

SUMMER 2014

010 PUBLISHERS VIEW

Will the day ever come when we will see sweatshirts and chinos made in Europe and the US with companies re-assessing outsourcing policies as benefits wane in the Far East?

019 EDITORS VIEW

Right now, we are seeing a real move towards immersion experience and this is going to have a long-term impact on retail as well as your relationship with customers throughout development phases, too.

022 STREET STYLE

London/ Lisbon/ Tokyo/ Los Angeles/ Buenos Aires
Our trend watchers get out and about in some of our favourite cities to bring you a snapshot of the hottest looks being worn on the streets.

044 HOT RETAIL

London / Paris / Tokyo / Amsterdam
Our brand new *Hot Retail* section highlights a select few of the freshest new shops to visit when travelling the globe (or webshops to surf to when browsing online).

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WINTER 14/15

058 MEN'S DESIGNERS

We highlight the new key looks seen at this season's round of Milan and London men's designer shows.

066 DENIM MOST WANTED

View2 scoured every nook and cranny of Denim By Premiere Vision in Paris hunting down innovative attire of both exhibitors and visitors, to present you with divine details and inspiring denim outfits.

SUMMER 2015

084 COLOUR DIRECTION

Our optimism in colour is gaining strength as economic reports around the world begin to become more positive and confident in a continued upward swing.

096 FABRIC DIRECTION

Don't expect a massive move on in fabrication for Spring/Summer 2015 as manufacturers continue to explore paths forged in recent seasons.

114 TRIM DIRECTION

Summer 2015 takes over the streets, claiming singularity and breaking traditional dress codes to invent a new way of life.

124 WOMEN'S TREND DIRECTION

The mood of this season is both dynamic and multi-faceted. Print and pattern play key roles in changing the pace between looks, whilst we see hero items recurring in new forms.

136 WOMEN'S KEY ITEMS & DETAILS

This season sees a real shift towards a more relaxed silhouette, where masculine influenced styles are given a feminine twist. Texture and graphical interest are this season's buzzwords.

146 MEN'S TREND DIRECTION

Opposites Attract: This season focuses on challenging the conventions of style and taste where prints, patterns and the decorative dominate summer menswear.

158 MEN'S KEY ITEMS & DETAILS

It's a real season of mix and match in menswear – yet somehow these mixes match up and in the process create fresh takes on old favourites for the season ahead.

166 ACCESSORIES TREND DIRECTION

New technologies plus advances in product design and architecture are a domineering presence in this season's accessories.

176 FOOTWEAR TREND DIRECTION

Surreal summer: Spring/Summer 2015 shows a great diversity in styles, but, as a common denominator, they all have a somewhat bizarre streak.

WINTER 15/16

186 CASUALWEAR FORECAST

Fabric drives casual clothing for Winter 15/16 – and everything will revolve around five core directions: chambrays, marls, plastic effects, luminous looks and combinations of black and gold.

198 SPORTSWEAR FORECAST

With R&D coffers at a low, it's time to shake up the tried and tested formulas of old and reshape sportswear's fashion remit.

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210 PS

In this edition of *View2* we catch up with Craig Ford, the founder of fashion distribution company a number of names*.

212 WWW.VIEW

Get your Mac's and iPhone's at the ready for our regular round up of blogs, websites and apps to rouse and ignite your creative intellect.