

TREND/COLOR/DESIGN FORECAST

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# SAKS POTTS

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Trend Forecaster: Cammie Kamis  
Seasonless 2023

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# ABOUT

The designs represent unusual aesthetics, playful colors, interesting and delicate materials all in high quality. The mission behind it is simply to create something untraditional as a challenge to the minimalistic Scandinavian style.

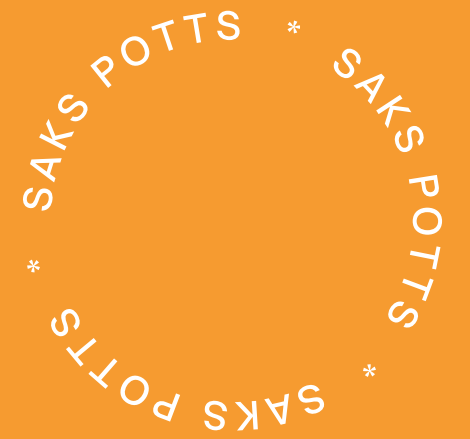
Various classic feminine keystones, like shearling, polka dots, fitted two-piece ensembles, fox fur trim, and flattering fits and cuts, impart an enduring appeal to ultra-modern collections. Sak Potts' garments are meant to provide a relevant platform for women to explore their own style, mixing and matching various aesthetics to construct adventurous looks that capture a mood.





# CAMOflorals

- Abstract florals are blended into jackets, tunics, dresses, and trousers for seasonless looks.
- Using softened floral patterns and graphics enable the piece to be worn throughout the year.
- Cool hues are used to reflect nature, while pops of reds, oranges, and yellows lift and add warmth.







Lois Dodd Cone



Meredith Wood



@luo\_liuxu



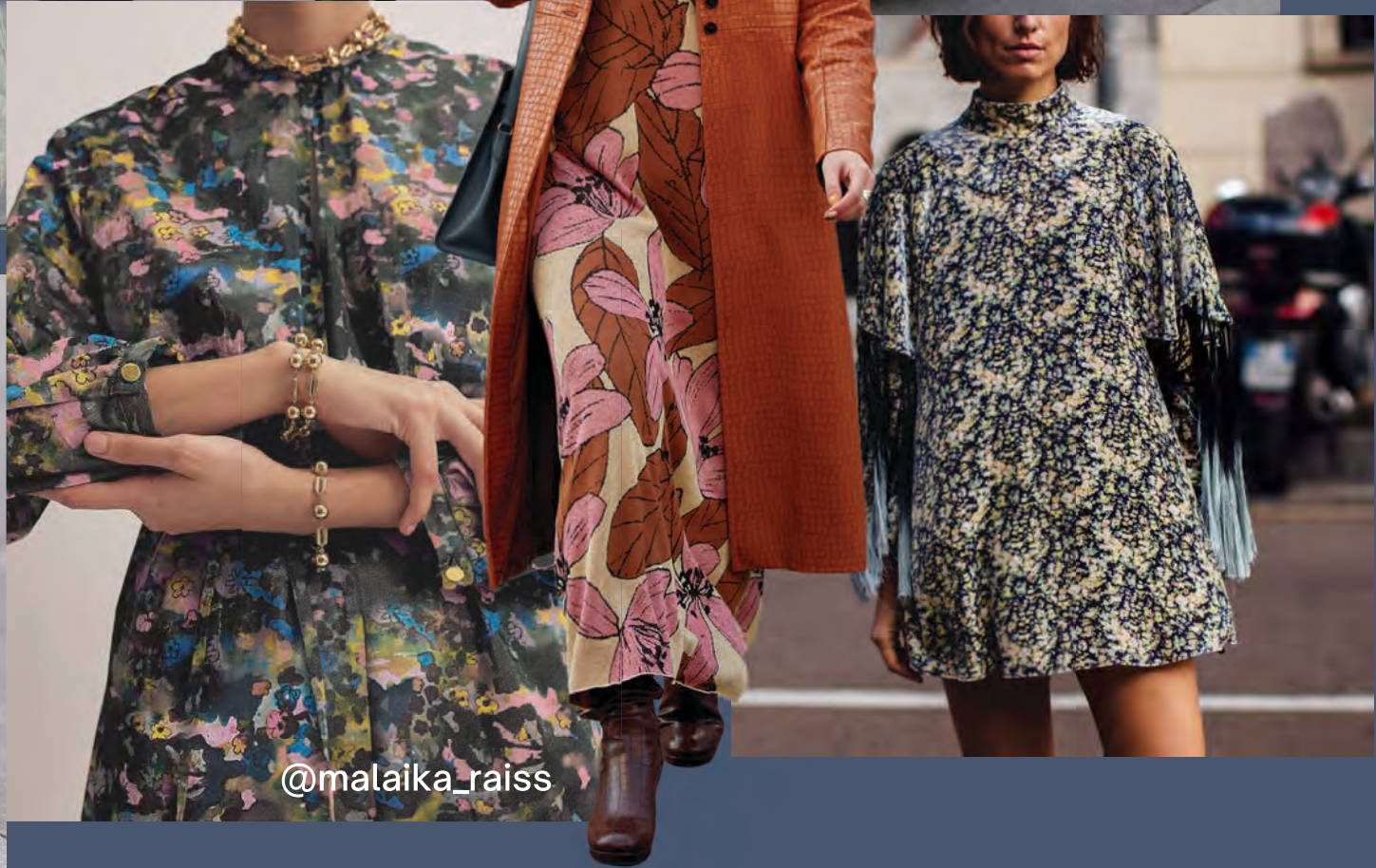
Intertextile



Kulenturato Carpets











The

# Reporting for Duty Jacket



- The Bomber jacket is a must-have piece for the market's new casualised dress code. It can easily take the place of a suit-jacket for a more relaxed business affair.
- It easily transfers into multiple seasons because of its versatility in thickness and layering.
- Playing with volume, length, and construction adds contrast and innovation to this classic utility piece.







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Princess Diana



1960s Skinheads



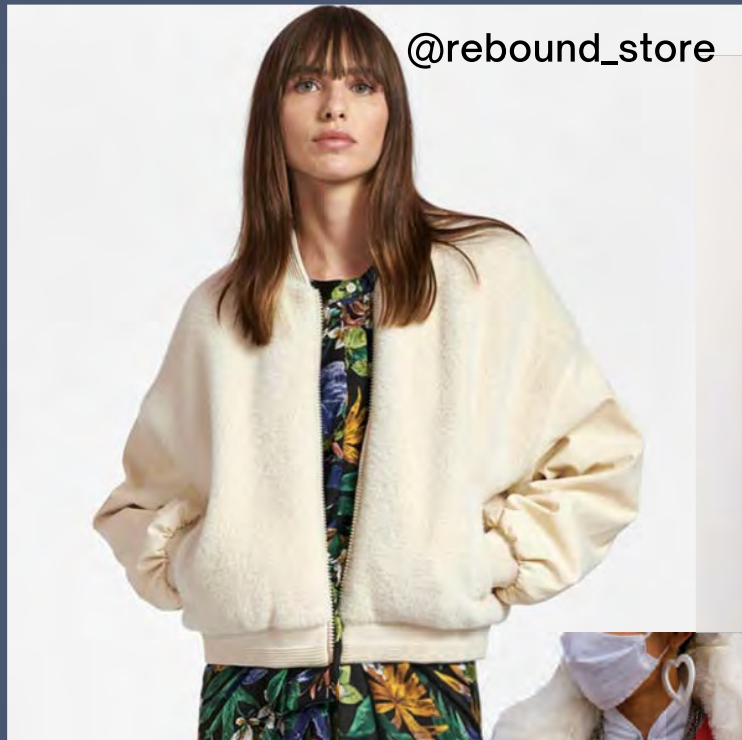
Scandinavia



Swedish Olympics

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# Comforter Pants

- Quilted trousers reflect hanging out at grandma's house, baking cookies, and knitting scarves. They will make you feel right at home, while getting through your busy day.
- Cushioned fabric offers a sense of comfort and protection from the cold. Down feathers, spongy wadded materials, and recycled scraps can be used as filling and insulation.
- Brands can experiment with paper bag, button-up, and zip waists with a range of soft and structural fabrics to create different silhouettes.







Nordic Star Quilt

@emsscrapbag









# As Soft as a Lamb



- Super-plush fabrics, provide warmth, as well as a sense of protection and comfort. They should feel as if you are wrapped up in a cozy blanket at home, while being on-the-go.
- Traceable, natural fibers such as mink fur, mohair, and wool have inherent insulating properties, so only light layers are needed.
- Statement fur jackets, coats, and soft accessories can be paired with light layers for warmer seasons and thicker layers for the cooler months.





Kopenhagen Fur



Kopenhagen Fur



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Kopenhagen Fur







@stah\_see



@toyvilchez

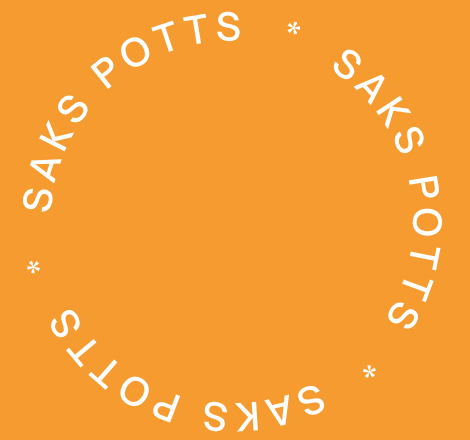






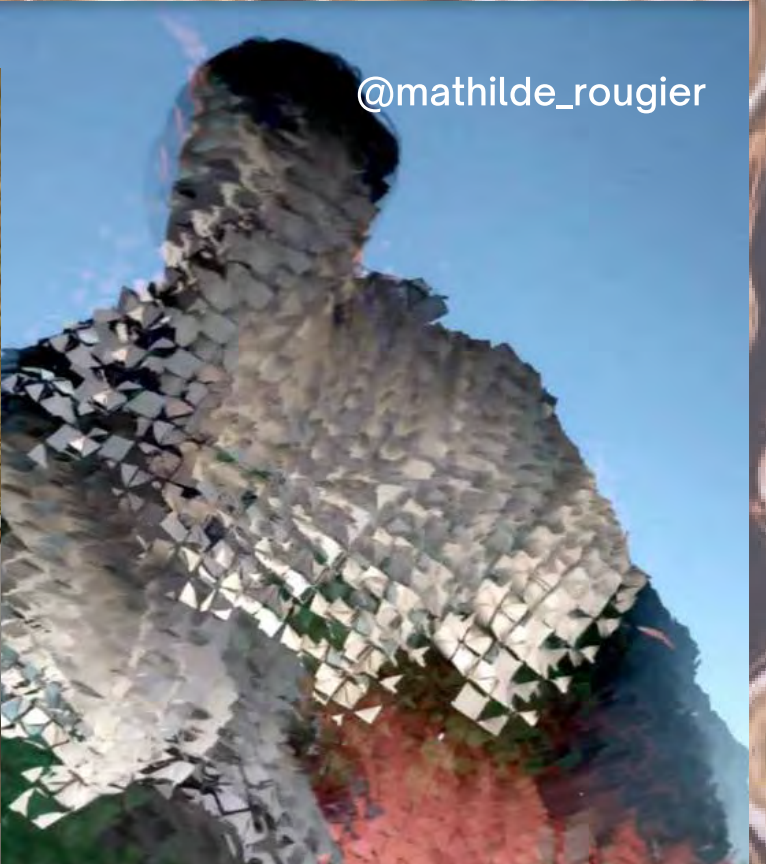
# Technological Relief

- Tactile, engraved, and chiseled surfaces symbolize geological forms. These forms are abstract with both rounded and squared edges that draw the eye into a futuristic realm.
- Metal is one of the main materials used in detailing because it has so many versatile forms like being molded and etched to create surface textures.
- Hardware is cut with a laser, while ribbons and trims are formed into dimensional constructions. These raised-relief details can be put on anything from outerwear to purses.





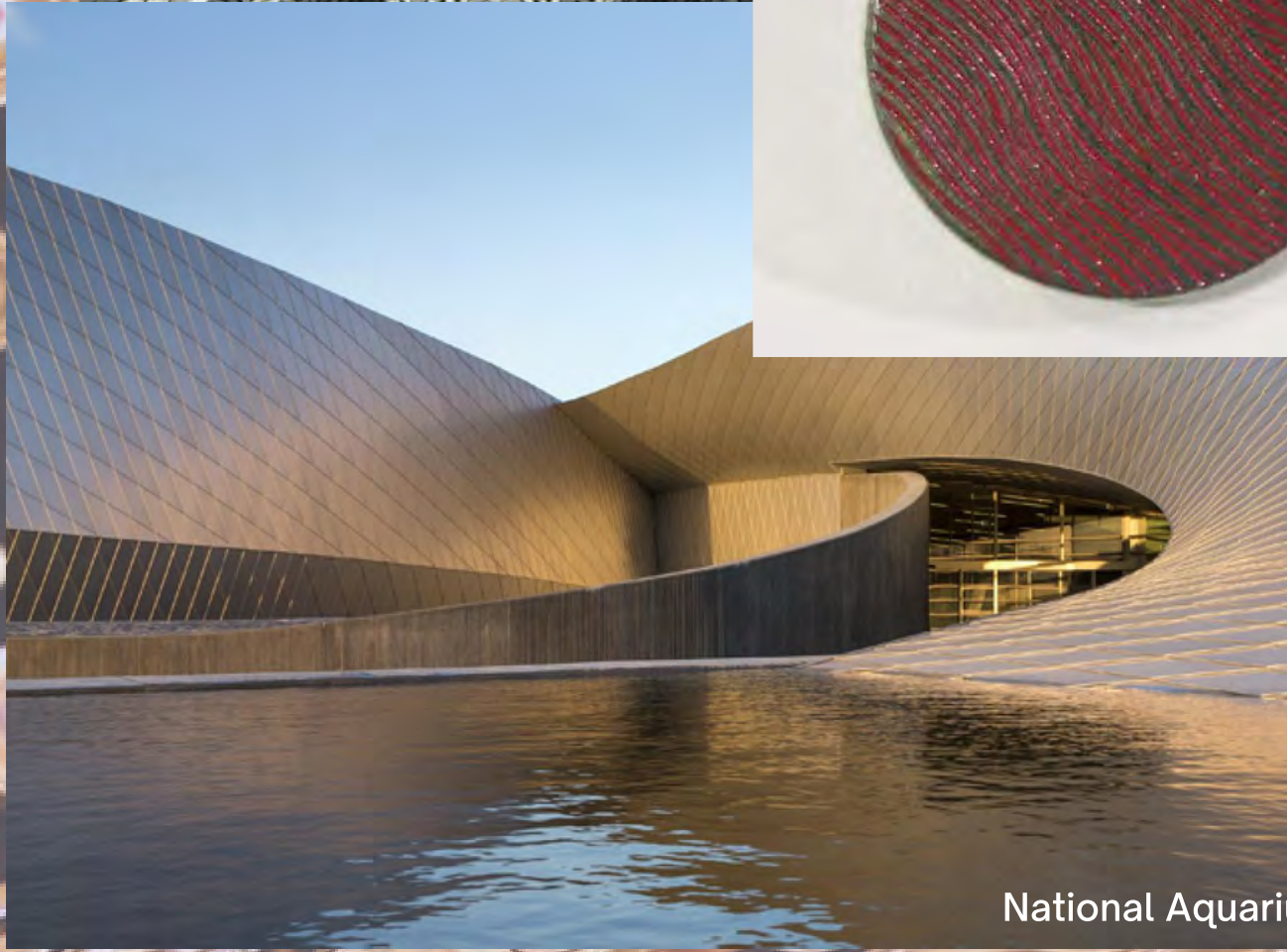
Sequin Raintree Fabric



@mathilde\_rougier



Topographic Map of Northern Europe



National Aquarium Denmark



@vintage\_popdesign



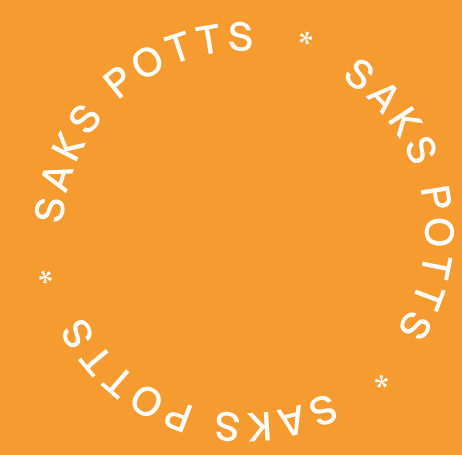
@factory 4hire



@lucite\_purses







# Colors



- **Stone:** It stems from a circular approach to design, manufacturing, and recycling. It is a safe color for consumers who want reassurance and stability.
- **Sage:** It not only symbolizes nature, but it also emphasizes the importance of health and wellness. Therefore, its soothing tones calm even the most hectic of emotions by connecting one with the earth.
- **Sapphire:** It's a saturated version of cobalt that can be seen throughout historical ceramics, paintings, and textiles. It connects the past to the future and can be worn for any occasion.





Mussikens Hus, Denmark



@jcvintagefurniture

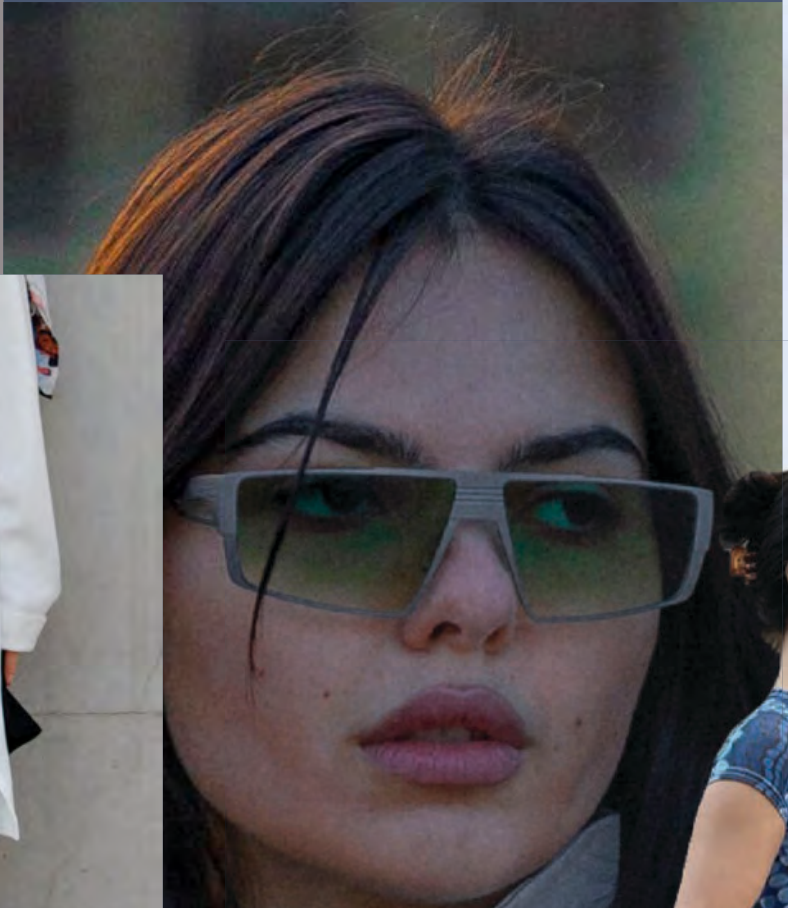


@photography\_by\_sussi\_a





@flxnffashion



@maxrodriguesx



@anunanna





# Colors



- **Honeycomb:** It's the perfect hue for the transition into an optimistic post-pandemic era. Citrus shades invigorate consumer confidence in the world to come, especially among younger adults who feel that mental health and wellness are top priorities.
- **Orchid:** It's a stimulating and brightly tinted magenta. It has a transseasonal quality and remains relevant due to its digital appeal. It's closely linked to feelings of hope and optimism for the future.
- **Dark Oak:** Its familiarity makes it a popular color for upcoming seasons. During a period of uncertainty, this hue will provide both stability and reliability for consumers. It sparks the nostalgia of sepia filters and retro sportswear.



@madderhattery



@katie\_kphotography



@buckhorn\_vintage



@jaja\_architects







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# SOURCES

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