



Trend Forum

The International Fashion Trends Updates

Spring/Summer 18
Preview Autumn/Winter 18/19

6 | 7 April 2017
Le Meridien Hotel

The latest trends for Spring/Summer 18 were revealed at Le Meridien Hotel, from 6th to 7th April by world famous, Carlin Creative Trend Bureau. **“Rutilant”** (Brand New Day), **“Sublime”** (Flawless), **“Black Sunshine”** and **“Carpe Diem”** were the main themes covered in this edition of Trend Forum.

Trend Workshops are now held on a more regular basis, twice a year to cater for the two fashion seasons, namely Spring/Summer and Autumn/Winter. It is a platform where Designers, Product Developers, Industry Professionals, Marketing Professionals, SMEs and women entrepreneurs discover the trend for the coming season. Each season, designers and merchandisers look for the coming season's new trend. They rely heavily on these valuable trend data collected by professional trend agencies to create their collections accordingly.

Enterprise Mauritius (EM) has initiated these workshops since 2016 in line with Government Vision 2030 to develop and promote the Fashion Industry, both locally and abroad. The objectives undeniably are: (i) to position Mauritius as a fashion platform, (ii) to promote the **“Made in Mauritius”** brands, (iii) to educate & motivate designers in their quest to develop local brands, (iv) to support our Textile & Apparel Operators, especially the SMEs, to be more innovative in order to keep pace with the fast changing technology and (v) to inspire designers in their creations.

Enterprise Mauritius

7th Floor, St James Court
St Denis Street, Port Louis
Republic of Mauritius

Tel: 230 212 9760

Fax: 230 212 9767



Some 30 participants attended the two days' workshop. They were updated on the Spring/Summer 18 and as a bonus, a preview of Autumn/Winter 18/19 trends. Mrs Edith Keller, **CEO** and Mr Thomas Zylberman, **Senior Designer** from **Carlin Creative Trend Bureau**, gave a holistic overview of seasonal consumer lifestyle and product trends for the two seasons. Key products, design concepts and key colours were presented for men, women, kids and beachwear. Carlin Creative Trend Bureau is a Forecasting Office with a network covering over 30 countries with major creation centres in Europe, Asia and the Americas (north and south). It started in the Textile and Fashion Industry but has now expertise across all industrial sectors from food to car industries. It develops Trend and Collection Books for many sectors of the industry, with the creation of 51 exclusive colours per season, and intervenes in 3 main key areas, namely: style/design, marketing and communication.

Trend Forum is the ideal platform for participants to gain valuable knowledge on the coming season's key themes. In this edition, the participants got a clear understanding on trend reports and on important fashion shows and fairs. They had first-hand insights about latest trends in terms of materials, colours and styling, necessary to prepare their upcoming line of products. Local brands representatives also attended the workshop. Moreover, a creative and interactive session was organized for the participants to learn to position their brands or product to a targeted market. This exercise was beneficial as they learned the necessary skills to do a story telling to market their products.

EM invites interested persons in the creative and design field to attend the next Trend Workshop in October 2017. For more information, please email: lynn.chung@em.intnet.mu or maya.leelah@em.intnet.mu .

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