

SS 16

BRANDING TRENDS & INSIGHTS

NEIL ELLIOTT

HEAD OF GLOBAL TRENDS & INSIGHTS

- SS 2016 TRENDS - PERFORMANCE & STREET
- CUSTOMISATION TREND
- LOW LIGHT STUDY
- INNOVATION



Retail Branding and
Information Solutions



Retail Branding and
Information Solutions

SS 16


PERFORMANCE



Content

AVERY DENNISON
SUSTAINABILITY STORY
GLOBAL INSIGHTS
PATTERN NOISE
PATTERN FOCUS
UNITI SAMPLES

Avery Dennison RBIS are passionate about the apparel industry and our mission to help you elevate your brand and accelerate your performance throughout the global retail supply chain.



Sustainability is rooted in our values and has long been part of our approach to business. Today, it drives us to work collaboratively across our entire value chain to address the environmental and social impacts of product packaging, labelling, retail branding and graphics materials.

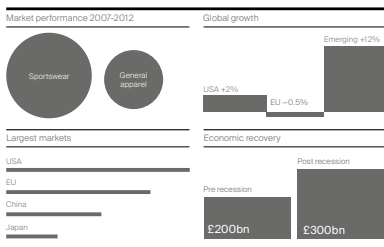
We are not alone in our quest to becoming more sustainable and have partnered with a number of external stakeholders, including trade and non-governmental organisations to share our knowledge and learn from others. In fact Avery Dennison were the first labels, trims and packaging supplier to join the SAC (Sustainable Apparel Coalition).

Avery Dennison™ Greenprint helps customers make informed decisions about product sustainability and their raw material selection.

We combine life-cycle assessment with creative design to enhance product presentation while reducing your impact on the environment.

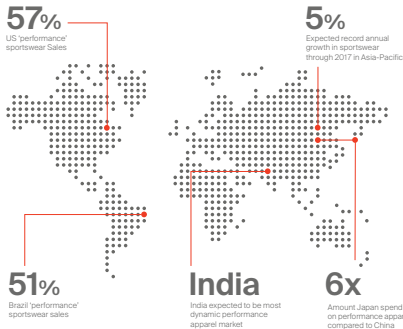
Greenprint brings intelligence, creativity and sustainability to fashion – helping you use less while elevating your brand.

MARKET OVERVIEW



BY REGION

Global statistics



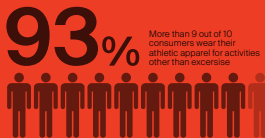
GLOBAL INSIGHTS

CONSUMER BEHAVIOUR

Top sports participation



Usage



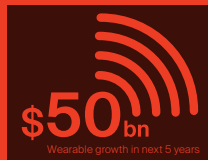
Largest growth



Sustainability

NINETEEN PERCENT of consumers say that environmental friendliness is 'very important' on consumers athletic apparel purchases

Survey results



By 2017, wearables will drive 50% of total app interactions*

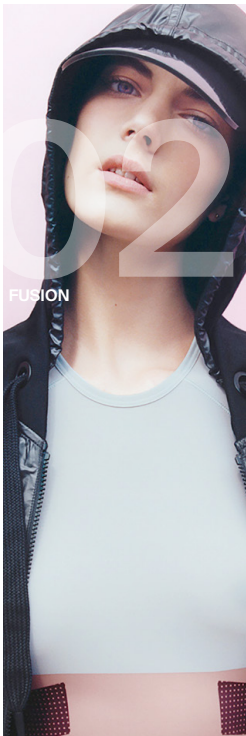
*mobile devices

TECH

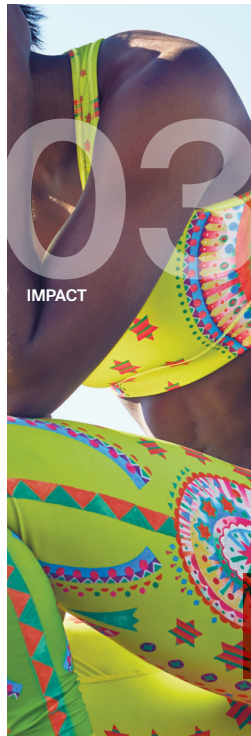


ENERGISE

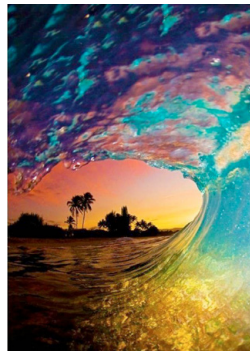
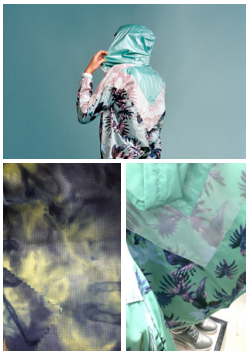
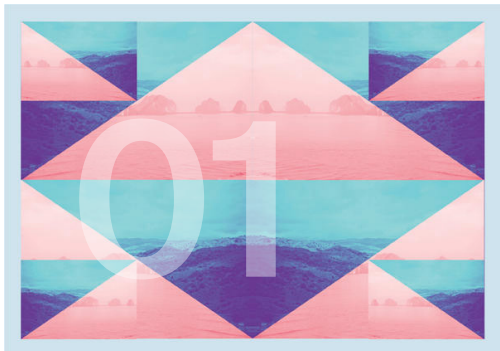
PERFORMANCE
PATTERN
FOCUS



FUSION



IMPACT



ENERGISE

Intense training activities gain momentum where the athlete looks to take risks and boost energy levels. We take inspiration from tropical locations full of excitement and fun as well as give a nod to the Nineties.

MOOD

Tropical atmosphere

Inspired by Brasil

Outdoor and water sport driven

Nod to the Nineties

Abstract geometric forms

Colourful gradients

PERFORMANCE
PATTERN
FOCUS



ENERGISE

MATERIALS

- Layering with transparency
- Lightweight
- Reflective
- Seamless bonding
- Water repellent

PERFORMANCE
PATTERN
FOCUS



FUSION

Sophisticated innovations and technology is continuously evolving to improve athletic performance. We see the importance of fusing functionality, elegant design and smart simplicity to accelerate and achieve optimum results.

MOOD

Minimal

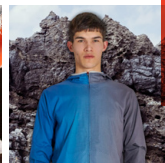
Futuristic

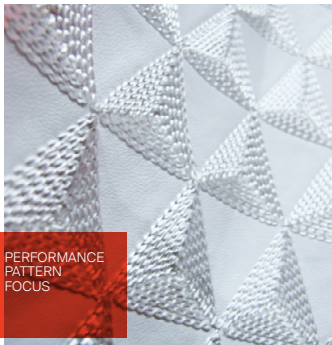
Form follows function

Technical

Structured

PERFORMANCE
PATTERN
FOCUS





PERFORMANCE
PATTERN
FOCUS

FUSION

MATERIALS

- Reflective
- Hybrid material combinations
- Fine patterns and structures
- Tonal effects
- Material contrasts

IMPACT

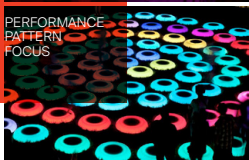
Social and communal activities are the inspiration where we blend global influences for an offbeat, eclectic and expressive direction.

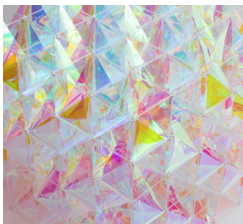
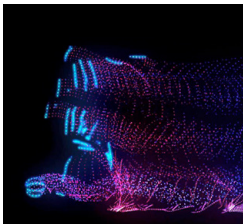
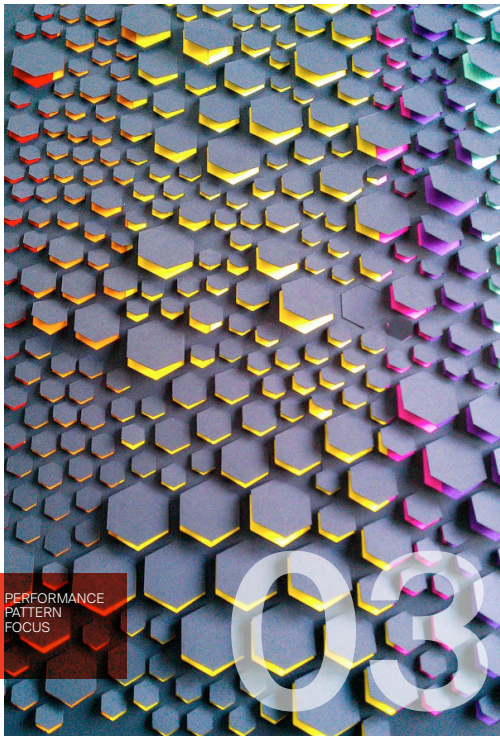
MOOD

Global influences
Interactive
Social sport driven
Inspired by customisation
Ethnic and tribal pattern mixes



PERFORMANCE
PATTERN
FOCUS





IMPACT

MATERIALS

Interactive

Foils and metallic

Neon accents

High definition

Dimensional surfaces



UNITI
PERFORMANCE

UNITI



SECOND USE SWING TICKET

- Digital print on Cling-z
- Swing ticket
- Superior digital print quality
- Electrically charged face material (on liner) which will adhere to many surfaces such as glass, metal or even a smooth dry wall.
- Great give away/secondary use option

UNITI
PERFORMANCE
SAMPLES



HD HEAT TRANSFER

- Agility HD Heat transfer - embroidery effect
- Superior high definition graphic to simulate an embroidered patch
- Cost effective alternative
- Soft hand and great stretch / recovery





SUBLIMATION PRINT WOVEN

- Woven with dye sublimation print
- Woven embellishment
- Sublimation print on woven adds brilliant colors and designs without the cost of adding yarns

UNITI
PERFORMANCE
SAMPLES



UNITI
PERFORMANCE
SAMPLES



REFLECTIVE FSE

- FSE Reflective exterior embellishment
- Offers EN471 Level 2* rated solution with a candle power* above 450 LUX*. Exceeds the published requirements for performance wear and is on par with reflective material that offers a candle power of 350-500.
- Laser cut using a template design that is consistent in size and shape



TWO COLOUR REFLECTIVE HTL

- 2 Colour Reflective heat transfer exterior embellishment (Agility Coloured Reflective)
- No sew branding
- Multi-colored reflective designs perfect for providing high visibility effects and aesthetic designs to performance and fashion garments
- Soft hand feel

UNIT1
PERFORMANCE
SAMPLES

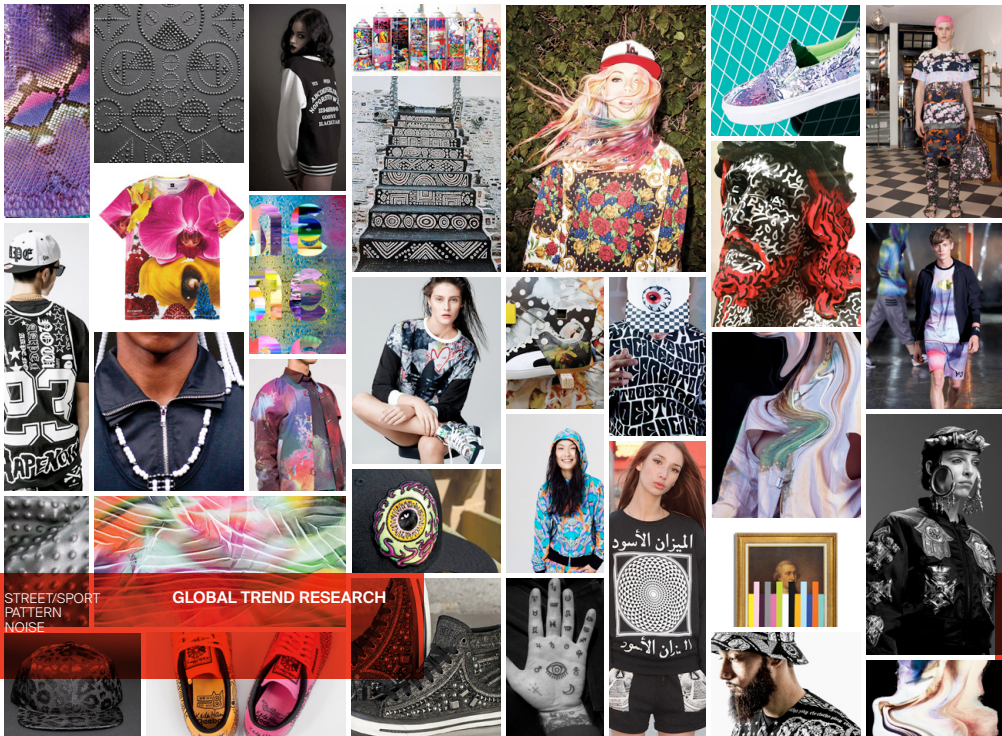




Retail Branding and
Information Solutions

SS 16

STREET/SPORT



STREET/SPORT
PATTERN
NOISE

GLOBAL TREND RESEARCH





RADICAL

STREET/SPORT
PATTERN
FOCUS



SURREAL



ICONIC



RADICAL

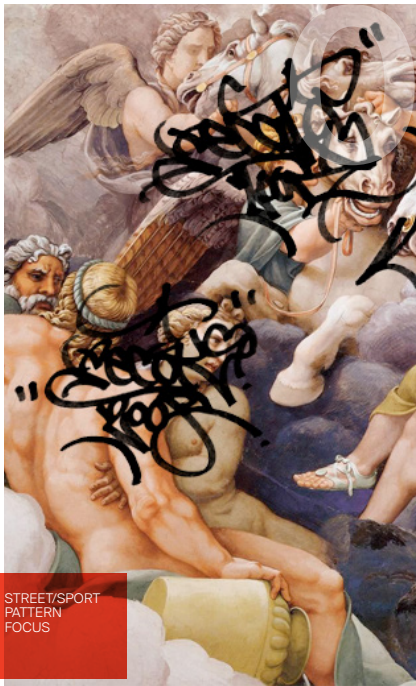
Self-expression continues to be very significant in today's society. Looking back at the graffiti movement and how it remains extremely powerful as well as capture the attention of many is inspirational.

STREET/SPORT
PATTERN
FOCUS



MOOD

Live in the moment
Fusion of street art, music and fashion
Self expression
Collaboration
Unique and personal



STREET/SPORT
PATTERN
FOCUS



RADICAL

MATERIALS

Extreme pattern play

Bold embroideries

All-over prints

Mixed media

Graffiti inspired

SURREAL

Where the line between reality and fantasy blurs, stirring our senses. A mix of real life and virtual objects that morphs our perception and allows us to see things in a new way.

MOOD

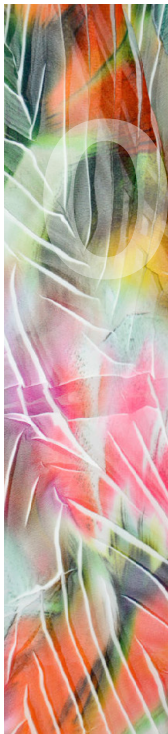
Digital surrealism

Wildly colourful

Irrational

Upbeat and elaborate

Vivid and blurred



STREET/SPORT
PATTERN
FOCUS



STREET/SPORT
PATTERN
FOCUS



SURREAL

MATERIALS

Unconventional material use

Lenticular images

Magnetic

Digitally printed wood

Reflective

ICONIC

A multi-cultural fusion filled with hidden messages expressed in glyphs and ethnic symbols told through a bold black and white story.

MOOD

East meets west

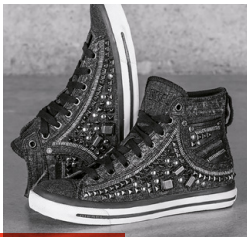
Global tribe

Cultural mix

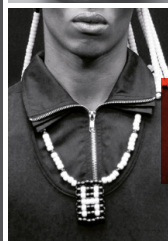
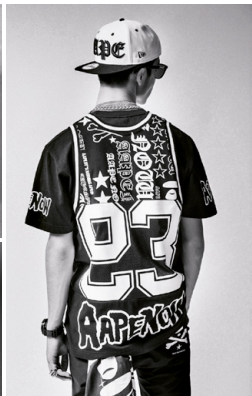
Bold and disruptive

Virtual connectivity

03



STREET/SPORT
PATTERN
FOCUS



MATERIALS

Heavy

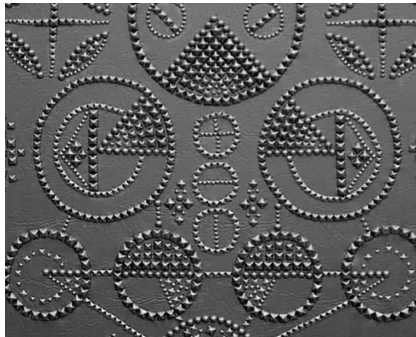
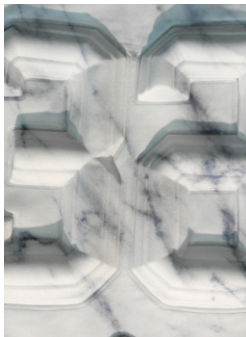
Metal embellishments

Black and white statement

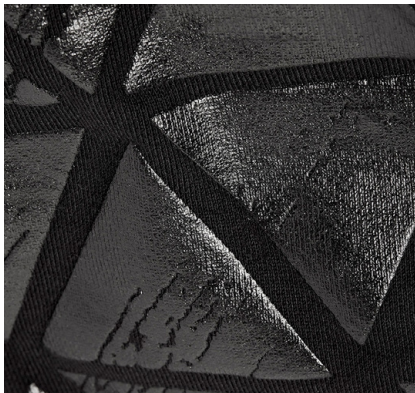
Woven matte and shine mix

Studded Pattern

03



STREET/SPORT
PATTERN
FOCUS



A man with a beard and short hair is shown in profile, looking towards the left. He is wearing a light-colored hoodie with the hood pulled up over his head. The entire image is bathed in a strong red light, creating a monochromatic effect. The background is dark and textured, possibly a wall. In the bottom left corner, there is a dark red rectangular box containing white text. The brand name 'Uniti@' is written in a white, stylized, handwritten font in the lower-left quadrant of the image.

UNITI
STREET/SPORT

Uniti@

UNITI
STREET/SPORT
SAMPLES



AD6S27

- Digital print on wood
- Swing ticket
- Genuine wood veneer on backer
- Great digital print quality, including text and scannable barcodes
- A natural look with high graphic definition



AD6S32

- Digital print on lenticular bubble film
- Swing ticket
- Great digital print quality on an innovative material which creates a 3-D look - is similar to a lenticular effect
- Cost effective pre-press/artwork preparation
- Suitable for folding and die cutting



AD6S20

- Embroidered patch with metallic threads
- Embroidery exterior embellishment
- Update to classic embroidery patch with metallic highlights
- Add a heat seal backing for no sew branding

UNITI
STREET/SPORT
SAMPLES



AD6S24

- WSE (Woven separate elements)
Exterior embellishment
- No sew branding
- Zero distraction
- Laser cut using a template design
that is consistent in size and shape
- Sold on a pressure sensitive carrier
to ensure accurate placement

UNITI
STREET/SPORT
SAMPLES





UNIT1
STREET/SPORT
SAMPLES

AD6S19

- Woven with lurex yarn
- Woven embellishment
- High definition weave technique
- Lurex yarns add interest and texture
- Elevated appearance for higher end products



A person is using a heat press to customize a black t-shirt. The t-shirt already has the Paris Saint-Germain club crest on the left chest. The person is placing a large, rectangular, custom-designed graphic onto the front of the shirt. The scene is lit with a strong red light, and a computer monitor is visible in the background.

MAKE IT PARIS SAINT -GERMAIN

CUSTOMISATION



MAKE IT
PARIS SAINT-GERMAIN

BOUTIQUEPSG.FR



PSG POP - UP SHOP AT GALERIE LAFAYETTE PARIS

Venue - Galerie Lafayette Paris

Date - Aug 4th-30th

Visit - Friday 8th Aug



A group of runners is captured in motion during a night run. The scene is dimly lit, with a warm, orange-red glow from streetlights or a low-light source. The runners are wearing various athletic gear, including jackets and leggings. The background shows a dark street with some blurred lights and structures. The overall atmosphere is one of a low-light environment.

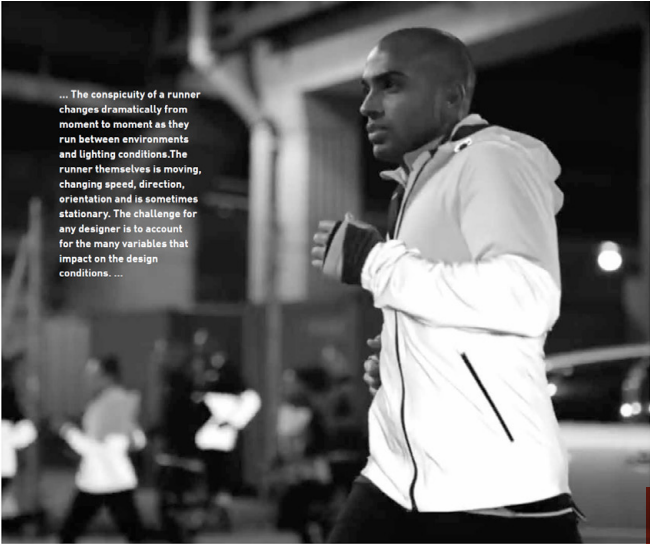
- RUNNING & CYCLING

LOW LIGHT STUDY

LOW LIGHT STUDY

Avery Dennison in association with Progressive Sports Technologies in the UK conducted a market research study in order to better understand how low-light apparel is utilized.

This research will serve as guiding principles for apparel designers in terms of color, embellishments and reflectivity.



... The conspicuity of a runner changes dramatically from moment to moment as they run between environments and lighting conditions. The runner themselves is moving, changing speed, direction, orientation and is sometimes stationary. The challenge for any designer is to account for the many variables that impact on the design conditions. ...

THE DEMOGRAPHICS OF THOSE SURVEYED WAS MAINLY SERIOUS OR RECREATIONAL ATHLETES

Progressive created a short online survey in order to gain an understanding of the use of visibility and pedestrian safety garments and accessories to compliment the literature available and put it into context with real-life. The survey was circulated to local running clubs and enthusiastic athletes for their responses. In total, 136 responses were collected.

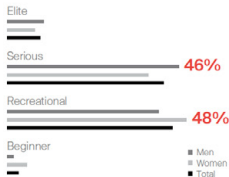
DEMOGRAPHICS

Survey Results

Most of the respondents were active and would typically conduct a reasonable amount of running each week. As would be expected the average size in all garments (jackets, tops, trousers/shorts) was a **MEDIUM**, although interestingly overall female respondents were found to favour **SMALL TOPS & TROUSERS/SHORTS** whilst still predominantly wearing **MEDIUM SIZED JACKETS**.

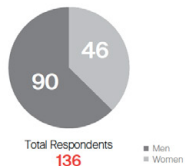
WHAT LEVEL OF ATHLETE WOULD YOU CLASS YOURSELF?

Respondent's Assessment of Ability Level



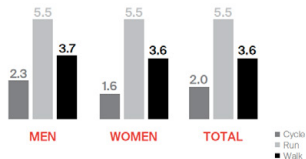
RESPONDENTS

By Gender



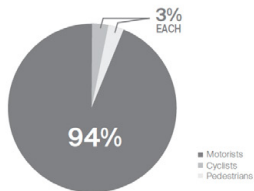
ACTIVITIES

Average Hours Per Week



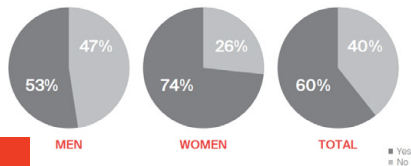
PERCEIVED THREAT

Who respondents felt posed the greatest risk to them



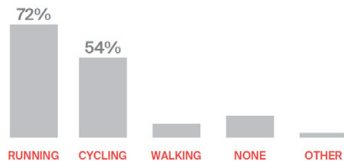
USAGE

Do you wear visibility enhancing sports products?



SPORTS

Respondents use of visibility-enhancing product



MOST USED PRODUCTS

Products that over 50% of respondents actually used



TOPS
with reflective elements

TIGHTS
with reflective elements

FOOTWEAR
with reflective elements

The most effective item is perceived to be a fluorescent bib with reflective element, yet it is one of the least favored items – "Nervous Norman; No Thanks!"

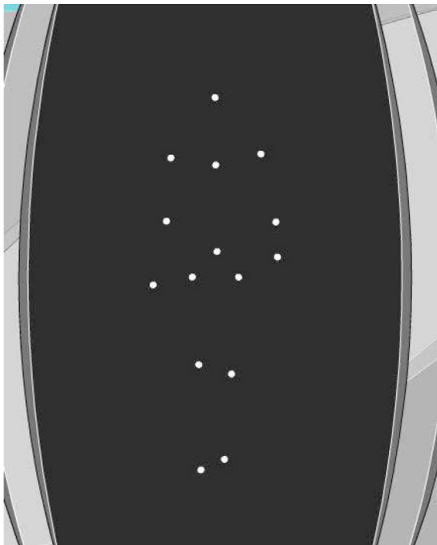
BIOMOTION

Enhancing the human form through embellishment placement.

From 1973-1975 one of the first researches in the use of biomotion was undertaken. Observers were shown films of actors making natural movements whilst wearing points of light on their major joints. Although only the points of light were visible on the films the observers could recognize a walking human form in as little as 100 - 200 miliseconds.

www.biomotionlab.ca/Demos/BMLwalker.html

Our study shows that the correct positioning of the contrasting embellishments enhances the 'biomotion' thus aiding conspicuity and visibility of the individual.



TRIPLE THE BENEFITS



- ① **MATTE BLACK**
For highest visibility under short spectrum light, i.e. street lamps.
- ② **RETRO-REFLECTIVE**
Placed at certain points to easily recognise the human form.
- ③ **FLUORESCENCE**
Proven effectiveness and a standard safety measure.

Colours can be interchanged for best result against garment colour



Sodium Street Lights At Night



1. MATTE BLACK

Under sodium lighting and other low light conditions, contrast becomes more important. Matte black becomes a key colour for conspicuity.



Darkness Without Street Lights



2. RETRO-REFLECTIVE

Retroreflective material shows up brightly in the dark, when viewed from behind a light source.



Daylight - Adverse Weather



3. FLUORESCENCE

According to ANSI/SEA 107-2004, studies show that both fluorescent orange and fluorescent yellow-green fabrics perform better than other colours in diverse weather conditions.





Retail Branding and
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Thank You

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