



PRESS

PITTI IMMAGINE BIMBO

TRENDS

sport generation

(Cavaniglia Pavilion – Delle Ghiaia Pavilion)

Clothing and accessories for “full speed” days; running, playing, jumping, inventing a thousand ways to make mischief. On vacation or in town. The world of denim and sportswear reread as fashion, full of exuberance.

Citations à go go: from the Orient to the military, from competitive sports to the vintage look. Fashion with a metropolitan soul: street-style in a junior key. Little “tough guys” vs. budding cover girls: Bermudas with big technical pockets, biker jackets, tattoo graphics for boys; one-shoulder tees and low-waisted pants, and pastel or shocking colors, for girls. But there’s also a middle way: unisex with a decidedly sporty, almost “technical” look. “Must” accessories: the very light, boxer-style laced low boots, basketball sneaks, technical sandals (for him) and thongs (for her).

Concepts

Exoticisms: the desert, the Orient – but also the pirates’ tropical seas

Function

Military, ironically

Unisex

Metropolitan style

Sports uniforms: soccer, cycling, surfing, boxing

Amusement parks

50’s Guys & Dolls, 80’s grit

“Technical” seafaring apparel: from the port and the mercantile more than the yacht

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Forms

“Dismantleable” jackets: the inside can be worn alone
Biker jackets and pants
Bomber jackets
The traditional sailor shirt, reinterpreted
Lots of pockets for everything
Comfortable, functional forms: T-shirts, singlets, sweatshirts
Jogging or military pants
Wide or definitely baggy pants
Cargo Bermudas
Reversible jackets and pants

For girls:
Slender, short forms
“One-shoulder” tees
Boater necks
Low-waisted pants and elephant bells

Materials

Nylon, net
Cotton: poplin, canvas, gabardine (stretch too), Batavia, terry
Cotton/nylon, cotton/polyester
Denim
Linen, sometimes resin-coated or waterproofed with a “ceramic effect”
Jersey, piquet, interlock, narrow ribs

For girls:
Supersoft jersey
Satin
Voile
Lace

Colors

Khaki, beige
White, red, blue, navy, bluette, aviation blue, steel grey
Petroleum, turquoise, acid yellow, orange, fluorescent colors
Plant greens, ochre, brick red, brown, black

Mal-teints, marbled, worn-out effects
Graphics with astronomical maps
Ethnic inspirations: from Maori tattoos to the motifs of the prehistoric African cave carvings
Camouflage prints
Stripes: pirate, rugby, pajama

Appliqués in net and ribbon; superimposed, rubberized, relief prints
Numbers, words, badges, “active” images
Flora and fauna of the tropical forests; Hawaiian islands

Over-dyeing and stone-washing for a lived-in effect



For girls:

Soft colors: sky blue, pink, wisteria, white, ecru

Shocking pink

Gypsy embroideries

Tulle appliqués

Glitter prints made more precious with sequins and strass

Accessories

Superlight sandals for the city and beach flip-flops in lively colors

The classical canvas basketball sneaks closed with Velcro instead of laces

For girls:

High, laced, very light boxer-style shoes

Embroideries (real or printed) on sandals with wood-effect soles

Mules with strass and glitter, even on the shank

Ethnic-style thongs in braided leather with hot-pressed motifs

“Romantic” sneakers with lace insets, iridescent net, Oriental prints