



# emotions & sensations

fall-winter 2010/11

## SPIRIT OF THE SEASON

The contradictions of this century disorient us: things are changing and threaten to upset the way we live. The spirit of fashion for Fall-Winter 2010/2011 will express this evolution in two simultaneous ways:

1. A demand for quality, authenticity, safe values, protection and alternative energies.
2. A need for personalisation and individual freedom, which will bounce off restraints and radiate optimism.

These two currents will guide our tastes and desires, leading to a fresh burst of creativity, innovation and non conformism.

A context ideal for daring, surprising styles.

Somewhere between EMOTIONS and SENSATIONS, the coming season will be a time of optimistic fashion, expressed through four themes full of contrasts and paradoxes:

EMOTION-IMPULSE: **feel!**

SENSATION-LUXURY: **touch!**

EMOTION-PERFORMANCE: **move!**

SENSATION-GLAMOUR: **enjoy!**

### APLF colour & material trends

[aplf.com](http://aplf.com)

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in collaboration with the Comité Français de la Couleur

[ooparis.fr](http://ooparis.fr) [comitefrancaisdelacouleur.com](http://comitefrancaisdelacouleur.com)





# feel!

## EMOTION-IMPULSE

A nostalgic, urban theme teaming emotion and whimsy with action. Meditation and dreams as a medium for everyday expression.



Zephyr 15-1906 TPX



Twilight Mauve (light) 18-1807 TPX



Wisteria (grisé) 16-3810 TPX



Rabbit 19-3905 TPX



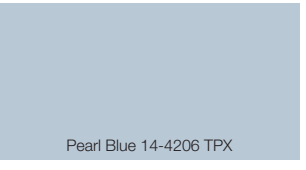
Ash 16-3802 TPX



Chinois Green 17-5107 TPX



Blue Haze 15-4707 TPX



Pearl Blue 14-4206 TPX



Copen Blue 18-4025 TPX

## Colours

The muted greys of a shadow drifting over time: smoky colours, nostalgic, melancholic tones.

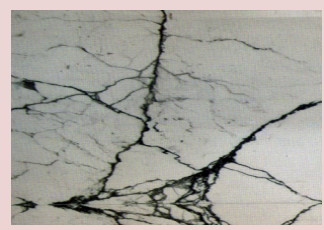
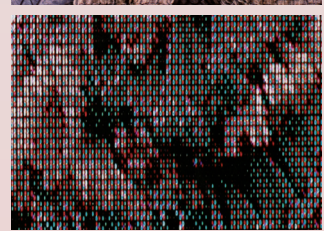
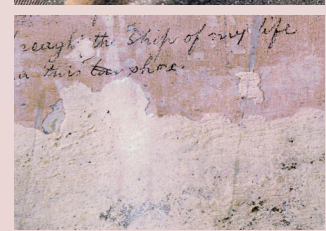
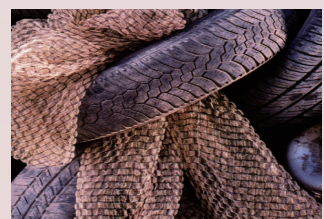
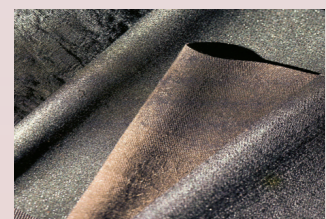
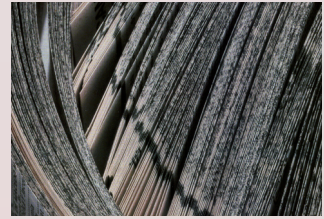
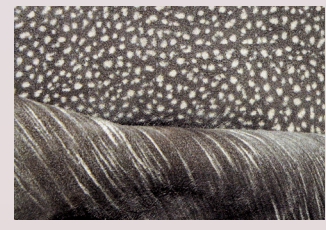
## Style & Spirit

A casual, comfortable but elegant style, that plays on restraint and simplicity.

An urban-romantic style, fostering an active, contemporary brand of nostalgia.

## Materials & Textures

- Blended materials
- Leather with big, wild animal grains
- Veined, transparent grain splits
- Mineral, mottled, schistic textures
- Flannel, boiled wool, felted look
- Tweedy, flecked, thrown silk look
- Smooth patinas
- Matt sanded, scraped surfaces
- Organic motifs, imprints, fossils
- Uneven coatings
- Subtle gradations, changing sheen
- Puffy, voluptuous furs
- Chinchilla
- Short hair furs: dappled pony, grey astrakhan





# touch!

## SENSATION-LUXURY

Intimate and frivolous, a subtly luxurious theme which reinvents classicism with sensuality.



## Colours

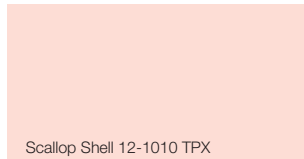
Beige and magenta pink give rhythm to a range of natural, classic, deep, intense and sensual tones: browns, beige and camel, skin tones and pink blush, carmine and scarlet.

## Style & Spirit

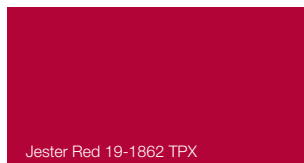
A revamped, off-beat classical spirit: a sensual style combining daring and delicacy, frivolity and severity.

## Materials & Textures

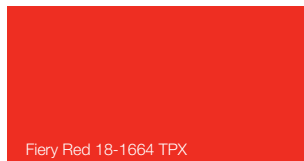
Beautiful, timeless leathers  
 Classical grains  
 Materials soft to the touch  
 Moiré velvety leather  
 Second skin leather  
 Aniline leather  
 Smooth, glossy box calf  
 Dipped lambskin  
 Drummed calf  
 Glossy, crushed leather  
 Suede look, velvety nubuck  
 Cashmere and alpaca  
 Satiny leather  
 Deluxe reversible leather  
 Luxurious shaven fur  
 Classy coppery or pink gold jewellery



Scallop Shell 12-1010 TPX



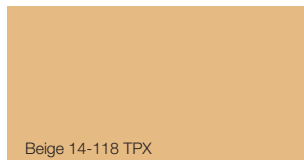
Jester Red 19-1862 TPX



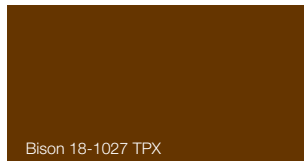
Fiery Red 18-1664 TPX



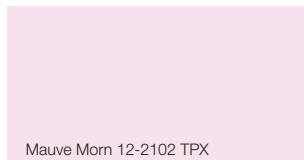
Carmine Rose 17-2230 TPX



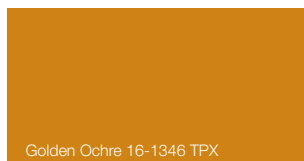
Beige 14-118 TPX



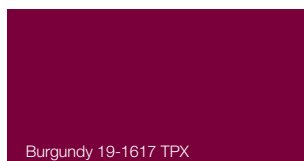
Bison 18-1027 TPX



Mauve Morn 12-2102 TPX



Golden Ochre 16-1346 TPX



Burgundy 19-1617 TPX



# move!

## EMOTION-PERFORMANCE

Technology working for elegant perfection in a sport-inspired futuristic «chic» theme.

Winetasting 19-2118 TPX

Dark Forest 18-5611 TPX

Crown Blue 19-3926 TPX

Black

White

White Sand 13-0002 TPX

Tropical Peach 13-1318 TPX

Arctic Ice 13-4110 TPX

Sylvan Green 11-0410 TPX

## Colours

Black and white are the focal points of a range of simple, subtle light-and-shade effects, sometimes strange but always sharply contrasted.

## Style & Spirit

A sporty, chic, futuristic spirit midway between daring and simplicity. Strict and basic, androgynous and almost drastic in its severity.

## Materials & Textures

Matt and glossy contrasts  
 Patent or very matt leather  
 Scales and honeycombed leather  
 Stretch materials  
 Geometrical grains  
 Facets and diamond point relief  
 Mirror and metallic finishings  
 Graphic quilting  
 Geometrical, graphic prints and embroidery, micro or macro  
 Black and white 80s patterns  
 Stylised exotic skins: zebra, giraffe  
 Reversible two-tone optical materials  
 Elastic straps  
 Studs, rivets and zips as decoration

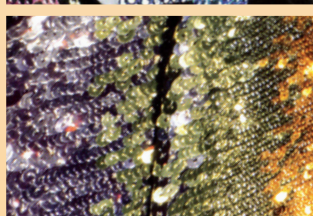
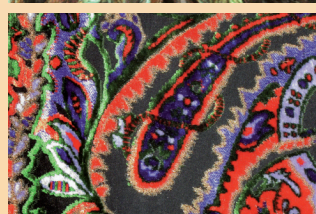
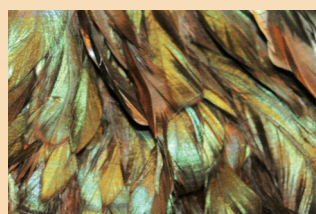
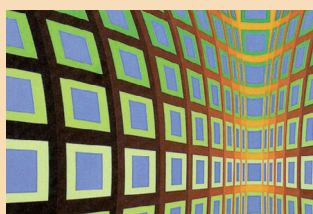
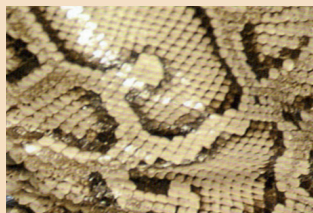
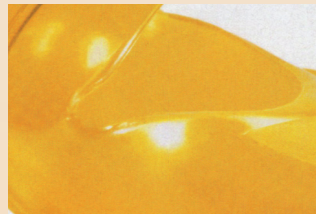




# enjoy!

## SENSATION-GLAMOUR

A blend of eccentricity and sophistication for a festive, energetic style...  
the thrill of partying with glamour and passion!



## Colours

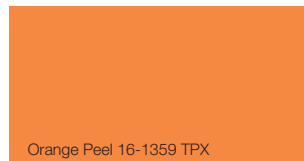
A range of contrasting, optimistic colours chilled by unexpected, invigorating, intense accents.

## Style & Spirit

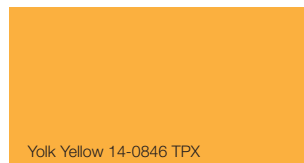
Sophistication with an oriental tinge, urban glamour or a playful couture spirit expressed in a mix of styles and cultures drawing on the past and the future.

## Materials & Textures

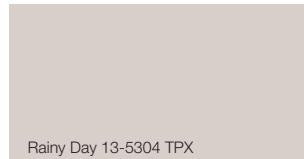
A play of colours and materials  
A mix of real and fake  
Stretch leather  
Gold leather  
Artificial glints  
Damask textures  
Precious vinyl and plastics  
Metallic, changing satin-look leather  
Engraved, laser-cut leather on a backing  
Opulent jewel-patterned prints  
Baroque, futuristic motifs: 3D oriental patterns, revamped cashmere  
Glittery embroidery  
Baroque feathers  
Rich trimmings  
Glittering chains, buckles  
Palmettes and Turkish carpet patterns



Orange Peel 16-1359 TPX



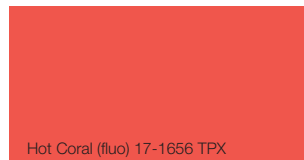
Yolk Yellow 14-0846 TPX



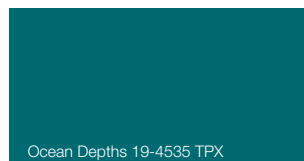
Rainy Day 13-5304 TPX



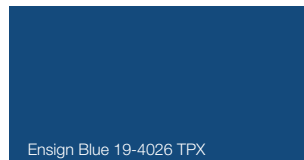
Deep Wisteria 19-3842 TPX



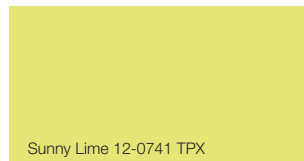
Hot Coral (fluo) 17-1656 TPX



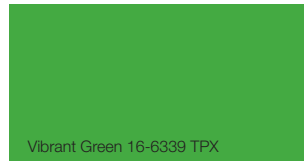
Ocean Depths 19-4535 TPX



Ensign Blue 19-4026 TPX



Sunny Lime 12-0741 TPX



Vibrant Green 16-6339 TPX