

Sorrelli Team Fall 2014 Trend Report

Presented by Marketing/Branding Team

June 2013

Major Color Trend: Its official, **gray** is the new black! Fashion has been hinting that gray is the must have color Fall Winter 2014. The color palette is firmly anchored in the grays with pops of color such as red, blue, and hints of fuchsia. **Electric blue, navy and dark azure** shades contrast with **red, burgundy and lacquer red** on the opposite side of the scale.

Additional Trending colors:

- **Soft Tones:** rely primarily upon pastel shades like dusty rose, while neutrals like peachy nude are also present. **Blush Pink** is very popular which is warmer than nude but less bright than pink. **Toffee** has become the favorite neutral color for this season.
- **Winter Whites:** Fall Winter 2014 has become a victim of a white avalanche.
- **Oxidized Colors:** the brown, copper and rust family combined with metallic or shiny accents. These colors will reflect the counterbalance of the technical invasion in our lifestyles. In using these colors, the danger of 'heaviness' needs to be avoided even when an element of roughness is introduced. Combine these colors with metallic or shiny accents and tonal multi-color to add movement and delicacy.
- **Jewel Tones** become the most influential by far, with highlights including several red options from **cranberry to crimson**, along with **honey mustard** and cooler shades of teal, **orchid and cobalt**.
- **Brights:** have been scaled back, while prerequisite pops of **bright orange** compliment cobalt.

Clothing Trends (For reference):

- **Grunge**, to get the look: leather biker jacket, boots and an angry expression.
- **Medieval**, in stark contrast to the popular 40s look, and the grunge and the architectural, many designers throughout the cities have been wooed by the **medieval damsel** look.
- Silhouette-wise: **forties fit and flare and top heavy oversize volumes**
- **Masculine tailoring** with restrained yet oversize shapes.
- **Checks and tartan** have made a huge come back this season. Interpreted in classic reds or grays, as well as spruced up in a variety of colours and uses, checks are definitely a trend to embrace come next winter.

Source: WeConnectFashion

<http://weconnectfashion.com/fido/getarticle.fcgi?&type=trends&SearchString=handbag&id=737870PW0000125&start=1&tr=10>

Color Trends:

- **Jewel Tones** become the most influential by far, with highlights including several red options from cranberry to crimson, along with honey mustard and cooler shades of teal, orchid and cobalt.
 - o Crimson sets a darker mood for the season with deeper casts of red, offering the most dramatic take on red this season.
 - o Cranberry presents a warm and bright cast of red, which serves as a lighter alternative to wine.
 - o Honey mustard is the most season-appropriate yellow hue with golden casts.
 - o Set to blue-green undertones, teal adds diversity to a line-up of jewel colors.
 - o Set to either purple or blue undertones, vibrant casts of orchid become the purple hue of the season.
 - o Cobalt pushes forward as a seasonal must-have across all major runway cities. The bright and sometimes electric jolt of color has proven to be a commercial hit that remains relevant.
- **Soft Tones**, which rely primarily upon pastel shades like dusty rose, while neutrals like peachy nude are also present.
 - o Dusty rose offers a more subdued alternative to pastel shades.
 - o Warm casts of peachy nude move forward from last season, becoming an easy-to-wear soft neutral.
 - o A wide range of Neutrals zero in on toffee as a favorite.
- **Brights** which have been so popular in recent seasons are scaled back, while prerequisite pops of bright orange compliment cobalt.
 - o Although orange isn't quite as powerful as it's been in recent seasons, the major expression this season becomes a bright, saturated blood orange with red undertones. Featured especially in New York and London collections, the hue remains a must on head-to-toe looks and is often leveraged with sport reference.
 - o Although not a widespread base color, toffee offers variation from camel tones with golden brown undertones.

Jewel Tone Examples

CRIMSON



Vivienne Westwood

Alexandre Herchovitch

Prabal Gurung

Noon by Noor

Diane Von Furstenberg

CRANBERRY



Laurs Elgult

Catherine Malandrin

Son-Jung Wan

J.Crow

Noon By Noon

TEAL



Brend of Chobits

Luisa Biacetti

Oscar De La Renta

Lacie J Yuen Jeng Next Generation

Quid

ORCHID



Chado Ralph Rucci

Alberta Ferretti

Alberta Ferretti

Victoria Beckham

Richard Chai Love

HONEY MUSTARD



Estrope Venette

Etzy Mizogata

Etzy Mizogata

Issey Miyake

Max Mara

COBALT



Lacoste

Michael Kors

Milly

Milly

Spartan

Soft Tone Examples DUSTY ROSE



Elusaire

Carven

Carven

Elusaire

Voronique Strenghe

PEACHY NUDE



Blumarine

Paco Fort

Blumarine

Jo No Fu

Gianfranco Ferré

TOFFEE



Zang Toi

Jason Wu

Victoria Beckham

Giulietta

Miguel Alex Noel Generation

BRIGHT ORANGE



Moschino

Chapwick Gill

Roberta Meisoff

Giulietta

DKNY

Source: Fashionising & Interfilliere

<http://www.fashionising.com/trends/b--fall-colors-2014-winter-colors-55061.html>
& <http://www.interfilere.com/juillet/index.php/en/fashion-expertise/trends-for-autumn-winter-20142015>

Color Trends:

- **Oxidized:** "The brown, copper and rust family develops strongly in combination with amazing surface & yarn treatments. It is part of the ongoing fascination of artisanal and crafted elements and a counterbalance of the technical invasion in our lifestyles. This section is not without difficulty because it calls for reflection and forward thinking on how to use and merchandise these colors. The danger of 'heaviness' needs to be avoided even when an element of roughness is introduced. Combinations with metallic or shiny accents and tonal multi-color add movement and delicacy. This is also a major direction for novelty animal designs."
- **Playful:** "The spirit of mixology, the art and science of mixing drinks and cocktails. A big trend at the moment is to invent new tastes that coincide with the growing longing for discoveries and experiences. The mix is a bit of classic plus something from other eras or cultures. In this theme we mix different worlds of taste and in the growing presence of color we see the importance of other continents and especially Brazil. Another element of discovery is New Vintage which already makes furors on the menswear catwalks where a touch of dandyism is mixed with casualness and lots of unusual colors. A chance for lingerie to treat Playful ideas with a big dose of super chic."
- **Silence:** "An extraordinary meeting of elements which injects the newness in the revival of pastel shades. The general feeling of seductive beauty without ostentation is expressed in a fairy tale mood taking forward the highlights of last season's celestial themes. Nature's perpetual movements are captured in ephemeral still lifes. Everything is light and airy and in total contrast with the urban themes which dominate outerwear trends. This is lingerie at its most intimate. The apotheosis of technical wizardry."
- **Sumptuous:** cool colors such as purple, blues, and green

Oxidized:



Playful:



playful



Silence:



silence



Sumptuous:



sumptuous



Source: Swide

<http://www.swide.com/style-fashion/womens-trends/women-trends-fw-2014-from-milan-london-paris-fashion-weeks-2013/2013/3/7>

Fall/Winter 2014 styles:

- Grunge
- Medieval,
- Silhouette-wise: forties fit and flare and top heavy oversize volumes
- Masculine tailoring with restrained yet
oversize shapes.
- Masculine fabrics like herringbone, check, Prince of Wales, and tweed underpin the grayscale of the season.
- The color palette is firmly anchored in the grays,
- Tartan leads the way with the accent colors such as red, blue and hints of fuchsia.
- A pretty blush pink, which is warmer than nude but less bright than pink has cropped up in many runways,
- Winter whites have become increasingly popular over the recent seasons with Fall Winter 2014 becoming a victim of a white avalanche.

Grayscale:



Accent Colors:



Snow White:



Source: Behance Color Trend Book

<http://www.behance.net/gallery/Color-Trend-Book-FallWinter-2014/6420021>

01 SKADI: The Winter Solstice entices us in to the depths of winter revealing a delicate dance between somber hues and time-favored neutrals.

01 SKADI

F/W '14



The Winter Solstice entices us in to the depths of winter revealing a delicate dance between somber hues and time-favored neutrals.



1. Moonless Night
19 4503 Purpur TCX/TEK
2. Dusk
15 2308 Purpur TCX/TEK
3. Snow White
11 0602 Purpur TCX/TEK
4. Deep Forest
19 8110 Purpur TCX/TEK
5. Arctic White
11 6105 Purpur TCX/TEK
6. Moon Rock
17 1210 Purpur TCX/TEK
7. Total Eclipse
19 4810 Purpur TCX/TEK



02 ASCENT: We arise energized and prevailing

02 ASCENT

F/W '14



1

We arise energized and promising for a new season. Flank with a spirit of bold textures, unyielding darks and offset by robust highlights.



2



3

1. Cassin
18 4000 Duvac TOU/TON

2. Egan
11 0505 Duvac TOU/TON

3. Dark Shadow
19 3950 Duvac TOU/TON

4. Dove
15 0000 Duvac TOU/TON

5. Iron
16 1000 Duvac TOU/TON

6. Natural
16 1200 Duvac TOU/TON

7. Tawny Dusk
18 1120 Duvac TOU/TON



4



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12

