

THE A TO Z OF MATERIALS ON THE RUNWAY

TAGWALK
THE FASHION SEARCH ENGINE

INTRODUCTION

FABRICS ARE THE MOST IMPORTANT ELEMENT IN FASHION. EACH DESIGNER HAS ITS OWN DEFINITION AND APPROACH TO THEM. THE VARIOUS FABRICS AND MATERIALS USED IN FASHION ARE NOT ONLY VECTORS OF QUALITY, DURABILITY, AND LUXURY, BUT ALSO OF CREATIVITY AND EXPERIMENTATION.

NOWADAYS, SUSTAINABILITY IS A KEY COMPONENT OF THE INDUSTRY. WHERE CREATORS ARE INCREASINGLY TURNING TO NEW ECO-CONSCIOUS AND RESPONSIBLE MATERIALS AND TECHNIQUES.

EVERY LOOK ON TAGWALK IS REFERENCED BY ITS FABRIC(S), AND CURRENTLY FEATURES 141 DIFFERENT VARIATIONS.

AGENDA

- **MAIN FABRICS**

TOP 10 FABRICS OF F/W2020: STRUCTURE OF COLLECTION AND SEARCHES ON TAGWALK.

FOCUS ON 3 KEY FABRICS:
KNITWEAR, LEATHER, AND DENIM.

- **FABRICS AS BRAND STATEMENTS**

LINEN

TULLE

TWEED

LATEX

- **THE NEW FABRICS**



CHAPTER I KEY MATERIALS





JIL SANDER - F/W2020

TOP 10
FABRICS OF F/W2020

STRUCTURE OF WOMEN AND MENSWEAR
COLLECTION AND SEARCHES

WOMENSWEAR TOP 5 MATERIALS

COLLECTION STRUCTURE



KNITWEAR
16,3%

JIL SANDER
LOOK 6



LEATHER
10,4%

FENDI
LOOK 18



VELVET
4,3%

ACNE STUDIOS
LOOK 34



LACE
3,7%

GUCCI
LOOK 33



DENIM
3,6%

HALPERN
LOOK 17

WOMENSWEAR TOP 5 MATERIALS

SEARCHES ON TAGWALK



KNIT

MARNI
LOOK 27



LEATHER

SALVATORE FERRAGAMO
LOOK 11



DENIM

CHRISTIAN DIOR
LOOK 30



LACE

SIMONE ROCHA
LOOK 41



VELVET

DRIES VAN NOTEN
LOOK 31

MENSWEAR TOP 5 MATERIALS

COLLECTION STRUCTURE



KNIT
24,3%

LOEWE
LOOK 13



LEATHER
12,1%

RAF SIMONS
LOOK 21



DENIM
6,6%

BOTTER
LOOK 23



CORDUROY
3,6%

PRADA
LOOK 13



SATIN
3,4%

BALMAIN
LOOK 9

MENSWEAR TOP 5 MATERIALS

SEARCHES ON TAGWALK



DENIM

ALYX
LOOK 22



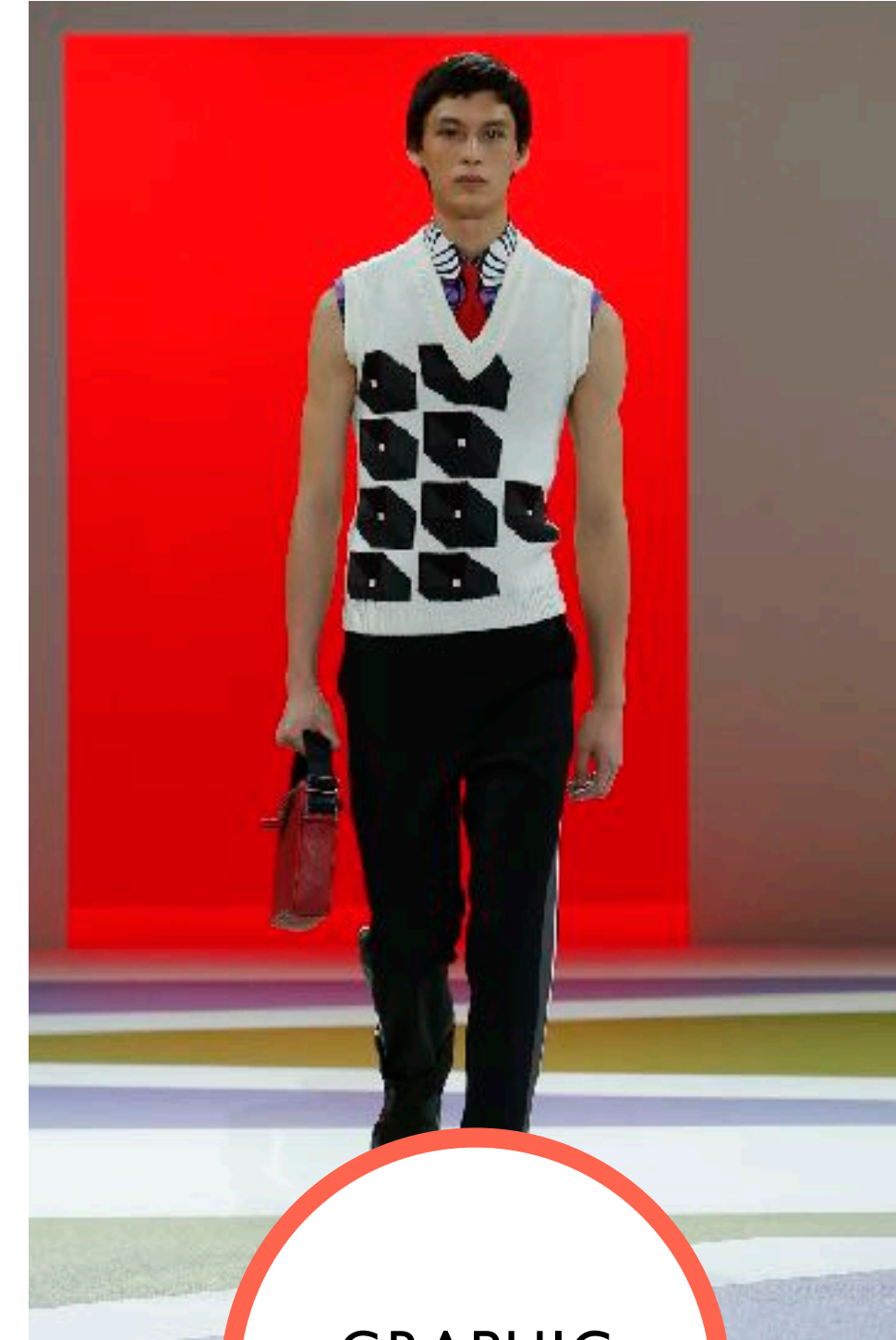
KNIT

DOLCE & GABBANA
LOOK 4



LEATHER

BERLUTI
LOOK 11



GRAPHIC
KNIT

PRADA
LOOK 43



CABLE KNIT

TELFAR
LOOK 6



PRADA - F/W2020

FOCUS ON 3 KEY FABRICS

KNITWEAR, LEATHER, AND DENIM

FOCUS ON KNITWEAR

TOP COLLECTIONS



AGNONA
60,4%



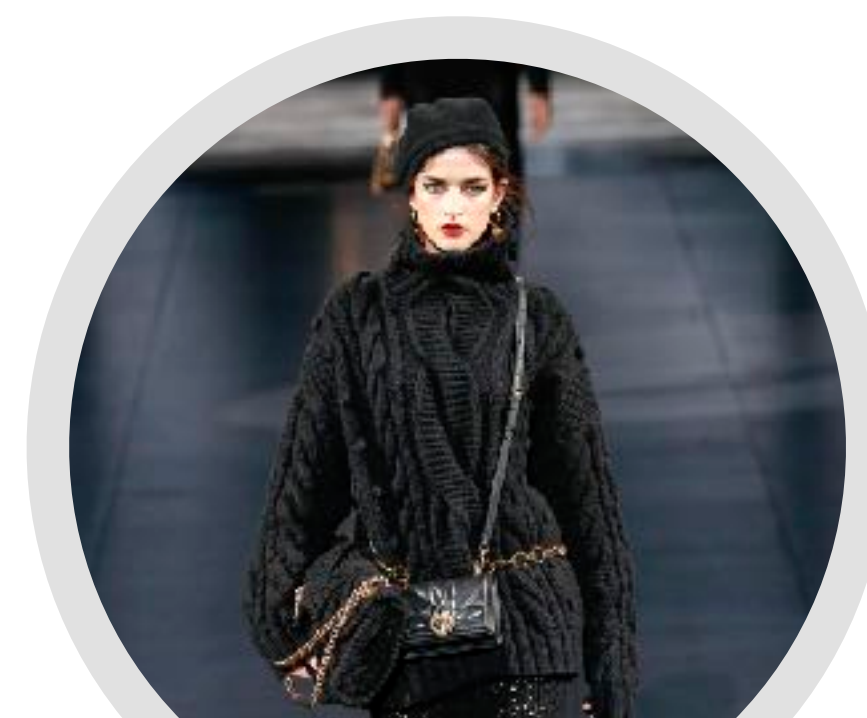
MISSONI
59,1%



COACH 1941
53,3%



ETRO
49,3%



DOLCE & GABBANA
36,4%

ASSOCIATED THEMES

#1 BOLD COLOURS (13,1% SHARE OF LOOKS)

#2 GRAPHIC (9,9% SHARE OF LOOKS)

#3 COCOON (9,2% SHARE OF LOOKS)

STYLE MOST ASSOCIATED WITH KNIT:
KNIT DRESS (+22,2%)

MOST USED TYPES OF KNIT

#1 RIB KNIT
28,6%



PRABAL GURUNG - LOOK 11

#2 PATTERNED KNIT
20,5%



PRADA - LOOK 44

#3 OVERSIZED KNIT
11,5%



NO. 21 - LOOK 24

FOCUS ON LEATHER

TOP COLLECTIONS



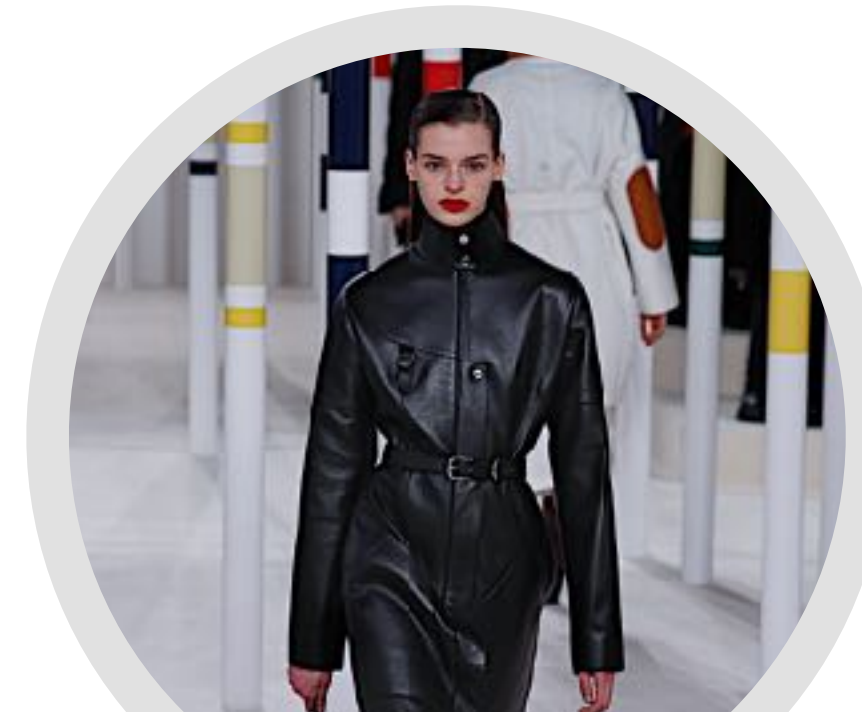
ALEXANDER MCQUEEN
70,2%



R13
52,8%



JUNYA WATANABE
51,2%



HERMÈS
50,9%



COACH 1941
45%

ASSOCIATED THEMES

#1 BIKER (11,5% SHARE OF LOOKS)

#2 DOMINATRIX (10,5% SHARE OF LOOKS)

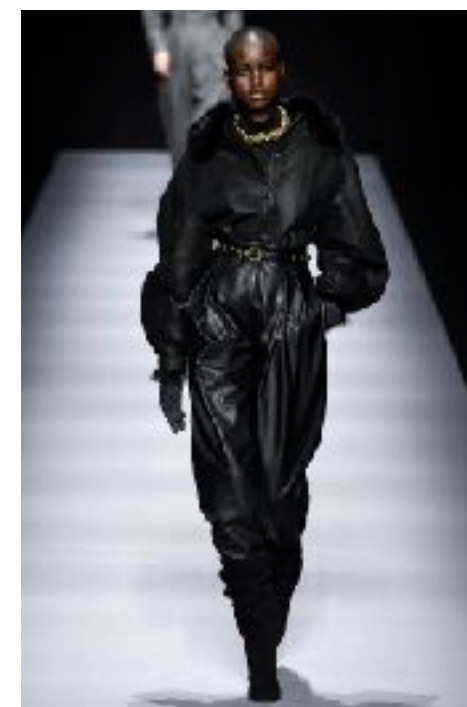
#3 EVENING WEAR (8,2% SHARE OF LOOKS)

STYLE MOST ASSOCIATED WITH LEATHER:
LEATHER PANTS (+32,7%)

MOST USED TYPES OF LEATHER

#1 BLACK LEATHER

45,9%



ALBERTA FERRETTI - LOOK 5

#2 COLOURFUL LEATHER

7,4%



CHLOÉ - LOOK 7

FOCUS ON DENIM

TOP COLLECTIONS



R13
75%



GCDS
26,8%



Y/PROJECT
26,5%



KOCHÉ
25%



CELINE
11,7%

ASSOCIATED THEMES

#1 LOGO (8,6% SHARE OF LOOKS)

#2 URBAN (8,6% SHARE OF LOOKS)

#3 UTILITY (7,8% SHARE OF LOOKS)

STYLE MOST ASSOCIATED WITH DENIM:

DENIM PANTS (+35,3%)

MOST USED TYPES OF DENIM

#1 BLEACHED DENIM

33,6%



GUCCI - LOOK 57

#2 BLUE DENIM

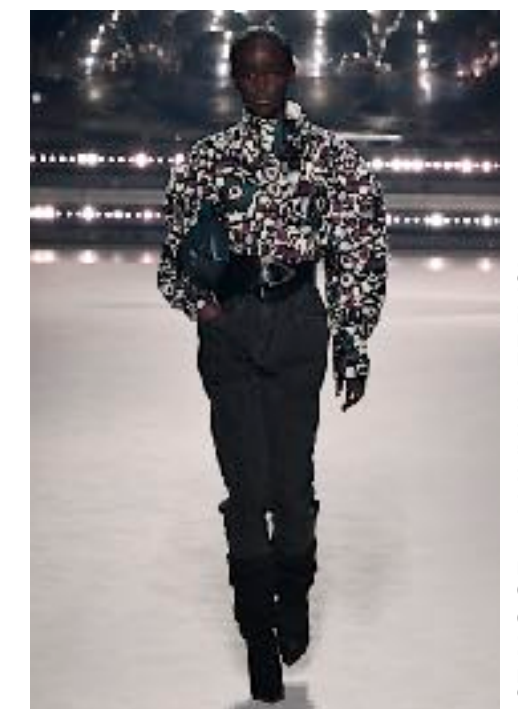
23%



HALPERN - LOOK 17

#3 BLACK DENIM

17,7%



ISABEL MARANT - LOOK 25

CHAPTER 2

FABRICS AS

BRAND STATEMENTS

FOCUS ON LINEN

SPRING/SUMMER 2020

MOST VIEWED LOOKS INCLUDING LINEN

30 DESIGNERS INCLUDED LINEN
IN THEIR SPRING/SUMMER 2020
COLLECTION.

MOST ASSOCIATED PIECES:

DRESS (36%)

MIDI DRESS (24%)

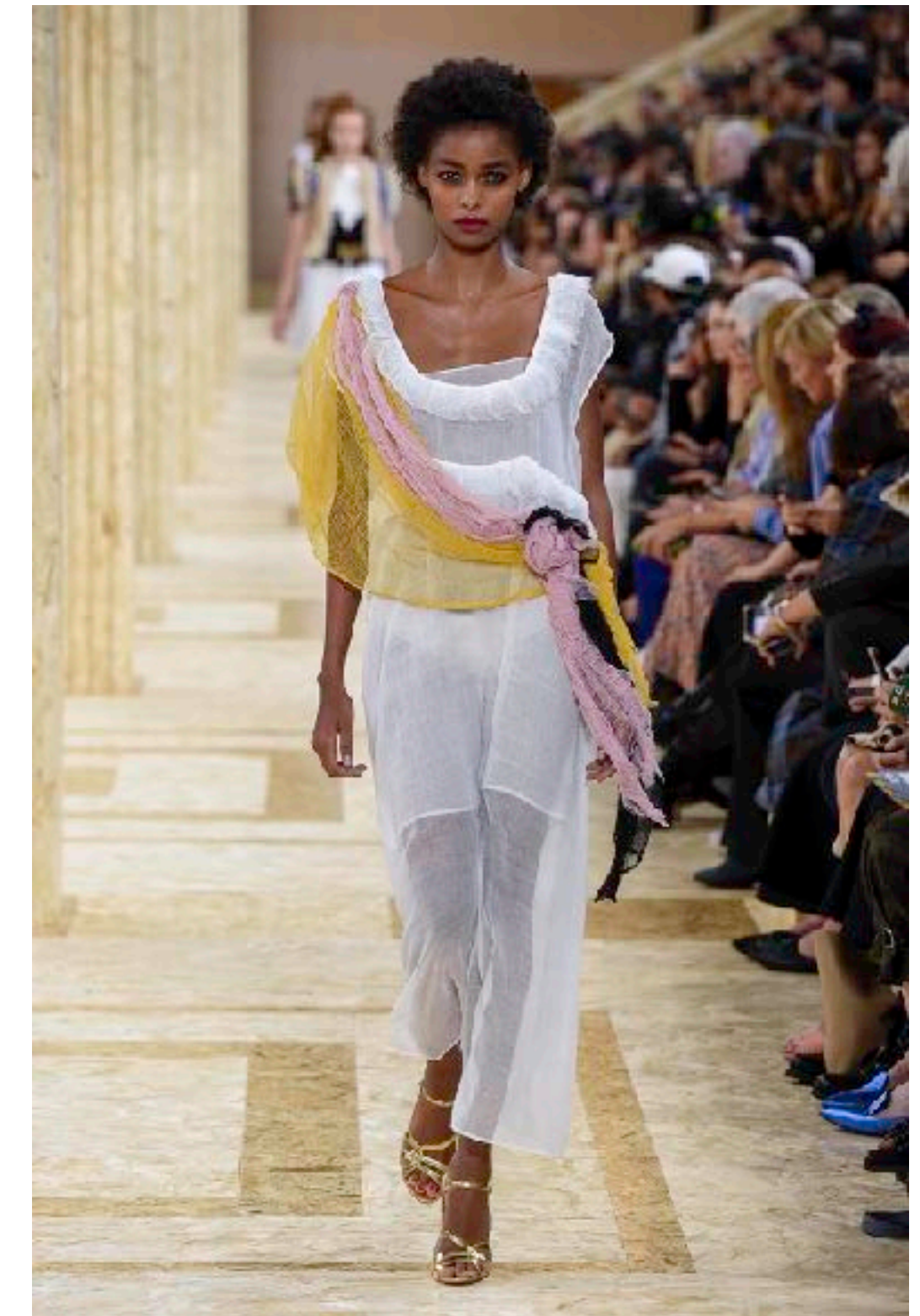
SKIRT (18%)



PRADA
LOOK 01



ACNE STUDIOS
LOOK 18



MIU MIU
LOOK 48

FOCUS ON LINEN

SPRING/SUMMER 2020

DESIGNERS WHO INCLUDED LINEN THE MOST

MOST ASSOCIATED THEME WITH LINEN ITEMS:

MINIMAL (59%)

1990 (45%)

SEASIDE (10%)

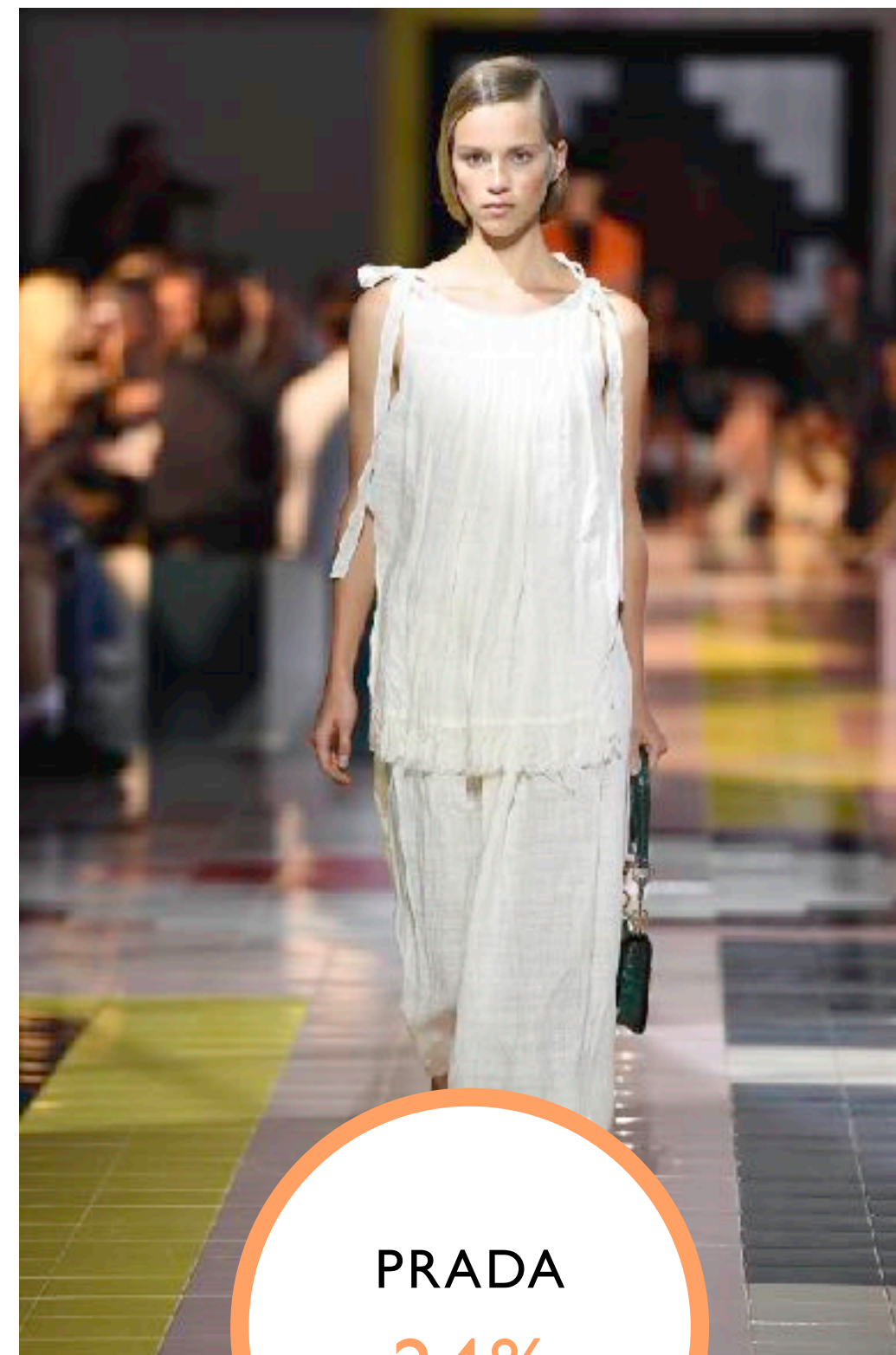
USE OF LINEN PER CITIES:

PARIS (37%)

NEW YORK (22%)

MILAN (22%)

LONDON (19%)



PRADA

24%

LOOK 19



ACNE STUDIOS

23%

LOOK 35



REJINA PYO

19%

LOOK 9

FOCUS ON TULLE

MOST VIEWED LOOKS INCLUDING TULLE

45 DESIGNERS INCLUDED TULLE
IN THEIR FALL/WINTER 2020
COLLECTION.

MOST ASSOCIATED PIECES:

DRESS (57%)

MIDI DRESS (29%)

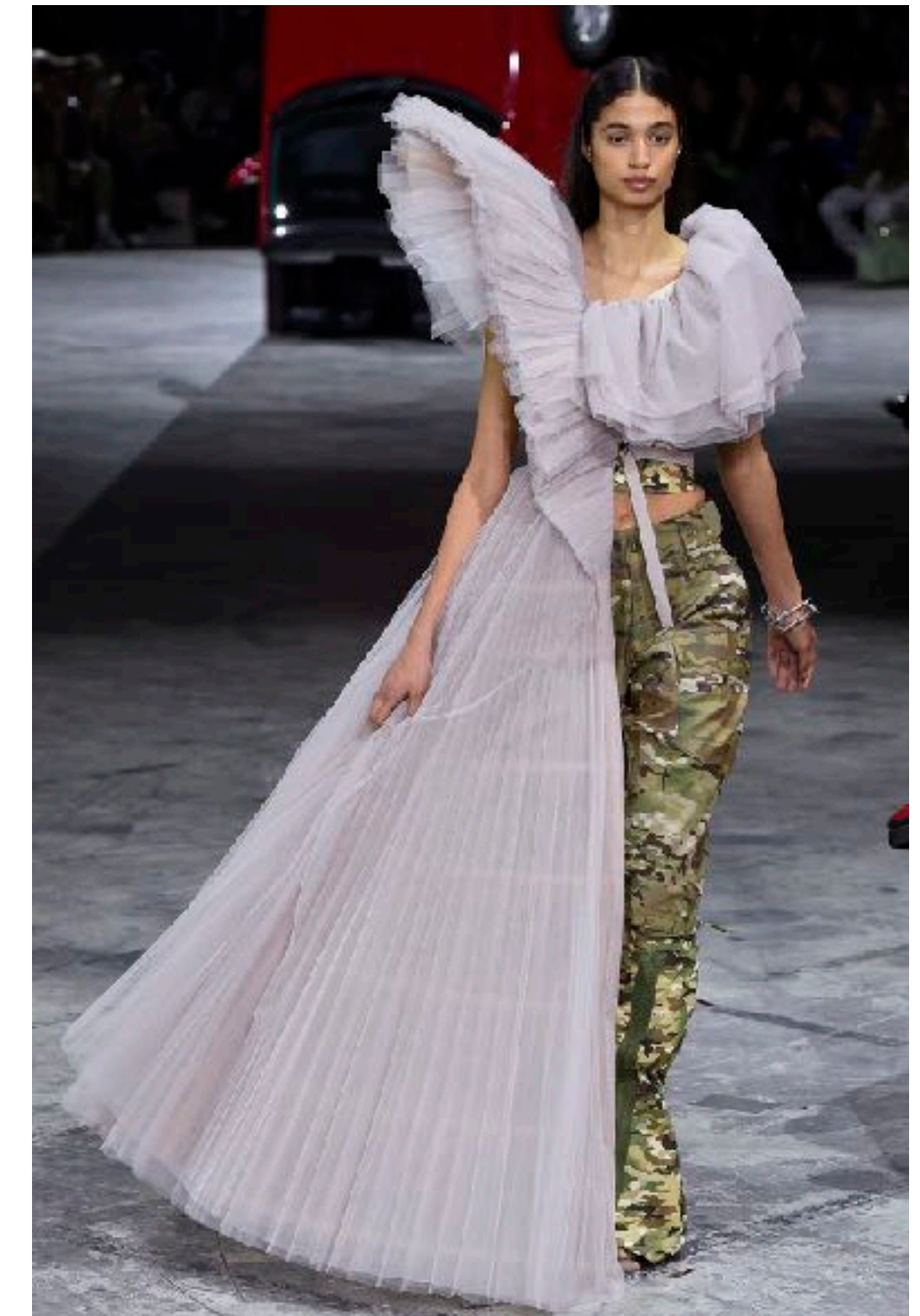
BLACK DRESS (21%)



MAISON MARGIELA
LOOK 03



SIMONE ROCHA
LOOK 01



OFF-WHITE
LOOK 21

FOCUS ON TULLE

DESIGNERS WHO INCLUDED TULLE THE MOST

MOST ASSOCIATED THEME WITH TULLE ITEMS:

DOLL (91%)

GIRLY (82%)

BOLD COLOURS (73%)

USE OF TULLE PER CITIES:

LONDON (31,5%)

PARIS (26,7%)

NEW YORK (24,8%)

MILAN (17%)



SIMONE
ROCHA

37%

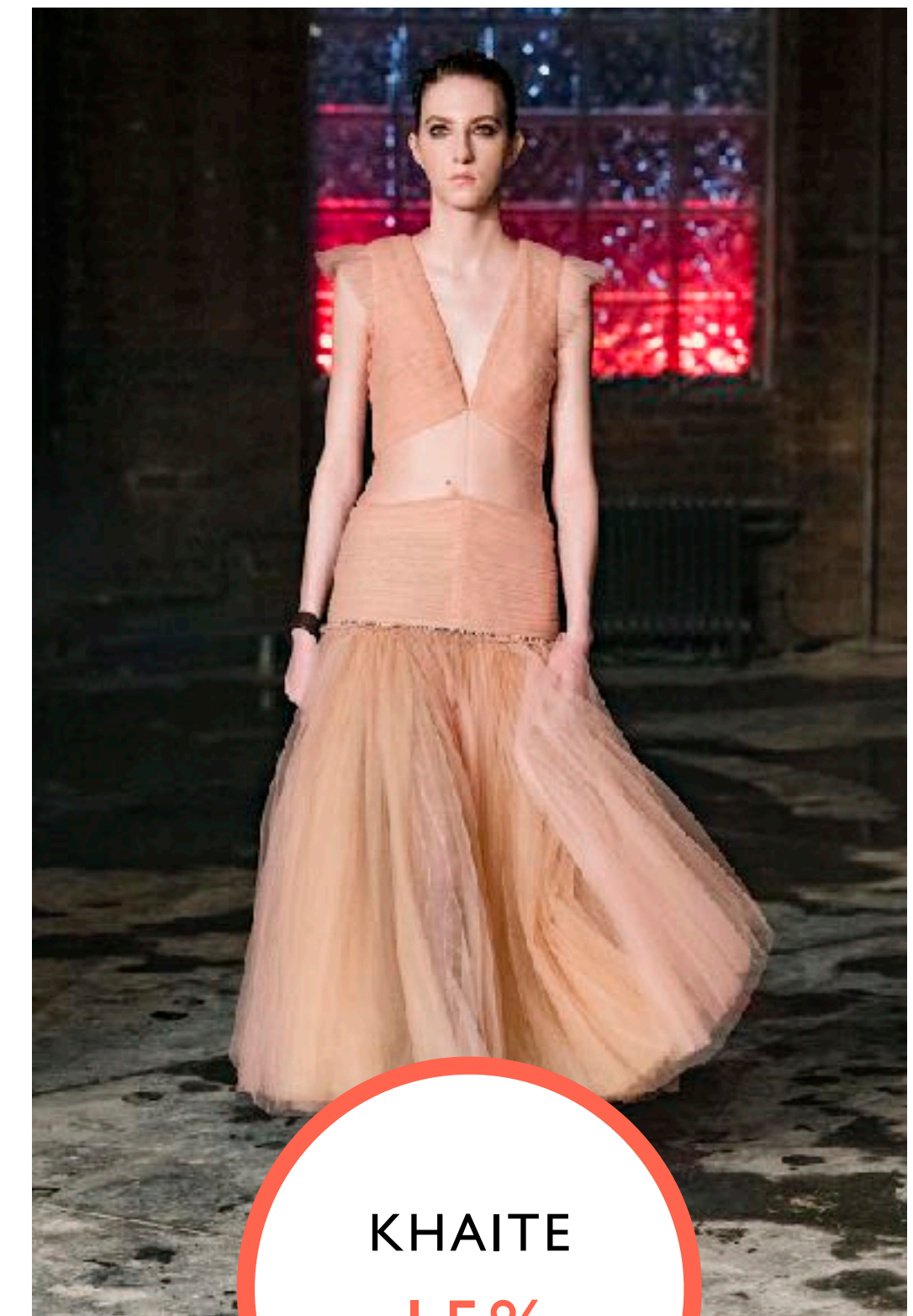
LOOK 13



MOLLY
GODDARD

33%

LOOK 28



KHAITE

15%

LOOK 22

FOCUS ON TWEED

MOST VIEWED LOOKS INCLUDING TWEED

23 DESIGNERS INCLUDED TWEED
IN THEIR FALL/WINTER 2020
COLLECTION.

MOST ASSOCIATED PIECES:

JACKET (38%)

TAILORING (27%)

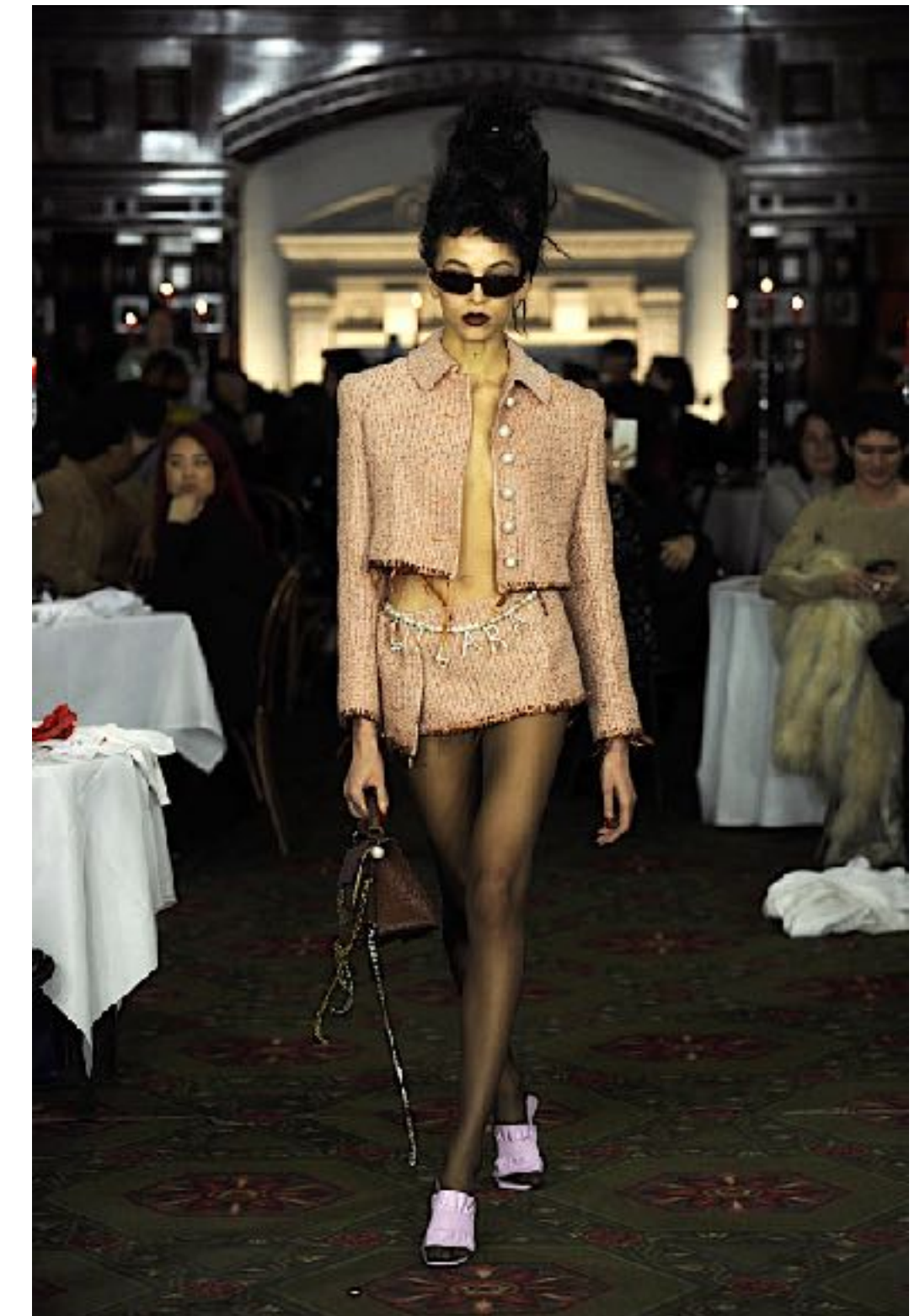
SKIRT (25%)



CHANEL
LOOK 04



JW ANDERSON
LOOK 05



DILARA FINDIKOGLU
LOOK 05

FOCUS ON TWEED

DESIGNERS WHO INCLUDED TWEED THE MOST

MOST ASSOCIATED THEME WITH TWEED ITEMS:

BOURGEOIS (44%)

DOLL (33%)

BOLD COLOURS (22%)

USE OF TWEED PER CITIES:

PARIS (49,2%)

NEW YORK (31,7%)

LONDON (12,7%)

MILAN (6,3%)



CHANEL

42%

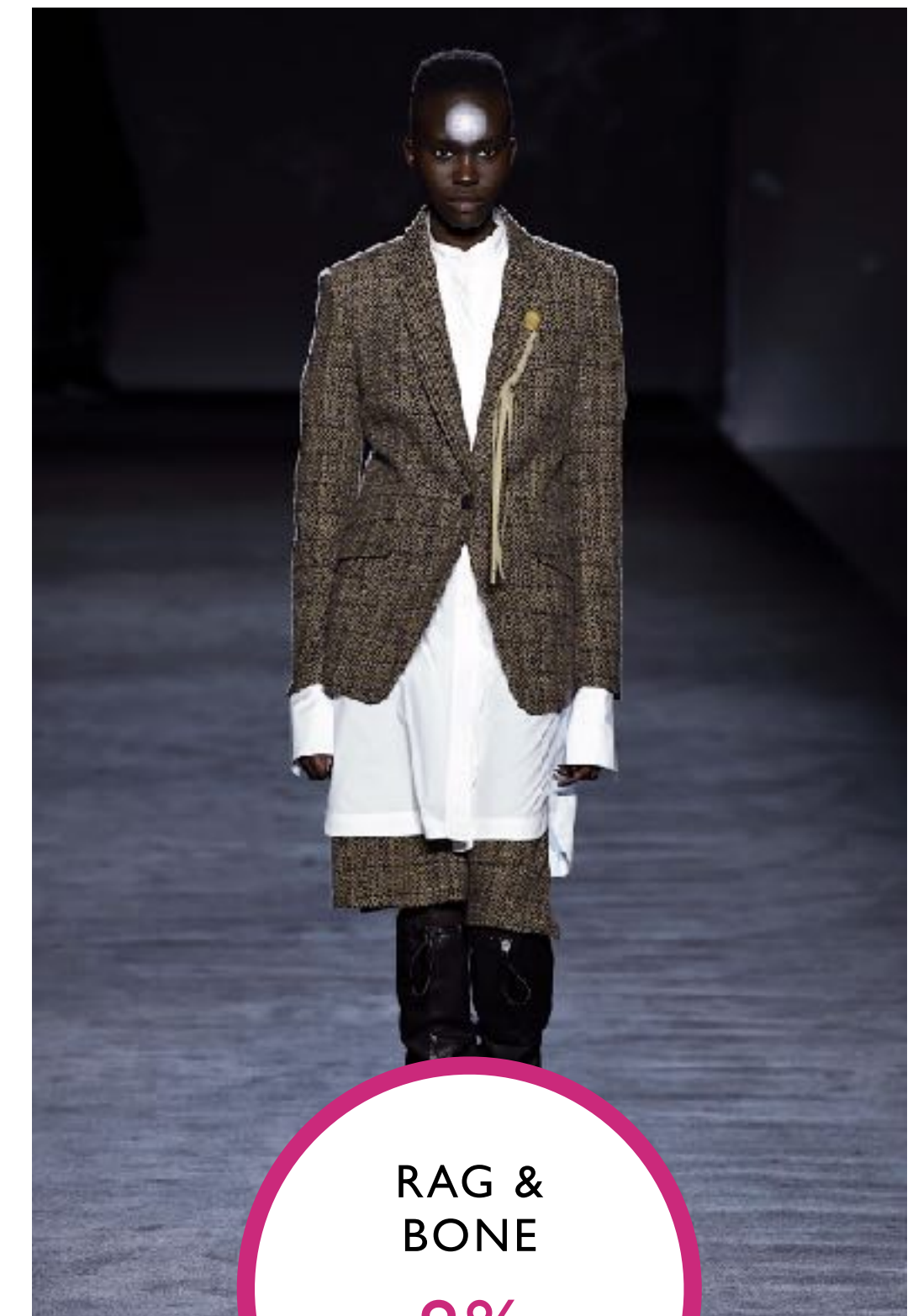
LOOK 45



HUIZHAN
ZHANG

10%

LOOK 07



RAG &
BONE

8%

LOOK 03

FOCUS ON LATEX

MOST VIEWED LOOKS INCLUDING LATEX

11 DESIGNERS INCLUDED LINEN
IN THEIR SPRING/SUMMER 2020
COLLECTION.

MOST ASSOCIATED PIECES:

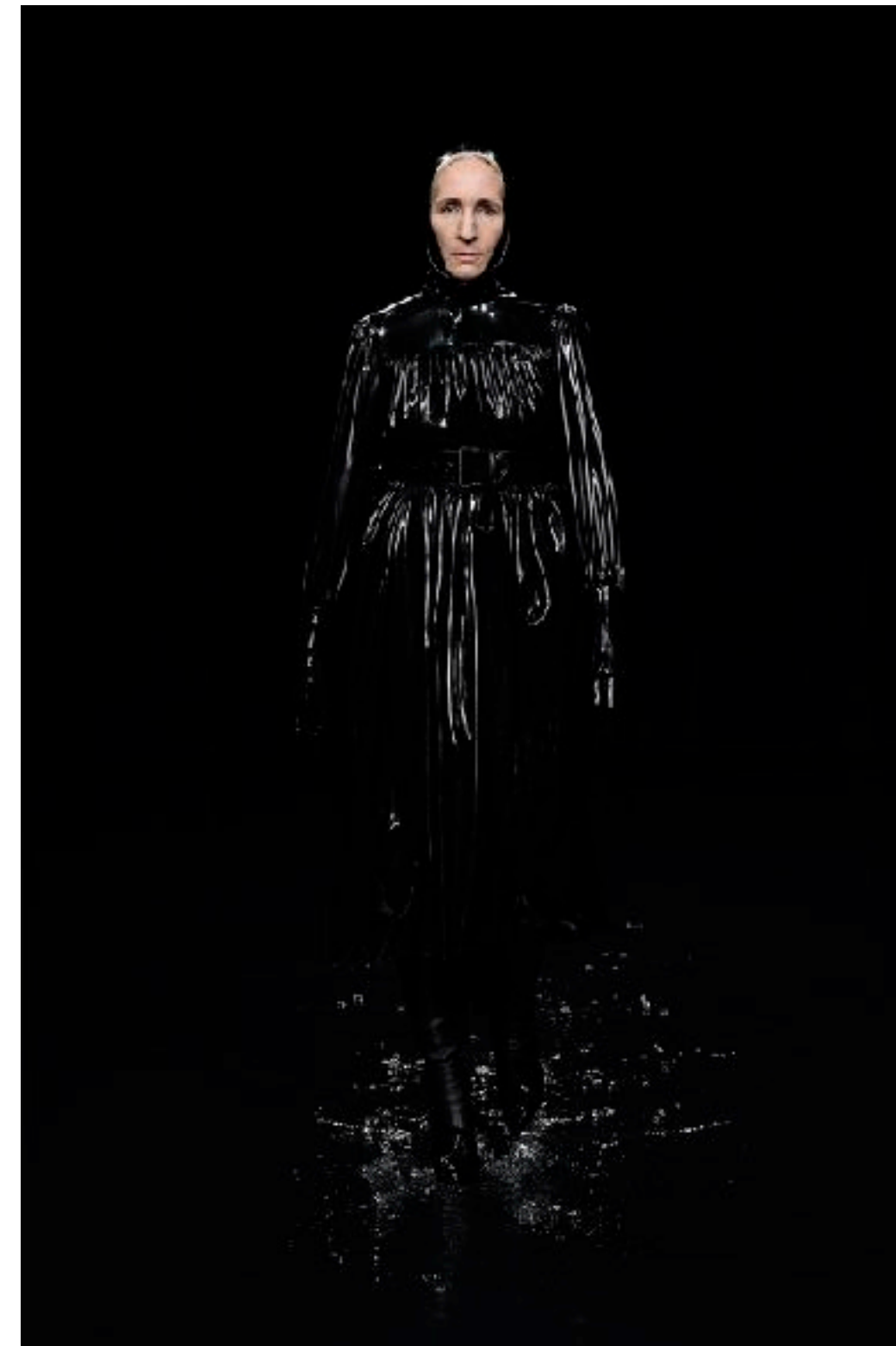
DRESS (33%)

HIGHWAIST PANTS (26%)

JACKET (26%)



SAINT LAURENT
LOOK 01



BALENCIAGA
LOOK 43



BALMAIN
LOOK 60

FOCUS ON LATEX

DESIGNERS WHO INCLUDED LATEX THE MOST

MOST ASSOCIATED THEME WITH LATEX ITEMS:

DOMINATRIX (70%)

EVENING WEAR (30%)

BOLD COLOURS (26%)

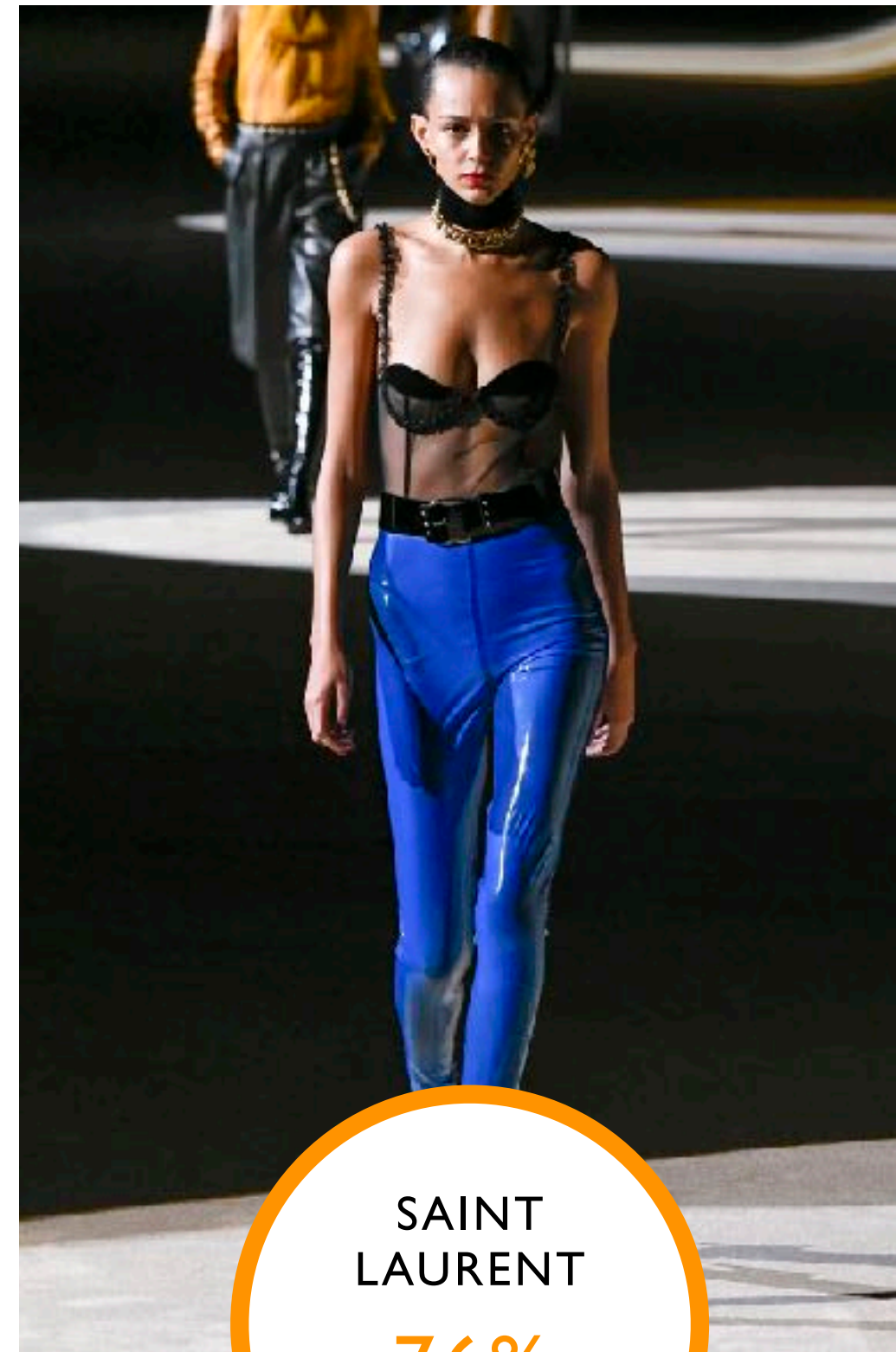
USE OF LATEX PER CITIES:

PARIS (75%)

LONDON (22,4%)

NEW YORK (1,3%)

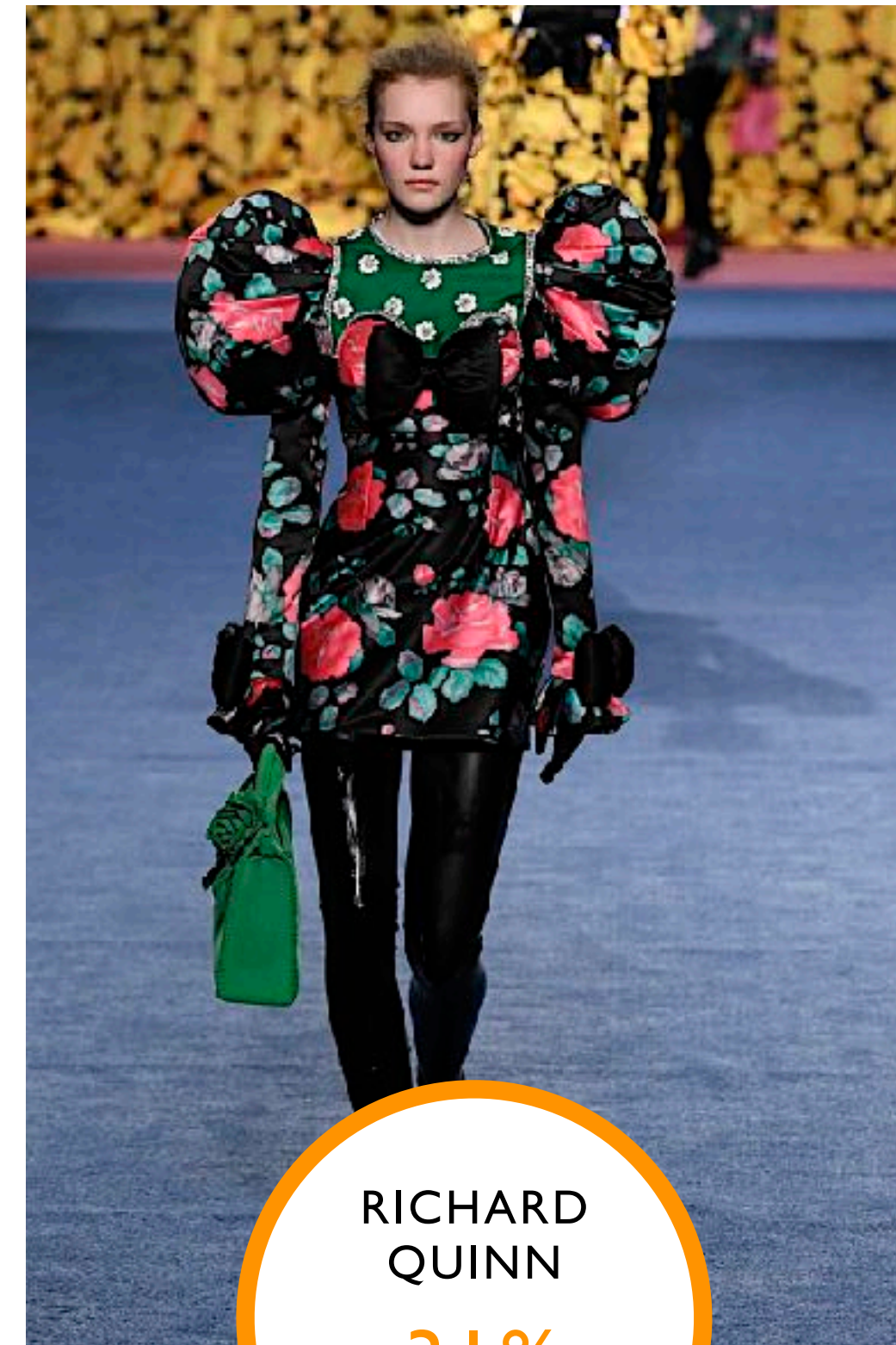
MILAN (1,3%)



SAINT
LAURENT

76%

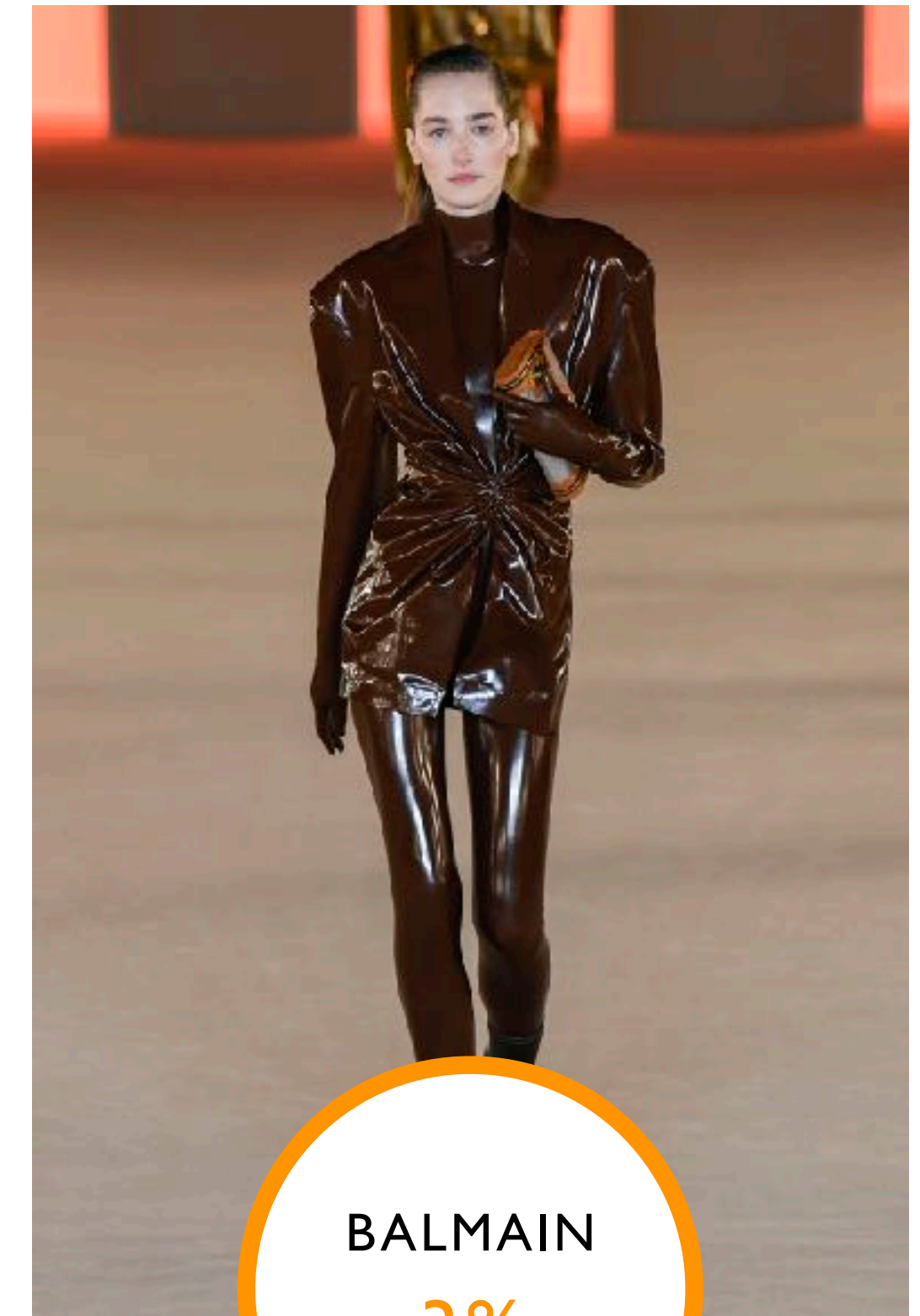
LOOK 29



RICHARD
QUINN

31%

LOOK 12



BALMAIN

3%

LOOK 59

CHAPTER 3 THE NEW FABRICS



ORGANIC COTTON

ORGANIC COTTON IS GROWN WITH NO TOXIC PESTICIDES
AND CONSUMES LESS WATER THAN CONVENTIONAL COTTON.

BRANDS USING ORGANIC COTTON IN THEIR F/W2020 COLLECTIONS



REDEMPTION



LOUIS GABRIEL NOUCHI



BOTTER



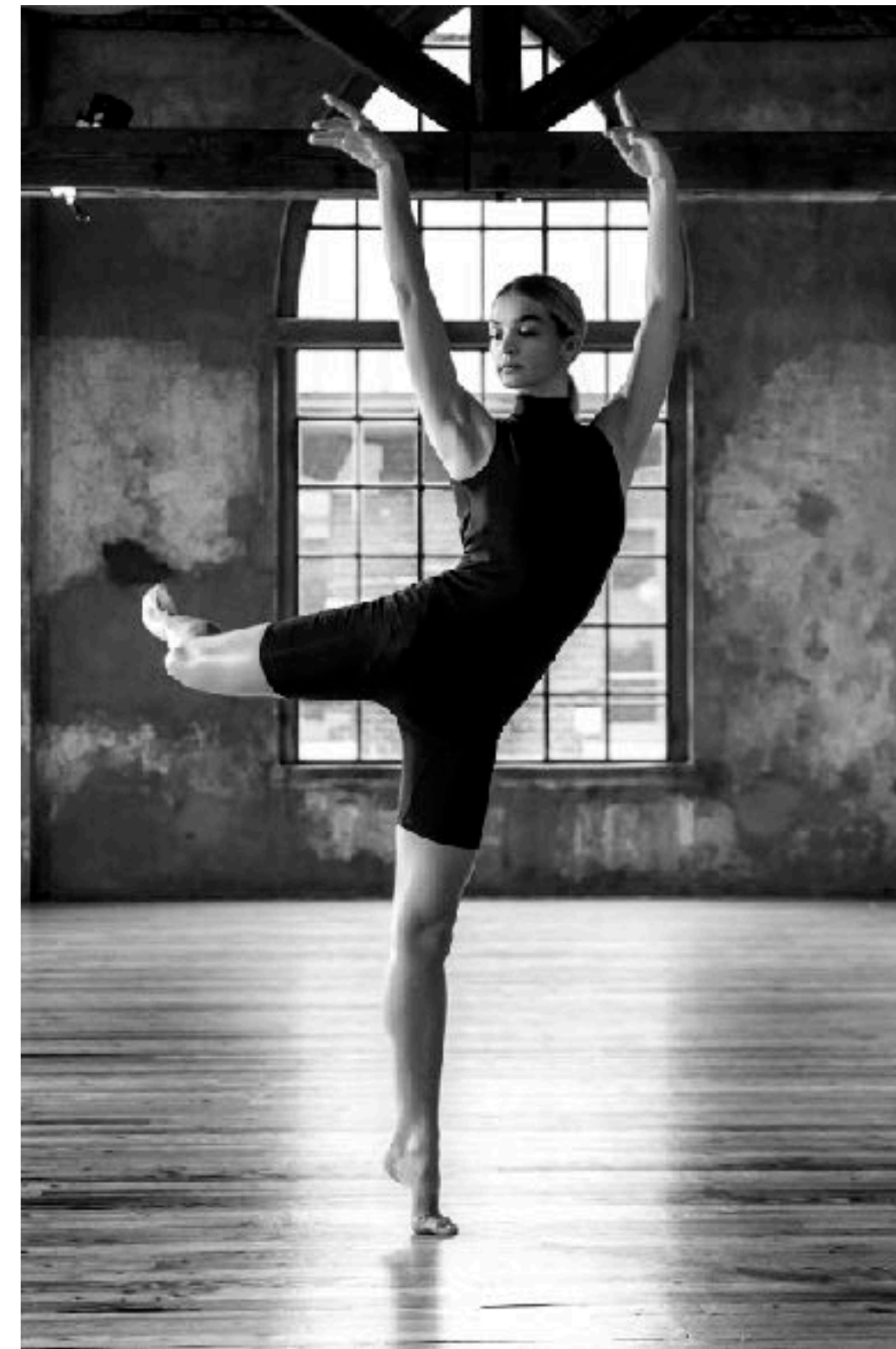
OTTOLINGER

RECYCLED NYLON

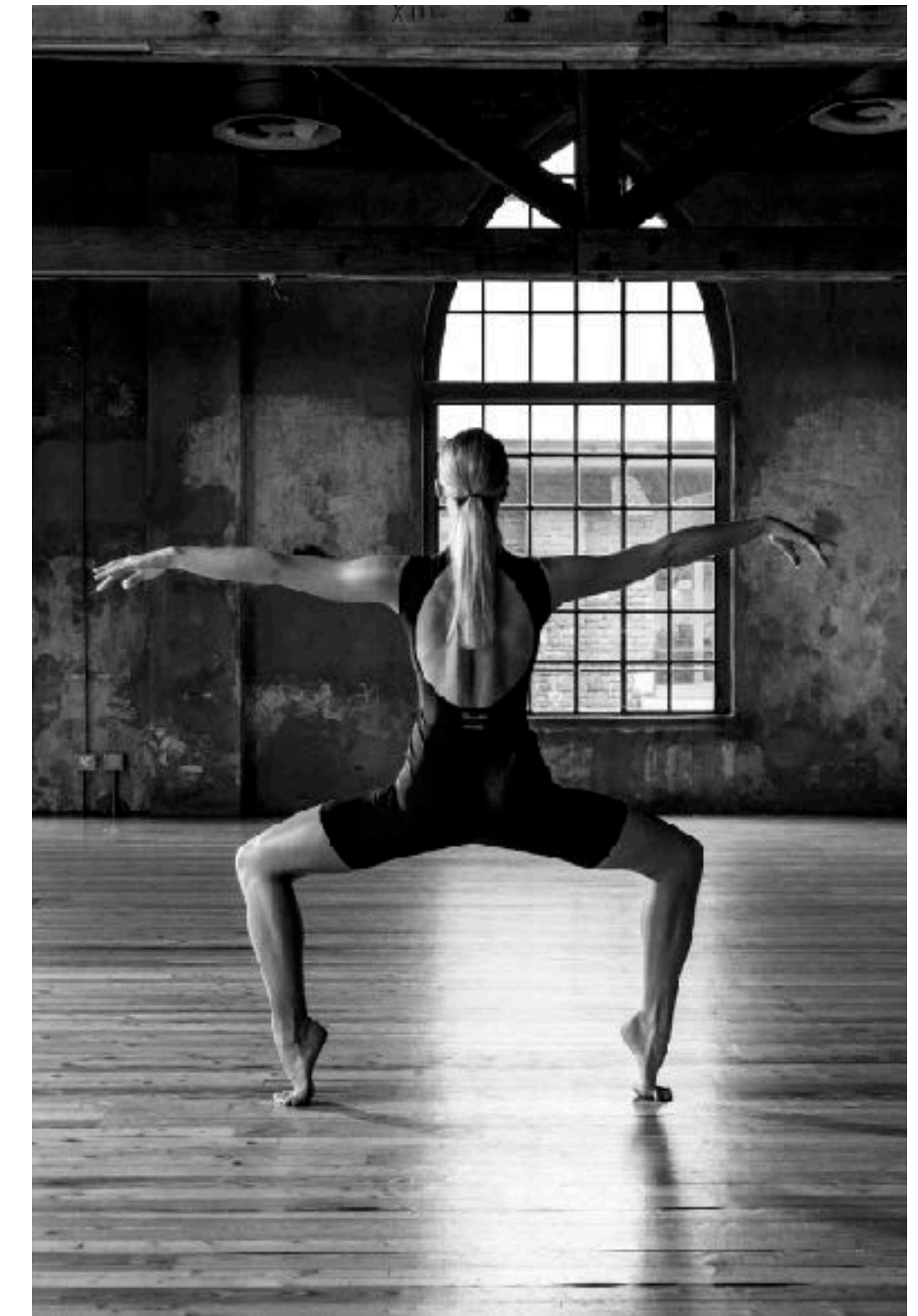
REDEMPTION LAUNCHED ATHLETIX, A SUSTAINABLE ATHLEISURE LINE MADE WITH RESPONSIBLE MATERIALS INCLUDING RECYCLED NYLON AND POLYESTER. 100% OF THE COLLECTION IS MADE FROM RECYCLED NYLON.



LOOK 8



LOOK 22



LOOK 24

BIODEGRADABLE WOOL

IN THEIR FIRST RUNWAY SHOW, BOTTER USED 100% BIODEGRADABLE WOOL FOR THEIR TROUSERS.

WOOL IS A FABRIC WHICH GROWS NATURALLY ON SHEEP AND IS MADE FROM KERATIN. BIODEGRADABLE ALLOWS PRODUCTS TO BE PART OF THE **NATURAL CYCLE**: COMING FROM NATURE AND GOING BACK TO HER.



LOOK 16



LOOK 26



LOOK 29

THANK YOU!

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