

# BEYOND DENIM A/W 2019 TREND GUIDE

As global consumer culture continues to be impacted by turbulent socio-political events and the rapid evolution of technology, the fashion system must undergo an industry-wide restructuring in order to keep up with rapidly shifting consumer priorities. In the age of fast fashion, provenance becomes a mark of luxury as consumers seek to slow down their consumption and live more sustainably. Simultaneously, the current zeitgeist of nostalgia continues to inspire comfortably familiar silhouettes and designs. At the same time, designers look forward to the future, merging technology and creativity to open new doors for denim innovation.

随着全球消费文化持续受到政治动荡和迅速发展的技术所影响，时装系统必须进行全行业重组以跟上消费者迅速转变的倾向。在快时尚的时代，随着消费者寻求放慢消费并更加可持续的生活方式，服装出处成为奢侈的标志。与此同时，当代的怀旧思潮继续激发熟悉的服装轮廓和设计。设计师们亦展望未来，透过融合技术和创意为革新牛仔行业开启新的大门。

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# 1

## ECO-REVOLUTION 环保的革命

As the environmental impact of the garment industry becomes increasingly publicized, sustainable brands have shifted into a popular position for the majority of millennial consumers. These include brands that promote recycled materials, ethical production methods, as well as movements towards slow fashion and responsible consumption.

随着服装行业对环境的影响日益显现，可持续品牌已经转变为大多数千禧世代消费群的热门选择。当中包括推广循环再用材料、推行道德生产方法，以及推动慢时尚和负责任消费的品牌。

**RECYCLED:** From denim made with recycled fibers to reworked vintage pieces, recycling and upcycling are key themes in the sustainability conversation. Design details borrow from traditional patchwork and repair techniques like *boro* and *sashiko*.

**再生:** 从可回收纤维制成的牛仔布再改造复古作品，回收再用和升级再造是可持续发展中的关键主题。设计细节借用了如日本工艺boro 和 sashiko的传统拼布及修复技术。

**RESPONSIBLE:** Leading denim brands are driving the sustainability movement with responsible production methods that merge with innovative technologies. These developments aim to reduce water usage, carbon footprints, and human labor.

**责任:** 领先的牛仔品牌正在以负责任的生产方式融合创新技术推进可持续发展，目标包括减少水用量、碳足迹以及推行公平聘用政策。

**SLOW FASHION:** A central message within the sustainability movement is to opt out of the rapid fashion cycle – to buy less and buy better. There is renewed interest in heritage styles as consumers seek premium pieces in classic silhouettes.

**慢时尚:** 可持续发展运动中的一个核心信息是选择退出快时尚周期 – 即减少购买和购买更好的选择。随着消费者寻找高级的经典款式，人们亦重燃起对复古风格的兴趣。



# 2

## VINTAGE EDITION 复古特版

The current wave of nostalgia in pop culture is influencing fashion in the form of vintage styles from the '70s, '80s, and '90s. These aesthetics are comforting reminders of an idealized past. Furthermore, these playful mash-ups are fueled by internet throwback culture, infusing everything from color to design to graphics with a retro aesthetic.

当前流行文化中的怀旧潮流正在以70年代，80年代和90年代的复古风格影响时尚。这些美学提醒了我们过去美好片段的回忆。此外，互联网的怀旧文化亦推动了这些俏皮的混搭风格，将一切从彩色、设计及至图案都灌注了复古美学的元素。

**CRAFT:** From micro-embroideries to large-scale trims, handmade details flourish in denim, adding a playful touch and crafted DIY aesthetic. Key trends include colorful hand-stitching, folkloric motifs, and cowboy trims.

**工艺:** 从微型绣花到大比例的饰边，这些手工细节在牛仔布中正在蓬勃发展，并增添了玩味感和DIY美感。重点趋势包括丰富多彩的手工缝制，民俗图案和牛仔饰边。

**GRAPHICS:** The adornment of denim jackets with graphic patches and hand-painted artwork is a tradition that extends across subcultures throughout modern history, and is a major influence for youth culture today. Throwback graphics dominate, with mixed media and strong messaging.

**图案:** 牛仔夹克的装饰与图案拼布和手绘艺术品是整个现代历史中延伸次文化的一个传统，并对现今青年文化有着重要的影响。怀旧图案，并混合以媒体和强大的信息占着主导地位。

**COLOR:** While indigo remains the primary hue for denim, bright colors are enjoying a resurgence. Primary hues make a strong statement and lend a playful attitude in head-to-toe denim sets. Additionally, bold color-blocking and oversized patterns create new interest in classic denim silhouettes.

**颜色:** 虽然靛蓝仍然是牛仔布的主要色调，但鲜艳的色彩亦正迎来复兴。原始色调作出了强而有力的声明，并为从头到脚的牛仔布套装表达出俏皮的态度。此外，大胆的色块和超大尺寸的图案为经典的牛仔轮廓创造了新的兴趣。

# 3

## NEW WORLD 新世界

While heritage denim and nostalgic styles flourish, there is a growing trend for innovative, forward-thinking designs. The possibilities of new denim technology enable the creation of new textiles and unique treatments. Silhouettes are often futuristic and utilitarian, and convey a protective and gritty edginess.

尽管传统牛仔布和怀旧风格正在蓬勃发展，但具有创新性，前瞻性思维设计的趋势日益增加。由牛仔布新技术带来的可能性令新纺织品和独特的处理方式得以创造。服装廓形往往带着未来主义和功利主义，当中并传达了一种保护性和坚韧性。

**GLAM:** Eye-catching surface details and finishes are elevating denim to new heights, taking humble blue jeans from workwear to party piece. Key trends include sequined finishes, glitter and iridescent coatings, and glam rock trims.

**华丽:** 引人注目的表面细节和加工正在将牛仔布提升到新的高度，将谦逊的蓝色牛仔裤从工作服到派对作品之中。主要趋势包括亮片饰面，闪光和彩虹色涂层，以及华丽的宝石装饰。

**UNDERGROUND:** Futuristic styling and modern fits are changing consumer expectations of denim. A gritty subcultural attitude runs through many of these trends, featuring faded or acid washes, heavy hardware and utility trims, and avant-garde shapes.

**地下:** 未来风格和现代风格正在改变消费者对牛仔布的期望。坚韧不拔的次文化态度贯穿了这些趋势，包括褪色或酸洗风格，沉重的配件和实用装饰，以及前卫的造型。

**PROTECTION:** Denim takes on a protective element with new treatments and finishes, including quilting, padding, and weather-resistant coatings. Design details borrowed from outside of the denim world provide multi-functional inspiration.

**保护:** 新的处理方式和加工方法如绗缝，衬垫和耐候涂层为牛仔布注入保护元素。借鉴牛仔布以外的世界亦为设计细节上提供了多功能的灵感。