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AN ECO-TECH FOCUSED WORLD OF FASHION

For the forward thinking designers and brands, focus is shifting toward sustainability, eco-friendly fibers and integrating new technology into brands. A great example of a company thinking outside of the box to integrate eco-friendly concepts into their ware is Haggar Clothing Co., a men's clothing manufacturing company based in Dallas, Texas. In a session moderated by Katherine Stein, Director of International Business Development, Softlines of SGS North America, Anthony Anzovino, VP of Global Sourcing at Haggar Clothing Co. shared the company's vision for social responsibility. In a new innovative initiative, they have combined recycled polyester with recycled water bottles, into a fiber, which is then dyed and woven into fabric used to produce their eco-friendly shorts. To date, over 18 million water bottles have been saved from landfills using this innovative new technology.



Left-Claire Ortiz, Right-Katherine Stein

FBIC GLOBAL RETAIL RESEARCH & INTELLIGENCE

In the same session, Claire Ortiz, CEO of Ortiz Industry, Inc. shared the company's focus on designing clothing as equipment for the wearer, putting science first in their research and development, and creating materials that are adaptive, responsive and performance-based. They constantly re-evaluate their efficiency in both sourcing and design, focusing on lean engineering and manufacturing from the design up, and a lowered carbon footprint.

SPRING/SUMMER 2016 FASHION AND ACCESSORIES

In arguably one of the hottest sessions at MAGIC, Melissa Moylan, Creative Director, Womenswear at Fashion Snoops shared insights into what will be the four major trend stories dictating Spring/Summer 2016 fashion. Interestingly, the social awareness that Millennials are known for expressing, is one of the driving forces within these themes. Fashion Snoops broke the themes down into four stories: Alive, Global Commune, Seamless Innovation and Gen-U.



Alive—This theme is driven by nature, and patterns and colors show strong elements of earth, every day experiences, and an organic way of living out loud. In women's designs, there are strong themes of nature intertwined with man-made elements, and nature-driven color palates of green tones, soldier blue, earthy browns and sunset gold. Patterns reflect tropical and Amazonian influences, driven by the cellular structure of plant life.

Global Commune—This theme is all about travel and culture. It is strongly influenced by a "hippie" look, with darker colors of copper and persimmon, dark teal and vintage indigo. We see the influences of both retro 70s styles, as well as Japanese inspiration.

Seamless Innovation—This is where technology meets the urban minimalist. There is a focus on utility in a modern way, with a slight "militaristic" bent. Think linens, perforated materials, nylons and silk for this theme's materials. On the men's side, it is decidedly more "gym sophisticated", strongly influenced by both vintage active wear and newer extreme sports. These designs are more novelty versus function.

Gen-U—The youngest generation is motivated by social issues, with seven out of ten active in volunteer work. This theme reflects that strength and is bold, intense, and urban, influenced by a younger generation creating its own destiny. Shiny, iridescent, and bright colors strongly inspired by nightclub fashion, are prevalent.

Follow us this week as we feature trends in athletic and sportswear, products made in America, advancements in fabrics, and specialty markets including swimwear. Get an insiders' view by following us on Twitter @RetailTechTrend.

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