

# HOTSPOTS



02/14

FASHION 1

**NO NOISE!** IS BABA TRENDMONITOR® KEYWORD FOR 2014-2015. FASHION WEEKS SHOWS IN TOKYO, SAN PAULO, DUBAI, INDIA, NEW YORK, PARIS AND LONDON IDENTIFY 4 MACRO TRENDS FOR FASHION MARKET TRYING TO ANSWER THE NO NOISE! EXISTENTIAL URGENCE:

## #**INTERRUPTION** - GUERRILLA

Fashion outfit is the expression of a political choice to hide personal identity and selfpresent as a polemical actor. To fight the status quo means a radical practice of extremism with no possibilities for compromises or nuances. Camouflage is the new chameleontic flag to break free

## #**ATTENDANCE** - SHAMANPOWER

Artistic heritage and local crafts are retrieved, interpreted and set in a contemporary way to make folk a source for classical style. Following this trend fashion market offers a traditional reassuring set of values to hang on as a propitiatory ritual to overcome the juncture

## #**ABSTENTION** - SHELLFISH

Looking for an escape from reality, fashion object becomes a magic props to get into a fantastic world completely cocoon-like. Origami, 3d print accessories, and ruffle broderies make an oversized body as a poetical armor that underline its presence while isolating it from physical contact and social interaction

## #**LISTENING**- ARRANGE

Geometric textures, patchwork and squared style portrait a stiffening social world where barriers and boundaries are back to divide cultural environment. An easthetic effort to melt different patterns for a tunefully interaction



Jun Takahashi, SS 2015 Paris Fashion Week

Trend Monitor® is the specific baba research product dedicated to the observation and analysis of international trends: it follows the evolution of innovation both for product/brand and communication concepts since 2001.



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## FASHION 2



### TEXTURES

Recovering for texture and style coming from different countries; folk is the insight for a pop remix focused on bright colors and kitsch ingredients not to be unnoticed. **#FREAKISH**

### INTERSECTIONS

Crochet, laces, broderies to keep together different crossings. Stripes are reinterpreted as the result of a lucky meeting between opposite partners **#LINK**



### SIZES

Huge is the imperative for an escape from reality. Enormous hats to let shadows descend upon the glance. Bunny masks for men to entry a fantasy world **#FACADE**

### SHAPES

Asimmetry as a way to break perfection routine and interrupt continuity. Bands as eraser stripes that add fluo colors to a classical outfit to disrupt **#TWISTED**



### KIMONOS

Soft lines and wallet dress. Belts as the only outstanding element for a nightgone unisex outfit. **#TIE**

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## FASHION 3

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### URBAN WARRIORS



Madsen

Mc Queen

Barred

J.Arsen

➤ **ENTER THE NINJA**: helmet, masks, capes are everyday accessories; inspiration comes from guerrilla look and integralism value system. Cover it all vs flowery texture as a paradoxal interaction. A way to scream "not in my name"

### RUFFLE ORIGAMI



Van Harpen GE

J. Louis Sabaji, FW

Jun Takashi, JP

➤ **FRAGILE ARMOR**: dressed as a fluffy shell not for protection but to abstract from the outside world and define a non-contamination area where to retire, safe from human contact.

### METHODOLOGY

We monitor by default 12 countries (I, F, D, UK, E, TR, J, US, CN, IND, RU, BR) and 9 markets (food, beverage, body, home, mobility, fashion, hi-tech, media and retail).

Monitoring focuses for each country and category wide selected informations sources online and offline identifying innovative concepts and analysing them through semiotic analysis

### SERVICES

Trend Monitor® methodology can be applied to a broad range of research objectives: trend forecast, positioning, new concepts development, target evolution, competitive ad hoc scenario, communication mix renewal, consulting, workshops and seminars.

### CONTACT US

To Know more about Trend Monitor® and others baba services write to [baba@babconsulting.com](mailto:baba@babconsulting.com) or read more on our dedicated website [www.babatrendmonitor.it](http://www.babatrendmonitor.it)

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