

# DENIM WASH & FINISH TRENDS A/W 16/17



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The background of the page features a collage of denim-related elements. In the top left, there are several swatches of denim fabric in various shades of grey and black. In the center, a white plastic cup contains a vibrant blue liquid. To the right, a glass beaker is filled with a white, powdery substance. Below these, a glass test tube is shown with a blue liquid inside, and another glass dish contains a reddish-orange liquid. The entire scene is set against a white background with large, bold black shapes that frame the text and images.

Denim washing and finishing continually evolve in order to meet the demands of trend-driven consumers looking for the vintage and worn-in denim look normally achieved through years of wear and tear. Many consumers are also eager to purchase bespoke handcrafted looks that feed their desire for individuality. Wash and finish innovations also help in creating improved handfeel, thereby adding comfort. This guide highlights current wash and finish trends, including fraying, over dyeing, coating, vintage, backing and geometric patching.



# 1



## FRAYING

Fraying is a technique that can be implemented pre- and post-laundry. Post-laundered looks appear quite clean and fine. The yarns are thinner as they have not had a chance to swell after contact with water. The post- laundered fraying look is trending on more tailored raw denim looks. Pre-laundered frays appear puffy and are more obvious. This is due to the exposure of the frays prior to the wash or rinse steps. Both directions offer a unique lived-in look, which complements consumer desire for even greater authenticity and individuality.





# 2



## **WORN-IN OVERDYEING**

Overdyeing techniques, used to highlight a specific tone, are not a new process. The current trend embraces overdyed garments that have been washed out a bit more to improve handfeel and to help in achieving a relaxed, lived-in look. Colours seen on A/W 16/17 catwalks include earth tones, military greens, ochre and terracotta, as well as varying shades of indigo. The wash of these garments should be so that the hemlines and seams reveal a slight abrasion level,



# 3



## DECORATION BACKING

Reverse denim or tonal denim backing is updated to show more decorative patterns. Destruction has been around for many seasons with varying patch and repair options or cut-open wide-mouth slits without backing. For A/W, updated backings offer distinctive quality and individualism. These backings are applied post-laundry for cleaner looks, while pre-laundry attachments help to achieve a washed-out vintage look. These backings are not to be confused with patching or fabric attached to the fabric surface pre- or post- laundry.







# 4



## GEOMETRIC ALTERNATE FABRIC PATCHWORK

Patches or panels have now been used to create original denim looks for several seasons. Updates include alternate fabrics in patch and panel form. The shapes play an important role, creating full patch pocket looks cut into triangles, squares, rectangles and circles. Washed, reversed, printed and alternative weave fabrics are all used to create this look. Varied washed backings offer a unique contrast that promotes the handcrafted, worn-in vintage look. Topstitching, done by hand or to look as if done so, helps to create a more authentic effect, post-laundry.

