



MARE DI MODA

SWIMWEAR | BODYWEAR | ATHLEISURE TRENDS SEASON 2024

Wonderland

As we emerge from the pandemic, we are on the play offensive as we seek out experiences beyond the everyday not just within our physical surroundings, but also in the online world, where gaming has become the ultimate tool for self-expression. We want escapism, novelty, and enlightenment. At the same time, we also face a climate crisis, inequality and social issues so we have to behave responsibly as well as dress positively to allow everyone access to Wonderland.

ESCAPIST

Digital designers are deliberately losing themselves in the wonders of alternate fictional universes. In response to these tumultuous times, designers are going on the play offensive, impacted by the opportunities offered by costuming in gaming life. It fuels creatives to deliver immersive, enchanting, and exciting "skins".

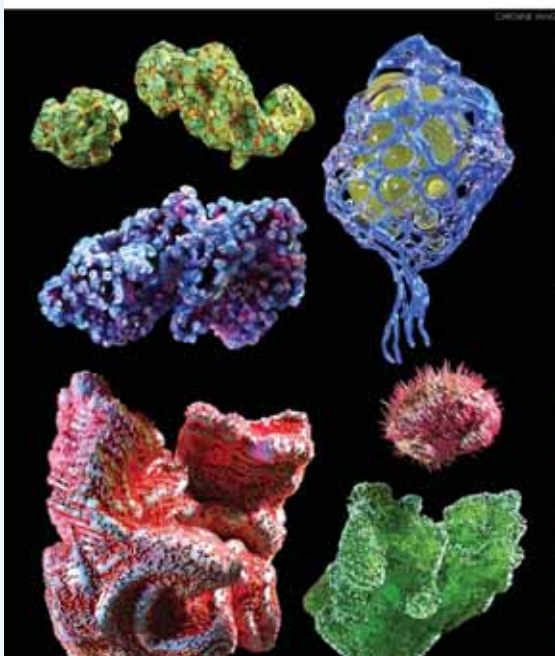
Colours: these shades are conceived on-screen to appear luminous and synthetic. However, focusing on RGB, the reds, greens and blues don't meet but are used as monochromes that are bleeding, merging and fusing, making them complex, graded, diffused and dynamic. These effects are intensified through gloss, translucence, dimensional adornment, and pile effects.

Fabrics: digital designers are generating hyper-realistic materials to such an extent they become surreal, leaving viewers happily confused. It suggests hyper tactility via illusionary prints as well as actual 3D relief in raised grids, beads, pearls and engineered air pockets, intricate engineered pleats, plissés, and gatherings, writhing dimensional relief, piles, and encrustation. The foundation has slick plains, augmented by hyper gloss, luminosity, iridescence, and reflection.

Patterns: patterns are radically virtual, creating illusions and challenging viewers' perceptions. Motifs evoke a sensation of visual satisfaction. These patterns leave people wanting to feel something: to cause a reaction, a response like "Wow, what is this?" Bleeding saturated colouring and gradients play light and shadow games, while iridescence and shot effects mystify. Deep-sea ecosystems inform the generative floral patterns and disrupt organic abstracts.

Silhouettes: these shapes are sensual and sexy in an empowering manner. Revealing cuts, decorative lacing, trims and bands employ clever sculptural engineering. Garment surfaces are cut-back to the minimum or cover the body but feature suggestive strategic cut-outs, gauze and mesh inserts and see-through layers. The borders of possibilities are artfully explored; shapes are conceived freely online and smartly engineered in real life, stimulated by the materials' oddness and patterns. Influences sprouting from virtual costuming in games make well-researched "skins" that provide functionality and fantasy.

Escapist



TRANSCENDENT

In search of a deeper connection with nature, we pick up on the positive inspiration for bio-centric design. We do so from a contemporary perspective supported by science and hand in hand with advanced technology. Not to rule and master, but act in humility. We are all guests in nature.

Colours: these colours evoke a reassuring connection to organic matter, embraced due to their origins and appreciated for their creative process. They are accepted for the way they evolve. The palette contains rich earth tones, clay, ecru, browns, sand, stone, and muted neutrals. It also features shades that suggest a supernatural, otherworldly provenance: think deep darks, black and indigo.

Fabrics: this story is for those who want to do better, searching for good materials, recycled, next-gen or indigenous. There are pure, bare, and simple plains or rugged and grainy reliefs for those who appreciate the elementary utilitarianism of textiles. Taking organic textiles and products of biotech as they come, they embrace its ephemerality, uncontrolled unevenness, mottling, and weathering over time, arriving disfigured, traced, and impacted. It is finding beauty in signs and traces of repair and reuse, like scars worn as proof of conscience; we should stop labelling this as degradation but rather evolution instead.

Patterns: natural, rough-hewn and imperfect. These patterns embrace blotches and specks while colouring with enzymes and bacteria, and re-colouring, dipping and overdyeing can cause uneven dispersion on organic textiles. Patterns are abstracted and drawn by the elements. Doodles are rooted in shamanism, with shamans being the intermediaries between the natural and metaphysical. There is a rejection of frivolousness and adornment. Transcendent textiles are slow and allow material origins to dictate outcomes.

Silhouettes: most shapes are functional and modest, designed to cover the skin without overruling or overwhelming. Garments create a pure feeling of sanctuary, providing cover that is caressing, caring, sheltering and embracing. Some garments have had a previous life, for Ts, waste fabrics and offcuts are now re-appropriated to become bodywear, athleisure and swim outfits. Shapes are informed by the resources available. Existing cuts and openings are accommodated, with parts connected by ropes and ties, which become asymmetric, draped, wrapped, and gathered.

Transcendent



WISHFUL

We're seeing fashion activism reminiscent of the '80s, when fashion history and environmentalism responded to the politics of the time. Today's consumers have grown up with tools enabling them to create and communicate, and dressing is one medium. Stripped of their frivolity, these clothes become gear and equipment to cope with life as it comes or to beat it actively, act and rebel. It's positive and powerful.

Colours: this palette features solid stock hues in sun, sunset, and sea shades. Warm and spirited hues are used as combined sets of deliberately off-tune monochromes. Colours are crucial for making a radical statement – to act, counteract or blend. These can be worn as urban camouflage to blend into the beach and surf scene.

Fabrics: smart materials are interlinking body, swim, and athleisure wear. Textile looks are laid-back and accessible for real life. Fabrics tend to have grip while being slightly chunky with a quotidian, functional tech appeal, but it's nothing flashy. We see: spacers, bonded and double knits; smooth velour and sporty terry; seamless knits and slightly heavier weights in simple plain knits and stretch wovens born from recycled or regenerated fibres and material, recycled resources or organic cotton or cellulose crops.

Patterns: plains reign supreme, while prints remain outranked. The surfaces are matte! Colours are graded and monochrome, while patterns are instrumental to a look all about the sum of its parts rather than individual features. In sum, subtle liquid gradients, generative tie-dyes and mostly tonal digital abstracts.

Silhouettes: shapes are clever, inspired by active sports and streetwear. Swimwear, bodywear and athleisure merge to become a hybrid of club, surf, or cruise gear – inter-seasonal, inter-generational, inter-everything. This theme shows functional graphics and bold, oversized bottoms, streetwise cover-ups, tank shaped tops of every length and width, – all aiming for versatility and inclusivity. The favouring of tech, smart utility design brings clever closures, straps, trims, tapes, fabric belts and covered buckles, colourful climbing ropes led by innovative 3D printed cord stoppers, locks, toggles, and fasteners.

Wishful



MAKESHIFT

Today's environmental awakening makes us recognise the role of craft, fashion, and art, bringing visualisation and experimentation in facilitating conversation around the world's problems and design solutions. Reuse is vital, turning to ad hoc and spontaneous remakes and reconfigurations. We've been there before, but we see this not as a trend but as a long-term movement.

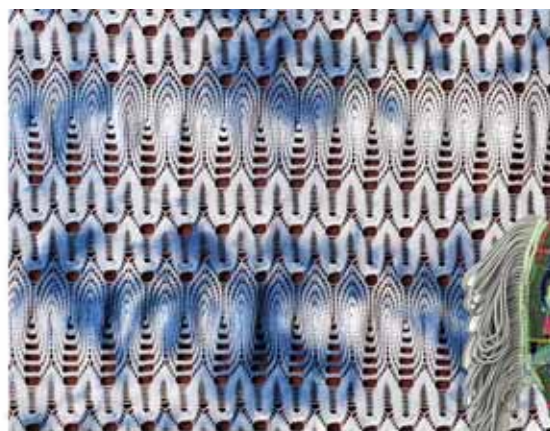
Colours: this is the raw palette of salvaged and appropriated matter. It is about not being picky; it's embracing the coolness of looking good in almost anything. Composed oddness and uniqueness are paramount, with a wink towards haulers, flippers, thrifters, and scavengers. Shades are softened and whitened through use and wash. These are shades with provenance and existing narratives.

Fabrics: low-fi with circularity in mind. It's a reclaimed material palette, drawing on the richness of body and swim stock and archives. A curated assemblage is composed of mismatched textiles tied together through elevated craft embellishment, layering and patchworking. It's finished using reclaimed adornments and accessories and depreciated trims and tassels. Reappropriate scavenged jacquards, knits and weaves, crochet and flat knits, pieces of macrame and chunky lace. Vintage terries and plush pile fabrics plus plain and simple materials gain value through print, adornment, and elaboration.

Patterns: flowers take centre stage in all their variation with a thrifty aspect. Radical sentiment also clashes with hand-painted effects, sprayed on as an overdyed finishing. Romantic etching and black pencil drawings appear on plains and colourfully sprayed slogans and radical outcries. There are grungy aspects and traces of make do and mend. It's glued, darned, patched, hacked, dipped, repaired and fixed.

Silhouettes: equipping themselves to live an enchanted life, the heavenly dreams of Generation Z as the flower children and rainbow generation are coming to a head. Romantic, volant, frills, bows and frivolous fringes, buttons, beads and laces make part of this crafter's toolbox. Lingerie inspires with corsetry details like nostalgic boning and old school bra straps. Items are layered, purposefully mismatching, and non-composed. The silhouette's style is grungy but sexy, fun, and even festive.

Makeshift



SISTERHOOD

Female empowerment has many faces: right now, it's seen in celebrations of sisterhood, feminism, wellness and spirituality. Hyper romanticism is embedded with a spiritual edge instead of the harsh pragmatism and provocation that we are currently experiencing. Extra life is being pumped into the body-positivity movement, focusing on self-love, beauty, health and wellbeing.

Colours: this palette is hyper romantic, heavily emotional, and sensitive. These colours bind history, spirituality, technology, and sugary pastels with a savoury synthetic aspect. Opulence reigns in dramatic, deep jewel hues and blackest black. It's empowered by nostalgia, spiced up and elevated by pearly pastels and sharp mineral shades.

Fabrics: this sensuous exploration of rich textiles bears an innate spiritual quality. The tactile weightiness of resplendent drapes, the rolling sheen of supple silks, and the dancing liquid shimmer of moiré taffeta all reflect an indulgent opulence. We wallow in the luxury of glorious drapes, plissés, Fortuny pleats and lavishly gathered sheers. We see flowing and fluid satiny knits and silk stretch wovens, crushed velvet, lush laces, and fluid voiles for dramatic effect combined with historically loaded ornamental and elaborate jacquards and damasks.

Patterns: opulence is key. Classic and historic flower patterns, water paint prints or jacquards are refined and ethereal. Artfully drawn ornaments and floral designs are made contemporary with graded colouring, tech sheen surfaces and pale iridescence. We recognise historic craft folklore references in embroidery, embellishment and placed patterns and prints, brocade ornaments and Toile de Jouy etchings, and symbolic patterns drawn from carpets and Gobelins tapestries.

Silhouettes: the garments are detailed, intricate and sophisticated, with strong reciprocity between bodywear and lingerie. Items show lush corsetry lacing, with soft, woman-friendly bra boning, flexible and comfortable girdles, and corsets heavily supported by contemporary tech materials and engineering. Shapes are sensually revealing as well as decently covered. In addition, we see elegantly tailored suits and two-pieces, with sexy cut-outs and cleavage and more lofty constructions reminiscent of the 18th Century or fluid and slender elegance reminiscent of the 1920s and '30s.

Sisterhood

