

# TREND DIRECTIONS

S/S 2024

Niels Holger Wien



S/S 24 FASHION DAY

DMI

VIBE SHIFT



>> [www.deutschesmodeinstitut.de](http://www.deutschesmodeinstitut.de)

Sunnei, Foto © Studio Martin Veit



#1

# UPLIFTING

INSPIRING HAPPINESS, OPTIMISM, OR HOPE

Photo @ Marcus Andreas Mohr for NHW



# #1 UPLIFTING

CONTAGIOUS VITALITY  
BRIGHT ATTITUDE

INSPIRING HAPPINESS, OPTIMISM, OR HOPE

Kinfolk Magazine #42



SPACE10, Kaleidoscopic Home, Copenhagen,  
Photo © Seth Nicolas



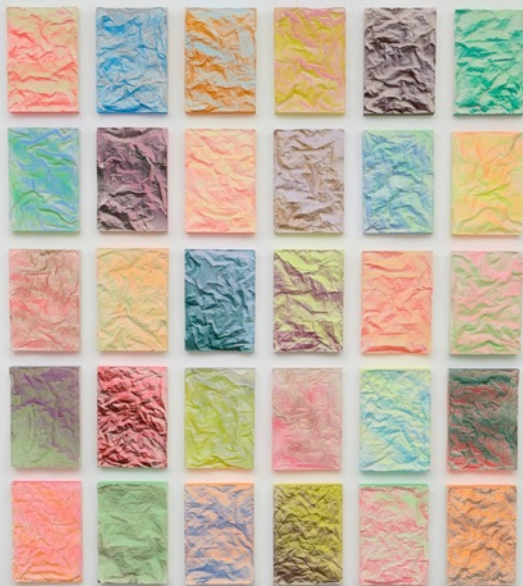
Anouk Lemm, Lonely Pool People, The Dutch Atelier,  
Isola, MDW22, Photo NHW

# #1 UPLIFTING

VIBRANT RADIANCE



Photo © Lucile Boiron



Rana Begum, No 867 Cast, Folded grid, 2018,  
Photo Courtesy of Rana Begum



@natali\_do

# #1 UPLIFTING

PASTEL SUBSTANCE



Manon Steyaert, Colour Within, Photo Courtesy of Manon Steyaert



James Shaw, Plastic Baroque Candle Stick, © James Shaw, 2021

Sims

# #1 UPLIFTING CHALLENGING DUALITIES



Loewe Spring 2022 Ad Campaign, Photo © David Sims



Dries van Noten, Beauty, Neogarden, Photo Courtesy of DvN



Manon Steyaert, Light Gaze III, Silicone and Pigment,  
Photo Courtesy of Manon Steyaert

# #1 UPLIFTING

Ice Coffee

Punchy Mimosa Yellow

Aquamarine Light

Pastel Phlox Purple

Radiant Cyan

Papaya Cream Popsicles

Lavender Ice Cream

Red Carnation

Pale Mint Sugar Green



# #1 UPLIFTING

## FASHION SPECTRUM



Sportmax S23



Bottega Venets S23



Fendi S23



Dsquared2

# #1 UPLIFTING

## FASHION SPECTRUM



Dsquared2 S23



Family First S23



JordanLuca S23



Soulland S23



#2

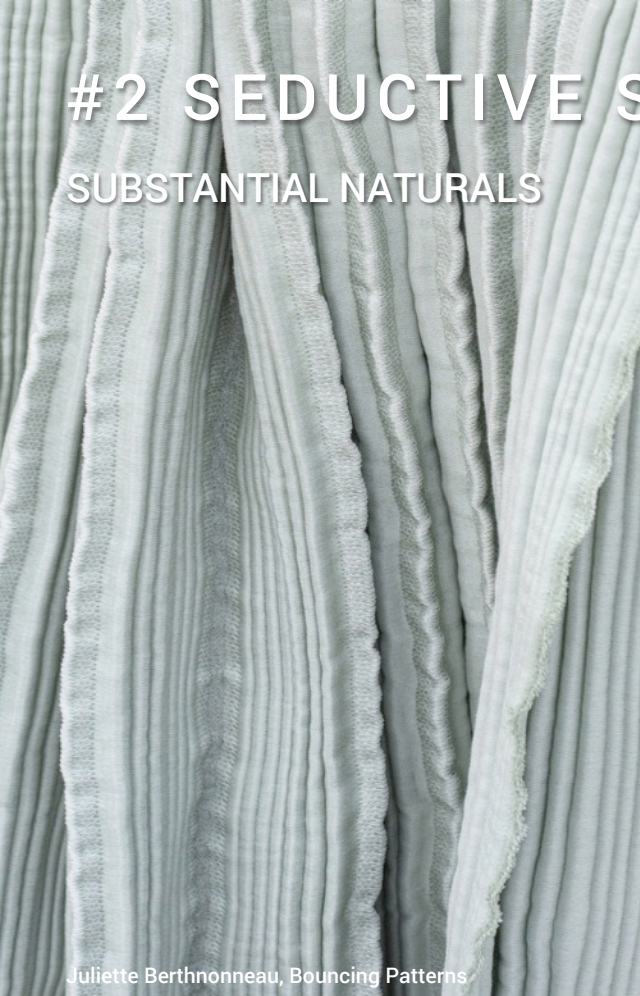
# SEDUCTIVE SOBRIETY

TEMPTING, ATTRACTIVE AND ALLURING SIMPLICITY

Plasticiet, OG Collection, Photo Courtesy of Plasticiet

# #2 SEDUCTIVE SOBRIETY

SUBSTANTIAL NATURALS



Juliette Berthonneau, Bouncing Patterns



Beni Rugs X Colin King, Spoken Lines,  
Alcova, MDW22, Photo NHW



Branch Objects, LDF 2019, Photo NHW

# #2 SEDUCTIVE SOBRIETY

HONESTLY PATTERNED



Woodnotes, Intercolor HEL 2022, Photo NHW\_09



TRAME, Alhambra.gcode, Alcova, MDW22, Photo NHW



Ateliers Zelij, Tiles design,  
Certosa Initiative, MDW22, Photo NHW

# #2 SEDUCTIVE SOBRIETY

RE-ASSEMBLED



SolidNature, Monumental Wonders, Bar,  
Alcova, MDW22, Photo NHW



Nathalie Lautenbacher, Lokal Helsinki,  
Intercolor HEL 2022, Photo NHW



Muhammad Shareef, MDW22, Photo Winfried Rollmann

# #2 SEDUCTIVE SOBRIETY

LIVELY GREYS



Plasticiet, OG Collection, Photo Courtesy of Plasticiet



Studio Lizan Freijssen, Certosa Initiative, MDW22, Photo NHW



Hongjie Yang, Synthesis Monolith, Aluminum, Steel, 2018-2020; Photo Courtesy of Hongjie Yang

# #2 SEDUCTIVE SOBRIETY

Pale Linen Grey

Metallic Lemon Sky

Translucent Glass Green

Bleached Rose Powder

Red Onion Peel Dye

Clean Basalt Grey

Honest White

Beige Marble

Macadamia Nutshell Brown



# #2 SEDUCTIVE SOBRIETY

FASHION SPECTRUM



Bora Aksu S23



Dries van Noten S23



Tod's S23



Gauchère S23

# #2 SEDUCTIVE SOBRIETY

FASHION SPECTRUM



Dior Homme S23



Federico Cina S23



Paul Smith S23



Fendi S23



#3

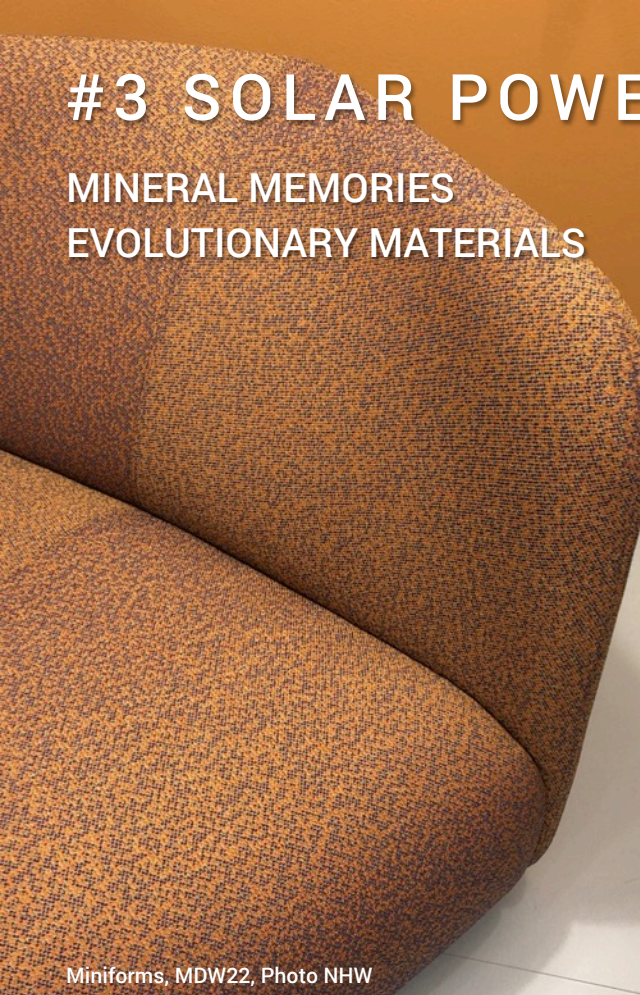
# SOLAR POWER

ELEMENTAL, ENERGIZING AND SUSTAINING

Jim Denevan, Angle of Repose, installation view, Desert X AlUla 2022, Photo © Lance Gerber

# #3 SOLAR POWER

MINERAL MEMORIES  
EVOLUTIONARY MATERIALS



Miniforms, MDW22, Photo NHW



Miniforms, MDW22, Photo NHW



Sanjay Puri Architects, Studios 90 in Kodla, Karnataka, India, Photo © Ricken Desai

# #3 SOLAR POWER

INNER GLOW



Slow Hand Design Exhibition Thailand 2022,  
MDW22, Photo NHW



Miniforms, MDW22, Photo NHW



miniforms, Soda table, MDW22 Press

# #3 SOLAR POWER

DEEP TIME  
INTENSE GLAZE



A vinegar container and 2hours 2minute\_3\_Chanbyul Park



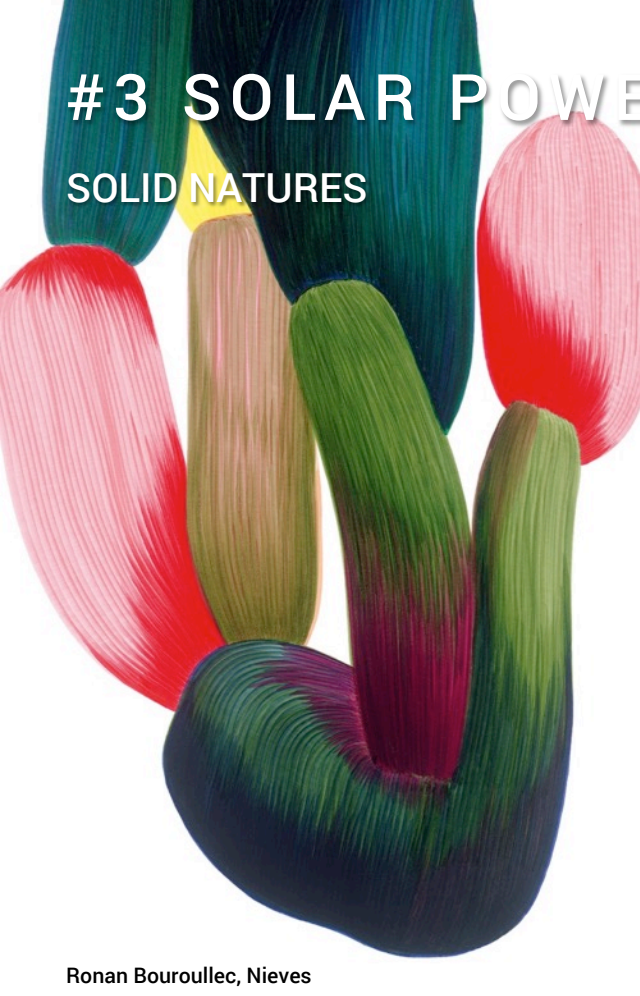
A teapot and three lights3\_Chanbyul Park



Studio Rap, The Dutch Atelier, MDW 22 Photo NHW

# #3 SOLAR POWER

SOLID NATURES



Ronan Bouroullec, Nieves



Photo Winfried Rollmann



Rafael Kouto, Standpresentation, Heimtextil Frankfurt 2022. Photo © NHW und PF

# #3 SOLAR POWER

Purple Magenta Clematis

Azure Blue

Brilliant Gold Ochre

Warm Gold

Cinnamon Bark Brown

Cool Malachite Green

Dark Greenish Raw Umber

Lotus Flower Pink

Unbleached Cardboard

Hummingbird Turquoise



# #3 SOLAR POWER

## FASHION SPECTRUM



Hermès S23



Atlein S23



Isabel Marant S23



Miu Miu S23

# #3 SOLAR POWER

FASHION SPECTRUM



Fendi S23



Dreis van Noten S23



Balmain S23



Lukhanyo Mdingi S23

A person is walking away from the viewer down a narrow, brightly lit tunnel. The left wall is a vibrant red, and the right wall is a deep blue. The floor is dark and reflective, showing the person's silhouette and the light from the tunnel. The light source is at the far end of the tunnel, creating a strong glow and long shadows.

#4

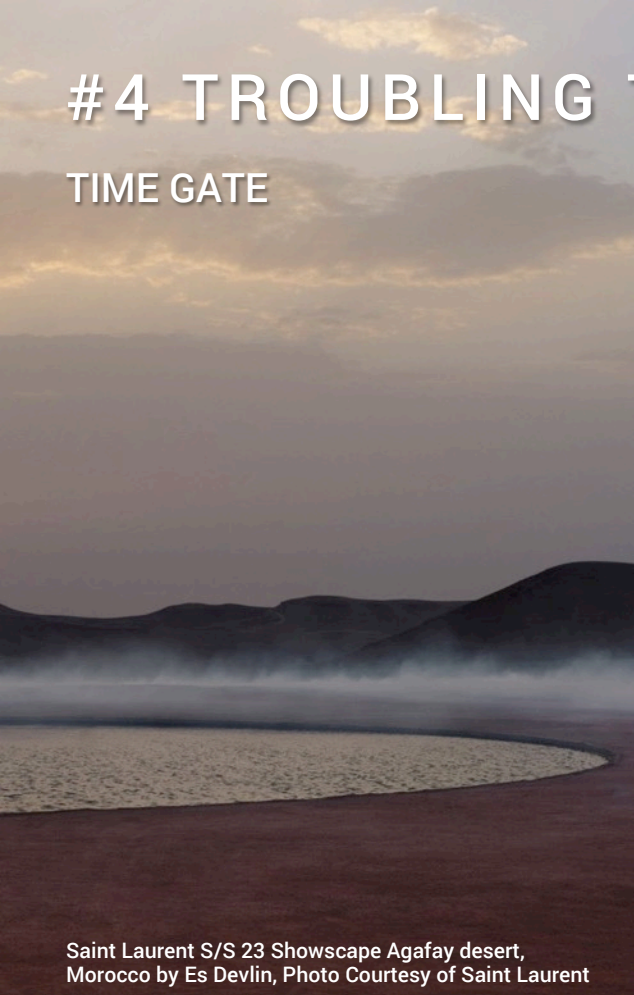
# TROUBLING TWILIGHT

STRANGE, MYSTERIOUS AND PROVOCATIVE SENSATIONS

Estudi Antoni Arola, architectural light installation, Madrid, Spain, Photo © Imagen Subliminal, Salva Lopez und Hector Milla

# #4 TROUBLING TWILIGHT

TIME GATE



Saint Laurent S/S 23 Showscape Agafay desert,  
Morocco by Es Devlin, Photo Courtesy of Saint Laurent



# #4 TROUBLING TWILIGHT

MYSTIFICATION



Saint Laurent S/S 2023 Showscape Agafay desert, Morocco by Es Devlin, Photo Courtesy of Saint Laurent

**TRENDS 2024 BEYOND COLOURS & MATERIALS**

# #4 TROUBLING TWILIGHT

DARK REFLECTIONS  
DISTORTING PATTERNS



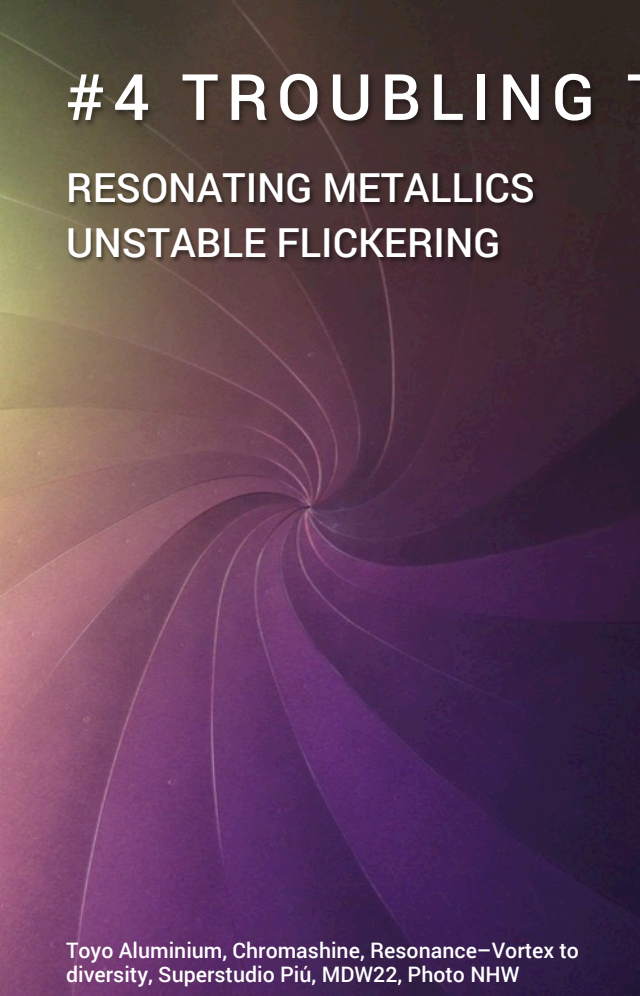
Front, Reflection Vase, Photo Courtesy of Front



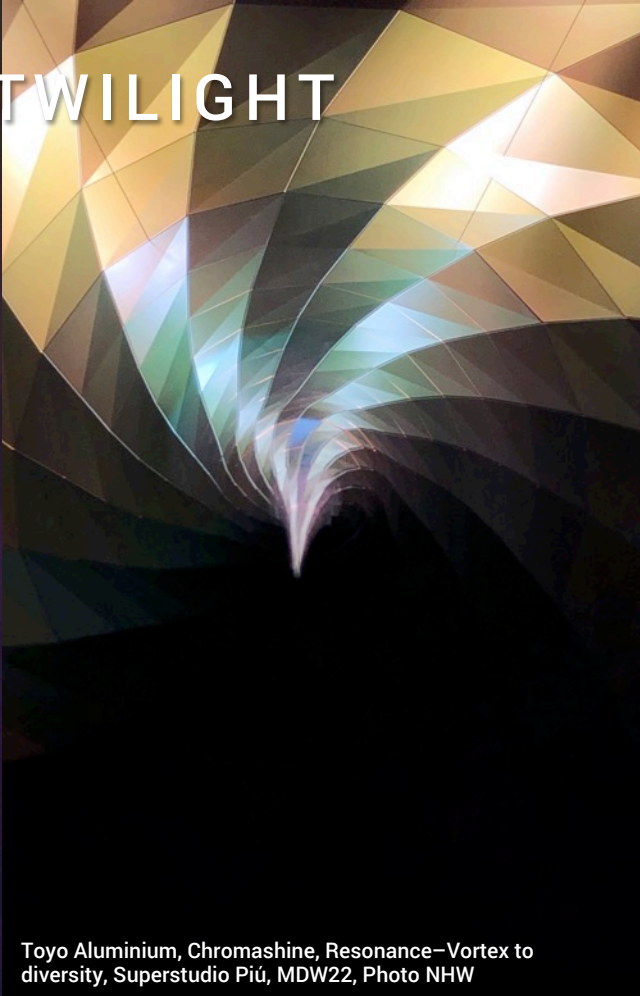
French Cliché, Alcova, MDW22, Photo NHW

# #4 TROUBLING TWILIGHT

RESONATING METALLICS  
UNSTABLE FLICKERING



Toyo Aluminium, Chromashine, Resonance–Vortex to diversity, Superstudio Piú, MDW22, Photo NHW



Toyo Aluminium, Chromashine, Resonance–Vortex to diversity, Superstudio Piú, MDW22, Photo NHW



Leda Vanessa, Life Lines, 2020-21, Hybrid Existence at Helsinki Art Museum, Photo NHW

# #4 DISSONANT DREAMS

LIQUID PATTERNS  
MELTING AWAY



Studio Arhoj, Intercolor CPH 2021, Photo NHW



Danielle Kwaaitaal, Après nous le Déluge,  
Photo © Danielle Kwaaitaal

DMI



Studio Jibbe, MDW22\_Press-kit



# #4 TROUBLING TWILIGHT



Mutuus Studio, Supernove, nightclub Seattle,  
Photo © James Gerde



Top Bun, Big Mama, Photo ©Jerome Galland



Mutuus Studio, Supernove, nightclub Seattle,  
Photo © James Gerde

# #4 TROUBLING TWILIGHT

Dark Phthalo Green

Purple Brown Cocoa Dust

Mauve Rose

Hazy Amethyst Purple

Sulphur Dust Lichen

Smoky Rose Quartz

Light Grey Chalk

Charcoal

Ink Blue

# #4 TROUBLING TWILIGHT

FASHION SPECTRUM



Dion Lee S23



Versace S23



No 21 S23



Saint Laurent S23

# #4 TROUBLING TWILIGHT

FASHION SPECTRUM



St Laurent S23



Dion Lee S23



Blumarine S23





DIRECTIONS 2024/1

UPLIFTING



SEDUCTIVE  
SOBRIETY



SOLAR  
POWER



TROUBLING  
TWILIGHT

# IMPRESSUM

ZEITGEIST IMPULSE 2023 BEYOND

© Niels Holger Wien, 2023

Vorge stellt im Marketing Club Nürnberg  
am 10. Juli 2023

## NUTZUNGSBESTIMMUNG

Diese Datei beinhaltet internes Schulungsmaterial,  
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