

Denim
PREMIÈREVISION

A°19 W°20 **FITWAY**

By Lucia Rosin, Meidea

May 23 & 24, 2018
Parc floral de Paris



A°19 W°20 FITWAY

COORDINATES FOR NEW SHAPES



MEIDEA FOR DENIM PREMIÈRE VISION

A°19 W°20 FITWAY

COORDINATES FOR NEW SHAPES

DE-SPOKE



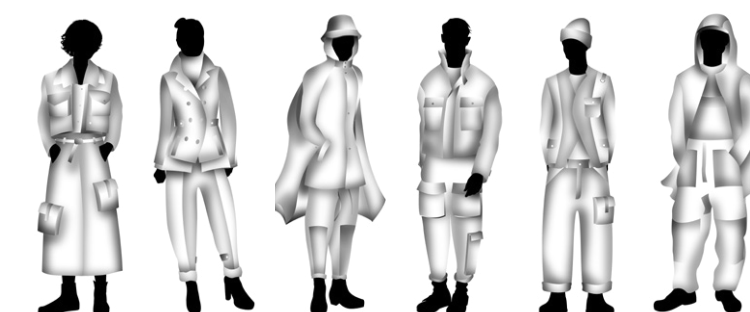
RADIANT



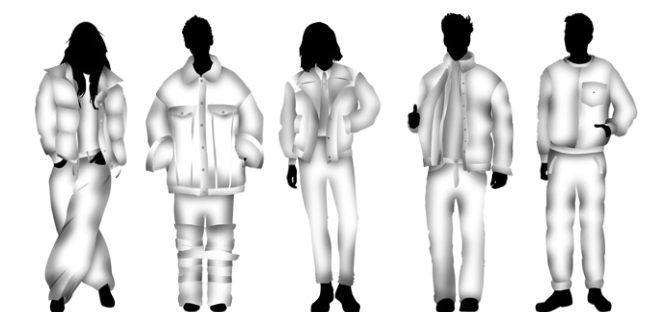
DYNAMIC PULSE



UTILITY CORE



STREET AESTHETIC



Two workshops to visualize the evolution of fits, completed by washings and fabrics inspirations.
The 5 themes represent the **new paths of denim design** for Autumn Winter 19-20



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We are amidst a **rapidly changing reality**, an impulse that is dynamically driving innovation and design.

Guided by the necessity of a sustainable future, we seek a **conscious way** in the use of material's and in conceiving projects.

In designing a collection, the knowledge of processes, its materials and their origins are guidelines for the future.

Traceability and transparency are primary values: consumers feel the conscious need to understand more about the products.

Communication is vital in showing how things are made and new values and interpretations are taking shape.

Technology leads us to innovation, digitization allows us to interact with the product.

The fashion trends also marks a transition: designing fits for a collection, sustained by the value of diversity,
we will come up with a **fluid identity**.

A new aesthetic will be recognized in a wide spectrum of genres, a visual morph that accompanies the body
outside codified identities in the transfigurations and freedom of expression.



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DE-SPOKE

DECONSTRUCTED SARTORIALISM

Minimal and pure, unexpected tailoring, asymmetrical, plays on codes, genderless, warm tailoring, diagonal cut, crossing east and western influences, old and new, materials overlapping, ton sur tone, micro jacquard, fluid cellulosic fibers. laser patterns, diagonal cut, contrast between sheen and opaque.

Colors: Black-black, grey and “vin rouge”, dark and deep indigo shades.

Key items: Kimono, coat, asymmetrical pant, cape, pegged pant, harem pant, deconstructed formal jacket, extra long skirt.

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RADIANT

ILLUMINE CENTRIC

Shiny glamorous, furry alluring, lustrous finishes, silky gleam, hyper embellishment, self expressionism, polished shine, animalier, western influences, sparkling metallization, mineral and flock printing, multi materials color block, evident embroidery. Exaggerated shoulder, 80's inspiration, large placement pattern design, fringes, metallic yarn stitches, crystal embellishment.

Colors: silver shiny, black, purple cast indigo, violet, overdyed indigo.

Key items: fur crop jacket, overpleated pant, long smoking jacket, western shirt, crop quilted bomber, furry coat.

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DYNAMIC PULSE

TECH HYBRIDS

Synchrony with body, digital prints, hybrid performance,
vinyl influences, commuting features,
numeric graphics, advanced performance, mobility,
contrasting assemblies, natural + synthetic blends,
contact stitching, acid wash on tech materials, tie-dye,
contrasted zip, geometrical design by laser.
Egg fit jacket, faux shearing fur lining, bicolor contrast.

Colors: white and black optical, red vibe,
electric orange, pale and cold grey.

Key items: corset, stirrup leggings, athletic jogger,
crop training pant, skinny dress, onesie, long hooded jacket.



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UTILITY CORE

CONTEMPORARY SHELTER

Weather protection and breathability,
cottony furs, sensible waterproof, thermal protection,
high resistant features, multifunctional,
3d pockets, faux shearling fur, natural pattern print,
macro camouflage, contest strap, technical accessories,
mega structures, tonal juxtapositions,
wool blend, indigo moleskin, double face, reinforcing patches.

Colors: range of cold green, beige, green cast indigo,
grey and powdered black

Key items: work long skirt, tech cape, cargo pant, carpenter,
square crop jacket, over pocketed pants, caban, hooded long jacket

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STREET AESTHETIC

URBAN PATTERNS

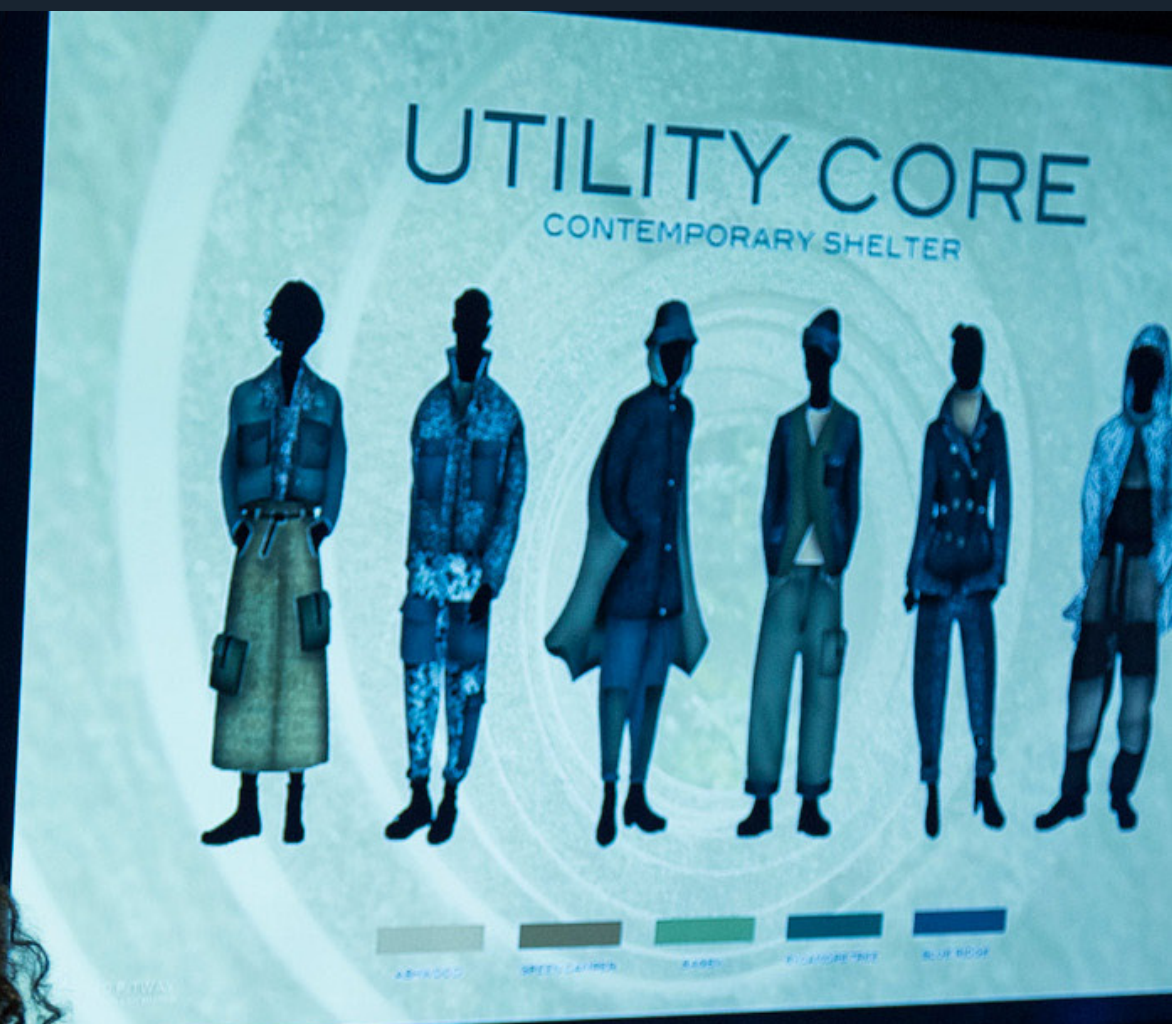
Contrasted graphic and material, relaxed heaviness, color mix, manipulated 5 pockets, pop culture references, urban graphic, agender, quilting works, monochromatic juxtapositions, corduroy, exaggerated tie dye, overlapping of washings, rough surface, multilayer and multihem jeans, marble effect, tonal white palette, overdyed bright colors on acid wash.

Colors: intense yellow and red, chocolate, brilliant blue and dark raw denim.

Key items: oversized quilted bomber, super loose wide leg jeans, unisex straight leg jeans, oversize tracker jacket, quilted pants.

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SEE YOU IN LONDON!

DENIM PREMIÈRE VISION

**Wednesday 5 & Thursday 6 December 2018
The Old Truman Brewery, LONDON**

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