



# BODY CONTRASTS

BASED ON THE NEWS TO AND AROUND MBFWA 2015

FASHION AND SOCIETY FIT TOGETHER SEAMLESSLY: THE MERCEDES - BENZ  
FASHION WEEK AMSTERDAM JANUARY 2015 MBFWA HAS BEEN OUR  
STARTING POINT FOR SIGNALLING TRENDS, WHICH OCCUR IN OUR  
SOCIETY. ON BEHALF OF TRENDPIT, WE HAVE BUNDLED THESE TRENDS IN  
THE TRENDBOOK BODY CONTRASTS. WE WANT TO THANK TRENDPIT FOR THIS  
AMAZING OPPORTUNITY TO IMPROVE OUR SKILLS AS JUNIOR  
TRENWATCHERS. ALSO WE WANT TO THANK VERA VAN HET HOF,  
DANIELLE BRUGGEMAN AND BODIL JURG FOR ALWAYS SUPPORTING US  
DURING THE WHOLE PROCESS. AND LAST BUT NOT LEAST ALL THE OTHER  
JUNIOR TREND WATCHERS FROM TRENDPIT, WHO ASSISTED US DURING THE  
MBFWA 2015 AND HELPED US WITH THE FURTHER DEVELOPMENT OF THE  
CONTENT OF THIS BOOK. WE HOPE TO TAKE YOU WITH US ON THE  
JOURNEY THROUGH ALL OUR FINDINGS.

MAUD VAN AARSEN  
MARIJKE BLEIJSWIJK  
LIZA DIJKMANS  
ANNE DE ROOIJ

WE ARE STUDENTS OF FONTYS INTERNATIONAL LIFESTYLE STUDIES

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THE PURPOSE OF THIS TRENDBOOK IS TO UNRAVEL THE DAILY SYSTEM AND INDICATE SOCIETAL TRENDS. BODY CONTRASTS TELLS THE STORY ABOUT HOW WE DEFINE OUR BODIES AND THE WAY IT IS COVERED. THIS IS THE FUNDAMENT OF THE TRENDBOOK YOU ARE ABOUT TO READ. THE JUNIOR TRENDWATCHERS STARTED THEIR RESEARCH DURING AND ON THE MERCEDES BENZ FASHION WEEK AMSTERDAM HELD IN JANUARY 2015. THEY DIVED INTO THE WORLD OF FASHION BY WATCHING CATWALK SHOWS, THE PEOPLE WHO VISITED THE SHOWS AND BY VISITING OTHER FASHION - RELATED EVENTS. THE JUNIOR TRENDWATCHERS DIDN'T ONLY LOOK AT THE BEAUTY OF THE DESIGNS, BUT ESPECIALLY EXPLORED THE STORY BEHIND THE DESIGNS. IN THIS WAY THEY WANTED TO SHOW THE WORLD THAT FASHION IS NOT SUPERFICIAL, BUT INSTEAD IT'S A DIRECT REFLECTION OF OUR SOCIETY AND A REACTION TO THE CURRENT ZEITGEIST.

MANY DESIGNERS BROUGHT AWARENESS TO POLITICAL AND SOCIAL ISSUES WITHIN THEIR COLLECTIONS. INTERESTINGLY ENOUGH, THE DESIGNERS WERE LOOKING IN COMPLETE OPPOSITE DIRECTIONS. WHILE ONE WANTED TO RETURN TO CALM IN A BUSY SOCIETY, THE OTHER ONE WANTED TO GET LOST IN ALL THE CRAZINESS. IT WAS EVIDENT THAT THERE WERE CONTRASTS IN THE WAY DESIGNERS COVERED THE BODY. JUST LIKE THE WAY IN WHICH FASHION DESIGNERS SHOWED OPPOSITE DIRECTIONS, A SOCIAL TREND ALSO CONSISTS OF A CONTRAST. THERE IS ALMOST ALWAYS A COUNTERTREND OCCURRING AT THE SAME MOMENT.

THE CONTRASTS FOUND ON THE MBFWA ARE FURTHER INVESTIGATED BY SPOTTING SIMILAR SIGNALS (MICROTRENDS) IN OTHER INDUSTRIES. AFTER THE MBFWA THE JUNIOR TRENDWATCHERS USED THE CROSS CULTURAL ANALYSIS METHOD, TO CLUSTER THE FOUND TREND - SIGNALS AND EXAMINE OTHER INDUSTRIES. BY UNDERPINNING THE CONTRASTS THAT WERE FOUND ON THE MBFWA WITH SIGNALS OUT OF OTHER INDUSTRIES, THESE CONTRASTS WERE FORMED INTO TRENDS.

THE TRENDS IN THIS TRENDBOOK ARE MACROTRENDS. THEY ARE AIMED AT CONSUMERS AND BASED ON VALUES AND NEEDS. TO UNDERPIN THESE MACROTRENDS PROPERLY THEY ARE LINKED TO A MEGATREND. A MEGATREND IS FOCUSED ON THE WORLD AND SOCIETY. THE TRENDS WITHIN BODY CONTRASTS REFLECT OUR DAILY SYSTEM AND THE CONSTANTLY CHANGING WORLD WE LIVE IN. THE THREE CLUSTERS IN BODY CONTRASTS CONSISTING OF TWO COUNTER TRENDS ARE:

HOPEFUL FANTASY VS. CONTROLLING REALITY  
DIGITAL BLEND VS. ORIGIN UNITY  
TIMESCAPING VS. TIMEREALISATION







## CONTROLLING REALITY

### AWARENESS

CURRENTLY WE ARE MORE AWARE ABOUT WHAT HAPPENS IN THE WORLD NOWADAYS. DAY IN DAY OUT WE GET CONFRONTED WITH SOCIAL ISSUES AND WORLD PROBLEMS, WHICH STIMULATES US TO SOLVE THESE PROBLEMS OR TO FANTASIZE ABOUT HAPPINESS. WE ALL FEEL MORE RESPONSIBLE FOR WORLD PROBLEMS CURRENTLY, BECAUSE THE HUMAN HAS THE BIGGEST CARBON FOOTPRINT ON EARTH. WE ARE AWARE OF EARTH'S WEAKNESSES, BUT WE ALSO KNOW HOW BEAUTIFUL IT CAN BE. THIS AWARENESS INSPIRES US TO DREAM OR STRIVE.

## HOPEFUL FANTASY



## HOPEFUL FANTASY

*to set our hopes on, by making myths and fairy tales tangible*

LETTING GO, HAVING TRUST, HAVING CONFIDENCE IN THE WORLD BECOMING A BETTER PLACE, BECAUSE NOWADAYS THERE IS SO MUCH PAIN AND DISASTER. PEOPLE ARE TRYING TO SEE THE WORLD THROUGH A MORE POSITIVE VIEW. MYTHS AND FAIRY TALES BECOME TANGIBLE AND GIVE US THE OPPORTUNITY TO FORTIFY AND CARRY ON, TO SET OUR HOPES ON. WE DON'T WANT TO ESCAPE THIS WORLD, WE JUST WANT TO ENJOY IT. WE WANT TO BE ABLE TO KEEP WONDERING.

DESIGNERS GET THEIR INSPIRATION FROM FAIRY TALES, BECAUSE THEY WANT TO EMPHASIZE HOPE AND WANT TO HIGHLIGHT THE POSITIVE SIDE. PERFECTION TENDS TO BE SHALLOW, BUT THIS MIGHT NOT BE THE CASE ANYMORE. IT GIVES US THE OPPORTUNITY TO DREAM AND STRIVE. WE DREAM ABOUT A WORLD WHICH IS PERFECT IN MANY WAYS. WE FANTASIZE ABOUT SUPER HUMANS AND SUPER SYSTEMS. WE ARE FOCUSED ON IMPROVEMENT AND IDEALISM TO ACHIEVE OUR INCREASING STANDARDS OF PERFECTION.

HOPE - IMAGINATION - DREAMS

## VS. CONTROLLING REALITY

*to overcome and fix, not for now but forever*

BEING AWARE AND SEEING THE WORLD FOR WHAT IT IS. WE ARE NOT RUNNING AWAY FROM THIS WORLD, BECAUSE WE CAN'T WALK AWAY FROM OUR RESPONSIBILITIES. ANYMORE, REALITY IS SHOWN AND WE HAVE TO ACT UPON IT. WORLD PROBLEMS, SOCIAL ISSUES AND DISEASES WILL BE FIXED, NOT FOR NOW BUT FOREVER. OUR STRENGTHS ARE USED TO SURVIVE AND TO BE OVERCOME. WE WANT TO TAKE CONTROL, TAKE NO RISKS AND KNOW WHAT'S GOING ON.

IMPERFECTION IS OFTEN SEEN AS REAL AND PURE, BUT IS IT STILL? WE SEE THE WORLD AS IT IS: FULL OF IMPERFECTIONS LIKE WAR, RACISM AND GENDER INEQUALITY. BUT IMPERFECTIONS AREN'T ALWAYS A BAD THING. IMPERFECTION GIVES US THE OPPORTUNITY TO SEE THE GOOD, THE PURE AND THE POSSIBILITIES TO IMPROVE THE WORLD. CURRENTLY, WE ARE BECOMING MORE AWARE OF THE FLAWS IN OUR SOCIETY AND THERE ARE MORE AND MORE OPPORTUNITIES TO SOLVE THESE IMPERFECTIONS.

OVERCOME - STRENGTH - PERSEVERANCE



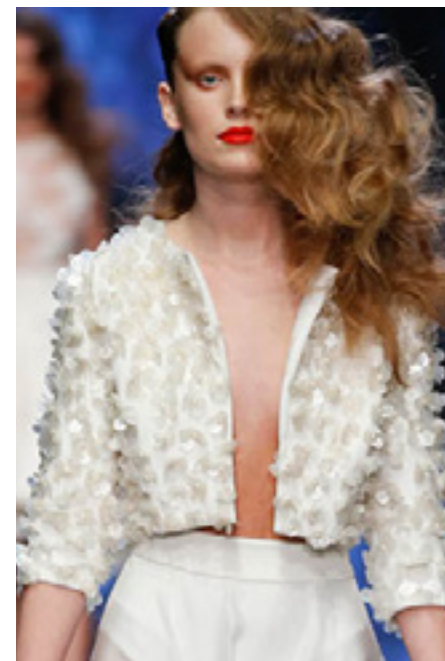
## HOPEFUL FANTASY APPEARANCE INDUSTRY



CLAES IVERSEN  
NORTH BEST  
MBFWA 2015

THE COLLECTION CLAES IVERSEN SHOWED AT THE MBFWA WAS INSPIRED BY ISLANDIC SAGA'S, WILD BEASTS, FAIRY TALES AND NORDIC MYTHS HE WANTED TO EMBRACE HIS SCANDINAVIAN ROOTS AND TRANSLATED THESE INTO HIS NEW COLLECTION DUE MAKING OLD NORDIC MYTHS TANGIBLE. PERHAPS HE WANTED US TO DREAM AND STRIVE.

TRENDPIT, 2015



DENNIS DIEM  
TROUBLE IN PARADISE  
MBFWA 2015

DENNIS TELLS THE STORY OF LILITH, THE FIRST WIFE OF ADAM BEFORE EVE. EVE WAS CREATED FROM ADAM'S RIB, LILITH WAS CREATED JUST AS ADAM FROM EARTH. LILITH IS THE ICON FOR FEMINISTS AND ISN'T INTENDED TO OBEY ADAM. SHE CHOSE FOR HERSELF AND WAS INDEPENDENT AND THIS MADE HER IMMORTAL. FOR US THE STORY ABOUT LILITH CAN BE AN HUGE INSPIRATION TO BE INDEPENDENT AND SELF-RELIANT IN TIMES OF SETBACKS.

TRENDPIT, 2015



DORHOUT MEES  
ABANDONED DEERS  
MBFWA 2015

DORHOUT MEES SHOWED HER PREVIOUS COLLECTION 'PASSAGE'. THE COLLECTIONS TRAILER SHOWED A FOREST WHICH HAS FORCES ON ALL THE LIVING CREATURES IN THE WOODS. IT WAS AS IF THE WOMEN IN THE WOODS SAW THINGS THAT WE COULDN'T SEE OR FIGURE OUT WHAT IT WAS. DORHOUT OFTEN USES MYSTERIOUS PLACES CHARACTERISTICS IN HER COLLECTIONS. IT SEEMS LIKE SHE DESIRES TO BRING THESE FANTASIES TO REALITY BY MAKING IT TANGIBLE. FANTASIES SEEM TO GIVE US HOPE.

TRENDPIT, 2015



FAIRYTALE BUTTERFLY

TESSA FARMER HAS CREATED TINY ENTOMOLOGICAL SCULPTURES MADE UP OF BODY PARTS OF WASPS AND BUTTERFLIES FOR THE 'IN FAIRYLAND' EXHIBIT AT THE LEEDS COLLEGE OF ART.

LEEDSART, 2014



SYNDROOM TV - PROGRAMME

ANOTHER EXAMPLE FOR THIS TREND IS THE DUTCH TV PROGRAMME SYNDROOM, A PROGRAM IN WHICH ASPIRATIONS, DREAMS AND FANTASIES ARE REALIZED BY PEOPLE WITH DOWN SYNDROME, AUTISTIC DISORDERS AND OTHER RELATED SYNDROMES. THESE PEOPLE WILL COME CLOSER TO THEIR PERFECTION DUE TO TRANSFORMING IN SOME KIND OF SUPERHUMAN OR LEGEND.

SYNDROOM, 2014



FAIRYTALE FESTIVAL

EFTELING CREATED A NEW FESTIVAL WHERE ALL YOUR DREAMS MIGHT COME TRUE. NOT ONLY YOUNG PEOPLE LIKE TO FANTASIZE ABOUT FAIRYTALES, AND THIS IS THE REASON THE EFTELING OPENED THEIR DOORS FOR 18+ FESTIVAL LOVERS AT 16 MAY THIS SPRING.

EFTELING, 2015

## HOPEFUL FANTASY OTHER INDUSTRIES



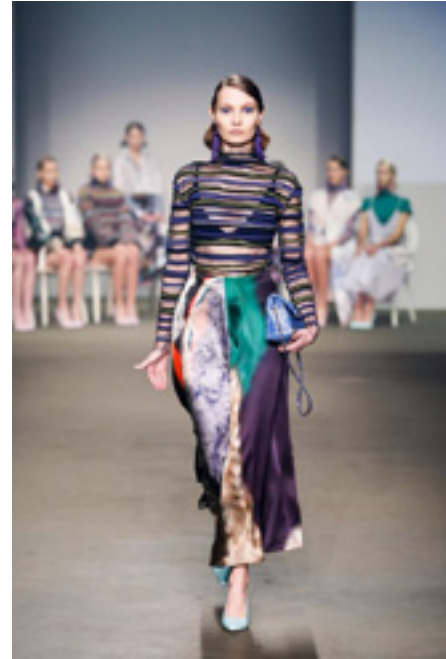
# CONTROLLING REALITY APPEARANCE INDUSTRY



EDWIN OUDSHOORN  
DELICATE DEVASTATION  
MBFWA 2015

EDWIN OUDSHOORN'S LATEST COLLECTION "RETURN TO HOME" CLEARLY HAS SHOWN THAT DESPITE ALL THE WAR AND LOSSES THERE'S ALWAYS HOPE. A SETBACK IS DIFFICULT, BUT IN THE END YOU CAN OVERCOME YOUR GRIEF. REALITY SHOULDN'T KNOCK US DOWN. OFTEN WE ESCAPE FROM OUR PAIN OR FEARS, BUT EDWIN OUDSHOORN HAS PRECISELY SHOWN THAT ESCAPISM IS NOT ALWAYS NECESSARY. INSTEAD OF ESCAPING FROM EVERYTHING, WE MUST COME TO FACE REALITY. ONLY THEN WE CAN OVERCOME THE SETBACKS OF DAILY LIFE.

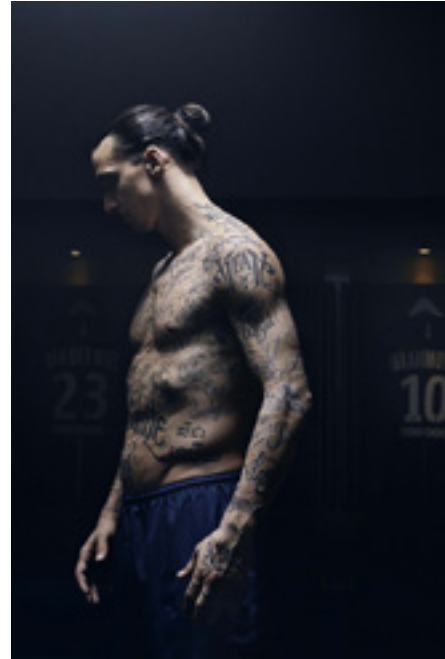
TRENDPIT, 2015



LISA KONNO  
FOR THE WORKERS'  
MBFWA 2015

PHOTOS OF THE BANGLADESH DISASTER OF 2013 WERE INTEGRATED IN LISA KONNO'S FASHION COLLECTION PAST MBFWA. SHE WANTED TO HIGHLIGHT THE BAD WORK CONDITIONS IN THE FAST FASHION INDUSTRY. HER SHOW ENDED WITH BIG BLACK LETTERS 'MADE IN BANGLADESH' AND PHOTOS OF WOMEN WORKING ON SEWING MACHINES AND AS LAST THE BANNER 'FOR THE WORKERS'. LISA KONNO PRAISES THE PEOPLE WORKING FOR THE FAST FASHION INDUSTRY.

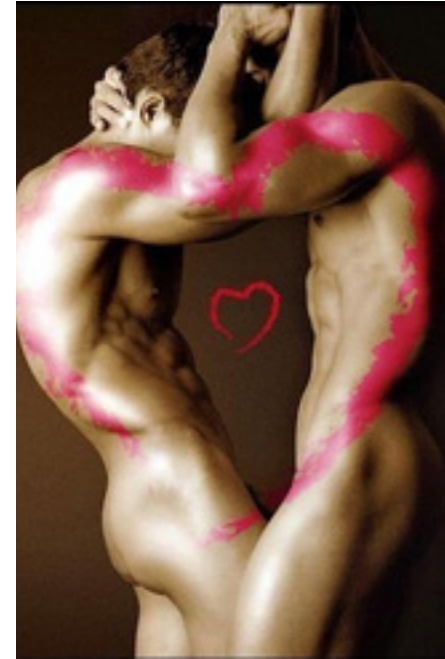
TRENDPIT, 2015



50 NAMES OF WORLD FAMINE

ZLATAN IBRAHIMOVIĆ IS THE NEW FACE AND BODY OF THE WORLD FOOD PROGRAMME'S NEW CAMPAIGN TO HIGHLIGHT WORLD FAMINE. AFTER HE SCORED IN THE MATCH AGAINST CAEN, HE REMOVED HIS SHIRT FROM HIS BODY AND THE 50 NAMES OF PEOPLE TATTOOED ON ZLATAN IBRAHIMOVIĆ'S BODY WERE SHOWN. THIS IS A GREAT EXAMPLE TO USE THE BODY TO HIGHLIGHT SOCIAL ISSUES.

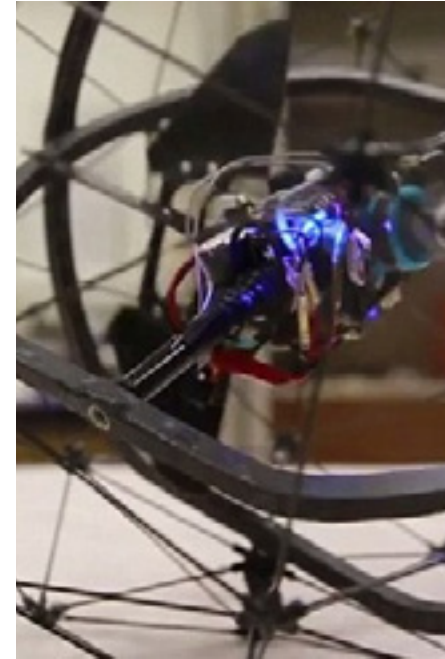
YOUTUBE, 2015



PREVENT HIV DRUG

HEALTHY GAY MEN SHOULD BE OFFERED DAILY HIV DRUGS TO PREVENT INFECTIONS, SAY UK MEDICAL RESEARCH COUNCIL AND PUBLIC HEALTH ENGLAND SCIENTIST. THE RESEARCH TEAM SAYS IT WOULD BE SIMILAR TO THE PILL FOR WOMAN AND WOULD NOT ENCOURAGE RISKY SEX. THIS IS A HUGE IMPROVEMENT ON INNOVATION AND CAN SOLVE ONE OF OUR BIGGEST SEXUAL ISSUES.

BBC, 2015



THE DISASTER DRONE

THE DISASTER DRONE CAN FLY THROUGH THE UNPREDICTABLE WRECKAGE OF A DISASTER AREA, WHICH HAS BEEN, UNTIL NOW, TOO DANGEROUS FOR AVERAGE DRONES. AN ARTICLE IN THE JOURNAL OF FIELD ROBOTICS DESCRIBES THE FIRST TESTS OF THE GIMBALL, A DRONE THAT APPEARS PRETTY INDESTRUCTIBLE, EVEN DURING FLIGHT. THE DRONE IS DESIGNED TO LITERALLY COLLIDE WITH OBJECTS AND CONTINUE MOVING.

CNN, 2014



EFFECTIVE TREATMENT METHODS  
AGAINST CANCER NEWS

NAKED MOLE RATS CAN'T GET CANCER AND SCIENTISTS FROM THE UNIVERSITY OF ROCHESTER HAVE NOW DISCOVERED WHICH MOLECULE IN THE BODY OF THE RODENTS CAUSES THIS. THE RESEARCH MAY EVENTUALLY PROVE TO LEAD TO NEW, EFFECTIVE TREATMENT METHODS AGAINST CANCER.

NPO, 2013

# CONTROLLING REALITY APPEARANCE INDUSTRY





## ORIGIN UNITY

### GLOBALIZATION

THE WORLD IS BIG, BUT AT THE SAME TIME IT IS GETTING SMALLER. CULTURES MERGE AND BORDERS ARE BLURRING. WITHIN ONE DAY YOU'RE ON THE OTHER SIDE OF THE WORLD. AND IN OUR SUPERMARKETS WE BUY FOOD THAT IS BASED ON INFLUENCES FROM ALL OVER THE WORLD. GLOBALIZATION IS CLOSELY RELATED TO DIGITALIZATION, BECAUSE DATA IS PUBLIC AND WORLDWIDE CONTACTS ARE MADE FASTER AND EASIER THAN EVER BEFORE.

## DIGITAL BLEND

## DIGITAL BLEND

*The fusion of real and fake in a world  
where all borders seem to blur*

THE OPPORTUNITIES TO BE WHO YOU ARE OR WHO YOU WANT TO BE ARE INFINITE. IDENTITY IS SOMETHING YOU MAKE YOURSELF, AS A COLLECTION OF INTERESTS AND WHAT YOU EXPERIENCE AS BEAUTIFUL. OUR BODY IS A TOOL TO SHOW WHO WE ARE OR WANT TO BE. WITH OUR BODY WE CAN DISTINGUISH OURSELVES FROM 'THE MASSES'.

WE CAN SHAPE IT THE WAY WE WANT AND IN THIS WAY WE SHOW WHO WE ARE AND WHAT WE STAND FOR. INSPIRATION TO COVER OUR BODIES ON A HIGHLY INDIVIDUAL WAY WE GET FROM ALL OVER THE WORLD. IN RECENT YEARS THE NUMBER OF SUBCULTURES HAVE INCREASED TREMENDOUSLY. THE EMERGENCE OF THESE SUBCULTURES IS CLOSELY RELATED TO THE GLOBALIZATION AND DIGITALIZATION OF OUR SOCIETY.

IDENTITY IS SHAPED BY THE INFLUENCES OF THE INTERNET. THIS IS DONE BY "CUTTING AND PASTING" INSPIRATION AND INCORPORATING IT INTO OUR DAILY LIVES. THIS IS WHY THE YOUNGER GENERATION IS ALSO CALLED THE CUT-AND-PASTE-GENERATION. DIFFERENT FROM BEFORE WE DO HAVE THE OPPORTUNITY TO MIX DIFFERENT SUBCULTURES INTO OUR PERSONAL STYLE.

WHILE WE USED TO HAVE AN ONLINE AND OFFLINE OR A REAL AND FAKE WORLD, THESE WORLDS ARE NOW MERGED AS ONE. 'FAKE' DOES NOT LONGER EXIST, BECAUSE WHAT IS FORMED ON THE INTERNET, WE INSERT IN EVERYDAY SYSTEM. AND VICE VERSA, FOR EVEN THE "OFFLINE" ELEMENTS OF EVERYDAY LIFE WILL GET A SPOT ON THE INTERNET EITHER. IN THE END THERE REMAINS A CONTINUOUS INTERACTION

DYNAMIC - EXPRESSIVE - RENEWAL

VS.

## ORIGIN UNITY

*Back to your roots, so you will not get  
lost*

DUE TO GLOBALIZATION EXISTING BOUNDARIES ARE FADING AND DIFFERENT WORLDS ARE GETTING CLOSER TOGETHER. THE LIFESTYLE, BUT ALSO THE APPEARANCES OF PEOPLE MELT TOGETHER. BECAUSE OF THIS MIX OF CULTURES THE DIFFERENCES BETWEEN COUNTRIES ARE GETTING SMALLER. WHILE THE CULTURES OF DIFFERENT COUNTRIES BECOME MIXED.

THE OPPORTUNITIES TO SHAPE OUR LIFESTYLES ARE INCREASING. ALL GLOBAL INFLUENCES HAVE LED TO AN INCREASE IN CHOICE IN AREAS SUCH AS CLOTHING AND FOOD. THERE ARE SO MANY INFLUENCES FROM DIFFERENT CULTURES THAT THE POSSIBILITIES TO FORMALIZE LIFE ARE INFINITE. WE SEEM TO LOSE OURSELVES IN TODAY'S OPPORTUNITIES. WE CAN BE EVERYTHING, BUT WHO ARE WE REALLY?

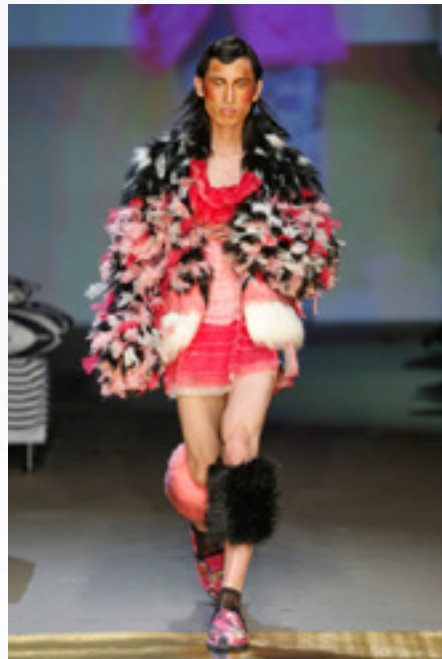
TO FIGURE THIS OUT WE GO BACK TO OUR CORE, OUR ROOTS. THE PLACE WHERE WE WERE BORN OR GREW UP OFTEN SAYS A LOT ABOUT OUR PERSONALITIES AND THUS ALSO OUR APPEARANCES. OUR ROOTS ARE SOMETHING NOBODY CAN TAKE AWAY FROM US. THAT WE ARE PROUD OF OUR ROOTS AGAIN WE DO SEE BACK IN THE WAY WE SHOW THE PURITY OF OUR SKIN AND BODY AND EVEN THE RETURN OF FOLKLORE. IN A MULTICULTURAL SOCIETY,

PATRIOTISM RETURNS. OUR CORE IS FIXED, AND WE CAN HOLD ON TO THIS FOREVER. IT IS STABLE AND GIVES US PEACE. NOT ONLY THE POPULATION RETURNS TO THEIR ROOTS. COMPANIES ALSO GO ALONG WITH THIS TREND. GOING BACK TO THE CORE GIVES A SENSE OF PRIDE. PEOPLE OF THE SAME ORIGIN SHARE THIS PRIDE. TOGETHER THEY ARE STRONG. BECAUSE IN THE END THEY TRULY KNOW WHO THEY ARE

TOGETHERNESS - STABILITY - PATRIOTISM



# DIGITAL BLEND APPEARANCE INDUSTRY



MAISON THE FAUX  
C'EST VRAI OU C'EST FAUX?  
MBFWA 2015

THIS SHOW CLEARLY INDICATED THAT BOUNDARIES ARE BLURRING IN DIFFERENT WAYS. EVERYTHING APPEARED TO BE POSSIBLE: AN UPTURNED CATWALK AND MEN IN PINK FUR COATS AND MINI-SKIRTS. THE GRAPHIC PRINTS, TYPOGRAPHY AND BOLD COLORS EXPLAINED THE LINK TO THE DIGITAL WORLD. IS IT REAL OR FAKE? FAKE OR REAL DOES NOT LONGER EXIST, BECAUSE EVERYTHING IS POSSIBLE.

TRENDPIT, 2015



CAMIEL FORTGENS  
MENSWEAR PHILOSOPHY  
MBFWA 2015

A DESIGNER WHO HAS CLEARLY QUESTIONED THE CUT-AND-PASTE-GENERATION IS CAMIEL FORTGENS. WITH HIS COLLECTION, HE GOES BACK TO BASICS. WHY SO? BECAUSE WE SEEM TO DROWN IN ALL THE POSSIBILITIES THAT FASHION AND THE INTERNET OFFER US.

TRENDPIT, 2015



AMFI FASHION FILMS  
COLLECTOR OF CURIOSITIES  
MBFWA 2015

THIS SHORT VIDEO CLIP IS ABOUT THE FACT THAT THE PEOPLE WHO INTRODUCE NEW SUBCULTURES ARE FOLLOWED FASTER THAN EVER BEFORE. IN THIS VIDEOCLIP DIFFERENT SUBCULTURES ARE SHOWN THAT ARE ULTIMATELY COMMERCIALIZED INTO THE MASS.

TRENDPIT, 2015



JAPANESE SEX HOTEL

AT A JAPANESE SEX HOTEL YOU CAN FIND DIFFERENT ROOMS WITH SPECIFIC THEMES. IN THIS WAY, THE DIGITAL WORLD APPEARS IN REAL LIFE. FOR INSTANCE THERE IS A HELLO KITTY AND MANGA ROOM. CHARACTERS THAT ONCE ONLY APPEARED ON DIGITAL SCREENS ARE NOW BEING USED TO SHAPE EVERYDAY LIFE.

SCHILLER, J. 2015



PHOTOGRAPHER IRIS DELLA ROCA

SHE ASKS RIO JANEIRO'S POOREST STREETKIDS WHAT THEY WANTED TO BE AND MADE THIS HAPPEN. " SHE WANTED TO GIVE THE KIDS THE CHANCE TO ESTABLISH THEIR OWN INDIVIDUAL IDENTITIES. TO ENVISION A FUTURE FOR THEMSELVES BEYOND STEREOTYPES AND STATISTICS."

DELLA ROCA, I. 2015



UNICORN MEAT

PACKED UNICORN MEAT, AN ANIMAL CREATED ONLINE, EATEN IN DAILY LIFE. "BLENDING THE CRUSHED UNICORN HORN INTO THE MEAT ADDS DELIGHTFUL, CRISPY FLAVOR NOTES IN EACH BITE. WE ARE CONFIDENT YOU WILL FIND A WORLD OF BEWILDERMENT IN EVERY MOUTHFUL OF SCRUMPTIOUS UNICORN MEAT."

THINK GEEK, 2015

# DIGITAL BLEND OTHER INDUSTRIES



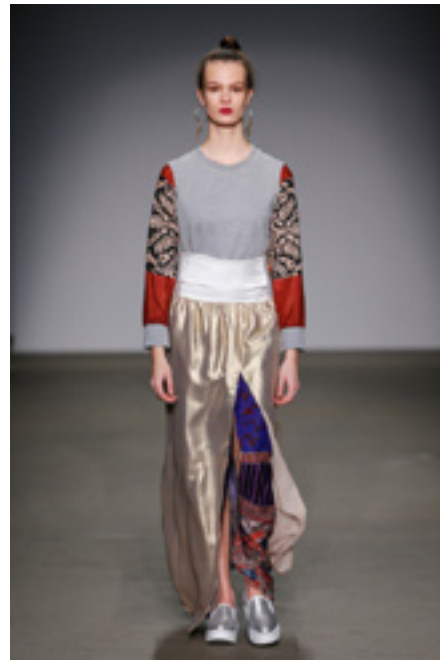
## ORIGIN UNITY APPEARANCE INDUSTRY



ALLA KUZMYK  
BREAK FREE  
MBFWA 2015

ALLA KUZMYK IS OF UKRAINIAN ORIGIN, AND SHE SHOWS IT ON THE CATWALK WITH HER NEW COLLECTION. THE RED IN HER COLLECTION STANDS FOR COMMUNISM AND SHE WAS NOT AFRAID TO SHOW IT.

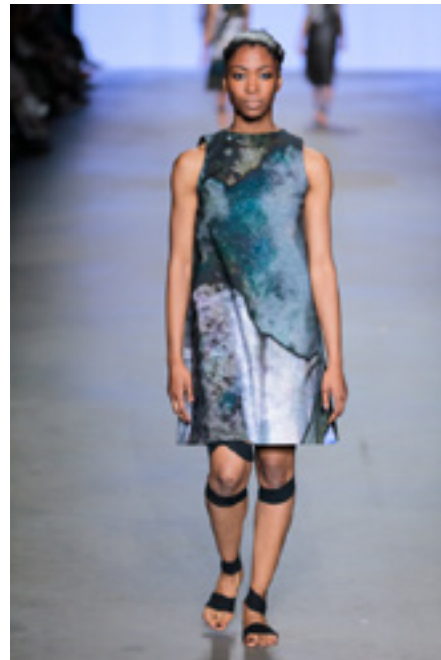
TRENDPIT, 2015



FRAMPESCA  
FOLKLORE IN THE MIX  
MBFWA 2015

IN THIS COLLECTION THE LOVE OF FOLKLORE RETURNS AND THIS FOLKLORE LOVE IS COMBINED ON A UNIQUE WAY. THE DRESS WAS FITTED WITH RUSIAN PRINTS WITH INFLUENCES FROM THE PARISIAN ARCHITECTURE.

TRENDPIT, 2015



MARGA WEIMANS  
FASHION HOUSE  
MBFWA 2015

IN THIS DOCUMENTARY MARGA WEIMANS MADE CLEAR THAT WE CAN FIND OUR LAST PIECE IN OUR ROOTS JUST LIKE SHE DID. MARGA WAS LOOKING TO FIND HER INNERSELF AND SHE FOUND IT IN SURINAME, WHERE HER ROOTS ARE

TRENDPIT, 2015



'HIER LOIT 'T RESSIE'

A SERIES OF URNS MADE OF WEST FRISIAN CLAY. SO THE FRISIANS CAN BE INTERRED IN AN URN, MADE OF THE AUTHENTIC LAND WHERE THEY LEFT THEIR HEARTS.

KAAG, C. 2014



ROOTS STORYTELLING

BRANDS GO BACK INTO THEIR OWN HISTORY. THEY TELL THEIR OWN IDEALS. THE FIRST ADVERTISER WHO DID THIS WAS THE FAMOUS WHISKY BRAND JOHNNIE WALKER.

WALKER, J. 2014



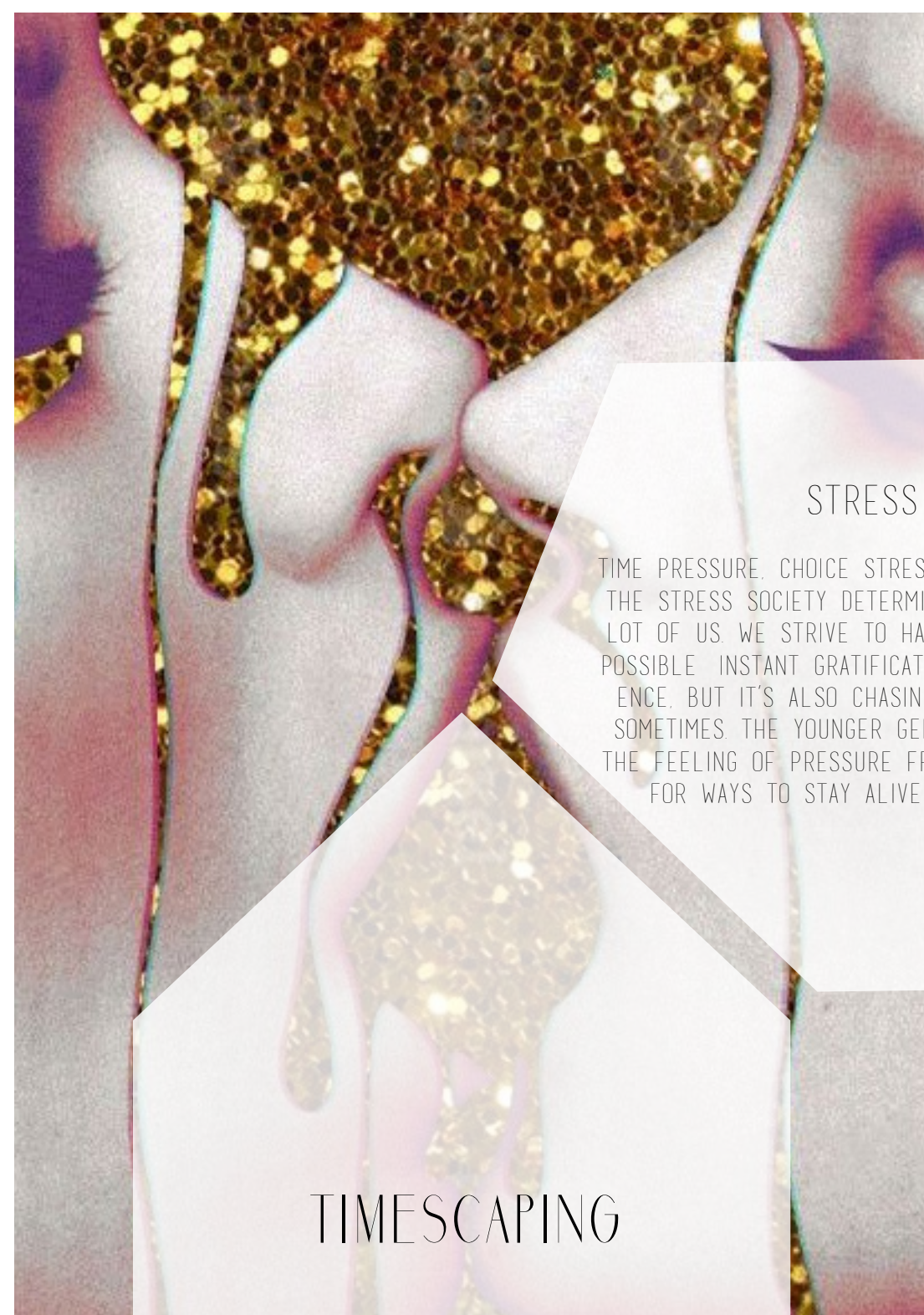
CULTURAL DESIGN

TRADITIONAL CRAFTS ARE REAPPLIED WHILE WE PREVIOUSLY BOUGHT FURNITURE AT WHOLESAL. WE RETURN TO SMALL BUSINESSES THAT SHOW SOMETHING PRIMITIVE.

DUTCH DESIGN WEEK, 2014

## ORIGIN UNITY OTHER INDUSTRIES





## TIMEREALISATION

### STRESS SOCIETY

TIME PRESSURE, CHOICE STRESS, THE NEED TO HAVE CONTROL. THE STRESS SOCIETY DETERMINES OUR DAILY ROUTINE FOR A LOT OF US. WE STRIVE TO HAVE EVERYTHING AS QUICKLY AS POSSIBLE. INSTANT GRATIFICATION. IT COMES FROM CONVENIENCE, BUT IT'S ALSO CHASING US WITHOUT US NOTICING IT. SOMETIMES THE YOUNGER GENERATION IS GROWING UP WITH THE FEELING OF PRESSURE FROM ALL SIDES AND IS LOOKING FOR WAYS TO STAY ALIVE IN AN EVER-BUSY WORLD.

## TIMESCAPING



## TIMESCAPING

*Imagine being in a world far from reality*

THE YOUTH OF TODAY KNOWS THAT THEY HAVE TO TAKE SERIOUS STEPS TO BE SUCCESSFUL, YET THEY ARE OFTEN STUCK IN THEIR YOUNG AND RASHLY DREAM WORLD. OUR YOUTH WANTS TO FORGET THE TIME IN ORDER TO ESCAPE THE EVERYDAY LIFE AND THUS THE STRESS WHICH IS INCLUDED IN THAT LIFE.

THEY URGENTLY NEED A KIND OF DISTRACTION, MOMENTS WHERE THEY CAN ESCAPE INTO MADNESS AND NONSENSE. NO LONGER CONCERNED WITH THE TIME YOU OTHERWISE CHASE AND IMMERSE YOURSELF IN THE SEARCH FOR THE BORDERS BETWEEN REAL LIFE AND FANTASY.

THEY STEP OUT OF THEIR COMFORT ZONE AND BEGIN AN ADVENTURE WHILE THEY ARE SEARCHING FOR THE UNKNOWN. THE JOURNEY THEY MAKE DURING THAT QUEST, IS MORE IMPORTANT THAN WHERE THEY END UP.

THIS IS REFLECTED IN CRAZY SHAPES AND OBJECTS WITH WHICH WE "DE-FORM" OUR BODY. THE BRIGHT COLORS AND GLITTERS ARE USED TO COVER THE BODY AND CHEER UP THE DAY. MASKS, RABBIT EARS, BLUE HAIR, NOTHING IS TOO CRAZY. AS LONG AS IT HELPS YOU TO IMAGINE BEING IN A WORLD, FAR FROM THE REALITY.

CARELESSNESS - SERENDIPITY - ESCAPE

VS.

## TIMEREALISATION

*The need to make an independent structure and balance in life*

TO SURVIVE IN THIS STRESS SOCIETY IS THE YOUTH A NEED TO ADD SOME BALANCE AND STRUCTURE INTO THEIR STRESSFUL DAILY LIVES. ACHIEVING THE GOAL OF A BALANCED LIFE LEADS TO INVEST IN THE MOMENT, TO USE THE SHORT TIME WE HAVE IN GOOD QUALITY.

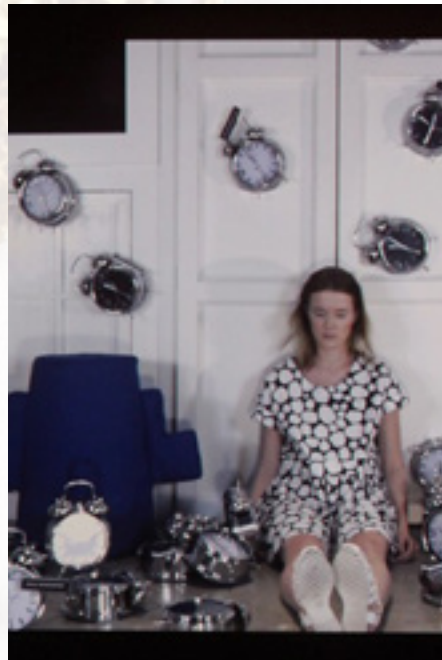
IN THE SEA OF CHOICES AND THE PRESSURE UPON US, WE NEED GUIDANCE AND CURATORSHIP. A REALISTIC LOOK ON HOW MUCH TIME YOU HAVE AND CONSIDER WHICH ISSUES ARE IMPORTANT. TO MAKE TIME FOR THAT IS A SKILL THAT YOUNG PEOPLE WANT TO MASTER: TO FIND TRANQUILLITY IN CHAOTIC MOMENTS BY USING THE CURRENT TECHNOLOGY RESOURCES WITH THE AIM TO ENCOURAGE SELF-DEVELOPMENT AND SELF-FULFILMENT.

IN FASHION YOU CAN SEE THE NEED FOR TRANQUILLITY AND STRUCTURE IN GEOMETRIC SHAPES AND PLAIN CLOTHES. MINIMALIST GARMENTS AND NORM CORE, WITH LOTS OF WHITE AND SLEEK SHAPES.

STRUCTURE - BALANCE - DELIBERATENESS



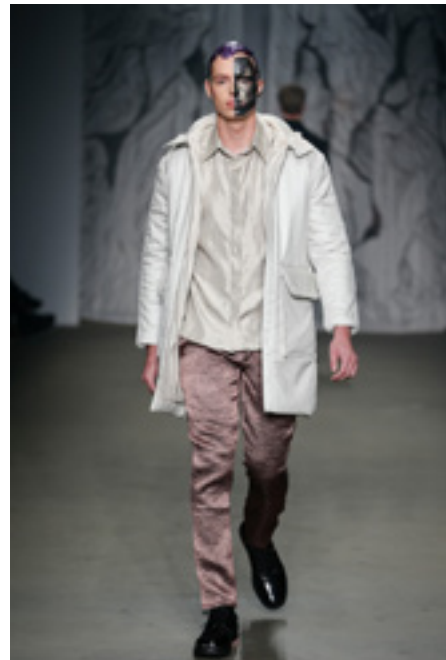
## TIMESCAPING APPEARANCE INDUSTRY



AMFI FASHION FILMS  
COMMONLY ODD - LOTTE VAN UUM  
MBFWA 2015

IN THE COMMONLY ODD A YOUNG WOMAN STARTS THE BATTLE AGAINST ALL THE ALARMS OF HER DAILY TASKS. IN THE ROOM FULL OF ALARM CLOCKS, SHE DISCOVERS PLACE WITH WEIRD PERSONS WHICH TAUGHT HER TO BE FREE.

TRENDPIT, 2015



EVAN MENS WEAR  
AN ADVENTUROUS DREAM  
MBFWA 2015

THE COLLECTION OF EVAN SHOWS THE STRUGGLE OF THE YOUNGER GENERATION WHO HAVE TO TAKE SERIOUS STEPS TO BE SUCCESSFUL. ON THE OTHER HAND THEY WANT TO STAY YOUNG AND RASHLY. THIS WAS SHOWN BY TWIN MODELS WHO LIVED BOTH IN 'ANOTHER WORLD' AND BY HALF - COVERED FACES WITH SILVER MASKS. LIKE IT WAS A SEPARATION BETWEEN DREAM AND REALITY.

TRENDPIT, 2015



KYLIE JENNER  
'BLACK FACE' BY  
MARCELO CANTU - HUBBLE STUDIO

MODEL KYLIE JENNER IS LOOKING FOR BOUNDARIES AND CROSSING THEM. THE LAST PHOTO SHOOT "METALLIC" CREATES AN ARTISTIC EFFECT BY COMBINING NEON AND BLACK LIGHT. IN THAT WAY SHE LOOKS LIKE AN ALIEN, KIND OF AVATAR. LIKE SHE LIVES IN ANOTHER WORLD.

ZWAAN, 2015



KAPPES MOMENTUM

SOMETIMES YOU FORGET THE TIME. FOR EXAMPLE WHEN YOU ARE STARING AT FIRE. JUST AS THE MOVEMENT OF THE FLAMES WINS YOU OVER AND YOU ARE NOT AWARE OF TIME ANYMORE. KAPPES WANTED TO CREATE THE SAME EFFECT WITH THE TABLE AND THE WATER DROPS.

KAPPES, 2014



SAMARA GOLDEN  
THE FLAT SIDE OF THE KNIFE

IN THE FLAT SIDE OF THE KNIFE ARE PHYSICAL SPACES INTERSPERSED WITH ILLUSIONS. SPACES THAT EXIST ONLY THROUGH MIRRORS. ACCORDING TO GOLDEN, THIS REFERS TO THE DIFFERENT LAYERS OF CONSCIOUSNESS. GOLDEN BRINGS YOU TO DOUBT THE REALISTIC AND SURREALISTIC WORLD.

GOLDEN, S. 2015



CONVERSE TICKET CARS

THIS TAXI TAKES YOU ANYWHERE WITH THE FEELING OF "I STEP IN AND I'LL SEE WHERE I END UP" YOU CAN ESCAPE THE IDEA THAT IT IS NECESSARY TO ALWAYS HAVE CONTROL OVER EVERYTHING THESE TAXIS OF THE CONVERSE BRAND CONNECT SEAMLESSLY WITH THAT NEED.

CONVERSE, 2014

## TIMESCAPING OTHER INDUSTRIES



# TIMEREALISATION APPEARANCE INDUSTRY



BARBARA LANGENDIJK  
PURPOSES TO CHANGE THE WORLD  
MBFWA 2015

IN HER COLLECTION BARBARA LANGENDIJK SHOWS THAT PEOPLE IN SOCIETY DEVELOP THEMSELVES PATTERNS TO SURVIVE IN THE DIGITAL AND OFTEN SOMEWHAT ANTI-SOCIAL WORLD OF TODAY. THE MODELS CAME UP IN DISCIPLINED PATTERNS, WHILE SHE DID NOT USE PATTERNS IN HER SHOW PIECES.

TRENDPIT, 2015



DORHOUT MEES  
RED VELVET AND A GOLDEN GLOW  
MBFWA 2015

DORHOUT MEES NOTICED THAT IN THE HECTIC SOCIETY WE DO NOT TAKE TIME ANYMORE TO DRESS UP FOR EVENTS. SHE DEMANDS ATTENTION WITH A BACKDROP OF LARGE RED CURTAINS AND A LIVE ORCHESTRA. THE THEATRICAL PIECES OF HER COLLECTION REMIND US OF AN ERA WHEN PEOPLE STILL TOOK TIME TO DRESS UP.

TRENDPIT, 2015



LISELORE FROWIJN  
LOST STRUCTURES  
MBFWA 2015

LISELORE FROWIJN TRANSLATED TIMEREALISATION LITERALLY BY USING REPETITIVE ELEMENTS AS VERTICAL AND HORIZONTAL STRIPES AND VARIOUS OTHER GEOMETRIC SHAPES IN HER COLLECTION. THE COLLECTION FULL OF CONTRASTS. THE CONTRASTS COME TOGETHER AT THE END IN A TABLEAU VIVANT. FROWIJN WANTS TO SHOW THAT THESE DIVERSE CONTRASTS DO NOT NECESSARILY GUARANTEE CHAOS, BUT THAT EVERYTHING IS UNDER CONTROL AS SHOULD BE WHEN OR AS LONG AS YOU MAKE SOME COORDINATION IN THERE.

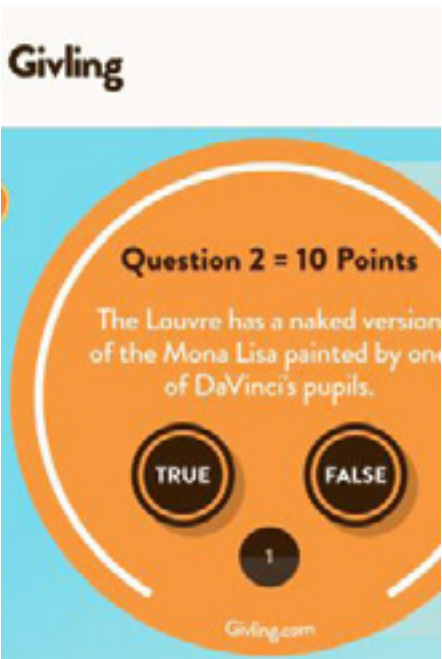
TRENDPIT, 2015



SOUL JEWELS  
MIKAEL LILJEROTH

ACCESSORIES THAT HELP YOU TO EXPERIENCE THE MOMENT. THEY HELP YOU WITH THE JOURNEY TO A HEALTHY LIFESTYLE WITH A REASSURED AND CALM MINDSET. "THE OBJECTS HELP YOU WITH BEING IN THE PRESENT MOMENT, MASTERING YOUR MIND AND TO LIVE IN CONTACT WITH YOUR VALUES AND DREAMS."

LILJEROTH, M. 2014



STUDENT APP GIVLING  
LIZBETH PRATT

AN ONLINE GAME THAT HELPS STUDENTS TO REPAY STUDENT LOANS. STUDY GUILT IS A TEDIOUS BURDEN THAT A GRADUATE PERSON WANTS TO THINK OF AS LESS AS POSSIBLE. FACE REALITY ADDRESSES THE PROBLEM: USE THE APPROPRIATE MEANS TO PAY BACK, NOT TO CIRCUMVENT THIS BURDEN.

JANCI, J. 2015



SAYING THINGS THAT CAN'T BE SAID  
DANIEL SHER

DUE TO CURRENT TECHNOLOGICAL MEANS, IT IS VERY EASY TO SEND A DIGITAL 'LOVE LETTER' FROM ALL PARTS OF THE WORLD. BUT IS A LOVE LETTER NOT SOMETHING OF WHICH WE SHOULD EMPHASIZE THE CORRECT TIME AND ORIGINALITY? 'SAYING THINGS THAT CAN'T BE SAID' HAS CREATED DEVICES THAT RESPOND TO EACH OTHER, SO WHEN I HOLD A DEVICE AGAINST MY HEART, IT MAKES THE DEVICE ON THE OTHER SIDE OF THE WORLD IMITATES MY HEARTBEAT.

SHER, D. 2014

# TIMEREALISATION OTHER INDUSTRIES



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