

Digital florals: interiors trend analysis

LAURA EWING, WGSN 28.05.10

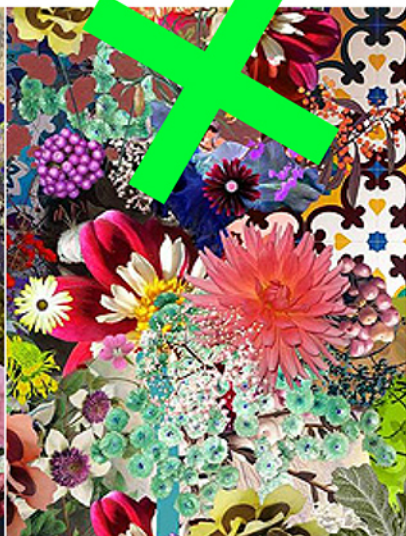
Digitally printed floral patterns have been a prevalent trend on the catwalk for spring/summer 2010. WGSN highlights how this trend has influenced wall coverings and furnishing fabrics.



Daniel Brown



Claudia Caviezel

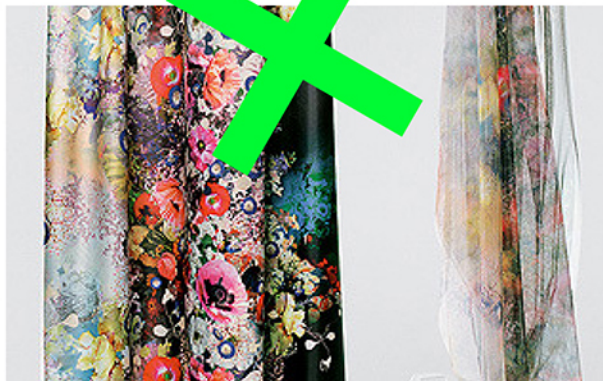


Claudia Caviezel

Matthew Williamson
spring/summer 2010Erdem
spring/summer 2010Alexander McQueen
spring/summer 2010

Digital technology has dramatically revolutionised the way pattern is developed. Inspired by fashion and nature, Daniel Brown presents a digital animation of continuously growing flowers, as seen at the V&A's Decode: Digital Design Sensations exhibition. Erdem clusters small flowers together in his signature bold prints, and Alexander McQueen explores painterly floral effects in a dark, muted colour palette.

Bold and abstracted



Jakob Schlaepfer



Jakob Schlaepfer



Dominic Crinson



Dominic Crinson



Claudia Caviezel



Ayme Fitzgerald



Ayme Fitzgerald



Ayme Fitzgerald

- Digitally manipulate motifs to create magical but contemporary effects
- Distort and overlay flowers over contrasting patterns
- Use a bright colour palette for vivid florals
- Key colours include: fuchsia pink, hot red, yellow and vibrant green

Reworked tradition