



COUTURE À IMPACT ÉLEVÉ 2017/2018

AUTUMN WINTER

TREND REPORT 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.



BRUNO MAGLI

GENTLE MONSTER

VICTORIA BECKHAM



HOOND STOOTH
Wool flared pants

Orepe Paneled Jacquard Coat



GIAMBATTISTA VIGILI

ANITA KO

DOLCE & GABBANA

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.

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

ISABEL BENENATO

THE COLD KILLER
Cashmere-Blend Scarf



MONCLER

S.N.S. HERNING



LEVIS

RALPH LAUREN

THE BASIC THAT YOU CANNOT MISS
Leather-Paneled Suede Boots

BURBERRY



JULIEN COTTON



DENTS



LORENZINI



GUCCI



JOHN LOBB

CONFORT IS ALSO IMPORTANT

STAY FASHIONABLE IN YOUR ACCESSORIES

THE BASIC PIECE THAT YOU CAN NOT MISS

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 drop, with its focus on evening appropriate looks.

TOMAS MAIER

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, Evik 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 perfecto, 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, 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.

