

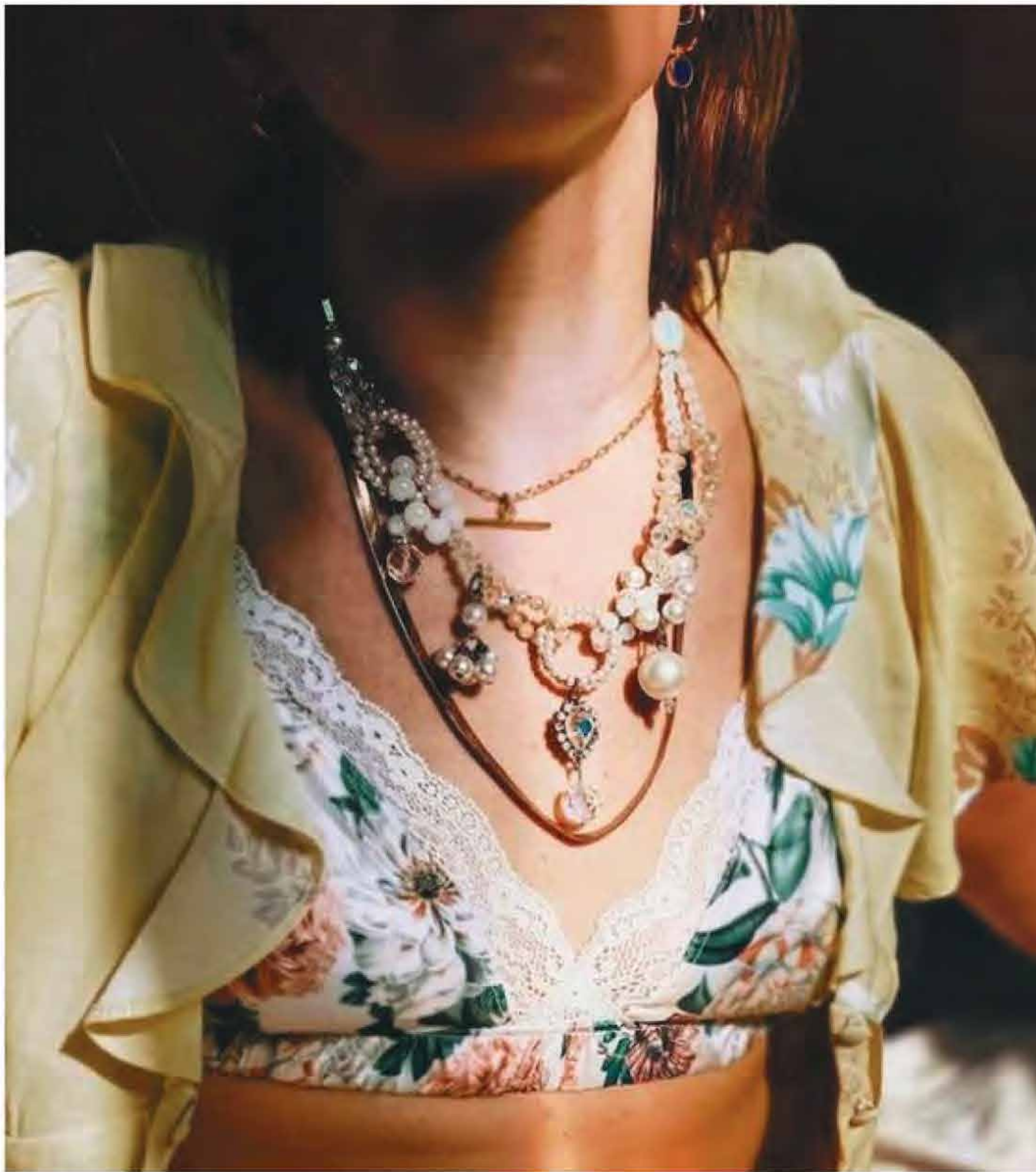


AW22 Design Direction

Prints & Graphics



Market Direction



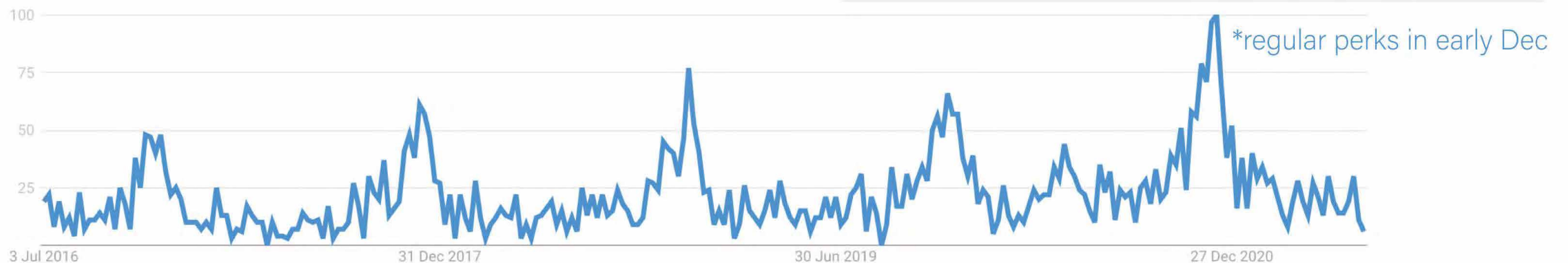
Recovering from the economic dynamics, customers have become more investive in their lingerie under the “buy less, wear longer” ideal. Prints in **sleepwear** and **men’s underwear** have significantly gain populance for people to enjoy wardrobe fun at home.

Playing with prints & graphics take more emphasis on **timeless design** that experiment more with **texture** and **sustainability**. By utilizing **digital printing**, deadstock fabric could be updated with least pollution done to environment, promoting good cause for brands.

Global google searches with the biggest increase in search frequency in last 5 years

1	printed boxers for men	Breakout
2	printed underwear for men	+250%
3	printed underwear	+140%
4	printed underwear mens	+100%
5	jockey printed boxers	+90%

Global google searches of printed sleepwear in last 5 years



Lustrous Minimal



Marine Serre

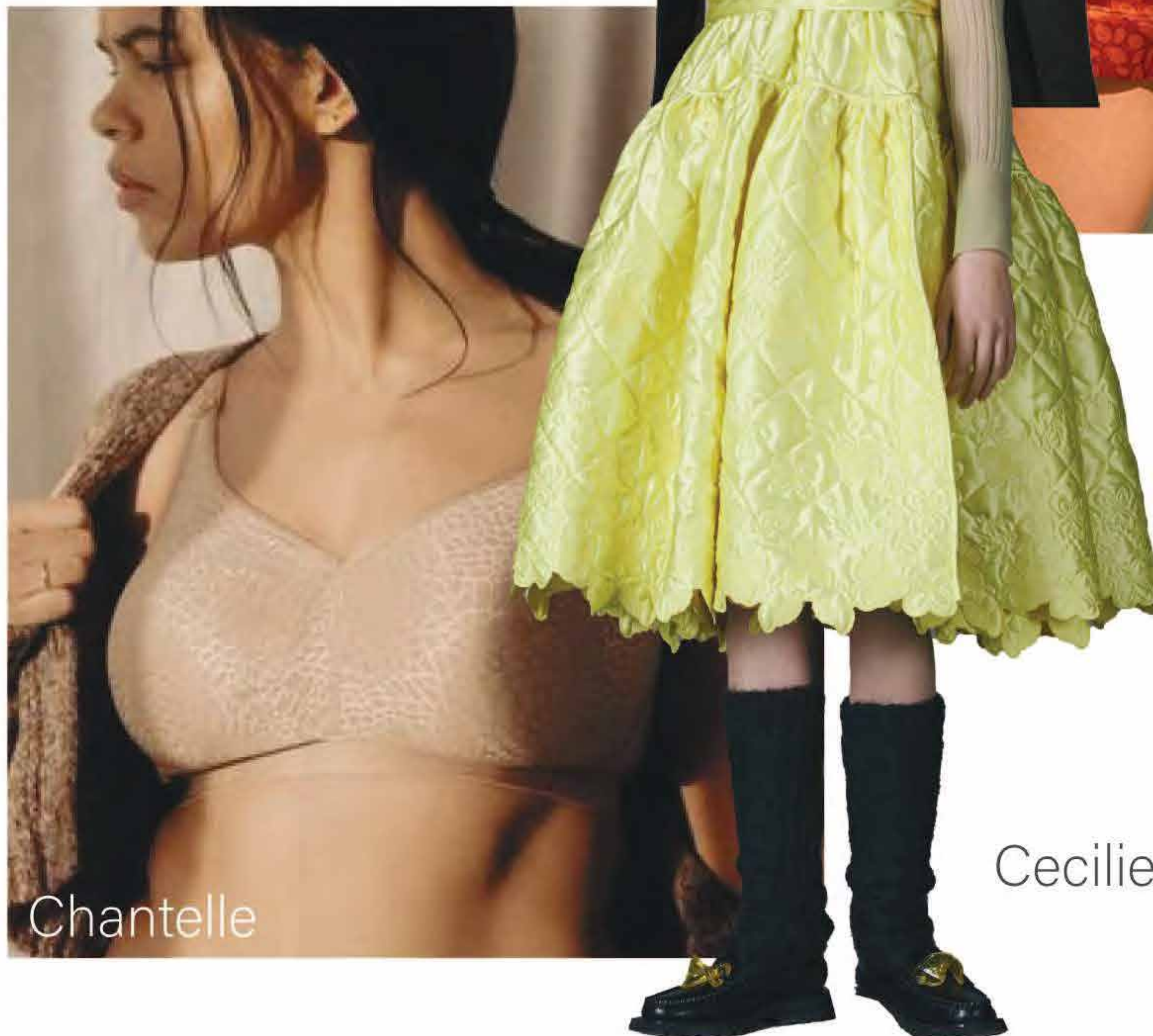


Zadig & Voltaire

Eres



Saint Laurent



Chantelle

Tom Ford

Cecilie Bahnsen

19-4004 TCX

19-1321 TCX

17-1505 TCX

16-0940 TCX

14-4107 TCX

11-4201 TCX

18-1436 TCX

Patterned lustre in monotone for luxe leisure alternative for smooth cups.

Select **jacquard brocade** or **embossed velvet/satin** as main fabric. Choose pattern from abstract stripes to simple animal for everyday basics.

Countryside Flannel



Alice + Olivia



Vivienne Westwood



Longchamp

Zimmermann



Dsquared2

Outdoor colours as in sportswear hues for warm flannels.

For a more wintry vibe, print partial **flockings** on prints **for twill knit**; or print on **brushed micro** for flannel handfeel.

18-1550 TCX

11-4201 TCX

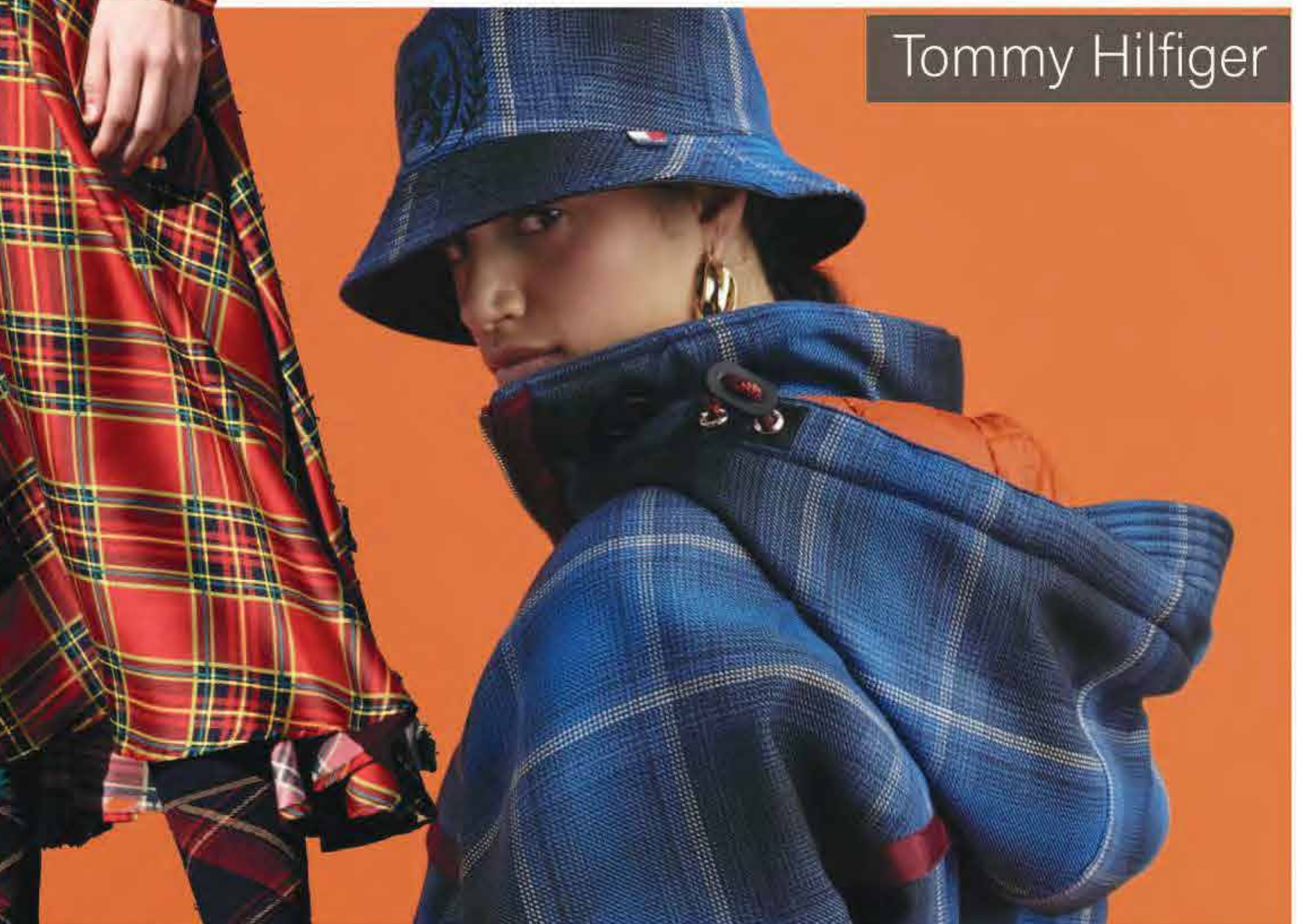
18-1160 TCX

19-5917 TCX

19-4120 TCX

19-3748 TCX

17-2617 TCX



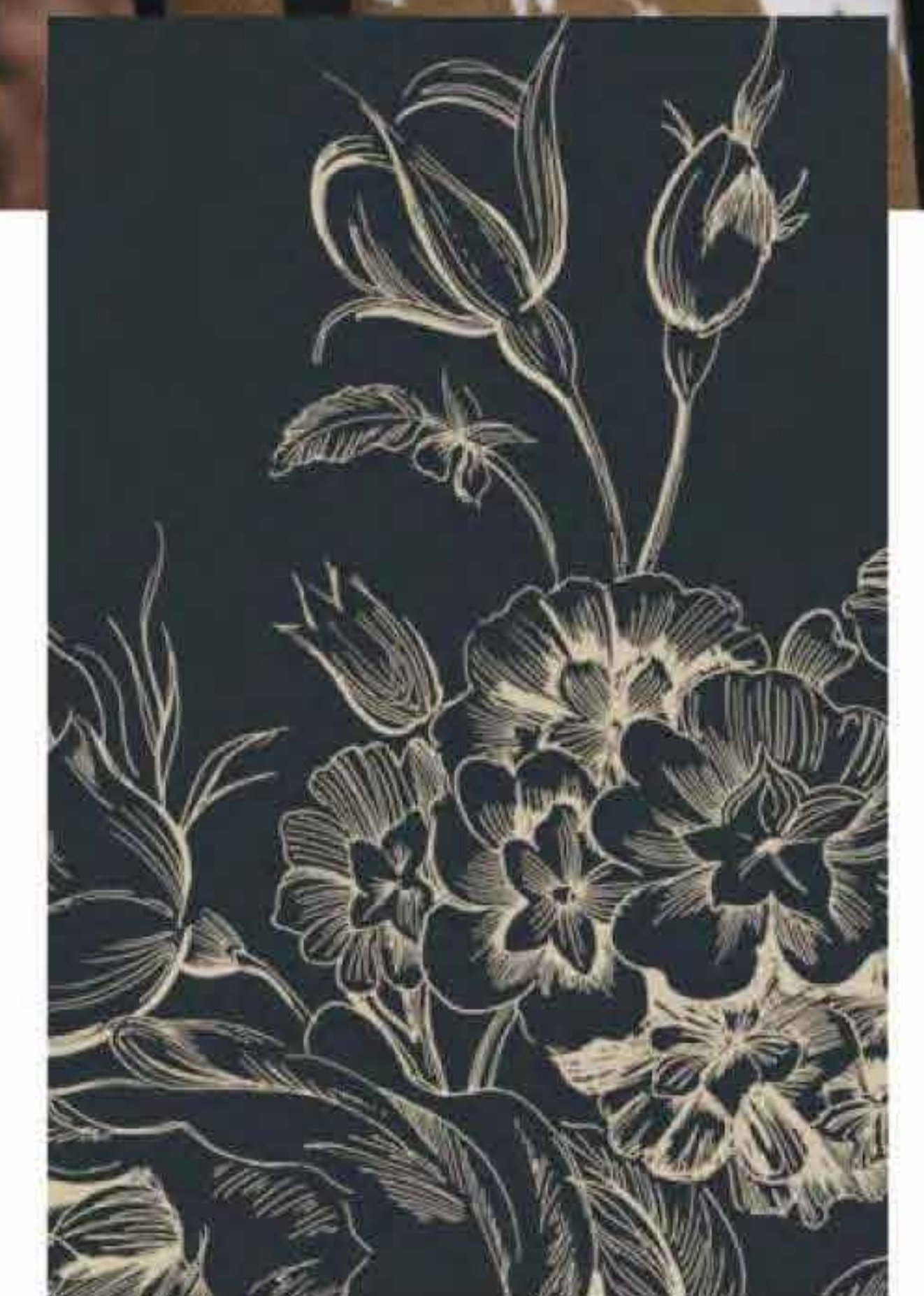
Tommy Hilfiger

Antonio Marras

Silent Botanist



Adidas X Stella McCartney



Fill the wardrobe with serenity in peaceful botanic print, stick to a limited palette of **calming colours**.

With **defined lines drawing** or neat **plants silhouette**, focus more on creating shapes by using slashes and colour blocks.

19-4004 TCX

19-3748 TCX

19-4120 TCX

19-5917 TCX

16-0940 TCX

11-4201 TCX

18-1340 TCX

Wilderness Ditsy

Paul & Joe



Sprinkles of florals on a **dark background** as a everyday print for fall winter, bouquet in soft colors with a **hint of mauve**. To elevate the garden look, pair with **ditsy lace and picots**.

11-4201 TCX

18-1160 TCX

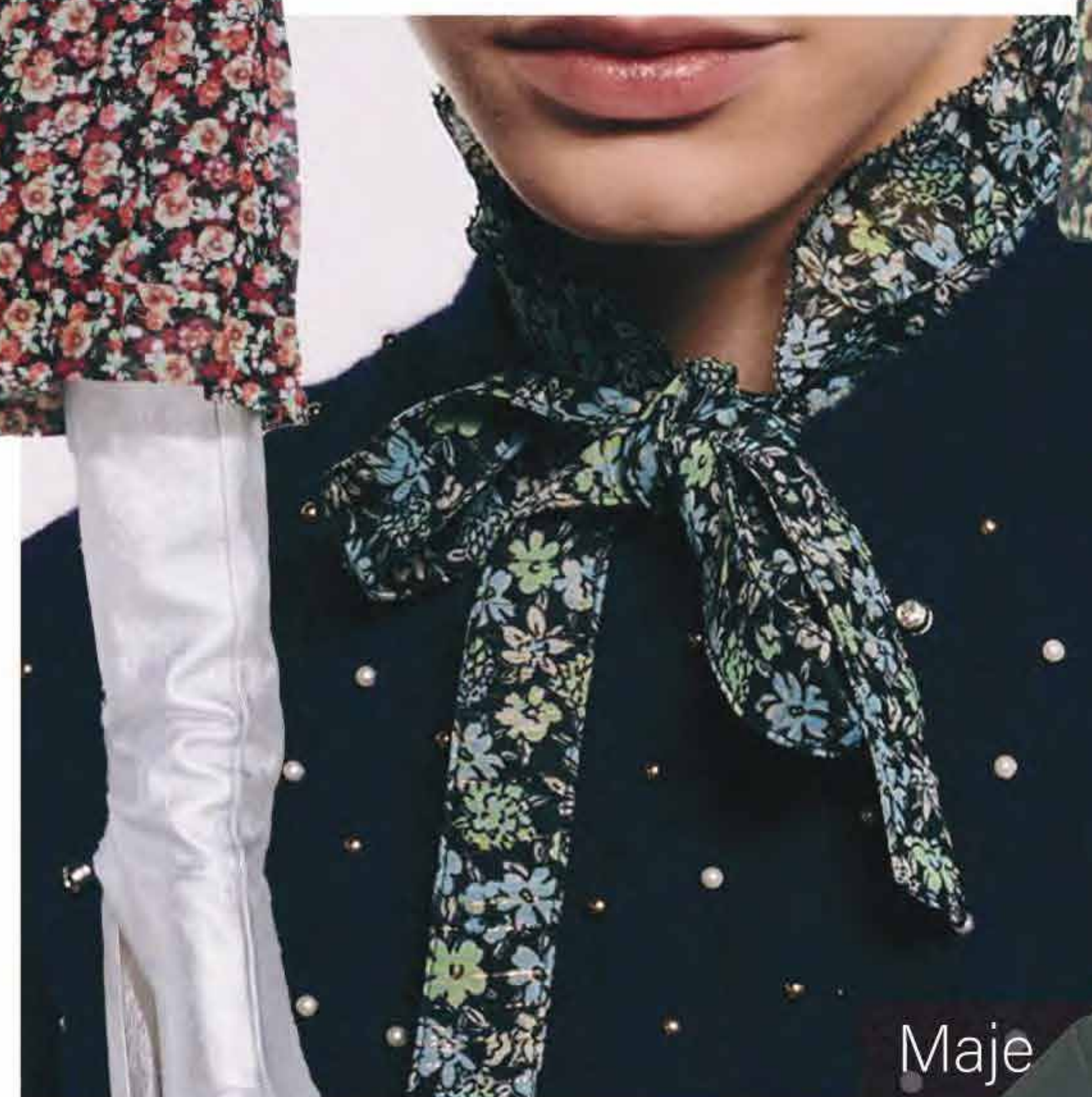
19-5917 TCX

15-4309 TCX

17-1505 TCX

19-2428 TCX

18-1436 TCX



Animal Mix

Roberto Cavali



MOSCHINO



Lanvin



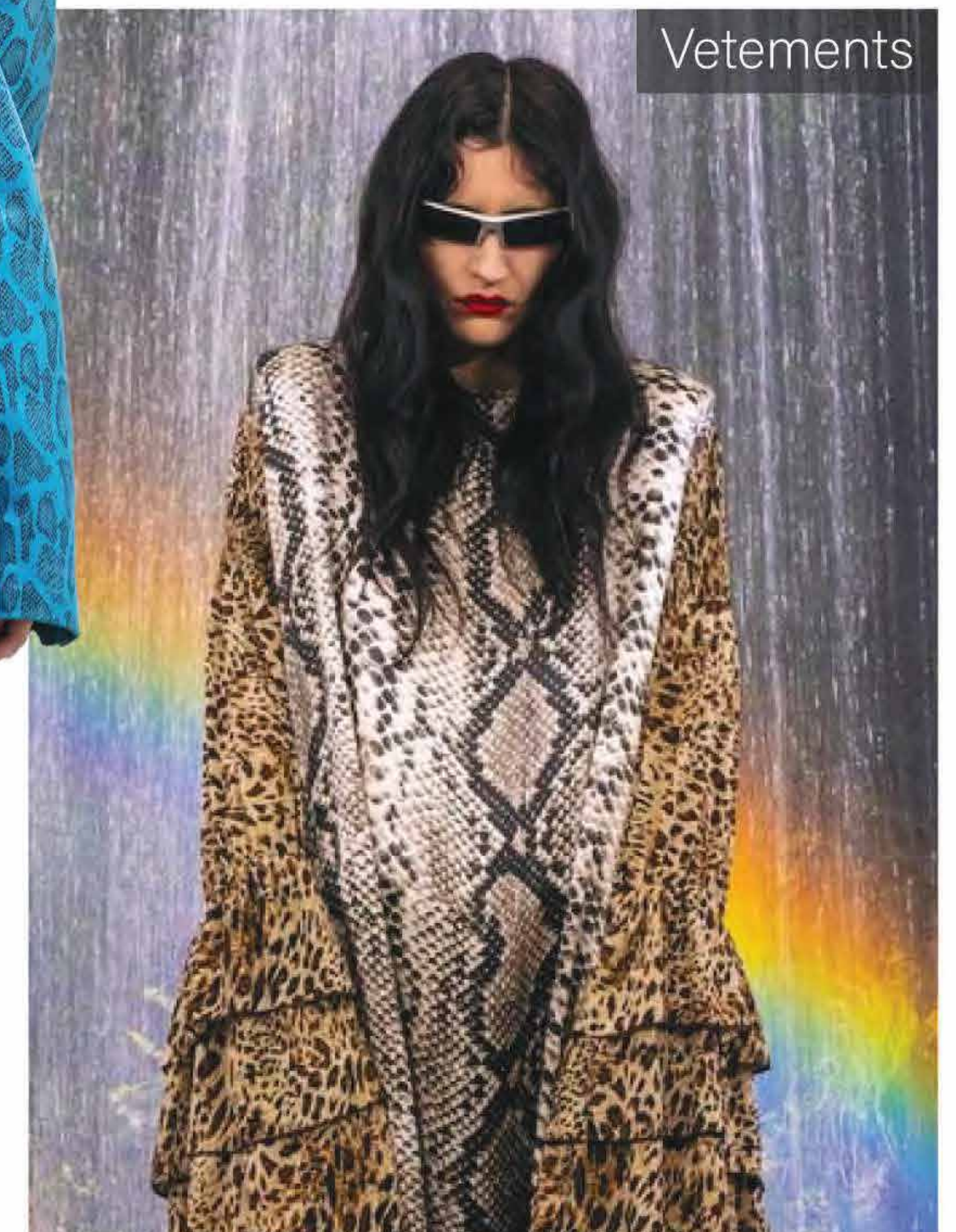
Kim Shui



Anna Sui



Vetements



Annakiki

14-4107 TCX

19-4004 TCX

19-4120 TCX

17-5513 TCX

11-4201 TCX

16-0940 TCX

18-1160 TCX

Animal Mix

- Louder colour combos
- Larger scale
- Mix print with various Animals:
 - Leopards
 - Cobra
 - Giraffe
 - Tiger Stripes
- For more simple design, focus on texture:
 - Print on lace
 - Foil print
 - Burnt-out on 2 colours interlock
 - Allover Lace
- Mix prints with other trendy elements as fusion prints:
 - Tie-dye
 - Heart shapes
 - Watercolor texture
 - Kiss silhouette

Diane Von Furstenberg



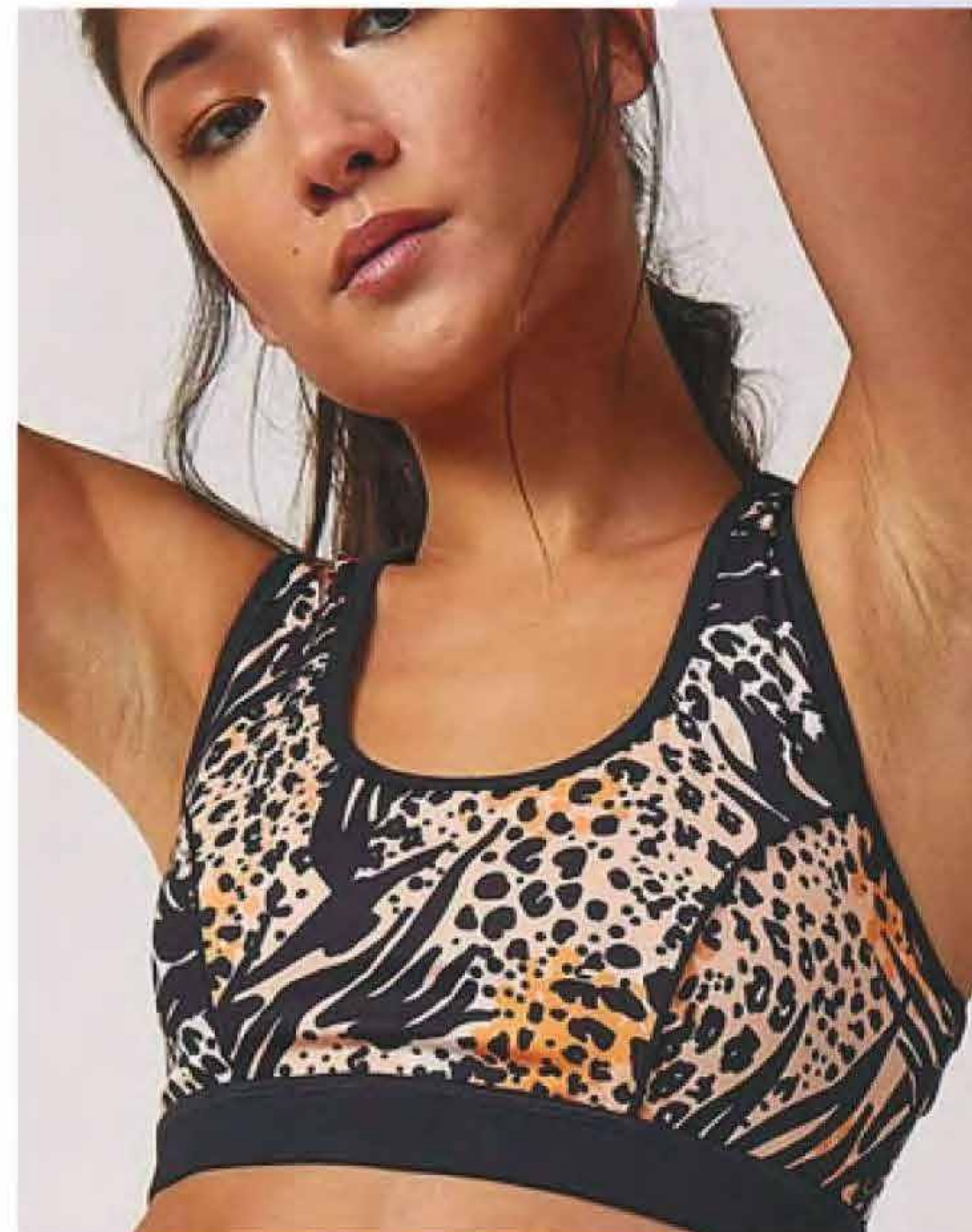
Tiger Stripes + Tie-dye

Hanky Panky



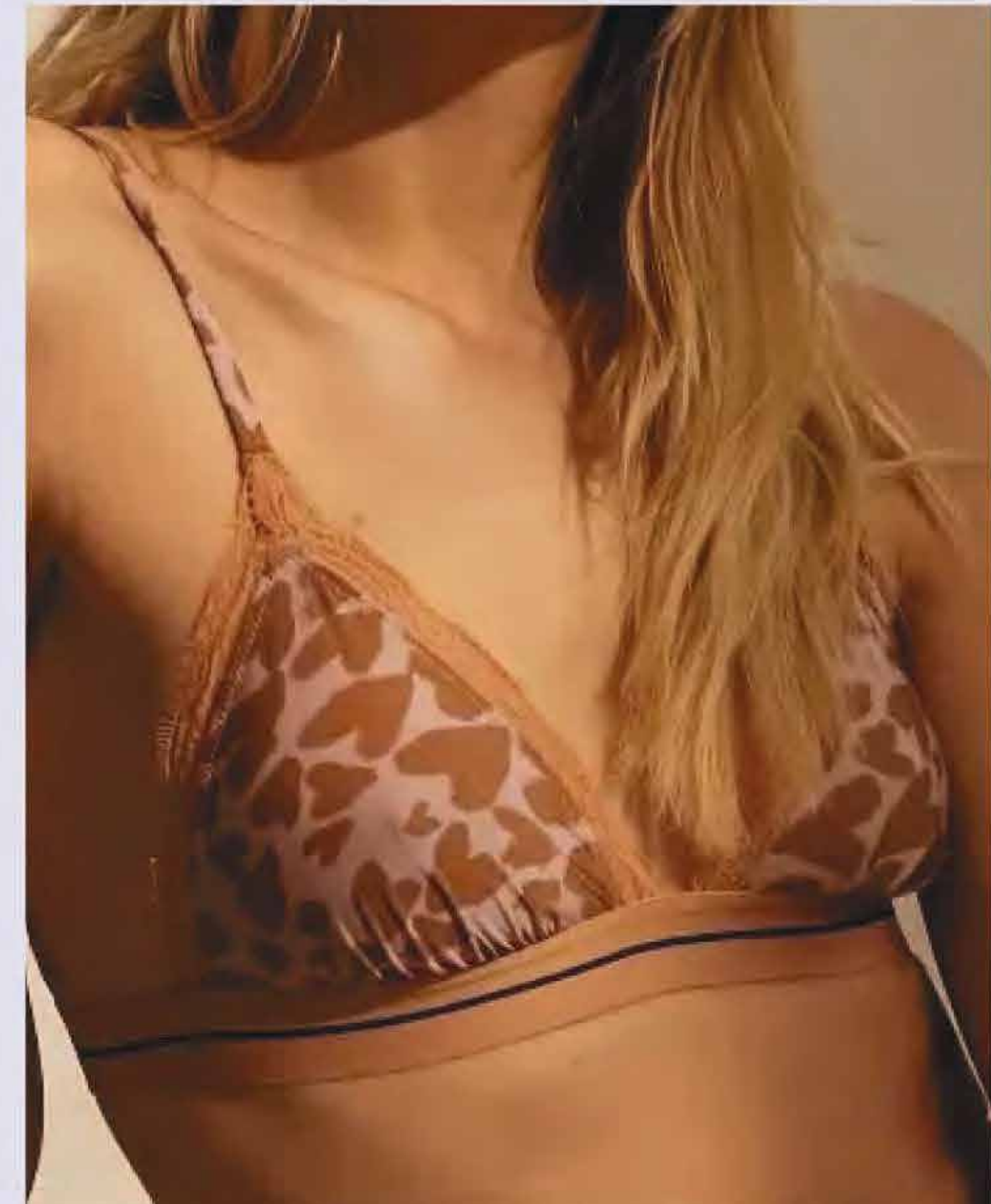
Zebra Print on Lace

Wolf & Whistle



Tiger Stripes + Leopard

Love Stories



Heart Leopard with Lace

Animal Mix

Daily

Fashion



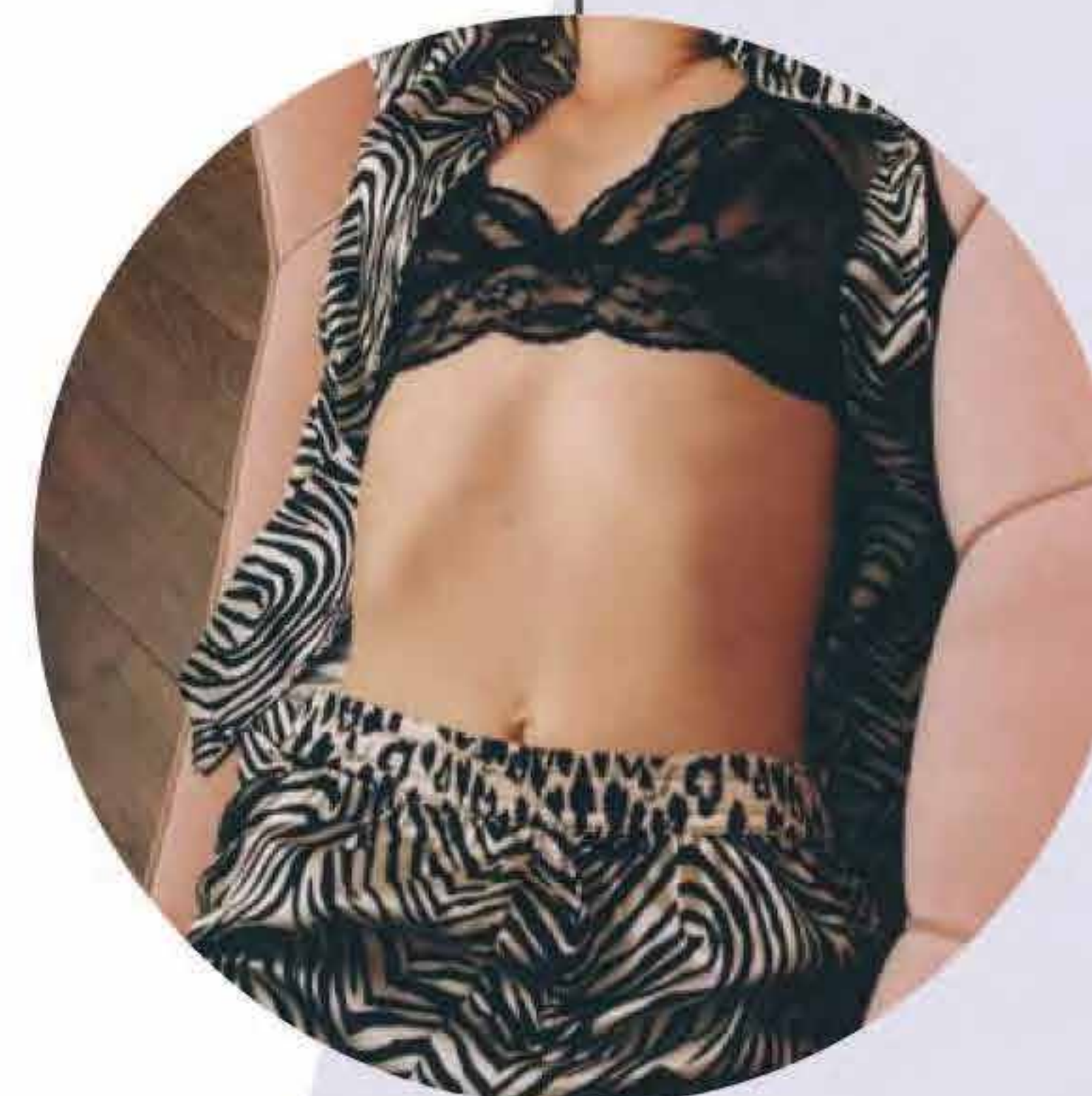
Tonal Prints with
Wide Elastic



High Contrast
Allover Print



Bright Pop Tonal



Mixed Animal Tonal:
Zebra + Leopard



Contrast Brights



Contrast Lace Trims

Impressionist Floral

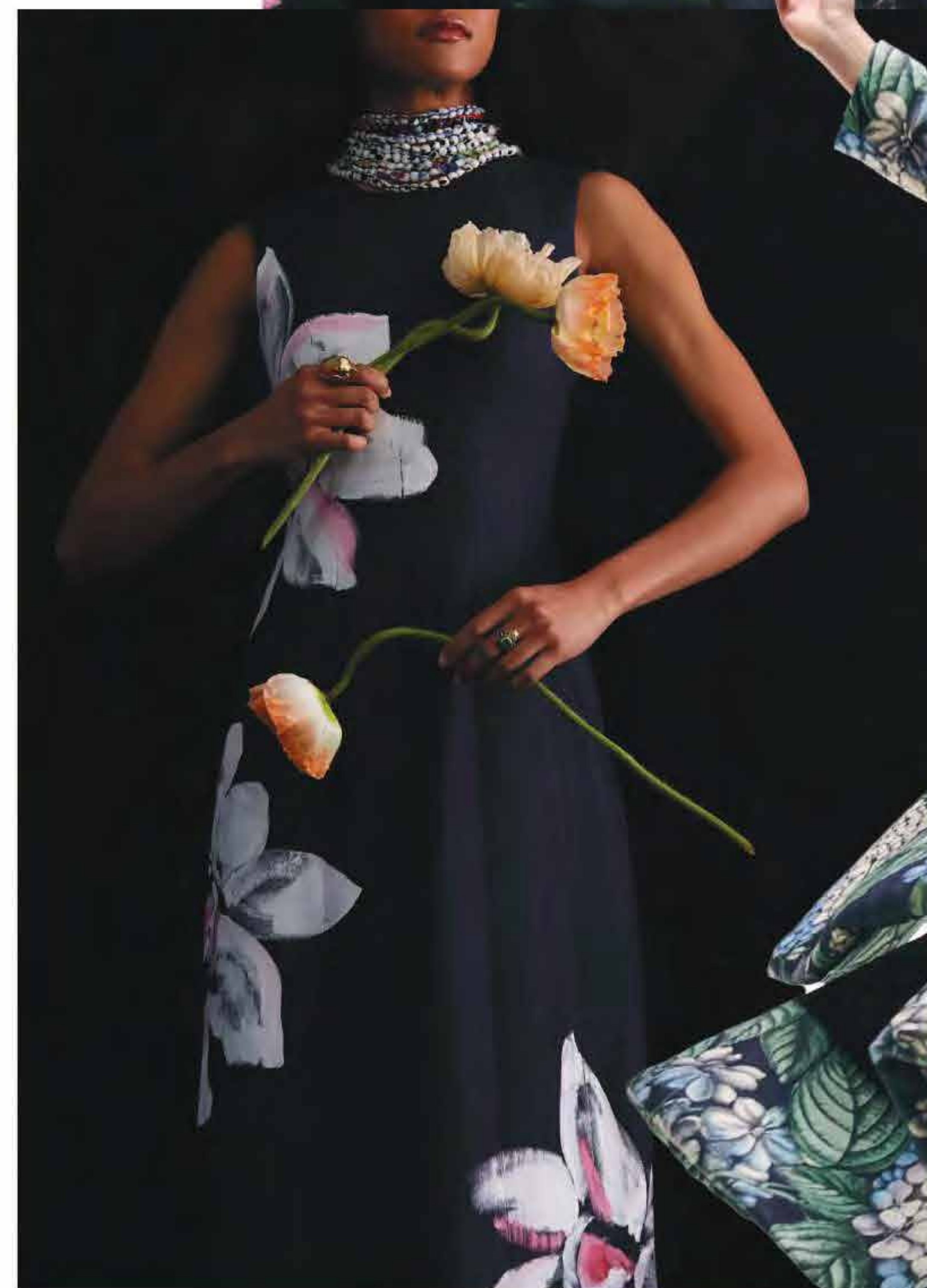
Alexander
McQueen



MSGM



ERDEM



Jonathan Cohen



KENZO

15-4309 TCX

19-4120 TCX

19-5917 TCX

17-2617 TCX

18-1550 TCX

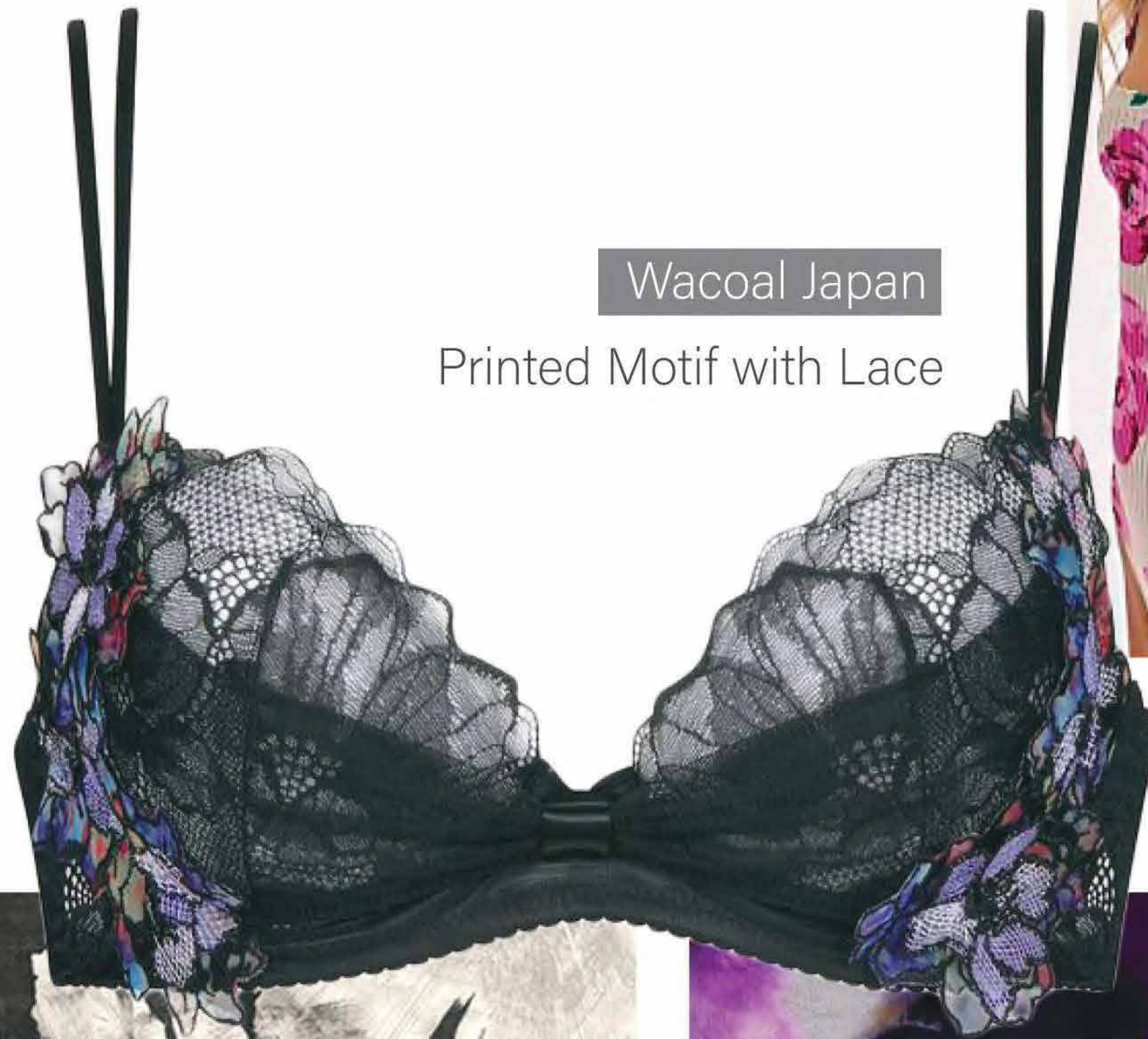
19-2428 TCX

17-1505 TCX

Impressionist Floral

Update floral pattern with **artsy touch**, and play with **basic texture fabric** to balance out complexity. For more delicate styles, mix lace with vibrant printed **lace or embroidery**.

Adapt **digital print** with **large repeat** of the prints to show drawing details.



Wacoal Japan

Printed Motif with Lace



Free People

Oil paint floral on ribs



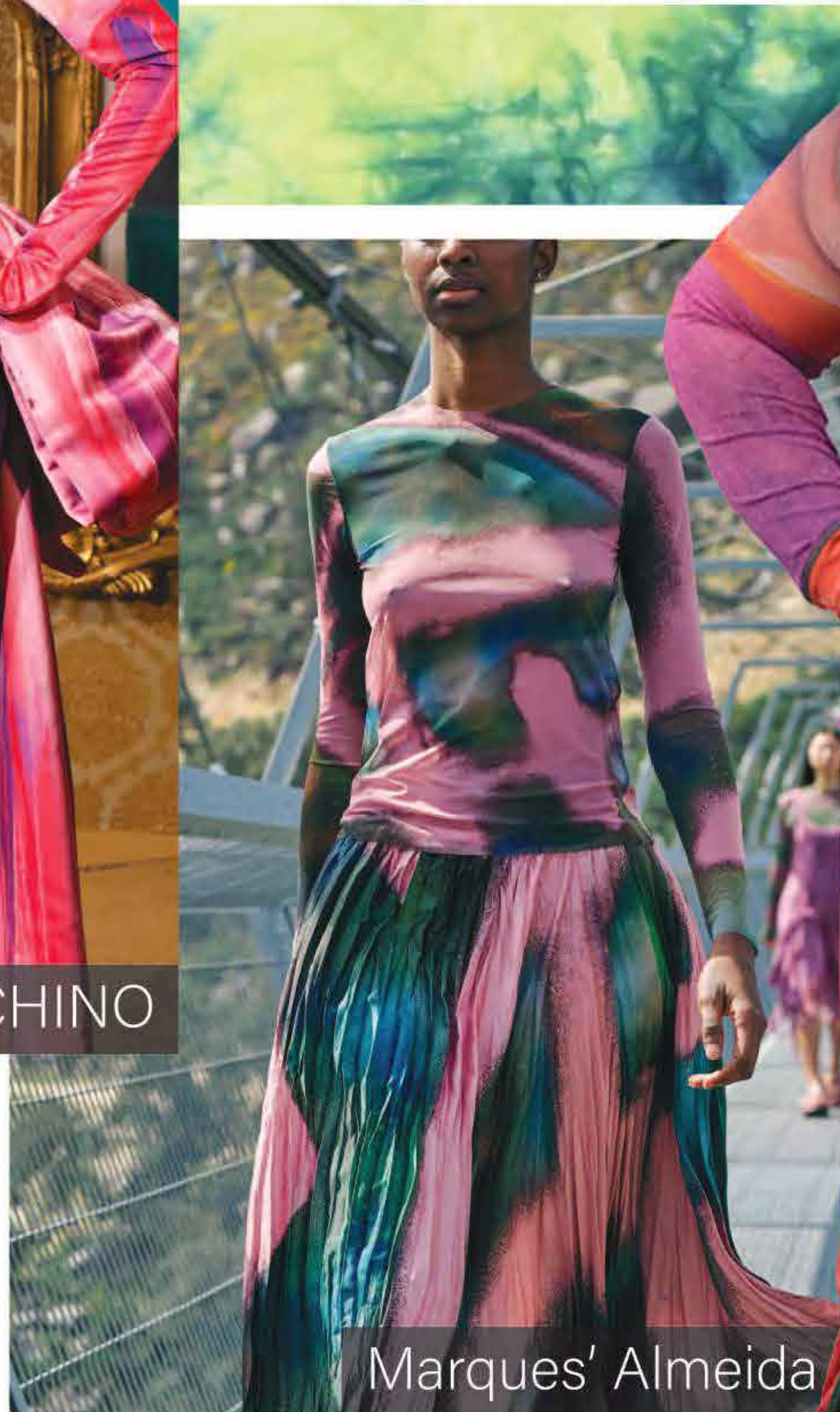
Maison Lejaby

Drawn floral on mesh



Fleur du Mal

Washed Violets



17-2617 TCX

19-2428 TCX

18-1550 TCX

17-5513 TCX

12-0435 TCX

19-3728 TCX

15-4309 TCX

As an elaboration of tie-dye, **acid-washed colors or watercolour blends** offer a fashion yet wearable print to customers. Color themed in **magenta or purple**, with a mix of color such as lime as contrast or neighbour hues such as a cobalt and pink.

Persian Autumn



Advocado

Paisley/bandana print in fall hues with tribal graphic reference.

Touch up with **embroidery** or **jacquard elastic** to elevate mood, also apply on **cotton/suede** for a natural impression.



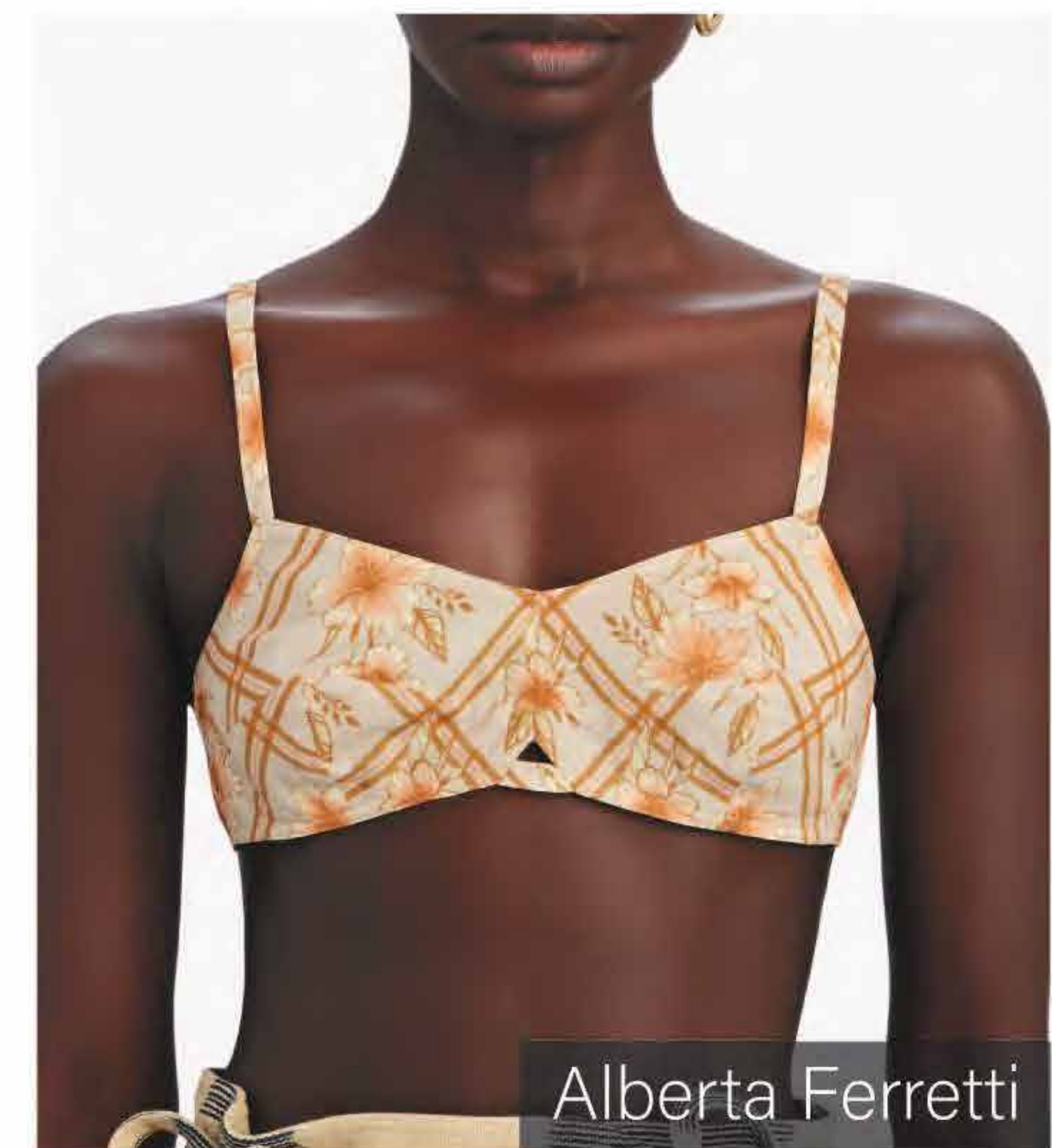
For Restless Sleepers



Etro



Love Stories



Alberta Ferretti

19-5917 TCX

18-1550 TCX

18-1340 TCX

18-1436 TCX

19-1321 TCX

16-0940 TCX

18-1160 TCX

Zigzag Spectra

Fendi

Missoni

Emperio Armani

Area

Argos

Underprotection

18-1160 TCMX

17-5513 TCMX

16-0940 TCMX

11-4201 TCMX

18-1340 TCMX

19-1321 TCMX

14-4107 TCMX

Contemporary zigzag occupied AW22 runways with infusion of furs, knit and **herringbone** fabric. To adapt the pattern in intimates, source for **semi-satin jacquard** or **jacquard mesh**. Add youthfulness in by transforming straight lines to **doodle-like brush strokes**.

Geometric Suite



19-4004 TCX

19-1321 TCX

18-1550 TCX

17-2617 TCX

19-2428 TCX

14-4107 TCX

16-0940 TCX

As retro hype lingers, 70s pattern paves to be the centre of AW22. **Colour-blocked graphics** with touch of red or monotone. **Logo or name incorporated** into prints also empower brand identity. Print on less stretchy fabric for high sharpness.

Houndstooth Reworked



Saint Laurent



Alice + Olivia



Fendi



Adidas X NAGNATA



Intimissimi

19-4004 TCX

19-2428 TCX

16-0940 TCX

17-1505 TCX

12-0435 TCX

17-5513 TCX

14-4107 TCX

Houndstooth hit the AW22 runway with forms of presentation. To bring this trend to intimates, **rearrange houndstooth pattern** or present in **flockings/burnt-out** for less a outer-wear graphics. Choose **bright/pastel color** to contrast black for **sports**.

Oriental Tale

For Restless Sleepers

Victoria
Beckham

Kim Shui

Proenza Schouler

Marine Serre

Khaite

19-5917 TCX

19-4120 TCX

11-4201 TCX

15-4309 TCX

19-1321 TCX

18-1550 TCX

18-1160 TCX

Acceptance for foreign cultural gains with global cultural exchange. Brands are referencing East Asian arts and graphics from **ink art** to **empire brocade**. **Printed velvet, satin and mesh** retains ancient luxe with modern touch.

Star Trails



19-4004 TCX

19-4120 TCX

14-4107 TCX

16-0940 TCX

17-1505 TCX

15-4309 TCX

Celebrate festivals with **arranged shimmers**. Apply printed **glitter/ foil/rhinestone** on mesh or jacquard fabric.

For a more daily approach, use **striped lurex** fabric

Coloro

core neutrals

19-4004 TCX

19-1321 TCX

17-1505 TCX

16-0940 TCX

14-4107 TCX

11-4201 TCX

19-3728 TCX

15-4309 TCX

19-4120 TCX

19-5917 TCX

17-5513 TCX

12-0435 TCX

18-1160 TCX

18-1340 TCX

18-1550 TCX

18-1436 TCX

17-2617 TCX

19-2428 TCX

seasonal hues

Summary

Everyday

Occasional



● Lustrous
Minimal

● Countryside
Flannel

● Silent
Botanist

● Wilderness
Ditsy

● Animal Mix

● Impressionist
Floral

● Washed
Violets

● Persian
Autumn

● Zigzag
Spectra

● Geometric
Suite

● Houndstooth
Reworked

● Oriental Tale

● Star Trails