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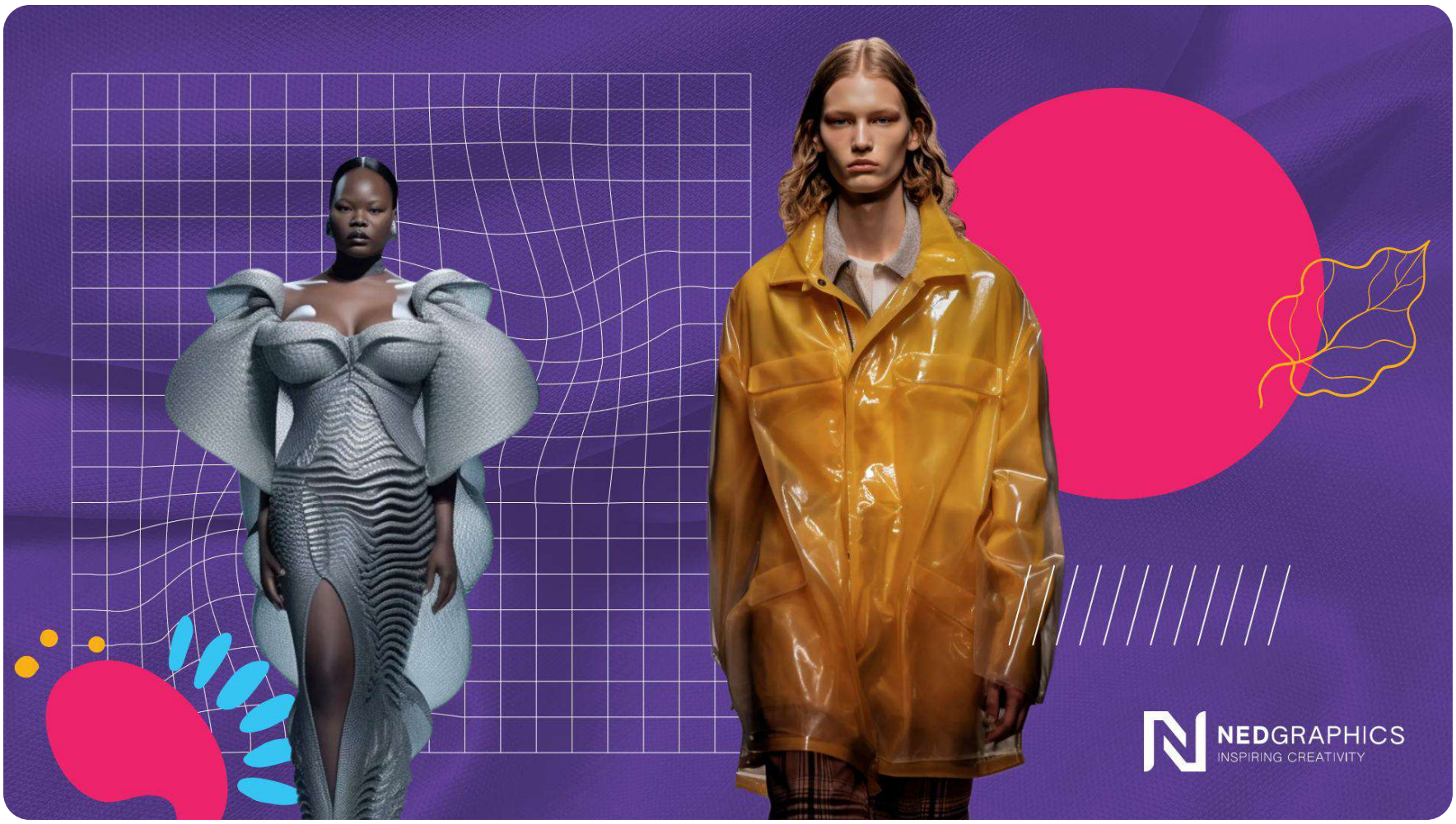
INSPIRING CREATIVITY

Navigating the Future of Design: Revisiting Threads of Tomorrow Webinar



On March 20th, 2024, NedGraphics hosted a webinar that brought together a diverse panel of experts from the worlds of fashion and home textile design. This event was a confluence of creativity, technology, and industry insights, showcasing the leading edge of design trends, sustainable materials, and the future of fashion and home decor.

The webinar featured an array of speakers, each renowned for their unique contributions to the design world. Carles Lopez, the Design and Creative Director of Oscar de la Renta Menswear, shared his insights from the forefront of haute couture fashion, highlighting his expertise in integrating new technologies with classic elegance. Astrid Davidse, founder of AD Design Studio and AD Color Concept, brought her pioneering experience in color theory, creating swatches, color harmony, blending her creative vision with technical prowess, and receiving positive feedback from like minded creatives for her approach. Kristof Vandewoestijne, founder and manager of Deca Design and Fireflies Graphic Studio, provided a rich perspective from over three decades in textile design, particularly in interior decor and mood-boarding.

NedGraphics welcomes two hosts from their own roster: Caroline Smith, a key member of the NedGraphics Customer Success Team, offered her deep knowledge of NedGraphics software, bridging the gap between creativity and technology. Lastly, Elaina Nelson, a designer and creative force behind PCKG.co, shared insights into color and style trends going into 2025, a guiding light into the projected trends of 2025, and how NedGraphics software complements any designer wanting to step into a technologically sustainable future.

This webinar represented a unique opportunity for professionals and enthusiasts alike to gain insights from leaders at the intersection of design and technology, offering inspiration and practical advice for navigating the evolving landscapes of fashion and home decor. Read on to discover more about the webinar. Or, if you're interested in watching the playback of the Threads of Tomorrow, sign up now!

Blending Tradition and Technology: NedGraphics' Perspective on Emerging Trends for 2025 Onwards

Embracing Bold Colors and Sustainable Materials: The New Era in Design

Beginning the webinar, Elaina and Caroline led a thought-provoking discussion on the seismic shifts within the design industry, focusing on the transition from minimalist aesthetics, characterized by shades like 'Millennial Grey', to maximalist designs in a vibrant palette of jewel tones, as well as the incorporation of eco-conscious materials.

This evolution is not merely a change in taste but signifies a deeper societal shift towards authenticity, boldness, and a commitment to environmental stewardship.

Color of the Year - Future Dusk

"Future Dusk," a mesmerizing shade of dark purple blue, was highlighted as a harbinger of this color revolution. This particular hue, predicted to dominate the design scene by 2025, embodies more than aesthetic appeal; **it represents a movement towards design that makes a statement, fosters a connection with the natural world, and underscores the growing societal appetite for depth and richness in visual experiences.**

Simultaneously, the webinar shed light on the textile industry's pivotal move towards embracing sustainability and innovation. The discussion illuminated how materials like banana leaf fabric and hemp are rising as sustainable alternatives to traditional textiles, heralding a green revolution in the sector. These materials, praised for their durability, biodegradability, and minimal environmental impact, exemplify the industry's shift towards designs that do not compromise environmental values for quality.

Elaina emphasized that this dual trend towards embracing bold colors and sustainable materials is indicative of a broader movement in design—one that cherishes individuality and champions sustainability.

Bridging Worlds: How Technology and Tradition Shape Modern Design

In a compelling segment, Elaina continued by offering insights into the evolving design landscape for both fashion and home textile design, highlighting a significant shift towards the fusion of artisanal crafts and retro-futurism. This movement, deeply rooted in a desire for personalization, individuality, and sustainability, is rapidly gaining traction among the Gen Z demographic, known for their penchant for authenticity and environmental awareness. She continued by exploring the resurgence of artisanal crafts, such as macramé, block prints, and jacquard weaving, celebrating the irreplaceable value of human craftsmanship and the unique essence of handmade items.

However, parallel to this revival, she delved into the realm of **retrofuturism**, a design trend that seamlessly blends the nostalgic allure of mid-century modern styles with the cutting-edge potential of modern technology and innovative materials. This blend, she noted, is not just about aesthetic appeal but about forging a deep connection with the materials, technology, and stories behind each piece.

Artisanal Fashion

AI Fashion Show

Interior Decor: Inspiring Retro Futurism

Artisanal Interio Featuring Maximalism Design Concepts

A key theme of Elaina and Caroline's discussion was the crucial role of the NedGraphics design software in how a designer can harmonize with these two, seemingly, disparate trends easily within the design software. They emphasized how tools from NedGraphics, such as the **NedforAdobe® Colorist Tool** and **Sketch and Fill for Adobe®**, are revolutionizing the design process. These tools enhance creative freedom, streamline efficiency, and make high-level design more accessible to a wide range of creators, from seasoned professionals to budding artisans. By enabling designers to effortlessly navigate between the intricate demands of artisanal craftsmanship and the precision required for futuristic designs, these tools are pivotal in fostering a culture of innovation.

Furthermore, our hosts highlighted the significant influence of Gen Z on the current and future state of design. Their digital fluency, combined with a robust environmental conscience, is reshaping consumer expectations, pushing brands toward more sustainable practices, transparent production processes, and designs that embody personal expression and authenticity. This demographic's active participation in social and environmental causes is not only setting new trends but also challenging the industry to adopt practices that are both innovative and sustainable.

By the conclusion of the first-half of the webinar, it was clear that the design industry is at a crossroads, with the next generation of consumers advocating for a future that values both the tradition of craftsmanship and the advancements of technology. These preliminary insights provided a roadmap for navigating this new era, offering a vision of a design world that is as diverse and dynamic as the consumers it seeks to engage.

Harnessing the Emotional Impact of Color in Design: A Lesson from Astrid Davidse

Astrid Davidse has revolutionized fashion design through her innovative use of Nedgraphics software and a profound understanding of color's impact, gleaned from her studies at the Royal Academy of Arts in The Hague and her 25 years of experience. Through her ventures, **AD Design Studio** and **AD Color Concept**, she continuously studies and uses market trends and the emotional resonance of design in fashion and home décor. Davidse's unique blend of color psychology and digital innovation has positioned her studio as a leading source of creativity, while her trend and color guides have become essential tools for textile brands globally. **Her work underscores the critical role of color in design, establishing her as a visionary with a lasting impact on the industry.**

The Strategic Power of Color in Design and Consumer Engagement

In her portion of the presentation, Astrid Davidse, shed light on the transformative power of color in influencing consumer behavior and driving sales success. With studies indicating that as much as **80% of a product's success can be attributed to its color**, Davidse's insights into the psychological impact of hues on the market may come to some as a revelation.

Davidse, who has pioneered the integration of digital tools in her creative process, emphasized the essential role of color in design. By crafting captivating color stories that resonate with consumers, Davidse has mastered the art of creating and using a carefully selected palette to elicit strong emotional responses and shape consumer perceptions. Her work beautifully demonstrates how the right combination of colors and patterns can significantly enhance a product's appeal and foster a deeper connection with its audience.

Furthermore, Davidse also highlighted the practicality of her Color Concept cards in the design process. These tools not only streamline decision-making but also ensure that design visions are in tune with current market trends. By providing a tangible representation of color stories, Color Concept cards facilitate clearer communication and engagement between designers and clients (as we'll discuss further along in this article), making them **an essential asset** in the design toolkit.

Moreover, Davidse's approach to color selection transcends mere aesthetics. I**t's about conveying deeper messages and values, playing a pivotal role in establishing brand identity and loyalty.** Her innovative use of color stories and patterns, from vibrant jewel tones to subtle earthy hues, ties in perfectly with the aforementioned consumer trends and a broader societal shift towards authenticity and environmental consciousness.

Astrid Davidse's contributions to the design industry extend beyond her creative output; they offer a blueprint for designers seeking to tap into the emotional and psychological dimensions of color. Her work underscores the importance of adopting a strategic approach to color selection, one that can transform a design project from visually pleasing to deeply resonant. As designers navigate the complex landscape of consumer preferences, Davidse's insights serve as a reminder of the critical, multifaceted role color plays in design and marketing, urging a thoughtful exploration of color's potential to connect, communicate, and captivate.

Crafting Identity Through Trends: Insights from Carles Lopez, Design and Creative Director of Oscar de la Renta Menswear

Carles Lopez, the creative force behind **Creative Oversee** and Design and Creative Director of Oscar de la Renta Menswear, captivated attendees as the second speaker. He delved into the future of fashion, focusing on the blend of technology and creative strategies to surpass client expectations in project management in the world of haute couture.

Blending Custom Trends with Cutting-Edge Tech

During his presentation, Carles Lopez unveiled how his studio is setting new benchmarks in the design industry by blending custom trends with state-of-the-art technology. At a time when design is much more than what meets the eye, Creative Oversee is leading the charge toward a more holistic, personalized approach to design solutions.

Lopez detailed the studio's unique methodology, which starts with an in-depth analysis of the client's market, targeting their specific audience, understanding the competitive landscape, and pinpointing unique opportunities for differentiation. This thorough process ensures that every project not only meets but exceeds client expectations by resonating with current trends while maintaining the distinctiveness of the client's brand identity.

Drawing from a rich palette of inspiration—from the vibrant dynamics of city life to the cutting-edge of fashion runways—Lopez explained how he utilizes moodboards to convert diverse inspirations into coherent visual stories that reflect each client's unique identity. This technique, he noted, is crucial for streamlining communication and aligning every design detail with the project's overall narrative.

Central to Creative Oversee's innovative edge is its strategic use of advanced technologies. Lopez highlighted the studio's use of Weave for Adobe® for Illustrator® and 3D software to bring designs to life in a sustainable manner, eliminating the need for physical prototypes and thereby reducing waste. This approach not only makes the design process more efficient but also enables clients to have a clearer understanding of the final product, thereby enhancing client satisfaction.

Lopez passionately spoke about his ambition to not just follow but forge future trends by integrating artificial intelligence and 3D technologies into his workflow. This proactive stance is poised to introduce a new wave of sustainable, groundbreaking textiles, setting a higher standard for the entire industry.

Carles Lopez at Creative Oversee is not just navigating the currents of the design world; he is steering towards uncharted territories with a commitment to innovation, bespoke design, and sustainability. **His approach is not just about meeting market demands—it's about redefining what's possible in design today and in the future.**

Kristof Vandewoestijne's Sustainable and Cultural Fusion

During the final portion of the webinar, Kristof Vandewoestijne, co-founder and manager of **Deca Design** and **Fireflies Graphic Studio**, took center stage and captivated audiences with his exploration of the evolving landscape of textile/interior design, highlighting the nuanced journey from initial inspiration to the realization of visionary collections.

Drawing inspiration from a wealth of sources, from the ambient whispers of daily life to the dynamic pulse of global trends, Vandewoestijne emphasized the pivotal role of artists such as Astrid, designer visions, and current available moodboards. Influenced by industry pioneers like Astrid Davidse, these tools are essential in distilling and refining creative ideas, ensuring the final collections strike a chord on both personal and universal levels.

Vandewoestijne's approach to design is marked by a push towards originality and eclecticism, reinterpreting traditional motifs to align with the desires of the contemporary consumer. His work is a testament to the potential of integrating timeless design elements with modern aesthetics, creating pieces that are not only unique but laden with meaning.

Highlighting a significant trend in the industry, Vandewoestijne pointed to the growing inspiration drawn from the cultural richness and environmental consciousness of the Middle and Far East. Notable mentions included the groundbreaking urban project **'The Line'** in Saudi Arabia and the refined elegance of traditional Japanese design, underscoring a trend towards marrying luxury with sustainability.

Central to Vandewoestijne's presentation was the acknowledgment of the profound influence millennials and Gen Z have on the direction of fashion. Their deep-rooted appreciation for nature, combined with a demand for sustainable luxury, is reshaping the industry. Vandewoestijne showed a greener moodboard, which leaned heavily on earth tones and natural themes, cleverly integrated with a touch of modern technology, to meet this demographic's expectations without sacrificing environmental integrity.

Vandewoestijne advocated for a future in which design seamlessly combines innovation and sustainability, with the active involvement of younger generations. Their engagement signals a shift towards a design philosophy where luxury is redefined to encompass ecological and ethical considerations, heralding a new era of interior design that prioritizes the planet as much as aesthetics.

Final Thoughts

The Future of Design is Led by Our Love for Earth & the Next Generation

As we conclude our review, we extend our heartfelt thanks to our distinguished speakers for their insightful contributions and to our guests for joining us in this enlightening dialogue.

After the webinar, it is clear that Millennials and Gen Z are not just shaping the future consumer base; they are the architects of a seismic shift in the design industry. Their dialogue around **sustainability, technology, and individualism** is crafting a new vision of luxury—one that marries opulence with a staunch commitment to environmental and ethical integrity.

Looking towards 2025, this evolving design ethos, which harmonizes personal expression with eco-conscious innovation, is ushering in an era of unprecedented creativity. It invites designers worldwide to infuse these values into their creations, offering a vista filled with innovative possibilities.

The influence of these younger generations extends beyond mere trendsetting, signaling a societal pivot towards intentional consumption and thoughtful creation. As the design community stands at this pivotal juncture, the call to action is clear: **to harness these evolving trends and pioneer a future where design not only captivates but also conserves and cares.**

Join Us for the Next Leap in Learning

In response to the transformative trends shaping our industry, we invite you to join us at our next learning opportunity webinar. Join us as we continue to learn, innovate, and lead in creating a future where design reflects the values of care, conservation, and creativity.

Your participation is crucial as we navigate and shape the ever-evolving world of design.

Your NedGraphics Team

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