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Colour trends for Winter 2014*15 and Summer 2015



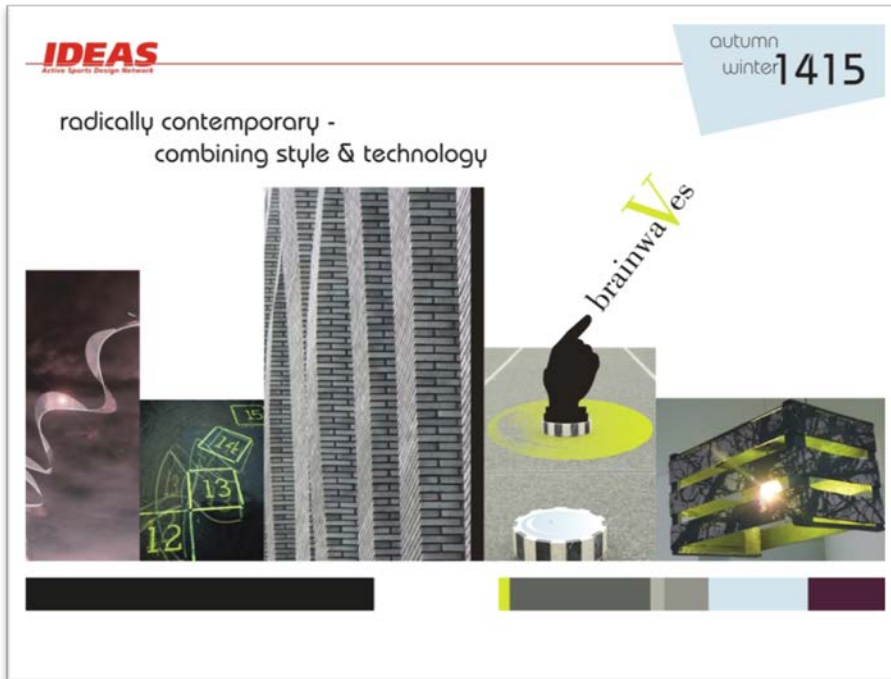
A season marked by the will to face the challenge of shaping the future - with creativity, fantasy and exuberant energy. Thinking out of the box allies traditional crafts with contemporary technologies. The power of diversity becomes fundamental for innovative concepts and fresh ideas.

As usual IDEAS has defined six colour stories fitting the universe of sports. Yet the first story called "designers' choice" boosts the lines of sports and enhances a fashionable active lifestyle feeling which we see spreading over the globe:

brainWaves

Ideas emerge from aimless mind flights. Welcoming surprises.

colour mood A powerful statement based upon the beauty of black & white. Combined with subdued neutral shades and earthy dark burgundy. Dashes of acid lemon underline the cool spirit of this range.



Fabric & graphic inspiration:

- Fabrics explore the synergies of high-performance technologies & nature.
- Fusions of knits & woven fabrics.
- Laminated flannels.
- Weightless moulding.
- Compact yet soft.
- Precise line drawings pair with subtle geometrics.

earthbound

Idealization of the endless natural wilderness as place for inspiration and relaxation. Clear daylight and its reflections on water create a rather surreal freshness.

colour mood The harmonious colour range is based upon shades taken from earth and sky. Cool and dimmed northern tones pair with vibrant clear green and luminous turquoise.



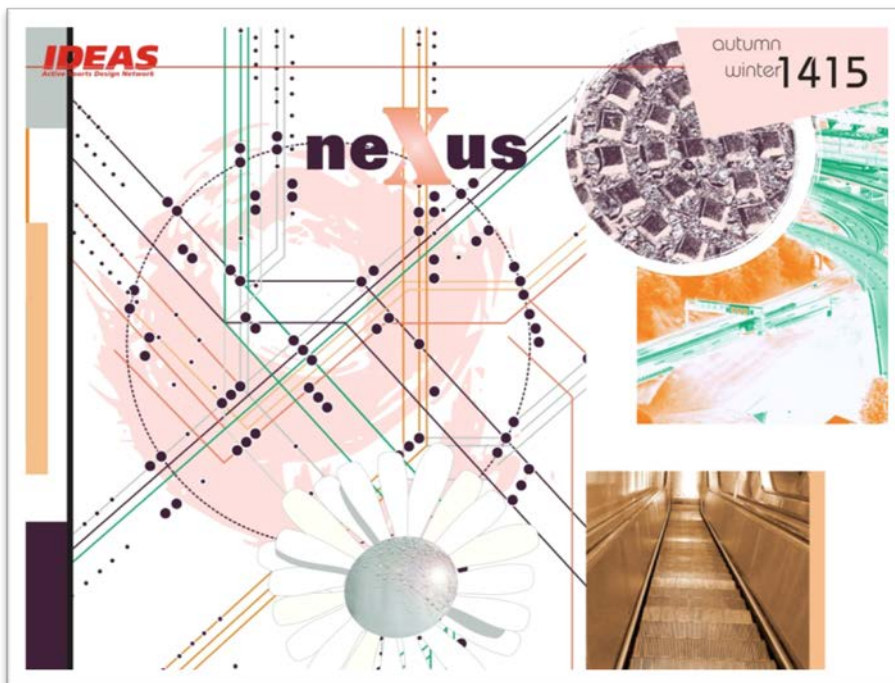
Fabric & graphic inspiration:

- Functional properties with a natural & dry handle.
- Visible textures with irregularities.
- Dense fluidity, tender & smooth.
- Refined stretch fabrics.
- Microporous coatings.
- Crystal glaze & reflections.
- Organic patterns recall nature's diversity.

neXus

The world has turned into a global network – a place of constant and ever-growing interaction by all means. A universal flow of people, information, ideas and goods creating its own multi-faceted topography.

colour mood Colours are light and vibrant with the predominance of red tones. Black burgundy adds depth to the airiness of the range. Intense green as counterpoint.



Fabrics delight in creative interactions of all kinds to reflect the agility of modern lifestyle:

- Coating, laminating, brushing, yarn-dyed patterns, engineered jacquards & embroideries.
- Extra light-weight fabrics.
- Elaborated patterns full of movement.
- Sweeping curves and the strict grids of city maps or flight connections.

Lost & found: HEIMAT

Hypermobility vs. a deep yearning for a place to rest. Being constantly on the move and always reachable creates the wish for a withdrawal into private spheres with a calm pace.

colour mood Colours are slightly artificial yet inspired by earth's splendour. Joyful shades of yellow, bluebird sky, emerald and red.



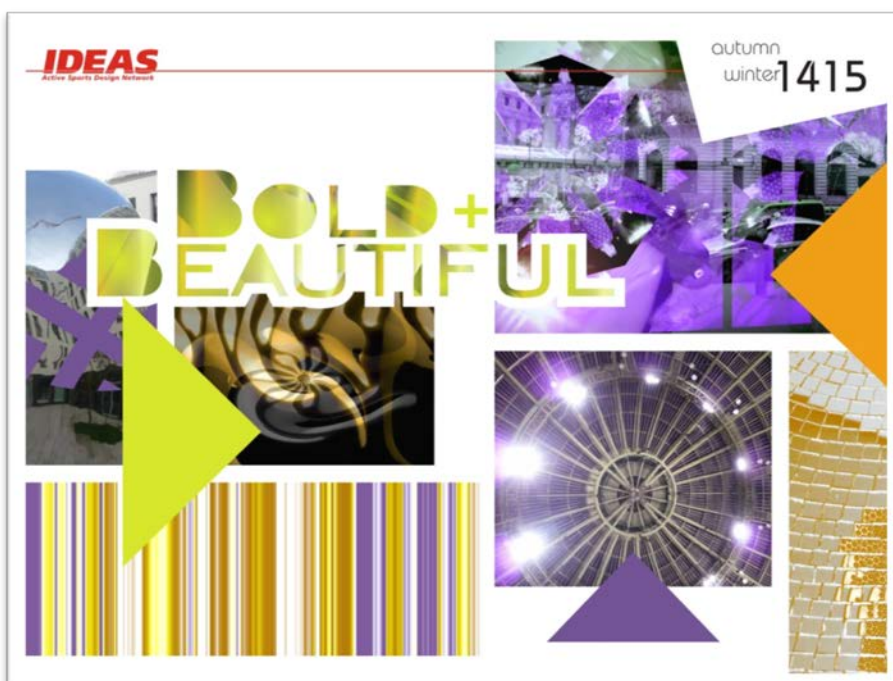
Fabric & graphic inspiration:

- Fusions of natural and artificial fibres.
- Sturdy fabrics with particular attention to long lasting durability.
- Tactile sensory experiences.
- Brushing & felting.
- Pattern inspiration comes mainly from the alpine region and its cultural heritage. Traditional crafts and motifs are re-discovered.

bold & beautiful

The unlimited freedom of an open mind – just dare to think big! Striving for uniqueness.

colour mood A colour scheme bubbling with vibrant energy. Enriched with the sparkling glamour of silver. Eye-catching acid lemon, bright orange and violet mix with refined neutral shades.



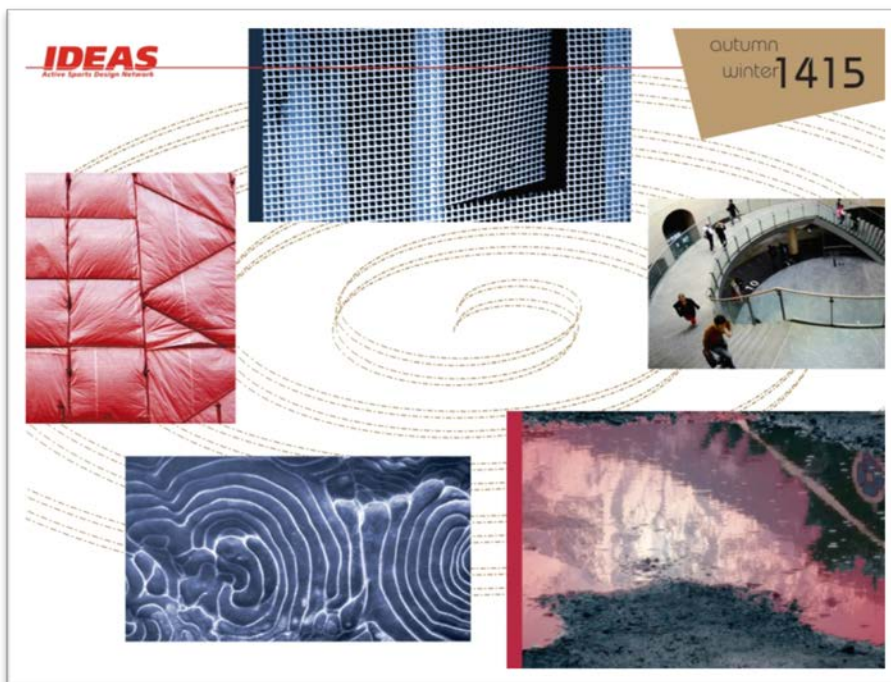
Fabrics focus on:

- Elaborating functional properties with fantasy.
- Double-faces with fancy backsides.
- Gripping volume & woollen cosiness
- Perfect metal sheen, mirror-like reflections.

find out

One step further ... Leaving the trap of conventional thinking, carving passages through labyrinths and mazes in order to gain new knowledge.

colour mood A classic sports colour palette based upon hues of blue. Reflecting the technical approach of this monochromatic story. Dark navy and ultramarine combined with scarlet red, soft vanilla, pale honey and earthy dark brown.



Fabric & graphic inspiration:

- Reduce to the essence to develop new solutions.
- Combining functional & environmental requirements.
- Engineered fabric with a dry handle.
- Striking 3D effects full of luminosity.
- Spare detailing.

The complete IDEAS colour forecast **autumn | winter 2014*15** (64 pages with graphic inspirations & recommendations for colour combinations) can be purchased exclusively by direct order via e-mail: news@ideas-designers.com.

Looking beyond ...

Summer 2015 will bring less colourful themes. After enjoying several seasons with a bright exuberance of colours, we return to more decent & sensitive interpretations of colour. Refined shades of dark neutrals set the background for saturated brights - revealing dynamic tension at second glance.

Please note:

The complete **IDEAS colour forecast for spring/summer 2015** will be available by July 10, 2013.

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