



## A/W 20-21 TRENDS — MATERIALS

Season after season companies surprise us with their research and innovation, but also with their great attention and curiosity about trend proposals. In addition to following the strong style stimuli suggested by **Milano Unica**, they integrate each piece with originality and sophistication.

**Ecorotic Drama** features materials rich in finishes and treatments.

“*Rosa diafano*” was interpreted in a romantic and technological manner with glossy treatments and lightweight lurex yarns. Sequins vibrate with intense and iridescent hues. We have discovered very beautiful *animalier* interpretations, where the python and crocodile are presented in a faded version both on outerwear and shirting materials.

For faux furs, companies developed short-hair in both matt and glossy shades, with magnificent effects, also very realistic.

The “*Silver Cat*” smearing effects come both with technical waterproof fabrics and padded *matelassé*. Needle stitching characterizes luminous fabrics creating interesting glossy-matt contrasts.



Shirts feature either abstract designs, characterized by grey and black patterns, or geometric designs with micro-stripes.

Pinstripe on very noble materials has been widely developed and is characterized by a very soft hand.

Plissé has been developed on “*Rosa Sipario*” hue in micro version and with a fluid hand.

An abundance of lace with erotic transparencies, which have been interpreted tone on tone and sometimes with geometric and futuristic designs. Transparencies have been also very much developed on tulles and meshes, with waves or luminous abstract designs.

Accessories are precious and characterized by stones and embroideries. Ribbons present metal and oxidized effects in the jacquard versions, but also with vinyl and faux fur effects.

Meshes are lacquered and applications feature studs with extreme details in the shape and overlays.

Buttons look vintage and feature a metal version or are romantic with a trim interpretation.

Among the contrasts of **Ecorotic Circus**, “*Rosso Follia*” has been largely developed and we find it on metal bases with macro tartan, *matelassé*, shirting designs, solid colors and fancy fabrics.

Outerwear comes with the stronger colors of the color palette and feature macro *pied-de-poule*, tartan, macro check, block color, circus designs and ironic *animalier* graphics.

Shirting was interpreted with macro and micro designs, diagonal stripes, irregular check designs and waves in eccentric hues and unusual combinations.

Solid color fabrics, from extra lightweight to jacket weight, feature various treatments and glossy smearing effects. Here too, different long-hair materials are presented, also with floating yarns, characterized by spots of light or weaves.

Faux fur is thick and faded, with a super soft hand and acrobatic hues.

Technical fabrics are characterized by treatments derived from the world of activewear with faux fur effects.

Jacquard presents irreverent fancy designs, including optical and lurex stripes.

Many eccentric fabrics with inlay details or pictorial treatments.

Accessories here enrich the theme by highlighting the characteristics with optical compositions and gold details.

Trims are made of tubes, fringes and borders in “*Oro Magico*”, the same tone that we



find in lurex used to enrich tartan or striped fabrics.

Stud compositions are enriched by prints and over treatments.

Buttons feature “*Oro Magico*” hardware or the “*Rosso Follia*” hues enrich frogs.

Zippers are macro or are characterized by irreverent details.

In **Ecorotic Eden**, fabrics are soft and proposed in different natural color shades.

In some cases, shirting materials feature floral designs with “*Verde Clorofilla*” or “*Verde Sottobosco*” nuances or are proposed in camouflage version, always creating wood-inspired romantic graphics.

Outerwear present *animalier* effects, natural brocade, faux fur or *bouclé* cloth in “*Arancio Tennè*” and “*Silver Mercurio*”.

Long-hair materials have been developed with mohair wool yarns in the matt version or in viscose or acrylic to provide glossy effects and present soft volumes interspersed with scale designs.

Many 3D jacquard motifs have been proposed along with color block, fringes and floating yarns in the new undergrowth color hues.

Many pictorial effects have been developed on different weights, from extra lightweight transparent materials to jacket weights in the color faded version.

Smearing and lamination in the “*Silver Mercurio*” color shade make the natural hues stand out with iridescent or matt effects.

Double vertically stitched *matelassé*, despite the technical look, stand out for the bi-dimensionality of the treatments, just as water repellents and waterproofs have been reinterpreted with a design half way between natural and futuristic.

Accessories feature wool details, needle stitching and felt. Borders and ribbons present mesh or fringes.

*Macramè* feature unusual *fil coupé* designs.

Applications feature different types of flocked studs, both matt and glossy with “musk” or “dew” effects.

Buttons have natural, wood aspects, similarly to buckles.

Tags and labels present color hues and materials with a natural look.