

# fashion trends

## SUMMARY



PREMIÈREVISION  
*The art & heart of fashion*

THE SHOW'S FASHION INFORMATION TOOK FULL SHAPE AT THE PREMIÈRE VISION PARIS SHOW THIS PAST 5-7 JULY. FIVE FASHION SPACES, BOTH CROSS-SECTORAL AND SPECIFIC, A COLOR RANGE AND HARMONIES BY MARKET, A SELECTION OF PRODUCTS FROM EACH ACTIVITY SECTOR, CONFERENCES AND FASHION PRESENTATIONS, IMMERSIVE AND INTERACTIVE DISPLAYS AND SPACES, A WEALTH OF ILLUSTRATED AND MULTIMEDIA DOCUMENTS ALL CAME TOGETHER TO GIVE MARKETS AN OPTIMAL VISION OF THE AUTUMN-WINTER 23-24 SEASON.

## SEASON

AUTUMN-WINTER 23-24 GRAVITATES TOWARDS STRONG CHOICES THAT FAVOUR RADICAL, PERSONAL FASHION APPROACHES - AN INVITATION TO NAVIGATE BETWEEN DISCRETION AND EXTRAVAGANCE.

THE SEASON TAKES A **FRUGAL CREATIVE APPROACH**, RICH IN IDEAS YET ECONOMICAL IN MEANS, WHICH PUTS GOOD SENSE BACK IN THE FOREFRONT OF PRODUCT DESIGN AND DRIVES TECHNOLOGICAL AND AESTHETIC INNOVATIONS.

THE HIGH QUALITY OF THE SEASON'S MATERIALS LAYS THE GROUNDWORK FOR BOTH A **SOBERLY OPULENT** LUXURY - DESIRABLY DISCREET, POWERFULLY AUTHENTIC - AND AN OVERFLOWING EXPRESSIVITY, WHERE EACH MATERIAL'S DIFFERENCES AND SINGULARITIES ARE UNDERLINED, WITH HIGHLY VISIBLE, DELIBERATELY ELOQUENT VOLUMES.

EXPRESSIVE TACTILITY, FRESH VISUALS AND GROUND-BREAKING COLORATIONS ARE GENERATED BY AN **EXPERIMENTAL DESIGN** PROCESS INSPIRED BY MUTATING MATERIALS, CALLING TO MIND AN ORGANIC LABORATORY.

VESTIGES AND REMAINS ARE **RE-INTERPRETED IN A CONTEMPORARY MANNER**, TRIGGERING IRREVERENT APPROPRIATIONS AND AESTHETIC YET FREELY ANACHRONISTIC FUSIONS. REFERENCES TO ANTIQUITY AND CLASSICISM ARE A FERTILE VEIN OF CREATIVITY, DRAWING ON HISTORICAL CULTURES, WITHOUT BECOMING MIRED IN CLICHÉS.

AND FOR A TRULY POSITIVE PROJECTION INTO THE FUTURE, THE AW23-24 SEASON PUTS **ENVIRONMENTAL IMPACT** AT THE FORE OF EACH CREATIVE ENDEAVOUR, WITH SUSTAINABILITY AND OUTSTANDING KNOW-HOW AT THE HEART OF THE DESIGN PROCESS.

### frugal creativity

As the supply chain is impacted, we are forced to consider the future of consumption with moderation. Innovation and the creative process are cleverly inventive, seeking to develop new products with less means. The approach to products - from their very inception - is guided by a notion of frugality. Processes are being rethought, to reduce the use of chemicals and water, to optimize "leftovers", to upcycle or repurpose finished products.



### contemporary reinterpretations

There is a strong attraction for a historical aesthetic, inspiring the development of materials and textures, and being reworked in decoration. We saw references to familiar eras: Greco-Roman draping, and medieval ornaments. Fashion likes to play with contradiction: in this all-digital era we live in, the very first avatars to walk the runway were dressed in medieval armor. The metaverse told a well-known and reassuring story to help us face the uncertainty of our present.





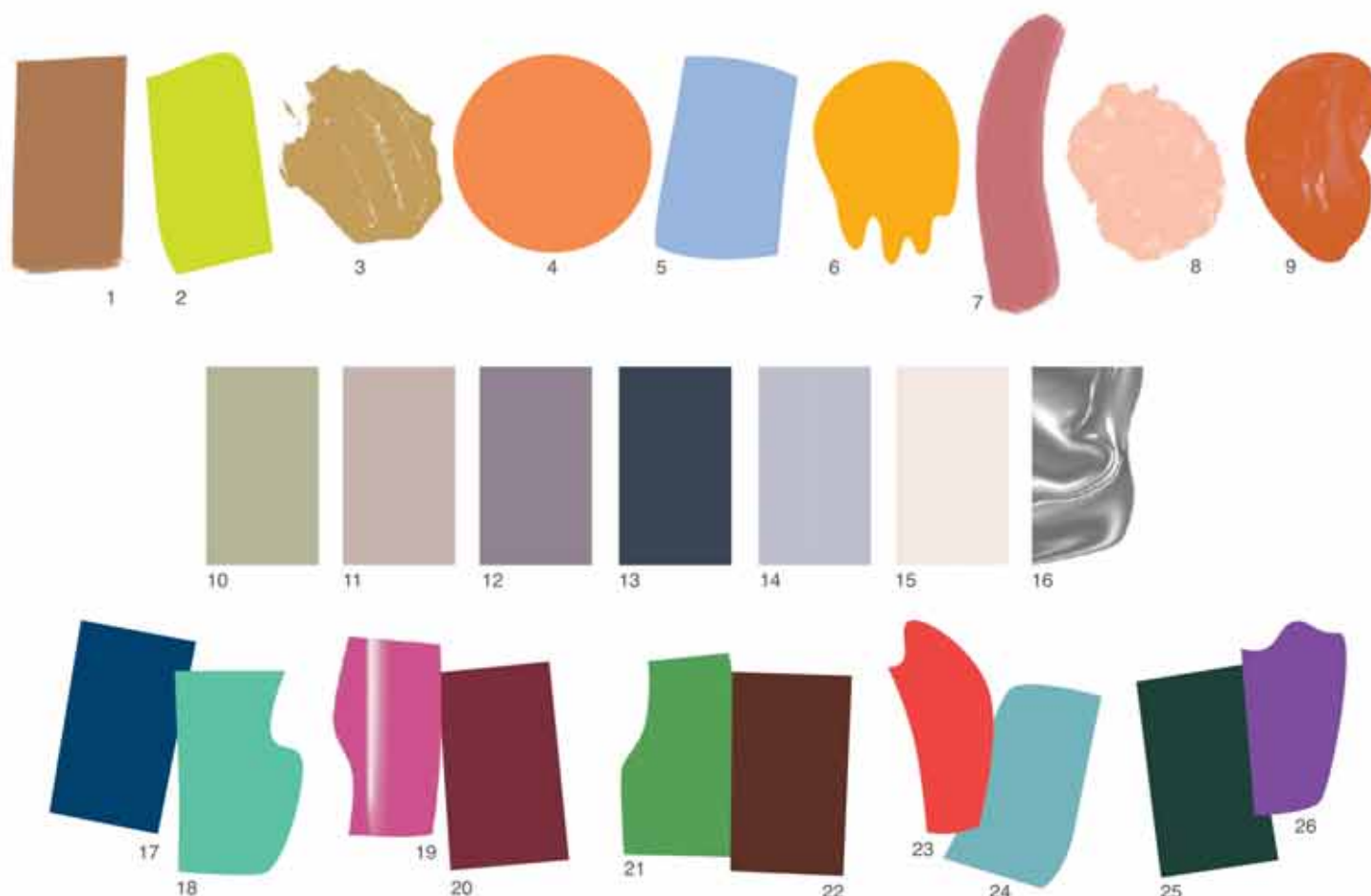
# bursting expressivity

On the flip side of this direction, we see an instinctive experimentation. The goal here is to get away from what's familiar, and introduce spontaneity to the creative process. This new extravagance is never flashy, but challenges the traditional idea of good taste. Free associations, wildly effusive combinations of volumes, colors, textures and patterns, call for a bursting expressivity. This freeing fantasy, sometimes verging on the absurd, invites any kind of combination, from delicate to raw, from soft to eccentric.



# Colors

THE AUTUMN-WINTER 23-24 COLOR RANGE REVEALS THREE STRONG CHOICES, WITH FLAVORFUL, DISSONANT OR SOOTHING SHADES, EXPLORING GRADATIONS TO PROMOTE RADICAL AND PERSONAL FASHION APPROACHES, AND NAVIGATING BETWEEN DISCRETION AND EXTRAVAGANCE.



- 1 craft & art
- 2 hi-tech lime
- 3 fermented mastic
- 4 vitamin halo
- 5 tender blue
- 6 egg yolk
- 7 sausage
- 8 fresh flesh
- 9 molasses
- 10 green clay
- 11 dripping wax
- 12 comforting grey
- 13 grey opulence
- 14 grey silence
- 15 rumpled white
- 16 bright silver
- 17 relic blue
- 18 menthol blister
- 19 controversial pink
- 20 syrah red
- 21 green epilogue
- 22 radical brown
- 23 clearly red
- 24 blue intuition
- 25 night green
- 26 trivial violet

For further inspiration, you can explore the colors of the season in our new AW 23-24 Première Vision color range package. The color guide offers: a decoding of the season's preferred harmonies, articles about the sustainable aspect of color, the paper poster, a color card of the season's range, digital files to work on your creative software, and the QTX values for your industrial partners.

# decodings



PREMIÈRE VISION  
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- ESSENTIAL SINGULARITY
- OPULENT SOBRIETY
- EXCEPTIONAL IMPERFECTIONS



# Essential singularity

THE SEASON'S FIRST HIGHLIGHT SEEKS TO TRANSCEND AND RETHINK THE CONCEPT OF "ESSENTIALS" BY GIVING THEM ADDED TACTILE OR VISUAL VALUE. MUST-HAVE CLASSICS CONTINUE TO REFLECT A DESIRE TO BE UNIQUE AND DIFFERENT. THE IDEA IS TO TRANSFORM ICONIC MATERIALS, DESIGNS AND MOTIFS, REFRESHING THEIR VOCABULARY.

## BEYOND BASICS

The goal is to give them a new identity by masterfully updating techniques and digging deep into expert know-hows, for products differentiated by their quality.

In this vein, timeless plains are offered in fanciful versions, with more complex weaves, to stand out from the basics.

ESSENTIAL SINGULARITY



ESSENTIAL SINGULARITY

### NATURAL PERFORMANCE

Also, performance features are a major differentiating factor, and a way to address both ecological and practical concerns. High-performance added-values are being developed that are both highly effective and additive free. In outdoor sport fabrics and products - which have found their niche in both openair activities and city wardrobes - we see an increase in naturally-performant qualities.



ESSENTIAL SINGULARITY

### HISTORICAL REMIX

There is a desire to revisit the classics, and archival designs are reinterpreted, remixed and adapted. Know-hows, techniques and aesthetics look as if they've been lifted from our history books. An almostmedieval - yet never nostalgic - ornamental vocabulary infuses collections.





THE NEW SEASON IS MARKED BY A SOBER RESTRAINT, USED AS A NEW EXPRESSION OF ORIGINALITY! AFTER A PERIOD OF EXCESS AND LOGOMANIA, SIMPLICITY IS WINNING OVER THE DIFFERENT MARKETS. THE LOOK IS SPARE, RADICAL, EVEN AUSTERE, WITH A SUBDUED RICHNESS, AND AN OPULENCE THAT COMES FROM WITHIN. PRODUCTS EARN THEIR PRICE WITHOUT NEEDING OSTENTATIOUS DECORATION. THE WAY WE THINK ABOUT QUALITY IS EVOLVING, AND WE'RE SEARCHING FOR PRODUCTS THAT ARE LONGER-LASTING AND MORE SUSTAINABLE.

## Opulent sobriety

## BOOSTED TONICITY

First we'll look at the boosted tonicity of the season. Let's start with tailoring. Suits are breaking out of their classic uses, embracing more youthful looks: looser and more relaxed. Generously cut coats have an accentuated fluidity. Cuts are comforting and elegant, longer and more flowing. This is a faux minimalism, as the materials are totally luxurious. Luxurious alternatives include innovations like imitation shearling, in recycled and traceable cotton. Fur, a symbol for opulence and luxury, is currently sparking many debates. Alternatives are being developed, like wool sheepskin imitating a fur



## SOLIDITY PERFECTED

OPULENT SOBRIETY



Still exploring opulent sobriety, solidity is perfected. In this more subdued, durable, and eye-catching fashion vein, fabrics are both stronger and more luxurious. This is luxury with a frugal look, an utterly simple response to showy elegance. Materials have a lavish inner luxury, thanks to their highquality weaves and yarns. Textures are ultra-dense, and fabrics have a fine, compact and subdued thickness. An idea of chic sturdiness, where workwear is going beyond the casual universe to move into all kinds of fashion categories.



OPULENT SOBRIETY

## WARMED-UP SOFTNESS

This season, materials have a warmed-up feeling, in line with our Opulent sobriety. This Autumn-Winter 23-24, handles are all about softness: everyone is looking to find comfort and peace. A velvety, tender - but never dull - feeling, in creamy soft materials.







# Exceptional imperfections

OUR FINAL THEME THIS SEASON CELEBRATES AUTHENTICITY, MAGNIFYING A RAW AESTHETIC. HERE, THE LOOK EVOKES A NOBLE AUTHENTICITY, A LUXURIOUSLY DISTRESSED GRUNGE EFFECT. AN ELEGANTLY RAW IMPERFECTION THAT IS EMINENTLY DESIRABLE, RESTRAINED, MASTERFUL.

EXCEPTIONAL IMPERFECTIONS

## PRECIOUSLY RAW

First of all, let's focus on materials in their raw, natural state. We see the rise of glorified rawness, with unfinished materials that express their real natures, without frills or decoration. Materials are laid bare, and echo the call for transparency and authenticity that runs throughout our industry.



In leather, materials in their natural state show a vast range of aspects reflecting the original hide. The assimilation of vintage products and the second-life of materials is priming an interest in imperfection, a taste for irregularity. Leathers make inroads in every aspect of ready-to-wear: in layered, full-on looks they turn up in everything from city slacks to trench coats, bombers to tee shirts.

## MATERIALS IN THE RAW

EXCEPTIONAL IMPERFECTIONS



## WILDLY RUSTIC

This theme sums up the classic ambiguity that typically defines fashion. When the beauty and sustainability of materials are put forward, and supplies become more challenging, fashion irreverently proposes a return to grunge - carelessly mistreating, mishandling, even damaging items. A provocative fashion approach, proposing wear and tear as a fancy way to embellish the brand-new. Ultra high quality but torn and shaggy looking, wool jacquards have a raw yet cozy ambiance with uneven, scraggly yarns.



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