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Colours and Trends Winter 2011/12

based upon the IDEAS colour forecast a/w 2011/2012

Colours are an important feature in designing sports apparel. They are connected to emotions, show affiliations to certain communities and forms of sport. And most of all they show the self-confidence and individuality of each single sportsman or sportswoman.

To choose the right colours for a sports collection is not only essential for soft sports and all kinds of wellness sports. The commercial success of high-performance garments, too, is a matter of colour – besides fabric, accessories and fit.

IDEAS has chosen the emblematic keyword “**STAR TREKKING**” for its colour forecast winter 2011/2012 and it represents a voyage beyond boundaries. A voyage not only to explore infinite space but aiming to reach new mental horizons.

A theme perfectly matched with sports – every sports enthusiast seeks to stretch his or her boundaries.



For this voyage into the deep blue of far-away horizons the designers of IDEAS have defined six coherent colour stories. The colour range of each story stands for its own but can also be mixed with colours of other ranges in this forecast.



Here a short description of each colour theme.

“**BLUE BOX**” is the starting point - all voyages or adventures are initiated in our minds. Visions and blueprints of what could be. Imagining the future with the knowledge of both the present and the past.

The colours recall the essence of the blue planet as the home of mankind with shades of blue and green. Backed with sand, black and white. We see a predominance of shades of blue as blue is also the colour of thinking. A clear and fresh colour range which matches perfectly for all kinds of cross country sports.



Some keywords concerning fabrics:

- high-performance fabrics
- merging functionality and aesthetics
- protection & comfort
- polished metallic aspects for matte surfaces
- iridescent finishes

„**DRIVING FORCE**“ visualizes the vibrant energy which develops when making plans. Ready for take-off.

An array of creamy pastel colours. Darker shades of blue and red for extra tonal depth. A very optimistic feel with a retro twist – following the sci-fi fantasies of the 50ies. Feminine and young. Both decorative and playful.

Keywords concerning fabrics:

- high-end laminates
- elaborated structures
- maximum comfort
- imperfect finishes for a hand-made touch
- peachskin

„**DEPARTURE**“ – finally leaving the traps of the past. Starting anew. Seeking harmony with nature and humanising new technologies.

Frosted glass colours with the main emphasis on variations of green. Warmed by soft lilac and coral blush. Monochromatic use of colours. Clean patterns. The range fits well with individual sports and wellness.



Look of fabrics:

- extreme light-weight fabrics
- fluid & feathery
- sensual handles
- elastic fibres for kinetic mesh
- organic ripples
- moulding & quilting to create cosy volume



„**TAKING RISKS**“ is inspired by the powerful spirit which enables people to overcome any obstacle. Leaving the daily routine behind. Shifting boundaries to find the right balance. An experience of unlimited freedom.

A colour range full of adrenaline – vivid and saturated. Deep blue, spicy orange and sunny yellow are contrasted by dark berry and black. For all kinds of extreme sports.



Fabrics underline this unique appeal:

- unexpected fabric combinations
- holographic reflections
- slick sheen
- embossed surfaces

„**DISCOVERY**“ gets its inspiration mainly from the weathering effects caused by nature’s elements. Thinking of substance and permanence, mankind discovers the beauty of earth’s treasures and memories.

The distinctive colour palette shows earthy colours like petrol, leather and the patina green of copper. They are lit by sulphur, apricot and luminous white. Hot and spicy orange gives a colour flash. A colour concept which adapts well to trekking collections.



Some keywords for the fabrics:

- structural depth
- raw & spongy surface textures
- oxidised metallic aspects
- hyper shine meets flakey finishes

At the end of the voyage we follow the motto: „**Breaking New Grounds**“.

A love of human creativity itself ... Looking for a new design vocabulary with respect to the environment and the natural beauty of mother earth.

Loaded with energy and fun, a palette of artificial colours energise man-made surroundings, inspired by neon lights which bring light into the infinite darkness of space.

Fabric keywords:

- synthetics at their best
- smooth surfaces
- high gloss of all kinds
- rugged tar-like coatings setting contrasts
- transparent multi-layering of different textures



The complete IDEAS colour forecast (including also proposals for colour combinations for each theme) can be purchased exclusively by direct order via e-mail: news@ideas-designers.com.

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