

# Colour Trends for AW/2014 (past)

Although it is past information, I enclose here colour trends for AW/2014. It still very light for AW but deeper and rich colours.

It was presented in end of October. These information come to us bit late. However, these informations all follow European trends so please see and compare.



CHILLI PEPPER



PANTONE®  
18-1664

ACTIVE FW-14/15  
TREND COUNCIL



RUBY



PANTONE®  
18-1856

FW-14/15  
TREND COUNCIL



BRANDY WINE



FW-14/15  
TREND COUNCIL



BLUSH



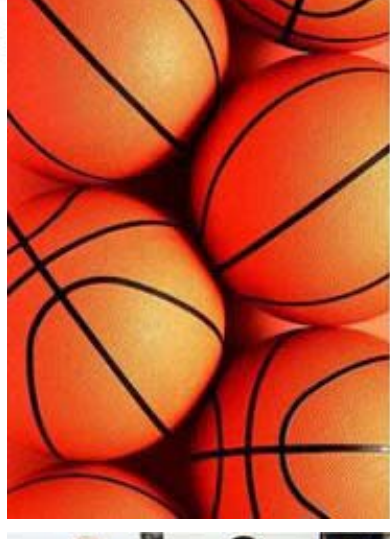
FW-14/15  
TREND COUNCIL



**BLOOD ORANGE**

**PANTONE®**  
17-1562

*FW-14/15*  
TREND COUNCIL



**NEON ORANGE**

**PANTONE®**  
Orange 021

*ACTIVE FW-14/15*  
TREND COUNCIL



**TANGERINE**

**PANTONE®**  
14-1159

*ACTIVE FW-14/15*  
TREND COUNCIL



**AFRICAN VIOLET**

**PANTONE®**

*FW-14/15*  
TREND COUNCIL



OLIVE

PANTONE®  
18-0426

FW-14/15  
TREND COUNCIL



CERULEAN

PANTONE®

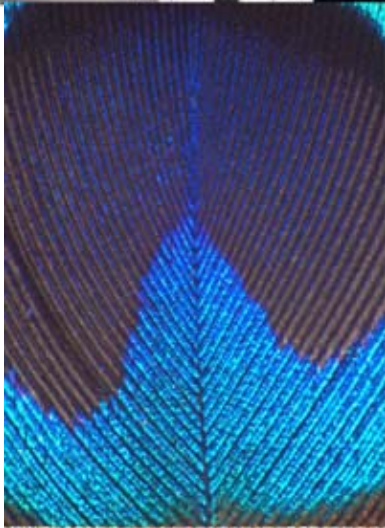
FW-14/15  
TREND COUNCIL



COOL MINT

PANTONE®  
15-5209

FW-14/15  
TREND COUNCIL



PEACOCK

PANTONE®  
18-4231

FW-14/15  
TREND COUNCIL



CHARCOAL



PANTONE®  
18-0000

FW-14/15  
TREND COUNCIL



INK



PANTONE®  
19-4010

FW-14/15  
TREND COUNCIL



DARK COCAO



FW-14/15  
TREND COUNCIL



TOFFEE



PANTONE®

FW-14/15  
TREND COUNCIL

# Shanghai Market

Generally customers we have in Shanghai area which include Hangzhou, Shaoxing and Jiaxing are producing for young market. Therefore even for AW the colour is much lighter than the other market.

I have been saying 'bright' for AW.

This does not mean to use SS colours for AW.

It is still for AW colours but it is big different from colours for elder market like dark and heavy luxury colours.

Its deeper colour range than SS obviously but still young and clean, fresh colours.



# Ethnic

The biggest difference we found between European and Chinese market is this theme.

Chinese market always look into European catwalk and trend direction.

Although they were known as a country of copy, nowadays they do not use it as it is.

Its because these trends does not fit Chinese consumers' need anymore.

Therefore, they use ethnic but always in soft way with light and clean colours.

Never gets muddy and dirty.

These two words are often customers say while they look through european ethnic design groups.

# More colour example for AW







Here are some brands for elder market around Shanghai area.  
As you see, colours gets little more luxury and richer but still very light and clean.

They usually need more luxury and richer motives to use.





# Shenzhen area include Guangzhou and Hong Kong

Shenzhen has been grown up by lots of foreign brand from HK and Taiwan but not from Europe. They are mostly concentrate on elder and sophisticated markets. Obviously they transfer their style matching into Chinese consumers' favour.

## Season

January – almost everyone finishes AW

There are still very few customers especially ones for young market still buy

February – Nobody buy designs apart from ones who go to Paris to see new Spring

March – After information came out from Paris, ones who try to lead market and do sophisticated market start buying designs.

They usually buy something eye-catching designs

April – Hot season for Spring starts.

May – All people start Spring season and some move to Summer

June – Very high season for SS

July – Some get end of Summer season but still correct additional designs.

However there are still lots and lots are looking for Summer designs.

August – Some are finishing Summer season but there are still ones who do young market buy designs.

September – Almost everyone finished SS then some start looking for AW.

October – Half start buying AW

November – High season for AW

December – Half finish buying AW designs but there are still many who buy



## animal skin

It seems animal skin has been very very popular in other markets. In Chinese market some like skins include puma, zebra and snake. However, they are developed in different way.

I see many animal skin designs but they are too normal and obvious.

Consumers here probably like them a little in lighter and brighter colours and want it with some different twists.

I could not find many examples of photos.

I hope you understand what I mean.

# Ethnic for AW

One of the most difficult themes in China is ethnic.  
As everyone know that Asians never like Asian ethnic.  
Then even african ethnic, muddy colour is never well-accepted in this market.

I know you would not call the photos below ethnic.  
However, for here these are already in ethnic category.

light and clean colours even with dark back ground.  
Never get muddy, always cleanliness is very important.



## Elegant and sophisticated for AW

As I say in the beginning, lots of garment makers target to elder and sophisticated market.

Therefore, in Shenzhen market this area is the most important to match.

Here are some example photos from these garment makers.



# Mono-tone for AW

Mono-tone especially black and white has been taken as for Summer season in China.

However recently many garment makers have been influenced by European market and start taking it for AW too.



Often foreign mono-tone designs are too simple and easy and customers do not want to pay for that.

Therefore, even for black and white designs, it needs to be look bit expensive and valuable for example by using shades or mix with some accent colours



# Placements

This AW season we found many placements in the market.

It seems Chinese people love placements.

Again it has to be sophisticated and looks expensive, and not casual and spots look.





# Conversational

In Guangzhou area and in Hong Kong, there are lots of garment makers who target to younger market.

They use lots of conversational as well as flowers and geometric.





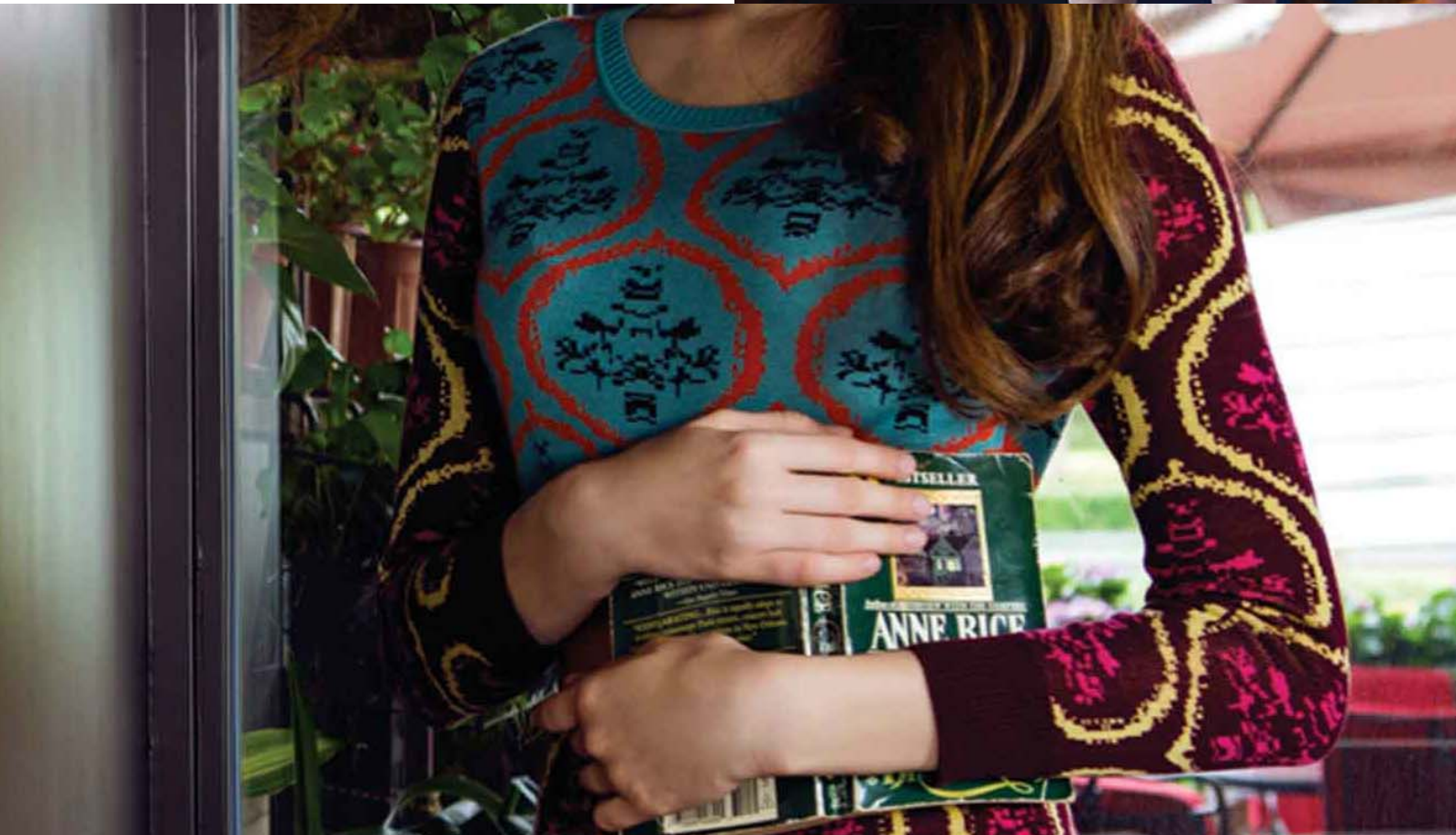
# Geometric for AW

Geometric is always essential for any markets.

Colours are very important.  
Then technique is important too.

Geometric can look cheap because of colours.





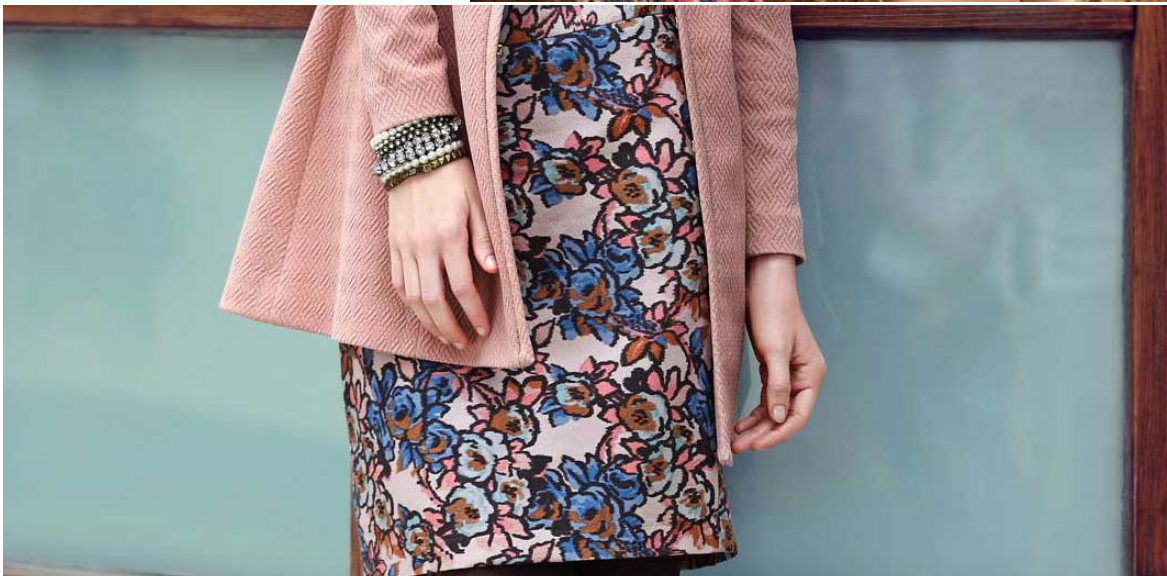


# Flowers for AW

Here are examples of floral designs.

In China classic flowers are not so popular. Colour need to be bright and light even background is dark. Often flowers are mixed with other things like animal skin, ornaments, geometric or stripes etc.

Remember, No classic !





# Flower for SS

For SS flower is always one of important theme.  
Same again with AW, Chinese people do not like to classic flowers.  
For SS, they sometimes buy big big flower (can look like huge geometric)  
to middle size flower in several technique and touch.  
Often mixed with other things too to make it look richer and luxury.







# LONG

pl in fashion,  
from the madding crowd And off the beaten-track,  
the undisturbed peace and freedom,  
up the mind and soul...

2013春夏系列



# LONG

I'll always be thankful for the time we had, we were blessed, I should celebrate  
that I had two dad, all the wonderful memories  
just made me full again



# Mono-tone for SS



Mono-tone has been popular in the market. However, we found it was very difficult to sell mono-tone designs.

From customers comment, we realize that they become more careful to spend money on mono-tone designs than others.

It needs to be good balanced and looks richer and expensive by technique. At the same time it must not look like dirty.





图片上传于Chinasspp.Com



# Ethnic for SS

Chinese people do buy ethnic designs.

Especially for SS season.

Here are the example of ethnic patterns they do usually.



# Conversational for SS

Conversational is always important and popular theme for young field. Key is pop but sophisticated, not childish but still cute, can be elegant and eye catching, illustrated in geometric shape, mixed with geometric, flowers and other motives. Again clean but still richer is important.





# Placements for SS

Placement is always good for SS.  
It should not be casual and street.  
It must be for ladies and sophisticated and  
for town use.





# Elegance for SS

Elegance is always the main target of Shenzhen market.  
Clean and bright rich colours.  
Never dirty technique





OMNIALUO  
歐 栢 蘭 奴

# Geometric for SS



Other photos customers game us

