

EUROPEAN FASHION SYSTEM

Focus about Textile and Apparel Industry

DARIO FABRIS

“Fashion is not art, it is
industry”

Jean Muir

FASHION PRODUCTS AND SERVICES

Related Fashion Services

Advice on garment coordination
Cosmetic surgery
Tattoos
Hairdressing
Garment alteration, cleaning, repairs
Sun tanning

CLOTHING

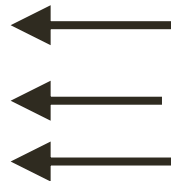
Underwear...Outerwear
Formal.....Informal
Bespoke... ..Ready-made
Natural.....Man-made

Fashion-related products

Shoes Hats Hosiery
Jewellery Belts Bags
Scarves Cosmetics
Fragrances Wigs

USAGE SITUATIONS

Work/School
Leisure
Domestic



START your Fashion Business

- **Begin** to identify a specific market area and customer for your fashion vision.
- Designers can create an **imaginary situation** where characters are involved in a plot, journey or scenario.
- Discovering a particular **theme** to follow it could be the starting point of the collection, defining colours, fabrics and shapes is the fatal consequence.
- Creativity is a subjective issue as all fashion expresses a creative vision and process.

CREATE collection

- A collection is a range of garments and accessories that are designed and produced for sale to retailers or direct to customers.
- Inspiration comes from a trend, theme or design direction reflecting cultural and social influences.
-

Collection structure elements

Key
Marketing
Functions



But fashion fulfills more than just a basic need of clothing and home furnishings.

Fashion fulfills a need to reflect an image of oneself to the world.

The Fashion Marketing Concept

High	DESIGN CENTRED	FASHION MARKETING CONCEPT
Low	FAILURE	MARKETING CENTRED

CUSTOMER AND PROFIT

Two Views of Fashion Marketing

**Sample
statements**

Fashion
marketing is the
same as
promotion

Design should be based
solely on marketing
research

Assumption

**Sell what we can
make**

Make what we can sell

Orientation

Design centred

Marketing centred

**Alleged
drawbacks**

High failure rates
Relies on intuition

Bland designs
Stifles creativity

Fashion Marketing Functions



Trends and Forecasting

- Existing and emerging trends constantly provide stimulus and trend information is seen as a key element across all the creative industries.
- Traditionally, trends have been identified and packaged for designers as forecasting packages, where colours fabrics, yarns, silhouette and graphics are collated in to books or presented online and used to predict key looks for the forthcoming season.

Trendstop



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BE INSPIRED FOR FALL 2017-18

Fall 2017 Trend Presentations

Join us for a complimentary
trend forecast presentation

[BOOK YOUR PLACE NOW](#)



HIT YOUR TARGETS

Deliver successful product ranges and campaigns tailored to your and your customer's needs.

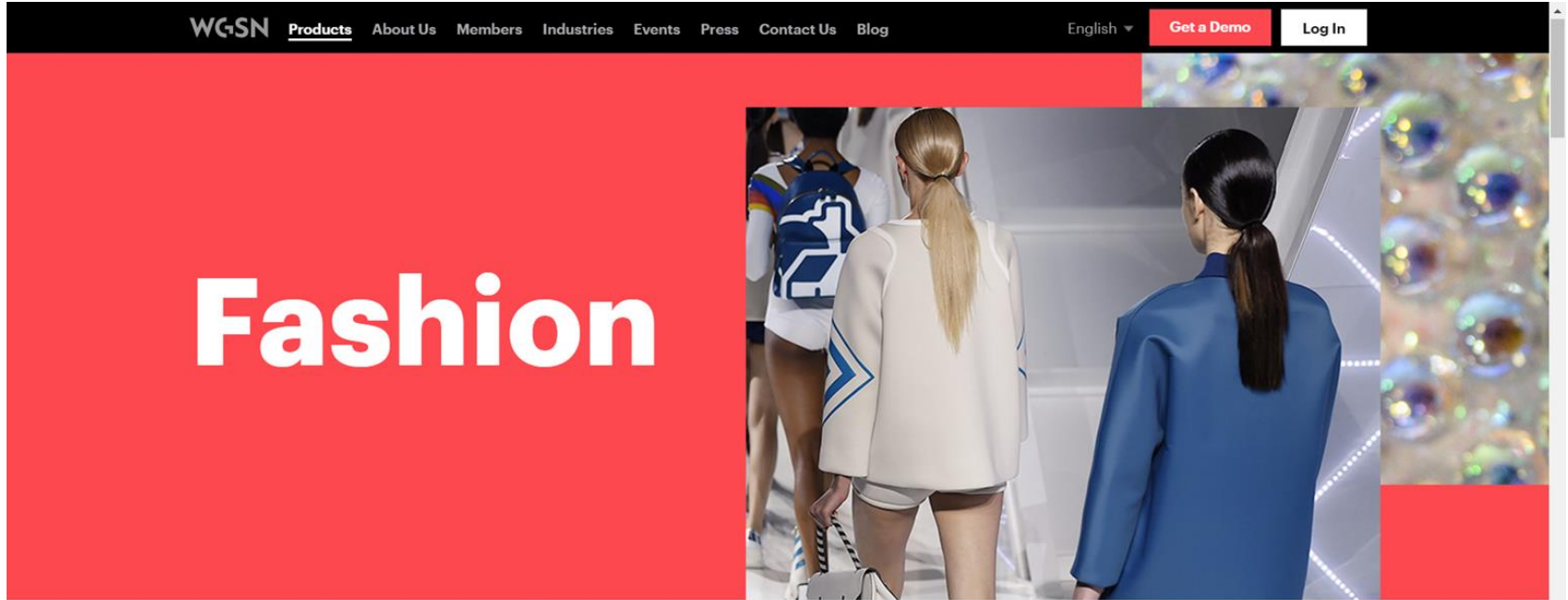
Trendstop is a vertical consumer research, trend analysis, creative concept & product development agency. We help you increase sales and ROI through clear consumer understanding and effective product development support.

[GET DEMO](#)

www.trendstop.com/trends/fall-2017-free-trend-presentation

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The world's #1 fashion trend forecaster.

By predicting the trends of tomorrow, WGSN Fashion helps the world's largest retailers, brands and manufacturers lead with confidence.

Trendzoom







TRENDZOOM
Fashion Trend Forecasting Service

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LATEST

-  TRENDZOOM Design Forecast S/S 2018 Women/Men/Youth Jewellery & Eyewear 08/06/2017
-  TRENDZOOM Design Forecast S/S 2018 Women/Men/Youth Footwear & Hats 23/05/2017
-  TRENDZOOM Design Forecast S/S 2018 Women/Men/Youth Bags & Belts 06/05/2017
-  STREET Men London Fashion Week A/W 2017 12/04/2017
-  TRENDZOOM Design Forecast S/S 2018 WOMEN Swimwear 06/04/2017
-  TRENDZOOM Design Forecast S/S 2018 WOMEN Jackets & Outerwear 27/03/2017

Fabrics Fair

- A key part of the designer's role is sourcing fabrics visiting trade fairs , twice a year, before the start of the following season to source the newest fabrics, accessories and trimmings.
- A valid help also comes from trend areas shown inside fabric fair, where it is possible to see a preview of newest and last tendencies and getting important ideas for the next collection.

MILANO UNICA

PARTECIPA CATALOGO Cerca nel sito... Q EN

XXV edizione
11, 12, 13 Luglio
Rho MilanoFiera

NEWS VISITA ESPONI MEDIA TENDENZE MANIFESTAZIONI CHI SIAMO

2.111-113 -111
O FERRARIO -107
MODA IN MILANOUNICA
IN VIALE
12 F
ACCESSORIES AREA EVENTI SILKY / PRINT
SYLVANIA TED

XXV Milano Unica
Dall'11 al 13 luglio a Rho Fiera Milano

SCOPRI

PREMIERE VISION

THE GLOBAL EVENT FOR FASHION PROFESSIONALS / 19-21 SEPT. 2017 / PARC DES EXPOSITIONS PARIS NORD VILLEPINTE

PRESS AREA / MY VISITOR ACCOUNT / EN • FR

PREMIÈRE**Vi**sion
PARIS

PRESENTATION

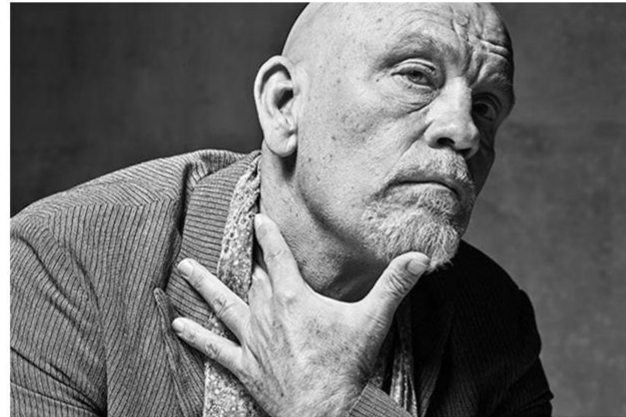
VISIT

FASHION

NEWS

EXHIBIT

SHOP
& PASS



ORDER YOUR PRE-
SHOW RATE PASS NOW!

JOHN MALKOVICH,
PRESIDENT OF THE
JURY FOR THE 9TH
EDITION OF THE PV
AWARDS. 19 SEPT. 5.30
PM IN THE FORUM.
SAVE THE DATE !



AUTUMN-WINTER 18/19
FOCUSES ON
PROFUSION

EXHIBITOR
SEARCH

Find your supplier amongst 1900
professionals

FOCUSON...



LIVEFEED...



FAVOURITES...



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www.premierevision.com/en/news/john-malkovich-president-9th-edition-pv-awards/



MUNICH FABRIC START



The image shows the top portion of a website for 'Munich Fabric Start'. At the top left, there is a logo for 'MUNICH FABRIC START' with 'AUTUMN WINTER 18/19' underneath. To the right of the logo is a navigation menu with links: 'AUTUMN WINTER 18/19', 'SECTIONS', 'VISIT', 'EXHIBIT', 'PRESS', 'ABOUT', and 'CONTACT'. Further right, the dates '5 - 7 SEPT 2017' are displayed in a large font. In the top right corner, there is a 'DE | LOGIN' link. Below the navigation is a large banner image featuring various fabrics with sequins and patterns. On the left and right sides of the banner are white arrow icons for navigation. Below the banner, there are three white boxes with text and images. The first box is titled 'OPENING HOURS' and lists the dates and times for the event. The second box is titled 'GET YOUR VISITOR TICKET' and shows three different ticket options. The third box is titled 'EXTENDED RANGE' and features the text 'MUNICH APPAREL SOURCE' and '5-7 SEPT 2017' with a sub-link 'FIND MANUFACTURING PARTNER'. At the bottom of the page, there are two more sections: 'START INTO SEASON SPRING.SUMMER 18' and 'VIDEOS'.

MUNICH FABRIC START
AUTUMN WINTER 18/19

AUTUMN WINTER 18/19 SECTIONS VISIT EXHIBIT PRESS ABOUT CONTACT DE | LOGIN

5 - 7 SEPT 2017

OPENING HOURS

MUNICH FABRIC START
5 SEPT 2017 · 9:30 am – 6:30 pm
6 SEPT 2017 · 9:30 am – 6:30 pm
7 SEPT 2017 · 9:30 am – 4:00 pm

BLUEZONE & KEYHOUSE
5 SEPT 2017 · 9:30 am – 6:30 pm
6 SEPT 2017 · 9:30 am – 6:30 pm
7 SEPT 2017 · 9:30 am – 4:00 pm

GET YOUR VISITOR TICKET

TRANS FOR M
TRANS FOR M
TRANS FOR M

EXTENDED RANGE

MUNICH APPAREL SOURCE
5-7 SEPT 2017
FIND MANUFACTURING PARTNER

START INTO SEASON SPRING.SUMMER 18 VIDEOS

MARE di MODA

The screenshot shows the website for MARE di MODA, a fashion event. The header features the event title 'MARE di MODA' with a sub-header 'BEACHWEAR, INTIMATES, ATHLEISURE, FABRICS & ACCESSORIES SHOW'. The dates 'PALAIS DES FESTIVALS - CANNES 7-8-9 NOVEMBER 2017' and the logo 'M MODA MARE W' are also present. A banner image shows four models in beachwear with the text 'DYNAMIC ATTITUDE'. Below the banner is a navigation bar with language options: Italiano | English | French | Deutsch | Spanish | Russian | Português | 中文 | Türkçe.

On the left side, there is a vertical menu with buttons for 'Cannes', 'Anteprima Munich', and 'Archivio Fiere'. Below these are several links: '> Home page', '> S/S 2018 Trends', '> Cannes', 'Cannes 2017', 'Elenco Espositori 2017', 'Hotel Booking', 'Diventa Espositore', 'Parcheggi e Trasporti', 'Media Partner', '> Richiedi il Free-pass', '> Video - NEW I', '> Photogallery', '> The Link Award', '> Diventa espositore', '> Press Partners', '> News', '> Corporate', and '> Contattaci'. At the bottom of this menu are logos for 'Linea intima FASHION NETWORK' and 'mode... information'.

The main content area features the 'M MODA MARE W' logo and a video player titled 'MarediModa 2016 - Beachwear, Int...'. Below the video is a 'NEWS' section with three articles:

- 16 June 2017**
I brand di moda tornano ad approvvigionarsi in Europa
Gli acquirenti europei di prodotti tessili stanno sempre più spostando nuovamente in Europa le...
- 18 May 2017**
Intervista doppia con Sherin Habib e Margherita Paci, giovani fashion designers
E' in pieno svolgimento The Link, il concorso di talent scouting organizzato e promosso da...
- 15 May 2017**
Marco Borioli confermato presidente di MarediModa
Le aziende socie di MarediModa S.c.a.r.l. riunitesi il 15 maggio in assemblea ordinaria hanno...

On the right side, there is a 'NEWSLETTER' sign-up form with a 'user name' field and a '*****' password field. Below it is an 'Area Espositori' section with an 'Entra ->' button. A search bar is also present. At the bottom right, there are social media icons for Facebook, YouTube, Instagram, and Twitter, and a 'VIEW PUBLICATIONS' section with a circular graphic.

Trendy Dresses Fall-Winter 2018-2019

- The dress is most famous garment of the female wardrobe. Moreover, this statement can be attributed equally to summer fashion season, and to the winter. Millions of women opt for dresses because they are practical, comfortable and universal. That is why dresses always occupied the front in all fashion shows. The new cold season is no exception – there were many dresses designs in various executions. **It's time to find out what dresses are in fashion fall-winter 2018-2019 seasons according to designers and fashion houses.**

The new cold season gave us an enormous variety of all kinds of dresses designs. The brands have demonstrated us simple traditional casual outfits, office outfits, and wonderful evening options. If we study the catwalks, we could see that designers didn't want to highlight certain designs. Virtually in any collection can be found classic pencil dresses, asymmetrical designs in futuristic style. Although, every clothing line had its "favorite" dress design.



Cut and design

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FLOOR LENGTH DRESSES FALL-WINTER 2018-2019



TRENDY MAXI DRESSES

The office style with the most popular modern trend – transparency. As a result, we can see transparent maxi dresses with collars. That such bold decisions are not suitable for office style, but are ideal to go to a party.



BUSTIER DRESS FALL-WINTER 2018-2019

Classic dresses with bustier did not leave us either. These delightful designs, which bare the female shoulders, the cleavage and neck area, can be found in the collections of Oscar de la Renta, Givenchy and several other brands. We can see that the “bustier” may be present in the most varied dresses designs.



Fabric

Here the designers were also very generous. We have chiffon, leather, knit, tweed, mesh, knitted fabrics, velvet, satin, fur and even quilted fabrics. The choice is so rich that to those who can not decide, designers recommend simultaneously combining several fabrics in attire. Such sightings aren't a rarity in modern fashion.





Color range

We were also impressed by the range of colors of fashion dresses. The fans of “brilliant” outfits will certainly like the items, made with metallic luster





Prints

The leader of the season became the geometric print.





Décor

When it comes to decor elements, designers are able to do all sorts of unseen experiments. Here we list the following: rich baroque embroidery, the Richelieu technique, all kinds of frills and jabots and a very rich choice of metal trimming.





Embroidery and floral applications

We have to necessarily mention floral embroidery and applications, which were in abundance in presentations of AW/17-18. It seems that designers will by no means say goodbye to sunny and bright summer colors. Certainly and fashionistas will share the same feeling, because who would not want to be a little closer to summer in the cold winter days.



Excessive candidness

Women, who follow the fashion trends, certainly have noticed that modesty and simplicity are history. From now on, designers' favorite patterns are those rebellious, bold and sometimes arrogant

