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KEY SS24 TRENDS

2023.06.14



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COLOR

Trend Prediction



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AWAKENING PALETTE

According to pantone



Montage 744-00513 White Marble
Lino 740-65783 Wigwam
Brisa 533-3914 Bark
Promessa 363-3037 Horsehair
Volar Bio 630-4329 Natcha
Montage 744-14453 Vivid Punch
Ultraeather 291-4454 Sonora
Brisa 533-2696 Skyway



PANTONE® 16-1104 TCX Bright White
PANTONE® 18-1104 TCX Crockery
PANTONE® 17-1314 TCX Sepia Tint
PANTONE® 19-1212 TCX French Roast
PANTONE® 19-6216 TCX Basil
PANTONE® 19-1750 TCX Viva Magenta
PANTONE® 18-6525 TCX Iguana
PANTONE® 17-4024 TCX Riverside

“Together, these earth tones and neutrals tame the standalone brightness of **Viva Magenta**”

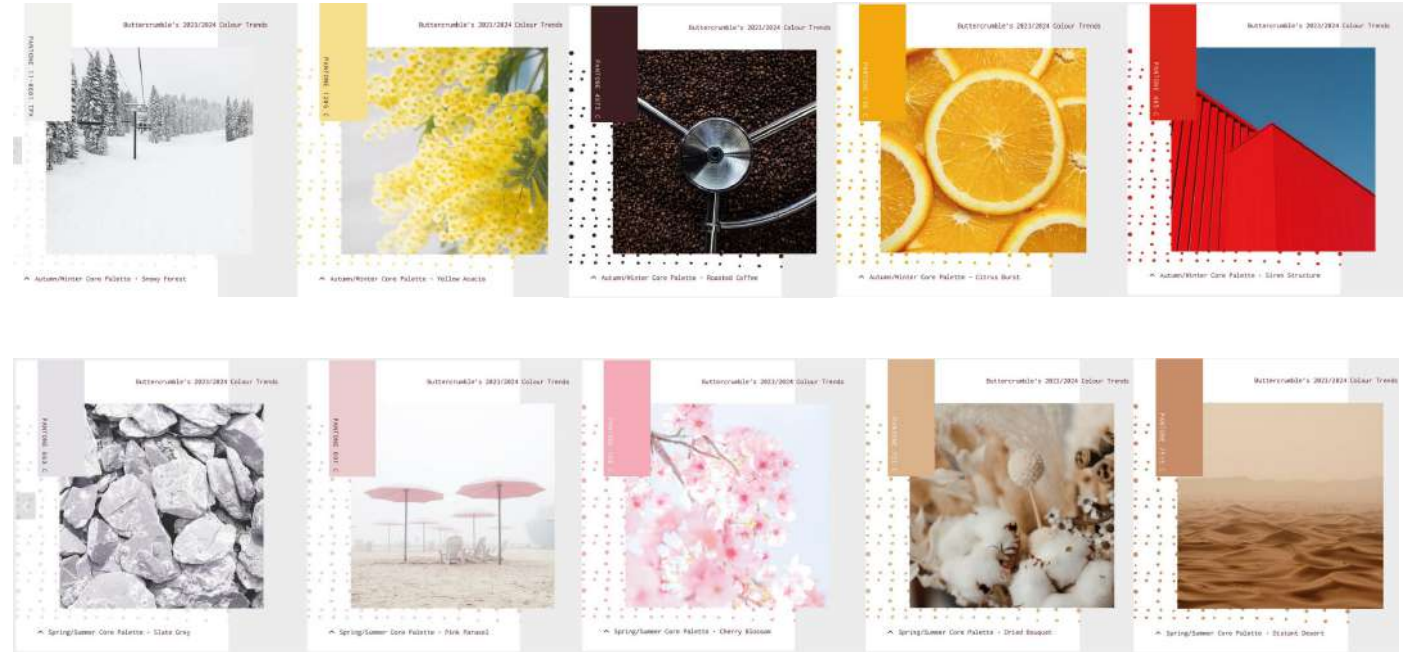
Boost Your Brand with 2023/2024 Colour Trends



^ Autumn/Winter Core Palette



^ Spring/Summer Core Palette



By Autumn 2023, society will have hopefully left the COVID-19 pandemic far behind (fingers crossed)! There will be celebratory feelings, a refreshed status and a sense of relief. Therefore, **sunshine yellow** is a wise choice to spread joy.

2023 Fashion Trend: Cobalt Blue



PHOTO: DAN
LECCA/JASON WU

The strongest color story to come out of Spring 2023 runways, **cobalt blue** has burst through the collections with the freshness of a sea mist on a morning day. Just bright enough to warrant a double take, yet subtle enough to be worked into daily wear, it's the type of deep blue that will excite even the most color-averse. **Bonus points: It pairs well with Pantone's Viva Magenta.**



Mikoh

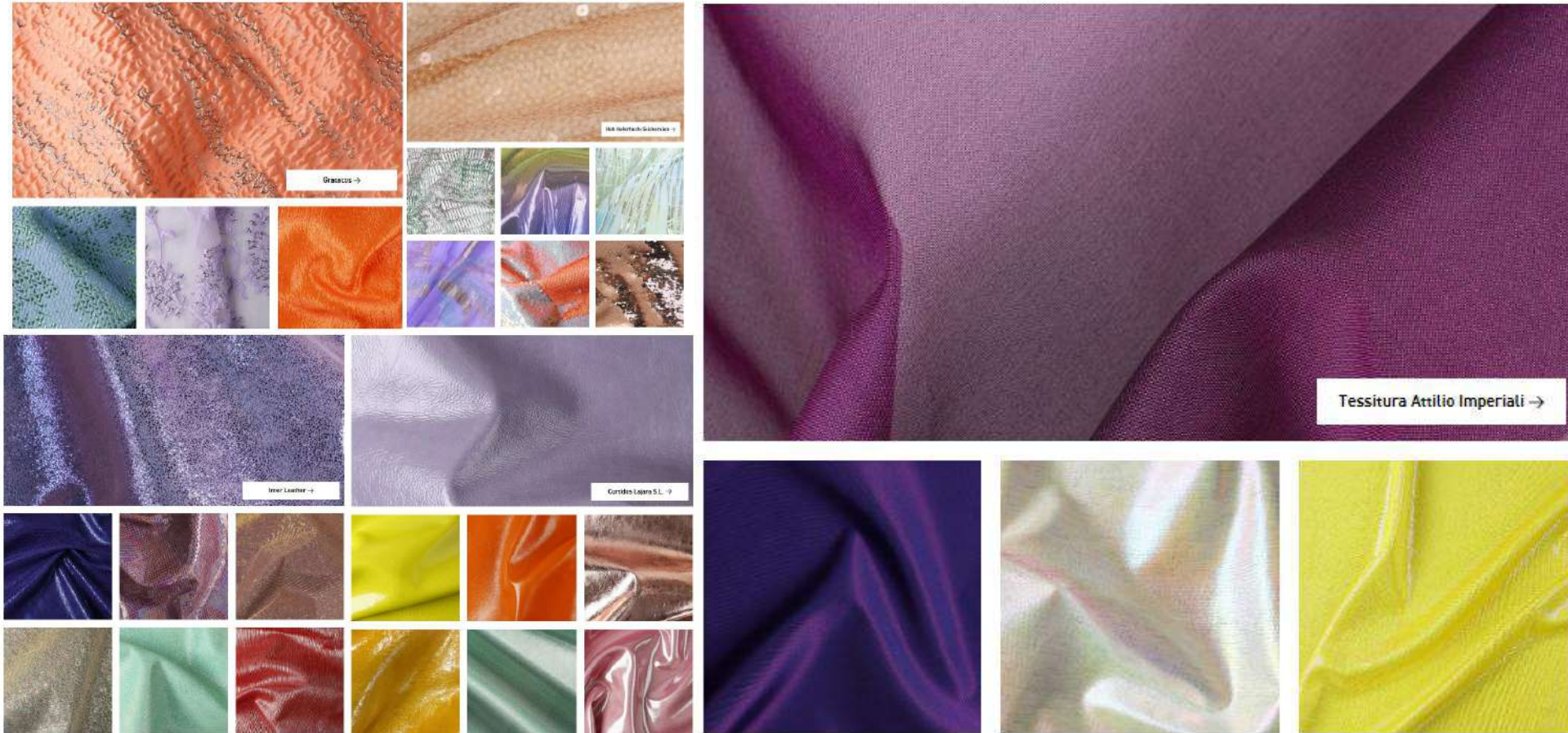


Staud



TNA

Spring-Summer 24 Highlights: Artificial Shine

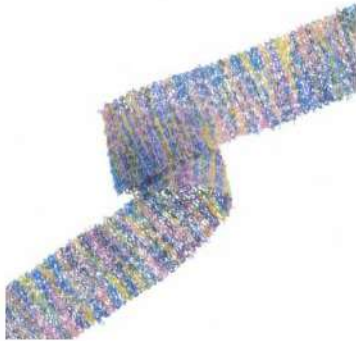


The Spring-Summer 2024 season casts a dreamlike glow over everyday life, conjuring an artificial Eden. Shine has a digital softness, creating otherworldly vibrations on fabrics, decorations and leathers, as well as multifaceted prismatic effects that oscillate between strange dreams and a new romanticism. Sophisticated shiny treatments enhance fabric textures and imperfections on skins, and appear gracefully on decors.

Spring-Summer 24 Accessories: Color Spectrum

Eco-Composites

Neutral tones accented with touches of color take pride of place, creating a delicate, natural mood. Patches and buttons in eco-designed translucent materials are enriched with colorful composite elements. An upcycling aesthetic revisits the terrazzo-like motifs. In textiles, zips and ribbons are made of recycled materials. Unexpected chromatic effects also surface on chains and stoppers. Projected onto matte biopolymers, these will fit perfectly with Sport & Tech or urban clothing.



Spring-Summer 24 Accessories: Color Spectrum

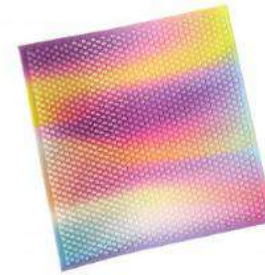


CMYK

A high-energy universe that celebrates the power of color. Functional accessories in ultra-matte, uniform materials play out as flat color placements in color-blocked or monochrome designs. Bag chains with a talcy finish offer the perfect contrast to lacquered, glossy leathers, while zippers, tabs and buttons appear on clothing in tone-on-tone or clashing colors.

Water marbling

Gradients of diffused color are worked with transparency on resins and rubbers. Buckles feature diluted or haloed chromatic effects. Patches and panels are covered with flamboyant undulations that create hypnotic halos, and matte Plexiglas chains come in slightly acidic pastel tones, like a psychedelic rainbow.



Spring-Summer 24 Color Spectrum



Spring-Summer 24 Accessories: Hanging piece (can be customized color/material, etc.)





DURAZZI MILANO
FW 2023/2024

Milan Fall/Winter Fashion Week - Collection Colors





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ELEMENTS

Trend Prediction



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ATSUSHI
NAKASHIMA
FW 2023/2024

Color block stitching

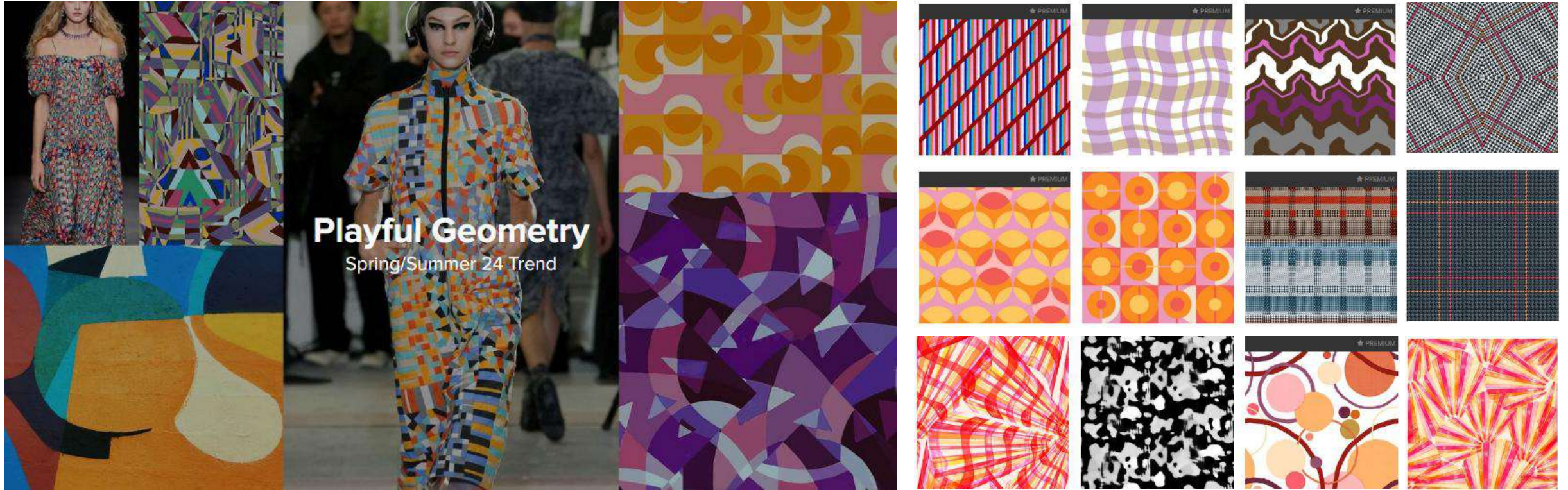


Color block stitching



Playful Geometry Spring/Summer 24 Trend

Freehand Geometrics / Cut And Paste / Retro Geos / Irregular Block Prints / Kaleidoscopic Mosaics / Painted Checks



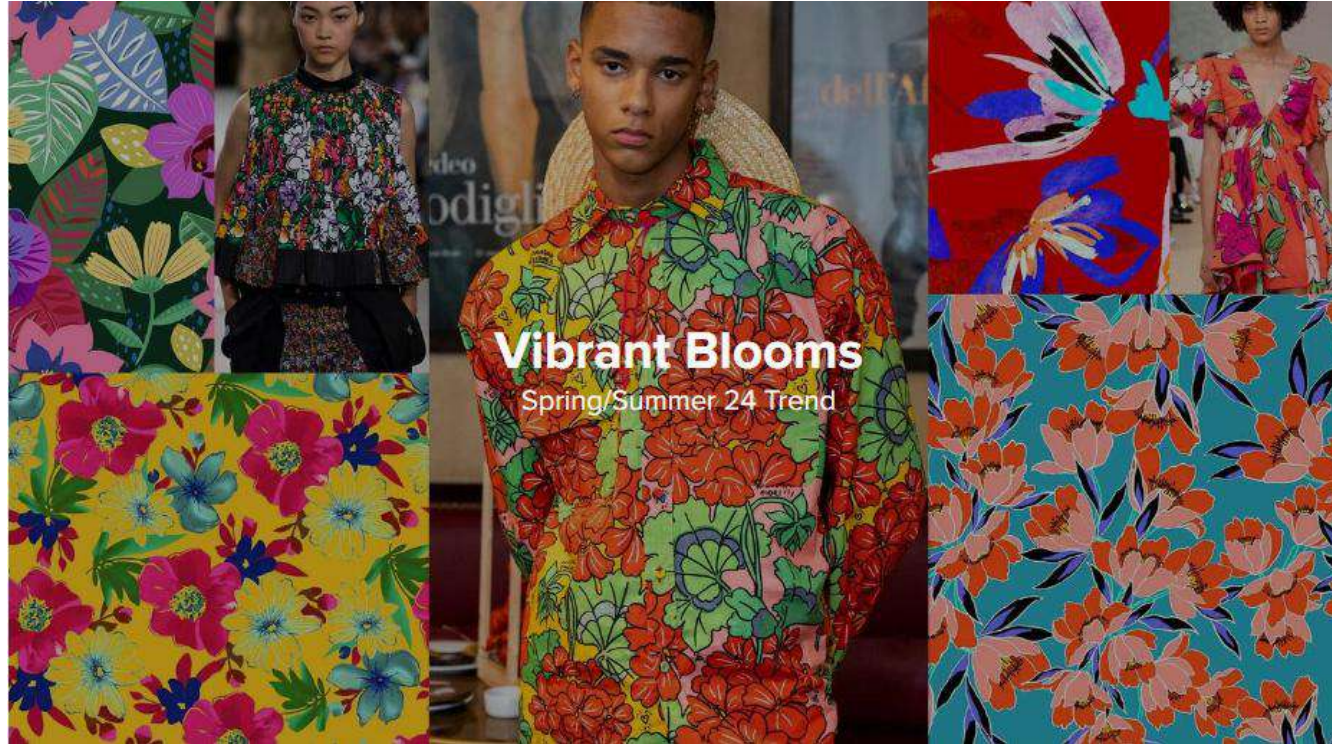
Playful Geometry Spring/Summer 24 Trend

Freehand Geometrics / Cut And Paste / Retro Geos / Irregular Block Prints / Kaleidoscopic Mosaics / Painted Checks



Vibrant Blooms Spring/Summer 24 Trend

Bold Blooms / Over Sized Florals / Graphic Illustrations / Bright
Expressive Paintings / Naive Floral Doodles



Vibrant Blooms Spring/Summer 24 Trend

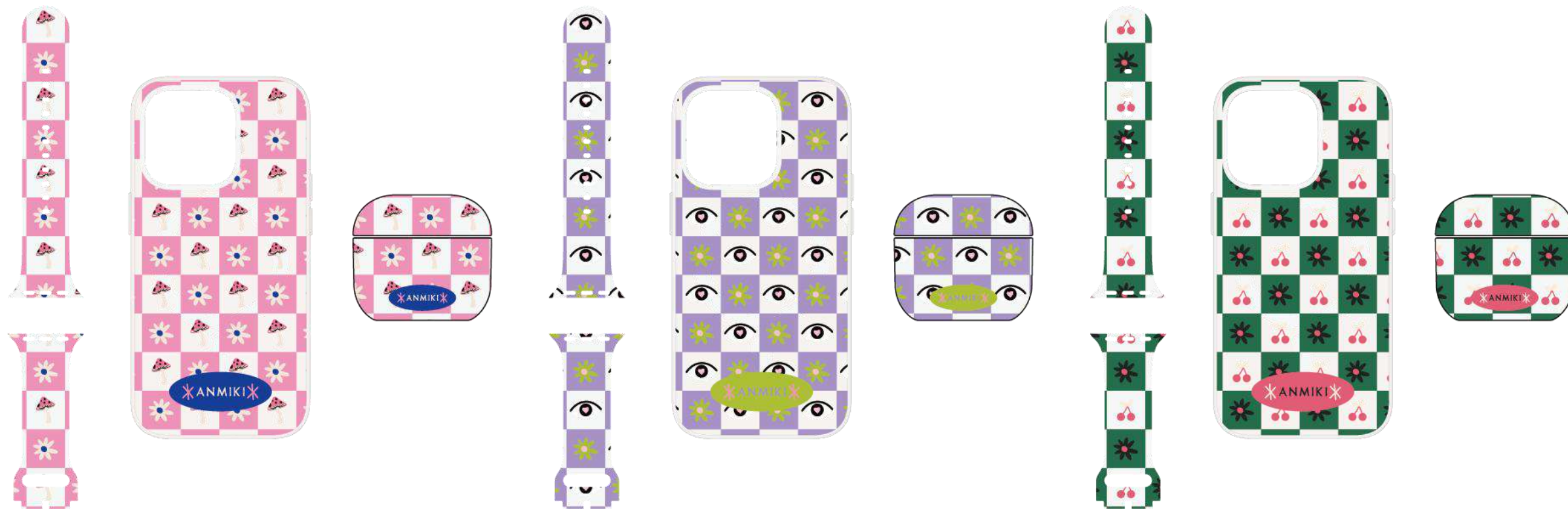
Bold Blooms / Over Sized Florals / Graphic Illustrations / Bright
Expressive Paintings / Naive Floral Doodles



Graohic Illustrations Spring/Summer 24 Trend



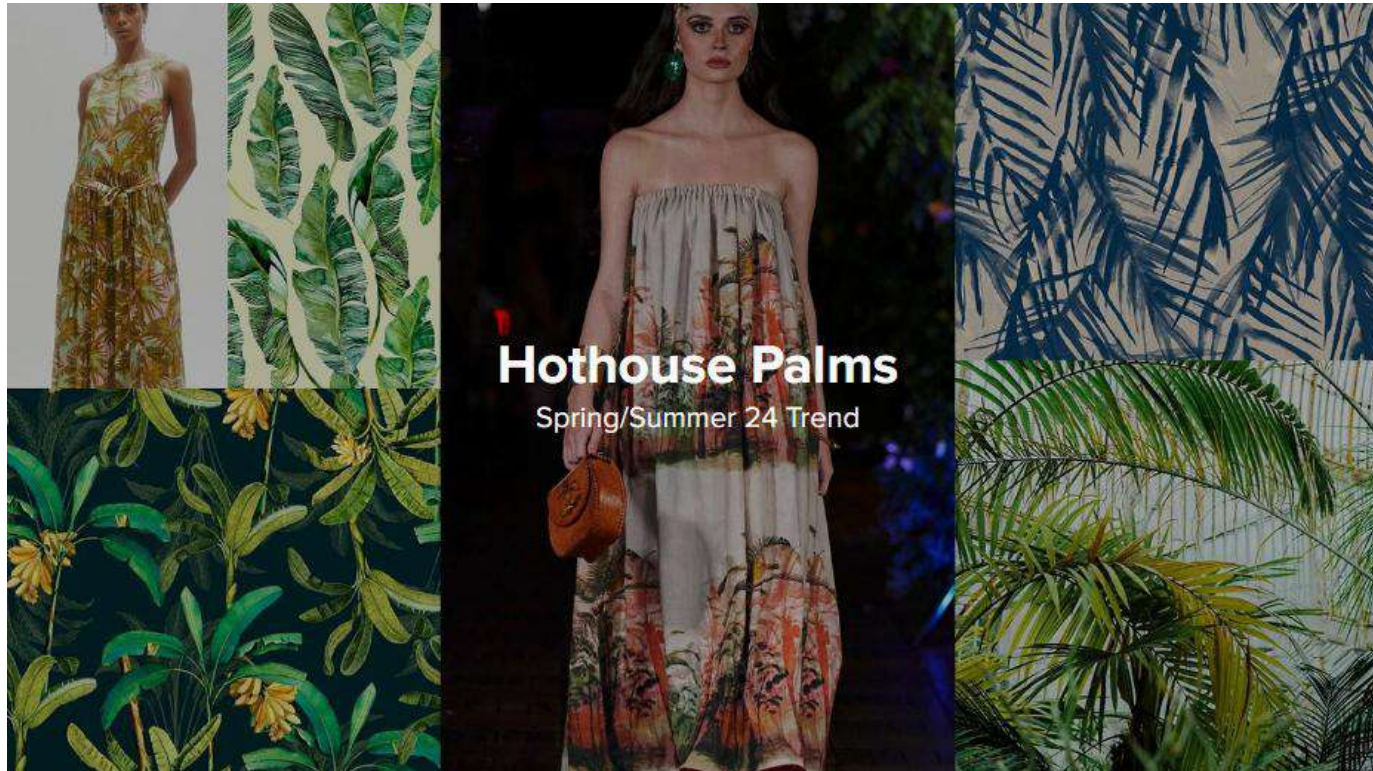
Graohic Illustrations Spring/Summer 24 Trend



Hothouse Palms

Spring/Summer 24 Trend

Brushed Leaf Pattern / Freehand Palms / Rainforest Scenery / Tropical Foliage / Trailing Tropical Plants / Expressive Palm Tree Watercolours



MANTÙ
FW 2023/2024

Tassels



BORBONESE
FW 2023/2024

Rivet/applied diamond decoration



Cut-out



Trend Alert: Star Element



Michael Kors



Happy Socks



Happy Socks



Burberry



Pretty Ballerinas



liebeskind berlin



Madewell



Moschino



Desigual

VelvetCaviar



Vivienne Westwood



WOUF



BIMBA Y LOLA



loewe



VelvetCaviar



COACH



WOUF

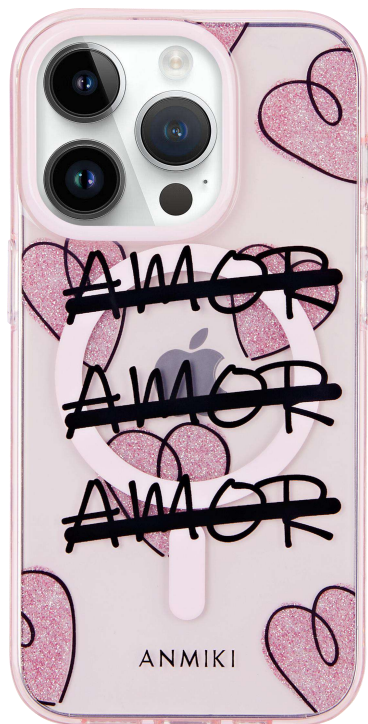


Love heart pattern



LOVE HEART PATTERN

Spring/Summer 24 Trend



Loop assist 袢带辅助

The loop design will still be a key detail design in future bag design. As practicality and functionality are the source of purchasing items for mass consumption, the loop design with auxiliary functions for Oroton and Moynat is the key core of classic flip bags; For consumers who pursue personalization, Disona's irregular cutting method has great appeal.

袢带设计在未来包袋设计中依旧是重点细节设计, 由于大众消费对于实用性功能性是入购单品的源点, 因而对于 Oroton、Moynat 具备辅助功能的手袢设计是经典翻盖包的重点核心; 而对于追求个性化的消费者来说 Dissona 不规则的裁剪方式有着极大的吸引力。



Keywords: functional assistance, ultra wide vision, irregular cropping

关键词: 功能辅助、超宽视觉、不规则裁剪



Building cutting 建筑切割

Integrating the classic flip bag with the architectural style, focusing on the Behno, Pinko pentagon and hexagon shapes. The straight oblique cutting with clear edges and corners gives a sharp feeling. Azzedine Alaia and DeMellier echo the bag in hardware, strengthening the overall shape for consumers who pursue unique personality.

将经典翻盖包与建筑风情进行融合设计，重点关注 Behno、Pinko 五边形造型和六边形造型，棱角分明的直线斜裁切割的方式，给人一种锐利感，Azzedine Alaia、DeMellier 在五金上与包袋进行呼应，强化了整体造型适用于追求独有个性消费者。



Keywords: bottom geometric diagonal cutting, personalized metal decoration, minimalist design
关键词：底部几何斜裁、个性金属装饰、简约造型



Oblique cut side wall 斜切侧围

Returning to minimalist design is an important manifestation of the diagonal cut side panel, and minimalist style remains a key research and development direction in the design of flip bags in the spring and summer of 2024. In terms of details, the decoration of hardware accessories is reduced, and the refinement of the bag is strengthened through structured design.

回归极简设计是斜切侧围的重要表现，极简风在2024春夏在翻盖包设计中依旧是重点研发方向，细节上减少五金配件的装饰，通过结构化的设计强化包袋的精致性。



Keywords: integrated wrapping, oblique cutting visual, weakened hardware decoration
关键词：一体围裹、斜切视觉、弱化五金装饰





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Profile①：U-shaped square tofu

Continuing the popularity of tofu buns, the brand continues to match classic elements in details, and focuses on the U-shaped bottom cutting method, making it visually more plump and soft. Tod's magnified the brand's iconic metal logo letter "T" and combined it with the brand's popular stitching process to showcase the essence of the brand to the fullest.

延续豆腐包热度，细节上延续品牌经典元素的搭配，并着重关注U型底切割方式，视觉上更为饱满柔和。Tod's将品牌的标志性的金属logo字母“T”进行放大化搭配品牌大热的外缝拼接工艺，将品牌精髓展现的淋漓尽致。

Keywords: U-shaped base, quantitative stitching, oversized hardware

关键词：U型底座、量感缝线、超大五金



Profile②: Inverted trapezoidal structure 倒梯形结构

Innovated the design of the flip bag by creating a visual contrast between the inverted trapezoidal vision and the classic trapezoidal structure. In terms of details, Ferragamo uses brown leather to outline the outline and enhance the shape of the bag. Gucci brings a new sense of fashion to the bag through the collision of colors. Ostkaka's minimalist structural design, complemented by hardware embellishments, provides a choice for consumers who pursue individuality and quality.

借助倒梯形视觉与经典的梯形结构形成视觉的反差，创新了翻盖包的设计。细节上可参考 Ferragamo 采用棕色皮革进行轮廓的勾勒，强化包袋的造型。Gucci 通过色彩的碰撞，为包袋带来了新潮感。Ostkaka 简约的结构设计，借助五金的点缀为追求个性与品质的消费者提供了选择。

Keywords: heterogeneous splicing, minimalist structure, hardware decoration

关键词：异质拼接、极简结构、五金修饰



Profile ③: Horizontal Elongation 横向修长

The trend of horizontal elongation will continue to be popular in 2024, with a simple and classic design style. In terms of detail design, the focus is on the use of hardware fasteners, while in terms of craftsmanship, attention can be paid to the structure of the organ and the stitching of the outer seam, strengthening practical functions and personalized characteristics.

横向修长趋势在2024趋势中将会延续热度，设计中延续简约经典的造型设计，细节设计上重点把握五金扣件的运用，工艺上则可以关注风琴结构和外缝拼接，强化实用功能和个性特色。



Keywords: Classic derivative, logo hardware decoration, organ structure
关键词：经典衍生、logo五金装饰、风琴结构



Profile ④: Scallop扇形结构

With the help of a unique fan-shaped design to rejuvenate the new classic design, in the 2024 spring/summer fan-shaped flip bag, the focus is on the fusion of Stella McCartney's foldable fan concept silhouette and local volume stitching, enhancing the comfort of the bag. And the Louis Vuitton and Karl Lagerfeld T-shaped concept vision, with contrasting color stitching and hardware fasteners highlighting the central vision in details.

借助别出心裁的扇形造型焕新经典设计，在2024春夏扇形翻盖包中，重点关注 Stella McCartney 的折扇概念廓形与局部量感绗缝的融合，强化包袋的舒适性。以及 Louis Vuitton、Karl Lagerfeld T型概念视觉，细节上借助撞色拼接、五金扣件凸显中心视觉。



Keywords: Minimal Quilting, Fun Hardware

关键词：极简绗缝、趣味五金、撞色拼接





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Contour imprinting
轮廓压印

MOYNAT



KITON
FW 2023/2024



Contour imprinting
轮廓压印

MCM



Tory Burch



Vivienne Westwood

Minimalist fold
极简褶皱



Contrast stitching process 撞色绗缝工艺

Fun contrast stitching technology has become a beautiful scenery line on this season's TOP list. Based on the classic bag, three-dimensional strands or contrast vintage stitching and contrast stitching are embedded through deconstruction to create details, strengthening the personalized characteristics of the bag as the main theme. 趣味撞色绗缝工艺在本季TOP榜单中成为一道靓丽的风景线, 在经典的包款基础上通过解构的方式嵌入立体股条或是撞色老花绗缝、撞色线迹进行细节打造, 强化包袋的个性特色为主调。



END

Thanks Watching



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