



COLOR TREND - SUMMER 2024

INTERCHANGE

Balance between the parts, AMBI-Valences is the trend for the SS24 season.

AMBI-Valences because opposites have equal value and coexist in the new normal: Real and Virtual, physical and digital, Natural and Artificial, Unique and Universal, Standard and Personalized, Sustainability and NON-Sustainability, Recyclable and NON-Recyclable pass from one side to another in continuous **INTER-exchange**.

NELLO MARELLI

The impact that we are experiencing collectively, the change in aesthetic and social terms that „you feel all together“ is enclosed in the expression “vulnerability”: that is, the dramatic transition from the pandemic to the war to the increase in energy costs that characterizes this year 2022. Our vulnerability is associated with the awareness of “blindness” that refers to other dramatic historical moments, to the “blindness” of monolithic thought and linear thought, (I am the supporter of the method of systemic thinking as a new way). The economic difficulties that add up to the experience of the war in progress (after the equally traumatic one of the lockdown) has brought back to the center of our lives the reflection related to our being in time and space. We are oriented to find the right time and the right distance to build a time full of opportunities, of meaning. To define the priorities for a full life, the balance with nature, the ability to put order and to find a right measure in doing everyday things. In the radar of the future there are signs of the redefinition of relationships between individuals and technologies (transition from man to robot, digital twins, NFTs, virtual reality and artificial intelligence) and on the connection between bodies and Nature, „we are going towards the end of anthropocentric and the new communion between humans and the environment, or the new rules of sustainability“. If the revolutionary action of the last decade was that of the elimination of toxic substances, in the fashion supply chain, in 2024 the irreversible change in favor of the circular economy will take place: it will be mandatory to publish the sustainability report for companies in the fashion sector. The breakthrough is imposed by law in what is referred to as extended producer responsibility. Reuse, recycling, repair, saving were words well known to our grandparents and will return strong and powerful in the vocabulary of citizens and entrepreneurs, struggling with other types of shortcomings and problems that come out of the home, to become global. #ReFashionNow is the motto of the European Commission to accelerate the transition to the Circular Economy and Sustainability of fashion, promoting ECO-Design projects and mobilizing designers, manufacturers, shopkeepers, and even citizens to redefine “fashion”. Fashion products have a very accentuated cultural and identity component, for this reason the very strong search for novelty and the desire for change are fundamental, it seems difficult to think that there can be a fashion, a proposal of fashion clothing, which is focused exclusively on the efficiency of the use of materials: a new balance is necessary. Ambivalence between the parties, AMBI-Valence is the trend for the SS24 season. AMBI-valences because opposites have equal value and coexist in the new normal: Sustainability and NON-Sustainability, Recyclable and NON-Recyclable, Real and Virtual, Masculine and Feminine, Natural and Artificial, Unique and Universal, Standard and Personalized, pass from one side to another in continuous INTER-exchange Balance, balance, interchange opposite stereotypes and symbols of distinction. Opposites coexist and create a new aesthetic, for example, colored nails also for men. In Summer 2024 the graphic representation is trendy, the beautiful drawing is very appreciated, the comic is successful because it combines the expressiveness and skill of the artistic gesture with the narration. The NFTs that draw from the screen printing culture of color separation and add the computing power of algorithms, will come out of the only „on-line“ world per new alliances and interchanges with the „off-line“ world and we will all see the result of a new artistry. Activism, from the title of Trione’s book, to define contemporary artists who are active towards society, just like the Como artists Rho, Radice, Badiali among the founders of the „primordial futurist group“ in a dramatic historical period. The colors of summer will be the non-verbal language of him interchanges between opposites of equal value, technology and digital with its clean, vivid colors dictated by “direct” light. Eco-Design, recycling and reuse will move the colors towards desaturate and neutral shades fundamental without season. Pastel tones with white, more sustainable colors with less ecological impact combined with temperance, purity, the desire for freedom in its broadest meaning. Ambivalence in materials: natural materials will be combined with technological treatments for new technical performances, technical materials will be decorated with natural aspects.

Ambivalenza



AMBIVALENCE_ the range of pinks and reds with the inclusion of lilacs, bordeaux. The colors of temperance. The color pink combined with red, is the most immediate trend, it is the representation of the impact that collectively we are experiencing. The 3D-models, the digital twins, the digital copy will be as valid as the material item.

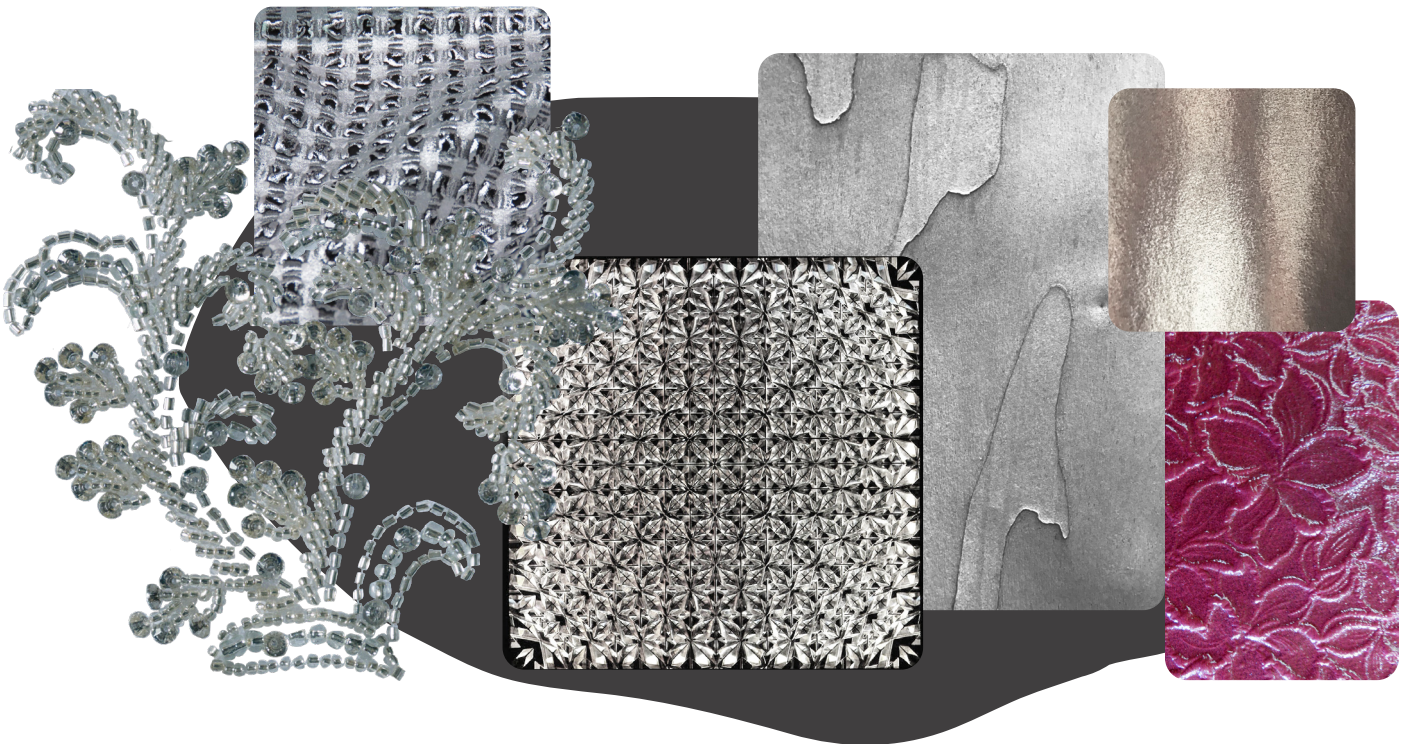
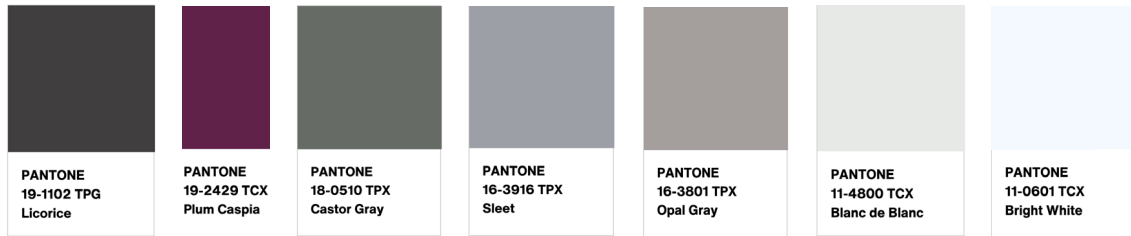
Interscambio



INTERSCAMBIO_Pastel colors, pinkish neutrals, sand tones, desaturated shades and seasonless fundamental neutrals. The importance of graphic representation, the pervasiveness of the drawn stroke and the charm of the painted representation, the pictorial gesture, the stroke of a brushstroke, the style of comics, the aesthetics of Comics and graphic novels (as opposed to copy-pasting images and photos downloaded from the internet). The transition from the information society to the universe of representation that enhances the narrative and the story.

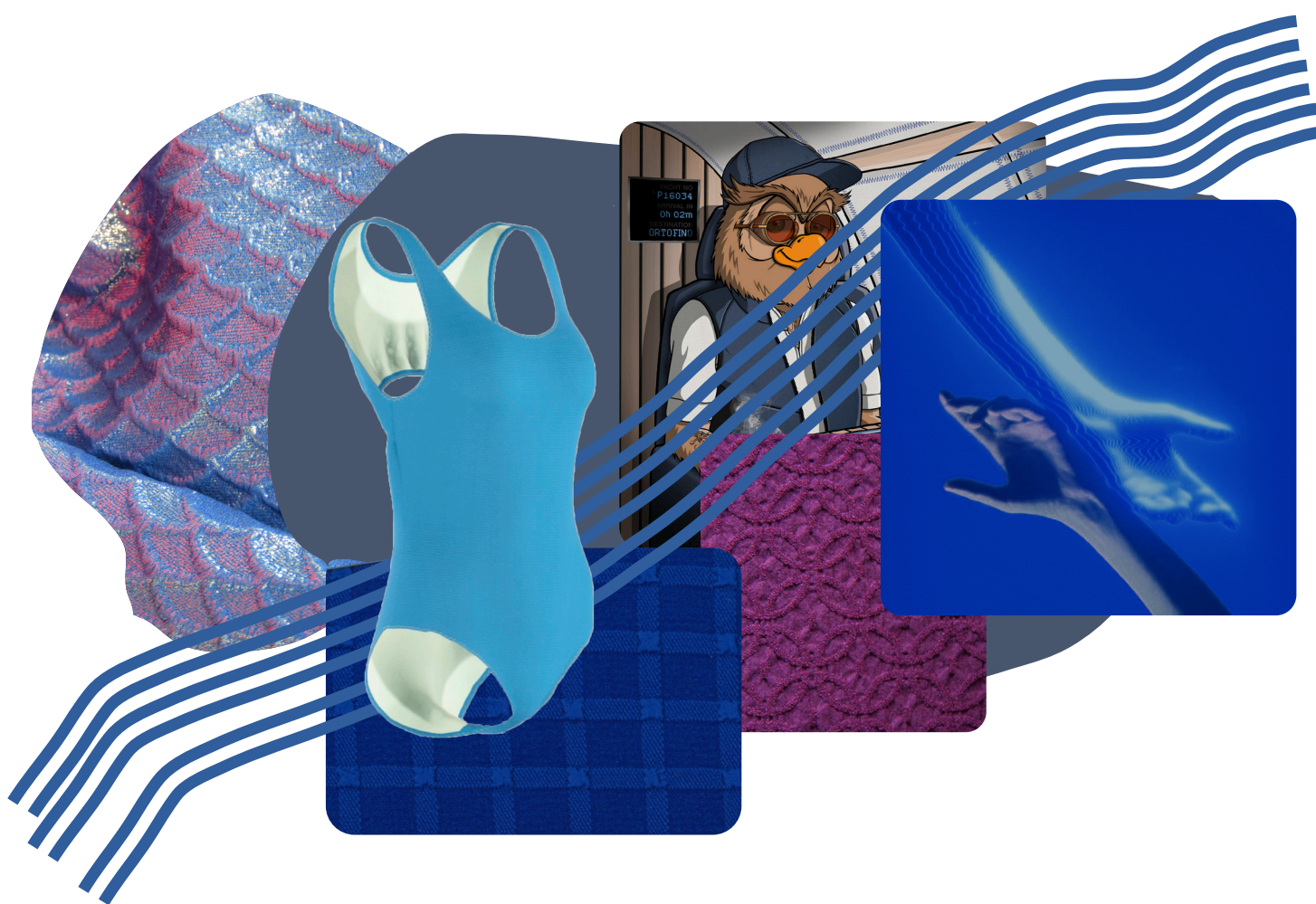
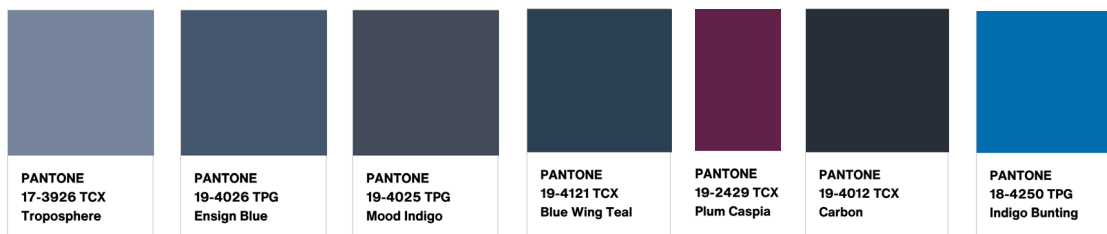
**Nello Marelli
per Linea Intima Group**

Reflecting



REFLECTING_ White for purity, peace and freedom in its broadest meaning. Zinc and then the vaporous grays, technological grays and from the duplicate properties including the reflective characteristic, typical of crystals to be applied with embroidery. The element that catalyzes interest, energies and passions, both in the physical world and in the digital dimension of the Net, is no longer the reassuring standard or the homologating style, but the typical intensity of the singular, the original or what is out of every scheme, the effect of "continuous wonder".

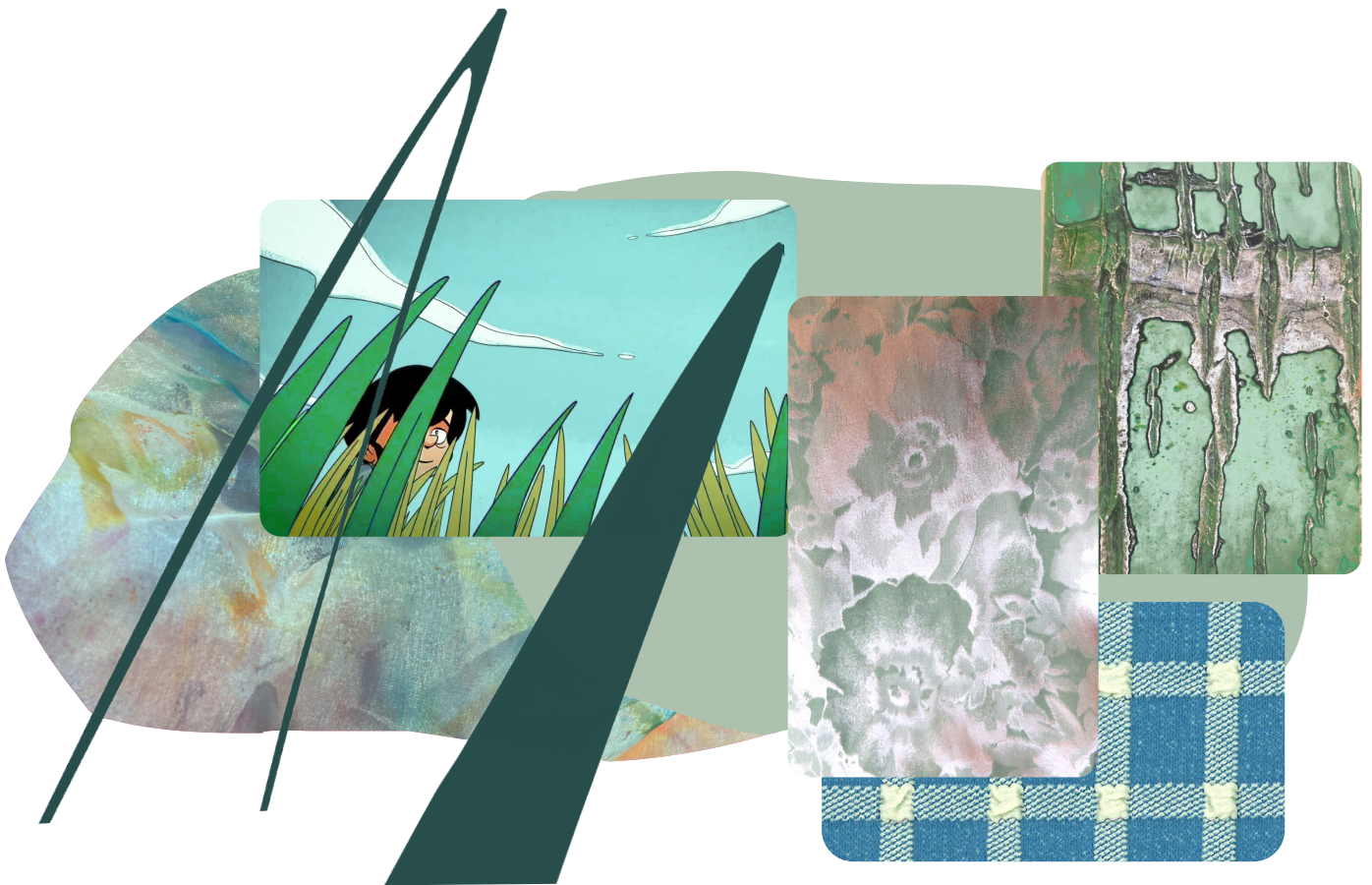
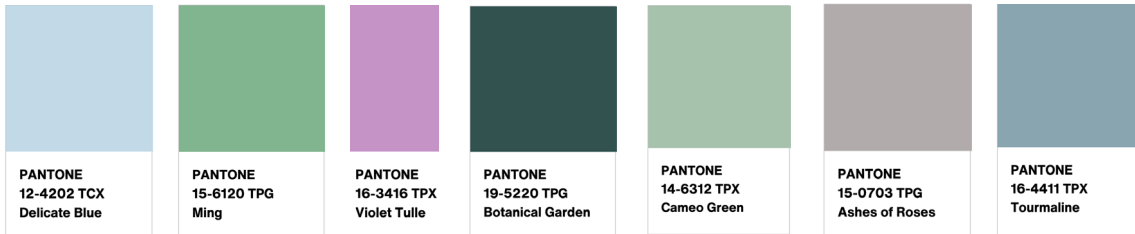
Digital Twins



DIGITAL TWINS _ The aviation blues, the blues of the uniforms, a new elegance and formality with the **META-WORK** (playing with the words **NET-work** and **Metaverse**, physical work and work in the digital way). The electric blue colors of the LEDs and the **DIGITAL TWINS** technologies, the **Chat-bots**, the **Co-bots** and the **NFT**.

The transformation of software with the mixture of human, natural and artificial, AI and VR. Technical and synthetic fabrics, recycled and recyclable polyester, ennobled with finishes to expand the technical performance and then again the conjunction with nature is obtained with the water effect of "splash dye" dyes.

ReFashionNow



#ReFashionNow _ The new battered or saturated greens, from natural become technological, transparent, iridescent. Color manifesto for eco-design, of outdoor activities, of water as a precious commodity, of the desire for new communion between humans and nature: „we are moving towards the end of anthropocentrism and the new communion between humans and environment, or the new rules of sustainability“. Colors to be used in combination with white.

Durability



DURABILITY_Oil yellow, yellow ocher and golden shades, natural amber colors, browns, greens have the secondary yellow property. The simplicity of craftsmanship, raw materials and the „brutality“ aspects of the surfaces.

People seek the special, avoid the standard and pursue the original and the particular, an authentic, lasting natural spirit, in line with reuse and recycling.