



**ERAK**<sup>®</sup>

Denim Manufacturer & Development Center

# Spring Summer '18

Denim Trends

*cult*



*inspirational*



*elegant*



# Denim, as a culture element

Vintage denim silhouettes ,  
inspired by the history of cult authenticwear and sportswear items throughout 20th century.

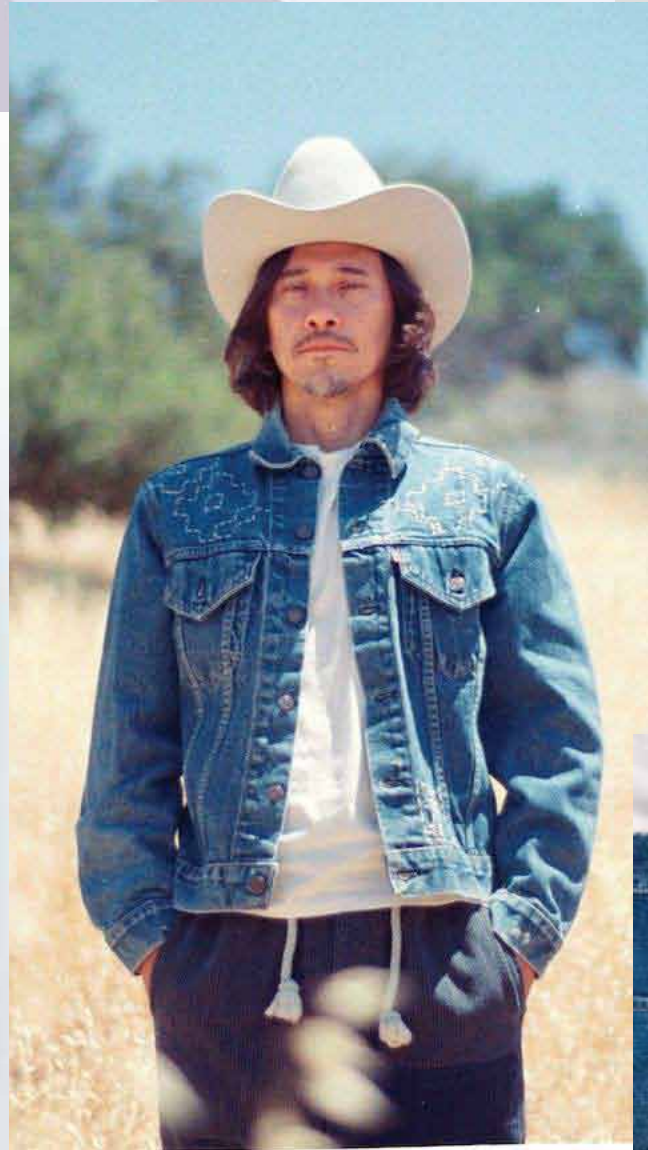
The real vintage pieces of clothing is more valuable than ever.



# Concept

Classic silhouettes continue to make their mark across denim, with 1990s references being one of the key sources of inspiration.

- Styles & fittings inspired by 20th century movements
- Slight and natural fade outs
- Denim on denim combinations



# Inspiration

Lee SS16



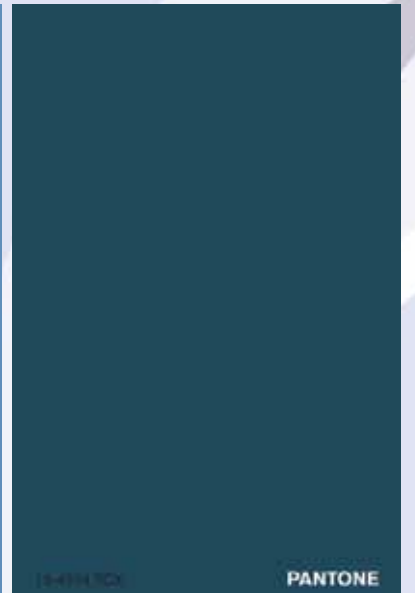
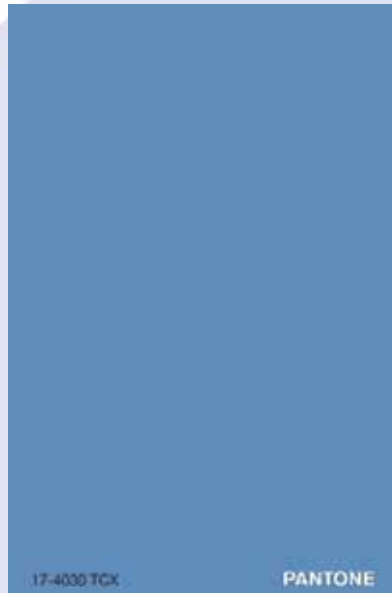
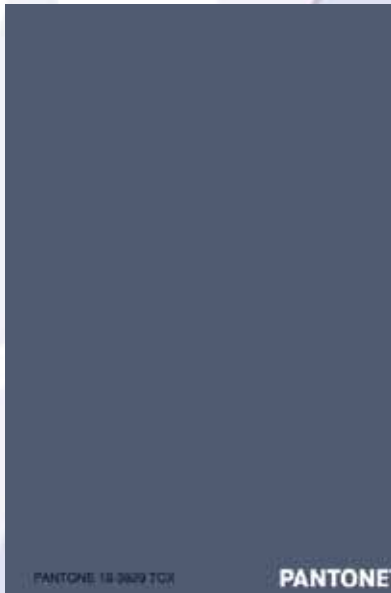
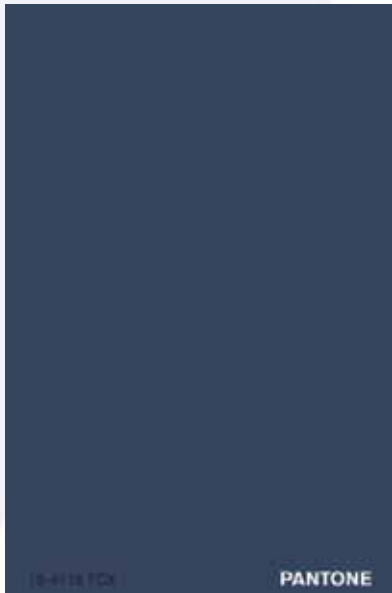
Levi's 501 Stretch



Frame



# Colors



# Styles

## Midwaist Slim Fits



All the classic fits reborn, thanks to the newly developed fabrics that has the character of vintage denim even if it's stretch! That gives more comfort and the authentic silhouette at the same time.

## Hiwaists

## Bootcuts



## Cropped Legs / Hems



## Blockings

Inspired by the customised looks of vintage 1970s flared jeans, you can look to random inserts to create contrast and additional volume on fits.



## Slims - Vintage Washes



Loose Fits

The current obsession with everything indigo develops into a urban attitude. Styling moves beyond traditional Eastern influences from Japan and takes on a more tailored aesthetic. Wide-leg pants combine traditional elements and raw edges offer a rustic finish



Widelegs

# Remake



# Shorts, Skirts, Overalls



# *Denim, as an inspirational element*

Designers and artists are constantly creating new ideas and approaches on denim, and give the fabrics a new breathe. Artisan touched looks are the most wanted styles by all denimlovers.



# Concept

- Personalized denims
- Double pieced / layered garments
- Bold use of rips, damages etc.



# Inspiration

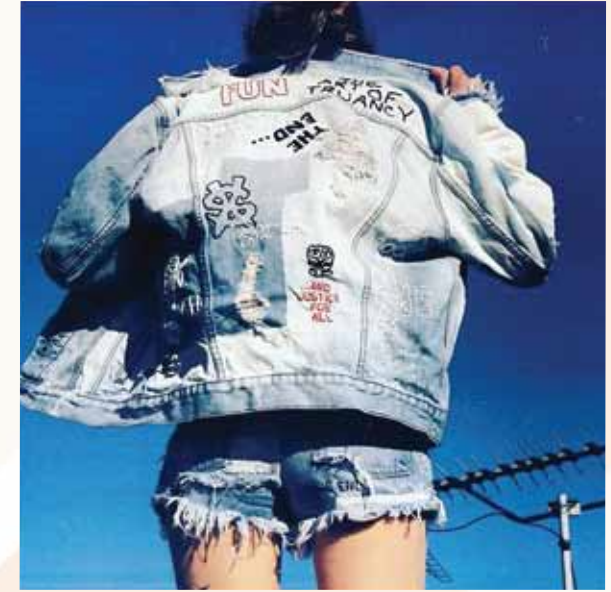
Levi's & Off White



Marques/Almeida



instagram:himumimdead



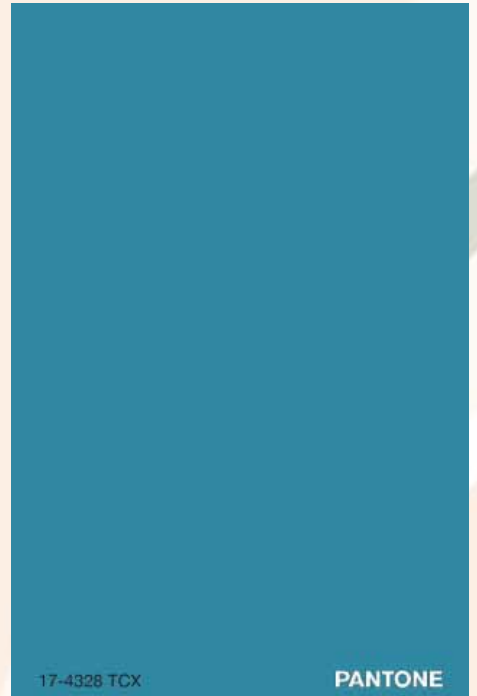
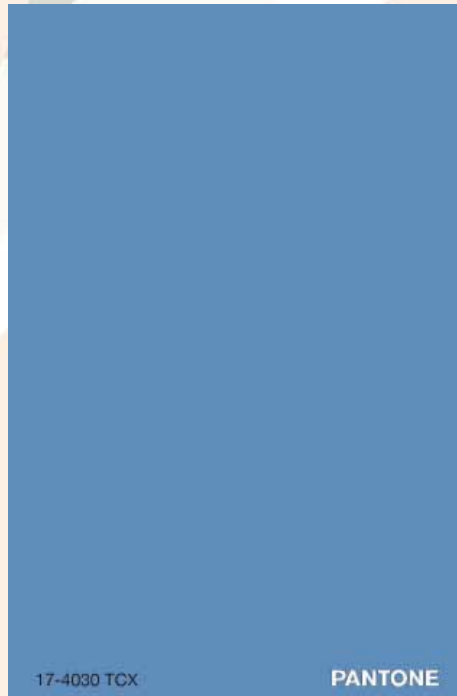
Claudia Lee



itchy scratchy patchy



# Colors



# Styles

## Pieced Garments



Explore new layered denim options to create an optical illusion  
Emphasise the look by using contrast panels.

## Oversized Fits





## Splitted Hems



## Light Colored Slims / Skinnies



## Stripes



## Fringes - Frays

Seams are left exposed on the face of the garment.  
Laundry, causes frays to swell and fluff during the process.

Use contrast tones of indigo with white weft fray to create contrast.  
Also, threads can be picked and pulled out to elongated lengths



# Embroideries - Patches



# Prints



# Customized Denim Craftsmanship



# *Denim, as a luxury good.*



# Inspiration

See By Chloe



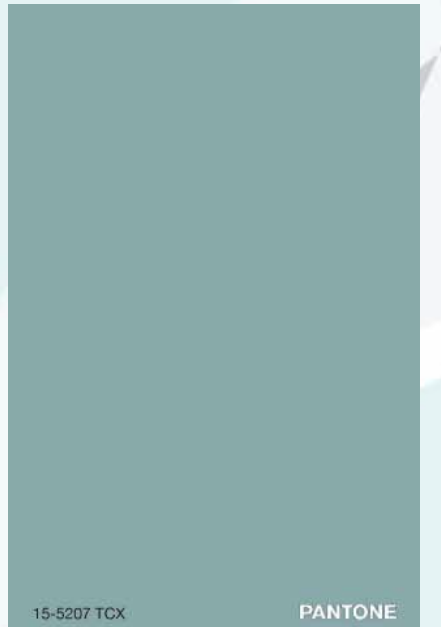
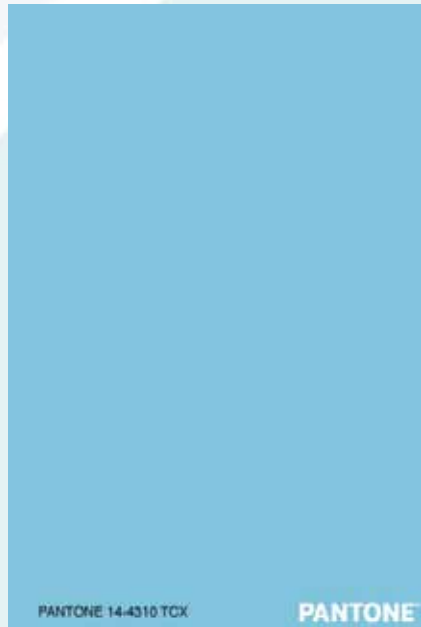
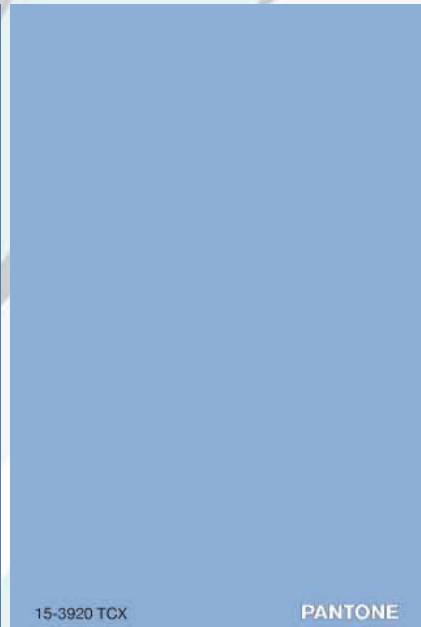
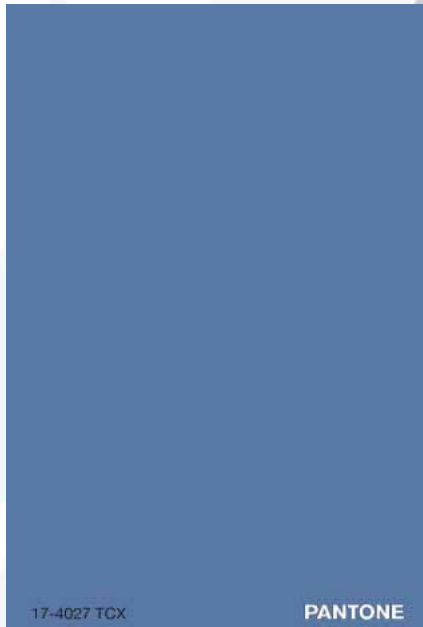
Each X Other



Vetements



# Colors



Clean & Soft





# Styles

Relaxed and blue



Light & Loose Fits



Blouses



Shorts + Jackets



Jumpsuits



# Denim, as a sportswear item

adidas y-3



cottweiler



orjanandersson

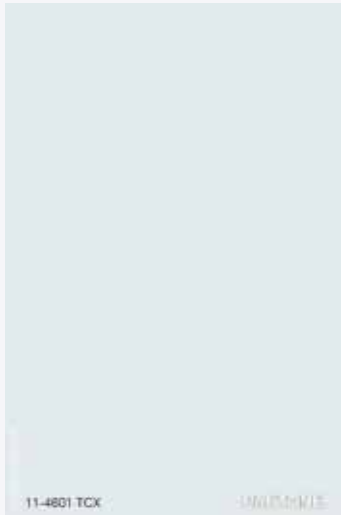
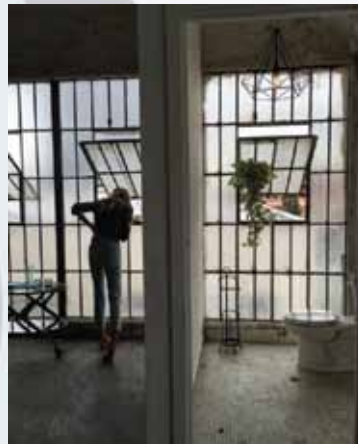


With the technologic improvements on yarns, denim constructed fabrics are much more suitable for performance outerwears. Many sports and urban brand are choosing denim for their unique pieces in their collections



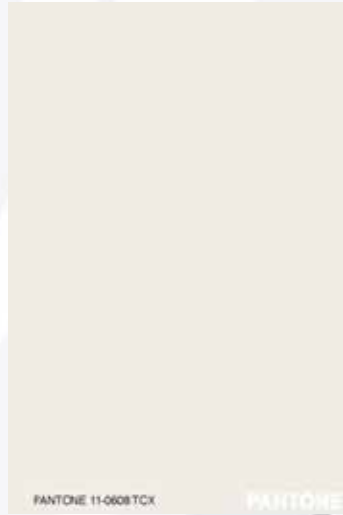
# Denim in colors





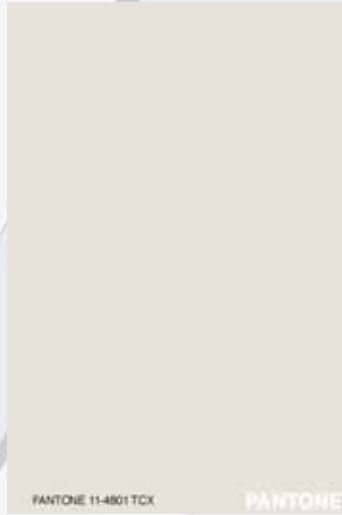
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UNIVERSITY



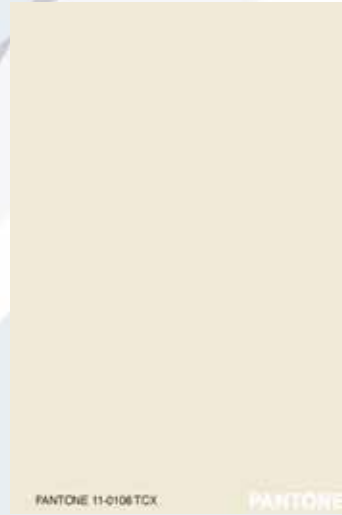
PANTONE 11-0608 TCX

PANTONE



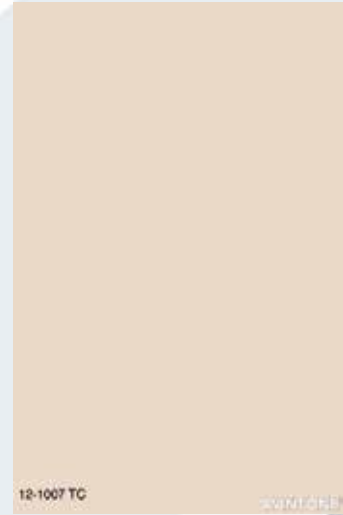
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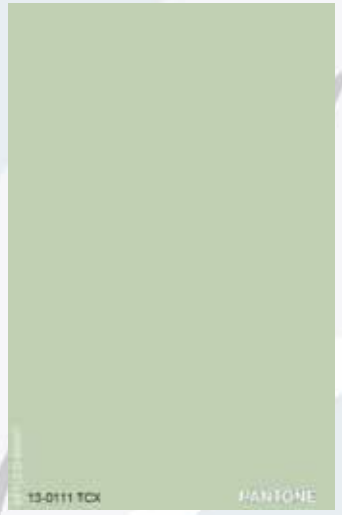
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# Whites



# Black & Greys





# Earthtones



# Denim, an enviromental product

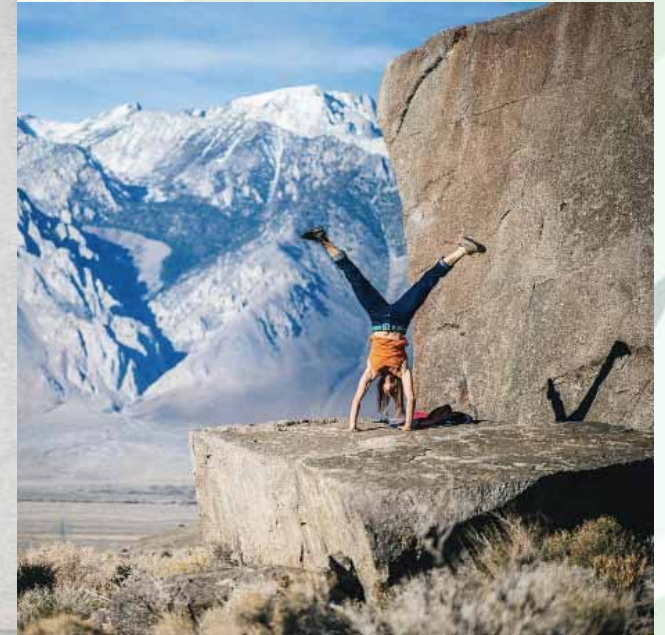
G-Star Raw



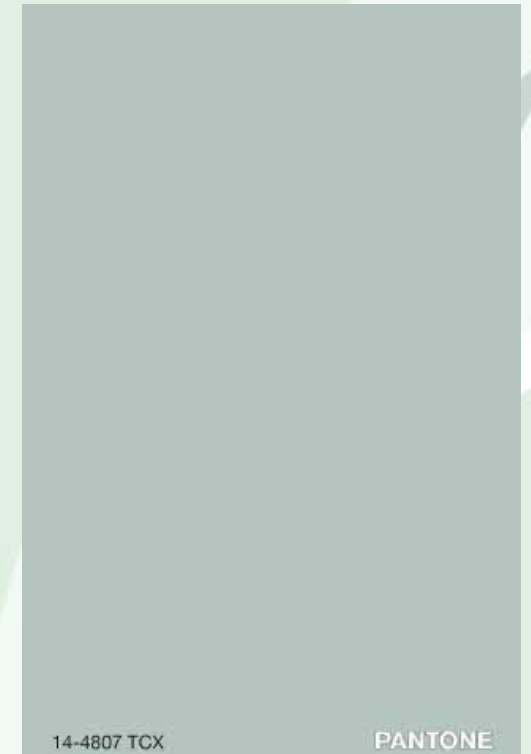
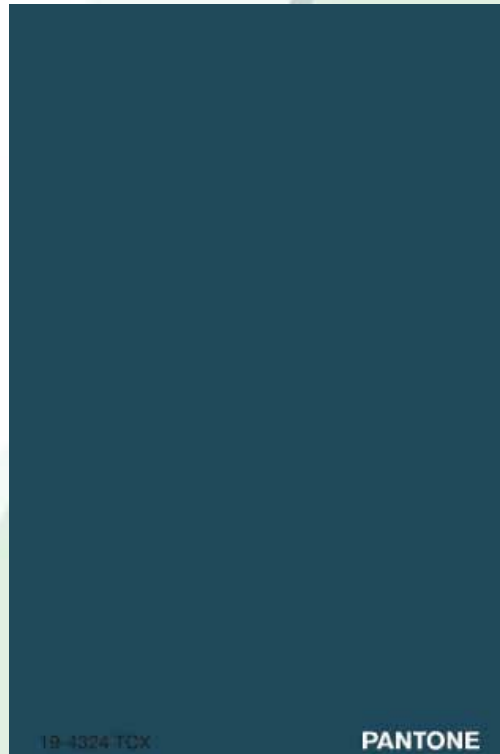
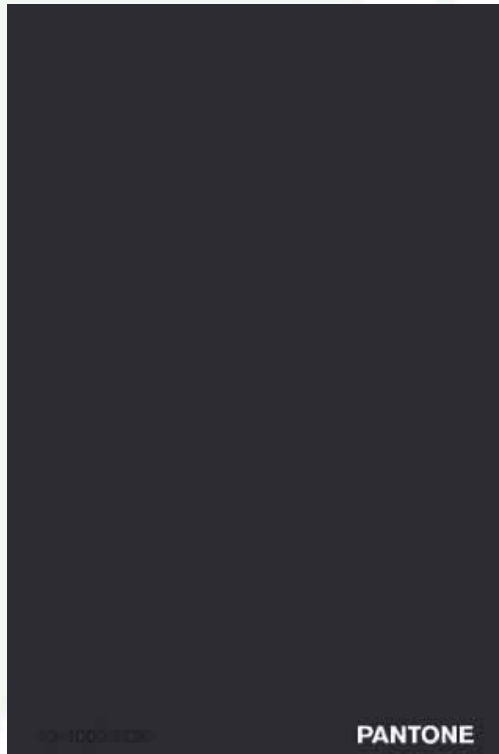
Nudie



Patagonia



# Colors



Customers behaviours on enviromental clothing, is pushing more and more brands to use more sustainable elements in their collections and productions.

Giving sustainability and enviromentality to a product, helps both to customer and to industry itself, in an innovative and important way, in our planet's recent situation.





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