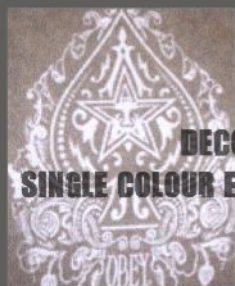


GRAPHICS

INSIGNIA
HERALDIC-INSPIRED MOTIFS
WASHED OUT SINGLE COLOUR EXPRESSION



ORNAMENT
DECORATIVE AND COMPULSIVE
SINGLE COLOUR ETCHINGS AND FLOURISHES

GRAPHIC ALLOVERS
MULTI-REPEAT PATTERNS
ABSTRACT OP-ART INSPIRED
MUSIC AND SCENE REFERENCES
SINGLE-COLOUR CONTRASTS



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INGS

THERE IS AN ECLECTIC MIX OF GRAPHIC TRENDS FOR SUMMER 07. HIGHLIGHTS FOR THIS SEASON ARE: DECORATIVE ORNAMENT IS STILL A STRONG TREND FOR SUMMER 7. GRAPHIC COMPOSITION IS KEY THIS SEASON, OVERSIZED PLACEMENTS AND ALL-OVER BELT PRINT ARE HUGE STATEMENTS. COLOUR USAGE IS ALSO IMPORTANT, SINGLE COLOUR MONOCHROME PRINTS AND BRIGHT NEON CREATE STRIKING GRAPHIC PLACEMENTS.

SKULLS
VOODOO AND BLACK MAGIC INSPIRED
CHILDLIKE ILLUSTRATION
IRREVERENT HUMOUR



ROCK N ROLL
PHOTO MOTIFS



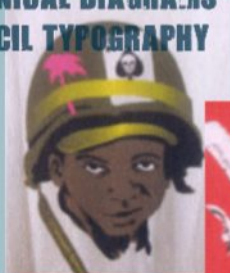
BOTHIC TATTOO
TRADITIONAL TATTOO REFERENCES
SKULL, SCROLL AND HEART MOTIFS
ARMORIAL ETCHINGS AND ENGRAVINGS



GRAPHICS

COMBAT

MILITARY REFERENCES
80S RAVE FLYER-INSPIRED
TECHNICAL DIAGRAMMS
STENCIL TYPOGRAPHY



ROCK'N'ROLL STYLES FEATURE METALLIC PRINTS & STRONG BLACK/WHITE CONTRASTS.
SPRAYED PRINTS, ETCHED COLOURS, CRACKPRINTS & ENZYME WASHING GIVE FABRICS THE IMPRESSION OF BLEACHING BY SUN & SEA WATER.

RETRO SLOGAN

RETRO T-SHIRT-INSPIRED
WASHED-OUT PRINTING TECHNIQUES
HIGH IMPACT COLOURS
OLD-SKOOL HIP-HOP REFERENCES
BEACH CULTURE-INSPIRED RETRO HOLIDAY
70S RETRO SURF REFERENCE
BRIGHT SUMMER COLOURS



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ICS

LOGO TYPE

BOLD AND STRIKING TYPOGRAPHY
LARGE-SCALE PLACEMENTS
QUIRKY SLOGANS
METALLIC FOIL TECHNIQUES
IRREVERENT SLOGANS



TROPICAL FLORALS

LARGE SCALE ABSTRACT PRINTS
TROPICAL & JUNGLE-INSPIRED FLORALS
DEEP AND TIGHTLY PACKED REPEATS
RICH AND ABUNDANT COLOUR USAGE

