The Destination

SPRING / SUMMER
2017

BvA
Magic of the Modern Child

Observing the world in its current stage, change seems to be the essence of the century. The age of consequences is lying ahead and society is preparing for radical change. Mentally, people are reaching a point where their highly rationalised mind-set experiences a tendency towards therapeutic simplicity. Thinking about nature, developments such as the “Humanifesto” and the Climate Top in Paris showcase today’s attempts to retain the world from its downfall. Looking at technology, current robotic and space-travel developments have identified this age as ‘The Second Machine Age’ and change the perspective on human life.

Change has often been hold down by the overpowering of fear, rules and ratio. In order to circumvent these barriers and to approach this trend with a positive vision, this forecast predicts a future where change is analysed through essence of children’s fantasy. This ‘essence’ is ruled by a variation of motives, which are individually imprinted on different subs of the forecast.

Using these motives as a starting point, four various sub-trends derive which all give attention to a different field of change. The motive Believe in a dream is imprinted on “The Destination” and portraiture the effect of the second technological revolution on society. Play Theory is liked to PLEASE PLAY MORE and indicates a future where society approaches life with fun, joy and simplicity, rather than with ratio. Solvation matches up with “I am the Woods” and showcases the new acceptance and adaptation of nature in order to solve the damage that has been done. The motive for the Under pressured ‘me’ is matched up with “Dear Morality” and pinpoints the new sense towards a genderless society.
Please Play More
Play Therapy: Creating the future with a compulsive approach and a joyful mindset.

Dear Morality,
Suppressed Ego: The equalization of the individual within a unity.

The Destination
Believe in a Dream: A forceful portrait of women’s emancipation towards robots.

I am the Woods
Solvation: A tale about the reinvention of nature through the eyes of a curious explorer.
The world is in a stage where the future might be determined by technological developments. We are standing at the entrance of a new age, one that could be identified as the second machine age. This age makes way for robots with the appearance and characteristics of human beings. It also creates the possibility of moving to places out of space. The world is expanding by the access technology creates. These developments change the perspective on life. It causes excitement but it also brings a certain fear and insecurity along. A fear created by the possibility of robots taking over positions and our beings.

As a reaction a next emancipation of women has arisen. Not as in the twenties in relation towards men, but towards robots. Women have created a strong desire to overpower these creatures. They have put themselves on a pedestal and use their capabilities, flexibilities and sexual abilities to stay in the center of attention. They start envisioning themselves as superwomen.

This new emancipation predicts a portrait of a modernized scene of the roaring twenties where characteristic elements of that time period such as the art-deco movement and the obvious presence of technology will make their reappearance. Therefore enriched surroundings such as carved marble and bedded sofas inspire into various materials with a rich 3D exterior. The robust aspect of these scenes creates strong boxy shaped silhouettes, which serve to fortify female’s character. Getting inspiration from technological and fragile but powerful detailing of chips, wiring kind of materials such as clean laser cut lace and vivid flockprints become important and create a more elegant second layer. Thinking about the revolutionary possibility of traveling to space, lightweights, inspired by spacesuits, will make an appearance and pursue the boxy power silhouette. The importance of the technological area and the change of perspective are translated through materials with mirroring and reflective qualities.

The color range has a sense of luxury with rich lipstick red, slick brown, intense black and golden whites. Important are corresponding colors to light such as copper orange and reflective silvers. Light weighted materials are processed through the color card and cause a white deception.

**Statement:** Active wear with the appearance of luxury wear

**Market:** Women, Young Women
Lines of Energetic Force
The prominent metal force of computer chips and art-deco scenes is translated into surfaces with clean line reliefs, gilded reflections and technical plastics with detailed inlay features. Implementing these into clothing creates silhouettes with an radiant and energetic sportive appearance.
Wired Circles

To underpin the fragile but rich detailed element of technological wiring, refined lace-like textiles will make an appearance. Floating yarns, secure laser cut silks and detailed relief knits are serving as an interpretation on the rich graphic appearance of wired systems.
The Superior Character of Hair
The characteristics of hair are becoming important through the element of human perfection. The purity and smoothness of its texture is adapted in multiple materials such as a soft hairy weave and a high shine silk. Important when applying these to clothing is the retaining of the powerful, glossy and integral element.
Sculptured Dimension
The dimension and force of sculptured craft inspires into silhouettes with the same solid appearance and clean-cut outlines. To encourage these silhouettes, materials are featuring depth and trimmed edges and understand the importance of loosing their detailing to emphasize.
Authorized Pliability

To emphasize female’s strength, flexibility and the sensuous future of their powerful curves, materials with a sexual elastic appeal like a heavy draped latex become key for the season. High shine patents are supplementing these elastics to add an erotic glossy touch.
Rhythmic Bendiness

The technical and rhythmical bendiness of the female body evokes into micro-grid prints and perforated fabrics such as clean spacers and spongy polyesters.
Space Odyssey

Metallic silver becomes a core color because of its futuristic appearance and its mirroring dimension. Most important are icy and pearly white tones, which are featured in materials such as reflective leather and lurex yarn. To increase silvers power effect, the color is meant to be applied on full silhouettes.