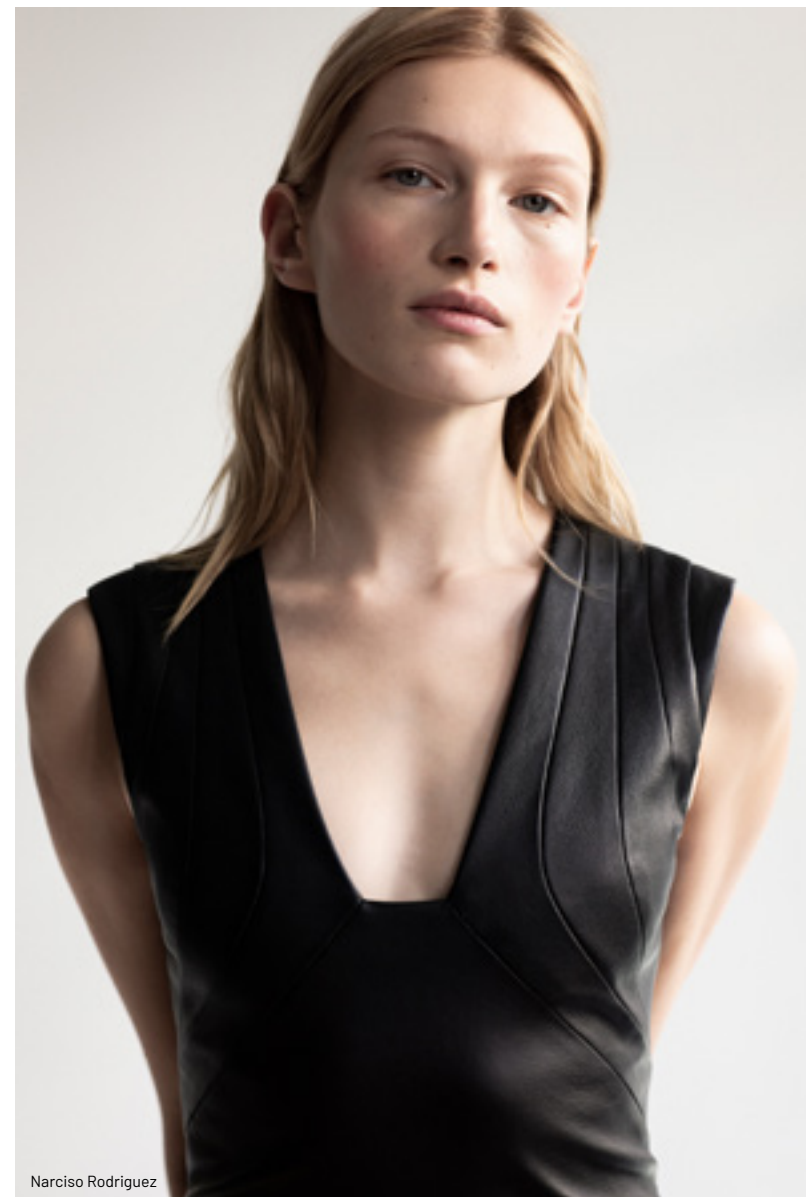


PEJ TOOLBOX

AUTUMN/WINTER 21/22



HYBRID



Narciso Rodriguez



@project_stopshop



Fernando Mastrangelo



Stella McCartney

WELCOME

Velkommen til den nye sæson efterår/vinter 21/22 og god fornøjelse med jeres nye pej toolbox. Ikke bare med den nye sæson, men også med det helt nye trendbogs-koncept. I sidder nemlig med en splinterny og opgraderet udgave af pej forecast og pej toolbox – nu pej toolbox – i hænderne.

Til den nye sæson AW 21/22 har pej gruppens trendteam smeltet de to trendbøger pej forecast og pej toolbox sammen til ét produkt. Det betyder, at I fremover kan glæde jer til at få det allerbedste fra begge bøger i ét samlet produkt.

I den nye pej toolbox får I både alt det essentielle fra sæsonens vigtigste trends og tendenser inden for dame-, herre- og børnemode samt interiør, møbler, belysning, arkitektur og detail. I får en masse trend- og farve-inspiration, der hjælper jer med at designe til fremtidens forbruger – fra produkt, over emballage og til markeds-føring samt fysiske materialeprøver, TCX Pantone-chips og fokus på sæsonens vigtigste farvetendenser. Altså det bedste fra pej forecast og pej toolbox i ét samlet produkt fordelt på over 200 sider.

Den nye pej toolbox udkommer fremover i april og oktober, 16 måneder før den aktuelle sæson, og trendbogen er ideel som et tværfagligt redskab for alle i livsstilsbrancherne, som vil sikre sig, at både design, indkøb, salg og marketing taler samme sprog.

Enjoy!

Welcome to the new autumn/winter 21/22 season and enjoy your new pej toolbox. Not only are we presenting the new season, but also the completely new trend book concept. You now have a brand-new and upgraded version of pej forecast and pej toolbox – now pej toolbox – in your hands.

For the new AW 21/22 season, pej gruppen's trend team have merged the two trend books pej forecast and pej toolbox together into one product. This means that in the future, you can look forward to getting the absolute best from both books in one combined product.

In the new pej toolbox, you will get everything that is essential, from the season's most important trends and tendencies within women's, men's and kids' fashion as well as interior, furniture, lighting, architecture and retail. You will get plenty of trend and colour inspiration that will help you design for the consumer of the future – from product, across packaging and to marketing as well as physical material samples, TCX Pantone chips and focus on the season's most important colour trends. So, the best from pej forecast and pej toolbox in one combined product spread across more than 200 pages.

In the future, the new pej toolbox will be published in April and October, 16 months before the actual season and the trend book is ideal as an interdisciplinary tool for everyone in the lifestyle industries who wants to be certain that design, purchasing, sales and marketing speak the same language.

Enjoy!

Rie Fjordsøe Rasmussen
Trend Editor

CONTENT

GENERAL

03	Welcome
06	Intro to AW 21/22
12	Key colour trends
16	Trend themes
188	Trend summary
190	Colour matrix
191	Colour card
193	Colour development
196	Colour matrix by number
198	Meet the trend team
200	pej trend overview
202	About pej toolbox
204	pej toolbox digital

TREND THEMES

01 THE COLLECTORS

21	Intro
22	Mood
25	Keywords
27	Colours
28	Key colours
30	Colour combinations
33	Key materials
35	Key effects
37	Key details
38	Key prints
39	Design directions

02 THE VIRTUALISTS

63	Intro
64	Mood
67	Keywords
69	Colours
70	Key colours
72	Colour combinations
75	Key materials
77	Key effects
79	Key details
80	Key prints
81	Design directions

03 THE NEW SCANDIS

105	Intro
106	Mood
109	Keywords
111	Colours
112	Key colours
114	Colour combinations
117	Key materials
119	Key effects
121	Key details
122	Key prints
123	Design directions

04 THE PURISTS

147	Intro
148	Mood
151	Keywords
153	Colours
154	Key colours
156	Colour combinations
159	Key materials
161	Key effects
163	Key details
164	Key prints
165	Design directions

PEJ TREND AUTUMN/WINTER 21/22

HYBRID

/'haɪbrɪd/

”En person eller en gruppe af personer, der er opstået ved interaktion mellem eller krydsning af to modsætningsvise kulturer, traditioner etc.”

Fremtidens forbrugere er komplekst sammensatte væsener i fuld gang med at udforske og nyde det ’gode’ hybride liv, hvor det bedste af alle verdener kombineres. Et godt liv, der fremover emmer af utallige kombinationer og sammensætningsmuligheder fremfor begrænsninger, og som ikke længere er ’enten-eller’, men i stedet ’både-og’, hvor forskellige livsstile, kulturer og overbevisninger frit kan krydses, veksles og flekses – alt efter lyst og behov.

I fremtidens hybride liv nyder vi en (ægte) rød bøf fra slagteren med hjemmerørt bearnaisesauce, håndskårne fritter og hjemmedyrkede tomater fra køkkenhaven den ene dag, og en vegansk lynret fra vores abonnementsbaserede convenience-måltidskasse den anden. Vi går i bionedbrydeligt faux fur lavet af majs, samtidig med at vi nyder vores lejede kvalitetssofa i ægte læder. Vi køber billetter til vores avatar til en virtuel koncert i et ’third space’ og prioriterer samtidig at vandre i timevis i skovens dybe stille ro. Vi rejser på langdistance all inclusive-charterferier, samtidig med at vi booker ophold på et økologisk off-grid silent retreat. Vi køber digitale one-offs outfits udelukkende til én fremvisning på Instagram, mens vi samtidig bevidst vælger at have det samme genbrugsindkøbte tøj på flere gange i den virkelige verden.

I fremtiden vil vi opleve flere hybride produkter og services, der krydser adskillige modsatrettede elementer på én gang.

Hvad enten det er det perfekte miks mellem grå og beige, klinisk teknologi pakket ind i bløde, organiske former eller en simpel hvid t-shirt, der med augmented reality kommer til live på Instagram, fyldes sæsonen efterår/vinter 21/22 med optimale design og unikke muligheder. Alt dette lader os leve det ’gode’ forbrugsliv, og samtidig bidrager det positivt til at løse problemstillingerne omkring os.

Umiddelbart kan fremtidens mange forventninger og muligheder virke ret komplekse. Men de nye hybride forbrugere er mestre i at navigere. De ved, at livet er for kort til at spille dyrebar tid på en masse muligheder, der ikke er i overensstemmelse med deres behov og værdier, og de evner netop at træffe bevidste til- og fravalg med fokus på det, der virkelig betyder noget. Derfor engagerer de sig i brands og forbrugsoplevelser, som i højere grad selv omfavner den hybride tanke, fokuserer på at få det bedste ud af alle verdener, giver plads til enkelthed, fokusering og ærlighed, og som imødekommer, at fremtidens forbrugsliv ikke længere er ’enten-eller’, men ’både-og’.

Velkommen til sæsonen efterår/vinter 21/22, som fyldes af hybride forbrugsgoder, design, farver, materialer og brandingstrategier, og som både emmer af nye, enklere muligheder, fokuserede koncepter og optimale oplevelser. Alt sammen med en mere optimistisk, årvågen og bevidst forbruger ved kontrolpanelet.

12 IDEER TIL AW 21/22

- 01 Lav flere crossover-samarbejder, hvor der drages nytte af meningsfyldte kompetencer og personligheder på tværs af brancher.
- 02 Fokuser på ’less-is-more’ og omfavn den forvirrede og tidspressede kunde med nøje kuraterede kollektioner, færre valgmuligheder og få, men gode varer på ’hylterne’.
- 03 Skab flere personlige shoppingoplevelser med artificial intelligence, der både er luksuriøse og tilkommelige i pris, og hvor den nemme købsoplevelse tiltrækker kunder fremfor prisrabatter.
- 04 Engager dig i peer-to-peer markedspladser, og lad dine loyale kunder repræsentere dit brand ved at anmelde, vælge og sælge deres favoritprodukter via en personlig landing page.
- 05 Relancer allerede eksisterende, velfungerende design fra glemmebogen sammen med nydesignede produkter, og lad fortidens historier bringe nyt liv og værdi til din markedsføring og dit udvalg.
- 06 Brug online ratings, anmeldelser og salgsdata til at kuratere produktudvalg i fysiske butikker og lad den virkelige og digitale retailverden smelte endnu mere sammen.
- 07 Invester i nye re-commerce strategier med et større ’aftercare’ fokus, såsom rent-to-own kollektioner, fix & repair og buy-back initiativer. Tænk også eventuelt på om dine kunder kan aflevere brugte ting i bytte for nye produkter.
- 08 Træd ind i det virtuelle ’third space’, og imødekom en ny kundegruppe, der gerne vil bruge penge på digitale produkter, oplevelser og merchandise til deres online avatars.
- 09 Gør den fysiske shoppingoplevelse mere underholdende, delevenlig og mindeværdig med konceptet ’retail theatre’, som giver butiksoplevelsen en særlig karakter, der er turen værd.
- 10 Eksperimenter med ’tryvertising’ som nyt retailkoncept, hvor forbrugerne kan opleve og afprøve dine produkter under optimale forhold, før de køber. Service, troværdighed og markedsføring i ét og samme koncept.
- 11 Lær Gen Z bedre at kende, og imødekom deres behov for autentiske, Instagrammable oplevelser på et stramt budget. De er dine fremtidige kunder. Glem heller ikke de mange singler, som både er købelystne og sultne efter opmærksomhed.
- 12 Imødekom den stigende efterspørgsel på flere sæsonløse produkter, hvor design og farver også fungerer på tværs af sæsoner og årstider.

PEJ TREND AUTUMN/WINTER 21/22

HYBRID

/ ' h aɪ b rɪ d /

“a person or group of persons produced by the interaction or crossbreeding of two unlike cultures, traditions, etc.”

Consumers of the future are complex, intricate creatures in full swing exploring and enjoying the ‘good’ hybrid life where the best of all worlds are combined. A good life, which in future oozes innumerable possibilities and combination options in preference to limitations, and which no longer is ‘either-or’, but rather ‘both-and’, where different lifestyles, cultures and convictions can be freely crossed, exchanged and flexed – all depending on desire and need.

In the hybrid life of the future, we enjoy a (real) red steak from the butcher with home-made bearnaise sauce, hand-cut french fries and home-grown tomatoes from the kitchen garden on the one day, and a vegan quick meal from our subscription-based convenience meal box, on the other. We wear biodegradable faux fur made of corn, while we enjoy our rented quality sofa in real leather. We buy tickets for our avatar to go to a virtual concert in a ‘third space’ and also prioritise wandering for hours in the deep quiet and calm of the forest. We travel on long distance, all inclusive package holidays, while also booking a stay at an organic off-grid silent retreat. We buy digital one-off outfits for only one appearance on Instagram, while we also consciously choose to wear the same recycable clothes several times in the real world.

In the future, we will experience more hybrid products and services that cross several opposing elements at one time. Whether this is the perfect mix between grey and beige,

clinical technology packaged in soft, organic forms or a simple white T-shirt, which with augmented reality, comes alive on Instagram, the autumn/winter 21/22 season is filled with optimal design and unique options. All this allows us to live the ‘good’ consumer life and also contributes positively to solving the problems around us.

The many expectations and possibilities of the future seem pretty complex. But the new hybrid consumers are masters at navigating. They know that life is too short to waste precious time on a lot of options that are not in accordance with their needs and values and they are able to make conscious selections and deselections focusing on what really means something. Therefore, they involve themselves in brands and consumer experiences, which to a greater extent embrace the hybrid way of thinking, focus on getting the best out of all worlds, make room for simplicity, focusing and honesty, and which accommodate that the consumer life of the future is no longer ‘either-or’ but ‘both-and’.

Welcome to the autumn/winter 21/22 season, which is filled with hybrid consumer durables, design, colours, materials and branding strategies, and which oozes new, simpler possibilities, focused concepts and optimal experiences. Altogether with a more optimistic, vigilant and aware consumer at the control panel.

12 IDEAS FOR AW 21/22

- 01** Make more cross-over collaborations, which benefit from meaningful competencies and personalities across industries.
- 02** Focus on ‘less-is-more’ and embrace the confused customer pressed for time with carefully curated collections, fewer options and few, but good items on the ‘shelves’.
- 03** Create more personal shopping experiences with artificial intelligence that are both luxurious and affordable, and where the easy buying experience attracts customers instead of price discounts.
- 04** Become involved in peer-to-peer marketplaces and let your loyal customers represent your brand by reviewing, choosing and selling their favourite products through a personal landing page.
- 05** Relaunch already existing, well-functioning design from oblivion together with newly designed products and let the stories of the past bring new life and value to your marketing and your selection.
- 06** Use online ratings, reviews and sales data to curate product selections in physical stores and allow the real and digital retail world to melt together even more.
- 07** Invest in new re-commerce strategies with greater ‘after-care’ focus such as ‘rent-to-own’ collections, fix & repair and buy-back initiatives. Also consider whether your customers can return used items in exchange for new products.
- 08** Step into the virtual ‘third space’ and meet a new customer group that wants to spend money on digital products, experiences and merchandise for their online avatars.
- 09** Make the physical shopping experience more entertaining, share-friendly and memorable with the “retail theatre’ concept, which gives the store experience a special character that is worth the journey.
- 10** Experiment with ‘tryvertising’ as a new retail concept where the consumers can experience and try your products under optimal conditions before they buy. Service, credibility and marketing in one and the same concept.
- 11** Get to know Gen Z better and meet their needs for authentic, Instagramable experiences on a tight budget. They are your future customers. Nor should you forget the many singles who are willing to buy and are hungry for attention.
- 12** Meet the growing demand for more seasonless products where design and colours also function across seasons and times of the year.

TRENDS IN GENERAL

DESIGN

Det gode håndarbejde er stadig i fokus, og sæsonen fyldes igen af unikke produkter med uforudsigelige og særprægede ‘must touch’-detaljer, som forbrugerne stadig er villige til at betale for. Derudover fortsætter endnu flere brands med at udforske, hvordan nye produktkategorier og samarbejder i andre relaterede brancher kan skabe fornyet interesse og profit til deres eksisterende produktportefølje. Samtidig begynder flere designere også at udbrede deres ekspertise og forretning til andre industrier for at bevare deres relevans i en tid, hvor secondhand og vintage boomer, og hvor ny produktion i højere grad udfordres. Fast design er absolut ikke slut, men flere designere og brands tænker fremover i nye og mere realistiske alternativer til bæredygtighed, hvor såvel virtuelle produkter til online fremvisning som design i god kvalitet med farver og udtryk, der frit kan krydses på tværs af sæsoner og kollektioner, står i kontrast til en branche på speed.

Good craftsmanship is still in the spotlight, and the season is yet again filled with unique products with unpredictable and distinctive ‘must touch’ details, which consumers are still willing to pay for. In addition, even more brands are continuing to explore how new product categories and collaborations in other related industries can create renewed interest in and profit for their existing product portfolio. At the same time, more designers are also beginning to spread their expertise and business to other industries in order to preserve their relevance in a time where second-hand and vintage is booming and where new production is challenged to a greater extent. Fast design is absolutely not over, but more designers and brands are thinking in new and more realistic alternatives to sustainability where virtual products for online display as well as design in good quality with colours and looks that can be freely mixed across seasons and collections, are in contrast to an industry on speed.

COLOURS

Trods et større ønske om mere sæsonløse, monokrome farvepaletter, og ny opmærksomhed rettet mod naturlige, kemikaliefrie indfarvningsmetoder, spiller farver stadig en essentiel rolle for fremtiden. Vi har for alvor mærket den positive effekt af, hvordan farver kan påvirke vores humør. Dette skaber et blivende ønske for både optimistiske farver med masser af saft og kraft, der kan udtrykke vores positive fremtidssyn, samt bløde, beroligende nuancer, der kan skabe mere ro, langsommelighed og ‘stilhed’ omkring os. Farvers betydning og indflydelse på vores humør og sind vil derfor spille en større rolle fremover. Vi vil overgive os til både bløde greige, støvede grønne og rensende isblå samt levende, virtuelle og næsten kunstige toner, der lader fantasien få frit løb. Særligt de monokrome nuancer står som nyhedsværdi i sæsonen, hvor alle facetter og variationer omkring én enkelt farve udfoldes og udforskes.

Despite a greater desire for more seasonless, monochrome colour palettes, and new awareness directed towards natural, chemical-free dyeing methods, colours still play an essential role in the future. We have felt the positive effect of how colours can affect our mood. This creates a lasting desire for both optimistic colours with plenty of vigour that can express our positive view of the future as well as soft, calming shades that can create more relief, slowness and ‘quietness’ around us. The importance and influence of colour on our mood and mind will, therefore, play a bigger role in future. We will surrender to both soft greige, dusty greens and cleansing ice blue as well as vivid, virtual and almost synthetic tones that allow the imagination to run free. The monochrome shades, in particular, are newsworthy in the season where all facets and variations around one single colour are expanded and explored.

MATERIALS

Der fortsætter med at være fokus på forskellige sensoriske og taktile materialeteksturer, som taler til både vores fysiske og mentale sanser. Alt fra rustikke, grynede og krakelerede strukturer til superbløde, vamsede og glatte overflader, der samtidig omfavner det ærlige, æstetiske og bløde udtryk, står stadig som betydningsfulde parametre for forbrugerne, der vil have ro i kaos. Samtidig bliver vores hjem og beklædning kun mere ‘smart’, og fremtidens materialeinnovationer bugner derfor af intelligente, selvrensende materialer med kloge iboende funktioner, der både gør vores hverdag nemmere og hjælper os med at spare på jordens ressourcer. Den gode samvittighed forbliver essentiel for den oplyste og nu mere realistiske forbruger, som finder værdi i materials unikke iboende udtryk. Forbrugeren ser fremover ‘repurposed’ materialer, mindre belastende værdikæder, bionedbrydelige alternativer og certificerede naturmaterialer som normen i et produktudvalg.

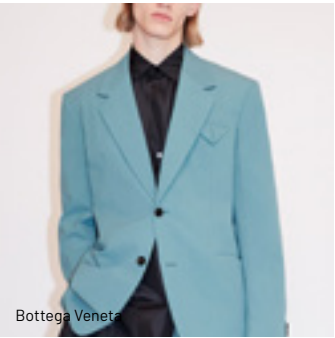
Focus continues on the various sensory and tactile material textures that speak to our physical and mental senses. Everything from rustic, grainy and crackled structures to super-soft, fluffy and smooth surfaces, which also embrace the honest, aesthetic and soft expression are still important parameters for the consumers who want calm in the chaos. At the same time, our home and clothing are only becoming ‘smarter’ and, consequently, future material innovations abound with intelligent, self-cleansing materials with clever inherent functions that make our daily life easier and help us save the earth’s resources. The good conscience remains essential for the informed and now more realistic consumer who finds value in the unique inherent expression of the materials. In the future, the consumer sees repurposed materials, less impacting value chains, biodegradable alternatives and certified natural materials as the norm in a product selection.

CONSUMPTION

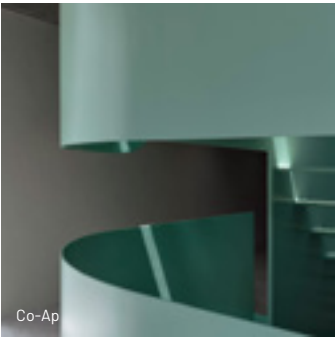
Flere forbrugere er mere bevidste og opmærksomme på, hvad, hvordan og hvor de køber. Derfor bliver særligt det personaliserede, informative og stressfrie, hvor intelligente teknologier står som en hjælpsom sparringspartner, værdifuldt for den tidspressede forbruger, der ønsker færre valgmuligheder, men ikke vil gå på kompromis. I forlængelse heraf stiger udbuddet også af lejeservices, genbrugsmuligheder, abonnements tjenester og gensalgsplatforme. De nye muligheder for genbrug og gensalg bliver den moderne forbrugers frelse, hvor de kan fortsætte deres fascination af ‘use-once’ kulturen på sociale medier med ‘god samvittighed’, da det kan afleveres tilbage eller sælges videre efter brug. Generelt fortsætter bæredygtighed og etik med at være ‘top-of-mind’, men de nu mere oplyste og realistiske forbrugerne forventer, at brands fremover evner at navigere og informere dem – helt ærligt, uden greenwashing og fake news.

More consumers are more aware and considerate of what, how and where they buy. Therefore, the personalised, informative and stress-free with intelligent technologies as a helpful sparring partner, become valuable for the consumer pressed for time who wants fewer options but does not want to compromise. In extension of this, the offer of rental services, recycling options, subscription services and resale platforms also increase. The new possibilities for recycling and resale become the modern consumer’s redemption where they can continue their fascination with the ‘use once’ culture on social media with ‘good conscience’ as it can be returned or resold after use. In general, sustainability and ethics will continue to be ‘top of mind’ but the now more informed and realistic consumers expect that in the future, brands will navigate and inform them – completely honest, without greenwashing and fake news.

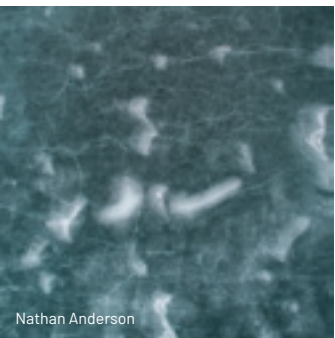
KEY COLOUR TRENDS



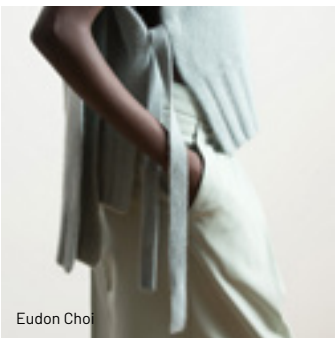
Bottega Veneta



Co-Ap



Nathan Anderson



Eudon Choi

16-4404

16-5106

18-4612

16-4612

ICEY BLUES

Efter et par sæsoner i baggrunden vender de blå nuancer tilbage som en klar favorit. Denne gang i form af rolige isblå toner, med et køligt og nærmest arktisk skær, der føles både bløde og behagelige, og som leder tankerne hen på rensende wellness-oplevelser i komplet stilhed i den vinterlige natur.

After a couple of seasons in the background, the blue shades are back as a clear favourite. This time in the form of calming ice-blue tones, with a cool and almost Arctic glow, that feel soft and pleasant and lead your thoughts to cleansing wellness experiences in complete silence in the wintry nature.



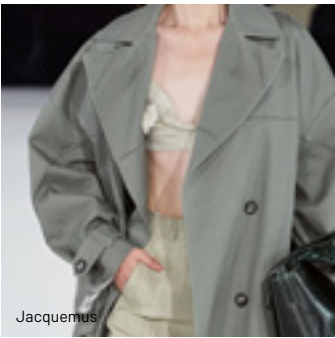
A. Teodoro



FADD studio



Erik Ostensson



Jacquemus

14-0216

17-6009

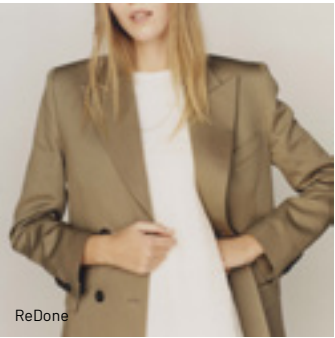
18-0510

19-0307

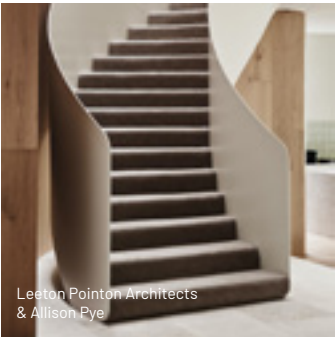
DUSTED GREENS

Den grønne bølge fortsætter, men bevæger sig fremover ind i et mere mystisk, lindrende og støvet univers. De grønne farver emmer stadig af naturlighed, men kigger også mod andre former for vegetation i alt fra undersøiske tangskove til overjordiske eventyruniverser.

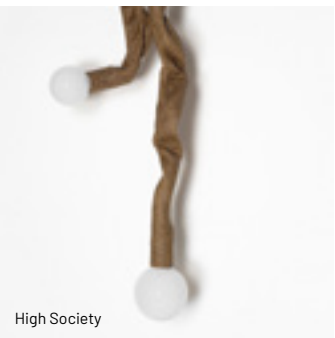
The green wave continues, but it will be moving into a more mystical, soothing and dusty universe. The green colours still exude naturalness but also look toward other forms of vegetation in everything from submerged seaweed forests to otherworldly universes.



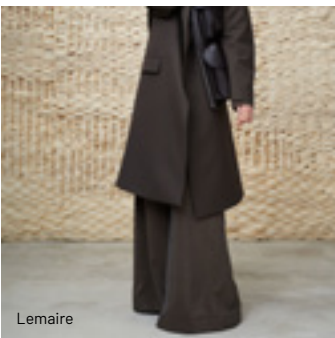
ReDone



Leeton Pointon Architects & Allison Eye



High Society



Lemaire

17-1109

17-1212

18-0513

18-1306

NEW GREIGES

Fremover fusioneres grå nuancer med andre farvetoner og skaber grobund for en ny palette af kommercielle grå: greiges. I stedet for mere tågede og æteriske grå skabes der nye grå hybrider med brunlig karakter, som emmer af varme, mineraler, taktilitet og jordagtige referencer.

In the future, shades of grey will be merged with other colour tones and create foundation for a new palette of commercial grey: greiges. Instead of more foggy and ethereal grey, new grey hybrids are being created with a brownish character that oozes of warmth, minerals, tactility and earthy references.



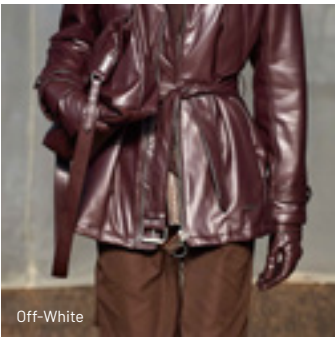
Camilla and Marc



Giorgio Bonaguro



Kelly Wearstler



Off-White

16-1317

17-1328

18-1022

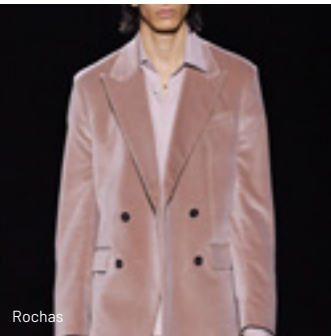
19-1321

CALM BROWNS

De brune nuancer fylder stadig sæsonens farvekort med deres klassiske og varme toner. Dog har de ikke længere så stor nyhedsværdi som i tidligere sæsoner, men står nu som sikre og luksuriøse sidespillere med naturlige træsorter, rolig livsstil og historisk patina som referencepunkter.

The shades of brown still fill the season's colour chart with their classic and warm tones. However, they are no longer as newsworthy as in previous seasons but are now safe and luxurious juxtaposed players with natural woods, calm lifestyle and historical patina as reference points.

KEY COLOUR TRENDS



15-4307

16-3802

17-1505

16-2107

SOFT LILACS

Sæsonens lilla toner får en grålig indsprøjtning, der giver de lilla en mere kompleks, alsidig rolle end tidligere sæsoner. Deres nyhedsværdi er aftaget en smule, men de står nu med deres botaniske inspiration, fra blandt andet fuchsiaer og roser, som romantiske klassikere i sæsonen.

The season's lilac tones are given a greyish injection that gives the lilac a more complex, versatile role than in previous seasons. Their newsworthiness has waned a little, but they now stand as romantic classics in the season with their botanical inspiration from, for example, fuchsias and roses.



15-0548

16-0237

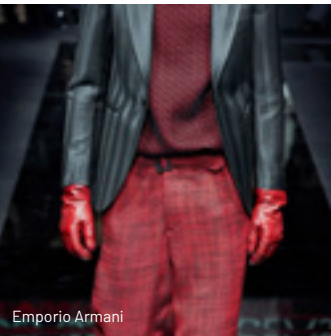
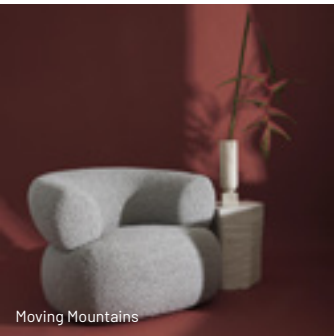
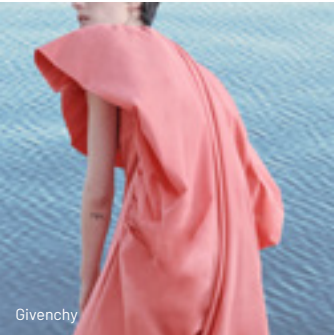
17-5117

19-3424

VIBRANT LIFE

Sæsonens mere rolige og bløde farvetoner får selskab af livlige, kraftige og energiske nuancer, der afspejler den optimistiske tidsånd og vores stigende digitale tilstedeværelse. Tankerne ledes hen på alt fra skøre vintagefund til laboratorieskabte virtuelle toner og naturens rige planteliv.

The season's calmer and softer colour tones are accompanied by vivid, strong and energetic shades that reflect the optimistic spirit of the time and our growing digital presence. Thoughts are lead along to everything from crazy vintage finds to virtual tones created in the laboratory and nature's rich plant life.



16-1431

18-1630

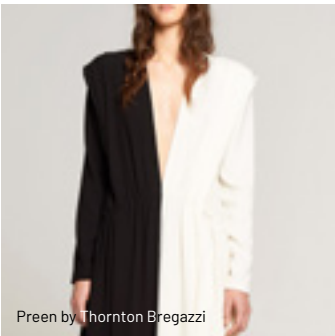
19-1540

19-1656

PASSIONATE REDS

Sæsonens røde nuancer udstråler både passion, glød og blod, og de står som et stærkt politisk statement i en protestfyldt tid. Pink spiller stadig en rolle, men indtager et mere skjult statement og viger pladsen for de mere kønsflydende, kødlige, saftige og passionerede rødlige toner.

The season's red shades radiate passion, glow and blood and they have a strong political statement in a time full of protests. Pink still plays a role, but is now taking on a more hidden statement and is making room for the more gender-fluid, fleshy, juicy and passionate red tones.



11-0601

19-4305

BLACK & WHITE

I forlængelse af det voksende behov for det simple, monokrome og nemme valg på tværs af sæsoner får sort og hvid et 'comeback'. Det vil være med helt ny kompleksitet, hvor fraværet af farve hyldes gennem unikke formsprog, teksturleg og bred variation af taktile overflader.

In extension of the growing need for the simple, monochrome and easy choice across seasons, black and white are having a comeback. It will be with entirely new complexity where the absence of colour is celebrated through unique idiom, play with texture and a broad variation of tactile surfaces.

TREND THEMES

01 THE COLLECTORS



Colin Prior

Med et brændende ønske om at opleve unikke destinationer og søge efter stilhed i en verden fuld af støj, tiltrækkes Samlerne af steder, hvor isolation og meditativ fokus er opnåeligt. Hvad enten det er rejser, restauranter, design eller shoppingoplevelser, jagter Samlerne ekstraordinære wow-momenter, der føles eksklusive og for de få.

With a burning desire to experience unique destinations and search for quietness in a world full of noise, The Collectors are attracted by places where isolation and meditative focus is achievable. Whether this is about journeys, restaurants, design or shopping experiences, The Collectors pursue extraordinary ‘wow’ moments that feel exclusive and are only for the few.



02 THE VIRTUALISTS



Ines Alpha x Selfridges

Omgivet af teknologi, der engang udelukkende blev set som science fiction, åbner Virtualisterne sindet for en verden uden for de fysiske rammer, hvor mulighederne er mange og grænserne få. Velvidende at fremskridt er umuligt uden ændringer, og at fremtiden er uundgåelig, sætter de spørgsmålstegn ved det, der allerede er, og søger redefinition af nutidens virkelighed.

Surrounded by technology, which was once seen as science fiction, The Virtualists open the mind to a world without physical boundaries where the possibilities are many and limits are few. Knowing that progress is impossible without change and that the future is unavoidable, they question what already is and seek redefinition of the reality of the present.



03 THE NEW SCANDIS



Charles Jeffrey

De Nye Skandier er passionerede, ihærdige og ekspresive individualister, som med fokus på individuel frihed har taget aktivistbareten på. Som kønsaktivister, kunstklubmedlemmer og miljøforkæmpere byder de helhjertet ind på den politiske front for at overbevise så mange som muligt i deres retning og skabe forandring gennem nye sociale bevægelser.

The New Scandis are passionate, persistent and expressive individualists who, with a focus on individual freedom, have put on the activist beret. As gender activists, art club members and environmental activists, they contribute wholeheartedly to the political front to persuade as many as possible to follow their direction and create change through new social movements.



04 THE PURISTS



TSE

Med viden, der for det meste stammer fra sund fornuft og beviselige fakta, stiller Puristerne sig kritiske over for fake news, døgnfluetrends, greenwashing og spontane politiske bevægelser. I stedet vælger de at opretholde status quo og finde mening i fortidens og nutidens normer, hvor stilrenhed og enkelthed giver plads til fordybelse og grundig omtanke.

With knowledge, which mostly originates from common sense and verifiable facts, The Purists are critical of fake news, one-day wonder trends, greenwashing and spontaneous political movements. Instead they choose to maintain status quo and find meaning in the norms of the past and present, where pureness and simplicity make room for contemplation and thorough reflection.



PANTONE® 19-4316 TCX
STARGAZER

Farven er blot én af farverne i temaet. Farven er kun retningsgivende.
Her bør refereres til PANTONE® Fashion + Home publikationer for at se den præcise farve.
The colour is only one of the significant colours in the theme. The colour is only shown as an indication.
Always refer to the original PANTONE® Fashion + Home publications to see the specific colour.

THE COLLECTORS

Bryan Rodríguez

01

THE COLLECTORS

Med et brændende ønske om at opleve unikke destinationer og søge efter stilhed i en verden fuld af støj, tiltrækkes Samlerne af steder, hvor isolation og meditativ fokus er opnåeligt. Hvad enten det er rejser, restauranter, design eller shoppingoplevelser, jagter de ekstraordinære wow-momenter, der føles eksklusive og for de få. Langt væk fra mangfoldighedens strøm.

At finde indre ro står øverst på Samlernes liste, og derfor søger de bjergtagende oplevelser, som tvinger dem til at være til stede i nuet. Det at udforske naturens uopdagede vidundere, genfinde mystiske folkefortællinger og prøve kræfter med mere langsommelige levemåder fra traditionelle folkefærd driver dem mod det kolde nord for at finde ny mening med livet – og udvide deres samling af sjældne genstande fra hele verden.

Samlerne er nemlig selektive, når de skal tilegne sig nye produkter. Unikke formsprog med rå, stenede og pelsede overflader, etisk produktion, gode materialer, funktionalitet og lang levetid er blot nogle af deres nøgleprioriteter. Samtidig skal design og beklædning være skabt til et udendørs-liv 'on-the-go', udført i enten intelligente og beskyttende performance-materialer eller materialer med naturens egne selvrensende og temperaturjusterende egenskaber.

Fascineret af de oprindelige nordiske folkefærd og deres lange tradition for at leve i det fri på naturens betingelser finder Samlerne inspiration i det kolde klima og den tilhørende arktiske kulturhistorie. Deres unikke samling inkluderer derfor ekstraordinære naturoplevelser, hjembragte ritualer som slow coffee, alternative jagtteknikker, sindsrensende isbadning, æstetiske referencer til nationale folkedragter, traditionelt håndværk med rustikke teksturer og minimalistisk design i rensende, kølige toner. Alle sammen unika 'samleobjekter', som taler for sig selv i hjemmet og klædeskabet og skaber uvurderlige minder i hverdagen.

With a burning desire to experience unique destinations and search for quietness in a world full of noise, The Collectors are attracted by places where isolation and meditative focus is achievable. Whether this is about journeys, restaurants, design or shopping experiences, The Collectors pursue extraordinary 'wow' moments that feel exclusive and are only for the few. Far away from the flow of multiplicity.

Finding inner peace is at the top of The Collectors' list and, therefore, they seek breathtaking experiences that force them to live in the present. To explore the undiscovered wonders of nature, rediscover mystical folklore and test slower ways of life from traditional peoples, The Collectors are driven towards the cold north to find a new meaning of life - and expand their collection of rare objects from all over the world.

The Collectors are selective when they are to acquire new products. Unique design with raw, stony and furry surfaces, ethical production, good materials, functionality and longevity are just some of their top priorities. At the same time, design and clothing must be made for an outdoor life 'on-the-go', made of either intelligent and protective performance materials or materials with nature's own self-cleansing and temperature adjusting qualities.

Fascinated by the original Nordic people and their long tradition of living in the wild on nature's terms, The Collectors find inspiration in the cold climate and the associated Arctic cultural history. Therefore, their unique collection includes extraordinary nature experiences, rituals brought home such as slow coffee, alternative hunting techniques, mind-cleansing winter bathing, aesthetic references to national costumes, traditional craftsmanship with rustic textures and minimalist design in cleansing, cool tones. Altogether unique 'collectibles', which speak for themselves in the home and closet and create priceless memories in the daily life.



Colin Prior

MOOD



Bloc Studios x Tableau



Jimmy Nelson



Erik Östensson



Christian Salbeck



Shahar Livné



Johanna Grahn Hollström



Icehotel



Giorgio Armani



Alanui



Harry Morgan

KEYWORDS

Arkæologiske fund

Archaeological finds

Nationalt kunsthåndværk

National craft

Oprindelige nordiske folkefærd

Indigenous Nordic people

Hyldest til fortidens traditioner

Tribute to traditions of the past

Det simple liv

The simpler life

Skulpturelle genstande

Sculptural objects

Rensende ritualer

Cleansing rituals

Unikke wow-oplevelser

Unique wow moments

Naturens skjulte vidundere

Hidden wonders of nature

Udstyr til den arktiske nomade

Equipment for the Arctic nomade

Fremtidens luksus

Luxury of the future

Lidt men godt

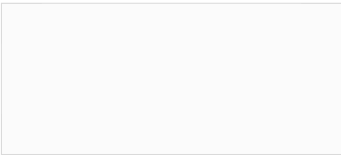
Less but good



Astrid Andersen



Penda



Pantone® 11-0601 TCX
Bright White
Pantone® White C
CMYK: 0-0-0-0



Pantone® 16-5106 TCX
Blue Surf
Pantone® 5507 C
CMYK: 38-18-22-1



Pantone® 16-4404 TCX
Abyss
Pantone® 443 C
CMYK: 43-25-26-5



Pantone® 18-4612 TCX
North Atlantic
Pantone® 431 C
CMYK: 63-45-34-25



Pantone® 19-4316 TCX
Stargazer
Pantone® 7545 C
CMYK: 74-50-31-36



Pantone® 18-0510 TCX
Castor Gray
Pantone® 417 C
CMYK: 53-42-52-31



Pantone® 16-3802 TCX
Ash
Pantone® Warm Gray 6 C
CMYK: 31-29-30-6



Pantone® 19-3803 TCX
Plum Kitten
Pantone® 411 C
CMYK: 51-55-52-39



Pantone® 16-1317 TCX
Brush
Pantone® 7521 C
CMYK: 15-34-40-5



Pantone® 19-1522 TCX
Zinfandel
Pantone® 504 C
CMYK: 29-88-45-65

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984, 1992. Der tages forbehold for mindre fejl. / The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984, 1992. May be subject to minor errors.

PANTONE®

Bestil originale Pantone-farver på www.trendstore.dk/pantone, via mail pantone@pejgruppen.dk eller på telefon (+45) 9711 8900. Order original Pantone colours on www.trendstore.eu/pantone, via e-mail pantone@pejgruppen.dk or by phone (+45) 9711 8900.

KEY COLOURS FASHION

16-5106 TCX

19-4316 TCX

Craig Green

TSE

Nehera

White Mountaineering

11-0601 TCX

19-3803 TCX

19-1522 TCX

KEY COLOURS INTERIOR

Six N. Five

16-1317 TCX

19-4316 TCX

18-4612 TCX

Alain Gilles

Sir Joan Hotel

Cuff Studio

16-5106 TCX

18-0510 TCX

COLOUR COMBINATIONS FASHION



Alanui

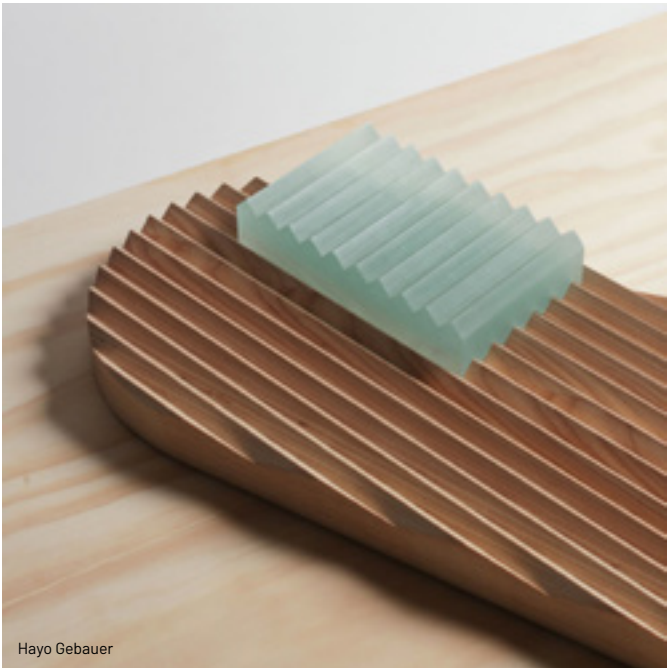
11-0601 TCX

16-3802 TCX

18-4612 TCX

19-4316 TCX

COLOUR COMBINATIONS INTERIOR



Hayo Gebauer

16-5106 TCX

16-1317 TCX

19-3803 TCX



A-Cold-Wall

18-0510 TCX

16-3802 TCX

19-3803 TCX



Waterfrom Design

16-4404 TCX

16-5106 TCX

18-4612 TCX

16-3802 TCX

19-4316 TCX

Farverne er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984,1992. The colours shown are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984,1992.

KEY MATERIALS



Craig Green



Unsung Weaver



Lillian Tørlen



Feit

Børstet uld
Brushed wool

Sten
Stone

Klart glas
Clear glass

Råmetaller
Crude metals

Naturlige træsorter
Natural woods

Performance-tekstiler
Performance textiles

Langhåret pels
Longhaired fur

Håndlavet keramik
Handcrafted ceramics

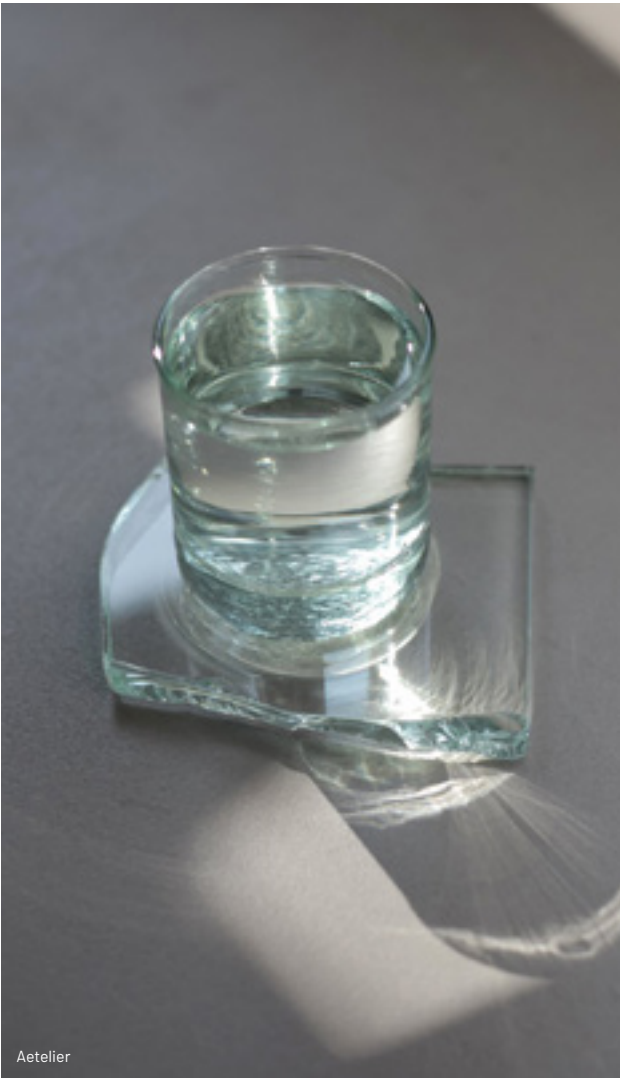
Genanvendte fibre
Reused fibres

Ben & horn
Bone & horn

Filt
Felt

Bæredygtigt læder
Sustainable leather

KEY EFFECTS



Spænder & elastiksnøre

Buckles & drawstring

Mønstre & symboler

Patterns & symbols

Rå kanter

Raw edges

Kølige farver

Cool colours

Vævet

Woven

Oversized strik

Oversized knit

Bølgende

Wavey

Istapper

Icicles

Patina

Patina

Draperinger

Drapings

Overflader med tekstur

Surfaces with texture

Frynset & snoet

Fringed & twisted

KEY DETAILS



Vollebæk



BOIR



Mame Kurogouchi



Carol Gay

Detaljer fra nationale folkedragter
Details from national folk costumes

Ponchoer & sjaler
Ponchos & shawls

Inderste tøjlæg
Inner clothing layer

Lag på lag
Layered

Rustikke stenstykker
Rustic stone pieces

Sanselige effekter
Sensory effects

Komfortabelt
Comfortable

Unikadetaljer
Unique details

Tupilakker
Tupilaks

Beskytter mod vind & vejr
Protecting against wind & weather

Lange længder
Long lengths

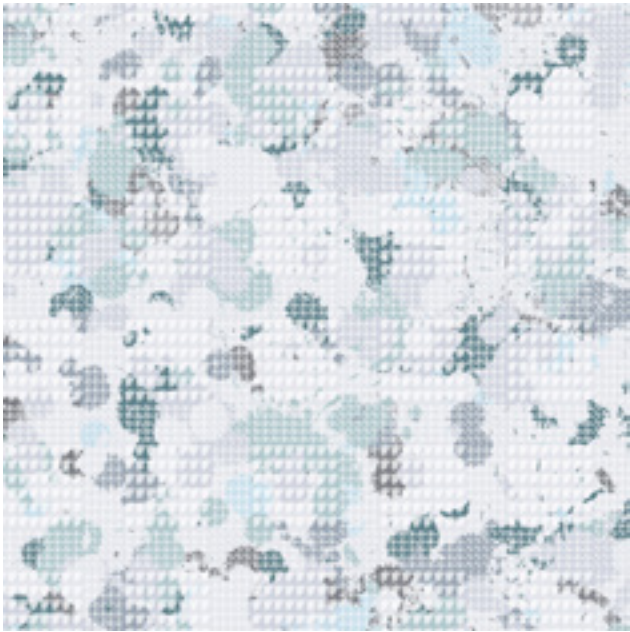
Multifunktionelt
Multifunctional

KEY PRINTS



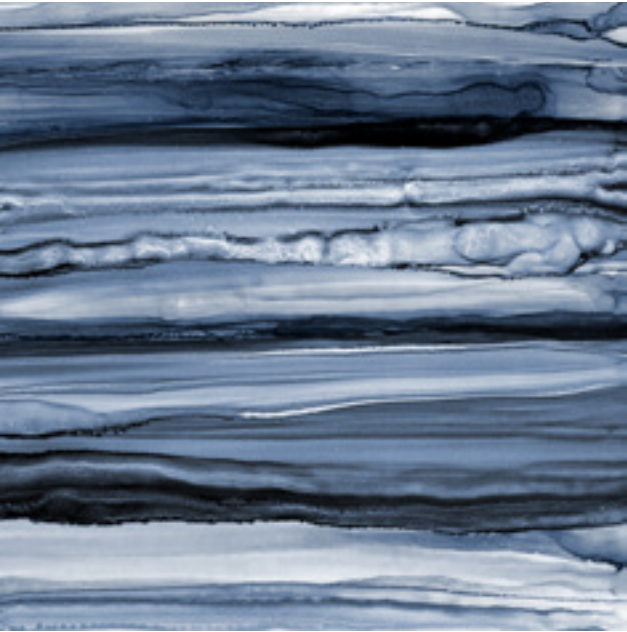
Nordiske symbolsprog
Nordic symbol language

Abby Lichtman / Style no. VB21S217



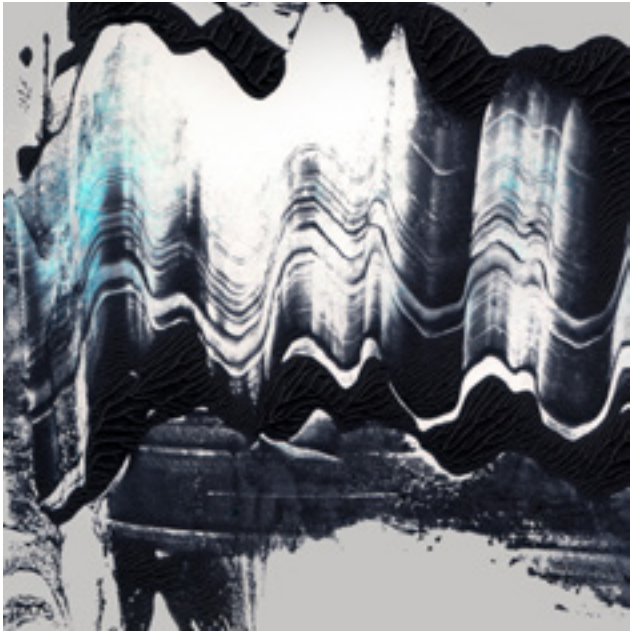
Snecamouflage
Snow camouflage

Abby Lichtman / Style no. SH21S2148



Frosne jordlag
Frozen strata

Abby Lichtman / Style no. SH19SM1703



Nordlys
Northern lights

Abby Lichtman / Style no. AL18SM78

FASHION

- 40 Fashion women
- 42 Fashion men
- 44 Shoes & accessories
- 46 Kids

INTERIOR

- 46 Kids
- 48 Interior objects
- 50 Furniture
- 52 Lighting
- 54 Art & architecture
- 55 Retail

OVERVIEW

- 56 Key directions
- 59 Key concepts

DESIGN DIRECTIONS

FASHION WOMEN



Alanui



Sacai

Mønstre & symboler
Patterns & symbols
Klædedragter
National folk costumes
Ude i kulden
Out in the cold



Bassike



Jarel Zhang

Inderste lag
Inner layer
Ponchoer & sjaler
Ponchos & shawls



Étoile Isabel Marant



Etro



Jil Sander



Simonetta Ravizza



Erika Cavallini



Stella McCartney

FASHION MEN



Pels & uld
Fur & wool

Mønstre & symboler
Patterns & symbols

Kølige farver
Cool colours



Udendørsudstyr
Outdoor gear

Lange længder
Long lenghts

SHOES & ACCESSORIES



Bottega Veneta



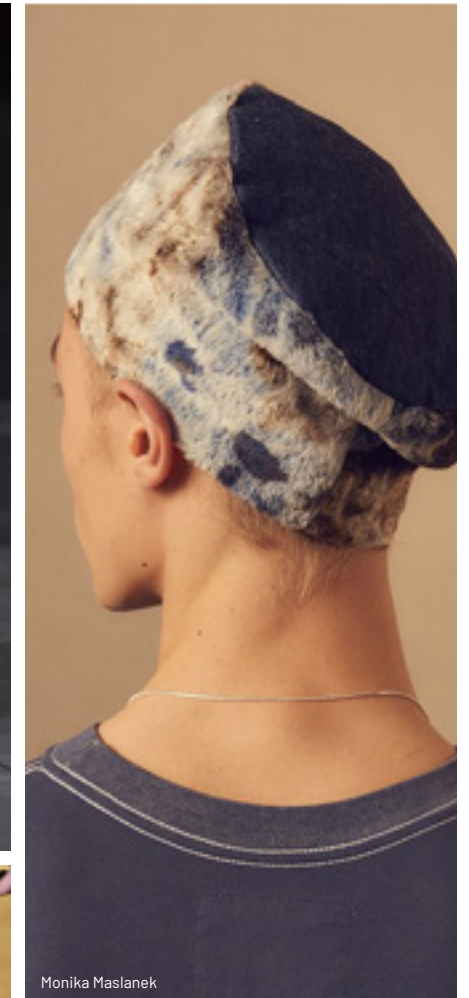
Dolce & Gabbana



1064 Studio



Dolce & Gabbana



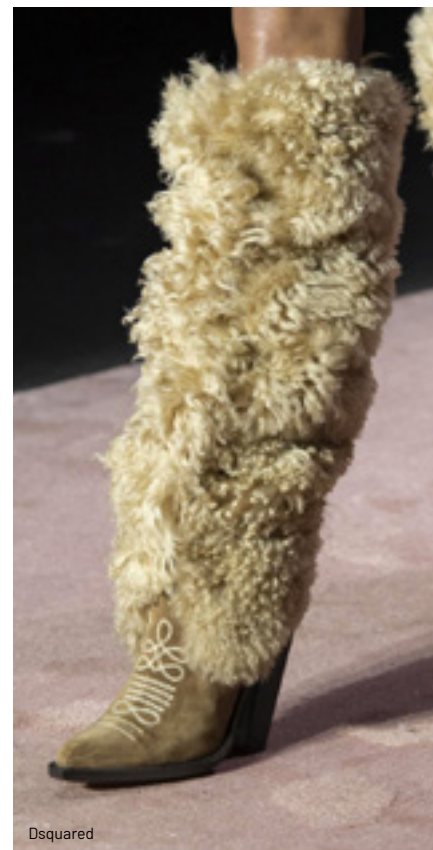
Monika Maslanek



Ermenegildo Zegna



Jacquemus



Dsquared



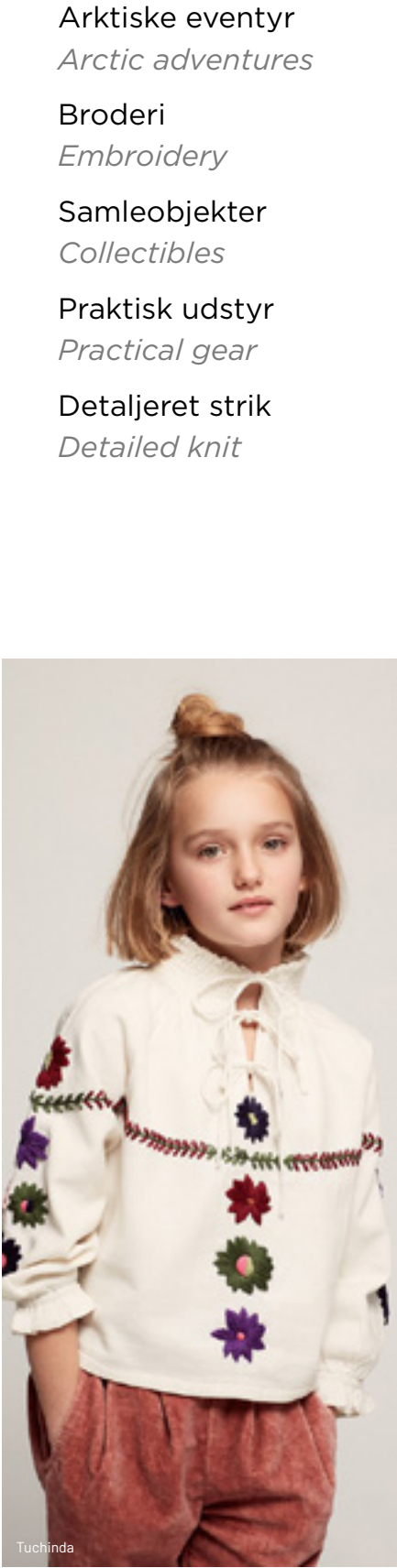
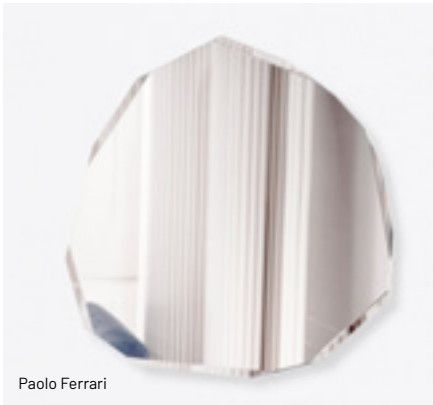
Nehara



White Mountaineering

Naturmaterialer
Natural materials
 Smeltede metaller
Melted metals
 Folkedragter
National costumes
 Praktisk udstyr
Practical gear
 Unikadetaljer
Unique details

KIDS



Arktiske eventyr
Arctic adventures

Broderi
Embroidery

Samleobjekter
Collectibles

Praktisk udstyr
Practical gear

Detaljeret strik
Detailed knit

INTERIOR OBJECTS

Unikaobjekter
Uniqe pieces

Is & sten
Ice & stone

Kølige farver
Cool colours

Håndlavet håndværk
Handmade crafts

Revnede kanter
Fractured edges



FURNITURE



Fernando Mastrangelo



Wonmin Park



Ian Blasco



Ronan and Erwan Bouroullec for Samsung



Cascando



Aldo Bakker



Ron Gilad



Ad Hoc



Roxane Lahidji



OKHA

Opbevaring
Storage

Sanselige detaljer
Sensory details

Kølige farver
Cool colours

Sten & is
Stone & ice

Rene former
Clean shapes

LIGHTING



Et2



Davidpompa

Isflager
Iceflakes
Stenmaterialer
Stone materials
Levende nordlys
Living Northern lights
Praktisk på farten
Practical on-the-go
Unikadetaljer
Unique details



Ross Gardam



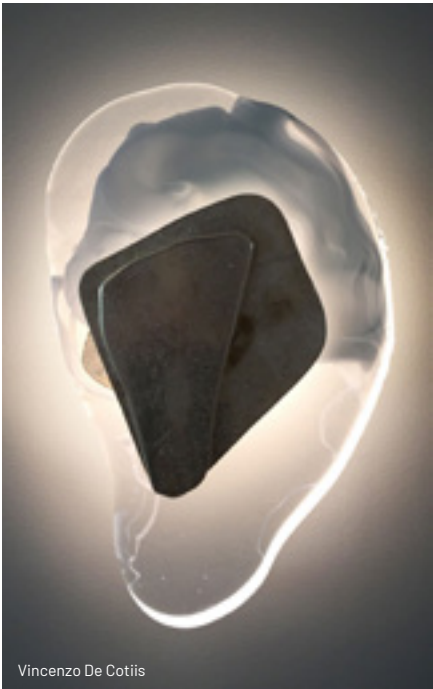
Lukas Peet



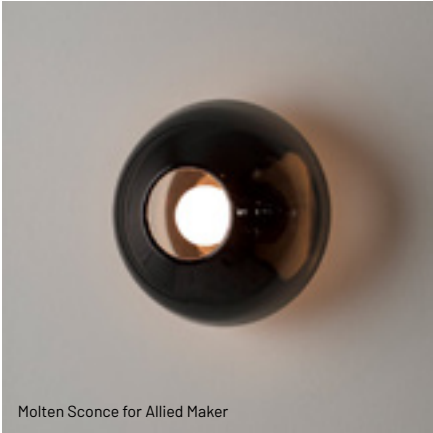
Hand and Eye Studio



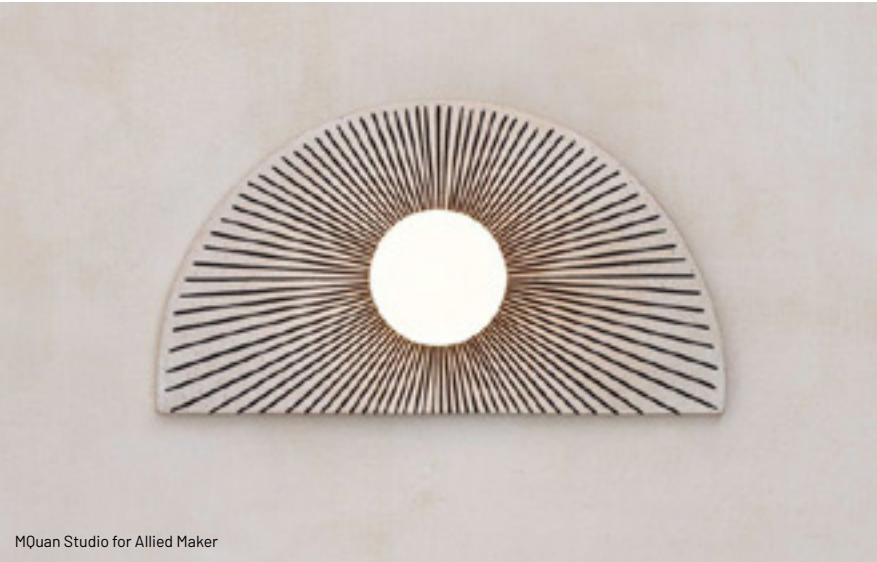
Benjamin Graindorge



Vincenzo De Cotiis



Molten Sconce for Allied Maker

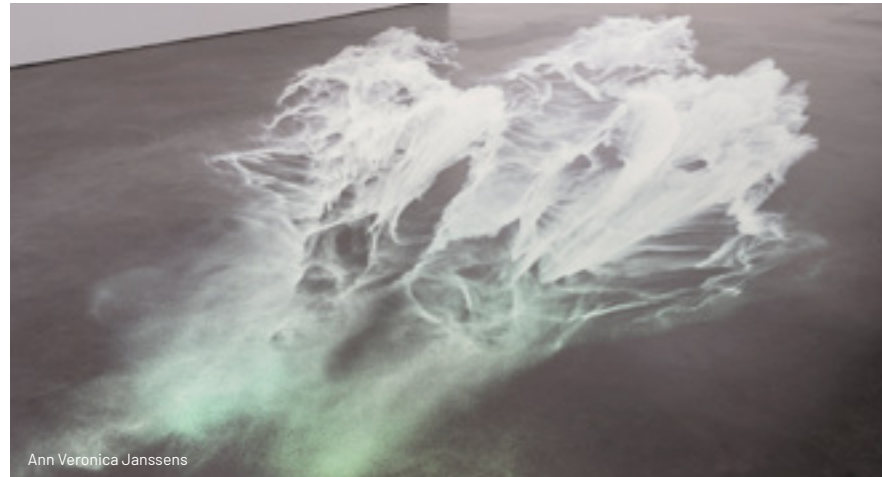


M0uan Studio for Allied Maker



Ethimo x Christophe Pillet

ART & ARCHITECTURE



Ann Veronica Janssens



Darren Harvey Regan



Apukka Resort



Jaemee Studio

Arktiske eventyr
Arctic adventures

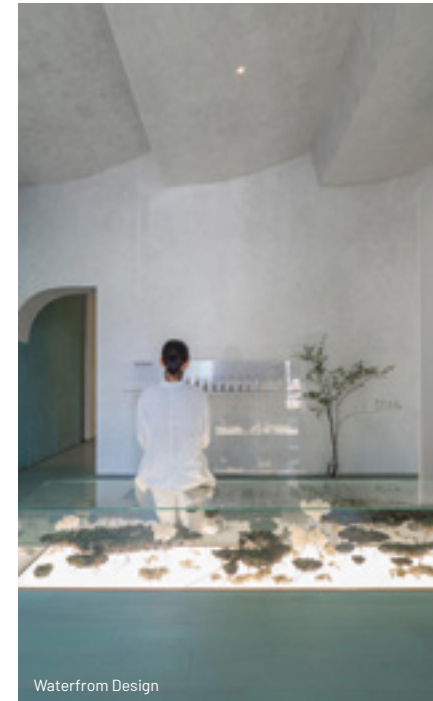
Kølige farver
Cool colours

Wow-oplevelser
Wow experiences

Stilhed
Silence

Sanselige ritualer
Sensory rituals

RETAIL



Waterfrom Design



Sarah House



Studio 10



Canada Goose

KEY DIRECTIONS

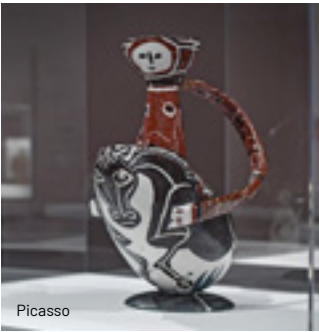
01 COLLECTIBLES



Craig Green



Daniele Bortotto



Picasso

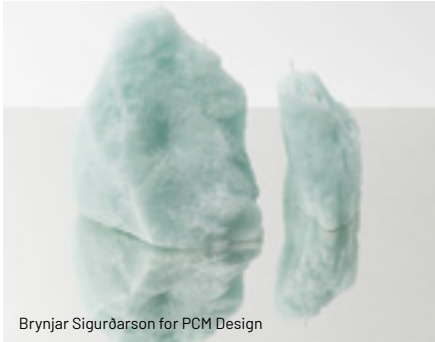


Stella McCartney

03 ICEY TEXTURES



Feng Chen Wang



Brynjjar Sigurdarson for PCM Design



Mia Larsson



Philip Kupferschmidt

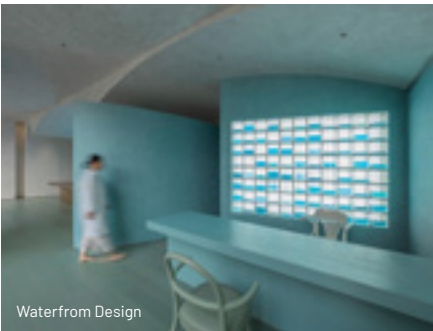
02 COOL COLOURS



Sunnei



Jos Devriendt



Waterfrom Design



Stella McCartney

04 NORDIC SYMBOLS



Chalayan



Jessica Coates



LRNCE



Simonetta Ravizza



KEY CONCEPTS

- 01 Find inspiration i inuiternes og samernes arktiske kultur og livsstil, og brug symboler, teknikker, mønstre, materialer og formsprog fra deres folkeklæder og indretning i dit designudtryk.

Find inspiration in the Inuit and Sámi peoples' Arctic culture and lifestyle and use symbols, techniques, patterns, materials and designs from their national costumes and decor in your design expression.

- 02 Fokuser på at skabe stilhed, indre ro og fokus i dine kunders hverdag med afslappende teksturer, 'mix and match', kølige farver, nemme funktioner og overskuelige shoppingoplevelser.

Focus on creating quietness, inner peace and focus on your customers' daily life with relaxing textures, mix and match, cool colours, easy functions and manageable shopping experiences.

- 03 Nyfortolk praktiske designløsninger, som er skabt til et aktivt udendørsliv 'on-the-go' og miks intelligente performance-materialer med beskyttende naturmaterialer som pels og uld.

Reinterpret practical design solutions that are created for an active outdoor life 'on the go' and mix intelligent performance materials with protective natural materials such as fur and wool.

- 04 Skab unikke samleobjekter og nye designoplevelser i et minimalistisk univers med inspiration i mystiske folkefortællinger, klassisk verdenskunst, rensende ritualer og arktiske folkefærd.

Create unique collectibles and new design experiences in a minimalist universe with inspiration in mystical folklore, classic world art, cleansing rituals and Arctic people.

PANTONE® 19-1540 TCX
BURNT HENNA

Farven er blot én af farverne i temaet. Farven er kun retningsgivende.
Her bør refereres til PANTONE® Fashion + Home publikationer for at se den præcise farve.
The colour is only one of the significant colours in the theme. The colour is only shown as an indication.
Always refer to the original PANTONE® Fashion + Home publications to see the specific colour.

THE VIRTUALISTS

Textile from
Sabine Dubrovská



Ines Alpha x Selfridges

02

THE VIRTUALISTS

Omgivet af teknologi, der engang udelukkende blev set som science fiction, åbner Virtualisterne sindet for en verden uden for de fysiske rammer, hvor mulighederne er mange og grænserne få. Velvidende at fremskridt er umuligt uden ændringer, og at fremtiden er uundgåelig, sætter de spørgsmålstegn ved det, der allerede er, og søger redefinition af nutidens virkelighed. Det 'gode' liv leves ofte som avatar i et tredje virtuelt univers, hvor alt kan lade sig gøre.

Med et grænsesøgende mindset skubber Virtualisterne til nutidens forståelse for det moderne liv, hvor deres mission med at opnå mindfucking oplevelser gennem teknologiens verden fører dem tættere på nye alternative virkeligheder. Her danner kønsflydende science fiction-inspireret æstetik grundlaget for et nyt univers uden fysiske rammer.

De finder inspiration i rummet mellem teknologiske muligheder og menneskelige begrænsninger, hvor abnorme former, levende overflader, psykedeliske mønstre og optiske illusioner slører grænsen mellem det virtuelle og fysiske. Yndlingsfarverne består derfor af klare, digitaliserede nuancer, der tydeligt udstråler Virtualisternes kærlighed til fremtidens teknologi, virtuelle rum, science fiction og digitale oplevelser.

Virtualisterne glæder sig nemlig til fremtiden og har en optimistisk tilgang til nye opfindelser, blødgørende teknologi, 'smarte' hjælpemidler, lysterapi og intelligente materialer, der kan optimere deres dagligdag og sind. Med fuld tillid til nye teknologier bliver artificial intelligence assistenter, selvkørende transportmidler, virtual reality teknologi, laboratorieskabte materialer og biohacking en naturlig del af deres verden.

Desuden investerer de gerne i digital-only merchandise og oplevelser såsom tøj, design, smykker og koncertbilletter, der ikke er begrænset af virkelighedens fysiske rammer, og som kan 'forbruges' med god samvittighed. Så længe det er 'smart', har fokus på teknologisk optimering og udvider sinde, har det en plads i Virtualisternes hjerter.

Surrounded by technology, which was once seen as science fiction, The Virtualists open the mind to a world without physical boundaries where the possibilities are many and limits are few. Knowing that progress is impossible without change and that the future is unavoidable, they question what already is and seek redefinition of the reality of the present. The 'good' life is often lived like an avatar in a third virtual universe where anything is possible.

With a mindset that pushes boundaries, The Virtualists shift today's understanding of the modern life where their mission to achieve mind-fucking experiences through the world of technology leads them closer to new alternative realities. Here, gender-fluid science fiction inspired aesthetic is the foundation for a new universe without physical boundaries.

They find inspiration in the space between technological possibilities and human limitations where abnormal shapes, vibrant surfaces, psychedelic patterns and optical illusions blur the boundary between the virtual and the physical. Therefore, the favourite colours consist of clear, digitized nuances, that clearly radiate The Virtualists' love for the technology of the future, virtual space, science fiction and digital experiences.

The Virtualists are looking forward to the future and have an optimistic approach to new inventions, softening technology, 'smart' devices, light therapy and intelligent materials that can optimise their daily life and their minds. With full confidence in new technologies, artificial intelligence assistants, self-driving transportation, virtual reality technology, laboratory-created materials and biohacking, become a natural part of their world.

Moreover, they like to invest in digital-only merchandise and experiences such as clothing, design, jewellery and concert tickets that are not limited by the physical boundaries of reality, and which can be 'consumed' with a good conscience. As long as it is 'smart', focuses on technological optimisation and expands the mind, it has a place in The Virtualists' hearts.

MOOD



Jannick Boerlum for Freya DeIsj 

3D ceramic from
Additive Addicted

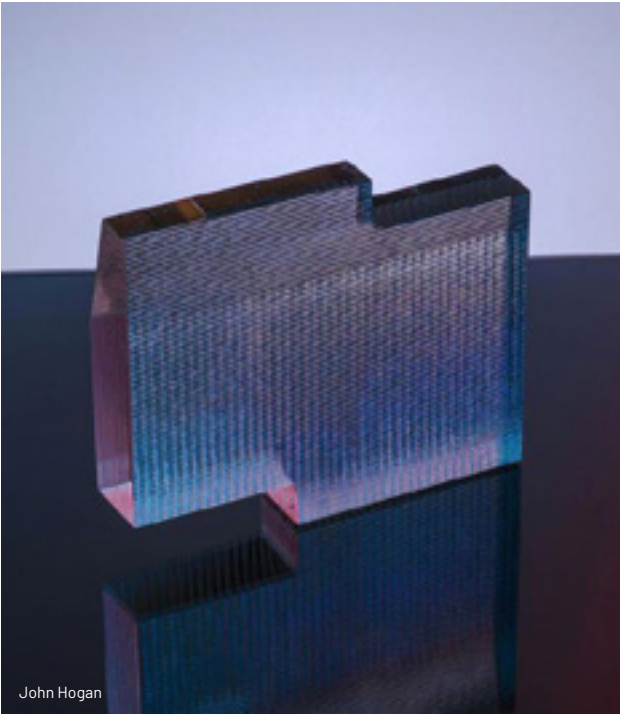
Textile from
Flo Home Delight



Mercedes-Benz



Restaurant Alchemist



John Hogan



Oskar Zieta



Steven Meisel



Vogue



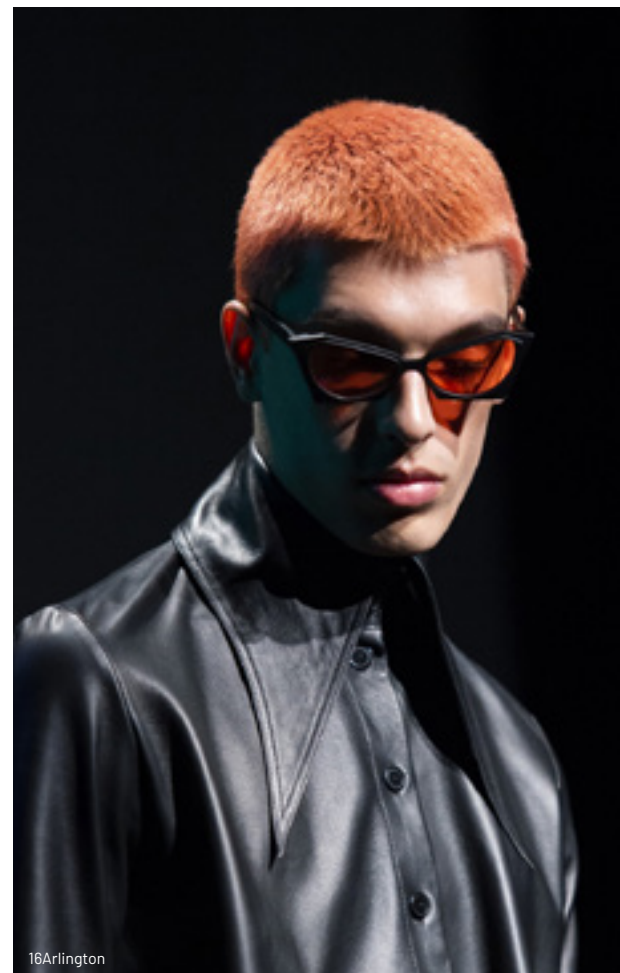
Olivier van Herpt



Marcelo Burlon County of Milan



Arnout Meijer x Victor Hunt



Textile from
Sabine Dubrovskaja

KEYWORDS

Livet i det 'tredje rum'

Life in the 'third space'

Optimering med smart tech

Optimisation with smart tech

Asiatisk streetwear & cosplay

Asian streetwear & cosplay

Digitale farver & filtre

Digital colours & filters

Alternativ virkelighed

Alternate reality

Biohacking

Biohacking

Intelligente teknologier

Intelligent technologies

Science fiction møder virkeligheden

Science fiction meets reality

Virtuel Reality & avatars

Virtual Reality & avatars

Mindfuckende oplevelser

Mind-fucking experiences

Digitalt merchandise

Digital merchandise

Smart living

Smart living



Kola Studio



Pantone® 17-5117 TCX
Green-Blue Slate
Pantone® 7475 C
CMYK: 70-25-36-21



Pantone® 19-4013 TCX
Dark Navy
Pantone® 426 C
CMYK: 81-67-55-83



Pantone® 15-0548 TCX
Citronelle
Pantone® 7765 C
CMYK: 17-7-93-13



Pantone® 16-0237 TCX
Foliage
Pantone® 576 C
CMYK: 48-6-79-17



Pantone® 18-0513 TCX
Bungee Cord
Pantone® 405 C
CMYK: 49-47-51-32



Pantone® 18-1022 TCX
Ermine
Pantone® 7504 C
CMYK: 26-41-54-22



Pantone® 19-1540 TCX
Burnt Henna
Pantone® 7594 C
CMYK: 8-79-77-49



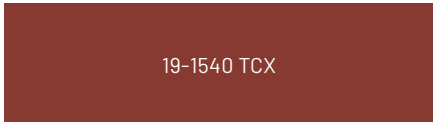
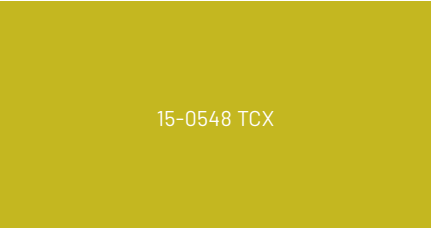
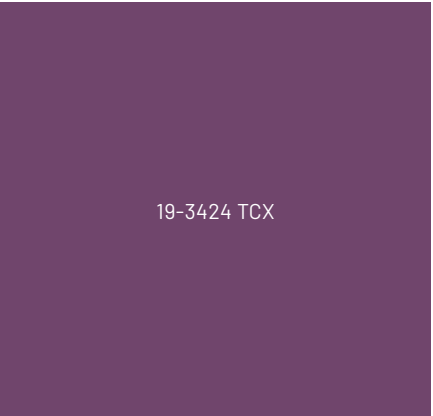
Pantone® 19-3424 TCX
Sunset Purple
Pantone® 5125 C
CMYK: 48-82-16-34

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984, 1992. Der tages forbehold for mindre fejl. / The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984, 1992. May be subject to minor errors.

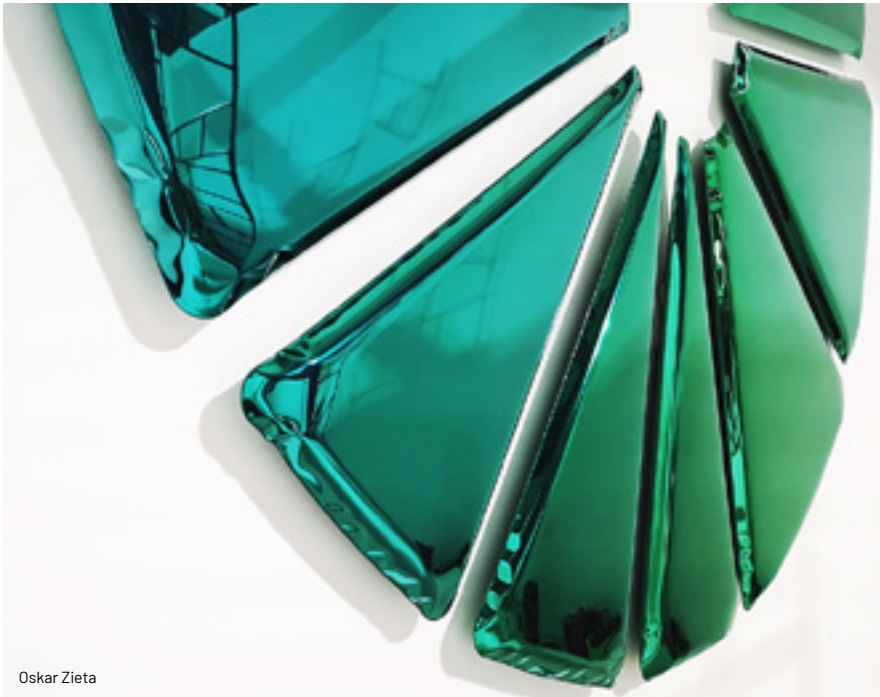
PANTONE®

Bestil originale Pantone-farver på www.trendstore.dk/pantone, via mail pantone@pejgruppen.dk eller på telefon (+45) 9711 8900. Order original Pantone colours on www.trendstore.eu/pantone, via e-mail pantone@pejgruppen.dk or by phone (+45) 9711 8900.

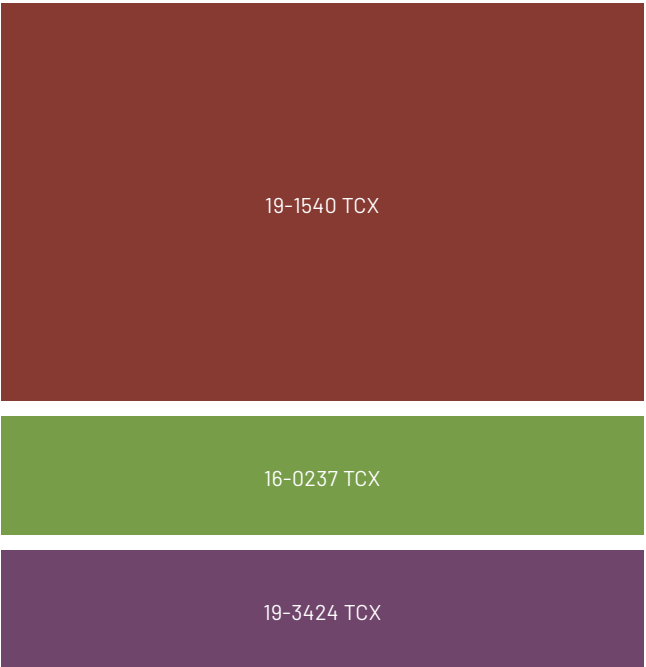
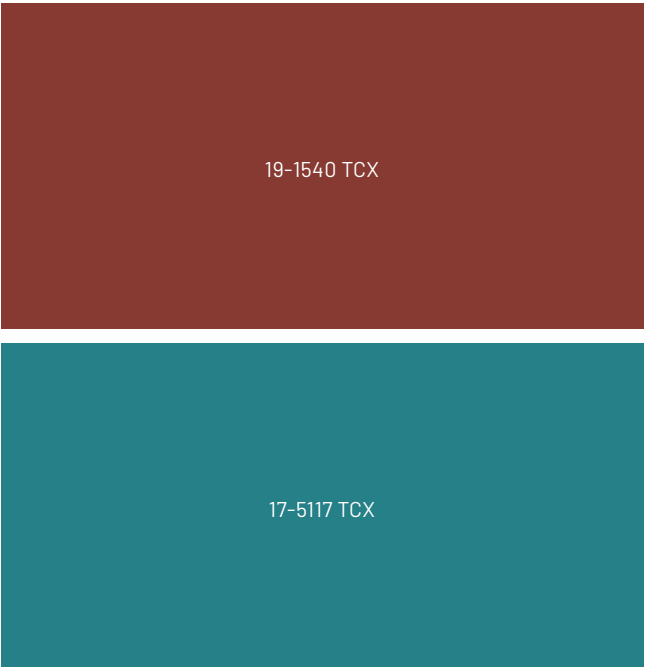
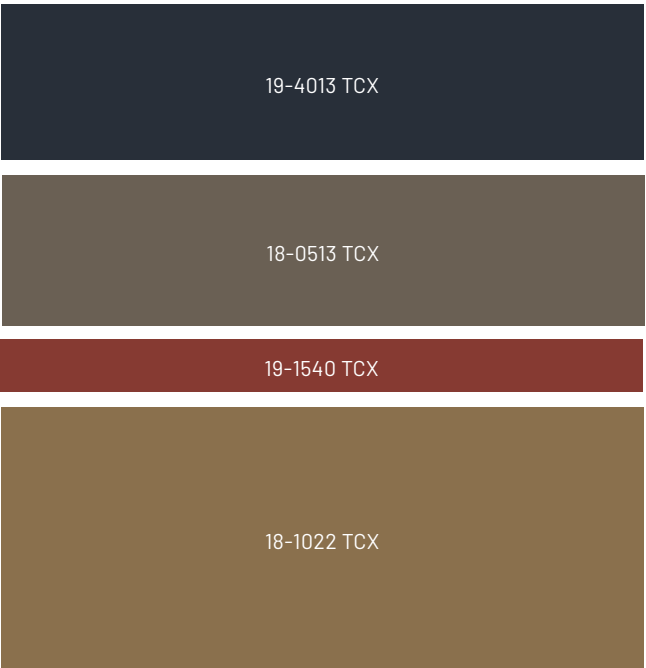
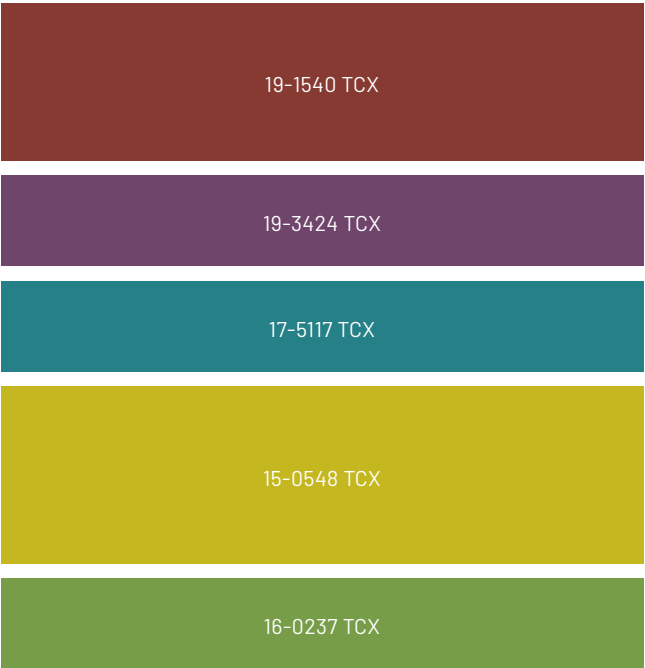
KEY COLOURS FASHION



KEY COLOURS INTERIOR



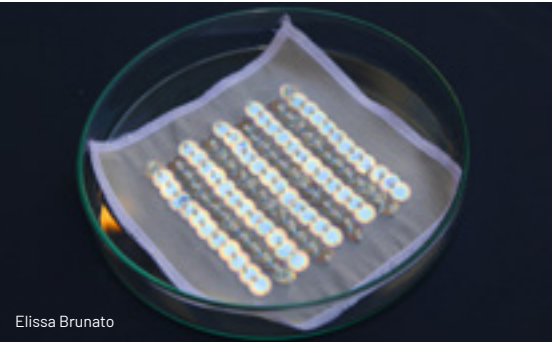
COLOUR COMBINATIONS



Farverne er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984,1992. The colours shown are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984,1992.

KEY MATERIALS

Textile from
Nilon strik



- Coated læder
Coated leather
- Farvet glas
Coloured glass
- Laboratoriedyrkede materialer
Lab-grown materials
- Mesh
Mesh
- Bioplast
Bioplastic
- Farvet spejl & plexiglas
Coloured mirror & plexiglass
- LED lys
LED lights
- Silikone
Silicone
- Aluminium
Aluminum
- 3D-strik
3D knit
- 3D-printet keramik
3D printed ceramics
- Satin & organza
Satin & organza

KEY EFFECTS



Yohan Liliyani



ALT



Acne Studios



Dirk Vander Kooij

Textile from
Sabine Dubrovskaja

Coatede teksturer
Coated textures

Lysterapi
Light therapy

Metallisk & skinnende
Metallic & shiny

Iriserende overflader
Iridescent surfaces

Brændt metal
Burnt metal

Digitale filtre
Digital filters

3D-printede lag
3D printed layers

Tonede overflader
Toned surfaces

Psykedeliske mønstre
Psychedelic patterns

Stærke farver
Strong colours

Sci-fi inspireret
Sci-fi inspired

Graduerede farver
Graduated colours

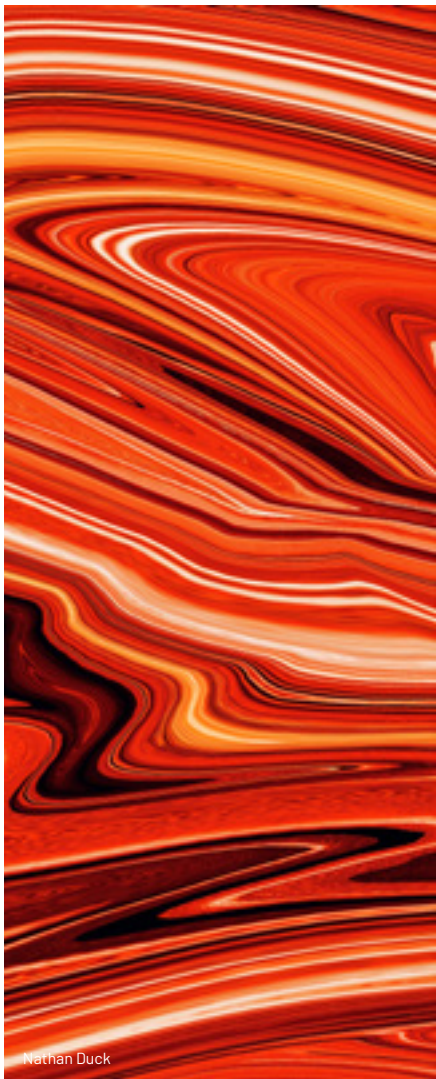
KEY DETAILS



Gan Erke for Shang Xia



Sies Marjan



Nathan Duck



Maisie Wilen

Markante skuldre

Bold shoulders

Selvlysende

Luminous

Glat & strømlinet

Smooth & streamlined

Organiske kurver

Organic curves

Sammenrynket

Wrinkled

Optiske illusioner

Optical illusions

Algoritmer

Algorithms

Wearables

Wearables

Boblende & puffet

Bubbly & puffed

Asymmetrisk

Asymmetrical

Levende 3D-effekter

Live 3D effects

Flydende former

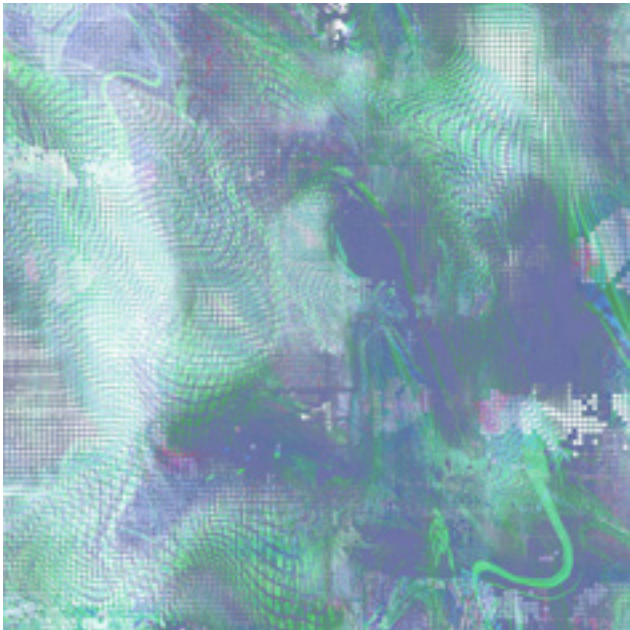
Fluid shapes

KEY PRINTS



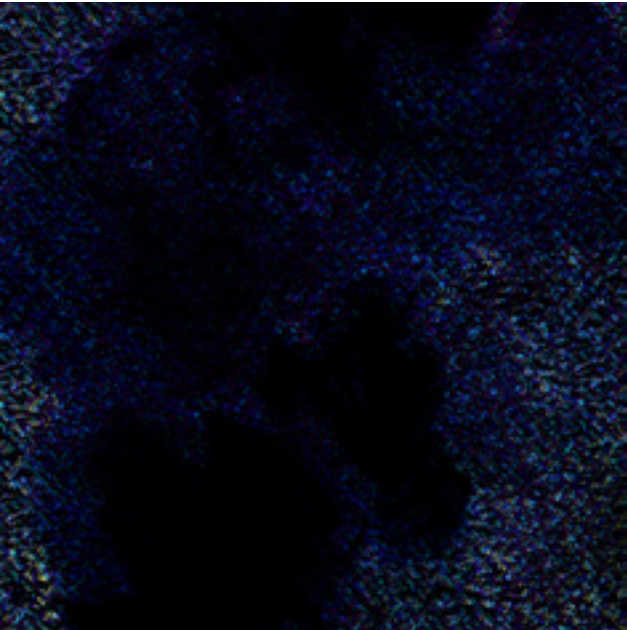
Psykedeliske tern
Psychedelic checks

Abby Lichtman / Style no. AC21S23



Digitalt manipuleret
Digitally manipulated

Abby Lichtman / Style no. AK20S44



Det mørke univers
The dark universe

Abby Lichtman / Style no. AL20F101



Pixeleret
Pixelated

Abby Lichtman / Style no. MI20F3242

FASHION

- 82 Fashion women
- 84 Fashion men
- 86 Shoes & accessories
- 88 Kids

INTERIOR

- 88 Kids
- 90 Interior objects
- 92 Furniture
- 94 Lighting
- 96 Art & architecture
- 97 Retail

OVERVIEW

- 98 Key directions
- 101 Key concepts

DESIGN DIRECTIONS

FASHION WOMEN



Skinnende
Shiny
Deformeret
Warped
Sci-fi inspireret
Sci-fi inspired



Gennemsigtigt filter
Sheer filter
Markante skuldre
Bold shoulders

FASHION MEN

Optiske illusioner
Optical illusions

The Matrix
The Matrix

Glat & strømlinet
Smooth & streamlined



Seletøj
Harness

Sammenrynket
Wrinkled

SHOES & ACCESSORIES



Acne Studios



Huishan Zhang



Dries Van Noten



Iris Van Herpen

Levende
3D-effekter
*Live 3D
effects*

Psykedeliske
mønstre
*Psychedelic
patterns*



Panasonic



Nicholas Kirkwood



Valentino



SWEAR London

Digitalt manipuleret
Digitally manipulated

Sci-fi inspireret
Sci-fi inspired

Virtuel Reality
Virtual Reality

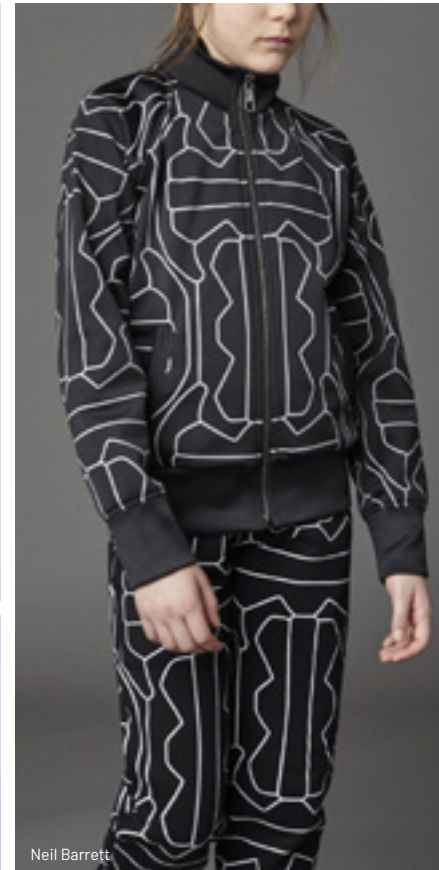


Chenicharo

KIDS



Sabine Marcellis



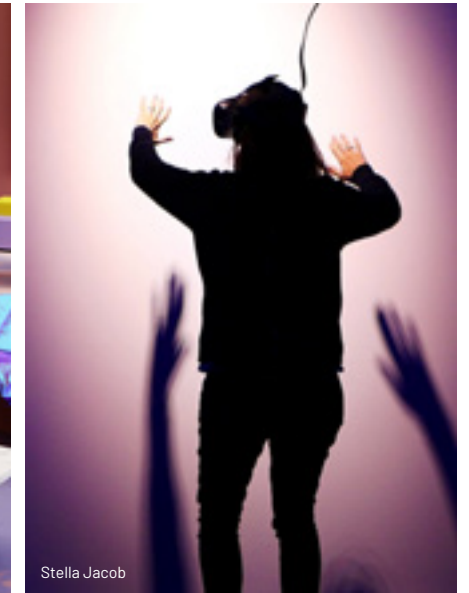
Neil Barrett



Diadora



Supaform



Stella Jacob



Darya Semina for Hooligans Magazine

Metallisk & skinnende
Metallic & shiny

LED lys
LED lights

Surrealistiske detaljer
Surreal details

Levende 3D-effekter
Live 3D effects

Virtuel Reality
Virtual Reality

Digitale filtre & farver
Digital filters & colours



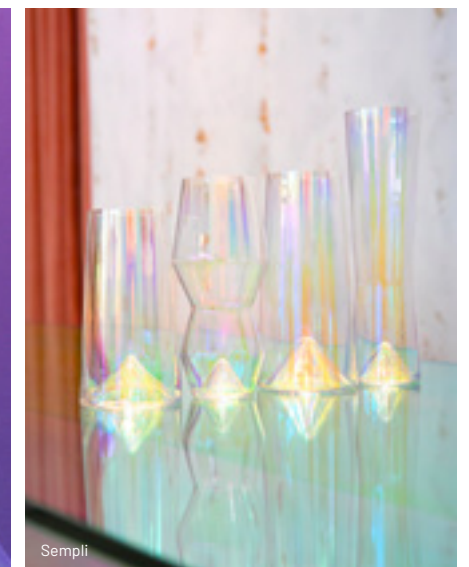
Craig Green x Adidas Originals



Radnor



Coco PinkPrincess for Nike Air Max

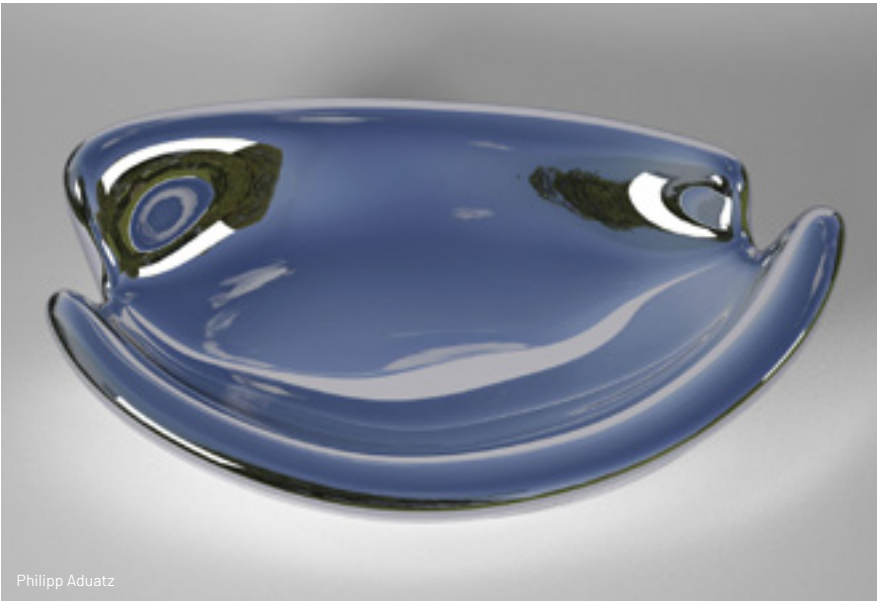


Sempli

INTERIOR OBJECTS



Additive Addicted



Philipp Aduatz



Nervous System



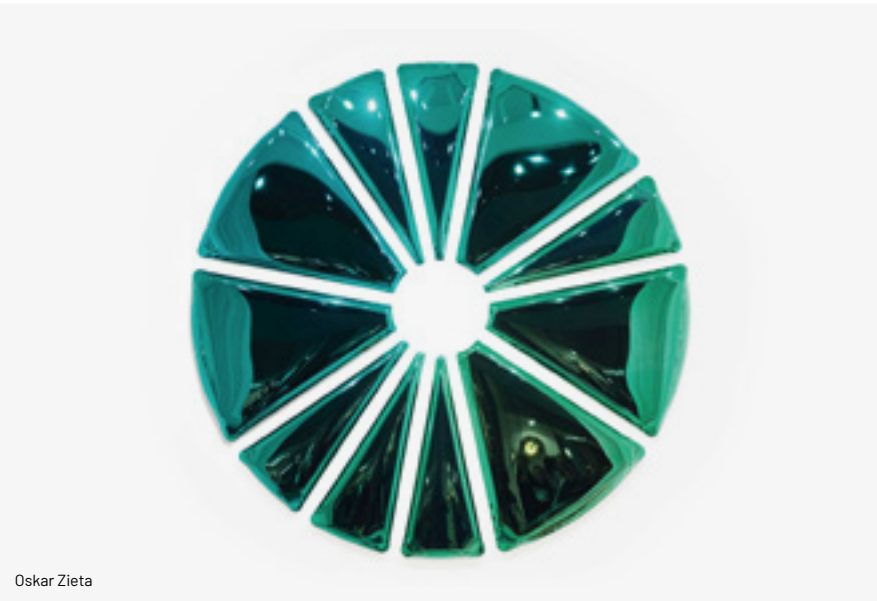
Amanda Dziedzic



Cody Hoyt

3D-printet keramik
3D printed ceramics
Algoritmer
Algorithms
Psykedeliske mønstre
Psychedelic patterns

Farvet spejl & glas
Coloured mirror & glass
Iriserende overflader
Iridescent surfaces



Oskar Zieta



Danny Jones



Tom Dixon



Ulysse Martel & Candice Joyce Blanc



Myfawnwy

FURNITURE



Satyendra Pakhalé



Cecilia Xinyu Zhang



Atang Tshikare

Asymmetrisk
Asymmetrical
Digitalt manipuleret
Digitally manipulated
3D-printede lag
3D printed layers



Lea Mestres



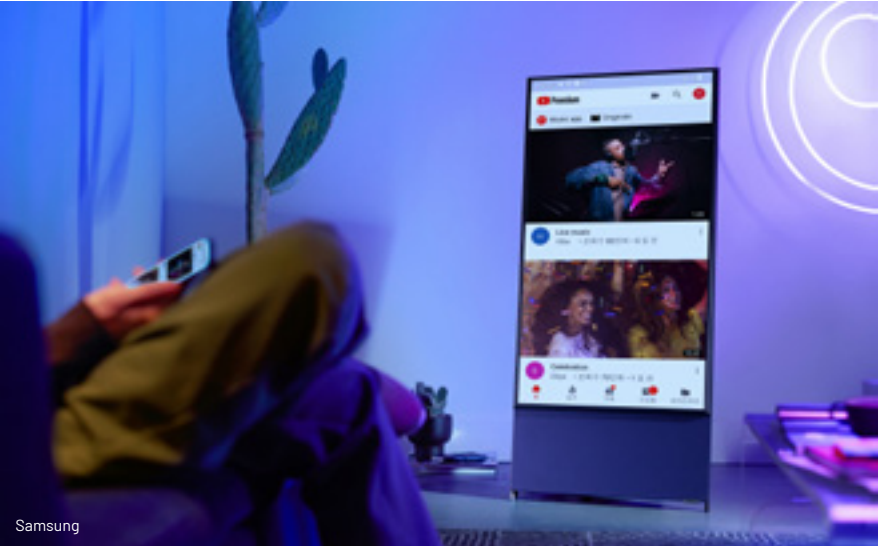
Oskar Zieta



Odd Matter



Karl Springer



Samsung

Flydende former
Fluid shapes
Smart home
Smart home



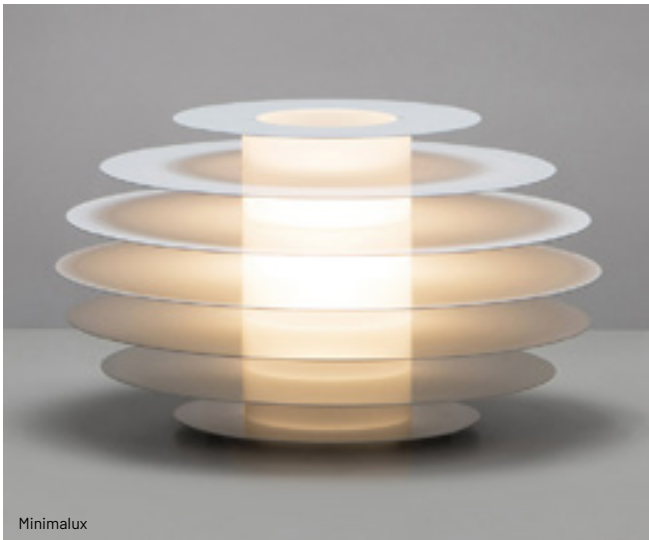
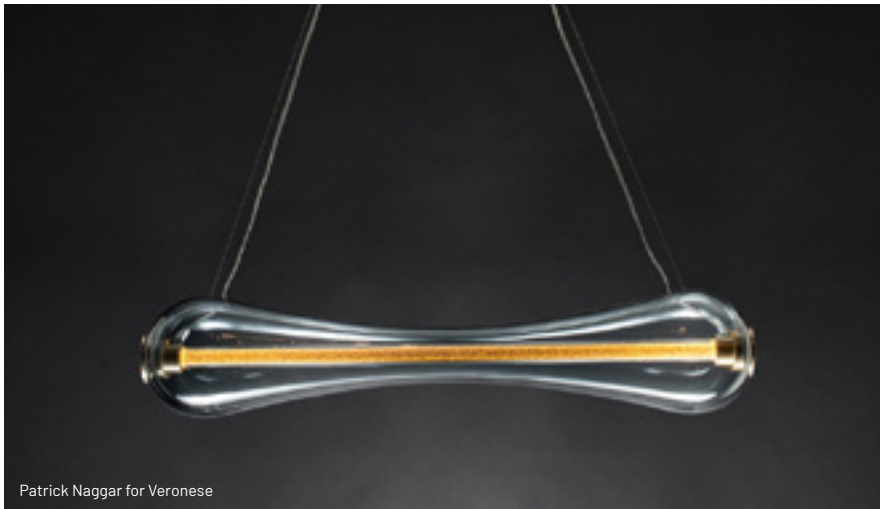
Zaha Hadid



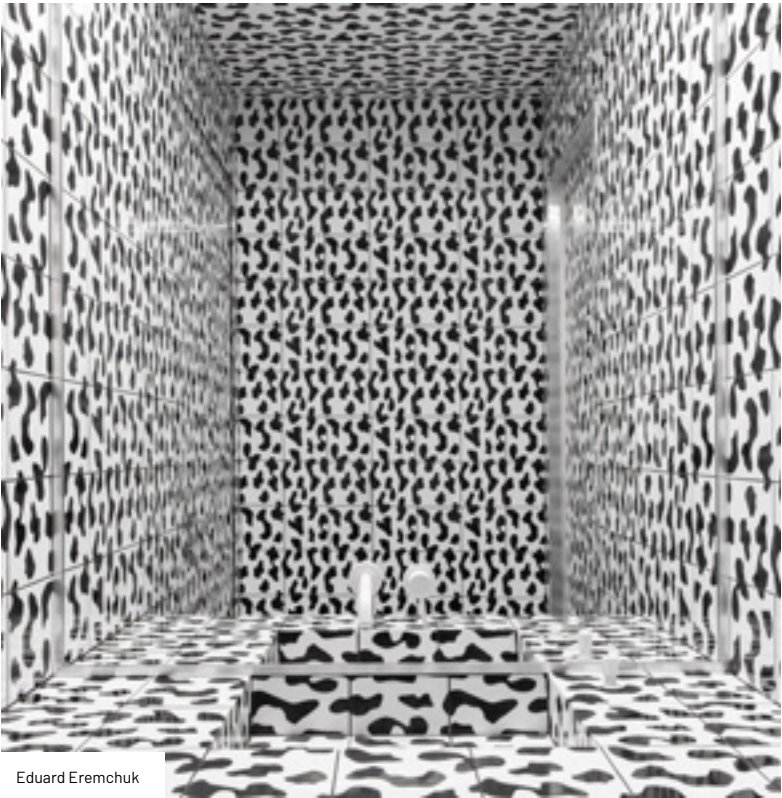
Philipp Aduatz x Incremental3d

LIGHTING

- Sorte huller
Black holes
- Lysterapi
Light therapy
- Laboratorieinspireret
Lab-inspired
- Sci-fi detaljer
Sci-fi details
- Lysrefleksjoner
Light reflections



ART & ARCHITECTURE



RETAIL

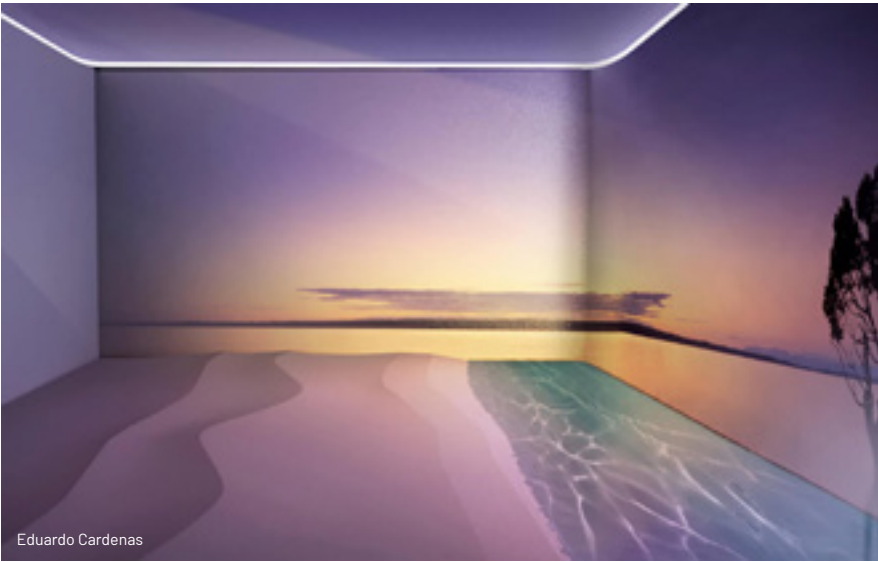
Alternative universer
Alternate universes

Lysterapi
Light therapy

Digitale projektioner
Digital projections

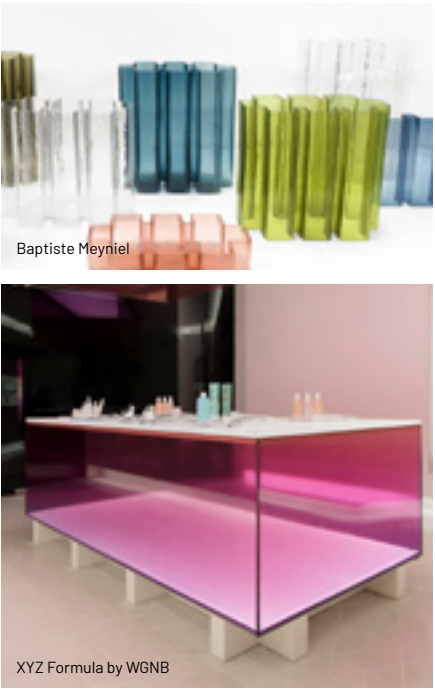
Psykedeliske oplevelser
Psycedelic experiences

Selvlysende
Luminous

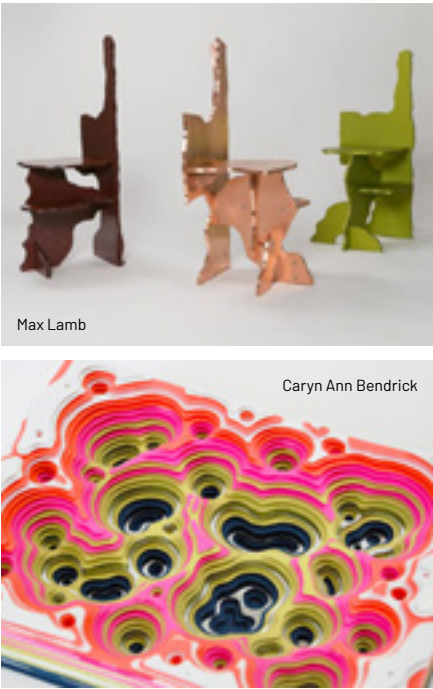


KEY DIRECTIONS

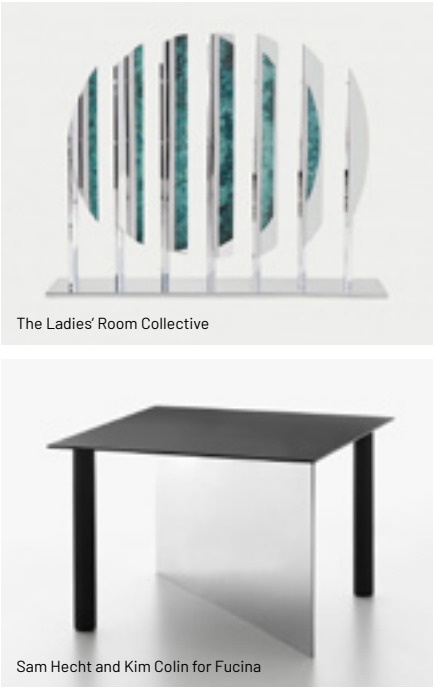
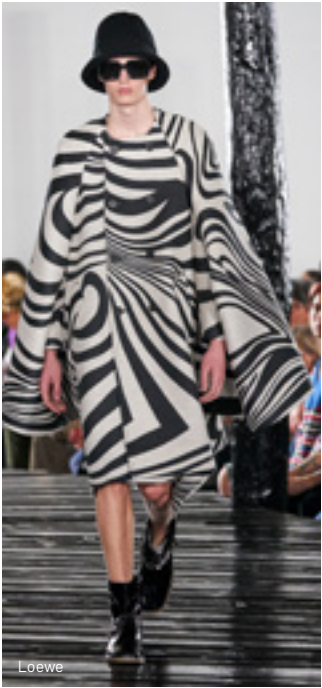
01 DIGITAL COLOURS



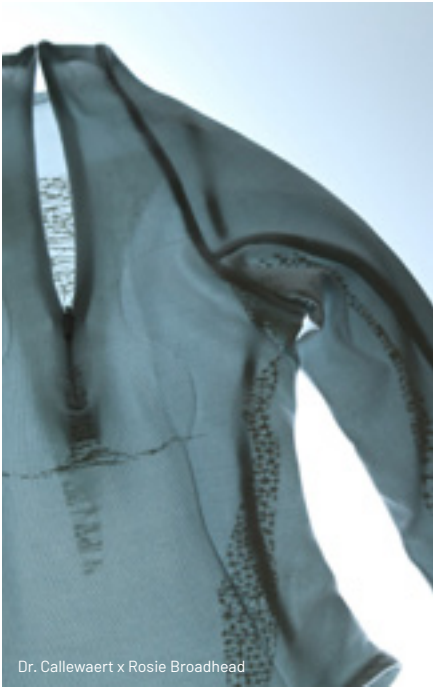
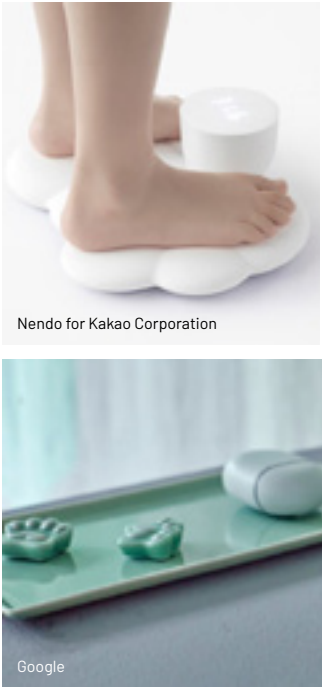
03 PSYCHEDELIC



02 OPTICAL ILLUSIONS



04 SOFT TECH



KEY CONCEPTS



- 01 Nyfortolk det klassiske 'The Matrix'-udtryk, og leg med abnorme former, psykedeliske mønstre, optiske illusioner og digitaliserede nuancer, der slører grænsen mellem det virtuelle og fysiske.
Reinterpret the classic 'The Matrix' look and play with abnormal shapes, psychedelic patterns, optical illusions and digitized shades that blur the boundary between the virtual and the physical.
- 02 Brug fremtidens 3D-teknologier til alt fra virtuel shopping over strik til printet keramik, og undersøg, hvordan algoritmer kan skabe livagtige oplevelser, former, tekstiler og mønstre i den virkelige verden.
Use 3D technologies of the future for everything from virtual shopping to knitwear to printed ceramics and investigate how algorithms can create life-like experiences, shapes, textiles and patterns in the real world.
- 03 Engager dig i 'det tredje rum', hvor unge og digitalt interesserede forbrugere bruger deres fritid på at være sociale, købe digital-only merchandise til deres avatars og opleve nye verdener uden fysiske rammer.
Get involved in 'the third space' where the young and digital-interested consumers spend their leisure time being social, buy digital-only merchandise for their avatars and experience new worlds without physical boundaries.
- 04 Tænk i nye opfindelser, blødgørende teknologi, 'smarte' hjælpemidler, lysterapi og intelligente materialer, der kan optimere forbrugernes dagligdag og sind.
Think along the lines of new inventions, softening technology, 'smart' devices, light therapy and intelligent materials that can optimise the consumers' daily life and mind.

**PANTONE® 16-2107 TCX
ORCHID HAZE**

Farven er blot én af farverne i temaet. Farven er kun retningsgivende.
Her bør refereres til PANTONE® Fashion + Home publikationer for at se den præcise farve.
*The colour is only one of the significant colours in the theme. The colour is only shown as an indication.
Always refer to the original PANTONE® Fashion + Home publications to see the specific colour.*

THE NEW SCANDIS



Arvida Byström

03

THE NEW SCANDIS



Charles Jeffrey

De Nye Skandier er passionerede, ihærdige og ekspressive individualister, som med fokus på individuel frihed har taget aktivistbaretten på. Som kønsaktivister, kunstklubmedlemmer og miljøforkæmpere byder de helhjertet ind på den politiske front for at overbevise så mange som muligt i deres retning og skabe forandring gennem nye sociale bevægelser.

De Nye Skandier har store armbevægelser og drives af emotionel impulsivitet fremfor fakta. Deres holdninger ændrer sig derfor ofte også i takt med mediernes fokus, hvilket afspejles i et omskifteligt og barnligt stilunivers fyldt med finurlige vintagefund, excentriske kunsthåndværk, surrealistisk verdenskunst og abstrakte designudtryk. Gerne udført i en hjemmelavet og kitschet stil, som emmer af unika og 'one-of-a-kind' – og som kan leveres tilbage eller sælges videre efter brug.

De engagerer sig i sociale, finkulturelle oplevelser, konceptuelle brands og sansevækkende håndværk, hvor de kan overgive sig til et legende univers og gennem kunsten se værker dukke op fra ingenting. Samtidig ser de stor værdi i selv kunne at begrave hænderne godt og grundigt i skabelsesprocessen, hvor deres selvudnævnte kunstneriske evner værdsættes og beundres.

Finurlige genstande, hvor form og emotionel værdi prioriteres fremfor funktion, fuldender det excentriske udtryk og skaber stor blikfangsværdi på især sociale medier. Friske farver, amorfe former og abstrakte design af upcycledede tekstiler og genanvendte kompositmaterialer skaber direkte referencer til deres indre værdier såsom miljøbevidsthed og kønsaktivisme. Alt sammen med det urbane, kunstneriske og mangfoldige liv som omdrejningspunkt.

Som kreative skabere genopfinder De Nye Skandier det skandinaviske dna og udbreder den nye stil til hele verden med Instagram som deres medie. Deres nye æstetiske udtryk er befriende og kreativt, hvor fejl betragtes som en æstetisk gave i en tid, hvor kreativitet ses som fremtidens håb.

The New Scandis are passionate, persistent and expressive individualists who, with a focus on individual freedom, have put on the activist beret. As gender activists, art club members and environmental activists, they contribute wholeheartedly to the political front to persuade as many as possible to follow their direction and create change through new social movements.

The New Scandis have big gestures and are driven by emotional impulsivity instead of facts. Therefore, their attitudes often change in line with the media's focus, which is reflected in a changing and childish style universe filled with quirky vintage finds, eccentric crafts, surrealistic world art and abstract design expressions. Preferably made in a home-made and kitsch style that exudes uniqueness and 'one-of-a-kind' – and which can be returned or resold after use.

They get involved in social, high culture experiences, conceptual brands and sense-evoking craftsmanship where they can surrender themselves to a playful universe and, through art, see works appear from nothing. At the same time, they see great value in being able to dig into the creative process where their self-appointed artistic abilities are appreciated and admired.

Objects where shape and emotional value are prioritised ahead of function completes the eccentric expression and creates great eye-catching value on social media in particular. Fresh colours, amorphous shapes and abstract design of upcycled textiles and recycled composite materials create direct references to their inner values such as environmental awareness and gender activism. Altogether with the urban, artistic and diverse life as the focal point.

As creative makers, The New Scandis reinvent the Scandinavian DNA and spread the new style to the whole world with Instagram as their media. Their new aesthetic expression is liberating and creative where mistakes are considered an aesthetic gift in a time where creativity is seen as the hope of the future.

MOOD



Jada



Tomika Davis for Alex Proba



Marie Charpeur



Dior Men



Tobia & Afra Scarpia for Cassina



Holzweiler x Ernesto Artillo



Anne Johannsen



Elaine Construction by Laetitia Gorra



Gucci



Serena Confalonieri



Laura Itkonen



Greg Lauren

KEYWORDS

Både Insta-venligt & bæredygtigt
Both Insta friendly & sustainable

Moderne 'Villa Villekulla'
Modern 'Villa Villekulla'

Genanvendte materialer
Recycled materials

Nyt skandinavisk dna
New scandinavian DNA

Excentrisk
Eccentric

Kønsflydende design
Genderfluid design

Genbrug & vintagefund
Second-hand & vintage finds

Optimistiske farver
Optimistic colours

Feminisme & ny maskulinitet
Feminism & new masculinity

Reparation & gensalg
Repair & resale

Kitsch popkultur
Kitsch pop-culture

Hjemmelavede kunsthåndværk
Home made crafts

Skulpturelt & abstrakt
Sculptural & abstract



Pantone® 16-4612 TCX
Reef Waters
Pantone® 549 C
CMYK: 57-16-10-2



Pantone® 18-4028 TCX
Bering Sea
Pantone® 7545 C
CMYK: 74-50-31-36



Pantone® 16-2107 TCX
Orchid Haze
Pantone® 687 C
CMYK: 19-51-5-2



Pantone® 14-0826 TCX
Pampas
Pantone® 4525 C
CMYK: 17-17-49-4



Pantone® 18-0324 TCX
Calliste Green
Pantone® 5763 C
CMYK: 41-23-69-31



Pantone® 17-1212 TCX
Fungi
Pantone® Warm Gray 8 C
CMYK: 38-37-39-15



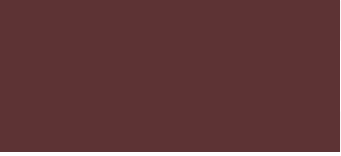
Pantone® 17-1328 TCX
Indian Tan
Pantone® 479 C
CMYK: 17-44-50-15



Pantone® 16-1431 TCX
Canyon Clay
Pantone® 7606 C
CMYK: 5-46-31-2



Pantone® 19-1656 TCX
Rio Red
Pantone® 202 C
CMYK: 1-98-58-44



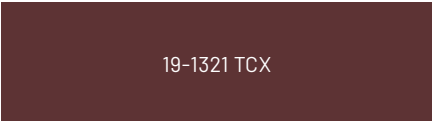
Pantone® 19-1321 TCX
Rum Raisin
Pantone® 7631 C
CMYK: 25-83-62-67

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984, 1992. Der tages forbehold for mindre fejl. / The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984, 1992. May be subject to minor errors.

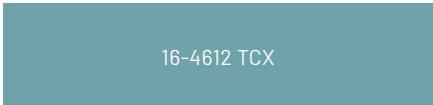
PANTONE®

Bestil originale Pantone-farver på www.trendstore.dk/pantone, via mail pantone@pejgruppen.dk eller på telefon (+45) 9711 8900. Order original Pantone colours on www.trendstore.eu/pantone, via e-mail pantone@pejgruppen.dk or by phone (+45) 9711 8900.

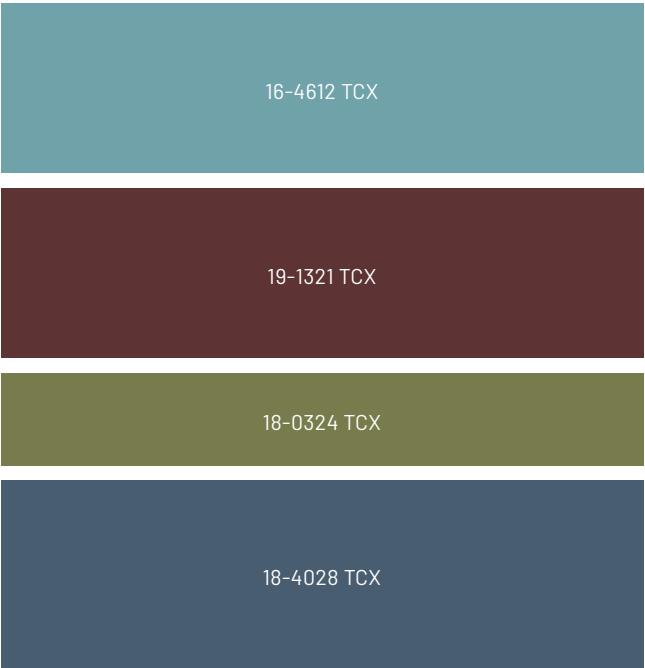
KEY COLOURS FASHION



KEY COLOURS INTERIOR



COLOUR COMBINATIONS



Farverne er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984, 1992. The colours shown are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984, 1992.

KEY MATERIALS



Maria Lenskjold



Pringle of Scotland



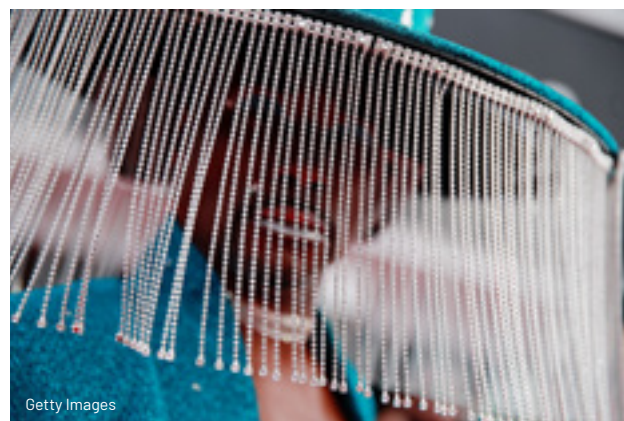
Jonathan Mess



Monse

- Glaseret keramik
Glased ceramics
- Genbrugsdenim
Recycled denim
- Naturfarvede garner
Natural coloured yarns
- Farvet glaskunst
Coloured glass art
- Genbrugslæder
Recycled leather
- Plantebaseret kunstpels
Plantbased faux fur
- Bionedbrydelig plastik
Biodegradable plastic
- Genanvendte industrimaterialer
Recycled industrial materials
- Terrazzo
Terrazzo
- Kompositmaterialer
Composite materials
- Industrimaterialer
Industrial materials
- Stofrester
Fabric scraps

KEY EFFECTS



Hæklet & hjemmestrikket

Crochet & home-knitted

Abstrakte kunstværker

Abstract crafts

Tydelige sammensætninger

Clear compositions

Tilfældige streger

Random strokes

Optimistisk farveunivers

Optimistic colour universe

Ultrafeminint

Ultra feminine

Overdimensioneret

Oversized

Skummet volumen

Foamy volume

Ekstreme syninger

Extreme seams

Retro kitsch

Retro kitsch

Collager & udklip

Collages & cutouts

Chunky kæder

Chunky chains

KEY DETAILS



Jaime Hayon x Maison Matisse



Gianluca Senese



Adam Nathaniel Furman



Ýr Jóhannsdóttir

Surrealisme & pop art

Surrealism & pop art

Unika kunst

Unique art

Fejl er gode

Mistakes are good

Provokerende detaljer

Provocative details

Abstrakte penselstrøg

Abstract brushstrokes

Insta-venligt

Insta friendly

Feministisk & aktivistisk

Feministic & activistic

Lag på lag

Layered

Skulpturelle former

Sculptural shapes

Streetwear

Streetwear

Upcycling

Upcycling

Patchwork

Patchwork

KEY PRINTS



Skitseagtige tern
Sketched checks

Abby Lichtman / Style no. AD21S683



Collage
Collage

Abby Lichtman / Style no. VB19SM04



Papirsklip
Papercut

Abby Lichtman / Style no. LW21S07



Grafisk abstraktion
Graphic abstraction

Abby Lichtman / Style no. VB19SM03

FASHION

- 124 Fashion women
- 126 Fashion men
- 128 Shoes & accessories
- 130 Kids

INTERIOR

- 130 Kids
- 132 Interior objects
- 134 Furniture
- 136 Lighting
- 138 Art & architecture
- 139 Retail

OVERVIEW

- 140 Key directions
- 143 Key concepts

DESIGN DIRECTIONS

FASHION WOMEN



Hæklet &
hjemmestrikket
*Crochet &
home-knitted*

Fnugget garn
Fluffy yarn

Patchwork
Patchwork

Abstrakte print
Abstract prints

Retro kitsch
Retro kitsch



FASHION MEN



Yohji Yamamoto



Comme des Garçons



Fendi



Stefan Cooke



Comme des Garçons

Synlige sømme
Visible seams
Stofrester
Fabric scraps
Hjemmestrikket
Home-knitted



Dries Van Noten



Marni



Dior



Gucci



No. 21

Kreativt sammensat
Creative composed
Vintage & retro
Vintage & retro

SHOES & ACCESSORIES



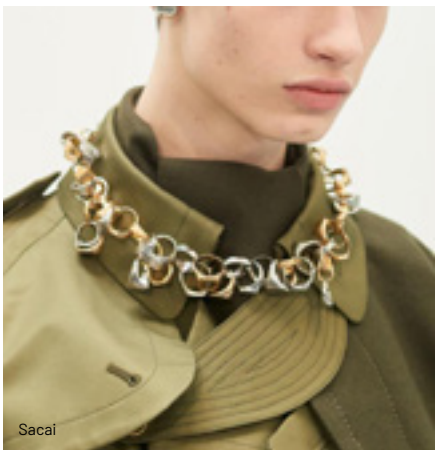
Roksanda



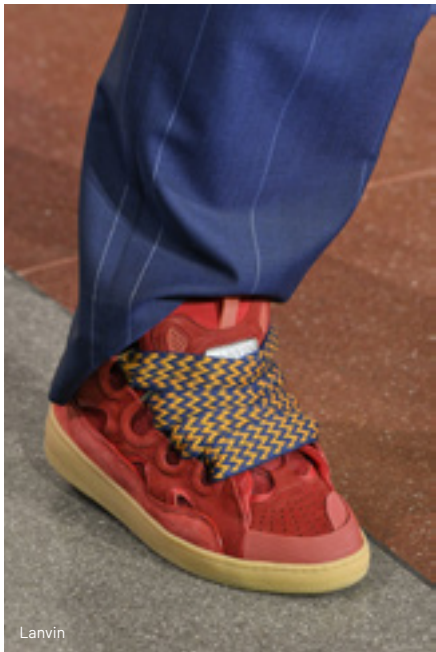
Henrik Vibskov



Saskia Diez



Sacai



Lanvin



Aalto



Yuul Yie

Søde pasteller
Cute pastels
Retro kitsch
Retro kitsch



Facetasm



Bode



Casablanca

Ekstremt feminint
Extremely feminine
Kunstnerisk & skulpturelt
Artistic & sculptural
Hjemmestrikket
Home-knitted

KIDS



Decio Studio

Finurlige former
Quirky shapes

Abstrakte kunstværker
Abstract crafts

Hæklet
Crochet



Manufacture III



Zara Kids



RaspberryPlum



Raduga Grez



Trish Andersen



Lulu Kaalund



Zig Zag Zurich



Jean Jullien



Stella McCartney

Alle følelser er velkomne
All emotions are welcome

Collager & udklip
Collages & cutouts

INTERIOR OBJECTS



Åsa Jungnelius



Christiane Spangsberg

Abstrakt kunst
Abstract art
Overdimensioneret
Overdimensional
Håndlavet abstraktion
Handmade abstraction



Jessilla Rogers



Erin Smith



Peter Shire



Jochen Holz

Insta-venlige farver
Insta friendly colours
Genanvendte materialer
Recycled materials



Fabrique Publique



Attua Aparicio



Elisabeth Bukanova



Colapso Studio

FURNITURE



Lyk Carpet



Studio Proba x Nortstudio



Adam Nathaniel Furman



Franz West



Elisa Uberti x Cedric Breisacher



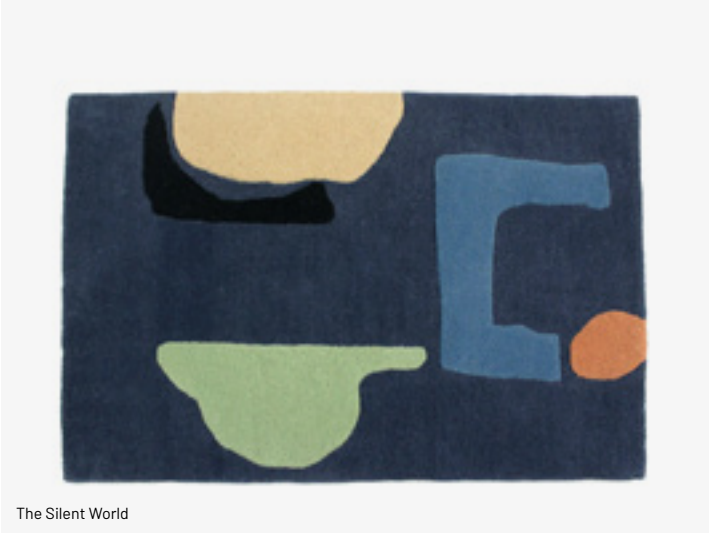
Studio Mignone



Bond Hardware



Kelly Wearstler



The Silent World



Virgil Abloh

Abstrakte udklip

Abstract cutouts

Industriematerialer

Industrial materials

Tilfældige streger

Random strokes

Kunstskulpturer

Art sculptures

Skummet volumen

Foamy volume

LIGHTING



Craft Combine



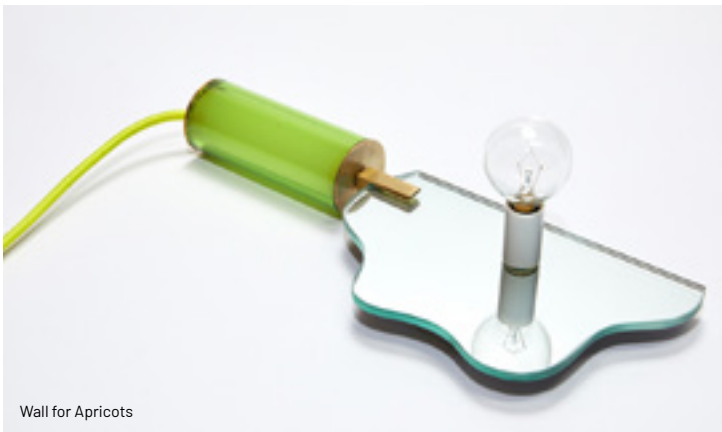
High Society



Wall for Apricots



Studio Ilio



Wall for Apricots



Apparatus Studio



Studio MVW



Merve Kahraman



Studio Shamshiri

Modulærbart
Modular

Organiske kurver
Organic curves

Kraftige kæder
Chunky chains

Vintagefund
Vintage finds

Personlig tilpasning
Customisation

ART & ARCHITECTURE



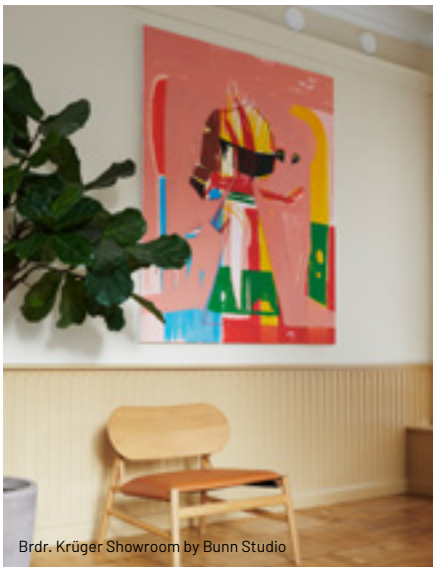
Kunstudstillinger
Art exhibitions

Retro kitsch
Retro kitsch

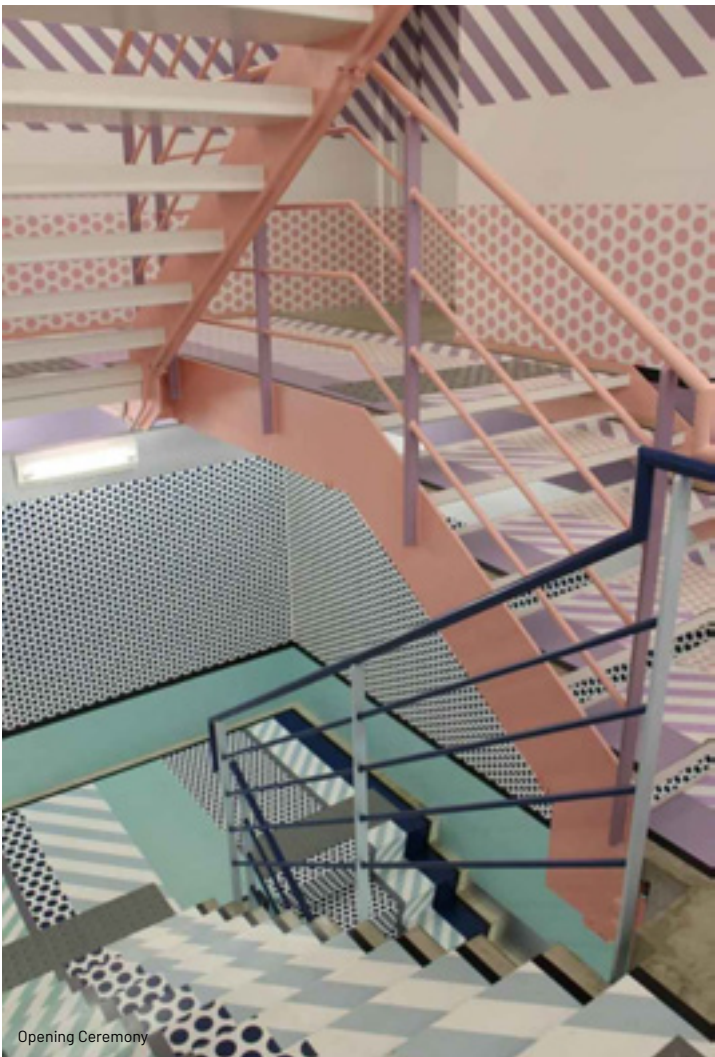
Søde pasteller
Cute pastels

Abstrakt mønsterleg
Abstract pattern play

Kompositmaterialer
Composite materials

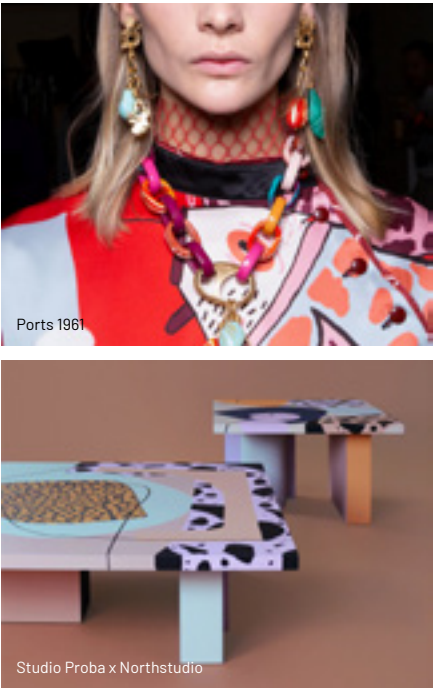


RETAIL



KEY DIRECTIONS

01 ABSTRACT PATTERNS



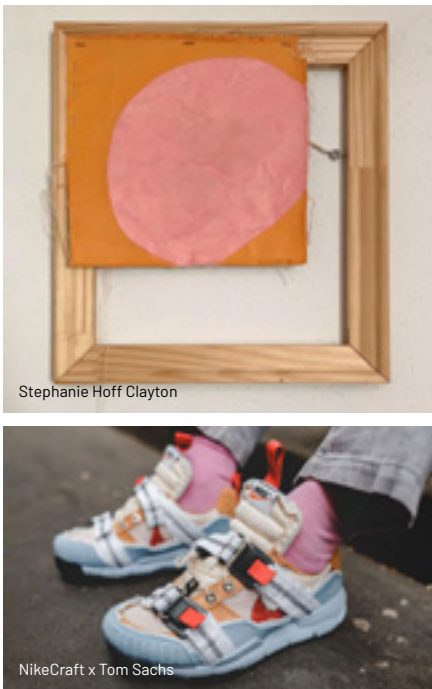
03 COMPOSED



02 BODY LOVE



04 HOME-MADE



KEY CONCEPTS



Renee Verhoeven



Bari Ziperstein



Art School



Hilary Lloyd

- 01 Arbejd med design, farver og udtryk, der skiller sig ud fra mængden på sociale medier, åbner op for nye debatter, har masser af kunstnerisk identitet og virker alt andet end mainstream.
Work with design, colours and expressions that stand out from the crowd on social media, opens up for new debates, have plenty of artistic identity and seem to be anything but mainstream.
- 02 Find inspiration i et barnligt stilunivers fyldt med finurlige vintagefund, excentriske kunsthåndværk, surrealistisk verdenskunst og abstrakte designudtryk.
Find inspiration in a childish style universe filled with whimsical, vintage finds, eccentric crafts, surrealistic world art and abstract design expressions.
- 03 Arbejd med cirkulære design-, materiale og værdikædevalg, hvor genbrugs- og kompositmaterialer skaber kvalitetsdesign, der emmer af 'one-of-a-kind' og kan sælges videre efter brug.
Work with circular design, material and value chain choices where recycling and composite materials create quality design that exudes 'one of a kind' and can be resold after use.
- 04 Tænk i farverigt kunsthåndværk med et hjemmelavet og kitschet udtryk, der ved at hylde excentrisk form og emotionel værdi fremfor funktion nyfortolker det populære skandinaviske dna.
Think along the lines of colourful crafts with a home-made and kitsch expression, which reinterpret the popular Scandinavian DNA by paying homage to eccentric form and emotional value instead of function.

**PANTONE® 19-4305 TCX
PIRATE BLACK**

Farven er blot én af farverne i temaet. Farven er kun retningsgivende.
Her bør refereres til PANTONE® Fashion + Home publikationer for at se den præcise farve.
*The colour is only one of the significant colours in the theme. The colour is only shown as an indication.
Always refer to the original PANTONE® Fashion + Home publications to see the specific colour.*

THE PURISTS

04

THE PURISTS



TSE

Med viden, der for det meste stammer fra sund fornuft og beviselige fakta, stiller Puristerne sig kritiske over for fake news, døgnfluetrends, greenwashing og spontane politiske bevægelser. Med en tilbageholdenhed over for fremtidens progressive udvikling vælger de i stedet at opretholde status quo og finde mening i fortidens og nutidens normer, hvor stilrenhed og enkelthed giver plads til fordybelse og grundig omtanke.

Puristerne drømmer om et simplere moderne liv og omgiver sig med nøje udvalgte produkter, der har et enkelt, grafisk og arkitektonisk udtryk. I stedet for at have en masse ting opmagasineret omkring sig, fokuserer de på simple, funktionelle designløsninger, godt håndværk og kvalitetsrige materialer, som afspejler en ny, eksklusiv luksuskultur med overskud og livskvalitet.

Hjemmet dyrkes som et fristed og er støvsuget for unødvendige ting og stressfaktorer, som forhindrer Puristerne i at nyde de gode øjeblikke. Med fokus på ro, nemhed og visuel lindring eksperimenterer de dog stadig med nye teknikker og formsprog, som aktiverer negative rum og udforsker det enkle designsprog. Skræddersyede silhuetter, smukke detaljer, beroligende farver og sanselige teksturer afspejler det langsommelige udtryk, hvor klassiske, rene naturmaterialer, oprindelige håndværk og bløde, geometriske formsprog skaber simplicitet i en kaotisk verden.

Med en afdæmpet og selektiv tilgang til luksus, hvor 'less is more', og hvor kvalitet prioriteres fremfor kvantitet, værdsætter Puristerne det velkendte, relaterbare og specifikt udvalgte, som emmer af autenticitet og overskud. De søger derfor design og shoppingoplevelser, der frigør værdifuld tid og gør hverdagen lettere. Derfor søger de et 'ordentligt' og tidløst stilunivers udført i lindrende farvenuancer med fuld fokus på form, håndværksmæssige detaljer, materials renhed og sanselige teksturer.

With knowledge, which mostly originates from common sense and verifiable facts, The Purists are critical of fake news, one-day wonder trends, greenwashing and spontaneous political movements. With a restraint towards progressive development of the future, they choose instead to maintain the status quo and find meaning in the norms of the past and present where pureness of and simplicity make room for contemplation and thorough reflection.

The Purists dream of a more simple modern life and surround themselves with carefully selected products that have a simple, graphic and architectonic expression. Instead of having plenty of things stored around them, they focus on simple, functional design solutions, good craftsmanship and materials rich in quality, which reflect a new, exclusive luxury culture with energy and quality of life.

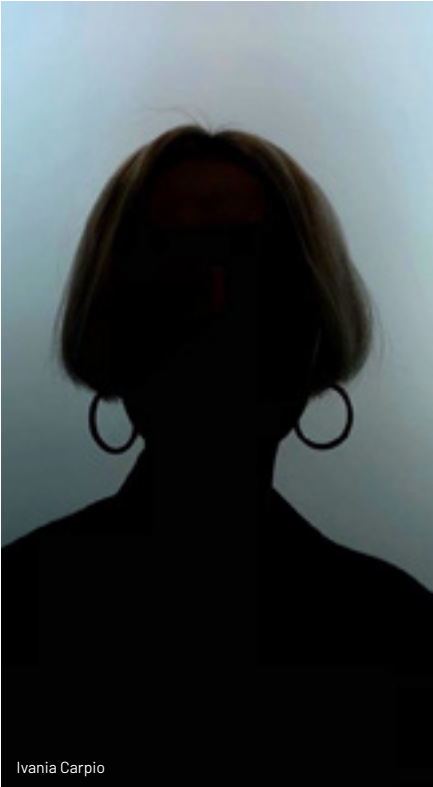
The home is cultivated as a sanctuary and unnecessary things and stress factors, which prevent The Purists from enjoying the good moments, are not to be found. With focus on peace, ease and visual relief, they do however still experiment with new techniques and design, which activate negative spaces and explore the simple design idiom. Tailored silhouettes, beautiful details, calming colours and sensuous textures reflect the slow expression where classic, clean natural materials, original craftsmanship and soft, geometric idioms create simplicity in a chaotic world.

With a muted and selective approach to luxury where 'less is more' and where quality is prioritised over quantity, The Purists appreciate the well-known, relatable and specifically selected, which oozes authenticity and energy. Therefore, they seek design and shopping experiences that free up valuable time and make daily life easier. Consequently, they seek a 'neat' and timeless style universe in soothing colour shades with full focus on form, craftsmanship details, purity of material and sensuous textures.

MOOD



Unika Auction



Ivania Carpio



Jacquemus



Second White



Raw Edges for Iwona Blazwick



Ex.t. x Marcante Testa



Nina Ricci



Philippe Malouin

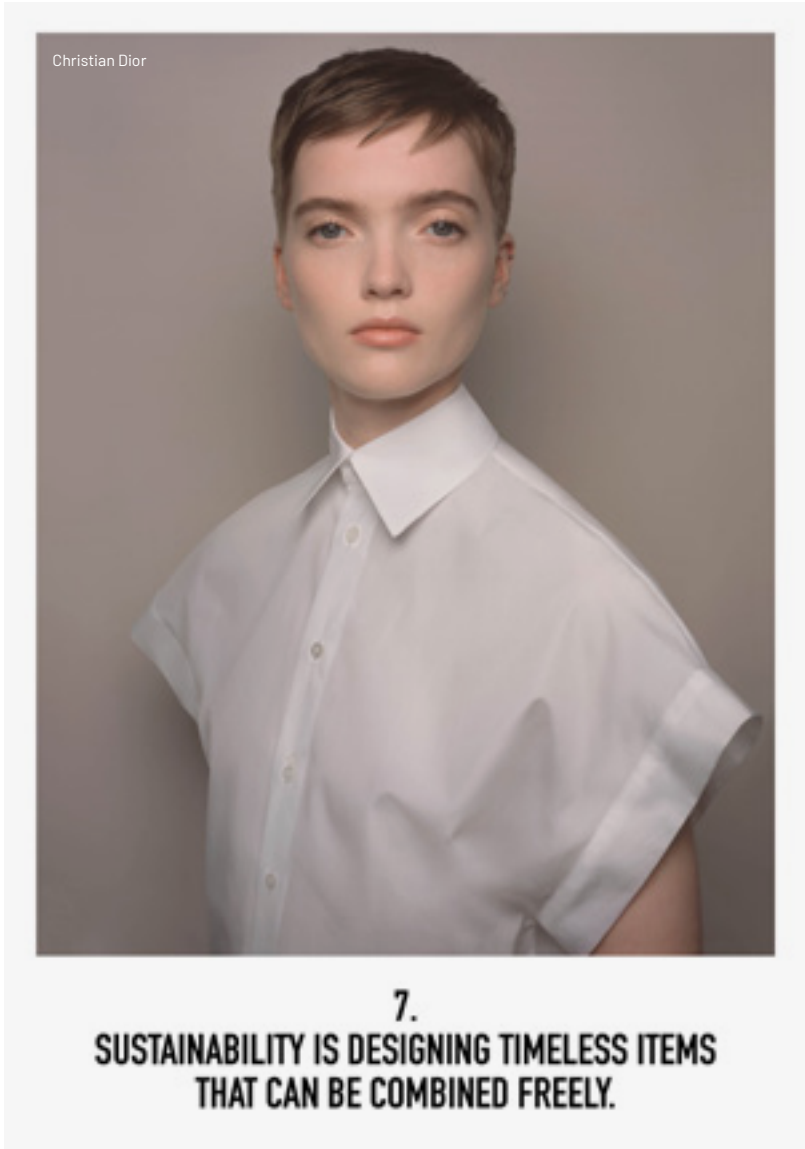


Sandro



Stella McCartney

Linoleum from
Forbo Flooring A/S



KEYWORDS

- Moderne Kinfolk
Modern Kinfolk
- Simple living
Simple living
- Skræddersyede detaljer
Tailored details
- Enkelthed & ro
Simplicity & calmness
- Kvalitet fremfor kvantitet
Quality over quantity
- Traditionelt
Traditional
- Tidløse design & farver
Timeless design & colours
- Taktile overflader
Tactile surfaces
- Eftertænkksomhed
Thoughtfulness
- Dæmpet farvebalance
Muted colour balance
- Sofistikeret
Sophisticated
- Hyperorganiseret
Hyper organised



MSDS Studio x Muuto



Pantone® 15-4307 TCX
Tradewinds
Pantone® 430 C
CMYK: 50-34-27-11



Pantone® 17-1505 TCX
Quail
Pantone® 7653 C
CMYK: 38-40-20-7



Pantone® 14-0216 TCX
Lint
Pantone® 5793 C
CMYK: 27-14-38-2



Pantone® 17-6009 TCX
Laurel Wreath
Pantone® 5615 C
CMYK: 57-30-53-27



Pantone® 19-0307 TCX
Climbing Ivy
Pantone® 418 C
CMYK: 59-48-58-44



Pantone® 17-1109 TCX
Chinchilla
Pantone® 7530 C
CMYK: 29-32-38-9



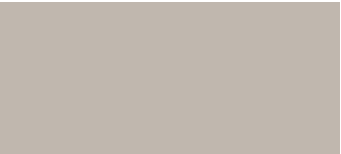
Pantone® 19-4305 TCX
Pirate Black
Pantone® Black 7 C
CMYK: 63-60-64-65



Pantone® 18-1306 TCX
Iron
Pantone® 410 C
CMYK: 45-48-45-26



Pantone® 18-1630 TCX
Dusty Cedar
Pantone® 7523 C
CMYK: 11-66-49-20



Pantone® 15-4502 TCX
Silver Cloud
Pantone® Warm Gray 3 C
CMYK: 21-20-21-1

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984, 1992. Der tages forbehold for mindre fejl. / The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984, 1992. May be subject to minor errors.

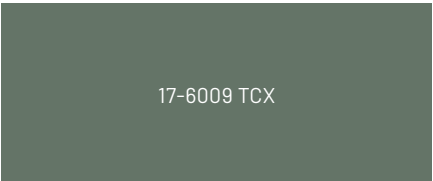
PANTONE®

Bestil originale Pantone-farver på www.trendstore.dk/pantone, via mail pantone@pejgruppen.dk eller på telefon (+45) 9711 8900. Order original Pantone colours on www.trendstore.eu/pantone, via e-mail pantone@pejgruppen.dk or by phone (+45) 9711 8900.

KEY COLOURS FASHION



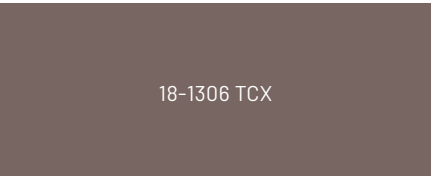
Jil Sander



Stella McCartney



Nehera



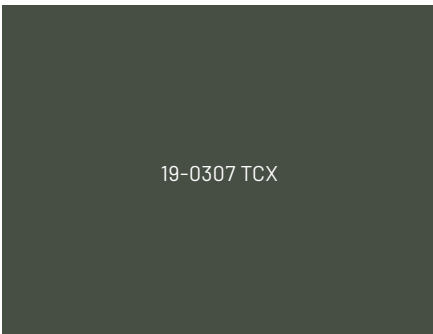
Salvatore Ferragamo



KEY COLOURS INTERIOR



Ex-t



Raúl Sánchez Architects



Philippe Malouin x Iittala



Wendy Andreu

COLOUR COMBINATIONS



19-4305 TCX

15-4502 TCX

18-1306 TCX

17-1505 TCX



18-1306 TCX

17-1505 TCX

17-1109 TCX

18-1630 TCX



19-0307 TCX

17-6009 TCX

17-1505 TCX

15-4502 TCX

18-1306 TCX



17-1109 TCX

19-0307 TCX

17-6009 TCX

14-0216 TCX

19-4305 TCX

Farverne er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984,1992. The colours shown are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984,1992.

KEY MATERIALS



Canali

Veneer from
Einar Risør Finérhandel A/S



House of Dagmar



Bez + Kock Architekten



Carlos Jiménez for GIR

Lyse FSC-certificerede træsorter
Light FSC-certified woods

Travertin
Travertine

Fint strik
Fine knit

Silke
Silk

Luftrensende tekstiler
Air-purifying textiles

Kork
Cork

Terrazzo & genbrugsfibre
Terrazzo & recycled fibers

Børstede metaller
Brushed metals

Terrakotta
Terracotta

Linoleum
Linoleum

Børstet uld
Brushed wool

Læder
Leather

KEY EFFECTS



Studio Sain



Partow



Objects & Ideas



Hed Mayner

Taktile effekter

Tactile effects

Dæmpede farver

Muted colours

Enkelt & tidløst

Simple & timeless

Simple tern

Simple checks

Funktionelt & komfortabelt

Functional & comfortable

Matte overflader

Matte surfaces

Finslebet & løsstrikket

Fine sanded & loose knitted

Ægte tekstur fra råmaterialer

True texture from raw materials

Tone i tone

Tone on tone

Redesign af klassikere

Redesigning classics

Trædrejning

Woodturning

Sanseligt materialeleks

Sensory material mix

KEY DETAILS



- Geometriske former
Geometrical shapes
- Bløde kurver
Soft curves
- Skræddersyede former
Tailored shapes
- Funktion i nye formsprog
Function in new expressions
- Nemt at style
Easy to style
- Visuel lindring
Visual relief
- Løstsiddende
Loose fitted
- Godt håndværk
Good craftsmanship
- Udskæringer
Cutouts
- Modernistisk stil
Modernistic style
- Plisseringer
Pleats
- Skulpturelle former
Sculptural shapes

KEY PRINTS



Travertin
Travertine

Abby Lichtman / Style no. AL21S03



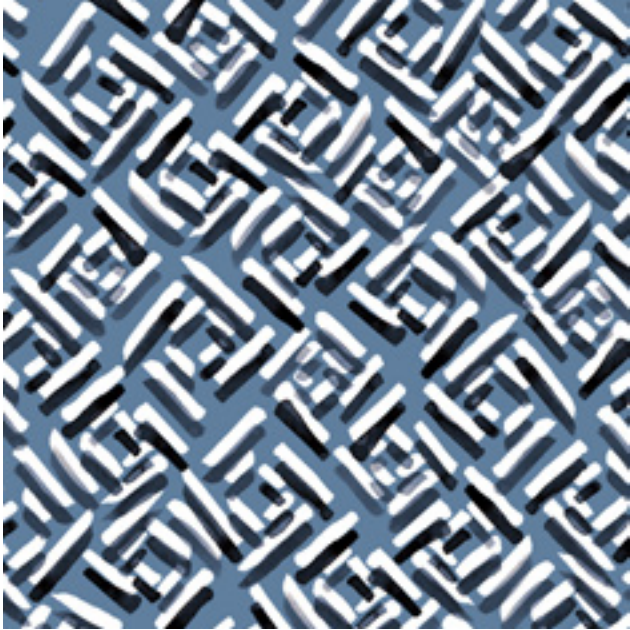
Maleriske tern
Painterly checks

Abby Lichtman / Style no. AL21S64



Bløde striber
Soft stripes

Abby Lichtman / Style no. MI18F2498



Abstrakt geometri
Abstract geometry

Abby Lichtman / Style no. SH18SM1102

FASHION

- 166 Fashion women
- 168 Fashion men
- 170 Shoes & accessories
- 172 Kids

INTERIOR

- 172 Kids
- 174 Interior objects
- 176 Furniture
- 178 Lighting
- 180 Art & architecture
- 181 Retail

OVERVIEW

- 182 Key directions
- 185 Key concepts

DESIGN DIRECTIONS

FASHION WOMEN



GmbH

Grafiske tern
Graphic checks
Enkelt & tidløst
Simple & timeless



House of Dagmar



Wooyoungmi



3.1 Phillip Lim



Tibi



Bottega Veneta



Nomia



Isabel Marant



Beaufille



Vetements

Udskæringer
Cutouts
Nemt at style
Easy to style
Skræddersyede detaljer
Tailored details

FASHION MEN



Dæmpede farver
Muted colours

Vatteret
Padded

Skræddersyede sæt
Tailored co-ords



Grafiske tern
Graphic checks

Redesign af klassikere
Redesigning classics

SHOES & ACCESSORIES



Redesign af klassiskere
Redesigning classics
Enkelt & tidløst
Simple & timeless
Funktion & komfort
Function & comfort



Rene materialer
Pure materials
Arkitektonisk
Architectonic



KIDS



Eric Degenhardt



Taller Piccolo



Isabel Fuster



Ronan and Erwan Bouroullec x Established & Sons



Massimo Dutti



Minä Perhonen



Bebe Organic



Minä Perhonen

Rene materialer
Pure materials
Grafiske tern
Graphic checks

Visuel linding
Visual relief
Finslebet
Fine sanded
Bløde farver
Soft colours



Hanna Stenström & Jennie Adén x Materia



Zara

INTERIOR OBJECTS



Anony



Max Lipsey



Teresa Berger



Alquemy

Rene materialer
Pure materials

Sanseligt
Sensory

Smart tech
Smart tech

Plisseringer
Pleats

Taktile teksturer
Tactile textures



Csongvay Blackwood



Casa Shop



Sinonimo



Philipp Weber



Carlos Jiménez for GIR



Ben Medansky

FURNITURE

Lyst træ & metaller
Light wood & metals
Arkitektonisk
Architectonic
Rene former
Clean shapes



Multifunktionelt
Multifunctional
Dæmpede farver
Muted colours

LIGHTING



Klart glas
Sheer glass
Smart tech
Smart tech
Rene former
Pure shapes



Trædrejning
Woodturning
Interaktiv
Interactive

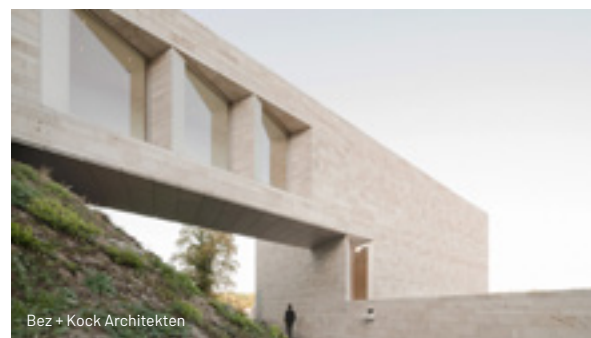


ART & ARCHITECTURE



Ægte tekstur fra råmaterialer
Real texture from raw materials

Grafisk & arkitektonisk
Graphic & architectonic



RETAIL



Dæmpede farver
Muted colours

Matte teksturer
Matte textures

Langtidsholdbart & tidløst
Long-lasting & timeless

KEY DIRECTIONS

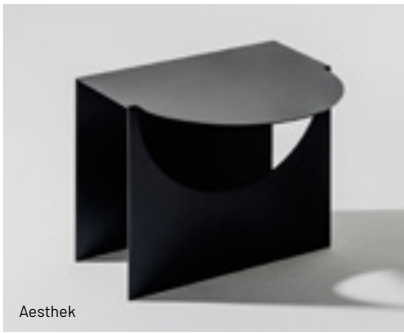
01 ALL BLACK



03 MUTED COLOUR BLOCK



02 CUTOUTS



04 PURE GEOMETRY





KEY CONCEPTS

- 01 Tilbyd moderne 'less is more' design og shopping-oplevelser, der frigør værdifuld tid, virker afstressende og gør hverdagen lettere for forbrugerne.
Offer modern 'less is more' design and shopping experiences that free up valuable time, have a de-stressing effect and make the daily life easier for the consumers.
- 02 Nyfortolk den populære Kinfolk-bevægelse og design med færre kollektioner, sæsonløse farver, nøje udvalgte produkter, opbevaringsløsninger og et enkelt, arkitektonisk udtryk in mente.
Reinterpret the popular Kinfolk movement and design with fewer collections, seasonless colours, carefully selected products, storage solutions and with a simple, architectonic expression in mind.
- 03 Fokuser på simple, funktionelle designløsninger, godt håndværk og kvalitetsrige materialer, som afspejler en ny, eksklusiv luksuskultur med overskud og livskvalitet.
Focus on simple, functional design solutions, good craftsmanship and materials rich in quality, which reflect a new, exclusive luxury culture with energy and quality of life.
- 04 Eksperimenter med nye tilgange til skræddersyede silhuetter, smukke detaljer, beroligende farver og sanselige teksturer, der føles moderne, men samtidig er langtidsholdbare, i god kvalitet og visuelt lindrende.
Experiment with new approaches to tailored silhouettes, beautiful details, calming colours and sensuous textures that feel modern, but at the same time are long-lasting, in a good quality and visually soothing.

NEWS!

315 NEW COLOURS FROM PANTONE®



COLOURS & OTHER IMPORTANT STUFF

Pantone tilføjer 315 nye farver til sin samling, så der nu er i alt 2625 FHI-farver at vælge imellem. Køb dem på trendstore.dk

Pantone adds 315 new colours to their collection, which now includes 2625 FHI-colours to choose from. Buy them on trendstore.eu.

TRENDSTORE.DK

TRENDSTORE.EU

TREND SUMMARY

01 THE COLLECTORS



11-0601 TCX
16-5106 TCX
16-4404 TCX
18-4612 TCX
19-4316 TCX
18-0510 TCX
16-3802 TCX
19-3803 TCX
16-1317 TCX
19-1522 TCX

STYLE
Rensende stilhed
Cleansing silence
Arktiske folkefærd
Arctic people
Ekstreme wow-oplevelser
Extreme wow moments

COLOURS
Kølige isblå
Chilly ice blues
Mørk vinrød
Dark wine red
Snehvid
Snow white

DIRECTIONS
Ude i kulden
Out in the cold
Præstationsfremmende materialer
Performance-enhancing materials
Unikke samleobjekter
Unique collectibles

02 THE VIRTUALISTS



17-5117 TCX
19-4013 TCX
15-0548 TCX
16-0237 TCX
18-0513 TCX
18-1022 TCX
19-1540 TCX
19-3424 TCX

STYLE
Futuristisk
Futuristic
Virtuelle universer
Virtual universes
Surrealistisk
Surreal

COLOURS
Digital grøngul
Digital greenish yellow
Kraftig lilla & turkis
Bold purple & aqua
Mørk midnatsblå
Dark midnight blue

DIRECTIONS
Optiske bedrag
Optical illusions
Livagtige & bløde teknologier
Lifelike & soft technologies
Ny sci-fi
New sci-fi

03 THE NEW SCANDIS



16-4612 TCX
18-4028 TCX
16-2107 TCX
14-0826 TCX
18-0324 TCX
17-1212 TCX
17-1328 TCX
16-1431 TCX
19-1656 TCX
19-1321 TCX

STYLE
Hjemmelavet kunst
Homemade art
Legesyg & provokerende
Playful & provocative
Excentrisk aktivist
Eccentric activist

COLOURS
Vintagepasteller
Vintage pastels
Blodrød
Blood red
Bæredygtig grøn
Sustainable green

DIRECTIONS
Abstrakte linjer
Abstract lines
Genanvendte materialer
Repurposed materials
Finurlige vintagefund
Whimsical vintage finds

04 THE PURISTS



15-4307 TCX
17-1505 TCX
14-0216 TCX
17-6009 TCX
19-0307 TCX
17-1109 TCX
19-4305 TCX
18-1306 TCX
18-1630 TCX
15-4502 TCX

STYLE
Klassisk & langtidsholdbart
Classic & long-lasting
Moderne Kinfolk
Modern Kinfolk
Stilrenhed & enkelthed
Stylishness & simplicity

COLOURS
Beroligende grøn
Calming green
Støvet lilla
Dusty purple
Blød orangerød
Soft orange red

DIRECTIONS
Kreativ med geometri
Creative with geometry
Skulpturelle former
Sculptural shapes
Færre valgmuligheder
Fewer choices

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984,1992. Der tages forbehold for mindre fejl. The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984,1992. May be subject to minor errors.

COLOUR MATRIX

01 THE COLLECTORS

11-0601 TCX
16-5106 TCX
16-4404 TCX
18-4612 TCX
19-4316 TCX
18-0510 TCX
16-3802 TCX
19-3803 TCX
16-1317 TCX
19-1522 TCX

02 THE VIRTUALISTS

17-5117 TCX
19-4013 TCX
15-0548 TCX
16-0237 TCX
18-0513 TCX
18-1022 TCX
19-1540 TCX
19-3424 TCX

03 THE NEW SCANDIS

16-4612 TCX
18-4028 TCX
16-2107 TCX
14-0826 TCX
18-0324 TCX
17-1212 TCX
17-1328 TCX
16-1431 TCX
19-1656 TCX
19-1321 TCX

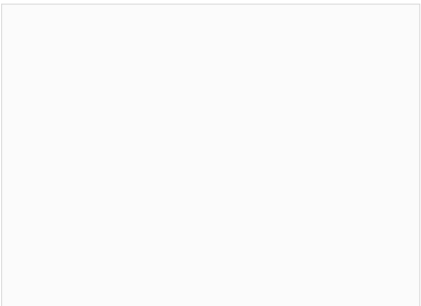
04 THE PURISTS

15-4307 TCX
17-1505 TCX
14-0216 TCX
17-6009 TCX
19-0307 TCX
17-1109 TCX
19-4305 TCX
18-1306 TCX
18-1630 TCX
15-4502 TCX

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984.1992. Der tages forbehold for mindre fejl. The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984.1992. May be subject to minor errors.

COLOURS
AUTUMN/WINTER 21/22

01 THE COLLECTORS

		
Pantone® 11-0601 TCX – Bright White Pantone® White C / CMYK: 0-0-0-0	Pantone® 16-5106 TCX – Blue Surf Pantone® 5507 C / CMYK: 38-18-22-1	Pantone® 16-4404 TCX – Abyss Pantone® 443 C / CMYK: 43-25-26-5
		
Pantone® 18-4612 TCX – North Atlantic Pantone® 431 C / CMYK: 63-45-34-25	Pantone® 19-4316 TCX – Stargazer Pantone® 7545 C / CMYK: 74-50-31-36	
		
Pantone® 18-0510 TCX – Castor Gray Pantone® 417 C / CMYK: 53-42-52-31	Pantone® 16-3802 TCX – Ash Pantone® Warm Gray 6 C / CMYK: 31-29-30-6	Pantone® 19-3803 TCX – Plum Kitten Pantone® 411 C / CMYK: 51-55-52-39
		
Pantone® 16-1317 TCX – Brush Pantone® 7521 C / CMYK: 15-34-40-5	Pantone® 19-1522 TCX – Zinfandel Pantone® 504 C / CMYK: 29-88-45-65	

02 THE VIRTUALISTS

		
Pantone® 17-5117 TCX – Green-Blue Slate Pantone® 7475 C / CMYK: 70-25-36-21	Pantone® 19-4013 TCX – Dark Navy Pantone® 426 C / CMYK: 81-67-55-83	
		
Pantone® 15-0548 TCX – Citronelle Pantone® 7765 C / CMYK: 17-7-93-13	Pantone® 16-0237 TCX – Foliage Pantone® 576 C / CMYK: 48-6-79-17	
		
Pantone® 18-0513 TCX – Bungee Cord Pantone® 405 C / CMYK: 49-47-51-32	Pantone® 18-1022 TCX – Ermine Pantone® 7504 C / CMYK: 26-41-54-22	Pantone® 19-1540 TCX – Burnt Henna Pantone® 7594 C / CMYK: 8-79-77-49
		
Pantone® 19-3424 TCX – Sunset Purple Pantone® 5125 C / CMYK: 48-82-16-34		

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984.1992. Farverne er oversat fra PANTONE® TCX til PANTONE® C via ColorMunki Design og fra PANTONE® C til PANTONE® CMYK via PANTONE® Color Manager Color Bridge Coated. Der tages forbehold for mindre fejl. The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984.1992. The colours has been translated from PANTONE® TCX to PANTONE® C via ColorMunki Design and from PANTONE® C to PANTONE® CMYK via PANTONE® Color Manager Color Bridge Coated. May be subject to minor errors.

COLOUR DEVELOPMENT

	AW 19/20	AW 20/21	AW 21/22
YELLOWS	15-1054	15-1058	14-0826
ORANGES	18-1354	16-1344	
REDS	19-1557	18-1659	16-1431 18-1630 19-1522 19-1656
PURPLES	17-3906 18-3410 19-2024 19-1623	14-3906 15-1512 19-1955 19-2024	16-2107 17-1505 19-3424
BLUES	14-4112 16-4013 18-4028 18-4417 19-4009 19-4028 19-4229	17-4427 17-4919 18-4141 18-4215 18-4417 19-4044 19-4526	15-4307 16-4404 16-4612 16-5106 17-5117 18-4028 18-4612 19-4013 19-4316
GREENS	16-0110 15-0525 16-0237 17-6219 19-5513 18-0426	16-0220 16-0235 16-5515 18-0108 18-0228 19-5030 19-6311	14-0216 15-0548 16-0237 17-6009 18-0324 18-0510 19-0307
BROWNS	13-0905 14-1110 15-1218 15-1309 16-1109 16-1212 17-0843 17-1022 17-1129 17-1328 18-0840 18-0950 18-1421 18-1531 19-1015 19-1118	14-1208 16-1139 16-1315 17-1320 18-0820 18-1155 18-1421 19-0912 19-1121 19-1235 19-1338 19-1333 19-1619	16-1317 17-1109 17-1212 17-1328 18-0513 18-1022 18-1306 19-1321 19-1540 19-3803
NEUTRALS	11-0602 16-4402 18-4005 19-4007	16-5803 18-0503 19-4220	11-0601 15-4502 18-3802 19-4305



03 THE NEW SCANDIS

Pantone® 16-4612 TCX – Reef Waters
Pantone® 549 C / CMYK: 57-16-10-2

Pantone® 18-4028 TCX – Bering Sea
Pantone® 7545 C / CMYK: 74-50-31-36

Pantone® 16-2107 TCX – Orchid Haze
Pantone® 687 C / CMYK: 19-51-5-2

Pantone® 14-0826 TCX – Pampas
Pantone® 4525 C / CMYK: 17-17-49-4

Pantone® 18-0324 TCX – Calliste Green
Pantone® 5763 C / CMYK: 41-23-69-31

Pantone® 17-1212 TCX – Fungi
Pantone® Warm Gray 8 C / CMYK: 38-37-39-15

Pantone® 17-1328 TCX – Indian Tan
Pantone® 479 C / CMYK: 17-44-50-15

Pantone® 16-1431 TCX – Canyon Clay
Pantone® 7606 C / CMYK: 5-46-31-2

Pantone® 19-1656 TCX – Rio Red
Pantone® 202 C / CMYK: 1-98-58-44

Pantone® 19-1321 TCX – Rum Raisin
Pantone® 7631 C / CMYK: 25-83-62-67

04 THE PURISTS

Pantone® 15-4307 TCX – Tradewinds
Pantone® 430 C / CMYK: 50-34-27-11

Pantone® 17-1505 TCX – Quail
Pantone® 7653 C / CMYK: 38-40-20-7

Pantone® 14-0216 TCX – Lint
Pantone® 5793 C / CMYK: 27-14-38-2

Pantone® 17-6009 TCX – Laurel Wreath
Pantone® 5615 C / CMYK: 57-30-53-27

Pantone® 19-0307 TCX – Climbing Ivy
Pantone® 418 C / CMYK: 59-48-58-44

Pantone® 17-1109 TCX – Chinchilla
Pantone® 7530 C / CMYK: 29-32-38-9

Pantone® 19-4305 TCX – Pirate Black
Pantone® Black 7 C / CMYK: 63-60-64-65

Pantone® 18-1306 TCX – Iron
Pantone® 410 C / CMYK: 45-48-45-26

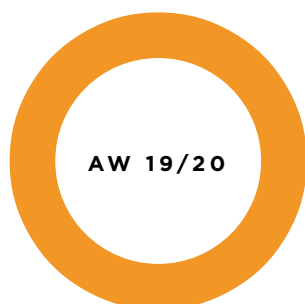
Pantone® 18-1630 TCX – Dusty Cedar
Pantone® 7523 C / CMYK: 11-66-49-20

Pantone® 15-4502 TCX – Silver Cloud
Pantone® Warm Gray 3 C / CMYK: 21-20-21-1

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984,1992. Farverne er oversat fra PANTONE® TCX til PANTONE® C via ColorMunki Design og fra PANTONE® C til PANTONE® CMYK via PANTONE® Color Manager 'Color Bridge Coated'. Der tages forbehold for mindre fejl. The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984,1992. The colours has been translated from PANTONE® TCX to PANTONE® C via ColorMunki Design and from PANTONE® C to PANTONE® CMYK via PANTONE® Color Manager 'Color Bridge Coated'. May be subject to minor errors.

COLOUR DEVELOPMENT AUTUMN/WINTER SEASONS

YELLOWS



AW 19/20

Varm orangegul
Warm orange yellow



AW 20/21

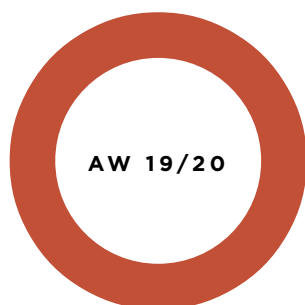
Ravagtig gul
Amberlike yellow



AW 21/22

Rolig & tørret gul
Calm & dried yellow

ORANGES



AW 19/20

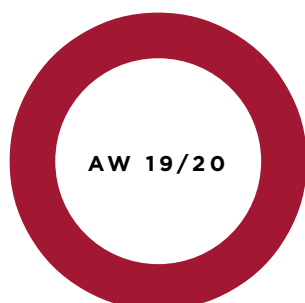
Mørk & varm orange
Dark & warm orange



AW 20/21

Frisk & tørret orange
Fresh & dried orange

REDS



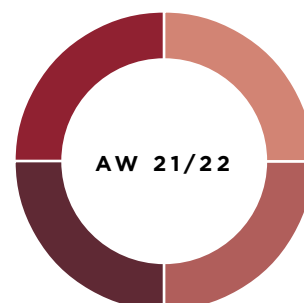
AW 19/20

Jordagtig terrakottarød
Earthy terracotta red



AW 20/21

Klar varm rød
Bright warm red

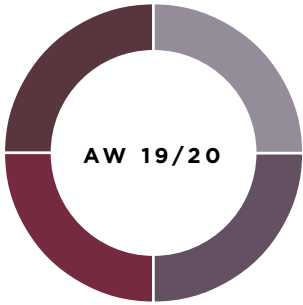


AW 21/22

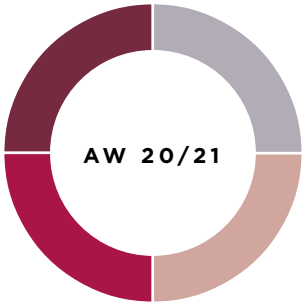
Blodrød & kødfulde røde
Blood red & fleshy reds

COLOUR DEVELOPMENT
AUTUMN/WINTER SEASONS

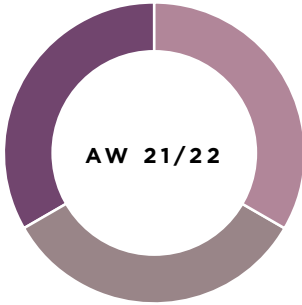
PURPLES



Brunlige & kalkede lilla
Brownish & chalky purples



Tåget lilla & pink undertoner
Misty purple & pink undertones



Romantiske & botaniske lilla
Romantic & botanical purples

BROWNS



Karamel- & sandede brune
Caramel & sandy browns

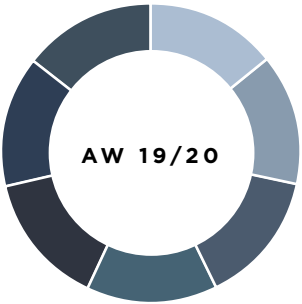


Lerede & varme rødbrune
Clayey & warm red browns

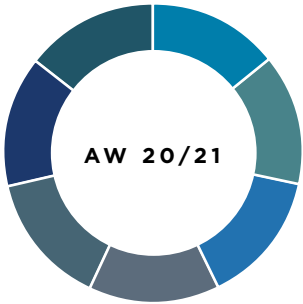


Rolige & nu klassiske brune
Calm & now classic browns

BLUES



Himmelblå & dunkle blå
Sky-blue & shadowy blues



Denim- & friske turkise blå
Denim & fresh aqua blues

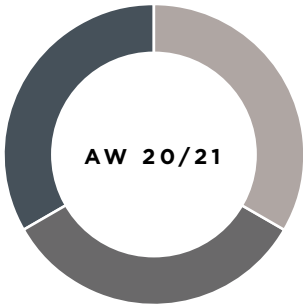


Kølige blå med grønligt skær
Cool blues with green tinge

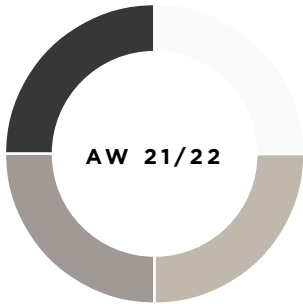
NEUTRALS



Varme & bløde grå
Warm & soft greys

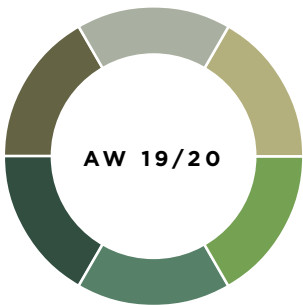


Beton- & blålige grå
Concrete & blue greys



Sort/hvid & brunlige grå
Black/white & brownish greys

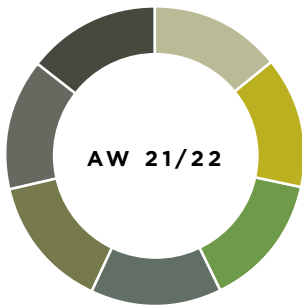
GREENS



Brune & botaniske grønne
Browns & botanical greens



Army-, spinat & grønblå grønne
Army, spinach & teal greens



Støvede grønne & virtuel grøn
Dusty greens & virtual green

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984.1992. Der tages forbehold for mindre fejl. The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984.1992. May be subject to minor errors.

COLOUR MATRIX BY NUMBER

11-0601 TCX
14-0216 TCX
14-0826 TCX
15-0548 TCX
15-4307 TCX
15-4502 TCX
16-0237 TCX
16-1317 TCX
16-1431 TCX
16-2107 TCX
16-3802 TCX
16-4404 TCX
16-4612 TCX
16-5106 TCX
17-1109 TCX
17-1212 TCX
17-1328 TCX
17-1505 TCX
17-5117 TCX
17-6009 TCX
18-0324 TCX
18-0510 TCX
18-0513 TCX
18-1022 TCX
18-1306 TCX
18-1630 TCX
18-4028 TCX
18-4612 TCX
19-0307 TCX
19-1321 TCX
19-1522 TCX
19-1540 TCX
19-1656 TCX
19-3424 TCX
19-3803 TCX
19-4013 TCX
19-4305 TCX
19-4316 TCX

De trykte farver er kun retningsgivende. Her bør refereres til PANTONE® Fashion + Home publikationer for at opnå præcise farver. PANTONE®-numre er angivet i PANTONE® tekstilfarver (TCX). (C) PANTONE® Inc. 1984,1992. Der tages forbehold for mindre fejl. *The printed colours are only indications. Always refer to the original PANTONE® Fashion + Home publications for the precise colour reference. PANTONE® numbers are indicated in PANTONE® Textile Colours (TCX). (C) PANTONE® Inc. 1984,1992. May be subject to minor errors.*



Andrew Wilhelm

MEET THE TREND TEAM

Rie Fjordsøe Rasmussen

Rie er trendredaktør hos pej gruppen og ansvarlig for trendprocessen, sæsonhistorien og trendprodukterne. Rie samler alle tråde og skaber et samlet billede af fremtiden.

Rie is trend editor at pej gruppen and is responsible for the trend process, the seasonal trend story and the trend products. Rie collects all relevant trend information and creates a complete image of the future.

Helle Dam Kristensen

Helle er uddannet designer og har været en del af pej gruppen i over 20 år. Helle bidrager med viden om farver, materialer og former i trendprocessen.

Helle is an educated designer and has been part of pej gruppen for more than 20 years. Helle contributes with knowledge about colours, materials and shapes in the trend process.

Anja Bloch-Hamre

Anja er art director og fotograf hos pej gruppen. Anja har ansvaret for at omsætte de nyeste tendenser til visuelle trendbøger og magasiner.

Anja is art director and photographer at pej gruppen. Anja is responsible for interpreting the latest trends into visual trend books and magazines.

Helene Mathiasen

Helene er redaktør hos pej gruppen med ansvar for journalistisk indhold i pej gruppens brancheblade og tidsskrifter. Helene bidrager med tekstredigering og input.

Helene is editor at pej gruppen and is responsible for journalistic content in pej gruppen's trade magazines and journals. Helene contributes with text editing and input.

Louise Byg Kongsholm

Louise er ejer af pej gruppen, foredragsholder og trendforsker. Louise står bag adskillige bøger om forbrug, retail og trends og sætter ord på tidsånden. Desuden kender hun sæsonernes føljeton ud og ind.

Louise is the owner of pej gruppen, a keynote speaker and a trend researcher. Louise is the author of several books with-in consumerism, retail and trends and describes the spirit of time. Also, she knows how the seasons are interlinked.

Henriette Frøslev Hjortshøj

Henriette studerer Accessories Design på Kolding Design-skole. Henriette er i praktik i trendafdelingen og assisterer Rie i trendprocessen.

Henriette studies Accessories Design at Kolding Design School. Henriette is an intern in the trend department and assists Rie in the trend process.

Anette Faarup

Anette er grafisk designer hos pej gruppen og bidrager til den grafiske opsætning af trendprodukterne. Anette er grafisk ansvarlig for pej gruppens magasiner.

Anette is graphic designer at pej gruppen and contributes with the graphic layout of the trend products. Anette is graphic responsible for pej gruppen's magazines.

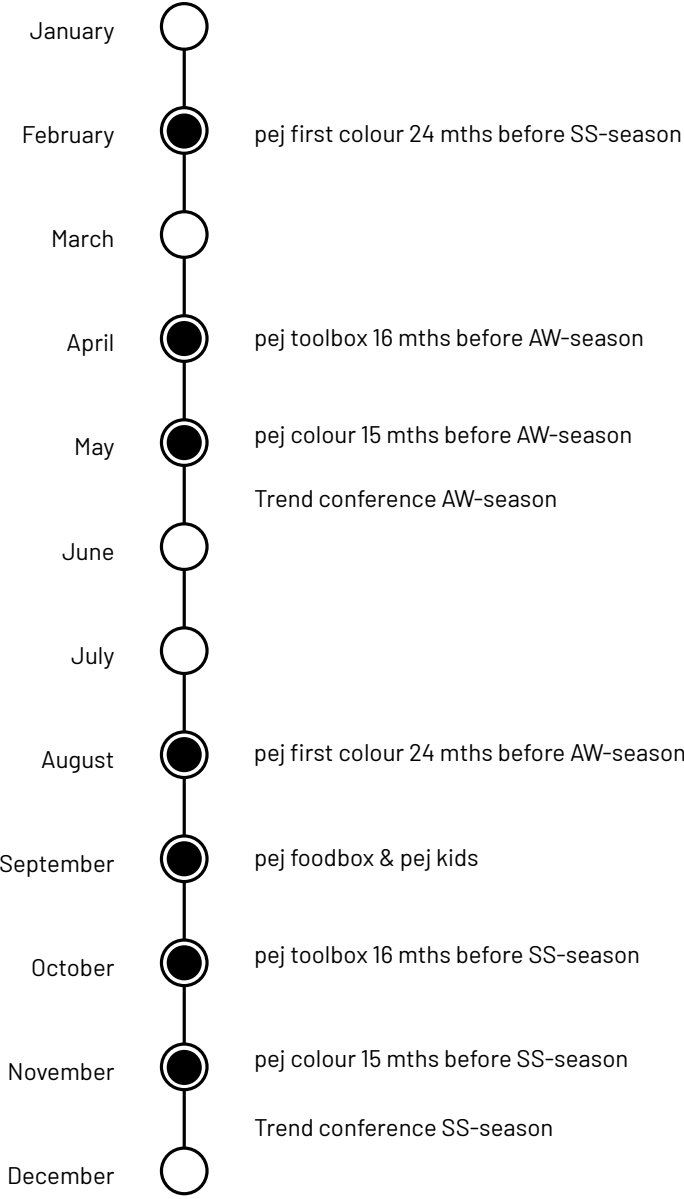
Lajla Egebjerg Muusmann

Lajla er salgskoordinator hos pej gruppen og ved alt om pej gruppens trendprodukter. Lajla er desuden et af pej gruppens smilende ansigter til messer, konferencer og seminarer – og i telefonen.

Lajla is sales coordinator at pej gruppen and knows everything about pej gruppen's trend products. Lajla is one of pej gruppen's smiling faces at fairs, conferences and seminars - and on the phone.



PEJ TREND OVERVIEW



pej first colour

Verdens eneste trendbog med farve-trends 24 måneder før sæsonen. Til alle, som ønsker ekstra tidlig trend- og farveinspiration og mulighed for at udvikle unikt design før alle andre. Udkommer i et meget begrænset oplag. Hvornår: 24 måneder før den aktuelle sæson.

The world's only trend book with colour trends 24 months ahead of the season. For those who need extra early trend and colour inspiration and the opportunity to develop unique designs before everyone else. Limited edition. When: 24 months ahead of the season.

pej toolbox

Den mest omfattende trendbog med sæsonens vigtigste farver, design-retninger og detaljer for mode- og interiørtrends. Med materialeprøver og Pantone-chips. Til alle professionelle og kreative aktører, der arbejder med trends, design, forbrug, kommunika-tion og livsstil, og som ønsker at tilbyde de rigtige produkter i de rigtige farver på det rigtige tidspunkt. Udkommer i et begrænset oplag. Hvornår: Udkommer 16 måneder før den aktuelle sæson.

The most comprehensive trend book featuring the season's most important colours, design directions as well as details for fashion and interior trends. With material samples and Pantone chips. For all professionals and creatives who work with trends, design, consumption, communication and lifestyle and want to offer the right products in the right colours at the right time. Limited edition. When: 16 months ahead of the season.

pej colour

Den kommercielle trendbog med sæsonens mest nødvendige farve-inspiration. Til alle professionelle og kreative aktører, som ønsker træfsikker trendinspiration til farveud-vælgelse og farvekombinationer. Det mest udbredte farvekort i Europa og en del af trendkonferencen. Hvornår: 15 måneder før den aktuelle sæson.

The commercial trend book with the season's most relevant colour inspira-tion. For all professionals and creatives who want accurate trend inspiration for colour selection and colour combi-nations. The most popular colour card in Europe and part of the trend conference. When: 15 months ahead of the season.

Trend conference

En heldags trendkonference, der præsenterer sæsonens tidsånd, livsstil, farver og kommercielle trends til mode og interiør. For alle pro-fessionelle og kreative aktører, der beskæftiger sig med design, forbrug, kommunikation og livsstil. Hvornår: 15 måneder før den aktuelle sæson i Herning, København og Oslo.

Full day trend conference with zeit-geist, lifestyle, colours and commercial trends for fashion and interior. For all professionals and creatives who work with design, consumption, communi-cation and lifestyle. When: 15 months ahead of the season in both Herning, Copenhagen and Oslo.

pejtrend.com

pej gruppens nye online trendservice, som lanceres i sommeren 2020. Et nøje kurateret online trendunivers med løbende kommercielle trend-opdateringer inden for farver, interiør og mode til fremtidens sæsoner – lige ved hånden på din skærm. Den ideelle tilføjelse til din pej toolbox eller pej colour. Hvornår: Lanceres i sommeren 2020.

pej gruppen's new online trend service launching summer 2020. A carefully curated online trend universe with ongoing commercial colour, interior and fashion trend updates for future sea-sons – right at your screen. The ideal add on to your pej toolbox or pej colour. When: Launching summer 2020.

pej kids

Fremtidens farve-, livsstils- og for-brugertrends med fokus på børn. Til professionelle og kreative aktører, der beskæftiger sig med koncept-, produkt- og serviceudvikling til børn og børnefamilier. Udkommer i et be-grænset oplag. Hvornår: Hvert andet år i september.

Future colour, lifestyle and consumer trends with a focus on kids. For professionals and creatives who work with concept, product and service development for kids and families with kids. Limited edition. When: Every other year in September.

pej foodbox

Fremtidens fødevaretendenser. Til professionelle fødevareprodu-center, kommunikationsfolk, em-ballagevirksomheder, detailkæder, restauranter, hoteller samt andre kreative brancher, der har berøring med fødevareindustrien. Udkommer i et begrænset oplag. Hvornår: Hvert år i september.

Future food trends. For profession-al food producers, communicators, packaging companies, retail chains, restaurants, hotels and other creative industries that work with the food industry. Limited edition. When: Every year in September.

ABOUT PEJ TOOLBOX

INDHOLD

pej toolbox er en skandinavisk trendbog målrettet både mode- og interiørbrancherne. pej toolbox er dit redskab til at komme på forkant med de nyeste trends og farver.

Toolbox indeholder:

- » Farvematrix: Overblik over sæsonens farver
- » Farveudviklingsskema – de tre seneste sæsoner
- » Farvekombinationer
- » Fire trendtemaer med farveskalaer
- » Livsstils-, forbruger- og designhistorier
- » Keywords, effekter, form og materialeliste
- » Pantone bomuldschips og farvekodereferencer: PANTONE® TCX, C og CMYK
- » Nøglefarver for både mode og interiør
- » Stemningskollager
- » Design- og trendkollager med referencer
- » Designretninger til alle temaer
- » Fysiske materiale- og tekstilprøver
- » Digitalt materiale

Farverne er angivet i PANTONE® tekstilfarver (TCX), PANTONE® PLUS (C) samt PANTONE® CMYK farver (Colour Bridge). PANTONE® og PANTONE® Textile Colour System er varemærker fra PANTONE® Inc. (C) PANTONE® Inc. 1984.1992.

Copyright

Alt materiale i pej toolbox er til personligt samt privat brug. Alle billeder er udelukkende givet til inspiration. Alt kommerciel brug af billeder er på eget ansvar. Materialet må ikke gøres til genstand for offentlige fremvisninger. Uautoriseret kopiering, udlån, leje eller offentlig præsentation er strengt forbudt.

Denne pej toolbox udgives og sælges af pej gruppen – scandinavian trend institute. Ekstra farveprøver i form af PANTONE® Smart Colour Cards kan bestilles på trendstore.dk.

CONTENT

pej toolbox is a Scandinavian trend book targeted both the fashion and interior industries. pej toolbox is the trend tool that keeps you updated on the new trends and colours.

Toolbox contains:

- » *Colour matrix: Overview of the colours of the season*
- » *Colour development matrix – the latest three seasons*
- » *Colour combinations*
- » *Four trend themes with colour scales*
- » *Lifestyle, consumer and design stories*
- » *Keywords, effects, form, and list of materials*
- » *Pantone Cotton Chips and colour code references: PANTONE® TCX, C and CMYK*
- » *Key colours for both fashion and interior*
- » *Mood collages*
- » *Design and trend collages with references*
- » *Design directions for all themes*
- » *Material and textile samples*
- » *Digital material*

The colours are indicated in PANTONE® Textile Colours (TCX), PANTONE® PLUS (C) and PANTONE® CMYK Colours (Colour Bridge). PANTONE® and PANTONE® Textile Colour System are trademarks of PANTONE® Inc. (C) PANTONE® Inc. 1984.1992.

Copyright

The material in pej toolbox is for personal and private use. All images are provided as inspiration only. All commercial use of images is at own risk. The material may not be used for public showing. Unauthorised copying, lending, hiring or public performance is strictly prohibited.

This pej toolbox is published and sold by pej gruppen – scandinavian trend institute. Extra colour samples can be ordered as PANTONE® Smart Colour Cards from trendstore.dk.

Copyright © Abby Lichtman Design LLC

Alle rettigheder reserveres. Billeder og print fra Abby Lichtman må ikke kopieres eller bruges i kommerciel henseende. Eksklusivt ejerskab til originale printfiler kan bestilles på abbylichtman.com.

Om pej gruppen

Siden 1975 har pej gruppen formidlet viden om tidsånd, trends og forbrug til de professionelle aktører i livsstilsbrancherne. Ud over trendmateriale inden for mode, interiør og fødevarer står pej gruppen bag brancheuniverserne TØJ – Fashion & Business Trends, 365DESIGN samt tidsskrifterne TID & tendenser og Retail Mag. pej gruppen afholder også konferencer, seminarer og foredrag.

pej toolbox digital

Få adgang til pej toolbox digitalt ved hjælp af følgende link: pejgruppen.com/pejtrend/pejtoolbox-digital
Indtast din personlige adgangskode, som du modtog ved køb af pej toolbox.
Hvis du har glemt eller mistet din adgangskode, så kontakt info@pejgruppen.dk.

Materialeprøver

Materialeprøver i pej toolbox er specialindkøbt eller eksklusivt leveret af følgende firmaer:

PRINT & MATERIALS

Abby Lichtman

abby@abbylichtman.com
www.abbylichtman.com

Flo Home Delight

contact@flohomedelight.com
www.flohomedelight.com

Sabine Dubrovsk

Sabine@wilna.dk
[@sabine_dubrovsk](https://www.instagram.com/sabine_dubrovsk)

Additive Addicted

bw@additiveaddicted.de
www.additiveaddicted.de

Einar Risør Finérhandel A/S

mail@risorfiner.dk
www.risorfiner.dk

Forbo Flooring A/S

torben.mikkelsen@forbo.com
www.forbo-flooring.com

Copyright © Abby Lichtman Design LLC

All rights reserved. The images and prints from Abby Lichtman may not be copied or used in any commercial way. Exclusive ownership to original print files can be purchased from abbylichtman.com

About pej gruppen

Since 1975, pej gruppen has communicated knowledge about zeitgeist, trends and consumer behavior to professionals in the lifestyle industries. The range of trend books for fashion, interior and food industries, are supplemented by the trade magazines TØJ – Fashion & Business Trends and 365DESIGN, as well as the magazines TID & tendenser and Retail Mag. pej gruppen also holds conferences, seminars and keynotes.

pej toolbox digital

*Get digital access to pej toolbox wiht the following link. pejgruppen.com/pejtrend/pejtoolbox-digital
Type in the personal password that you received when purchasing pej toolbox.
If you forgot or misplaced your password, please contact info@pejgruppen.dk*

Material samples

Material samples in pej toolbox are sourced via special dealers or delivered by the following companies:

Nilon strik

maagaard.rikke@gmail.com
[@rikkemaagaard](https://www.rikkemaagaard.com)

PEJ TOOLBOX DIGITAL

Få adgang til pej toolbox digitalt ved hjælp af følgende link:

Get access to pej toolbox digitally through the following link:

pejgruppen.com/pejtrend/pejtoolbox-digital

Indtast din personlige adgangskode, som du modtog ved køb af pej toolbox.

Hvis du har glemt eller mistet dit kodeord, så kontakt info@pejgruppen.dk.

Type in the personal password that you received when purchasing pej toolbox.

If you forgot or misplaced your password, please contact info@pejgruppen.dk



**pej toolbox is created
and published by:**

pej gruppen
Bitsovvej 2
DK 7400 Herning
Denmark

Phone: +45 9711 8900
CVR DK 8455 2828
pejgruppen.com