

UNDER the JADE TREE

Fantastic and fresh, green symbolises health and growth. In a constant struggle to stay relevant, the industry is looking to jade for a crisp new look to dazzle consumers.

Following the concept of a fresh beginning, Bibhu Mohapatra presents a clean-cut look that is crisp and sharp with embellished enhancements. The deep jade skirt, similar to Resene Hunter Green, keeps the outfit grounded so the busy top isn't lost amongst the beads.

Calvin Klein takes a more rustic approach using loose spun wool in both the jumper and pants. Typically winter colours can come across cold and rely on fabric properties to bring heat. The gloriously green pants similar to Resene Gondwana remind us of fresh grass on a spring day, an image that creates a feeling of warmth.

Christian Dior isn't afraid to play with colour, pairing the matching two-piece suit with a bright blue jacket similar to Resene Elvis. The blue and green work together to keep the look fresh and clean, with no details detracting from the classic shape and cut.

Taking the more mysterious road, Costello

Tagliapietra uses a deeper blue, matched to Resene Midnight Oil, and green to create a more dramatic effect. Keeping in line with the modern stylish woman, the reflective, almost metallic material ensures the outfit stands strong in the current marketplace.

To ensure jade can stand on its own, Douglas Hannant has created an ethereal look using a shade of green matched by Resene Scooter. The floor length gown has lines created purely by a tuck in the hip allowing the fabric to graciously drape across the body in effortless style.

A surprise to many buyers is the combination of jade and eggplant. Dries Van Noten shows that if used correctly, the colours can establish a look that is both experimental and successful for an everyday customer. Using a colour similar to Resene Bedazzle, the skirt doesn't overwhelm the overall outfit.

The trend doesn't stop at women; menswear brands are incorporating the jade trend into their upcoming collections. Marc by Marc Jacobs shows muted and understated colour like Resene Blue Night can work for male customers, changing the traditional black and navy trends that have dominated

menswear for decades.

Dress it up or down, jade comes across as a trans-seasonal colour that can be manipulated in a multitude of ways and will be a staple in stores this season, and many seasons to come.

Thomas Fowler

-  Resene Hunter Green
-  Resene Gondwana
-  Resene Elvis
-  Resene Midnight Oil
-  Resene Scooter
-  Resene Bedazzle
-  Resene Blue Night
-  Resene Fern



RESENE HUNTER GREEN
BIBHU MOHAPATRA



RESENE BEDAZZLE
DRIES VAN NOTEN



RESENE GONDWANA
CALVIN KLEIN



RESENE MIDNIGHT OIL
COSTELLO TAGLIAPIETRA



RESENE SCOOTER
DOUGLAS HANNANT



RESENE BLUE NIGHT
MARC BY MARC JACOBS



RESENE FERN
ACNE STUDIOS



RESENE ELVIS
CHRISTIAN DIOR

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