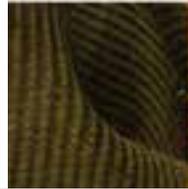


Fall/Winter 2019 Trend Preview



"The forgiving silhouettes, rich hues, and crisp fabrics aren't just on-trend this season—the cotton is 100% fair trade and organic, and (Kowtow) even offers a peek at its "seed to garment" manufacturing process on its website."
- elle.com, 'Eco-Friendly Fashion Labels to Know Now'



Color

primary: blush, olive, nude, mustard
secondary: taupe, navy, beige



Color

primary: blush, olive, clover, nude, mustard
secondary: taupe, navy, beige



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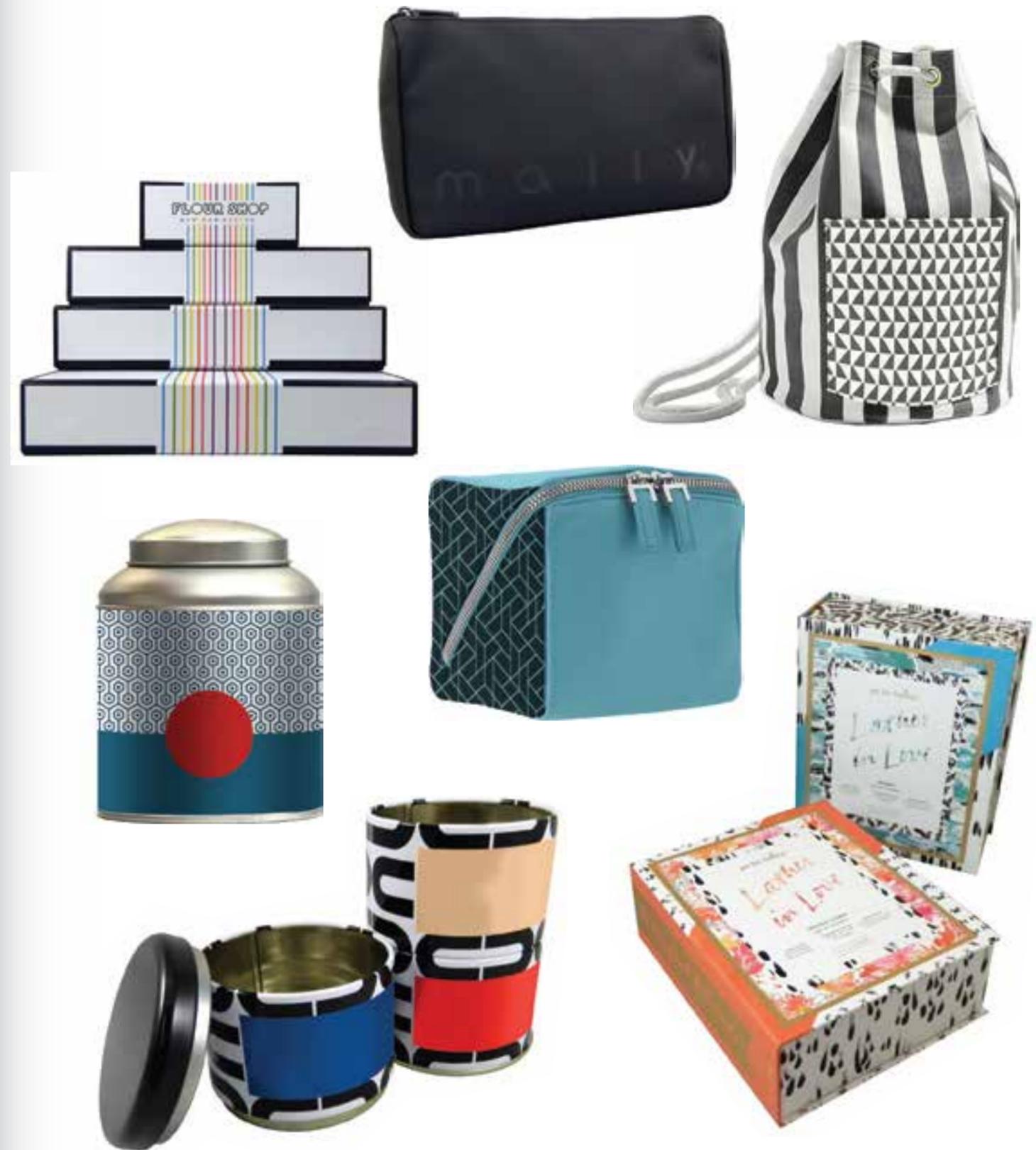
Print

bold typography, geometric lines, minimalist themes



Print

bold typography, geometric lines, minimalist themes



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Material

highlight on transparency



Material

highlight on transparency



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Material

highlight on sustainability



"Freedom of Animals...creates its Céline-esque goods from recycled materials (like water bottles) and organic cotton using a painstaking process that not only requires 70% less energy than many of its peers, but guarantees a luxe, buttery texture that could easily rival the real thing."
- elle.com, 'Eco-Friendly Fashion Labels to Know Now'

"Fleece blanket made from plastic bottles offered by Emirates airlines...Each blanket is made with 28 recycled plastic bottles and it is estimated that by the end of 2019 they would have re-used 88 million of plastic bottles from landfills."
- magazinehorse.com, "Sustainable Fashion: Trend Or Future Of The Industry?"



"Ultra Boost sneakers, Parley's for the Oceans first collaboration with Adidas...(are) made from a new type of from sustainable fiber, which comes from the used plastic that the organization collects in its clean-up actions in Maldives seabed."
- magazinehorse.com, "Sustainable Fashion: Trend Or Future Of The Industry?"



"With a mission to 'conserve the planet's most important resource by reducing the massive water consumption', the brand (Triarchy) aspires to develop sustainable and stylish denim garments with innovative materials as well as recycled denim pieces."
- fashionhumber.com, 'A Style That Never Goes Out Of Trend: Sustainable Fashion'



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- elle.com, 'Eco-Friendly Fashion Labels to Know Now'

Material

highlight on sustainability



reusable totes made with recycled non-woven fabrics



Packaging with label variations creates brand variety while minimizing the use of materials

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Fabric

highlight on corduroy



Fabric

highlight on corduroy



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