

KEY TRENDS_*Concept 1*

SUSTAINABLE INNOVATIONS



Azura Bay



Ama Ella



Reformation



Aikyou

Quality, multipurpose garments that last the distance will continue to gain traction. The life cycle of the product will be at the forefront of all design decisions – it will be about leading with innovation before decoration.

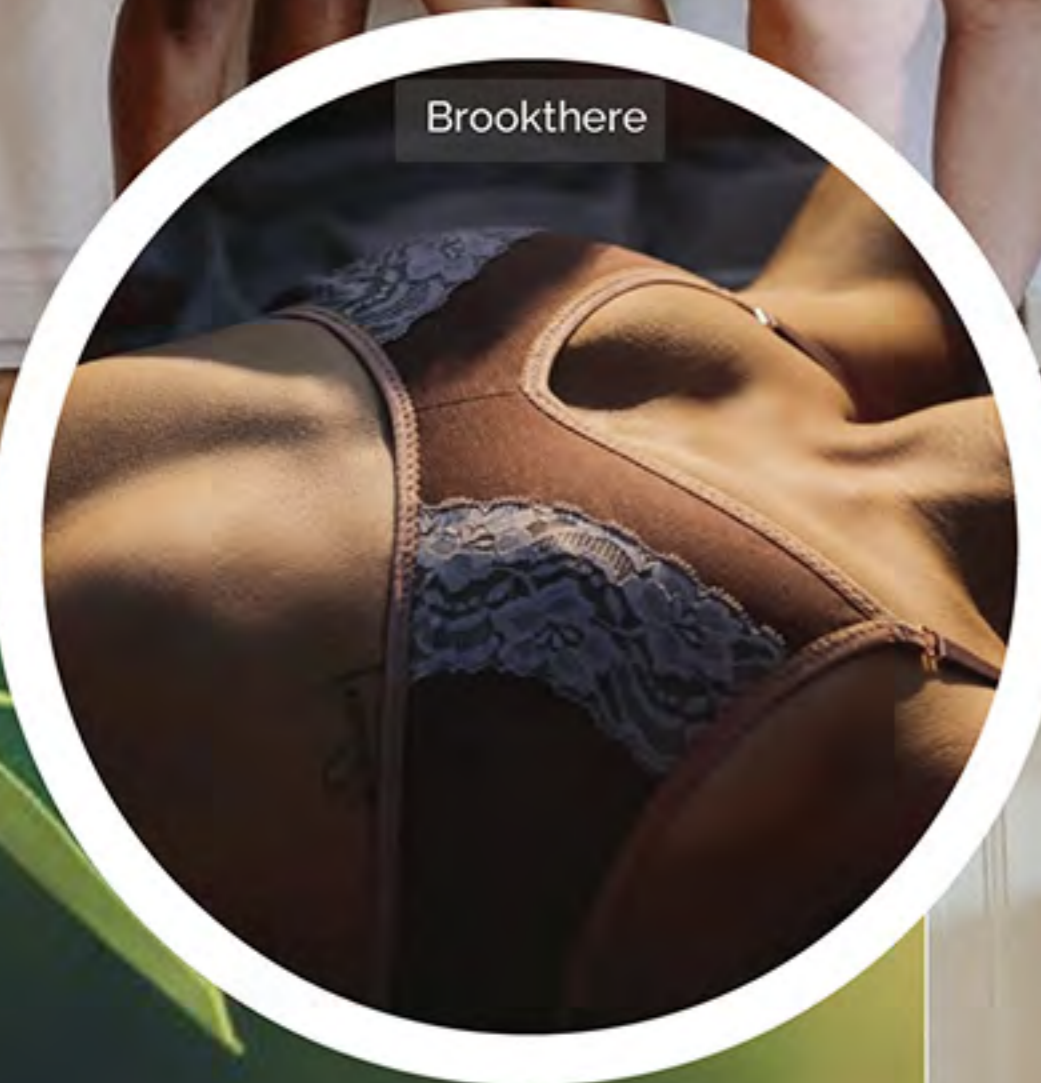
THE MISSION?

To design in a way that minimises waste and facilitates recycling, repair, reuse and resale.

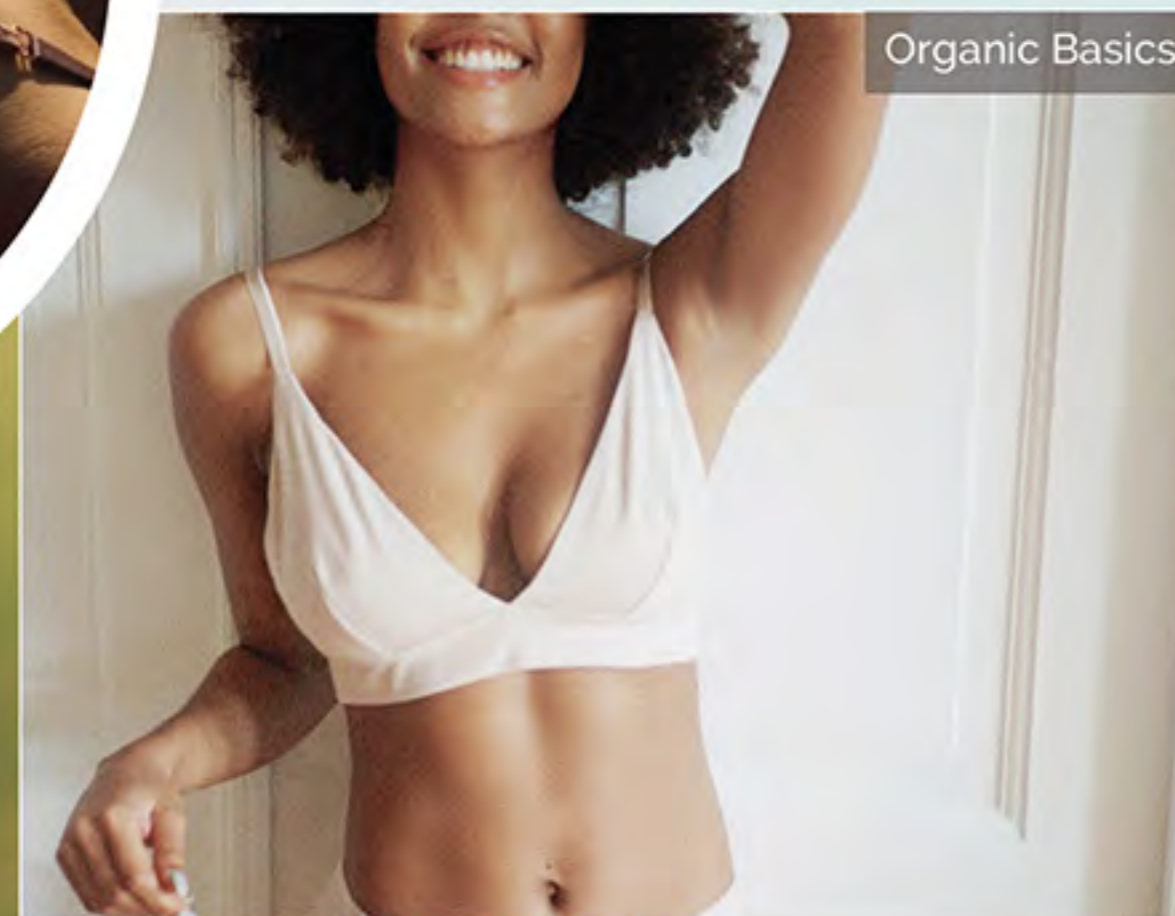
THE TREND?

Materials and designs that emphasise well-being, using soft, pure and natural fabrics such as silk, bamboo, recycled cashmere and soy jersey, plus non-toxic dyes.

HIGHLIGHTING
ORGANIC AND
RECYCLED MATERIALS



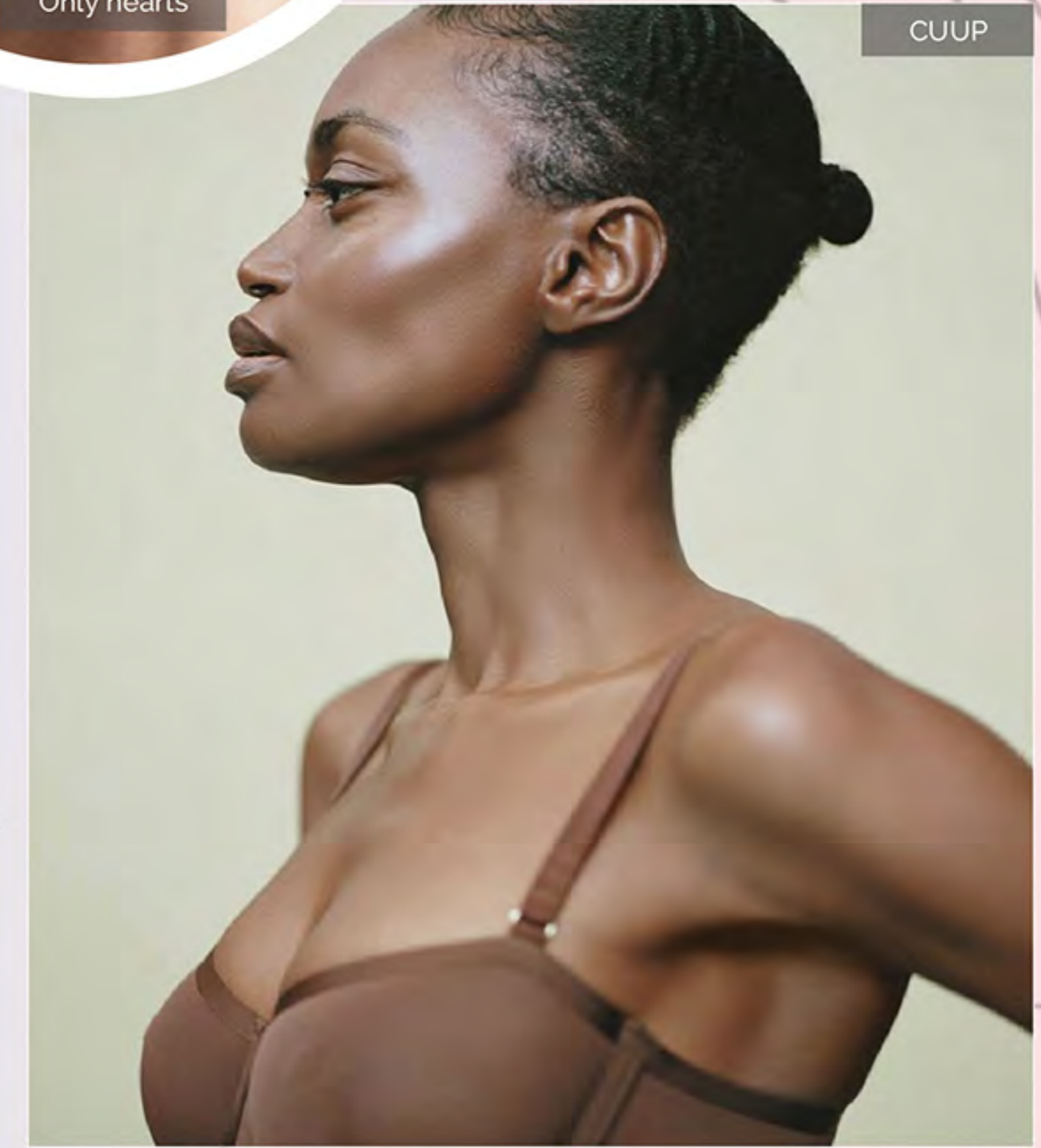
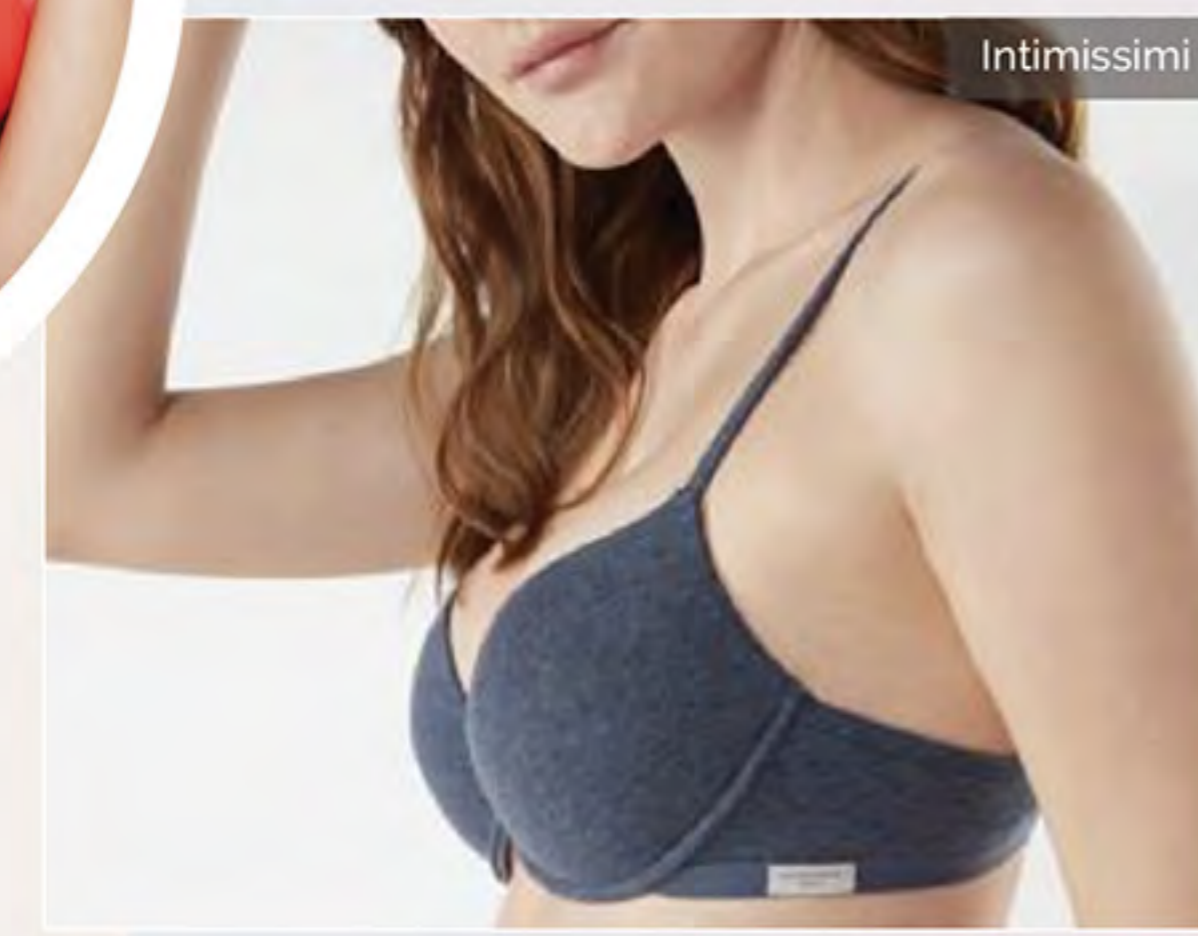
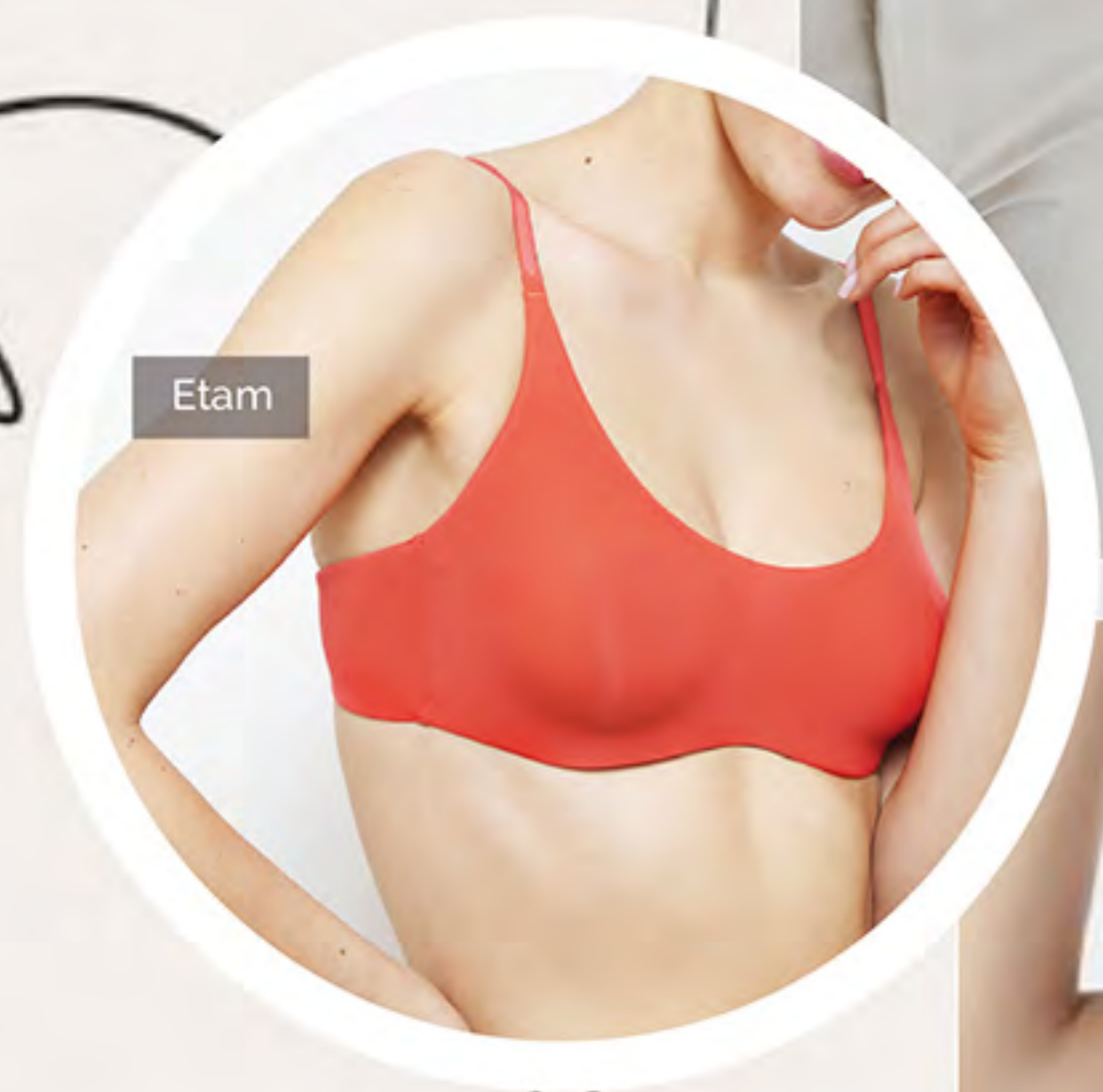
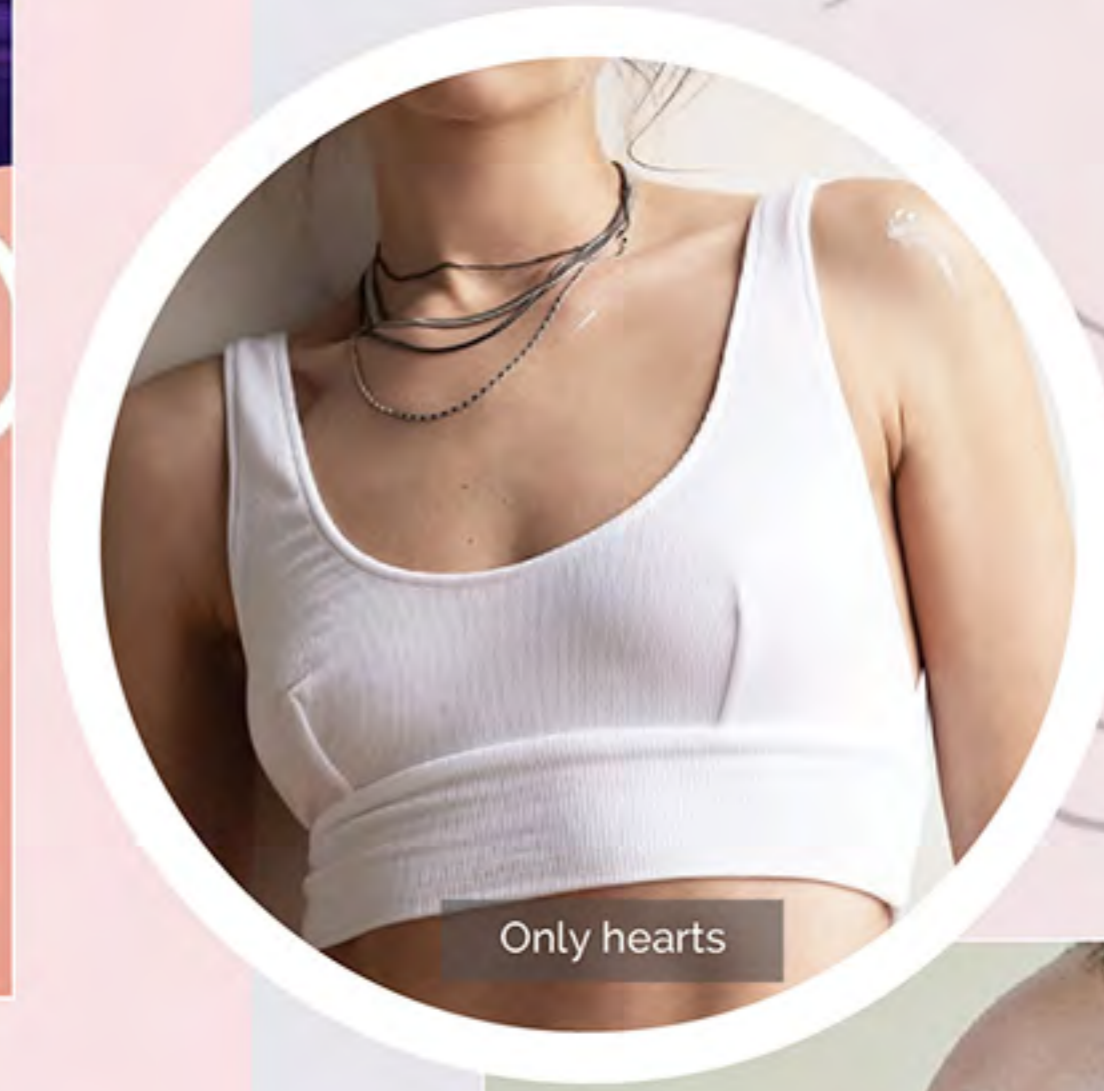
Brookthere



Organic Basics

KEY TRENDS *Concept 2*

SIMPLE BEFORE SEXY



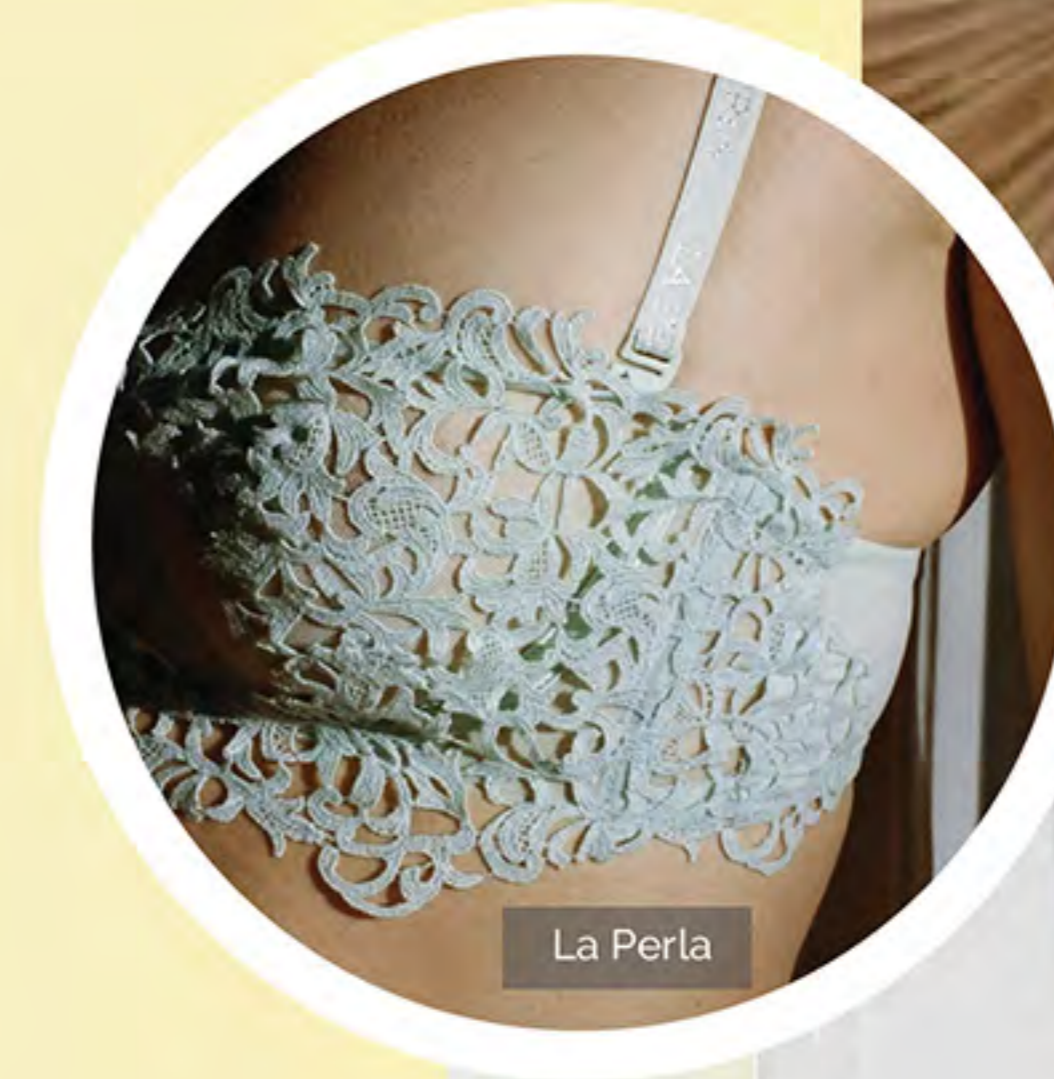
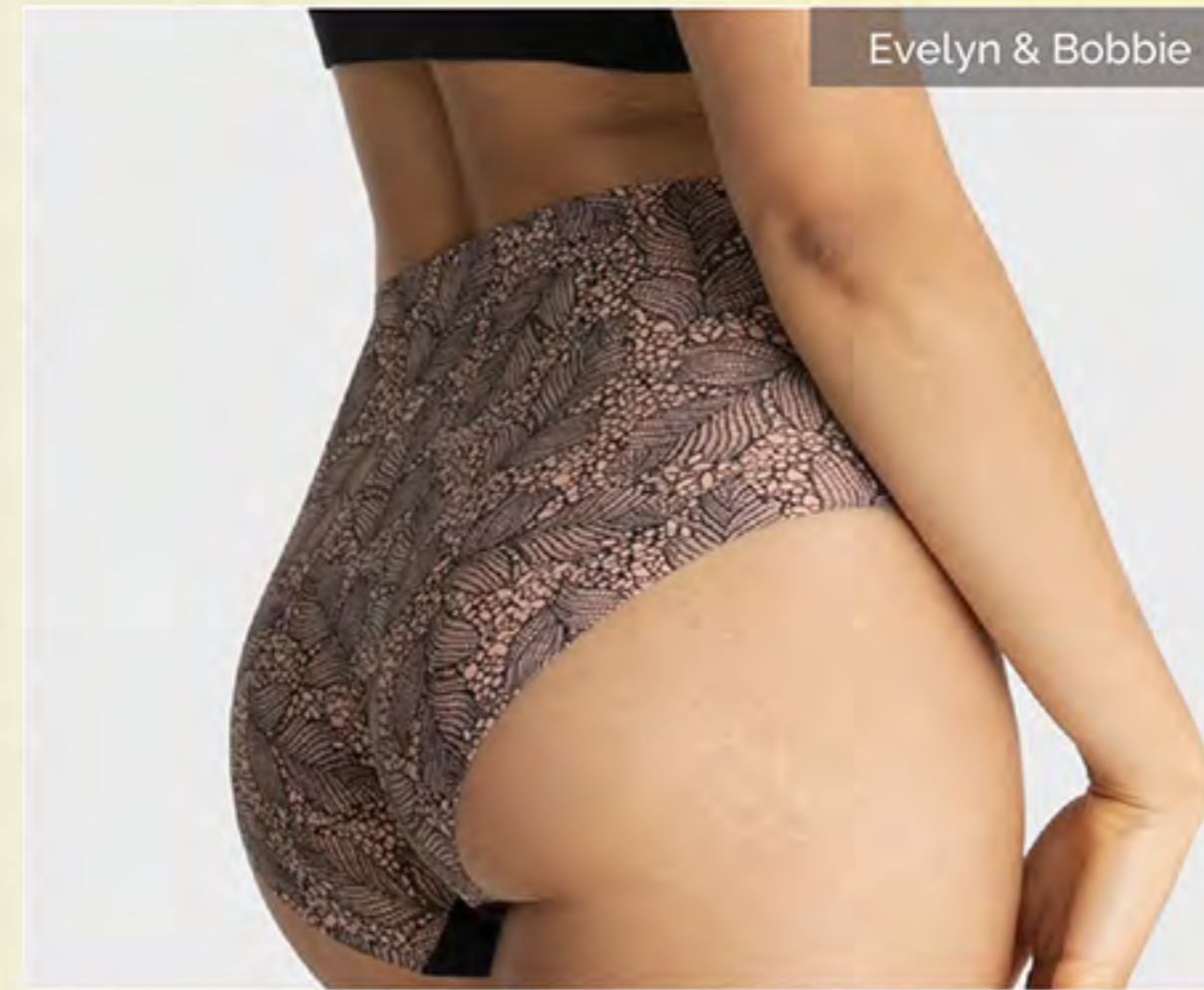
Demand is high for comfortable intimates. As a result, seamless styles in soft-touch fabrics are taking the lead, ahead of decorative designs.

The trend towards functional, multipurpose lingerie is gathering momentum. When it comes to underwear, bulge-free fits and one-size-fits-all underwear are increasingly popular, as are 2-in-1 and less-is-more bra styles.

CUSTOMERS WANT
VERSATILITY AND VALUE

KEY TRENDS *Concept 3*

NATURAL BEAUTY



**We live in a time of uncertainty,
with people increasingly concerned about the fate of our planet.
There's a growing appreciation for the natural world
that's translating to fashion and lingerie.**

*Floral prints and embroidery get an update with organic forms,
while lace and mesh get a fresh look with delicate camouflage patterns.*

*A push against harmful refining processes
is leading to a new appreciation for natural colour imperfections.*

*Marl effect calls to mind natural textures,
making it an ideal way to tap into this trend.
Nature will have a strong influence on patterns, colours and textures.*

NATURAL AND
ORGANIC TEXTURES
ARE THE WAY FORWARD

