G-force for 2004/2005



The year is barely started but already thoughts are turning strongly to the fall and winter seasons of 2004/05. In this article Benjamin de Diesbach of Promostyl in Paris sees the influence of the two 'g' words - gravity and generosity and with Gallic simplicity explores the concepts and the impact he foresees they could have on the apparel industry.

There are two distinct directions inherent in the lines of thought

Gravity: he sees as a backing off from our proud modernist stance, a refusal to treat the past with scorn, and as a result we return to the simplicity of its origin. "To the anarchy of innovation, we substitute the order of style. The 'anything goes' attitude is replaced by elegance and self control and reflected in **force** and **allure**.

Generosity: "Here we are turning away from the cheerless minimalism of the 1990s, and we call out for a new sense of freedom. We also open the door to detailing and decoration, to what is seen and made to be seen - and reflected in what we have termed **allegro** and **profusion**.



Allegro



Profusion

ALLEGRO

The silhouette is about Smiling Modernity.

"Turning away from the polished despair of the Nineties and their minimalist aesthetics, we now call for the return of liberty, self-expression, individualism, and personal taste," he states. It is a resolutely optimistic and whimsical movement and is based on the myriad accumulations and looks to what is seen as the smiling 1950s decade.

The environment of Allegro shows that colour is used to express - all at once - happiness, wit and naivete. Though there is, at the top-end of the market, a 50s-60s influence (peppy neo-vintage), we should not underestimate the importance of mismatching: creating a childish and clownish mood, a "baby" attitude.

In the coming seasons, he predicts, ski styles will be less influenced by extreme action sports (such as freeriding and snowboarding). Less aggressive attitudes will return and are drawn from styles from the 1950s and 60s. It should be defined as a happy and cheerful period featuring lively and optimistic colours. The silhouette remains graphic but colourful and is accented by modernised lumberjack checks.

PROFUSION :

The quest for a better quality of life has become essential in a society suffering from stress. "We naturally turn to the Asian culture that has, over the centuries, developed relaxation techniques such

as yoga and meditation. We are also attracted by the abundance inherent in those cultures, regarding colours as well as prints or multiple layers," says de Diesbach.

The environment in this trend for fall/winter 2004/05 is one of a baroque mood returning to infuse new energy to fashion. It consists of accumulations of patterns and multiple layering. A Mongolian orientation inspired by nature and its riches: lavish gardens and herbarium motifs, an abundance of feathers and birds will all express their influence.

Outdoor garments for children draw their inspiration from ethnic influences to enhance their graphic and technical edge. Precisely placed polar fleece inserts and topstitched motifs, for instance, boost the design of garments that feature a multicoloured range of shades combined with cold tones such as grey.



Allure

FORCE

A wind of revolt is blowing over action sports. It is predicted that a radicalisation will be taking place through non-colour, and black combined with silver is the dominant tonality. Both dark and austere, this style has a futuristic edge.

Its environment is an inclination for anti-fashion, non-colour and anti-design centring on order and gravity. The wind of revolt favours sombre and austere styles. The quest for protection translates into monoblock, monolithic and ergonomic shapes.

In this instance, skiwear is inspired by a commando spirit, garments are equipped with ultra graphic detailing and striking functionality emphasising the rugged look. It will draw on very high resistance fabrics such as DuPont Cordura in a range of dark greys and blues, highlighted by bright dashes.

ALLURE

The current aspiration for a sense of order should lead us towards quality, craftsmanship, the use of premium materials and finishing, but also with inspired style. "We turn to our heritage and in particular the 1920s and 30s that so eminently emphasised elegance," explains de Diesbach. "Those were the years of both audacity and elegance."

The environment of Allure is expressed in the current yearning for a well-ordered world which leads us to re-evaluate and appreciate quality, and craftsmanship.

In this instance we should see fitness turning to Thirties' elegance: pared lines and impeccable cut, comfortable shapes and art-deco inspired new check prints. Cozy cottons (chic fleece) will be worn with ultra light, coated, waterproof fabrics in a range of soft pastels combined with fruity pinks.

These then are the silhouettes, moods and influences which will excite the consumer-expectations of sports activewear enthusiasts in twenty-four months time.



Force