



# LENZING COLORS

TRENDS SPRING/SUMMER 2013



LEADING FIBER INNOVATION

**TRENDS**  
**SPRING/SUMMER**  
**2013**

## DEMOCRATIZATION

Fermentation is going on in the crossover between different skills and capacities, in labs and workshops. Designers, scientists and many more are throwing lots of ideas in the melting pot: things changing shape and size ...

more benefits from the same item / material ...

making complex technology accessible, e.g. 3D printed clothing ...

download original designs, make the object yourself or have it made by a local craftsman ...

many, some very creative, ideas for re-applying all waste ...

ideas to be self-sufficient on a basic level ...

How to reduce the environmental footprint is fundamental and initiator for the ongoing research in textile production e.g. replacing traditional processes with enzymatic ones, cutting water consumption, eliminating solvents in micro-fiber making, using old jeans as insulation in buildings ...

Lightweight is becoming imperative for environmental reasons: material consumption, quantity of waste, transportation

Public spaces, urban gardens and user-driven design are some of the issues in the current discussion.

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radical  
creative  
gesture

grace, glamour and shock,  
a fancy flamboyant flourish  
makes fashion fun

azalea  
pantone tpx  
12-2102

jonquil  
pantone tpx  
11-0710

ciel  
pantone tpx  
14-4516

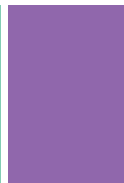
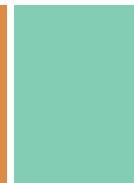
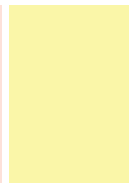
nasturtium  
pantone tpx  
16-1543

agate  
pantone tpx  
16-1150

eau de nil  
pantone tpx  
13-5714

lobelia  
pantone tpx  
17-3628

perle noire  
pantone tpx  
19-4005



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Almost opulent foamy crêpe-georgette aspects.  
Stretch assures smooth and caressing cloth.  
Crinkly textures and micro-embossing are loosened and  
turned into soft, appealing and delightful fabrics.

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Fancy and plain ribbons are inserted in leno weaves and other open-work textile interlace ... extravagance. Just a hint of opaque and semi-opaque shades.

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a new visual order



reflections on prestige and composition

cenere  
pantone tpx  
15-4502

ianthine  
pantone tpx  
16-3307

sulphur  
pantone tpx  
14-0755

burnt ochre  
pantone tpx  
18-1354

sedona  
pantone tpx  
18-5105

pagoda  
pantone tpx  
17-4724

deep blue  
pantone tpx  
19-4024

shale  
pantone tpx  
19-3903



SPRING / SUMMER 2013 **DISTINCTION**

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A touch of slight embossing gives a dark toned silhouette to woven micro patterns / matelassé, birds-eye, basket-weave, hounds-tooth to rediscover the beauty of traditional weaves. Lace-like techniques are enhanced and redesigned.

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The illusion of shadow created through pleated stripes, checks, free geometric design.  
Clean cut, soft and superfine adds up to a superior sartorial vision ... masculine and feminine.

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the strength  
of light

a blending sense  
of movement  
overlap  
dark and light  
creating a  
breezy fluidity



columbine  
pantone tpx  
11-4601

glacier  
pantone tpx  
14-4102

rufous  
pantone tpx  
18-1612

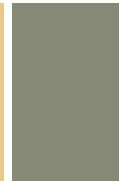
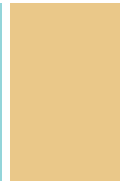
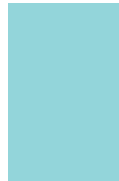
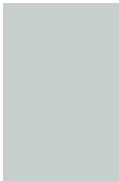
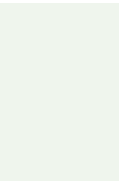
celeste  
pantone tpx  
13-4809

desert  
pantone tpx  
14-0936

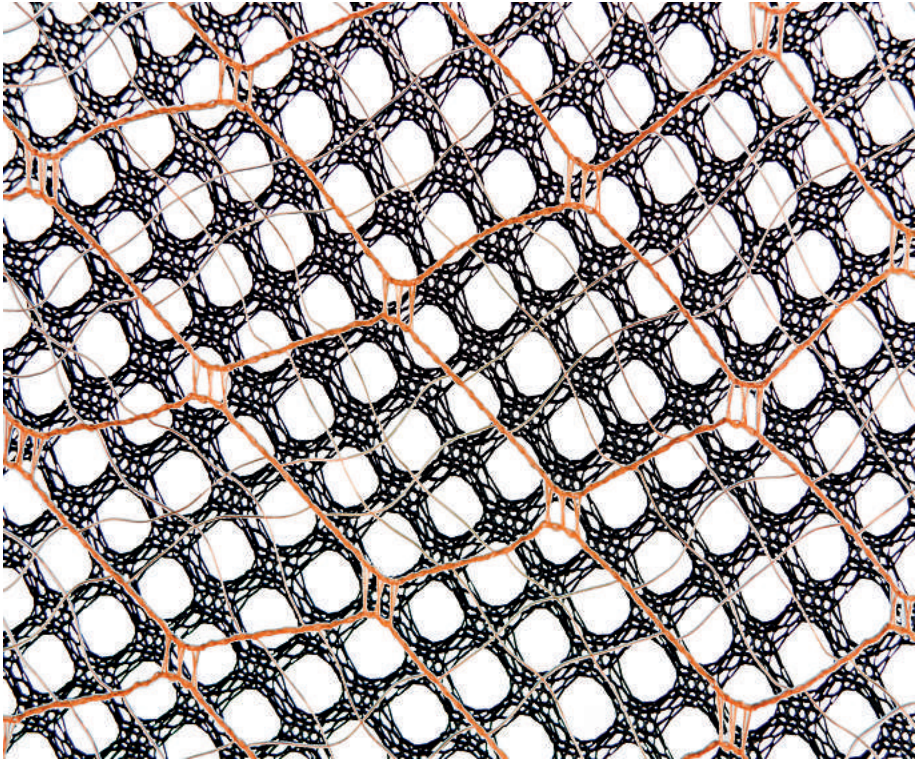
laurel  
pantone tpx  
17-0610

aurulent  
pantone tpx  
16-0836

ferruginous  
pantone tpx  
18-1160



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Shape-adapting nets, and see-through structures achieved by raschel techniques, leno weave, crocheted-alike skills ... layered.

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Overlapping multi-layered color language.  
Super-lightweight and transparent fabrics,  
manipulating and interacting, creating new  
tones and the color of shadow.  
Delicacy, fluidity, luminosity.

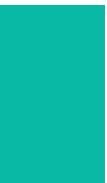
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**SPRING/SUMMER**  
**2013**



21st century  
avant-garde

a new rebellious renaissance, super-hybrid art movements  
communicate a diverse message ... with a punch of color

citreous pantone tpx 12-0643	virescent pantone tpx 17-6206	canteloupe pantone tpx 15-1239	fluoride pantone tpx 15-5421	cerulean pantone tpx 17-4336	plum pantone tpx 18-1706	honeydew pantone tpx 13-0550	kermes pantone tpx 17-1564	corbeau pantone tpx 18-0920
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Neps, slubs ... create a tactile surface, interrelating with the 'must-be' vivid color and the texture of the cloth ... no flat appearance. 3D print on textured surface. Outstanding performance-finishing and changeability, with the intention of the material's use, are central.

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Everyday objects in a new light are subject to miniature resourceful creations ... turning out to give daily pleasures and smiles.  
Micro-situation repeated in macro-environment.

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weaving  
experimental  
mixtures



sumptuous, lush  
decoration adorned with  
an excessive artistic quality

albican  
pantone tpx  
11-4202

lurid  
pantone tpx  
15-1142

erythraean  
pantone tpx  
16-1260

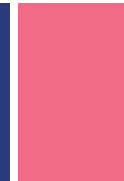
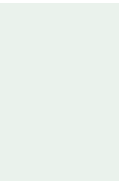
pluot  
pantone tpx  
19-2030

mazarine  
pantone tpx  
19-3847

camellia  
pantone tpx  
17-1930

indigo  
pantone tpx  
19-3518

nigrine  
pantone tpx  
19-0812



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Hybrids of ...  
plum and apricot ...  
ethnicity and exotic ...  
knit and weave ...  
synthetic and natural fibers ...



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Elaborated morphing of organic entities ...  
to be printed on incandescent foils or layered fabrics  
or finished with layers of wax or plastic.  
Multi toned fantasy yarns and jacquard makeup.

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CLEANSED

*RAPID*

*FUSED*

*PRECISION*

*FILTERED*

*DEFINITIVE*

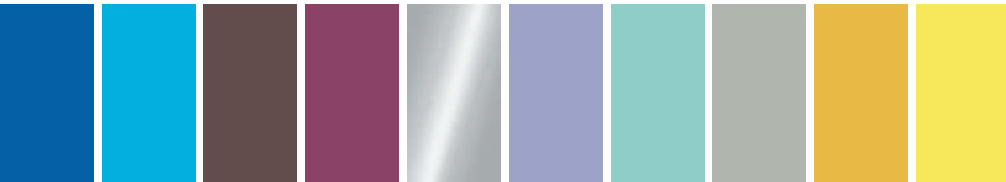
*STREAMED*

*COMPRESSED*

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atlantic pantone tpx 19-4151	aqua pantone tpx 16-4530	hind pantone tpx 18-1312	alizarine pantone tpx 18-1720	argent pantone tpx 14-5002	gridelin pantone tpx 15-3909	celadon pantone tpx 14-4809	caesious pantone tpx 15-5704	tartrazine pantone tpx 14-0846	metanil pantone tpx 12-0642
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High summer sports performance.

Soft cotton hand-feel is achieved through barely textured yarns. High definition photographic print and clean, geometric, magnified structures make the decoration.

Textured backside provides dynamic volumes and extra comfort. Circular knit and inter-weave merged in double fabrics through construction or bonding.

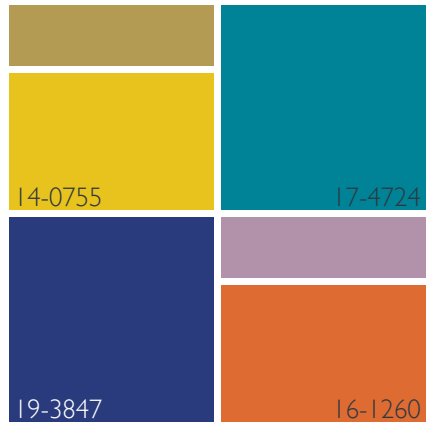
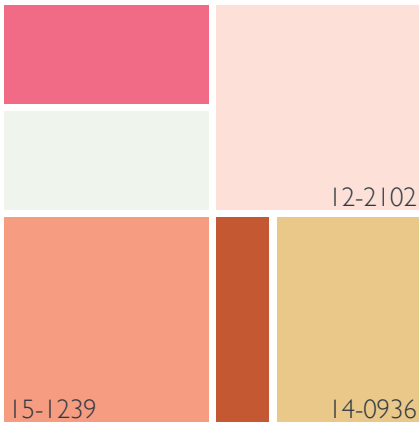
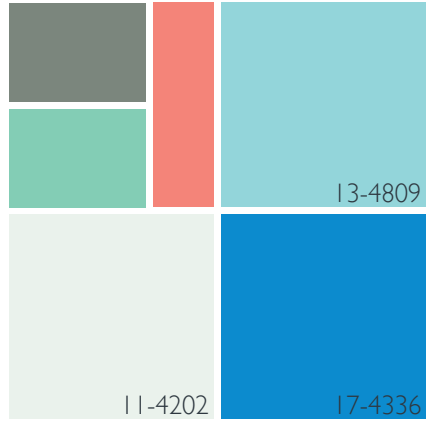
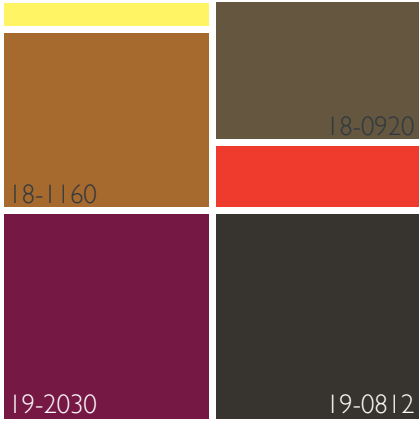
The boundaries between fake and genuine are dissolving; skin-like feeling. UV-protection is a must; quick-dry, climate comfort, breath-ability and moisture management are important properties – water-repellent, wind- and waterproof.

Stretch for movement freedom and extreme light-weight ... from 20 g/m ... for comfort.

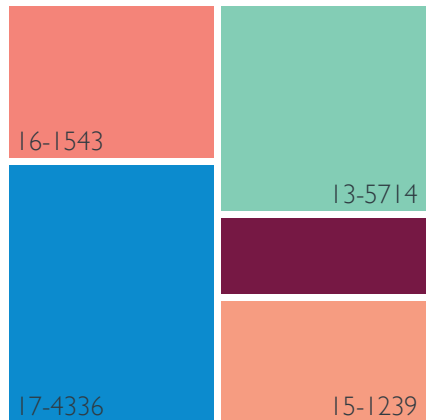
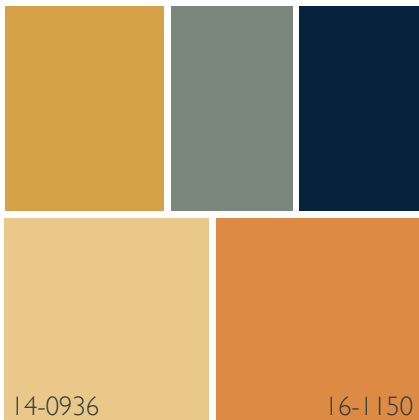
Fashion demands performance features.

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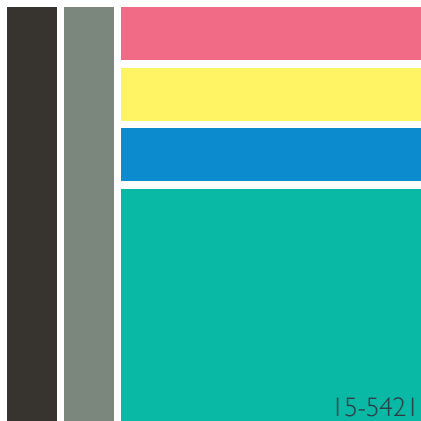
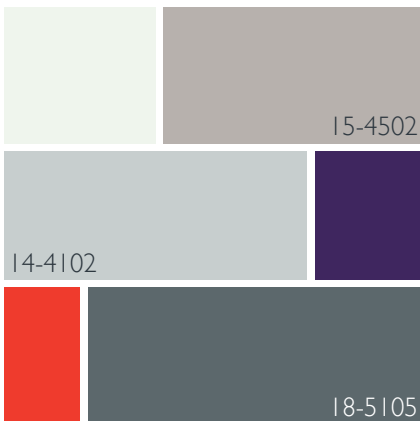
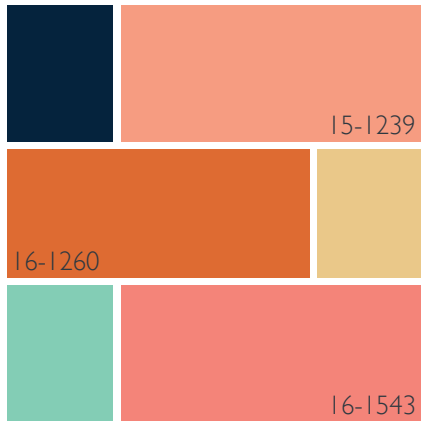
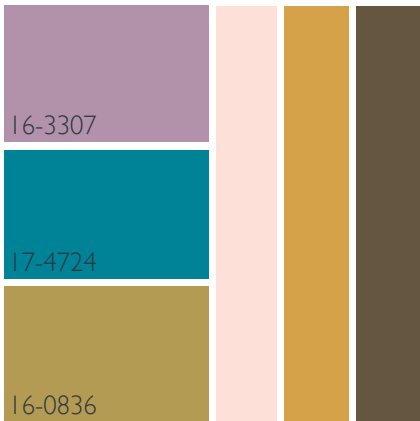




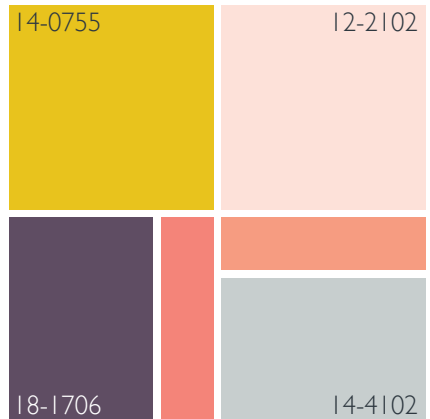
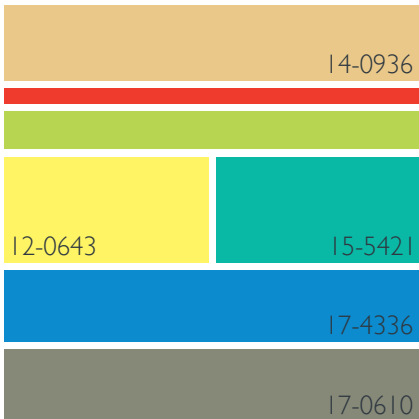
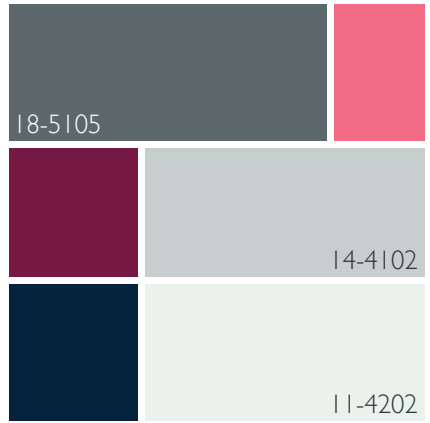
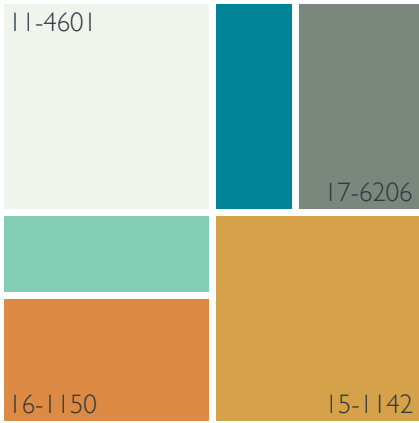
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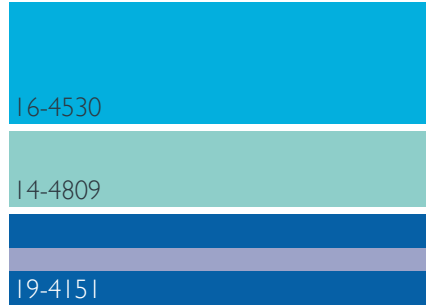
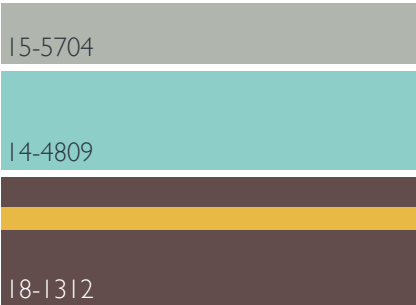
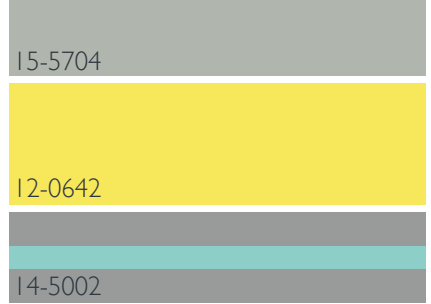
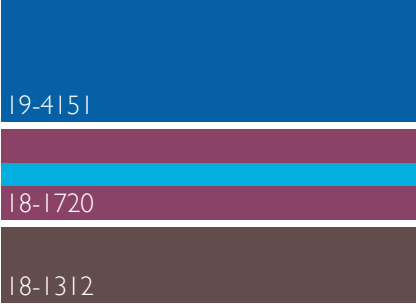
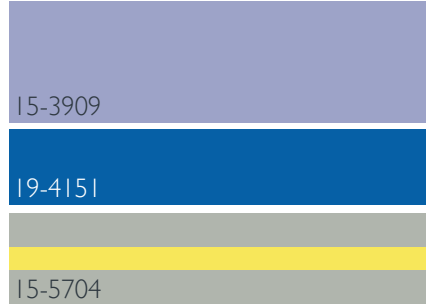
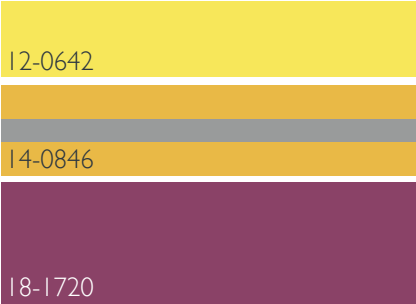


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