

Milanounica S/S 2014 Directions: Be Bold!

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At the Teatro Studio in Milan (Italy), *Milanounica*, one of the most important European textile fairs, presented to exhibitors, designers and press, the trends forecast for Spring Summer 2014.

The difficult economic times we are experiencing in Europe, suggests reacting with creative, cheerful, multi-coloured textile proposals. The philosophical concept of the season is: "Be Bold!" to transform matter by enhancing and maximizing its intrinsic properties.

For the first time the Creative Team working on forecasting trends, headed by Angelo Uslenghi, presented only two main directions, LUXURY-GLAM and ENERGY-FUN, instead of the usual three, each conceptually reinforced by five micro trends.

LUXURY-GLAM

Precious - precious stones, based on material richness and goldsmith-style workmanship, mounted stones and sequins, gold lace and mesh, crystal fragments and powders, embroidery with bugle beads, brocatelle with lurex threads.

Colours - flashes of glass, silver, mother-of-pearl, pavé, gold.



Colori preziosi, come bagliori di luci vetrose, argenteo, madreperlate e tocchi di oro "pepita"
Precious colors like flashes of glassy, silvery, mother-of-pearl lights and touches of gold nugget

Spectacular - nature on parade, based on gigantic motifs, digital techniques, photographic prints, landscape views, butterflies, jungle vision à la Rousseau, feline close ups, ocean depths, fields of sunflowers, shibori, tie & dye and spray dye techniques.

Colours - feathers of parrots, marked contrast that gradually shades.

Unmistakable - Haute Couture materials, based on double satin, crêpe marocain, Chantilly lace, veils of cashmere, clouds of chiffon, silky tweeds and tussor, luminous embroidered large tracers.



Cromatismo "rainbow" con vibrazioni intense, energiche da fiori carnosi
Rainbow chromatism with intense, energetic vibrations like fleshy flowers

Colours - intense, energetic vibrations like fleshy flowers and rainbow chromatism.

Genial - superstar architectural projects, based on laser open-works, multiple and intersecting pleats, curved embossing, sequential origami-effect pleating even on gros-grain, voile with thin radial or spiral veining, prints and overprinting like project designs.

Colours - steel grey, pure white.



Forti contrasti cromatici come un rosso acceso che sfuma gradualmente verso il giallo
Marked color contrasts like bright red that gradually shades into yellow

Artisan Doc - exquisitely handmade, based on Eco-friendly organic dyes, braided hemp and raffia for basket weave motifs, linen, threads in cellulose wash for papery touch toile, bobbin and pillow lace.

Colours - natural tones from ginger to coal black.

ENERGY-FUN

L.A. Style - California sea, sun and surf, based on splash and pool atmospheres, shiny wet-look surfaces, reflecting film, second skin jersey, yachting oilcloth, prints with flowers, palms, hibiscus, bougainvillea and tattoo designs.

Colours - tropical energetic chromatism.

Combat - military-safari look and jungle spirit, based on camouflage jacquards, leaves, reptile scales, animal spots with lamé and sequins, jersey with lurex threads, ottoman with nails and rivets, parachute silk, drill.

Colours - colonial, metallic shades with gold highlights.



Look militare-safari con ironia
Ironic military-safari look

Hippy Gypsy - the youth movement and colourful nomadic people, based on old tapestry motifs, variations on the paisley theme, folk spirit, crocheted flowers and tiny mirrors, worn denim, unfinished aspects, patchwork of prints, tie & dye tints.

Colours - vivid flowers, poppy red, acid green, Klein blue.



Vagabondare per mondi
Wandering the world

Kinetic - geometry in motion, uncoordinated madras patterns, dilated checks, inspiration by kinetic and optical art, fluttery micro/macro dots, animated computer

elaborations of tribal motifs, openwork and cut-outs in rhythmic alteration.

Colours - black/white combinations and layering of red, yellow, purple and green flow in mutation.



Geometrie in movimento
Geometry in motion

Kitsch - funny extravagances search, fluo plastic, transparencies, laminating, tattered and glitter encrusted denim, psychedelic prints, Art Nouveau and Pop Art collages, striped zebra/tiger grounds, shiny manga comics, motion picture of horror sequins.

Colours - pop palette, exaggerated, metallic, chemical, from pink to fuchsia.



Fumetti manga lucidissimi
Shiny manga comics

Finally the President of *Milanounica* Silvio Albini declared: "The ecological issue is an important indication for safeguarding the eco-system not only using organic materials but also eco-friendly certification of inorganic chemical products. Even though this strategy, adopted by most of Europe, increases the cost of the final product, it has become a plus point for our industry throughout the world, together with quality and research".