

HONG KONG FASHION RETAIL RESEARCH

2018

Q2

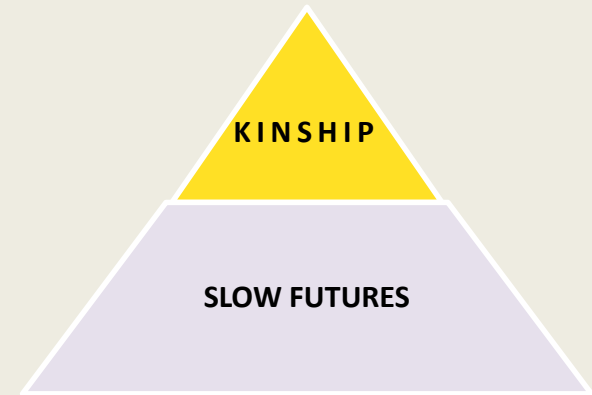
LADIES



▶ SPRING SUMMER 2018
INSHOP RESEARCH

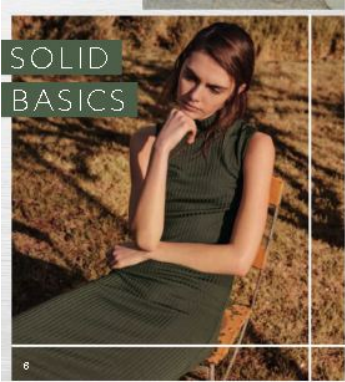
S/S
18

SS18 TREND RESEARCH



- ▶ MINIMAL AESTHSTIC
 - SLOW FUTURES
- ▶ ROMANTIC & NAISSANCE
 - KINSHIP

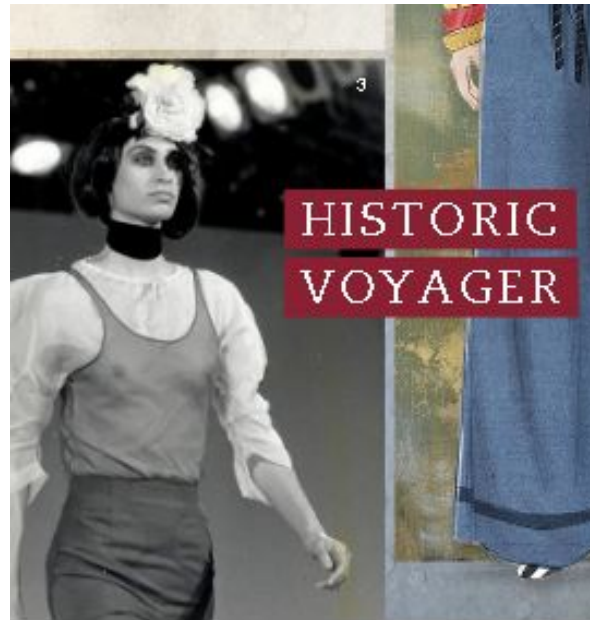
S/S 18 SLOW FUTURES



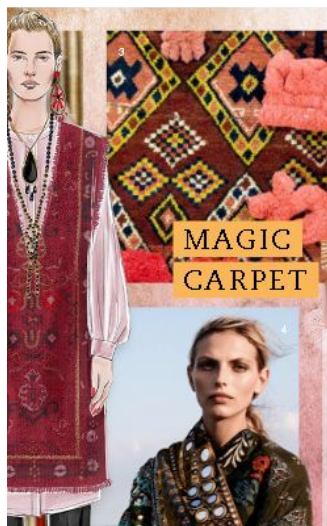
KEY ELEMENTS OF S/S 18 TREND ANALYSIS

- ORDINARY
- 1960s STYLE
- HISTORIAL
- AESTHSTIC
- CREATURES OF COMFORT
- ARCHITACTURAL
- LAYERING
- RAW-EDGE
- RUSTIC FINISH

S/S 18 KINSHIP

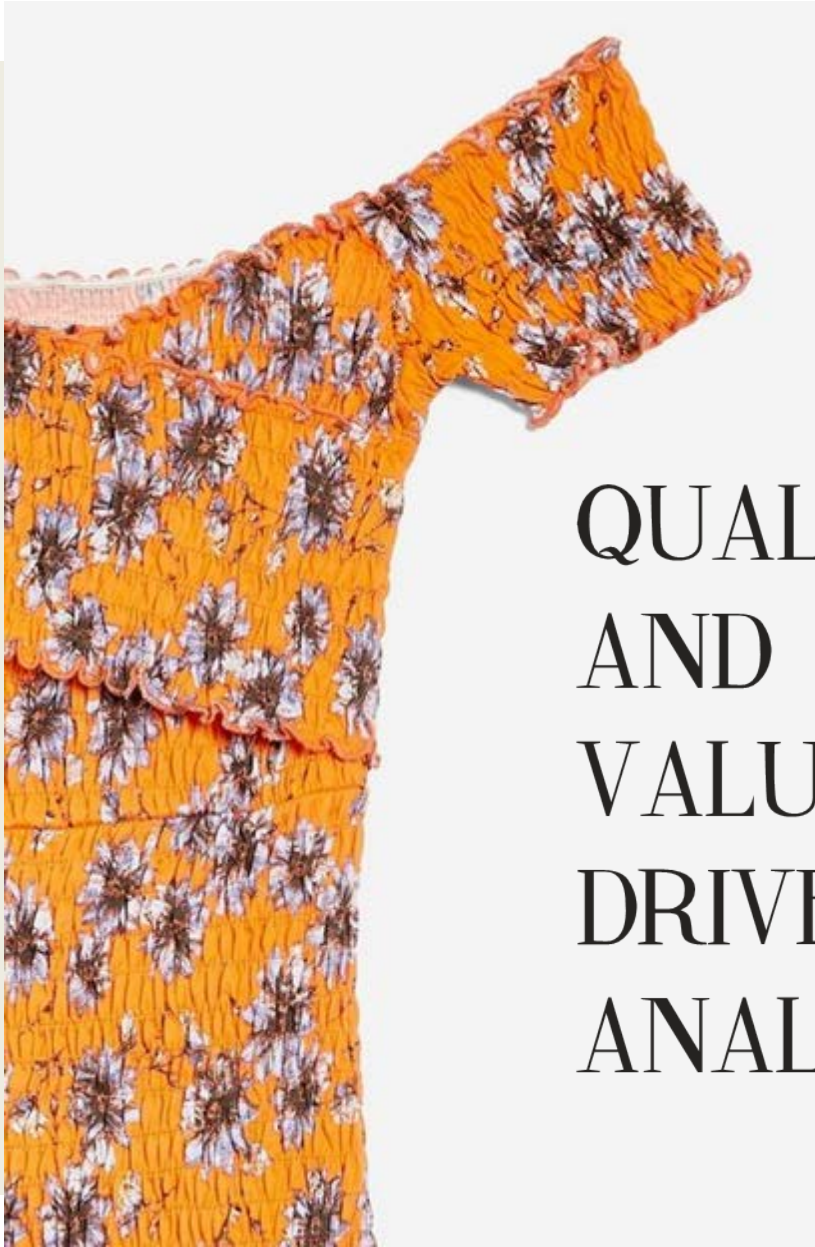


This is an upbeat palette, notable for its absence of true darks. Highly pigmented, exotic reds anchor the palette, and will feature even in cold-cast colour combinations. Reds range from rich tones such as Red Mulberry and Dark Orchid to more traditional summery pinks of Desert Rose and Baked Coral. Dark Ginger and Apricot add golden intensity to the palette, while Blue Sage, Washed Indigo and Horizon Blue offer a calming counterbalance to this trend's more heightened tones. For women's collections, using solely hot colours is an option but a combination of warm and cool tones feels more sophisticated.



KEY WORDS OF S/S 18 TREND ANALYSIS

- NAUTICAL
- HISTORICAL
- LACEWORK
- LIGHT AND SHADOW
- MATHEMATICAL CUTWORK
- ROMANTIC
- RAW EDGES
- RUG ART
- SHREDDED
- BOHIMIA



QUALITIES AND VALUE DRIVERS ANALYSIS

FASHION LEVEL

- ESSENTIAL
- COMMERCIAL
- DIRECTIONAL

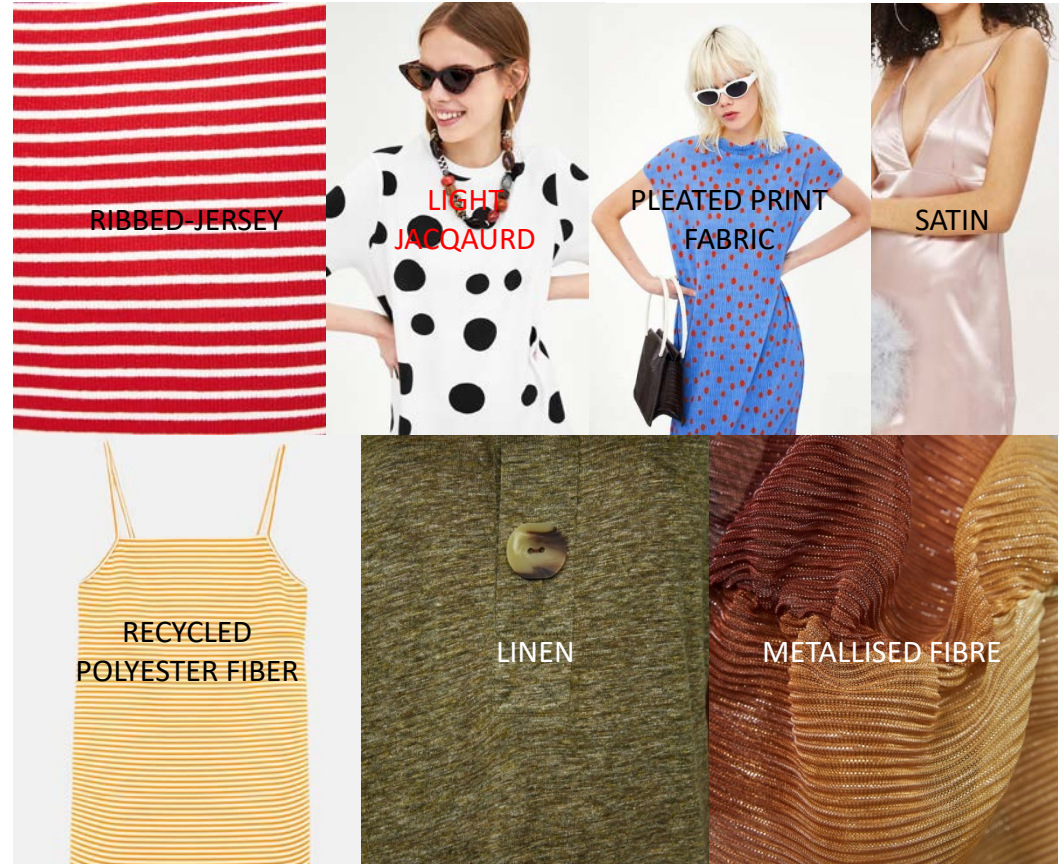
STYLES

- TOP
- DRESS

TOP & DRESS

FASHION LEVEL :

- RIBBED-JERSEY
- LIGHT JACQUARD
- PLEATED PRINT FABRIC
- RECYCLED POLYESTER FIBRE
- LINEN
- METALLISED FIBER
- LYOCELL
- SATIN
- METAL RIB
- LIGHT EMBROIDERY
- PRINTED-VISCOSE
- MODAL-BLEND



TOP

FASHION LEVEL :

DIRECTIONAL
COMMERCIAL
ESSENTIAL

- RIBBED JERSEY, LIGTH JACQAURD, PLEATED PRINT FABRIC, RECYCLED POLYESTER FIBER, LINEN, METALLISED FIBER, LYOCELL



LINEN T-SHIRT

- Main: Linen 100%



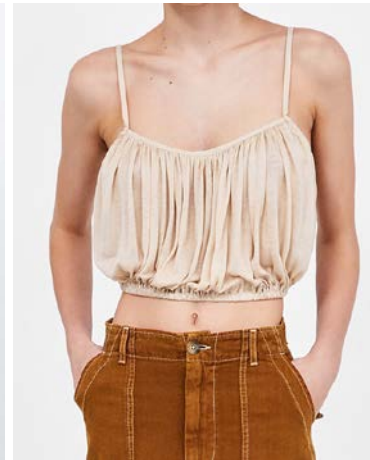
TEXTURED T-SHIRT

- Main: Polyester 98%, Elastane 2%



MATELLIC-EFFECT TOP TANK

- Main: Polyester 93%, Elastane 7%



PUFFY CROP TOP

- Main: Lyocell 100%



SHORT SLEEVE DAISY PRINT T-SHIRT

- Main: Metallised fibre 50%, Polyester 50%

TOP

FASHION LEVEL :

DIRECTIONAL
COMMERCIAL
ESSENTIAL

- WITH DIFFERENT TECHNICALS



COLORFUL
PRINT



CORN PRINT T-SHIRT

- Main: Cotton 100%



CREASED-
EFFECT

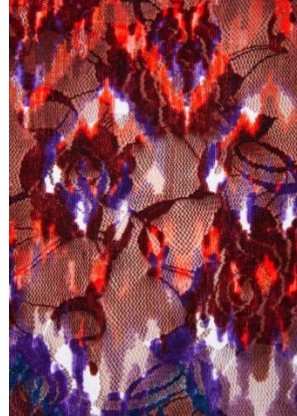


CREASED-EFFECT T-SHIRT

- Main: Cotton 100%



ALL OVER
PRINTS

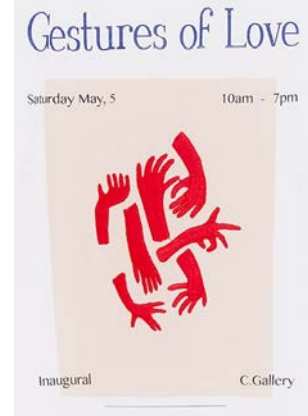


PRINTED LACE TOP

- Main: Polyamide 87%, Elastane 13%



EMBROIDERY
AND PRINT



**T-SHIRT WITH
EMBROIDERY AND
PRINT**

- Main: Cotton 100%



RUBBERISED
PRINT



RUBBERISED PRINT T-SHIRT

- Main: Polyester 97%, Elastane 3%



SLOGAN
PRINT
WITH TIE-
DYE EFFECT



TIE-DYE T-SHIRT

- Main: Cotton 100%

DRESS

FASHION LEVEL :



- RIBBED JERSEY, LIGH JACQAUARD, PLEATED PRINT FABRIC, RECYCLED POLYESTER FIBER, LINEN, METALLISED FIBER, LYOCELL

USED AT LEAST 25%
RECYCLED POLYESTER



STRAPPY DRESS

- Main: Polyester 98%, Elastane 4%

GATHERED VELVET DRESS

- Main: Polyamide 92%, Elastane 8%

JACQUARD DRESS

- Main: Polyester 76%, Cotton 22%, Elastane 2%

PIN TUCK SATIN SLIP DRESS

- Main: Polyester 100%

RIBBED DRESS WITH SLIT DETAIL

- Main: Polyester 69%, Viscose 31%

METALLIC THREAD PLEATED DRESS

- Main: Polyester 79%, Metallised fibre 21%

DRESS

FASHION LEVEL :

- WITH DIFFERENT TECHNICALS



FADED DRESS WITH PRINT

- Main: Cotton 100%



TIE-DYE DRESS WITH GATHERED DETAILS

- Main: Polyester 100%



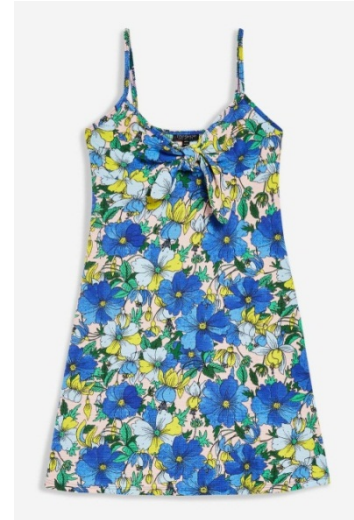
ZEBRA JACQUARD PRINT

- Main: Polyester 76%, Viscose 18%, 6% Elastane



RUBBERISED PRINT

- Main: Polyester 96%, Elastane 4%



ALL OVER PRINTED WITH KNOTTING DETAILS

- Main: Polyester 98%, Elastane 2%



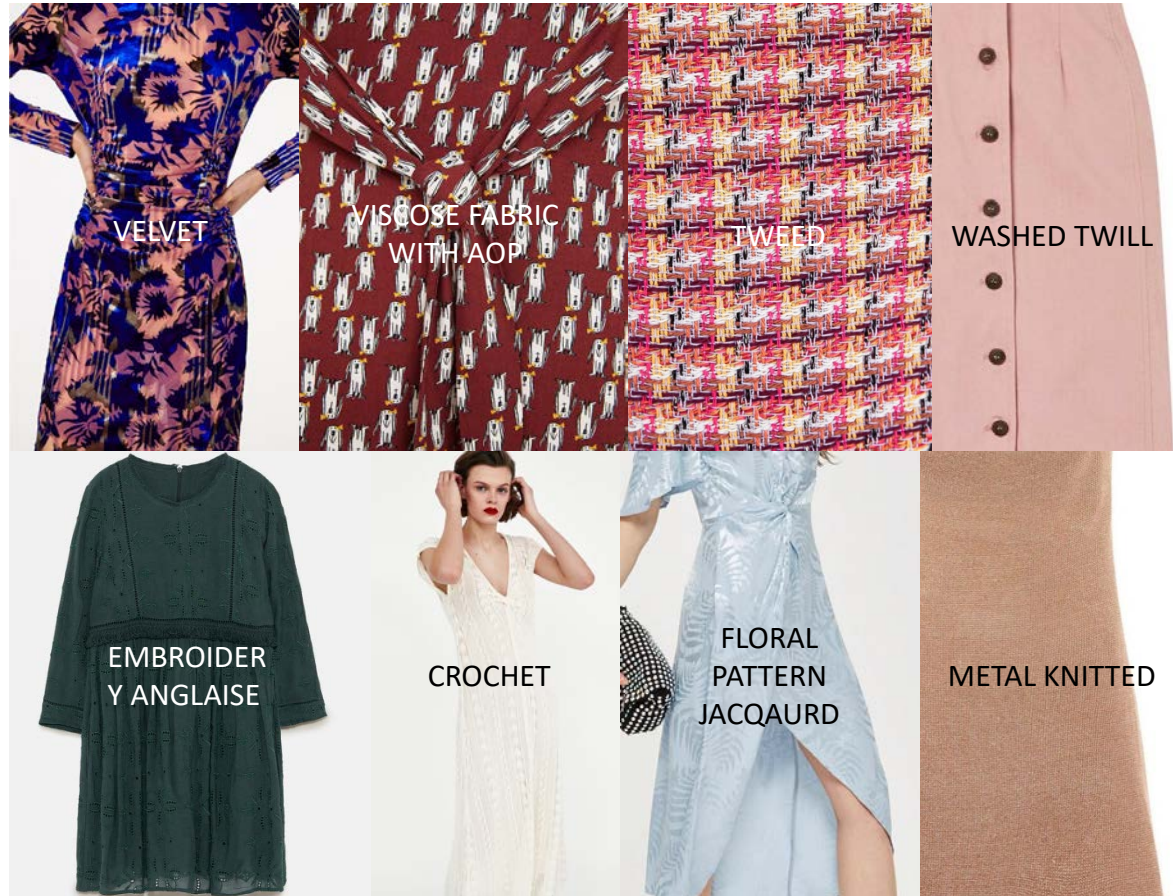
ALL OVER PRINTS

- Main: Polyester 100%

TOP & DRESS

FASHION LEVEL :

- VELVET
- VISCOSE FABRIC WITH AOP
- TWEED
- EMBROIDERY ANGLAISE
- DENIM WITH EMBROIDERY
- CROCHET
- LYOCELL
- NYLON
- LINEN
- FLORAL PATTERN JACQUARD
- WASHED TWILL
- SATIN
- METAL KNITTED



TOP

FASHION LEVEL :



- VELVET, VISCOSE FABRIC WITH AOP, TWEED, EMBROIDERY ANGLAISE, DENIM WITH EMBROIDERY, CROCHET, LYOCELL, NYLON, LINEN, METALLISED FIBER



LINEN WRAP T-SHIRT

- Main: Linen 100%



MULTICOLOURED CROCHET TOP

- Main: Cotton 53%, Polyester 45%, Viscose 2%



FLORAL PRINT FRILLED RUFFLE BLOUSE

- Main: Polyester 100%



METAL MESH T-SHIRT

- Main: Viscose 62%, Metallised fibre 35%, Elastane 3%



EMBROIDERED TOP

- Main: Cotton 100%
Embroidery: Polyester 100%

TOP

FASHION LEVEL :



- WITH DIFFERENT TECHNICALS



APPLIQUES AND PRINTS



ALL OVER EMBROIDERED



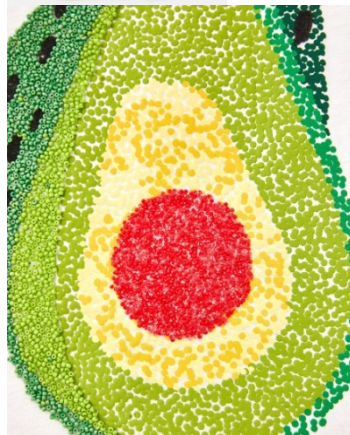
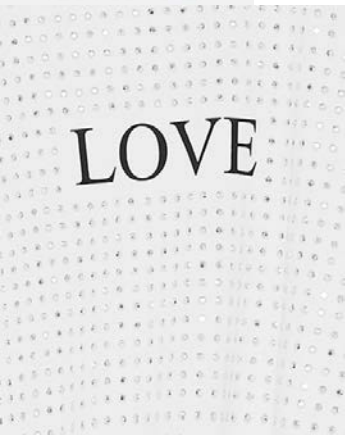
RUBBERISED PRINT AND BEADED EMBROIDERY



SEQUINNEED



EMBELLISHED BEE



CROPPED T-SHIRT WITH APPLIQUES

- Main: Cotton 100%

EMBROIDERED TOP

- Main: Polyester 99%, Polyamide 1%

RUBBERISED PRINT T-SHIRT

- Main: Cotton 100%
Collar: Cotton 97%, Elastane 3%

SEQUINNEED T-SHIRT

- Main: Cotton 100%
Front: Polyester 100%

EMBELLISHED BEE T-SHIRT

- Main: Viscose 100%

DRESS

FASHION LEVEL :

DIRECTIONAL
COMMERCIAL
ESSENTIAL

- VELVET, VISCOSE FABRIC WITH AOP, TWEED, EMBROIDERY ANGLAISE, DENIM WITH EMBROIDERY, CROCHET, LYOCELL, NYLON, LINEN, METALLISED FIBER



ADJUSTABLE DRESS

- Main: Lyocell 57%, Cupro 43%



LONG MESH DRESS

- Main: Polyester 83%, Viscose 17%
- Lining: 100% polyester



PLUMETIS EMBROIDERED DRESS

- Main: Modal 94%, Viscose 6%
- Embroidery: Polyester 100%



DRAPED VELVET DRESS

- Main: Polyester 53%, Polyamide 36%, Elastane 11%



DOTTED MESH DRESS WITH CROCHET BIB

- Main: Viscose 100%
- Lace: Cotton 100%



JACQUARD TWIST MIDI WRAP DRESS

- Main: Viscose 100%

DRESS

FASHION LEVEL :

DIRECTIONAL
COMMERCIAL
ESSENTIAL

- WITH DIFFERENT TECHNICALS



MIRRORED FLOWER SEQUIN SLIP DRESS

- Main: Polyester 100%



EMBROIDERED RUSTIC DRESS

- Main: Polyester 100%
- Embroidery: Polyester 100%



ALL OVER PRINT DRESS

- Main: Cotton 53%, Linen 47%



FLOCKED PRINT DRESS

- Main: Cotton 100%



SEQUINNE HALTER NECK DRESS

- Main: Polyester 100%
- Lining: Polyester 100%

TOP & DRESS

FASHION LEVEL :

- EMBROIDERED LACE
- EMBROIDERY ANGLAISE (ALL OVER)
- EMBROIDERED MESH
- PRINTED-CHIFFON
- SATIN
- DENIM EMBROIDERY
- TEXTURED WEAVE KNIT
- NYLON
- POLYAMIDE
- POLYESTER
- LINEN
- ACETATE



TOP

FASHION LEVEL :



- EMBROIDERED LACE, EMBROIDERY ANGLAISE (ALL OVER), EMBROIDERED MESH, PRINTED-CHIFFON, SATIN, DENIM EMBROIDERY, TEXTURED WEAVE KNIT, NYLON, POLYAMIDE, POLYESTER, LINEN



CUT-OUT T-SHIRT

- Main: Cotton 49%, Modal 50%, Elastane 1%



METALLIC MESH TOP

- Main: Cotton 69%, Polyester 18%, Metallised fibre 13%



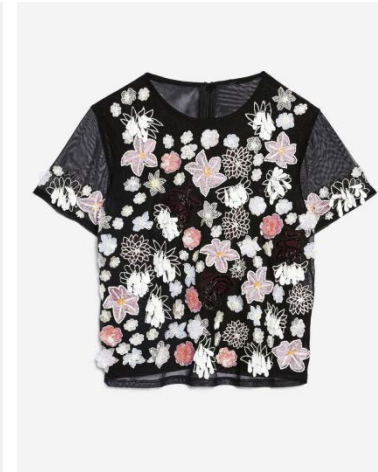
EMBROIDERED DOTTED MESH BLOUSE

- Main: Viscose 100%
- Lace: Cotton 100%
- Embroidery: Viscose 100%



CONTRASTING METALLIC TOP

- Main: Polyester 52%, Nylon 48%
- Patched: Polyamide 100%



3D CLUSTER EMBELLISHED T-SHIRT

- Main: Nylon 100%

TOP

FASHION LEVEL :

DIRECTIONAL
COMMERCIAL
ESSENTIAL

- WITH DIFFERENT TECHNICALS



OVERSIZE TOP WITH SEQUINS

- Main: Cotton 100%



BEADED TOP WITH FRINGING

- Main: Elastodiene 59%, Polyester 41%



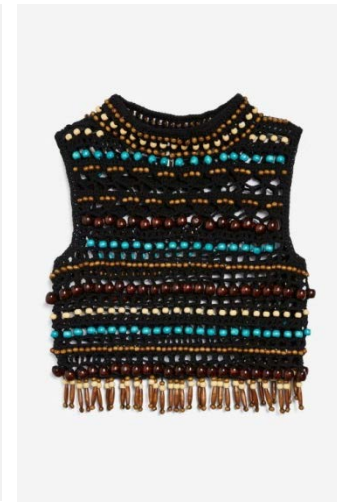
PRINTED BLOUSE WITH PEARL BEADS

- Main: Polyester 100%



EMBROIDERED CREPE BLOUSE

- Main: Cotton 100%
- Lace: Cotton 100%
- Embroidery: Polyester 100%



BEADED CROCHET TOP

- Main: Cotton 100%

DRESS

FASHION LEVEL :

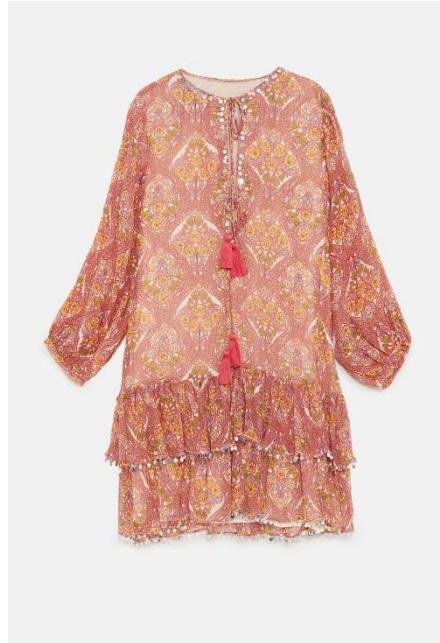
DIRECTIONAL
COMMERCIAL
ESSENTIAL

- EMBROIDERED LACE, EMBROIDERY ANGLAISE (ALL OVER), EMBROIDERED MESH, PRINTED-CHIFFON, SATIN, DENIM EMBROIDERY, TEXTURED WEAVE KNIT, NYLON, POLYAMIDE, POLYESTER, LINEN



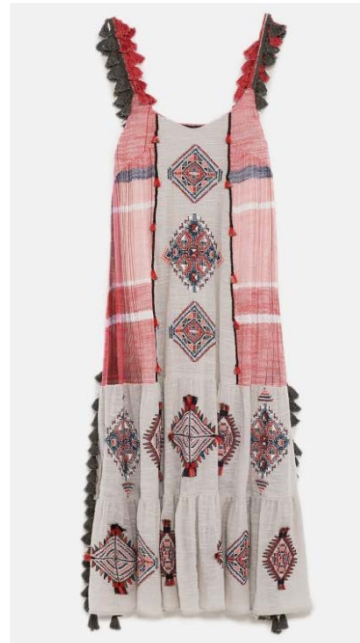
LINEN DRESS WITH TOPSTITCHING

- Main: Linen 100%



RUFFLED DRESS WITH SEQUINS

- Main: Cupro 100%
- Lining: Polyester 100%



LONG EMBROIDERED DRESS WITH TASSELS

- Main: Cotton 100%
- Lace: Cotton 100%
- Embroidery: Polyester 100%



FLORAL MESH OVERLAY DRESS

- Main: Polyester 100%



EMBROIDERED RUCHED SLEEVE DRESS

- Main: Viscose 100%

DRESS

FASHION LEVEL :

DIRECTIONAL
COMMERCIAL
ESSENTIAL

- WITH DIFFERENT TECHNICALS



LONG EMBROIDERED AND PRINTED

- Main: Viscose 100%
- Secondary fabric: Nylon 100%
- Embroidery: Polyester 63%, Cotton 37%



SEQUINED

- Main: Polyester 95%, Elastane 5%
- Lining: Polyester 95%, Elastane 5%



ALL OVER EMBROIDERY

- Main: Cotton 100%
- Embroidery: Cotton 100%



EMBROIDERY ANGLAISE (ALL OVER)

- Main: Cotton 100%
- Lining: Cotton 100%



ALL OVER EMBROIDERED FLORAL AND SEQUINED DETAILS ON CUFFS

- Main: Polyester 100%