

# HONG KONG FASHION RETAIL RESEARCH

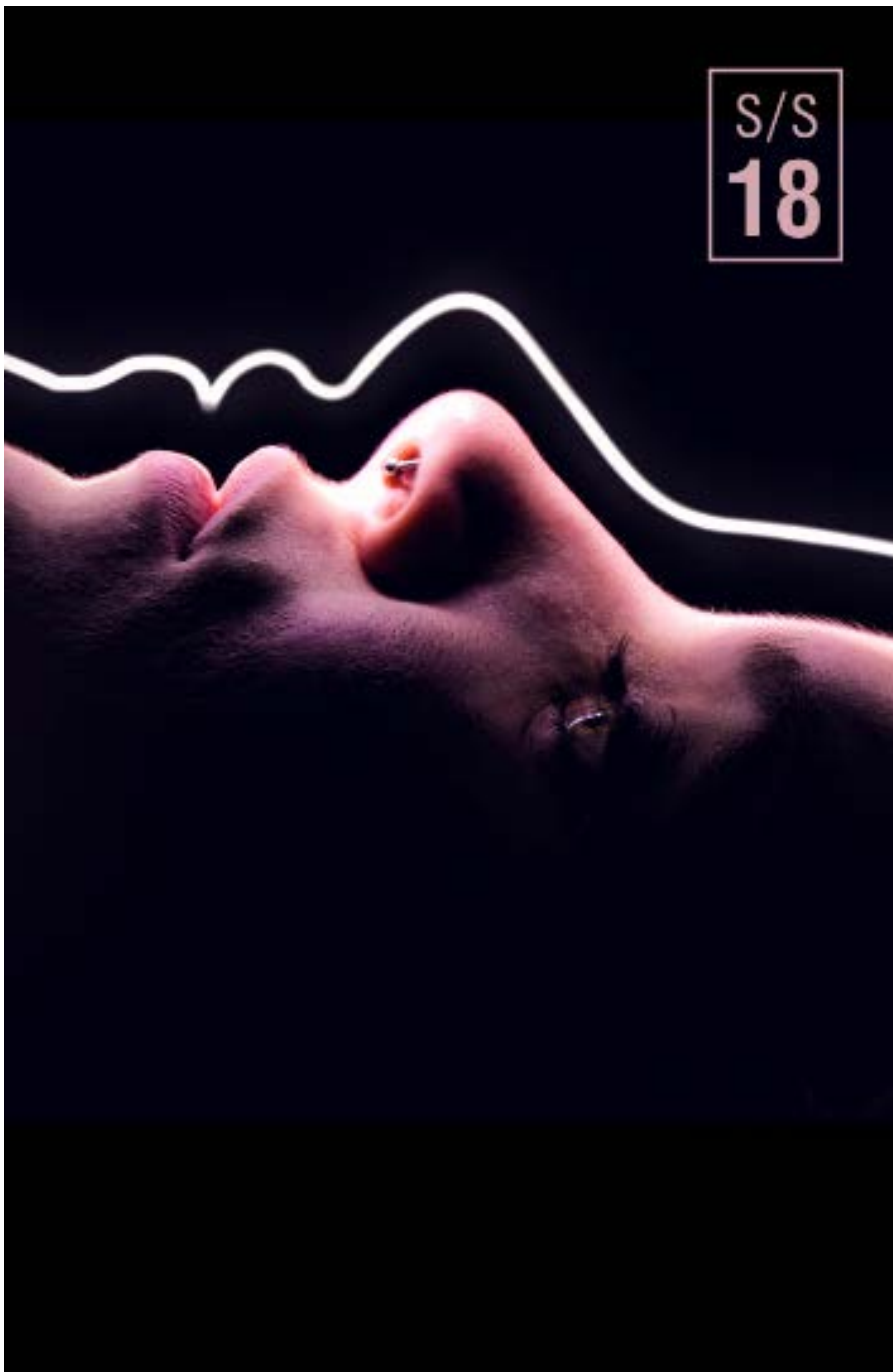
2018

Q2

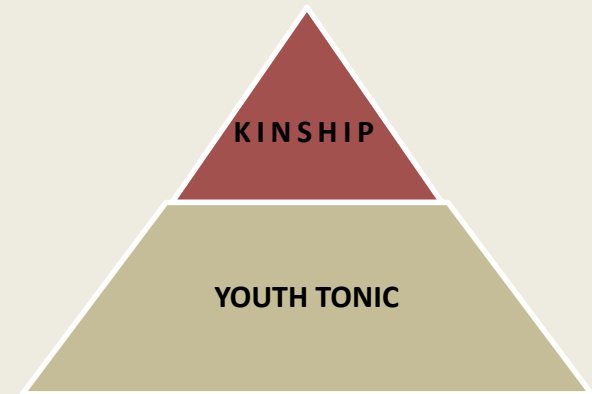
YOUNG GIRL



▶ SPRING SUMMER 2018  
FASHION RETAIL RESEARCH



# SS18 TREND RESEARCH



- ▶ ROCK & SPORTY GIRL
  - YOUTH TONIC
- ▶ CUTE & SWEET GIRL
  - KINSHIP

# SS18 YOUTH TONIC



# YOUTH TONIC

spring/summer 2018

Youth Tonic is all about mixing, matching, and mismatching, with colours that range from electric pastels such as Fizzy Green to urban greys such as Concrete Jungle. This is a unique palette that can be skewed in different directions. For example, feminine Electric Lilac becomes tougher when mixed with grey or blue, while Pop Pink and Plum Shadow have a softening effect on pastels such as Blue Chambray and Artificial Yellow. It's a multiple-choice palette, with versatility at its heart.



## YOUTH TONIC STYLES KEY ELEMENTS

- GENDER BLURRING
- EXPERIMENTING ELEMENTS
- URBAN STYLING
- RETRO-STYLING
- ENERGETIC
- 1980'S CLUB CULTURE
- ACTIVE-INSPIRED STYLES
- JEWEL-LIKE TONES
- SKATE CULTURE
- ELECTRIC COLOR



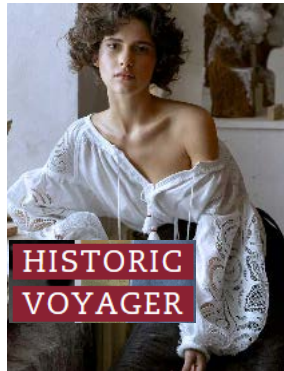
# SS18 KINSHIP



TATTERED  
ROMANCE



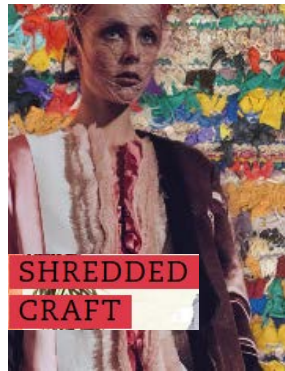
CASTING  
SHADOWS



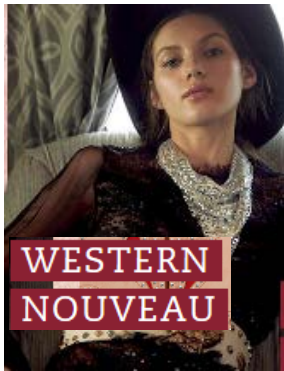
HISTORIC  
VOYAGER



DISRUPTED  
BOHEMIA



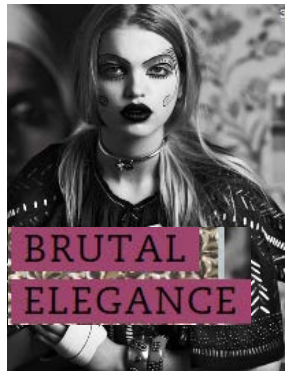
SHREDDED  
CRAFT



WESTERN  
NOUVEAU



MAGIC  
CARPET



BRUTAL  
ELEGANCE

# KINSHIP

spring/summer 2018

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.

## KINSHIP STYLES KEY ELEMENTS

- RUG ART
- PONCHO STYLING
- WESTERN STYLING
- COWBOY ELEMENTS
- LAYERED UP
- SIMPLE SILOUETTES
- ROMANTIC
- NOSTALGIC
- CUTWORKS
- LACEWORK
- NAUTICAL
- ROPE DETAILS
- KNOTTING TECHNIQUES



# QUALITIES AND VALUE DRIVERS ANALYSIS

## FASHION LEVEL

- DIRECTIONAL
- COMMERCIAL
- ESSENTIAL

## STYLES

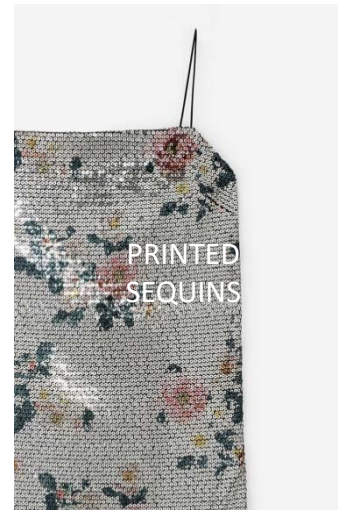
- DRESS
- TOP



## DRESS AND JUMPSUITS

FASHION LEVEL :

- ▶ FASHION LEVEL: (ESSENTIAL) USING THE MAIN BELOW QUALITIES
- JERSEY, JACQUARD, TERRY, RIB, POLY LACE, PRINTED SEQUIN, JERSEY SATIN, MESH



# DRESS AND JUMPSUITS

FASHION LEVEL :

► FASHION LEVEL: (ESSENTIAL) USING THE BELOW VALUE DRIVERS

- STRAPPY DRESS, SMOCKING, RIB BLOCKING, STRAPS DECO, SPLIT, EMBROIDED LACE/VELVET, LACE UP



STRAPPY  
DRESS

EXTERIOR  
62% polyester  
38% cotton  
LINING  
100% polyester



SMOCKING  
POLY  
JACQUARD

68% polyester  
31% viscose  
1% elastane



RIBBED  
BLOCKING

EXTERIOR  
68% polyester  
28% viscose  
4% elastin



EMBROIDED  
LACE

100% Polyester



LACE  
UP

76% Polyester,  
24% Viscose

# DRESS AND JUMPSUITS

FASHION LEVEL :



- ▶ FASHION LEVEL: (COMMERCIAL) USING THE MAIN BELOW QUALITIES
- RIBBED JERSEY, JERSEY, TERRY, SEQUINS, POLY LACE, MESH





# DRESS AND JUMPSUITS

FASHION LEVEL :

► FASHION LEVEL: (COMMERCIAL) USING THE BELOW VALUE DRIVERS

- SHIMMERING , RUFFLE, TAPES AND TIES, JUMPSUIT, CAPE SHAPE, SEQUIN BODYCON, TRACK DRESS



SHIMMER  
DRESS

68% viscose  
16% metallized fiber  
14% polyester  
2% elastin



RUFFLE  
LACE  
DRESS

100% Polyamide



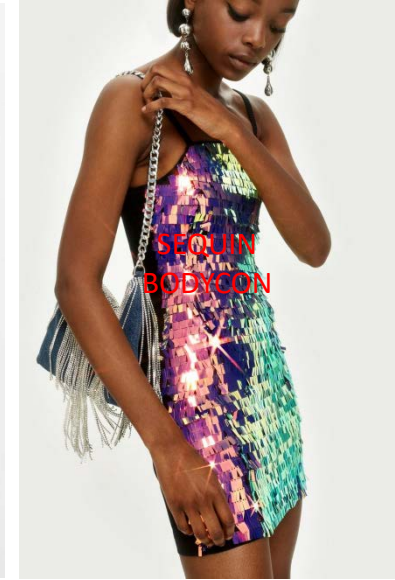
TAPES  
AND TIE

88% viscose  
11% polyester  
1% elastane



LONG  
JUMPSUIT

52% polyester  
43% viscose  
5% elastane



SEQUIN  
BODYCON

66% Cotton,  
30% Polyester,  
4% Elastin

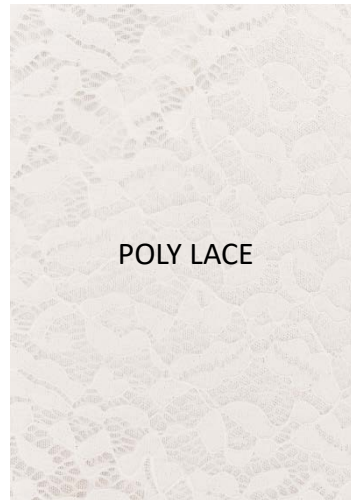
# DRESS AND JUMPSUITS

FASHION LEVEL :



► FASHION LEVEL: (DIRECTIONAL) USING THE MAIN BELOW QUALITIES

- SHIMMERING, METARLLIC RIBBED, LACE, SEQUINS, BEADING



# DRESS AND JUMPSUITS

FASHION LEVEL :

- ▶ FASHION LEVEL: (DIRECTIONAL) USING THE BELOW VALUE DRIVERS
- RUFFLES JAMPSUIT, METALLIC EFFECT, LACE WTH FRILLS, STRIPED SEQUINS, EMBELLISHED, INTRICATE LACE



CULOTTE JUMPSUIT  
WITH RUFFLES

95% polyester  
5% elastin  
LINING  
100% polyester



INTRICATE  
LACE

100% Viscose



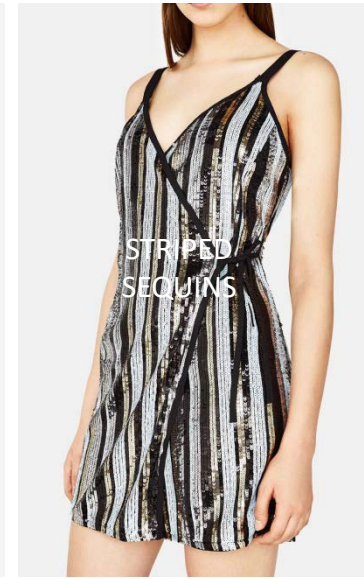
METALLIC  
RIBBED

EXTERIOR  
78% viscose  
15% polyester  
7% metallized fiber



HAND  
EMBELLISHED

100% Polyester



STRIPED  
SEQUINS

EXTERIOR  
100% polyester  
LINING  
100% polyester



# DRESS AND JUMPSUITS

FASHION LEVEL :

## ► DRESS GRAPHIC TECHNIQUES IN DIFFERENT FASHION LEVEL

- RIBBED BLOCKING, ALLOVER PRINTED, EMBROIDERY AND BEADWORK, STRIPED SEQUINS



RIBBED  
BLOCKING

EXTERIOR  
68% polyester  
28% viscose  
4% elastin



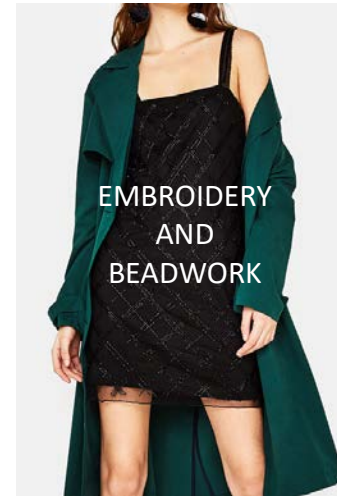
ALLOVER  
PRINTED

95% cotton  
5% elastin



STRIPES  
PRINTED

EXTERIOR  
88% viscose  
11% polyester  
1% elastane



EMBROIDERY  
AND  
BEADWORK

EXTERIOR  
100% polyamide  
LINING  
100% polyester



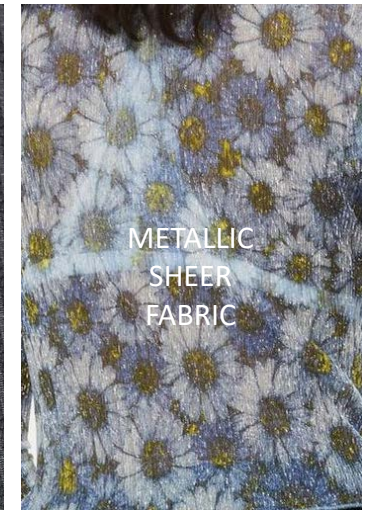
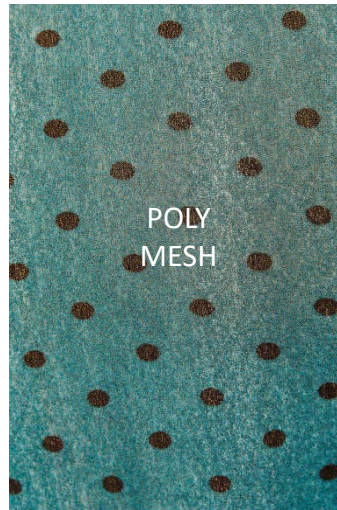
STRIPED  
SEQUINS

EXTERIOR  
100% polyester  
LINING  
100% polyester



► FASHION LEVEL: (ESSENTIAL) USING THE MAIN BELOW QUALITIES

- COTTON BLENDED RIB, VISCOSE RIB, POLY MESH, POLY PIQUE, JACQUARD, METALLIC SHEER





► FASHION LEVEL: (ESSENTIAL) USING THE BELOW VALUE DRIVERS

- SQUARE NECK TOP, ALLOVER PRINTED , HALTER NECK TOP, CONTRASTING TRIMS, FRONT GATHERS, BACK SPLIT, KNOT, HALF ZIP, BABY LOCK EDGE



FRONT  
GATHERS

100% polyester



ALLOVER  
PRINTED  
JERSEY

EXTERIOR  
95% cotton  
5% elastin  
LINING  
95% cotton  
5% elastin



KNOT

100% cotton



CONTRASTING  
TRIMS

EXTERIOR  
90% cotton  
10% viscose



HALF ZIP  
DETAIL

100% Cotton





## ▶ TOP GRAPHIC TECHNIQUES IN ESSENTIAL ITEMS

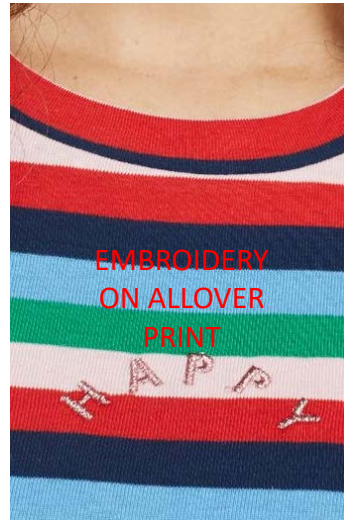
- LITTLE EMBROIDERY, CHEST PRINT , EMBROIDERY ON ALLOVER PRINT, PANEL EMBROIDERY, BEADED BADGE



100% Cotton



90% Cotton,  
10% Polyester



100% Cotton



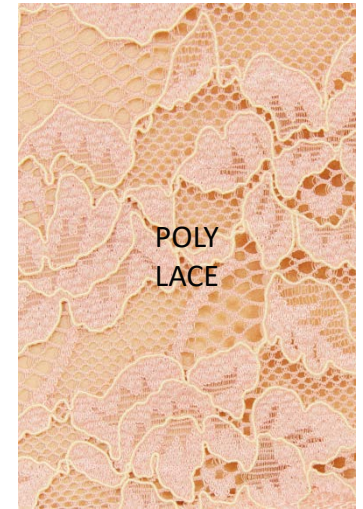
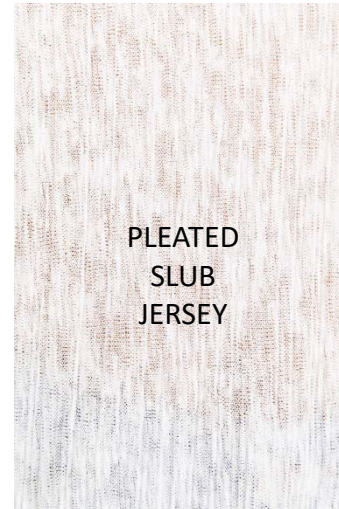
52% Modal, 48% Cotton



93% Viscose,  
7% Elastin



- ▶ FASHION LEVEL: (COMMERCIAL) USING THE MAIN BELOW QUALITIES
- PLUSH JERSEY, HEAVY RIBBED KNIT, PLEATED SLUB JERSEY, POLY LACE, SPORTY MESH, LYOCELL, SHIMMERING RIB





► FASHION LEVEL: (COMMERCIAL) USING THE BELOW VALUE DRIVERS

- ZIP-UP DETAIL , STRAPS , GATHERS, KNOT, TAPES DECO, OFF-SHOULDER BUTTON UP, TWIST, LACE BRALET, BUST TIE, DRAWCORD



62% viscose  
35% polyamide  
3% elastane



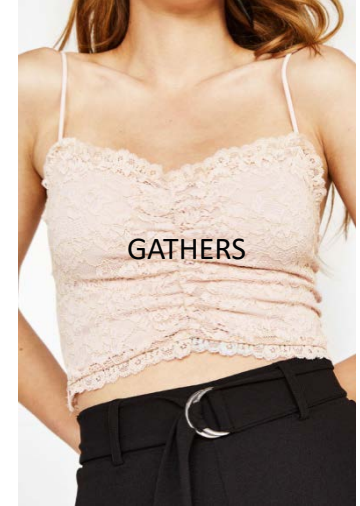
100% cotton



65% cotton  
20% polyester  
11% viscose  
4% elastane



60% polyester  
39% cotton  
1% elastin



90% polyamide  
10% elastin  
LINING  
100% polyester





▶ TOP GRAPHIC TECHNIQUES IN COMMERCIAL ITEMS

- DIGITAL PRINT, HIT TRANSFER FOIL, BEADING AND SEQUINS, PANEL PRINTED+FRINGES, LEATHER PATCH



100% Cotton



100% Cotton



100% Viscose



100% Cotton

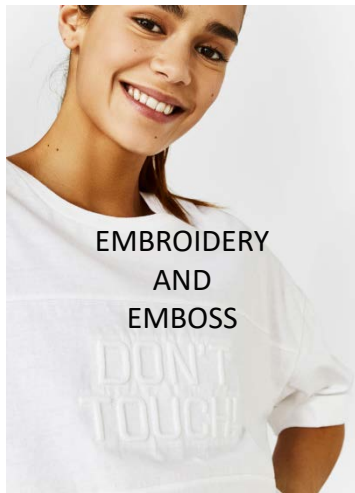


100% Cotton



▶ TOP'S GRAPHIC MAINLY USING IN ESSENTIAL TO COMMERCIAL ITEMS

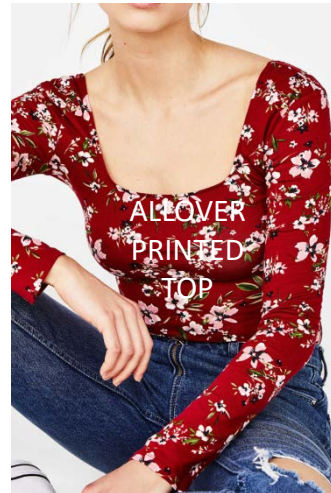
- EMBROIDERY AND EMBOSS, PLACEMENT PRINT, ALLOVER PRINT, SEWING STRIPES DETAIL, PATTERNED RIB BLOCKING



100% cotton



64% polyester  
32% viscose  
4% elastane



48% cotton  
47% modal  
5% elastane



47% cotton  
53% polyester

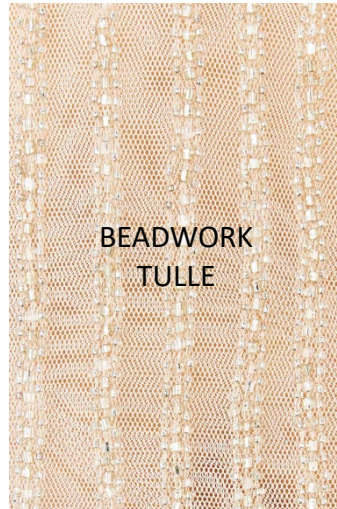
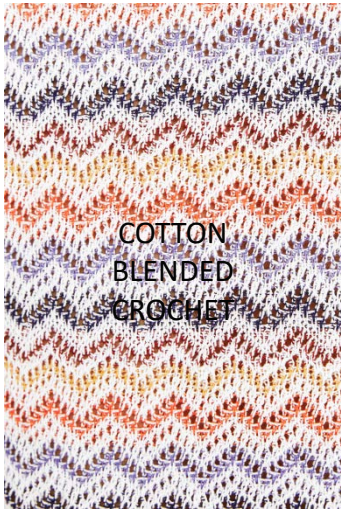


100% cotton



► FASHION LEVEL: (DIRECTIONAL) USING THE MAIN BELOW QUALITIES

- COTTON BLENDED CROCHET, FAUX FUR, BEADWORK TULLE, PLUSH JERSEY, STRIPED SEQUINS, METALLIC RIB, EMBROIDED MESH, VELVET JERSEY BLOCKING







► FASHION LEVEL: (DIRECTIONAL) USING THE BELOW VALUE DRIVERS

- SHORT SWEATER, FAUX FUR TOP, CROCHET TOP, BEADWORK TULLE / SEQUINS STRAPS TOP, FRINGING, CROSSOVER, POLO, LACE TRIMS



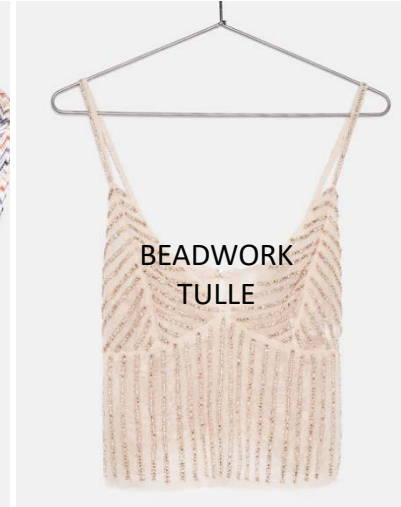
100% Nylon



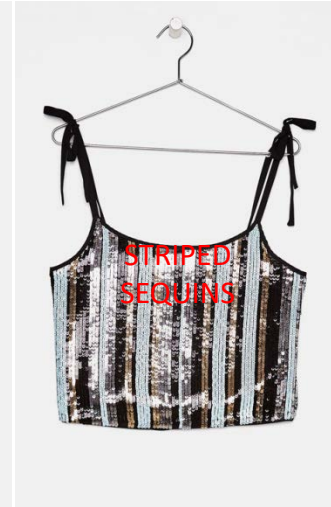
70% polyamide  
30% polyester



64% acrylic  
36% cotton



EXTERIOR  
100% polyamide  
LINING  
100% polyamide

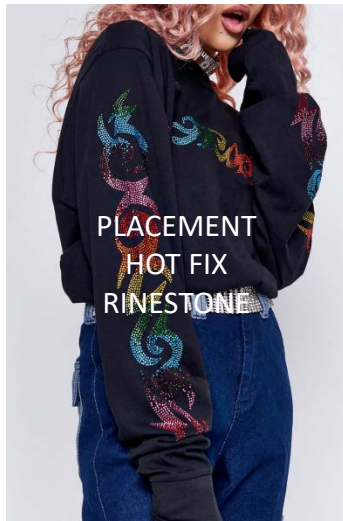


EXTERIOR  
100% polyester  
LINING  
100% polyester



▶ TOP GRAPHIC TECHNIQUES IN DIRECTIONAL ITEMS

- PLACEMENT HOT FIX RINESTONES, 3D EMBELLISHED , REFLECTIVE PRINT, FOIL PRINTED VELOUR



PLACEMENT  
HOT FIX  
RINESTONE

100%Cotton



3D  
EMBELLISHED

100%Nylon



REFLECTIVE  
PRINT

76% Cotton, 24% Nylon



FOIL  
PRINTED  
VELOUR

100%Cotton