

# Macro trend for anthropology's 2015 fall winter collection

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## **Macro Trend for Anthropology's 2015 Fall/Winter Collection**

Core Concept and Macro Trend of Anthropologie Fall/Winter Collection Color  
Anthropologie's winter collection utilizes a blend of bright colors along with a predominantly bluish tint to bring forth a collection that attracts and suits its audience for the upcoming season (Behance. net n. p.). Although the choice of colors is in sharp contrast to the traditional choice of colors that is made by competitors, it makes sense since the whole collection is designed to adjust and enhance the color schemes.

### Fabric story

The choice of fabrics is made keeping in view the season for which the collection is designed. The collection contains both man-made and natural fabrics; a blend of these two types is also used for the purpose. Fleece, wool, wool blends, fake fur, silk and its blends, leather and velvet are all utilized for the purpose of development of this collection to suit the needs of customers in a satisfactory fashion.

### Shape

The winter collection utilizes various oddly-shaped cloth pieces along with a variety of symmetrical and asymmetrical cuts to design clothes that are not only unique but also novel in presentation. Although the approach is largely experimental in nature, the design of collection is such that innovation moves along with the design.

### Style

Family, adventure, homecoming—we could see no better place to capture the essence of our November Lookbook than the Scottish isles of Jura and

Islay (Anthro Blog n. p.). Anthropologie's winter collection presents a unique blend of style that contains a mix that suits both summer and winter seasons. The collection demonstrates a variety of styles that provide partial to complete covering of the body, depending upon the choice of customers as well as the season's requirements.

#### References

AnthroBlog. " Away We Go: Islay & Jura." Anthro Blog. anthropologie, 31 Oct. 2014. Web. 30 Nov. 2014.

Behance. net. " Autumn Winter 2015 Concept Project for Anthropologie on Behance." Behance. N. p., n. d. Web. 30 Nov. 2014.