

Report on MODEUROP 'showcase' Autumn Winter 14/15 season
held on Wednesday, 10th April 2013, CSIR-CLRI Shoe Design & Development Centre, Chennai



Director, CSIR-CLRI releasing the 'first copy' of the CD version of Trends for Spring Summer 2014

In preparation for the MODEUROP Roundtable and Colour Club Meeting for the Autumn Winter 14/15 season; **21 Tanneries** had readied **563 leather/ colour proposals** that were '**showcased**' at the CSIR-CLRI Shoe Design & Development Centre, Chennai to overwhelming response from the Members of the Indian Leather Industry.

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Team SDDC was engaged in preparing the 563 leather/ colour proposals for the SHOWCASE



Shri MS Vadivelu, CMD, Mathi Leathers Pvt. Ltd. with his range of 'suede leathers' that was presented at the SHOWCASE event

Participating Tanners:

Aqsa International
 ATH Leder Fabrik
 BASF India Limited
 C Kalyanam & Co
 Clariant
 DRISH Shoes Limited
 Forward Leather Company

Good Leather Company
 Hijaz Leathers
 M A Khizar Hussain & Sons
 Mathi Leathers (Pvt) Limited
 Naser Tanning Company
 NM Zackriah & Co
 PA Footwear

Pakkar Leathers
 RR Leathers Limited
 Samaara Leathers
 Shafeeq Shameel & Co
 Shoeberry
 SURA/ Supreme Overseas
 Tata International Limited

MODEUROP 'mastercard' Autumn Winter 14/15 season

The display was arranged in three Colour Groups for the MODEUROP Autumn Winter 14/15 season:

1. Silent:

Calmness-Balance-Harmony-Luxury-Value-Subtlety-Light+Tender-Modern+Sophisticated-Neutral+Fragile

2. Loud

Urban Culture-Street Life-Techno Motion-Graffiti-Energy-Avatar II-Brand Mashing-Play Station-Strong+Vivid+Sportive

3. Deep

Darkness-Secret-Mystery Cosmos-Science Fiction-Dark Forest-Fear-Underground-Glam Classics-Strange+Obscure

Industry Members 'previewing' the collection for Autumn Winter 14/15 season





Shri Md Sadiq, CSIR-CLRI Shoe Design & Development Centre made a detailed presentation on the Trends for the Spring Summer 2014 and the Autumn Winter 14/15 seasons, while Shri K Dayalan, CSIR-CLRI Shoe Design & Development Centre displayed the 'colour palettes for the respective seasons.

In his presentation, he covered:

- **MODEUROP Colour Trends for the Spring Summer 2014 season** in the three Colour Groups: REALITY, ART & WORLD and the response to these colours/ leathers at major International Expositions where the MODEUROP Fashion Committee Members had participated and reviewed the MODEUROP Trends and Colours.
- **Report from Le Cuir in Paris** that was held during February 2013 and how MODEUROP in the meeting held on 19th February 2013 had on 'Le Cuir' gave its fundamental confirmation of their color chart. There was also the desire for a little more brightness, especially in the Theme of 'World' as well as a Pastel-Green or Blue.

- Shri Md Sadiq also showed the **APLF Trends for Spring Summer 2014 season** from the recently concluded APLF Fairs; particularly the Leathers & Materials for the Spring Summer 2014 season displayed in the Trend Area of MM&T.
- He then presented the **Report on LINEAPELLE Trends for Spring Summer 2014 season** as readied by Mrs Marga Indra Heide and which is seen below:

MODEUROPE

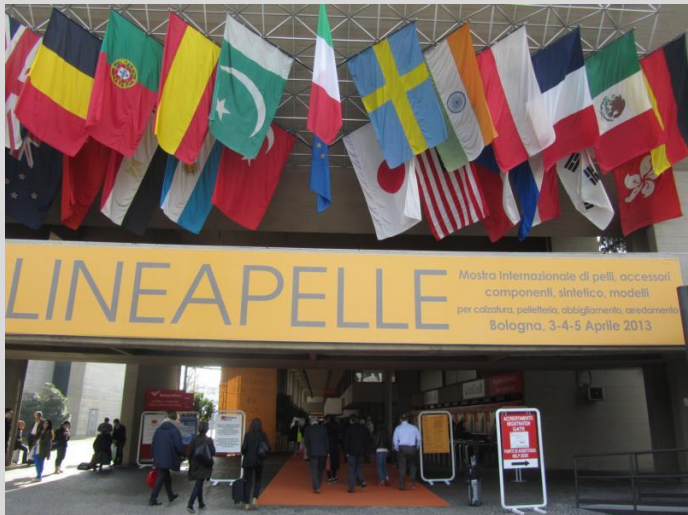
Lineapelle Report Trends Spring / Summer 2014



No sun in “bella Italia”. The poor, even wintry weather that continues to prevail in large parts of Europe was a much-discussed subject. This was also the case in Italy where everyone is hoping that things will finally start warming up because, owing to the weather's caprices, there is an absence of solid trends from the trade that could serve as a basis for the new collection look. There was corresponding uncertainty, with questions such as: How much colour do we still need for next summer? Is metallic getting off to a good start?

The colours: They continue to define the first impression. The colour spectrum ranges from light, neutral shades through delicate pastels to intense, vibrant art colours. There is a preponderance of reds, although there are plenty of more delicate, pastel shades to be seen too. These are mainly fine rosé gradations, with lots of light mint green as well.

What stands out most, however, is the presence of the new metallic colours, from gold to silver. Often, they add just a touch of shimmer and shine, so that the transition from light grey to silver, or from beige and natural to gold is very fluid.



Shiny! Metallic is the big trend theme for materials – be they leather or textile. It's not always about high gloss, however, never mind mirror finish, but rather subtle, shimmering, and often iridescent effects that depend on how the light hits them. The foils used to provide the sheen always have a certain transparency. Incidentally, it isn't only nappa or patent leather, but also nubuck that can be treated with powdery shine effects. Naturally, leathers that have been partially brushed or polished to a shine are especially popular.



Apart from the classic leather types, these shiny treatments are attracting attention on all fantasy materials and embossed leathers, with snake prints and braided variants having especial appeal.



Overall, one has the feeling that these materials possess certain elegance. Everything looks smart, fine and tasteful. What is interesting, however, is that the new shoe prototypes being shown in these new materials tend to be sporty. There are countless examples of new sneakers (especially high tops) and loafer styles (slip ons) as well as short Western boots. For bags too, it is less the elegant evening models than the everyday formats that are being produced in these materials.

Report by
Ms Marga Indra Heide, MODEUROP

INDIA RHYTHMS

AUTUMN WINTER 14/15

COLOURS COME ALIVE!

He then moved on to present the **Autumn Winter 14/ 15 season** in chronological order of the Calendar of Events for the season.

He recalled the Calendar of Events and informed the audience that AW 14/15 season's preparations had kick started with a 'CURTAIN RAISER' held on 22nd February 2013 in Kolkata.

Curtain Raiser	22 February 2013
Last date for readying leather/ colour proposals	25 March 2013
First from LINEAPELLE	10 April 2013
Showcase	10 April 2013
MODEUROP Colour Club Meeting: Autumn Winter 14/15	23-24 April 2013
New season's Colour Card	May 2013

He presented the **Evolution of Colours for the Autumn Winter 14/15** season tracking Trends over the last two winters and the new season in address:

COLOUR	WINTER 12/13	WINTER 13/14	WINTER 14/15
BEIGES	Camel comeback!	Variation of off-whites	White tones become material
GREYS	Light-dark, warm and matte greys	Paleness of brushed metals	Grey tones are warmer and tarnished
BROWNS	Woody brown variations	Gradient of burnt browns	Browns are coppery and pinkish
RUSTS	Flamboyant autumn rusts	Soft coppery russets	Rusts continue their evolution
YELLOWS	Honey and Anis yellows	Monochrome of Ochre tones	Yellows become colder
GREENS	Deep conifer greens	Gradient of Winter Turquoise	Greens move towards emerald
BLUES	Universal variations of Indigo	Gradient of Ultramarines	Blue tones are everywhere at once
REDS	Crescendo of plum and crimson	Intense berry reds	Crimson reds are warmer

He then thanked all the synergy partners:



He also thanked the co-sponsors for their unflinching support



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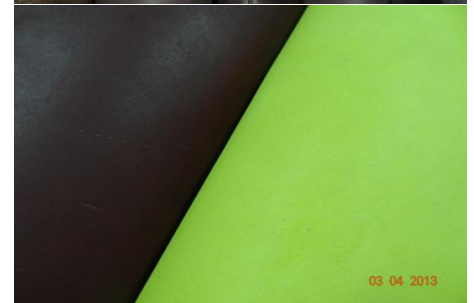
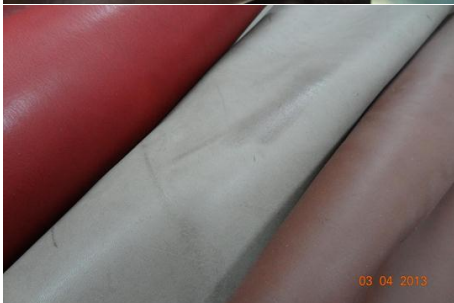
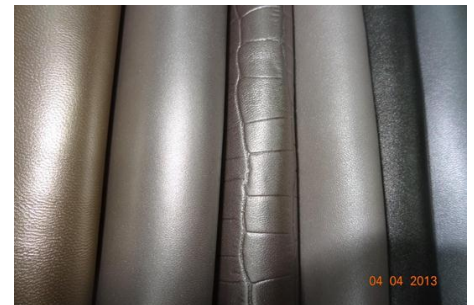
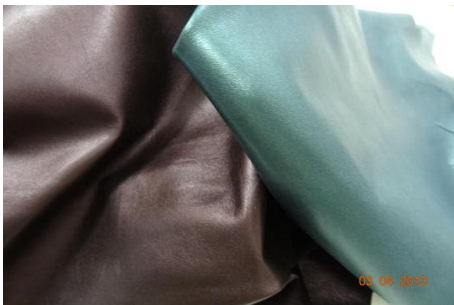


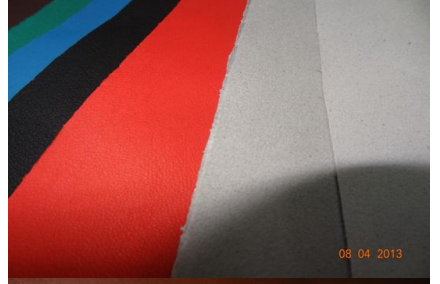
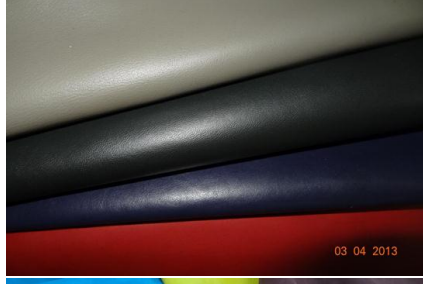
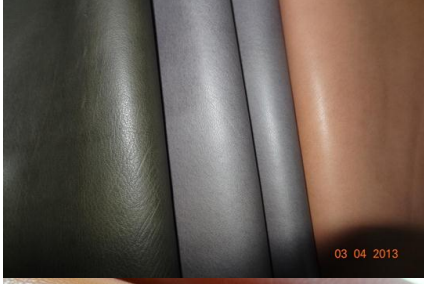
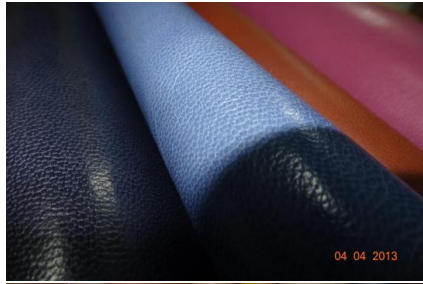
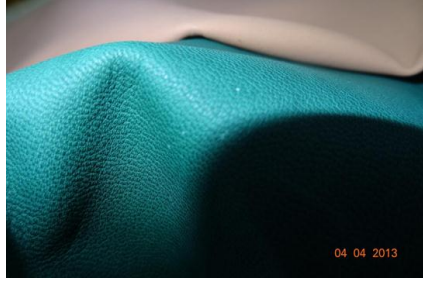
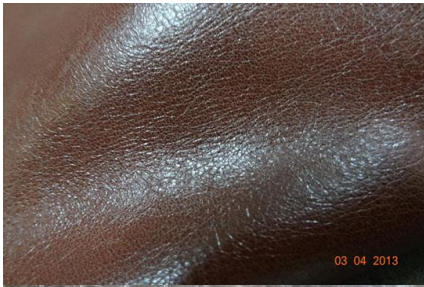
Last but not the least, he thanked all the 21 tanners for their unstinted and continued support to the MODEUROP endeavor.

Mocca-brown is a new “brown”

The finish/surface of the leather-colours is getting more and more important.
Means – not only the metallic are metallic, also a mocca-brown is a new “brown” if it has antique brushed two-tone effect or an antique-bronze metallized surface

Here are some of the innovative new developments from the participating tanners:







Leather Panel Convenor, Council for leather Exports urges CSIR-CLRI to advance the Calendar for the seasons.



Shri Yavar Dhala M, Convenor, Leather Panel, Council for Leather Exports urged to advance the seasonal calendar:

He highlighted that there were two types of Buyers:

The major brands who seek information from Indian Tanneries seek very early in the season. For example; Shri Yavar Dhala mentioned that the developments for the 'Spring Summer 2014' season were closed as early as January 2013 itself as these major brands would be finalizing the shoe silhouettes and the sales-man sampling currently with production of the orders beginning in the months of July 2013.

He added that LINEAPELLE was a bit late in the season and should arrive earlier.

On this subject, Shri Yavar Dhala urged CSIR-CLRI to present the Texture Trends along with the Colour Trends. He suggested getting influences from Textile Associations and also working with NIFT students on the development of Textures/ Surfaces.

He exhorted Team CSIR-CLRI to work asap on Spring Summer 2015 and be ready by May 2013.

He added that by doing this INDIA would be a step ahead in competition and address the global discerning leather buyers.



Shri KR Vijayan, President, Indian Shoe Federation responded to Shri Yavar Dhala stating that a LEATHER INCUBATOR has been suggested in the XII Five Year Plan proposal under the 'Design Needs of the Indian leather Sector.'

A brief presentation on the White paper on the Design Needs of the Indian Leather Sector as well as the Leather Incubator was made to the Convenor, Leather Panel, CLE.

President, Indian Shoe Federation requested Council for Leather Exports for follow-up on the WHITE PAPER on the Design Needs of the Indian Leather Sector.

PHOTO-GALLERY





First from LINEAPELLE: Spring Summer 2014 season
is now also available on

www.indiadesignclub.com