

MODEUROP

FASHION POOL IM DSI

Press release

MODEUROP goes India:

Colour Meeting spring/summer 2015 at the Taj Mahal

Fashion knows no limits. This is especially true for MOEUROP, the internationally recognised fashion pool within DSI. The creative members of MODEUROP have always been committed to its common task and the objective of identifying trends early on and to carry these to the furthest corners of the world. It has been a long time since the exclusive, constantly expanding community only had European members. Designers, tanneries and shoe and bag manufacturers in America and Asia have also actively worked with the trend information from MODEUROP for a number of years. Reason enough to hold the latest Colour Meeting in the Indian leather metropolis Agra.

Around 30 participants from Germany, Italy, Austria, Switzerland and the USA accepted the invitation of well-known Indian organisations to attend the shoe and leather trade fair "Meet at Agra" from 13th to 17th November and to prepare the Colour Card for spring/summer 2015 in the course of the traditional Colour Meeting. "We are delighted and honoured that our meeting was able to take place in India for the third time", says MODEUROP fashion expert Marga Indra-Heide. DSI Managing Director Manfred Junkert highlighted the long-standing and intensive cooperation of MODEUROP and the Council for Leather Exports and, on behalf of all the participants, thanked the sponsors of the trip, the organisations, CSIR, Central Leather Research Institute, Council for Leather Exports, Footwear Design & Development Institute, Agra Footwear Manufacturers & Exporters Chamber, Indian Shoe Federation, Indian Finished Leather Manufacturers & Exports Association, Indian Leather Products Association, Indian Leather Garments Association, Leather Chemicals Manufacturers Association, Confederation of Footwear & Leather Industry and Gupta HC Overseas (I) PVT LTD.

Fascination with colour

The colour concepts and themes for spring/summer 2015 are multi-faceted and exciting. Serving as the background for this spectrum of sumptuous colours are previous, colour-intensive summer seasons and the interruptions that have brought dark, mysterious and rich winter trends. These opposing, contrasting poles lead to an exciting triad, which allows for an interpretation in two different directions and opens up a variety of combination possibilities. They are reflected in the three colour themes LOGICAL, EMOTIONAL and NATURAL. LOGICAL is dominated by nuanced shades that are reminiscent of a bright cloudy sky and state-of-the-art

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technology. The blue shades gain in freshness, radiance and intensity, up to a summery aqua blue. As this colour range becomes darker, undefinable grey shades and classics such as marine and black, which represent the darkness of the night, are added more frequently. Empathy and warmth are at the focus of the EMOTIONAL theme. It starts with soft, pale skin tones, which evolve into fiery shades of red and pink. This range is finally rounded off by dramatic, dark red shades. The third connecting component in the triad of logic and emotions is nature. This theme goes back to the roots of our existence; it is about history, evolution and the beauty of the earth. To match these images, variations of green and brown provide the direction. These colour families open up the fashionable range with clear neutral shades and develop through warm shades of yellow and intense shades of green into dark summer tones, including khaki shades and natural shades of brown.

“Bleak” prospects for autumn/winter 14/15

In the discussion about the trends of the near future, the MODEUROP experts are agreed. The most important colours for the autumn/winter 2014/15 season were determined in a traditional vote. The top spot is shared by the dark shades Black Forest and Dark Wine, closely followed by the cooler shades of Asphalt and Winter Turquoise. Third place is occupied by Night Blue and Mustang, a warm, middling shade of brown. The MODEUROP Colour Card for autumn/winter 2014/15 is currently available from the DSI in Offenbach. The Colour Card for spring/summer 2015 is available from January.

Emotion and inspiration

In addition to the selection of colours for spring/summer 2015, the programme was rounded off by sightseeing, shopping and exciting talks on industry-specific subjects. In the "Fashion Adoption Workshop by MODEUROP", which took place at the "Meet at Agra" trade fair, the speakers were Manfred Junkert, Marga Indra-Heide, Gebhard Müller (Roedel) and fashion expert Ellen Campuzano from New York. The emotional highlight of the trip for all the participants was the visit to the Taj Mahal.

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