

# GREEN WAVE

TRENDS & LIFESTYLE 2021

# SOMMAIRE

|                                |    |
|--------------------------------|----|
| <i>LI EDELKOORT</i>            | 01 |
| <i>GRETA THUNBERG</i>          | 02 |
| <i>NEW WARRIOR</i>             | 03 |
| <i>STUDING GREEN</i>           | 04 |
| <i>RESEACHING FIBRE</i>        | 05 |
| <i>EXPERIMENTING COLOR</i>     | 06 |
| <i>INTERPREATING LEAVES</i>    | 07 |
| <i>COLLECTING CRAFT</i>        | 08 |
| <i>IDOLIZING PLANTS</i>        | 09 |
| <i>HUGGING TREES</i>           | 10 |
| <i>FARMING FASHION</i>         | 11 |
| <i>CRAFTING FLOWERS</i>        | 12 |
| <i>ANALYSING CACTUS</i>        | 13 |
| <i>TALKING ROSES</i>           | 14 |
| <i>COROLLAS</i>                | 15 |
| <i>IMITATING BLOOM</i>         | 16 |
| <i>NURISING EXOTISM</i>        | 17 |
| <i>EXPLORING WATER PALNTS</i>  | 18 |
| <i>NATURAL DYE</i>             | 19 |
| <i>HUNTING &amp; GATHERING</i> | 20 |
| <i>ROAMING &amp; WANDERING</i> | 21 |
| <i>HAVESTING &amp; WEAVING</i> | 22 |
| <i>MUSHROOM</i>                | 23 |

# LI EDELKOORT

- Chasseuse de tendances réputée dans le monde
- Voyage et étude socioculturelle
- Mode textile, design, l'automobile, cosmétique, Rétail et alimentaire

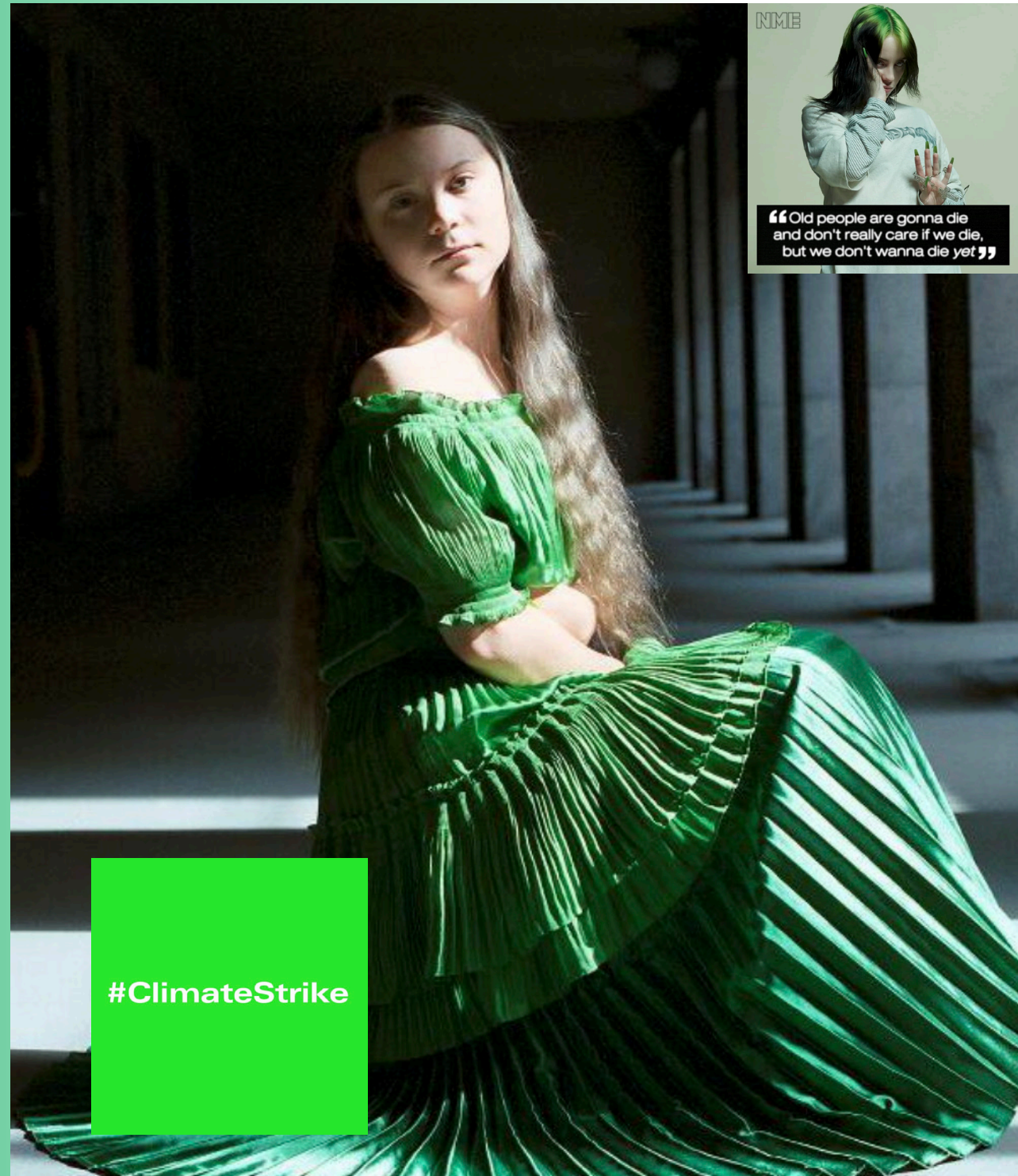
Elle s'aligne aujourd'hui sur des tendances Green qui proviennent des récentes mobilisations de la jeunesse et du monde en général contre le réchauffement climatique.

Ce changement dans le monde a un grand impact sur les tendances et les changements dont elle est la principale intéressée. Ce changement provoque des remises en question dans l'univers du marketing et de la vente.



# GRETA THUNBERG

Greta Thunberg, militante écologique, est devenue l'égérie du mouvement contre le réchauffement climatique. Porte-parole d'une génération à seulement 16 ans, elle provoque des ondes de choque dans la politique des états en posant des arguments forts et simples en accord total avec les valeurs actuelles, mais à contre-pieds du système politique.



#ClimateStrike

# NEW WARRIORS

- Teenager learn to Eldest
- No more stress ( Suicide raid)
- No more Travel
- No more Fast Fashion
- Change
- The Profite of the End
- No more Gride
- Stepping Up, Standig out

**FUCK  
BORIS**



**WANT  
CHANGE?**

# STUDYING GREENS

- Dry
- Healthy
- Urban jungle
- Dense
- Vivid
- Forest
- Bamboo Cultur
- Aquatic
- Yougn Shot
- Fresh
- Commercial
- Childish
- Happy
- Naive

*All we can tell with only greens.*



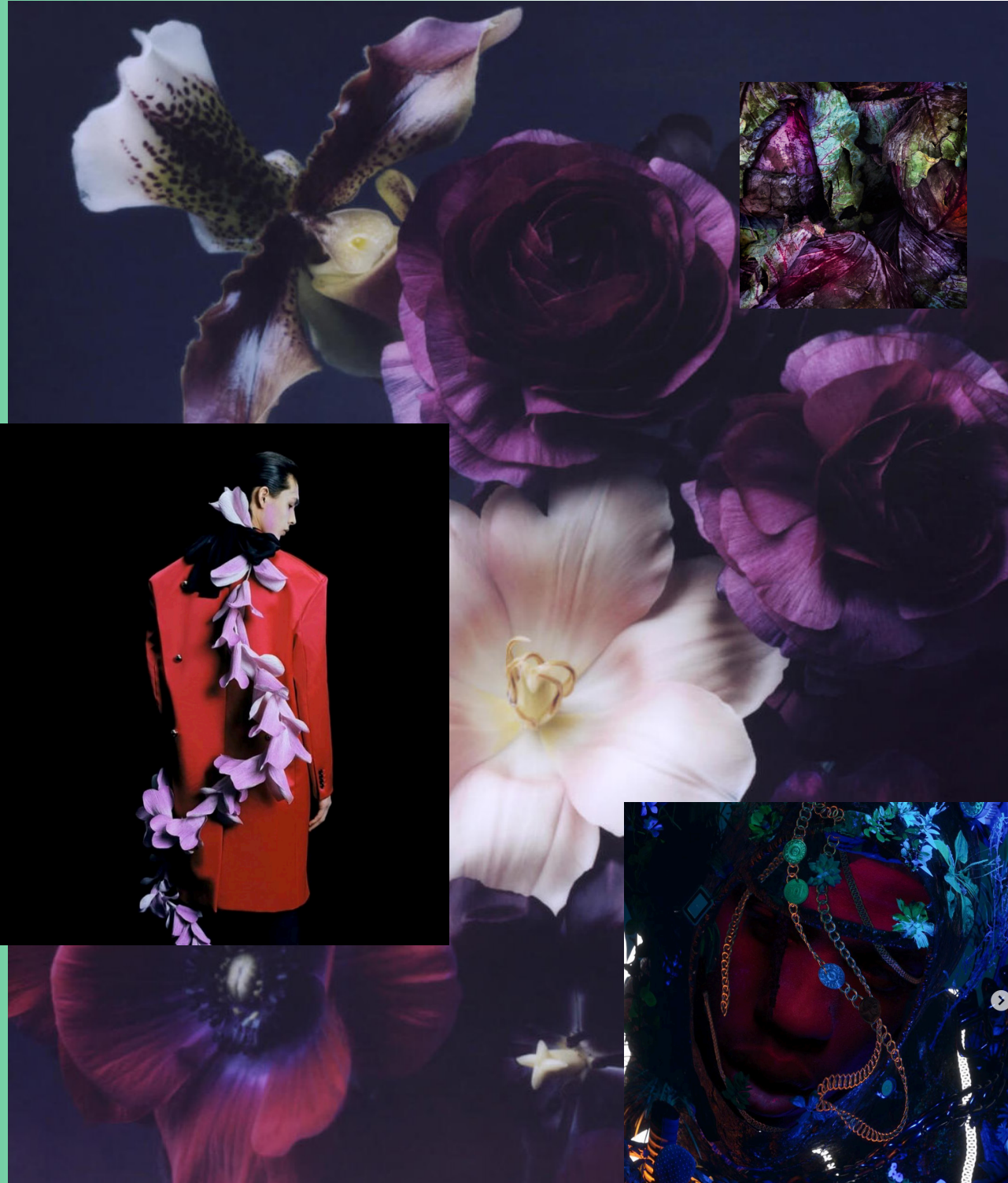
# RESEARCHING FIBRE

- No more coton (too much water)
- Milk fiber, Ananas, Bamboo, Paper,
- New technologie
- The futur, new start
- Old fiber
- Japan and Korea
- Durable
- Issey Miyaker's Paper work
- Brutal



# EXPERIMENTING COLOR

- Natural dye
- No prediction
- In betweens
- Soft
- Organic



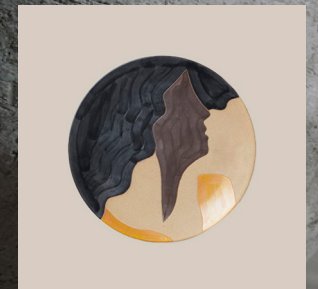
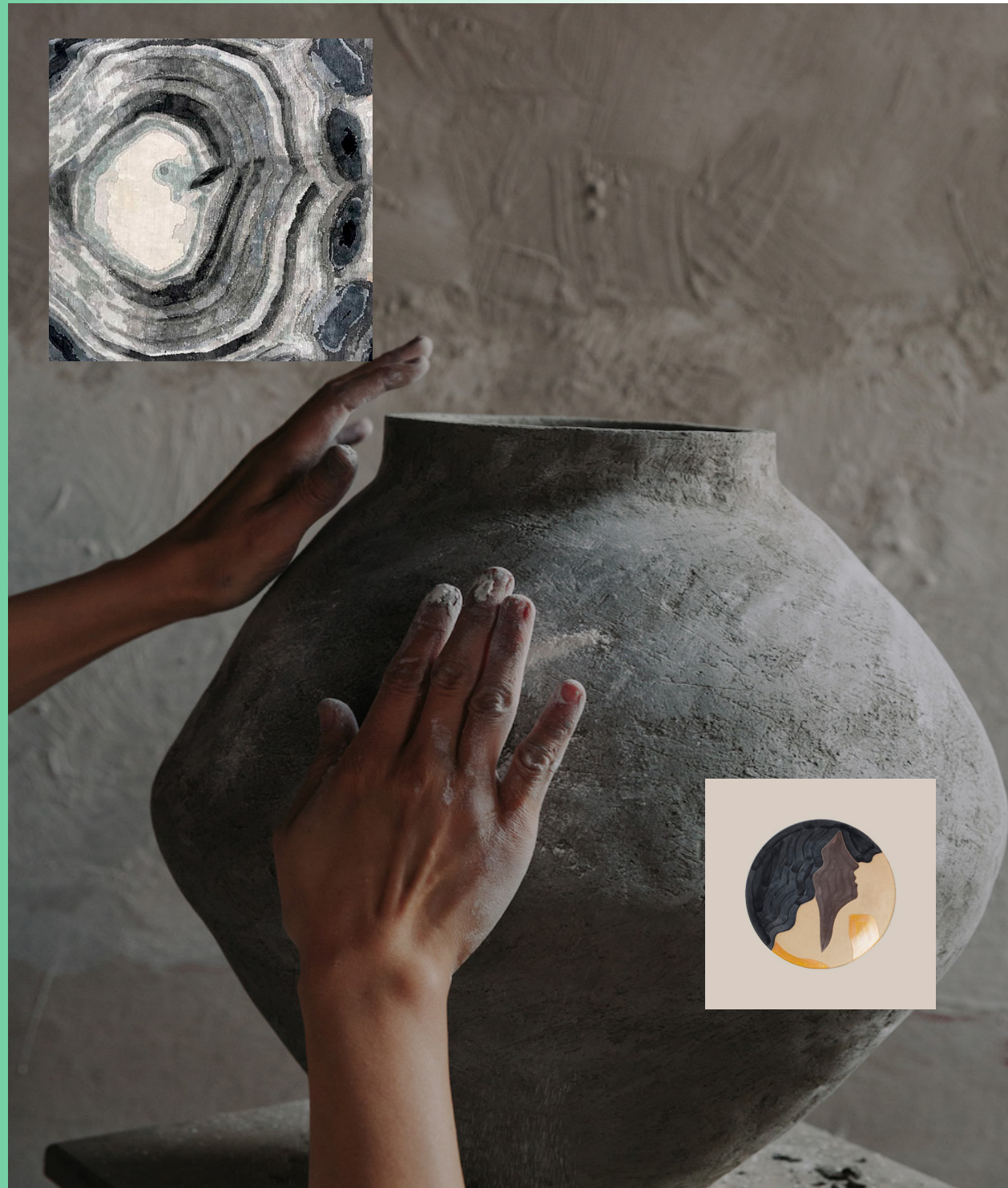
# INTERPRETING LEAVES

- Big Leaf pattern
- Symétrie
- Rendering
- Volumes
- Formes
- Textil and texture



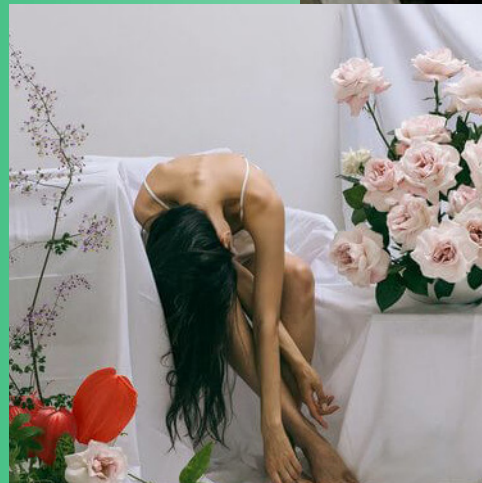
# COLLECTING CRAFT

- Social Component
- One of a kind
- Art & Kraft
- Privilege
- Hand made



# IDOLIZING PLANTS

- New pets
- Personnification des Plantes
- Stress Relation
- Cloth for plant



# HUGGING TREES

- Great for Health
- Return to Natur
- Personnification des arbres/plantes
- Closer to Natur
- Stress relation



# FARMING FASHION

- Traditional
- Authentic
- Come from somewhere
- New romanticism
- Bloc Print
- American



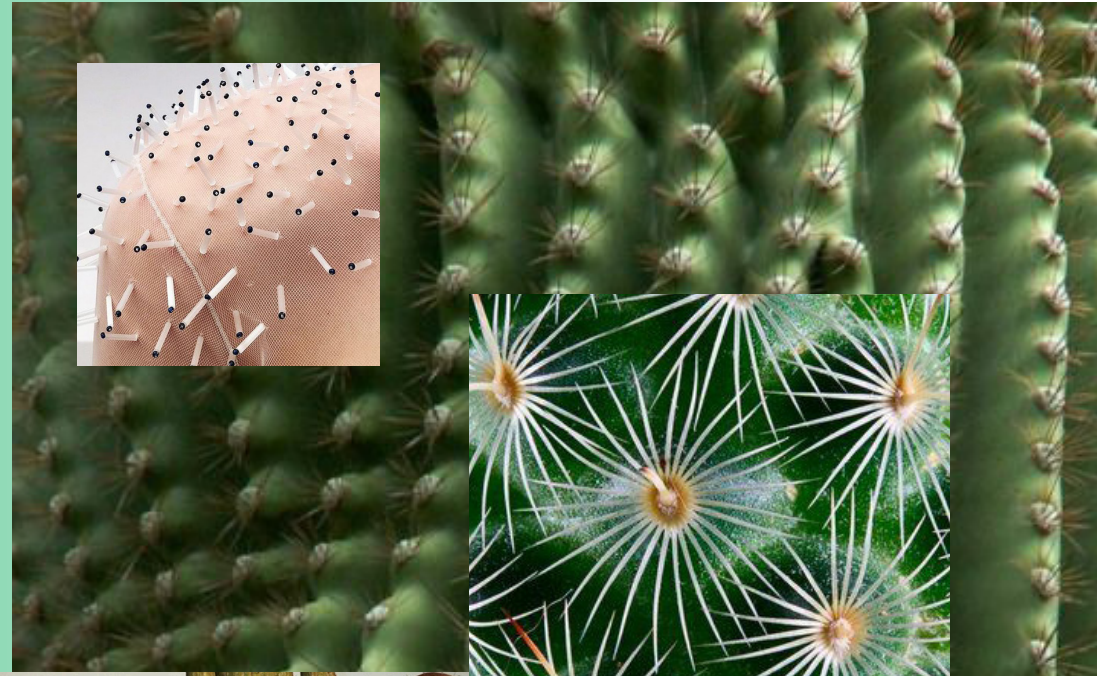
# CRAFTING FLOWERS

- Imitating Bloom
- Naive
- Figurative
- Romantism
- Simple Beauty
- Pistil Power
- Soft Velvet



# ANALYSING CACTUS

- Inspiration de forme
- Plant reference
- Volume and structure
- Textil and founirtur



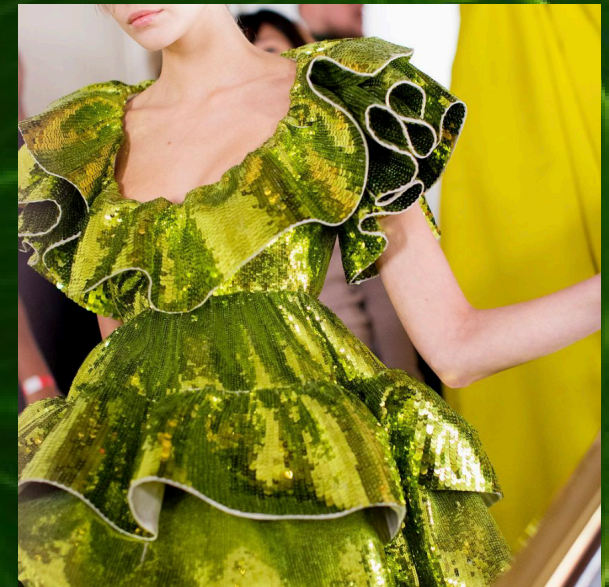
# TALKING ROSES

- Soft
- Old Pink
- Organic
- Fluffy
- Light
- Romantic
- Texture
- Naive Dressing
- Figurative
- Dangerless



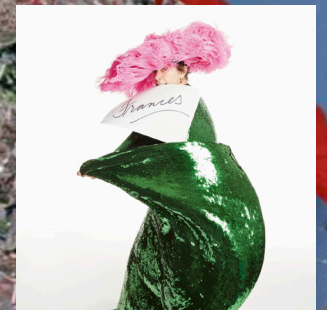
# COROLLAS

- Inspiration de forme
- Plant reference
- Volume and structure
- Satin textil



# FICTIONAL FLOWER

- Crazy Natur
- Kitch
- Funny
- Cute
- Japan
- Easy
- Franges
- Execive romantism
- Mulit-color



# NURSING EXOTISM

- Easy
- Colorfull
- Dense
- Pattern
- Jungle
- For Summer



# EXPLORING WATER PLANTS

- Shininess
- Transparency
- Layering
- Aquatic
- Ruban



# NATURAL DYE

- Old/New Technique
- Organic
- Unique, original, personal
- Soft
- Tell a Story
- Onions and Avocados
- No more Bright
- No dark
- Light



# HUNTING & GATHERING

- Ceramic
- Simplicity
- Glasgow
- Anthic New



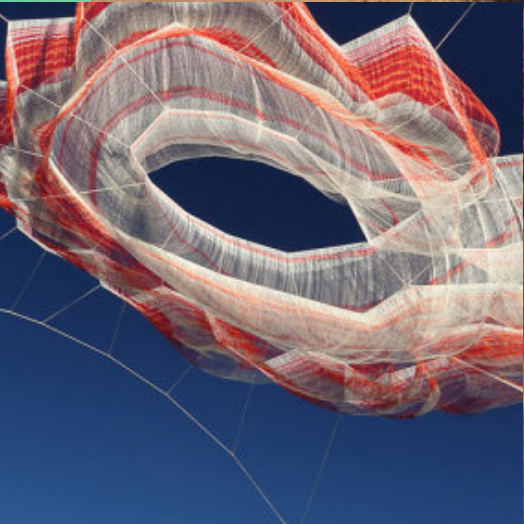
# ROAMING & WANDERING

- Fashion Anti-fashion
- Step out of the past
- Exciting and happy
- Color
- Up Cycling



# HARVESTING & WEAVING

- Full Circle
- Easy
- Handmaid
- Basic
- Stone
- Hard



# MUSHROOM

- Volume
- Leather
- Fashion
- Geometric
- Wild
- Structur



