

SHRED



SHRED

TREND REPORT
AUTUMN / WINTER 18 / 19
WOMEN'S DENIM

SO, YOU THINK YOU KNOW DENIM

I get it, you have your signature skinnies or perhaps a score from a trunk show, but have you lived in denim? Experienced it? You see, denim is more than just a fabric – it's an attitude. Those who brave this weave are more than just the laid back casuals, they're the thinkers, movers, and innovators. What they all have in common is that their jeans tell a story. In this report, those stories will be explored as denim emerges in the upcoming Fall Winter 2018-2019 season. Culture as we know it is filled with stories that move us into expression through fashion. This reaction will be the trends explained in this issue of *SHRED*.

Thank you for reading, and I hope you enjoy!

Best,

Dana Cariello

RESEARCHER AND LAYOUT DESIGNER FOR *SHRED*.



SHRED

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OUR SUBSCRIBERS

THE STYLE MAKERS,

We call them innovators, obsessed with non-stop experimentation, and a lust for creativity. They live in the central hub, and we're not talking about the penthouse apartments looking over an Instagram skyline, it's the happening core of a city. Our readers value knowledge, taking the time to educate themselves on the world and what's happening in it. Tribal friendships bring a variety of opinion as well as points of view to their daily lives. There's always a strong sense of independence and ownership amongst them. Fashion isn't as literal as trend to trend, they see everything and anything that's happening from the street to runway, editing what they feel is valuable for their personal or professional needs. The world to them is a pendulum, as they are constantly taking in the events from day to day life. The lives they lead are enriched by the relationships they form rather than material product. They're too cool for you, but would still take the time to complement those killer jeans you have one (they're pretty awesome).

This report is dedicated to them, and how they see the world.

REMIXING



/ INTRODUCTION

Technology has increasingly become a part of us as we a part of it. People have been connected like never before, access to the past, present, and ever looming future is challenging and blurring social constructs. Simple forms will be pushed to the extreme and vice versa. Wearables are only the beginning, as technology will soon morph into our every day being to the point of normalcy. This convergence shouldn't be feared, for we have as much to learn from technology as it from us. Artificial Intelligence is simply another form of thinking. With man and machine together, there are endless possibilities to excel in all forms from mathematics to the arts. Digital information is increasingly becoming physical as virtual reality morphs into actuality. In a time where nationalism is fading, the tribes made online produce educated, global, and open minded youth ready for change. The internet is their platform for independence as the possibility for positive impact roots from the relationship between man and machine that is constantly explored. This story requires radical deconstruction of what we know as well as what we wish to achieve in order to recombine and transform into something new.

DELIBERATELY DATED

OVERVIEW



Tired of the bland artificial uniformity of today, these Indies are looking to the past for a boost of authenticity. From stepping back, a new reference point emerges. Their looks are carefully cultivated instead of based on trends. Often picked up throughout time, each garment has a story and a past they hold dear. The trendy aspect comes from how outdated their appearance is. Timeless and nostalgic, there's a focus on anachronistic clashes of retro and old school kitsch. The "real fake vintage" is what they're willing to invest in, if the local consignment store doesn't have what they need. Elevated through modern minimalism, there will always be a nod to the past.

COLORS



INTERIOR FLORALS



PLUSH



Cozy and dated, this soft surface texture imminently provides a throwback essence without being blatantly vintage. Velvets and corduroys are key. The best part of these weaves is that their pilled texture is excellent to dye in a variety of colors.

Imagine, stepping into your grandmothers living room, untouched by time. Those kitschy floral couches are given a breath of modern flare through denim. Cool indigos mask the overall crowded patterns so that there is a sense of uniformity. These abstract patterns work best as an allover print, or piecing in classic silhouettes.

SILHOUETTE

DETAILS

LONE LINE COAT



BELL SLEEVE



COVERALL



The long line coat comes in structured indigo for the upcoming season as more designers are opting for tailored denim to lessen the casual feeling of the fabric. This denim coat works perfectly as a layering piece. Fits are usually oversized or slouchy, but are given definition at the waist. On the other hand, the denim jumpsuit is getting a sophisticated and luxurious update. Tailored styles in dark washes and clean denim is taking center stage. The styling remains minimal and feminine. Much like the long line coat, defined waists are the common silhouette and can be achieved through the addition of a wide belt.

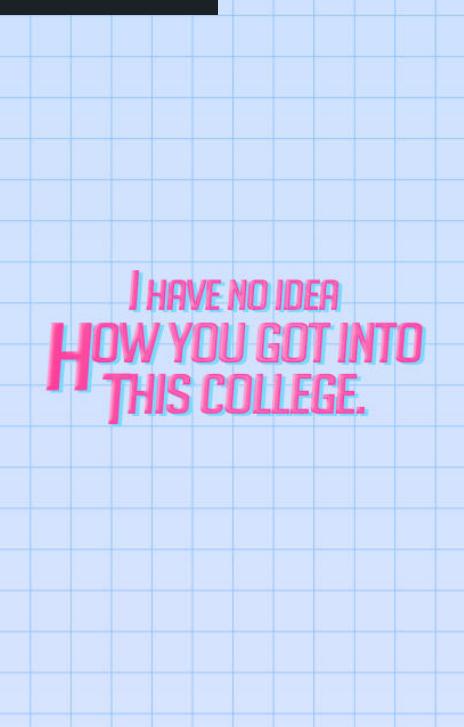
RUFFLED



Oversize fits are here to stay, but reinvented classics give the trend an update. As coats and jackets go to extreme promotions, so do sleeves. Normally a classic cut, these new promotions along with experimentation with raw edges modernizes the look. Ruffles are treated with a similar contemporary touch but with a structured feel. Cascading ruffles work their way down shirts and jacket yokes as well as along side seams of jeans (especially at the hem of flares). There is always a feeling of movement and drama when applied to an otherwise understated silhouette.

PREP SQUAD

OVERVIEW



In a world where social classes are becoming more defined, these rebels seek to break inequality through fashion. They borrow often from local codes, mixing them with an awareness of injustice amongst community levels. Often sympathetic, they never forget their street roots and leave suburbia at the core of all their choices. Inspiration comes from an upscale, campus lifestyle made cool and relaxed through streetwear infusion. Details are mixed from aspects of where they are now and have been. They can easily camouflage amongst the rich and uppity, but are there more for the free food and drinks rather than to show off what daddy bought them.

COLORS



SILK SATEEN



Elevated, clean, and sleek, sateen provides the upscale nod this story references without being too snooty. This fabric provides beautiful drape and movement while softening silhouettes. First seen in lounge garments, it has made its way to everyday wear to be refined while staying casual.



PLEATS ON PLEATS



Stolen from sporty tennis skirts and elevated through various application, pleats are both street and sporty without being too obvious. Knife pleats as well as deep folds create volume and sculptural interest to any garment. In denim, the rigid material creates strong, defined edges in ideal precision.

SILHOUETTE

DETAILS

IN-BETWEEN LAYER



FOLDS AND PLEATS



A focus on modern, original construction to this seemingly copy cat market has lead to immense creativity. Through various experimentation, silhouettes are cut and spliced with an elaborate sculptural edge. Interesting shapes are formed by manipulating materials with bold folds, pleating, and dynamic cuts. This new fabric volume is controlled by ties, belts or stitched finishes. Vintage high-waist fits are complemented by self-fabric belts paired with statement buckles that are styled to sit snug in order to create the ideal paper-bag waist. If not around the waist, this belt has been seen incorporated around the ankle.

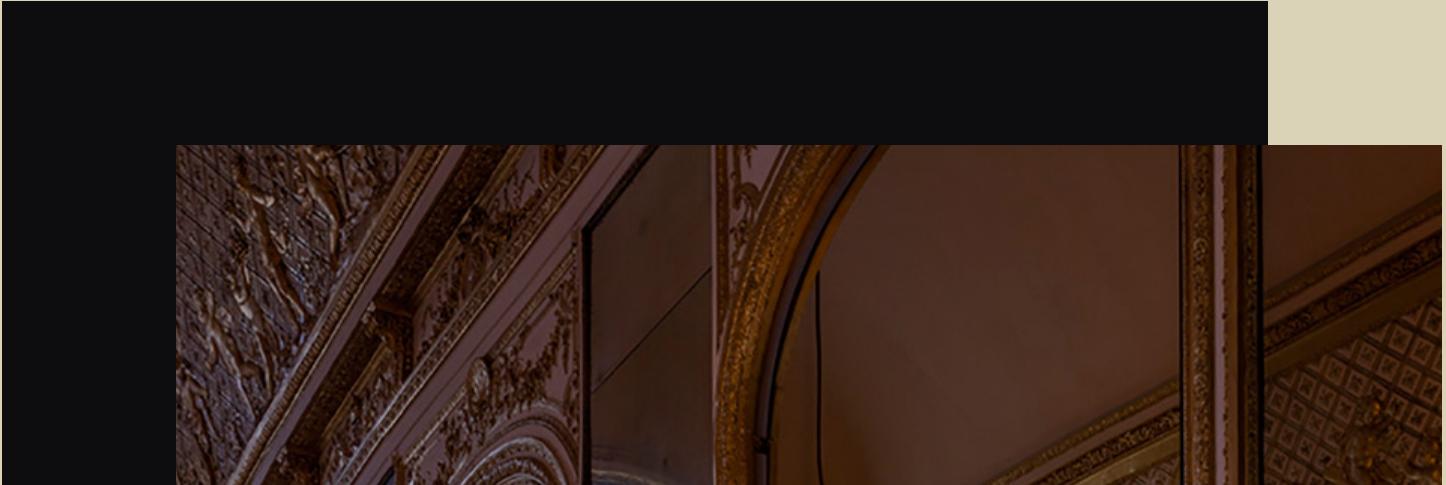
CROPPED PANT



The mid-layer jacket is perfect for wear in-between seasons as well as layering. Last year belonged to the bomber but this season designers are giving way to collarless and boxy fits along with the common theme for this entire report of various proportions. For bottoms, step aside skinny jeans, the cropped jean is the new classic. This season it is cleaned up, although cut-offs are still going strong, the cropped jean comes in wider fits and is a great alternative to the boyfriend jean with a refined edge. Expect the silhouette of this pant to get wider and more exaggerated as the season progresses to further the evolution from the loose proportioned coquette.

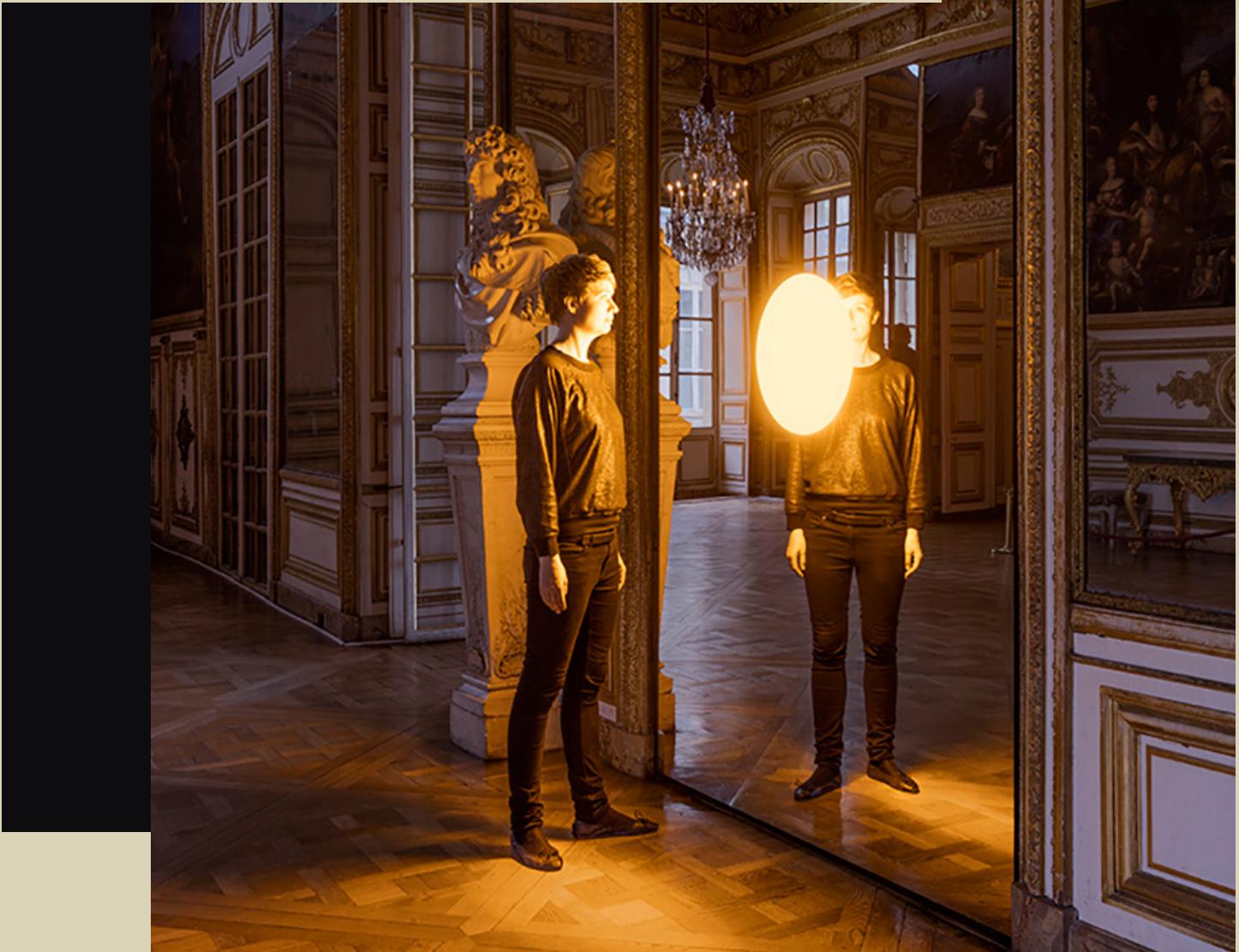
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ENLIGHTEN(ME)NT

/ INTRODUCTION



Sustainability is no longer a niche concept, as consumers are asking more of their products to not only look good but do good. Modern materials must contribute as a force for positive change. There will be an overarching focus on how new as well as existing materials can become meaningful as they are either reused or redeveloped. Values are being redefined as those who continue to ask questions have reflected upon themselves to look for new perspectives. Experience has gained priority over product, as the places, people, and information we gain enrich us more than just a social media profile. Knowledge is the new currency of the people – taking time for thoughtful, meaningful decisions based upon enlightened respect rather than personal opinion. Collaboration will become a new norm, for this cultural shift demands a global mindset to accomplish true change - a collective sharing of resources, ideas, and workspaces.

NEW NORM

OVERVIEW



ENVIRONMENTAL IMPACT
Plastic water bottle manufacturers produce more than 2.5 million tons of carbon dioxide each year. Help reduce Global Warming & your Carbon Footprint.

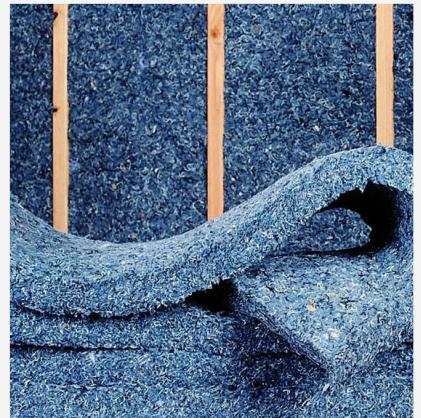


From values, lifestyle, and clothing, everything is being renewed to a modern mindset. Lead by millennials eager to put their mark on their wardrobe, they see clothing as an expressive outlet instead of a restrictive expectation. "Unisex" is a common word amongst them, for both traditional feminine and masculine shapes are being traded and altered for both genders. Tapping into the growth of fluid home-office lifestyles, this theme sees wardrobe essentials become more refined to transition seamlessly. Core basics are being deconstructed and reconfigured to new, compelling shapes while providing a zero waste alternative through a recycling of materials.

COLORS



RECONSTRUCTED



Combining fashion forward design and a sustainable mindset has opened the doors for recycled fabrics. From shredding existing garments into be strings into new fibers, a variety of recycled fabrics has come into existence. Each has its own unique tactile quality brought forth by the variety of original fabrics used to create it.



MIXED WEAVES

Breaking the mold of traditional denim surfaces, soft knits are blended together to allow for a softer, more relaxed form to the denim we know and love. This new material encourages exaggerated silhouettes that are equally unisex as they are modern.

SILHOUETTE

DETAILS

CONCEPT CUT



SPLIT HEM



The trend for up-cycling, shows no sign of going away any time soon. A clever addition to this trend is the simple decision of splitting the existing skinny hem. This detail is executed via released side/inseams or created via split center seams. With brands developing their own takes on retooled denim, items are reconstructed and spliced back together, combining a mix of wash intensities. This trend has already been a hit at retail level, with brands offering up tributes to these sellout styles, but has entered the consumer level as they are taking up-cycling into their own hands to see what they can create.

PLACEMENT PANELS



The desire for the new and the bold has paved the way for visually stunning experimentation. Show stopper pieces come in reconstructed forms. Volume is key for this trend and exaggerated sleeves along with nipped-in waists give a variety of forms to the total look. Washes must remain dark for clean, minimalistic, and diverse styling. Many of these garments are unisex in cut, but have a definite nod to strong, masculine characteristics. Much in recycling fashion, bits and pieces from other garments are appearing to be literally torn apart and sewn back together to create fascinating new forms. Either blatant stitching or seam detailing push the already obvious patchwork even further.

CUT AND PASTE



ACADEMIC ANARCHIST

OVERVIEW



Whoever said 'reading is sexy' knew a thing or two. These intellectual rebels value knowledge and the power that comes with it. You'll find their face in a book, but instead of cowering away in the corner of a library, imagine the trendy coffee shop with a \$8 latte. This theme promotes cute but slightly awkward proportions that are nostalgic with modern refinement. They're the geeks in coming of age high school movies that got a makeover, but never gave up their core values in style. Casual but sartorial Ivy League inspired references are filtered through a subcultural lens, resulting in tailored silhouettes with a retro academic attitude.

COLORS



NOT YOUR AVERAGE KHAKI



FOREVER TWEED



Romantic, sophisticated, and easy, tweed has and forever will stay a staple for refined tastes. Revolutionized for the modern era, typically masculine cuts and silhouettes will be borrowed for a feminine touch, ideal for sleek bottoms or flirty skirts.

The word "khaki" often sends shivers down the back of anyone who has worked in retail. Still, AW 18/19 introduces the cool, worn it cousin of Khaki. The lighter, softer alternative keeps to the sleek essence that is the original khaki, but in a more poetic, casual approach.

SILHOUETTE

DETAILS

FRONT SLIT SKIRT



ARCHITECTURAL EYELETS



New exaggerated cutouts create statement looks on jackets and jeans with decorative shapes appearing along jean fronts or at the hem. These details double as embellishment as well as decorative accents. Functional elements and practical details are key here, but can be applied allover for an edgier look. Utility looks get a contemporary makeover when rich, raw indigos are paired with crisp top stitching. Traditional worker pockets are refined for an modern eye through unexpected placements and new forms that give them a statement appeal without being too overwhelming.

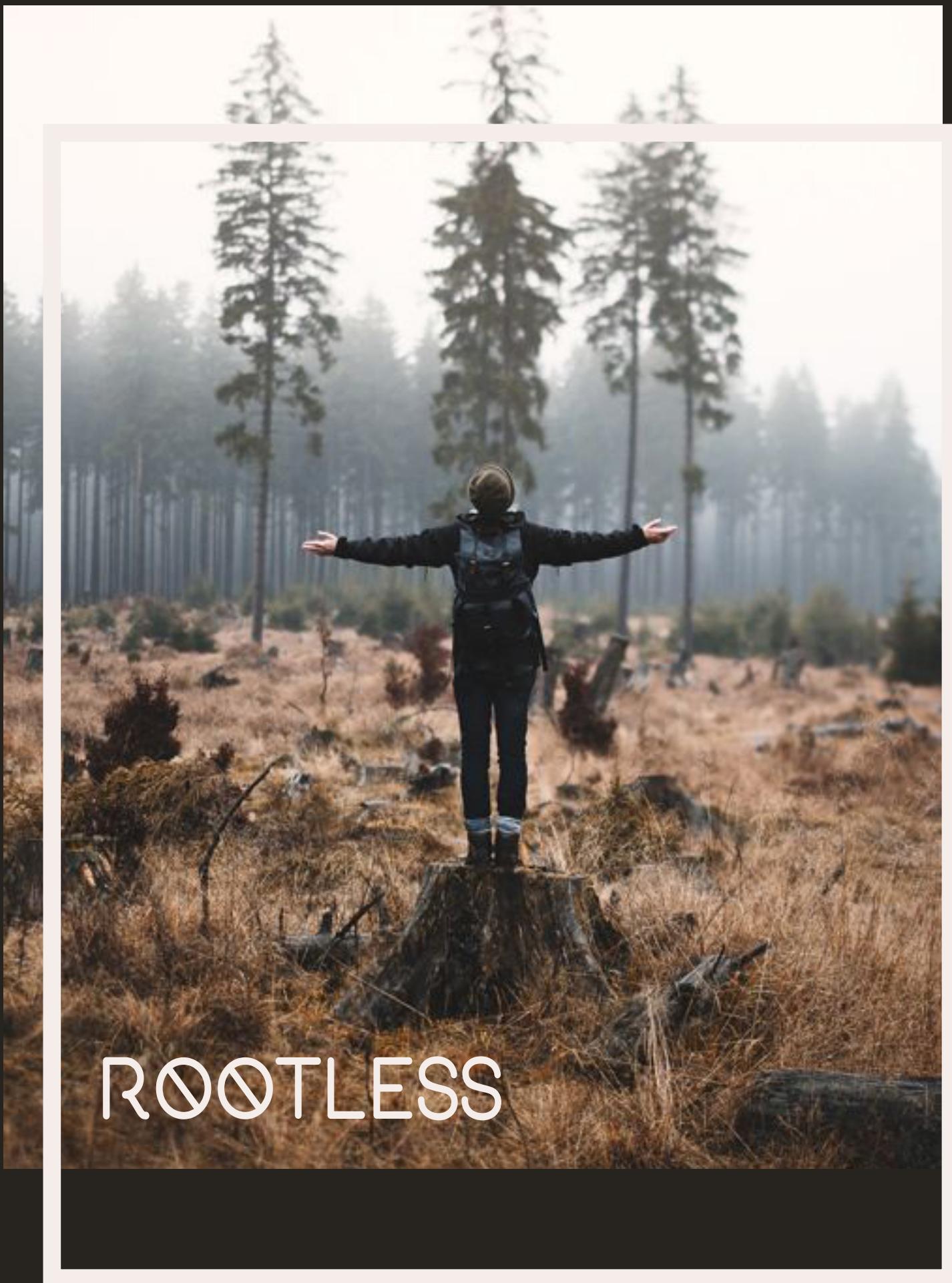
ANGULAR CHOP



The trend for re-making and re-tooling vintage garments drives new hybrid styling on jeans-wear classics. By simply opening up a existing pair of jeans and reconfiguring them, a new form emerges. Lengths for this garment are modest, but have a splash of sex appeal through a front vent. Hi-low is making a comeback in an unexpected place- hemlines. A DIY favorite, a pair of jeans can be easily sliced to reveal more of the ankle. This hem alteration is left raw, encouraging the natural fraying of the denim as time progresses. It is as precise as it is edgy, and is appropriate to wear on the street as in a formal setting, depending on the wash. Often paired with loafers or flats, it is an easily elevated look.

CONTRASTING STITCH



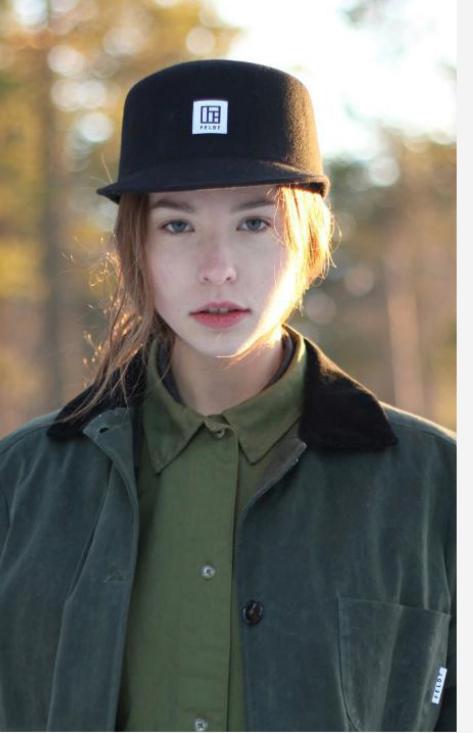


/ INTRODUCTION

In a world where screen time replaces face time, humans are longing for moments when connections were made through their natural senses rather than virtual essence. Technology dependency has weakened our interactions, memory, and skill set since everything we could ever need can be answered by a simple browser search. As those who have chosen to disconnect from technology are looking for new ideals, they have turned to nature. With this comes an increased awareness and empathy as to the effect of modern consumerism on the planet. Those who follow this movement are looking towards the untamed, powerful, but serene atmosphere earth has to offer. We will look towards our intuition as we begin to trust ourselves, supported by a drive for more sustainable living to best complement the relationship between human and nature.

URBAN PIONEER

OVERVIEW



These urban dwellers face an identity crisis, regularly breaking the inner city they know and love to explore the outdoors. With exploration comes an introduction to various cultures that they incorporate into both their values and wardrobe. Practical, useful details carry them from apartment to upper mountains as their outfits must be as practical as they are easy. They are committed, responsible, and sensitive to alternative forms of consumerism. The various people they come in contact with through their travels encourage constant experimentation. With this comes a true DIY spirit, they're not afraid to get their hands dirty or a little creative to achieve their goals.

COLORS



MODERN MILITARY



COZY QUILTED

Utilitarian and modern, military has become a staple for both outdoor adventurers and high fashion. Upscale versions of this look is ideal from urban environments to festival garb. It can handle any frontier with style and ease while being effortlessly wearable. Easily layered, it can be taken from hard to soft for a contemporary twist.

SILHOUETTE

DETAILS

PONCHO



FUR LINED



Elaborate, cozy linings and trims offer an attention-grabbing update. Fuzzy faux furs adorn collars, cuffs and entire sleeves. Plush pelts in rich tones are layered against raw denims or dark grounds for a premium look, while shaggy goat furs have a wilder and more casual feel. Expect these furs to slowly adorn the entire outer layer of jackets later in the season. Then, road trip patches pay homage to the American landscape, and whether you're driving through the desert or the forest, it tells a story. Vintage washes combined with randomly placed and collected patches give the best results for a DIY feeling.

BLANKET WRAP



Day trips from the city to the country inspire this casual-wear trend, which blends concepts of outdoor functionality with an urban attitude. Denim styling is combined with expedition through bulky quilted jackets or ponchos. A modern update to the classic outerwear look, poncho-style truckers feature hoods and patch pockets. This blanket-like top offers a unique layering option for autumn winter, coming patched or quilted in knit indigo or classic cotton. It is as cozy as it is refined, practical for colder days or something easy to throw on. Designed both with and without a hood, it offers versatility, depending on the wearer.

ROAD TRIP MEMORABILIA



DIGITAL NOMAD

OVERVIEW



On the opposite spectrum are the earth fakers. They live for the appeal of the outdoors, but value air conditioning too much. Even so, they share a sustainable mindset that's conscious of the materials they wear and their impact on the environment. Their approach to their own personal wardrobe must be multi-functional and support an active lifestyle, but all must root back to the street. It's versatile, but will never touch a hiking trail. Innovation and technology excite them, for new weaves and wearables that support an active mindset propel them forward. Layering is key, so that they have the ability to shift throughout the day or activity.

COLORS



EARTH WORN



All the look of a hard day's work, without the actual effort. Worn and loved, this surface treatment gives the illusion of many visits to hiking trails or outdoor ventures, but with precise placement. Depending on the level of application, a new form of earthly camouflage emerges as a modern twist on the old time classic.



This fabric direction sees shearing and more commercial terry towelling and fleece going hand-in-hand with outdoor, utilitarian references. It's warm visual appeal screams late nights outdoors around the fire, but is diverse enough to wear out on the street as an accent or overall application.

SILHOUETTE

DETAILS

URBAN MILITARY



EXOTIC ANIMALS



XL BOMBER



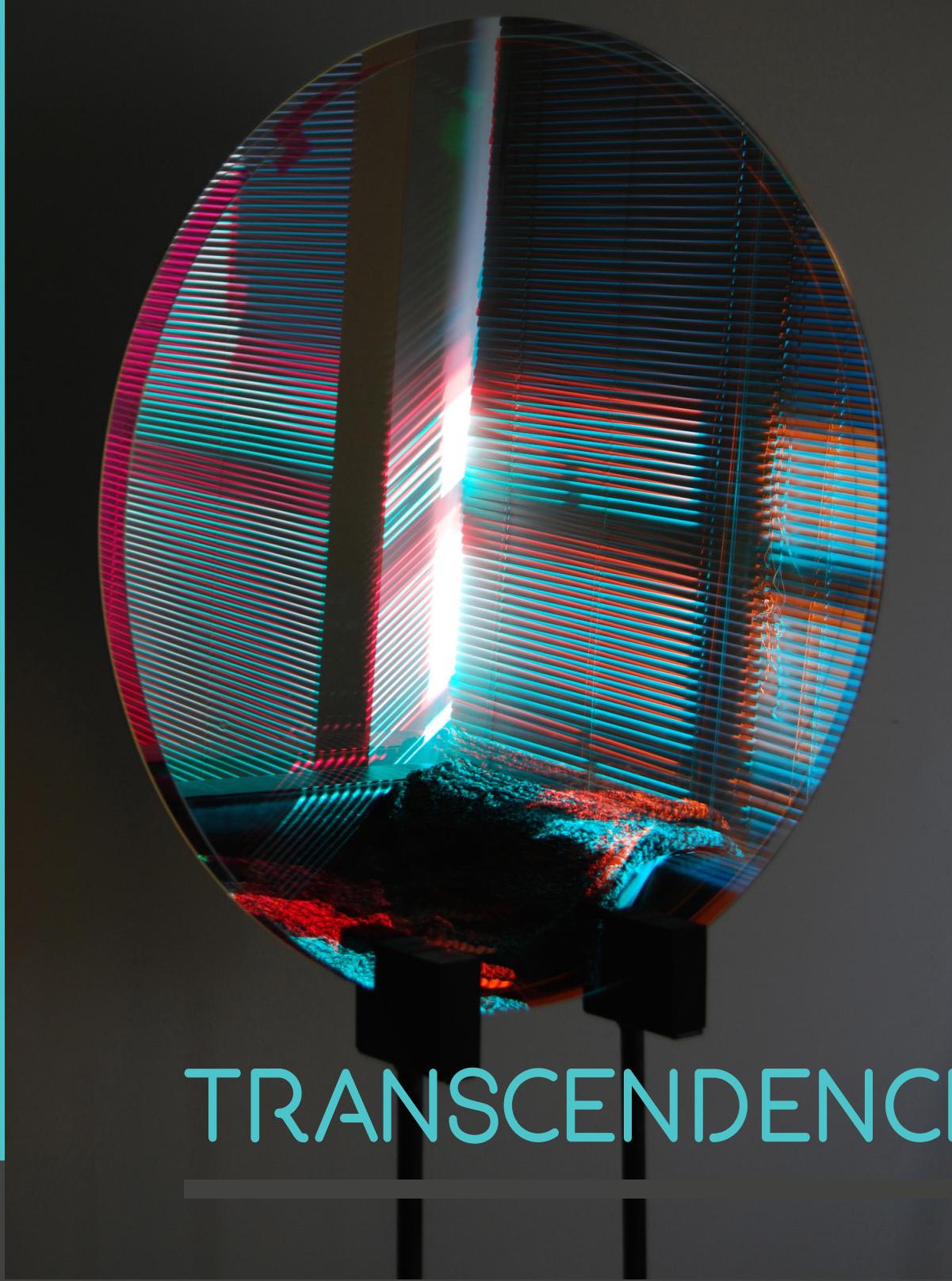
This combination of dressy and casual is an all-time favorite. Hardware on overcoats gives classics an update, and reworked military brings old and new together. This trend allows the consumer to stay simple and effortless. It is a fresh contrast to the overly embellished trend that continues to appear. Oversize fits are here to stay, but reinvented classics give the trend an update. A very “borrowed from the boys” look made feminine through styling and tailoring. Rooting very much from outdoor utility, the modern, minimalistic approach makes it appropriate for the street.

FLORAL NOTES



Praise the embroidery masters at Gucci for these details, moving away from the 1970's hippy to deeper colors that are sophisticated and interesting through thoughtful placement. A true favorite for the DIY-ers, an old pair of denim can surprisingly become the perfect pair of statement jeans. Inspiration is rather obvious, but the elevation comes from the selected subjects. Tigers are full of attitude, florals elegant, and birds playful. The mood of each garment can be completely altered through simple embroidery and the desire of the wearer.

TRANSCENDENCE



/ INTRODUCTION

The night is an escape. Darkness provides a bittersweet sense of silence but solidarity from the mass, overwhelming digital age. Consumers are seeing a place where the smallest light shines even brighter amongst an overload of information. Small moments become meaningful as the night acts as a countdown to the few hours left in the day to make a difference before the new dawn. Social media has provided a false sense of optimism many are choosing to face as they are looking into the problems they have been avoiding to make their digital life appear perfect. As we face our fears, both relief and transcendence comes into play. Those who choose to embrace the dark come out in a positive, healthy light. Death no longer is taboo – for our time here is so short, the moments we have are more and more valuable. Transiting from day into night will blur boundaries between formal and relaxed. Taking back the night as additional hours pave the way for more meaningful thoughts as technology turns off, our minds open to connections and conversations about thoughts we never imagined would leave our lips.

WITCHING HOURS

OVERVIEW

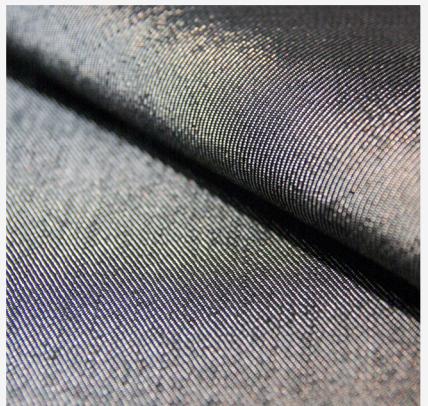


Nighttime is playtime. As the temperature cools, so does the comfort of activity. Movement is highly important, for these night warriors wear a Gothic inspired uniform infused with street codes. They're very much undercover. Mystery surrounds their wardrobe choices as they choose for their clothing to speak for them. Surfing on dark facets, this is the new power of introverts as they release their inner energy through strong typography or encoded messages. Often, they take the opposite view of showy personal branding by "dramatizing obliteration." Athleisure was their base, but they have made it their own through sleek, but dark infusions that fit their needs.

COLORS



FUNCTIONAL COATINGS



HIGH SHINE

Visibility is key. From night lights to passing cars, these materials must light up much like neon signs. Both clean and edgy, these materials provide illumination to typical silhouettes. This will evolve into wet-look materials such as patent leather-looks, high-shine polyurethane, sheen enamel and acrylic gloss.

From wicking to cotton drill, gabardine, and canvas, these weaves are given a functional and added-value spin with waxed and proofed treatments that provide water repellency, with crease and stain free finishings. Ideal for outdoor lifestyles and ready for whatever condition may come way.

SILHOUETTE

DETAILS

URBAN OVERALL



LONG LINE TRUCKER



Comfort and ease are key. Both of these looks provide a “too cool for you” vibe that is versatile and ideal for street wear. Silhouettes are being re-proportioned with oversized fits. Modern utility details such as oversized pockets and bold hardware add subtle flair. The denim jumpsuit is getting a sophisticated and luxurious update through wider legs and bold hardware. Tailored styles in dark washes and clean denim is taking center stage. The iconic trucker style dragged down to knee length manages to elevate this typically casual jacket to that of a long line coat that is still very much wearable for urban atmospheres. Easily layered, both have diverse styling opportunity for a variety of occasions.

DISTRESSED



Ownership is a defining characteristic of these details. From alterations to carefully selected garments, they must speak for their wearer. Distressed hem show a purposeful attitude through deliberate shredding of perfectly good material. The resulting cropped effect gets better with age as the fraying gets worse over time. Statements are great, but adding them through bold color selection against this very dark story gives a higher impact. Eye catching and through provoking, these choices attract the eye and keep interest. Both looks are immensely customizable depending on the desired look.

BOLD ACCENTS



TOTAL ECLIPSE

OVERVIEW

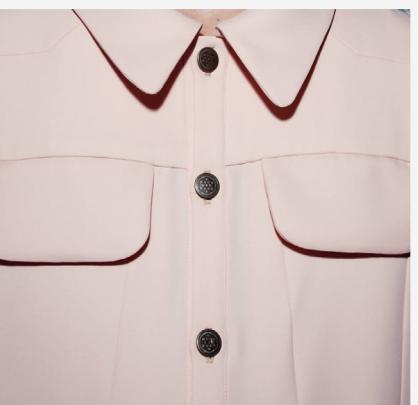


This story has a survivalist quality inspired by cultural movements such as Futurism and Film Noir. Neon signs inspire graphic lines and colors while futuristic automobiles inspire shape and hardware. There's a definite attitude amongst them, for even though their looks are very much unisex, there is masculine direction to strong, oversized proportions. Shredding, spliced patchworks and graphics inspired by horror films accentuate this Gothic theme. Diversity is key, these looks must be equally impact-full during the day as they transition into night. The black on black looks stand out with the sunlight, but can easily blend into the safety night brings them.

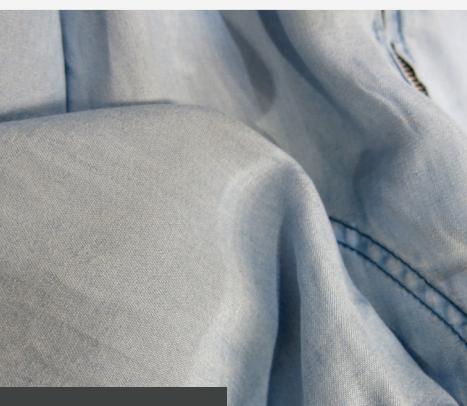
COLORS



BLACK ON BLACK



Casual and transitional, lounge materials have made their way into daily attire to blur the lines between work and leisure. Paired with denim, there is a flowing, comfortable, lightweight sophistication. The core of this material is a focus on a focus on comfort, driving larger and looser-fitting silhouettes.



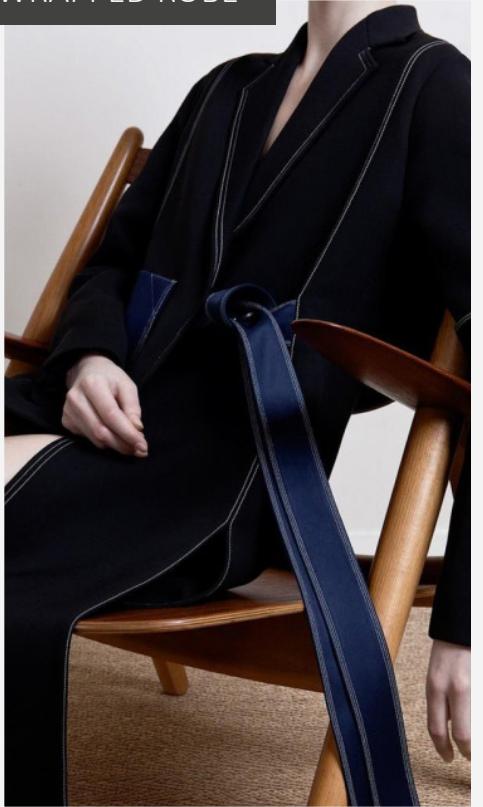
LOUNGE



SILHOUETTE

DETAILS

WRAPPED ROBE



HONEST STATEMENTS



Remixing and redefining, those who embark in the Total Eclipse are masters of subtle but loud statements. First off, traditional gang jacket scrolls and band-style badges are reworked with contemporary statements that express inner monologues. Fonts nod to iconic rock 'n' roll bands but the sayings have a more playful style that shouldn't be taken too seriously. Exposed shoulders elevate the could shoulder phenomenon that appeared last summer, but better suited to the creative minded. Taking existing garments to rework them though styling completely alters the piece without much effort.

BAGGY CUFFED



Think "cozy luxe." Each of these garments may be different, but both share a sense of elevated comfort. The wrapped robe takes a lounge household staple to the streets through denim weaves and bold lapels. Shape can be added through simply clinching the self fabric belt or it can be left loose for an casual but put together look. Baggy, oversized boyfriend jeans are given a bottom tapered appeal that references the crop pant, but easily obtainable through clever styling. Both embrace oversized proportions with strategically tailored points of interest. They are versatile for day to evening looks that will be comfortable enough to wear from long hours to late night excursions.

EXPOSED SHOULDERS



SOURCES

BUSINESS SOURCE PREMIER
CARVED IN BLUE
DENIMOLOGY
FASHION SNOOPS
INSTAGRAM @KELLOUHAR
NET – A – PORTER
PECLERS
PINTREST
PREMIERE VISION
REFINERY29
RETAIL DRIVE
SPORT & STREET
RIVET AND JEANS
STATISTA
STYLE.COM
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