

FUTURE FORECAST

THE RE-NEW WORLD

AW 2020/21 TRENDS

İMA STUDIO
AYSAD



THE RE-NEW WORLD

As the new World changes quickly so does the trends, people are getting curious about things around us and constantly persue new experiences. Today trends are focusing on people's inquisitiveness that leads them to experience new memory.

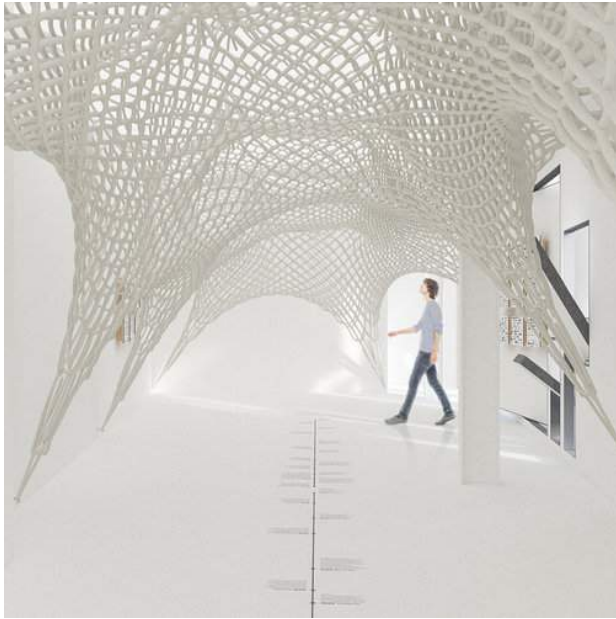


re-action

- To what is trend
- To what is consumed
- To what is exhausted
- To be perfect



JODI COBB



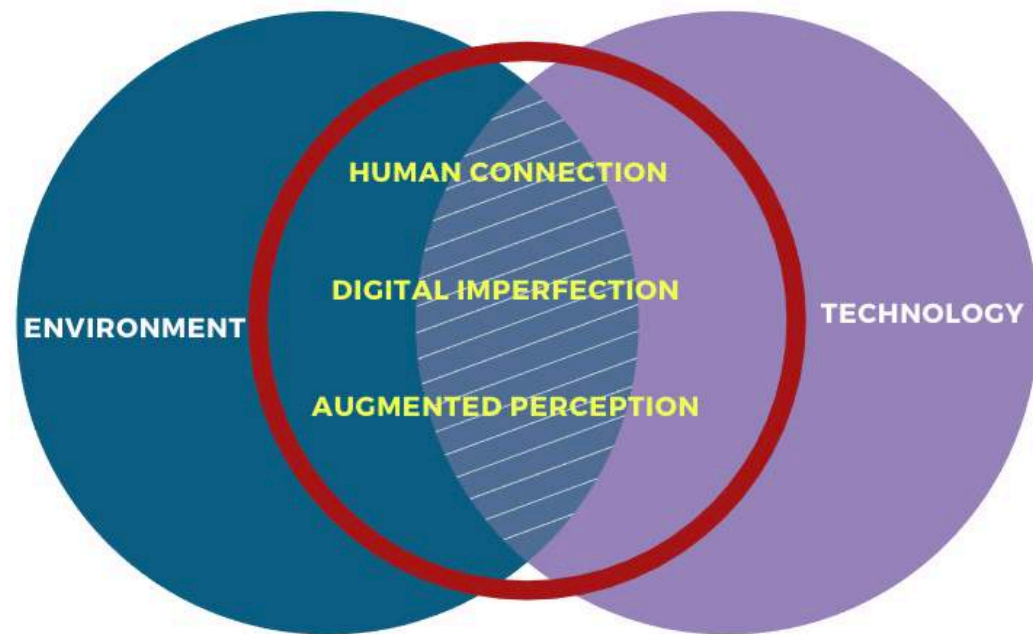
HOU DE SOUSA



KOCHE
,

re-claim

- Affection & Empathy
- Young population
- Effects to changes on politics and social awareness



MAIN CONNECTION **TODAY**

ENERGY- POWER SYSTEMS

INDUSTRIAL DESIGN

HEALTHCARE



INDUSTRY & ECONOMY

CHEMICALS, MATERIALS & FOOD

AEROSPACE & DEFENSE

AUTOMATIVE & TRANSPORTATION

CONSUMER BEHAVIOUR

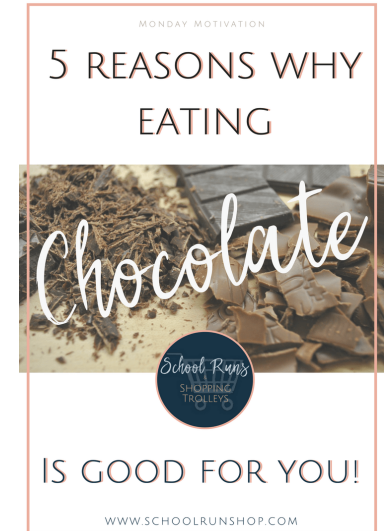
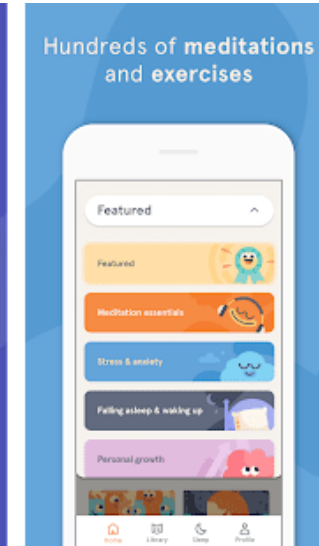
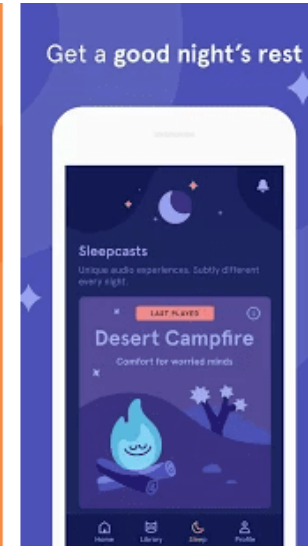
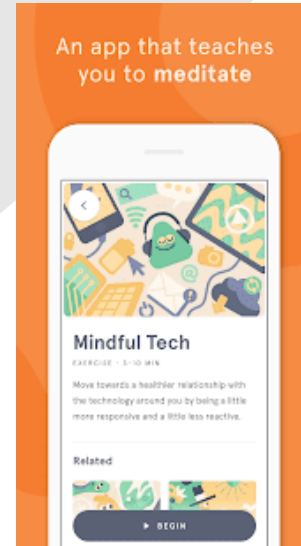
CLIMATE
AGING POPULATION
ECONOMIC DIVISION
INCREASING AUTOMATION
RESOURCES DWINDLING
RECYCLE
CHINESE ARTIFICIAL INTELLIGENCE

LAYERED WITH EMOTIONAL SENTIMENT
DEMOGRAPHIC
PSYCHOGRAPHIC
NEED OF THE PEOPLE
BEHAVIOUR
COMMUNICATION THROUGH TO PRODUCTS
LONELINESS



APPLE SMART GLASSES

NEEDS – EXPERIENCE - CHOICES



Human Connection – Searching for new experiences – New comfort & wellness
Digital Imperfection – Evolution – Creative visual perfection
Augmented Perception – Reality – Senses

Human Connection

HEALTHCARE & WELLNESS



TIEKS



SANUK YOGA SLING



19 billion US dolar on gym memberships in 2017

33 billion US dolar on sports equipment

Naomi Osaka 8.5 million dollar & Adidas agreement

Women power in sports football tennis running swimming

Nike Hijab & burkini

Wellbeing in the social media and app.

New status symbol seen in boutiques gyms

Sleep aids to McKinsey report 30-40 billion dollar %8 grown a year

Mindfulness philosophy = Yoga & Meditation

Human Connection

SPORTS



Cowen&co estimated that the sneaker resale market would grow to be 6 billion dollar globally by 2025

Human Connection

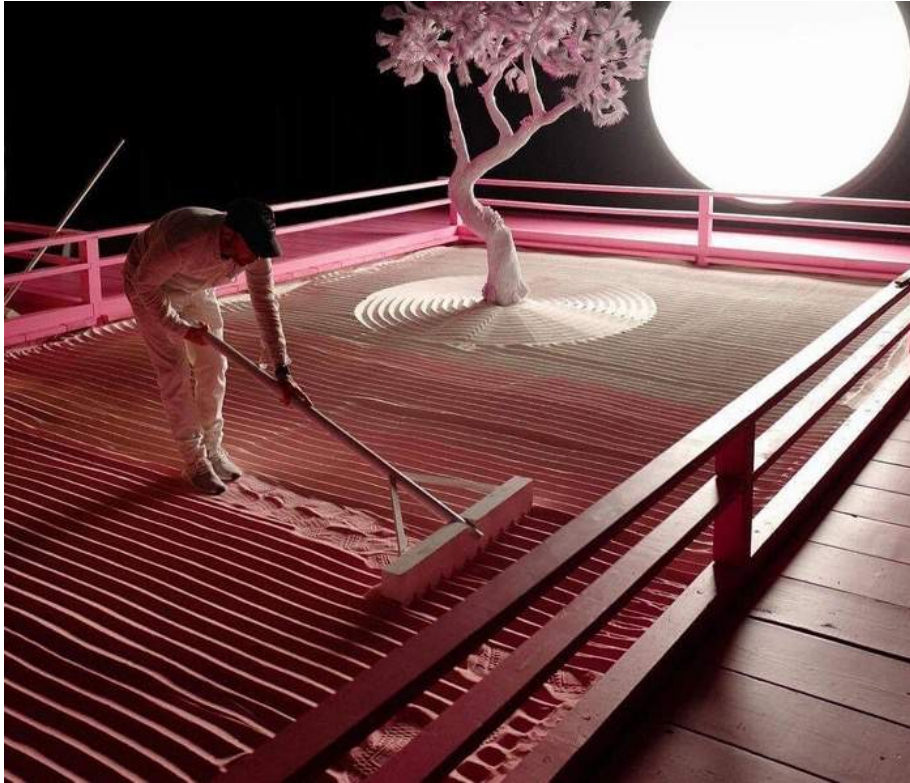
HEALTHCARE

ENOTA ARCHITECTS
SLOVENIA



Digital Imperfection

Cultural transformation projects
Color of the relationship



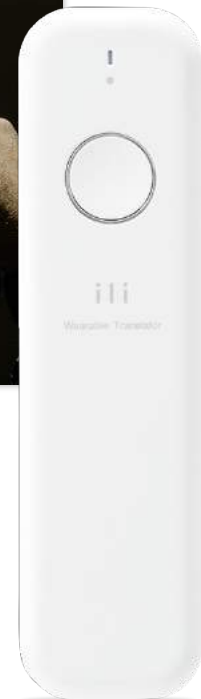
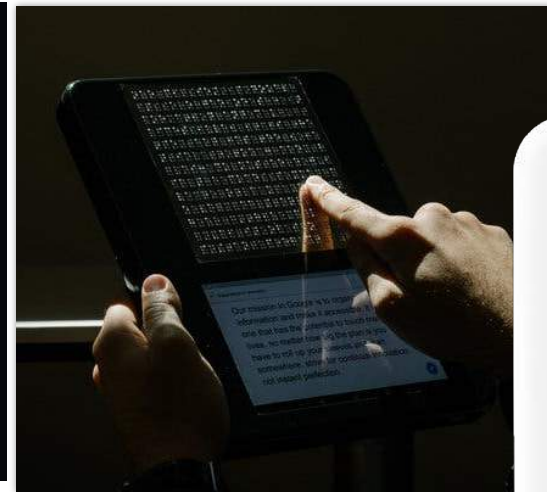
Digital Imperfection

NEEDS – EXPERIENCE - CHOICES

EXCHANGES



CONFLUENCE



“..connection
communication ..”

Trust inspired by connection to meaning
Trust inspired by innovation and technique
Trust inspired by new categories of perfection
Trust inspired by the present moment

Augmented Perception

INSPIRATION: THE A.I.REVOLUTION



A conversation between spirituality and technology'

https://www.christies.com/features/Martha-Fiennes-and-Salma-Hayek-on-Yugen-9431-3.aspx?PID=mslp_related_features3

GENERAL PERSPECTIVE

NEEDS – EXPERIENCE - CHOICES

Human Connection

NEEDS & COMFORT

NATURE

HUMANOLOGY

DAILY LIFE

SOCIAL LIFE

Digital Imperfection

EVOLUATE IDEAS

CREATIVITY

EDUCATION

PROCESSES

FUTURE DEVELOPMENT

Augmented Perception

SENSES

REAL & VIRTUAL

GENERAL PERSPECTIVE

TRUST;

CLEAN UP VISUAL LANGUAGE

FOCUS ON HERO PRODUCTS

PRIORITISE CORPORATE CARE

GO DIRECT TO CONSUMER

EMBRACE RE-COMMERCE

INNOVATE LIVESTREAMING

TRENDS

CONSUMER TRENDS

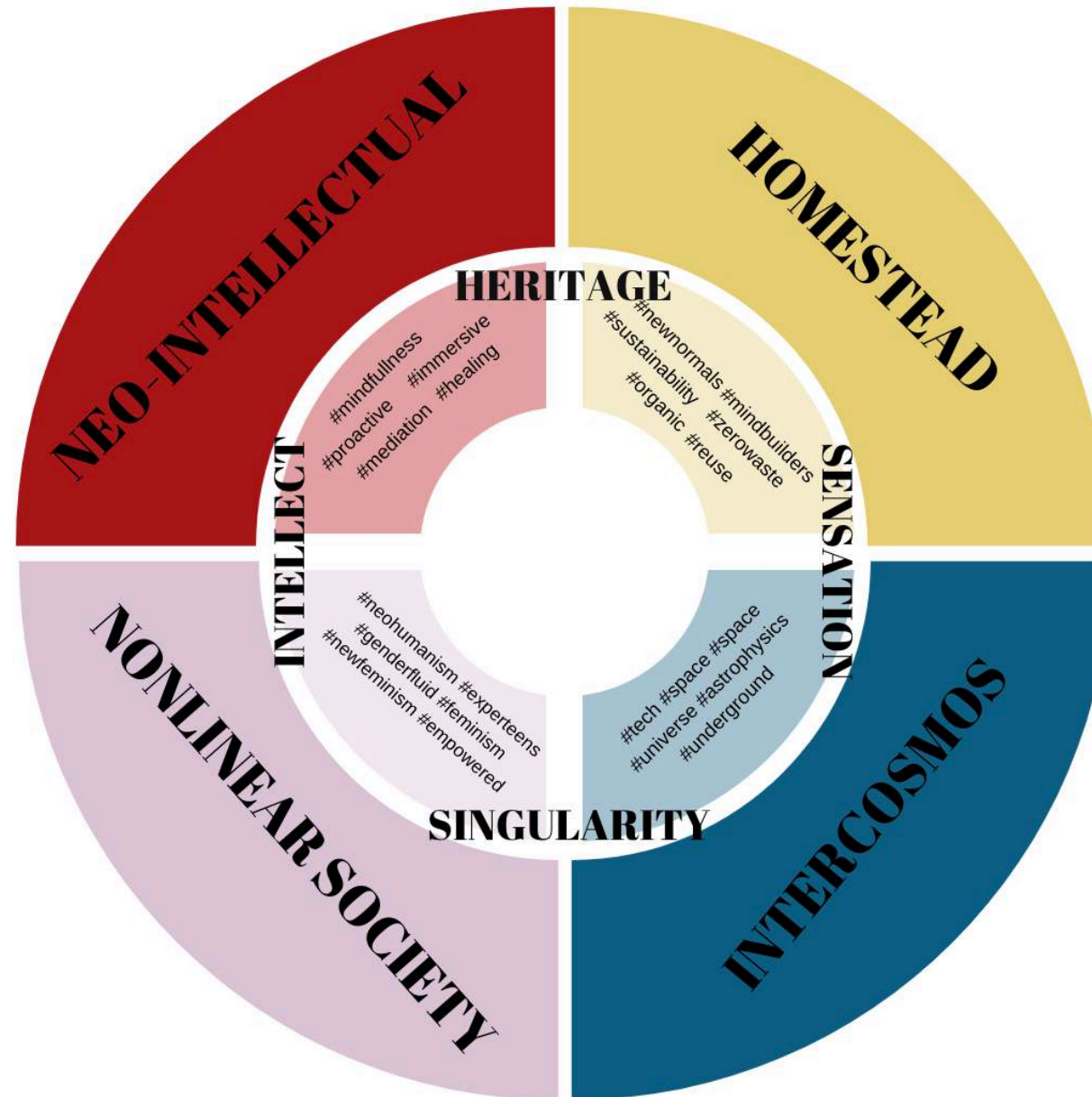
2020-2021

AW



TRENDS

2020-21



PROFILES

2020-21



HOMESTEAD

Rebels against the hegemony of consumerism.
Urban environment identifies the core aim.
Passion for information, science & politics.
Mixing different kind of references and technical knowledge. Global community builders, share values and build networks more flexible, fast & smart.



NON-LINEAR SOCIETY

NEW DNA
Caring is the new cool. Self expression comes very feeling focused for GEN WE. Refuse to escape from reality.
Goal oriented. Uniqueness is a priority.



INTERCOSMOS

Hyper- personal living services.
New cultural norms around data, identity and well-being.
Multi-functionality and utility influences are taking real shapes. Technology is used to put in practice for life choices for each day needs and individual tastes.
Essential quality, depth in connections, moral and aesthetic values.



NEO-INTELLECTUAL

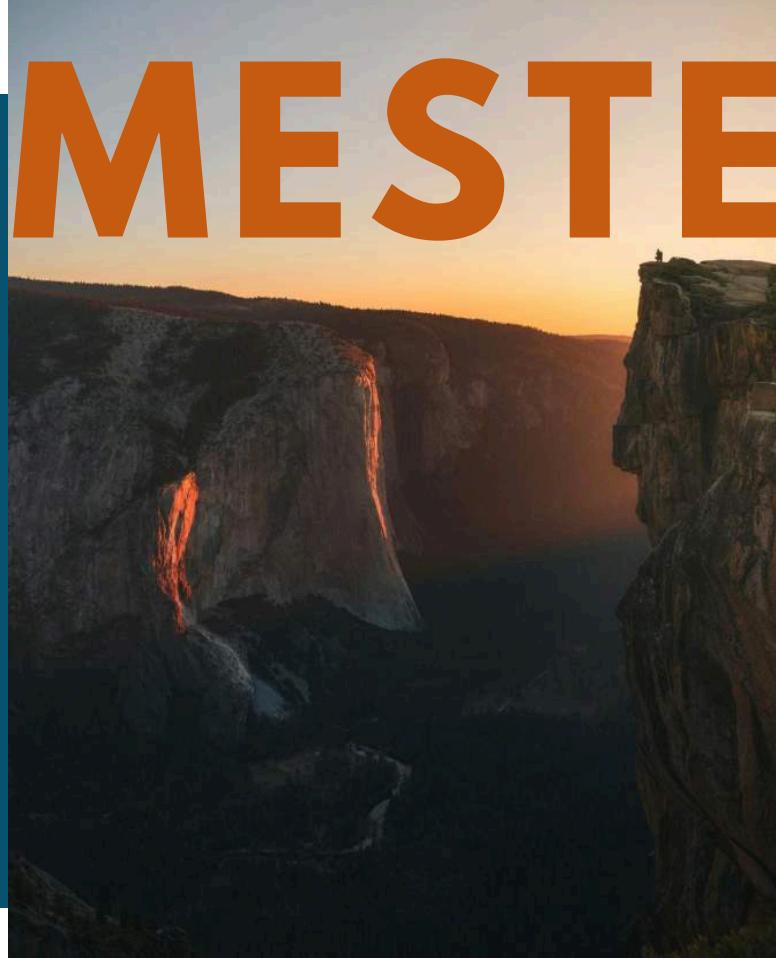
Digital-Nomads.
Leadership roles. Hybrid perception that build the nostalgic future architecture. Mature and tolerant values (being family) still important.

SUB-TRENDS

TRENDS

HOMESTEAD

A / W 2020-2021



HOMESTAEAD

-ETHICAL CONSUMPTION **-ESCAPISM**

With environmental issues such as climate change and plastic pollution dominating the headlines, what are design brands doing to help the planet

#consumption

#climatechange

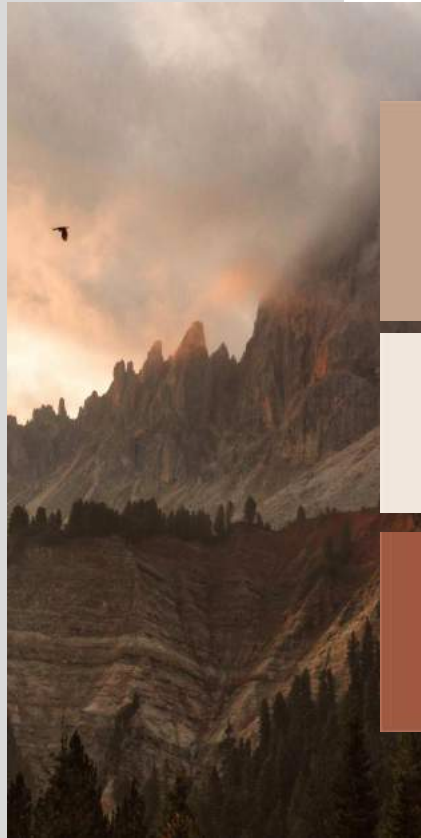
#oceanwaste

#textilepollution

#toxicwaste

ETHICAL CONSUMPTION

CONCEPT



Pantone 15-1213 TCX
Cliffside

Pantone 11-1302 TCX
Soft Sand

Pantone 18-1343 TCX
Rusted Shut

HOMESTEAD



Papery leathers

Kotai Tannery



#climatechange



Pantone 7547 XGC
Forest Turf

Pantone 7547 XGC
Depths Below

ETHICAL CONSUMPTION

DETAILS



NIKE



Five old plastic bottles sourced from the Mediterranean Sea are used to create each pair of these **Shao** sneakers by Spanish fashion brand Ecoalf, which are created with a zero-waste process.

HOMESTEAD

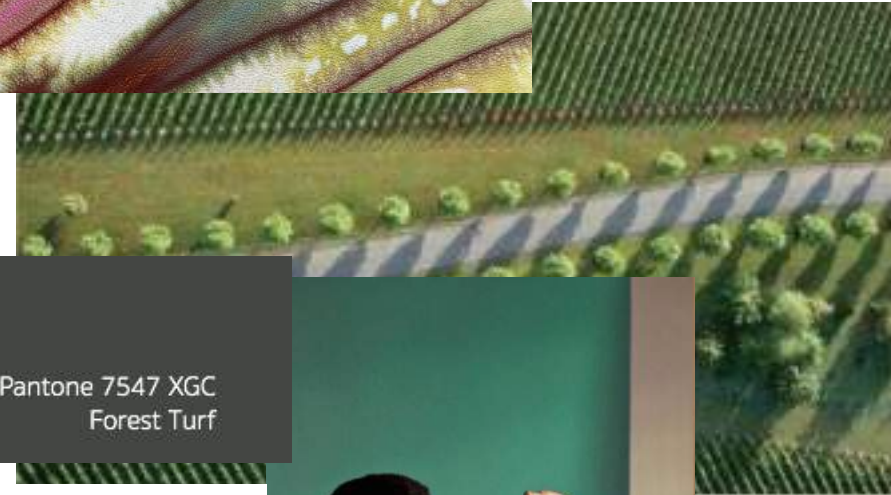
ESCAPISM

#foodwaste

#CONSCIOUSNESS

Tess
Premier Vision

CONCEPT



Pantone 7547 XGC
Forest Turf

"Buy less, choose well, make it last". – Vivienne Westwood



HOMESTEAD

ESCAPISM

DETAILS



Dye&Wasy

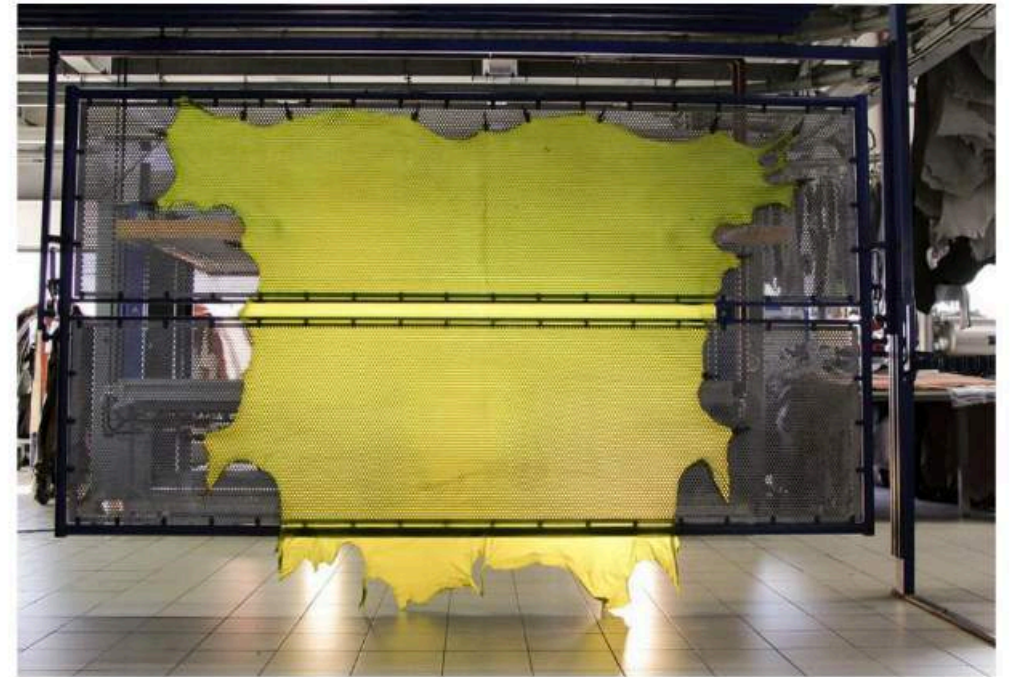


Ckd Çetinkaya
Premier Vision

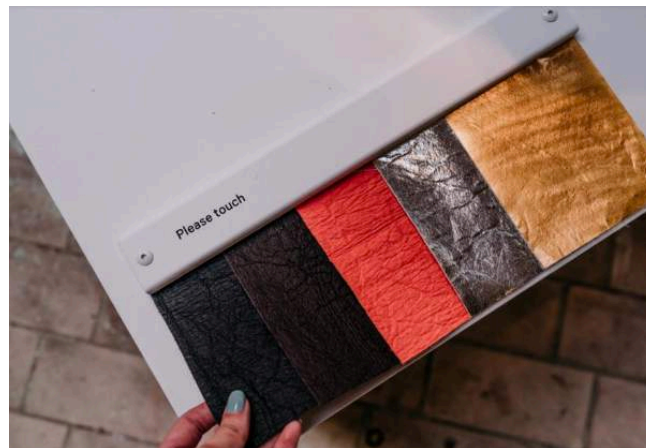


Osklen

ECCO LEATHER



Apparition Jacket by Sruli Recht (2017)
The Netherlands / Iceland



Pinatex

HOMESTEAD

KEY POINTS

HOMESTEAD



CKD ÇETINKAYA
PREMIER VISION



LIFE STYLE

COLLECT, REUSE, RECYCLE



USE YOUR SOCIAL MEDIA ALSO TO INFORM AND EDUCATE.



Fc Creacio I Innovacio



Google

biodegradable

FOOD



ZERO WASTE CUISINE

Some call it "trash cooking": the art of making the inedible edible, of mining deliciousness in what our squeamish western palates normally consider garbage. While it surely makes environmental and financial sense, cooking with waste also seems to spark a creative drive among chefs, even in the higher echelons of gastronomy.



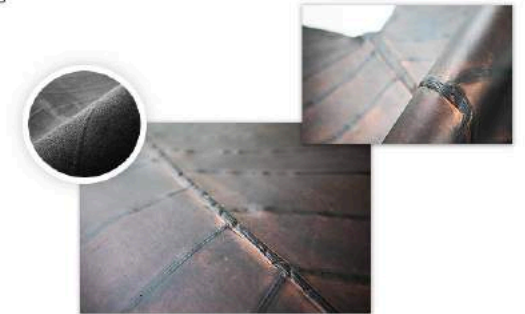
Chrome-free and metal-free tanning processes



Brown Brass

Lining
Black Suede

Finishing
Matte



beLEAF Leather
Nova Korea
At Premier Vision

KEY MATERIALS



Bacterial Cellulose



PUMA works on “Bioevolution”, a project that uses bio-technology such as Microorganisms in performance sportswear. fungi and micro algae



Adidas Introduces a 100% Recyclable Performance Runner, the FUTURECRAFT.LOOP

KEY MATERIALS



Fungi Leather



Elastic Leather

DESIGN HACKS



The Plant Shoe by Native Shoes is the first modern sneaker made entirely of plant-derived components, including pineapple husk and eucalyptus..

MATERIALS

- Lasting board - 100% Eucalyptus pulp
- Midsole - 90% cork, 10% sisal
- Upper - Organic cotton + pineapple upper
- Outsole - 100% natural latex lactae hevea
- Insole - Cotton/linen footstock
- Insole - Kenaf + corn felt
- Laces - 100% organic cotton



DESIGN HACKS



Japanese footwear designer Roderick Pieters and fashion brand Proef have created pairs of easy-to-assemble shoes that are tied together instead of using glue

DESIGN HACKS



Footwear-industry veteran Mark Gainor launched **No.One** last month, a new brand that makes sneakers in Venice Beach the way cobblers have made hard-bottom dress shoes for a couple hundred years.

KEY ITEMS

Vegan & Sustainable



EVERLANE RAIN BOOTS



Yukaten



Y-PROJECT



Auralee

KEY ITEMS

Neutral Beige & Paper Textures



Angona



FINDLAY



Tesler Mendelovitch



Christian Dior



Claudia Li Cli



Victoria Beckham

KEY ITEMS

Shape



Adenorah



ACNE



Lemaire



Lacoste



Owoot



Hender Scheme

PASTEL OUTDOOR



STAPLES



PUMA



THE NORTHFACE

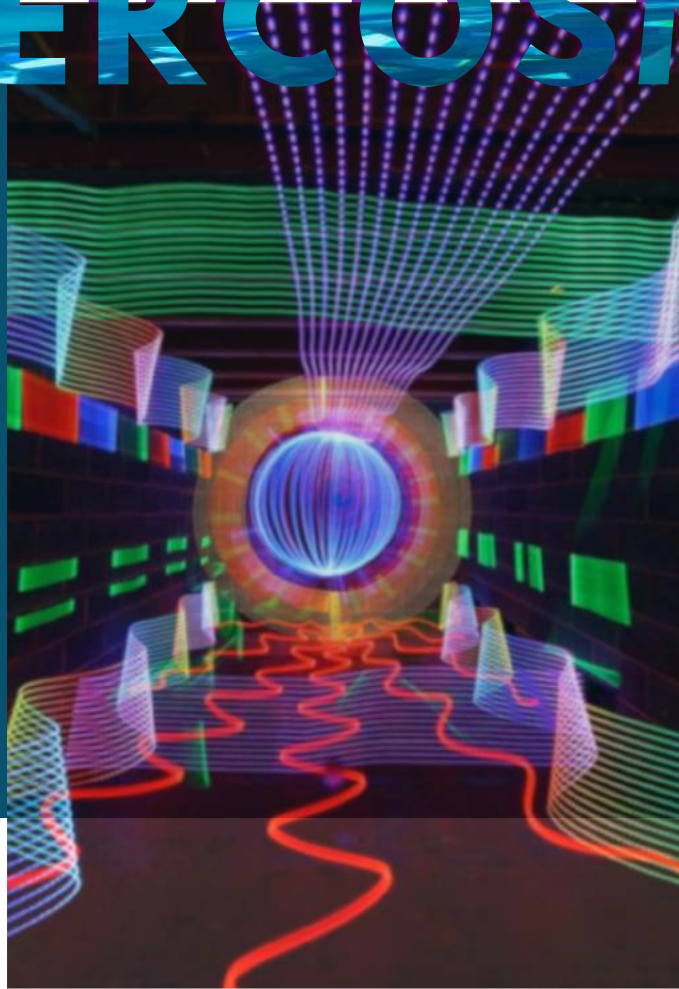
Colors



TRENDS

INTERCOSMOS

SUB-TRENDS



A / W 2020-2021

INTERCOSMOS

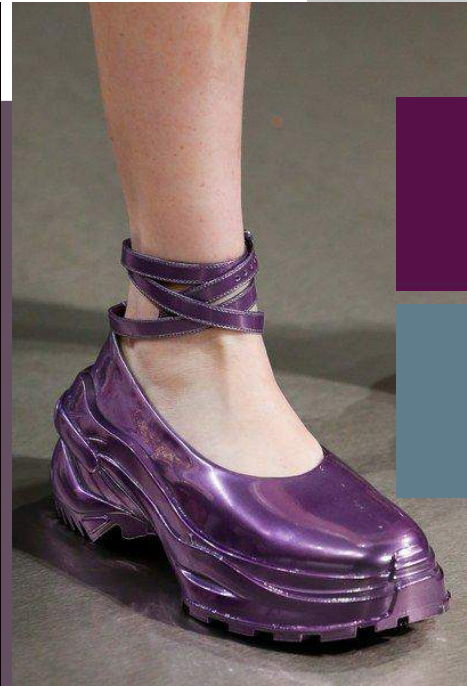
-CYBER-UTILITY
-INNERCONNECT

Contrast between real and virtual,
authentic and fake, truth and fantasy are unclear.
Profiles interacting through screens, becoming difficult to understand
which is real and digital – and we are caring less about the distinction.
Studios are creating digital visualisations as an alternative to photo
shoots, with beyond physical limits to create impossible shots.

#digitalaesthetic
#universe
#hyper-realistic
#northernlights
#illusion
#spiritualism

CYBER UTILITY

CONCEPT



Margiela

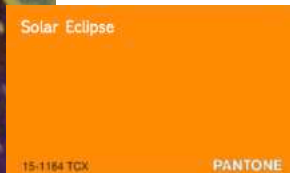


CYBER UTILITY

DETAILS



NIKE



UNITED NUDE



OSKAR ZIETA

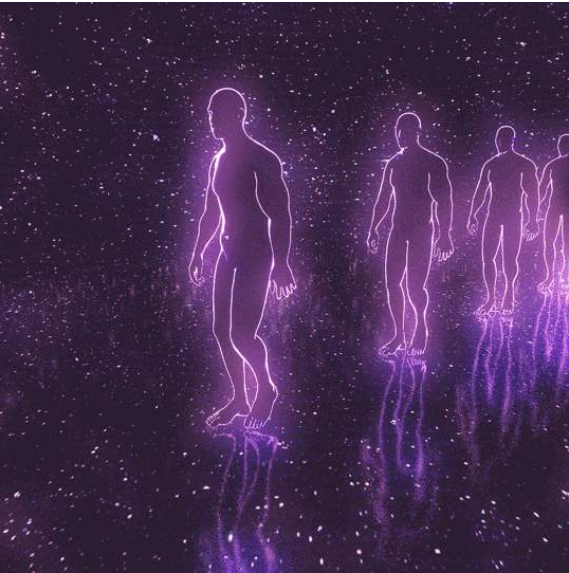
INNER CONNECT

CONCEPT



INNER CONNECT

DETAILS



Stone Island



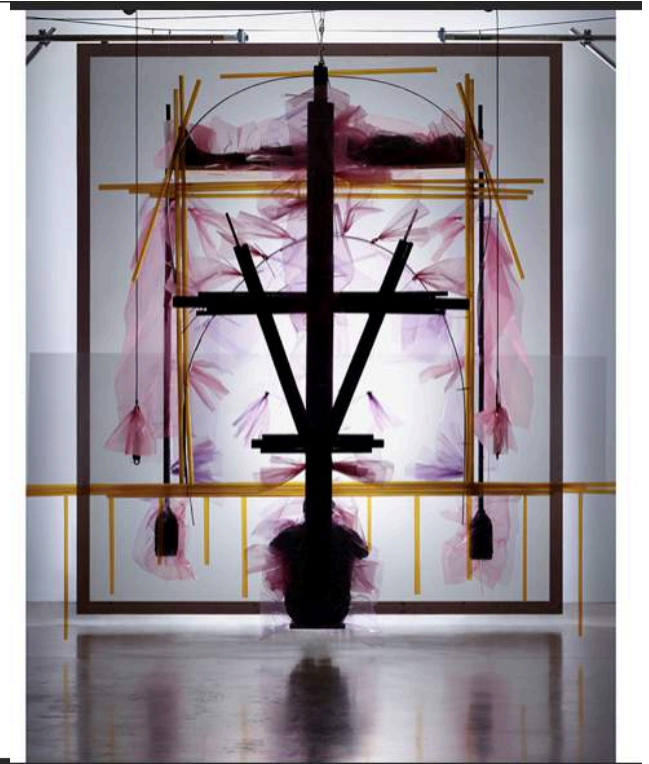
Nike



Prasmatic Hou de Sousa

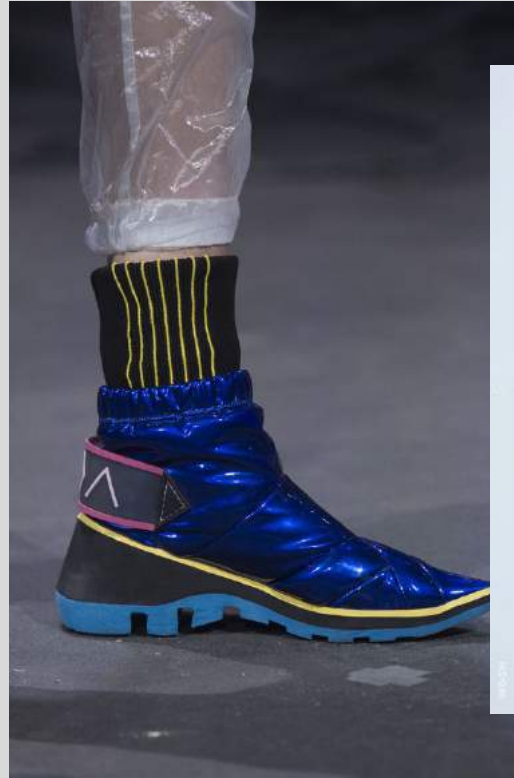
ART CONNECTION

CRAIG GREEN ANONYMOUS MALE FIGURES / CAMPAIGN STRUCTURE



KEY POINTS

INNER CONNECT



Nicholas Kirkwood



AalicensaPotts - Nike

LIFE STYLE

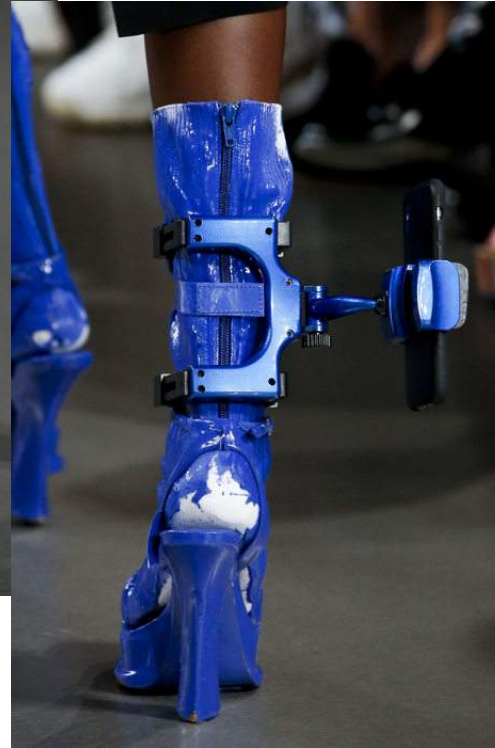
Molecular Gastronomy blends physics and chemistry to transform the tastes and textures of food. The result? New and innovative dining experiences.



Elon Musk

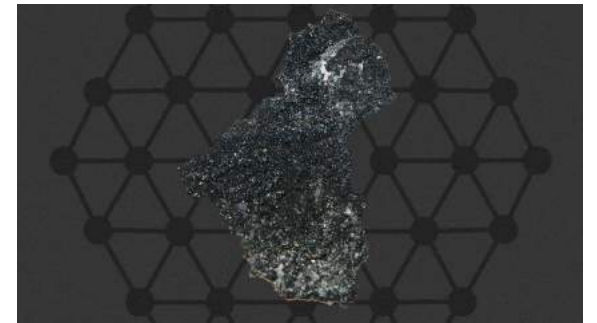


Margiela



BOROPHENE

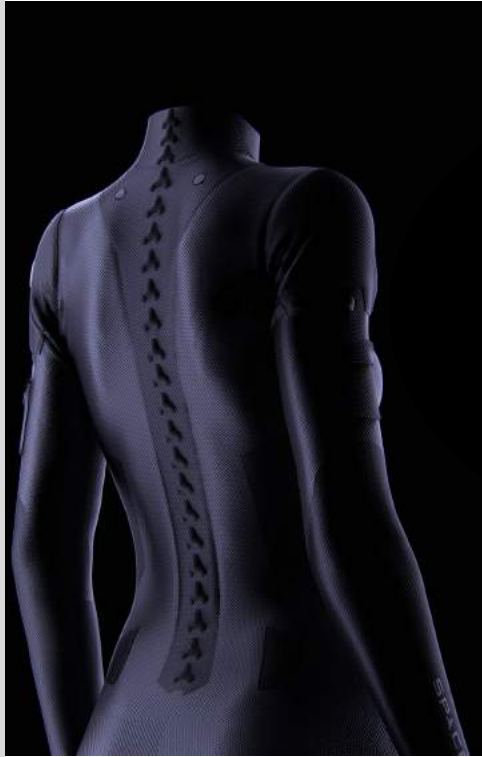
A SINGLE-ATOM LAYER OF ELEMENT BORON, SUPER STRONG AND FLEXIBLE



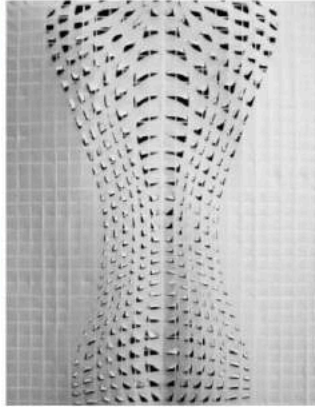
#THREE-DIMENSIONAL



SHAPE & TEXTURES



SHAPE & TEXTURES

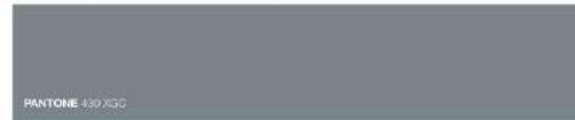


#DEPTH



<https://www.cobosocial.com/dossiers/kimsooja-cosmic-egg/>

#METALLICS



#RETAIL



#VELOCITY

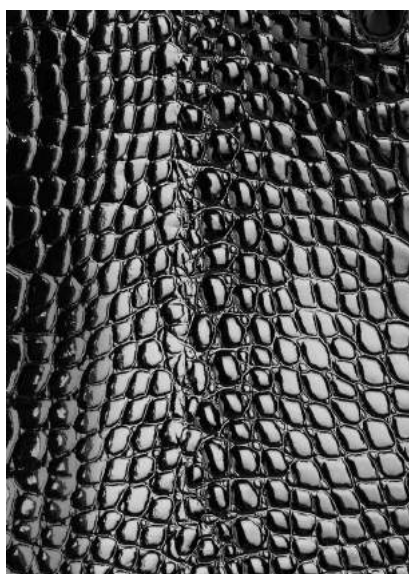


FLUID ROCK17 by FLAVIE AUDI

FRACTAL TEXTURES



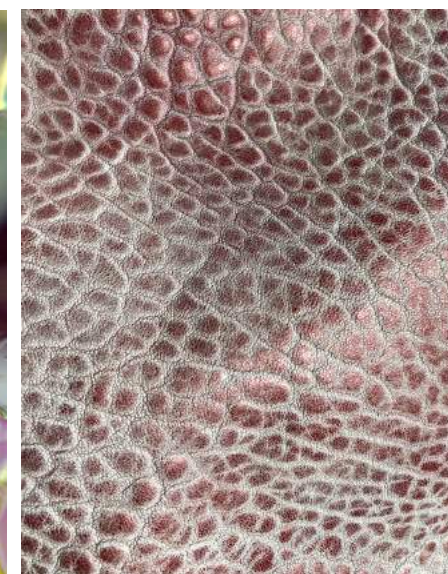
KURZ GROUP



KURZ GROUP

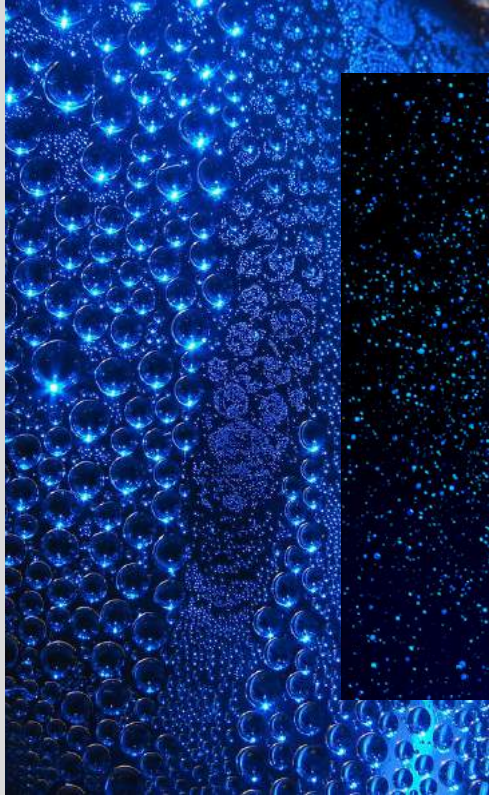


METATRONFABRICS



AYSEN BUTIK
PREMIER VISION

MINERAL HUES & TEXTURES



TONNINODS



MARGIELA



ARTHUR ARBESSER



BERLUTTI

X-LARGE FLORALS



BARBARA BUI



GANNI

FROZEN TEXTILE



NICOLA DEXTRA
<https://nicoledextras.com>



COURREGES



COURREGES



COURREGES

FUNCTION X STYLE

#retroreflective



Rihanna x Puma / Darryl Richardson



Neon bases for crystals
Fibre optics



Fluorescent tapes in PU for light micro zips.
Dark Velvets on luminous backgrounds.

https://www.youtube.com/watch?time_continue=48&v=qQdE3uU6pDs BALENCIAGA

https://www.youtube.com/watch?v=n3d3bjM_H0U LOUIS VUITTON

KEY ITEMS



NICHOLAS KIRKWOOD



NICHOLAS KIRKWOOD



COACH



MARGIELA



NIKE

KEY ITEMS



FENDI



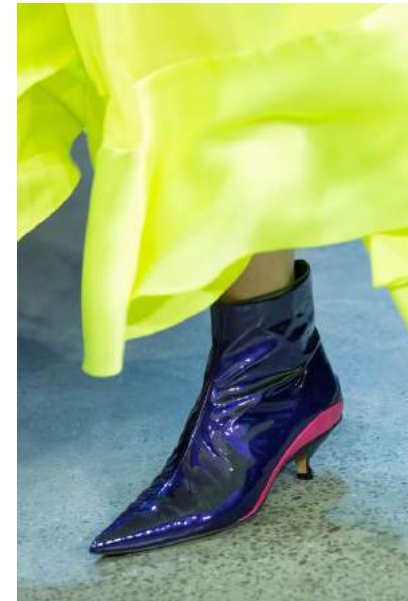
FENDI



MARK FAST



BEN TAVERNITI



Prabal Gurung

KEY ITEMS



PRADA



MIU MIU



PRADA



BOTTEGA VENETA

BOTTEGA VENETA



**EMERGING
BRAND**

KEY ITEMS



CHIKO SHOES



CHIKO SHOES



JIL SANDER



puma

SHAPE DEVELOPMENT



ck



BALENCIAGA

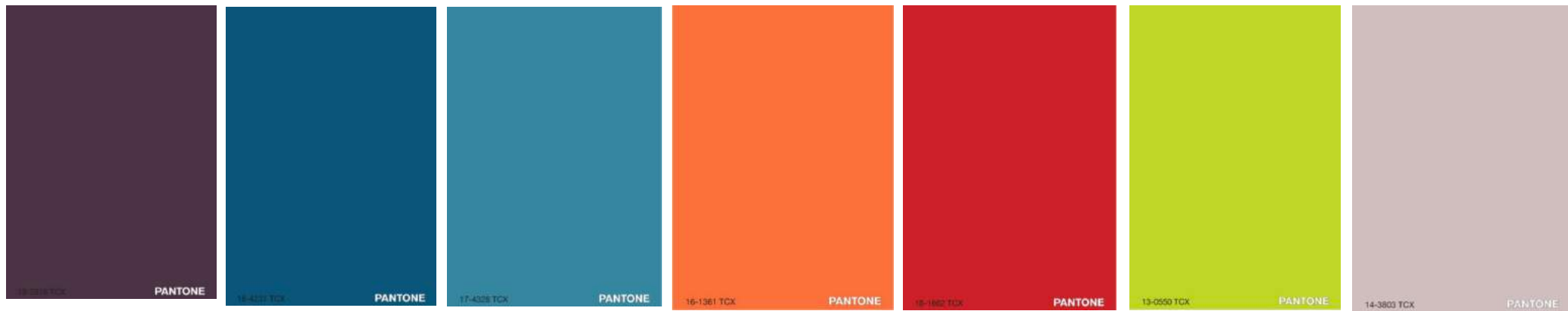


STREET STYLE



BERLUTI

COLORS



SUB-TRENDS

TRENDS

NONLINEAR SOCIETY

A/W 2020-2021



BY MAGDIEL LOPEZ

NONLINEAR SOCIETY

-MASTERS OF CHANGE -FUTURE MAKERS

Comparison DNA / GEN WE

Self-expression and goal oriented generation.

Dream big, feeling together & vocalising their emotions.

#experteeens

#universe

#non-binary

#humonology

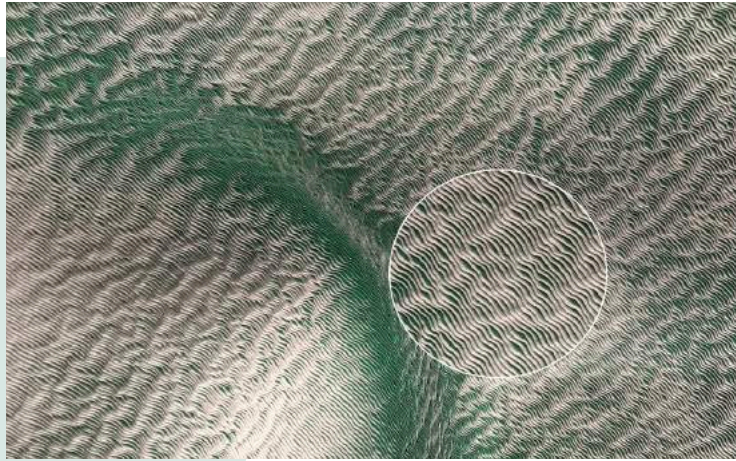
#empowered

#genderfluid

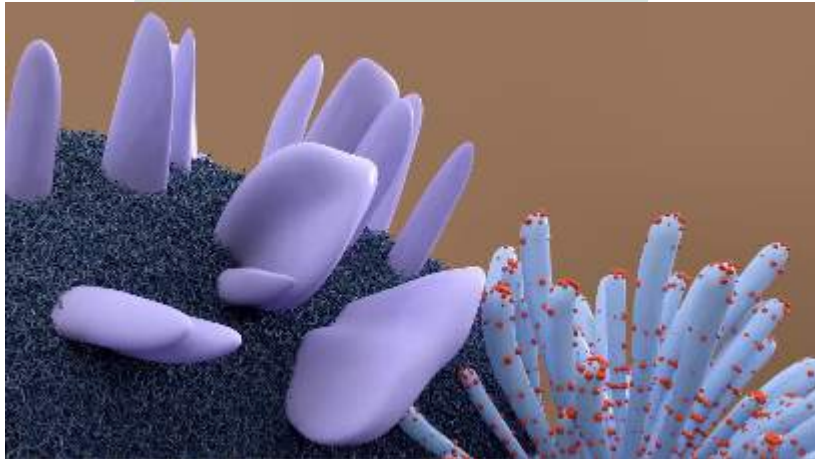
#tactility

NONLINEAR SOCIETY

Gen Z is this generation is split into two main segments: **Gen Me** & **Gen We**. This generation puts high praise upon individualism, technology, culture, and flexibility.



Kotai Tannery



Wang & Söderström



PUMA

CONCEPT



NONLINEAR SOCIETY

DETAIL



sebnemgunay



FUTURE MAKERS



PLASTIC MIX



PFF-WHITE



BYBLOS



PRADA

CONCEPT

GEN ME; **The Anxious Generation** loves to follow and be followed.
Live streaming video games, your daily life, events, make-up tutorials.

PANTONE 19-4049 TCX Snorkel Blue

FUTURE MAKERS

Bottega Veneta



Bloc Boots

DETAILS

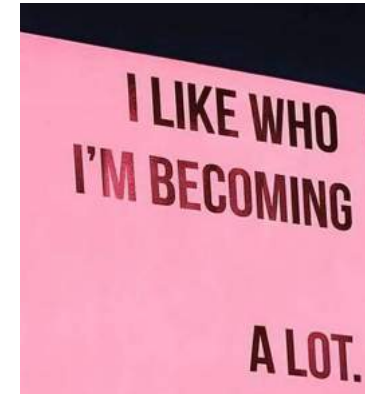


DIOR



MASTERS OF CHANGE

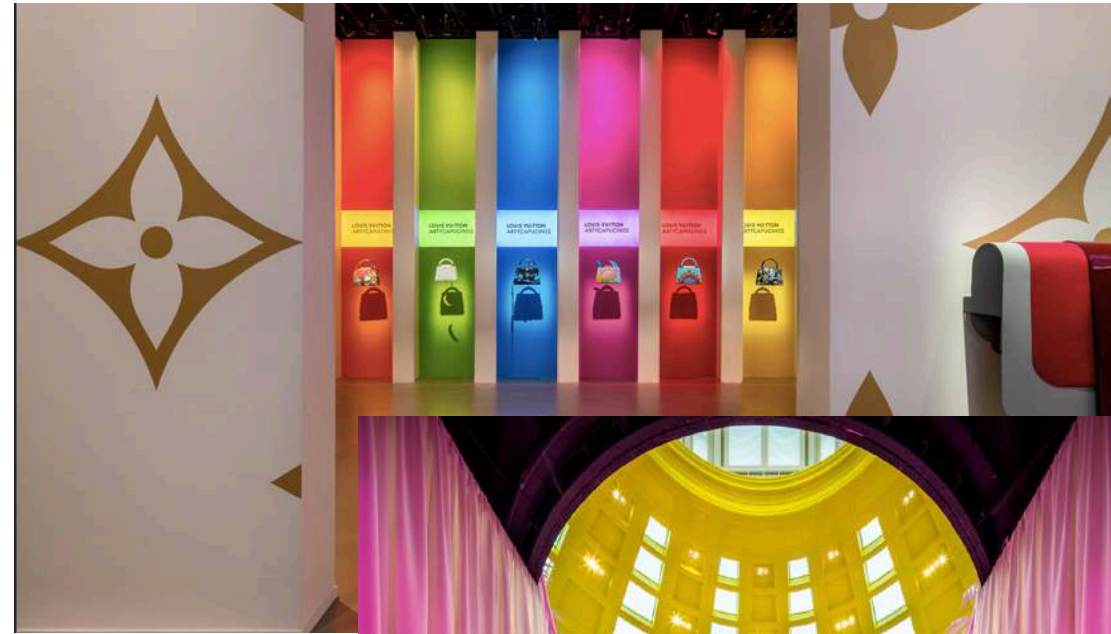
CONCEPT



Pantone P 111-10 C
Winter Lake

GEN WE; is empowered, passion to lift one another up, to help a fellow human, and to actually live in the present moment.

ART CONNECTION



ART CONNECTION



<https://kristinavaraksina.com>



KRISTINA VARAKSINA



MASTERS OF CHANGE

TEXTURES
MATTE
PASTELS

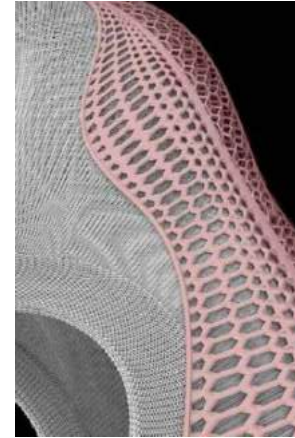
DETAIL



FILA



RAMBOUT



TMM

Pantone 14-3803 TCX
Vintage Tulle

Pantone 11-1302 TCX
Soft Sand

LIFE STYLE



COMMES DES GARCONS



Swimming – Hall in Gotha / Veauthier Meyer



Algorithmically-modeled cake by Dinara Kasko



#BOLD
#EMPOWERED
#FAST



KEY ITEMS

STRAP DETAILS WITH LOGO



ASTRE



PRADA



MSGM

KEY ITEMS

PASTEL BOOTS



MARC JACOBS



LV



ACNE



KEY ITEMS



Christian_Wijnants



DRIES VAN NOTEN



DRIES VAN NOTEN

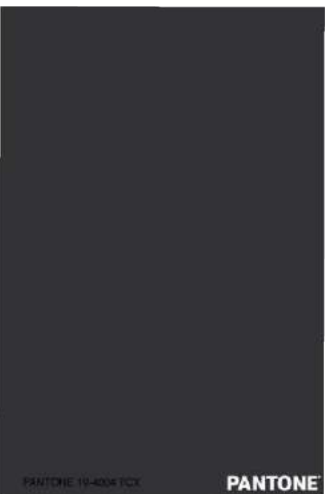
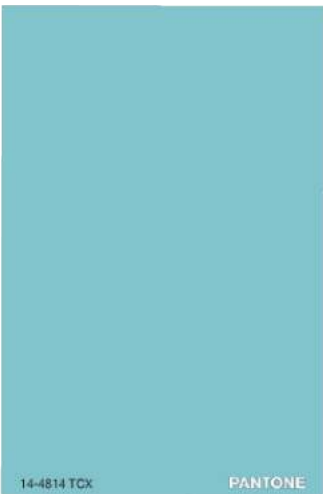
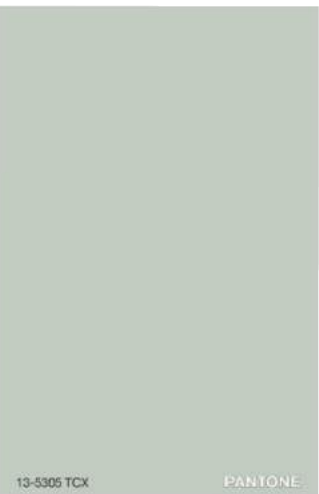
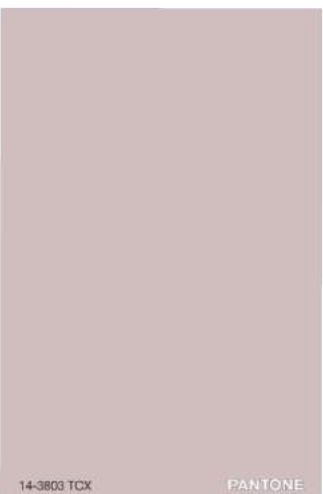
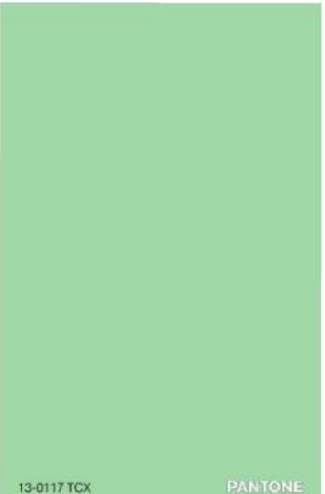
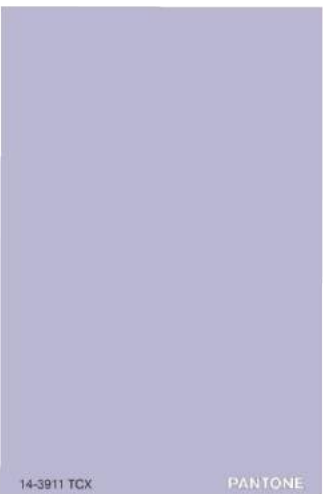
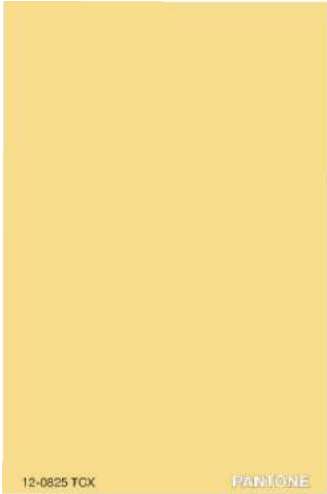


KENZO



JACQUEMUS

COLORS



TRENDS

NEO- INTELLECTUAL

SUB-TRENDS

A / W 2020-2021



Curtidas Riba Guixa

NEO- INTELLECTUAL

- DREAMSCAPE
- RE-CREATING NOSTALGIA

This reputation is unwarranted. Nostalgia has remarkable implications for one's future. It strengthens approach orientation, raises optimism, evokes inspiration, boosts creativity, and kindles prosociality. Far from reflecting escapism from the present, nostalgia potentiates an attainable future..

#nostalgia
#motivation
#optimism
#inspiration
#creativity
#prosociality

NEO- INTELLECTUAL



LOUIS VUITTON



PANTONE 17-1436 TCX Raw Sienna



NEW NORDIC



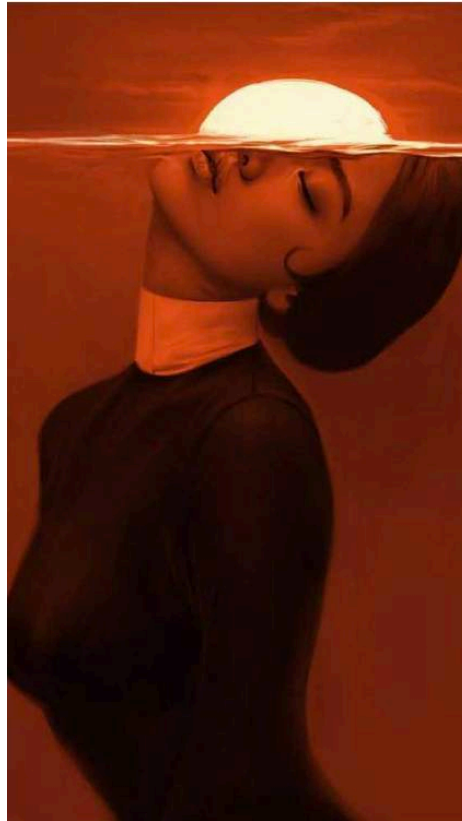
CONCEPT



Sanded
Smooth

NEO- INTELLECTUAL

DETAIL



PANTONE 18-1442 TCX Red Ochre

EMİL DERVİŞ

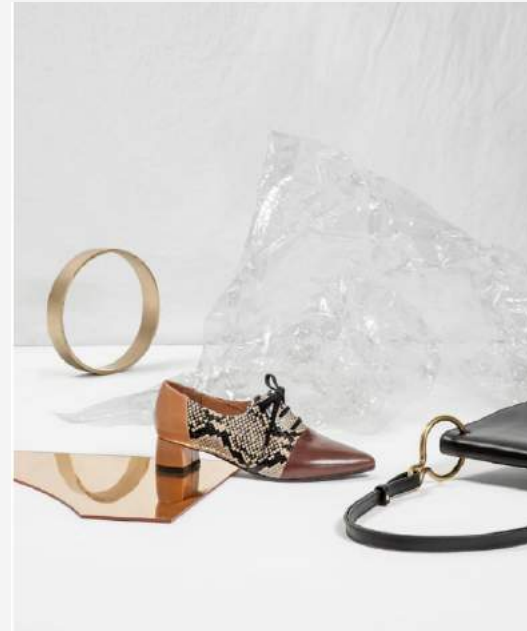
DREAMSCAPE



HERMES



THE VOLON



CHIE MIHARA

IL BISONTE



MANSUR GAVRIEL

CONCEPT

DREAMSCAPE



FLOR FLOWER MARKET



DETAILS

RE-CREATING NOSTALGIA

CONCEPT



BURBERRY

RE-CREATING NOSTALGIA

DETAILS



YUUL YIE

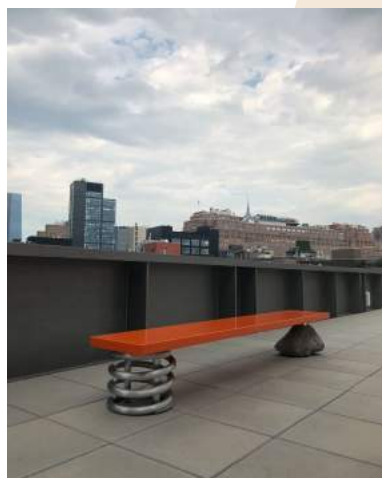


APPLECOCK



LIFE STYLE

#CRAFTSMANSHIP



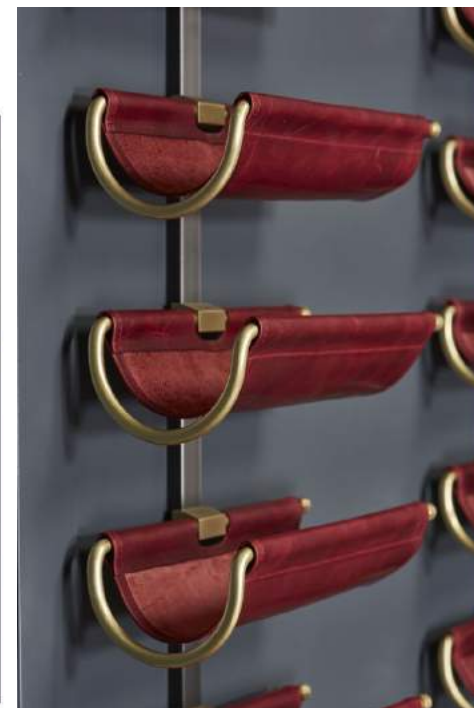
EVORDEN

#TIMELESS #EMBROIDERED COTTON

Attention to detail, perfect execution, and exceptional service. Today's fine dining has evolved into an eclectic blend of cuisines and dining concepts.



Luxury craftsmanship.
Fusion of materials and intelligent
curation of technology.
Light materials.



#LIMITEDEDITION



Rolls Royce - envisioning the future

In a future where transport is commoditised - void of beauty, space and form - nostalgia will stand apart. A beacon of luxury that's distinctly modern, and yet glows with timeless glamour.

Cars will be designed more like an individual sculpture made from one seamless surface. Fluid curves sing with warmth, romance and opulence. This is a presence that proudly announces its arrival, and lights your entrance. Interior spaces are designed to be a retreat from the world - evoking a feeling of privacy, warmth and ultimate comfort.



OLD SKOOL -ANGLOMANIA

NOSTALGIC FUTURE

KEY ITEMS



MANSUR GAVRIEL



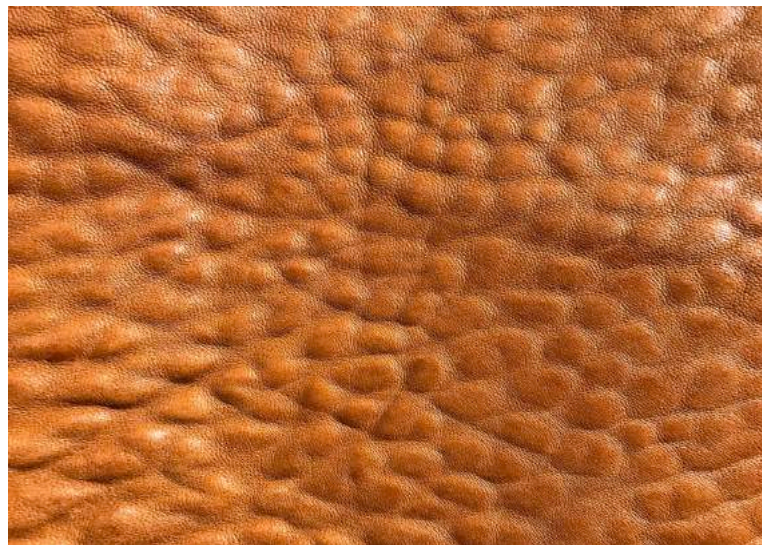
Whistles Croisière



JOSEPH

TEXTURE

GROSGRAIN TEXTURES



RAYNAUD
PREMIER VISION

KEY SHAPES

SCULPTURAL HEELS



GRAY MATTERS



GRAY MATTERS



JACQUEMUS



CHIKO ERICKSON SQUARE TOE OXFORDS

KEY ITEMS



Adenorah



DRIES VAN NOTEN



GRAYMATERS



TEXTURE



CAMILLA & MARC



BEAUTIFUL PEOPLE



ALYX

TEXTURE



LONGCHAMP



ERDEM



MAXMARA



KEY ITEMS



TIBI



HEIDER ACKERMAN



FENDI

KEY ITEMS



FENDI



FENDI

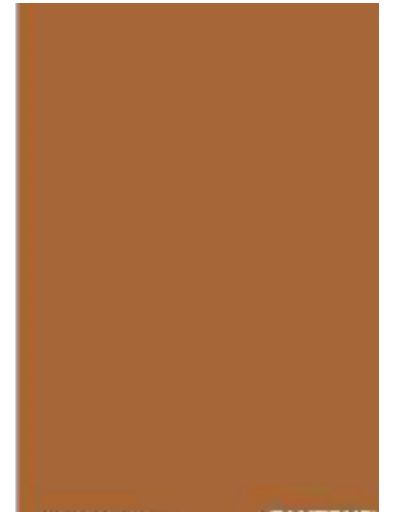
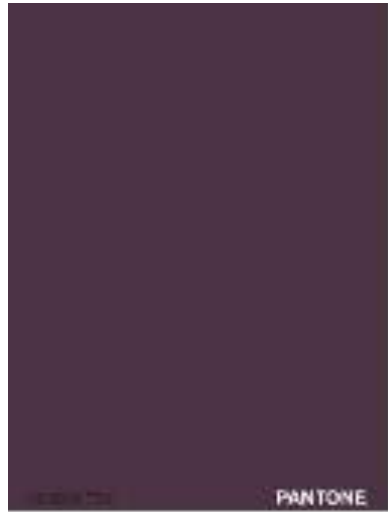


ROBERTO CAVALLI



ALEXANDER MCQUEEN

COLORS



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

September 2019



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AKADEMİSİ

“THANK YOU”