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## **Colour perspectives for Winter 2013/14 and Summer 2014**

based upon the IDEAS colour forecast autumn/winter 2013/2014 "CLOUDS"



Clouds have been stimulating human fantasy by their beauty and their fast changing and dissipating shapes at all times. They are perfect symbols for permanent changes and infinite transformation.

No wonder that the digital era describes its huge data centres and their services by the name of cloud computing. Bringing up private and public clouds, community and hybrid clouds. Highly complex and unlike natural clouds never visible.

IDEAS has defined six colour stories which describe some aspects of clouds whether natural or digital. Please find a short description of each single colour theme below.

## dancing shadows

Flying colours melt throughout the space. Scattering light creates an enveloping mystical atmosphere and animates surfaces with reflections and refractions.



Some keywords concerning the appeal of fabrics:

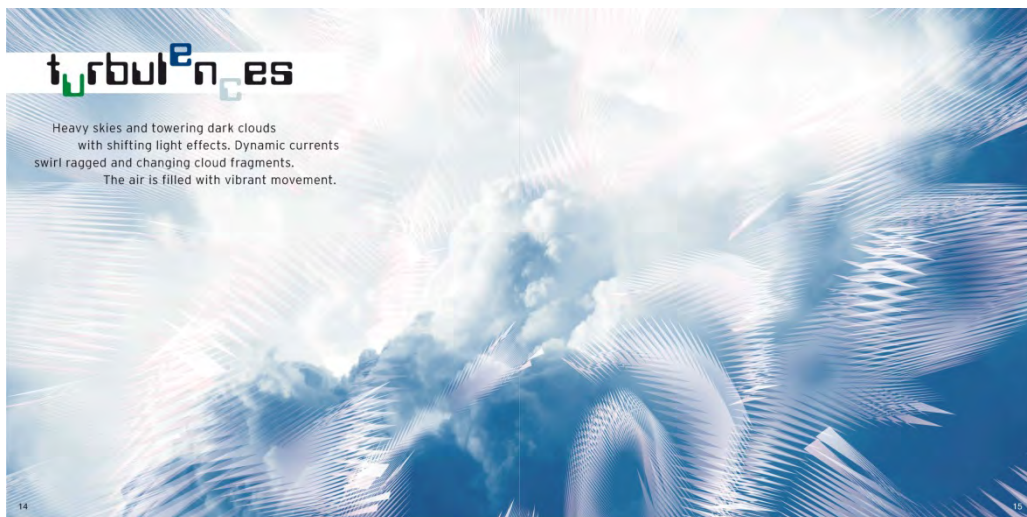
- ultrafine highly functional jerseys
- synthetic fibres blend with wools
- extremely elastic laminates with a dry natural handle
- oxidized metallics inspire fabric finishing
- undulating surface structures

Two-tone patterns with organic forms in soft contrast. Distorted and fractured motifs in tonal shadow plays. Impressionistic brush strokes.

A distinctive array of colours – delicate and harmonious. Grounded in nature but never really natural. Intense dark tones overshadow chalky shades of soft yellow, greyish lavender and moss green.

## turbulences

Heavy skies and towering dark clouds with shifting light effects. Dynamic currents swirl ragged and changing cloud fragments. The air is filled with vibrant movement.



Fabrics focus on:

- high protection
- soft and dry handle
- hi-tech fluidity
- functional matt coatings
- brushed backs

Subdued relief prints with flashing highlights evoke 3D effects. Hand-drawn lines play with patches of giddy geometric forms. Spiral print motifs with a psychedelic touch.

The colour range focuses on timeless dark and intense shades of blue and grey. Highlighted by misty rose and light grey. A flash of saturated dark green sets a strong accent to the cool breezy feel.

### cloud chasing

Fluffy white clouds spotted over the bright blue sky. A perfect day to catch your dream and to conquer unseen space. Whooshing downhill or flying high in the sky – even the horizon is not the limit ...



Retro style influences pair with the idea of re-use. Super lightweights and highly diverse softshells are the main topic. Classic weave patterns like houndstooth and herringbone. Yarn-dyed checks and decorative handcrafted details.

Criss-cross sweeping lines evoke speed and energy. Motifs draw inspiration from a mix of cultural and family memoirs.

Bright and shining colours outlined by inky black. The shimmer of vintage gold softens and warms this optimistic colour palette. Colours are combined playfully.

### cloudburst

High tension. Exploding energy – overwhelming and unpredictable. Electrifying and fascinating by its raw aesthetics.



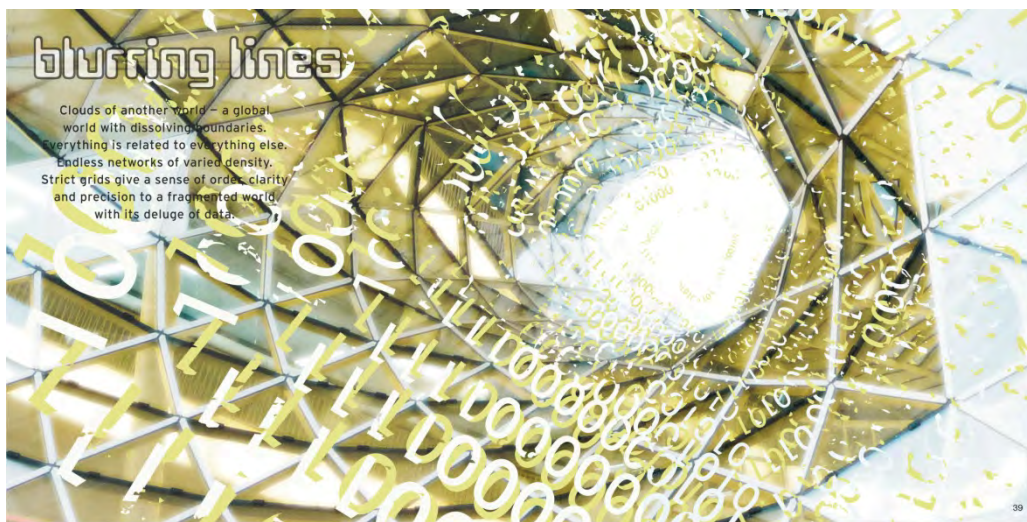
Double-faces play both with patterns and colour. Highly functional fabrics with stretch and soft backsides. Climate management. Natural lustre for crackle finishes. Surfaces with patina.

Colourful patterns shattered into pieces. Sharp edges face curvaceous forms. Graphics imitate ripples in water and cellular structures.

The colour palette recalls the fresh and vibrant clarity after a cloud-burst. Cool yet radiant aquatic tones face sunny orange and earthy brown tones. A thrilling encounter but perfectly balanced.

## blurring lines

Clouds of another world – a global world with dissolving boundaries. Endless networks of varied density. Strict grids give a sense of order, clarity and precision to a fragmented world with its deluge of data.



Virtual and dematerialized living creates the desire for tactile sensations, volume and depth. Latest technologies with a 3D appeal. Density with translucent effects - even laminates get visible by perforated surfaces.

Graphics are precise and fragile. Network patterns have a futuristic feel like clouds of hexagons meandering somewhere between digital and organic.

Icy crystalline light influences the subtle colour range. The cool intensity of the colours evokes both clarity and sophistication. The perfect colouring for the subdued lighting of virtual life.

## supranatural

In search of the future city. Mimicking nature to find highly optimized and efficient solutions for constantly changing urban scenarios. Architectural frameworks and illusions of nature create a contemporary urban poetry.



Main focus on structure and dimension. Faceted layering of fabrics and tonal gradation of colours create a perception of depth. Fabrics with high shine or metallic finish. Clean authenticity.

Expressive typography. Supernatural bold flowers. Organic forms like tentacles and roots spread out on monochrome plains.

Red is the core colour of this colour palette: Fluorescent orange is combined with tonal variations of red. Cooled down by acid green. Steel blue, stone grey and asphalt black set the background. A perfect reflection of urban landscapes.

### Looking forward to summer 2014:

Leaving behind the daily reality to create visions of tomorrow. Concentrating on a strictly forward driven way of thinking. Backed with the experiences of the past.

The first colour story is inspired by the lust for discoveries – luminous pastel shades of salmon red, soft lilac and bluish mist pair with lavender violet and sulphur yellow. Dark tones like deep burgundy and intense olive set the background. Flashes of acid lime for additional luminosity.

City colours – born by the artificial light and the need to attract attention. The alteration of light and shadow creates both intense and greyish tones: shining soft turquoise, bright pink and limelight are contrasted by darker shades of thyme and mauve. Fluorescent sweet candy underlines the artificial appeal of this colour palette.

Connectivity is one of the keywords of our era – weaving playfully a global network, connecting cultural heritage and local crafts for contemporary fashion. Colours are bright and loaded with energy. Primary colours like red, yellow, bluish green and sky blue are perfectly combining fantasy and an active sports spirit.

Black & white dominate another important colour story. They pair with shades of red wine and mauve plus neutral shades of grey, light blue and sandy beige. Perfectly fitting for sports clothing with a strong accent on fashion.

The complete IDEAS colour forecast summer 2014 (62 pages with graphic inspirations & recommendations for colour combinations) can be purchased exclusively by direct order via e-mail: [news@ideas-designers.com](mailto:news@ideas-designers.com).

Please note:

The colour forecast for summer 2014 will be available by July 10, 2012.

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