



INSPIRATIONS
FALL/WINTER
2014/15



Opposites Attract

In times of transition or insecurity, such as the continuing economic crisis or due to economic power shifts, the need to find stability and control gains importance. The Mega Trend of Individualization is therefore enjoying renewed interest, as social, economic, and political changes across the world force individuals to take control of their own lives. It is predicted that huge changes in wealth, observed for example in China or India, will alter the traditional appreciation of the individual in these cultures, as a higher income is often related to more individualistic values. Similarly, the relative decrease in wealth, particularly in the west compared with eastern Asia, implies that these cultures will experience a relative decline in the importance given to the individual – the counter trend of collectivism. With the traditional order being reversed and the continuing rise of the individual, this season we focused on individualization and its polar opposite – collectivity: both trends that are redefining our design ethic. Each theme this season reflects a seemingly impossible combination of polar opposites that complement each other, as if they have always belonged together, to show true individual style.

Welcome to our Fall/Winter 2014/15 inspirations –
Opposites Attract.



CLASSIC
EXTRAVAGANT SIMPLICITY

COLOR CONCEPT
Newer nudes stand alone, or are used in combination with soft silks and beautiful beiges, with uplifting warm rose gold to merge elegant minimalism with extravagant design.

SEGMENT
Accessories



PROGRESSIVE
NATURE LAB

COLOR CONCEPT
Green, traditionally a spring/summer color, dominates showing regrowth and renewal, and is merged with gray concrete-inspired hues to form a strong nature-tech palette.

SEGMENT
New Segments



ROMANTIC
URBAN NOMAD

COLOR CONCEPT
Rural eccentricity is combined with urban cool in warm copper and bronze-inspired tones, married with darker berry colors and deep velvet purples that are highlighted by the softness and warmth of Crystal Lilac Shadow.

SEGMENT
Ready to Wear



GLAMOUR
DEMURE DECADENCE

COLOR CONCEPT
The lavishness of the east is married with western discretion with the inclusion of vibrant pink (*"The navy blue of India"* – Diana Vreeland), combined with the deep burgundy, wine, and berry colors that are traditionally associated with European winters.

SEGMENT
Jewelry/Eveningwear

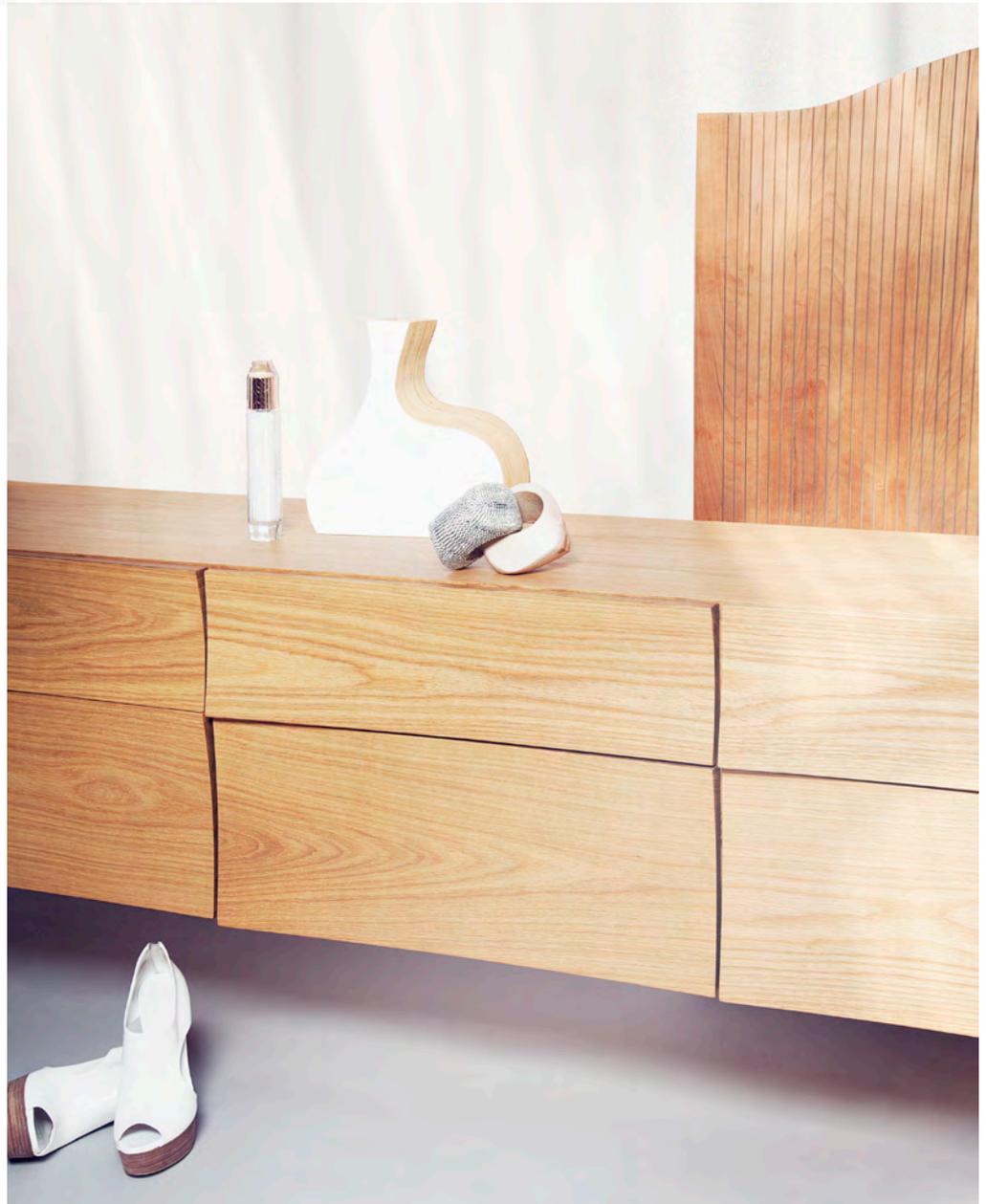


CLASSIC

A pared-back feel is prevalent as the design world becomes focused on what is being termed “Boredom Beauty.” This new design ethic sees basics reinvented with hidden detailing and purpose. Wardrobes concentrate on the achievable and wearable. Alongside this, a new male/female hybrid is introduced. As women reject the trend of dressing in masculine styles, as introduced in the “Female

Shift” perspective of last season, the rise of the “New Man” means that men opt for the traditionally “feminine” colors of nude and blush in more subtle shapes. Indeed, there is a strong, ongoing focus on the classic shapes of the past with a modern interpretation. Form follows function as in Bauhaus doctrine, and in this theme, cut and finishing touches are key: details are refined and elegant.

Extravagant Simplicity





CLASSIC

THE MOOD



A firm focus on keeping it straightforward and simple coins the new design ethic of “no-fuss” fashion.

Less is definitely more in this theme, where crystal emerges in clean, geometric structures or as finishing touches to simplified designs.

Minimalistic jewelry styles – clean-cut stones and alternative materials – become the new expression of luxury.

Precise, clean lines continue to emerge in all segments.

The new interface between being nude and clothed is the emergence of synthetic structures that are continuing to gain in popularity due to the ongoing scarcity and expense of natural materials.

Feminine lines meet masculine style in the new androgyny, where men wear typically “female” colors such as beige-pink, cream, and champagne.

Basics are reinvented – woolen pants, T-shirts in silk, and sensuous masculine jackets lay the foundation for a wardrobe that will bridge both fashion and time.

Creative collisions, in materials, form, and function, push design toward a fantastic streamlined future.

Reduced, well-chosen, and functional designs in New Segments take center stage.

Rough surfaces and raw textures in packaging satisfy the need to feel and touch.

Natural materials and crystal embellishment offer sensory pleasure.

NEW
ANDROGyny







PROGRESSIVE

Nature Lab



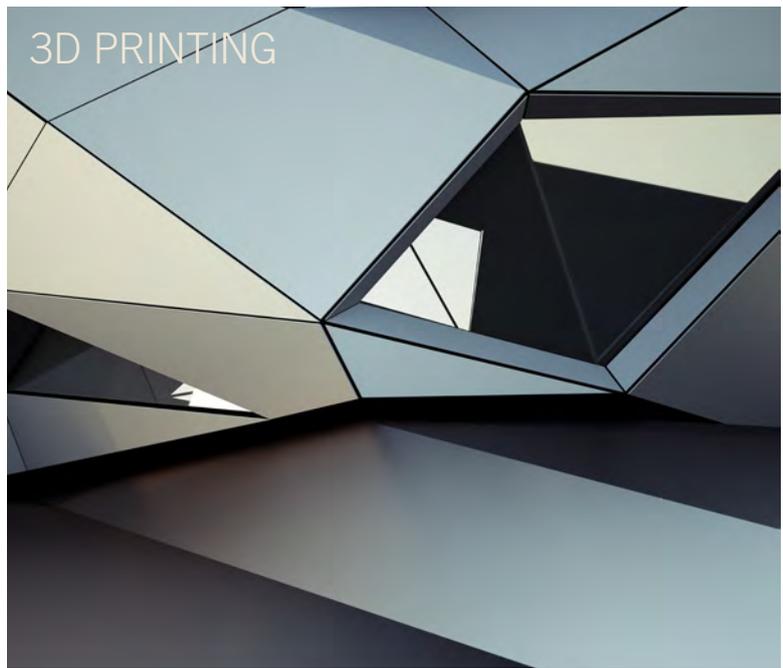
The design world has its focus firmly on the future with the rapid ascension of 3D printing.

"Indeed, the future will see us able to buy an item online and print it out at home. With digital files so easily manipulated, it will also enable companies to more quickly adapt their products as to what works, or let the user themselves experiment with the design to enable true personalization." (Peter Weijmarshausen, CEO and cofounder of 3D printing marketplace and community Shapeways.)

With the escalation of 3D printing capabilities, the architectural and sculptural

will offer a different sense of luxury. In parallel with this, the designs of the future remain firmly committed to green issues. These concerns, coupled with the advance in technology, have created an entirely new design ethic, with structures mimicking nature enjoying a newfound success as wearable pieces of art. In what has been termed "Next Nature," technology and nature will now coexist, with nature providing endless inspiration for technology. The meeting of these polar opposites – nature and science – is transforming not only urban spaces but also our wardrobes.





Repetitions of organic patterns look as complex and detailed as nature's elements.

Technology and nature merge with a focus on the biological in futuristic materials.

"We find that the lines between fashion, footwear, and jewelry are blurring, with jewelry shifting from mere decoration to being an integral part or even the starting point of the outfit or product."
(View 2 – Issue 14)

Advanced technical possibilities and the rise and rise of 3D printing create a new style of personalized jewelry and fashion forms.

"Textiles will be dense and compact, woven from wool, knitted from soft mohair, or gathered from recycled synthetics." (TU FW 14-15)

"Fabrics normally reserved for the evening are worn in the day." (A+A Design FW 14-15)

Infrastructure is inspired by insects' wings. Ultra-functional micro structures infiltrate fashion prints.

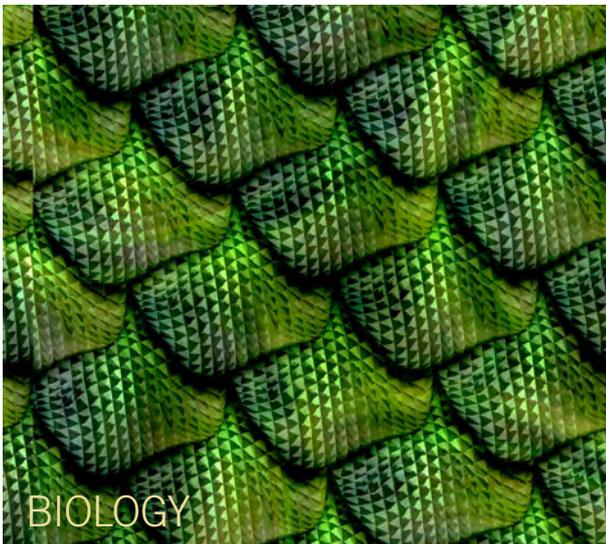
"Human anatomy becomes the main inspiration for accessory pieces." (View 2 – Issue 14)

Transparency in design continues its ascent and adornment takes on a futuristic look.

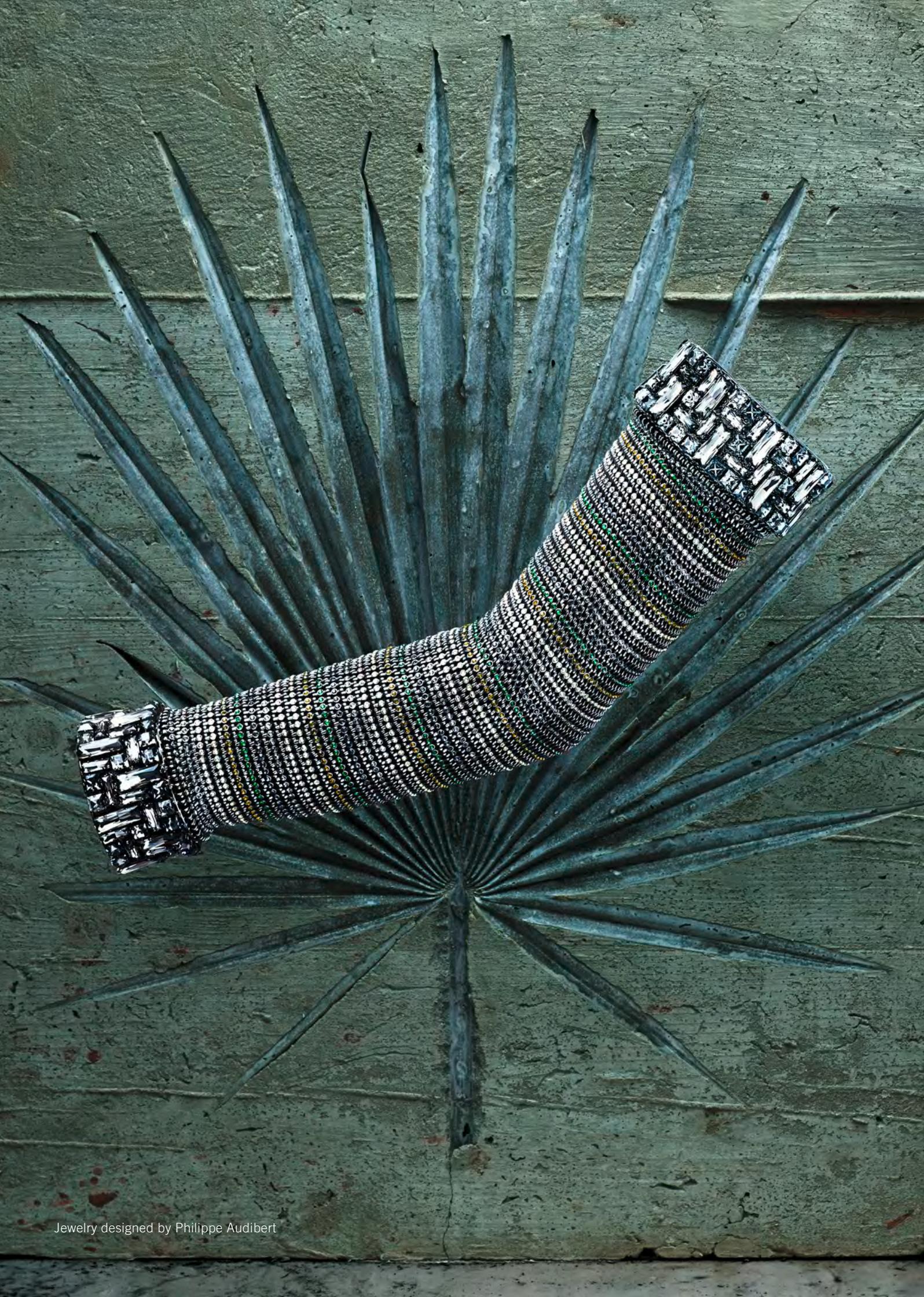
Functionality and easy usage are crucial for New Segments – clear lines, simple shapes, and minimized complexity are key.

Industrial-inspired aesthetics and electronics that focus on single functions are cutting edge.

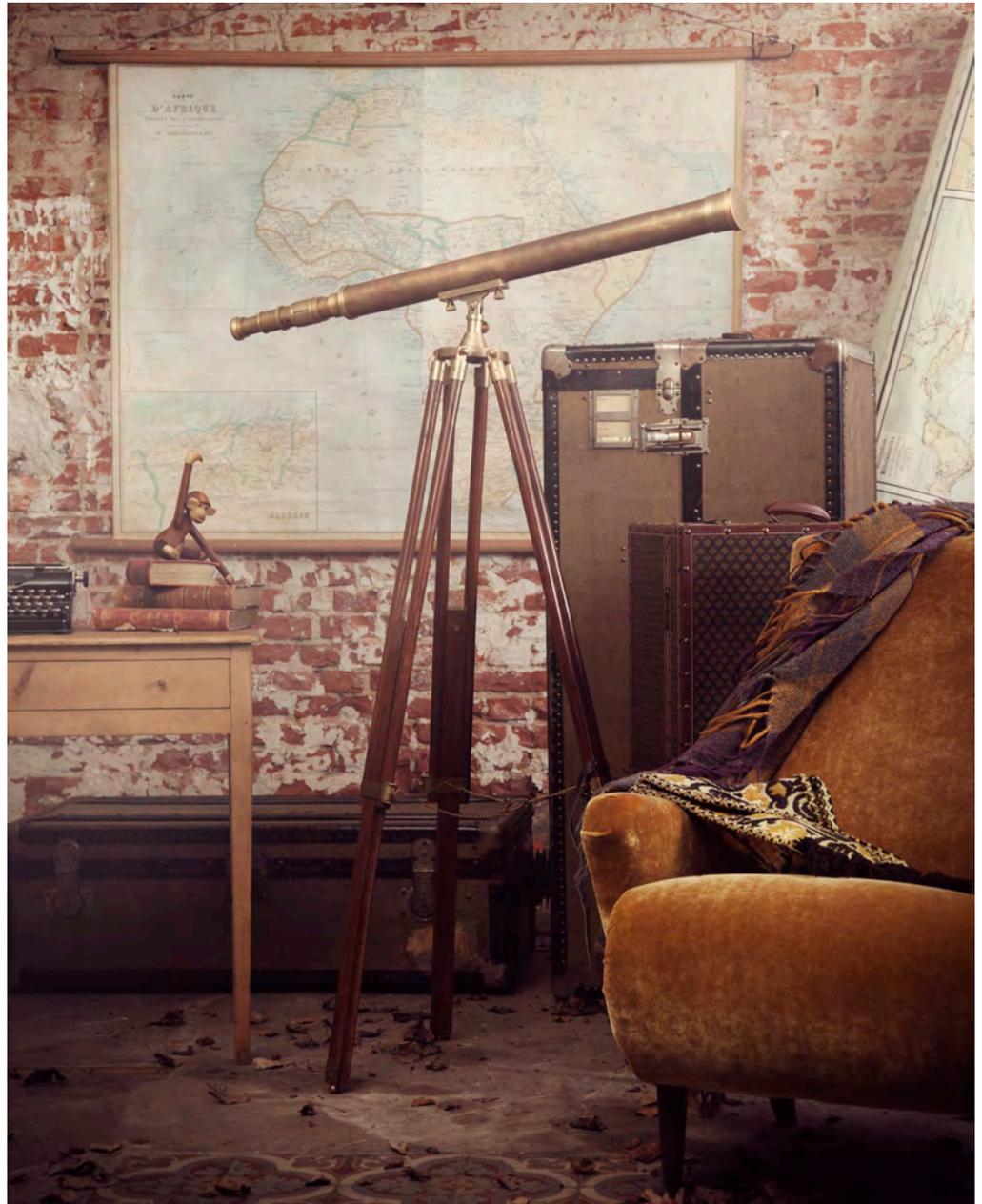
Low energy wasting electronics and sustainable packaging materials pay tribute to consumers' heightened interest in green issues.



BIOLOGY







ROMANTIC

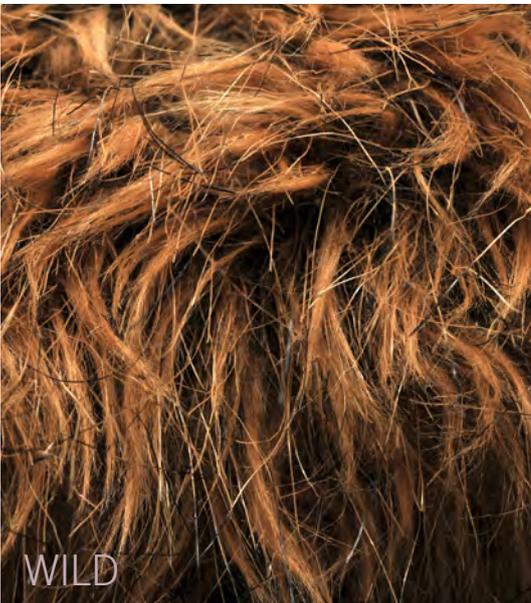
Urban Nomad

The continuing emergence of nomad-inspired fashion showcases a new drive for freedom, and a stand against the constraints of the ongoing recession. Wanderlust continues to engulf the design world as we become more mobile in our daily lives due to the increased use and functionality of social media. We no longer have to work in an office, or one place, and our clothes and accessories reflect this. This mixing of styles, seasons, and eras to create a new bohemian look with a practical element is inspiring a new generation. Combining materials, such as tweed with luxurious fibers, creates a truly individualistic

style. The exclusive and the eccentric will become ever more important and will be carried by the growing influence of the bespoke. Recycling and regeneration are predicted to be the future fabrics and will become an increasing focus. *“We are consuming 50 percent more than what the planet can currently sustain. This is very unfortunate and could increase to 100 percent very soon...”* Sri Lankan physicist and Nobel Peace Prize winner Professor Mohan Munasinghe: *“With such large numbers and as populations grow, the pressure to source more raw materials for textiles is intensifying.”* (View 25 – Issue 101)



NOMADIC



The overriding aim of this theme is to create a totally individualistic style statement based on the wearer's personality and taste.

The combination of opposite materials, textured surfaces, polished metal, leather, feathers, wood, natural stones, and crystals infuses designs.

Rough and sleek, matt and shine becomes the new mantra.

Fabrics are down to earth: leather and skins, feathers and tweed, crochet and florals, crystal and tartan – strange bedfellows – combine in the one garment.

Multilayered chains and metal fringes with crystal create a heavier yet modern everyday look.

Printed day dresses, dotted with random crystal, are married with faux fur coats and crocheted cardigans – casually nonchalant outfits that actually take a lot of care.

Eveningwear and daywear merge, with layering all-important in creating an individual effect.

Raw and authentic materials with their original characteristics combine with sleek synthetics.

Animal skins, or their resemblance, are particularly prominent as natural materials become coveted due to their increasing rarity and expense.

Precious, enchanting, and rambling; ornamental roughness is the key to accessories.

Electronics and packaging with modern and streamlined designs in warm colors are merged with crystal and nature-inspired patterns.

Detailing is a must – a demand for well-considered design elements that reflect original craftsmanship and a modern aesthetic influences design.







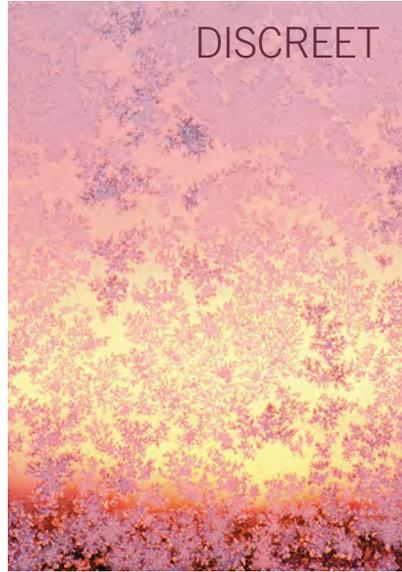
CPP-Luxury.com The Wealth Report – 2011: “The report has shown a boost in demand for luxury in key locations, with opinions showing that Mumbai has increased in importance by 118 percent, Shanghai by 91 percent, and Sao Paolo by 66 percent.” The current market shift reveals the increasing need to appeal to differing tastes and design ethics from different regions. As Europe is turning back to discretion and minimalism, emerging (and already emerged) economies such as India, Russia, and the UAE are celebrating their newfound status with the accoutrements of their history, culminating in a magnificent blend of ornate Asian opulence and modern European

minimalism – a merging of cultures and an acceptance of both. It is not a cultural clash but rather an intercultural marriage – made possible by the increasing acceptance and tolerance of different cultural backgrounds and the western world’s continued reliance on emerging economies. “Even in the West, ‘Austerity Fatigue’ has set in, and with it the demand for more pleasure per pound, dollar, or euro.” (Viewpoint No. 31) The overall look is at once decadent and demure – feminine and serene. A profusion of ornaments, jacquards, prints, historical and decorative motifs, from both east and west merge to inspire a new breed of glamorous jet setters.

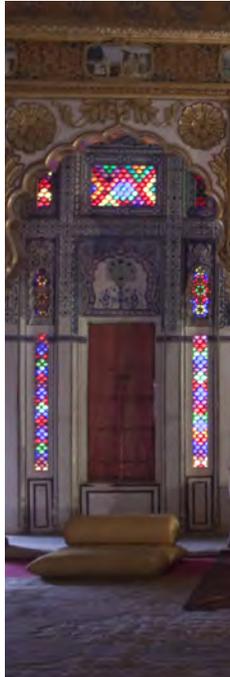


Demure Decadence





DISCREET



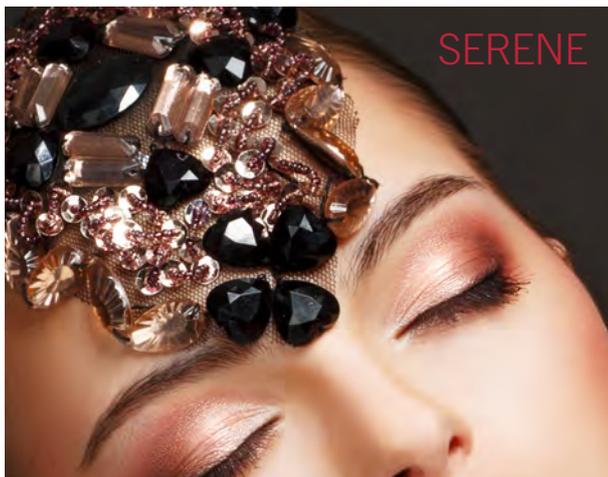
BLENDED



OPULENCE



DECADENCE



SERENE

“The growing success of luxury brands, especially in emerging markets in Asia, leads to a renewed interest in super expensive, ostentatious jewelry and adornment, providing an excellent way for brands to show off their exclusivity.”
(View 2)

There is a leaning toward innovative luxury and opulence as individuals wish to reassert themselves.

The merging of fashion and jewelry is ever more apparent as precious objects become everyday.

“Maximalism is back with a more-is-more attitude, playing with dramatic silhouettes that feature exaggerated shoulders, waist, and hips, and heavily decorated garments... as well as all-over embellishments with metallic gold and silver for a blinged-up look.” (WGSN)

Textiles: fur, velvet, brocade, satin, and felt combine in one garment for an absolute take on modern luxury.

Proportions are generous and balanced at the same time.

“Bewitching fashions will be theatrical, borrowing from costume design more than from couture.” (TU FW 14-15)

Opulent, decorative textiles for both winter and summer collide in the one garment.

Pared-back silhouettes are overcome with excessive detailing in fashion and accessories.

“Often the adornment completely takes over, literally hiding the body.” (View 2)

Well-known objects become unique through excessive embellishment.

Electronics and packaging no longer try to hold back, but are symbols of people’s celebration of success and growth – glitter, shimmer, sparkle, and shine are key.

Only the most luxurious materials – gold, platinum, and crystals – are used.



CREDITS

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on Model:

Bangle with pearls and crystals, Atelier Marangoni.

Source:

Swarovski Corporate Archive

on Still:

Bracelets, Xenia Bous

Necklace with three circular pendants, Jewels of Fantasy Collection, Coppola e Toppo for Valentino.

Source:

Swarovski Corporate Archive

Necklace with purple highlights, Swarovski for Dolce & Gabbana.

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on Model:

Bangle with red highlights, Atelier Marangoni.

Source:

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Bangle with red crystals, Bompieri Collection.

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Ring with blue highlights, Atelier Marangoni.

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on Model:

Crystal necklace with red highlights, Reinhard Seufert Collection.

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on Still:

Necklace with three circular pendants, Jewels of Fantasy Collection, Coppola e Toppo for Valentino.

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