



DESIGN INSPIRATIONS
FALL/WINTER
2013/14



designers' choice SINCE 1895

Reflections

REFLECTIONS

As a counter-trend to globalization – where everything begins to look the same the world over – the need to make things local, to make them more appealing, comes sharply into focus. Rustic, rural influences will bring the farm to the inner city, respect will be the new social movement, and a young design direction will embrace darkness and decay. Genuine has overtaken authentic, with the slow food movement inspiring slow fashion, where products are local, resources are regional, and sustainability is stamped on every design.

For this reason, this season we remain close to home, embracing all that our Austrian heritage has to offer. From the ballrooms of Vienna to the operatic overtones of Mozart, along the adrenaline-inducing jagged mountain peaks to the proudly rural lifestyle of the Tyrolean Alps, our strong sense of heritage and the long history of Swarovski are perfect examples of how keeping things local, of remaining true to your roots, creates a modern yet timeless appeal.

Born out of a strong sense of identity, and belief and passion in what we create, this season we show how time can move forward yet remain true to its past. Celebrating our heritage clearly and proudly we reflect on the way things were and where they will take us.

Welcome to our Fall/Winter 2013/14 trend themes – Reflections.



CLASSIC

REFLECTIONS ON TRADITION

COLOR CONCEPT

A genuine theme of folkloric honesty and life on the land, the charm of the Tyrol is calling. The mossy greens and browns of firs and forest are coupled with comforting, trustworthy tones in saturated shades of red and deep blue.

SEGMENT
Ready to Wear



ROMANTIC

REFLECTIONS ON DARKNESS

COLOR CONCEPT

Darkness and decay highlight the transience as well as the beauty of life in this "New Romantic" story. Mysterious and deeply intense hues of purple and black are offset by decadent fuchsia and red tones to show romantic severity, with gray used to soften the effect.

SEGMENT
Evening Wear and Accessories



PROGRESSIVE

REFLECTIONS ON PROGRESS

COLOR CONCEPT

Craggy peaks, snow-covered Alps, crisp white snow, and blue skies – fashion comes down from the mountain! Energetic and adrenaline-filled, winter style is woken up with vibrant, bold hues in clashing neon, placing a focus on the icy shine of the new Light Turquoise.

SEGMENT
New Segments and Sportswear



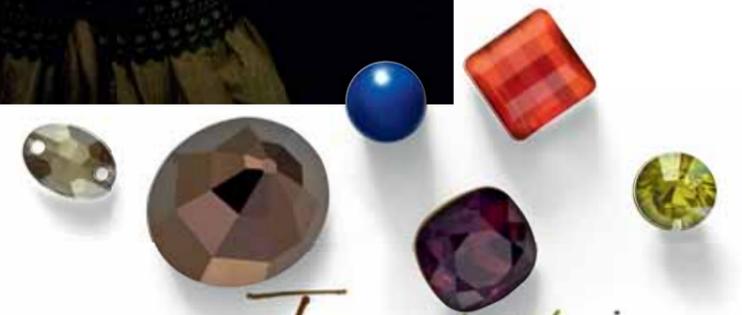
GLAMOUR

REFLECTIONS ON BEAUTY

COLOR CONCEPT

Embracing a fairytale quality, a focus on the return of manners and decency sees the enchanting soft sorbet shades of pale pink, watercolor yellow, and the softest of blues, which are usually reserved for Spring/Summer, revised as glamorous winter hues.

SEGMENT
Jewelry



Reflections on Tradition

CLASSIC

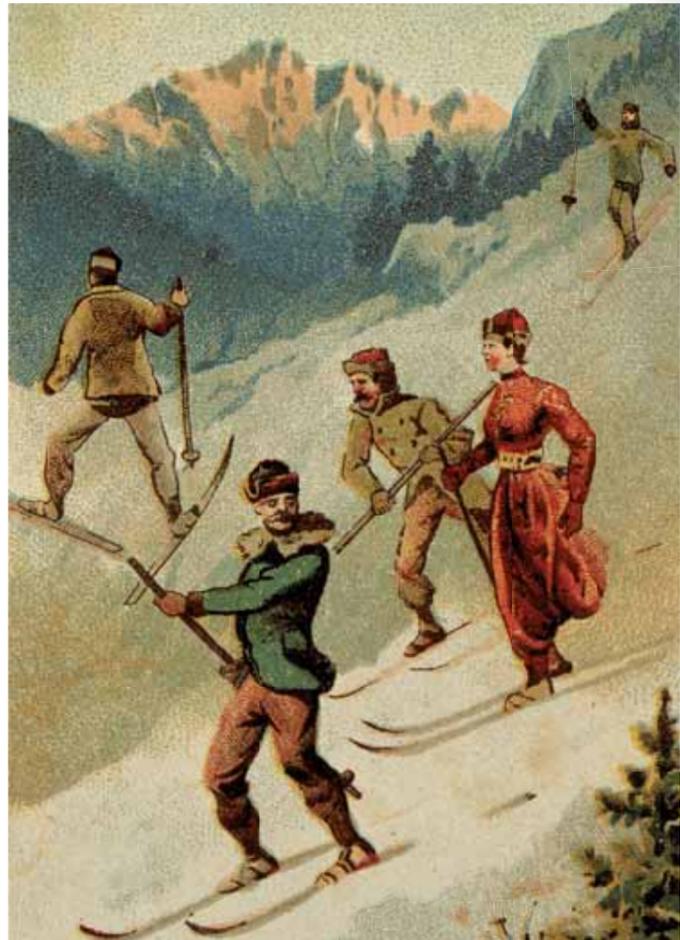
REFLECTIONS ON TRADITION

The Tyrolean way of life: calm and solid, linked to the land, held together by centuries of tradition, is even more appealing in these troubled times. With society becoming increasingly attracted to folklore and history, the traditional dress code of the Alpine peasant – the dirndl, loden, and lederhosen – is inspiring others, while our desire to know where things come from heralds a strong movement toward local, sustainable, and traceable ingredients.

TRUSTWORTHY



TYROLEAN



CHARM



CLASSIC THE MOOD

No longer interested in "throw away" or "fast-food" fashion, regional and traditional aspects that have been tried-and-tested are influencing design.

All things Austrian appeal and traditional Alpine costumes are picked apart and revisited with a modern approach.

Folkloric jewelry, collectible pieces, and casual charms – mementoes of our past that tell a story and offer a human link to our history – are held precious and passed down through generations.

In an effort to show consideration for the Earth and its limited resources, natural materials are held in high regard.

A new form of tourism is predicted to turn inland; hiking in the Alps, mountain walking, or visiting lakes will herald a new age of wanderlust, which will influence fashion and accessories.

Gadgets feature grandfather glamour with the natural and the technological colliding in brilliant, sparkling design aesthetics.



GENUINE



FOLKLORIC



CLASSIC

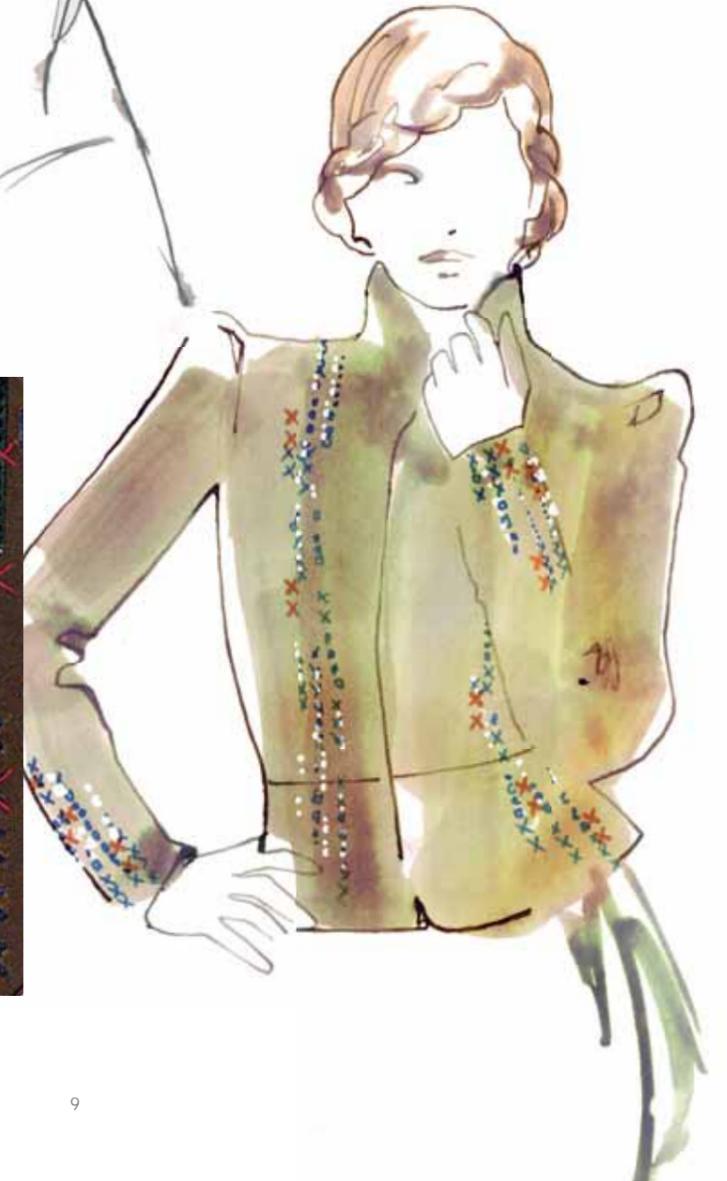
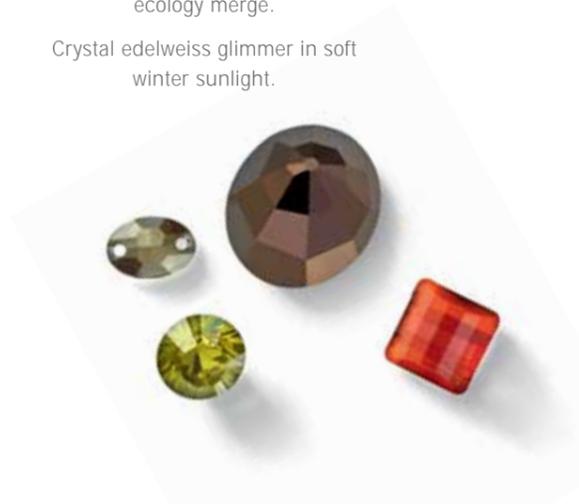
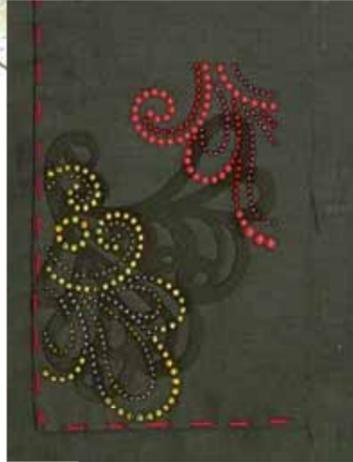
SEGMENT INSPIRATION

Traditional Tyrolean detailing is emphasized in discreet designs with crystal appearing in interpretations of folkloric motifs.

The subtle shine of subdued crystal hues is introduced into traditional Alpine peasant dresses or worked into lederhosen inspired trousers.

The combination of natural materials with sparkling crystal continues as luxury and ecology merge.

Crystal edelweiss glimmer in soft winter sunlight.





Reflections on Darkness

ROMANTIC

REFLECTIONS ON DARKNESS

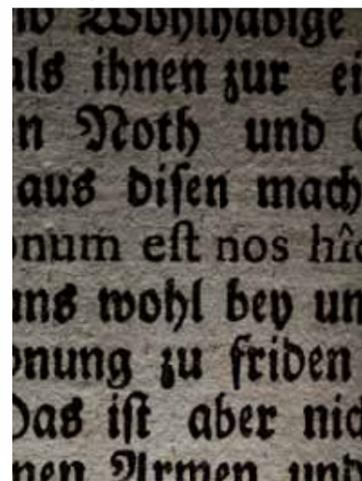
We are now living in what is being called the "Age of Doubt," where a new generation is growing up without a sense of security. Yet instead of pushing against circumstances that they cannot change, young designers are now rejecting the "happy/healthy" trend and embracing all things dark and dramatic. Much like the romantics in the past, this "New Romantic" spirit is haunted by a sense of longing, a beautiful feeling of loss. With its long history of gains and losses Vienna, as a city, is increasingly coming into focus. The ruins of the empire are inspiring a new generation of young designers who have found inspiration in Vienna's darkly romantic past.

OPULENT

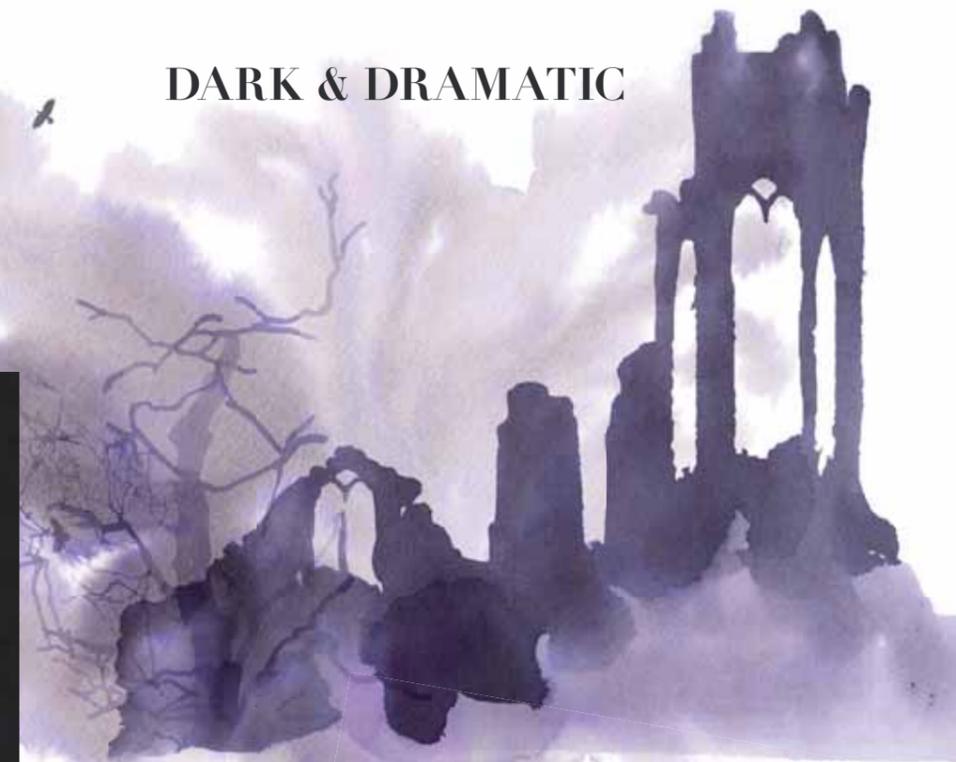


PUNK
BAROQUE

SYMBOLIC



DARK & DRAMATIC



ECCENTRIC



ROMANTIC
THE MOOD

Enchanting and eccentric yet darkly dramatic, the "New Romantic" style is defined by its finishing touches.

Uniform-like accents and precise details in decoration herald fashion design for the future with Austro-Hungarian uniforms inspiring a new design ethic.

Outlandish statement dressing returns with structure and surface taking center stage.

Rich suiting, polished surfaces, velvets, ornate crystal, and precious wool combine in a mash-up of materials.

Decadence and decay inspire modern jewelry with historic ambience showing up in a mixture of eras.

The essence of high-end craftsmanship is revisited in elaborate metalwork, and history is married with technology to offer timeless appeal.





ROMANTIC

**SEGMENT
INSPIRATION**

Reduced iridescence in crystal, darkly dramatic tone-on-tone effects, and opulent all-over designs convey Baroque inspiration.

Derived from ancient patterns, elaborate crystal accents appear in eccentrically inventive designs.

Rich variations in size and scale of crystal will be used in boldly intense color combinations to offer a design direction that is at once modern yet darkly historic.

The beauty of the morbid is apparent with dark crystals adding somber shine.





Reflections on Progress

PROGRESSIVE

REFLECTIONS ON PROGRESS

From the snow-covered peaks to the city streets, the vibrant energy of the Austrian Alps is influencing design. With a focus on active, sports-inspired streetwear, the ongoing trend of getting closer to nature, "Glamping" (glamour camping), hiking, wandering, ski touring, and skiing is influencing everyday design with a practical, athletic feel. Offering a sense of wellbeing and fulfillment, helping us to cope in a world of efficient visual, modern technology, the desire to react and reenergize ourselves is captured throughout this powerful theme.

PROGRESSIVE
THE MOOD

Sleek and streamlined, bright and bold – active sportswear and luxurious city wear collide.

The use of recycled materials and the appearance of synthetic alternatives for sustainable solutions hinges on the increasing awareness that we will soon be witnessing a scarcity of natural materials.

Coated, encapsulated, and compressed, new materials will be able to fend off the severest cold.

Clothes become like a second skin with a 60s touch of pop art and industrial design-style textures.

Bold, strong colors in accessories show optimism, adrenaline, and excitement, while jewelry pushes an avant-garde aesthetic.

Winter sport discovers its colorful nature in New Segments.

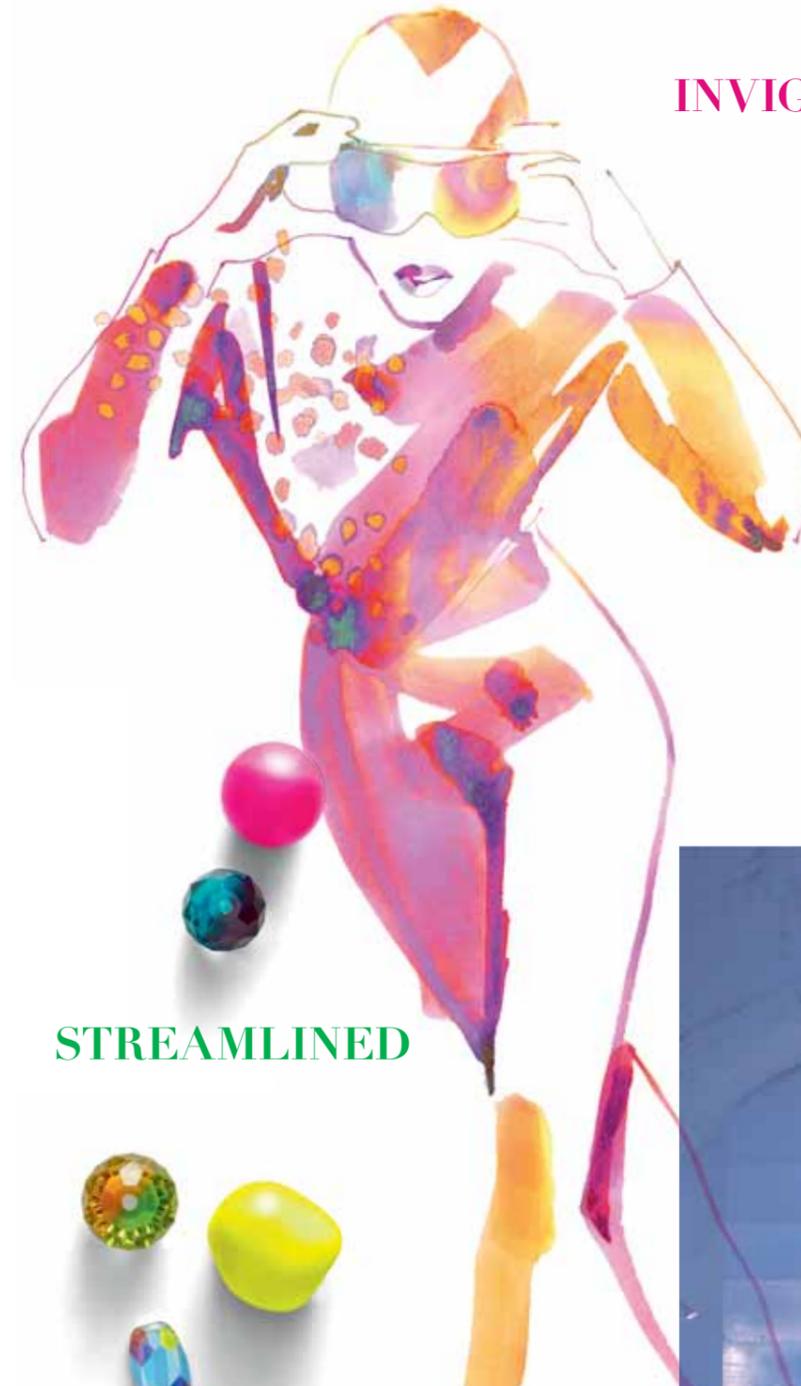


ENERGETIC

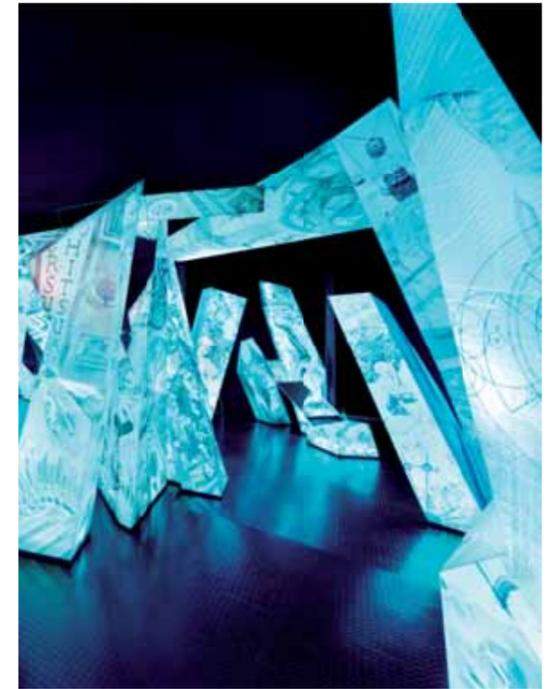
TECHNOLOGICAL



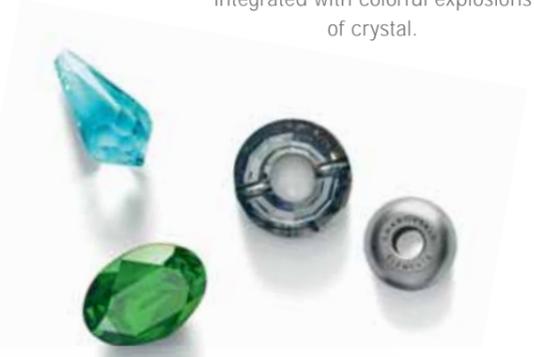
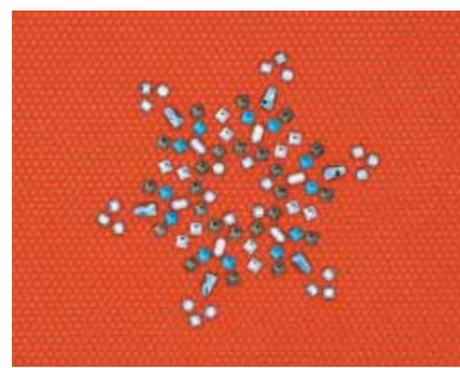
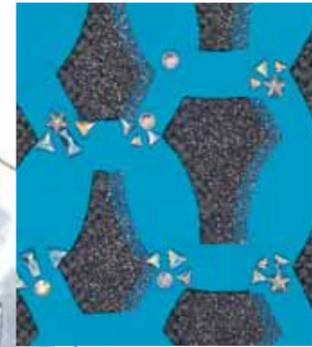
INVIGORATING



STREAMLINED



ADRENALINE



PROGRESSIVE
**SEGMENT
INSPIRATION**

Embedded crystal appears as geometric structures creating sleek lines and strong graphic details in practical, reflective surfaces.

The use of plastic, rubber, tubing, and other synthetic materials with crystal stretches the imagination in forward-thinking designs.

Crisp and smooth, matt and shiny – surface aspects showcase material mixing integrated with colorful explosions of crystal.



Reflections on Beauty

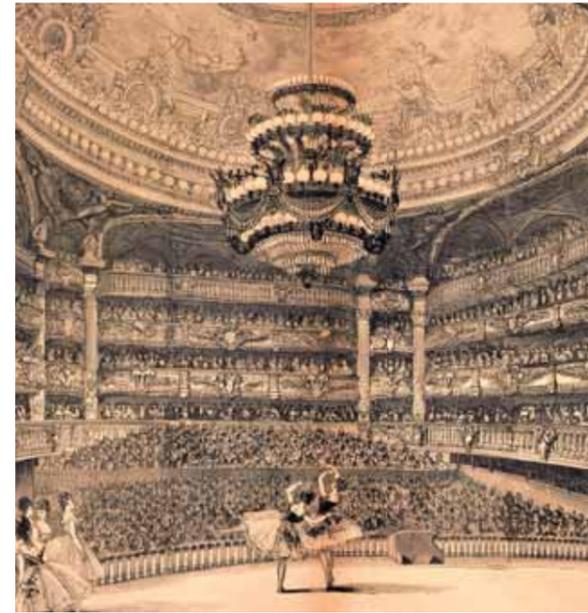
GLAMOUR

REFLECTIONS ON BEAUTY

Showcasing a more delicate and enchanting lifestyle, the Glamour theme takes us on a sentimental journey. Opera, balls, waltzes, and classical music are all influencing modern, glamorous design injecting it with a sweetly subdued sense of beauty. The emergence of a new breed of beautiful young Royals has seen correctness and decency become the buzzwords for a new generation. Textiles reemerge from the past, becoming an inspiration for style and design, and the glamorous heyday of the beautiful Viennese Waltz will influence a new generation who will seek to find solace in beautifully crafted designs.



IMAGINATIVE



EXQUISITE



ENCHANTING

GLAMOUR

THE MOOD

In what is being termed "The Decency Decade," we are witnessing a backlash against the over-the-top sexualization of pop stars and seeing a new sense of prudence and personal modesty reappear.

Ladylike behavior is back in vogue with delicate designs inspired by fairytale romance.

The Catherine Effect (created by Prince William's new wife) has inspired a generation of young girls to seek their own personal "Prince Charming".

Fashion fit for a modern-day princess and a focus on jewelry and accessories sees over-the-top glamour mixed with modern elements.

Elegance and sophistication retain their allure as radiant crystal creations swarm silhouettes in ultra-feminine styles.

Soft pastel tones underline the seductive character of figurative and botanical motifs from the Garden of Eden, while cut crystal shows transparency in design for New Segments.



MODERN PRINCESS

DELICATE





GLAMOUR
**SEGMENT
INSPIRATION**

Random sparklings of crystal cover whimsical, fantasy-filled forms.

Fairytale fashion will see crystal excessively adorning absolutely everything in creations fit for a queen.

Crystal and Crystal Pearls become symbols of wealth and desire.

Clothes are beaded and bejeweled with crystal, offering a sense of history and sophistication.



