim abrasions that unmask multi-colours.

Fancy double faces with voluptuous handles.

Cosying up in reticent shine, with subdued bursts located deep in the fabrics, or gently dissolved in multi-facets.

Compositions with an earthly haze with complex fabrics and semi-plains where ingenious yarns and colours are troubled by scraped, brushed and felted finishings. Hesitations between the recognisable and the unrecognisable, a step into an imaginary world of invented nature, illuminated by a softly synthetic light, for patterns with digitalised landscapes and fanciful florals.

Layering soft and technical fabrics, a romanticism veering off towards a futuristic unknown - with laser finishings and decoration, seamless and fused treatments and bondings.

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5- FASHION AREAS

Within the show, the weavers' most original creations are showcased for international visitors in 7 fashion areas. Their goal is to display the new fabrics, clearly identify them to help buyers spot and find their choices, and express the spirit of the autumn winter II 12 season with all its nuances.

These 7 centres of essential information and inspiration, created by renowned scenographers*, are accompanied by written and audiovisual information available to all visitors. The information is developed in three main axes, addressing different fashion concerns: a general and conceptual approach to the season, then broken down by style universe and use, and finally by style focus with concrete themes.

GENERAL FORUM

A dive into the heart of the autumn winter II 12 season. An unusual and striking ambiance to set off the season's most representative fabrics across style universes, including the fabrics nominated for the 2010 PV Awards. Also the place to discover the must-see fashion directions, the colour range and the special fashion convictions expressed in the key harmonies.

LATEST NEWS FORUM

Hot off the mills, the latest fabric creations of the weavers, brought by exhibitors to the show the night before it opens. For fabrics as close as you can get to the moment of their creation.

THE AUTUMN WINTER II 12 FILM

Words, sounds, a play of moving images capture all the spirit of the new season. Poetic, witty, informative - another way of looking at autumn winter II 12.

THE STYLE UNIVERSE FORUMS AND THEIR «STYLE FOCUSES»

Seduction Forum

The most outstanding fabric creations from the fluid and fancy universe, with silks, prints, lace, embroideries, ribbons, knits, fancy woollens and fake furs.

Relax-Distinction Forum

Targeting evolutions in tailored approaches and the need for an everyday comfort and casualness, the products from the Relax and Distinction universes have been brought together to create a new dialogue in one and the same forum.

Pulsation Forum

An area dedicated to creations from the sports, technical and performance universe: knit and woven technological innovations targeting extreme sports, lingerie and clothes for everyday.

ACTUALISATION FORUM

This forum displays essential fabrics and fashion directions so buyers can realize their final silhouettes for spring summer 2011. A cutting-edge selection made on the basis of surveys of major international buyers.

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(*) Who are the forums' scenographers and stylists?

+ General Forum

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+ Pulsation Forum

Display: MONA KIM

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Born in South Korea, Mona Kim was educated in the U.S.

An international artist, she has worked on a broad number of projects throughout the world, including environmental design for exhibitions and boutiques, interactive spaces, advertising campaigns for fashion and beauty, audiovisual installations and more. Among her most recent projects was acting as creative director for the «Voices» exhibition for the Forum Universel de les Cultures in Barcelona, and, with her partners in the Program Collective, «Water for Life», one of the main exhibitions of Expo Zaragoza 2008. Mona Kim currently lives in Paris.

This is her first collaboration with Première Vision.

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+ Actualisation Forum

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