



"Constructed" series by Pawel Nolbert.

SNEAK TO THE BEAT

Collaboration is the word. Our insatiable appetite for street wear continues through to AW18. Over the past few seasons, both the women's and menswear's runways have been invigorated by an undercurrent of street wear chic. Designers are keeping pace with social media and the geo-political climate. It should be no surprise then that children's wear is closely following suit! This is the perfect time to scope out the amazing international labels that excel in quirky, street style appeal - Someday Soon, Akid, ACBC, Billybandit, Ader Error, MSGM Kids, Bellerose, Wolf & Rita, Molo, Finger in the nose, Tumble n' dry,.....the list goes on!

The theme. "Sneak to the beat" is a nostalgic theme that draws on past and present trends - a throwback to 1970 & 80s pop culture. The Urban metropolis, sports culture, music, film, old sitcoms, cartoons, snack food and fashion memes all inform the trend, as do retro graffiti, quirky colour-combos and retro-active street wear. Tropic, skate and comic concepts from SS17 are subtly incorporated into collections, in context with the Marvel, Lucas film, Paramount, Universal, Warner Bros and Sony film releases throughout the year.

For older kids, cult Japanese, African and Cuban street styling also informs the look.

Colour palette; Bright autumnal tones, intense brights. Detail influences; Active street wear & animation.

AW18 “Sneak to the Beat” has a timeless and also season-less appeal. The theme is an outlet for outward self-expression and pays “respect” to retro pop culture. The latest collaborations, sports events - such as the X-games, NBA finals and The Stanley Cup - and the ongoing demand for active street wear, hand-held technologies, gaming and hero films, all serve as a muse. Look out for Adidas’ mass-produced 3D printed shoe (Future 4D), ongoing sport x kid’s wear collabs, such as Mini Rodini x Adidas or New Era’s 9Forty licensing collabs, among others.



SNEAK TO THE BEAT

COLLABORATION

FASHION COLLABORATIONS

DIGITAL SOCIAL

EDUCATIONAL INITIATIVES

TECH ACCESSORIES

TECH CLOTHING

FILM RELEASES

GAMING

SPORT

3D PRINTING

ROBOTICS

SPACES



"Free Hand Profit".
Gary Lockwood.



"my neo label" Adidas x Snap Inc.



"Google Tilt Brush"
Google Inc.



"Folkestone's multi storey skatepark"
G Hollaway x Maverick Industries



"Rword.it"
(Anti- cyber bullying network)



"Spectacles" Snap Inc.



Art by Shepard Fairey (Las Vegas).



"The Refugee Nation"
.org



"Sea To Sky"
Kickstarter



Air Ink Design Products, combatting pollution (Graviky Lab).

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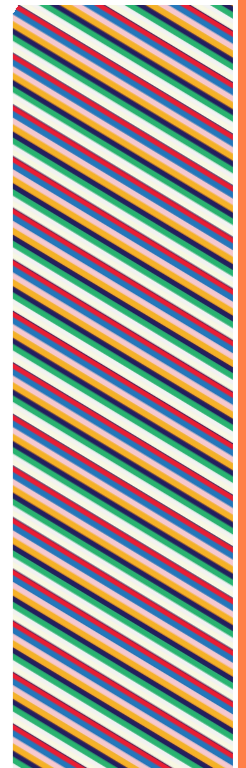
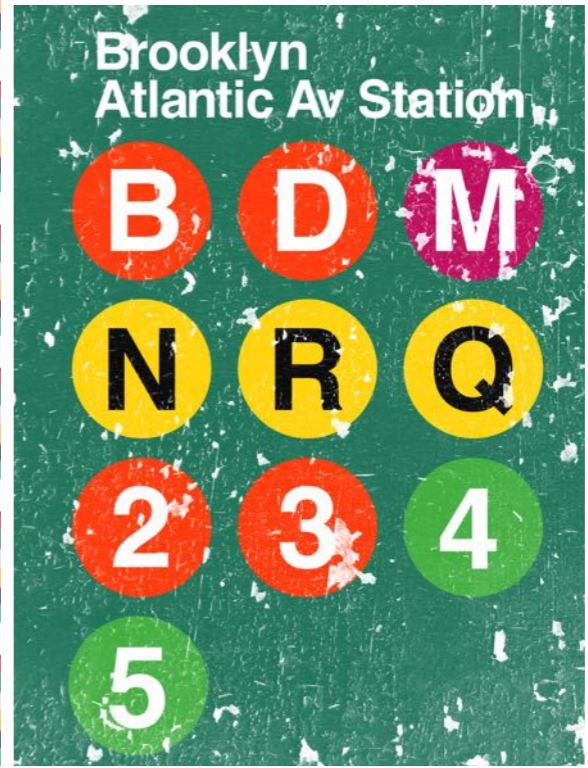
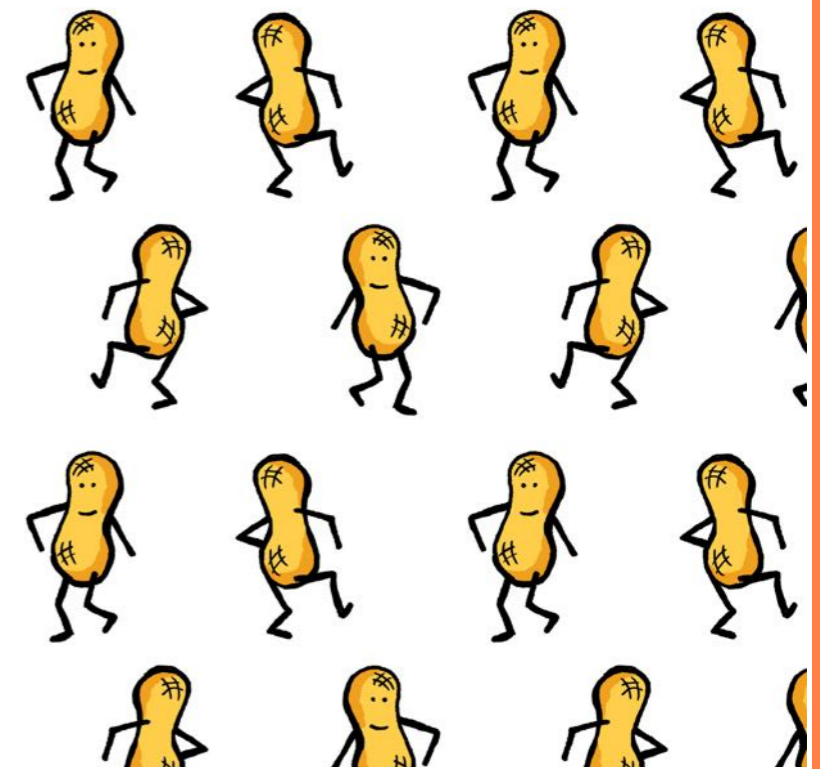
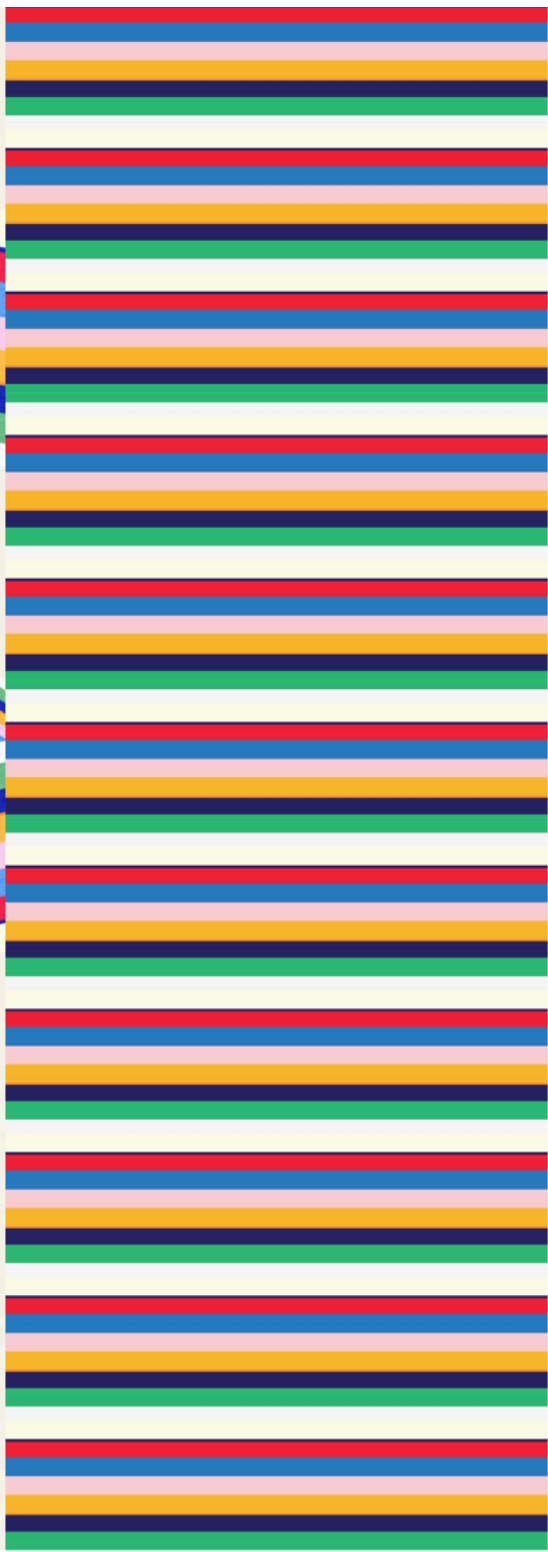


SNEAK TO THE BEAT

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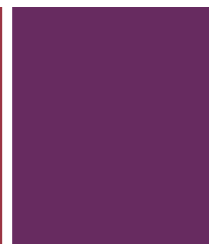


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MAIN COLOURS

									
PANTONE 15-1335 TCX Tangelo	PANTONE 19-3815 TCX Evening	PANTONE 19-3952 TCX Surf The Web	PANTONE 19-1664 TCX True Red	PANTONE 11-0608 TCX Coconut Milk	PANTONE 13-0758 TCX Dandelion	PANTONE 18-4140 TCX French Blue	PANTONE 19-4126 TCX Deep Dive	PANTONE 14-4206 TCX Pearl Blue	PANTONE 17-1430 TCX Pecan Brown

ACCENTS COLOURS

			
PANTONE 19-1557 TCX Chili Pepper	PANTONE 19-3230 TCX Grape Juice	PANTONE 19-3909 TCX Black Bean	PANTONE 16-5825 TCX Gumdrop Green

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01.The Stripe Track Set



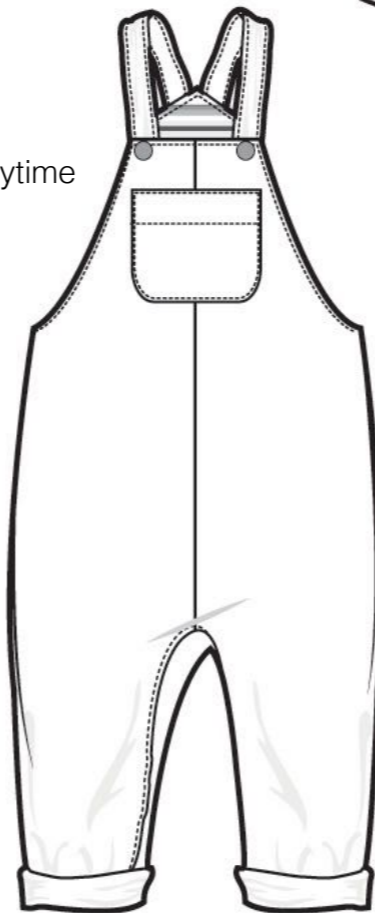
02.The "Little Peanut" Hoodie



03.The "Little Peanut" Onesie



04.The Playtime Romper



05.The "Little Peanut" AOP Set



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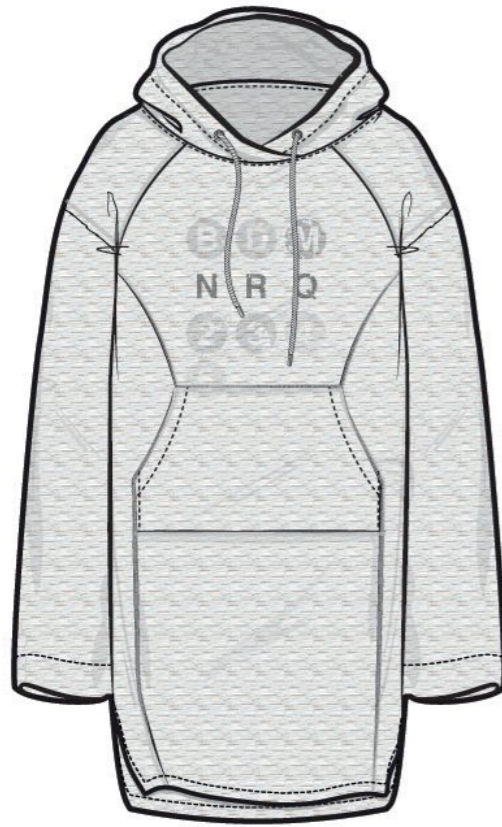
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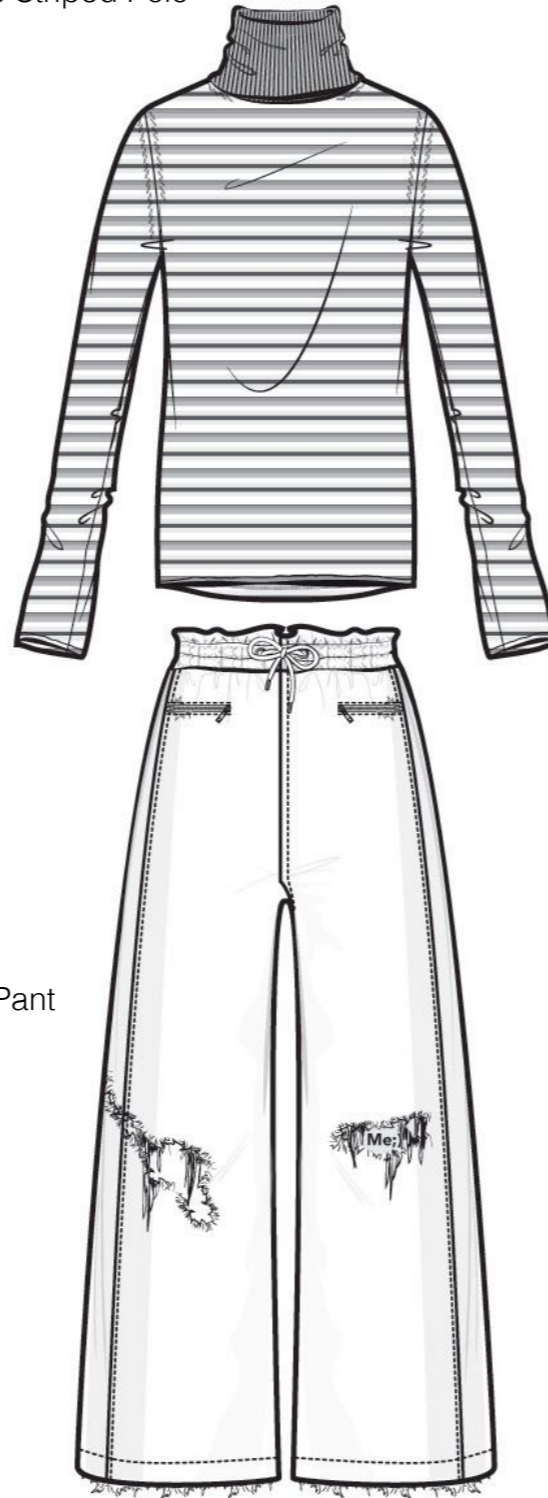
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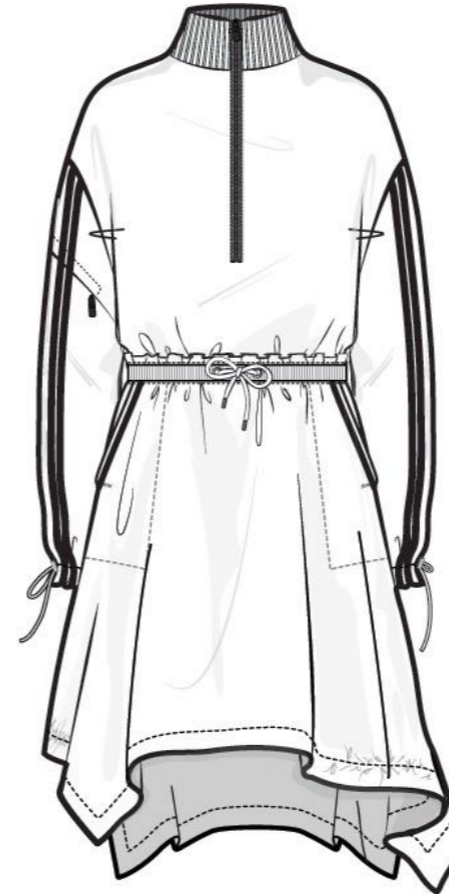
01.The Hoodie Dress



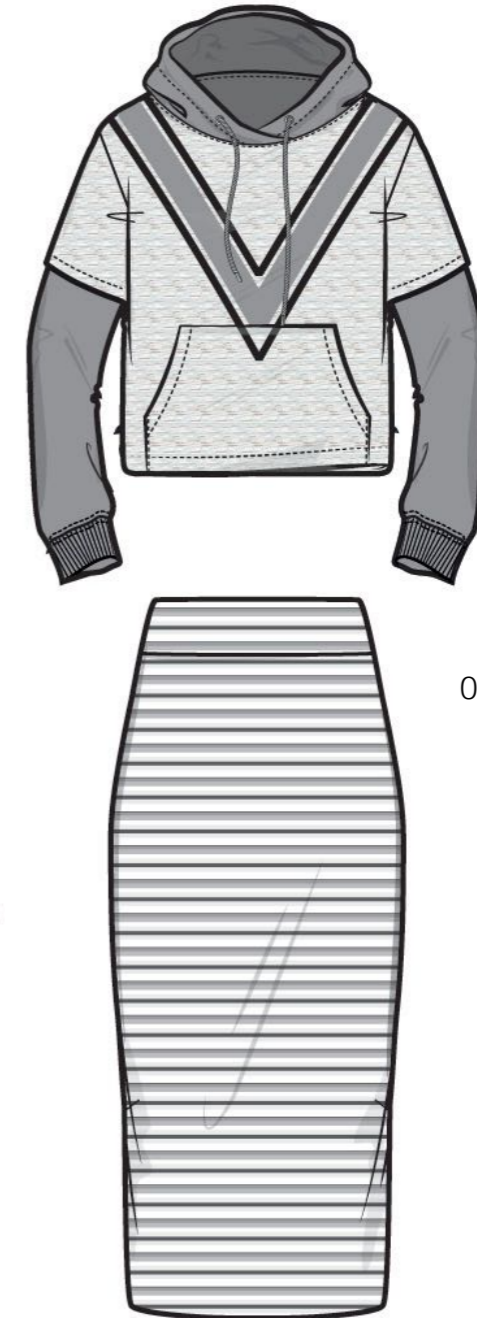
02.The Striped Polo



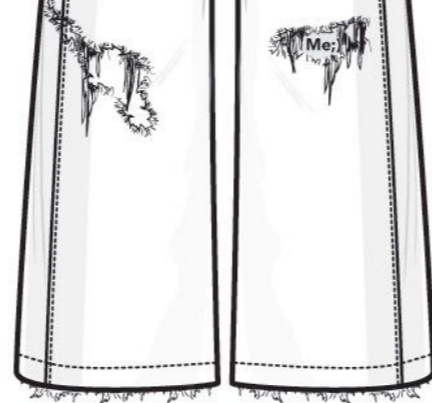
03.The Track Dress



04.The Double Sweat

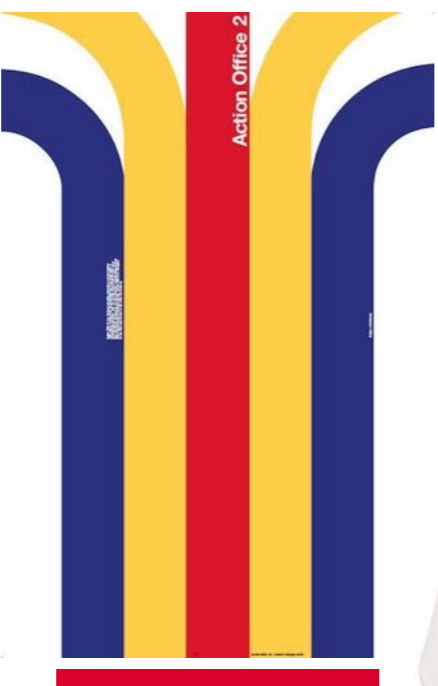


05.The "Me" Pant



06.The Striped Jersey Skirt

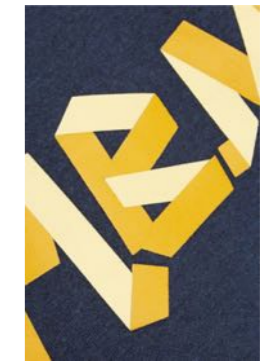
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AW18 INFLUENCERS
SPORT x STREET
Superbowl - The Stanley Cup - NBA finals - The X Games - CACGs - Youth Olympics - FIFA World Cu



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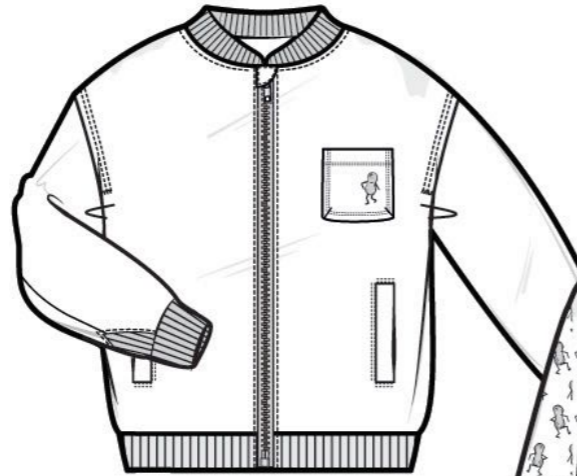


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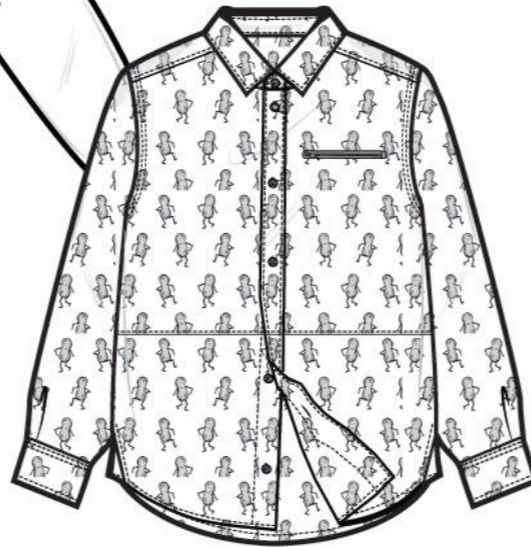


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01.The Melton Jacket



02.The Oversize Shirt



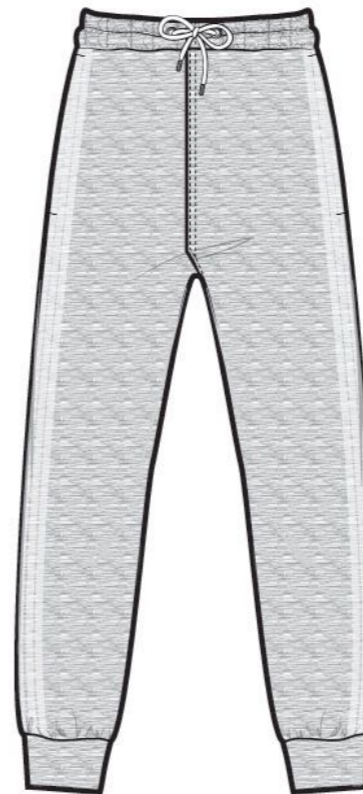
03.The Track set



04.The Taped Pant



05.The Marl Tee



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