Back-to-back – where fashion, leisure and sport meet

Backpacks are becoming more 'fashion conscious' every season. This season we see the emergence of Retro backpacks and 1980s colour styling themes – in fact it would be accurate to say that the high street fashion market is having an ever-greater influence on the Outdoor, Ski and Sport backpack business. One only had to visit ispo this winter to see the composite lifestyle influence beginning to nudge specific sporting themes.

Last season we reported that the following were emerging trends *(see WSA Nov/Dec 04)*: asymmetric styling, street military and skate board looks, wearable bags, big logo's, decoration with ever more adventurous prints, and brighter colours.

Without doubt these themes are still growing – but this season there are other identifiable and additional new themes coming through from fashion/streetwear, the consumer electronics market and the concern for 'more protection'. Design in one sector of the market has a spill-over effect into another and, at first glance, unrelated sphere of activity. But, in today's global market where one part of consumer activity overlaps with another, the cross-fertilisation of design influences are inevitable.

Key bag trends and themes 05 -06

Image Trends: Retro adventure packs inspired by expeditions from the past when heroes were real heroes and not media-hyped passing celebrities.

Technical Trends: Protection; the growth of Dainese-inspired protective equipment is influencing backpack construction.
Transformation; detachable components or features that transform to secondary uses. The customer demands ever more functionality from backpacks.

Function: Every big brand wants to show off its latest technical innovation in back systems, but are the customers really impressed when it comes to daypacks? Styling and practical function is more important for the average consumer – we are still waiting to see fresh ergonomic innovation in mid range day packs.

Product Types: Single use bags; (iPod bags, digital camera bags, small computer-specific active bags, etc) and this market area is seen to be growing fast.
Wearable bags; personal bags to carry the 'minimum essentials' is a growing area, too.

Colours: are becoming more and more striking… we now see 1980s clashing sports colours coming into the backpack market. Zing Bright Lemon (TP: 12-0643) looks set to be the new orange, while blues take a back seat.

Prints: Traditional woven fabrics that appear to come from the Scottish highlands and country pursuits are being used by key board riding brands. The second look is the continuation of street art with the hand drawn imagery and a graffiti look. Where they lead no doubt others will follow…



Trend feature developed in association with Design IQ (www.design-iq-ltd.com), a leading specialist sports fashion, outdoor design and product development consultancy.

Transformation

Your backpack can do more than just carry things – Personalisation in cool!











Protection

Your backpack can protect you- heres how.....







Single function bags

Travel bags come of age – single use bags to carry specific items are becoming big business.

















Retro look

Traditional expeditions, hunting, and fishing sport inspire the retro look.









