

MILANO UNICA S/S 2015 Fabric trends

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"Milano Unica", the Italian Textile Fair, which will be held in "Milan Fiera Milanocity" on February 12, presents for Spring/Summer 2015 two main tendencies for fabrics and accessories: Smart Basic and Haute Craft.

The Italian and European culture, with its long history, has strongly influenced textile tradition. Textiles and art, craftsmanship, expertise; textiles and knowledge, experience, know-how; textiles and intrinsic values, are stamped in the collective conscience of a people.

This edition proposes the value of basic, an intelligent basic that can be capitalized by updating and innovation. However, an intelligent basic is more difficult to create than an haute craft product, although the latter has to depend on competence and expertise.

The focuses of the season are: the culture creates well-being, you need to capitalize knowledge.



Chiffon "nude", pizzo serico
"Nude" chiffon, silky lace

Smart Basic Desire

SMART BASIC

Smart Basic is divided into 5 sub trends: Meditation, City Planning, Desire, Coolness and Functionality.

Meditation is inspired by Zen philosophy and Franciscan spirit, with simple chromatics.

City Planning is inspired by architecture and designing, with metropolitan chromatics and graphic touches.

Desire is inspired by transparencies and arabesques, with iridescent chromatics.

Coolness is inspired by breezy sensations, with refreshing chromatics.

Functionality is inspired by sporty urban spirit, with dynamic chromatics.

Smart Basic Meditation



Tintura spray a macchie e sgocciolamenti
Spray dye for spots and drippings

Haute Craft, Street Art

HAUTE CRAFT

Also Haute Craft is divided into 5 sub trends: Mediterranean Mood, Green Passion, Those Laces, Here Tropics and Street Art.

Mediterranean Mood is inspired by '50s/'60s cult vacation, with chromatic optimism in a vintage atmosphere.

Green Passion is inspired by gardening and outdoor life, with floral chromatics.

Those Laces is inspired by manual processing, with achromatic nuances.

Here Tropics is inspired by contemporary exoticism and primitivism, with manual dyeing.

Street Art is inspired by metropolitan graffiti, with contrasted chromatics.

COLORS

The colours of the season are characterized by chromatic eclecticism, subdivided into 26 nuances in 4 ranges:

Serenity, like sophisticated sobriety

Sparkling, like lively harmony

Sense, like eccentric exoticism

Sharp, like urban modernity



Tratteggi/impunture da Sashiko fabric
Sashiko fabric like outline stitching