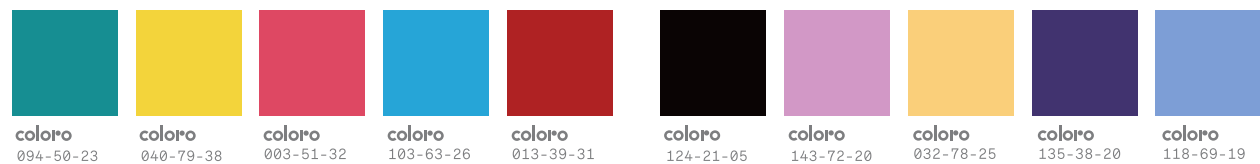
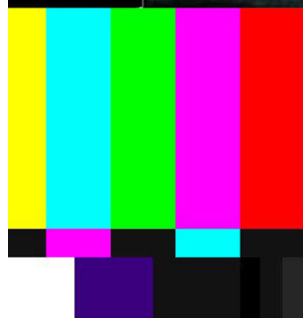


Re-Youth

潮流再部落

以 90 后为主的多样“再部落”逐渐形成，多元文化的融合日益明显；街头涂鸦、插画等潮流艺术与时尚品牌频频联姻；拥有多重社会角色的“斜杠青年”们在不同领域施展自己的才华；冲破禁锢、畅所欲言是如今年轻人的个性标签，由此形成的 IP 时代也为众多知名品牌带来重塑的机会。

一组多彩亮丽且街头感十足的颜色。红与黑构成经典的叛逆摇滚色；三原色亮黄、品红和青色组成新一季电效滤镜色，粉绿色在其中起到了视觉中和的作用。紫色系增添了冬季的浪漫，由浅到深、由冷到暖的颜色渐变带来丰富的层次。暖黄色扮演着万能角色，与其他颜色形成和谐的搭配和趣味性的碰撞互动。

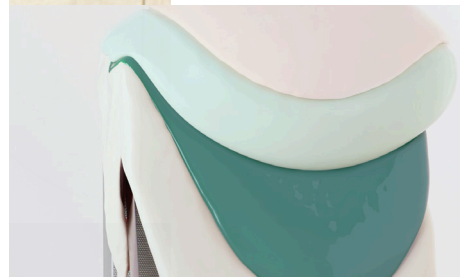


The "recreation of tribes" has taken shape gradually as the post-1990s are the main part of it. The integration of diverse cultures is showing its way. Fashion arts such as graffiti and illustrations have been married to brands. "Slash men" with multiple careers are giving play to their talents in many areas. Today's young people like to break down shackles and speak out freely. Therefore the IP era based on the above-mentioned culture has brought opportunities for recreation of many famous brands.

A group of bright colors with street feel. Red and black form the rock feeling. The three basic colors of yellow, red and green show the electric filter images, and pink green has played the role of visual neutralization. The purple colors have added winter's romance, and gradient colors from light to dark, cold to warm have presented multiple layers. The warm yellow is key when interacting with other colors.

Re-Master

创旧式精神

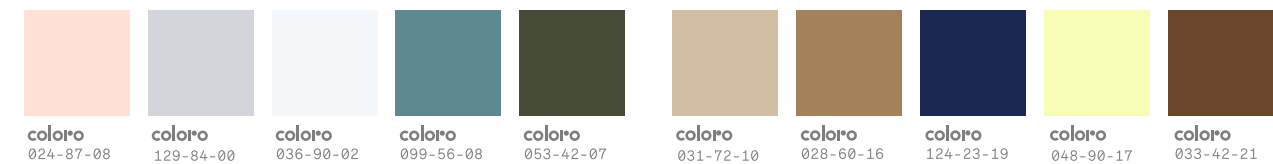
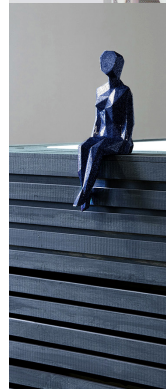


The modern design is full of spiritual elements with philosophy. The delicacy in the utmost simplicity is practical aesthetics that represents elite taste. A series of vintage industrial, classic patterns and images have been redefined. The focus and emotions in life make people think about the past, learn from the past and recreate a past.

A group of rational and substantial colors. Light grey, pink wax, grey blue and army green form an industrial palette. It makes people feel practical and modern. Khaki, powder and brown paper colors illustrate the strong trend of recycling. Klein blue, yellow chalk and tobacco colors present a unique and new palette.

现代设计在深度精神修行和哲学思考层面从未间断。高级简约下的精致感是最能代表都市精英品味的实用美学。一系列具有复古工业感的，经典的造型和图案被人们不断重塑；生活沉淀后的专注和情怀，使人们回首过去，借鉴过去，再造过去。

理性而充满质感的色彩组合。浅灰色、粉蜡色、灰蓝色和军绿色构成工业风明显的色组，实用而现代；卡其色、粉饼色和牛皮纸色共同诠释了回收再造的强劲趋势；本季代表经典复古的牛仔蓝色，浅淡明亮的粉笔黄色，以及怀旧感十足的烟草色，用新颖独到的搭配方式诠释着创旧式的新色板。



Re-Primitive

原始田野考

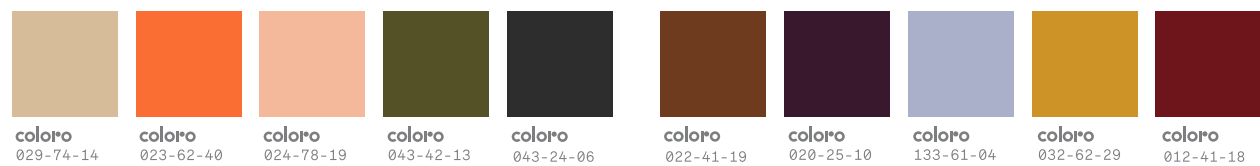


即将失落的民族文化越来越受关注，人们在紧张的现代生活中开始崇尚原始的野性和自由。“一带一路”引领了人们的思想，促进了文化交流，同时也迎合了当下人们对旅行和体验不同生活的追求。关注环保和再造设计，追求慢时尚下的“消耗式”舒适，已成为越来越多新中产阶级所推崇的生活态度。

一系列温暖而柔和的颜色。驼色和桃色带来本季最流行的家居舒适感；略微偏黄的秋草绿色将泥土色、树皮色和橘色串连起来，构成具有丰收感的乡村色调；浓郁的血红色搭配深棕色和土黄色，充满原始的色彩意味；暖灰色是冬季最美的毛皮色，点缀和平衡着整个色彩系列。

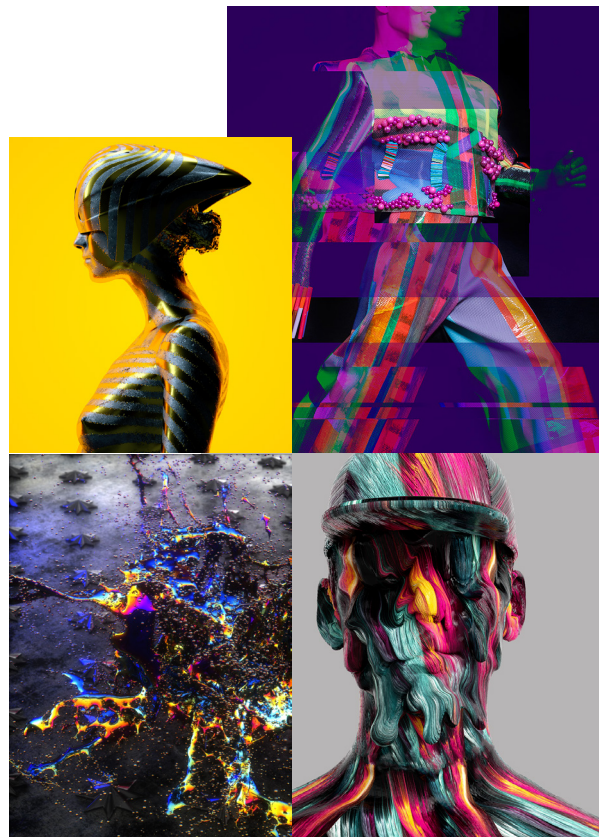
The national culture has gained more attention. People begin to champion primitive wildness and freedom in today's nervous life. The Belt and Road Initiative has lead people to new ways of thinking and promoted cultural exchanges. It also meets people's demand for travelling and experiencing different life. It has become a new life attitude for the middle class to value environmental protection and recreation, and pursue comfort of a slow rhythm.

A group of warm and soft colors. Light tan and pink look comfortable at home. The yellowish grass green mingled with mud, tree skin and orange looks like harvest in countryside. The strong red with dark coffee and earth color is primitive. The warm grey is the most beautiful fresh color in winter and embellishes and balances the whole color palette.



Re-Future

复古新未来



人工智能和科技推动下的创新体验不断，时刻改变着人们的生活和对自身的认知。与未来相关的科幻题材丰富多彩，“迷幻未来”艺术影响了电子音乐的流行和发展，年轻人越来越喜欢有电音加入的各种新艺术形式。超现实自然题材以及神秘老电影也随着复古风格被再度挖掘，过去、现在与未来的结合表现出较以前更加梦幻绝伦的效果。

以暗调为底的强烈碰撞感色彩组合。深紫色、深蓝色、酒红色和玫红色营造出典型的复古未来色调，警示黄色和橙红色成为划过黑夜的轨道光芒；银色反光是不可或缺的太空效果，而具有多彩流动视效的材质则更好的表达出未来科技的变幻莫测；暗红色搭配森林绿色，充满复古而神秘的味道，为超自然幻想题材提供了完美的情感基调。

Artificial intelligence and new technology have created new experiences. They have changed people's cognition of life and self. There are lots of futuristic themes. The "illusion" art has exerted impact on electronic music and young people like to see more art forms in the electronic music. Super-realistic natural themes and mysterious old movies have been explored deeply, and the connection of the past, the present and the future has shown more dreamy effect.

A group of dark base together with contrasting hues. Dark purple, dark blue, burgundy and rose red present a classic vintage-future background. The yellow and orange red look like the alert and light in the dark sky. The silver reflection is indispensable for the airspace effect. The texture with colorful and flowing visualization expresses the changing future. The dark red and forest green are mysterious and lay a perfect emotional foundation for super natural illusion.

