



LG
THE **fashion** GROUP INTERNATIONAL, INC

PREMIÈRE**VISION**

SPRING / SUMMER
2015

Best selling colors, weaves, textures & patterns
By Virginia Borland

Less is more. For Spring/Summer 2015 colors are less bright. Fabrics are less dense and heavy. Sparkle is less sharp. Prints are less defined. Look for classic and casual, feminine and fragile. There is refinement and denim continues.

COLOR

The 22 colors on the Premiere Vision color card are divided into three ranges. There are seven off beat medium and bright shades plus iridescent white in the first. Four pearly pales are joined by two yellows and light brick in the middle group. The third range has five dark and neutral colors plus pink tinted white and metallic flecked white.

About 40-percent of the exhibitors reported customer color choices. Blue Ruby (deep purpled navy) topped the list for two menswear groups. It is the second choice in womenswear and casualwear, sixth for activewear.

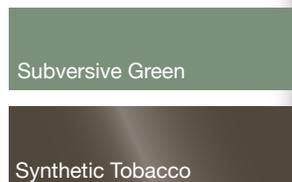
Dry Ice (iridescent white) is first for WOMENSWEAR and CASUALWEAR. For womenswear Acid Dream (yellow, the brightest shade on the card) is third. It is followed by Goldfish (bright red), Beige Enamel, Anti-Pink (dusty pale pink) and Rebel Yellow (oranged, like a NYC taxi cab).



MENSWEAR colors are divided into two categories, one for shirts and tops, one for suits and pants. In the shirt/top group Cool Green (slightly yellowed) is second followed by Artificial Lagoon (turquoise), Goldfish, Like Lilac (red cast) and Sassy Mauve (greyed). Suit and pant shades show Solidified Concrete (brown) in second place. Stormy Blue (greyed), Synthetic Tobacco (shiny dark brown), Rude Grey and Black follow.



In the CASUALWEAR category, after Dry Ice and Blue Ruby, Solidified Concrete is third, followed by Acid Dream, Subversive Green (greyed), Synthetic Tobacco and Purple Salt (red cast). For Active Sports color choices are Goldfish, Cool Green, Artificial Lagoon, Subversive Green, Acid Dream, Blue Ruby and Beige Enamel.



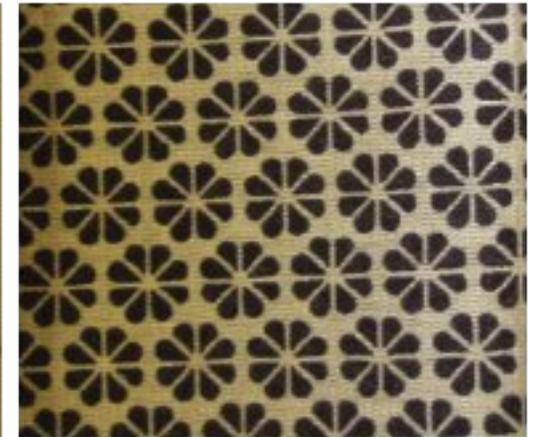
CLASSIC / CASUAL

Fabrics can be light and soft, airy and open, matte/shine. Look for semi transparency, summer tweeds, washed jacquards and dobbies, cloques, bubbled surfaces and a lot of stretch.

At Philea there is a lot of coordination. There are clean, classic mini dots in floral patterns; open checks and narrow stripes. Luster is subtle. Large jacquards and stripes almost look like patchwork patterns. Romantic flowers are mini scaled, one color and have an antique look. Linen jacquards are small with sheen. There are soft hand crepes, crepe back satins and bubble textures.



▲ Philea



▲ Philea

Shirtings at Emanuel Lang are smart with a casual look. It is a mix of cultures and many are no-iron. Suitings at Tissage de Chause have an up-dated Chanel look. Pastel checks were pointed out. Some are coated or laminated, slightly shiny or have fringe.

New at Velcorex are Tencel blends and a lot of stretch all with a soft hand and performance. There are ultra light mini wale corduroys in Tencel/T400-Lycra that have stretch, shape and recovery.

Best seller at BTD is a double stretch cotton/viscose/elastane pant fabric that “fits like a glove.” New dress fabrics are no shine sateens of cotton/viscose and washable bi-stretch cotton/elastane. Fabrics for pants, skirts, jackets and dresses are tailored, soft and flowing.

KNITTED FABRICS

Comfort, performance and non-wrinkling are some of the allure. Light or heavy, matte or shine, open or opaque, knitted fabrics are selling.

At Deveaux there are double knits with bubble surfaces, slinky knits with shine in acetate/elastane and jacquards in ethnic or floral patterns. Look for palm trees or animals.

Henitex has a new swimwear line. Mini, broken, a-tonal stripes of nylon/elastane are popular. There are open sweater knits of acrylic/cotton/polyester, crochet looks, irregular stripes, and subtle diamond patterns knitted with space dyed yarns.

Bel Maille showed a cross-over between underwear and outerwear. There are terry looks, surface interest, space dyed patterns, jacquard designs and neoprene finishes.

Compagnie des Cotones has light weight, sheer, open patterns; multi-colored sheer/opaque jacquards in small patterns; printed floral and leaf patterns that are very blurred and a variety of coordinating thick and thin stripes. There are crinkled surfaces and space dyed yarns.



▲ Henitex



▲ Compagnie des Cotones

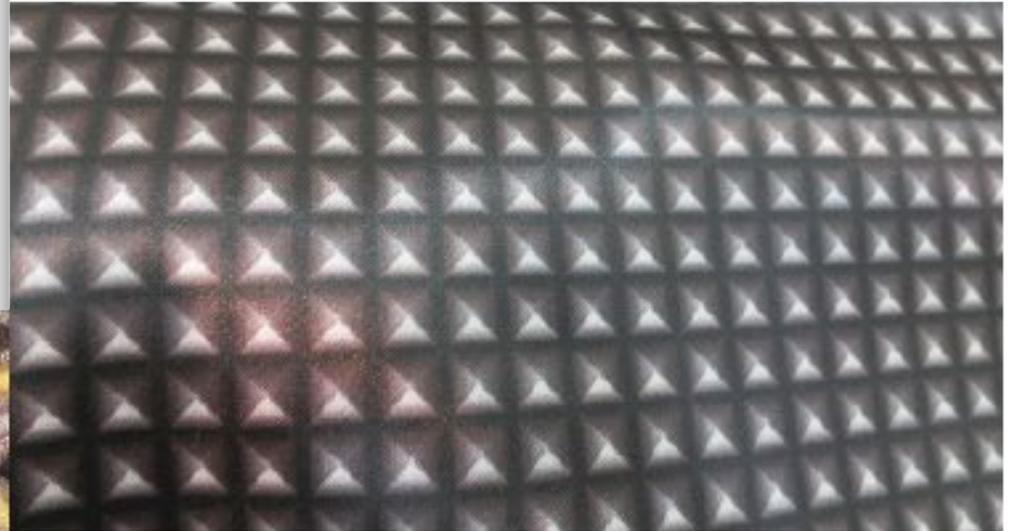


▲ Compagnie des Cotones

TECHNO

Transparent or dense and bonded, laminated, glossy, three-dimensional, eco-friendly, water and wind-proof, there is a lot of news.

There is coating at Everest on a variety of fabrics. Double faced fabrics are laminated on the back side, shirtings are lightly coated and printed with small geometric patterns. Some double faced fabrics have a woven face and knitted back. Most of this line is eco friendly. There is bi-stretch and four-way stretch that is soft, light and drapy. A lot of the line is water and wind proof. There are soft, light dobbies, heathers and stripes.



▲ Frizza

Frizza has glossies, transparencies, light weights, bonded fabrics, three dimensional laminations, tie dyes and prints. Some of the prints are abstract designs in gold and silver. There are laminated stretchy jacquards and soft, ultra-light water repellent taffetas. Most of this line is water and wind proof.

At Olmetex linen is coated or double faced. Coated silk is light weight and soft. One fabric has thin metallic stripes on a black ground another is a crinkled plaid of nylon/polyester. There are small, tonal, abstract laser prints on cotton and ultra light rip stop nylon.

PRINTS

Large, misted and blurred, abstract all overs; small whimsical florals and conversationals; black and whites and foil prints are some of the news.

Liberty's line is inspired by Alice in Wonderland. There are bouquets of flowers, small flowers in diamond patterns, mini alligator skins, and for menswear two color mini flowers. One new fabric is jacquard patterned Tana lawn. The look is Liberty ... a very new Liberty.



▲ Liberty



▲ Miroglio

The newest prints at Miroglio are soft, smudged, sultry and faded. There are pale misted flowers, floral clusters that mimic abstract animal spots, stained and smudged berries, Hawaiian leaves and leafy palms. The line has an aged, worn and faded look.

Sprintex is printing on stretch twill, pique and knitted crepe. Designs include jungle prints with ethnic or floral borders. There are printed tweeds, misted and blurred all overs.

Some of Akerler's prints are on silk satin, cotton lawn or polyester. There are all-over abstract jungle prints, abstract animals, birds and flowers. A lot are misted and blurred.

Black and white designs at KBC are bold, graphic and optical. There are outlined flowers, some on checked grounds or angular geometrics with small dots. Other patterns include blurred flowers. Some of the most dramatic designs are large gold and silver foil prints such as large abstract checks or flowers.

LUXE

Laces at Solstiss are feminine and delicate. There are mixes of geometrics with florals or geometrics with wide floral borders. There are open florals with airy feeling and elongated border florals. The looks are classic and modern.



▲ Solstiss

WHERE TO FIND IT

AKERLER:
mithat@aker.com.tr

BTD USA INC.
330 W.38TH St, NYC, 10018
212 216 0609

COMPAGNIE DES COTONS:
cdc@cdcotons.com

DEVEAUX:
com@deveaux.com

EUROPEAN TEXTILE TRADING CORP. (Olmalex),
110 W. 40th St., NYC 10018
212 354 0126

EVEREST AMERICA INC
525 7TH Ave, NYC, 10018
212 278 8902

FABRICS DU JOUR
(Bel Maille & Sprintex),
265 W. 37th St., NYC
212 239 2350

LIBERTY ART FABRICS USA, 110
W. 40th St., NYC, 10018,
646 307 6994

MIROGLIO
1430 B'way., NYC, 10018
212 382 2020

RATTI
8 W. 40th St., NYC, 10018
212 391 2191

FRED ROTTMAN
(Henitex & KBC)
241 W. 37th St., NYC, 10018, 212
944 8300

RYAN IMPORTS
(Frizza)
1440 B'way, NYC 10018
646 512 5189

SOLSTISS
561 7th Ave., NYC
212 719 9194

STUDIO BERT FORMA
(Emanuel Lang, Philea, Tissage des
Chaumes and Velcorex)
237 W. 37th St, NYC 10018
212 730 8939

Thierry Langlais
VP of Operations - US Office
PREMIERE VISION PREVIEW NEW YORK / INDIGO NEW YORK
T: +1 (646) 351-1942
F: +1 (646) 213-7373
C: +1 (646) 696-1584

PREMIÈREVISION
PVUSA@PREMIEREVISION.COM



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The Fashion Group International®, Inc.
8 West 40th Street, 7th Floor, NYC 10018
T: 212.302.5511
F: 212.302.5533
info@fgi.org