





# Picturesque

F/W 17/18



## The Gist

*This theme emerges with the free spirited, innovative thinkers at its forefront. Creativity combined with technology will form a visual culture who is globally connected. Emphasis will be on the experience rather than material things but these experiences will be shared on networking channels for the world to see. Passion and purpose will be the defining characteristics of the consumers. Trendsetters will become a blended array of diverse multicultural people.*





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Desert 7515C

Sunset Orange 7416C

Autumn Leaves 7617C

Gold Rays 1245C

Blue Skies 7459C

Rubble 7582C



# Good Vibes



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## Form

Simple, circular, and flowing lines are the main components of shape for this trend. Form is influenced by everyday objects found in ones surroundings. Circles are commonly used because they represent wholeness and inclusion which are two concepts commonly found in this trend. Shape often has a deeper symbolic meaning that just what meets the eye. A bicycle shows that these consumers are environmentally conscious and do their best to preserve the environment, round hippy glasses exemplify these consumers appreciation of vintage, and a coffee mug with photos displays they value the experience over anything.



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## Aesthetics

The style of this trend combines artisan, retro and modern to create an aesthetically appealing, fresh look. Oftentimes, old artifacts and objects are redesigned into a piece with new meaning. The group of consumers who follow this trend often refuse labels and are very much about handmade, local products.



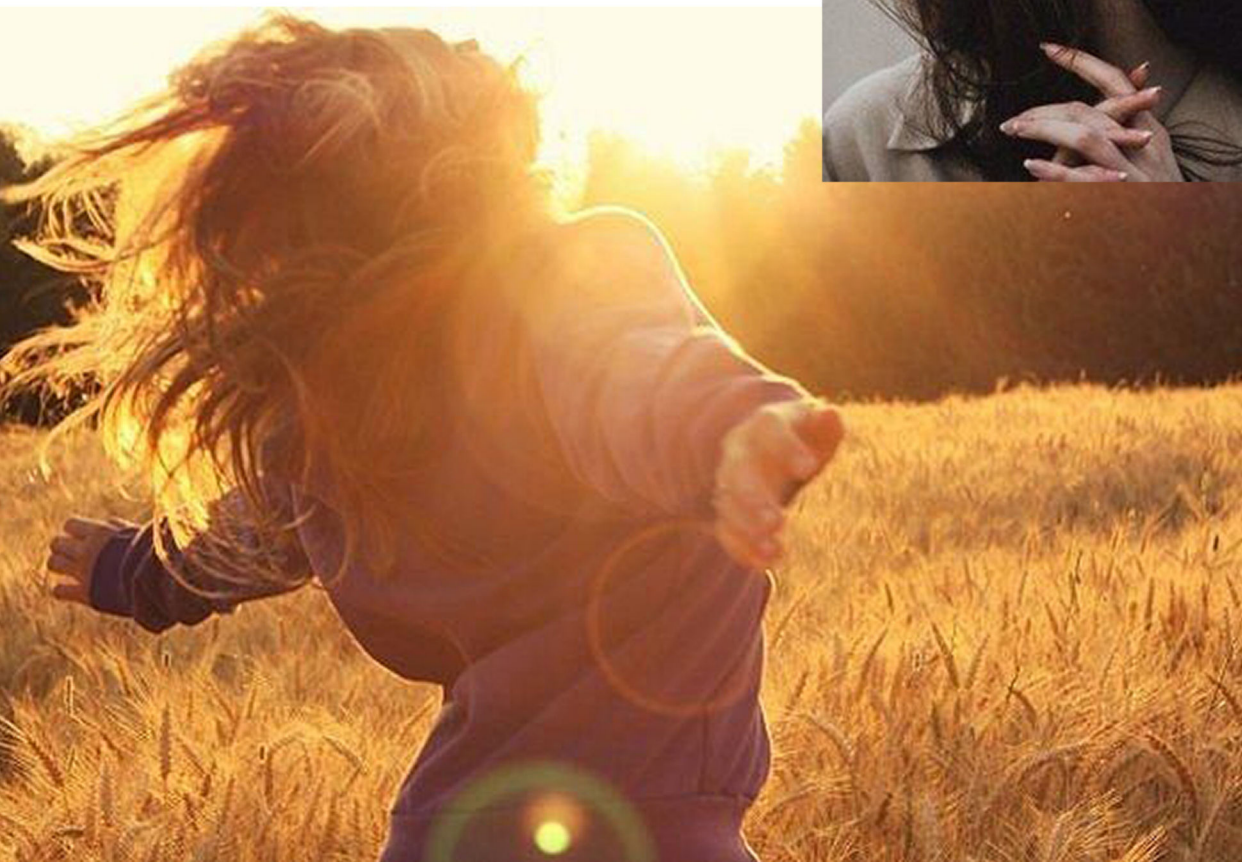


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## Beauty

*Freedom, joy and raw emotion are three concepts that shape the idea of beauty in this trend. Beauty is real and honest and comes in a pure and natural form. Emphasis is put on nature and appreciation of one's surroundings. The thought is that beauty can be found all around; you just have to be willing to see it.*





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## Subjects

The leaders of this trend are the free spirited, confident consumer who wears what they like without much regard for what others think about it. These trend setters combine current styles with more retro looking pieces that may have been found at a vintage store. Although they often wear some kind of statement piece the rest of their outfit is typically more minimalistic.



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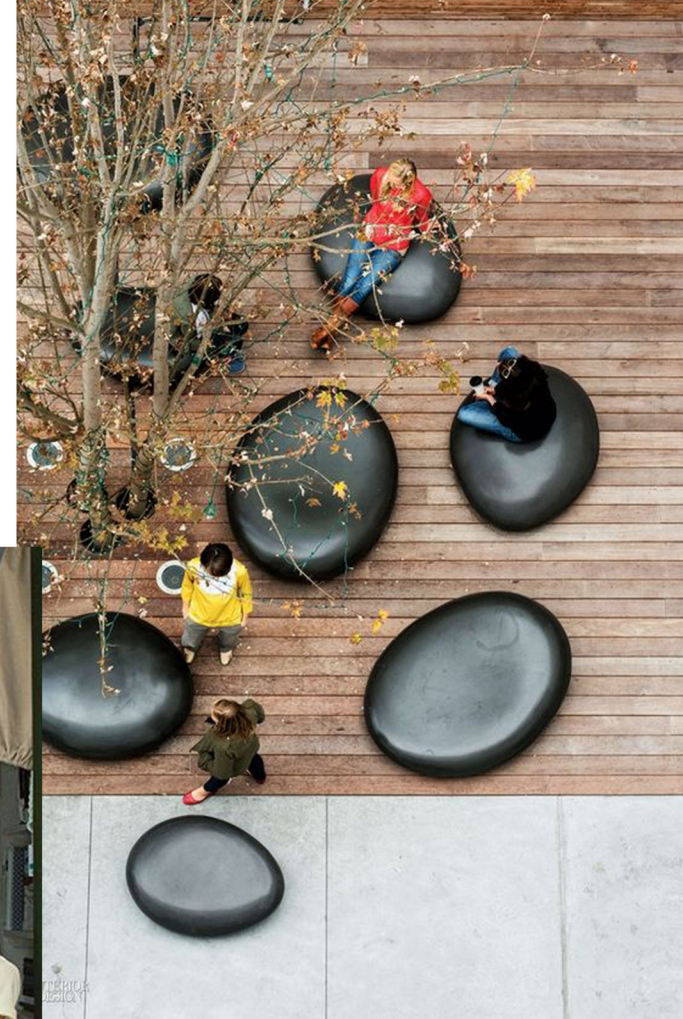
Lifestyle

# Expression

This trend will eventually be used in many different facets of life. The trend lends itself to become a kind of lifestyle. This lifestyle will be one of freedom, individuality, acceptance, creativity, innovation, and happiness. The style of this trend will also trickle into society. One will be able to walk down the street and notice this trend being expressed by a multitude of consumers. It will also have an effect on urbanism. Things will be created with an environmentally conscious attitude that also considers how to blend old with new. Architecture will be aesthetically pleasing and create an environment instead of just an object.



Society



Urbanism



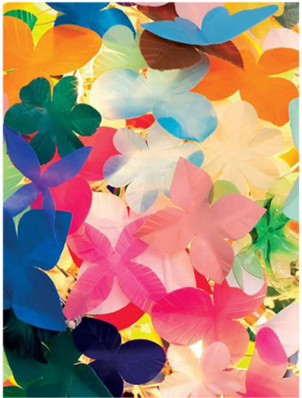
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## ELLEUK.COM-Alexa Chung

Article talks about Alexa Chung's accomplishments in the fashion industry. She has won British style icon of the year three years running at the British fashion awards. Her outfits are always ahead of trends making her the perfect trend setter.



## TRASH LUXE EXHIBIT

Article talks about the London art exhibition called Trash Luxe. The exhibition celebrates designers using cheap or worthless materials to make exquisite furniture, lighting and jewellery.



## NEW YORK GUIDES

Article discusses the new concept of Brooklynism which describes a certain style of living. Young, creative people have been moving out of their expensive homes of Manhattan for the more spacious city of Brooklyn.



## STUART HAYGARTH

An artist from the UK who uses old unused objects to create new and innovative art forms. He collects these old artifacts and aims to create something with value that is also beautiful.



## MILLENNIAL MARKETING

The article explains the millennials mindset and lifestyle. Marketers must take a different approach when trying to reach this new generation. Millennials put much more emphasis on authenticity now than ever before.



## FLAVORWIRE

The article talks about the rise of the hipster and what trend is predicted to come next. It also discusses the impact technology has had on the growth of new trends and styles.

# Places of Inspiration