



Background

- We walk through the busy streets, pass the familiar coffee shop downstairs, visit the exhibition of Vincent van Duysen, wear basic clothes and live in a comfortable and warm house. In such a relaxed day, we enjoy the city life, feeling down-to-earth yet a little lonely. Seemingly absent, but we are determined to find ourselves - be social men, also sober urban bystanders.



关键词 Keywords

简约柔和	Simple and Soft
身体空间	Body Space
高级基础	Advanced Foundation
都市微孤独	Urban Loneliness

背景：穿梭在热闹的道路过楼下熟悉的咖啡店，看Vincent van Duysen的展览，穿着简约基础的衣物居住在舒适温暖的房屋里。在每一个这样柔和的一天里，享受着这座城市带给我们的生活，有一些烟火气，有一些都市微孤独。看似琐碎散漫的样子，内心却火热坚定地找寻着自我，剥离着，还原着，既是入世者也是清醒着的都市旁观者。

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Inspirational Event

- 1. Swedish furniture brand, Fogia, focuses on presenting details in their product design and refuses useless designs. 2. Copenhagen craftsman, Turi Heisselberg Pedersen, is inspired by the nature to create art products with a flowing appearance and rhythm. 3. British knitwear designer, Laura Newton, explores the sense of space between people and clothes by studying the interaction between fabrics and our body. 4. Vincent Van Duysen considers each detail from the ceiling wood to the concrete frame. He is good at stripping things' complexity and restoring their essence without compromising comfort.



Representative IP -- Elin Kling

- Elin Kling is a Swedish fashion blogger who founded the independent brand Toteme in New York with her husband Karl Lindman in 2014. She brings the studio back to Stockholm, where she thinks she can find a tranquil mind like the aesthetics of the brand. She shares her life of loving art and pursuing essence on Instagram. Elegance, simpleness and comfort have always been her philosophy.



Representative IP -- Soy Raka

- The Colombian-born German Soy Raka is a lifestyle enthusiast and creator, and becomes one of the most popular male bloggers on Instagram in recent years. He can turn simple items into layered match to bring a pleasing visual impact based on comfort and utility. He often shuttles in the street to capture the fleeting beauty.



Representative Brand -- Nehera

- The Slovak brand Nehera which advocates comfort and wearability redefines comfort but never gives up elegance, which has always been the spirit of the brand. In S/S 2020, it brings colors of spring. Earth colors are dominant, added with flower-like orange and yellow and coordinated by soft cold tones to bring visual tensile force and comfort. In this season, cutting and silhouette highlight the importance of fluency, endowing our body with free space.



Representative Brand -- Hermes

- Hermes this season combines the grace of urban gentlemen with the indifferent attitude. Models on the catwalk walk briskly in the breeze, as if shuttling in the city, highlighting the sense of ease and pleasure. This season symbolic leather fabric is dominant, and casual luxurious natural fabric is added to return to the purity and simplicity. Loose and multiple layers are dominant, showing the pursuit of comfort. Earth colors are the main, added by summer pink. The whole series is full of the smell of plants.



Colors -- Natural Art

- Colors of this theme create a warm and tranquil atmosphere, and are not influenced by any trends or seasons. Natural neutral colors are dominant to show the original and real charm of colors. Rich taos taupe and clove are chosen to pair with canton and gallnut, creating a soft and beautiful superior texture like the natural art.



PANTONE 14-1311 TPG

晚安粉
Evening sand

PANTONE 12-0703 TPG

种子珍珠
Seed pearl

PANTONE 15-1119 TPG

荨麻色
Taos taupe

PANTONE 16-1506 TPG

五倍子色
Gallnut

PANTONE 18-1409 TPG

丁香色
Clove

PANTONE 16-5112 TPG

湖水蓝
Canton

Silhouette -- Body Space

- It is a spatial relation between us and the city and clothes. It is not only the physical need, but also the psychological need to be not crowded, and be free to stretch. Urban bystanders pursue the space feeling. Firstly, the silhouette highlights the loose and simple dropped shoulder silhouette to promise the space between clothing and body. Secondly, the comfort and texture of fabric is focused on. Irregular pleats keep some space and add the elasticity, bringing a comfortable wearing experience and easy to shape natural figure.



Fabric -- Powder-like Luxury

- The concept of simplicity but delicacy and the pursuit of comfort make jersey with a powder effect a focus. Inspirations are drawn from natural dyestuff to display a soft effect. Copper ammonia fibre, lyocell and recycled polyester fiber and silk can create the luxurious hand feel and wonderful draped effect like velvet. The powder-like luxurious fabric is combined with basic styles to strengthen the texture sense for practical style and create enduring high-end basic series.



Key Item -- Low-waist Shirt-style Dress

- Low-waist shirt-style dress is versatile and enduring and grows 18% in catwalks for S/S 2020. With the strengthened awareness of simplicity but delicacy, simple and enduring design will be more popular. Low-waist shirt-style dress has a loose silhouette and a lowered waist, versatile, elegant and comfortable. It works well for crisp fabrics and smooth draping fabrics.



Clothing Collocation -- Women

- With the rise of business suits, blazers become the item for each style in S/S 2021. This theme pays more attention to comfort. The space sense is the key whether in knit items, dresses and pants. Long styles are paired with ankle-length skirts or pants to highlight the casual beauty. The item emphasizes simpleness and is added by ingenious structure.



Clothing Collocation -- Men

- Loose sets highlight comfort. Tonal trench coat is paired to bring a layered and superior sense. The vest is worn over a shirt to add the casual and layered sense to the look. The long shirt is the key item in the sophisticated style of S/S menswear in this season. High-quality and natural fabric is applied to display the high-end but basic design philosophy.



Recommended Brand -- Women

- Lemaire is good at tonal match and exquisite cutting, elegant and relaxing. Vince is an entry luxury fashion brand founded in 2002. The style is casual, elegant and simple. It pays attention to quality and wearing comfort. The Row is as neat and simple as previous seasons. It is good at endowing the single color with a layered sense. Seemingly ordinary items are combined together to bring the unique beauty. Jil Sander turns the space structure into a 3D detail decoration. The strengthened layered sense makes the ready-to-wear more superior and quainter. The neat cutting and loose silhouette of Joseph creates the simple and comfortable series of this season.



Recommended Brand -- Men

- Lemaire brings us a relaxing and elegance season. Colors are still restraining black, white, and grey. Khaki and deep green are combined with loose and flowing silhouette. The French emerging menswear brand, OAMC, takes black, white and grey as the keynote, and pays more attention to comfort and delicacy in terms of fabrics and crafts. Salvatore Ferragamo is always clean, elegant and restrained, expressing the concept of utility and comfort. COS pursues the minimalist aesthetics. Simple style and exquisite tailoring become an ever-lasting classic.

