

# textiles

The official  
magazine  
of The Textile  
Institute

**Issue 2 2018**



## **COUNTRY FOCUS**

**CHINA**

## **CHEMICALS**

Chemical policy

## **TRENDS**

Colour and  
consumer

## **MANUFACTURING**

Certification

# 2020: Cultural uniqueness

How do colour trends work, and who sets the themes for coming years? Here we look at how one organisation works, providing a brief insight into the world of colour for the Spring – Summer 2020 season.

Intercolor, a non-profit association created in 1963, is an international platform for the research and development of colour that brings together an interdisciplinary group of experts. These professionals, each delegated by a national association, also represent key players in the textile, fashion and design industries of their respective countries.

Intercolor was founded by representatives from France, Japan and Switzerland and today brings together 16 countries from Europe, America and Asia. The members meet twice a year and are hosted by a member country.

During their work sessions, each delegate presents their colour propositions for the season in question by relying on concepts, lifestyles and environments. After two days of exchanges, the Intercolor general colour range is constructed – this time for Spring-Summer 2020 – the fruit of these shared ideas.

The most recent congress was the opportunity for the representatives of the member country organisations to meet designers, brands, manufacturers, schools, associations and French and regional institutions. 14 countries met in Marseille, in the Bouches du Rhône region, at the end of May at the invitation of the Comité Français de la Couleur in partnership with Maison Mode Méditerranée.

Experts from around the world shared their colour perspective with professionals from the textile, fashion, design and sport sectors to help orient different manufacturing industries.

## Intercolor encounters

The first part of the meeting included 14 'sport and colour' films. The films were split into 4 collective areas: Sports, ecology and recycling; Sport / collectivity; Performance / speed; and Creative / shifted.

Japan, is the host of the 2020 Olympic games, which will set the tone for the new 'healthy' Zen influences on sport but also - and above all - for an ecological consciousness that motivates the organisers of this worldwide event. Highlighting human performance and the innovative prototypes used by athletes during the Para-Olympic games is a way to redefine the moods and colours of performance that are evolving towards natural tones.

One general, shared observation is that sport and fashion are definitely linked by comfort.

Switzerland also offered the same ecological preoccupation with a reflection on sports and recycling. Mountains of strange colours were shown alongside mountains of clothes with

clashing natural colours in a soft, almost crazy mood.

Overall and unchanging: flags, usually in contrast stripes, are softened and calmed down by peaceful colours.

China provided a balance between collective, futurist performances, innovation and a search for individual balance. Martial art philosophies rediscover lifestyle colours that are sensitive to sustainable development in calm, neutral ranges.

Italy and Spain on the other hand go full force in the direction of performance and competition. Brights give a boost to stadiums, red encourages rivalries and fires up national passions.



The US, sat between a Zen attitude and extreme sports, oscillating between 'green attitude' colour ranges and violent contrasts.

Finland was the first country to show the interactions between fashion and sport with flashy, shifted details. A cool attitude that spotlighted young designer collections and links them to sport by refreshing the range with impertinence.

England was surprising with 'crazy sports' and a 'bad taste humour' that associates traditional, natural tweed colours with sport codes.

And France played a double game with two-tone combinations, alternations, and repetitions... Punchy colours giving a jolt to ranges with cheerfulness, freshness and a fashion or design attitude. Aquatic or fluid blues and greens dominate the range. 'We surf on an ocean that will soon be a lost paradise.'

## Interactive meetings among professionals

These individual films were then followed by an interactive discussion questioning - Is it fashion - or sport - which influences the other? The question is far from being resolved.

Another question that has also certainly not been decided; will the influences of sustainable

development and research into high-performance continue to co-exist in the sport world with their extremely contrasting colour propositions?

For the Décathlon colour team with its international vision, the function of sport garments has seduced the fashion world, while fashion has helped evolve the lightness of materials and the colour palette in women's sport collections. It is also Athleisure, the practice of well-being sports that often seamlessly brings together the fashion and sport worlds.

Performance is no longer sport's reason for being, it is also key for one's inner self and body in an almost spiritual dialogue.

For Première Vision, the international textile fair, this link has today become inseparable and also comes with a possibility for expanding the market for both the fashion and sport industries. Technical textile specialists offer accumulated comfort and resistance to wear-and-tear in specific colour ranges nourished by 'active sport' fashion propositions.

Olivier Guillemain, president of the Comité Français de la Couleur pointed out that sport looks for inspiration in more sensual fashion colour range propositions while in contrast, fashion has been energising its colour propositions with brights

and fluorescents since the late 90s in the same way it uses basic neutrals. Today, the 'security-light' colours found in reflective printing or jacquard yarns open up new possibilities for fashion as well as for nocturnal sports.

Immouv, a fashion office that specialises in sports, points out that themes for men and women are the same now and colours are used in the same harmonies, a new phenomenon in fashion. The fear of being unfashionable is ongoing in the sports industry and colour strategies take inspiration directly from fashion images.

Marion Lamarque (Décathlon) explained that slow sports (such as pétanque) are a top draw for sport activities as are 100 other sports people practice individually or by using their surrounding environment. Sport and fashion is no doubt a 'marriage of reason' with a strong link to colour that will continue.

In conclusion of the discussions, the Comité Français de la Couleur also felt it was necessary to highlight the problem of the aquatic environment that includes recycling plastic debris from the oceans.