



# GM TREND JOURNAL

FEBRUARY . 2022

[www.greatmindapparel.com](http://www.greatmindapparel.com)

## All The Best Looks From Global Fashion Week SS22

[Denim Street Fashion Trends SS22](#)

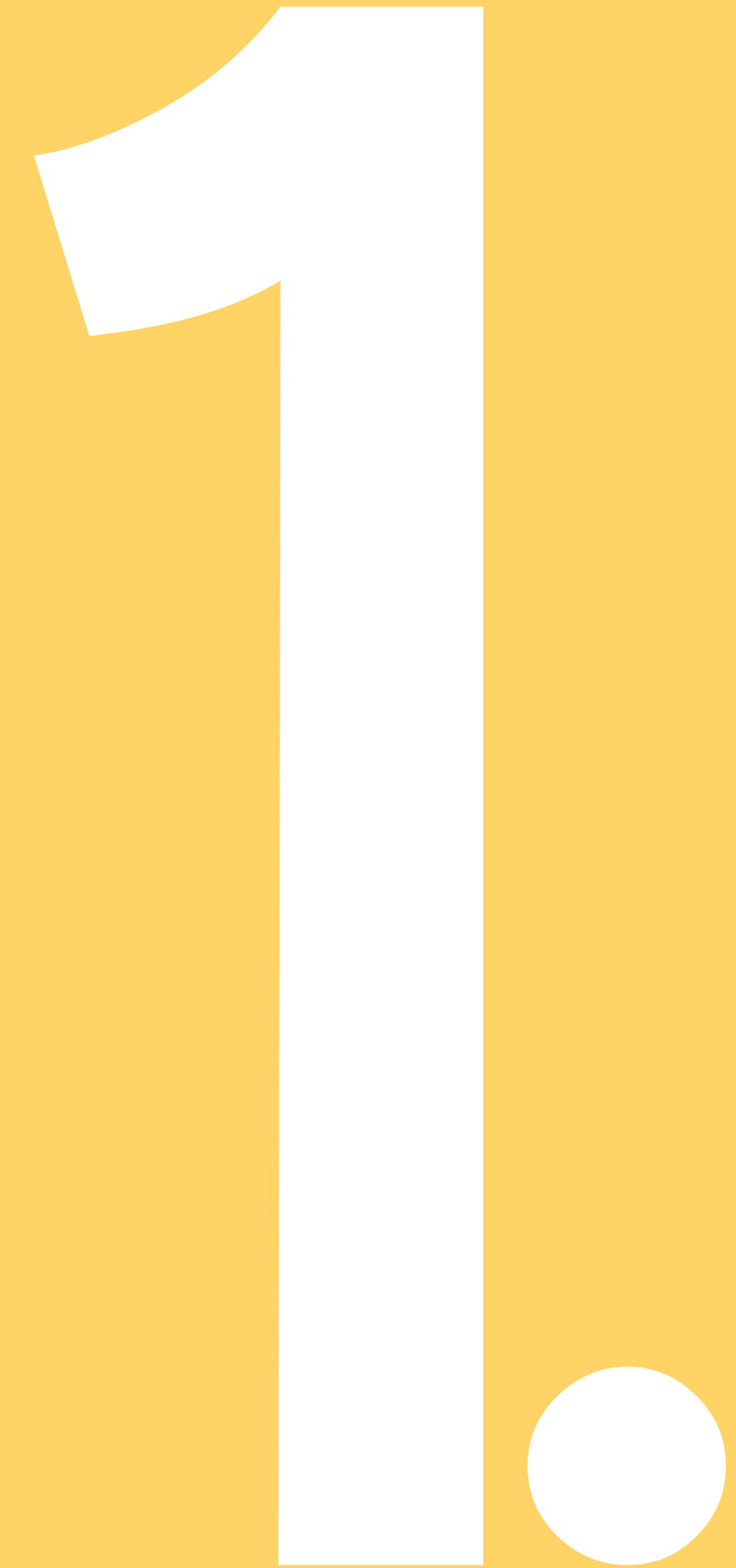
[CreActive FW22](#)

[ISPO Textile Trends FW22](#)

[Customers' News](#)

[SS 23 Early Trends](#)

GLOBAL FASHION WEEKS SS22







## The Return to the Runway: SS22 Fashion Weeks

As the world slowly but surely enters a 'new era', Fashion Week yet again proves to be a source of creativity, energy, and a place for new beginnings. This season bore witness to major brands joining forces with outstanding results, while showcasing unique activations and collaborations which saw their brand performance rise to a new level.

Here we break down key insights from this year's Fashion Week by region, as well as spotlight top brands that left a mark on the season.



# RUNWAY HIGHLIGHT - THE COLORS



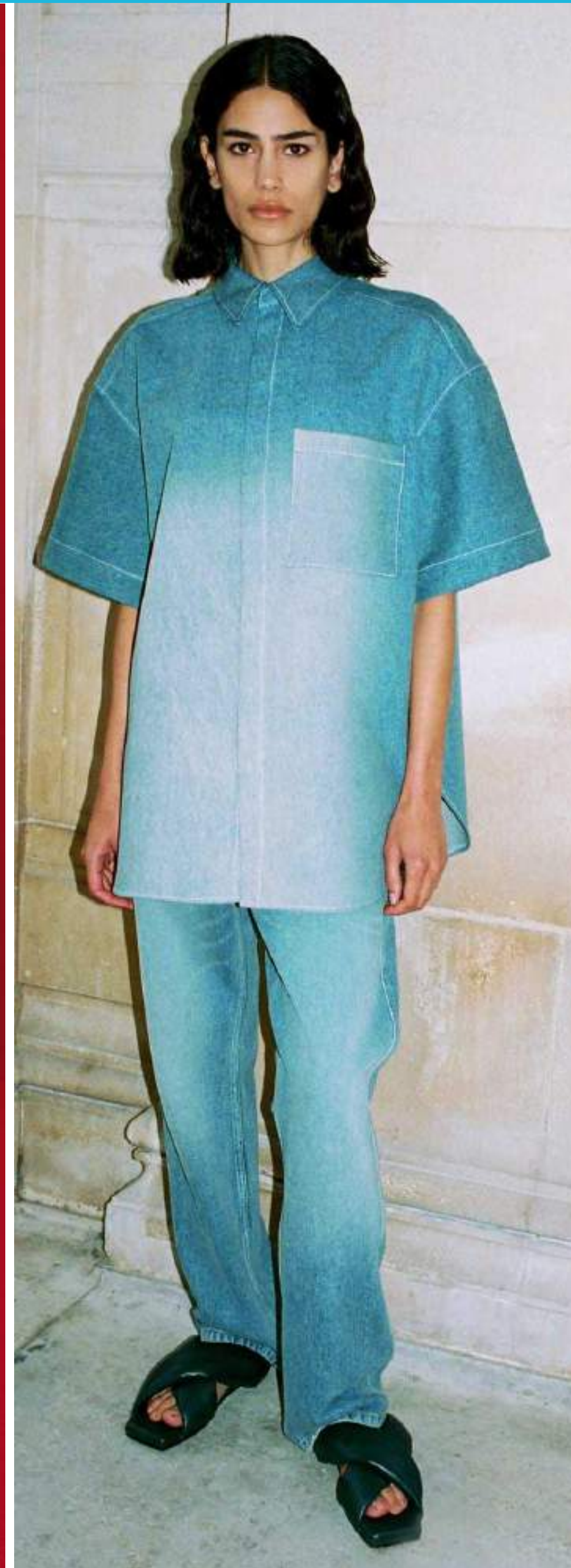


# RUNWAY HIGHLIGHT - THE SHINNY & GLITTER





# RUNWAY HIGHLIGHT - THE DENIM





# RUNWAY HIGHLIGHT - THE BAGGY JEANS





# RUNWAY HIGHLIGHT - THE MOSCHINO SPRING 2022 COLLECTION IS CHILD'S PLAY FOR JEREMY SCOTT





# RUNWAY HIGHLIGHT - THE LOUIS VUITTON SS2022 MEN





# RUNWAY HIGHLIGHT - THE ACTIVE SPORTS LACOSTE SS2022





STREET FASHION FW 2021





# Tokyo De





# Paris / Milan Denim Street





# Sportswear Street





Sportswear

Street





# Sportswear Street





CREACTIVE FALL 2022







# CREACTIVE

*For A Creative Active Lifestyle*



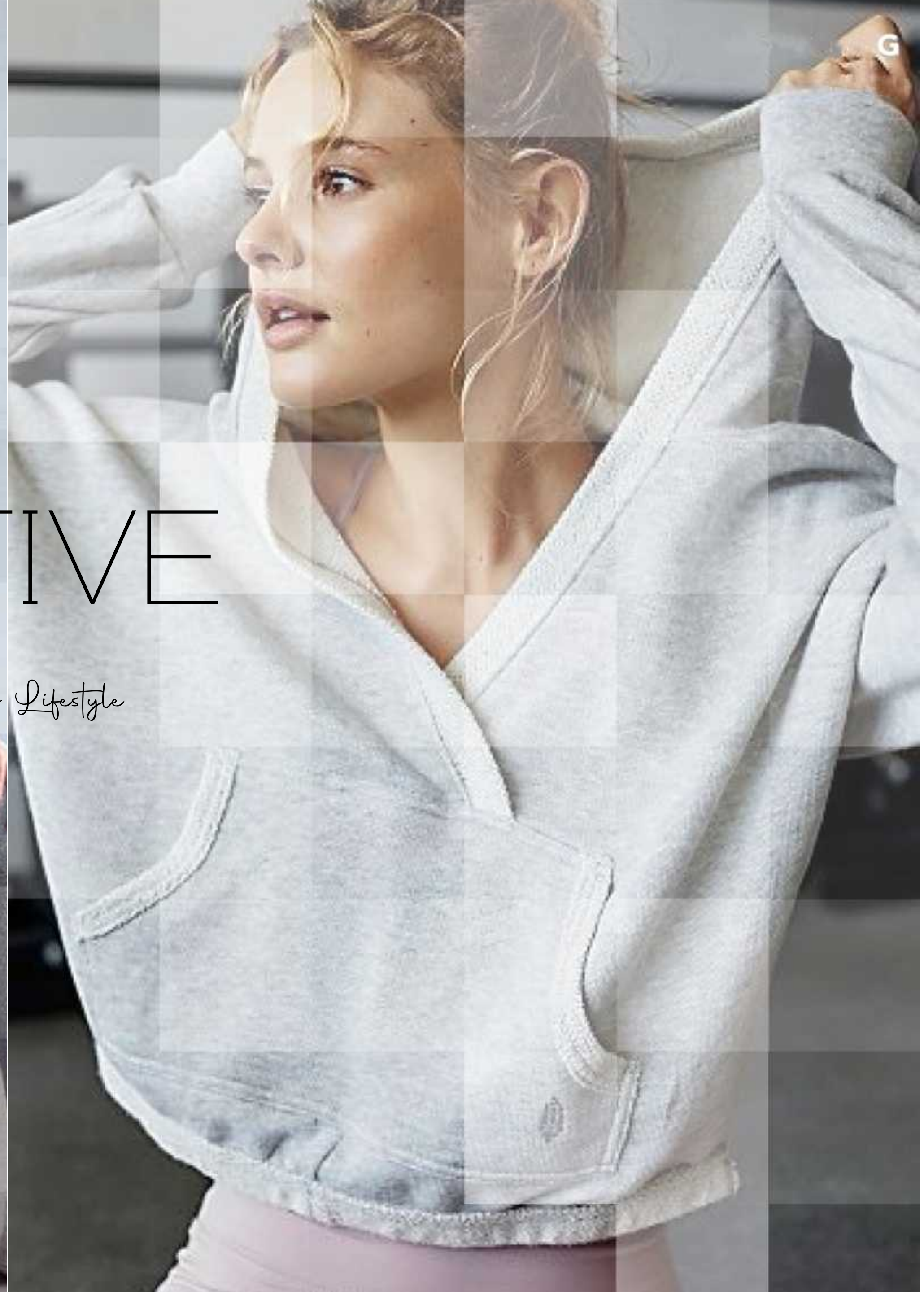


FALL 2022



CREACTIVE

*For A Creative Active Lifestyle*

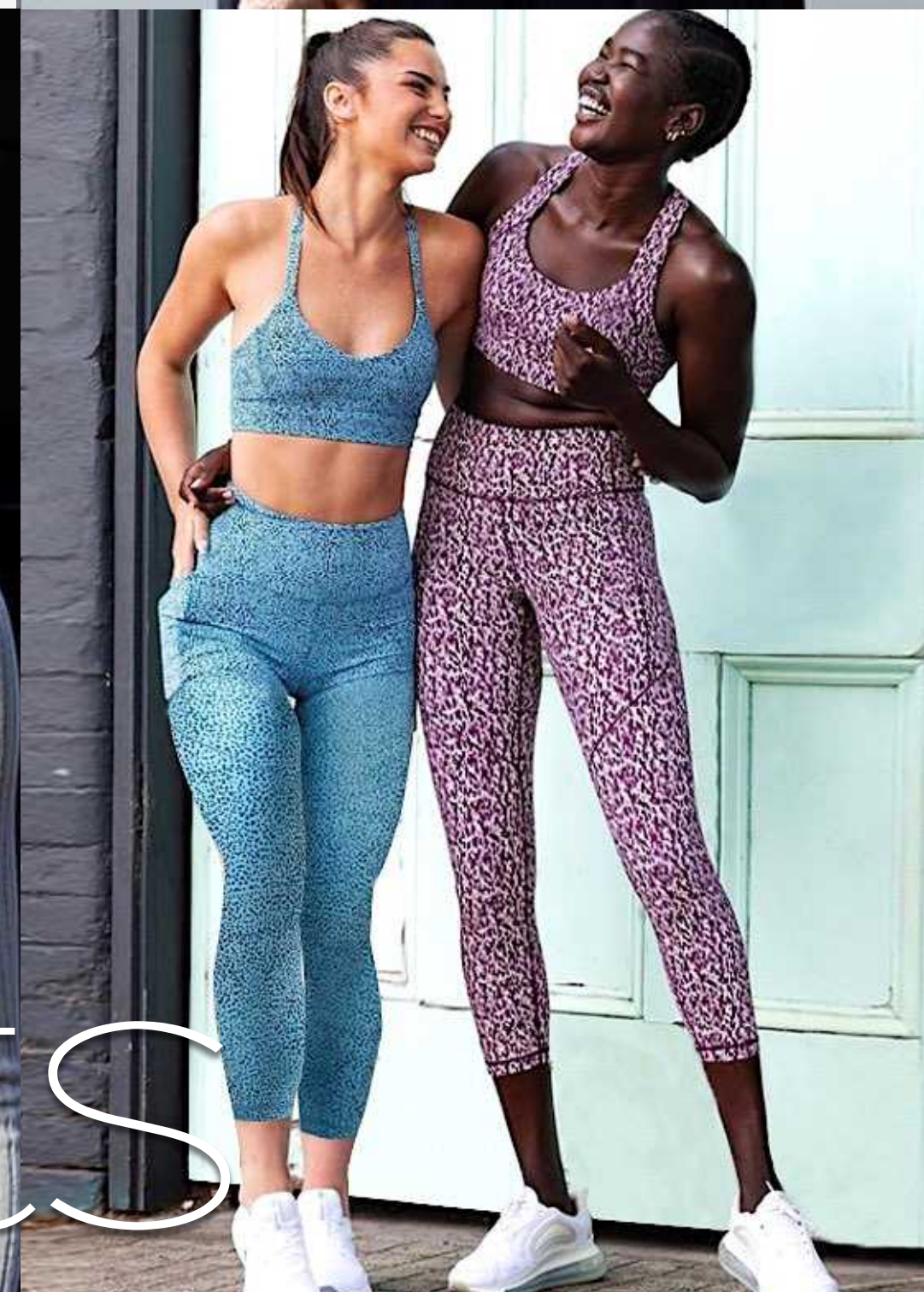
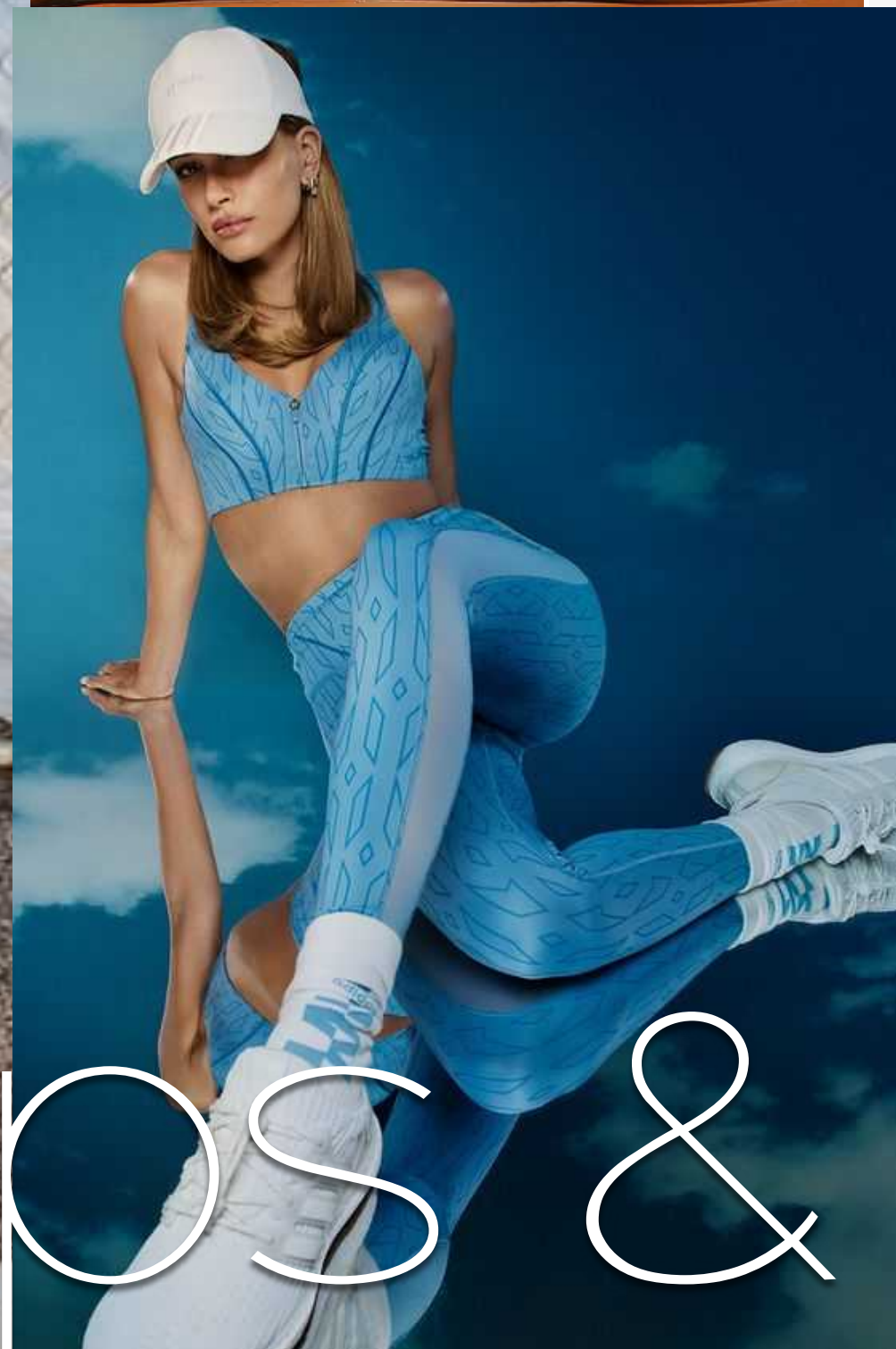






**CREACTIVE**

*For A Creative Active Lifestyle*



Yoga Tops & Pants





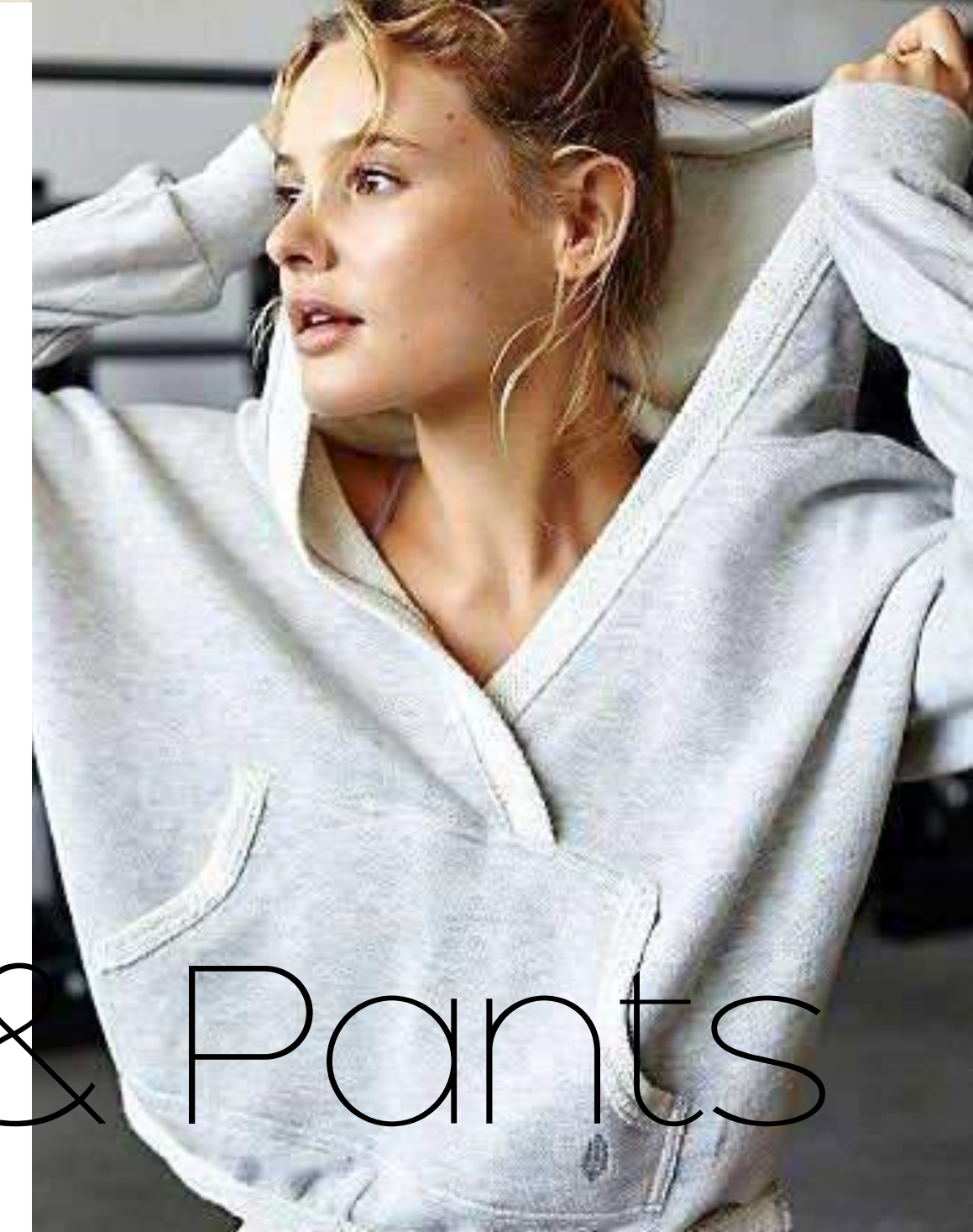
# Yoga Tops & Pants





# Yoga Tops & Pants





Cosy Fleece Sweat Hoodie & Pants





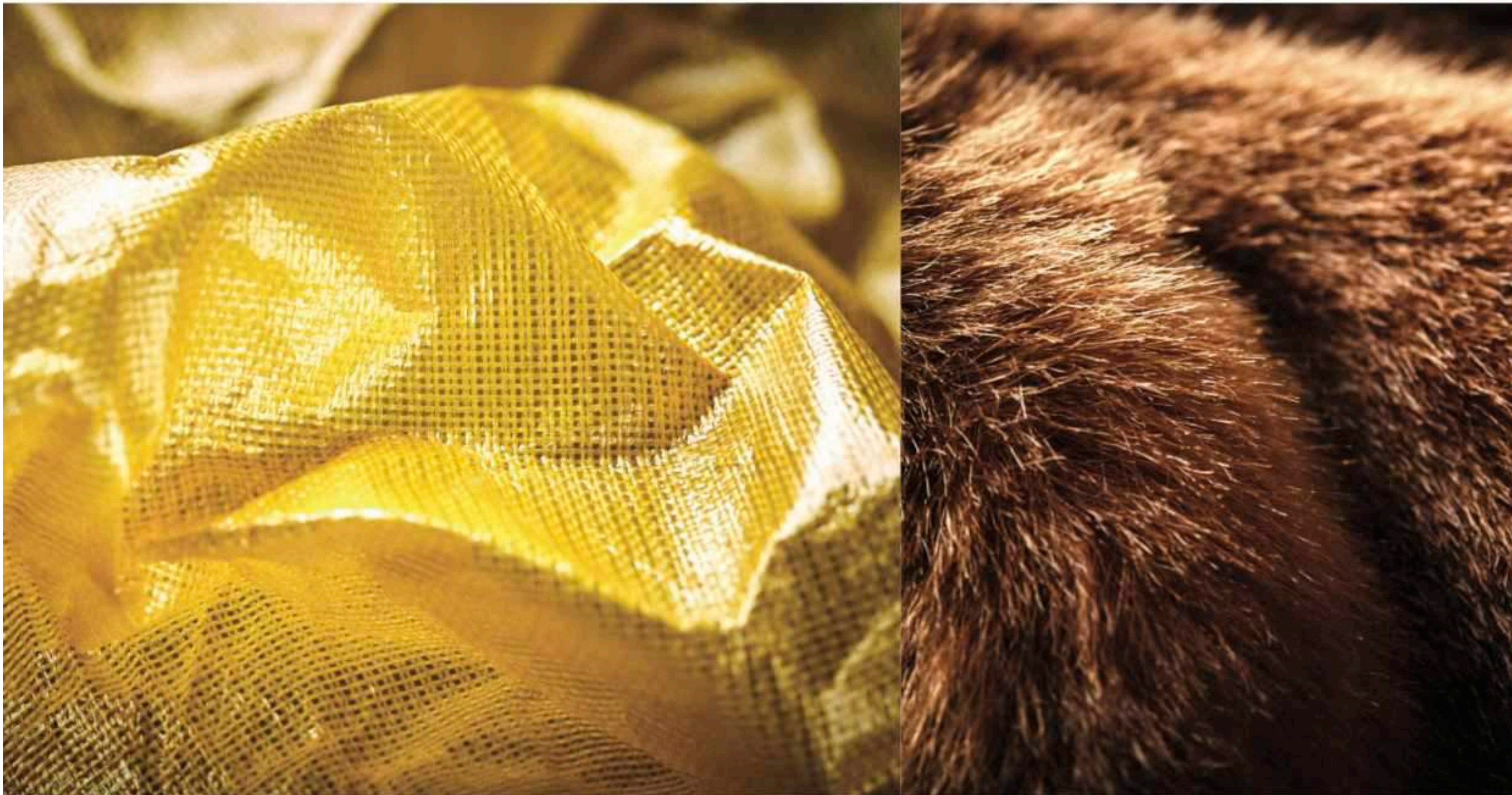
Cosy Fleece Sweat Hoodie & Pants



ISPO TEXTILES TRENDS FW 2022







## Textile Trends Fall/Winter 2023/24

### Visions for the Textile Industry

ISPO is your gateway for future trends. In cooperation with trend expert Louisa Smith ISPO has studied various global trends with influence on the textile industry and its products. In combination with the defined trend colors and five more detailed textile trends, these megatrends provide a good vision where the future of textiles will take us. ISPO is very pleased to have the opportunity to share these visions for Fall/winter 2023/24 with the textile industry and to use these trends as a basic guideline for ISPO Textrends 2022.

The megatrends show visions that are not specific to one particular area, but will influence the entire textile chain right down to the consumer. The color cards and the textile trends result from a range of influences, from consumer behavior to the global economy. Film, music, social media, art and many other activities are reflected in these trends. They form a basic guideline how new developments and innovations of ingredient products will be shown, presented and highlighted at ISPO Textrends 2022.



## Vision for Fall/Winter 2023/24

### Tick-Tock

Welcome to an intrepid new Fall/Winter 2023/24 season as multiple factors are addressed. Through ISPO Textrends, we have defined the directions and influences that encourage the development of existing and new ideas emerging, meeting the demands for a new era and a cleaner future.

Sustainability is no longer exclusive, it runs throughout all elements of the industry, and if it hasn't been addressed in your business, you won't be trading for much longer. With the 2025 Paris Agreement looming and the 2030 promise to achieve a climate neutral world in the mid century, time is of the essence.

The race is on to continue on our path, as we increase conserving resources and look to neutralising carbon footprints, and reducing the water footprint. Traceability, transparency and accountability are embedded permanently, essential in meeting the targets that have been set and appeasing consumers.

Circularity continues to tackle climate change, protect biodiversity, reduce waste and most importantly reduce pollution. The 'take, make, dispose' production model is becoming a distant dinosaur. Instead a regenerative approach is essential for a cleaner future. What is clear with all the cleaner initiatives throughout the supply chain, 'greenwashing' will no be tolerated.





# Colors Fall/Winter 2023/24

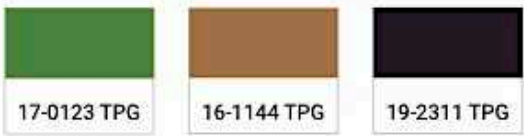
A debonair spirit teams with an earth-up attitude in creating a contrasting yet conflicting use of hues for the season. The importance of color continues, grounded basics remain but welcome the new replacement tones in the Core Palette.

Embracing the myriad of moods emerging through the textile trends, from mindful to exhilarating in the sports and outdoors segment, colors complement. Ranging from airy whimsical pearl through to hardcore blood red, there is an erratic playfulness.

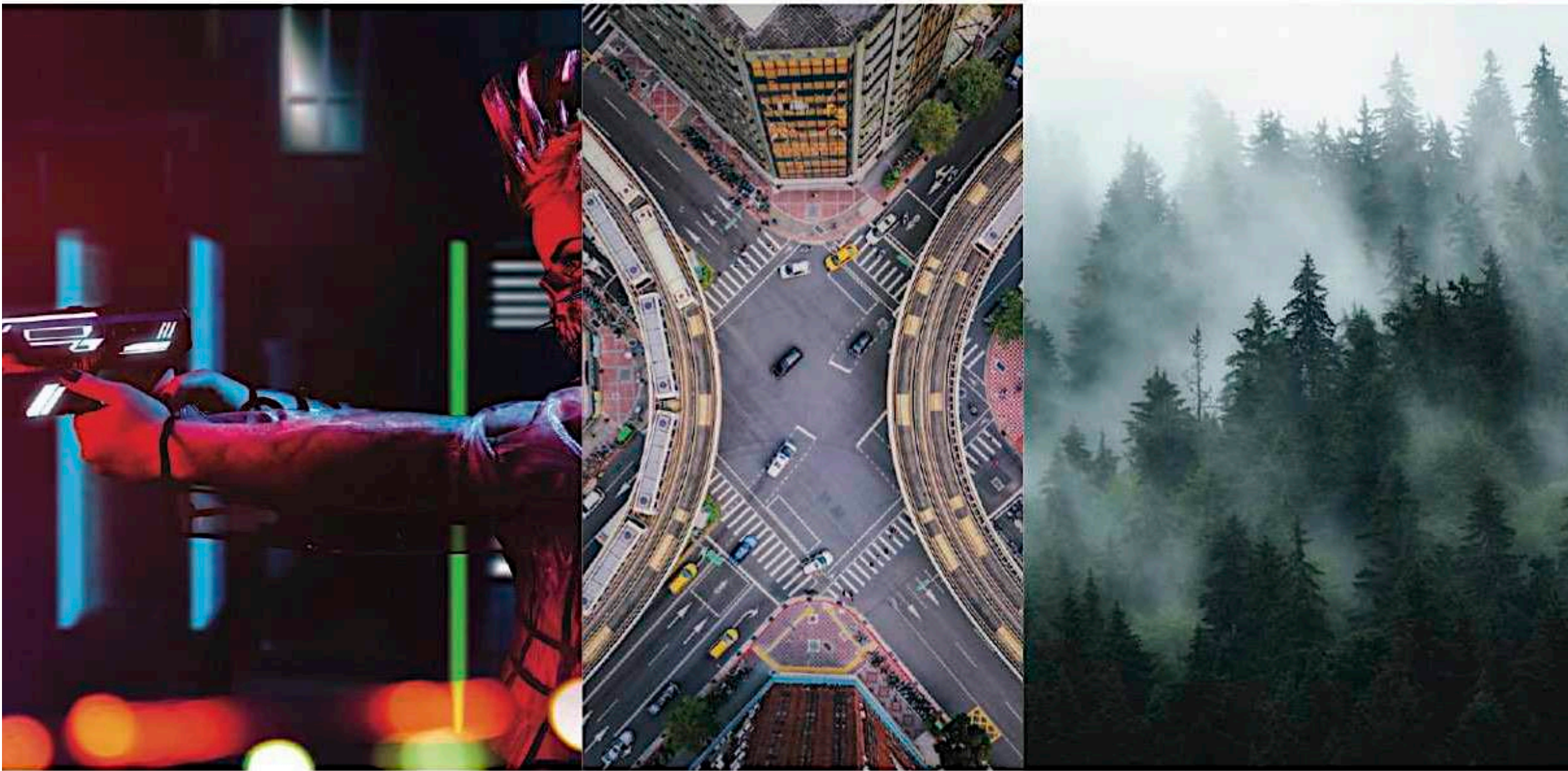
Innovation emerging in textile development deserves additional creativity from the color combinations on offer. Take it intense or take

it calmly, the choice is yours, with suggested core tones and satellite palettes that are innerratic in creating customized color palettes with a unique outcome, ensuring a stronger level of diversity.

**Core**  
It's our go-to palette, where the basic tones sit, a great foundation to complement the satellite tones. As usual black features, with white and primary tones. Three tones have been updated to deliver added intensity and warmth, from intense green to mulled wine.



**Molten**  
A bright breezy add-on group, deceptive in the strength it can offer. The range can be worked in classic matte through to metalized surfaces. A little retro and grungy, when black is added to the recipe. Perfect for Street Sports in tough and durable outer layers to high performance longevity in outdoors.



**Cyber Punk**  
Pretty tones just got punky as a new luminosity rises from surfaces in creating a bright yet hardcore direction. Fabric and trims will take on this strong look, that works incredibly well with the core palette. This is very much an inclusive attitude for all consumers, just scale the intensity from subtle to wicked!



**City Limits**  
The urban landscape inspires, a combination of the old with the new, as red brick buildings vie with the grey and metallic accents of modern architecture. A hybrid direction that influences all aspects of the season, working its way from base to outer layer. Tough yet warm, this is a sturdy yet reassuring and authentic accompanying palette.



**Shelter**  
A protective natural shelter instills the need for deep and mysterious hues. The color combinations are crisp, you can feel a sharpness to them, that will be warmed by teaming up with colors from the







# Textile Trend 1 Glitch

**The smooth artificial aspects of the Metaverse collide with real-time in creating a hiccup effect, as disruption, once generated from digitalization is now created for contrast. Major malfunction in creating flawed and defective surface effects offer an unruly rising, creating unique and innovative options with a mischievous mood.**

Non-conforming, there is a need for this disorderly conduct, lifting surfaces and creating new tactile experiences, irregular and regular, raised or indented, the distortion complements the traditional compact fabrics that regularly feature. Disruptive hacking and internet outage play havoc, inspiring fabrics and trims to take this on board.



## Fibers, yarns & finishes

- Colored PU prints and trims
- Colored reflective finishes
- Brilliant surfaces react with the light through tri-lobal yarns
- Disruptive digital prints on multifunctional outer layers – optically illusive
- Tri-lobal synthetics – Nylon 6.6 for a sensual touch
- Air textured yarns for irregular rawness
- Mirrored membranes and coatings
- Black dope dyed yarns for depth
- Colored metallic yarns
- Glistening synthetics for blends dyeable at garment stage
- Thermochromatic prints
- Resin or PLA “green plastic” for 3D printing of trims
- Colored mirror hear transfers
- Traceable wool
- Bi-stretch compression warp knits
- Lacquered gloss finishes
- Moiré and holographic surfaces – especially for high-performance outer layers
- Flocking applied to create double-sided fabrics and a grainy finish
- Shed resistant fleece – lightweight and malleable
- Faux shearling
- Traceable wool in jersey to contrast with the bright offering
- Cupro, silk, and modal offering a bright and lustrous cellulosic direction for fluid base knits through to lightweight wovens
- Brilliant lacquered down-proof outer layers
- Prints and trims inspired by digital technicity
- Malleable reflective solar panels for added design detail and function to use as chargers

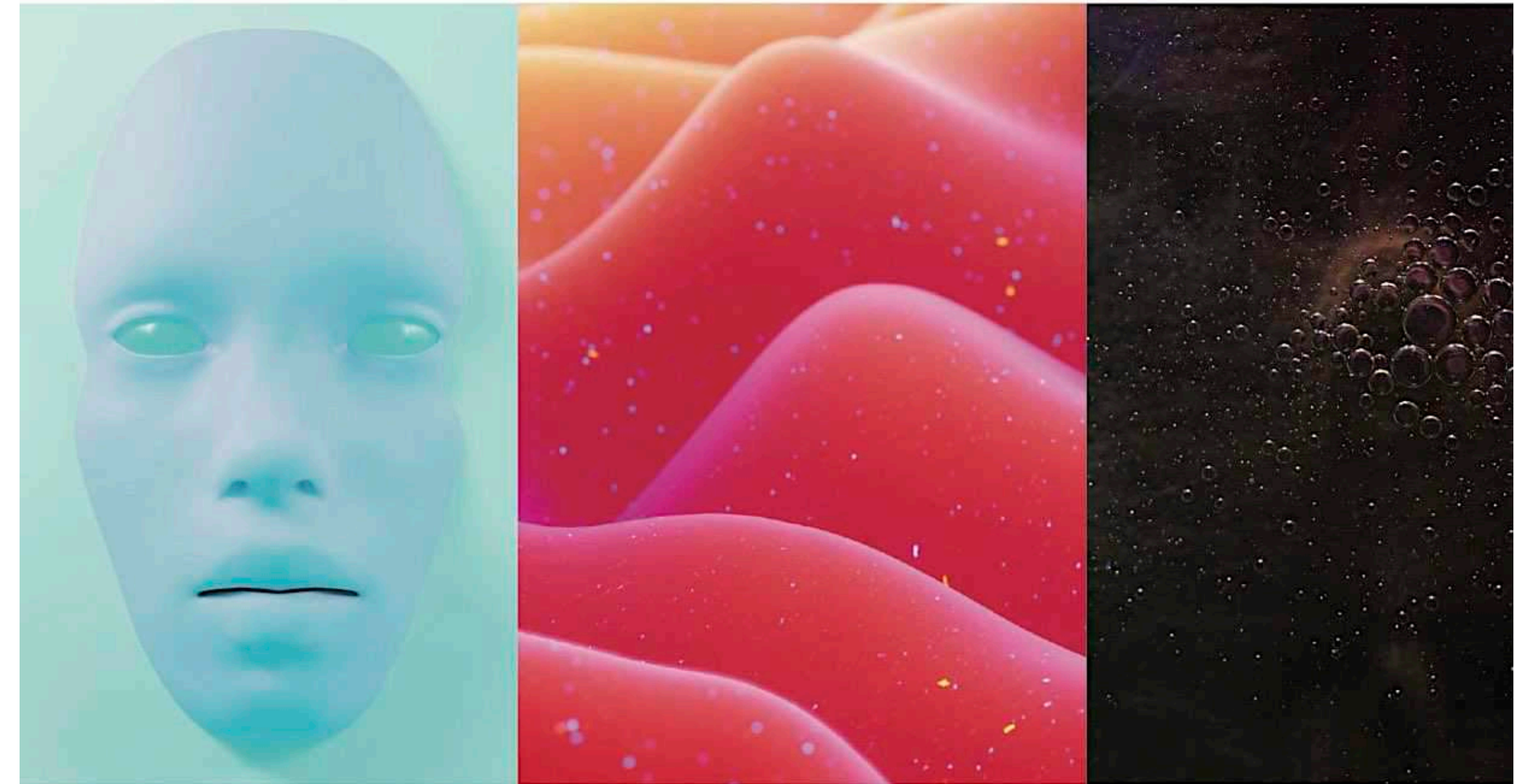




## Textile Trend 2 Diligent

**Smart thinking at the purchasing stage, this trend embraces the longevity that well-engineered textiles and product design deliver to the market. With the increased interest in pre-loved clothes teamed with repair and take-back schemes, the outdoors sector is a key area where products are built to such a high-level of performance, the longevity ensures an increased life.**

Endurance is crucial thought participation, but also ongoing as high tenacity yarns create lightweight and anti-rip fabrics and stretch membranes and coatings offer no breaks in stress areas. Pure and group blends, cellulosic, synthetic, fabrics allow for easier access to the circular economy. Alternative thinking dismisses the need for contrasting fiber blends as mechanical stretch and natural rubber dismiss the need for spandex, allowing for a much simpler responsible outcome. Nature comes through in many guises, not just in plant-based yarns but also through dyes and finishes.



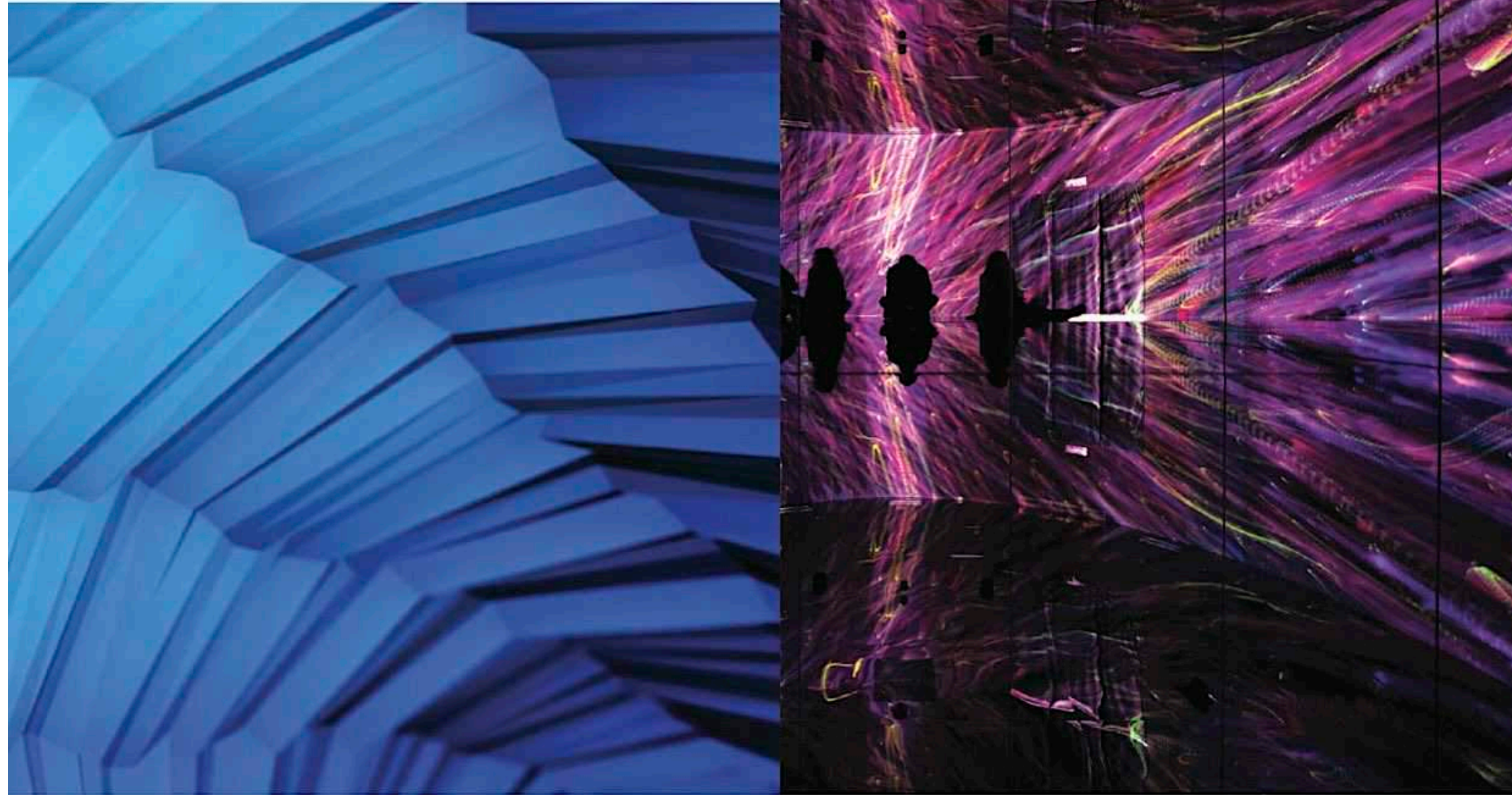
### Fibers, yarns & finishes

- Heat bonded double-face fabrics
- Sealed channels and batons for traceable down
- Reactive protection – fabrics and finishes that lock on impact
- Fine denier opaque base layers – truly second skin
- Invisible structures
- Molded applications – key for lightweight footwear
- Dense luminosity on lightweight rip stops and gabardine bases
- Matte finishes to contrast with the newness of bright applications
- Abstract seamless structures
- Raised irregularity in knits and prints
- Clean cut functionality
- Super lightweight thermal regulation through hollow yarns and finishes
- Reactive yarns – cyberpunk colors, phosphorescent yarns, and finishes
- PU taping

### Materials

- Antigravity lightness – the warmth and protections these fabrics can give is unbelievable, as the new level of lightweight deceives
- 2.5L and 3L contrasting fabrics
- Spacer fabrics and aerated double knits
- Dense circular knits
- Double warps knit with bi-stretch from spandex/ elastane
- Synthetic in delivery, with virgin and recycled featuring
- Aramid yarns
- Hollow yarns for thermal regulation and lightweight finish in base, second and outer layer fabrics
- Irregularity through eco-friendly finishes as puckered and peaked effects feature
- Molded surfaces
- Unusual color contrast through contrasting yarns or a layering effect of yarns through to holographic and membrane effects





## Textile Trend 3 Immersive

**Floating surfaces and sponge-like structures create this look, as fabrics reach a new level of sensuality in terms of touch and texture. Incredibly lightweight. This trend works as a direct extension of the body, a seamless addition that enhances performance and offers performance. The modern structures deliver the required components for clean-cut and new sonic stitching and taping finishes. Body-mapped warps knits and lightweight woven synthetic-based fabrics with the ability for heat taped seams minimize the traditional cut-and-sew manufacturing for a cleaner and efficient process.**

Perfection features in compact flat fabrics that carry a density to them, in turn, mutated effects arise through origami structures and molding. Indefinite raised ribs and optical membranes also create a modern and majestic vision. Divine to touch, structures mimic cloud-like effects through to fluffy and spongy soft. But there is an element of strength that runs through this engulfing protection, it isn't all pleasure, there is high performance too.



### Fibers, yarns & finishes

- Aramid fibers – the finest denier yet and the toughest in wearability
- Soft and fluid traditional silver/grey reflectivity
- Classic performance - quick-dry, moisture management, thermal regulation, anti-odor
- Thermoregulating finishes for all layers – reducing the traditional layering systems
- High powered spandex/elastane blends for protective muscular performance
- FIR yarns and finishes for wellbeing
- Anti-viral finishes
- Dope-dyed yarns – water reduction and less fabric waste due to the uniform color
- Recycled synthetic and natural fibers in blends
- Traceable wool and merino wool
- Corn and sugar beet PLA-based synthetics
- Natural dyes – plants, nuts, or food products
- Recycled membranes
- Alternative naturals – mushroom, cacti for vegan leather
- Compostable and bio-degradable fibers
- Animal welfare – traceable down

### Materials

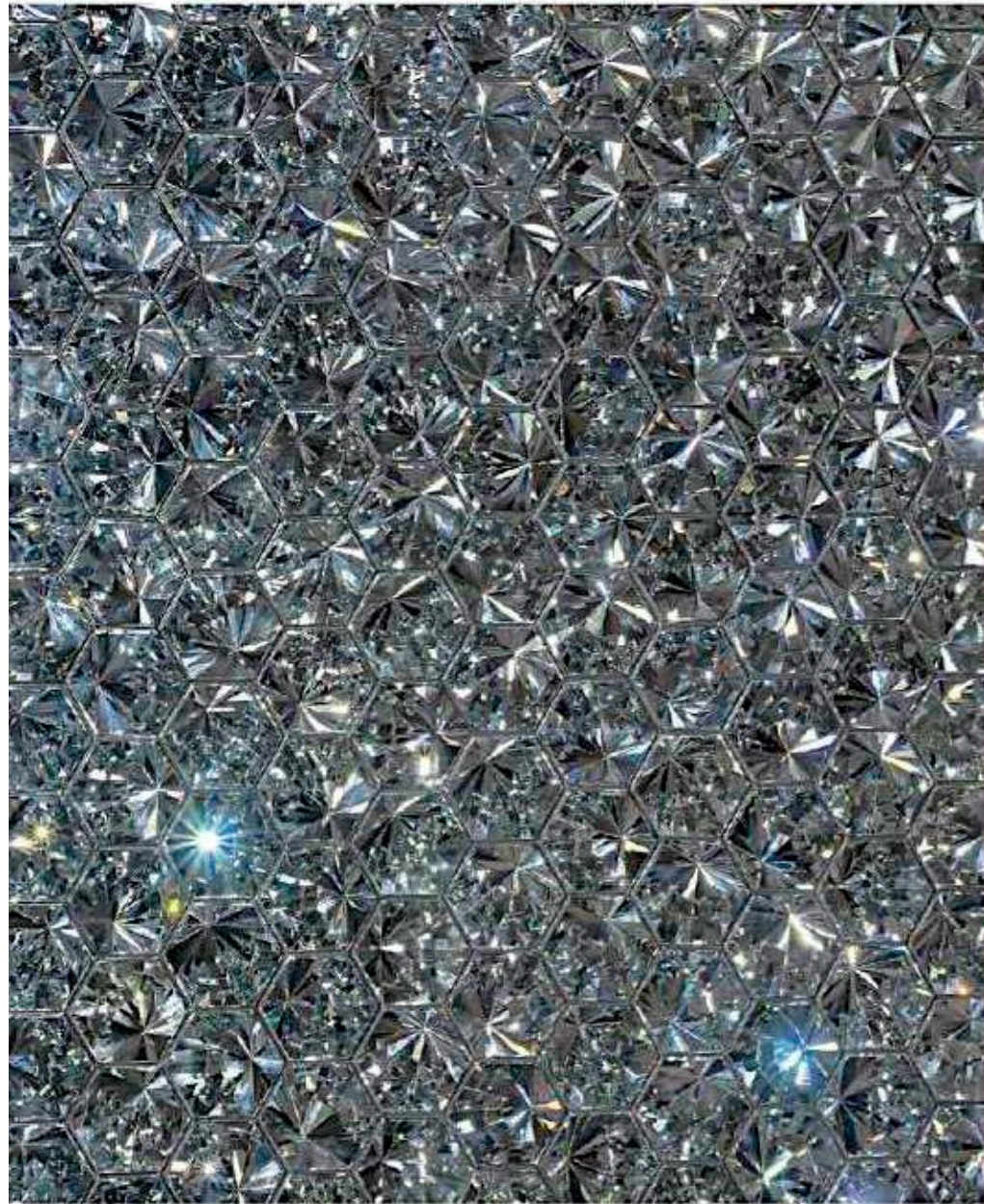
- Compact and smooth fabrics

- Organics structures in jacquards knits – soft and sensual against the skin in base layers
- Paper touch membranes
- 2.5L and 3L fabrics – reversible options
- Compact twill and dobby structures
- Gabardine – mechanical stretch for flexibility
- Use 100 Percent pure fabrics for easier end of life options
- Soft-touch, lightweight durable denim with mechanical stretch
- Recycled pure and hybrid insulation

### Target Markets

- Hiking
- Urban protection/outdoors
- High-level performance in base layers for snow sports
- Protective clothing
- High tenacity street sports
- Soft equipment – shoes, tents, backpacks, footwear





# Textile Trend 1 Scintillant

**An energized and wired brilliance comes to varying levels of luster through intense innovation. This trend ranges from flashy to delicately fulsome with subtle sheen and scatterings of shimmer. Base, second and outer layer categories feature, but it will be the membranes that take luminosity to excessive heights.**

This mood is about adding detail, enhancing looks, and creating surfaces that conflict, ranging from highly polished to de-lustered, tarnished through to purer opalescent effects. What is interesting about this direction, it might appear all about the look, but it is also a serious contender on sustainability and cleaner processes. The focus isn't just on established eco, but also innovation with the newer developments, including bio-based yarns and membranes, proving that creativity still counts even within a conscious movement.



## Fibers, yarns & finishes

- High luster natural fibers
- Modal and lyocell feature for lucid fluidity from certified forests
- Post-consumer recycled synthetics
- Glow-in-the-dark luminescent yarns and gum prints
- Ocean plastics – recycled polyester
- Virgin synthetic yarns with added permanent performance for durability
- Nylon 6.6 for an exceptional touch
- Bio-based membranes
- Recycled spandex
- Reflective coatings
- Bio-based synthetics
- Traceability and certification throughout the textile chain – fair trade
- Paper yarns
- Wax finishes

## Materials

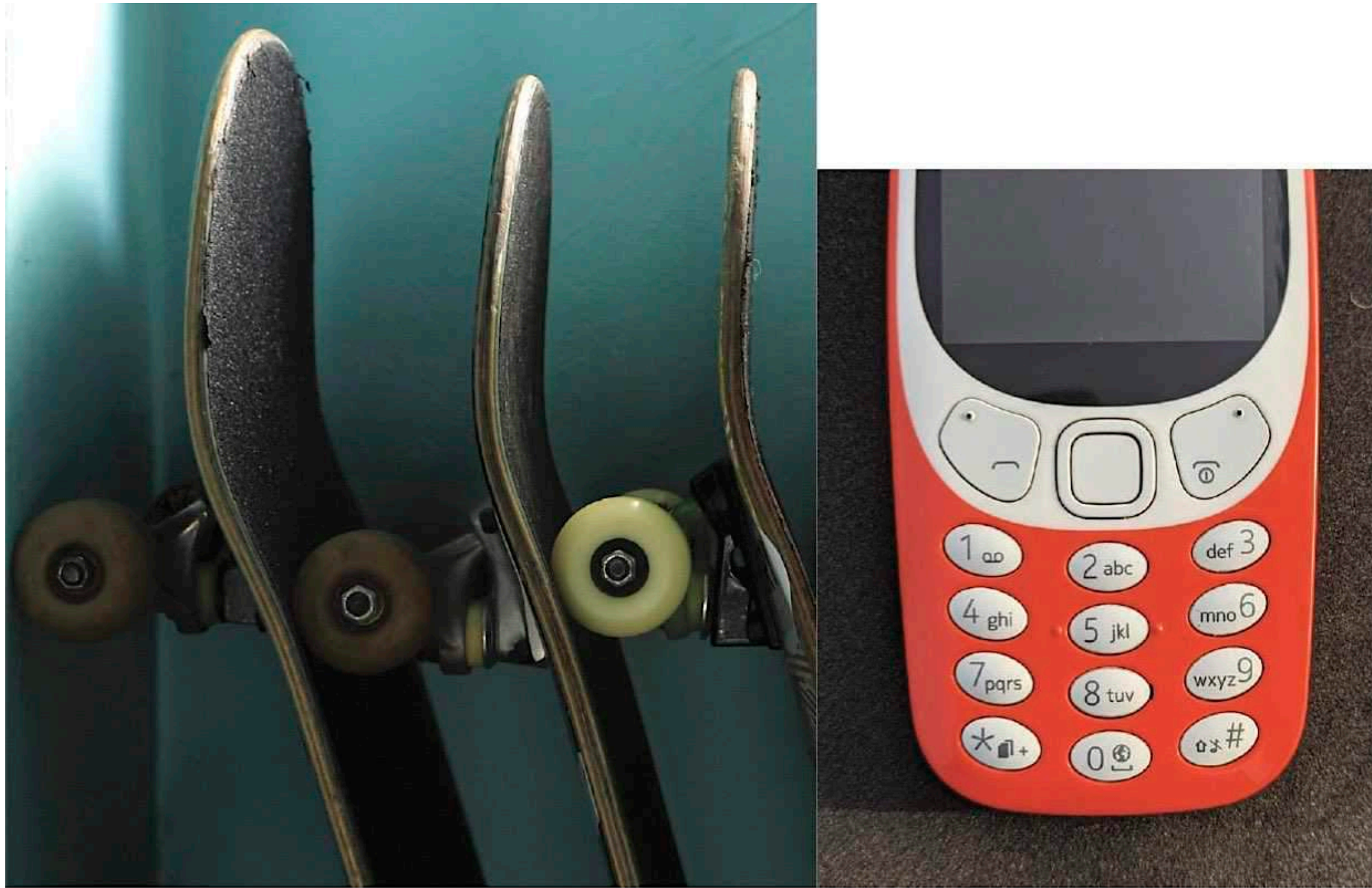
- Recycled and bio-based nylon in bight cross section diamond effects

- Recyclable membranes on perfect surfaces
- DWR stretch velour
- Bio-based faux fur with DWR
- Metallic yarns used in plaid shirting
- Responsible insulation – recycled hybrid combinations
- Down proof high gloss outer layers – DWR
- Patent finishes through membrane technology
- Mechanical stretch
- Soft voluminous double knits
- Single circular knits with a silky touch and fluid body – tie in with cashmere for exaggerated luxury
- Use bright recycled polyester with the built-in performance of quick-dry, anti-odor, quick-dry and thermal regulation for glossy base layers – from long-sleeved tops to tights
- Magnetic fastenings
- Polished trims
- Dazzling and shimmer heat seam taping

## Target Markets

- Luxury skiwear market
- Lifestyle – workout to active living





# Textile Trend 1 Bygone

**The rush for efficiency, speed, hyperconnectivity, and all things modern are forgotten in this trend, as a section of Gen Z consumers turn their back on the latest developments of the 21st Century. This isn't just about nostalgia influencing textile directions, this is about consumers who want digital detox, either temporarily during activities or permanently.**

The increase in sales of 'dumb' phones and bicycles to the interest in off-grid living ignites a passion for freedom, respect, and being mindful, not just of the environment but of society too. The invisible thread that connects to the metaverse and controls all aspects of our lives is cut, unplugged from technology, and can't you hear the silence?



## Fibers, yarns & finishes

- Traceable fibers
- Traceable down
- Eco-friendly membrane finishes
- Merino wool – anti-odor, thermal regulating
- Bio-based synthetics with a matte hand
- Cotton and hemp
- Recyclable membranes
- Key functions: thermal regulating, moisture management, quick-dry, anti-odor
- Recycled synthetics, manmade and natural fibers
- Classic DWR finishes
- Cool touch and anti-odor yarn or finish performance, reducing home launderings

## Materials

- Classic sweater knits
- Macro fleece – anti-shedding reducing microfiber pollution
- Yarn-dyed flannel shirting with brushed finish

- Double-sided fabrics – woven/bonded with knits
- 3L and 2.5L constructions
- Linear rib structures with an aged and brushed finish
- Crosshatch ripstop
- Macro crosshatch mid-weight rip stops
- Performance denim – authentic slub look
- Compact cotton weaves – gabardine – inherent water repellence

## Target Markets

- Classic skiwear for traditional leisure ski experiences
- Appealing to the kids market due to the simplicity of ingredients
- Multifunctional apparel through versatile design
- Mountain biking
- Camping
- Weekend leisure - hiking to the warmth of a rural pub/barrel house!
- Outdoor activities seamlessly working for urban living including outdoor mobility – cycling or e-scooting to



CUSTOMERS NEWS - JAPAN







MOUSSY  
PRE  
SPRING  
2022







# CARHARTT WIP VESTS - ICONIC ITEM OF CARHARTT

Carhartt WIP Vests blend workwear-inspiration with a contemporary design outlook, offering an assured blend of form and function. The weatherproof jackets epitomize the hardwearing, utilitarian Carhartt WIP aesthetic, whilst also serving as a stylistic staple of Europe and America's subcultural landscape.



Kilda Vest



Elmwood Vest



Hamilton Vest



Bandana Reversible Vest







# MIYAGIHIDETAKA X CARHARTT WIP JAPAN BANDANA SHIRT COLLAB

This MIYAGIHIDETAKA x Carhartt WIP joint venture is taking the bandana at face value, stripping it of history to create some, admittedly, pretty fun clothes. There are some red and blue versions — still pretty sensitive in California — alongside an ample supply of monochrome and multicolor shirts all launching exclusively in via Carhartt WIP's Tokyo flagship and 2G Parco.

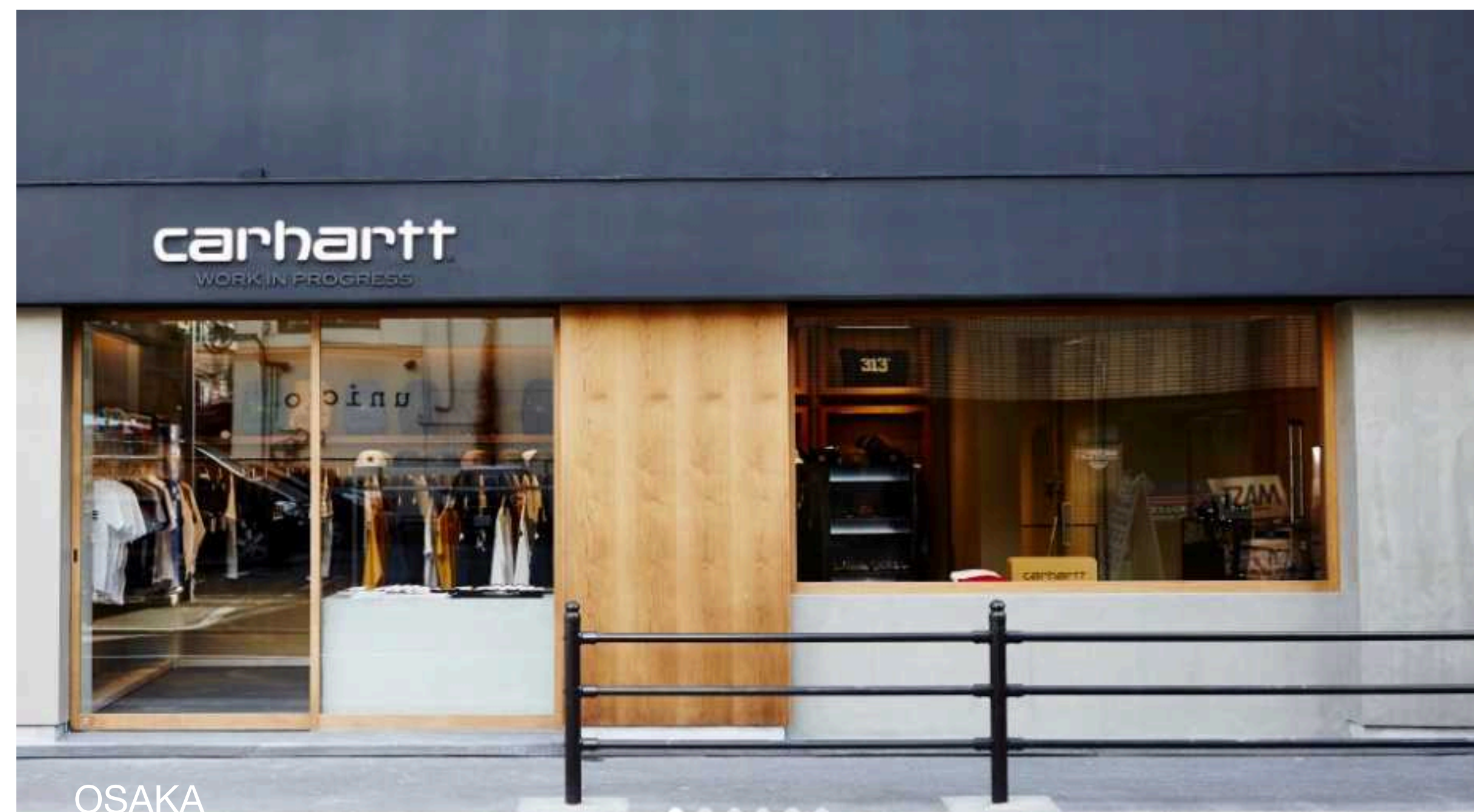
This collection puts MIYAGIHIDETAKA's signature bandana motif front and center. Vintage paisley-printed textiles are mixed up and stitched together in the shape of Carhartt's boxy Master Shirts and pocket tees. These are statement pieces, no doubt about it, but seeing the Carhartt patch on the chest of each is pleasantly odd, the same kind of pleasantly weird juxtaposition as Carhartt's Junya Watanabe collaborations.







## CARHARTT WIP STORES JAPAN







carhartt.

## CARHARTT WIP STORES JAPAN

YOKOHAMA

SAPPORO

SHIBUYA

SHINJUKU





## FIELD STORE

Columbia, which signed a comprehensive cooperation agreement with Kamikawa Town in March 2021, will open the brand's first field shop "Columbia Field Store Kurodake Ropeway Store" on July 30 at Sounkyo Onsen Kurodake Ropeway Station Building. "BLACK MOUNTAIN COFFEE by Columbia" where you can enjoy light meals and specialty coffee, activities around Sounkyo Onsen and Daisetsuzan, and a tourist information center "Daisetsuzan Tours Adventure Desk" are also open at the same time.

All the staff are waiting for you to enjoy the outdoor experience more than ever.

A sales space with a lineup centered on clothing and gear necessary for outdoor experiences in towns and Daisetsuzan.

We also offer products that can only be purchased here, such as original collaboration T-shirts and bottles from Colombia and Kamikawa.

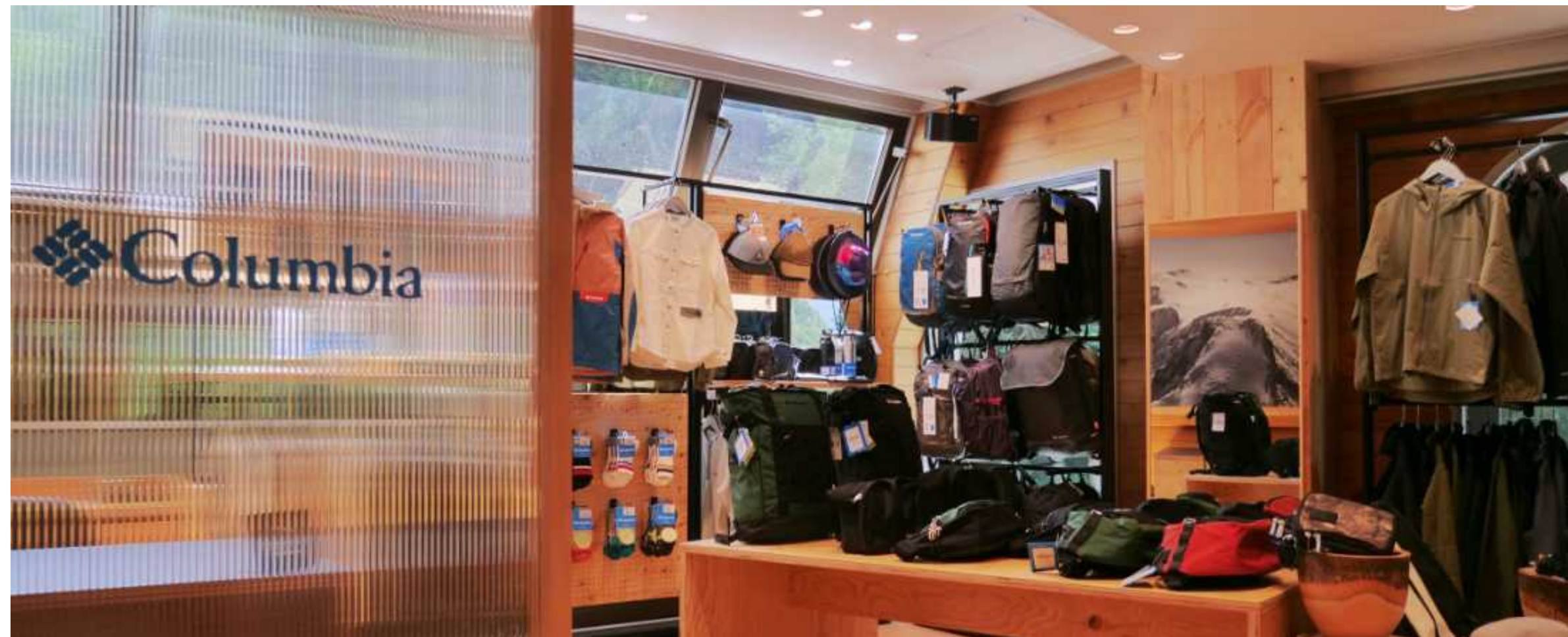






A sales space with a lineup centered on clothing and gear necessary for outdoor experiences in towns and Daisetsuzan.  
We also offer products that can only be purchased here, such as original collaboration T-shirts and bottles from Colombia and Kamikawa.

Tea is a mellow scent of Portland's Smithy  
Providing baked confectionery from the "Rice and Snack Research Institute" using ingredients from Hokkaido and Hokkaido Environmentally friendly, such as using sustainable cups and straws  
In addition, there are tables and chairs in the store made by processing Todomatsu from Kamikawa-gun, so you can enjoy while being healed by the scent of wood.





SPRING / SUMMER 2023 EARLY TRENDS





# WOMEN





# S/S 2023

# EARLY TRENDS



Stories



Styles  
&  
Details



Stella McCartney



Sandy Liang



Denim

Shein



Knits  
&  
Graphics







功能  
外套

FUTURISTIC RETRO /2023



实用  
夹克

BIOFACTURED FUTURE /2023





淡柔  
靛蓝



Wolford



新舒  
适



SOFT INDIGO / 2023

NEW COSY / 2023



## Key Items

# HYBRIDISED





**MEN**





# S/S 2023 EARLY TRENDS

GREAT MIND INSPIRATION







LEISURE SPORT  
KEY MENS TREND



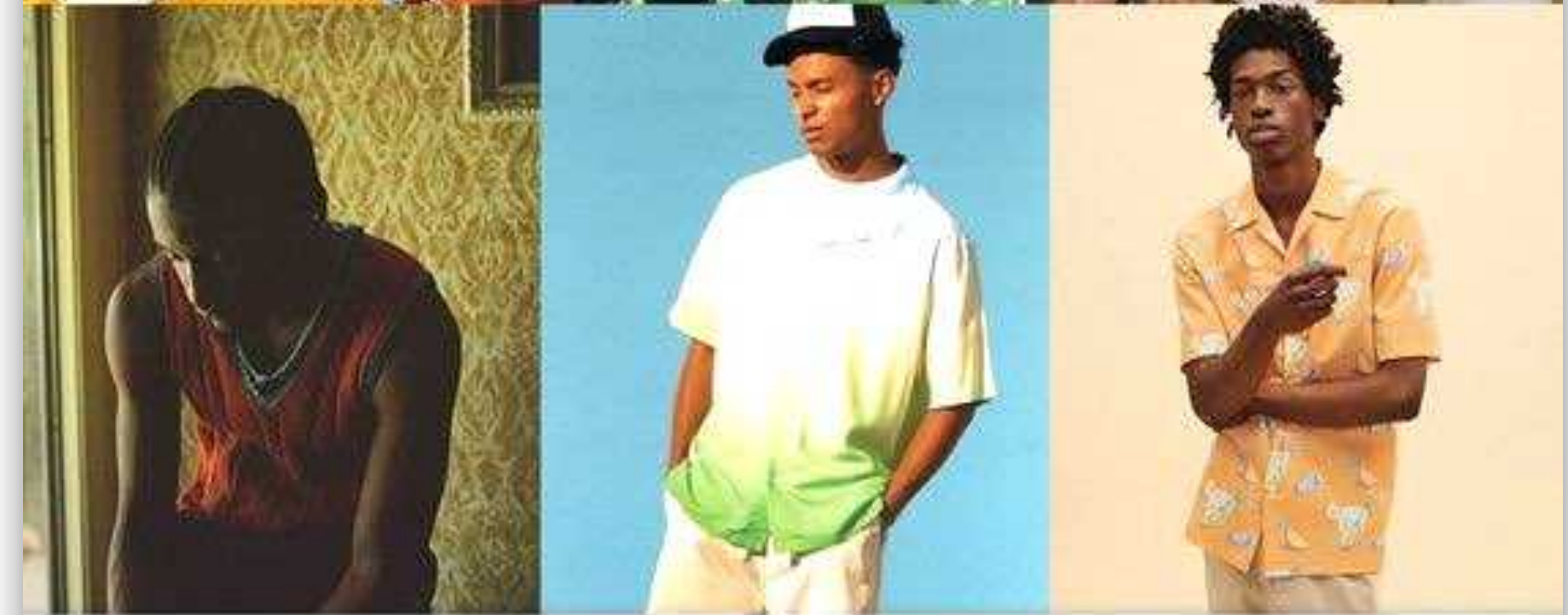
CASUAL SOFT  
KEY MENS TREND







**CRAFTISAN**  
KEY MENS TREND



**ENDLESS SUMMER**  
KEY MENS TREND





## Key Items

## 主打外套



Multi Pockets



Hoodie Functional Parka



Heavy Washed Vest



Loose Fit  
Sport Shirt



Outdoor Functional  
Windbreaker



Outdoor Functional  
Windbreaker



Mixed Fabrics Jacket

Outdoor / Functional / Military Inspired  
山系野外 / 功能性 / 军服概念



# STYLES & DETAILS



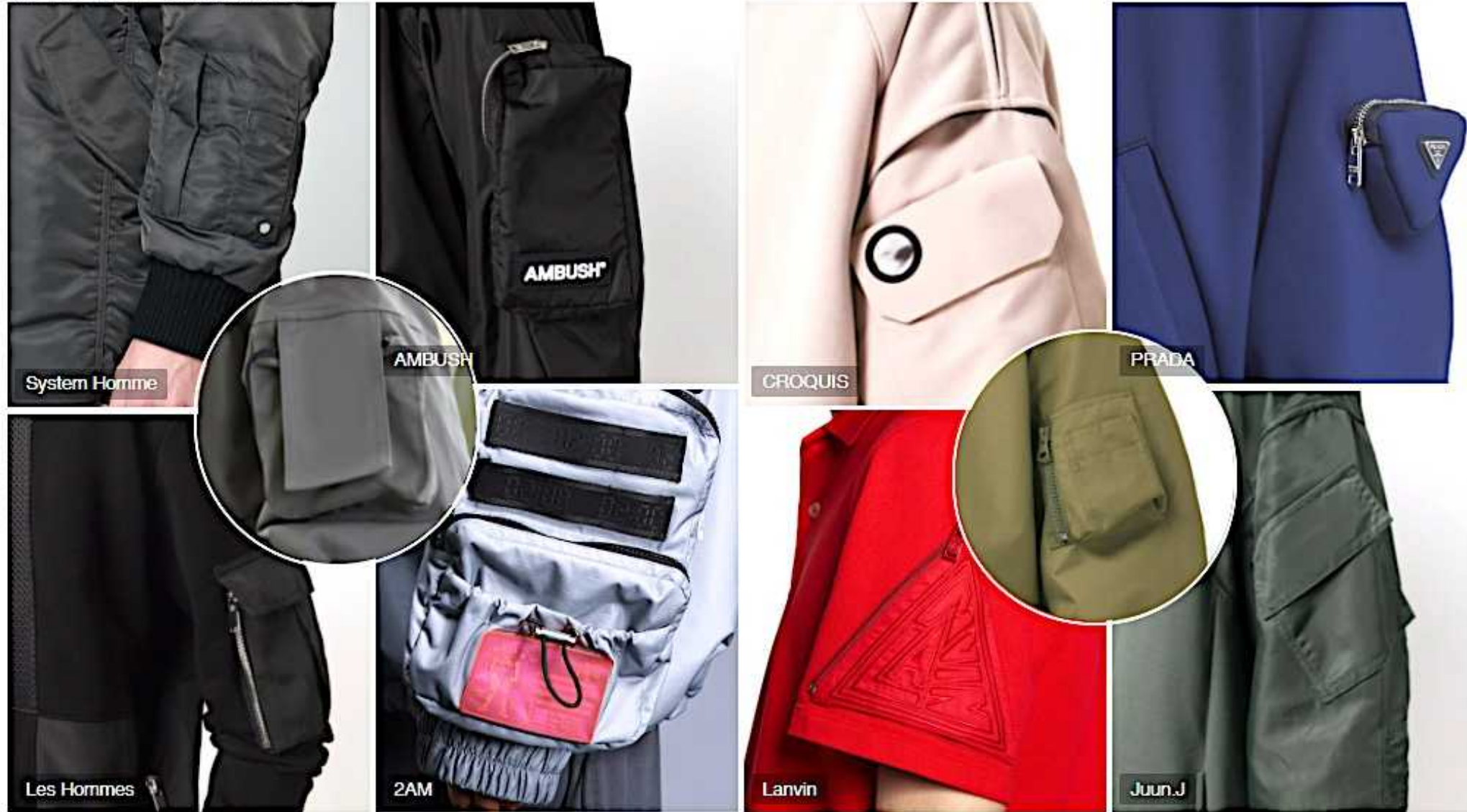


Functional details are added into the placement of down jacket to meet the outdoor fashion trend. Utility workwear pockets are interpreted by trendy colors to weaken the hardcore outdoor properties and create chic outdoor down jackets.



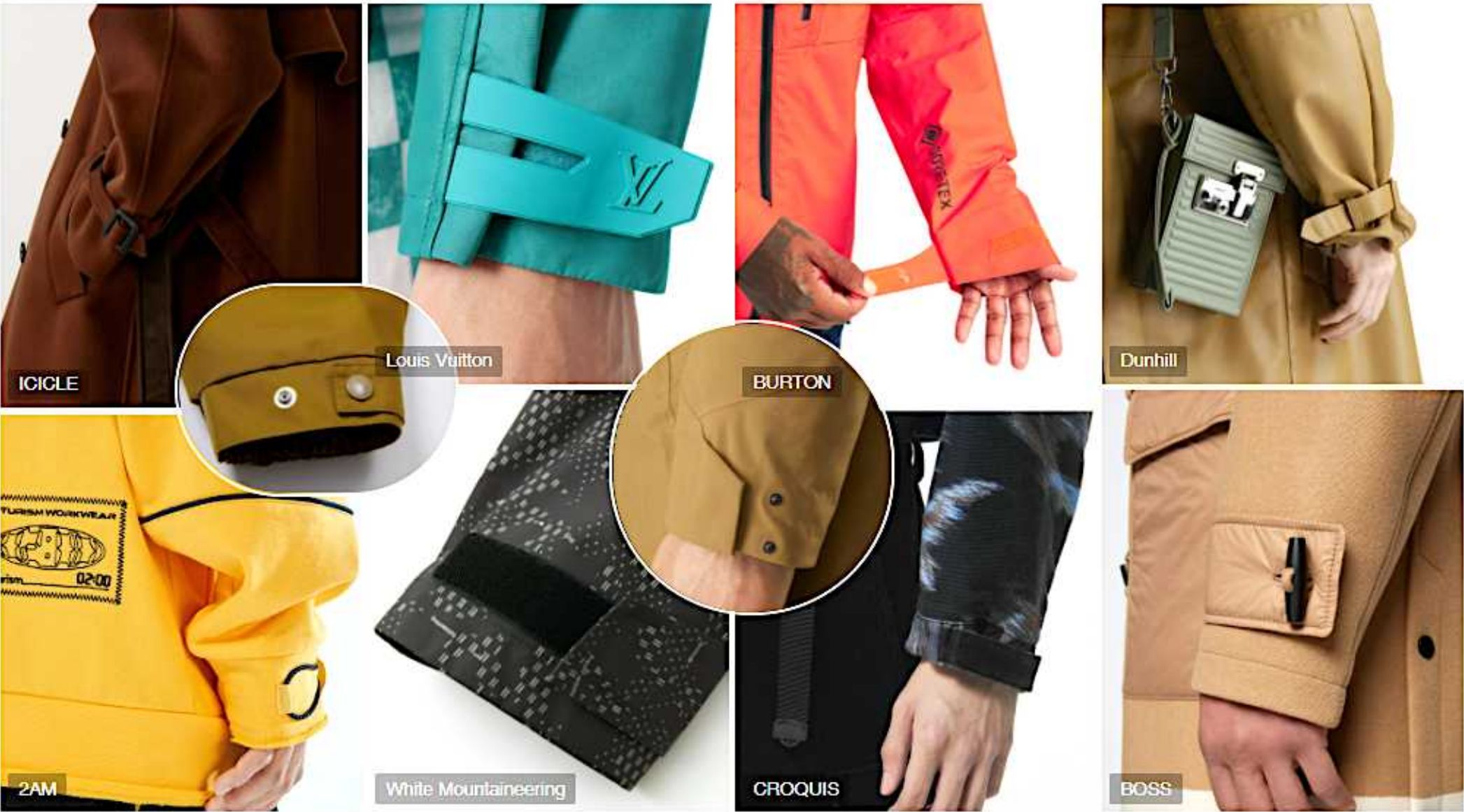
Utility pockets/3D sleeves/Accessory

Sleeve pockets fuse practicality with sleeve details. Different forms of pockets are applied to the sleeve design for a workwear accent. Different pocket shapes and accessories are added as well. Unexpected opening and 3D pockets remain the practicality and improve the decorative performance.



Adjustable function/Cuff styling/Trans-seasonal

The functional designs at cuffs are extremely important for the general look. Fasteners, velcro, and even stretchy drawstring are used to endow more playful and fashionable styles. The adjustability of cuff is worth reference during the seasonal transitions.



Voluminous Sleeves





and chemical fiber fabric are all available. Different fabrics can present distinct styles to adapt to the development of different brand.



Classic mock-layered design once led a fashion trend in the markets, and it is more delicate and ingenious this season. The double-layer design is mainly applied on neckline, sleeve and hem, which provides abundant layering visual effects in summer. And with the development of craft, double-layer structure is also presented on shoulder and front part through tailoring. No matter the creative design or reformed classic design, the mock-layer design occupies a large proportion in the T-shirt and sweatshirt detail design this season.



## 3D Layered 立体感层叠明袋

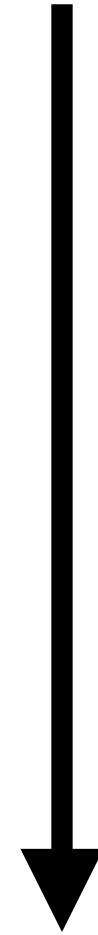
Voluminous/Strengthened layers/Utility interlayer

Layered design of 3D pockets strengthens the dimensional effect and detail qualities. Sacai layers multiple patch pockets together this season which shows its brand DNA of workwear and deconstruction; Givenchy also applies layered 3D pockets to create high-street techwear.





DENIM





Overview 潮流概述

In this unstable period, purity shows its strong cohesion and healing power. Environmental fiber, plain texture, traditional craft and retro denim are exploring the durable comfortable fabric for both indoor and outdoor. We need to protect the nature through sustainable and recyclable craft, and we also need to protect ourselves from nature via outdoor design and comfortable wrapping protective products. S/S 23 Denim pays more attention to the comfortable plain fabrics, such as retro sustainable denim, recyclable textured denim and distressed denim, which can stimulate people's desire for wearing classic denim in daily lives.



Retro Sustainable Denim 復古可持續性

Retro sustainable denim uses natural traceable fibers, such as organic cotton, responsible cellulose and recyclable polyester fiber. These fibers with comfortable tactility are combined with natural indigo or environmental dyes to provide anti-bacterial and anti-inflammatory functions, which can upgrade the sustainability and show the classic and cool visual effect. Its classic appearance makes it suitable for presenting delicate and leisurely versatile items.



Recommended Style 寬鬆款式推荐

Imperceptible particle defects are added to the natural yarn to create the worn-out and nep denim fabric. And to meet the comfortable requirement of consumers, loose tailored silhouette is selected to present the cross-seasonal A/W 22/23 style. Its diversity is suitable for both leisurely and elegant occasions.



Burn-out Print 整体燒花

Based on the traditional burn-out craft, post-finishing like water-washing is used to present the alternative denim clothes with multidimensional sloughing effect. And the dimensional texture is the noteworthy design direction in this new season.



Color-difference Fake Pocket 仿袋洗水效果

Color-difference printing presents the shape of pocket and form the effect of fake pocket, which is more suitable for minimalist styles. Printed pocket can also be added to this design to create the effect of dislocation.



Recommended Style 循环再生柔软布料款式

The recyclable cellulose of retro sustainable denim combines its soft tactility with loose tailoring to present the loose denim item which is both suitable for indoor and outdoor styles, presenting the all-day-long comfortable dressing experience. And the balanced silhouette with high-waist design underlines the retro feeling.





# GRAPHICS





### Chain texture/3D effect/Multiple stripes

Chain embroidery with strong textures and 3D effects is mainly presented in lines or by the decoration along the outline of patterns. DIOR MEN applied chain embroideries on the edges of letters to strengthen the textures. Multiple stripes are arranged parallel to enrich the visual effect.



Badge and label are the must-have pattern elements in every season. Many brands fuse applique, printing and embroidery to catch eyeballs and increase playfulness. Raw-edged badge exudes the nostalgia feel, and 3D badge enhances the streetwear sense. See more in Combination -- The Pattern Craft Trend for Menswear.



### Graceful Ribbon

### 立体 絲帶車花

Graceful ribbon is an essential element for womenswear design. In this season, designers use ribbed ribbons, lace ribbons and organza ribbons as painting brushes to form casual letters and phrases on T-shirt and sweatshirt. Such refreshing pattern craft injects femininity into casual items.



### Rope embroidery/Double-layered applique/Crewel embroidery

Ropes present specific patterns through embroidery machines, and the selection of rope is the key. Take the fantastic patterns of DIOR MEN for reference. Double-layered applique remains the raw-edged effect to feel freedom, which is suitable for letters. The casual beauty of crewel embroidery is also noteworthy.





Flocking cloth is a kind of product that transplants flocks on surface via high voltage electrostatic field. The matte and smooth effects of this season are both soft-touch. The combination with letters and slogans presents a stronger embossed feel.



**Stitched tassels/Ethereal & dynamic/Agility**

Tasseled embroidery remains important. Agile threads are connected on orderly, delicate embroideries to form an intense visual effect, which subverts machine-made tidiness and endows casualness.



Lithographic printing, screen printing, intaglio printing and relief printing are used to print patterns on transfer paper which was then transferred onto fabrics by heating. Metal and glossy rubber materials can be combined with thick plate and 3D effect to better present the lustrous texture



**Diverse stitches/ textural collision/Bionic pattern**

Multiple stitch techniques are used on the same pattern to strengthen the delicacy and textures, which elevates the general quality of clothing. Specific pattern elements, such as STORY mfg.'s palm tree pattern, have bionic textural effects. These lively leaves and branches are presented by different stitch techniques.







# GM TREND JOURNAL

FEBRUARY . 2022

[www.greatmindapparel.com](http://www.greatmindapparel.com)

More Global Fashion Trends in April Issue!

GREAT MIND  
INSPIRATION