

# SUMMARY

# FASHION

# TRENDS

## SPRING SUMMER 24

PREMIÈREVISION  
*The art & heart of fashion*



The show's fashion information took full shape at the Premiere Vision Paris show this past 7-9 february. 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 spring-summer 24 season.



The Spring Summer 24 season cultivates a synergy between pragmatic and utopian ideals. Projections into a viable, desirable future are grounded in expert know-hows, and a redefining of our production methods with a vital restraint. Dreams and the imagination are true drivers of innovation, creativity and product developments. A new need is emerging: to allow ourselves to perceive alternate visions of reality. Dreams represent a new creative path, expressed in four mutually complementary narratives:

An **ambiguous dream**, a deliberately vague dream, welcoming uncertainty and embracing melancholy. References cross and intersect in indefinite blends, with a cloudy aesthetic, like a mysterious smokescreen. To re-think beauty criteria, embrace dissonance, and invent unexplored formal vocabularies.

A **visionary reverie**, a dazzlingly luminosity fantasizing a fairytale and digital Eden, in pale, acidic colorways. An updated vision of the idyllic abundance of paradise, where the virtual world emerges as an alternative reality, celebrating imaginative freedom. With luminous materials, iridescent digital gleams and a fanciful evanescence, traced out by colorful vibrations.

A **sustainable idealism**, anchoring ecological concerns even more deeply in the heart of our creative processes. An idealism honoring nature and raw materials in ingenious designs, and proposes implementing alternative solutions to provide a new creative impetus.

Steering towards a future guided by common sense and adaptability, in harmony with nature, connecting new problems to ancestral solutions. Assigning value to quality and authenticity - partners of sustainability and circular processes.

And powerful and mystical **primal imaginings**, underlining the strength of materials and the power of color. A search for meaning that moves away from the ephemeral, for fashion that reconnects with lost local traditions and exceptional handcrafts. Inspirations that steep the season-in a mystical spirituality, with a rustic power. Celebrating materials, which fundamentally ground us in reality, and are synonymous with rarity and quality.

Going from dream to reality, from creativity to pragmatism, involves a balancing act. They are two parallel tracks, combining a rational approach to production with the need to offer plural imaginative visions.



**Colorange 24 SS**

**INSPIRING CONTENT**  
**28 EXCLUSIVE COLORS**  
**51 EXCLUSIVE HARMONIES**

**KEY COLOR COMBINATIONS AND MAJOR TRENDS**  
**FOR FABRICS, LEATHER, PRINTS AND ACCESSORIES**



This season, the range makes full use of its differentiating potential. Its force of attraction is amplified by a marked luminosity. This new radiance unleashes a stimulating energy and vastly multiplies color's power of influence. Composed vertically and horizontally, harmonies offer a two-way reading, for a spring-summer 24 rich in multiple chromatic interactions.

The vertical lines embody 4 singular approaches, driving the imagination and inspiring a reset of our understanding of reality.

**1. Versatile shades:** Illusive tones with ambiguous pigmentations that evoke turmoil and turn doubtfulness into a creative fertilizer. Distorted colors, interrupted tones, indicators of changing states, between materiality and evanescence, between melancholy and enchantment.

**2. Radiant luminosities:** An idyllic paleness that transports liveliness into a dazzling softness. The utopia of a tender and light future, revealed by a palette of artificial pastels. A magical escape into a supernatural landscape that fantasizes a graceful digital Eden.

**3. Quiet naturalness:** Elemental shades oscillating between a precious neutrality and rudimentary pigmentations. Additive-free hues evoking wetlands, warm soils and cold lights. Row or sparingly tinted whites, for timeless modulations.

**4. Magnetic intensities:** Powerful chromatic vibrations instilling a veneration of color. The pigmentary overload of deep, light-absorbing brights. Dramatic dorks nourished by steeped saturations. The eruption of an underground energy with mystical accents.

Horizontally, color quartets in 7 combinations suggesting versatile uses, offering new and customizable possibilities.



**Blurry aspects** and **irregularities** reflect hesitations and uncertainty in the collections, with a **cloudy aesthetic**, embracing a romantic 21th century melancholy. Colors are distorted, interrupted, indicators of changing states, **between substance and evanescence**. Prints with diffuse gradations, fibers blends bringing chiné effects, or sprayed celestial halos worked in layers, inject **dreaminess** to the Spring-Summer 24 silhouettes.

# blurry filter

## filtre trouble



24

# luminous vibrations

## vibrations lumineuses

PV

virtual reality



©Alex Valentina @alexvxxvxxv

One of the characteristics of the digital signature is how **it plays with light**. The latter changes our relationship to color, boosting **brightness** and **pastel tones**. Subtle and discreet, the luminous vocabulary of shine is updated this season with **pearlescence** and **iridescence** acting like filters, as a contrast between reality and matter from another world.

**Intense reflections** amplify the motion feeling for high performance clothing and bring a modern look to classic florals in the silk universe.



FABRICS

BARUTCU (TR)



FABRICS

SFATE & COMPIER (FR)



FABRICS

KOOJOD FABRIC (KR)



FABRICS

BELLA TELA (IT)



LEATHER

INTER LEATHER (ES)



LEATHER

GRUPPO MASTROTTO (IT)

FOR LATEST TREND FORECAST  
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24

virtual reality



Untitled (sp), 2022 ©Frank Moll

# precise lightness

## évanescence précise

PV

The products strive to convey the **invisible technology** that surrounds us in a tangible way, with a **precise lightness**. Like a filter, fashion suggests we dress in **air**, in **lightness**. The need for fanciness and minimalism is applied to all categories, from fitted to more vaporous dresses and jackets, on fabrics or leathers. These **airy structures** are **meticulously open-worked**. Constructions are fine, in weights attaining **evanescent transparencies**. While they may be spotted from afar, their sophistication is only perceptible up close.



FABRICS

GUIGOU (FR)



FABRICS

KANEMASA KNITTING (JP)



FABRICS

BALAS TEXTILE (FR)



FABRICS

MAISON LÈVÈQUE (FR)

SOPHIE HALLETTE (FR)



UNI TEXTILE (JP)

CARPENTIER & PREUX (FR)



LEATHER

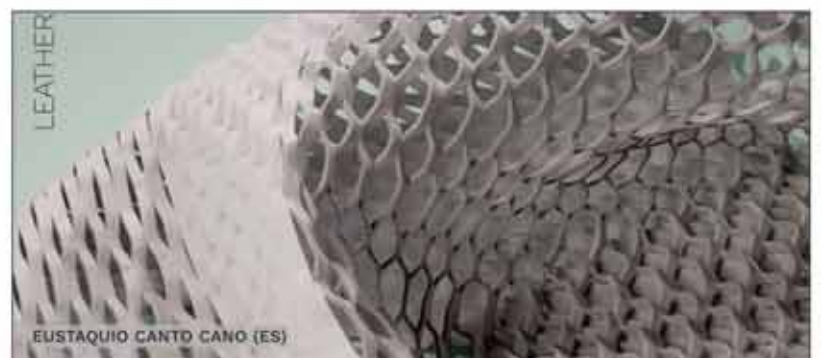
DELTA NEO (FR)



LEATHER

MARMARA (TR)

CETINKAYA (TR)



LEATHER

EUSTAQUIO CANTO CANO (ES)



decodings  
d'écryptages

virtual reality  
réalité virtuelle

augmented reality  
matérialité augmentée

PREVISION  
The art & part of fashion



augmented reality  
matérialité augmentée

second skins  
secondes peaux

expert density  
fermeté experte

refined rustics  
rustique raffiné



augmented reality

second skins  
secondes peaux

The **need for tactility** increases this season with fabrics and leathers that cling to the skin. A **heightened softness wakes up the senses**. They are new second skins that go beyond technical underlayers. **Lingerie** inspires the collections, jumpsuits and bodysuits are cut and reassembled for new asymmetrical body shapes. Stretchy voiles and **anatomical** bi-stretch fabrics follow the body in motion. Sheathing and shaping garments guarantee optimal comfort and breathability, while remaining effortless.

© Federico Maddalozzo



24

augmented reality



Digital Dust ©Noor Nuyten / photo Gert Jan van Rooij, Courtesy Upstream Gallery Amsterdam

# expert density fermeté experte

This season reflects a **quest for substance** in answer to the crisis in raw materials, fabrics and leather are seeking to differentiate themselves. It becomes essential to trust the products to be **long-lasting**, in order to be more **sustainable**. This search is combined with a need for **intrinsic exceptionality** in the materials: a lavish inner luxury, an **increased density**, and **sophisticated fineness**. Couture's fabrics and exceptional **know-how** are highlighted in the collections. In leathers, a **new firmness** is observed with **contemporary mat, clean and urban** finishings.



FABRICS  
MITSUBISHI CHEMICAL CORPORATION (JP)



FABRICS  
SFATE & COMBIER (FR)



FABRICS  
GUIGOU (FR)



FABRICS  
MAJOCCHI (IT)



LEATHER  
TANNERIE SOVOS GROSJEAN (FR)



LEATHER  
TANNERIE DU PUY (FR)

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24

augmented reality



©Jibbe van Schie

# refined rustics

## rustique raffiné

PV

Products celebrate plant life and express the desire for a more **sybiotic relationship with nature**.

The **rise of bast fibers** is observed in the collections. These natural fibers are evolving, becoming more supple, luxurious, emphasizing **hybrids** and the **versatility** of uses.

An **artisanal resonance** highlights know-how, crafts, and pushes us to explore the **singularity** of yarns

