

trends

THE MAGAZINE FOR CANADIAN FASHION RETAILERS



DENIM

A RETURN TO THE
CLASSICS



THE FRILL FACTOR

Accessories Report

FALL LINGERIE

Gets Creative

GLOBAL TRENDS

You need to know about



GIVE A LITTLE

"Stretch is omni present, found in every collection, in supple second-skins for womenswear and firmer, more solid versions for menswear," say the trend forecasters at the Denim event. "Denim fabric has been further explored into different blends like poly-denim, chemically-treated denim and mechanical denim," explains Parminder Singh of Mississauga-based Variations. "Stretch denim, in particular, has become a popular favorite today, since it combines the durability and elasticity to create the desirable fit."

SHINE ON

Unlike recent flash-in-the-pan fads, denim trends won't be relying on high-gloss or shimmering metallics next fall. "Finishes have a slight sheen or luster with a soft hand," says Silver. This jives with the Denim conference, which noted that sheen would "reveal itself almost by controlled accident in variations of subtle colours revealed through engineered use and patina effects." New yarns are behind these varied sheens. Supima cotton and lyocell (a fibre actually made from wood) give modern denim a subtle luster

and soft feel, while luxurious modal blends with wool, cashmere or silk provide an upscale twist.

SHAPE UP

Fall denim will usher in the return to several classic styles. "Denim culture is heading back to its roots of authentic denim work wear," notes Silver. "The biggest trend influence is '50s workwear American chinos and military." So what can customers look forward to after years of low-rise skinnies? "The evolution of the skinny into the skinny bootcut with a slight flare to the skinny flare reminiscent of the sixties bellbottom... but with sophistication," says Silver. "I'm most excited about the new trend of the relaxed skinny for both men and women. This has translated finally to the pleated tapered silhouette for women."

GONE GREEN

"Eco-friendliness can no longer even be considered a trend, but now emerges as a perennial, essential element," said the forecasters from Denim, "with eco or sustainable fibres, natural or synthetic recycled products and natural or chemically-responsible dyes." Canadian denim designers have led the way when it comes

to the eco-movement. "Our clients are already aware of the impact of each of their actions on the environment," explains Éric Wazana, founder of Montreal-based denim label Second. "Our Eco Jeans are fabricated from certified organic cotton, use 50 percent less water during washing and are treated with only non-toxic, chemical-free dyes." But keeping the environment (and customer demand for truly green products) front of mind often means going beyond sourcing organic materials. While the healthy sales of Second's popular jeans (especially after a recent 10th anniversary partnership with Holt Renfrew to create a signature skinny style) would easily justify overseas production, Wazana has stayed true to his Quebec-based production. While clearly fostering local industry, this commitment to Canadian manufacturing also reduces the carbon-footprint left from international shipping of materials and the finished jeans.

THROUGHOUT THE AGES

"Denim has never been so hot," says Parminder Singh. "It is no longer limited to just jeans. It has expanded to such a vast range of

other clothing that is now referred to as 'denim wear.' It's growing popularity has set a universal trend making it the most sought after fabric among all age groups." In fact, a recent Cotton Incorporated report showed that denim has been relatively resistant to the economic recession and remained a strong category in the US. Denim was popping up on the spring runways of Canadian designers as well. The Toronto-based design duo behind contemporary womenswear line Comrags presented fitted chambrayed jackets and wide leg trousers — an unusual fabric choice for the label. Despite the overall popularity of denim, some designers are zeroing in on niche markets — and being mindful of the challenges some shoppers face. "Many women — especially those in the 30-60 age range — have a difficult time finding a pair of fashionable designer jeans that fit to flatter their changing bodies," admit co-Presidents and brothers of Cartise International, Gad and Sharoni Padan. "No one should be denied the pleasure and confidence that can only come from wearing a great pair of jeans!"

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