

▼ sprintex



deveaux ▲

PREMIÈREVISION  
SPRING / SUMMER 2014

By Virginia Borland

Casual and tailored combine for a mixed and relaxed look. Fabrics that are dry to the touch, light weight but dense, supple, luminous, refined and natural are in the fore- front. Innovation runs from fiber producer through to fabric knitter and weaver. Colors are vibrant, not neon but lively.

# COLOR

From the 22 colors on the Premiere Vision Color Card, 260 exhibitors reported their best sellers. Over all, Crazy Geranium (red) is number one. It is followed by White Page (pure white), Scarlet Cable (coral), Inescapable Blue (navy), Rose Resin (pink), Acidic LED (whitened bright lime) and Blue Pill (vivid & clear).

For CASUAL WEAR COLOR choices put Inescapable Blue in first place, White Page is second and Blue Chalk third. Fourth place is Crazy Geranium, then Utterly Grey (dark), Scarlet Cable and Transgenic Yellow (egg yolk).

MENSWEAR COLORS are divided into two categories, shirts and suit/jacket shades. For shirts exhibitors Report Blue Chalk is first, Blue Pill second. Third is Scarlet Cable, followed by Crazy Geranium, Blue Grass (aqua) and finally Inescapable Blue. Suit/jacket colors are more sober and neutralized. Inescapable Blue is the first selection, Blue Chalk is second followed by Black. White Page, Utterly Grey and Mega Marble (whitened celadon) are the final three shades.

For ACTIVEWEAR, Inescapable Blue is first. It is followed by Acidic LED, Black, Utterly Grey, Scarlet Cable, Lilac Power (whitened bright) and Mega Marble.

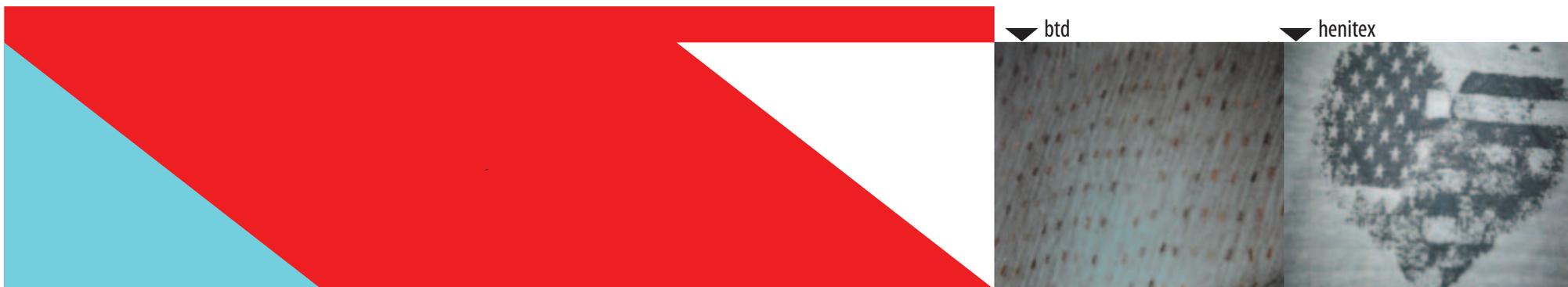
# CASUALLY TAILORED

A few years ago the owner of the French firm, Philea purchased Velcorex, a corduroy producer that has been around since 1828. He up-dated Velcorex to complement Philea's line and sold them together. He has done it again. This time he has purchased Tissage des Chaumes, a French tweed company that started in 1908 and sells to Chanel. "Because," he said, "Today there is a mix of luxury with casual in a creative way."

Summer tweeds have been reinterpreted at Tissage des Chaumes. They are dyed in pastel and bright colors, with a lot of white. Some have glitter. At Philea the best selling fabric is stretch satin that is enzyme washed for a casual look. Oh-la-la, a dress in Philea's enzyme washed satin with a tweed jacket from Tissage des Chaumes . . . comfort and elegance.

Along with chiffons, crepes and twills, there are a lot of jacquards at Philea. Some are small geometrics with stretch others are romantic monotones with a slightly used look and there are sophisticated metallic patterns. There are textured looks that are printed or flocked. Laminated fabrics are ultra light, one can hardly feel the of coating. For Fall '14 Velcorex has jacquard patterned ultra-light uncut stretch corduroys.

BTD of Turkey has summer tweeds with spots of metallic and random stripes woven with thick and thin yarns. There is a stretch cotton double cloth that we were told, "fits like a girdle." Polyester stretch pant fabrics include twills, crepes, poplins and subtle textures. And don't forget denim.



The Japanese Company C.O.T.O. showed a lot of small, shiny patterns on jersey. At Henitex of France there are knitted stripes ... and more stripes. They are wide, narrow, combination, high/low, mixed with chevrons and dots, textured and all have stretch. There are open crochet looks and tucked stripes on textured grounds. The most dramatic and informal fabrics are large jacquards including stars with hearts and large skulls.

Ratti donna of Italy has clean textured solids in a wide color range including soft pastels, mid-brights, neutrals and darks. They are light weight and woven in blends of wool/nylon/Lycra. Heavier are tweeds and tonals, some with black and white nubs, others with thick and thin yarns boucles or a touch of glitter. There are rough textures with a country look, zig-zag and scroll boarders.

At Carpentier of France there are lacey and crochet looks. This French company shows swirls, medallions, geometrics, and combinations of all with flowers, stripes and circles in squares. There are opaque/sheer circles on net with shiny stripes and fringe boarders.



**MENSWEAR fabrics**

are also selling to women's wear designers. With suits now designated to Wall Street, the best looks are light and casual. At Marzotto of Italy the sport coat fabric business is on the up-swing in blends of cotton with silk or wool and stretch. A lot of the new fabrics are vintage, going back to archives from 1860, but with a modern twist. Light, fine wool stretch satin is one of the best sellers. Patterns are small.

**RAINWEAR fabrics**

at Olmetex of Italy are ultra light weight in cotton or in silk/linen. Some are piece dyed with subtle patterns others are bonded or membrane backed. And there are double sided and coated fabrics that are woven with re-cycled polyester.



**ACTIVEWEAR**

at another Italian, Frizza, has some fabrics woven with paper yarns. Others are in cotton, polyester, nylon and blends. There are plastic or metallic effects, transparencies and bonded fabrics. A matte/shine light shirt weight fabric has a dimensional look. There is a shiny, color washed twill that is coated with aluminum. Other fabrics are small printed transparencies, lustered crinkles that are coated, high gloss coated denim and light weight double faced shiny/matte fabrics with an aged look.

# PRINTED FABRICS

Digital prints are top sellers. They are bold, swirling, completely covered, romantic, floral, scenic, geometric, mystic or small, sophisticated and conversational. At Deveaux there are enormous tigers, pale flowers, Aztec stripes and irregular ethnic jacquards. Sprintex has small black and white shirting prints, soft mid-sized florals, large flowers with a feminine military look, huge paisleys combined with mosaics and colored in bright pastel shades and graphic skulls with flowers. Both firms are French.

At Miroglio of Italy knitted Ponti di Roma is the best selling base cloth. Prints are colorful. There are ombres, misted abstracts, large tropical flowers sometimes mixed with leaves, enormous abstract paisleys, jungle animals in their natural habitat, colorful birds in lush tropical settings, skins mixed with leaves and feathers, misted circles on blotchy grounds or small, blurred conversationals. From England, Liberty Art Fabrics showed denim printed with small, ditsy flowers and sequins on printed fabrics.

▼ miroglio



▼ miroglio



▼ kbc

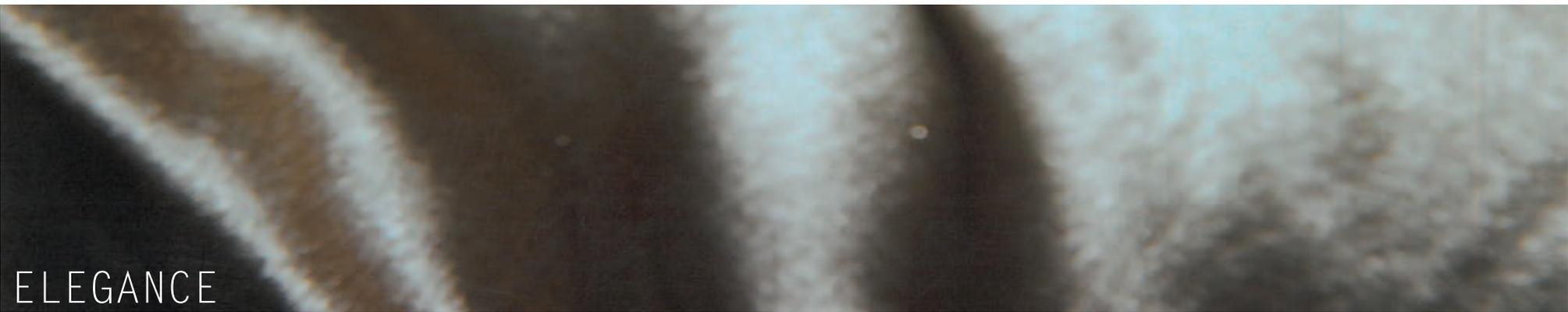


At German based KBC there are large landscapes, young folklorics, Japanese inspired florals, flowers with fish, enormous florals, small spaced flowers sometimes on checked grounds, coordinating florals and geometrics combinations. One print is called "California Dreaming", another "Boudoir Grunge."

The Ratti print line is elegant. Artists paint on silk, customers may change one or two elements and then the prints are digitally printed. Prints are huge, combine elements and are available on a variety of fabrics including lace, burn outs, and texture. There are huge ornamental scrolls with flowers, circles with half circle scrolls, changing stripes with floral bouquets, chandeliers a la Marie Antoinette and, of course, a wide variety of new paisleys. Some have an Indonesian feel and some run selvage to selvage. There are panel prints and boarder prints.

▼ ratti





# ELEGANCE

▲ Denis Et Fils

Silk brocades, sheer and heavy laces, lames, luster, light satins and metallic are all there. Some are coated, others are sprinkled with sequins, one of the newest looks is printed leathers.

At Ratti all-over sequins can be applied before or after printing. Printed or dyed leather or suede can be double faced and fringed. Another Italian, Carlo Pozzi, showed large and subtle one color jacquards, sheer double faced bubble cloths, lustered transparencies, wide double faced stripes and soft silk satin.

Goutarel of France has sumptuous silk brocades. Some contain Lurex, others are dramatic in power colors. There are all-over flowers and flowers with stripes.

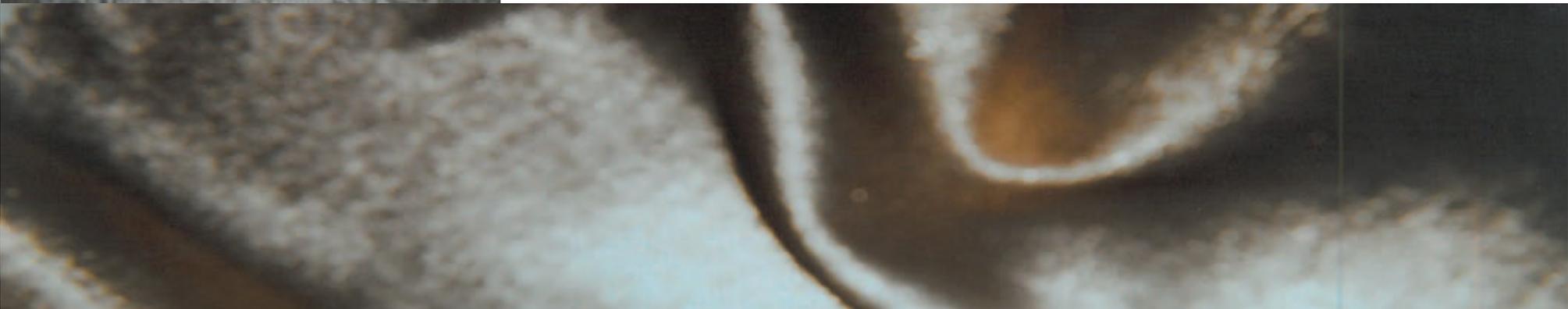
Silk brocades at Denis et fils of France combine abstract with classic. There are geometric patterns combined with traditional florals, abstract flowers, and a lot of glitter. Some is on pale grounds others are tonal and there is a lot of stretch.

New French laces at Solstiss are classic, modern or abstract. There are new flowers, new geometrics and combinations of both. Circles, loops, animal skins and snakey looks go it alone or combine with other elements. There is stretch and sequin decoration. Some of the newest laces are coated with a soft, rubbery-touch for summer jackets.



▼ Denis Et Fils

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