

WGSN
MINDSET

WGSN ANALYSIS FOR:

VISION COUNCIL
AUTUMN/WINTER 2016/17

ALI LIND, WGSN
JANUARY 2016

WWW.WGSN.COM





WGSN FOR VISION COUNCIL
AGENDA:

MACRO TRENDS
COLOR DIRECTION
MATERIALS
KEY SHAPES
TOP 5- GLOBAL EYEWEAR STORES
INTRO SPRING/SUMMER 2017

MACRO TRENDS

AUTUMN/WINTER 16/17 | MACRO TRENDS



ARTISAN
INNOVATIVE CRAFT



REMASTER
HISTORY & SCIENCE FICTION COLLIDE



ELEMENTAL
QUIETLY EPIC



OFFBEAT
EVERYDAY PLAY



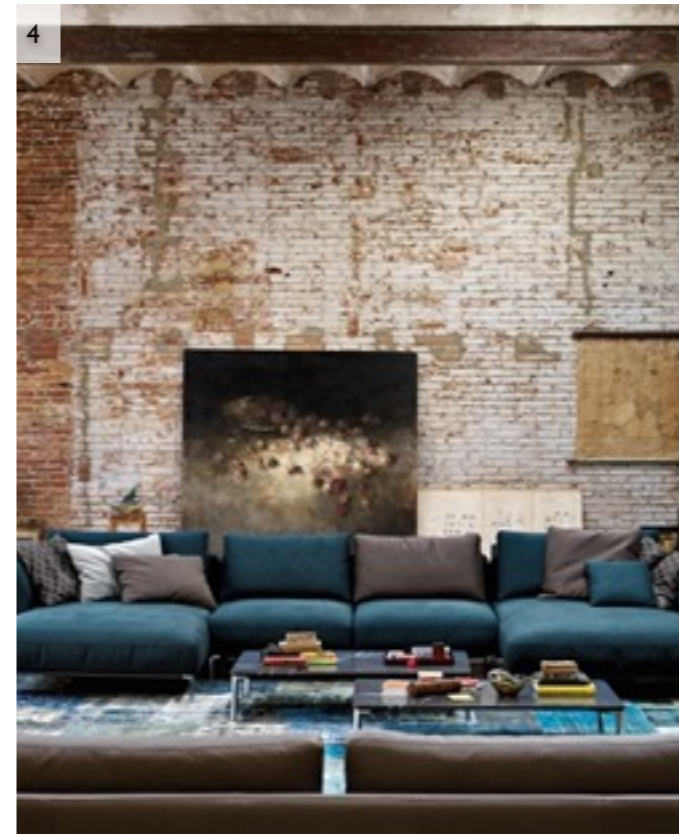


ARTISAN

PHOTOGRAPH BY OLIVER VAN HERP

WGSN MINDSET

ARTISAN | COLOR + MOOD



ARTISAN | WOMENS APPLICATION: BARE ESSENTIALS



1. PINE, LONDON 2. TOKYO STREET STYLE 3. MILAN STREET STYLE 4. PINTEREST 5. WOLFGANG KATZER

ARTISAN | MENS APPLICATION: BOHEMIAN INTELLECTUAL



1. SHANGHAI STREET STYLE 2. LOEWE 3. SHURON EYEWEAR 4. PARIS STREET STYLE

REMASTER

REMASTER | COLOR + MOOD

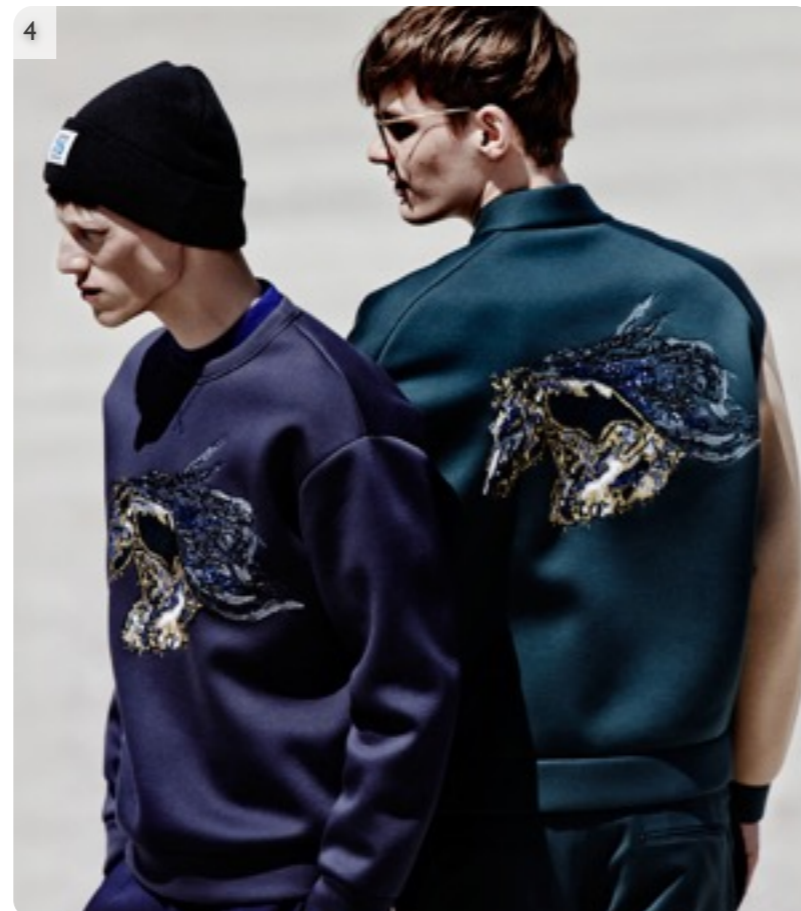


REMASTER | WOMENS APPLICATION: SCI-FI UTILITY



1. SEOUL STREET STYLE 2. LESCA LUNETIER 3. NEW YORK STREET STYLE 4. TYG SPECTACLES

REMASTER | MENS APPLICATION: CASUAL OPULENCE



1. EMPORIO ARMANI 2. MILAN STREET STYLE 3. COSTUME NATIONAL 4. THE GREATEST MAGAZINE 5. MYKITA



ELEMENTAL

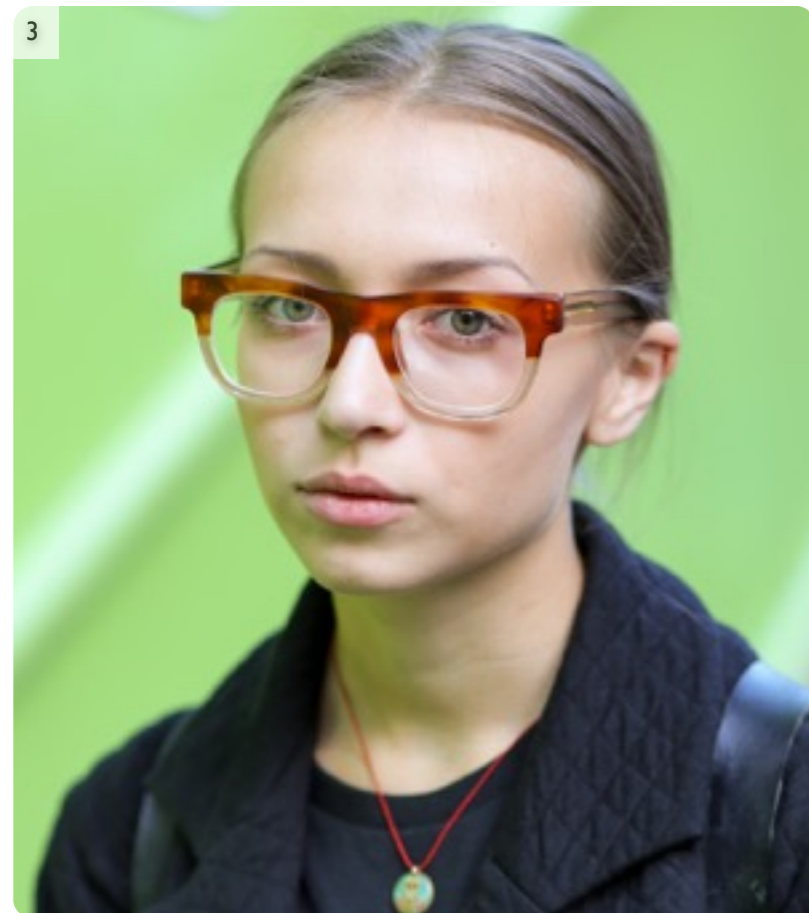
PHOTOGRAPH BY OLIVER VAN HERP

WGSN MINDSET

ELEMENTAL | COLOR + MOOD



ELEMENTAL | WOMENS APPLICATION: COLOR EROSIONS



1. TAYLOR MORRIS 2. TYG SPECTACLES 3. PARIS STREET STYLE 4. MILAN STREET STYLE 5. TAYLOR MORRIS

ELEMENTAL | MENS APPLICATION: DECORATED WOOD



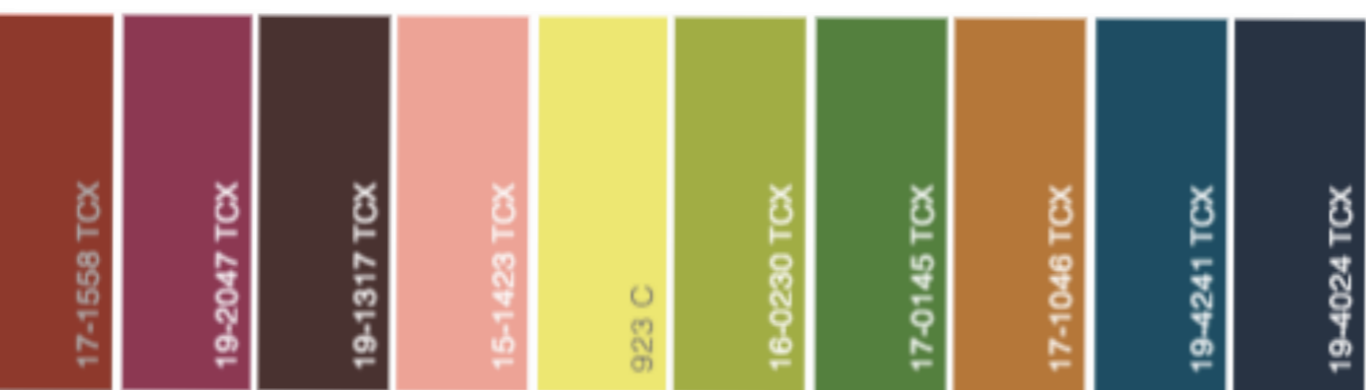


OFFBEAT

PHOTOGRAPH BY OLIVER VAN HERP

WGSN MINDSET

OFFBEAT | COLOR + MOOD



1. PAUL WEX 2. BENJAMIN HUBERTx LAYER 3. ARIANE PRIN 4. TUMBLR: STUDIO AIKIEU 5. KINTO MAG

OFFBEAT | WOMENS APPLICATION: LIGHT ART

1



2



3



4



5



1. TERMITE EYEWEAR 2. MIU MIU 3. ALFRED KERBS 4. JONATHAN SAUNDERS 5. ROGER EYE DESIGN

OFFBEAT | MENS APPLICATION: ODD COMPOSITIONS



1. KAIBOSH 2. CERRUTI 3. NICK GENTRY 4. KAIBOSH 5. HAIK

COLOR DIRECTION

COLOR | HERB GREENS



1. GUCCI 2. BRIAN & BARRY 3. NEW YORK STREET STYLE 4. ZAC POSEN 5. TWIST & TANGO

COLOR | BLACK CHERRY



1. OSKLEN 2. SAO PAULO STREET STYLE 3. CHRISTIAN SIRIANO 4. GOTHENBURG STREET STYLE



COLOR | CHOCOLATE BROWNS



1. SAO PAULO STREET STYLE 2. COBLENS 3. PITTI UOMO 4. PARIS STREET STYLE

COLOR | BRIGHT RED



1. VERSACE 2. COBLENS 3. TSUMORI CHISATO 4. PARIS STREET STYLE

COLOR | ORANGE BLAZE



1. MOSCHINO 2. LES LUNETTES D'ALSO 3. PARIS STREET STYLE 4. TSUMORI CHISATO

COLOR | DAZZLING BLUES



1. CUSTO BARCELONA 2. BAILEY NELSON 3. MOSCHINO 4. IODICE

COLOR | CHARCOAL GREY



1. ZAC POSEN 2. MASSIMO DUTTI 3. MIU MIU 4. RODEBJER

COLOR | PASTELS



1. CARVEN 2. KIRK ORIGINALS + E. TAUTZ 3. AGATHA RUIZ DE LA PRADA 4. ALFRED KERBS

MATERIALS

MATERIALS | IRIDESCENT LENSES



1. MYKITA 2. KRISVANASSCHE 3. MATTHEW WILLIAMSON 4. MATTHEW WILLIAMSON

MATERIALS | CRYSTAL-CLEAR



1. 3.1 PHILLIP LIM 2. 3.1 PHILLIP LIM 3. LEVI'S 4. KIRK ORIGINALS + E. TAUTZ

MATERIALS | FINE METALS



1. MIZ JAPAN 2. MYKITA 3. SUNDAY SOMEWHERE 4. FORMMAX 5. SUNDAY SOMEWHERE

MATERIALS | FROSTED



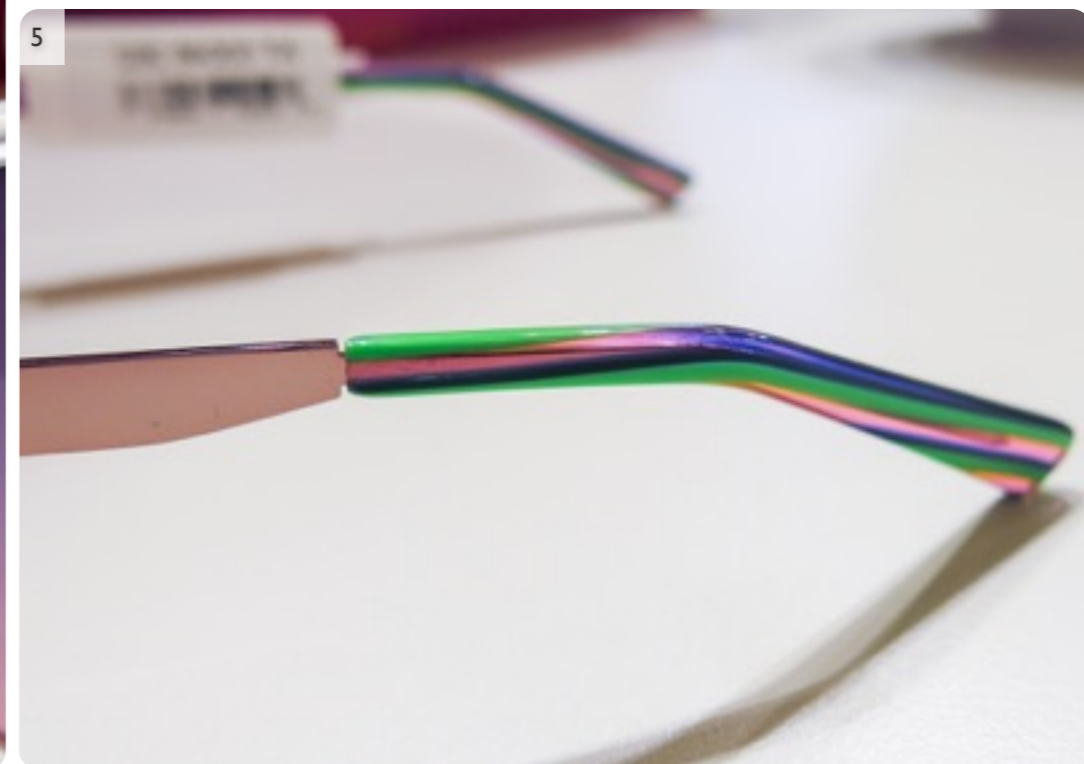
1. DICK MOBY 2. MYKITA 3. AGATHA RUIZ DE LA PRADA 4. AGATHA RUIZ DE LA PRADA

MATERIALS | CLASSIC TORTOISESHELL



1. STREET STYLE 2. TYG SPECTACLES 3. STREET STYLE 4. ALFRED KERBS

MATERIALS | MATERIAL MIXES



1. GARGOYLES EYEWEAR 2. OLIVER GOLDSMITH 3. GUY LAROCHE 4. AGATHA RUIZ DE LA PRADA 5. AGATHA RUIZ DE LA PRADA

MATERIALS | EMBEDDED WIRE



MATERIALS | COLOR TINTED



KEY SHAPES

KEY SHAPES | RETRO SQUARE



1. THOMAS WYLDE 2. SASS & BIDE 3. KAREN WALKER 4. JONATHAN SAUNDERS

KEY SHAPES | SOFT 1960S



1. SUNDAY SOMEWHERE 2. SUZY GLAM 3.SUNDAY SOMEWHERE 4. 3.1 PHILLIP LIM

KEY SHAPES | ANGULAR



1. MYKITA 2. STREET STYLE 3. SUZY GLAM 4. TYG SPECTACLES

KEY SHAPES | THE AVIATOR



1. 3.1 PHILLIP LIM 2. MYKITA 3. MYKITA 4. LEVI'S

KEY SHAPES | 1980S VISORS



1. MYKITA 2. MYKITA 3. REEBOK 4. MYKITA

KEY SHAPES | THE SHIELD



1. LOEWE 2. ACNE STUDIOS 3. MOSCHINO 4. TOD'S

KEY SHAPES | ROUND



1. ALFRED KERBS 2. STREET STYLE 3. BURBERRY 4. MYKITA

KEY SHAPES | CROPPED



KEY SHAPES | THE CAT'S-EYE



1. FENDI 2. GIORGIO ARMANI 3. TOME 4. ROCHAS

KEY SHAPES | SEMI-RIMLESS



1. BEN SHERMAN 2. KRISVANASSCHE 3. LESCA 4. SUNDAY SOMEWHERE

KEY SHAPES | DOUBLE BRIDGE



1. MATTHEW WILLIAMSON 2. TYG SPECTACLES 3. KRISVANASSCHE 4. MYKITA

KEY SHAPES | CONTRAST TEMPLES



1. AMERICAN FRESHMAN 2. AGATHA RUIZ DE LA PRADA 3. AGATHA RUIZ DE LA PRADA 4. KIRK ORIGINALS + E. TAUTZ

KEY SHAPES | ZERO-BASE LENSES

1



2



3



4

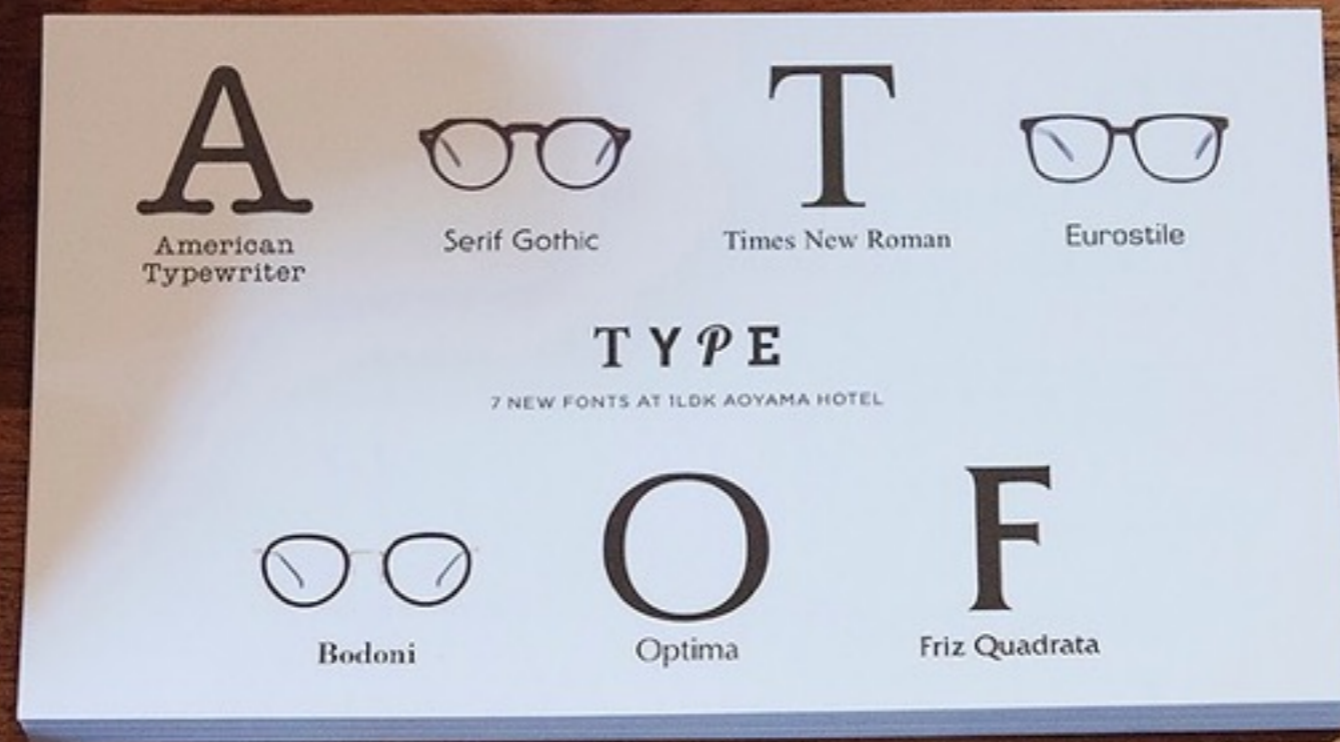


1. LGR 2. STREET STYLE 3. KSUBI 4. LGR

TOP 5- GLOBAL EYEWEAR STORES



TOP 5 STORES | TYPE, TOKYO



TOP 5 STORES | LA SHAPERIE, PARIS



TOP 5 STORES | MYKITA, BERLIN



TOP 5 STORES | DITA, NEW YORK



INTRO S/S 17



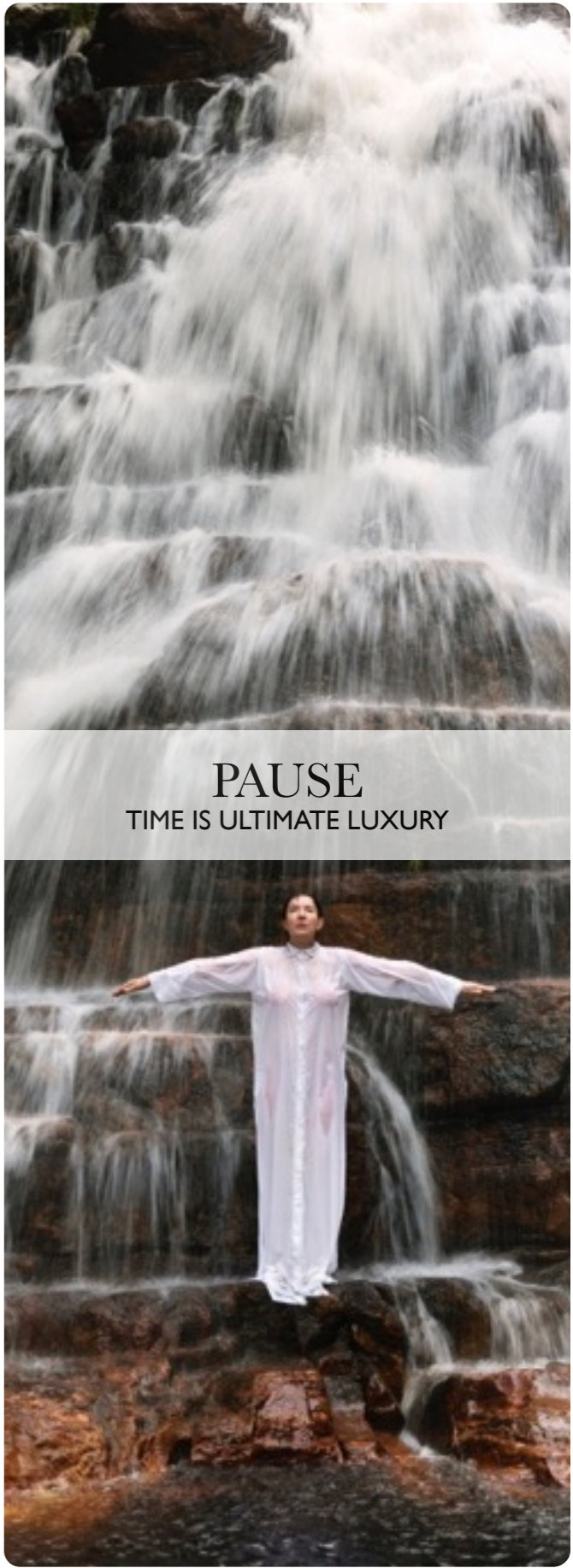
DIGITAL WAVE
ANALOGUE + DIGITAL



EDGELANDS
CREATIVE MIGRATION



ENCOUNTER CULTURE
GLOBAL DISCOVERY

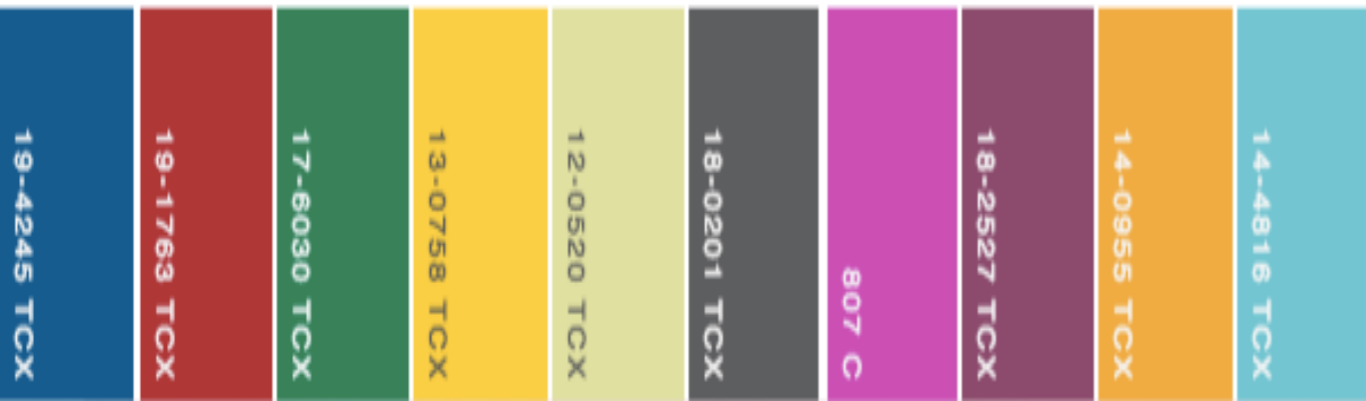


PAUSE
TIME IS ULTIMATE LUXURY

DIGITAL WAVE | COLOR + MOOD



2



EDGELANDS | COLOR + MOOD



ENCOUNTER CULTURE | COLOR + MOOD



19-3850 TCX	17-5130 TCX	15-0343 TCX	16-1451 TCX	18-1754 TCX	19-1763 TCX	13-0758 TCX	12-0804 TCX	13-0640 TCX	16-5917 TCX
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PAUSE | COLOR + MOOD





THANK YOU

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