

Evaluating the Current Zeitgeist

Spring 2019



A/W 22/23
The earthy color palette reminds us of our love and proximity to nature. Light blue and orange colors will serve as accents to the more neutral tones. Darker shades of green and brown will become staple colors for Fall.

Natural Tones

Natural Fabrics

A/W 22/23
Cotton will remain a staple along with other natural yarns such as wool, cashmere, and alpaca that have less impact on the environment than synthetic fibers. Combinations of these natural yarns will offer more affordable options and pure fibers will provide a more luxurious feel.

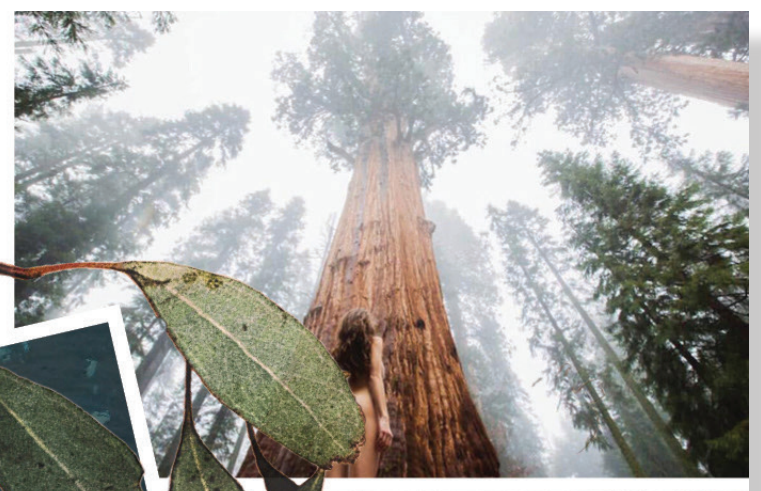
Saving the Planet
A/W 22/23
The new generation will have to take a more proactive approach to save the planet, not only by making efforts to produce and purchase responsibly given waste was taken seriously given human's footprint. The combination between hope for a better future and creating a feeling of

Brands
A/W 22/23

Saving The Planet

A/W 22/23

The new generation will have to take a more proactive approach to save the planet, our only home. The efforts to produce less and properly get rid of waste will be taken more seriously given the powerful negative effects of human's footprint. The connection between humans and the environment will become stronger, creating a feeling of hope for our planet.



A/W 22/23

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Neutral Tones

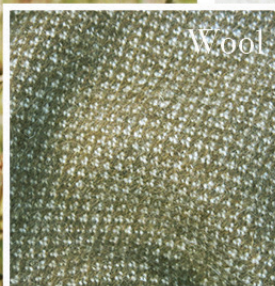


A/W 22/23

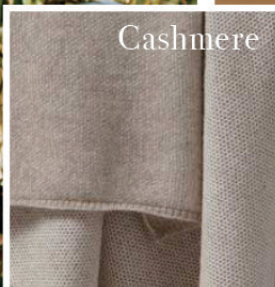
Cotton



Wool



Cashmere



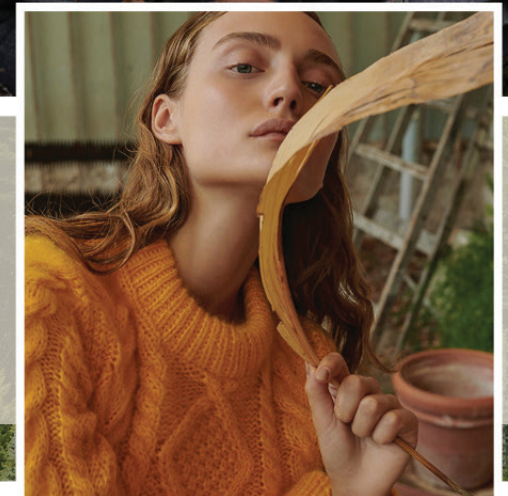
Alpaca



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Natural Fabrics





Cozy Knits

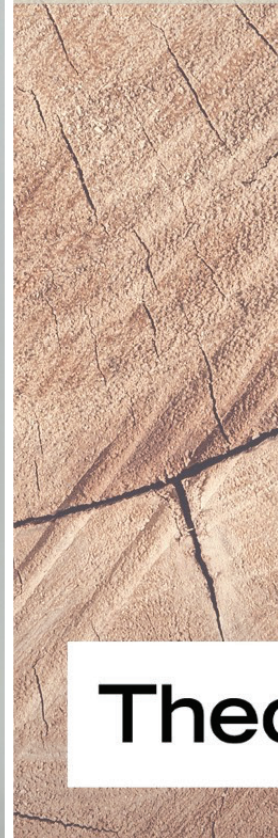
A/W 22/23

Reconnecting with the environment will inspire loose and comfortable silhouettes. Cozy knits made out of natural fibers will remind us of the importance of the planet in our lives, motivating society to make an effort to save the planet.

Brands

A/W 22/23

Theory's aesthetics calls for a minimalistic vibe. There will be an opportunity to heavily focus on natural fibers and develop more environmentally-conscious products. The neutral colors that remind of us of the planet fit perfectly with Theory's brand.



Theory



Brands

A/W 22/23

Knits made out of natural-fibers-only will need to be manufactured in order to keep up with society's needs. Brands such as John Lewis will need to have a more environmentally-friendly approach to fashion. The colors and materials used will make us feel like we are one with the planet, and the loose silhouettes will allow movement and freedom of our bodies.