



SS-24

Trend Forecast Woven



Women's Collection



航悦

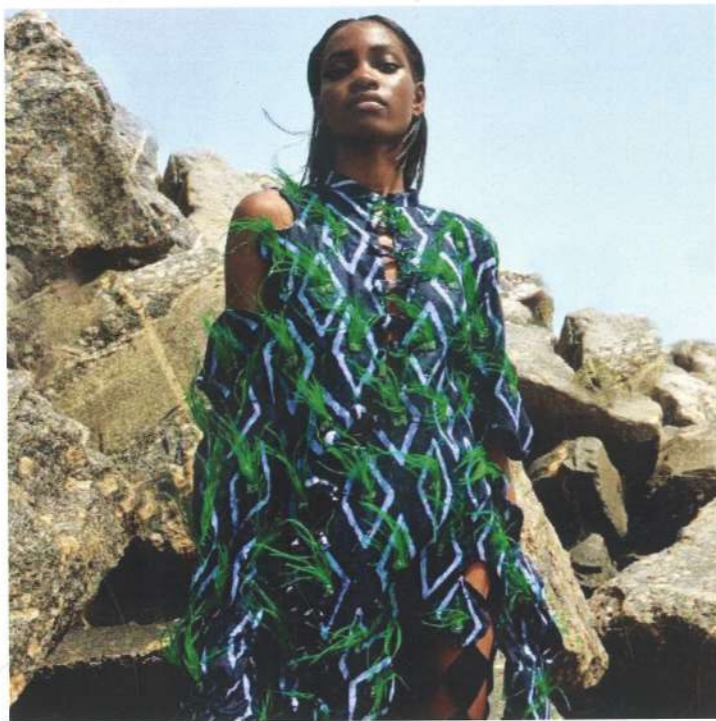
K-FAB

Think differently. Think sustainably.



SPRING-SUMMER INTRODUCTION

- K-FAB'S SS24 material presentation aims to support the need for new apparel fabrics that improve people's daily lives. We understand the expectation that our clothing must be comfortable, cozy, easy-care and versatile whether working from home, office, working out or going out!
- We also see a renewed focus on sustainability and expect longevity from fabrics that have low environmental impact.
- For S/S 24, this will emerge in numerous ways: an enthusiasm for design hacks, DIY and DIYW (do it your way); an uptake of radical recycling and maximum resourcefulness where everything is ripe for creative repair and reuse; an exploration of precise personalization and on-demand production for a waste-free future; and the reinvention of better basics at all levels, whether through material, color or construction.
- A mix of past eras and subcultures will be influential, but these references will be spliced and remixed in contemporary and sometimes irreverent ways. Honest and authentic sentiments will also be prized, offering a subversive counterpoint to a world that is increasingly defined by perfecting, tracking, quantifying and curating. This direction celebrates creative freedom and expression, but not creative excess. The underlying message is that design for design's sake is not enough anymore: there must be a good reason for things to exist, and disruptive processes can often be the best path to invention – and reinvention.



Women's Prints/ Graphics

Quality material For Tops/Dress

Polyester

Viscose

Cotton

Silk

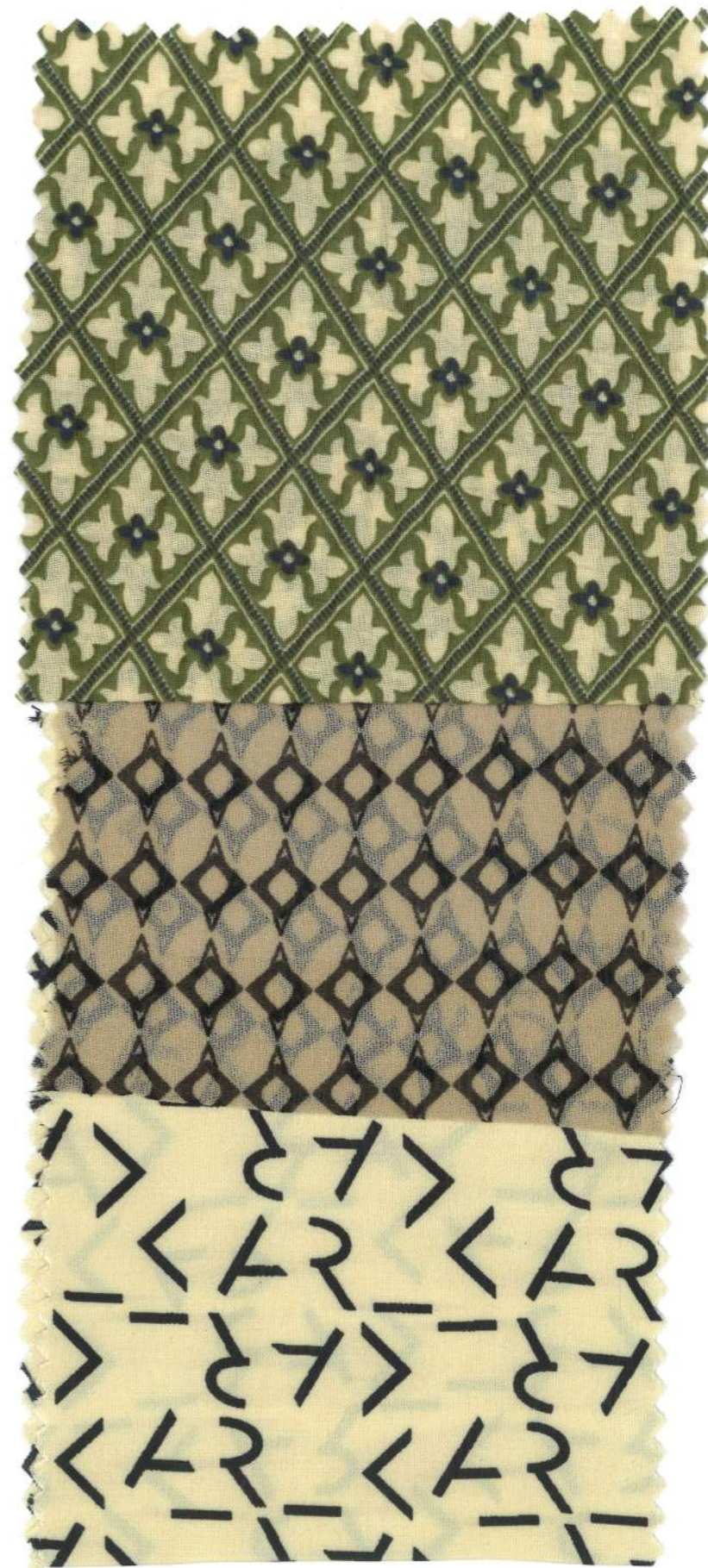
Linen Blends

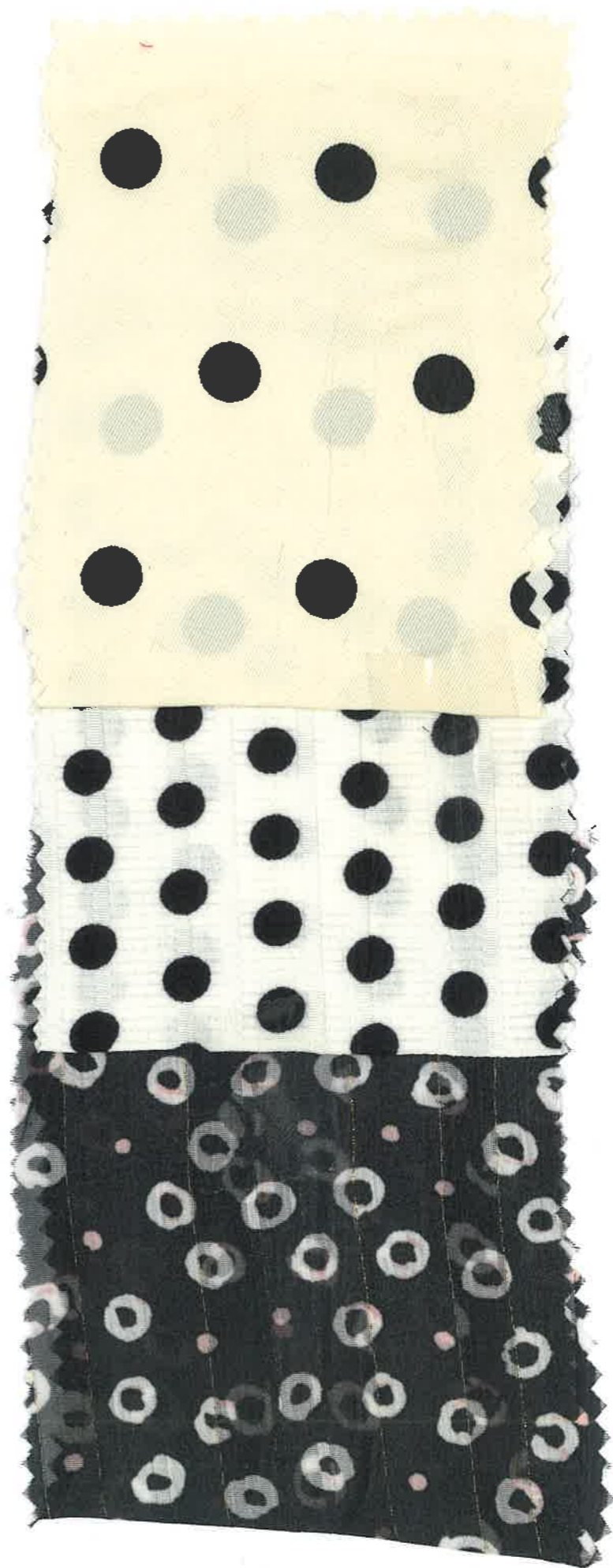
Wovens: Satin/ Plain/ Jacquard/Clip Dot/ Textured/
Crinkles/ Yarn Dyed/ Seersucker/Dobby/Ikat/Space Yarn
Dyed etc



Acid Retro

- The concept: retro themes are important due to the rise in resale and thrifted finds, offering comforting nostalgia in an increasingly unstable world. Re-energize retro prints and patterns through acidic color variations, giving beach and vacation-wear a high-energy boost.
- free-flowing geometric
- designs create movement with oscillating prints and optical illusions.
- look to # 60s and # 70s eras with neon tones on dark grounds.
- providing a stark contrast and punchy psychedelic feel.
- source true vintage prints for reference or update thrifted finds with embroidery.









Scrap Collage

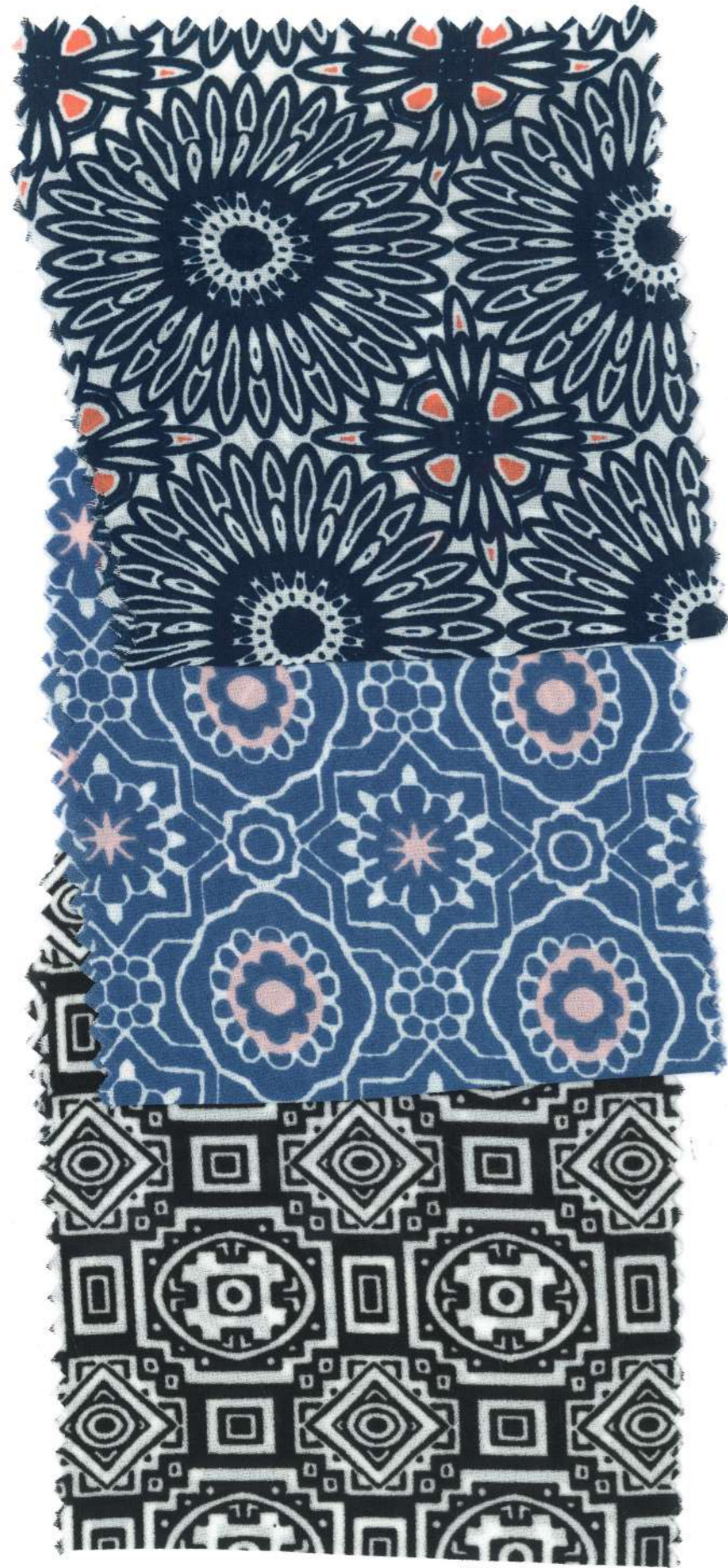
The concept: with sustainability top of the agenda, brands and consumers are looking to use every scrap with a no-waste approach. This trend taps into the consumer repair economy, upcycling deadstock and waste material and collaging leftover cutouts to form new pattern mixes.

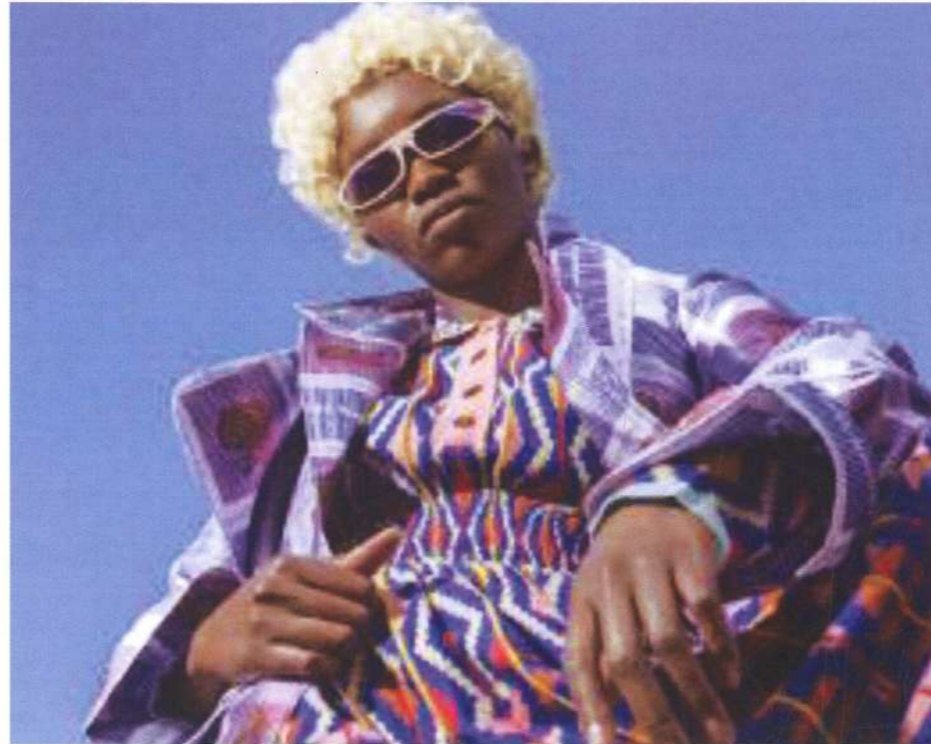




Kaleidoscopic orals

The concept: eye-catching psychedelic prints offer a form of escapism, with kaleidoscope prints evolving from this with mesmerizing shapes and patterns. Move on A/W 23/24's Kaleidoscope Geos for a softer, more illustrative feel, focusing on floral motifs over geometric shapes.





Pattern-full craft

The concept: a celebration of craft continues to bring regional crafts and cultural diversity to the forefront of textiles design, with exuberant colours and patterns driving a resurgence in a handcrafts revival.

Fibre and yarn: use GOTS-certified, Fair Trade, BCI and recycled cotton, natural linen, and for a silkier sheen, FSC-certified viscose, lyocell and ahimsa silk.

Construction and finish: bold is beautiful. Create mosaic-tile geometric jacquards and dobbies and macro artisan hand-loomed. Create texture in bold extra-weave thread weaves and tapestry-look jacquards. Work with artisans on unique, future-heirloom pieces.





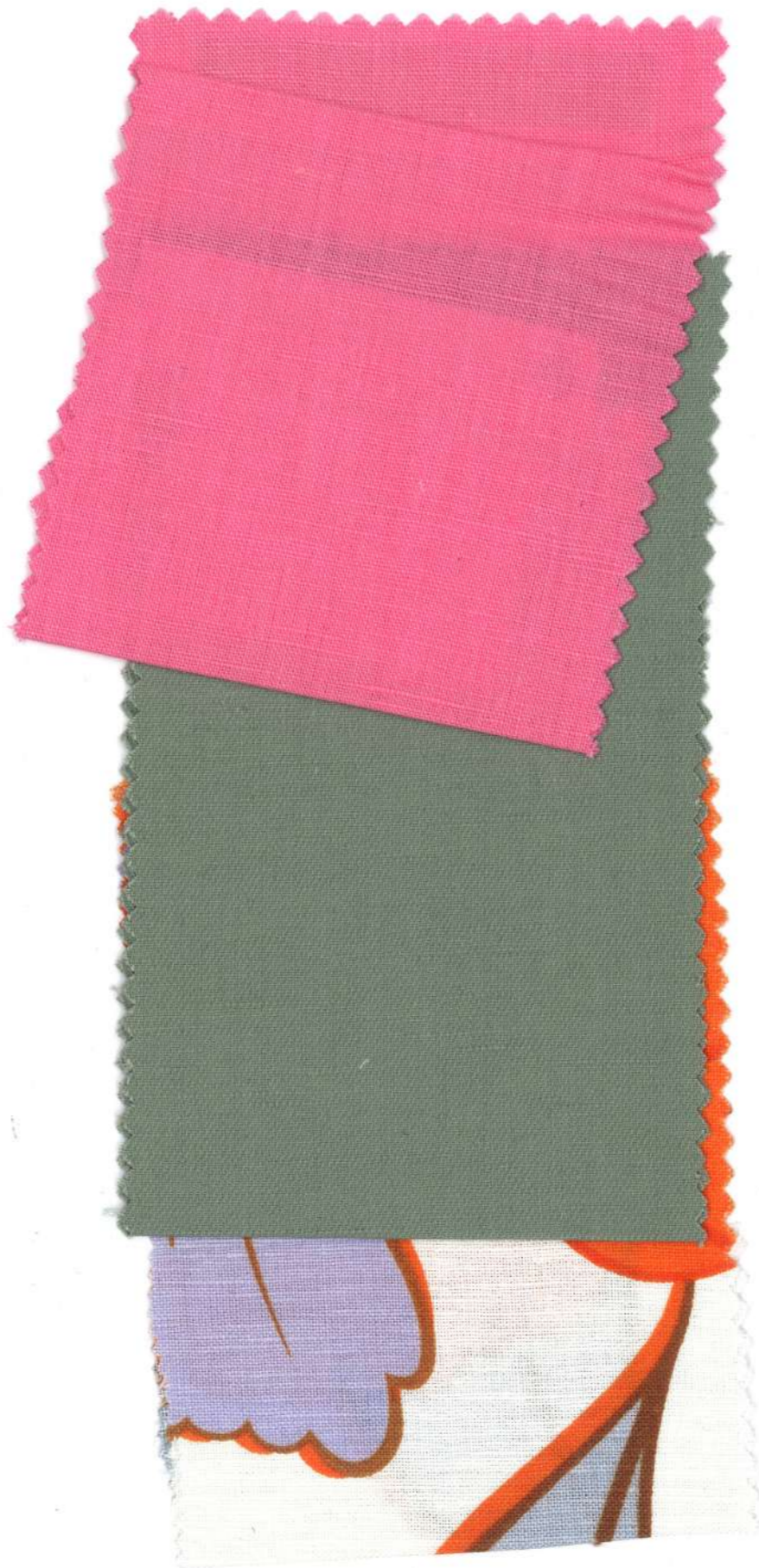


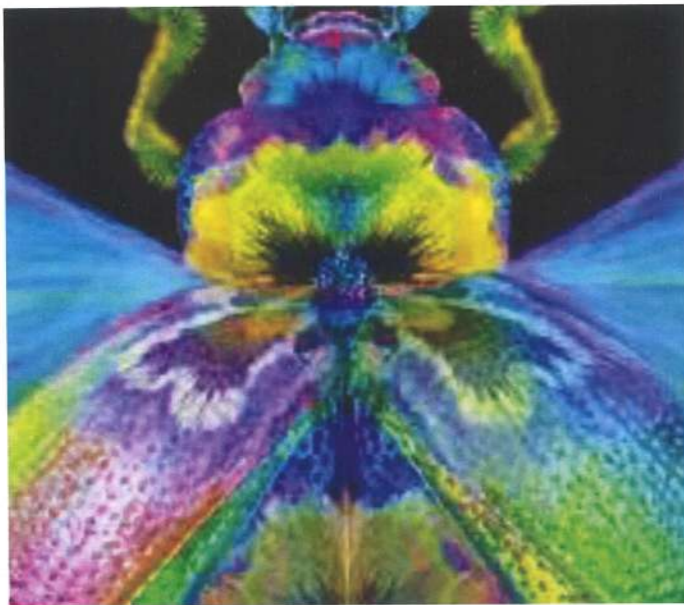
Natural vibrancy

The concept: Arizton Advisory & Intelligence predicts the global natural dyes market will generate revenues of approximately \$5bn by 2024. Brighter vibrancies will be achieved through nature-powered resources.

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| Width: | Soft |
| Finish: | |
| Remark: | |

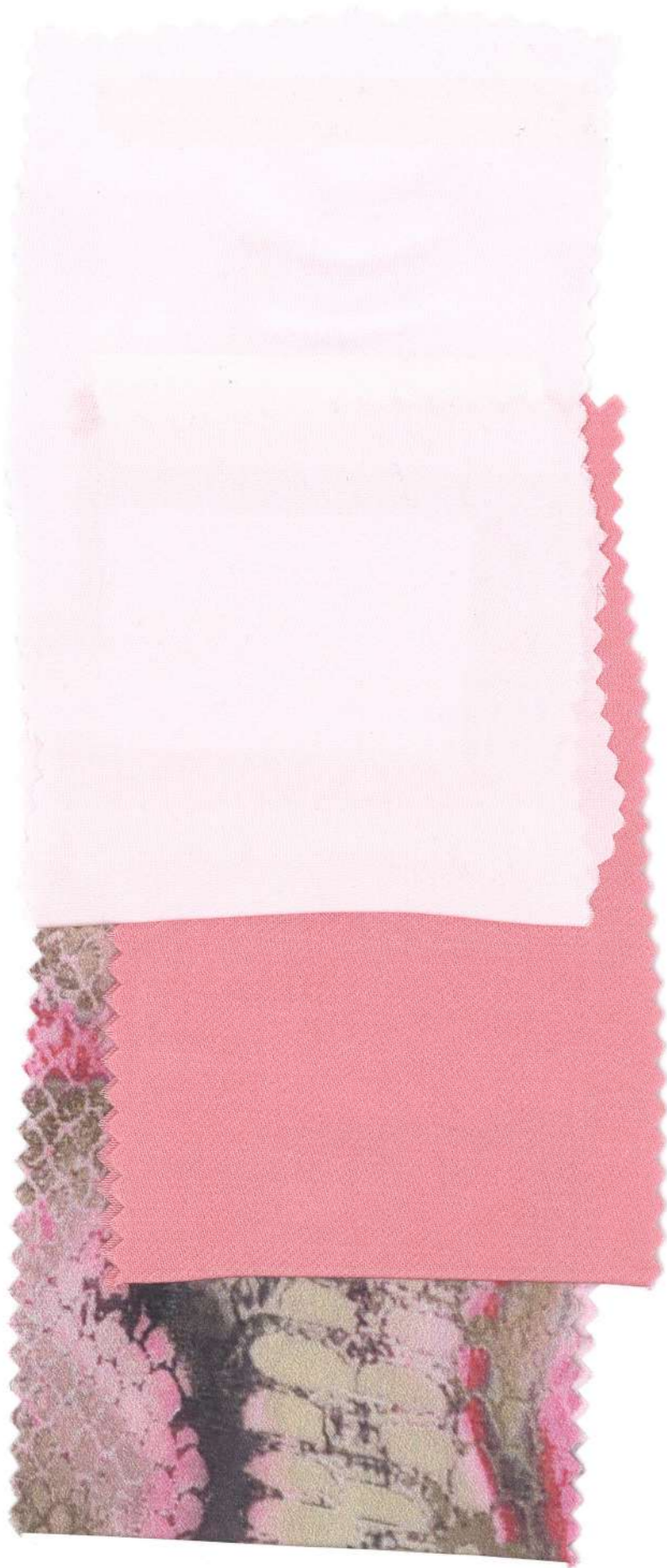






Electric garden

The concept: this theme explores the relationship between technology and nature, as flora and fauna take a supercharged luminescent direction. A hyper-natural aesthetic is created through glowing prints as an evolution of #DarkGroundFlorals.





Metallic glow

The concept: A/W 23/24's sandy metallic theme, Space Sahara, becomes more intense with metallics that have a richer patina, featuring tones of ginger, rust, brass and yellow gold.

Fibre and yarn: for silkies, source cruelty-free peace silk and FSC-certified lyocells, including Tencel, Livaeco and cupro. For performance fabrics, opt for GRS recycled polyester and nylon. Natural fibres such as cotton, linen and hemp shimmer with filament inclusions.

Construction and finish: crepe and slub yarns add a dry touch to refined and rustic drills and twills, and micro-textures create granular aspects. Add fine metallic threads to colour wovens for metallised, malleable and retracted textures. Reference Altir's gold-coloured jacket made from Piñatex, a leather alternative made from pineapple leaves, which has a signature crumpled texture.

Relevant for: tops, dresses, jackets, outerwear, separates.









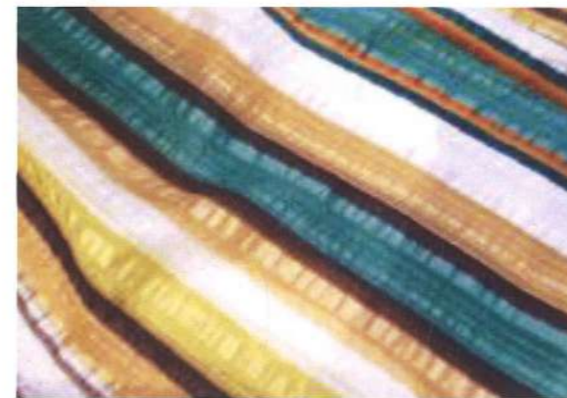


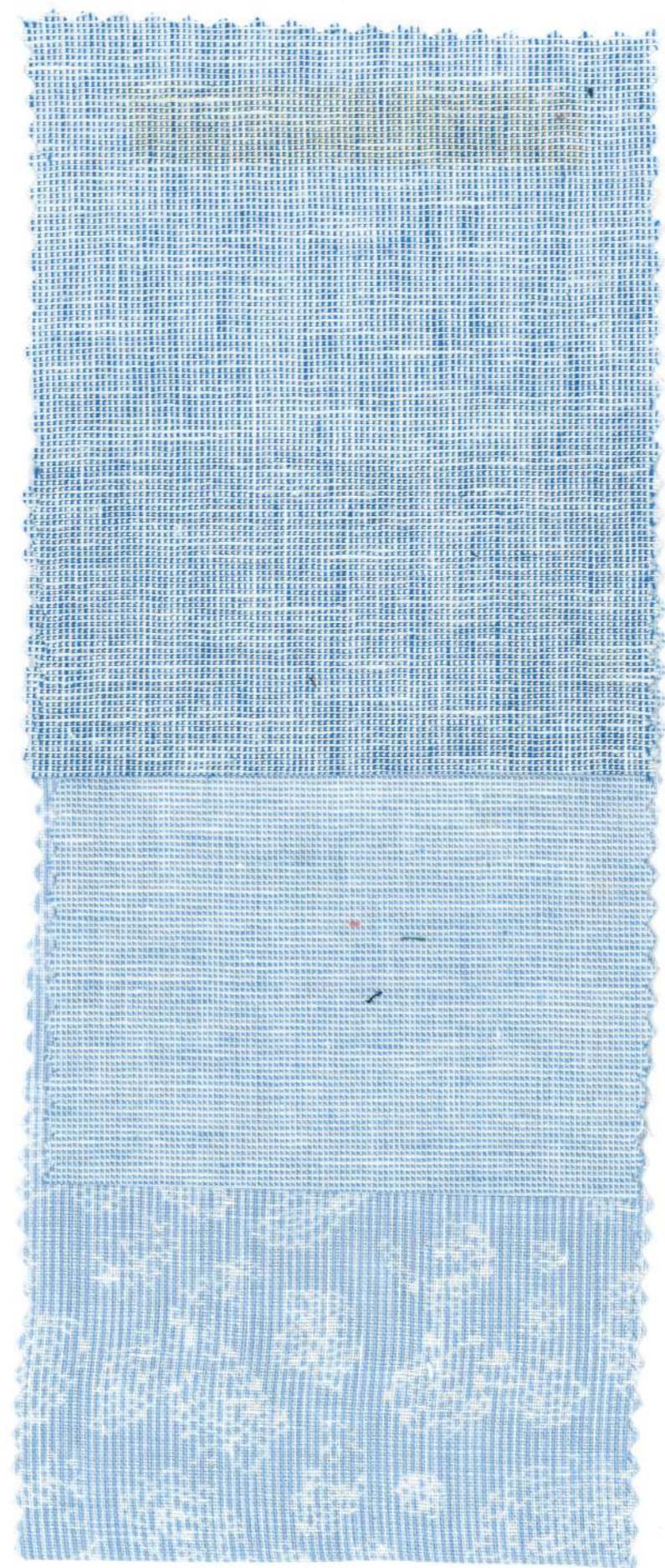
Lounging stripes

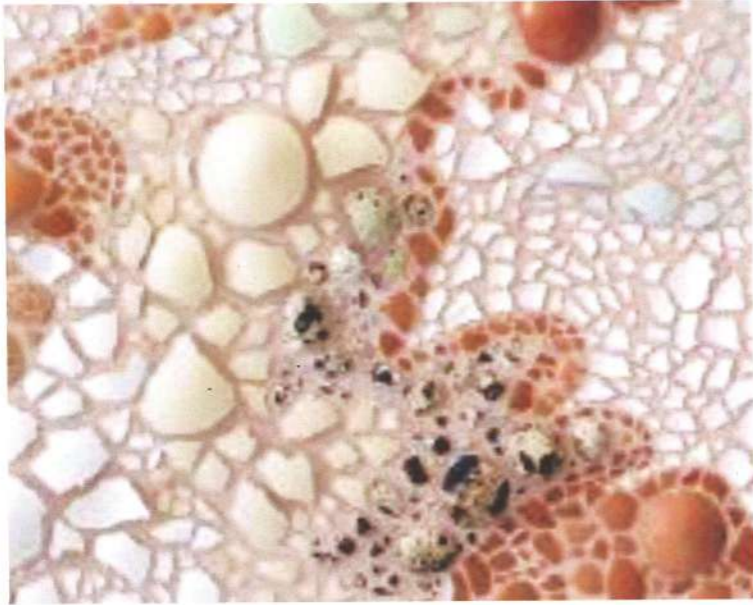
The concept: give energized summer stripes a silky update to create versatile, luxurious pieces that can be worn stylishly indoors and out.

Fibre and yarn: use certified GOTS, BCI and Fair-Trade cottons with fresh or dry handles. Blend natural cottons and linens. Mix with FSC-certified viscose or lyocell for a smarter sateen finish.

Construction and finish: develop regular or variegated pyjama and ribbon stripes using matte and shine yarn, subtle retraction or micro dobby weaves. Create silky ribbon stripes on voile weights for light loungewear.







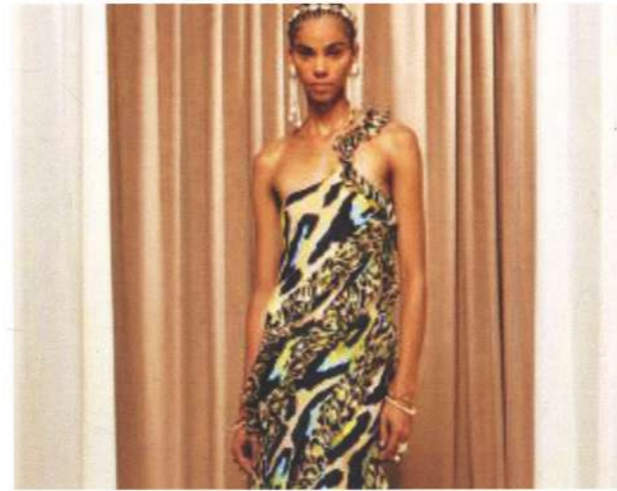
- **Scavenged beauty**
- **The concept:** the thrill of finding treasure is an old-age phenomena with a renewed sense of significance. As collectors such as collects look to mudlarking and beach scavenging, take inspiration from found items eroded and organically moulded by the elements.
- **Design direction:** shells gain significance across product categories. Use shattered placements to inspire all-over mosaic prints. Bleeding and oxidised designs call to mind old ceramics eroded by water.





- **Tropadelic**
- **The concept:** fantastical tropical motifs are infused with intense colour and digitally enhanced prints in this commercial high-summer story. Take cues from Solarpunk aesthetics, where nature is blended with a futuristic, optimistic edge.
- **Design direction:** develop high-energy prints on bright grounds, looking to vibrant tropical motifs, florals and # Birds.

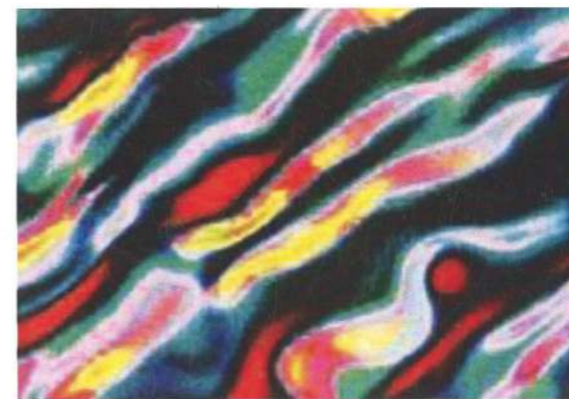
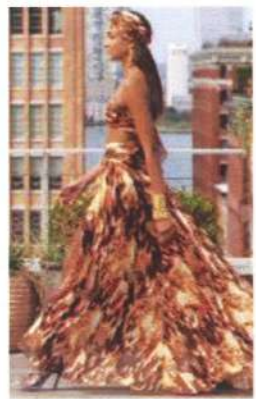


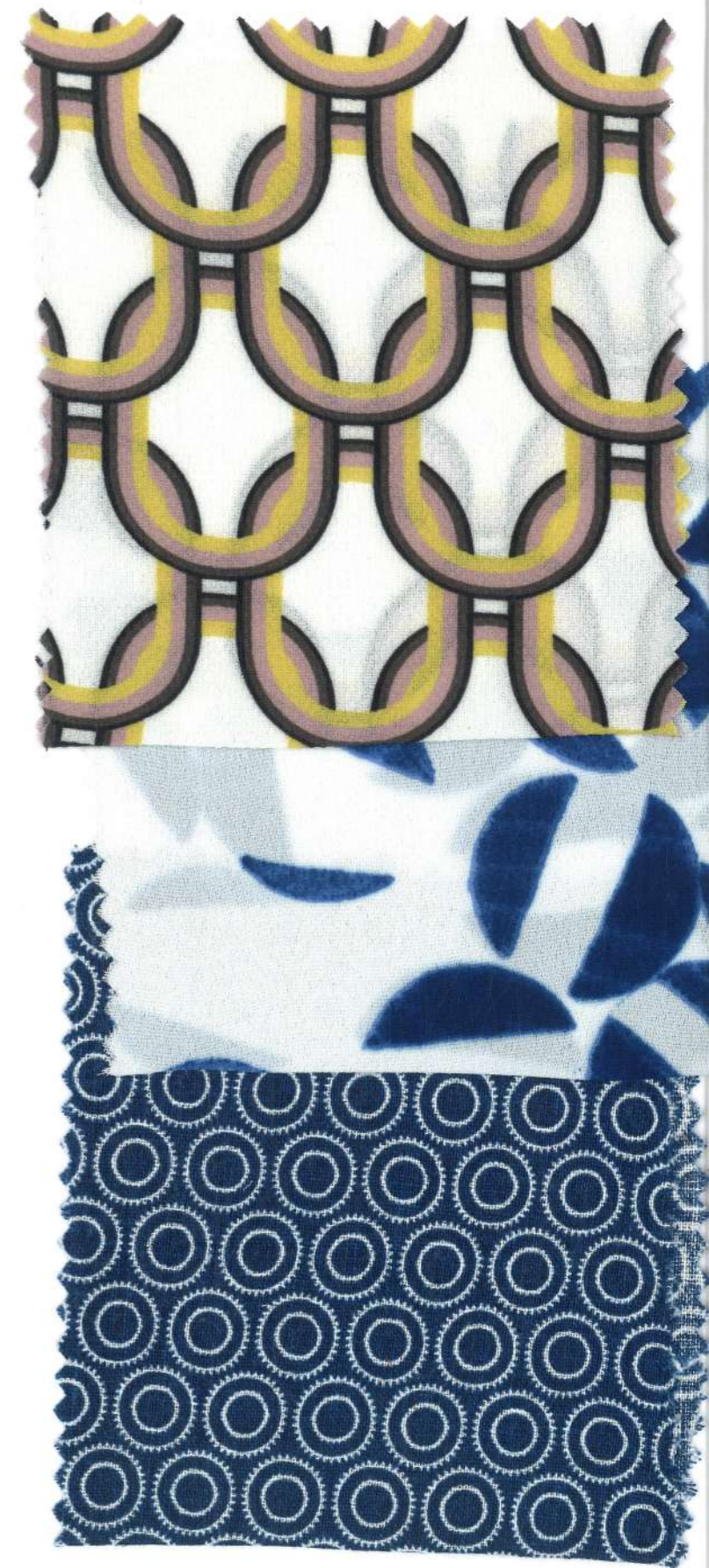


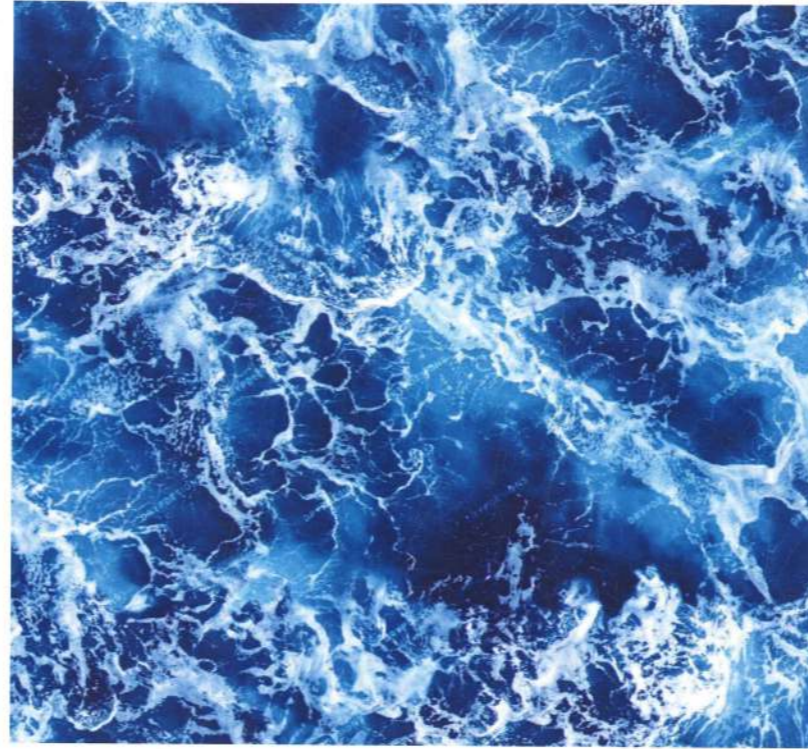
Hyper-skin mix

The concept: concerns are being raised over the ethics of wearing printed animal skin from wild endangered species. Activists and journalists are debating the idea that humans should give back to these animals if we wear animal patterns as prints. This links to our Future Innovation theme Multi-Species Thinking, where nature is placed at the center of design.

Design direction: real skins are distorted and reinvented in an unreal way to move away from classic animal prints. Where classic animal skins are used – even just for inspiration



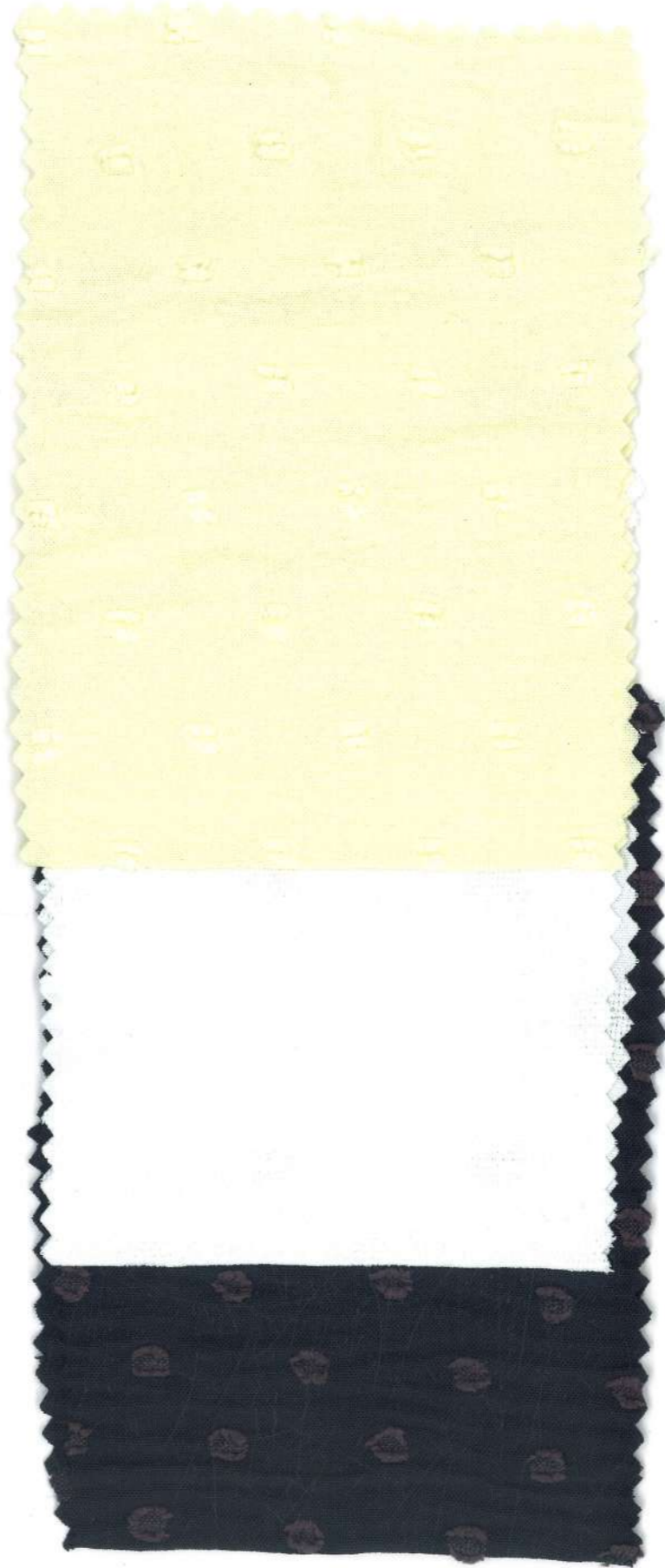
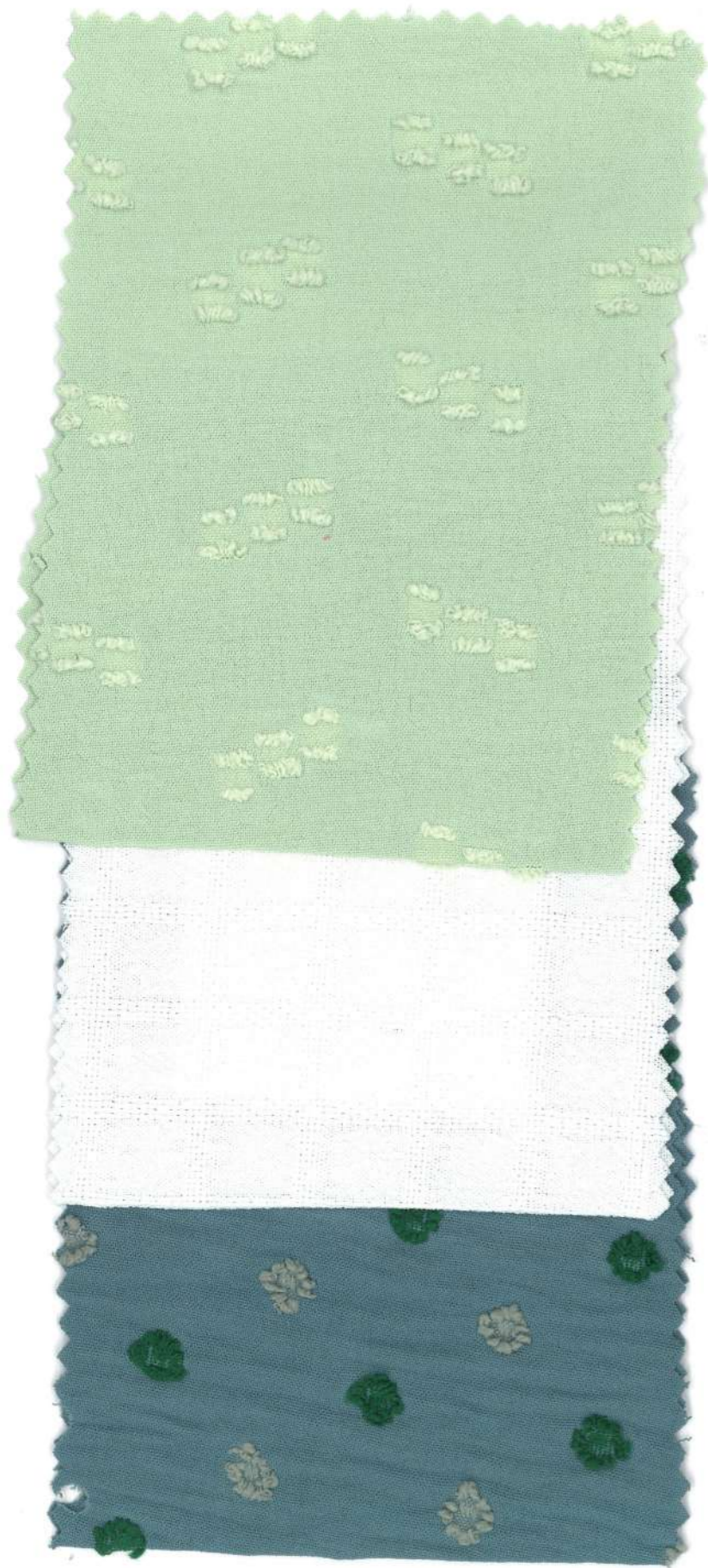




- **Ocean ripples**
- **The concept:** water can provoke feelings of fear and awe. Evolve A/W 23/24's Atlantis trend with a lighter, more serene feel, focusing on calming waves and ripples created by the sea.
- **Design direction:** abstract and more literal recreations of water form the basis of surface patterns and dyes, adding prints to layered sheers for an ethereal, changeable effect. Create fluid hand-painted and ink-dyed waves for commercial prints across markets.









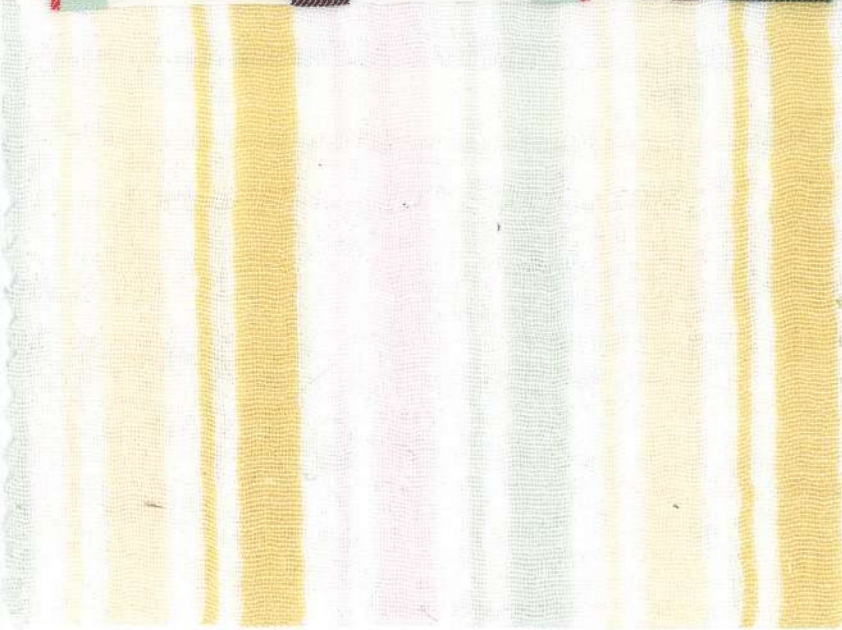
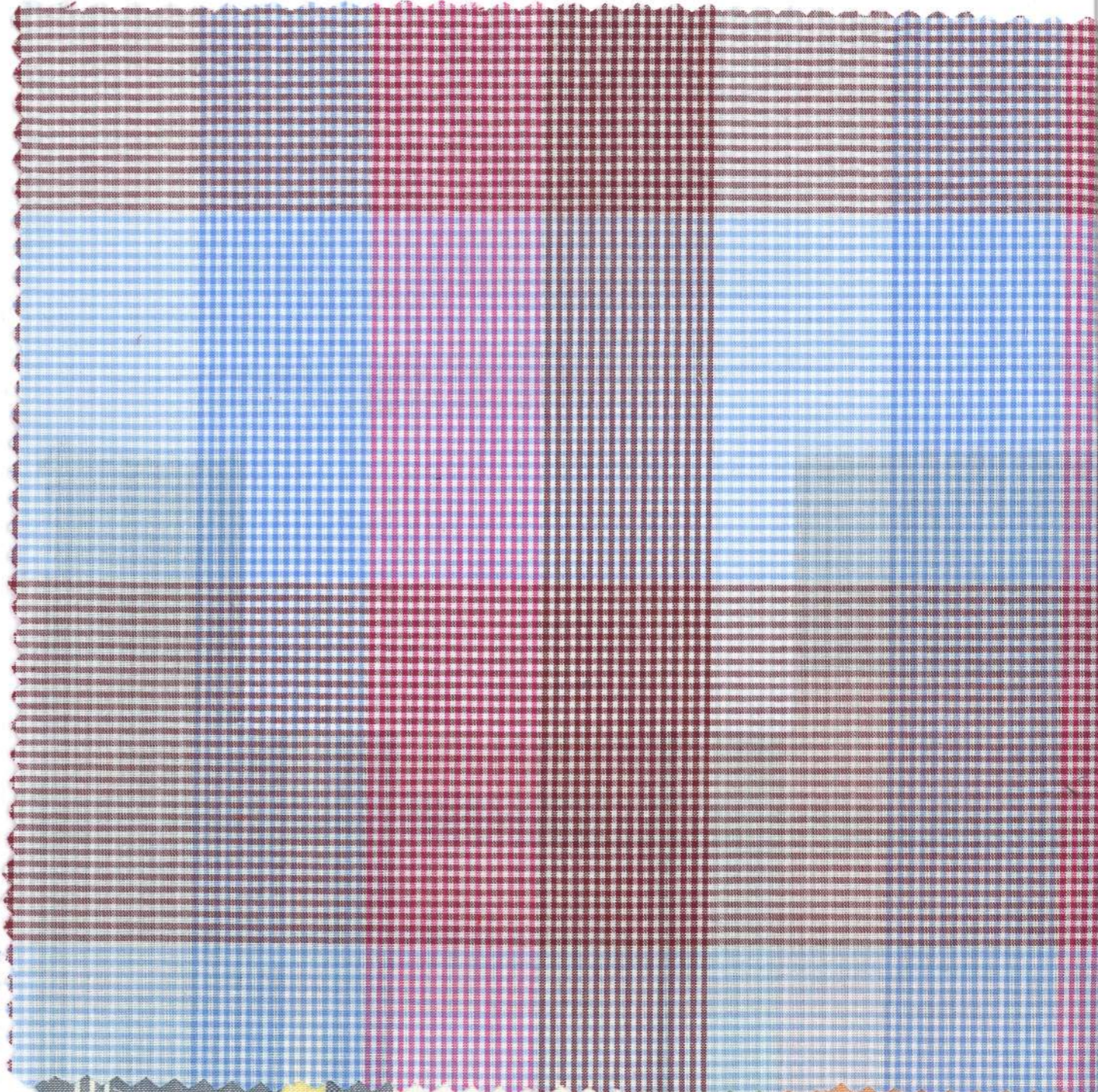
Artisanal checks

The concept: give #ArtisanalChecks a relaxed ease and versatility for everyday dressing, updating them with brighter hues for an upbeat, happy, casual vibe.

Fibre and yarn: source Fair Trade, BCI, GOTS-certified and GRS recycled cottons. Use FSC-certified cellulosics, Tencel lyocell, Refibra, Spinnova, Livaeco, Naia Renew or ahimsa silk for low-impact or circular blends.

Construction and finish: devise ombré layouts to enliven madras and plaid checks. Space-dyed and slub yarns make richer visuals. Create reversible double-cloths, or pattern-in pattern dobby designs. Patchwork overstock together into unique graphic check designs.





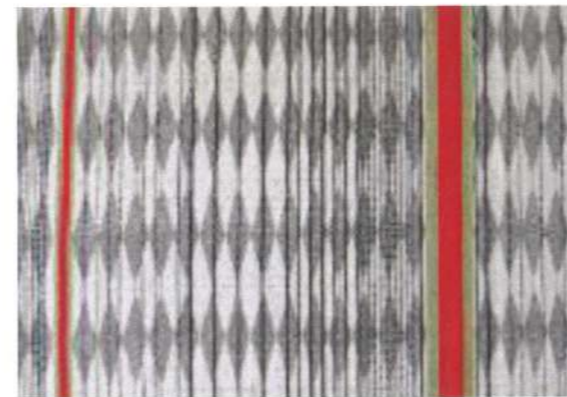
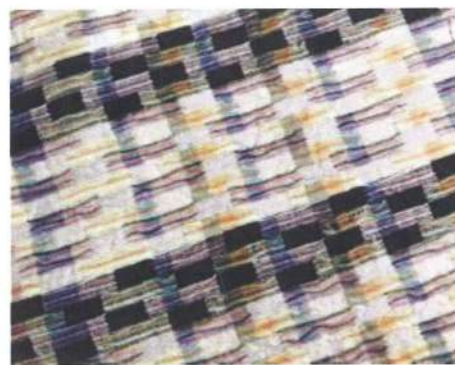
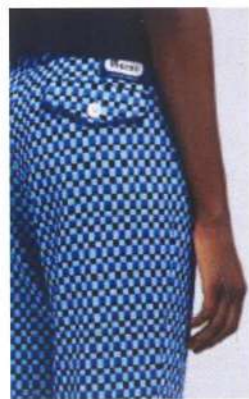


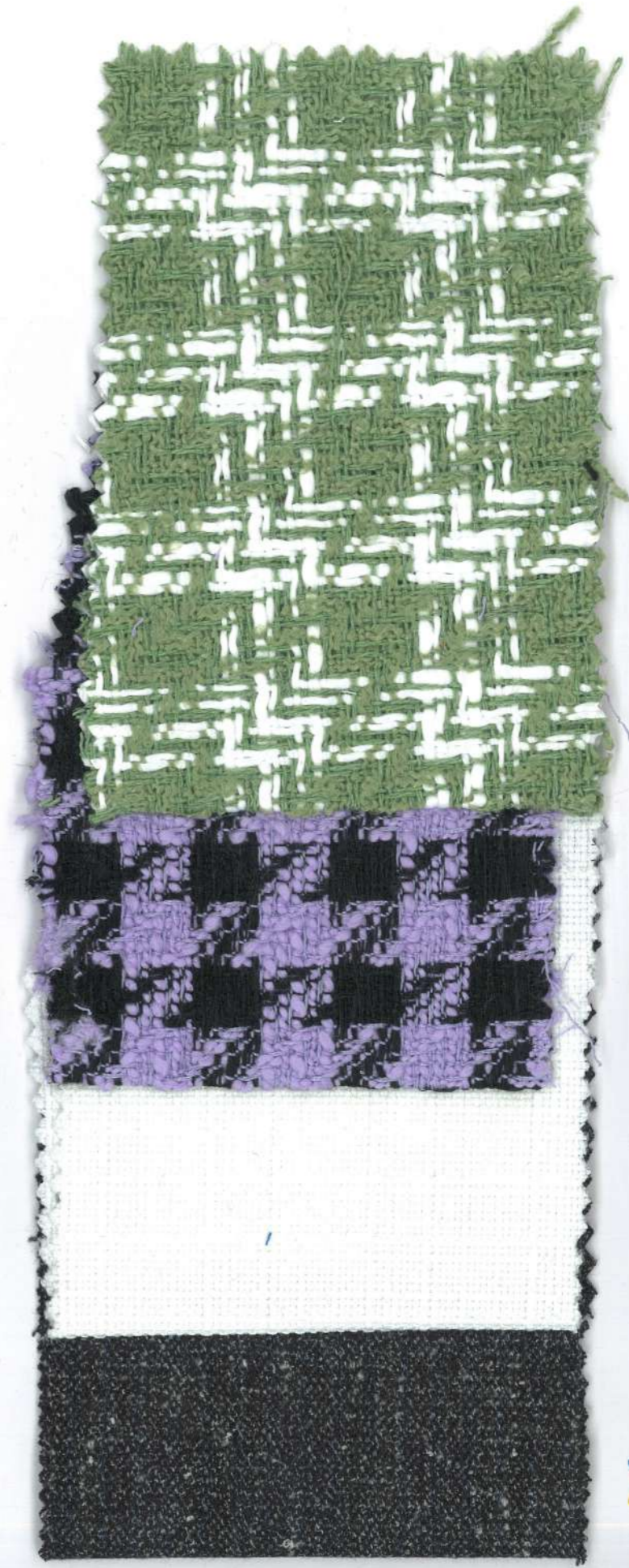
Dynamic geometrics

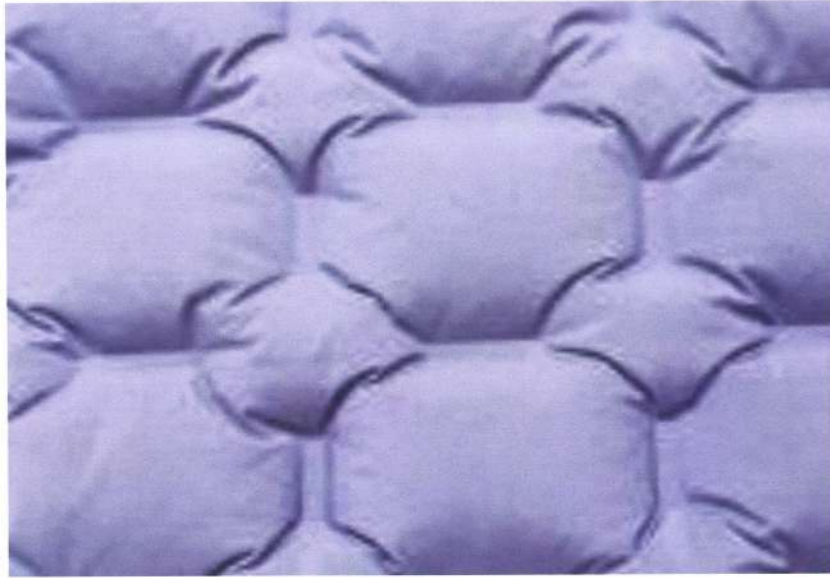
The concept: develop geometric layouts suited to Gen Z consumers, who are seeking gender-fluid designs with broad, universal appeal.

Fiber and yarn: look for GOTS-certified organic, Fair Trade and BCI cotton for shirting and RWS- and ZQ-certified summer jacket-weight worsted wools.

Construction and finish: overlay mosaic-style checkerboards, gingham, diamonds and stripes in dobby and jacquards, creating double-optical layouts. Devise ombré layouts to create shifting color effects, and for fancier qualities, encapsulate engineered colorful floating yarns.







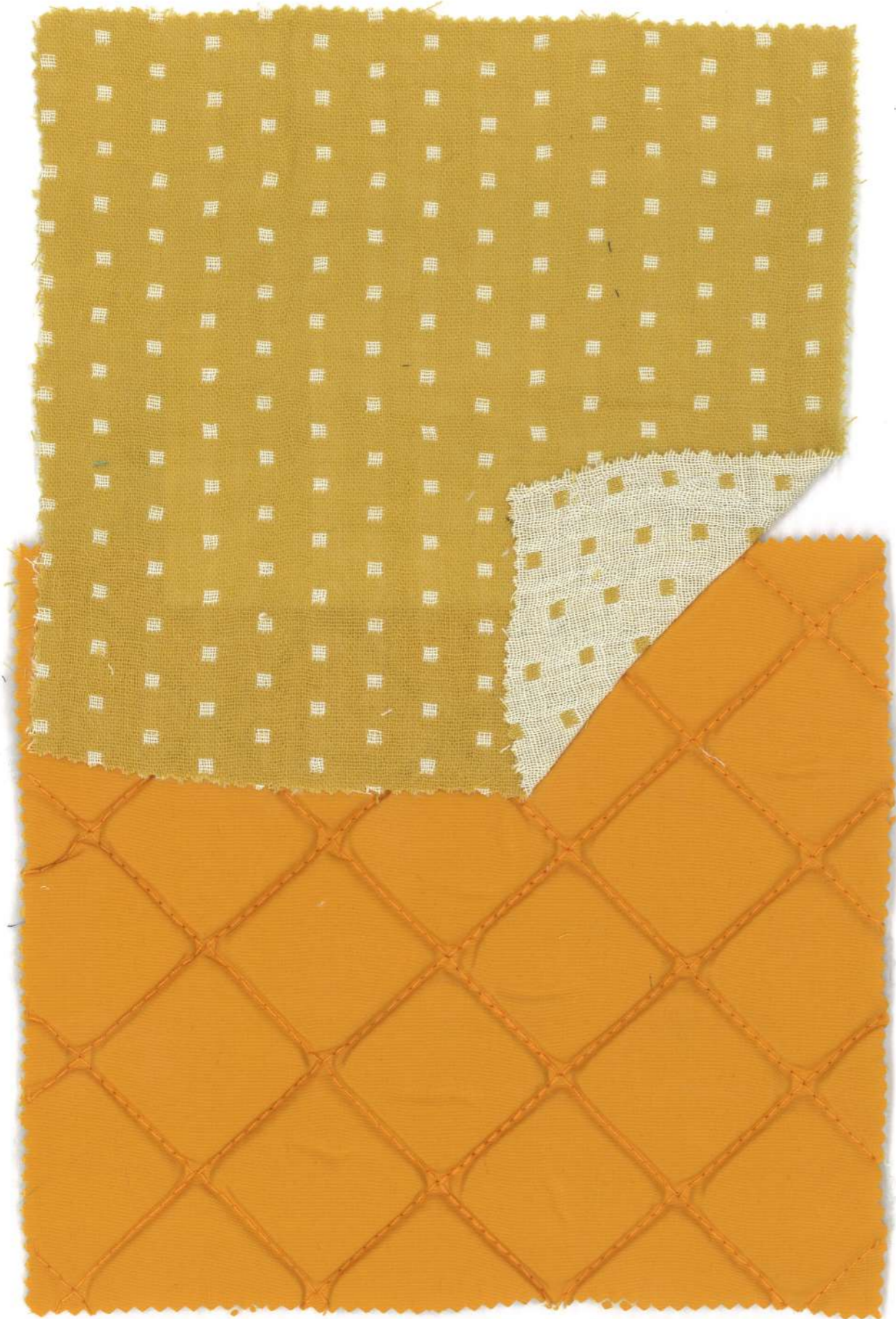
Hyper-comfort

The concept: the popularity of all things #Y2K is driving #Kidult styles that team fun colours and details and performance-focused design. Evolve winter's uber-quilting with airy inflated fabrics that offer hyper-comfort.

Fibre and yarn: source GRS-verified regenerated nylons including Econyl, Repreve and Q-Nova, or branded rPET polyesters such as Seaqual. Ensure waterproof and windproof finishes are breathable, low-impact, sun-proof and don't hamper recycling.

Construction and finish: play with designs that tap into #MetaStreetwear with heat-set retracted, stitched and bonded quilting for creative function. Use technical ripstop bases and super-lightweights.







Future classics

The concept: classic tropical-weight tailoring is crafted into modern, inclusive textiles, built on technical innovation, ease of movement and comfort.

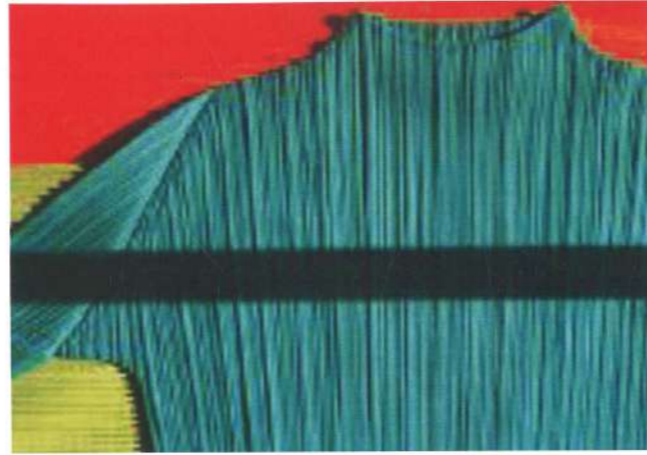
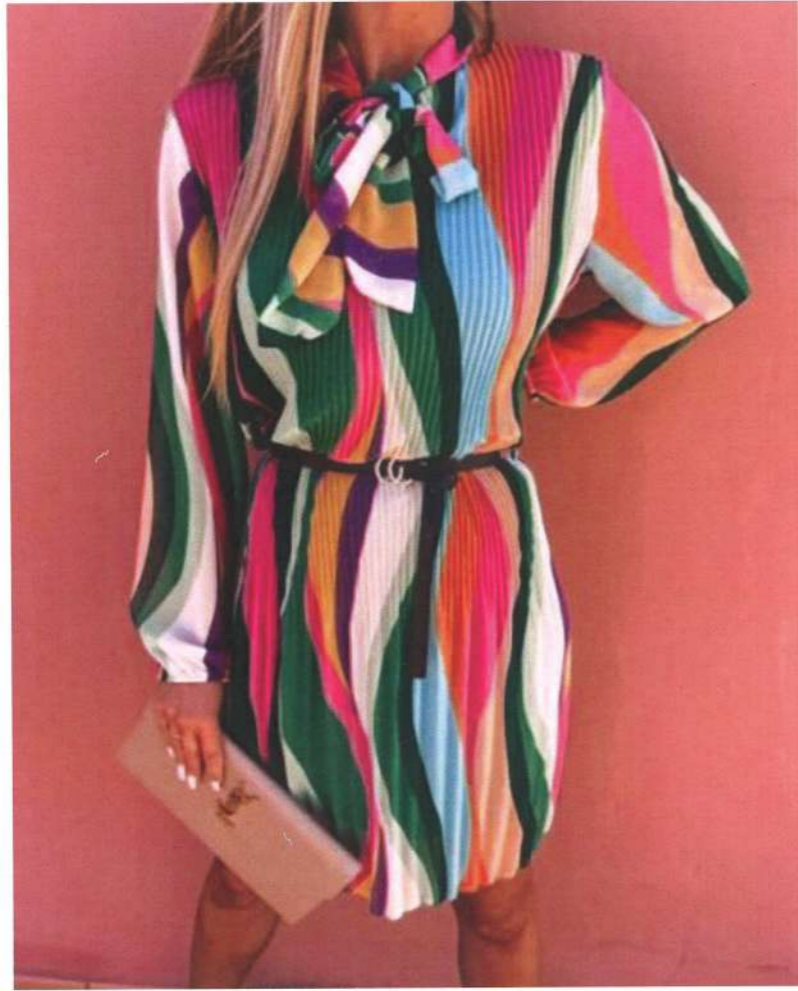
Fiber and yarn: fibers should be natural and ecologically sourced. For a natural hand, use classic suiting in responsible cotton and linen blends. Add FSC-certified viscose and regenerated cellulosic lyocell for fluid classics.

Construction and finish: use dry touches and textures to update Prince of Wales checks, cotton and linen-blend plaids and stripes, and salt-and-pepper plains.









Prepared packable

The concept: practical, packable essentials will meet consumer demand for vacation-ready summer-wear that is adaptable, inclusive and crease-free.

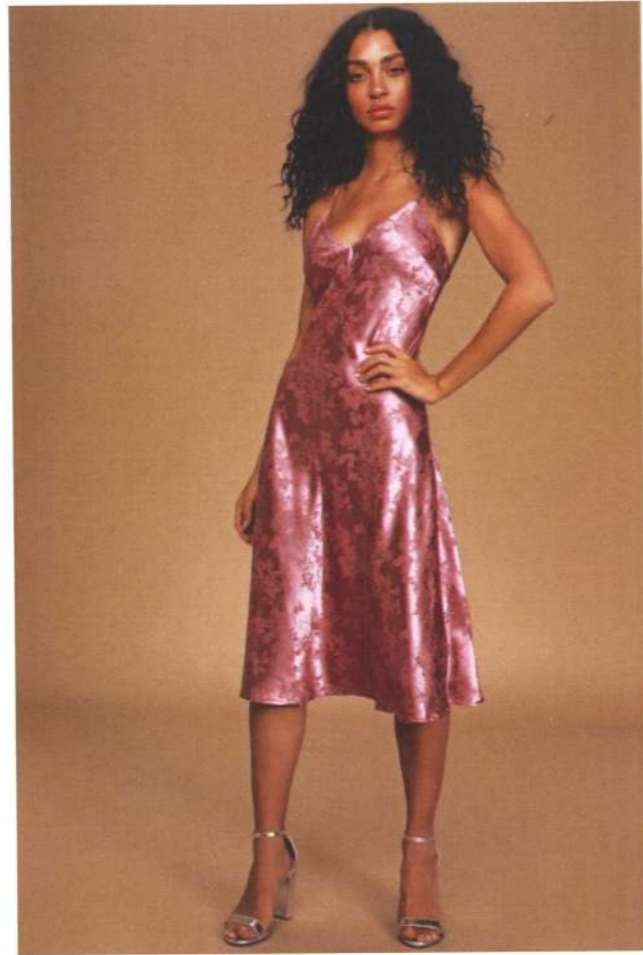
Fiber and yarn: source low-impact GRS-certified polyester that can be heat-set into engineered textures. For natural fibres such as cotton, aim for all-over blistered textures that are both tactile and crease-resistant.

Construction and finish: heat-set pleats, engineered crumples, and all-over retracted textures are key for everything from lustrous silkies to semi-shine and matte qualities. Create 3D textures via construction over elastane, or seek lower-impact stretch fibres.









Sensitive silkies

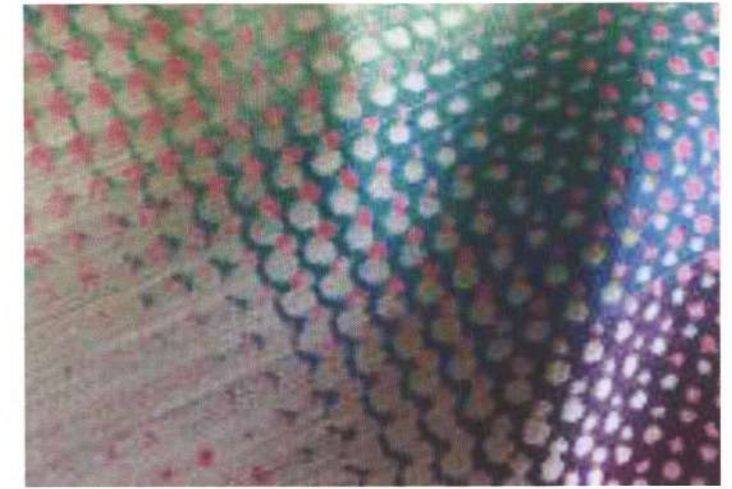
The concept: luxurious silkies evolve with diaphanous qualities and sensual next-to-skin comfort.

Fibre and yarn: make silkies sustainable via eco blends. Source FSC cellulosics of viscose, cupro and modal, Tencel Luxe and EcoVero, Livaeco, Naia Renew and ahimsa silk for low-impact luxe.

Construction and finish: choose modest jacquards with matte and shine satin surfaces. Opt for draped and peached finishes, crepe-back satins and liquid-like silkies. Embrace subtle embossed and matte-and-shine jacquards in flattering, vintage-look tones.







Scintillating shine

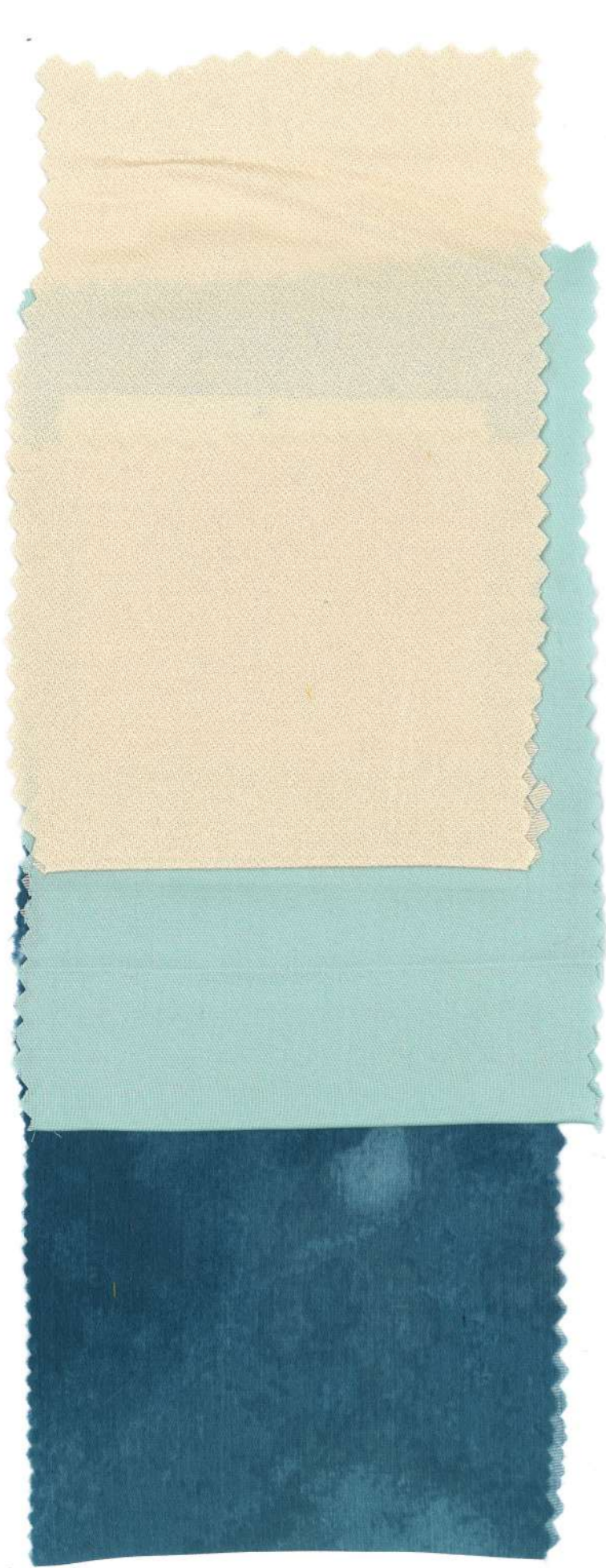
The concept: S/S 24/s Sultry Sheen trend evolves into textiles with scintillating, adaptable shine.

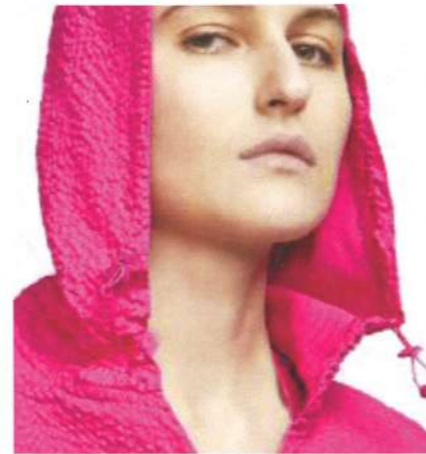
Fibre and yarn: make sheen sustainable with FSC-certified viscose, modal, cupro, Tencel lyocell, EcoVero and Livaeco. For technical proofs, source GRS-certified recycled polyester and nylon with low-impact finishes.

Construction and finish: develop adaptable qualities that can morph from day to night, from liquid-drape silkies to crisp paper taffetas. Develop shot, shantung and tonics, and subtle embossed surfaces.

Relevant for: loungewear, intimates, occasion wear dresses, separates, jackets, soft accessories







Textured woven

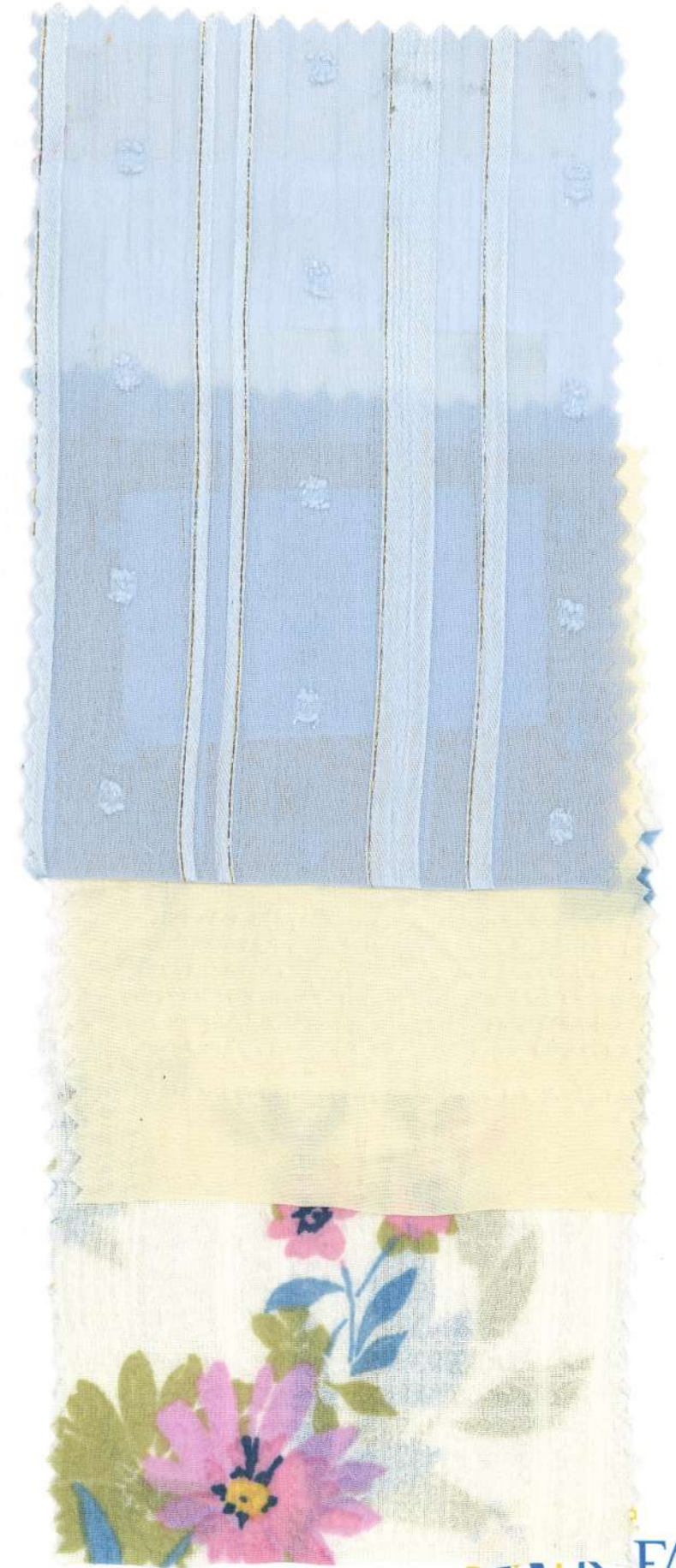
The concept: Update outer layers with ultra-lightweight, textured shell wovens. Active consumers will increasingly seek adaptable styles that are packable and breathable, while still offering protection from UV rays, stains, outdoor elements and the wear and tear of everyday living.

How to implement: look to synthetics such as multi-recyclable polyester or opt for a softer handfeel from bio-based nylon. Add texture with seersucker construction, ripstop for additional tear strength and a matte or luminescent finish.

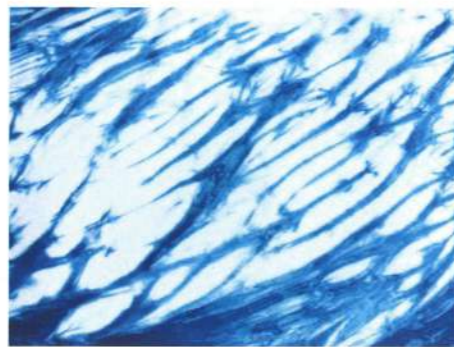
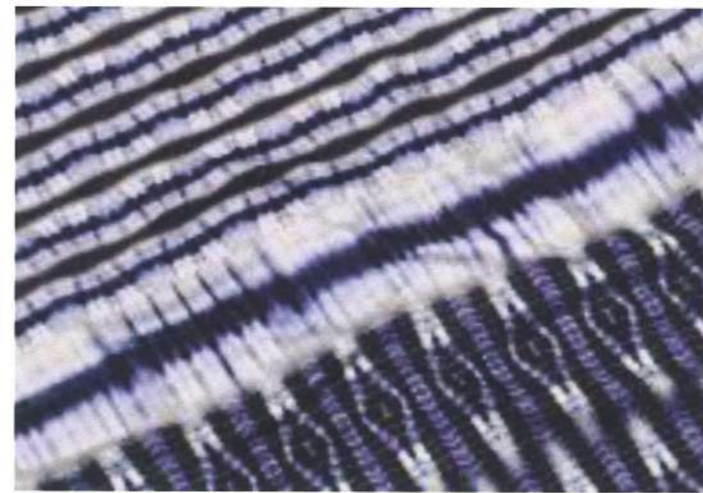
Fibre, yarn & treatment: recyclable polyester option with mechanical stretch. The processing of the textile is able to reduce CO2 emissions by 41-75% and energy consumption by 54-85%.

Relevant for: all-day active, running, lifestyle.







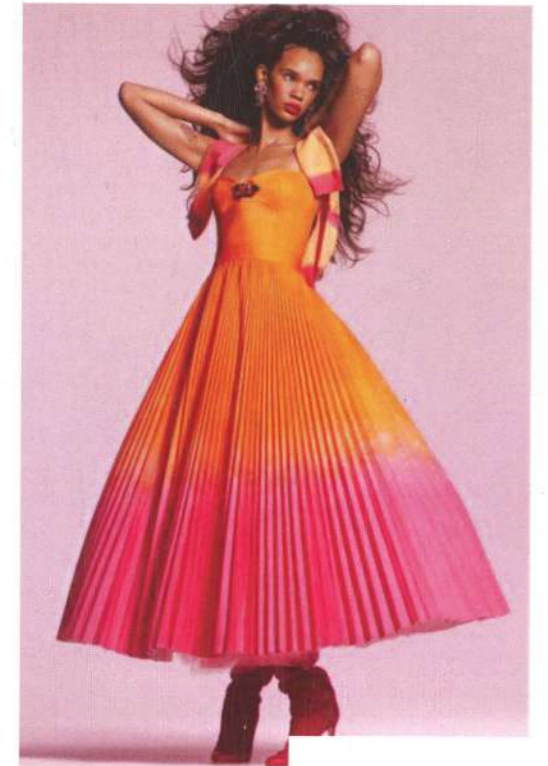
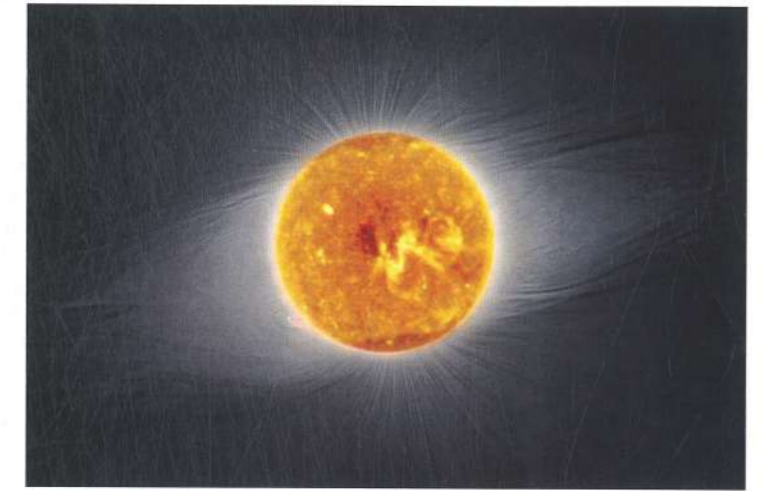


Indigo wave

The concept: global warming and rising tides bring aquatic themes into focus. A/W 23/24's marbled Tidal Wave direction evolves into a more natural, relaxed, water-drenched indigo direction.

Fibre and yarn: pair natural indigo dye with bases such as GOTS, GRS and Fair Trade cotton, and bast fibres such as hemp and linen.

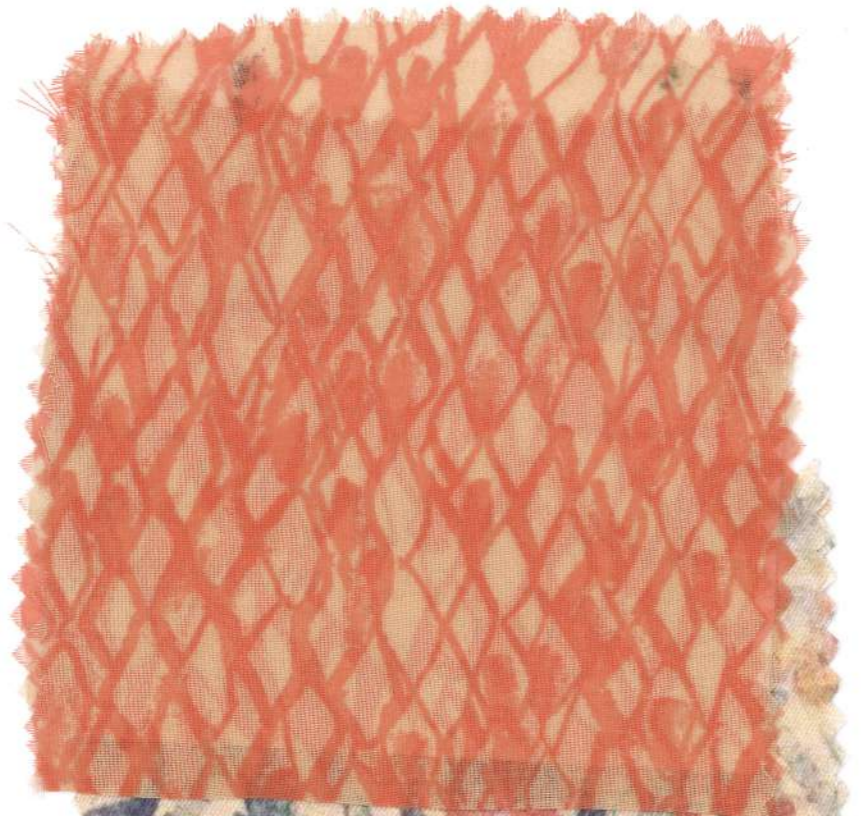




Solar ombrés

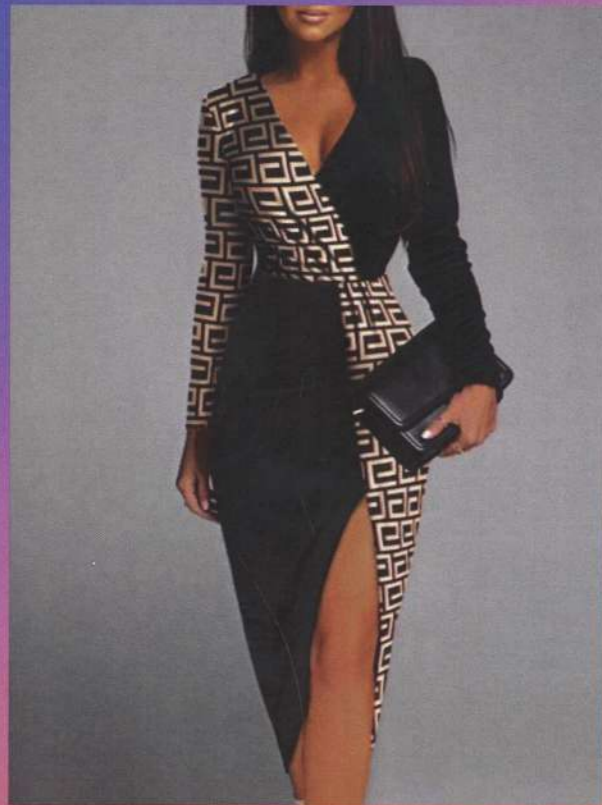
The concept: as consumers look to items that provide a sense of wellness and healing, sun-injected hues create a mood-boosting update for stripes, checks and so ombré prints.

Design direction: focus on softened stripes, ombré checked glows and blurry colour-shining geometric patterns, echoing our Feelgood Ombré material direction for the season.





+



Crafted geometrics

The concept: the conversation around responsible sourcing and production feeds into a focus on authentic craft and artisanal techniques. Update geometrics via traditional wood-block printing, drawing inspiration from tile patterns as craft leans towards a cleaner aesthetic.





- **Vacation moments**
- **The concept:** the Joyful Nautical trend will revamp perennial prints via oversized motifs, upbeat colours and bold stripes, creating a lighthearted summer mood where # Joyful Expression merges with # Modern Mariner. Summer vacations form the basis of this beach sketchbook trend – think people-watching, conversational slogan snippets and doodled moments, sparking prints and graphics.



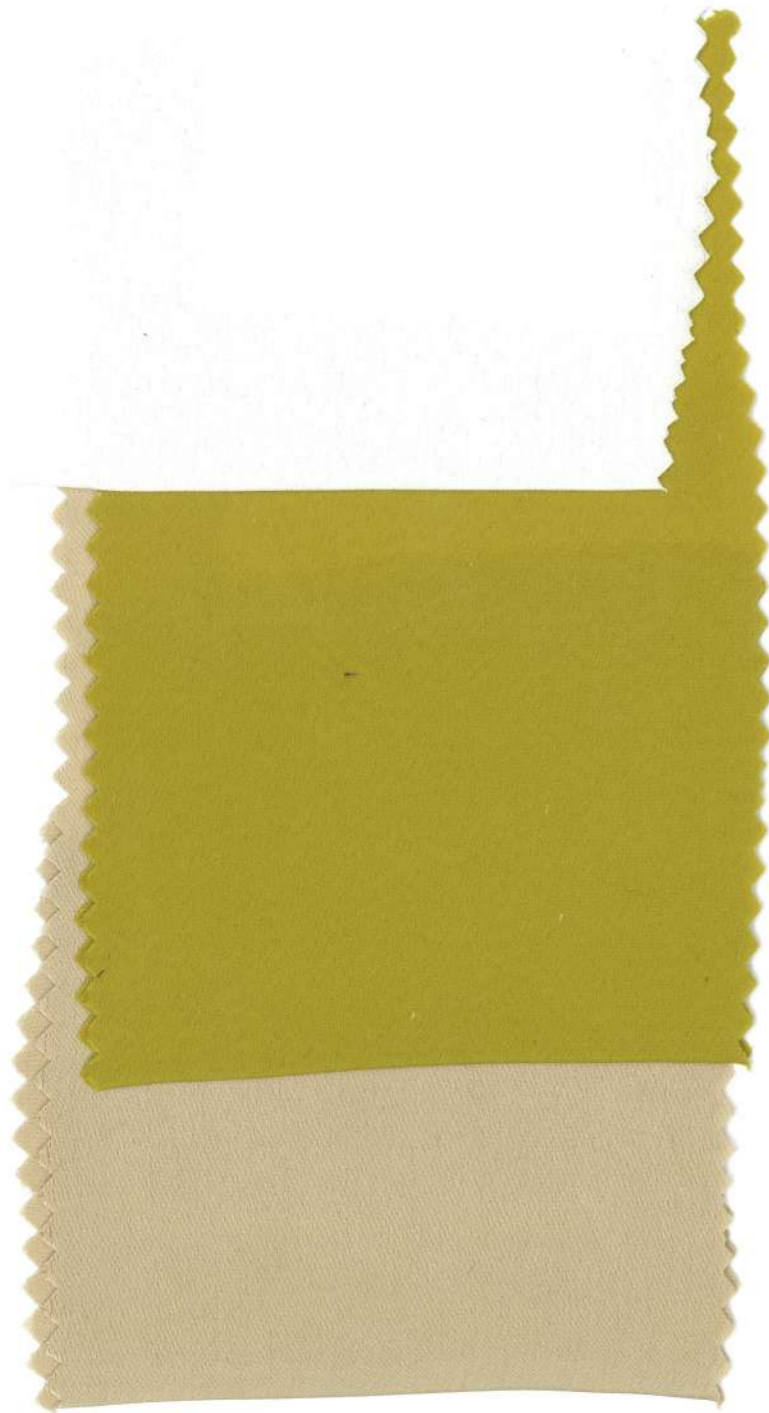


Sensory synesthesia

The concept: synesthesia is a neurological trait where human senses become intertwined and stimulation of one sense leads to a reaction in another. In a world where the physical and digital worlds are inherently linked and it's hard to differentiate between what is real and fake, these fluid states create # Psychedelic visuals focusing on prints that explore the mixing of senses.

Design direction: this aesthetic informs an array of print inspiration, from kinechromatic patterns and 3D optical illusions to prints directly taken from sound waves. Explore hydrochromatic prints that change when water or heat is added. Collaborate with artists who experience synesthesia, such as Rotterdam-based







航悦

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Sumit Khobian

Shenzhen Hangyue Industrial. Co., Ltd.

3rd Floor, No: 42, Shasan Road,

Shajing Street, Bao'an District,

Shenzhen, Guangdong

China-518104

Mob / Whatsapp: +86-18258112050

Wechat: 00919779053422

www.khobian-fab.com

深圳市宝安区沙井沙三路42号3楼 Ms. Gina 13682362847

