

*L*Gi TREND  
DIRECTION

*SPRING / SUMMER 2020*

# 1-20/20 FASHION VISION

Zoom in on global climate crisis. Focus on sustainability. Hone in on green. Dior's Forest reserve runway shows 150 soon to be recycled trees, Marine Serre's clothes are 50% upcycled. Gabriela Hearst goes carbon neutral. Noir Kei Ninomiya makes clothes without sewing. Cutouts at Yohji Yamamoto, who says ventilation is crucial. While the globe warms, fashion swarms with...

1- Dior



1- Marine Serre



1- Noir Kei Ninomiya

# 4- YOU DON'T LIKE TODAY? TRY TOMORROW

Start your own hippie commune or escape to the moon. Get your virtual reality headset. Play Cyberpunk 2077. Send off to Venus in a spacesuit. Rick Owens. Replay Star Trek. Mugler.



4- Mugler



4- Rick Owens

# 2- POSITIVITY

Fashion's antidote to angst. Joie de Vivre on the catwalk. Smiling models. Theia. "Sensible" clothes. Individuality. Gender Fluidity. Pyer Moss. A new more wearable minimalism. Tory Burch. The street detours into a path for the bourgeoisie. Givenchy. New status for the status quo. Marc Jacobs. Prada. Lacoste. Hermes. Understatement is the new fashion statement.



2- Pyer Moss



2- Prada

# 5- THE POLITICS OF COLOR

Republican Red. Ralph Lauren. Democrat Blue. Y Project. Sunny, happy yellow. Rick Owens. A rainbow coalition. Marni. Pantones. Pops of neon colors. Valentino. The new neutrals: Tom Ford. White is right. Valentino. McQueen. Loewe. Miu Miu.



5- Y Project

5- Ralph Lauren

5- Marni

# 3- YOU DON'T LIKE TODAY? TRY YESTERDAY

Re-make history. Greek mythology at Mary Katrantzou. Marie Antoinette redux at Loewe. Alexander McQueen's romantic heroines. Comme des Garçon's revivalist art. Panniers at Thom Brown. Aztec princesses at Rick Owens. Mining the past: The 60's. The Mods look modern again. Vera Wang. YSL's *le smoking* is still smoking at Saint Laurent, Ralph Lauren. The 70's. Women wear the pants. The first sign of sexual equality. TommyXZendaya. The 80's. Shouldering the pantsuit. Giorgio Armani. Balenciaga. The 90's. Recalling minimalism. Jil Sander.



3- Rick Owens



3- Mary Katrantzou

# 6- SIZING UP TOMORROW

Think big. Turn up the volume. Spacious capacious. Anna Sui. Vuitton. Maison Margiela. And if the volume blows you away, try Balenciaga's removable corsetry boning.



6- Balenciaga



6- Maison Margiela



7- Valentino

## 7-SHAPING WITH DRAPING

Folds for the fashion fold. Tom Ford.Valentino.

## 8-A LEG UP

Shorts, from hotpants at Hermes to Bermudas at Givenchy, are to thigh over. Short suits are the new pantsuits. Chanel. Van Noten/ Lacroix. Chloe. Saint Laurent. Mugler. Minis are "everywhere", notably at Chanel. Vuitton.Saint Laurent.



8- Van Noten



8- Chloe

## 10- TEXTING TEXTILES

Denim is the new denim. Jeans and beyond at Celine. Givenchy. Saint Laurent. Chanel. Isabel Marant. Pyer Moss. And then comes seersucker. Thom Browne. Linen, the world's oldest fabric gets a makeover. McQueen. Poplin is transmogrified at Valentino. The new faces of lace at Y Project and Isabel Marant. Elle decor: Glow with the flow in satin, damask, glitz and beads. Marc Jacobs.



10- Valentino



10- Marc Jacobs



10- Thom Browne

## 11-GETTING CRAFTY

Up-cycling past cycles.HAND-it to the artisans. Matty Bovan, Simone Rocha Isabel Marant. Altuzarra.



11- Altuzarra



11- Matty Bovan



9- Missoni

## 9-KEEPING ABBREAST

Nipples at Gucci. Bras star in the new reveal. Or:It's okay to look sexy. Missoni. Vera Wang. Olivier Theyskens. YProject.Marine Serre. Givenchy.



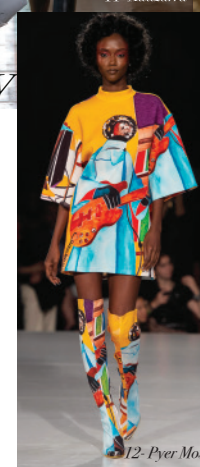
9- Gucci



9- Marine Serre

## 12-GETTING ARTSY

Picasso at Moschino.Jungle prints at Valentino.Dolce & Gabbana. Azuma Takoto at Kei Ninomiya of Noir.Charles Andrew. Watercolor drawings by Richard Phillips at Pyer Moss. Post Modern Art at Libertine. Art off the wall at Ports 1961. Noir



12- Pyer Moss



12- Moschino

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