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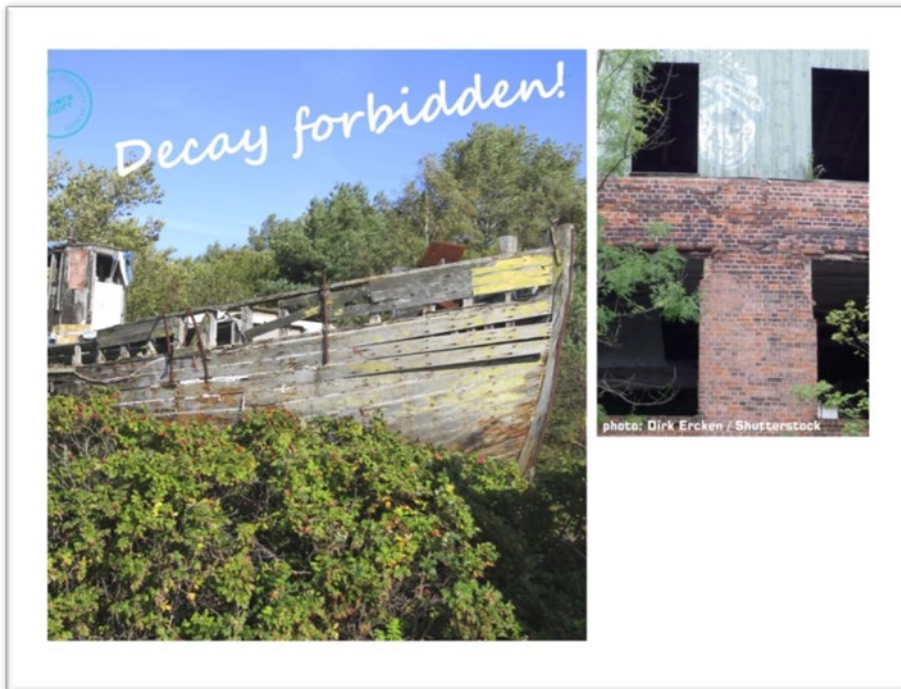
Colours & Trends

Update Summer 2017 and Preview Winter 2017*18



Update Summer 2017

In the fast-paced global world everything seems to grow, decay is practically forbidden. Changes and developments in the modern society follow mainly the sports principle of “faster, higher, further”.



Despite the experiences with global economic turbulences and natural disasters, the world still clings to this idea of ever-lasting growth. Sheer mathematics tell us that permanent growth is just not possible in a world with scarce resources. Yet we see a growing discomfort with this idea, more and more people have started questioning the pros and cons. “Degrowth” is the base for further discussions focusing on topics like quality of life and true sustainability.

On the verge of new and unpredictable developments, the season delights in delicate and optimistic colouring. Let your imagination grow!

- **SUPERBLOOM**

Exponential growth - transgressing any limitations. New technologies offer it all – replicating nature ever more accurate and refining reality. Perfecting even the human condition via technology.



fabrics | Placing high-end technology first. Yet enhancing fabrics which combine perfect function with a natural look and feel. Textures mimic architectural structures and rhythms of all kinds. Jacquard fabrics are inspired by organic forms. Surfaces with reflective properties enhance depth. Slightly gleaming coatings.

graphics | Cool geometric patterns change character by layers of sensuously morphing colour. Fragmented flaming flower designs delight in opulent colouring. Complex monochrome line art inspired by architectural blueprints and wiring diagrams. Background patterns oscillating between organic and technical are decorated with precise colourful motifs inspired by light tubes.



colour mood | A range of vibrant hues provokes explosions of energy. Sunny yellow, bright violet and shady true red take centre stage. Balanced with shades of mid blue and dusty bronze. Highlighted by creamy white. An expressive and bold colour story reflecting a synthetic naturalness.

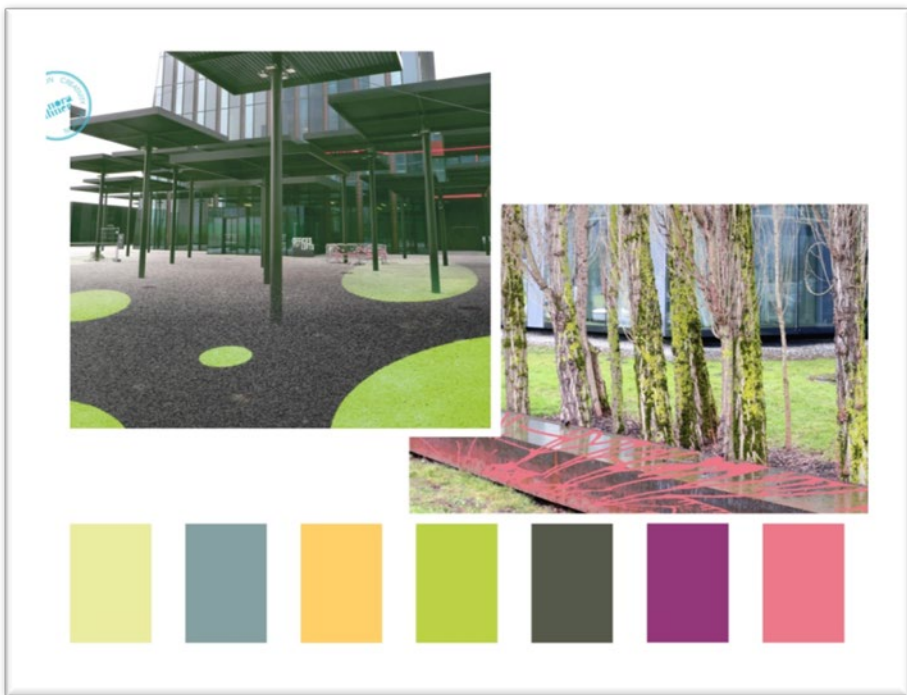
- **Sprouting Up**

The unexpected is an essential part of life - detailed planning, excessive data mining and innumerable algorithms cannot extinguish surprises or eliminate any risk.



fabrics | Developing protective and functional properties for a more everyday outdoor clothing. High elasticity for freedom of movement. A rich diversity of structures and finishings as tactility is key. Perforated plains and knitted jacquard mesh. Wax coatings for strong durability.

graphics | Influenced both by nature and man-made environments, by chaos and high-end precision. The unplanned settlements of mega cities vs strict grids. Shattering homogeneity with unbridled fantasy. Shadowy reflections vivify urban topography. Fleeting street art sketches spread over weathered colour plains.



colour mood | Light shades of green and amber alongside powerful coral, leaf green and purple. Greyish petrol and blackened olive complete this calming yet rich palette. Reflecting untamed individuality as well as sparkling unity.

- **Beyond Growth**

Abandoned industrial buildings and areas offer stimulating canvases to makers with imaginative minds and a hands-on approach. Preserving traditional skills, adapting latest machinery to the process of individual making. Bridging the gap between craftsmanship and industrial production.



fabrics | Taking a thoughtful approach to fabrics. Refining and transmuting materials to achieve singularity. Playing with the contrast of rough and smooth. Textures recall hand-carved geometric ornaments. Surface treatments underline the importance of natural haptic sensations. Wool or woollen blends which derive from responsible production. 3layers use bio-based membranes.



graphics | The traces of decay are key sources of inspiration. Both simplicity and ornament influence patterning. Hand-drawn imperfection. All-over prints add layer upon layer. Cracked overprints become more refined and discreet. Strict geometries adorn undetermined spotted backgrounds. Irregular engravings emulate organic structures.

colour mood | A harmonious colour palette with restrained luminosity. Muted mid shades of blue, brick and green are lifted by soft mint and pastel yellow. Intense blackened brown and aubergine add punch to this story which recharges reality.

- **microcosm**

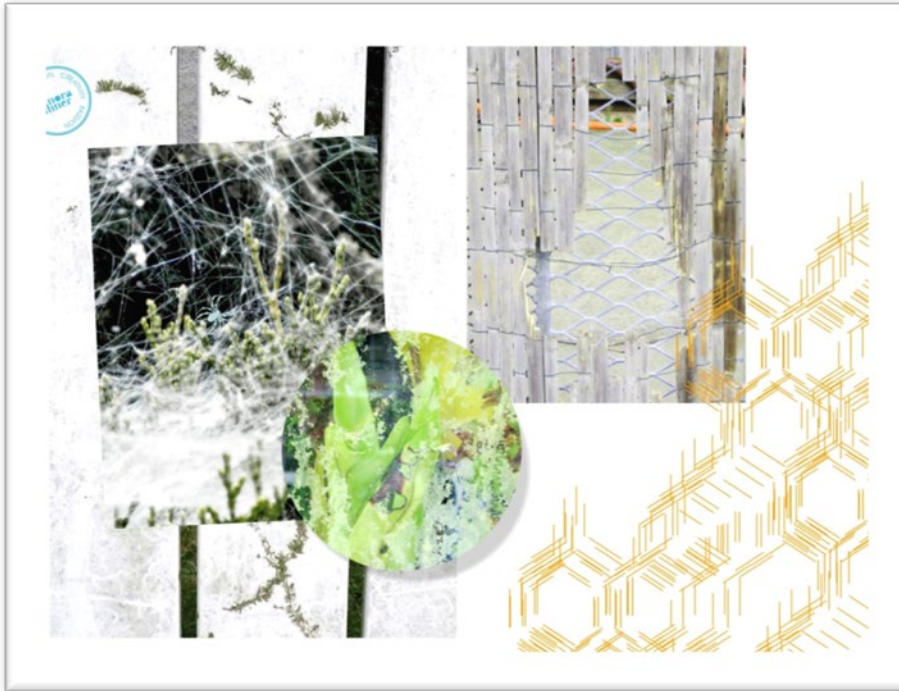
Physical experiences get rare in the digital era. The ever-growing dematerialization creates a world of its own - sometimes too complex to understand. A microscopic view to reality gains ground both in science and society.



fabrics | Focus on extremely light materials with a sleek handle. A wide variety of high-density fabrics – offering both new pattern and print ideas. Peach skin finishing characterizes woollen baselayers. A play of opacity and translucence. Moulding for weightless volume. Surfaces with a shimmering luminosity.

graphics | Close-ups of barely perceptible natural phenomena influence mysterious and visually intriguing patterns. Delicate and fragile lines sketch out complex networks. Curved dotted lines follow invisible trajectories through space. Blurring reliefs inspired by honeycomb patterns.

colour mood | A captivating array of light shades mixing warm and cool tones. Eye-catching bright orange is supported by tender yellow and radiant white. Airy blue, silver grey and dusty lavender underline the luminous finesse of the range. Perfectly grounded by dark fern.



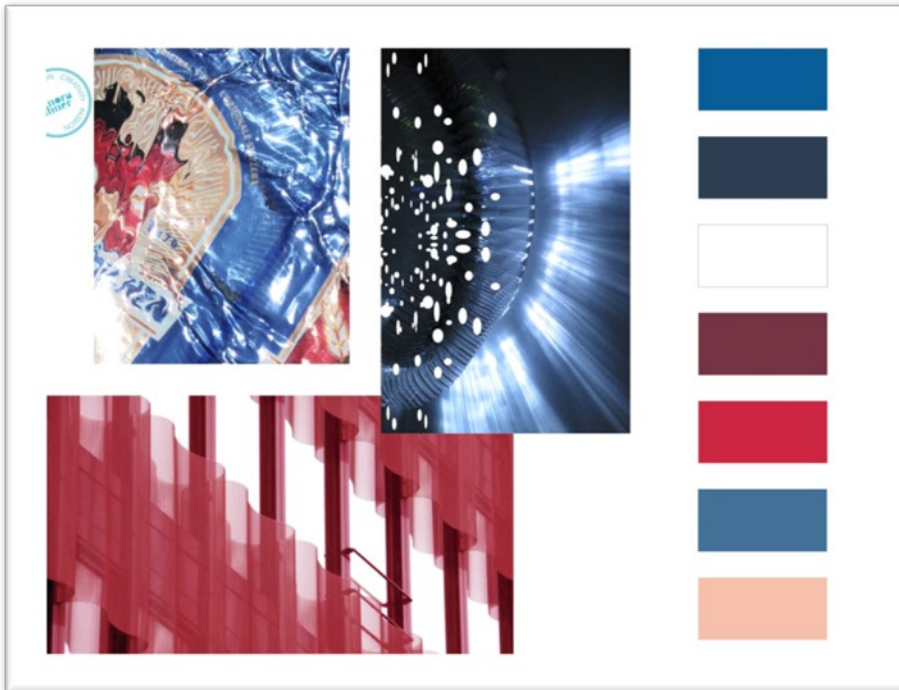
- **Game of Life**

Thrilling, amazing, poetic, fast-paced, passionate, exhausting -life is constantly in the making. Triggering permanent interaction. Pure challenge and true emotion. Be brave!



fabrics | Performance properties are adapted to the level of activity. Extra-light bonded or laminated softshells favouring neat structures – either inside or on the outside. Ultra-dense and highly elastic weaves. Matt textures. Ceramic coatings. Discreet polished glazes.

graphics | Distortion and bias update elementary stripes, bold lettering and classic sport badges. Avoiding any stereotypes. Dazzling light refractions add a dynamic multi-dimensional look to reduced geometric compositions. Liquid effects create sculptural shapes.



colour mood | The aesthetics of computer games prompt a new take on classic sports colours. Radiant white lends it powerful splendour to classic red and ocean blue. Dark navy and steely blue add a cool feel, while garnet red and fresh papaya bring warmth and energy.

- **Kiss the Rainbow**

Rejecting the ordinary, challenging what has become habitual. Something new is here to come ...



fabrics | An ever-extended use of recycled materials. Striking new fibre blends with bio-active minerals. Woollen blends in denim look. One of a kind double knits – achieved by computerized hybrid technology. Personalized jacquards with 3D effects. Polished metallic sheen.

graphics | Visually stimulating. Opulence and optimism. A new sense of abstraction. Patterns inspired by the aesthetics of architectural renderings. Illusory effects. Colourful stripes in full swing. Dripping colour flashes.

colour mood | A colour palette with a radiant freshness. Two yellow tones in the foreground. Vibrant sulphurous yellow adds an acid spin while flawless lime stays in tune with bright pink, light blue and burnt orange. Silver grey and charcoal intensify the boldness of these shades. Earthy brown sets an unfamiliar accent.

Please note:

The complete colour forecast **spring | summer 2017** (62 pages with graphic inspirations & recommendations for colour combinations) can be purchased exclusively by direct order via e-mail:

info@norakuehner.com

Looking beyond: Winter 2017*18

Inspiration for the season winter 2017*18 derives from one of the buzzwords of our time: transformation. Socio-cultural shifts, technological innovation, new structures and processes - in our fast pace world transformation is all around us. Even the sky is not the limit.



The selected colour stories are mainly cool in feeling though we see a lot of red shades with a warm, soft glow. Unusual exciting colour pairings set the tone. Carefully selected flashes of red and yellow create positive and dynamic outcomes.

At the core of the season we see two colour stories with completely different appeal: One explores the mythical transformations of natural phenomena – a powerful theme playing with amorphous forms and fluid structures. Orange red, burnt apricot and dark grape take center stage. Dark fern and midnight blue ground the palette deeply in nature while acidic pale lime and frosty lilac add a luminescent touch.

The other story explores the impact of technological advances at the interface of human and robot. Subtly gradated neutral shades offer a poetic reflection of the manmade. Dazzling blue and glowing yellow highlight the delicate feel of this story while dark wine and charcoal add dramatic depth.

Please note:

The complete **colour forecast for autumn | winter 2017*18** will be available by January 21, 2016.

If you are interested in the exclusive preview for early-bird orders, please don't hesitate to contact Nora Kühner.

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