



TRENDS SS20

TOP MEGA TRENDS

+sub-trends

- 
- 1 STAY GROUNDED**
 - sustain me
 - woodland
 - 2 INDIVIDUALITY**
 - be yourself
 - time-poor society
 - 3 INNER YOUTH**
 - synthetic realities
 - data minimalism
 - 4 SPLENDOUR**
 - glimpse
 - new norm



Energy & Power Systems



Technical Insight



Industrial Design



Healthcare

forecast mindset



Chemicals, Materials & Food



Aerospace & Defense



Automotive & Transportation

MARKET RYTHM

STAY GROUNDED

SUB-TRENDS



TRENDS SS 20



FERNWEHWODWORKING



FREUND

NATURAL COMPOSITION CREATES A
BALANCE AND OBSERVED FORMS.
STRIVE FOR A NEW WORLD THAT IS
ALL ABOUT PERFECTION.

STAY GROUNDED

TRENDS SS 20



ALEXANDRE OELOPSE



RICHARD YASMINE



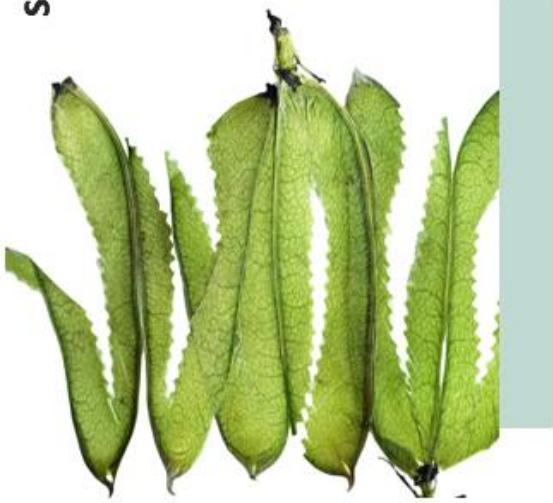
ANNA KORSHUN



POULIX

SUSTAIN ME

VEGAN



PORTS 1961

1. Bamboo

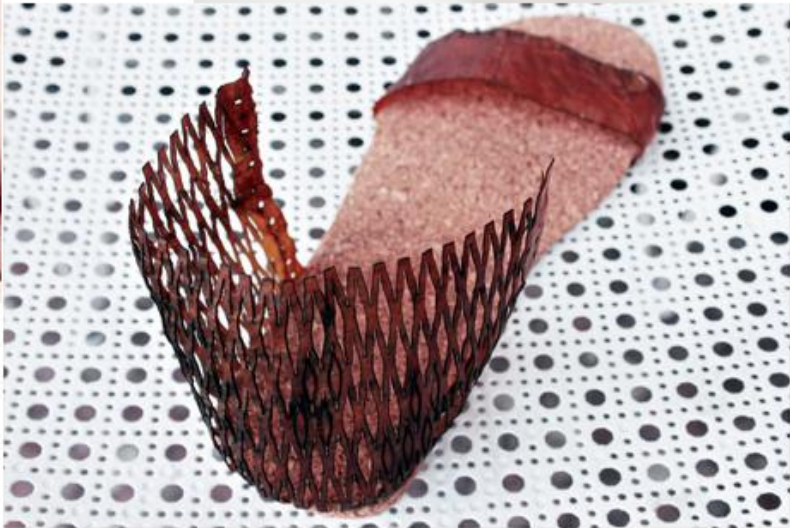


lanana palm



KAMBUCHO LEATHER

18-0320 TCX	PANTONE 18-0320 TCX
4711 SP	PANTONE 4711 SP
14-0807 TPX	PANTONE 14-0807 TPX
16-1449 TCX	PANTONE 16-1449 TCX
19-3925 TPG	PANTONE 19-3925 TPG





NOI MOHI



NATURAL DYE

Sun burns on materials.

Lights

Steam mists

Woods

Regular & Irregular shapes



PORTS 1961

To look at the harmony of
balance and proportion.
The natural logic of balance,
sureness, calmness and poise.

LILY AUTUMN



LILY AUTUMN



14-1314 Pantone TCX/TPX	12-5209 Pantone TCX/TPX	14-4317 Pantone TCX/TPX
-------------------------------	-------------------------------	-------------------------------

LIQUID MOVEMENTS



New Wave Clay



Hellene Jergensen
Mathilde Maslouf
Michael Utbansen Jakobson

Focusing on detail, shape and touch.

COLOR



Cool Gray 1 C
Pantone Solid
Coated

663 C
Pantone Solid
Coated

Warm Gray 3 C
Pantone Solid
Coated

2312 C
Pantone Solid
Coated

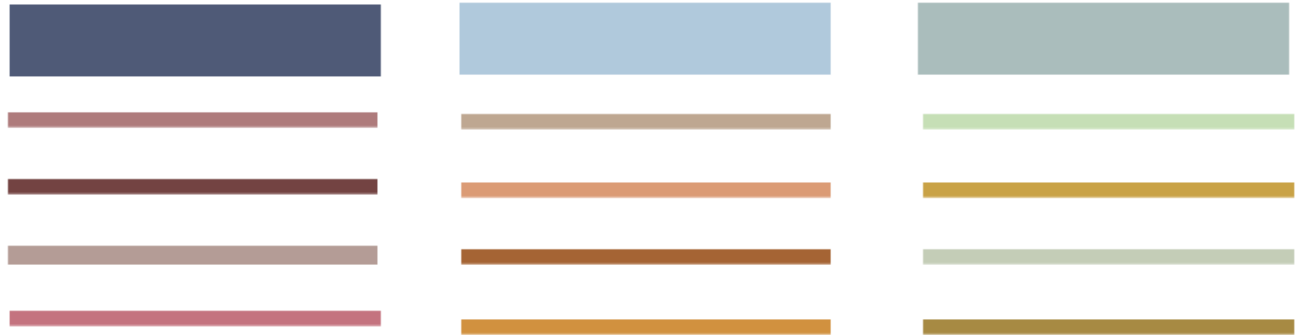
476 C
Pantone Solid
Coated

2326 C
Pantone Solid
Coated

432 C
Pantone Solid
Coated

2336 C
Pantone Solid
Coated

426 C
Pantone Solid
Coated



KEY ITEMS



Flattered



Dolce Vita



Malloni



Lineapelle
Tachificio Pienne



Sine



For Ever



WIGON



Lineapelle
Vibram



Megisserie Lauret

MARKET RYTHM

INDIVIDUALITY

SUB-TRENDS



TRENDS SS 20

INDIVIDUALITY

FREEDOM

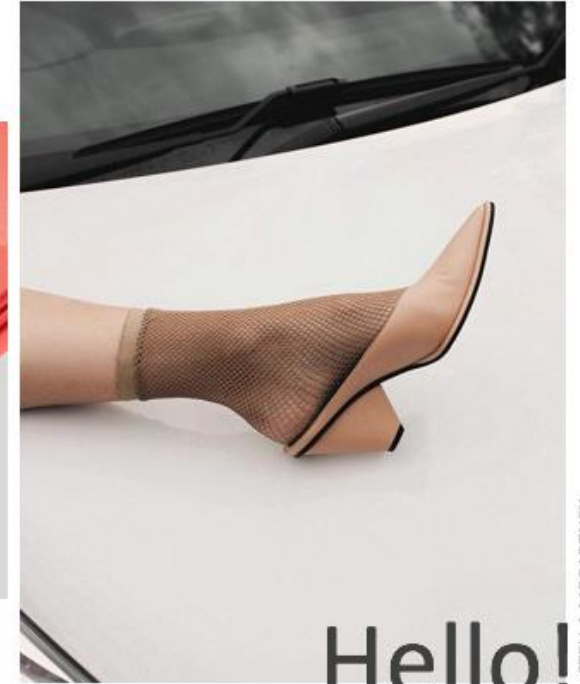
EMPOWERIN SELVES

LONER LIVING

DIGITALLY TOGETHER



MARGIELA



STELLA MCCARTNEY

Hello!
MY WAY!
MY CHOICES!



BE YOURSELF

- NEW WAY OF AESTHETIC
- TOUCH
- SELF-LOVE
- MEMORIES
- NOSTALGIA



PERSONAL CARE



INERTIA



MIMESI



7485 C
Pantone Solid



7538 C
Pantone Solid

SUB-TRENDS

TIME-POOR SOCIETY

Time-poor society refers to the **hectic lives** of the modern, 21st Century person, **characterised by digitalization**. Digitalization facilitates previously manual or slow processes, and creates breathing room for time-pressured people.

JULOT BANDIT



MIMESI



JULOT BANDIT



JACQUEMUS



SIO2 GLASS



© 2013 Kenta Kato

TRANSPARENT ENLIGHT -SHADES

SUB-TRENDS



MANDY ROOS

NEW LUXURY COMFORT



SILICON COVER

















MANDY ROSS



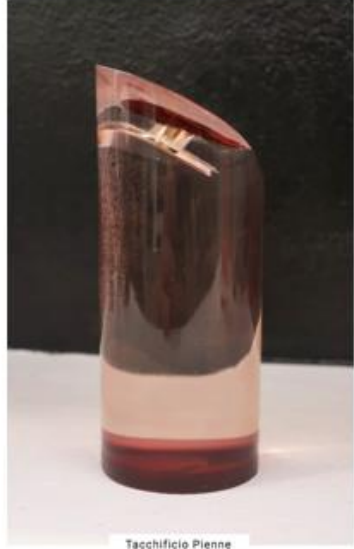
FREEFORM DANCE

COLOR

													
2168 C Pantone Solid Coated	2390 C Pantone Solid Coated	7625 C Pantone Solid Coated	2452 C Pantone Solid Coated	722 C Pantone Solid Coated	2341 C Pantone Solid Coated	697 C Pantone Solid Coated	456 C Pantone Solid Coated	2274 C Pantone Solid Coated	2444 C Pantone Solid Coated	2243 C Pantone Solid Coated	2011 C Pantone Solid Coated	2007 C Pantone Solid Coated	5655 C Pantone Solid Coated



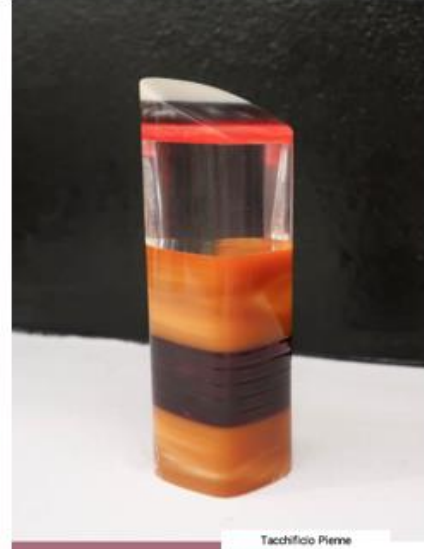
KEY ITEMS



Tachificio Pienne



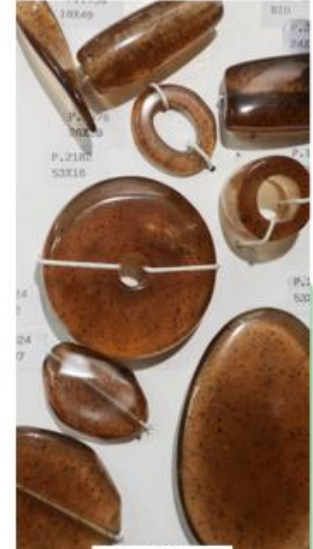
Manfredini



Tachificio Pienne



Lineapelle
Soft Couro



Valter



Valter



Lineapelle
For Ever

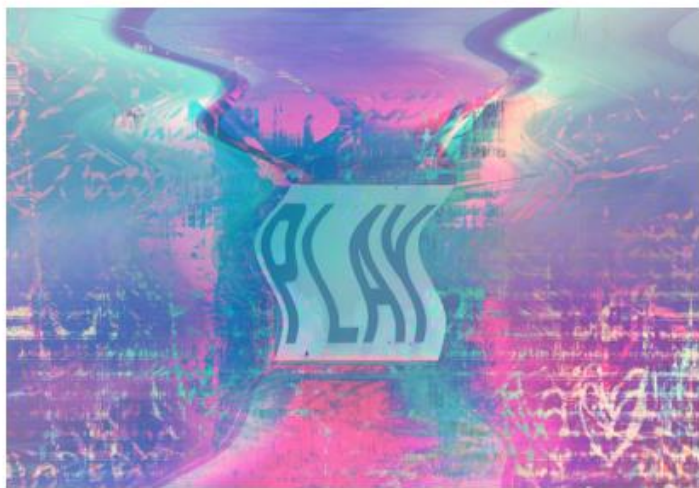
MARKET RYTHM

INNER YOUTH

SUB-TRENDS



TRENDS SS 20



"I want *what* I want, *when* I want it."



HAY DESIGN

Plastic Dreams



"Have it your way"

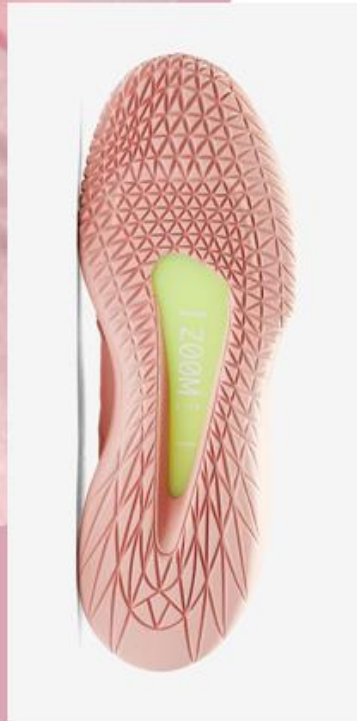


ELISE ROSE

Fake it



SYNTHETIC REALITIES



NIKE ZOOM



SEBNEM GUNAYE ROSE

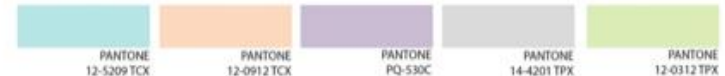


RIRI

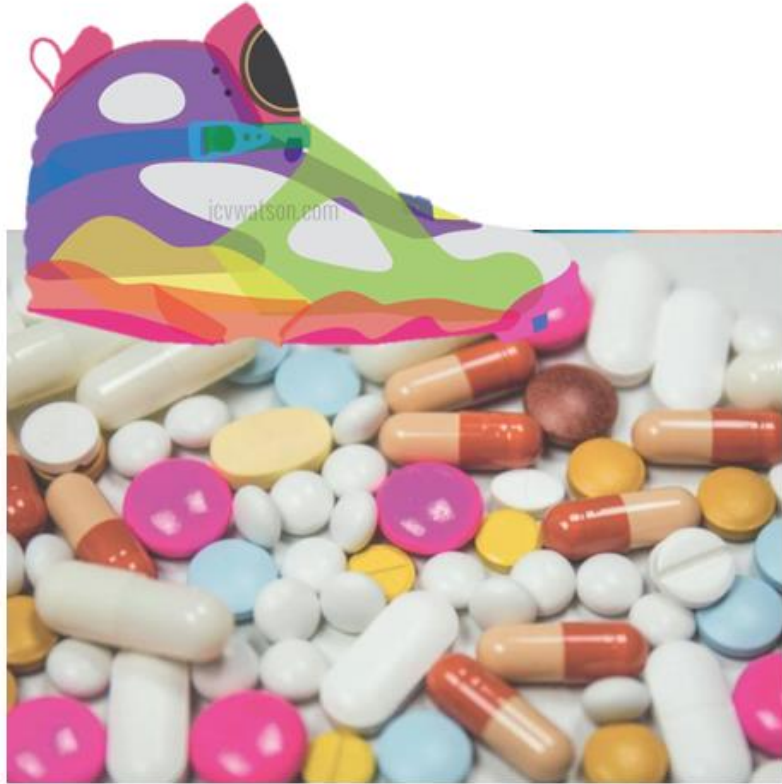


AIRBAG

sophistication, sparking controversy, and also fascination, about its creative possibilities



DATA MINIMALISM

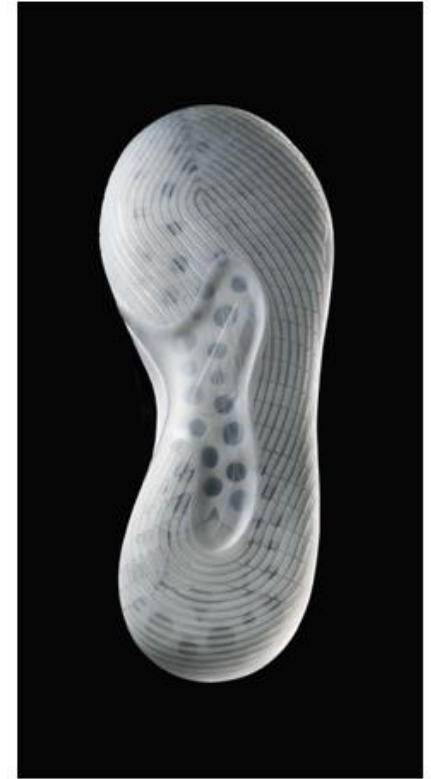


Trust and Transparency
Algorithmic Fairness



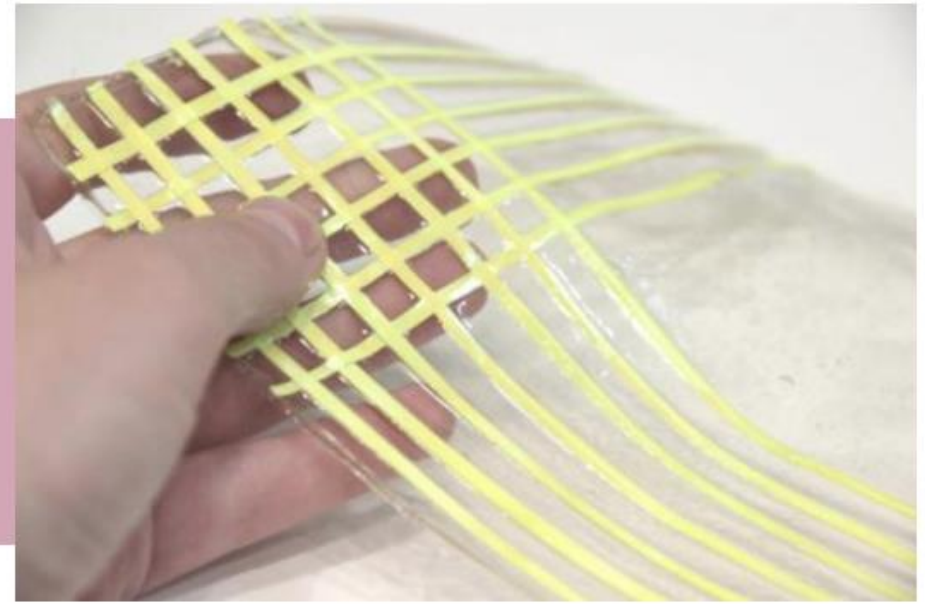
rubber silicone

Technological, political and environmental inflection point

















Authenticity – something consumers value highly
– will be more important than ever.
Understand how to be authentic and communicate that
authenticity effectively.

Bio Plastic



COLOR

													
7498 C Pantone Solid Coated	367 C Pantone Solid Coated	637 C Pantone Solid Coated	7524 C Pantone Solid Coated	200 C Pantone Solid Coated	7419 C Pantone Solid Coated	393 C Pantone Solid Coated	351 C Pantone Solid Coated	7646 C Pantone Solid Coated	7704 C Pantone Solid Coated	5265 C Pantone Solid Coated	1625 C Pantone Solid Coated	7544 C Pantone Solid Coated	7503 C Pantone Solid Coated



KEY ITEMS



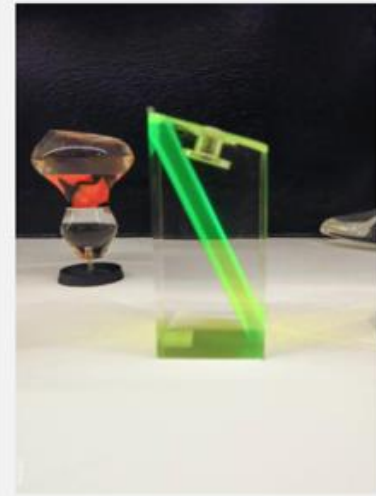
Lineapelle
Preciosa



Lineapelle
Smart Accessori



Lineapelle
A.C.R.A.



Lineapelle
Tacchificio Pienne



Lineapelle
Tacchificio Pienne



MARKET RYTHM

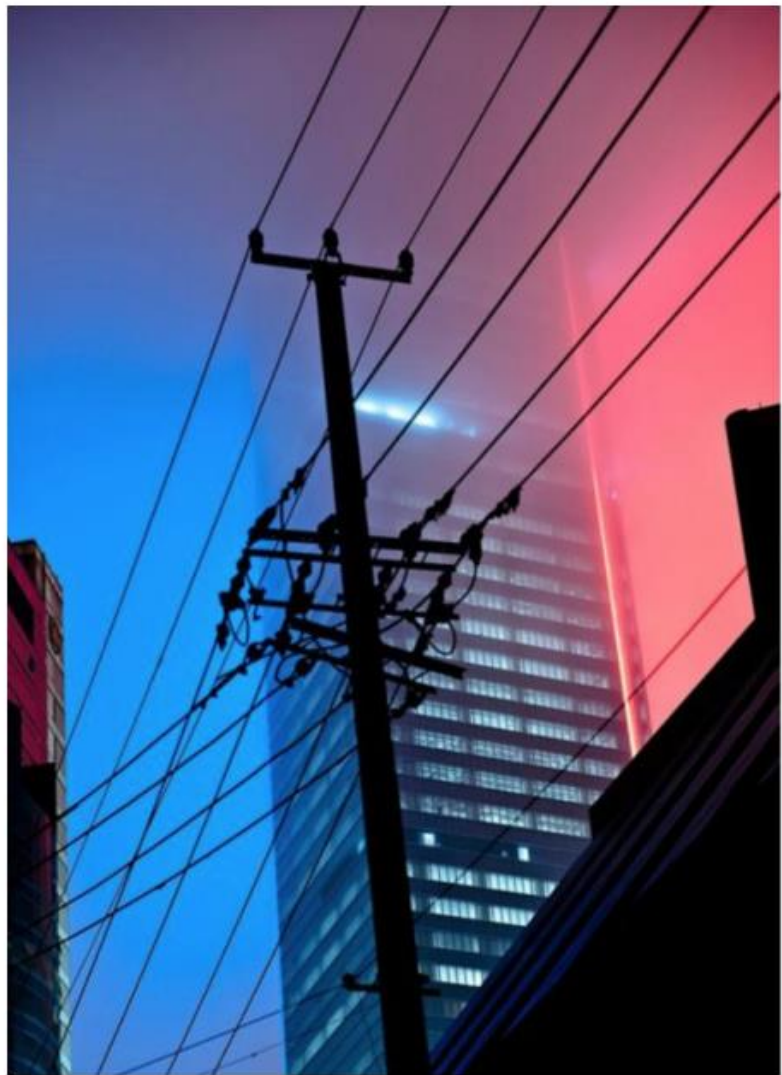
SPLENDOUR

SUB-TRENDS

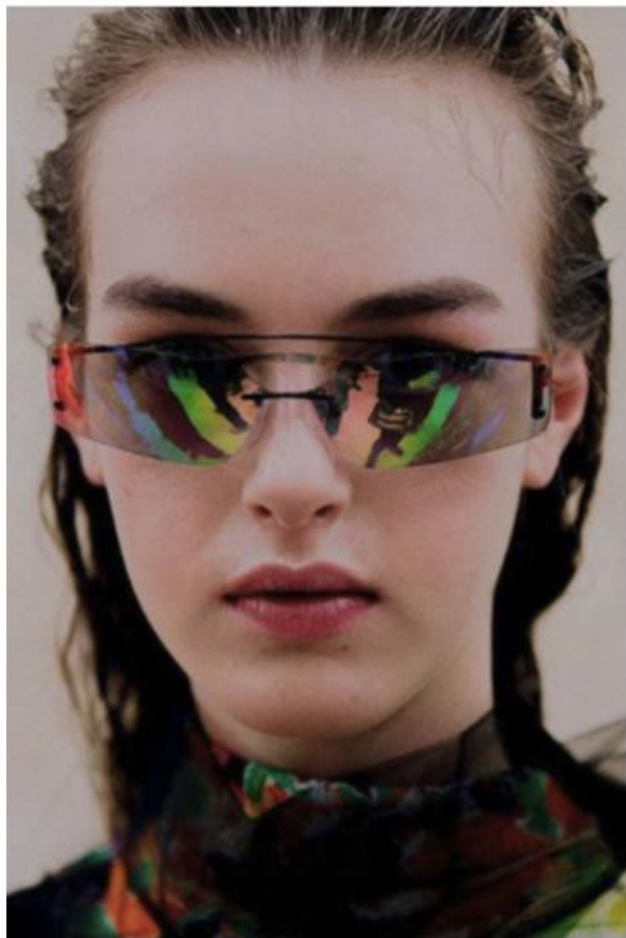
LET'S
ALTER
YOUR

PERCEPTION

TRENDS SS 20



TUMBLR



PRADA



MARINE SERRE



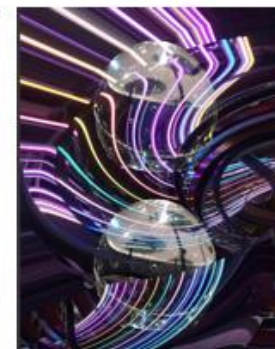
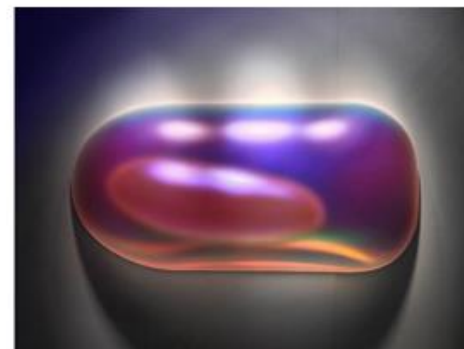
Imaged by Heritage Auctions, HA.com



Linespelle
Chlorino Technology



FIORD



LINEAPELLE

LINEAPELLE



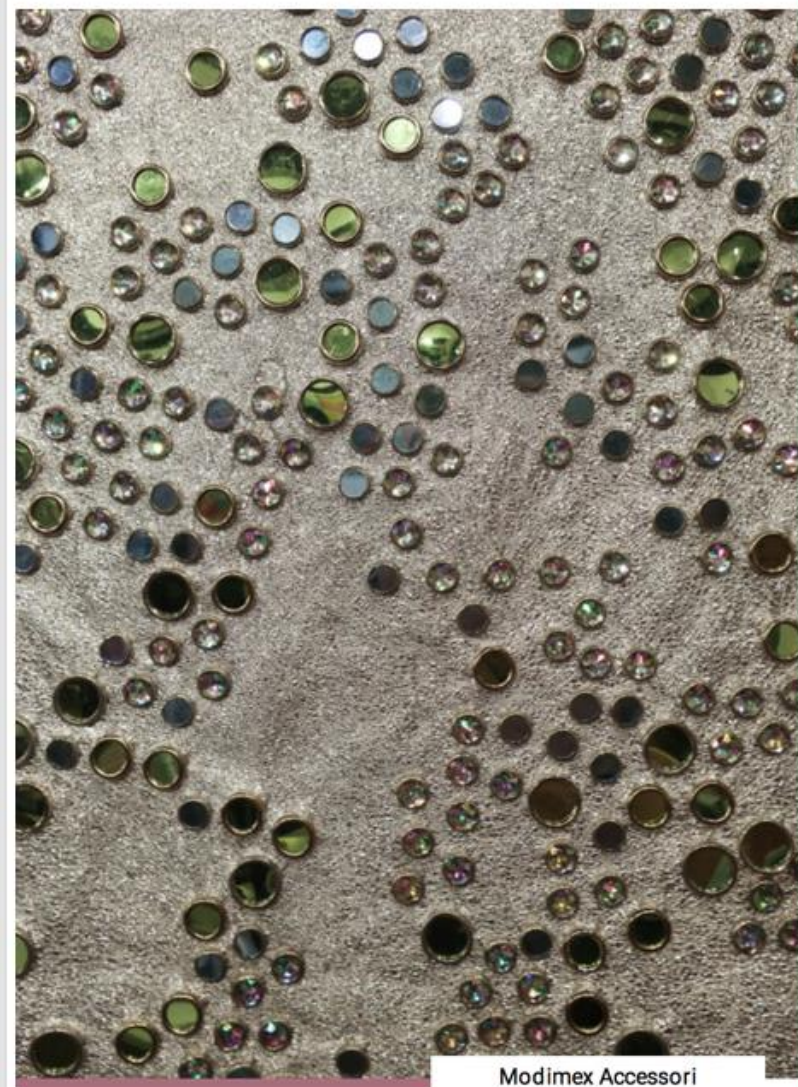
TRAVELER



LOVER



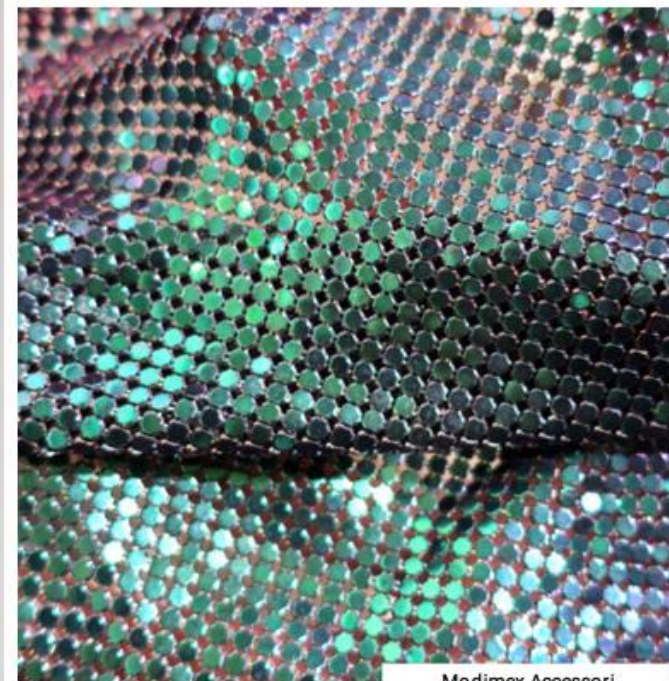
PARIS STREET



Modimex Accessori

















Balmain



Modimex Accessori

COLOR

													
7498 C Pantone Solid Coated	367 C Pantone Solid Coated	637 C Pantone Solid Coated	7524 C Pantone Solid Coated	200 C Pantone Solid Coated	7419 C Pantone Solid Coated	393 C Pantone Solid Coated	351 C Pantone Solid Coated	7646 C Pantone Solid Coated	7704 C Pantone Solid Coated	5265 C Pantone Solid Coated	1625 C Pantone Solid Coated	7544 C Pantone Solid Coated	7503 C Pantone Solid Coated



KEY ITEMS



Maryam Nassir Zadeh



Burberry



Jean-Michel Cazabat



Jean-Michel Cazabat



Giorgio Armani

The purpose of this presentation is to provide an enhance for Footwear industry from a innovative vision by Istanbul Moda Akademisi.

April 2019



iMA
İSTANBUL
MODA
AKADEMİSİ

“THANK
YOU”