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FABULOUS
FOOTWEAR
SPECIAL
DENIM & FASHION
SNEAK PREVIEW S/S 2012
SHOP DESIGN:
ORGANIC NATURE
NEW SERIES:
SELL TO
SUCCESS





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Simone Heift



Karl Reyer



Bob Rijnders



Mark Werts

SHARON GRAUBARD – Senior Vice President of Trend Analyses at Stylesight, → www.stylesight.com, New York:

“Summer 2012 will mark a movement away from passing trends and retro references, and toward new expression of timeless modernism. A celebration of clean lines, authentic materials, lasting workmanship, artisanal details. Designers like Phoebe Philo for Celine and Raf Simons for Jil Sander are leading the way here. The smooth, rounded sculptural shapes of mid-century Balenciaga will be part of the look, cut from lightweight, yet opaque knits and wovens that have enough bounce and body to hold these new silhouettes. The color palette will be bright and offbeat, or neutrals worn head-to-toe in chic, tonal combinations. An offhand, relaxed, confident attitude – elegant without trying too hard. For winter the Marni leather coat with widened sleeves and sloped shoulders is calling my name.”

MANUELA FASSBENDER – Creative Director and Founding Partner of MBF Trend Consulting, → www.mbf-trendtalk.blogspot.com, New York: “For summer 2012: Follow your heart!”

STEFANO GUERRINI – Blogger for Le Pillole di Stefano, → www.lepilloledistefano.gqitalia.it, Italy: “For summer I believe the importance of brand heritage will grow. Being true to your roots gives you credibility and fascinates consumers. Plus I do believe in a European attitude, giving elegance and culture some weight; after the dominance of American sportswear, tennis and its old-continent style returns. Watch out for these Italian design talents: Co/te, A-Lab Milano, Fabrizio Talia’s (es*)Artisanal and Alessia Crea! For winter I crave Hussein Chalayan’s Puma sneakers, Kris Van Assche’s Eastpak line and Al_Andrea Incontri’s A3 mirrored silver leather bag. And I fell in love with the digital printed foulards by Franco Ferrari and the gothic metal moth look-a-like ring from Vernissage.”

SIMONE HEIFT – Head of Buying at Departmentstore Quartier 206, Berlin: “For summer 2012, we’ll get inspiration, as always, from the different trends and currents at international fashion weeks and tradeshow. Only after that will we make our selection. We still believe in color and hope for a carefree and cheerfully inspired summer. For winter we’re really focusing on deep berry tones, rosewood and cinnamon. Corduroy or velvet pants might be a nice alternative to jeans. And we are always on the hunt for a few nice accessories.”

KARL REYER – Owner of Reyer Sport & Mode, Hallein, Austria: “For summer, the ratio between price and performance should be realistic and appropriate! When it comes to this, particularly for the designers, a lot of things just aren’t conceivable anymore. For winter we’re looking for a good knit that offers an alternative to cashmere collections. The theme is ‘motivation.’ We are still looking for special pieces, especially for New Year’s. But we won’t know much more until the season is underway; then we hope we’ll be able to follow along accordingly.”

BOB RIJNDERS – Owner of Butcher of Blue, The Netherlands: “For next summer the right timing will be key. Everybody is selling fewer jeans and we need to rethink the business. There is too much choice; we need to give the fits and washes more time to be a profit item in our store. And I plan to divide my seasonal order budget, 70% for main collections and 30% for in-between offers during the selling season to catch upcoming trends. Plus I urge denim brands to keep their bestsellers in stock.”

MARK WERTS – Founder and CEO of American Rag Cie, Industrie Denim, Maison Midi, Los Angeles: “For winter, coats and outerwear are a must-have as the winter is going to be cold. Check your almanac! American Rag Cie is about style, understated taste, longevity, value and re-interpreted classicism – this with a little fun and tongue in cheek.”