



**TIME**

**TRAVEL**

AW 21/22 Presentation

# TIME

Time

\ˈtɪm

the measured or measurable period during which an action, process, or condition exists or continues.

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**TIME IS A CONTINUUM  
THAT LACKS SPATIAL  
DIMENSIONS**

The flow of time or human advance through time

**IS AN ILLUSION**

The alleged change of an event from being future to being past is an illusion.

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# TIME IS RELATIVE

## Special Relativity

Time slows down or speeds up depending on how fast you move relative to something else.



## Absolute Time

Time progresses at a consistent pace throughout the universe.

**what we do today  
will shape the future.  
It's up to us as we're  
all in this together.**





**TIME IS  
MULTI-  
LAYERED**

**NOW**

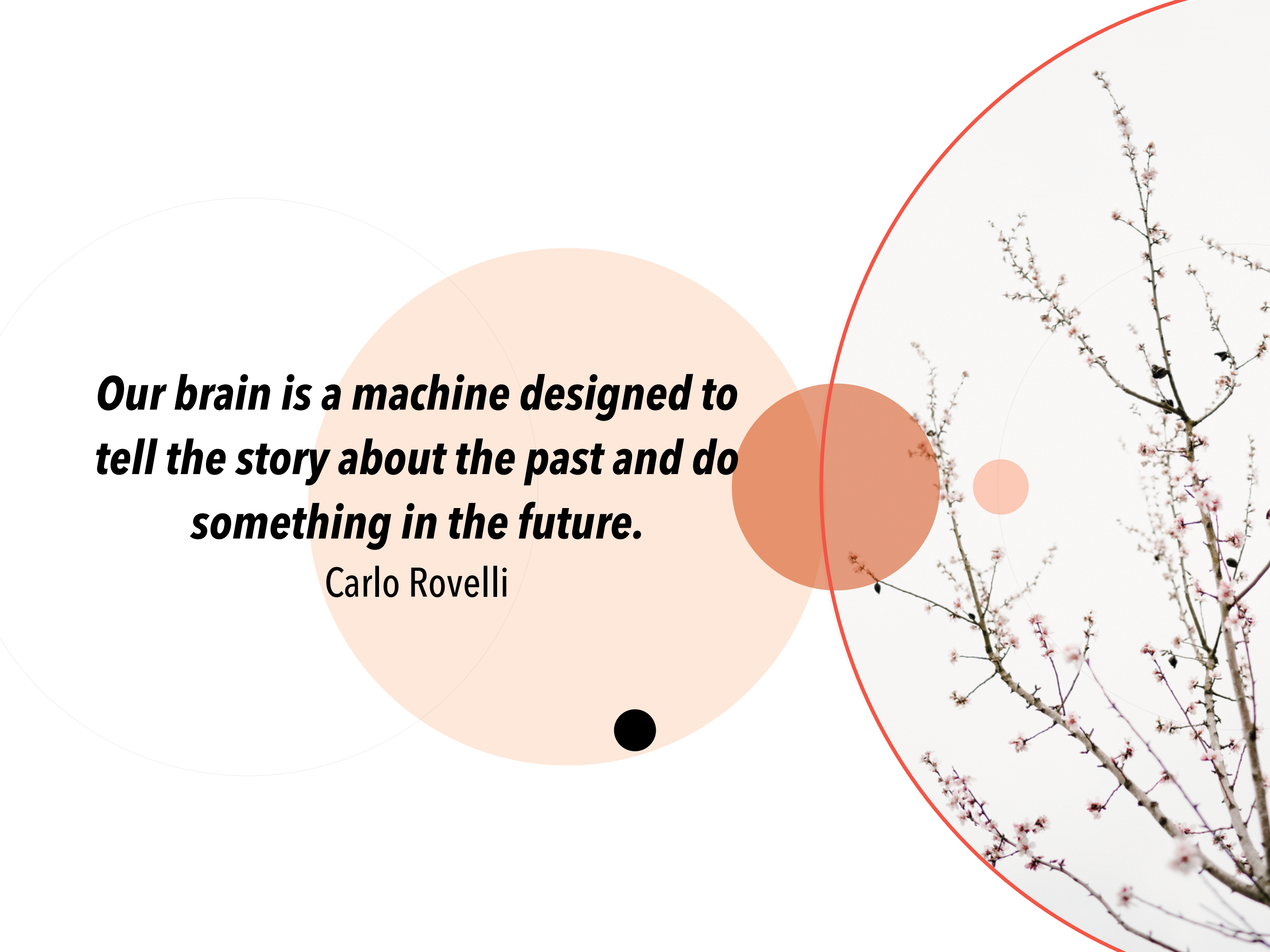
**NOW IS  
LOCAL**

**Time perception  
is the experience or awareness  
of the passage of time.**

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**WHAT NOW MEANS? • WHAT NOW MEANS? • WHAT NOW MEANS? • WHAT NOW MEANS?**





***Our brain is a machine designed to  
tell the story about the past and do  
something in the future.***

Carlo Rovelli

# ABOUT THE COLLECTION

Time is what brings us the things  
we want in the future.

Time for us is this emotional  
connection; the motion of  
time is what time is for us

**IT'S ALL IN TIME**  
IT'S ALL IN TIME

# PAST

Intuitive, indigenous and pre-industrial wisdom will be embraced by industries as additional knowledge systems, offering solutions to the complex challenges of today

**ANCIENT  
KNOW-  
LEDGE**

**WE'RE AN INDUSTRY  
THAT CHERISHES  
THE ANCIENT,  
VINTAGE LOOKS  
ALSO TO FIND  
FRESH MEANINGS  
FOR TODAY.**

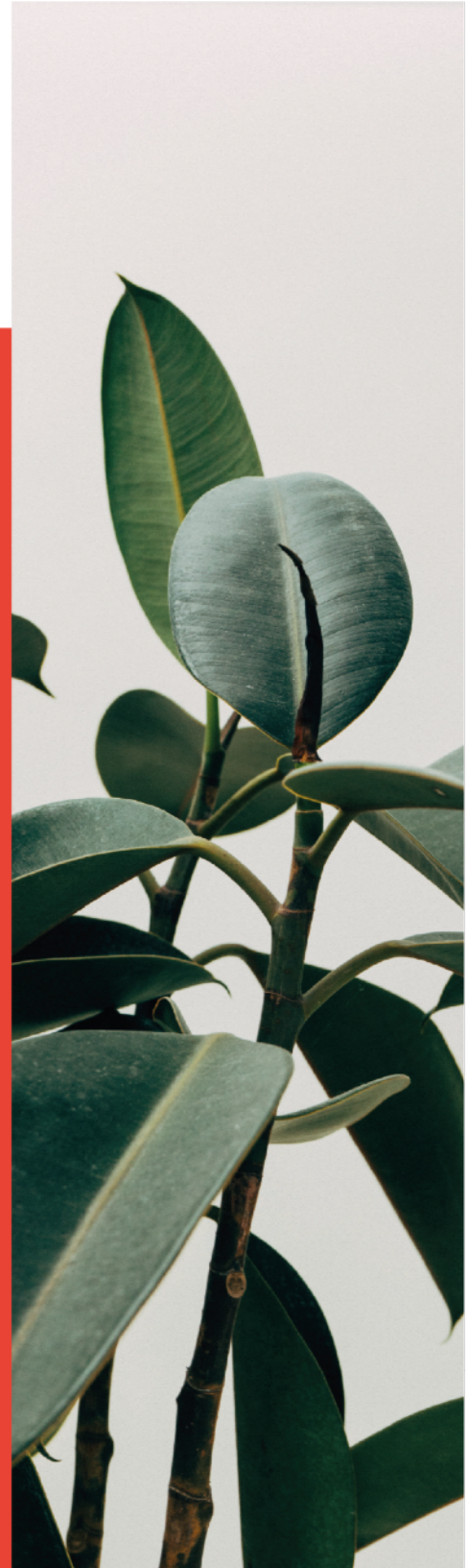
As Kipaş denim, we'll go back to the ancient knowledge to create new futures as well as optimizing the waste of the past as the revenue for the future.



# PRESENT

***As we enter a new decade, we  
found ourselves in a world that is  
unpredictable and changing daily.***

Carla Buzasi





# PRESENT

Mindsets are shifting to prioritize physical and emotional safety.

**more towards sustainable options.**

Living smaller and smarter is becoming imperative rather than a choice today. Consumers reconsider their relationship with consumption and spending and take a more meaningful approach to it.

**IN THIS SURVIVAL MODE,  
TRANSPARENCY WILL BECOME  
ESSENTIAL.**

• FOCUS ON CREATING MEANING • FOCUS ON CREATING MEANING • FOCUS ON CREATING MEANING







**we embrace  
the act on the present  
as a practice to  
imagine new futures.**



# FUTURE

WE ARE ON THE VERGE  
OF DISCOVERING NEW  
FUTURES THAT ARE  
SHAPED BY OUR

**PAST AND PRESENT**

*We're in this together to build  
experiences of the future as*

**TOMORROW IS HERE**

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# FUTURE

We are on the verge of rebalancing  
and resetting a chaotic world.

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*Together, we will rewrite the codes of creativity  
and re-engineer everything that surrounds us  
for a better future.*



**FUTURE**

**TOGETHER WE WILL FIND OUT  
A NEW SENSE OF PURPOSE  
FOR THIS NEW WORLD ORDER.**

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# FUTURE



Quantum computing will be the technology we use in this new era.

In the quantum era, the reality can change depending upon the position of the observer, and information will not be delivered from one vertical source anymore, it will increasingly be exchanged horizontally.



# A TACTILE INTERNET

A TACTILE INTERNET

**FUTURE**

**MAKE GOOD THINGS  
HAPPEN TODAY SINCE  
TOMORROW IS HERE**





# HERITAGE

## FRESH MEANINGS IN ANCIENT WISDOM

## RE-EVOLUTION OF RETRO THEMES

Celebrating age-old crafts with playful techniques will create a canvas of creativity and self-expression.

KIPAS DENIM

HERITAGE DENIM  
TO LAST BEYOND  
TRENDS AND  
SEASONS



#FULLVOLUME  
SILHOUETTES ARE  
FAVORED OVER SLIM



# HERITAGE

## A MORE CONSIDERED APPROACH

- Evolution of consumers with purchasing decisions of valued items



Be part of  
the design  
process



A NEW BREED OF  
HOME CRAFTERS

The rise of making do & mending

## HERITAGE

OF DENIM • A NEW BREED OF DENIM • A NEW BREED OF DENIM • A NEW BREED OF DENIM

a sense of depth that reconnects modern classics with decades of denim

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a sense of depth that reconnects modern classics with decades of denim

- Well-loved pieces of certain ages with worn-out looks to it.
- Comforting textures and evocative aesthetics to ensure a time-worn look.
- Revisited old looks by steeping in tradition to create bodily textures.
- Hero products with a sense of depth that reconnects modern classics with decades of denim.



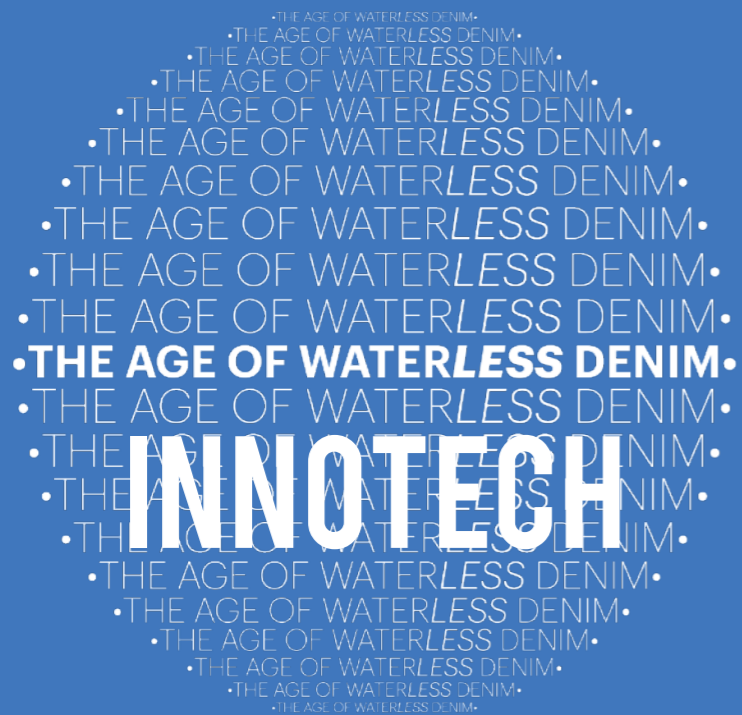
# INNOTECH



## *TECHNOLOGY*

will enable circular living systems that create healthier lifestyles

will be the pioneer to minimize environmental impact



- A resourceful way of producing denim fabric
- INNOTECH offers a clean conscience with **NO TRACE OF WATER** during finishing
- Consume **95%** less water during indigo dyeing step with the help of CONSERVBLUE technology
- Allows cleaner and brighter wash effects.



# FIT-ID



Tactility  
Through  
Engineered  
**SEAMLESS STYLES**

Active silhouettes offer a minimalist aesthetic with smart materials for long-term use for conscious consumers

# FIT-ID

HYBRID  
TAILORING

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REMERGENCE  
OF POWER  
DRESSING

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ONLINE  
RETURNS

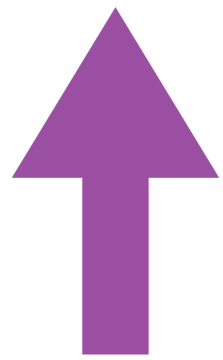
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# FIT-ID

## PLUS SIZE



20%  
in UK

16%  
in US

Solution-oriented approach champions power-stretch qualities as winning brands are disrupting traditional sizing and fit solutions to take an active role in meeting consumer demands.



INTERACTIVE DENIM TECHNOLOGY • INTERACTIVE DENIM TECHNOLOGY • INTERACTIVE DENIM TECHNOLOGY

# FIT-ID

- Geared to deliver individual user-experience
- Online and offline flexibility during the production process
- Identity-driven stretch and agile denim experience
- Offers easy-to-choose sizes for online shopping
- Less online returns due to extreme flexibility for different body types
- Sculptural forms with a unique appeal
- Next-to-skin comfort by reinventing shapewear technology
- Highly customizable for on-demand size requests
- 100% elasticity that helps arrange minimal size sets
- Solution for plus size styles
- Minimizes puckering problems thanks to its fiber technology
- Extra cotton-touch feature on the backside of fabric
- Visible slubs and clear construction vision in 100% elasticity
- Allows wash effects





**SURROUND**

***TECHNOLOGICAL  
ADVANCEMENTS***

that shape our  
future possibilities

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***COLLABORATIONS***

within or beyond industries

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***UPGRADES***

that push innovations  
on performance wear

**KIPAS DENIM**

A creative Collaboration of

# SURROUND

Warp and Weft Elasticity

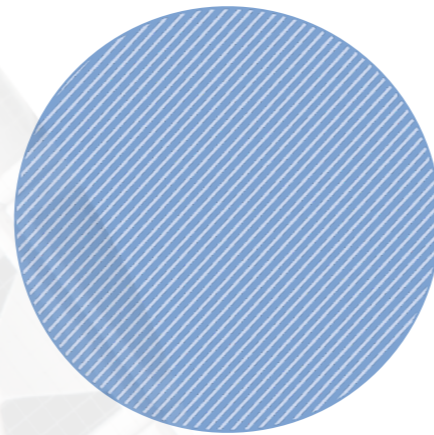
- Bi-stretch qualities
- Elasticity of the warp and weft collaborate for a structured movement
- All-over coverage for maximum impact and expert performance
- Fabrics that deliver curved forms that frame the body
- First bi-stretch denim with 100% recycled content
- Wool-rich bi-stretch that is beneficial to skin



# De-finite

THE NOTION OF GOOD  
VALUE WILL BE REDEFINED

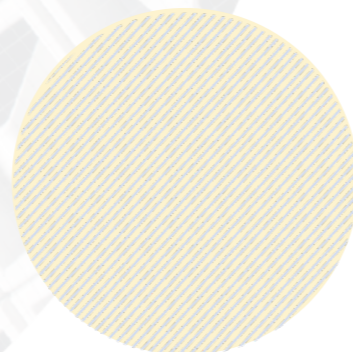
Products that do more with less



Useful, durable products that serve multiple purposes will be the new drivers of value.



Designing for and with practicality will be key to achieving a sense of stability for brands.



Supply chains should move to more effective and efficient production methods to streamline their processes and communicate a more positive brand message



- Provide means for effective and efficient production with purposefully perfect shrinkage
- Serve multiple purposes even for garments that require heavy stitching
- Comfort stretch fabrics with 0-3 weft shrinkage
- Offer easy to adopt laundry options
- Enable production flexibility during garment production and laundry
- Fabrics that do more with less
- Allow to utilize same pattern for different levels of washes
- Less possibility of puckering
- Perfect backdrop for raw denim trend

DO MORE WITH LESS



# DYNAMIX

SPACES AND TEXTURES SHOULD  
BE DESIGNED AROUND HOW THEY  
***MAKE US FEEL***

SELF-CARE  
&  
WELLNESS

Next-to-skin  
softness  
&  
smart fabrics



**DYNAMIX**

RE-EMERGENCE OF  
FEMININE DRESSING

TRANSSEASONALITY

**KIPAS DENIM**







- Fabrics with hybrid compositions
- Modern classics with transseasonal flow
- Tactile and soft-touch appearance
- Resourceful in creating a reserved and refined manner of sophisticated curved forms
- Fabrics engineered with less cotton approach
- Supreme combination of high elasticity, performance and silky touch.
- Denim feeling with straightforward twills at 50% elasticity
- Dreamlike textures with next-to-skin softness

NEXT-TO-SKIN SOFTNESS

# NEEDS OVER WANTS



Successful products that focus on minimizing climate impact and waste while maximizing the value of the product itself.

# CIRCULAR DESIGN



enable brands to profit from a product's future earnings beyond the first point of purchase





# ADD-Vantage



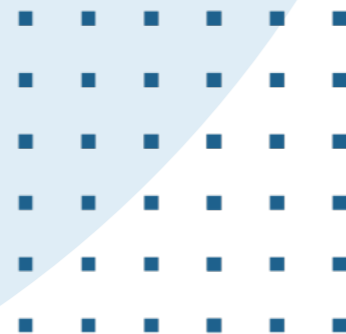
PRACTICALITY

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VERSATILITY

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LONGEVITY



Consumers will take a more meaningful perspective on consumption.

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Businesses should focus on facilitating design that mindfully engages with consumers.

ADD-  
VANTAGE

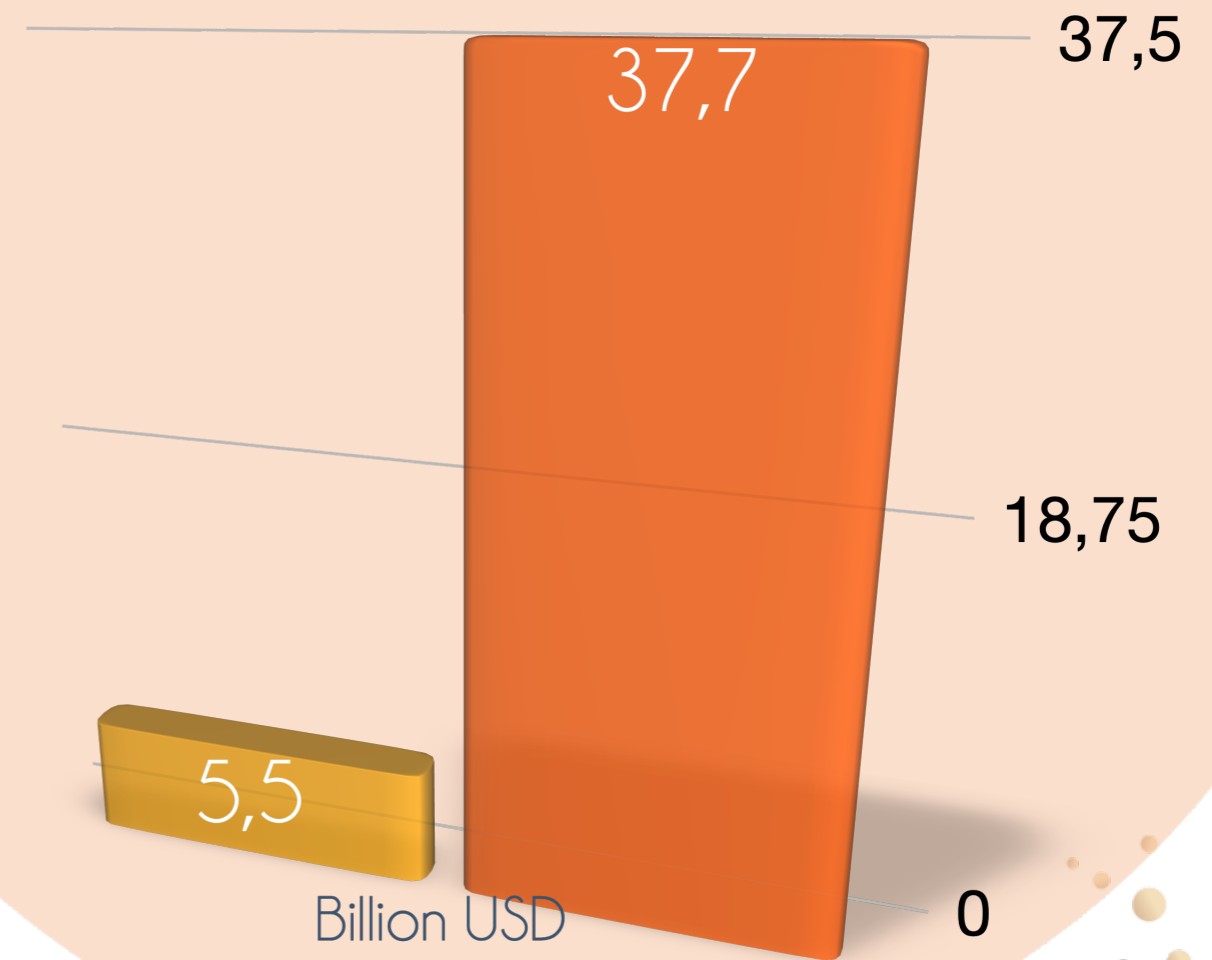
EFFECTIVELY SUSTAINABLE

- Fabrics that optimize waste as the revenue with minimum 20% recycled content
- Concentrate on consumer advantage
- Mindful compositions that minimize impact on the environment
- Streamlined supply chains
- Positive brand message
- Cost-neutral approach for recycled content
- Aligned conditions to preserve planet, boost production efficiency and support growth
- Wide widths for a strategic advantage



# TWENTY- FOUR

■ 2017      ■ 2023



The loungewear market is being expected to grow from 5,5 billion USD in 2017 to 37.7 billion USD in 2023

TWENTY-  
FOUR

*Off-screen*

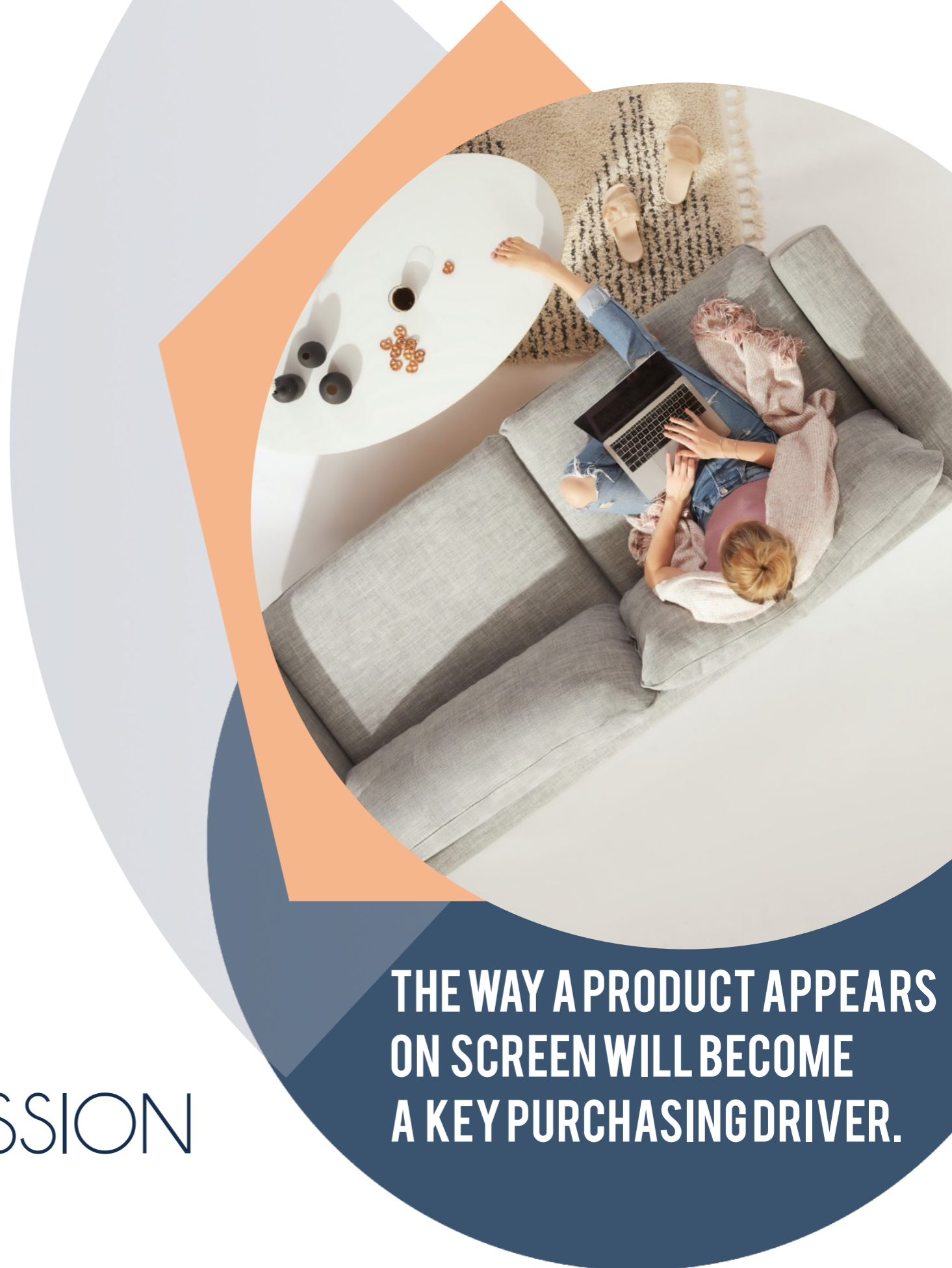
COMFORT

SIMPLICITY

FUNCTIONALITY

*On-screen*

NEW MEANS OF  
SELF-EXPRESSION



THE WAY A PRODUCT APPEARS  
ON SCREEN WILL BECOME  
A KEY PURCHASING DRIVER.

**KIPAS DENIM**



# TWENTY- FOUR

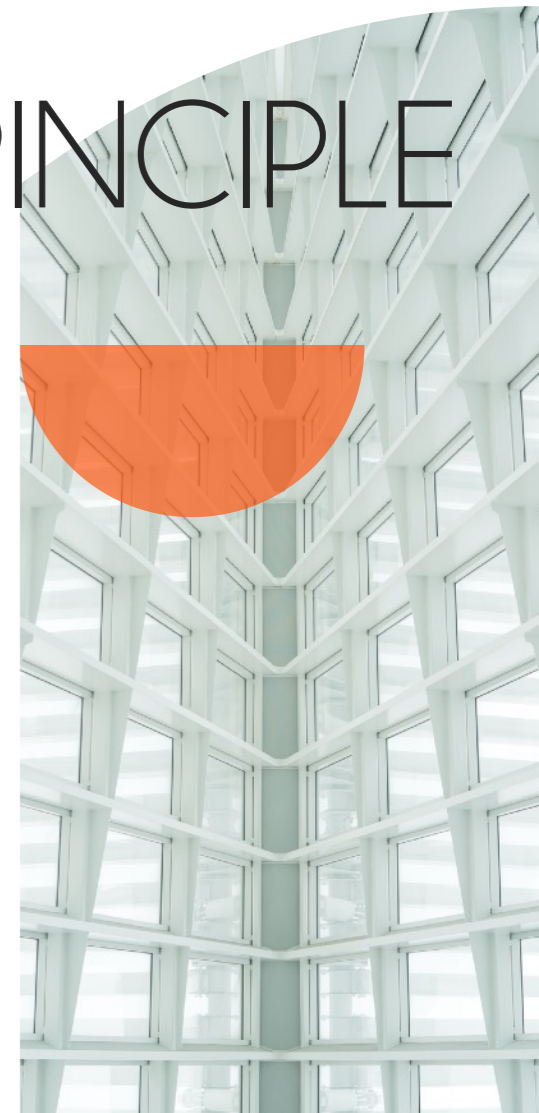
## DISCONNECT

The glorification of busyness and stress will come to an end, and the ability to disconnect will become a new status symbol



## PLEASURE PRINCIPLE

The pleasure principle will become the new priority as a backlash against imposed scarcity, self-deprivation, and restrictions.



Comforting pieces with cocoon-like constructions

# TWENTY-FOUR

- More youthful approach to nine-to-five-to-midnight dressing
- Comfortable, versatile and adaptive fabrics that will encourage pleasure
- Soothing fabrics for emotional and mental well-being in an era which we crave moments of calm and comfort
- Mixed weaves and unique textures for ultimate denim feeling at home
- Deeper bonds with purchases



# Resolution

SUSTAINABILITY WILL BE A  
MAJOR FOCUS FOR CONSUMER

CONSUMERS WILL BE  
ADDRESSING CONCERNS  
AROUND RESOURCES AND  
TRANSPARENCY.

This pause in consumer spending will lead consumers to rethink their values on consumption, and they will look to businesses that make them feel secure in a meaningful way.

*Resolution*



PRODUCTS THAT ARE  
'MADE IN NATURE' WILL BE  
THE NEXT LUXURY ITEM

DURABILITY

RECYCLABILITY

MINIMAL WASTE





green hub of  
**RESOLUTION**  
sustainable solutions

- Working with nature, in nature and for nature
- Restorative approach to compositions
- Earthy qualities provide a solution-oriented approach to sustainability
- Immersive pathways with a more considered understanding
- Holistically organic coating and finishing
- Fabrics with 100% recycled content
- Made with CONSERVBLUE technology

WE ARE RECONNECTING WITH THE EARTH