

D.I.Y.Y.

DO IT YOURSELF YOURSELF

creative trends for 2012-2013



In a wild expression of our collective creative instincts, people will rediscover the beauty of one-of-a-kind creations made from yarn, fringe, crochet, patchwork, embroidery and hand-knit pieces. The D.I.Y. movement has indeed gained momentum, influencing more unique and personalized garments and accessories.

With a hint of surrealism and humor, the trends of the future will literally dig deep into ourselves for inspiration; the human body and the soul. The fibrous texture of tissue, the fuzzy follicles of hair, the string-like strands of veins and the bouncing qualities of flesh and skin all provide a starting point for new techniques and colors.

Mohair is the fiber that can create our spitting image; a versatile fiber that will translate all of these ideas and more, ranging from silk-like furry yarns to entangled textured blends. It will be used as the fantasy yarn of choice to give volume and bring fun to the knit.

Fashion and design are experiencing a revival of highly creative textiles and knits. The idea of “doing yourself yourself” (or D.I.Y.Y.) is an innovative look at craft as never seen before.

Enjoy!



Mohair South Africa was established to advance the entire mohair industry, realizing the responsibility that goes with being the most reliable and largest international source of quality mohair (South Africa currently produces 50% of the total world production).

To achieve this objective, it is Mohair South Africa's vision to seek international partnerships and alliances that will enhance the consumption of Cape mohair, and lead to sustainable demand and profitability for all role players—from producer to processor, buyer to manufacturer.

Mohair South Africa believes that shared knowledge, a vigorous commitment to continuous improvement, progressive attitudes and financial discipline, are critical ingredients for the future success of the industry. Since 2009, it has called upon Lidewij Edelkoort to conduct special forecasts about mohair trends to inform, inspire and innovate the fiber in the fields of fashion and lifestyle.

www.mohair.co.za

concept: Lidewij Edelkoort
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knitwear creation: Studio Chevalier-Masson
graphic design: Stefan Mihailov

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BODY & SELF



Beyond the images from science and technology that pop-up in our daily lives, the biological terrain of the body is an endless creative source for new textures and fibers. Fashion will become more anatomical and clinical, with a futuristic mood fit for a new era when we will seek to merge both brain halves.

Textiles will mimic the epidermis, breathing and introducing the representation of other body parts such as organs, arteries, muscles and lungs straight from a medical drawing or computer rendering; their spongy and stringy tactilities particularly inspiring for knitters and weavers alike. Mohair jerseys can be shaped by compressive netting to bulge into organ-like shapes, while blending the fiber with polyamide is a brainy way to give jacquards a double layer for colored tubing fabrics.

Color harmonies will turn to our flesh tones, from milky ivory to blush, pink and brown. Deep blood reds will accent these neutrals and are especially handy for savvy accessories.



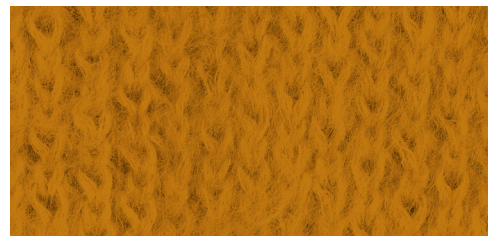
PANTONE 7499 U



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BODY & CHARACTER



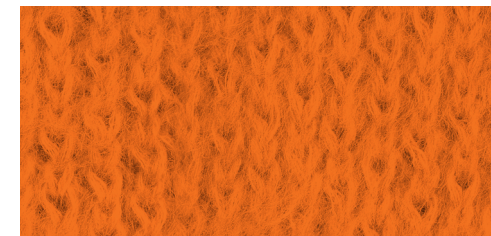
Getting in touch with our true selves, we will not be afraid to let our imagination run wild. In an explosion of colorful yarn, mohair will be woven into a plethora of home-crafted goods, including hats, cardigans, toys and home furnishings.

Juxtaposed patterns and different stitches will combine to create mohair layers, depths, patchworks and needle-punched fringes. Crochet is experiencing a major revival and like quilting, has the power to embody and preserve our folklore for the generations to come.

A riot of bright hues will punctuate our creations on the verge of fluorescence: lime, orange, yellow, turquoise and violet in all their glory.



PANTONE 369 U



PANTONE 1665 U



PANTONE Yellow U



PANTONE 314 U



PANTONE 248 U

BODY & SOUL



As we settle into this new millennium, our human need for moments of inner retreat has sent us on a ritualistic quest for spirituality and well-being in our everyday life. This movement has transformed philosophy, design, architecture, health, food and fitness, all of which are the pillars of both body and soul.

Creation will continue to reference all faiths, from Buddhism to Christianity, Islam, Hindu and even shamanism to cast a spell on elegance and create a fusion of styles. To captivate us and achieve a sense of serenity, tactileities will be soft to the touch or dry in hand, with jersey, rib stitch and hand-knit translating our need for comfort-driven products. The hood will continue as the contemporary symbol of a more monastic way of dressing.

Tricotine knitting can be used to connect different hues through soft and blurred transitions. The colors of wellness are muted and quiet: a neutral range of pastels made up of from silver grey, powder blue, beige, mustard and mauve.



PANTONE Cool Gray 5 U



PANTONE 536 U



PANTONE 482 U



PANTONE 617 U



PANTONE 5155 U

BODY & HAIR



Our hair can inspire us to dream up unfurling yarns and hand-made furs for a follicle folly into fashion.

Silky roving mohair yarns and chain crochet can give the impression of braiding or crimping, while this fiber can also be blended with wool for a scruffier appearance. Mixing yarn with plastics can give a wild effect, used as open netting and fringes over knit bodies. Large loop yarns will even be spun into dreadlocks to cover us up like shabby mountain goats.

Inspired by the endearing animals from which we harvest our natural fibers, and in connection with a healthier philosophy for fashion, undyed yarns will also make a comeback in the seasons to come. In this vein, human hair too will inspire natural shades of black, brown, auburn, grey and blond.



PANTONE Black U



PANTONE 4625 U



PANTONE 730 U



PANTONE 402 U



PANTONE 7403 U

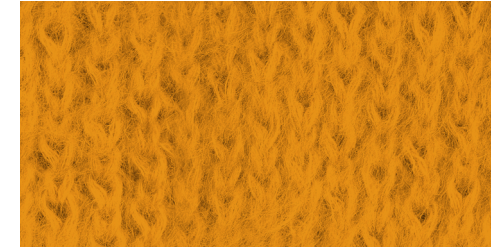
BODY & SKIN



Over the past twenty-five years, fashion and material designers became interested in skin as a unique source of monochromatic inspiration; offering a second skin in textile with qualities so great that we desire to clone the epidermis for its elastic elegance and artificial articulations.

Ever since, the importance of exposing skin has been omnipresent in fashion, dominating the streets and visuals yet also endorsing tattoos, piercings and jewelry. By defining the idea of a contemporary tribalism, this fetish movement connects with humankind's more archaic roots.

As a result, ritualistic scarifications can evoke pigment yellow accents, relief effects for intarsia knits and wrapped bandage yarns. Indigo, purple and henna will draw exotic tattoos onto dark brown, conjuring up islander culture and inspiring the digital decoration of geometric motifs on mohair knit.



PANTONE 1385 U



PANTONE 7517 U



PANTONE 289 U



PANTONE 249 U



PANTONE 175 U