

The Fashion Group Foundation
8 West 40th Street, 7th Floor
New York, NY 10018
Visit us at www.fgi.org



FIRST CLASS MAIL
U.S. POSTAGE
PAID
NEW YORK, NY
PERMIT NO. 4814

THE FASHION GROUP FOUNDATION PRESENTS

RTW COLLECTIONS

SPRING/SUMMER 2010

TREND OVERVIEW BY MARYLOU LUTHER

NEW YORK • LONDON • MILAN • PARIS

So here's the tweet. In 140 characters or less: Spring 2010.
Squeeze/ease • Thighs/knees • Goth/froth • Drape/shape • Reality/romance.
Transparent/apparent • Undies outed/utility touted

— Marylou, FGI.

While there were no major changes in fashion direction, there was a lot of yes-we-can positivity and a more commercial, clothes-are-meant-to-be-worn mindset. The biggest breakthrough came in the way clothes are communicated.

Alexander McQueen, for example, said he wanted to give consumers what he called an unfiltered view of what goes on at a fashion show usually limited to retailers, press and celebrities. What they saw on the Internet via the two enormous cameras and an intricate streaming set-up in collaboration with Nick Knight of SHOWstudio.com, was a somewhat stuttered, stop-and-start view of the designer's live runway show in Paris: His interpretation of "Plato's Atlantis", an underwater-themed fashion fantasy of woman as a species originating from some oceanic wonderland. Or, as he said, one species molting into another. Read mermaid-worthy, sculpted-to-the-body short dresses effected in amazing creatures-of-the-sea digital prints engineered to the body like a carapace.

While 29,000 hits in one second crashed the online show briefly, the effect was a techno triumph that left the fashion world talking about the relevance of shows as we know them. If McQueen is ultimately able to deliver the clothes at the same time they are shown in cyberspace, as he hopes, this will, indeed, be a revolution—part of the buy-now/wear-now philosophy Donna Karan has been urging for years.

Although McQueen is not the first to explore the interactive scenario (America's Isaac Mizrahi and Michael Kors, and Britain's Burberry Prorsum and Twenty8Twelve preceded him in live Internet feeds this season and Norma Kamali took her collection to eBay and beyond), his probe was the most ambitious.

A few hours after the McQueen feed, Marc Jacobs sent out his Louis Vuitton collection as a live stream aimed at the social networking generation on Facebook. What they saw were fatigues, militaria, feathered clogs, oversized backpacks, aprons, quilted booties, Indian moccasins with Davy Crockett cuffs, corset dresses, Wiigy wigs and much, much more—one look piled on top of another. Maybe too much for the uninitiated? Or maybe too much is not enough when Marc Jacobs is your friend?



DONNA KARAN



NARCISO RODRIGUEZ



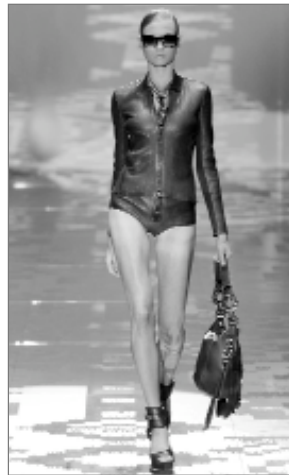
LANVIN



BALMAIN



CELINE



GUCCI

ACCESSORIES. Belts are big—and little. Flats are back. Platforms hang in, but less dangerous. Bags get shouldered. Clutches get colored. Socks soar. Jewels look precious. Items to watch: The clog at Chanel, the kittens at Missoni, Marni and Vuitton. And the fact that Marc Jacobs did not show a high heel in either his signature or Vuitton collections.

CONTEMPORARY. Until the emergence of the contemporary market, fashion used to filter down—in design along with price. Today, this classification is a step down in price from designer but it's just as designed. We salute Betsey Johnson, Diane Von Furstenberg, Anna Sui, Nanette Lepore, Tracy Reese, Alexander Wang, 3.1 Phillip Lim, Band of Outsiders, Marc by Marc Jacobs, Adam by Adam Lippes, DKNY, Tory Burch, Jill Stuart, Rag and Bone, BCBG Max Azria.

COMING ATTRACTIONS. Here are 10 young designers who attracted us: Altuzarra, Matthew Ames, Michael Angel, Carly Cushnie and Michelle Ochs of Cushnie et Ochs, Lyn Devon, Prabal Gurung, Nima, Frank Tell, Sophie Theallet and Alexa Adams and Flora Gill of Ohne Titel.

BEST BETS:

The dress: *New volume, Narciso Rodriguez*

The jacket: *Trenched at Dior*

The relaxed pant: *YSL*

Sport: *Scuba at Gucci*

Transparency: *Alberta Ferretti*

Draping: *Donna Karan*

Whirling, whooshing: *Lanvin*

Animal prints: *Proenza Schouler*

Leather: *Celine*

Shorts: *Rag & Bone*

Epaulets: *Balmain*

Utility: *Chloe*

Color: *Hint of a tint, Calvin Klein*

The Statement Belt: *Lagerfeld*

Shoes: *The clog, Chanel*

The sockette: *Marni*

The low-slung shoulder bag: *Vuitton*

Fabric: *Cotton, Bottega Veneta*

The Fashion Group Foundation's Trend Overview has been generously underwritten by



LIM COLLEGE



ECCO DOMANI
WINES OF ITALY



Sculptz

A complete version of the FGI trend presentation is available on DVD, CD-rom and DVD-data. Please contact The Fashion Group to purchase: telephone: 212.302.5511 fax: 212.302.5533



LAGERFELD



MARNI



LOUIS VUITTON



CHANEL



CALVIN KLEIN



BOTTEGA VENETA

So, okay, now the designers are connected with consumers, some directly, some indirectly via in-store videos. A reminder for those who viewed the Internet-connected shows: In addition to the runway presentations, buyers write their orders in showrooms, where the more commercial clothes—those not shown on the runway, but those that make up a big hunk of seasonal orders—are shown. Here's a roundup of what some saw, others will see when the clothes are delivered in January.

CRAFTSMANSHIP. Draping, ruffling, folding, ruching, shirring, whirling, whorling, whooshing, bunching, scrunching and pleating. These forms of fabric manipulation are all part of the new interest in craftsmanship and they are changing the topography of the fashion landscape. They also represent a way to create garments that cannot easily be copied. We salute the draping at Donna Karan, Isaac Mizrahi and Vionnet, the ruffling at Marc Jacobs and Yeohlee, the whorling and whooshing at Lanvin, the tucking and untucking at Junya Watanabe and Ports 1961, the pintucking and cartridge-pleating at Chado Ralph Rucci, the crumpling and pleat feats at Rick Owens, the intricate swagging at Kamali OMO and Burberry, the shirring at Thakoon and Jason Wu and the artful collages of burnt and painted lace, burnt cheesecloth, hand-woven leather, braided leather, crochet and macramé at Rodarte. A special salute goes to Francisco Costa for his fabric feats at Calvin Klein. For example: Strips of crinkled silk and mohair are sewn together and needle-punched to give the seams the hand-done texture of darning, and cotton voile is pleated with needle-punching.

BORN IN THE USA, overalls and jeans leave the farm and the mining camp for the runway. Cotton denim reigns. American idol Ralph Lauren's remarkable new take on the jeans jacket—an impeccably-tailored, notch-lapel denim design that speaks of bespoke—and Jean Paul Gaultier's bra-verall brought denim front and center.

MILITARY, UTILITY, SPORT. Epaulets are key. From Dior's trench jackets to Christophe Decarnin's Napoleonic show-stoppers for Balmain, shoulder-tabs are salutable. They decorate Aquilano Rimondi's officer's jackets and shirts for evening, Marni's suits, Celine's dresses and, of course the new trench coats, especially Christopher Bailey's Burberry Prorsum renditions in pleat-like swags.

Work-tested ideas and fabrics bring new uses for useful. Tough clothes for tough times. Cotton, including techno cotton, is king here. The work shirt gets re-worked at Balmain. Cargos are downloaded at Max/Mara, Blumarine and Haider Ackermann. Leather T-shirts and functional leather dresses surface at Celine. And multi-pocketed safari-cum-military jackets are readied at Louis Vuitton.

In the sports and sportswear arenas, it's tennis at Hermes, scuba diving at Gucci and Ohne Titel, fencing at Sonia Rykiel, soccer at Y-3 and motocross at Balenciaga. Anoraks and Perfecto-inspired motorcycle jackets appear on many runways and the revival of sportswear was a game-on sign for buyers.



ALBERTA FERRETTI



PROEZNA SCHOULER



YVES SAINT LAURENT



RAG & BONE



DIOR



CHLOE

LINGERIE. The outing of underwear is not new, but seldom have so many designers done so much for so little. The range goes from the discreet peep show at Akris, where bras that matched jackets barely peeked through at the front closure, to the all-out bra-ha-ha at Gaultier, where some appear as uplifters for the buttocks and others turn into garter belts. Long-line bras sculpt the midriff at Bottega Veneta, Mizrahi and Giles, and corselets are uncovered at Dolce & Gabbana, Herve Leger and Tuleh.

TRANSPARENCY. Bras get veiled under chiffon, netting or tulle in many collections, and panties show through under printed chiffon at Chanel. At Valentino, lace sheers to the knees and ankles and at Jil Sander, metallic netting continues right over the shoes. Plastic raincoats are also part of the show-and-tell at DSquared and Rykiel. So are the peekaboos and cutouts on many runways.

COLOR. White is white-hot. Pales cloud the body like protective cocoons. Teal has appeal. Spices fall into spring. Black, the color everyone wants to get into, is also Goth-worthy. Black-and-white are graphic-stoppers. And traffic-light red is well-trafficked everywhere except at Valentino, where for the first time it did not appear on the runway.

PRINTS. Animal-cum-tribal prints are headed for the urban jungle. The most original are at Proenza Schouler, where stripes and spots merge artfully into a new fashion species. McQueen's above-mentioned engineered prints and Van Noten's tribal imagery are equally praiseworthy. Florals, stripes, painterlies, checks, ink blots, graphics, vintage scarf prints (Vionnet) and placement prints, especially those at Mary Katrantzou, all figure in. Noteworthy here: Derek Lam's star declensions and Rucci's re-figuring of the figurative print.

NEW VOLUMES. Bigger is better. Oversized dresses and relaxed pants are major. But in this either/or season, you can't forget the tight, taut bandage/bondage/scuba looks and the narrow leather pants. Watch the neck for new ruff-age.

ANY LENGTH GOES. Lots of minis (and lots of buyers requesting mid-thigh or 2 in. above the knee deliveries.) Lots of knee hoverings. A few mid-calf lengths and ankle lengths for day. And lots and lots and lots of shorts. Moral: Shorts are the new minis.

HAIR & MAKEUP. In the this-or-that context of the season: Important lips/mascara-less lashes, vanishing brows. Or: Important eyes/disappearing lips. Watch side parts, ponytails, braids, headbands, updos. The TV influence: The twin conehead 'dos for McQueen started with one conehead at Saturday Night Live. The wiggly wonders at Vuitton? Think Kristen Wiig's Gilly character from SNL. The red lips and perfectly-coifed wavy hair at Dior? Thank "Mad Men"'s January Jones.