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A FASHION WORKBOOK
FOR PROFESSIONALS

TREND PREVIEW A/W 2016
MENSWEAR: THE NEW DANDY
LOOKBOOK: INTERNATIONAL FASHION DESIGNERS AT THEIR BEST
SUPREME FOOTWEAR SPECIAL
BEST FASHION RETAILER OF THE WORLD AWARD

TRANSFORMING MATERIALS

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CUTTING CODES AND THE EXPLORATION OF NEW TECHNOLOGICAL SOLUTIONS AND INNOVATIONS MAKE WAY TO A VERSATILE FASHION APPRECIATED BY NEW CONSUMERS.

Fabric trends for the next S/S 2017 season are going to connect differences, feature lightness and elegant transparencies, highlight techno-natural structures and performing materials. New fil coupé nylons blended with linen and cotton are the base for ornamental and geometrical prints developed by **Ratti** for womenswear. Quite transparent weaves or 3D-effects created with dyeing are suggested by **Botto Giuseppe** for menswear, while unconventional comfort is emphasized by technologies applied to the finest Merino wool fabrics by **Loro Piana** and **Reda** for outdoor and activewear.

A new generation of denim fabrics for S/S 2017 is going to point up performing materials strongly oriented to sustainable production processes. **Isko**'s main innovations focus on the 'Blue Skin' denim range, based on total freedom of movement that combines performance with a 3D shaping feature, and on the 'Fade Ez' new finish that makes fabrics in all kinds of construction easily wash down with less water and chemicals. One of the company's main goals is certainly connecting fashion and sportswear, and the latest 'Arqua' activewear platform is contributing to that with four denim families for dance, fitness, yoga, outdoor activities and commuter biking. Garments enhancing new features include moisture control, water repellency and anti-odor. As it is committed to envisioning a sustainable, technological future, **Orta** introduces the 'Ortablufrequency' collection. Technology is embedded in the denim fibers and the material works as a catalyst, responding

to our movements and surroundings. Amplify, Reverb, Octave, Symbiosis, Vapor and Synthesis represent a variety of solutions, among them the new 'Bio-Kinetic Denim', which absorbs body heat and returns it in the form of far infrared rays to improve the appearance of the skin, combining fashion, comfort and beauty. The denim is constructed with Emana Black, a polyamide 6.6-based smart yarn with incorporated bioactive minerals. Hidden technologies can represent new standards such as 'Elastech' created by **Calik**, which reduces the fabric shrinkage level. In addition to ultra-high elasticity, in horizontal direction with the highest recovery, the denim fabric can now stretch in a vertical direction as well to give more freedom for body movements. This creates fantastic benefits both for the manufacturer and the designer, keeping the garment's shape, avoiding bagging and introducing superior wear performance. With elasticity a key factor, **Invista** presents the innovative 'Lycra Hybrid' technology for knit denim. These fabrics combine the best of the comfort and flexibility of a knit with the authentic aesthetics and performance of a woven fabric. Additionally, the fabrics can be engineered for use in a range of different garment types, each serving different consumer needs.

