



**2008** SPRING / SUMMER  
Power of the senses

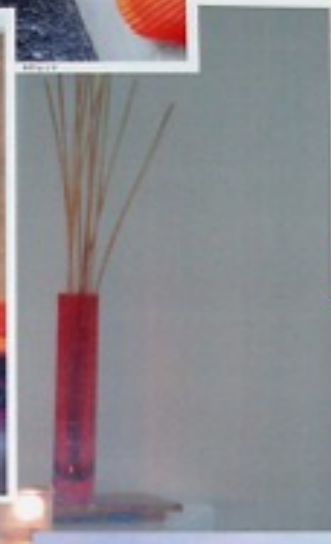
-hotels.

this season we wanted to look at the massive trend in designer / lifestyle hotels- "everyone's doing it!!!!"- and there seems to be no limit to how much money gets invested into art, design and architecture. however we have seen disasters before- like christian lacroix's hotel petit moulin in paris which was so designer driven they forgot about function and basic needs of the guests. but now the balance between comfort and style is the main focus in most cases- complete with top range spas and top of the line amenities. arguably it's not always making the designers loads of money as such- but it is a fantastic showcase for a company / brand to launch new products and ideas- and to put their brands on a platform for everyone to admire and enjoy. we as consumers/guests expect more of hotels- and we now have so much choice, it's fantastic!

there are probably many reasons for this hotel craze- even whilst we are rethinking travel all together- but whether or not we can justify traveling much in the future- we will always look for ways to get away from our hectic and sometimes mundane existences. so perhaps in future we will have to mainly travel inside virtual worlds??- but no matter what happens - we can still enjoy hotel living.  
welcome to hotel george!!!









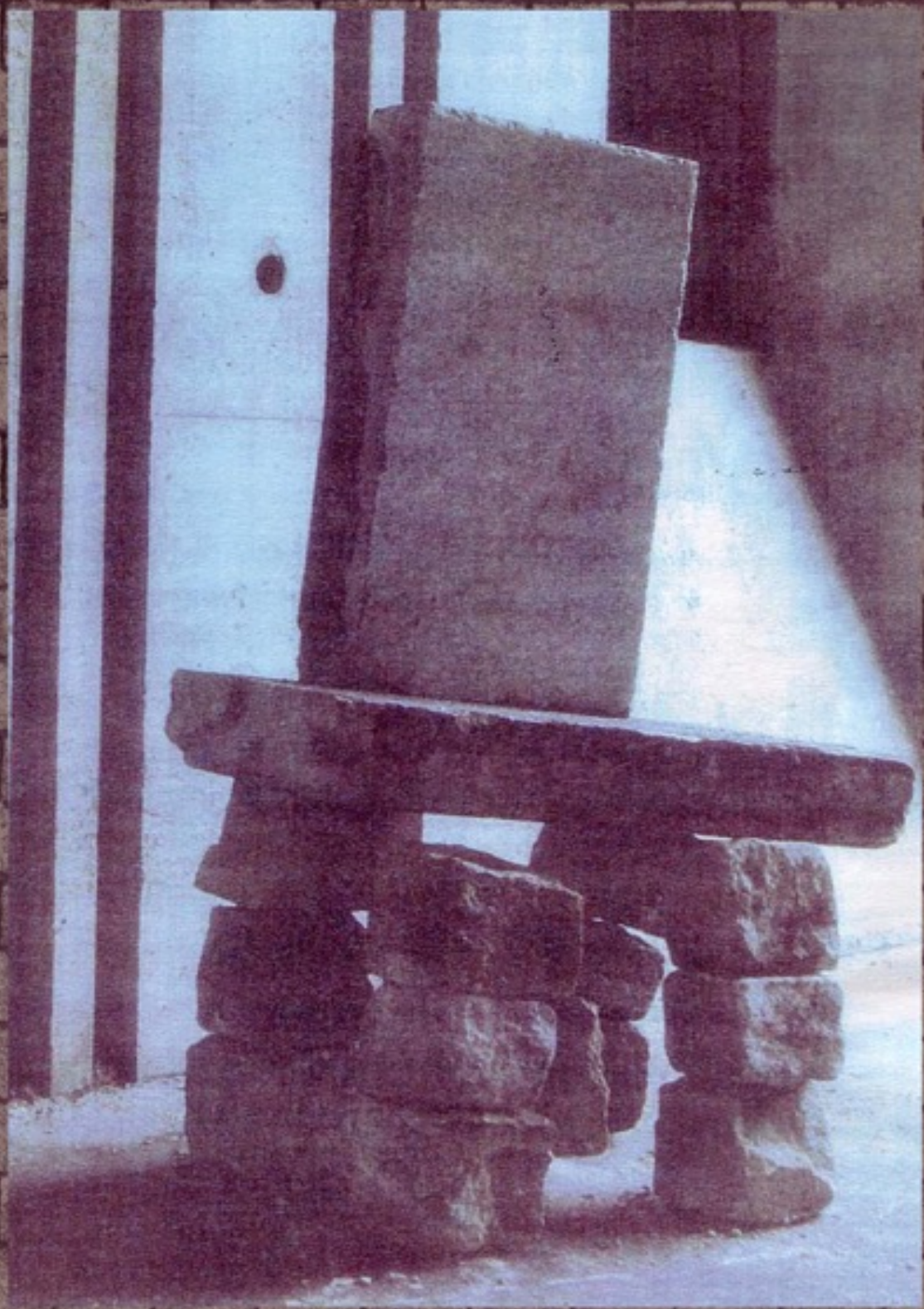
grey:

we are hearing a lot about the colour grey this season- especially from trend union where li edelkoort created a colour palette consisting almost entirely of grey and grey based colours.

mainly we are looking at grey in a more abstract way- as an attitude- a state of mind- a new beginning.

with political unrest and the growing feelings of having to choose between two evils- we automat

ically look towards the grey- the values which lie between black and white. in doing so we go back to a basic starting point and discover how many nuances there are- how beautiful the world can be between black and white- how rich and how strong. so grey will be our base from which we start- and colour will be added bit by bit in a careful matter!





senses:

as consumers and as human beings we are now more in touch and affected by things which bring out emotions and evoke feelings - we deliberately set out to find things and situations that make us feel good and almost happy. so in life, in shopping, in work and in design we now put feeling alongside aesthetics and make sure to make every day something a little bit more special.

*Concede*



taste - vision - visual

- everyone is unique and beautiful in their own right
- looking through rose coloured glasses
- imperfection is beautiful & infinitely more interesting
- focus on EGO - i care and i matter
- the mouse movement is gaining momentum
- distorted- blurred- out of focus- out of context
- appreciation for the raw and un-manipulated
- beauty in functionality and multi function
- quirky humour- surprise and experimentation
- seeing life as art as opposed to life imitating art



do not adjust yourset....



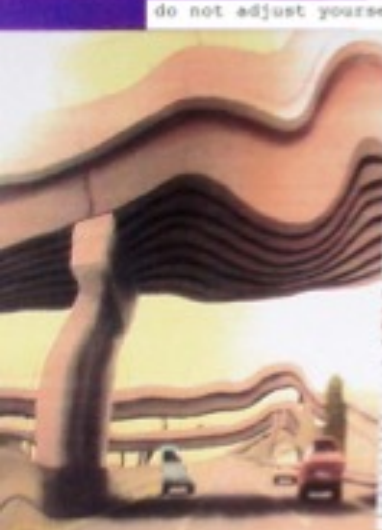
a rosé party  
Make the best of what you've got at the start of a cool, end-of-summer dinner



EMPHASIZE THE IMPERFECTION



The human eye can interpret the same object as either grey or as some other colour all together



each individual is a world in itself - a fantastic planet



### Kodachrome TRANSPARENCY

feeling like a princess for a day....



making the best of what you've got....



slightly twisted



it doesn't look like much, yet we can't seem to think of anything else .....



the experience of wonder....



taste - vision - visual

- taste therapy
- colour therapy
- creating new and unexpected colour combinations
- presentation and packaging very important
- the story told and the feelings evoked
- the little feasts in life - in the every day
- things basic and non assuming matter
- atmosphere and ambience are key
- playing with the senses



full of taste!!!!



Colour snap like bursts of yellow and green laughter...



inspired by... *Chocover, Australia's finest ice cream.*



a time of seduction and experimentation



box of delights.



Shop shape

What is good taste??



the taste of our beautiful meal was affected by the room we were sitting in

Arizona farmer Matthew Moore has found a way to use art to protest against the development of America's rural heartland

taste - vision - visual

- creating moments of pleasure in everyday life
- adding colour, light and novelty to things
- preference for the odd - the funny - the unexpected
- aesthetics with function
- taking the basics and twisting them
- fondness for the industrial - for what seems simple but isn't
- having fun creating and living

silhouette:

- humour - odd - modern - experimental
- oversized coveralls - men's and boy's t-shirts and shirts
- t-shirts with quirky graphics and slogans
- skirts and dresses deconstructed and back to front
- play with proportion, volume and shape
- unexpected colour combinations - mix of matt and shine - jerseys and bio tech
- glossy shoes and skinny trousers
- distorted sports wear details on city wardrobe

think about food- its  
flavours and how it feels in my  
mouth. how different each thing  
is. how it can taste of joy or  
emotion...food is an adventure.

to see with fresh eyes...



live beautifully!



it's what all the best  
tables are wearing!



unfussy functional  
design..



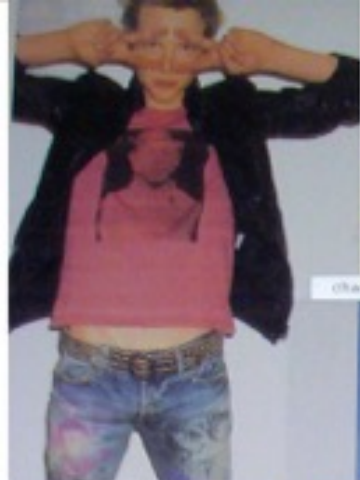
how to appreciate  
something that is almost  
there...



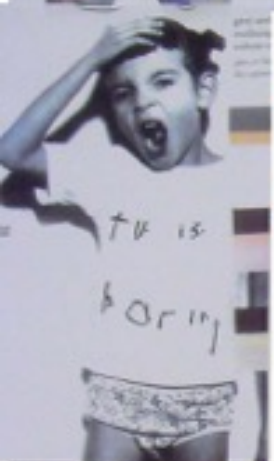
tessa lives life to the  
fullest...or at least until  
she is full







charismatic beauty of self



sculptural & asymmetrical



sound - smell - scent

- the grey matter - cloudy- summer rain
- before and after a storm
- back to basics and simplicity
- value water- treating it as the new gold
- water is essential to our existence - linked to purity and liberation
- it's calming and soothing but dangerous and powerful at the same time
- brings back fond memories
- the presence of water in architecture & art
- canal development key to urban planning
- under water projects and aquatic worlds

skies are stormy and  
thundery with flashes of  
violent lightning....

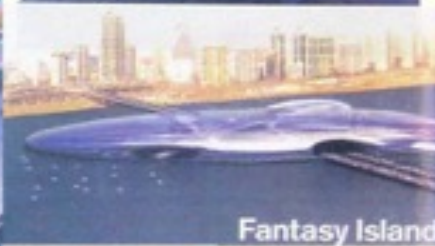


WATER OF A KING  
The architecture of the King's Palace is a masterpiece of modern design, blending traditional elements with cutting-edge technology. The circular structure is a testament to the power of water and the vision of its creator.

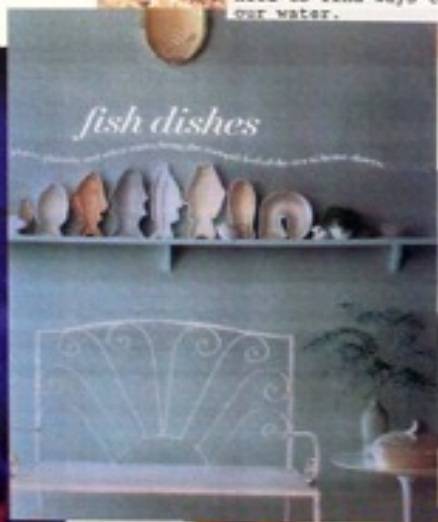
place of the quiet heart



we have been reminded of the  
volatility and power of water,  
and it is now apparent how we  
need to find ways to conserve  
our water.



Fantasy Island



an ambience on the verge of  
bad taste...



## sound-smell-scent

- urban lounging - slowing down
- big city beaches -horizontal living
- water sports - olympics - revival of synchronised swimming
- sound and smell of water/ the ocean
- freak folk and acoustic music
- simplicity in music and art
- scent creating strong feelings & emotions
- aroma therapy, scented oils and candles
- herbal medicine - natural cures and healing



When you lie down on the sand sounds are muted like in a dream....



enjoying the sound of silence.



a specific smell can suddenly prove to be necessary because it has transported you back to a moment in time when you felt really happy....



sound - smell - scent

· paying attention to what the body tells us

· mastering the art of doing nothing

· day dreaming at half time

· green - fresh and living foods

· music which evokes passion and moments of pleasure

· environmental awareness & eco friendly products

· living with and by water

silhouette:

· natural - comfortable - cotton based - stripy shirting

· puritan - amish - peasant shirts - baroque blouses

· shirtdresses - new folk - waistcoats

· fluid dresses - lightweight - sheer - layered - feminine

· dusty stripes - indigo dye - tiny florals - grey and washed denim

· discrete puff shapes - volume - pin tucks

· beach and nature life - windbreakers - redefined trench coats

· simple accessories - water drops - discrete details

· simple - plain - clean - understated

kissed by the same big sun,  
serenaded by the same  
oceans- where the horizon  
goes on forever.....



i love my life, dammit!!!!



**Eco-efficient washing machines**

It's worth paying extra for a green machine - the savings for the planet and your pocket will come out in the wash.

By Sarah Hensley

**Big**

how to find what you are looking for



wrap your troubles in dreams...





the linen sheets of dreams



the intimate



a noble mood



the  
Major  
#Globe  
in  
the  
the



silence is a woman's best garment



the sound of drowsy bees





touch - feeling - togetherness

- to touch - to be touched - to be moved
- quality moments spend together
- constant development in the areas of spa & massage
- healing and nurturing by human hand
- strive for the ultimate degree of dis-connection
- feeling special...even on monday mornings?!
- reverting back to basics again
- things that feel good on your skin
- the balance between movement and stillness

body and soul are exposed & expressed to appear naked, only to emerge in all the beauty of self....



increasing the act of feeling

sit down where it feels comfortable



bodies rest in motion



sometimes i try to do nothing. it's impossible but still a good exercise and i always think really good thoughts when I do it...



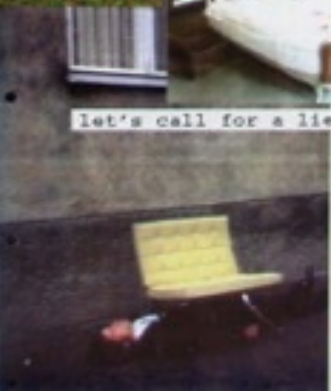
THE PURITAN MASS



FEELING AT HOME



let's call for a lie-in!

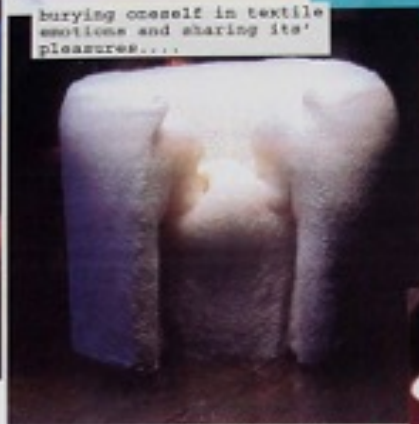


touch - feeling - togetherness

- cushy and spongy textures
- padded - spongy and baked furniture
- soft on the inside - elements of surprise
- pets for touch and comfort
- kids lounging in groups
- natural & man made fibres blended for ultimate softness
- sharing time and good experiences
- creating safety zones



holistic summer



burying oneself in textile emotions and sharing its' pleasures....



we thought green would be the most natural colour for a plant to wear....



the pleasure of sharing a moment in time- as well as a great meal....



kids lounging in groups



how to feel safe amongst others....



Herbal Power Smoothies



touch - feeling - togetherness

- the art of combining work and well being
- regular spa treatments as part of life
- home - clean and simple
- fresh foods and balanced diets
- adult playing grounds
- texture of clouds
- harmony and wellbeing

silhouette:

- comfortable - textural mixes - layered
- horizontal - relaxed - soft - urban lounge
- loose - draped - fluid - asymmetrical
- fiber blends - natural and soft feel - marbled fleece, jersey and sweats
- leggings - classic khaki like trousers - city tracksuit
- oversized - volume - t-shirts, vests, sweats and t-shirt dresses
- spa clothes - yoga wear - dancing dresses - simple kimonos
- soft foamy accessories - trainers - flip flops - shoes and sandals with rubber soles



learning how to be...

serenity, - a moment of peace in an otherwise hectic & urban existence...



imagine being dressed like a little cloud....

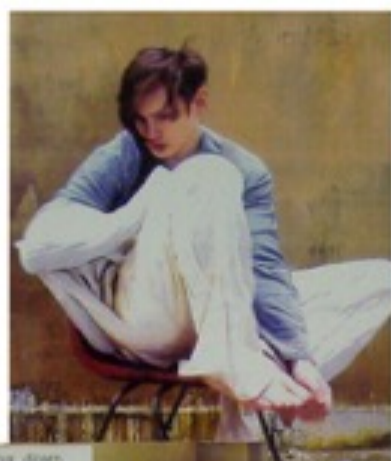


we speak in individual voices. together, we speak up....



walking on the moon with no shoes on, - tickles!!





Sund  
X  
K

thick in your head



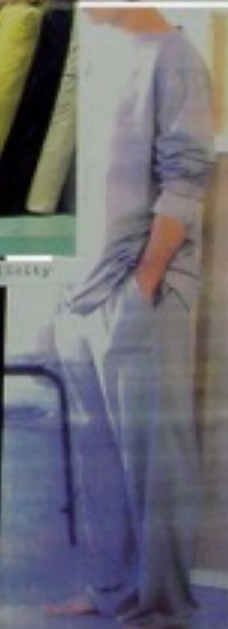
slowing down



dancing dresses



voluntary simplicity



dark & resistant

memory - wisdom:

- things that linger
- footprints of time
- prolonging life - investing in the future
- decorative decay
- respectful and sensible travelling
- protecting and understanding the places we visit
- beautification
- souvenirs and lucky charms
- fondness for ancient traditions and rituals
- the essence of time standing still





memory - wisdom:

- the characteristic grace of elephants
- aging naturally and with grace
- beauty in age and intelligence
- heirlooms and things of sentimental value
- things that preserve well and are worth keeping
- statues
- added value through recycling
- old photographs - colour filter - faded
- heritage food - digging out old recipes
- tea culture
- perseverance through natural disasters



stretching the elastic of time....



reinventing eternity....



how to bring out the past!



tea is sought but this: first you heat the water, then you make the tea, then you drink it properly. that's all you need to know. senno rikyū

**GET YOUR FIX**  
REPAIRS FROM DENIM THERAPY  
Bining overly battered jeans used to be inevitable.



how to begin again!



natural disaster is disturbing and at the same time mesmerizing, letting us understand that life is a gift to be cherished....

warm a spoon in a cup of tea and hang it on your nose...



memory - wisdom:

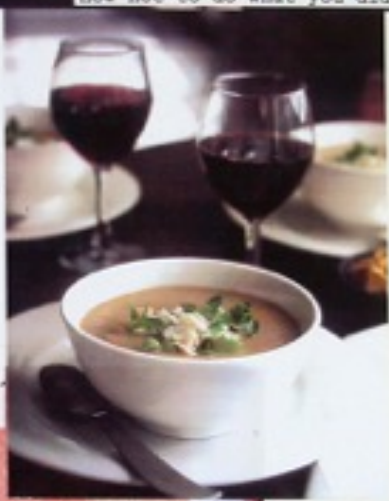
- blending in with surrounding habitats
- wanting to be remembered for something worth while
- local heroes making a difference
- age less
- lawn games - board games and handcraft
- flea market gems
- mixed ethnic influences
- natural habitats

silhouette:

- loose tunics - vintage dresses
- elegant couture mixed with ethnic and handcraft
- ageless - eclectic flea market style
- ruffled - crinkled - fabrics with memory
- higher waistline and wider legs
- bold flower prints - gingham - pj and berber stripes - ethnic motifs
- leather sandals - moccasins - canvas shoes - walking boots



how not to do what you did yesterday...



if you want someone to follow in your footsteps, make sure you stomp your feet really hard....



i drive the old two-laned road and think, - slow isn't so bad....



by scraping away the surface layers, like an archaeologist- like pinning down a fleeting shadow, capturing a moment in time....



clothes that are friends



conceptual remoteness



Explore my world...



\* young generation of antibodies to consumerism



lightweight & lighthearted



evoking femininity



france macdonald



texture I:

"deceptively natural and discretely chemical"

· preserving- plaster- mould- shape-  
volume- curves

· clay- natural- well being- spa

· sustainability- environment- natural  
resources- organic

· grains- granulated sugar- raw- rough-  
textured

· cemented- industrial

· chain knit- open weave- loose knit- hand  
made

· pearlized- shine- rough on outside beau-  
tiful and surprising inside

· exquisite and individual like pearls



technology revisits tradition



a world of seduction & experimentation



every cloud has a silver lining



concrete poetry





texture II:

"at the end of the day we turn to  
simplicity"

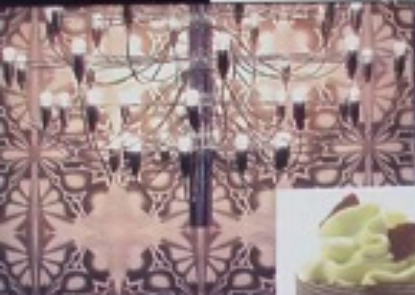
- marbled- timeless- ageless
- marbled jerseys, sweats and fleeces
- ethnic- berber stripes- blankets -  
rugged
- raw- aged- working the land
- sun bleached- worn- used-washed-  
shredded- softened
- honeycomb- play with light, shadow and  
light patterns- dry and cracked
- distorted - weird- playing with your  
eyes
- lines- stripes- curves- waves
- crinkled skin- aged- weathered-  
patterned- petrified



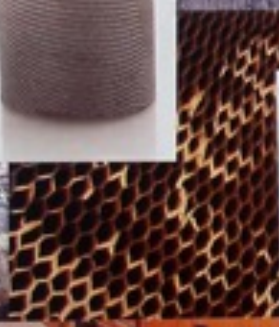
plays with light



patina accumulates at random



never before seen



Between horizontality & vertically



texture III:

"illuminating the season"

. ice- freeze- preserving- longer  
lasting- experimental

. icicles- crystals- subtle sparkle-  
tiny little stars

. gelled- wet- smooth- glazed-  
glossy- slick

. fresh- dewy- water drops- beads-  
pearls- sugar coating

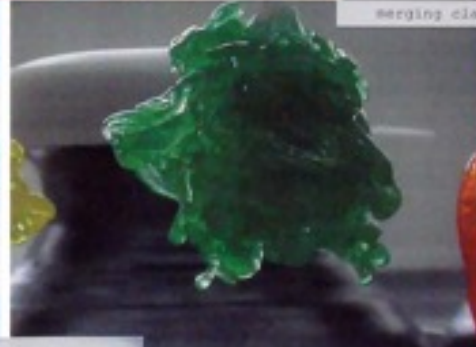
. protecting- futuristic- latex- new  
and high tech

. water proof- active- coated- light-  
weight

. lacquered- glistening- glassy-  
shattered



glared and bellified



merging classics with modern micro fibres



ipped in sugar



fabrics are not what they appear to be



## texture IV:

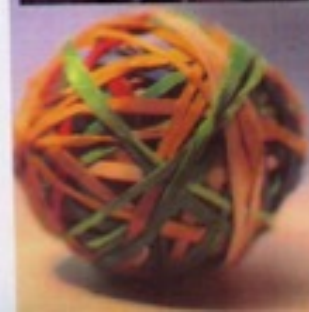
"pink and white marshmallows, - they are soft and you can put more in your mouth than you think. if you do a sort of sicky burp move with your stomach, you can bring them back up into your mouth and chew them a second time"

recycling!!!

- soft- airy - spongy- foamed- cushy - squeezy
- protection- padding - comfort- insulation- safety
- clean- matt and shine
- textured- raised- puffy- bobbled - lumpy
- packaged like little presents- tied and pulled together
- soft centered and full of surprises
- anti stress- fabrics with healing dispositions
- all textures from the sea



we are left to think only of it



print 1:

- surreal- altered perceptions of beauty-  
odd- striking- make up bizarre
- mixed up- blurred and out of focus -  
manipulated
- play with photographs- polaroid effects-  
negative/positive
- kaleidoscopic flowers- colour filters
- quirky play with words and humour
- play with size- micro and giant- super  
impose and out of context
- flowers- tropical- rich bursts of juicy  
colours



a form of disembodiment

PLACEBO MEDS



objects coloured as in a dream



diary kaleidoscope





print II :

- the written word- meaningful- witty - clever
- less scribbled - bigger and bolder graphics
- graffiti and urban big city tales
- collages- layering- cut outs- broken up
- food and wine labels
- half coloured- half finished
- straight forward narratives
- embroidery like line drawings - story telling
- continuous appreciation for illustrators

WHO NEEDS  
ACTIONS  
WHEN YOU  
GOT WORDS

et at liber...  
are (liber tree),  
you also



leaving behind conventions

MAKE  
SOME  
THING



symbolic immortality



intellectual workers

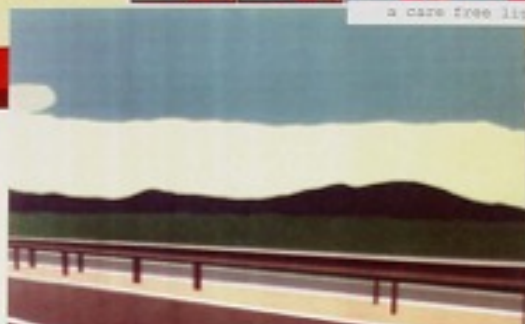


print III :

- art deco- stencils- naive- simple - clean
- two or tree coloured- colour blocking
- screen print- computerized images
- new comics - stories - child like
- labels - care labels
- symbols- diagrams- safety brochures
- animals- kids- dolls - figures



a care free lightness of being



A BIL ART SHOP



Teiji Hayama



print IV :

- indigo- chinese dye- old porcelain-  
"holmegaard"
- old tiles- florals- romantic motifs
- traditional patterns reworked and  
manipulated
- cut out- stencils- fret- laser cut-  
doilies
- antique illustrations- friezes - mosaics
- chinese letters and ethnic symbols
- rubber stamps- batik - dip dye



just like flowers



desire for a renaissance



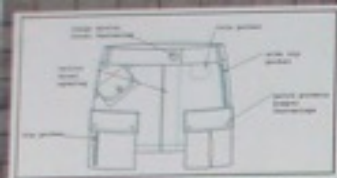
a bit baroque



patchwork of culture







hold it all - skirts



local brew



organic baby food



organic bib

festival



wellies



happy hampers



organic teddy



interesting new infused tea



bake-in-a-bag tea cakes

tea party



scented candle



tea pot



water

wellbeing



yoga outfit



bikini

water



flip flops



seeds



## hotel george: (former battersea power station)

- built in sustainable materials, kept in the industrial style of the environment it inhabits- but delivering the highest standards in comfort and style
- built in a way to make optimal use of day light and natural resources
- power and hot water come largely from rooftop solar panels, and a unique water system allows water to be used once in the showers and sinks and then 50% is used a second time for toilets- in an entirely non-chemical process
- the concept is horizontal- comfort- lounging
- areas within the spa constructed in wood cut according to phases of the moon
- floors are natural or cement- in areas with carpet- it is all virgin wools
- different architects for different areas- but with an overall sense of unity and flow
- all rooms have balcony and large windows which face water- either river view or view of the inside lake
- catering to events, and serve out of the house too
- key spot for photo shoots, cat walk shows and live music
- tennis courts which are on premises are free for guests and rackets are free. clothes are sold in shop.
- spa includes personal trainers, nutritionist, one on one yoga teachers, various beauty treatments incl. mud baths, algae wraps and mineral treatments, various forms of massages incl under water massage, sound therapy room, sauna and steam room.
- pieces of contemporary art displayed around the facilities- it changes regularly

## reception:

- tea and green apples
- art exhibitions
- massive open lobby with water, giant fish tank and vegetation

## bars and restaurants:

- primarily from organic and local products
- roof top bar with sand...beach games to play- like darts, boules and ping pong
- benches like wood/rope swings
- inside tea bar
- " the mini bar" which is an ice crême bar for kids
- tapas/pinchos, soups food in bowls served in inside bar (part of open lobby area)
- home made bread, cakes, pastries and chocolates
- ice cubes with "things" inside them...i.e. herbs, mini oranges, berries...
- bar nuts like: olives, dried salted peas and chick peas, soya roasted almonds, quail eggs, macadamia...
- daily specials written on the grey washes raw walls
- menus printed on recycled paper
- picnic baskets to buy like you order room service incl. food, blanket, cutlery, glasses, flasks etc all of which you can also purchase directly in the hotel shop or on line
- traditional afternoon tea- and other tea traditions (i.e. chinese) offered every day in tea bar
- promotions and tastings of local wines, beers and such...
- open air dinning area- including heat lamps and blankets for chilly summer nights
- promotions of local brands and products

## interior:

- poetry and book readings by various authors in bar or coffee/ tea bar
- information hotline about galleries, shows, sports event etc- and hotel will book tickets
- grey stone, raw and washed cement walls, flint, maple, steel and glass
- wood- (of the kinds which grow fast!)
- large bottles of the signature products in bathrooms, which will get refilled to minimize waste
- possible to chose room by internet
- light to suit your mood- also see sensor
- flat screen tv, cd and dvd players, - music and dvds to be rented or purchased in shop
- each room features one piece of contemporary art from a local artist which change every month and can be bought through the george web site
- stainless steel stair cases- possibly with distortion
- vacuum steam loos in washrooms like grey blocks of steel or cement on the outside- lined with warm coloured micro tiles inside with matching towels
- rooms have different colours in terms of towels, robes, slippers and linen etc.
- super sized madras like couches for extreme lounging
- beach chairs
- pool like old roman bath, with warn, old tiles
- raw materials, washed and sanded
- exposed silver ventilation pipes- or in a colour where it needs to stand out
- everything is primarily grey as a shell rooms and restaurants...some very light some very dark...accents in different colours
- grey canvas hammocks with coloured pillows and blankets
- graffiti artists or illustrators to decorate one wall in each room
- blinds instead of curtains
- fire place in grey stone or cement in library bar
- pebbles, stones, volcano stones
- everything which is displayed in or created for george Hotel through the George web site

## room service:

- 24 hr service of light and balanced meals
- facials and massages
- mini bar
- news paper every morning
- water and green apples

## ideas:

- special train service from Victoria
- free pay phones- so people don't have to run up their mobil phone bill
- disposable cameras in all rooms included in gift basket/goodie bag
- 24 hour business centre with an apple bar...also all rooms have broadband-connection and cable tv
- rubbish mostly recycled
- staff just for kids- to keep them entertained
- connected with charities
- max 50-80 rooms
- handicap friendly rooms too
- earn miles with a Gorge credit card by staying at hotel and buying hotel products
- bicycles to rent and electric taxi service at reduced rates
- "we love pets" programme catering for guests who prefer to bring their pets
- electric shuttle from the airports

## misc:

- immaculate without being austere
- cosmopolitan yet intimate
- industrial façade- with modern inside as a gripping contrast!
- a sympathetic oasis which caters to all your senses.

## uniforms:

- different for chefs, hostesses, bell hops, drivers, house keepers, spa trainers and wait staff- but all grey- with hand painted/printed names and logo.

- ideas of smocks, aprons and head scarves.

- robes and slippers for all rooms in grey

- linen all grey, organic cotton

- towels all in different colours- organic

- all napkins and table cloths grey and organic

- sandals for pool area in different colours

- seat covers in organic canvas- all blankets, seat and pillow covers washable (at relatively low temperatures)

- yoga clothes and mats for guests to buy

## shop and fixtures:

- all kinds of sustainable and organic products

- designer nick knacks

- grey candles

- cool kids toys

- yarns

- games

- baby stuff and clothes

- underwear, sox, pjs, robes, t-shirts etc

- music

- jewelry, watches and sunglasses

- signature water bottles

- gift boxes- and bags all in grey recycled paper- even packaging which look like plastic, is made of bio-degradable sugar cane

- magazines, books and papers

- umbrellas- grey outside- colour inside- also in all rooms

- mats, rugs and blankets all yummy and organic fabrics- with lush colours

- grey soaps and all signature spa products and cosmetics

- stationary

- products for comfy travel

- also organic food and drink store- offering all kinds of organic and natural or home made products, bread, cakes, chocolates and snacks











lamp in power station



crutch chair by siele kerckhaep



egg by jørgen ditzel sanna



marina bootler



tomas naler for bottega veneta



redon t.



joe colombo



belle jongerisa for vitra



jaine hayes



patricia urquiola for dab italia



jasper morrison for cappellini



haskinen for durat



andrea branzi



kuet ekholm



günther Rambow



dane





francois baubert



linopes



mikasa



nathalie ahleronaki



notorestauro



di ootile



collezione due sicilie



kähler ceramics



arne jacobson for stelton



arne jacobson



bison



iittala



osaraba



rosa domini



l'arte nel pozzo

black beauties by ineke hant



brian beath



aki kochas





philippe mark



zooke 2007



pink thong charson



comme un velo



coralbe



verde



welcovsky



claudia schäfer



chocolate organiko



vk. Carpet



latung



slimy jaro



jeremy scott for longchamp

bona-lab



le creuset



margt smitt



none maurer



arrie villines

li wei



dawn reader



loretta luk



liu ye



stephen dean



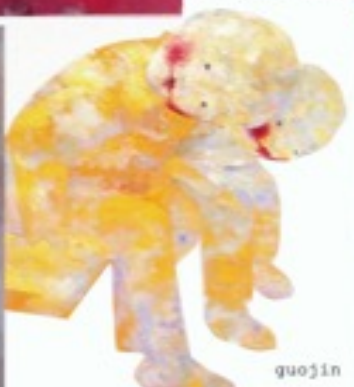
hector bernedo



michael kvirm



lui rhen



guojin



shijian



guojin



fred cuming



gabriela benvolenza



andries botha



yoshitomo nara



julianne rose



taking

it to

the

level

next

MESSAGE  
 ladies/girls wear - s/s 08  
 textmessage

**CONCEPTS:**

- street style
- industry & function
- boy style
- new proportions
- homework & quirky graphics
- multifunctional
- contrast/ limited edition
- experimentation

**NEW STYLES:**

- androgynous
- shapeless
- boy fit
- skiny fit jeans
- shorts jackets
- boy blazers
- authentic men's/ boy's t shirts
- fine gauge/ mesh knit
- button suits
- tank tops
- warm shorts
- quicky graphics & slogans
- shiny trouser suit



**DETAIL:**

- skiny fit
- sewwear detailing
- extra long legs
- twisted seams
- focus on lining
- knit & shine
- contrast top stitch
- seam/ metallic trim
- back to front
- wet & gloss



**FABRIC:**

- denim & clean denim
- jersey
- lightweight knit
- sheer fabrics
- performance fabrics
- men's fabrics
- high gloss/ wet look
- leather
- metallic



**COLOR & PATTERNS:**

- statement logo's & slogans
- bold graphics
- limited edition graphics
- modern geo's
- pop art/ modernism
- photographic imagery
- optical illusion
- colour blocking
- diagrams
- checker board
- shocks & stripes



WHO NEEDS ACTIONS WHEN YOU GOT WORDS



**SHOES & ACCESSORIES:**

- updated old school trainers with new trim
- wet, glossy & patent
- men's & high shine
- extra long
- experimental jewellery
- one to watch: random hats



**LOOK & DESIGNERS:**

- diemel G.M. "love" jeans & "buckle" jeans
- halberth lang
- kate moss & pete doherty
- gwen stefani
- juliette lewis
- penelope gairdner

**CELEBRAGE**  
**men's/boys wear - s/s 08**  
**text message**

- influences:**
- it's good to be imperfect, distorted
  - humor and experimentation
  - new proportions
  - industry & function
  - customized/ limited edition
  - quirky
  - rock
  - individuality
  - misdirection

- key elements:**
- shirteness - overall
  - slim silhouette on legs
  - sporty knitwear
  - denim
  - shrunken shapes (jeans)
  - low waisted pants with short fitted jackets
  - loose shirts
  - fleece jacket
  - blazer coat
  - waistcoat
  - quirky slogan graphic t's



- detail:**
- skinny fit
  - customization uniqueness in a clean way
  - metallic
  - gloss/ wet
  - hidden details
  - exposed zips
  - matt & shine
  - unexpected lining



- fabric:**
- denim & clean denim
  - performance technical futuristic fabrics
  - smart textiles
  - jersey
  - light fleeces, high tech functional
  - metallic/ dunes
  - high glossy wet look
  - leather



- print & pattern:**
- humorous & quirky graphics
  - grey/ gothic graphics
  - personal values/ messages/ statements
  - text & typed slogans/ posters
  - photographic - positive/ negative
  - distorted graphics
  - limited edition t's
  - optical illusion



- shoes & accessories:**
- fine belt
  - round toed shoes
  - hats
  - updated old school basic shoes
  - trainee's plus neon
  - wet glossy & patent
  - men's jewellery
  - messages on the sole

- color & designers:**
- Diesel
  - Firetrap
  - Helmut Lang
  - Steve Nuber Jewellery
  - Pete Doherty
  - Russell Brand



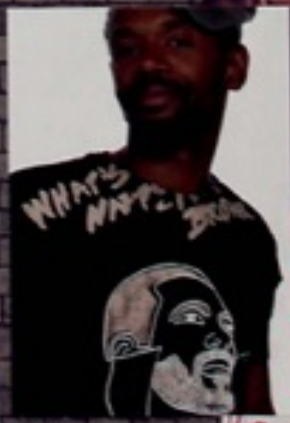
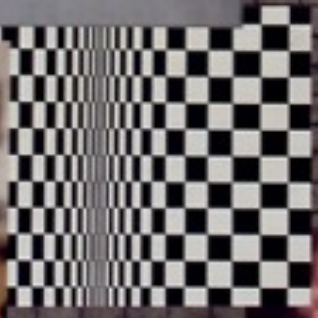
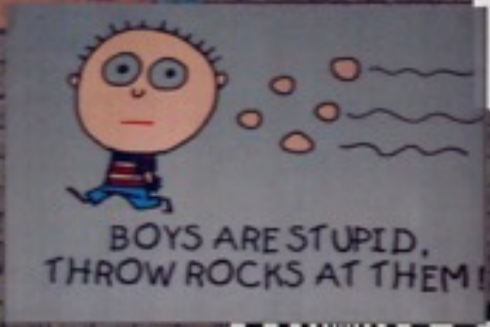
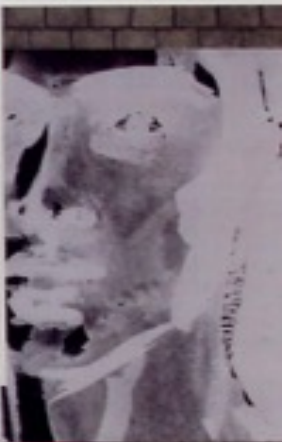


GEORGE  
men's/women's prints s/s 08  
textmessage



WHO NEEDS  
ACTIONS  
WHEN YOU  
GOT WORDS

LOST  
GREY & WHITE  
PIZZON WITH  
BLACK BITE.  
NORMAL DILE.  
A BIT MANDY.  
"LAWING"  
BRED NOT HINE  
A NAME  
CALL 257774



**SPACE**  
**ladies/girls wear - s/a 08**  
**timeless**

- simple traditional living
- natural elegance
- outdoor
- puritan
- vintage americana
- feminine peasant styling
- layering feminine & masculine
- handcrafting
- eco awareness



- key colors:**
- vivians & single shades
  - shirts & blouses
  - shirt dress
  - classics with volume
  - fuller shirts
  - americanas 90's & 80's work wear
  - influences
  - blouses & blouses
  - american tailoring
  - highly waisted items
  - wider trousers
  - slouch buttons
  - choppy styles
  - pinfolds & bib & brace
  - apron dress
  - slips
  - tommyon shorts



- fabrics:**
- washed & worn
  - cotton shirting
  - poplin
  - linen
  - eco & eco blends
  - bamboo cotton
  - class crisp jersey
  - city flannel
  - textured stripes & checks
  - evens det & broderie anglaise
  - pinpoint & overeyes
  - crisp weaves
  - fabric with memory



- prints & patterns:**
- large & tiny stripes
  - large gingham
  - dots
  - table linen checks
  - low key florals
  - shadowy & sketchy
  - patchwork & tile inspirations
  - embroidery/ sampler feel
  - dots & wood blocks
  - water effects
  - vintage china patterns



- details:**
- peasant cleave
  - soft shoulders
  - billowing
  - subtle details
  - smock
  - pin tucks, darts, ruffling & draw thread
  - subtle stretch & cross stretch
  - turn ups
  - clips & smocks
  - wide waistbands & belt loops
  - covered buttons & pearl buttons
  - vents & jeti pockets
  - outdoor detailing in plain fabrics
  - mixing textures



- color & designers:**
- margaret howell
  - toot
  - agnes b
  - lancey rag heritage
  - empric des collections
  - l'ère
  - maxi w polo



- shoes & accessories:**
- canvas shoes & trainers
  - high tops
  - simple classic lace ups
  - cllogs
  - wellies
  - big fabric & canvas bags
  - soft leather bags
  - bags & handbags
  - stone hats & floppy canvas flats



# timeless

- Influences:**
- simple traditional living
  - natural comfort
  - post-war
  - classic elegance
  - work wear
  - eco friendly - organic



- Key styling:**
- the shirt
  - monochrome & stripes
  - perfect proportions
  - casual casual clean silhouette
  - relaxed shirts
  - simple = clean = clean
  - thin / light
  - comfortable and well-kept look
  - jacket with belted shorts
  - waistcoat
  - minimalist look
  - designed for boys wear



- Detail:**
- traditional menswear tailoring
  - detail
  - rounded collars
  - sleeve adjusters
  - fine gauge knits
  - discreet details
  - smooth
  - reversed
  - higher waists
  - mother of pearl buttons



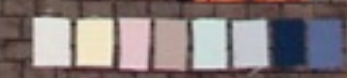
- General:**
- natural fibres - cotton - linen - poplin
  - shadow stripes & checks
  - oversized graphics
  - pin stripes
  - washed & worn
  - eco & eco blends
  - pigment & over dyes
  - corded fabrics



- Shoes & accessories:**
- canvas shoes & trainers
  - aged leathers for shoes
  - wellies
  - unconstructed sandals
  - formal pointed shoes
  - recycled rubber (Footwear) soles
  - simple accessories - satchel/ duffel bag
  - hats
  - beanies



- Print & pattern:**
- shirting stripes
  - charcoal & sketchy prints
  - food/ drink labels (old fashioned)
  - water effects
  - repeat pattern jacquard
  - graphic florals



- Look & Designers:**
- Banana Republic Heritage
  - Agas B
  - Marc O'Polo
  - Prato



DESIGNEE  
 ladies/girls wear - s/s 08  
 well being

**INFLUENCES:**

- relaxation
- dancing
- luxury
- luxury for everyday
- fresh air
- ergonomic
- pick it up!
- tactile
- papering
- multi-functional



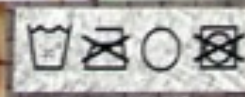
**key styles:**

- luxury leisure wear
- fluidity & drap
- luxurious texture
- dancing - dresses
- loose fit
- layering
- stretch
- wraps
- body contouring
- extra long knit cardigans
- knitted hood
- short shirts
- city sportswear
- vest
- knit/ anorak
- yoga/ kimono
- yoga pants
- ruffled layers



**DETAIL:**

- drapes
- drapes & bias cut
- tie & knot details
- loose soft & mesh knit
- netic trim
- unseen finishes
- hoods
- big pockets
- binding & tape
- concealed fastenings
- padded patches
- sportswear influences
- casual toping



**PRINT & PATTERN:**

- stripes & large dots
- eye logos
- informative labelling
- fasteners & bowties
- sporty graphics



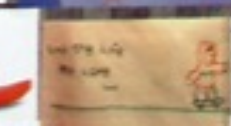
**CARTEL:**

- drapery
- casual
- relaxing, netic & open dye
- tactile jersey
- flexion
- soft leathers
- energy
- padding
- performance fabrics
- low tech
- netic & soft shen
- padding
- knitwear
- natural/ sustainable



**SHOE & ACCESSORIES:**

- ballet leggings
- dancing shoes
- ballet pumps
- trainers
- casual style
- flip flops
- socks
- sporty bags



**LOOKS & DESIGNERS:**

- gwyneth paltrow
- tono & ali hawson
- kabalah yoga celebs
- dkny
- 100% linen

**GEORGE**  
**men's/boys wear - s/s 08**  
**well being**

- Materials:**
- fresh air
  - luxury and wellbeing
  - tactile
  - eye treatment/ clothes/ pop
  - clothes, drawing
  - relaxed sports
  - chic sport culture - sport look
  - sport & jogging references
  - expensive
  - padding



- Details:**
- hood
  - elastic around & knit
  - mesh knit
  - shorts
  - joggers/ lounge pants
  - ribbed waistband
  - leavy tote detail - velvet
  - back neck tape
  - clear zone
  - quilted details
  - OUTFIT 121
  - contrasting embossings



- low styles:**
- comfortable - textured sizes - layered
  - loose - draped - fluid - asymmetrical
  - oversized t-shirts, vests and sweats
  - sophisticated loungewear
  - big cartigans & loose sweaters
  - leisurewear
  - elongated
  - urban track suit
  - covered, hooded, wrapped
  - snorkel/ lap pool
  - hooded tops/ cardigans
  - shorts
  - lightweight functional combat



- Fabric:**
- salonpe
  - fibres blends - natural and soft feel
  - textured flannels, jersey and sweats
  - cashmere & silk
  - lightweight/ tactile jersey
  - fine gauge knits
  - coated denim
  - polytricot
  - denim
  - spongy
  - bio tech
  - natural & sustainable
  - bamboo
  - whiny & glossy
  - padded
  - performance fabric
  - plustripe denim



- Print & pattern:**
- logo/ swiss style graphic
  - sports like logos
  - colour blocking
  - glossy gel prints
  - swiss logos
  - informative labelling
  - linear

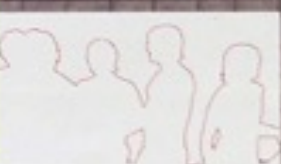
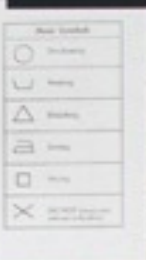
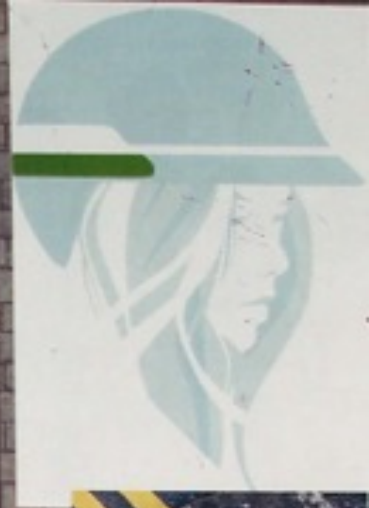


- shoes & accessories:**
- trainers - flip flop - shoes and sandals with rubber soles
  - formal/ casual combo for shoes
  - shock colours
  - dancing shoes (heels)
  - croc style
  - sports bags
  - rucksack
  - running shoes



- style & reference:**
- Adidas Original
  - SWY Park
  - Stella McCartney Sport
  - Chris Martin
  - Ben & Lily Henson
  - Kidswish pop culture

GEORGE  
men's/women's prints e/s 00  
well being



CENSUS OF MARINE LIFE



**GEORGE**  
**ladies/girls wear - s/s 08**  
**local global**

- inspiration:**
- flea market
  - individual styling
  - bohemians
  - revived 60's & 70's notes
  - gypsy life style
  - respect for other cultures
  - multi cultural
  - neo bohemians
  - festivals



- key details:**
- unique pieces
  - eclectic layering
  - mix & match
  - vintage style dresses
  - play with textures
  - wider legs
  - higher looser waist
  - worn based
  - long lines
  - smock tops
  - loose & flowy
  - wide sleeves
  - kimono
  - asymmetric
  - kaftan dress
  - india, china, north africa
  - peasant necklines
  - crops (under dress)



- details:**
- shirring, gathering & pleats
  - lace, pretty trims & bows
  - piping
  - mismatched buttons
  - pearls & vintage jewelry
  - faded & old looking
  - washed & sun bleached
  - hand embellishment
  - laser cut/ feet
  - textures



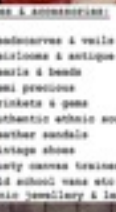
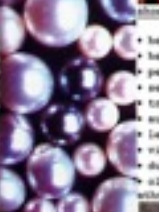
- fabrics:**
- silk georgette
  - voile
  - crinkled cotton
  - cheesecloth
  - washed & distressed twill
  - soft cotton jersey
  - rky knits
  - space dye yarn
  - dip dye
  - linen blend
  - barbed stripes
  - distressed leather
  - orange
  - halton
  - stripes, checks & textures



- print & pattern:**
- bold print florals
  - mix & match florals
  - paisley & willow patterns
  - patterned
  - traditional motifs
  - handcraft & applique
  - batik & dip dye
  - indigo
  - face painting & chiné dolls
  - colour filter & wine stains
  - hand & vegetable dyes



- shoes & accessories:**
- beads/earrings & veils
  - beaded & antique jewelry
  - pearls & beads
  - semi precious
  - trinkets & gems
  - authentic ethnic souvenirs
  - leather sandals
  - vintage shoes
  - dusty denim trainers
  - old school worn etc
  - ethnic jewelry & leather



- shoes & accessories:**
- shanna miller
  - 70's bohemian accessories
  - grüneuse marquet
  - vintage shoes from Furstenberg
  - vintage black & white boots
  - talisman query
  - Fossil (re-interpretive (heath))
  - patric leane
  - jessica aghes
  - white london
  - debbie bruce (cherry london)



MEGARE  
men's/boys wear - s/s 08  
local global

Influences:

- flea market gone - recycle
- individual styling
- festivals
- new urban/ folk mix/ gypsy style
- folkloric/ sitcoms/ heritage
- respect for other cultures
- neo aviators
- revised retro look

Key styles:

- unique
- vintage looks
- elegant textures mixed with ethnic and handcrafted
- eclectic layering
- over dyed
- oversized cardigans
- parallel pants
- a patchwork of cultures
- travel friendly
- pigmented or bleached look
- mix & match
- wider leg
- loose tunics
- striped shirts



Detail:

- handcraft
- higher waistline and wider legs
- pyjama stripes
- bermuda/ bermuda over jeans
- folkloric details
- leather piping
- embroidery/ intricate embroideries
- embellishment
- texture
- mixed patch buttons & trims
- comfortable
- unstructured



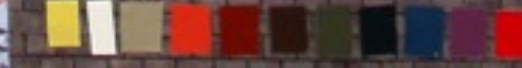
- Fabric:
- wrinkle - fabrics with memory
  - Indigo
  - ultra fine
  - shirting heather stripes
  - space dye/ marl/ ovoids
  - aged wash - not distressed
  - pigment dyed
  - tactile distress leather
  - linen washed textures
  - silk/ woolen creased/ pressed
  - seersucker
  - seersuckers
  - ultra light weight structures/ fabrics
  - linen blend
  - chambray cloth
  - vegetable dye
  - brocade/ organza

Print & patterns:

- ditzy floral
- bold flower prints
- ethnic motifs
- under print - reverse print tie dye patterns
- borrowing from ancient cultures
- patterned
- hand dyed
- hand craft & applique



- Shoes & accessories:
- authentic leather sandals/ boots/ belts
  - moccasins
  - canvas shoes
  - walking boots
  - headscarves and hankchiefs
  - big canvas bag
  - antique jewelry



Icon & designers:  
• Devendra Bhattacharya  
• Johnny Dapp

men's/women's prints s/s 08  
local global

