

THE
FASHION
FORECAST

DIGITAL

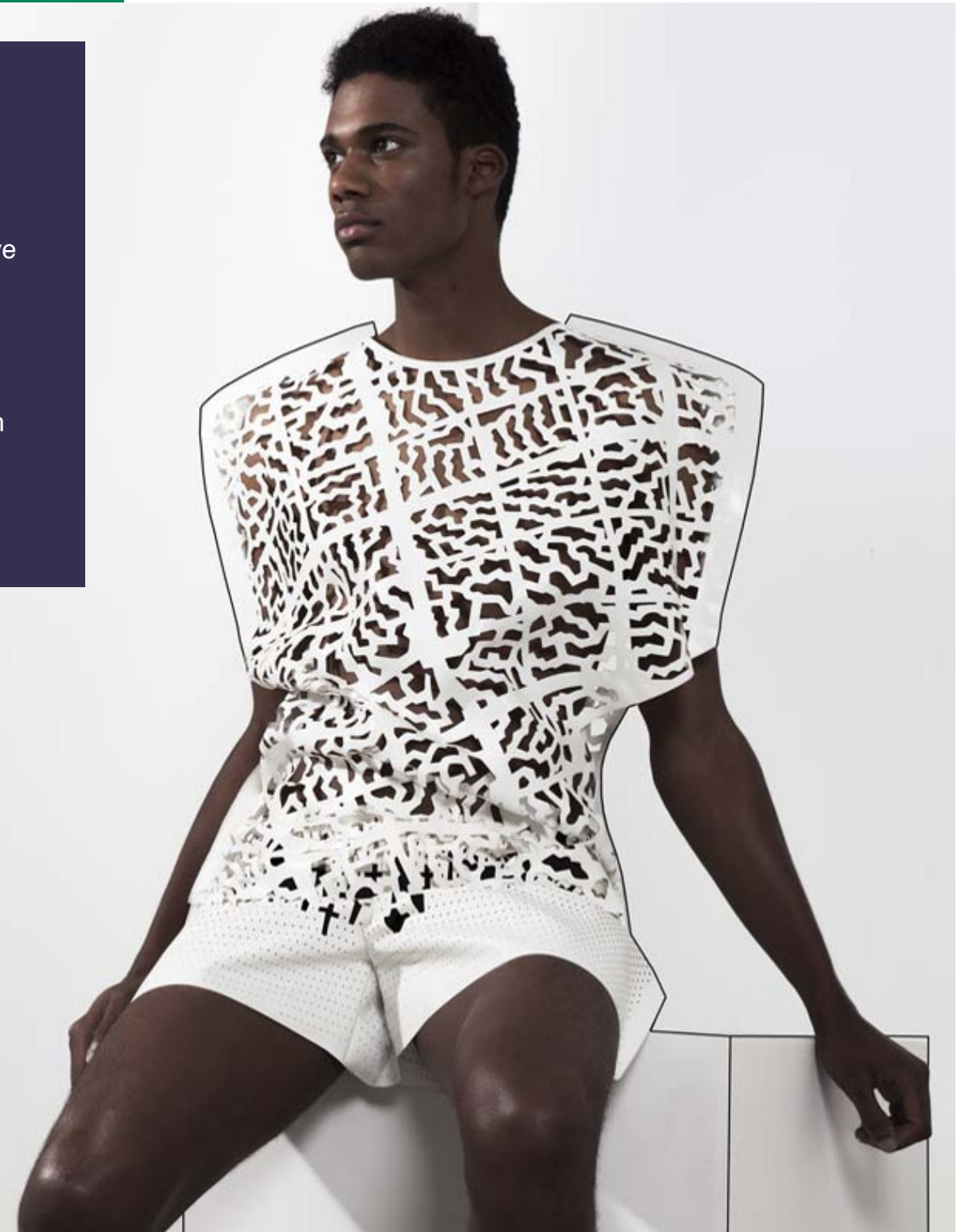


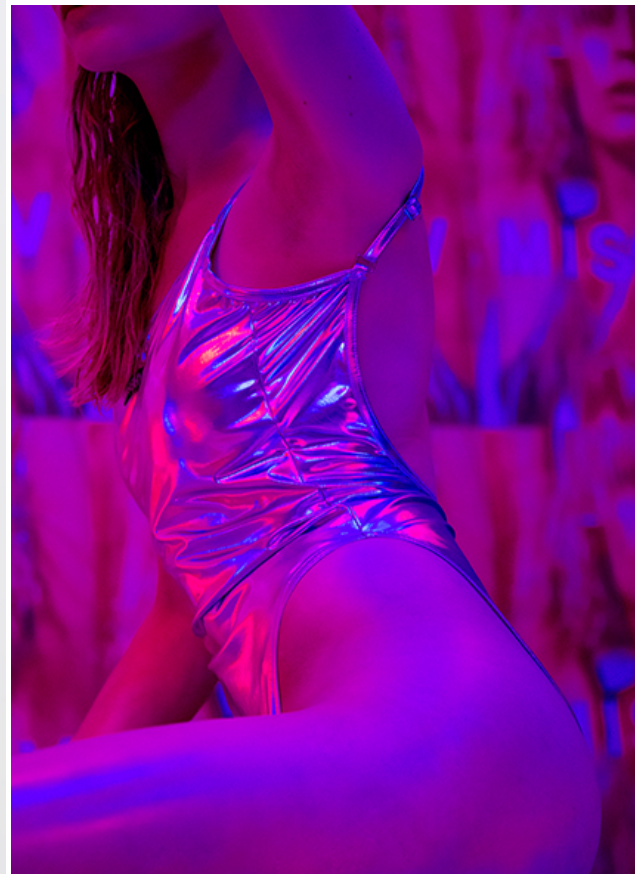
SPRING / SUMMER 2017 | ACTIVE



INTRO

In an increasingly tech-driven era, people will simultaneously embrace the digital wave while developing a nostalgia for analogue technology and 1980s sport design. This direction combines elements of Post-Internet art with powerful graphics, high-octane colour and creative customisation. The anarchic spirit of 1980s New Wave turns into Digital Wave design, and the 2D realm of the digital universe takes on a tangible form in the physical world of active, with new sensory and immersive experiences in performance and technology.





MIRROR MIRROR

Reflective mirrored finishes appear three-dimensional, with air-brushed liquid ombré effects that are engineered with precision and bicolour fades. Interactive colour-changing surfaces are inspired by the digital age and are enhanced by high-shine, reflective surfaces on apparel and accessories.



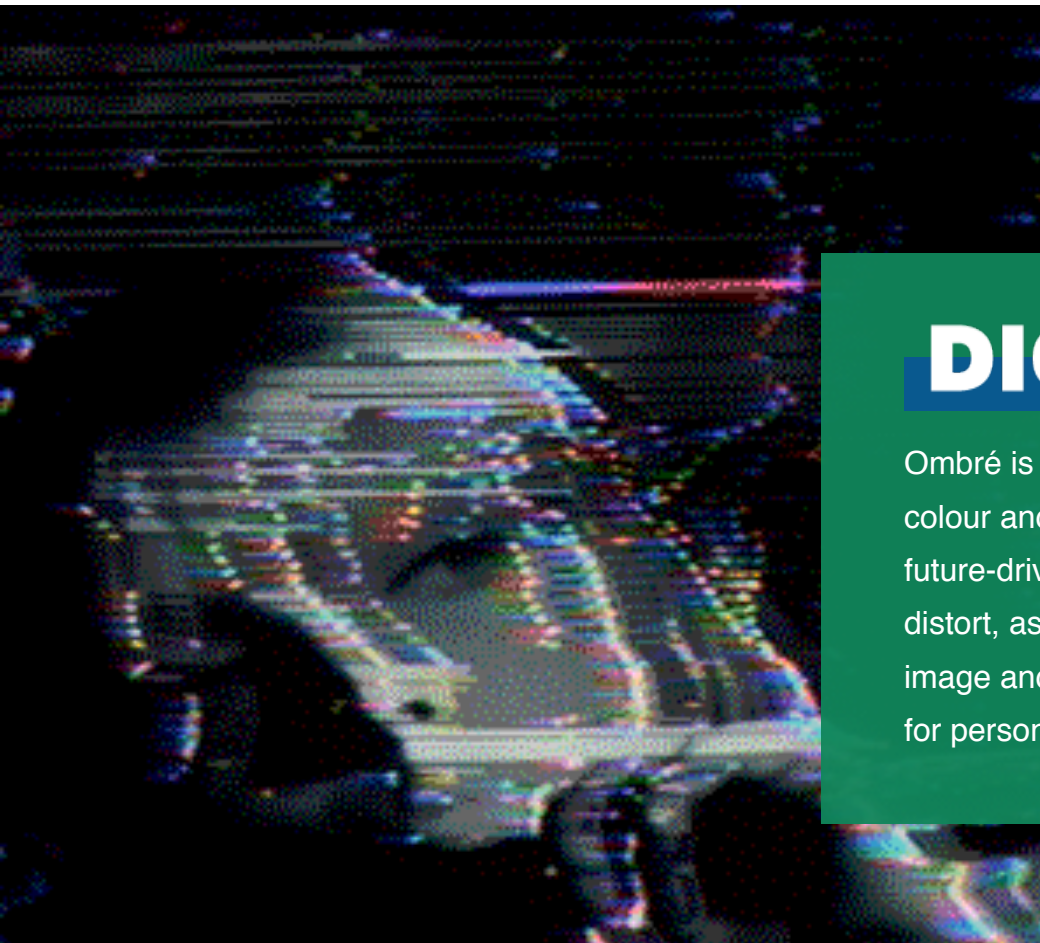
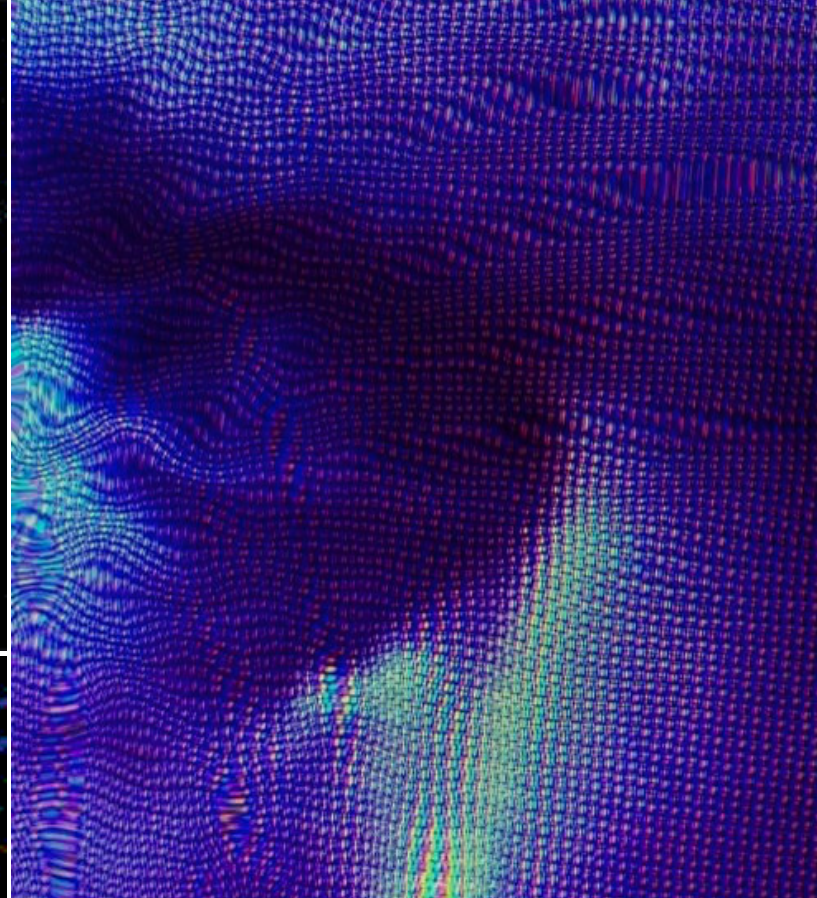
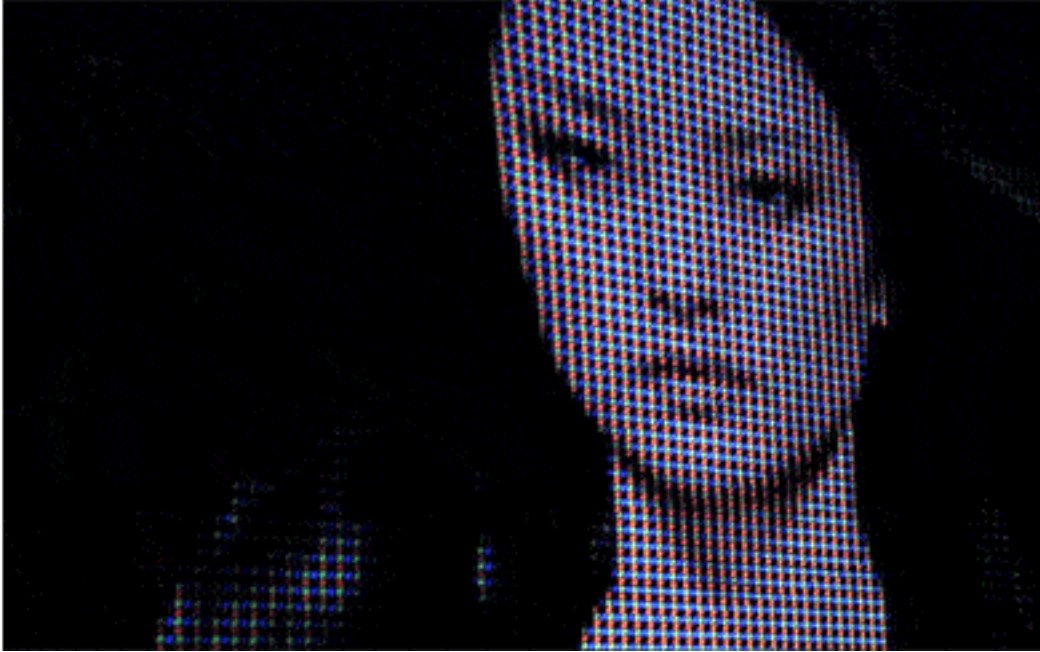
CONTOURED

High-definition striping and articulated bands replicate the effect of light and movement, contouring the body in fluid pairings of multiple stripes. Uniform and deliberate lines map the body for an illusionary silhouette that enhances form, or alternatively, lines warp and undulate for a distorted perception of shape.



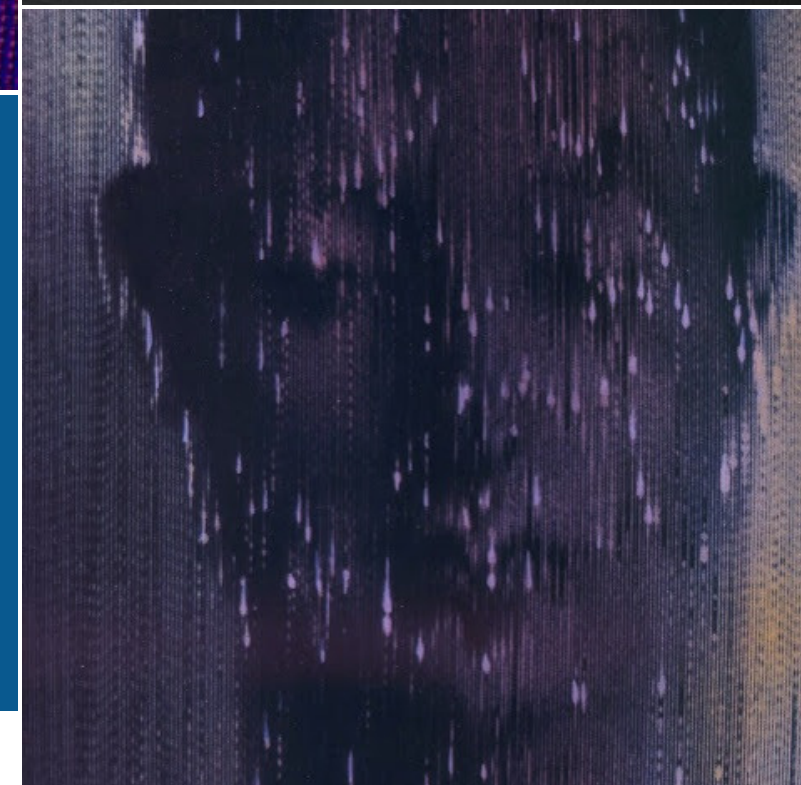
DIGITAL WAVE S/S 17

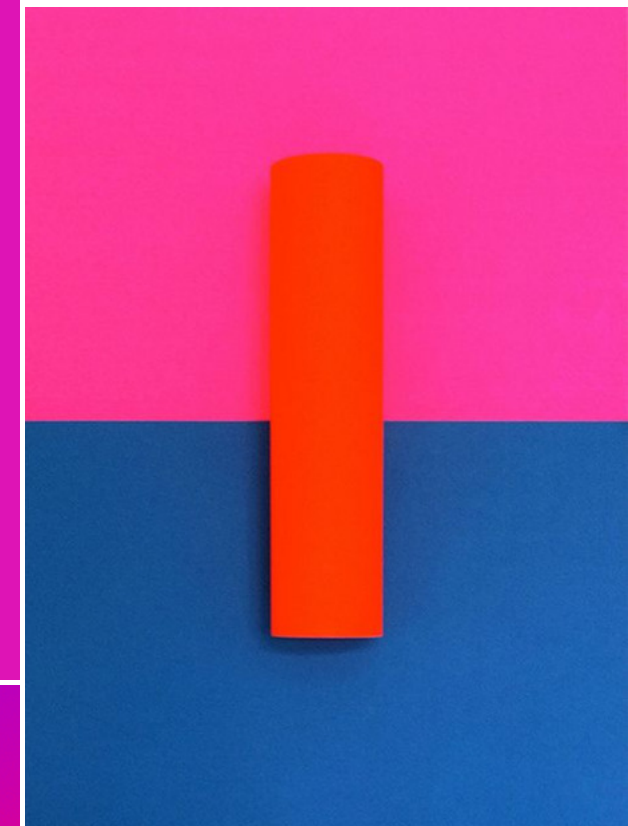




DIGITAL OMBRÉ

Ombre is reimagined as the digital space gives gradient colour and pattern a three-dimensional quality, creating a future-driven look. Pixelated renderings appear to shift and distort, as undulating lines and colour mimic the moving image and reveal hidden slogans and subliminal graphics for personal expression.





BLINDING PAIRINGS

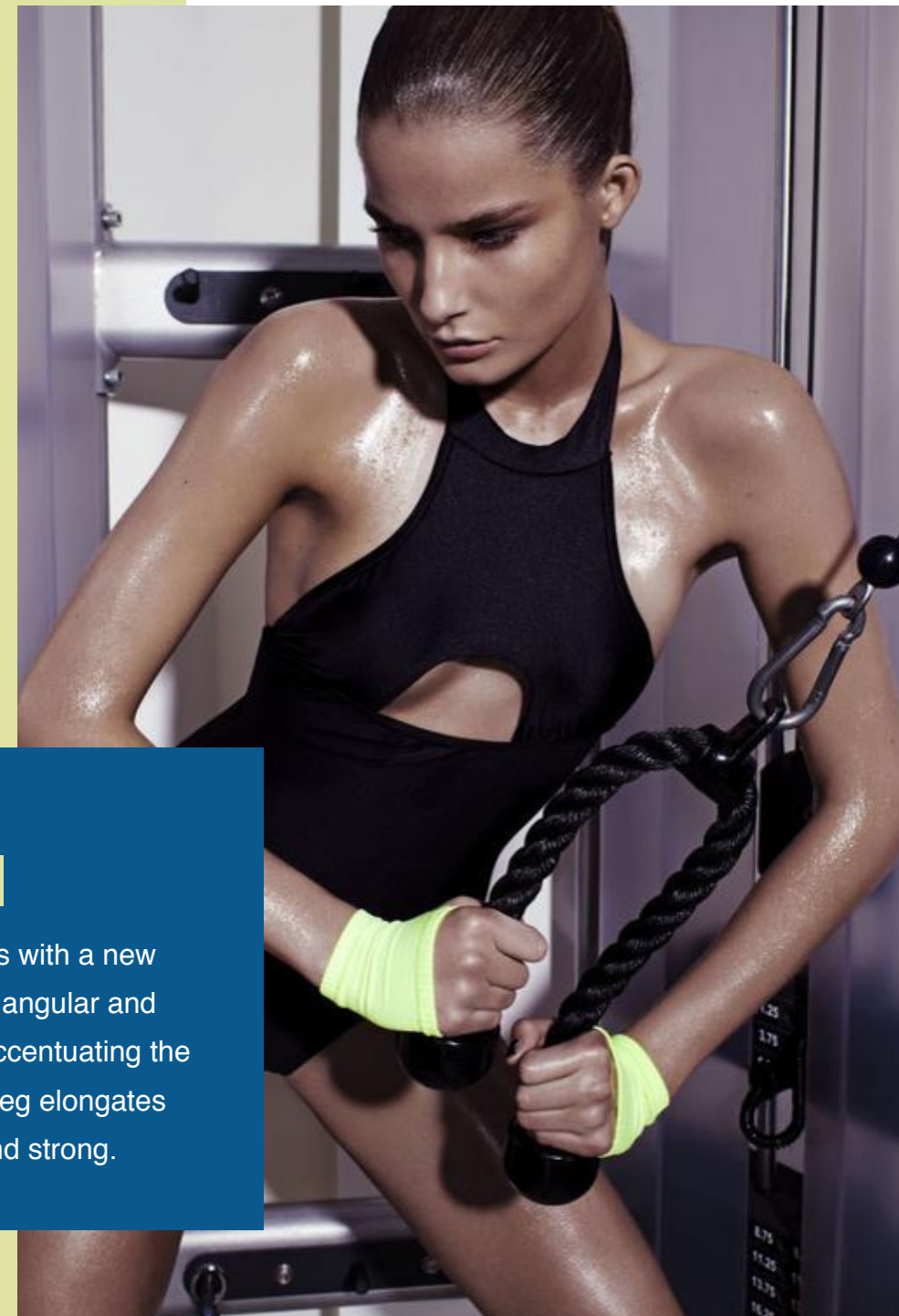
Blinding pairings have a disruptive effect on colour, deliberately blurring the lines of where one shade begins and the other ends. By tricking the eye with their close proximity in tone, these pairings distort perception of pattern and shape, creating a subtraction and contrast of colour values on the playing field or in the gym.





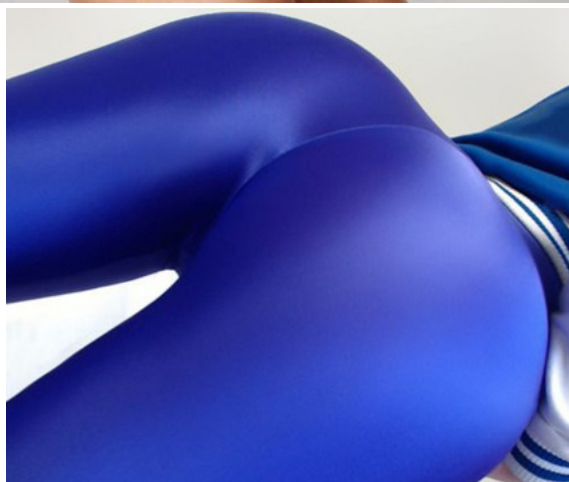
BACK FROM THE FUTURE

A feeling of nostalgia returns as designers look to recreate analogue tech with 21st-century innovation and performance. Preconceived ideas of how we once imagined the future of sport are revisited, as we look back to 1980s visions to recreate a new-century aesthetic, marrying analogue and digital concepts for new performance design.



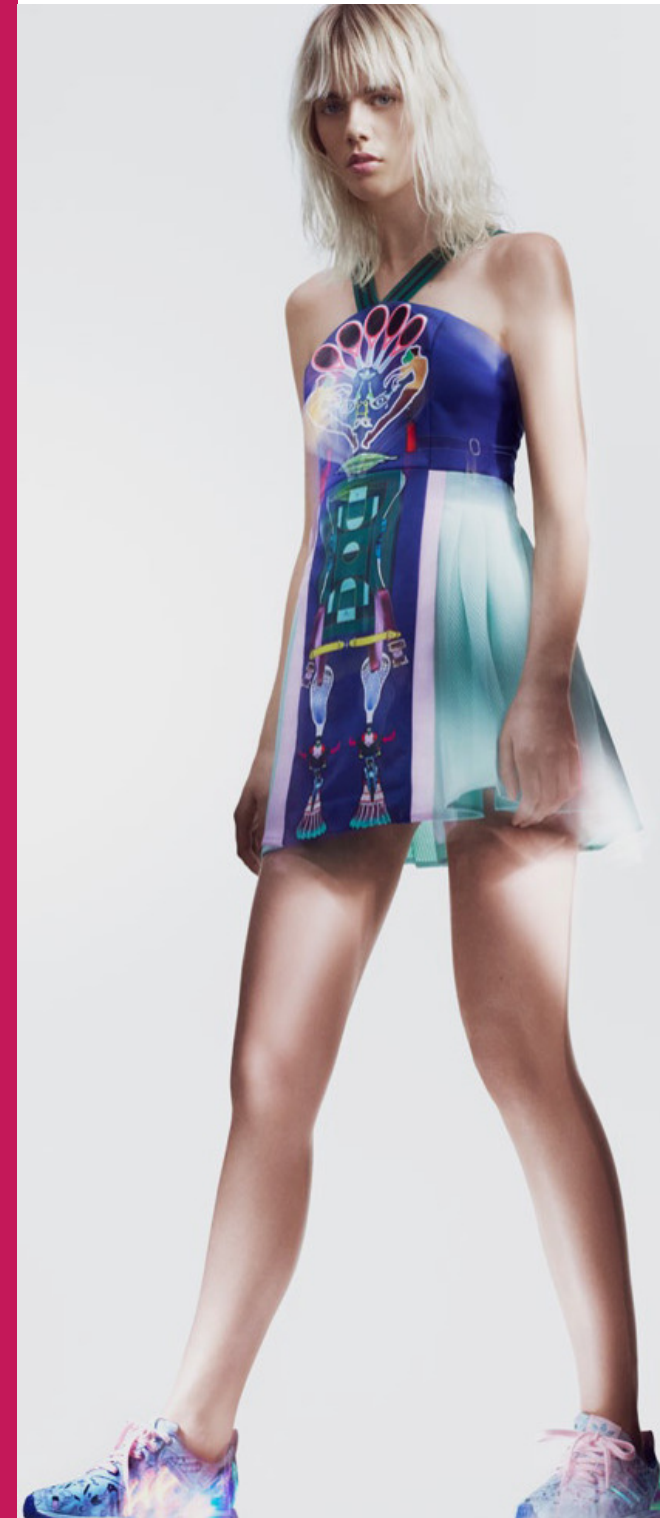
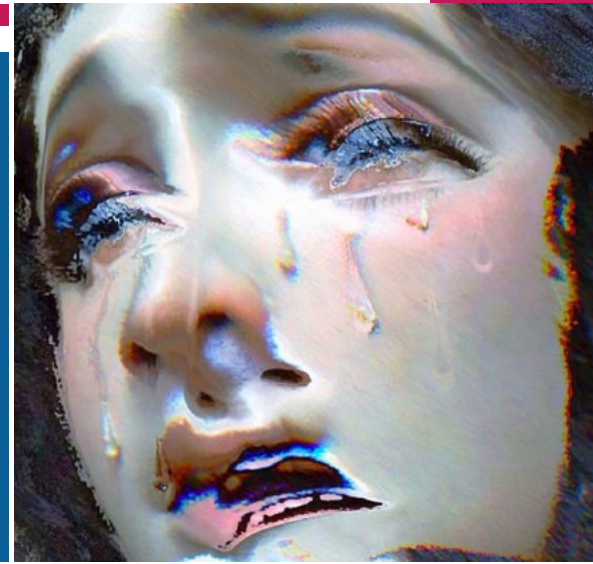
POWER DRESSING

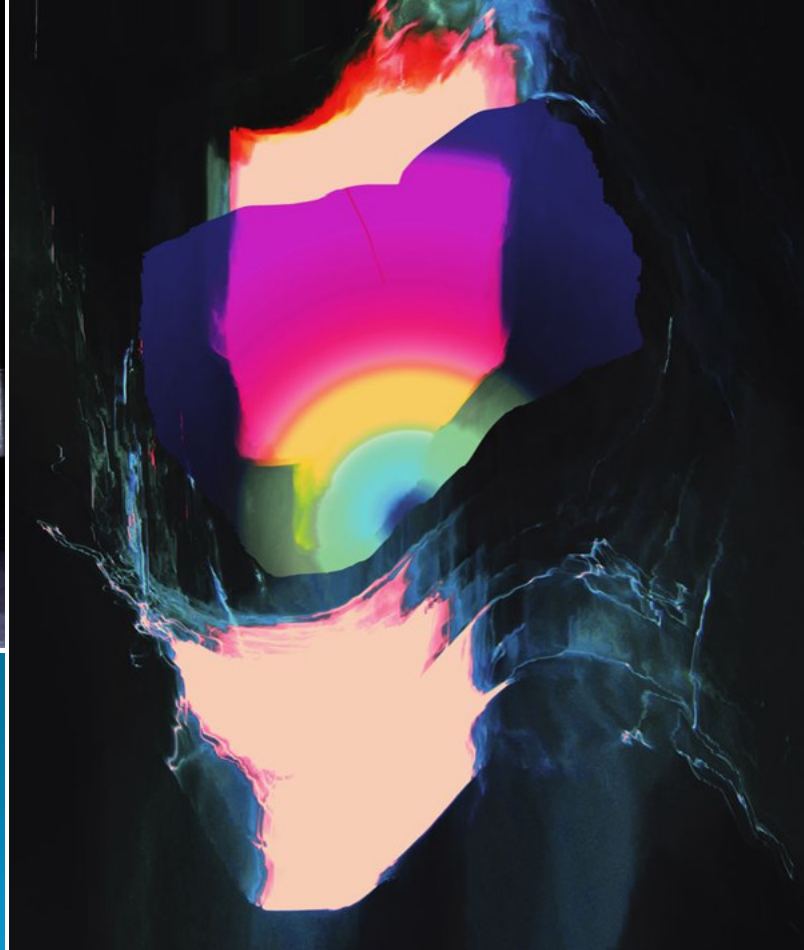
Women's performance echoes the power silhouette of the 1980s with a new sculptural aesthetic that emphasises the female form. Lines are angular and exaggerated with power banding that wraps around the body, accentuating the back and shoulders with a pulled-in waist. An extreme high-cut leg elongates limbs, and the leotard returns for a look that is sexy, powerful and strong.



POST-INTERNET ART

No longer contained to the 2D realm of the net, the internet takes on a tangible form in the physical world with digital-look design. Product is experimental and disruptive, with digital 3D patterning, layered multi-media and lenticular effects that create distortions and alter perceptions, resulting in new interactive product that appears to glitch and shift.

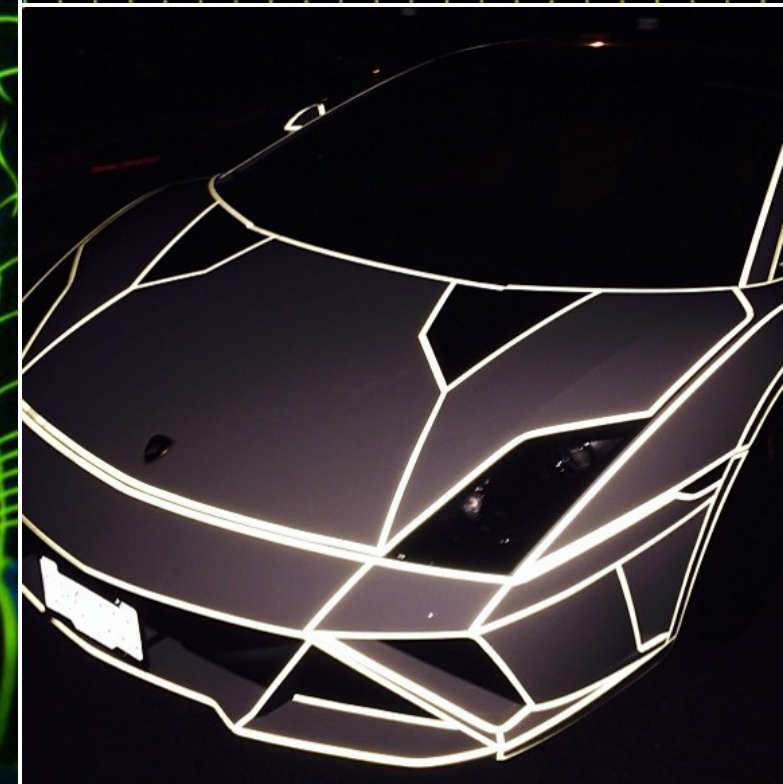
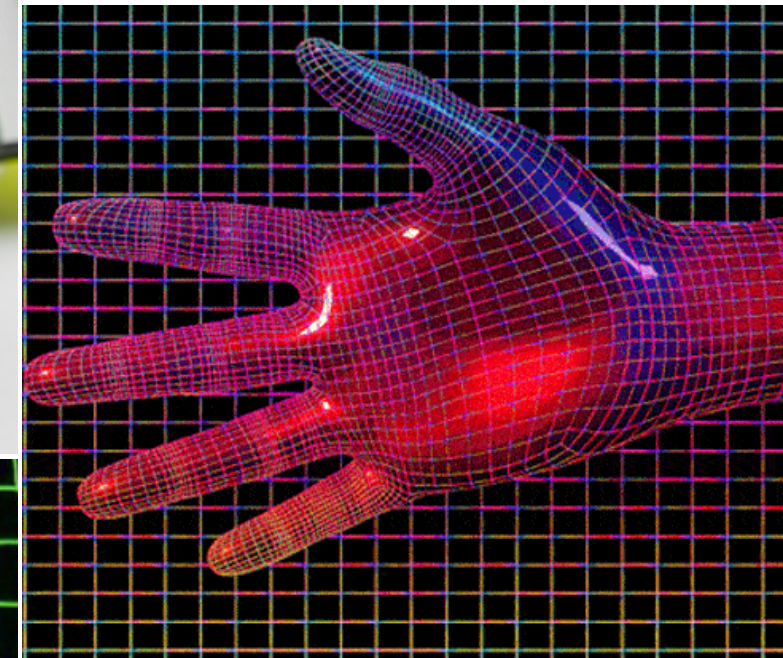




SENSORY COLOUR

Colour brings a new sensory experience to active, with kinetic technology and motion sensors tracking movement and translating the workout into a digital expression of immersive colour and pattern. Mapping the interaction between athlete and movement, sensors enable visual experimentation with digital techniques for immersive light patterns and digital animation.



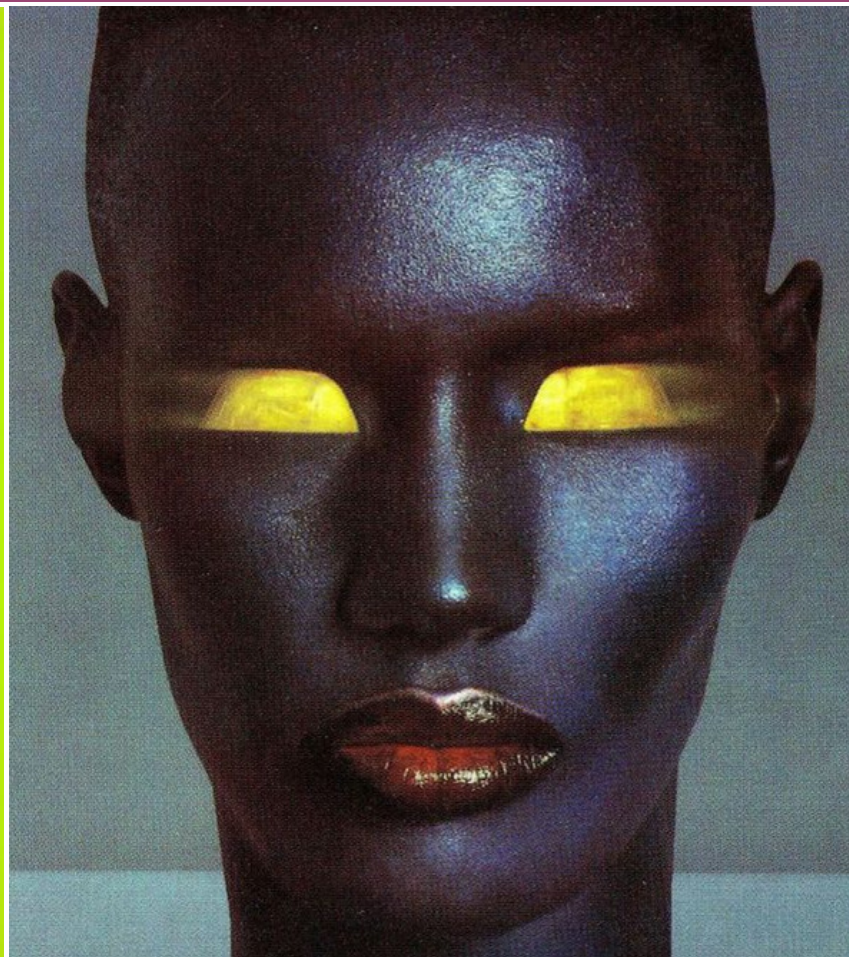


CAGED CONSTRUCTION

Inspired by the look of 20th-century gaming technology, hard-edged construction sees caged formations map body and form in 21st-century technology for high performance. Grid-like structures are integrated in knits and 3D surfaces, digitally mapped for contoured compression, and laser-cut for ventilation and pattern.

INDUSTRIAL METALLICS

Metallics take on an industrial edge, looking to the car industry for new reflective finishes that complement the streamlined futuristic lines of Digital Wave. Chrome finishes and two-tone metallics are intense, creating reflective shimmer and a shifting play of colour for coatings on footwear and accessories, as well as print.





HERO PIECES

Designers revisit iconic designs, applying a modern-day treatment to retro classics. Sports-blocking from the 1980s is reinterpreted, creating 21st-century hero pieces that will become new classics. Colour-blocking is bold and branding is decisive, executed in fresh colour pairings and new-generation materials and performance technology.



1

**MOVEment: Gareth Pugh x Wayne McGregor**

Gareth Pugh's A/W 15 show opened with dancers appearing abstracted and enmeshed, with light and digital pattern projected onto their bodies to create distorted linear patterns.

www.youtube.com

2

**Future Deluxe**

Working with the world's top sports brands, FutureDeluxe explores experimental digital techniques to create new ways of conveying colour, product and movement for a captivating, sensory experience.

futuredeluxe.co.uk

3

**Nike Force of Nature**

In conjunction with digital agency Field, Nike's interactive installation Force of Nature transforms the rhythm of running into an immersive film of stunning visuals and colour.

www.field.io/project/nike-force-of-nature/

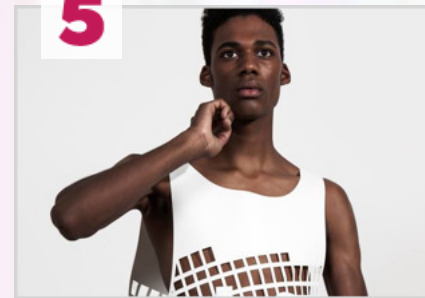
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**Helmut Newton**

Known for his provocative images, Newton captures and reveres the powerful athletic lines of the female form. Strong yet sexy, his photos are key in the re-emergence of a new femininity in active, and the power silhouette.

www.helmutnewton.com

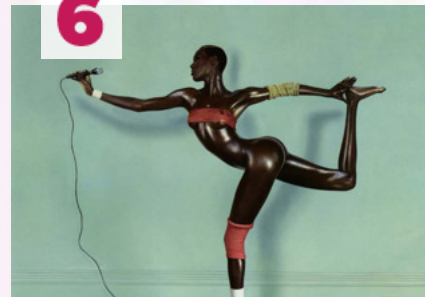
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**MPHVS**

Rotterdam-based MPHVS is a clothing brand with a futuristic vision, looking to technology for innovative ways to develop its laser-cut and graphic clothing.

www.mphvs.com

6

**Grace Jones**

Singer, songwriter, model, record producer, actress, and icon of the 1980s and beyond – the powerful, androgynous look and angular lines of Grace Jones's style inspires a new aesthetic for active power dressing.

INFLUENCERS