



LENZING COLORS

TRENDS AUTUMN/WINTER 2010/11



TRENDS
AUTUMN/WINTER
2010/11

SUSTAINABLE FUTURE

The crucial need of co-existing between nature and urban landscapes is reflected in the color pallets and the stories from where they come: urban concrete and formal darks meet nature's mid-tones and bright shades.

Eco-fashion, lo-fi, laboratory-grown fabrics, food fashion, fusing product and garment, beetroot-dyeing, victimless leather, boneivory, up-cycling and all the other experiments concentrating on environment issues, are so important; some ideas will eventually end up as valid solutions to problems we fight with, some are indispensable because of the discussion they rise.

Solutions are imperative to solve the paradox of the fashion industry obsessed by the nonstop change and the vital demand of sustainability.

The focus has moved from pure aspect to content, with everything this brings along in terms of questions.

Finishing and added functions are areas still to be explored and bringing in new, complex and fascinating elements.

Craft techniques are reinterpreted and completed by using the newest technology.

Warmth, comfort, caring, reassuring, thoughtfulness are terminologies to have in mind when developing fabrics for the autumn and winter of 2010 / III.

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Highest quality bespokes sophisticate.
Shapes are geometrical, folded, draped.
Bodies are carved, curved, monumental
Surfaces are minimal, smooth, easy.
Colors are gentle contrast, tint tones.

Pearl Gesso Tuxedo Champagne Venetian red Sable Pecan Seal

PANTONE TPX
11-0609

PANTONE TPX
13-0002

PANTONE TPX
19-4010

PANTONE TPX
13-0907

PANTONE TPX
19-1762

PANTONE TPX
19-1718

PANTONE TPX
17-1340

PANTONE TPX
18-1312

AUTUMN • WINTER 2010 • | | **PURITAN**

TRENDS
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Luxury and elegant esteem! Only the superb, regarding materials and finishing – for regular clothing purpose – is approved. Fabrics are coated, weightless, fluid - simply impeccable. Aspect is precise and perfect, feminine and sensual at the same time. Colors are subdued – the essence of the mood is material.



TRENDS
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Light-changed colors Painting with light
 Lustrous Cristalina Moonlight Mirror shine
 Other-wordly Colors reflecting Scientific Mineral
 Technofoil Iridescent Interactive Opalescence Sky-light



AUTUMN • WINTER 2010 • I I **REFLECTION**

Golden bronze Lavender Purple taupe Sky Prussian blu Lotus Tea rose Canarino

PANTONE TPX 15-0927 PANTONE TPX 17-3410 PANTONE TPX 18-1703 PANTONE TPX 14-4810 PANTONE TPX 19-4220 PANTONE TPX 14-2710 PANTONE TPX 14-1212 PANTONE TPX 12-0738



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Tinted by technology! Playing with effects, light and shine – special effects applied to fabrics in finishing, printing, laminating or whatever it takes to deceive the eye. Technology and artificial materials in all aspects, is brought into play to achieve the trickster-appearance. Exploiting interactive technology in clothing framework.



TRENDS
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Urban
alongside
Rural

Organic
alongside
Artificial

Warm tones
alongside
Cold tones

Industrial
alongside
Craft

Caring
alongside
Happiness



Palladian blu Burnished brick Midnight Flax Tenne Dark oak Antique pewter Sandstone

PANTONE TPX
11-4802

PANTONE TPX
18-1616

PANTONE TPX
19-3926

PANTONE TPX
13-0932

PANTONE TPX
16-1253

PANTONE TPX
18-1033

PANTONE TPX
16-0726

PANTONE TPX
13-1007

AUTUMN • WINTER 2010 • || **RUGGED**

TRENDS
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Nature's resources! Exploring the relationship between the urban and the natural landscape. Merging the industrial and the handcrafted techniques. Nature is dealt with under a man-made aspect, caring for the best components. Materials are natural or derivate from natural sources refined by using the best of industrial techniques in order to save the human dimension. Patterns – or the supreme of nature's structures – are handcrafted repetitions, embracing the small imperfections, adding life to expressions.

TRENDS
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Illuminating Super-brights
 Unique Chameleon
 Eye catching Capricious
 Expressive Explosive
 Revealing Kaleidoscope
 Vivid Color abundance



Emerald	Deep pink	Klien blu	Royal purple	Saffron	Cerulean	Eggplant	Scarlet
PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX	PANTONE TPX
16-5533	17-2033	18-3949	18-3533	15-1054	18-4525	18-1405	17-1656



TRENDS
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Fashion impact! It's all about color; dye, tint, hue ... Decorations are complex: caliper drawings neatly colored or animated colored paintings. The curios clash of tapestry and techno. The interference of a precise pattern and a texture. The oddity of a meticulous image ... spray painted. It's glamorously artistic.

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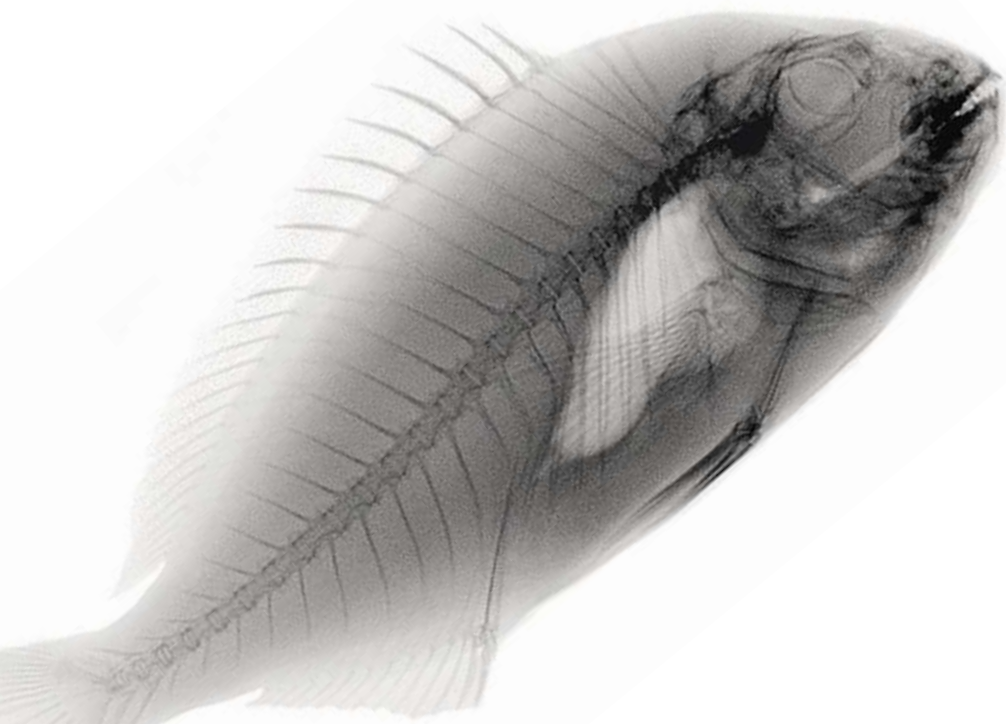
Emotional Overtones

Rich lacquer shine
Hollow shades

Dense darks
Appear / Disappear

Film noir
Collapse / Expand

Connotation



Arsenic

Pietra

Deep plum

Knysna

Green

Mocca

Anthra

Gray mist

Pirite

PANTONE TPX
19-5212

PANTONE TPX
19-1016

PANTONE TPX
19-1627

PANTONE TPX
19-0312

PANTONE TPX
19-1116

PANTONE TPX
19-3617

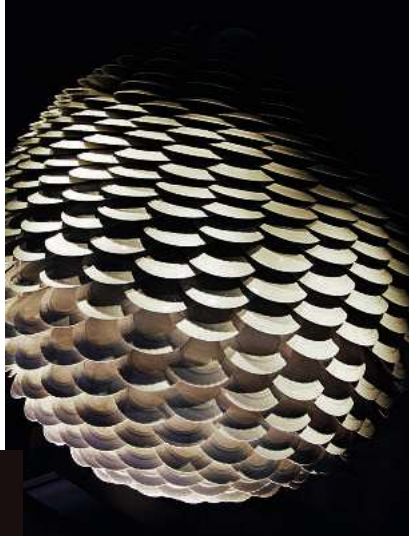
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18-4005

PANTONE TPX
14-5002



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Towards the future!
The hyper newest technology is implemented in the story created by these dark shades – and moods. Breaking down into single elements, looking through in order to discover what and preferably how.



Materials are inspired from high technology building and military industry. Pattern language is graphic.



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COLOUR PALLET

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PANTONE TPX 11-4802	PANTONE TPX 18-1616	PANTONE TPX 19-3926	PANTONE TPX 13-0932	PANTONE TPX 16-1253		PANTONE TPX 16-0726	PANTONE TPX 13-1007	
PANTONE TPX 16-5533	PANTONE TPX 17-2033	PANTONE TPX 18-3949	PANTONE TPX 18-3533	PANTONE TPX 15-1054	PANTONE TPX 18-4525	PANTONE TPX 18-1405	PANTONE TPX 17-1656	
	PANTONE TPX 19-1016	PANTONE TPX 19-1627			PANTONE TPX 19-3617		PANTONE TPX 14-5002	

WOMENSWEAR

AUTUMN • WINTER 2010 • 11

TRENDS
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COLOUR USAGE

PANTONE TPX

14-4810



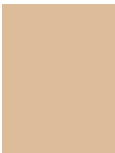
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PANTONE TPX

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PANTONE TPX

17-2033



PANTONE TPX

16-5533



PANTONE TPX

12-0738



PANTONE TPX

11-0609



PANTONE TPX

16-0726



PANTONE TPX

16-1253



PANTONE TPX

12-0738



PANTONE TPX

14-1212



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PANTONE TPX

19-1016



PANTONE TPX

14-2710



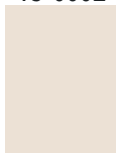
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PANTONE TPX

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PANTONE TPX

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MENSWEAR

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TRENDS
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COLOUR USAGE

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13-0932



PANTONE TPX

18-4005



PANTONE TPX

16-0726



PANTONE TPX

18-4525



PANTONE TPX

17-1340



PANTONE TPX

18-1616



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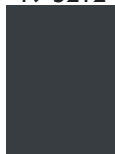
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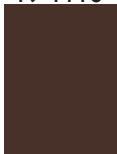
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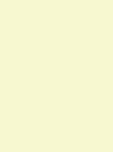
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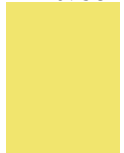
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PANTONE TPX

19-1016



PANTONE TPX

14-5002



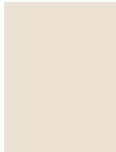
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PANTONE TPX

18-3533



PANTONE TPX

18-4525



PANTONE TPX

18-1405



PANTONE TPX

17-1656





Please note: Color rendition impaired due to printing. For subsequent adjustments please use the corresponding color system.

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