



WINTER 13/14

008 PUBLISHERS VIEW

People are bucking the rules of post Lehman austerity and going out to play instead. It's a reaction to the many crises we are faced with, a counterpoint to daily drudgery and a way to adapt to changing circumstances.

017 EDITORS VIEW

We named this issue *Twist and Shout* for two reasons. First up, brands are having to 'twist', to take what we know and turn it on its head; secondly, 'shout' which is to be really expressive in the message we put across, where we are unafraid to push things to the limit.

020 CITY UPDATE

London/ Paris/ Tokyo/ San Francisco
Our reports highlight new stores, restaurants and bars, a cultural guide and the latest street shots from a selection of our favourite cities.

038 SUPER SEVEN HOT ITEMS

We're definitely not playing it safe, as we highlight a selection of styles that look set to create a real statement on the streets.

SUMMER 2014

052 MEN'S DESIGNERS

The designers showed us that this season's focus in menswear will be on adventure and exploring the unknown, to create a visually dramatic season of bold, graphic statements and varied textural combinations.

060 TRADE FAIR VIEW

View2 flew to Berlin to discover what Bread & Butter had to offer and found an array of innovative collections with strong colour stories on display.

066 DENIM MOST WANTED

Once again, *View2* stalked (in a positive way!) the exhibitors and visitors from Denim by PV to document their indigo preferences for an insider view of what's to come.



WINTER 14/15

084 COLOUR DIRECTION

There seems to be a growing confidence in colour right now. This winter, there is still a dependency on classic 'safe' colour, but the proportion of brights has increased and this gives a lively edge to the season.

096 FABRIC DIRECTION

This season, you can see a big drive forward with massive changes in attitudes towards weight, finishing (particularly with resins) and structures. Also noticeable is the big interest in the 'synthetic' sector with developments in lustre, shine and lamination.

114 TRIM DIRECTION

This season we see an aesthetic revolution of 'do it yourself' and digital handmade, where unusual and random designs emerge.

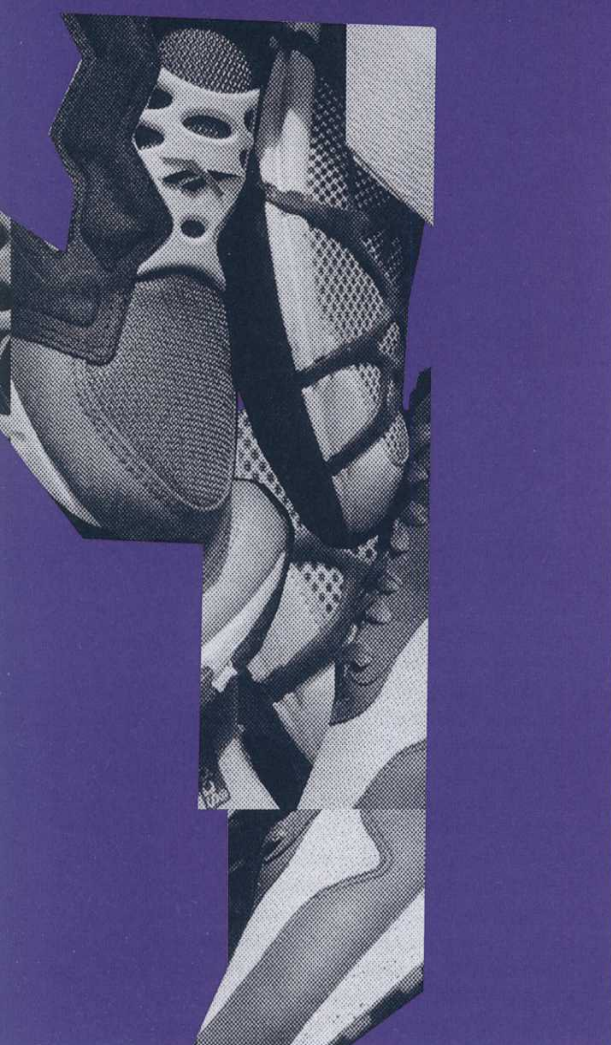
122 WOMEN'S KEY LOOKS

This winter, we see a new and exciting shift in direction. The focus is now on innovation in fabrics and a refined simplicity in garment shapes.

136 WOMEN'S KEY ITEMS & DETAILS

We blur the lines further between the world of casual and smart, mixing in sporty details to create fresh new hybrid silhouettes.





SUMMER 2015

188 CASUALWEAR FORECAST

Throw away the rulebook and mix it up: blend the colours, patchwork the patterns and forget that active is for sports and tailoring is for work.

198 SPORTSWEAR FORECAST

Sportswear's increasing appetite for artistic sensibilities continues to evolve into spring and summer, as the lines between content and clarity of expression are blurred.



150 MEN'S KEY LOOKS

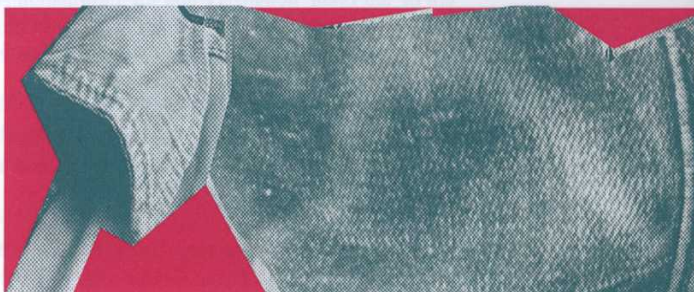
Difficult times call for desperate measures. And, this season, our trends are a lot less about heritage and decoration, and much more about the pure pragmatism of function and minimalism.

164 MEN'S KEY ITEMS & DETAILS

It looks set to be a season of playful proportions, sporty and technical details and colour and textural blocking. We also nod to grunge, but this is a smartened up version of what has been before.

176 FOOTWEAR TREND DIRECTION

The Big Bizarre: this season, all trend stories show some degree of surrealism, from slightly quirky, to downright bizarre. What is considered 'normal' is being redefined.



ADDENDUM

208 INSPIRATION

Building the Future of Fashion: this issue we focus our inspiration feature on the relationship between fashion and architecture in terms of product design, material innovation and the shopping experience.

214 PS

This issue, we talk to Greg Lucci, a founding member of internationally acclaimed footwear brand Gourmet.

216 THE INSIDE VIEW

This issue, we focus on the head office teams behind two very different, yet equally innovative, brands: Kato' and Religion.

220 WWW.VIEW

Whether it is fashion, travel, art or shopping, we hope our assortment of websites; blogs and apps rouse your creative juices!

