

eyes

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WOMENS & MENS Concept report S/S 2015

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STYLISED REAL



CHEAP MONDAY (earring) Superior Mag. April 2014; KENZO @ boutique1.com; top: KENZO @ xeanafashion.com; bottom: SAN LORENZO magnifying glass @ farfetch.com

Realistic: Simple but realistic eyes provide a fun overall pattern, or a focal point within a detailed design. Stand-out jewellery is minimal worn as a single item. Eye prints have a modern, contemporary look in black on a white background or are mixed into baroque-style swirls for a vintage look.

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EMBELLISHED



top: KENZO @ xeanafashion.com; bottom: CHRISHABANA IS ODD ring (mens) @ farfetch.com; BLISS ROSE @ luisaviaroma.com; top: KENZO @ cinnamonanddanako.blogspot.com; bottom: LION STUDIO cuffs @ farfetch.com

Decorative: The eye creates a focal point for elaborate jewellery designs in men's Gothic styled rings and a variety of standout styles for women. The Kenzo motif is embroidered with decorative patterns, and at Lion Studio, solid cuffs feature irises shaped like cogwheels.

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MODERNIST



KENZO @ samyroad.com; PAUL SMITH cufflinks (mens) @ farfetch.com; NICHOLAS KIRKWOOD @ tattletailzz.com

Minimalist: Surreal eye patterns in black and white create a striking effect on clothing, nails and across ribbon rings. Cubist designs add bold linear patterns to slippers, while an eyewear motif is stripped back to a spare, minimal design on cufflinks. Black and white with a touch of colour are very effective colour combinations.



top: APERLAI @ farfetch.com; bottom: MARC by MARC JACOBS ear studs @ my-wardrobe.com; MOSCHINO @ 1stdiba.com; top: DELFINA DELETTREZ bracelet @ matchesfashion.com; bottom: DANNIJO cuff @ dannijo.com

Lash focus: Bold eyelashes add a feminine edge, framing the eye in distinctive or abstract shapes. Designs are appliquéd onto the back of dresses or the front of shoes. In jewellery the lashes create a flame or sunburst effect which is engraved or added to edges.



PEPPI @ missguidedus.com; AGYNESS DEYN x DR. MARTENS @ stylexstyle.com; London 2014 Trendzine Street Shot; JACK SPADE (mens) @ barneys.com

Comic-book motifs: The gory effect of eyeballs is softened with curly lashes and delicate lines on an all-over print. Huge circular shapes on bags are an abstract take on the eye motif. Cartoon eyes are handknitted into a chunky hat or knitted into a repeat pattern on men's socks.



JEREMY SCOTT S/S 2014 New York; YOHJI YAMAMOTO A/W 2014 Paris (mens); top: GIRL WITH HAIR RIBBON by ROY LICHTENSTEIN @ lollipop729.tumblr.com; bottom left and right: SARAH'S BAG @ matchesfashion.com

Pop Art: Street art from the '80s is celebrated in the layered print, by Kenny Scharf for Jeremy Scott; while bags on a dotted background pay homage to Roy Lichtenstein's '60s prints. Hand-drawn, sketchy and painterly graphics add an arty or customised look to clothing and accessories.



top: CHICNOVA @ chicnova.com; bottom: IRON FIST @ yournextshoes.com; JEREMY SCOTT London 2013 Trendzine Street Shot; JEREMY SCOTT A/W 2013 New York

Scary details: Eyes are bloodshot, falling out of sockets, and paired with other spooky artwork such as screaming mouths and grinding teeth. These 'comic-book monsters' are a strong trend for young streetstyle designs in clothing and accessories.