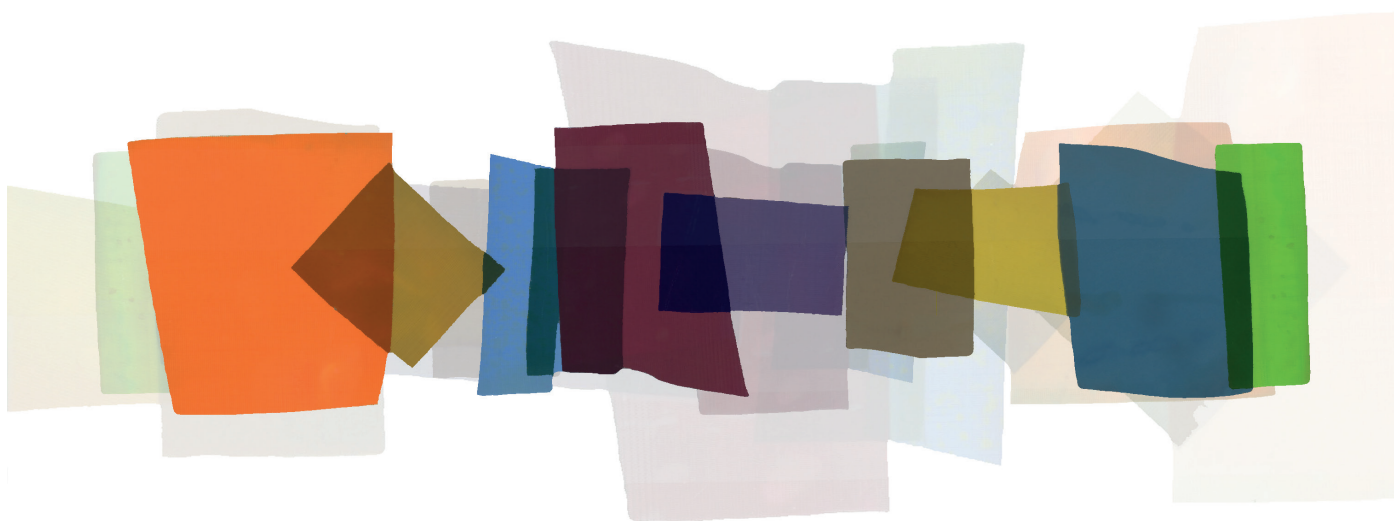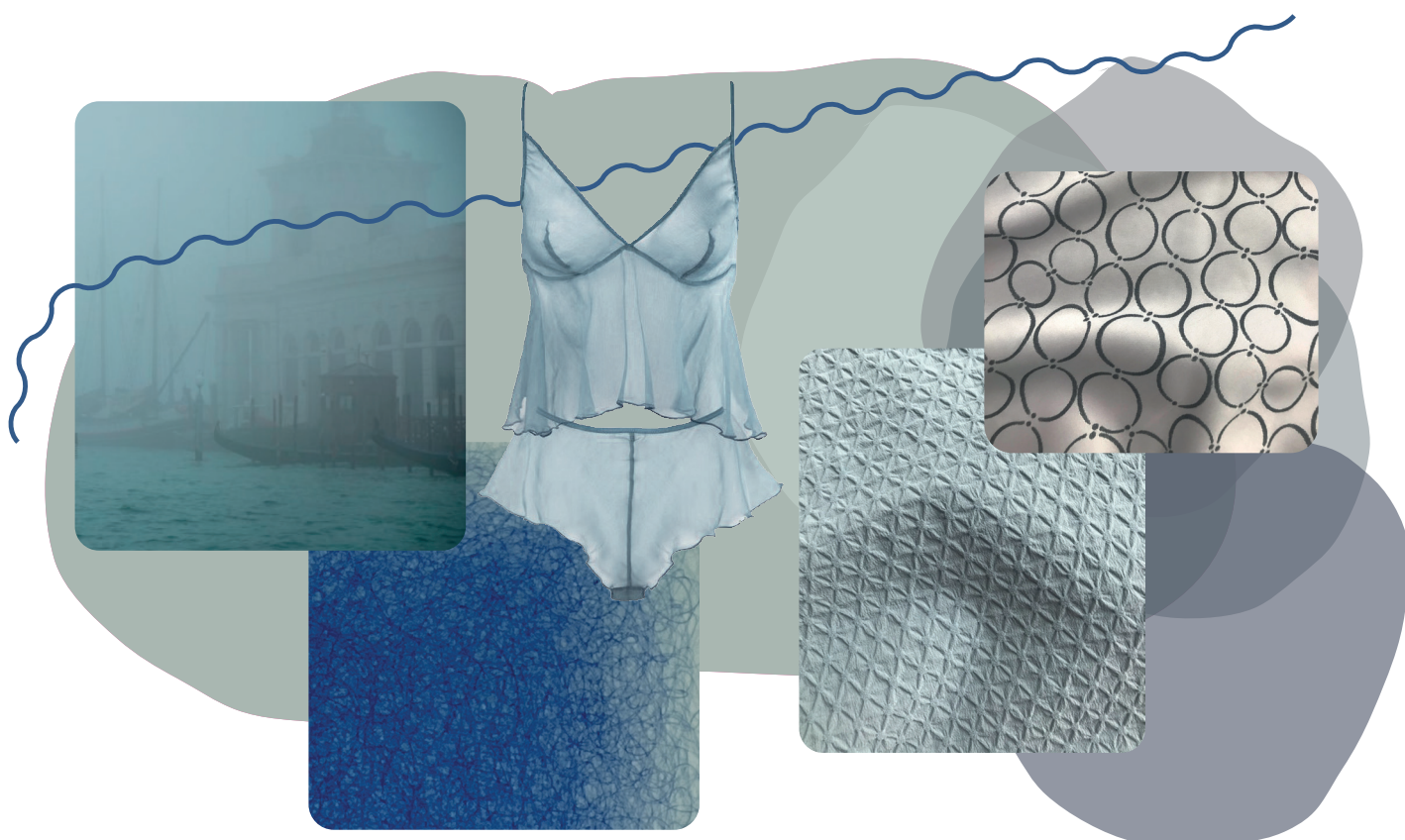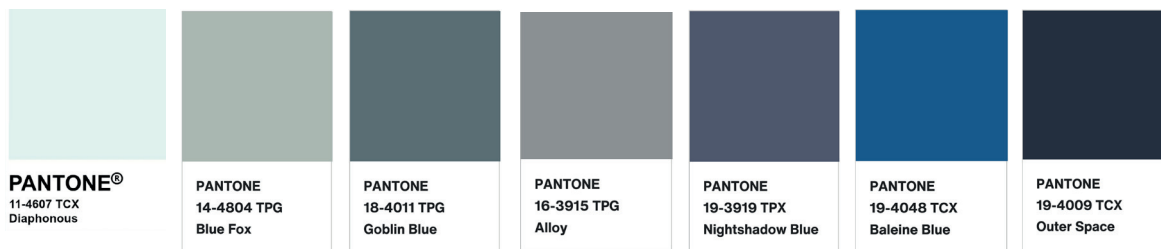# COLOR TREND - AUTUMN WINTER 2024/25

# IN_TENSIONS



We find ourselves in a changing picture of extreme complexity. The future of Europe will greatly depend on the duration and outcome of the war in Ukraine, more generally, the future of the architecture of the International System and the balance of global forces are at stake. The war in Ukraine is an event that is currently increasingly polarizing the world in a confrontation that goes far beyond the dynamics of military tactics on the ground. A hybrid war in every sense, which combines the cold steel of tanks with the most recent battlefields, such as cyberspace, social networks, public opinion. The sovereign debt crisis in Europe has relegated the European Mediterranean to a set of backward nations and economies, this context (in times of crisis) is the fertile ground for populism and polarization. In Europe it is undeniable that there are tensions in the relationship between the elite (lobby) and the people, an „elastic" social relationship between the extreme right and populism. Governments in financial crisis have implemented austerity policies, however, the same nations are able to offer an alternative model of sustainable development to that of „ecocidal" industrialism. Indeed, the national governments of southern Europe are investing more

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and more in the symbolic value of environmental sustainability, and the fashion system is also engaged in this process with the REFASHION NOW project. Next Generation EU is the main tool of the new economic orientation of the European Union to promote the ecological transition, sustainable development. The impacts of human domination on the planet (Anthropocene) are daily front-page news: pollution, climate change. Visions of a pessimistic future for present and future generations are regularly presented to the public in public and scientific forums: the message is one that constantly reminds us that we are close to the apocalypse. Human dominance and arrogance has brought us to the brink of what has been called the sixth great extinction and now forces us to gaze into the abyss of the seventh great extinction: ourselves. We are in the age of „solastalgia", the experience of negative environmental change, eco-anxiety, homesickness within our earthly home. The Anthropocene evolved under the influence of a fundamentally flawed set of dominant themes and ideas. Our cultural, scientific and technological evolution has led most of humanity on a path that reduces life to isolated nuclei, transforms cultural and biological diversity into homogeneity, destroys symbiotic connections between species, introduces toxic elements that are from the evolutionary organization of all organisms. We need a new meme that guides our thinking and provides inspiration to all generations, but especially to young people: symbiotic thinking. It's Dr. Glenn Albrecht, environmental philosopher, announcing a new epoch in human history: the Symbiocene. While the Anthropocene breeds despair and desolation, the Symbiocene generously gives hope and optimism. The new meme will achieve nothing less than the complete change of the biophysical and emotional foundations of society from ecocidal to symbiotic, from destructive to nurturing. The Gundam Unicorn series seems to be one of the most probable and perhaps desirable alternative interpretations of the future today, here is a quote: "Humans are different from animals. We must respect the lives of others. And yet, we adults have caused unnecessary bloodshed. And we've even run out of Earth's resources, so let's go look for new ones in space. Humanity must learn to control itself and regain its dignity, to rekindle the hope of those who were born a hundred years ago. Thanks to our innate potential, we will demonstrate the compassion of human beings. Only human beings have a spark within them. The power to transcend the present, the inner strength called „potential." (Gundam Unicorn, 2010). Digital transformation is one of the great trends we are experiencing and which has profoundly influenced human life and the experience of reality in recent decades. Communication, circulation and diffusion of ideas, culture and commercial exchanges today pass through the digital „space". The permanent interconnection between devices, the Internet of Things, artificial intelligence, Virtual Reality are just some of the most recent developments of the „digital revolution", rightly defined as the last great industrial revolution like steam and electricity of the past. And, like steam and electricity, this revolution is completely redefining social dynamics. The fashion world has changed rapidly. The challenges posed by a protracted pandemic have been addressed with the implementation of digital tools and the introduction of 3D technology into workflows, it is with these solutions that many companies and designers have been able to continue producing and iterating without having to be confined in office. A new method: the entire process from design to creation of the garment is faster, more flexible and more efficient from both a commercial and an environmental point of view. New working groups with 3D experts use the technology for design and enjoy the speed of this new method, creating virtual garments and accessories, reducing costs and development times. Manufacturers and designers can count on a technology that has developed solutions for every aspect of the digital garment, including the behavior of each fabric when worn: the digital twin is an excellent representation of the physical product. A computer-assisted platform, robots that sew and cut the fabric, Artificial Intelligence that supports the designer in identifying trends and analyzing anthropometric data or customer sentiment, 3D rendering platforms for the garment, digital library. Haptic technology for tactile sensations and anthropometric measurements are just some of the enabling technologies that are in place to transform the traditionally low-tech fashion industry into a data-intensive one.

The colors of the AW24-25 season aim to provide chromatic perspectives, with the non-verbal language of colors, to orient themselves in possible futures and indicate trends. The colors are harmonies of chromatic scales, tone on tone with accents that are sometimes balancing and sometimes reinforcing. The need to express the continuous state of tension between rationality and emotion, basic colors without season and greys. Complementary and polarized colors. Live desaturated colors with vivid and saturated digital colors.
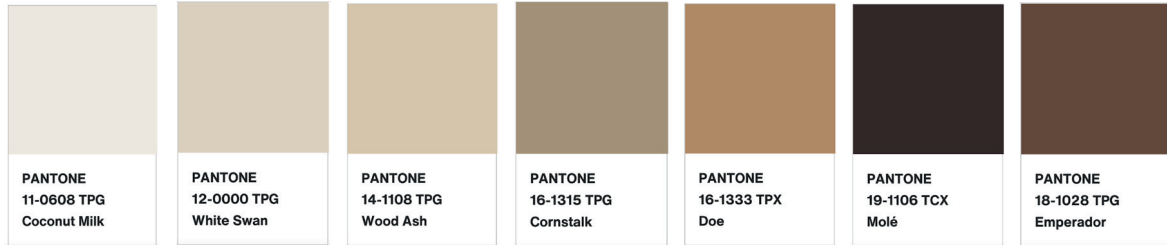
# Misty

**PANTONE®**
11-4607 TCX
Diaphonous

**PANTONE**
14-4804 TPG
Blue Fox

**PANTONE**
18-4011 TPG
Goblin Blue

**PANTONE**
16-3915 TPG
Alloy

**PANTONE**
19-3919 TPX
Nightshadow Blue

**PANTONE**
19-4048 TCX
Baleine Blue

**PANTONE**
19-4009 TCX
Outer Space

Foggy climate, cooling, the story of these colors is guided by the metaphor of dense mists and thicke-ning clouds. The national governments of southern Europe are investing more and more in the value of environmental sustainability and the fashion system is also engaged in this process with the REFASHION NOW project. Next Generation EU is the main instrument of the new economic orientation of the European Union to promote the ecological transition, sustainable development, economic and social health, digital transformation.

Colors: Tone-on-tone harmonies of grays and blues with bright accents of „diaphanous blue" and „baleine blue". Cold pastels like clouds, neutral and cold grays like contaminating the tones of ice and water, dark and cold colors like dark gray green and stormy grays.

# Ir_Rationality

| PANTONE 11-0608 TPG Coconut Milk | PANTONE 12-0000 TPG White Swan | PANTONE 14-1108 TPG Wood Ash | PANTONE 16-1315 TPG Cornstalk | PANTONE 16-1333 TPX Doe | PANTONE 19-1106 TCX Molé | PANTONE 18-1028 TPG Emperador |
|---|---|---|---|---|---|---|



The digital twin is a gap that opens onto a parallel reality, an enlargement of the world and its perceptive and interpretative possibilities.  Digital twins are made of pixels but digital fabric, currently, is an optimal representation of physical tissue and looks real and is even more likely when viewed in a virtual reality system.   Real and virtual, physical, or digital, natural colors and materials have their copy, the twin in the digital, the proposal to use the color accent Apricot Crunch to reinforce the aspect of ir-rationality.
Colors: Tone-on-tone harmonies of ocher, woods, amber, warm neutrals with medium dark shades; degradations of neutral ecru and beige from medium to light with bright accents of coconut milk and panna cotta.