

fall 2009 sorted

color, concept + trend at NEW YORK & COMPANY

CCT

9-19-08

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prada

c o n t e n t

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rachel comey

bora aksu



CCT

1

big messages

print + pattern



ring around
the posies

abstract
thoughts



melt down

plaid action





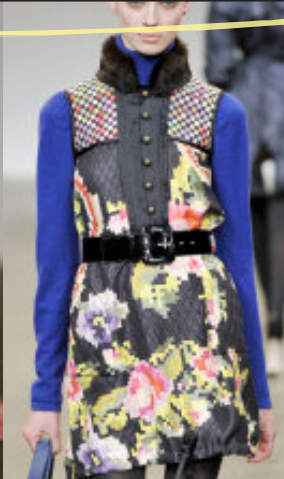
ring around the posies



peter som



behnaz sarafpour



matthew williamson



erin fetherston



betty jackson



erdem



michael kors



nina ricci



missoni



karen walker

- springs bountiful bouquet continues to bloom into fall with a wintry color palette. the newest looks were blurry and abstract in feeling. this print direction was shown in the dresses, skirts + blouse categories.

a b s t r a c t t h o u g h t s



topshop unique



max azria



christian lacroix



etro



paul smith women



dries van noten



laura biagiotti



GVGV



doo Ri



alberta feretti

- these prints are artful, abstract + painterly typically colored up in rich autumnal tones like olive greens and warm browns on dark grounds.

plaid action



dolce & gabbana



alexandre herchovitch



thakoon



peter som



karen walker



margaret howell



just cavalli



jaeger london



d&g



isabel marant

- checks and plaids returned on the runways this season with an unflinching gusto. some designers showed classic traditional tartans and others showed rescaled, recolored plaids on unexpected fabrics like chiffon + brushed mo hair.

m e l t d o w n



emma cook



sinha-stanic



jill stuart



custo barcelona



issa



francesco scognamiglio



dries van noten



balmain



moschino



issa



burberry prorsum



D&G



etro



DKNY



gucci

- primitive tribal prints held significant presence via ethnic batik in clean modern executions, ikat, tie-dye, dip-dye and animalia. the most directional skin prints were photoreal interpretations on velveteen, appliqued, pieced + embroidered. updated paisley's that emerged last season made a larger impact this season by some of the biggest designers; gucci, D&G, preen + luella. Remember the scarf prints that definitely have a strong presence.

noteworthy

print + pattern



smokey ghosts



let's talk
about it



faded glory



shape up

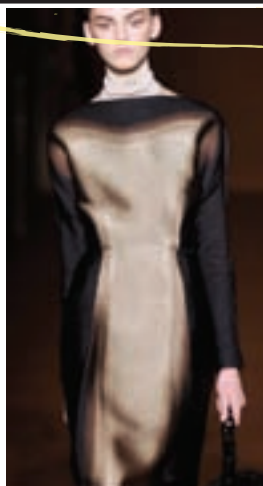


natural
elements



rose-y
outlook

smokey ghosts



prada



marni



max azria



amanda wakeley



marni

- for the second season in a row, there is a lo-key category to keep an eye on of smokey ghosted subdued prints furthered by a palette of soft greys + whites that feel abstract + ethereal.

let's talk about it



eley kishimoto



sonia rykiel



paul smith women



gucci



just cavalli

- 50s fashion drawings to storybook animals to flamingos are just a few of the quirky offbeat conversationals being shown for fall 08.

faded glory



behnaz sarafpour



sportmax



tsumori chisato



thakoon



peter som



basso & brooke

- ombre still has presence on the runways and continues to look beautiful.

shape up!



biba



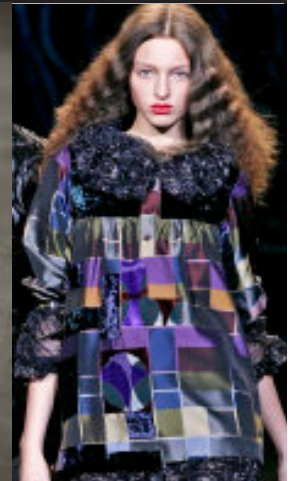
david david



eley kishimoto



thakoon



custo barcelona

- this season, geometrics were shown in strong multi-colors.

n a t u r a l e l e m e n t s



carolina herrera



paul & joe



hussein chalayan



emanuel ungaro



emanuel ungaro

- designers were influenced by natural textures + photoreal landscapes this time around; i.e. pebbles, stones, fur, wood, feathers + hunting and fishing imagery. this was mostly shown on lightweight silks, organza's + sheers.

r o s e - y o u t l o o k



thakoon



paul smith women



derek lam



bill blass



karen walker

- this print direction was strong enough to call it a category all it's own. with all the petal effects, and rose-like applique's of last season, the romantic print of roses was bound to take center stage.

big messages

surface design



dimensionals



**tactile
fabrics**



shine on!



**relief
textures**



organics

anteprima



dimensionals



united bamboo



doo ri



tao



john rocha



jefen



antonio marras



matthew
williamson



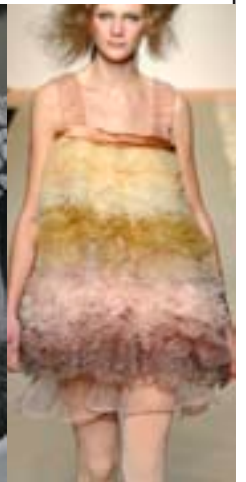
roberto cavalli



proenza schouler



julien macdonald



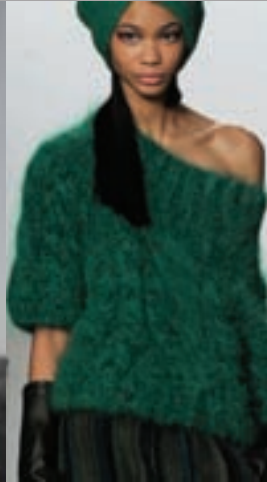
tsumori chisato

- 3-D effects added surface texture and continue to be of importance including: braids, soft bows, embroideries, appliques, looped knits + quilted fabrics.

t a c t i l e f a b r i c s



philosophy di
alberta ferretti



doo ri



antonio marras



tsumori chisato



gucci



philosophy di
alberta ferretti



jean paul gaultier



barbary prorsum



aquascutum



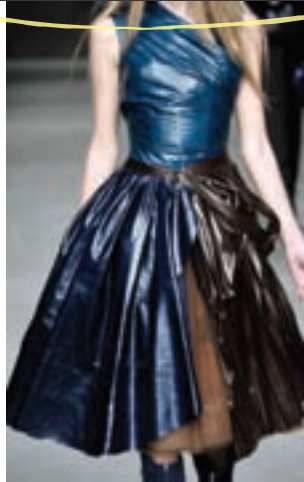
marni



eley kishimoto

- tactile + opulent fabrics for day looked new this season. it's about tactile fabrics including plush silk velvets, soft-brushed mohair, angora, lofty boucles, brocades, jacquards, taffeta, cloques, double-weave silks, tulle, donegals, herringbones, and flannel weaves.

shine on!



trussardi



martin grant



balenciaga



jaeger london



sofia kokosalaki



balenciaga



nina ricci



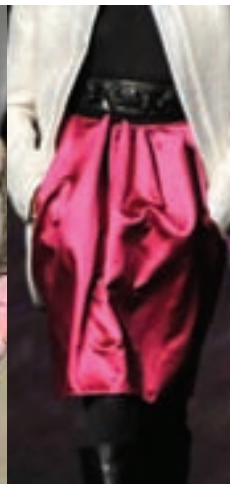
alessandro
dell' aqua



thuy



matthew
williamson



christian lacroix



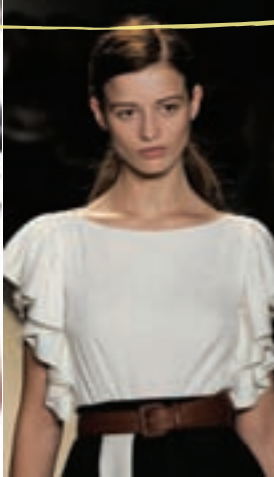
catherine melandrino

- for the fourth runway in a row, high-gloss, patent, wet-look finishes, shine, lustrous satins continue to be important and this category a nice contrast to all the tweeds, wools + velvets.

relief textures



6267



abaete



derek lam



givenchy



tsumori chisato



john rocha



balenciaga



bcbg



philosophy di
alberta ferretti



marni



stella mccartney

- for the third runway, relief textures make a statement. lace dominated the runway in dresses, blouses + skirts for daywear. manipulated fabrics that are ruched, ruffled, pleated + folded continued as well. keep an eye on fabric folded to resemble the underside of a mushroom.

o r g a n i c s



ashley isham



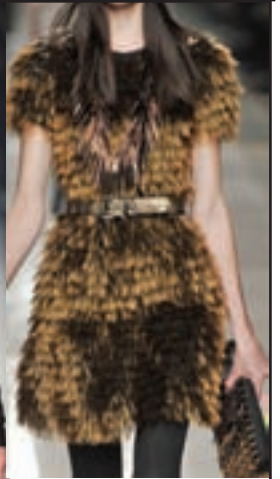
dior



trussardi



haider ackermann



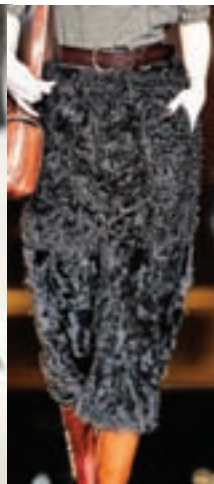
burberry prorsum



peter som



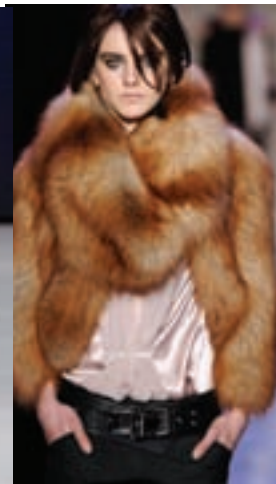
antonio marras



dolce & gabbana



topshop unique



barbara bui



yigal azrouel

- organic materials including feathers, fur + leather continue for the 3rd runway in a row and does not seem to be waning. every type of fur was shown including iterations of vests, sleeve less vests, caplets, collars, gilets, cuffs, trim, hem borders + coat sleeves. leather was a huge statement again the newest being glossy leathers. feathers continued seen as allovers, as trims, in accessories and influences in print + pattern.



eley
kishimoto

fringe benefits

☐

you're a gem!

☐

color block-ed

☐

latex

☐

I can see
through you

☐

noteworthy

surface design

fringe benefits



eley kishimoto



emma cook



felder felder



jaeger london



DKNY

- fringe continued this season looking good on simple dress shapes. an overwhelming number of designers brought back the fluffy 70s short jacket known as 'the chubby' which illustrated fringing through boiled + tufted wools creating exaggerated volume.

you are a gem!



christopher kane



moschino



dior



sonia rykiel



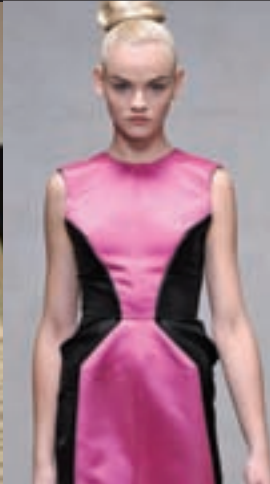
james coviello

- embellishment by way of jewels, gems, paillettes, sequins + metallics make a subtle statement this time around.

color block - e d



tsumori chisato



roksanda ilincic



eley kishimoto



sinha-stanic



house of holland

- color blocking continues in a small way primarily shown in the sweaters + dresses category.

l a t e x



emma cook



emma cook



emma cook



balenciaga



balenciaga

- new this season, a few critical designers showed printed latex which looked modern, fresh + wearable. this is something to keep an eye on.

I c a n s e e t h r o u g h y o u !



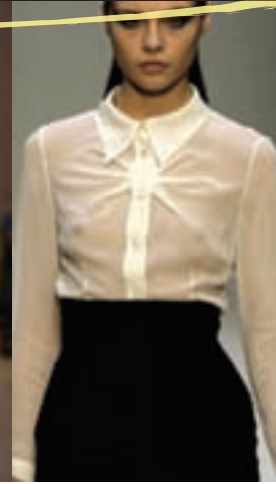
collette dinnigan



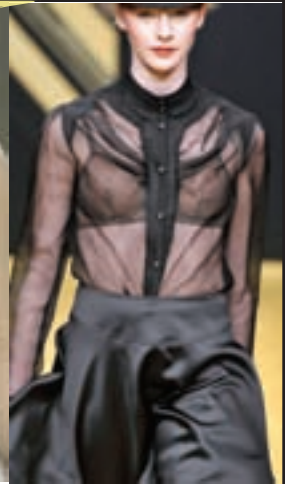
doo.Ri



marni



collette dinnigan



gaspard yurkievich

- last season designers showed transparent fabric shown veiled and wrapped over brightly colored garments but sheers this season looked more sculptural on structured silhouettes rather than ethereal + floaty.

viewpoint 1: Fall-ing Up

the wordplay in the name of this range describes the upbeat effect of the colors being used in combination. these earthy, autumnal shades evoke feelings of classic fall ranges yet there is a brightness + perkiness to some key colors that gives the range a vibrancy atypical of traditional fall palettes. these colors will produce gorgeous new takes on tartan, plaid + check which are big directions for pattern. make good use of the pales with punch in this range—lilac, chartreuse + tangerine.



viewpoint 2: wi-Sci

a techy, modern, almost scientific color range grounded with enough elegant neutrals that offers a balanced bounty of both sophisticated + playful harmonies. use both the hi's + low's of the purples, royal blues + greens to maximize the impact of the soft dove greys, warm taupes + crèmes.

viewpoint 2



wi - Sci

viewpoint 3: Berry Pretty

this range is an array of berries + plums, w/a few ochre-based rusts + mochas plus two or more levels of teal. ultra-sophisticated harmonies result from pairings across the color wheel in this range, such as the rusts with the teals offset by raspberry, or some of the plums with the ochre + a one of the clear burgundys.



viewpoint 4: clean slate

this range has a cleansing feeling despite being largely grey in cast. softened pinks, bisques, camels + lichens blend quietly while the elegant neutral base provided by the beige make-up shades allow the perkier raspberry, yam + teal shades to pop.

viewpoint 4



clean slate

viewpoint 5: Faux-Real

naturally occurring fruit + flower shades are heightened + given an unreal edge. two shade of pur-pink recall anime illustration, a marginally electric tangerine shade provides surprise + a sky-ish shade of cerulean paired w/deep teal place this range on the quirky side of sophisticated w/plenty of clean, clear color in a fall range.



viewpoint 6: Sugars + Spices

brown sugar, mustard spice, deep clove, saffron + a slew of candy pinks define this range. it is fragile + powerful at the same time; a very sophisticated range grounded by a bread-dough khaki, eggplant + black.

viewpoint 6

Sugars + Spices



color, concept + trend at **NEW YORK & COMPANY**

created by:

kelley shields/ director
X 42539

suzanne mcCaffrey/ trend specialist
X 42581

prada

