



# Concept Trend Pack

Autumn Winter 17/18

The background features several thick, diagonal stripes in two shades of blue (a medium blue and a darker navy blue) against a white background. The stripes are scattered across the frame, creating a dynamic, geometric pattern.

*ERAK design & development center,  
approaches “Denim” as :*

*an AUTHENTICWEAR,  
a LUXURYWEAR,  
a SPORTSWEAR,  
and an ENVIROMENTAL item.*

# AUTHENTICWEAR

*Nowadays, more and more people starts to understand the authenticity of denim fabric, and starting to shop more from vintage second hand shops, that forces every brand to re-think on denim, of course in it's own way.*

*That movement also improves people's knowledge on indigo fading and construction of fabric, and it's specific styles of old times.*

*Raw use or selvedge fabrics are getting more attetion, but also new approaches to cult women's fits and slim men's fits are so wanted by customers from any age. Different types of destroys, fringes and frays, or colorful patches and embroideries, all of them keep adding a new fresh breathe to the whole culture.*



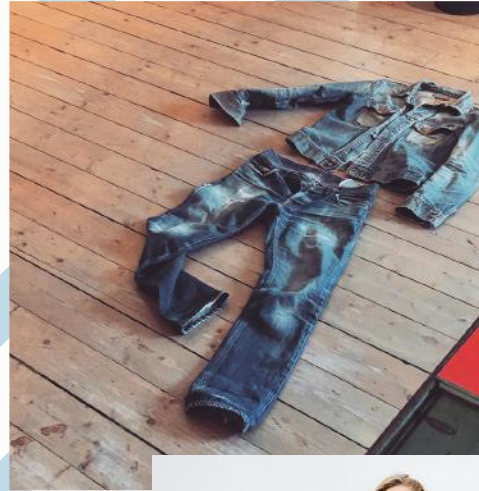


# Key items / Colours

*Raw or "Real-used" Looks  
Long lasting use*

*Real indigo color shades  
High-waisted fits for women's  
Classic denim washes*

*%100cottons or Comfort Stretches  
Warp stretch fabrics  
Brushed wefts  
Bulk Denim constructions*





# Fabrics / Surfaces

*Authentic, rigid,  
possibly organic cotton  
3x1 pure indigo colors,  
slightly open-end look  
mid-slubby surface.*



*Green casts with mid-length slubs.*

*Comfort stretch,  
Red & greencasts  
Vintage-look denim  
Salt&pepper surface*



*Open-end look comfort fabrics,  
with wash easiness that  
comes with the "Quick-Fading"  
ability.*

*Warp-Stretching abilities  
with denim-looking  
constructions.  
Nice slub characters  
and pure colors.  
Resinated finishes are good  
options for unique soft handfeeling.*



*Lightweighted fabric,  
suitable for shirtings.  
Deep blue colors,  
and compact surfaces*



# Styles

## Hi-Waisted Cuts



## Flare Legs

Any cult style from mid-late 20th century,  
-like high-waisted styles, flares, culottes or “mom” fits-  
gives a feel of a modern-authentic look and perfect for daily, relaxed combinations

## Comfort Boyfits



## Cropped Fits

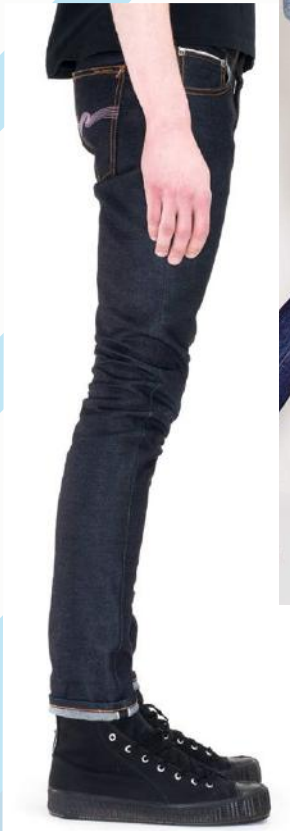


## Culottes & Wide Legs





## *SuperSlim Fits*



## *Shrink-to-fit*



*With nice stretch quality fabrics, more slim fits with original denim looks are much more common in every brand. Also shrink-to-fit use of gamrnets are getting popular, and from raw to used look is getting attetion.*

## *Classic straight cuts*





# Keep an eye on

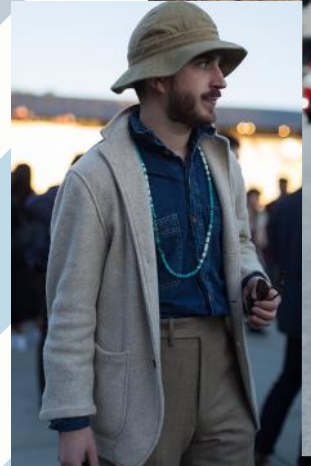
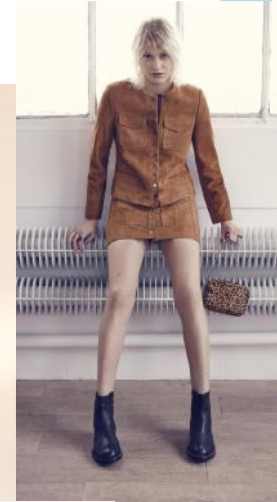
## Classic Jackets



## Oversized Shirts



## Earthtones





# Laundry

*Just a little bit of soft enzyme or stone wash, and a slight spray or resin touch, to keep the raw or real-used look on different shades.*



*Heavy stone washes and bleaching to beautiful indigo tones, shows the unique constructions and colors of the fabrics.*



*Squared fabric patches also give jeans a -repaired- real-used look.*



*Smart blocking and stitching ideas for women's styles, give the silhouette some "chic" touch and more value for garments.*





*Brand new beautiful fringe and fraying details are perfect inspirations for detailing.*





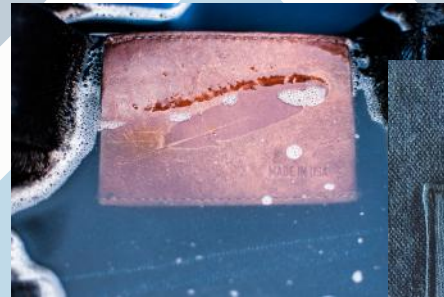
# Details / Trims

*Large sized embroideries on old-skool jeans,  
describes the denim authenticity perfectly.*

*All-over or locally,  
a patch or and embroidery changes the whole look of  
the jeans you are wearing.*



*Vegetable dyed leathers and organic oxford weave labeling  
can be described as some cool details for this season .*



# LUXURYWEAR

*Luxurywear is now more available to more people, and it uses every fabric or item which is beautiful. Premium and rich looks of denim fabric with unique indigo colors, are in radar for anyone who wants to be called fashionable.*

*Denims with high quality yarns and coloring, are now can be seen in every fashion show, any high-end street, or on any top-model. That also brings customers a luxury feeling when it's crafted beautifully and carefully.*



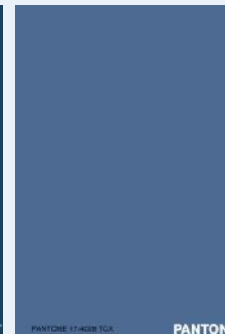
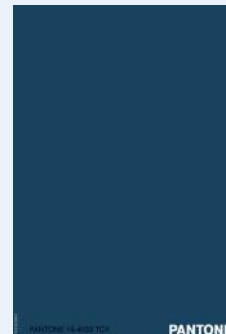
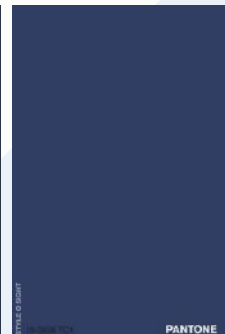


# Key items / Colours

*Mid and Dark Colors  
Clean and soft washes*

*Softer fabrics  
Tencel, modal constructions,*

*Wide-Leg Fits  
Chinos  
Oversized styles*



# Fabrics

*Perfect cotton+linen fabric, with thin and mid-length slub effects and a deep crosshatch look. Soft handfeeling and loose construction makes this fabric suitable for autumn chinos.*



*Cotton + Tencel, deep Indigo stretch compact sateen. Perfect for loose fits or shirtings.*

*%100tencel sateen weave that fades out to a beautiful blue tone. Compact and shiny look is suitable for shirting.*



*A loose %100cotton overdyed indigo fabric. Loose and a little bit stiff, seems very compact with less slub effects. Keeps the color on itself, better for dark colored designs.*

*Shiny, compact surface by tencel yarns. Not so loose and great for comfort fits with %30 elasticity.*



*Cotton+linen fabric, better for shirting, or loose chinos. "Oxford" weave shows the white wefts on surface, and gives fabric a real authentic look.*



# Styles

## Wide-Legs



*Hi-waisted and wide-legged fits are looking so elegant in pret-a-porter styles. Darker and shiny shades with tencel or modal are suitable for comfortable yet so beautiful looks.*

## Cropped Straight Cuts



## Oversized





## *Loose Fits / Chinos*

*Linen mixed compositions or loose cotton fabrics are great both for loose authentic styles and comfortable chino garments. And with some rich surfaced fabrics, wool mix, tailored jackets, shirts and garments make great combinations for men's.*

## *Tailored Denim Combinations / Chinos*





# Keep an eye on

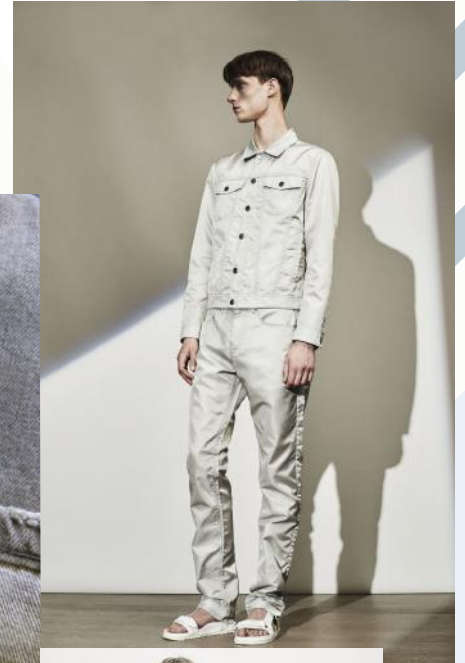
Coatings & Overdyes

*Wool mixed or brushed fabrics*



## *Blacks-Greys-Whites*

*The use of black-white is now a must-do for many brands in the market.  
The sales figures are increasing  
and customers are using black-grey shades  
and white denims for every tpe of daily combinations.*





# Laundry

*If the style is dark, the surface and handfeeling must give the fabric's richness.  
Rubberball washes or transparent silicone softening gives nice handfeelings.*



*Laser prints can be a good application on  
clean surfaces and colors*





# Details / Trims

## Half-Matte Embelishments



## Prints



## Piping, lining or apparent stitching





# ACTIVEWEAR

*Denim's "cool" culture is becoming more attractive in all areas of sportswear and activewear.*

*While the performance of denim fabric is going to the top, new type of needs and using areas are expanding rapidly. From sportswear to dailywear, customers are looking for a garment that they can wear anywhere or anytime.*

*On a fast-n-long going day, one garment to fit every type of occasions, or even weather condition, is more valuable for everybody that live in today's world.*





# Key items / Colours

SuperStretches

Bi-str Fabrics

Leggings

Joggers

Soft Coatings

Performance fabrics





# Fabrics

*Light colored superstretch fabric, perfect for leggings and superskinny fits with high stretching and good growth value. Pbt also gives a soft feeling on warp, surface is clean and not so compact, nice effects can be get by washing.*



*A compact, nylon mixed and overdyed dark blue denim. Superstretch with a nice growth values suitable for a dark colored skinny jeans.*

*Grey shaded indigo with t400 yarns that give ability for great bi-str values and performance. Also short slubs on surface give fabric a modern-authentic look.*



*Mixed weave indigo fabric for jogger styles. Light, comfortable, and has a unique surface that can be washed in different styles.*

*High Performance Bi-Str fabric. Not so compact and rich, clean look on surface without slubs. Besides that white polyester feels soft and comfortable.*



*A special shiny coated, mixed weave lightweight fabric. Can be used in sportswear garments for performance.*

# Styles

## SuperSkinnies



*Skinny fits covering the body with comfort, push-ups to feel sexier,  
and new type of fits to wear in anytime.  
Leggings and yoga-pants are also getting tried on by more people.*

## Joggers



## Leggings



## Innovative forms

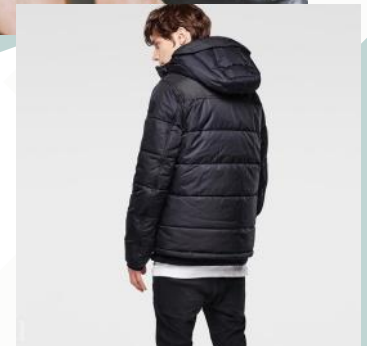




*Joggers / Loose Fits*



*Coated track pants*



*Men are using more comfortable denims in everyday use,  
with loose pants, joggers and track pants.  
Futhermore, now men uses denim even when they biking o trekking.*



*Skinny fits*





# Laundry

*Bleaching is not so common on high performed fabrics, because of elasticity problems after wash. Keeping it simple, without hot water touches to fabric, is a non-risky way.*

*Loose constructed or some mixed weaved qualities are ok for bleaching but not for stone washes. Enzyme + Bleaching is a safer way.*



*Coating on performance fabrics is a cool way to catch a unique style. Coating must be soft and non-cracky.*



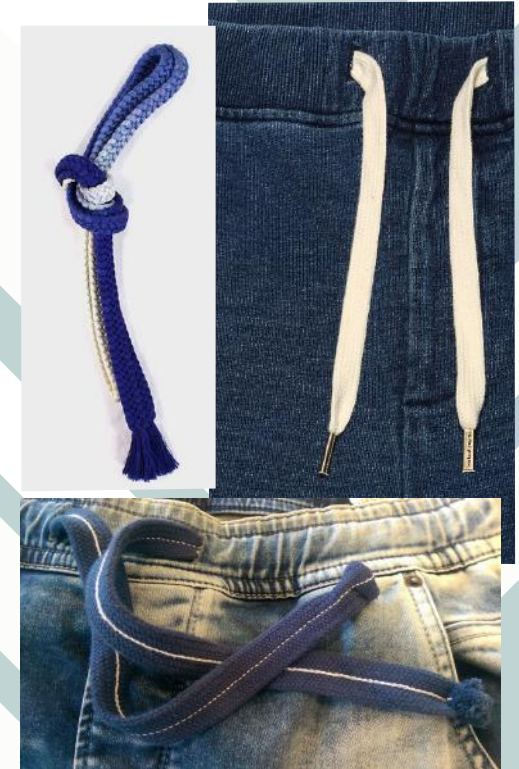


# Details / Trims

## Zippers



## Cords



## Mesh Fabrics



# Sustainable Laundry

*With today's huge environmental movements and leading brands' new strategies, each and every person starts to think denim business in more effective and sustainable way. Customers asking more about environmental and organic products, and this affects even producing yarns, whole production steps and of course washing. Using organic materials like Nudie or recycled materials like G-Star or reuse of old jeans like Re/Done or improving production with less consumptions like Levi's are more common in every suppliers or brands in the market, and much more important to customer, than ever.*







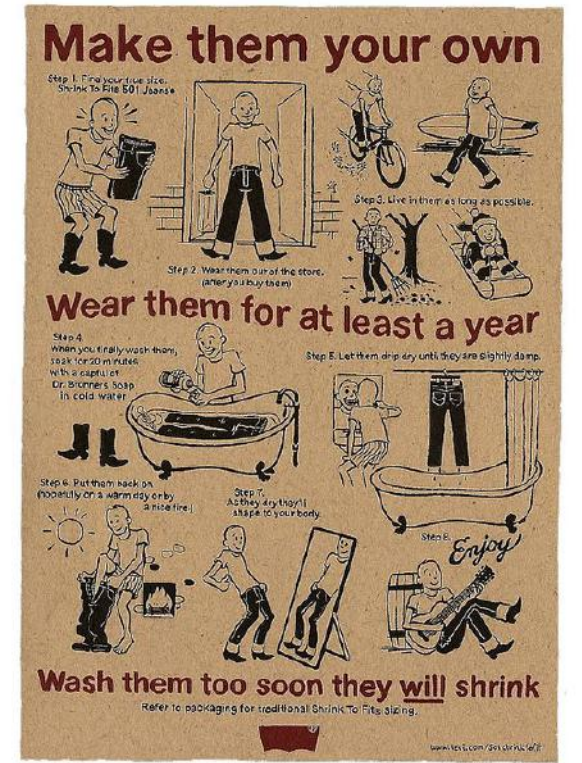
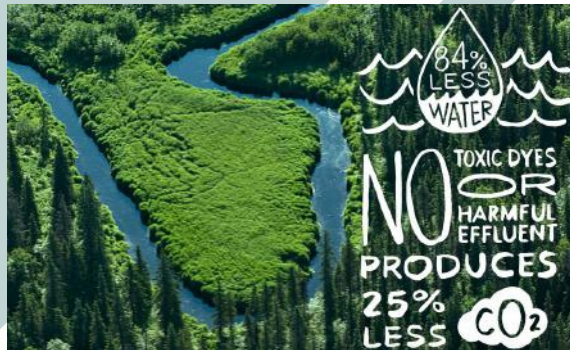


**Because  
denim  
is filthy  
business**

**THESE JEANS  
ARE MADE OF  
GARBAGE**









**ERAK<sup>®</sup>**  
Denim Manufacturer & Development Center

*erak.com*