

TRENDS

SPRING/SUMMER 2013

Womenswear trends for spring and summer 2013 bring to life multiple facets of the emerging millennial customer. There's an ever-present sense of playfulness, as seen in the "kidult"-inspired **NYMPHETTE** theme. And a look back at retro **COMICS** explores the boldness of basic primary palettes, reminiscent of "simpler" times. **CORPORATE** themes reflect the responsibility of emerging decision-makers, movers and shakers setting the agenda for commerce and society. Still, there remains a fascination with nature and the beyond. There's a sense of voyeurism while analyzing the way man-made objects have been **ERODED** by Mother Nature. And the stars never fail to captivate, with **COSMIC** bodies and forces inspiring a dreamlike narrative of shapes, colors and ideals.



COLOR & TREND FORECASTING