

LENZING COLORS

TRENDS AUTUMN WINTER 2013/14



AUTUMN-WINTER 2013-14

HANDS ON

To make with your hands; craft, handmade, artisan and all derivatives ... along with creativity going from designer-artisan to digital-craft; the user sensing the affection the maker put in making an object.

Does mass customizing develop different identities by proposing 613 types of socks, wanting to match everybody ... when is more too much?

To create smart engineered designs; incredibly inventive thinking-out-of-the-box is unfolded to find ways out of the huge challenges of the present ... and of the future.

To be responsible as producer and supplier is an unavoidable claim from the user. The consumer demands that pleasure links to responsibility, that grandeur and beauty is not the opposite to liability.

Everybody takes on ones shoulders to make the sensible choice innumerable times in everyday-life ... the consumer-driven community is pacesetting.

This is how we conceive all this to be, on the fashion scene, through our themes:

ELITIST, MAJESTIC, SYNTHETIC, EDIBLE and STORM.

ELITIST



Up tone neutrals

PANTONE TPX
11-0507

PANTONE TPX
18-1321

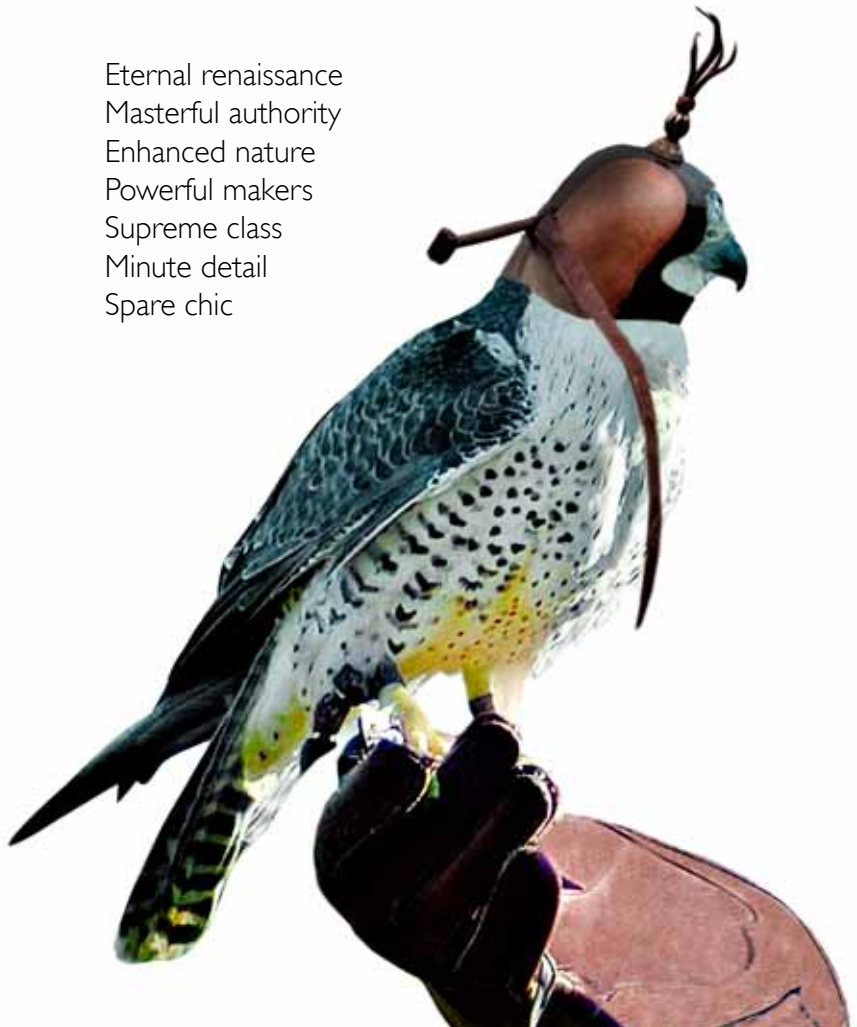
PANTONE TPX
19-0000

PANTONE TPX
14-1307

PANTONE TPX
15-6304

PANTONE TPX
13-0822

Eternal renaissance
Masterful authority
Enhanced nature
Powerful makers
Supreme class
Minute detail
Spare chic





Textiles mimic nature's intrinsic creations. Flexible and malleable fabrics permit caged silhouettes and curved shaping. Angular cutouts, slashed, distorted pleats embellish materials highlighted in repeats and paneled garments. New ... and so far ... unbeatable textile blends and finishing processes; classic precious fibers mingle in. Textured and graceful, subtle relief jacquard.

MAJESTIC



One of a kind

PANTONE TPX
11-2309

PANTONE TPX
18-1703

PANTONE TPX
19-4125

PANTONE TPX
19-2431

PANTONE TPX
18-0935

PANTONE TPX
19-3712

PANTONE TPX
18-1537



No label
Sacred icons
Wild beauty
Saturated shine
Designer-artisan
Made on demand
Limited fiber edition

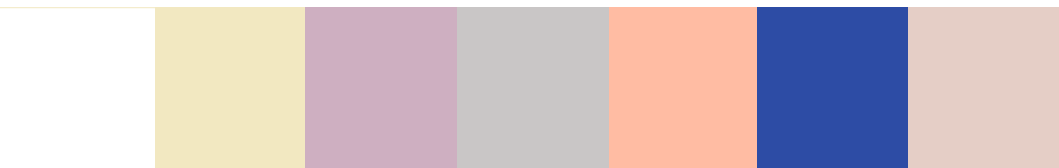


Hail the great return of textiles ... Rich brocade ... Warp printing
The soft edges of ikat ... Fil-coupé ... Plaiting ... Damask ... Jacquards
Resonant elaborated materials ... Space-dyed yarns and metals
Mixing classic skills and new medias ... Precious fibers, old and new

SYNTHETIC



Fabricating the future



OPTICAL
WHITE

PANTONE TPX
12-0713

PANTONE TPX
14-3204

PANTONE TPX
14-4002

PANTONE TPX
14-1228

PANTONE TPX
18-3949

PANTONE TPX
13-1504



Modern surreal urban art ... Sophisticated edge ...Sickly newness
Digital craft ...Wishy-washy is shocked by sharp flammable danger



Engineered materials
Symbiosis of technology and biology
Spray, flashy colors and placed coatings
Optically fogged, illusive stripes and color blocks
Quickly grown, non-polluting cellulose fibers
Printed mesh fabric ... Devoré and fashiony inlaid
Devoré and fashiony inlaid ... Built-in performance abilities

EDIBLE



Spicy date



PANTONE TPX
17-1347

PANTONE TPX
18-3928

PANTONE TPX
16-0742

PANTONE TPX
16-1450

PANTONE TPX
16-6008

PANTONE TPX
14-0951



Focus on resources: use dew instead of water; use locally produced materials, turn waste into useable fiber. Color-grown cotton; ecological fibers from viscose to wool. Protein fibers ... milk, soya, corn ... are turned into textile materials. Barrier between areas are removed: bi-product from food production e.g. crab, or fish skin is turned into textiles; textile plants e.g. cotton used as fodder. Value is the uniqueness inside the fabric ... assisted in expression by micro texture yarns, snub color differences, minute grains in surface.



Ape the nature's innate cleverness for perfection
Wet oily, cracked powdery ... Cherish the biodiversity
Odd mix ... Essence and perfume ... Intense depth of taste

STORM



Swirl



PANTONE TPX
14-1905

PANTONE TPX
16-5304

PANTONE TPX
19-1220

PANTONE TPX
18-0825

PANTONE TPX
18-3916

PANTONE TPX
19-3921



Atmospheric bleak ... Gloomy heavy mood ... Refined utility
Dreary realism ... Moody blues ... Profound force



Military tailoring, utilitarian details. Waste wool is turned into felted fabrics ... with relief patterns incorporated. Wool, organic grown, in new blends. Swirling textures: canvas, reps, chevron, herringbone, neps, forceful crepe yarns and structures ... pleasing to the eye. Sturdy textiles: double fabrics, woolen quilts, big madras patterns ... substantial weights.

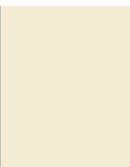
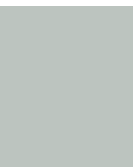
RESORT



*A thrill of nostalgia
Memories of travels and places
The human touch is second to none
Collected textile pieces echo world craft*



Field day fun



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14-4502

PANTONE TPX
11-0510

PANTONE TPX
16-0924

PANTONE TPX
15-1530

PANTONE TPX
17-1505

PANTONE TPX
17-4716

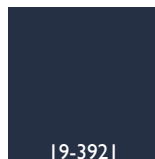
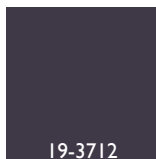
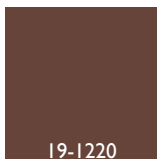
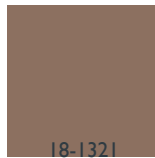
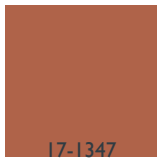
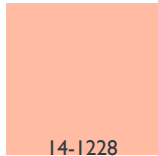
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PANTONE TPX
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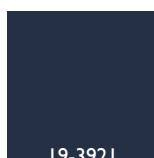
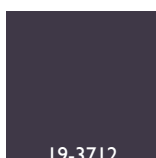
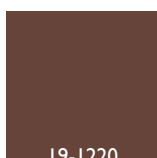
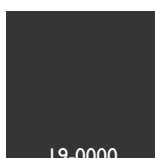
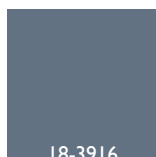
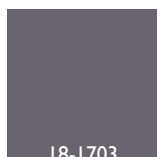
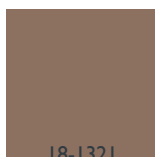
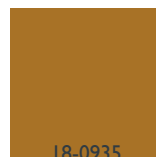
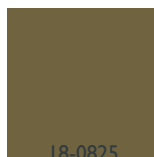
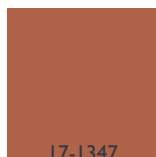
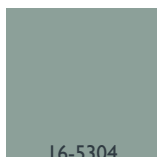
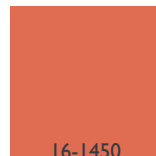
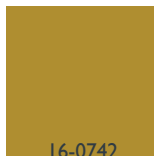
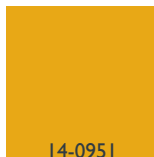
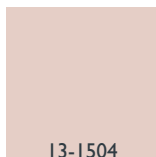
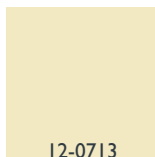
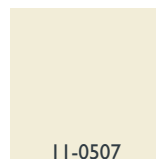
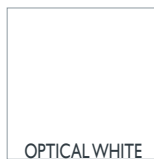


Homey, worn sensation in superior materials ... outstanding cellulose woven textiles, excellent cotton fabrics ... renewed with fibers and processes bearing performance capacities. Loved and mended textiles, fade-out prints on micro textures, patch of faded checks and ethnic stripes. Floating sand-washed handles and nestling cloth – woven fabric is back in value.

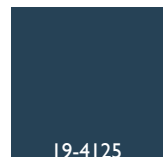
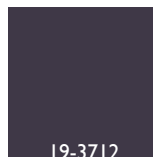
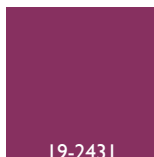
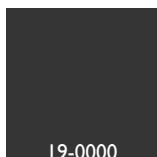
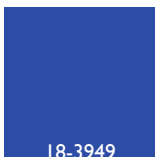
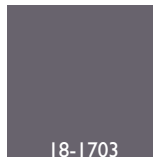
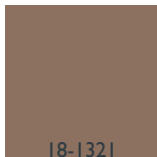
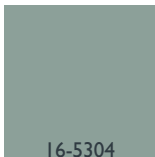
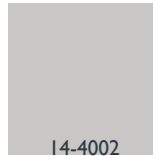
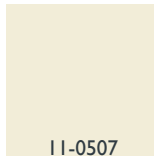
COLOR / WOMEN



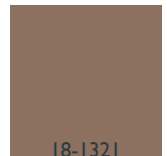
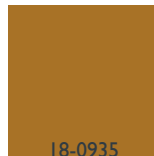
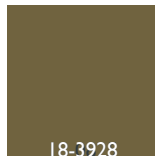
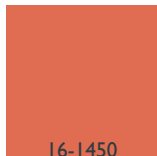
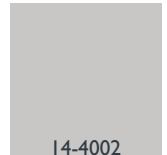
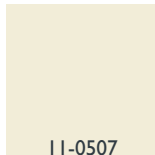
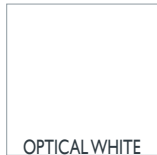
COLOR / MEN



COLOR / INTIMO WOMEN

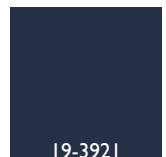
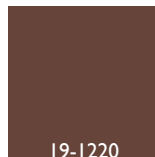
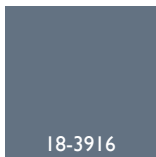
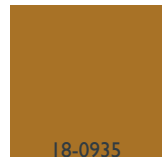
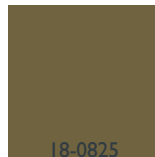
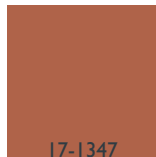
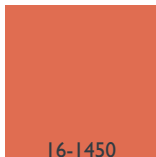
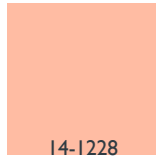


COLOR / INTIMO MEN



COLOR / KIDS

GIRLS



BOYS

Please note: Color rendition impaired due to printing. For subsequent adjustments please use the corresponding color system.
Bitte beachten: Farbwiedergabe beeinträchtigt durch Ausdruck. Für nachträgliche Änderungen verwenden Sie bitte das entsprechende Farbsystem.



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Publisher Lenzing AG

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