

# COUTURE À IMPACT ÉLEVÉ 2017/2018

## AUTUMN TREND REPORT WINTER MEN - WOMEN

The brighter tones of the palette and the lightweight premium quality of clothes in this trend makes them perfect for the Winter Transitional retail drop, as spring comes within touching distance.

Use the following directions to inspire and inform designs at the start of the product development process.

### INTERIOR FUSION

It explores the growing interdependence between humans and technology, and the resulting convergence between the real and the virtual, the tactile and the technological, and the past and the present.

It also heralds a new type of everyday luxury, where smart materials and intuitive innovations become a seamless part of daily life.



**BURBERRY**

**HOUND STOOTH Wool flared pants**



**GIAMATTI**



**GENTLE MONSTER**



**VICTORIA BECKHAM**

**Crepe Paneled Jacquard Coat**



**GIORGIO ARMANI**



**STYLE TIP**

Striped elements are still popular, simple and atmospheric, but more and more color, shape is also increased a lot of use.



**ANITA KO**



**DOLOCE & GABBANA**

### RAGGED PATCHWORK

With a mindset between punk and the Brothers Grimm, this trend takes the concept of repair and recycle to the level of an art form.

Fabrics, patterns and textures are carefully mismatched, creating richly crafted items that work as treasured statement pieces.



**FILSON**



**MONCLER**



**LEVIS**



**ISABEL BENEATO**



**CARNAL**



**S.N.S. HERNING**



**BURBERRY**

**THE GOLD KILLER Cashmere-Blend Scarf**



**RALPH LAUREN**

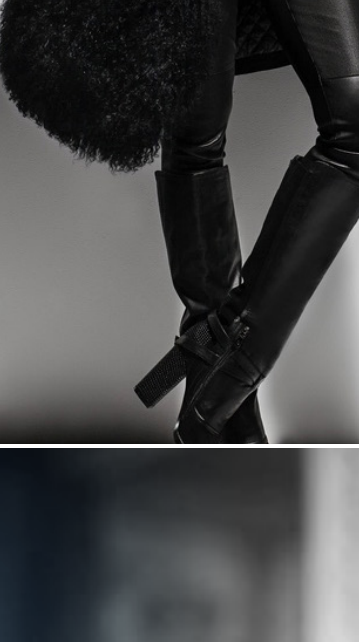
**THE BASIC THAT YOU CANNOT MISS Leather-Panelled Suede Boots**

### BLUE HOTEL


The Nocturne palette appears to be viewed through a dream-like lens, with blackened jewel shades just glimpsed, before vanishing into darkness. There is a back-lit beauty to the highlight colours here, which have an uncanny glow.

Vivid blue, traffic light red and citrine green pierce through with neon immediacy. The play of these bright accents against the darks offers a more casual and sporty edge to what is essentially a story ideal for the smarter looks of the Holiday & Partywear drop.


**CONFORT IS ALSO IMPORTANT**



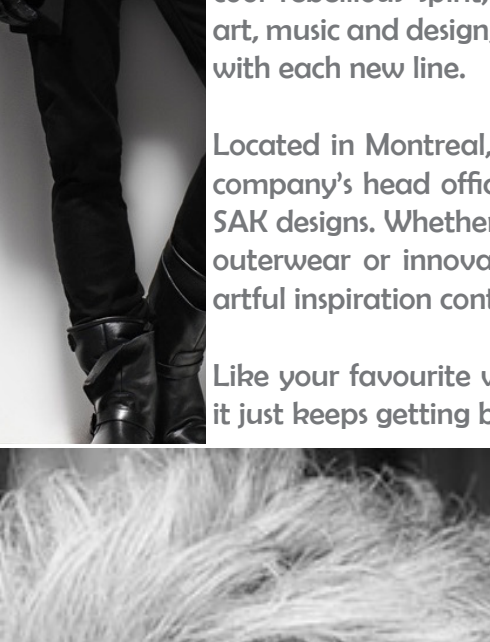
**JUBIAN COTTON**



**DENTS**




**LORO PIANA**



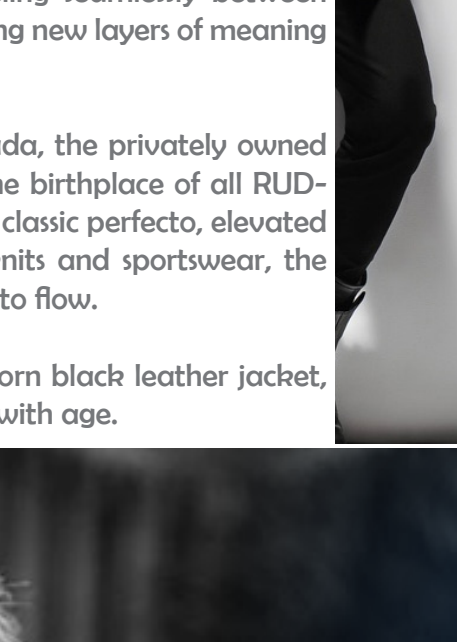
**SEASONAL STATEMENTS**

Are cut through with occasional brights and metallics, make this trend ideal for the Winter retail drop, as dark days take hold, and the Holiday & Partywear appropriate looks.




**GUCCI**

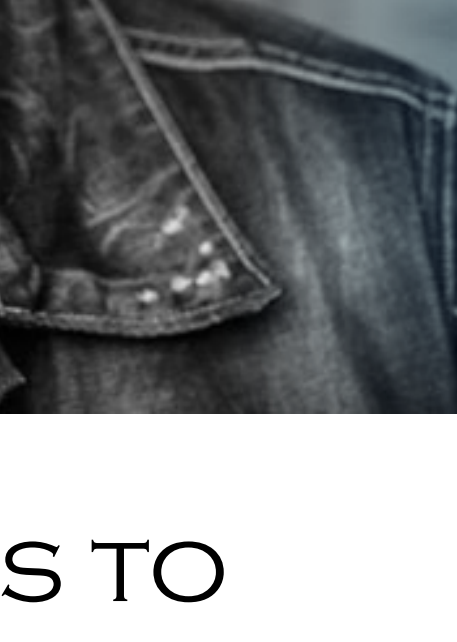
**THE BASIC THAT YOU CANNOT MISS**



**TOMMY MILLER**

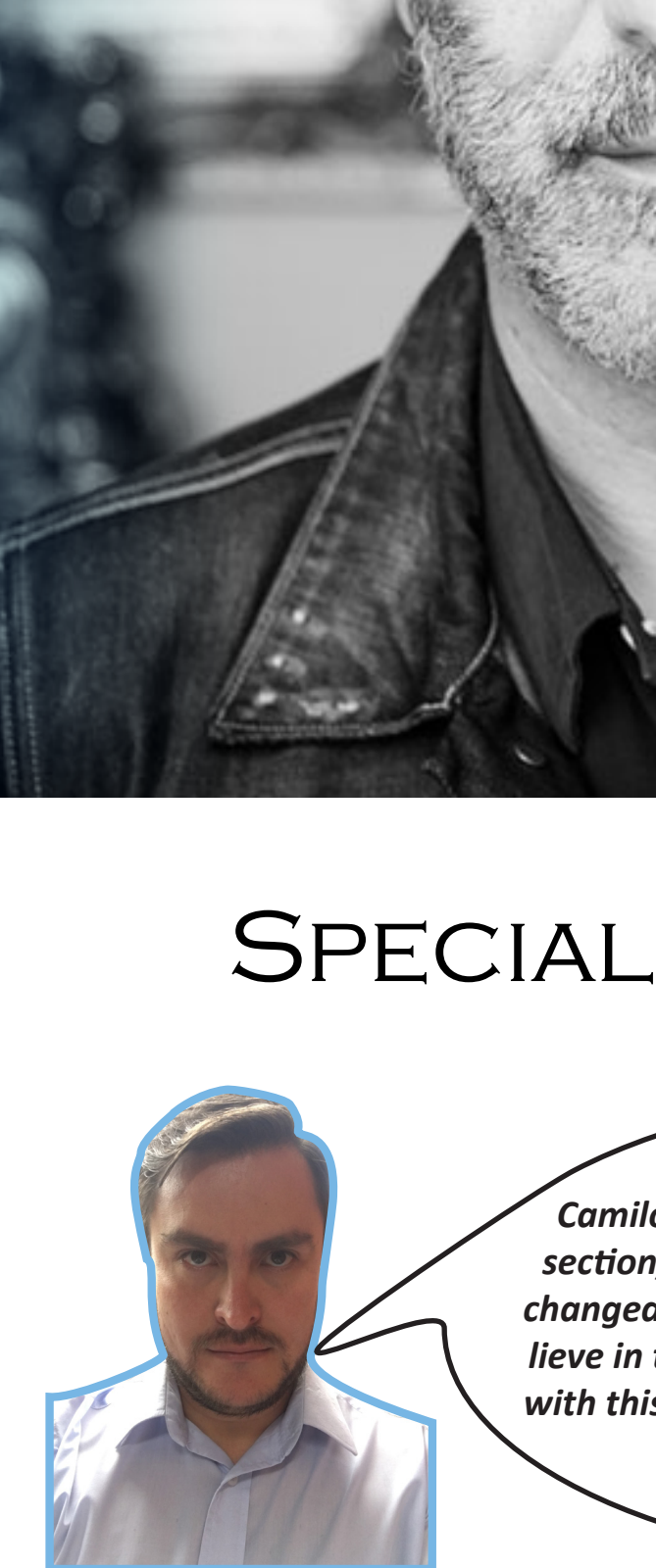


**PRADA**



**JOHN LOBB**

### CANADIAN HERITAGE & MONTREAL ROOTS



It starts with an iconic black leather jacket. From Marlon Brando to Joan Jett, the leather jacket has always been the uniform of the rebel, a symbol of non-conformity and the inspirational fuel for founding RUDSAK. The brand was launched in 1994 by its visionary and creative leader, Evlir Asatoorian, who continues to head up the conception and design of classically cool collections of leather apparel and accessories.

The first garments were fashioned in an old brick building in the heart of Montreal's garment district. Collections came to life in RUDSAK's atelier, home to every stage from the selection of finest leathers to the skilled handiwork of trained craftspeople for over 20 years, the RUDSAK brand has been anchored by a cool rebellious spirit, traveling seamlessly between art, music and design, adding new layers of meaning with each new line.

Located in Montreal, Canada, the privately owned company's head office is the birthplace of all RUDSAK designs. Whether it's a classic perfect, elevated outerwear or innovative knits and sportswear, the artful inspiration continues to flow.

Like your favourite well-worn black leather jacket, it just keeps getting better with age.

### SPECIAL THANKS TO



Camilo Arellana who contributed with the "earthed" section, the Header and the Canadian Feature, also he changed his perspective of life and pushed himself to believe in the project of Fashion. Also did a really good job with this Trend Report to making it match with the ideas of the team.



Virginia Agredo in the preparation of this report, providing her perspective on the nightly trend for men's clothing. A woman who decided to change her professional career, from the world of law, to the field of fashion and business, converting her passion for fashion, into a second option in life



To Tao Ye, who contributed the "Interior Fusion" section of the trend report. He loves sports, reading, movies and traveling, and has lived in many cities. He loves all the good things in life and always keeps positive.

