



ESSENTIAL REDUCTION

The fashion season 2017 will see a reduction to the essential. Pure, simple and clean design strategies will dominate and yet deliver comfort and enhance well-being. It will be normal to use recycled materials in the production processes. Sustainability will become mainstream and not an additional add on anymore. Even synthetics will be produced in an environmentally friendly manner. With conscious customers, fashion will have to make sense in ecological respects.

In this trend we see the layering trend become softer, loungewear and active wear merge. Fabrics and forms are moulded and sculpted taking inspiration from architecture. A minimalist element merged with Japanese influences to create clean lines with soft drape.

ACTIVE COLOUR AND TREND FORECAST AW17

ESSENTIAL REDUCTION *INSPIRED BY*



ADIDAS SPORTS INFINITY RECYCLING
Using an 3 D super material, products
can be broken down,
And remolded in a waste free process
Source adidas.com



TEN THOUSAND CLOTHING
Simple and high quality design brand
The brand recycles old sportswear
to new sportswear
Source tenthousandclothing.com



CANDELA LIGHT
By Francisco Gomez Paz
Combines eco friendly fuel with
leds and a phone charger
Source dezeen.com



LATTICE BRICK ARCH
BY GABINETE DE
ARQUITECTURA
demonstrating low cost
construction
Source gabdearq.com



YOHJI YAMAMOTOS
FLAGSHIP STORE PARIS
Source sophiehicks.com

ESSENTIAL REDUCTION *COLOURS*



13-0645 TCX

18-4005 TCX

16-5123 TCX

17-1048 TCX

16-3110 TCX

17-3410 TCX

17-0207 TCX

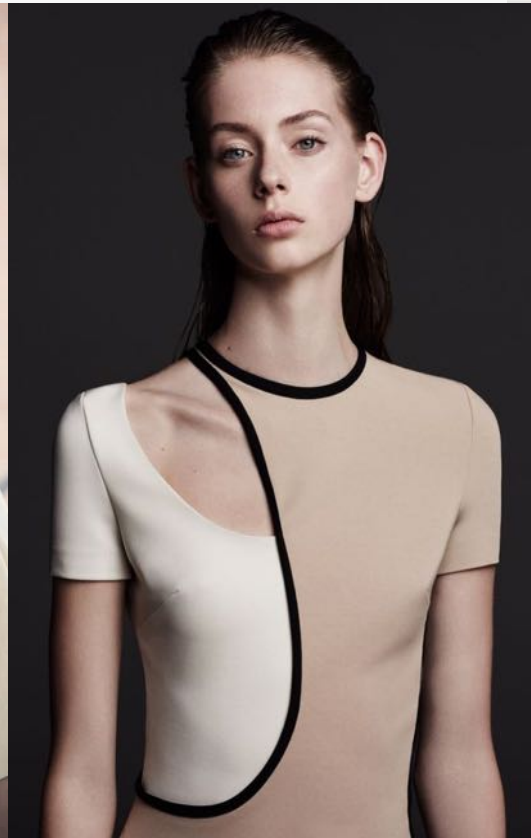
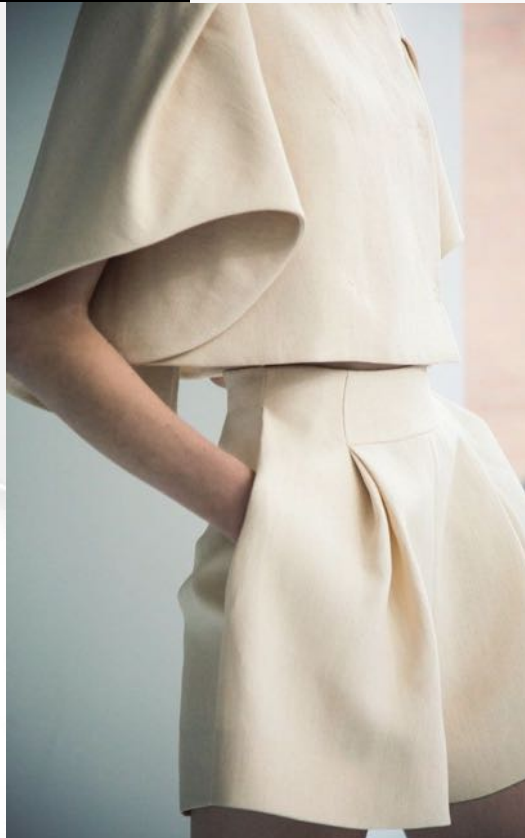
16-0632 TCX

14-1217 TCX

11-1001 TCX

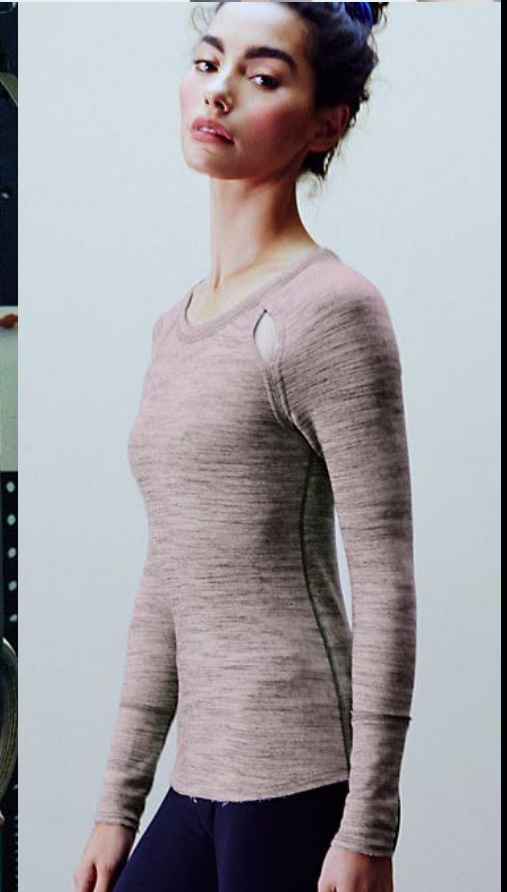
ACTIVE COLOUR AND TREND FORECAST AW17

ESSENTIAL REDUCTION *MOOD*



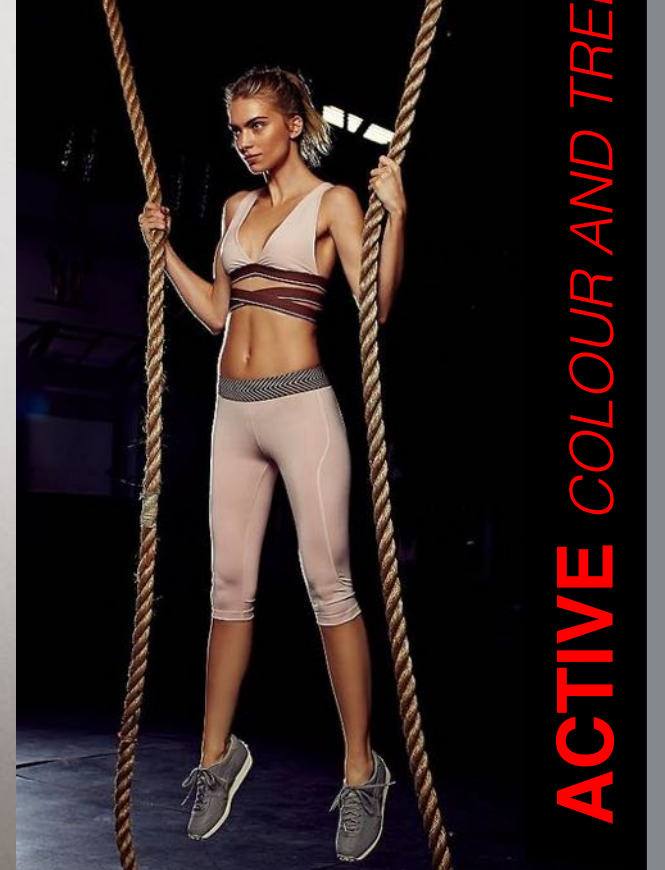
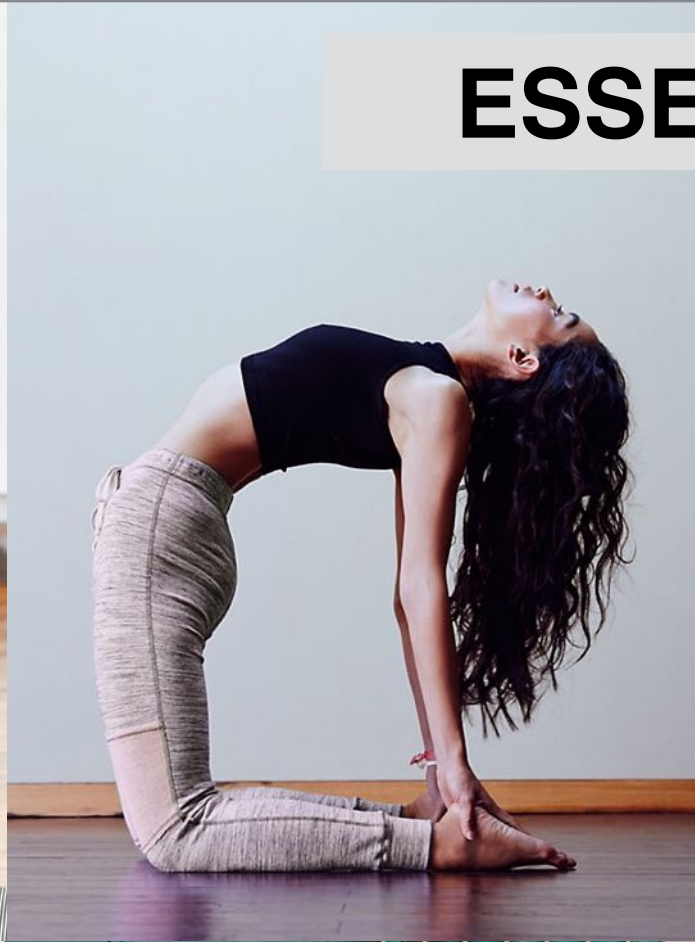
ACTIVE COLOUR AND TREND FORECAST AW17

ESSENTIAL REDUCTION *THE LOOK*



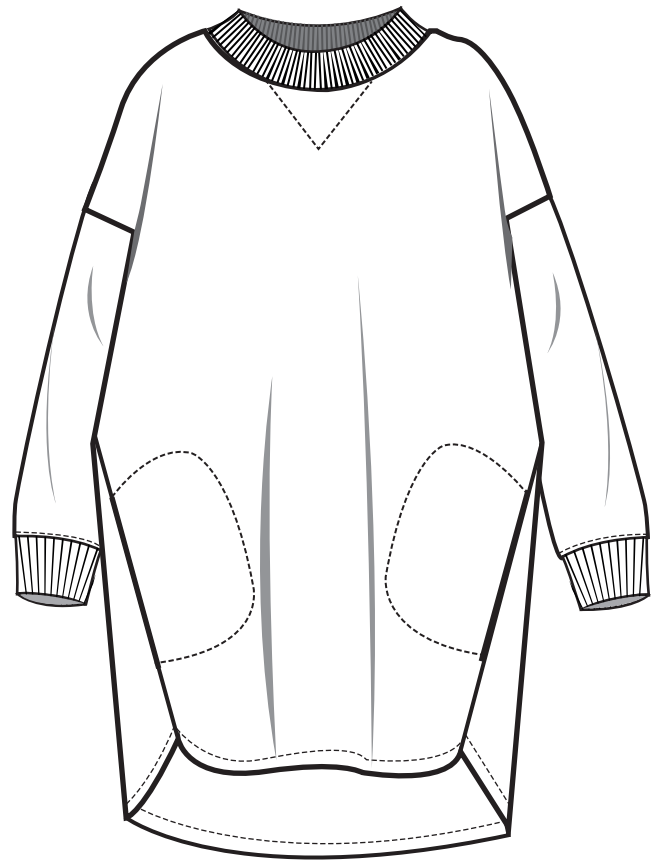
ACTIVE COLOUR AND TREND FORECAST AW17

ESSENTIAL REDUCTION *THE LOOK*

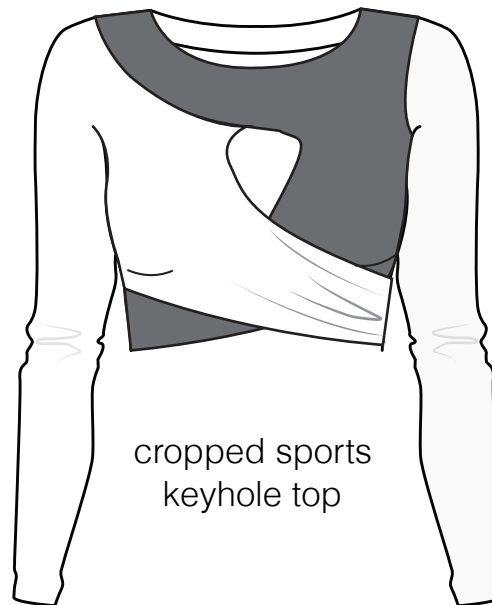


ACTIVE COLOUR AND TREND FORECAST AW17

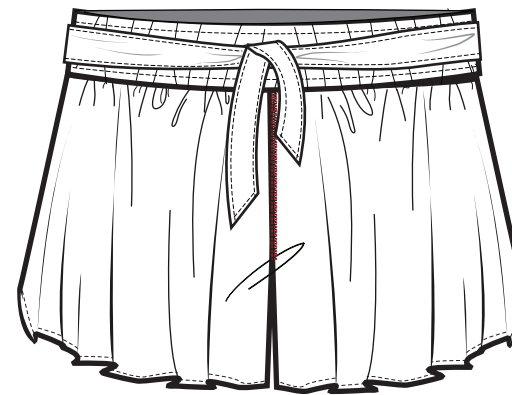
ESSENTIAL REDUCTION *FLATS*



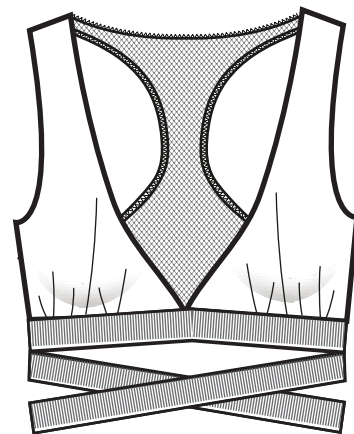
oversized sweat



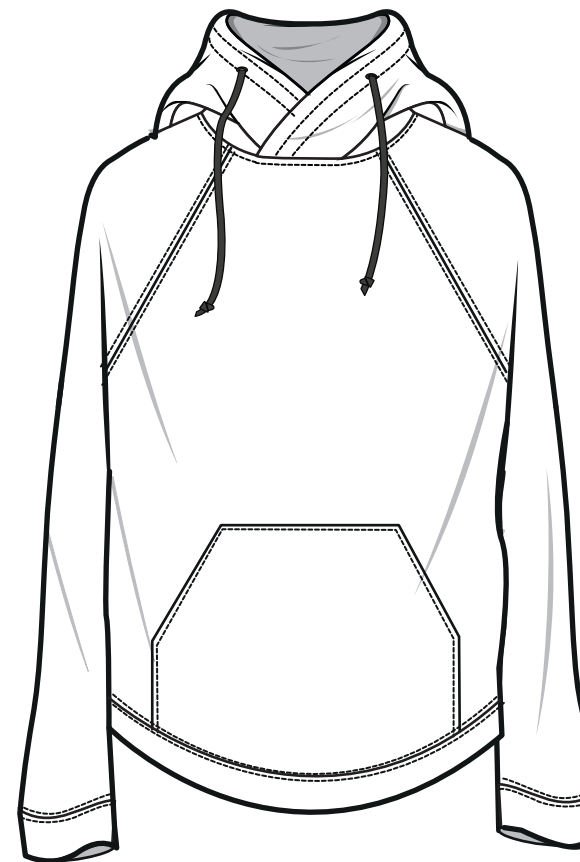
cropped sports
keyhole top



volume drape short



molded sports bra with
strap detailing and racer back



turtle neck running top



strapped waistband detail
legging



© Alexandra Utzmann
www.crfashionbook.com/book/blurred-lines/



© Chenman www.chenmaner.com/



© @ Vanja Terzic www.instagram.com/veeterzy



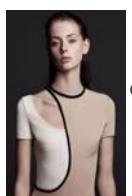
© www.31philliplim.com



© www.celine.com



© www.delpozo.com



© David Koma Resort 2016, Fashion show



© Martín Azúa and Marc Vidal
www.martinazua.com



© www.oysho.com



© Free People Slick Rib Bra
<https://www.freepeople.com/shop/slick-rib-bra/?color=066>



© www.freepeople.com



© www.oysho.com



© www.countryroad.com.au



© www.freepeople.com



© philipp Lim & cantamessa
www.31philliplim.com



© www.freepeople.com



© www.freepeople.com



© www.freepeople.com



© www.freepeople.com



© www.freepeople.com



© www.freepeople.com



© Adidas by Stella McCartney.com



© www.freepeople.com



© www.nunbangkok.com

Acknowledgements and photography credits