

*mindful trends  
with purpose*

## 5 MINDSETS AND THEIR IMPACTS

JOS BERRY

for

curve  
NEW YORK

# • *The Purpose Economy*

- A call for structural change
- The spirit of creation
- Rediscovery of value
- Looking for connections



# THE BUZZ WORDS

- Inclusivity
- Empowerment
- Body Positive
- *& the implications for design*

# *Mindsets of the Empowered Woman*

Emotional connections and dynamic interactions between humans, nature and technology will drive the seasons to come. We no longer talk about trend, but the adaptation to the changed mindsets. Brands and retailers need a deep understanding of the diversity of consumers' needs that touch all aspects of lives. People will no longer just buy to possess, but search for emotional interaction in the shopping experience and the product itself.





# Utilitarian Refinement

SUSTAINING A LASTING CHANGE OF CONSCIOUSNESS



During the Covid-19 crisis, health issues preoccupy women worldwide. Divides between traditional corsetry and sport brands fade.



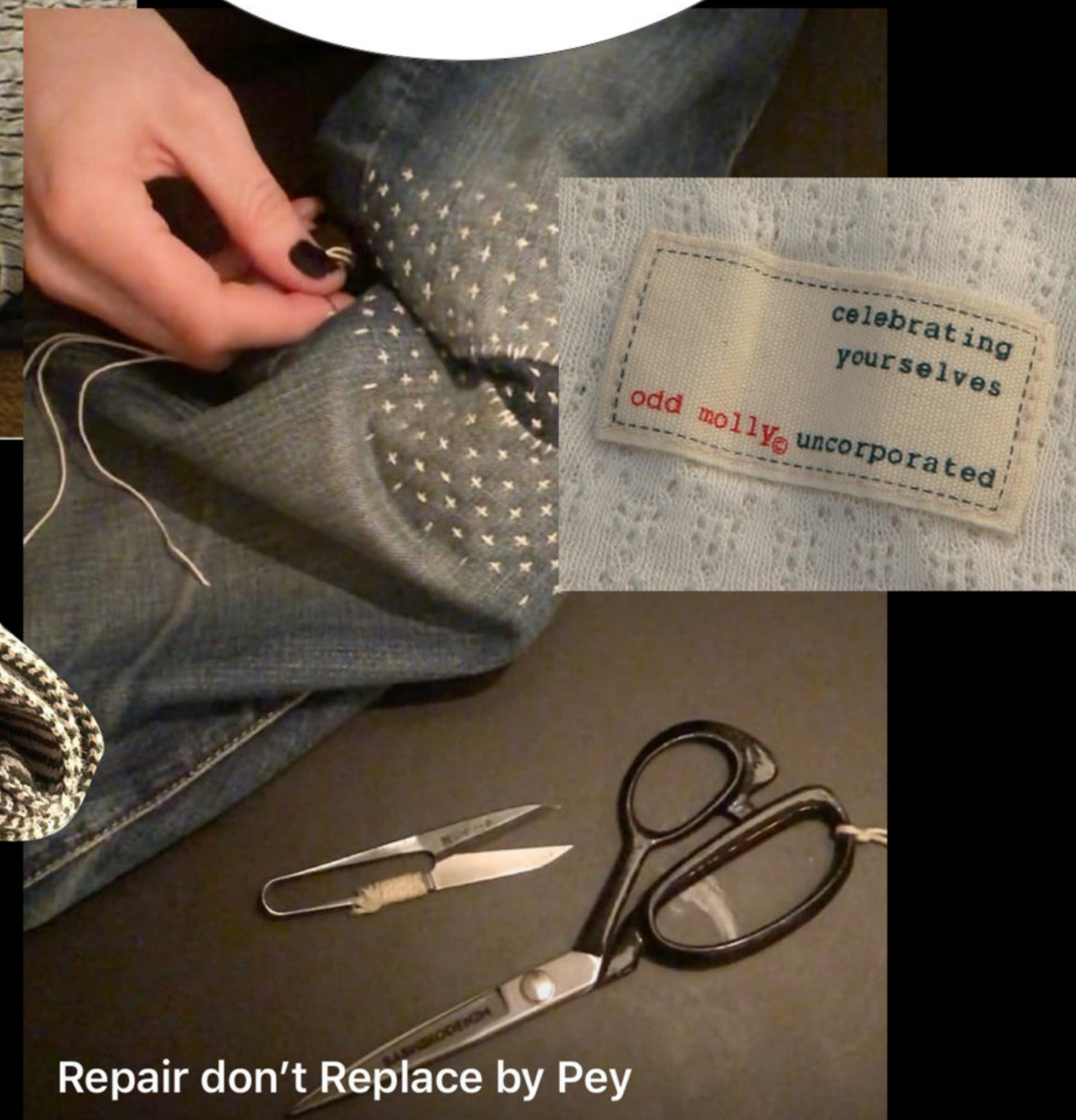
COMFORT CREATURES



darling  
don't forget  
to fall in love with  
yourself first.







Crafts, making things, upcycling and recycling are the keywords of the new normal. We will see a steep growth of knitting and home sewing. Big soft sweaters will be bestsellers.



TOPSHOP  
UNIQUE



LOVE STORIES



The soothing effect  
of pink shades  
expressed in  
contrast of textures  
and versatile  
shapes.

FABRIC & COLOUR IMPACT





Comfort homeleisure pieces in roomy cocoon proportions redressing every age & size. From in-to-outside wardrobes that have sustainable cuddle value.





The quality of sleep will be majorly improved with a new generation of eco knits with sleep enhancing properties.

**dagsmejan°**

**SLEEP SMART. DREAM BIG.**  
Sleep matters. After a great night's sleep, we feel energized. Awakened. Ready to tackle anything and to unlock our true potential. That's why we have founded Dagsmejan. To introduce a new kind of naturally inspired sleepwear enhanced by the latest sleep technology. Designed for incredible sleep comfort to help us live better, night and day.

Dagsmejan combines the finest natural fibers with innovative fabric technology. Partnering with experts in activewear, sleep research, and materials science to create smart garments that adapt to our body's unique physiology.

Dagsmejan – a brand-new sleep experience. A revolution in rest. Are you ready to change the way you sleep?

FOUNDED  
2017

FOUNDERS  
CATARINA DAHLIN  
ANDREAS LENZHOFER

**SLEEP SMART.  
DREAM BIG.**



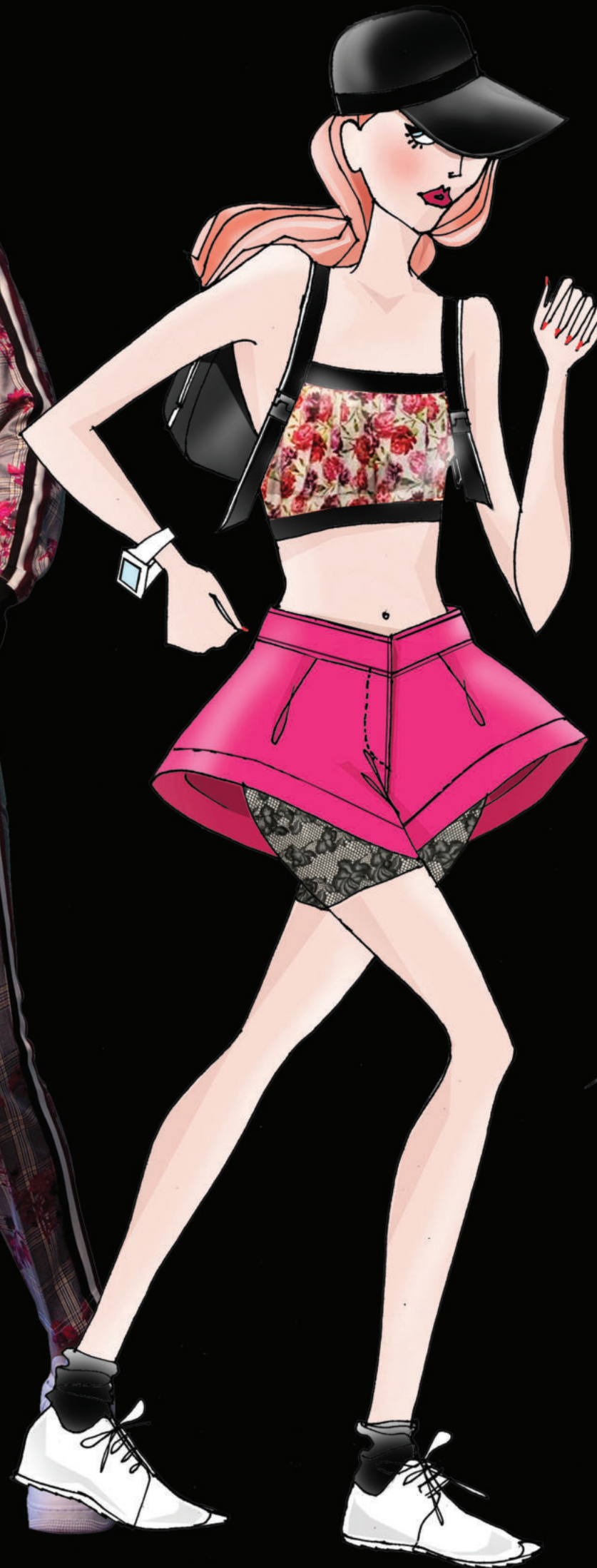






Tunic dresses, like Jos Berry's favourite, are a new staple adapted to a multifaceted dressing up-dressing down use. Animal prints or silk foulards with the definite handwriting of silk traditions.





Love and symbols of flowers touch every end use and age group. The lace biker short has purpose in the modern wardrobe.



*Sure, summer will arrive with a longing for lightness and flirty romantic offered in multi-wear lounge dresses and delightful colours.*









VIKTOR & ROLF



Rethinking waste:  
leftover fabric stock  
is used for designer  
ranges which are  
too small to afford  
the giant minima  
demanded by most  
fabric suppliers.

POTENCIER



UPCYCLING



BOSELLI



The New Normal -  
sustainable luxury  
for the true  
collector. Italian silks  
and velvets, the best in  
the world for women  
who keep what they  
love.

Como silk specialists like Mantero opened their archives  
for designers and small volumes. Cut-offs from the  
Italian textile industry are used by Made in Carcere, an  
organisation that helps women in Italian jails to raise  
money for education.





# Artistic Discoveries

NO CULTURAL BOUNDARIES FOR GRAPHICAL EXPRESSION



She is a collector, she curates her personal collection of timeless finds. She has made brands like Zimmermann, La Double J and Dries van Noten fashion phenomenons. She adores original prints and cultural references.

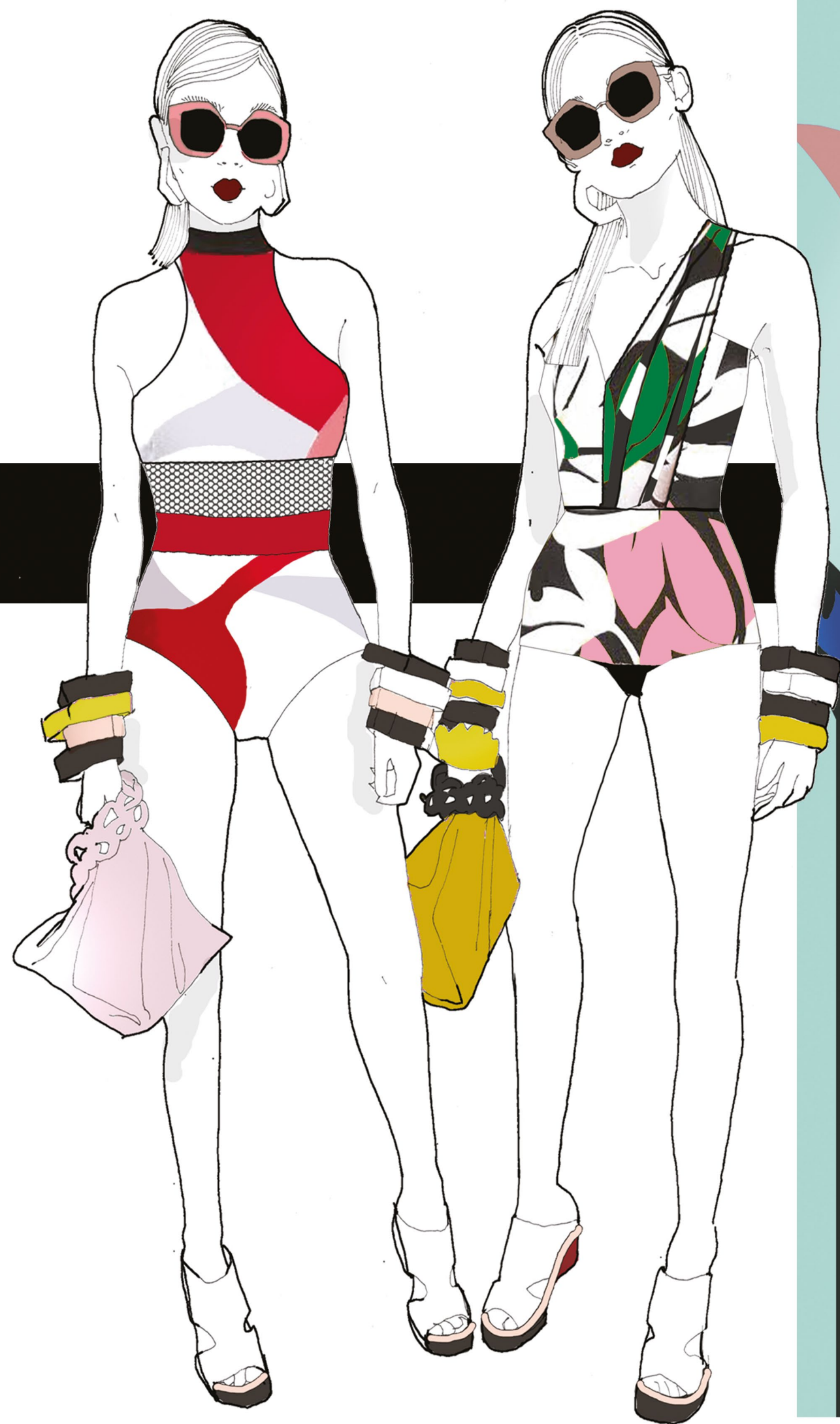






Art to wear; art is helping  
us to survive isolation.  
Manna for the soul - at  
Concepts Paris we include  
this observation for the next  
seasons. Art makes us feel  
included by others, it adds  
authenticity and wonder.





SUSTAINABLE FABRICS AND  
WATER SAVING PRINTING





Concepts Paris for Sanko

Homeleisure between  
home, street, holiday.  
The new parallel wardrobe  
in sustainable knits and  
inclusive shapes and sizes,  
practical and charming for  
video conferences.



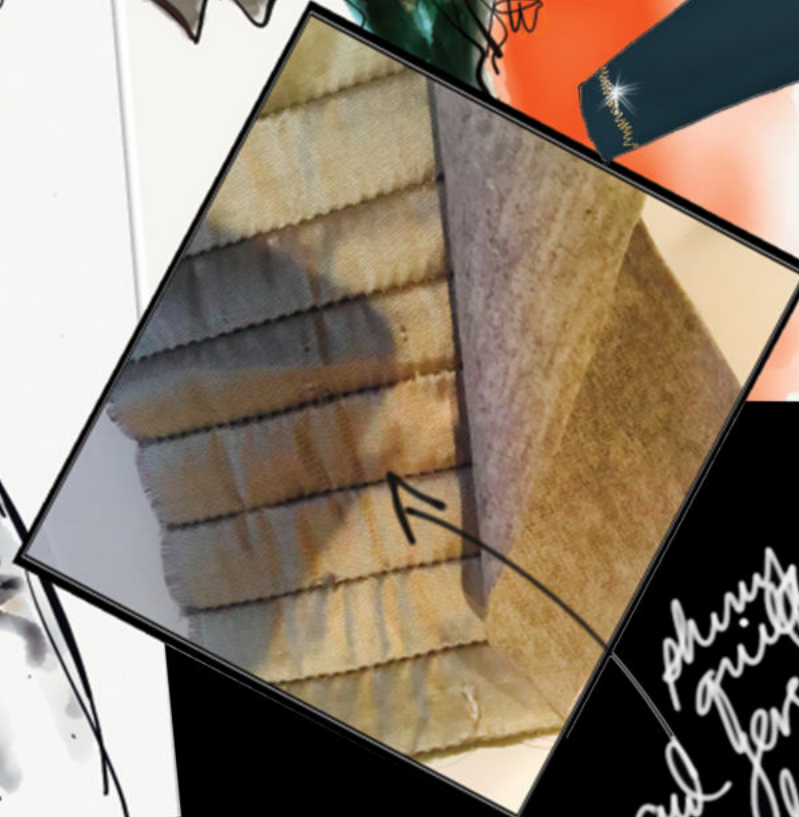




the velvet  
lounge with  
lace up and  
zippers

WARRIOR

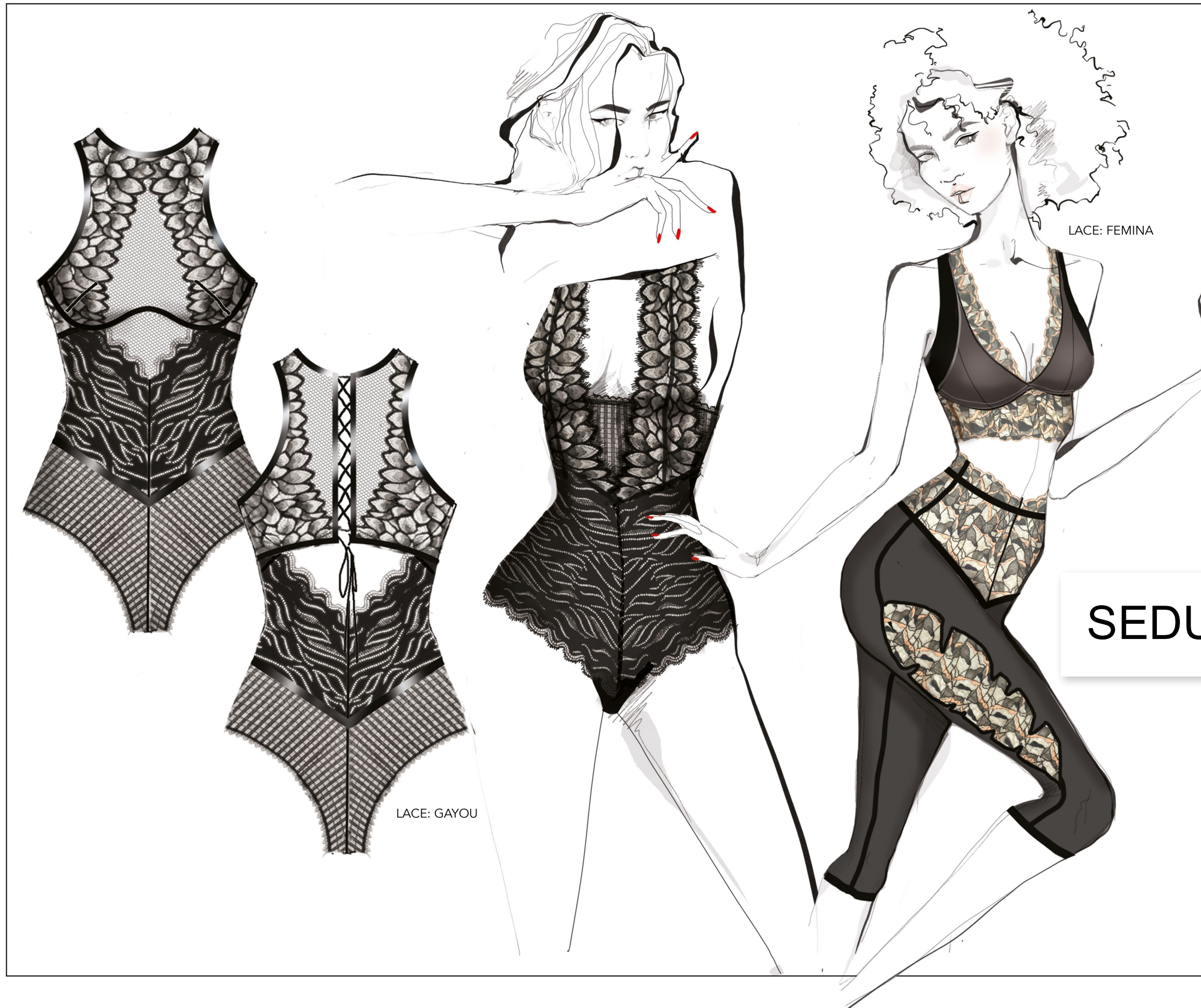
Lounge



After this crisis women  
will pick up their  
warrior spirit from  
before and demand  
for size inclusivity and  
buy less, buy better  
sustainability.







Exciting two-way stretch laces in organic graphic designs introduce the new generation of Bodyfashion, combining hot looks with support.

**SEDUCTIVE SCULPTING**





# Iconic Seduction

SHARPENED AWARENESS OF TOUCH AND FEEL





LACE : MERY DENTELLES

Contemporary designs  
with sporty elements, like  
label elastics and Leavers  
lace looks.





The new generation designers combine sport influences with graphic lace and clean graphical trimmings.





MSGM

JEAN PAUL  
GAULTIER

MELEK DANTEL

Lace is a favourite for hybrid multi-wear garments - blurred boundaries between garment classifications are considered a sustainable solution.

CASUAL ATTITUDES



MUGLER

ZHILYOVA LINGERIE

ALO YOGA

Typical bondage and  
erotic looks with modern  
technology, engineered  
transparency and graphical  
laces.



After Covid-19, we  
celebrate and value  
festive moments with  
super delightful lingerie in  
authentic craftsmanship.





THE EXCEPTION, INTERFILIÈRE PARIS JAN '20



PRADA

Technology such as free-cut fabrics make crafted trim details 'easy-care'.



SMOCK & FRILL





# Widening Horizons

BEING INFORMED ABOUT THE BENEFITS OF TECHNOLOGY





HEIST

EVELYN & BOBBIE

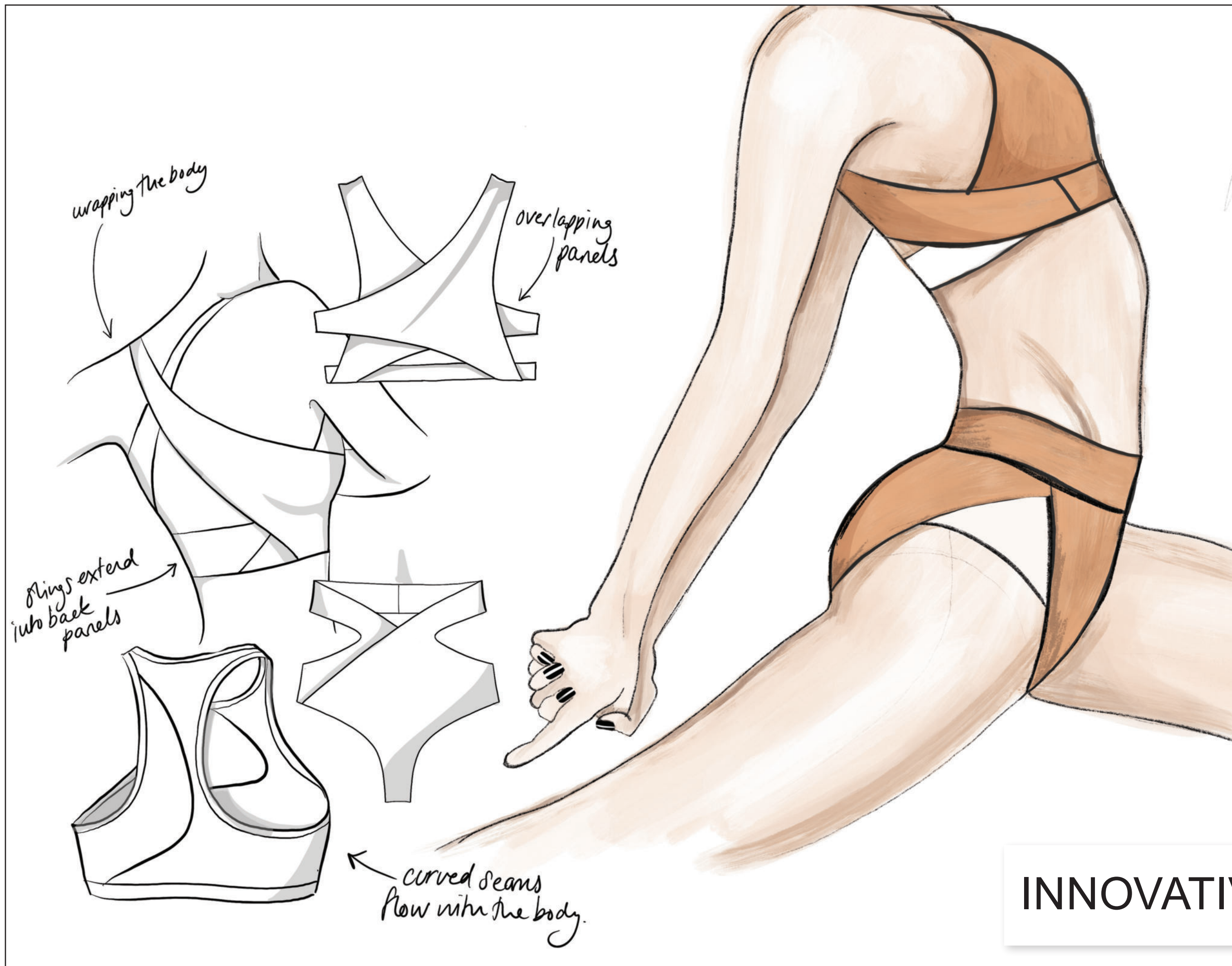


REGINA MIRACLE

Innovative two-way stretch with placed bonded support and clean cut edges. Experiments with first bio-degradable foam cups made from coffee grounds.

SMOOTH INNOVATION

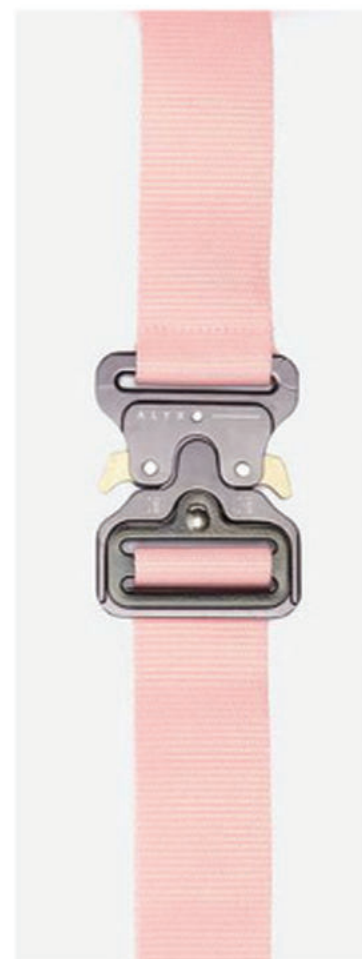




Super stretch  
tricot with  
clean edge  
bonded finishing  
and functional  
crossover  
support.

INNOVATIVE SHAPES





TRIUMPH

Very design! Strange remixes between true lingerie looks together with hi-tech, sport & streetwear elements. Technical fabrics & finishes softened with pastels & transparency.



TRIUMPH FIT SMART

SKIMS BY KIM KARDASHIAN WEST



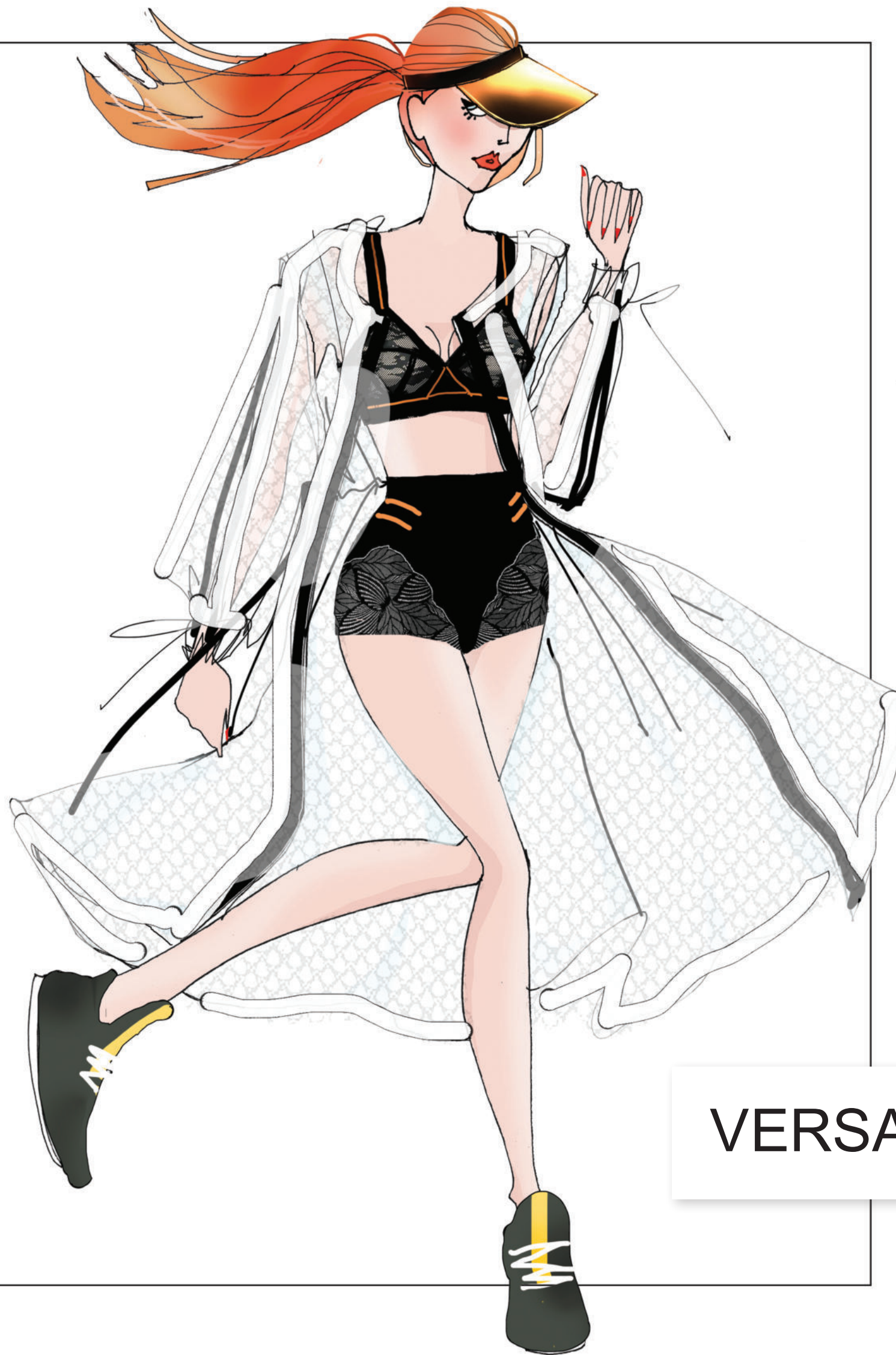
The size dilemma is major in the inclusivity situation; fabric and shape engineering is one of the solutions.



COMMANDO



TRIUMPH FIT SMART



Innovative laces  
and jacquards are  
engineered for  
functional 'zone'  
support.

VERSATILE SEDUCTION





The industry is investing in clever 3D knitwear engineering that bridges the dividing line between activewear and lingerie. A new generation of hybrid garments is in the making.

**KNIT ENGINEERING**



BE *Innovative*

CREATE CULTURAL RELEVANCE THAT MOVES WITH THE MOMENT,  
NOT THE SEASON





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