INSPIRATIONAL TRENDS AND FASHION FORECAST INTO 2015/2016

JACQUI MA
HEAD OF ACCESSORIES & FOOTWEAR

SAMPLE
PRESENTATION OVERVIEW & SAMPLE SLIDES

- SS/15 TREND EDIT COVERING FOOTWEAR AND BAGS
- THE SS/15 CORE MACRO TRENDS
- ADULTS MEN’S AND WOMEN’S FOOTWEAR AND ACCESSORIES, INCLUDING:
  - KEY ITEMS
  - MATERIALS & DETAILS
  - PRINT AND PATTERN
  - COLOUR
- A SUMMARY OF KIDS FOOTWEAR TRENDS
KEY TAKEAWAYS: MEN’S

• SPORT AND STREET INFLUENCES

• UPDATED CLASSICS

• SOLE FOCUS

• LUX SANDALS
KEY TAKEAWAYS: WOMEN’S

- MID & BLOCK/CHUNKY HEELS
- 70s INFLUENCES
- SPORTY DETAILS
- OPEN BACK SILHOUETTES
- BOLD STRIPES & PRINTS
GIRLS' FOOTWEAR KEY ITEMS

REWORKED 90'S

SPRING/SUMMER 2015
SMART SPORTS MIX