

EUROPEAN REPORTS

GIANFRANCO REGGIANI

- The increasing tastefulness required by the market is leading to a look in activewear that is more natural - not necessarily more ecological - without any violent sensations. For example, the stronger colors persist, but they are less visible than before.
- Targeting a more mature upper-medium market, the graphics are more «cultural.» They are less direct, more essential, pleasant. They will be full of symbols that make in indirect reference to the individual's culture and knowledge.
- Function is very important, in the sense of usefulness. A tee-shirt must be durable. Special zippers will be employed for specific and practical uses - not as ornaments.
- Details will be carefully chosen, with the right dosage and with a very personal taste that distinguishes the brand from the competition.
- A brand must have a single global image, but the practical details can be different to suit the requirements and demands of specific markets.
- In Italy and France, women want to be always elegant, judging from the sales records of the sporting goods stores. These also reveal that men care about athletic sponsorships in tenniswear, but women don't.
- Tenniswear must be more personal and more fashionable, especially for women. It requires special cuts, colors and prints. For example, I see tennis shirts with smart floral prints on a white background.
- We must stop using placed prints on tenniswear. We need a cleaner look, and we should work with different materials, such as Supplex, for a greater functionality.

- Bicycle wear has been very «mechanical» until now. We need to put less neon into this type of clothes, which is becoming more important. These clothes should be more wearable - giving the possibility to go into a bar for a cup of coffee without feeling funny - and they should have more of the multi-functionality of fitness and other types of clothes.

- Volumes are bigger for women in fitness. They are more fashionable. Rather than performance, here, the sexy look and a certain well-being are important, and that can be obtained with specific women's prints and cuts, and with the use of Lycra/cotton blended with Supplex.

Gianfranco Reggiani operates probably the first computerized fashion studio in Italy, equipped to handle everything from the graphics to the film, to measure wearability data, 3-D stitchings and basic patterning. STD Reggiani has specialized in recent years in very technical and creative-oriented activewear, sneakers and other accessories for such clients as ASICS, Bairo, Fassi, Lotto, Reebok, SBike and Think Pink. Reggiani could add some skiwear, for example, but he is open for other opportunities as well:

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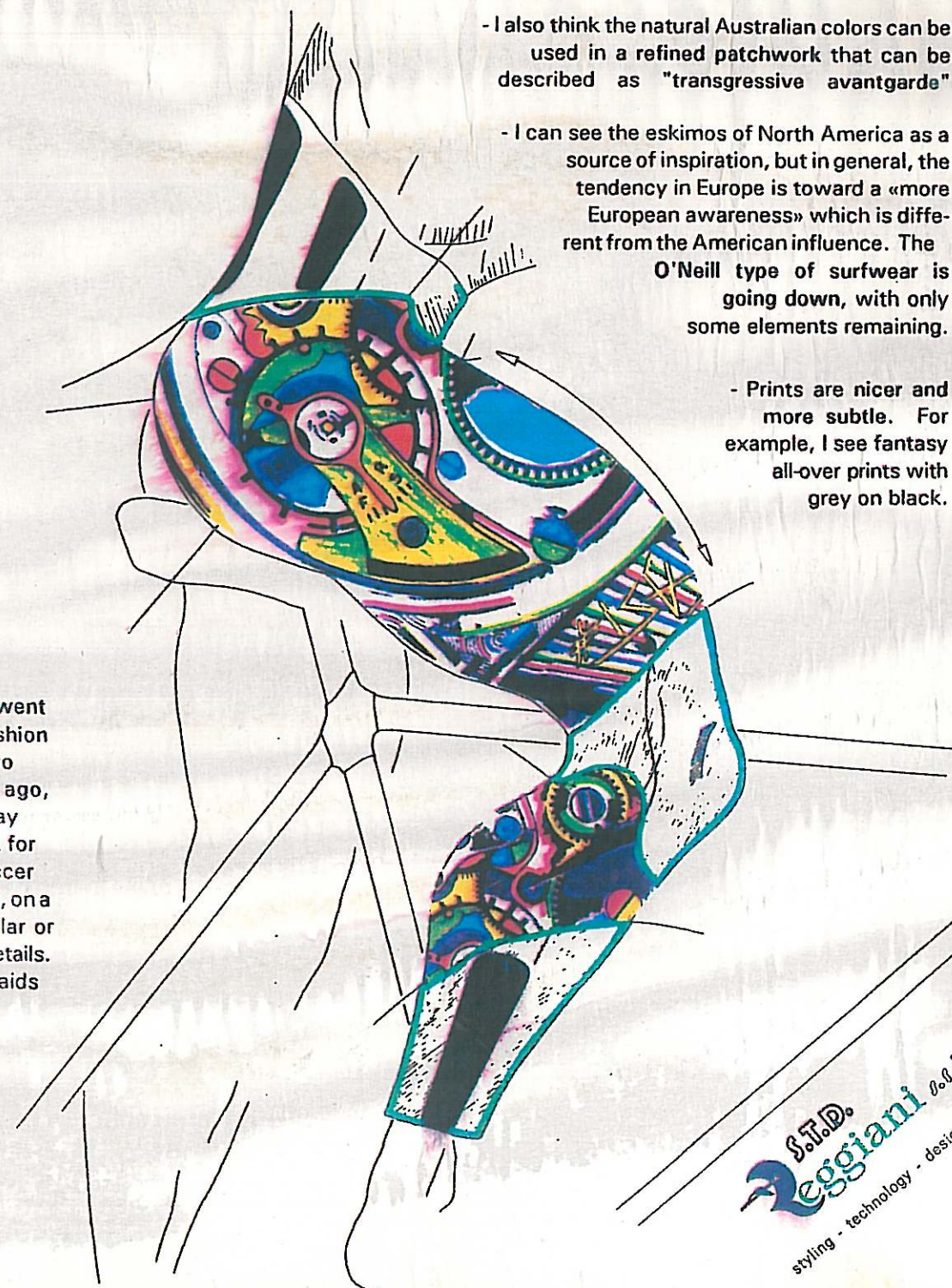
- Men's fitness looks are more casual-oriented. Heavy fleece is over, and it is replaced with softer anti-sweat garments, providing a message of power and involvement.
- I think the natural African colors and the «ecological» color combinations of Missoni will enjoy a big boom in activewear. They are already a strong look in household fabrics. The same goes for the chiné look.

- I also think the natural Australian colors can be used in a refined patchwork that can be described as "transgressive avantgarde"

- I can see the eskimos of North America as a source of inspiration, but in general, the tendency in Europe is toward a «more European awareness» which is different from the American influence. The O'Neill type of surfwear is going down, with only some elements remaining.

- Prints are nicer and more subtle. For example, I see fantasy all-over prints with grey on black.

- Stripes went out of fashion in Italy two seasons ago, but they may come back for use on soccer fan's shirts, on a second collar or for other details. Scottish plaids are in.



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