

## TREND COLOURS FOR 2004

**BY Johan Crous, fashion forecaster, Fochini**

Speech to the Craft Partnership Meeting on 4 February 2004

Some comments: Crafts are not isolated from interior fashion trends, yet cannot follow the world trend – must have something homegrown about it.

The Craft Union, based in Paris, travels the world to spot trends, which is then mass-produced. South Africa has not in the past influenced the global market sufficiently.

Where do crafters pick up information to inform them about trends, and how to adjust to and compliment it? From magazines, interior books, bookstores, clothes stores.

A fashion forecaster like Johan Crous from Fochini, works two years in advance, predicting and shaping seasonal trends. He travels a great deal, and spots the common denominator that is surfacing across the world. Trends originate, are further interpreted and shaped by strong market leaders. The same pool of information inspires the fashion market, interior and décor market, motor market, etc. A trend that is visible in the clothing retail sector, will also surface in home ware stores.

### **WINTER TRENDS (these are Fochini's interpretations of the Trad, Imperfect and Abstract overall trends)**

#### BOY CHARM

##### **Inspiration**

Movies have a huge influence on the look and feel that is adopted.

One such movie is the Woody Allen movie, **Annie Hall** – which reflects the androgenous, tweedy, manly look for women's wear.

##### **Styling and Colours**

Heavy tweeds would be echoed in warm autumn colours, crocheted hats would add softness, waistcoats and ties would reflect femininity, yet being in control. Distress leather would be a big feature on bags, shoes and clothing. Barring tweeds, other fabric would be corduroy, stripes, checks and mottled textures. These patterns and textures would also find themselves into home textiles, such as cushions and bed linen.

Denim would be an additional emphasis, but in faded, sun-drenched, salt-washed shades.

## BRAZILIAN DAZZLE

### **Inspiration**

The bright primary colours of Cuba and Jamaica, combined with Rococo elements of crystals and rich jewels. Also the movie, **Freda** – (Mexican painter).

### **Styling and Colours**

An emphasis on beading, large jewels, fake crystals, black velvets, red wraps, fake furs.

An abundance of massive broad bracelets, heavy earrings, twisted turbans.

South American embroidery, excessive jewellery, made from stones, wood, handmade beads.

Bed headboards covered in wire filigree and crystals.

South American inspiration of beading, embroidery and mosaic finishing on pots, bowls, doors, ash-trays, etc.

## BIKER PUNK

### **Inspiration**

The colours of the Seventies – blacks and purples.

### **Styling and Colours**

Textures are leather and metal in shoes, belts, bags (this also reflected in kitchen utensils – shiny chrome)

Accessories are chains, studs, broad leather watch bands, studded poorboy hats.

Lots of metal on fabrics, that are spray-painted to give the metallic look.

Lurex interwoven with knitwear, for the glitzy look.

## REGAL

### **Inspiration**

This is one step beyond the guerilla battlefield – the emphasis is now on soldiers On Parade.

### **Styling and Colours**

The emphasis is on army braids, formal gold trimming, regal printed fabrics, rich imperial colours.

Also heraldic imagery, embossed in metal and leather.

Accessories of pewter, hammered metal, blackberry stitching, little knobs.

In interiors, the style is expressed in carved wood, heavy corduroy furnishings.

## **SUMMER TRENDS**

### PLASTIC POP

#### **Inspiration**

The inspiration is the Mary Quant Op-art-look and the shaped plastic chairs of the Memphis Design Group of the '60's.

#### **Styling and Colours**

Colours are black and white, and very bright, luminous and unreal, (the LSD-look); textures are plastic and man-made.

### HIGH SUMMER

#### **Inspiration**

The inspiration is South American carnival

#### **Styling and Colours**

Colours are very real exotic bird colours, (South American parrots), accessories contain feathers in jewellery, sequins, textures are lamé, transparent plastics. (Note: feathers are parrot feathers NOT guinea fowl)

### MODERN MARAKESH

#### **Inspiration**

North African and Indian festive influence; the essence of Morocco; the glamour (even Bollywood glamour) of India.

#### **Styling and Colours**

Colours are "jewel brights" that are obtained from natural dyes, such as beetroot red, purples, turquoises, a few spice colours, (but the emphasis is not on spicy). Styling is Indian tunics, silks, embellished belts, sequins, payettes (coins on clothing), embellishments on handbags and shoes.