

CATWALKS REPORTS

Dragão Fashion Week: autumn/winter 2010/11

CAROLINE ATTWOOD, WGSN 12.05.10

Top 10 designers

Top 10 designers

Click to access: [Conexão Solidária](#), [Gustavo Silvestre](#), [João Pimenta](#), [Lino Villaventura](#), [Madame Surtô](#), [Melk Z-da](#), [Piorski](#), [Ronaldo Silvestre](#), [Tarcisco Almeida](#), [Weider Silveiro](#)

Conexao Solidaria





Piorski

- **Designer info:** Polish in name but Brazilian in colour and print, Piorski's autumn/winter 2010/11 collection looked playful and sweet.
- **Key themes:** A girlish mix of Japanese doll with 60s California.
- **Colour palette:** Muted shades were key - soft sorbet tones, khaki, sky blue and taupe dominated.
- **Fabric and detail:** Ruffles and pleats, giant bows, pattern clashing and childlike motifs were tempered with cropped hems and sharp tailoring. WGSN loved the use of pastel checks.

Contact:

www.piorski.com.br

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Ronaldo Silvestre





Ronaldo Silvestre

- **Designer info:** Ronaldo Silvestre is the D-Squared of Brazil - all layered denim, workwear references and urban styling.
- **Key themes:** A contrasting mix of 90s hip hop styling (drop-crotch denim) with 40s workwear and 50s nipped waists.
- **Colour palette:** A steely palette of charcoal, black and grey had light relief in the form of tan, washed khaki and vintage lemon.
- **Fabric and detail:** Textured layering was key for menswear - sheepskin vests over cotton shirts, with a corduroy jacket thrown on top looked strong.

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Tarcisco Almeida



Tarcisco Almeida



Conexao Solidaria

- **Designer info:** Conexao Solidaria is a charitable organisation promoting traditional craftsmanship, often by impoverished communities. Dragao Fashion Week marked the catwalk debut of its designer collaboration.
- **Key themes:** A short but succinct collection of embroidered, crocheted and knitted pieces, with voluminous proportions.
- **Colour palette:** Pale neutrals and sandy tones formed the base, with occasional pops of rich tropical colours or graphic black.
- **Fabric and detail:** Traditional Brazilian crocheting alongside washed linens, silks, cottons and draped jersey.

Contact:

www.conexaosolidaria.org

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Gustavo Silvestre





Gustavo Silvestre

- **Designer info:** Brazilian Gustavo Silvestre is renowned for his bold use of embroidery, which looked particularly strong this season.
- **Key themes:** A layered, tribal theme was tempered by slick silhouettes and washed denim.
- **Colour palette:** Bursts of orange and turquoise against taupe, navy and black.
- **Fabric and detail:** Volume was reined in with cropped hem lengths and belted waists. Richly textured jumper dresses and coats were a WGSN favourite.

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Joao Pimenta



Joao Pimenta

- **Designer info:** Joao Pimenta takes a bold approach to menswear, playing with traditional concepts of colour, tailoring and proportion.
- **Key themes:** The autumn/winter 2010/11 collection was stripped back to three key colours with minimal detailing. Think traditional monk's robes mixed with nomadic-style layering.
- **Colour palette:** A directional mix of tonal camel, burnt peach and rich honey.
- **Fabric and detail:** Materials included suede, leather, canvas and draped jersey. Shirts and coats were elongated, while soft fluting, gathering and cape silhouettes added softness.

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Lino Villaventura





Lino Villaventura

- **Designer info:** Local designer Lino Villaventura closed Dragao Fashion Week with characteristic drama. Brazilian supermodels, the odd local celebrity and a packed auditorium added a frisson of excitement.
- **Key themes:** Villaventura's core customer is an older, moneyed Brazilian lady - pieces were grand and expertly tailored. There was more than a hint of 80s Issey Miyake in the angular proportions and use of treated fabrics.
- **Colour palette:** A rich winter palette of black, auburn, red and mahogany.
- **Fabric and detail:** The focus was on the shoulder and arms - fabric was draped, layered and asymmetrical for dramatic volume.

Contact:

www.linovillaventura.com.br

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Madame Surtô





Madame Surtó

- **Designer info:** Madame Surtó offers women's, youth and kidswear, all with its signature use of bold colour and playful detailing.
- **Key themes:** The collection's loose shapes, soft tailoring and breezy colours are perfect for winter holiday breaks. The occasional Victorian blouse or black draped smartened the look.
- **Colour palette:** Splashes of red, lime green and royal blue were set against a base of white and tan.
- **Fabric and detail:** Sheer fabrications were layered for texture, while tailoring had a soft quality.

Contact:

www.madamesurto.com.br

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Melk Z-da



Melik Z-da

- **Designer info:** Brazilian designer Melk Z-da continually impresses with his spiky, industrial creations in lurid neon tones.
- **Key themes:** Adaptability and personalisation was key for autumn/winter 2010/11. Coats transformed into capes, dresses were reversible and voluminous detail could be taken on or off with press studs.
- **Colour palette:** Sandy neutrals with highlights of neon orange and sky blue.
- **Fabric and detail:** A slight tribal element was creeping in for winter in print and embroidery. Exposed corseting added structure to cropped minidresses.

Contact:

www.melkzda.com

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Piorski



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Conexao Solidaria





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Trend analysis

Top 10 designers

Dragão Fashion Week in Fortaleza, Brazil offered a heady mix of rock 'n' roll and beachside boho. WGSN highlights the key trends.



S15 Couture



Tarciso Almeida



Francisco Matias



UFMG



Plorski



UFMG

- Peek-a-boo flashes of flesh
- Pale neutral tones for an ethereal glow
- Ruffles, pleats and texture add volume

Voluminous shoulder focus



S15 Couture



UFC



S15 Couture



Kallil Nepomuceno Alta



Francisco Matias



Lino Villaventura

- Less warrior, more baroque
- Play with frothy ruffles of chiffon, silk and tulle
- Fabric blocking offers added texture

Dirty denim



Lindebergue Alta



Dona Florinda



Gustavo Silvestre



Lindebergue Alta



Ronaldo Silvestre



Dona Florinda

- 80s acid wash and bleaching
- Team with repair patches
- WGSN loves the subtle colour splotches at Gustavo Silvestre

Contact

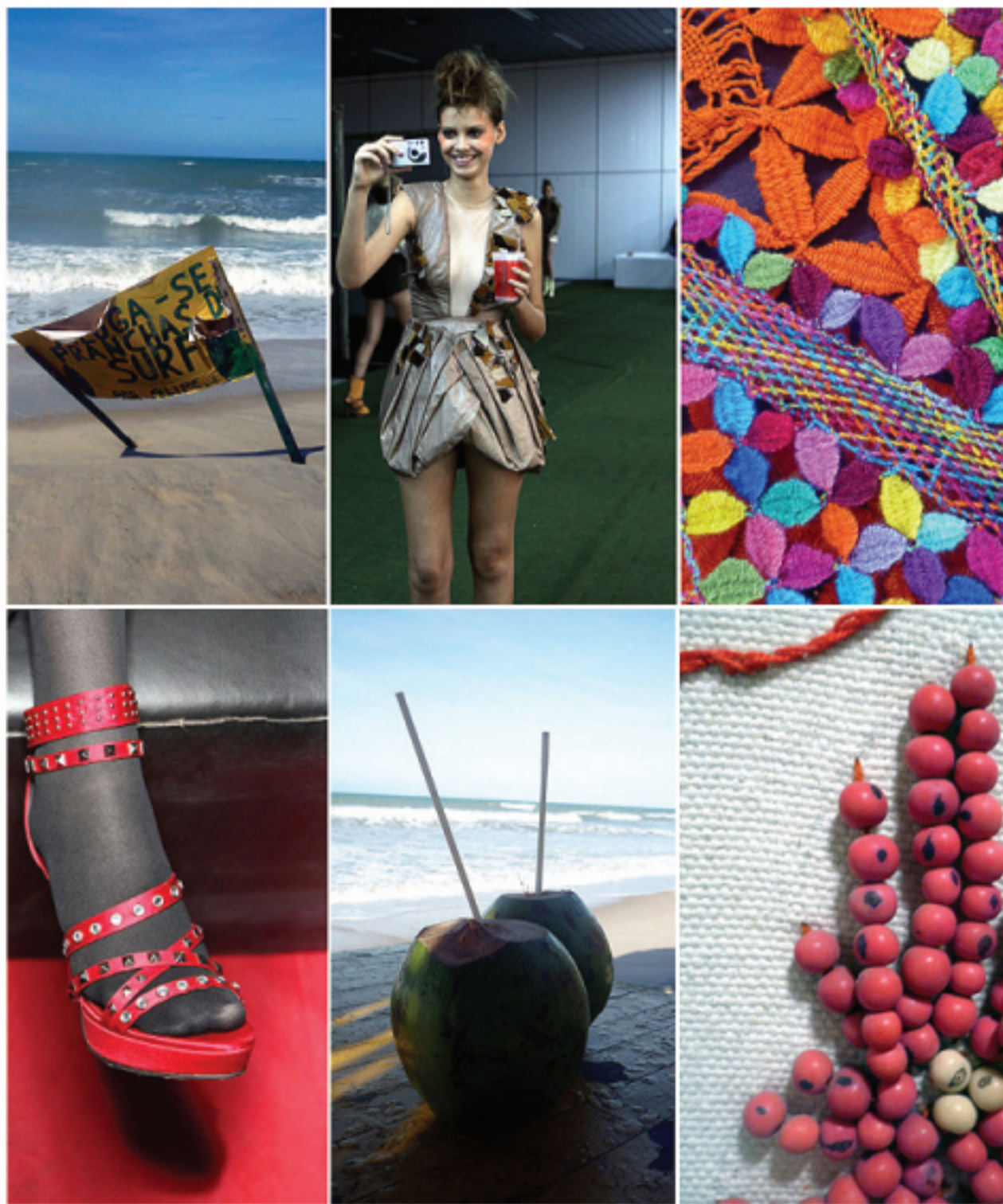
WGSN was invited to Dragão Fashion Week by Texbrasil, ABIT and Apex Brasil, as part of a program developed to strengthen regional Brazilian fashion.

For more information, visit: www.dragaofashion.com.br

Trend analysis

Top 10 designers

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Dragão Fashion Week

KEY TRENDS**Themes**

- Industrial futurism
- Moroccan nomad

Colours

- Military greens
- Burnt orange
- Sandy neutrals

Detail and fabric

- Mirco shorts
- Relaxed summer tailoring
- Neutral sheers
- Voluminous shoulder focus
- Dirty denim

Industrial futurism



Dona Florinda



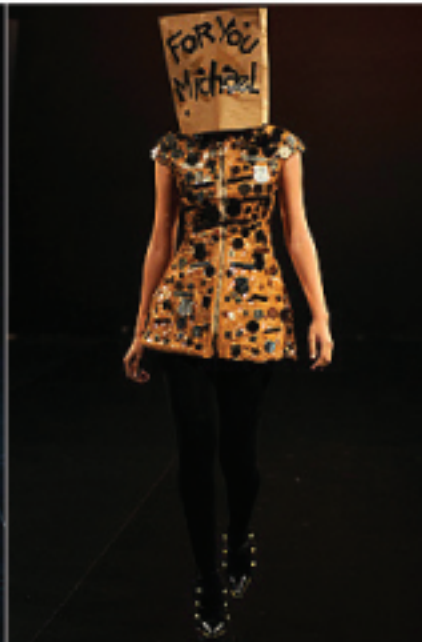
Weider Silveiro



Francisco Matias



Melk Z-da



Weider Silveiro



Lindbergue Fernandes

- A mix of 80s rock and dystopian future references - think Blade Runner or Demolition Man
- An industrial palette is key, paired with metallic studding
- Key fabrications include Lycra, jersey and treated denim

Moroccan nomad



João Pimenta



Gustavo Silvestre



Madame Surtô



Conexão Solidária



Melik Z-da



Francisco Matias

- Contrasting with the rock vibe is an ethnic, nomadic theme
- Focus on earthy colours with a sunburnt quality
- Draped layering and voluminous proportions

Military greens



Madame Surtò



Ronaldo Silvestre



Piorski



Ronaldo Silvestre



Piorski



Lino Villaventura

- Referencing the overarching earthy vibe this season, but with an industrial twist
- Hues range from faded lime to deep khaki
- Looks strong on more feminine pieces

Burnt orange



Gustavo Silvestre



Madame Surtô



João Pimenta



Melk Z-da



Weider Silveiro



Lindebergue Fernandes

- Colour of choice at Dragao Fashion Week
- Hues are deep, rich and striking
- All-over tonal variations look the strongest

Sandy neutrals



João Pimenta



Madame Surtô



Melk Z-da



Conexão Solidária



Tarcisco Almeida



Francisco Matias

- Key for the cooler months, continuing on from summer
- Warmer undertones and subtle tonal qualities
- Play with the juxtaposition of a soft colour in a hard fabric

Micro shorts



Dona Florinda



Dona Florinda



Francisco Matias



Weider Silveiro



UFMG



Lindebergue Fernandes

- Another carry-over from summer
- Either rocker vibe or abstract tailoring
- Keep colours striking - either black, white or acid-washed denim

Relaxed summer tailoring



Tarcisco Almeida



Nossa Senhora do Patrocínio



Madame Surto



Conexão Solidária



S15 Couture



Conexão Solidária

- Soft white and neutral tones
- Cocooning shapes and voluminous proportions
- Keep fabrics natural and breezy - untreated linen, cotton/canvas and silk

Neutral sheers



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