



S22 DELEO TREND GUIDE

Desire → Trend

WHERE DO TRENDS COME FROM?

Trends originate from the conscious and subconscious DESIRES of the consumer.

In this trend study, we focus on the desires behind each trend and explain exactly what is sparking these movements in the world of textiles!



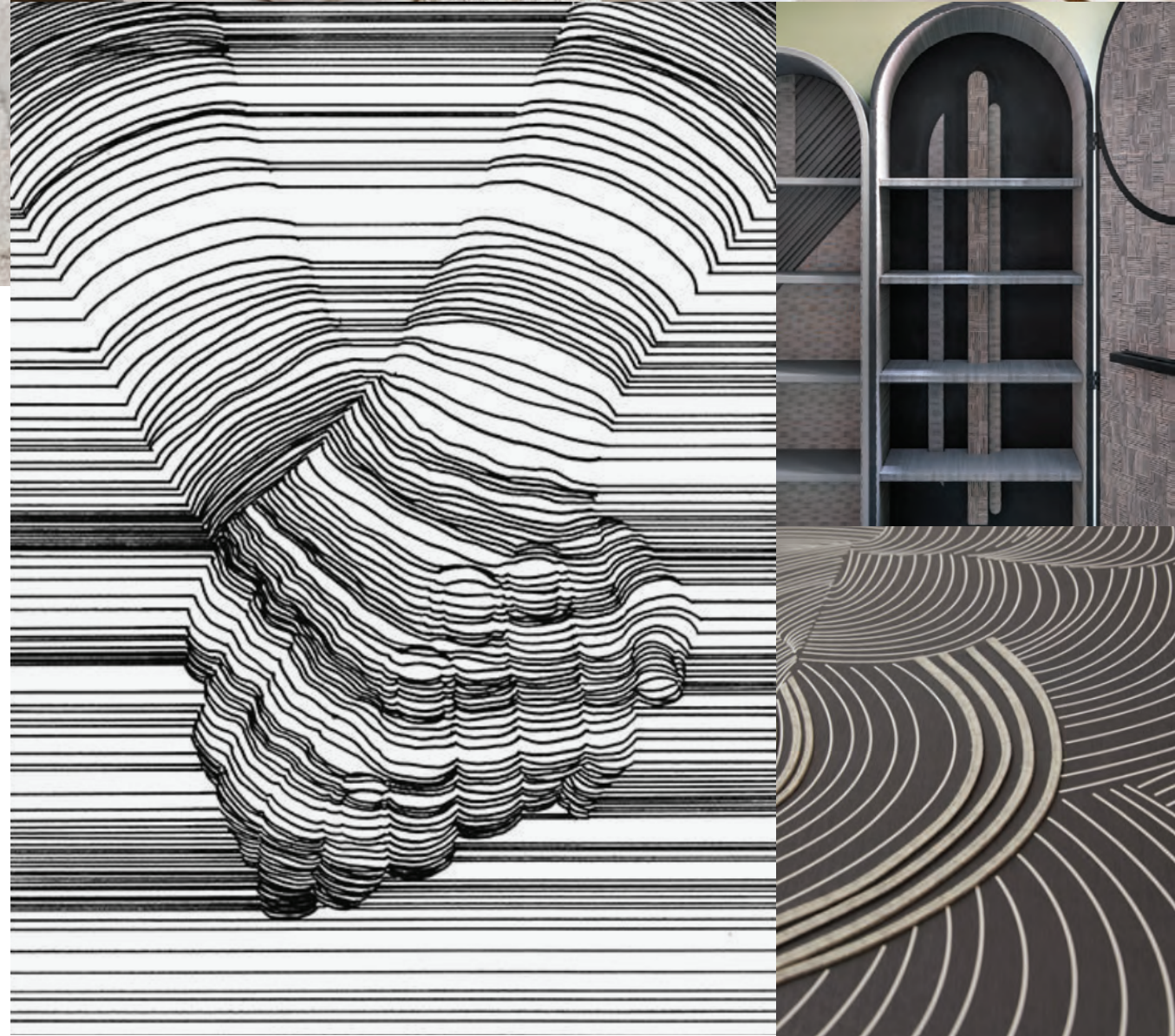
TRENDS IN TEXTURE

DESIRE: PHYSICAL TOUCH & COMFORT

TREND: LOFTED, COZY, PLUSH

Consumers search for comforting and cozy feelings. Heavy pile, plush chenille, thick boucle, and lofted weave structures create a sense of depth and dimension along with feelings of warmth and comfort.





TRENDS IN PATTERN

DESIRE: CONNECTIVITY & COMMUNITY

TREND: CURVED LINES, GRAPHIC STRIPES

People are longing to feel a sense of connection and community. Graphic linear patterns and curved lines conjure feelings of social connectivity and togetherness.





TRENDS IN COLOR

DESIRE: WELLNESS

TREND: SOFT GREENS

Soft shades of green are liveable and refreshing and give a space a sense of restorative peace. Green signifies growth and elicits feelings of health and wellness in a time when it's desired more than ever before.





TRENDS IN MATERIALS

DESIRE: ECO-CONSCIOUSNESS

TREND: RECYCLED, RECYCLED, RECYCLED

The climate crisis has moved people to take action in any way they can. Consumers want to feel like they are doing their part to help save the planet. Textiles made from recycled fibers are a “trend” that is not going away anytime soon.



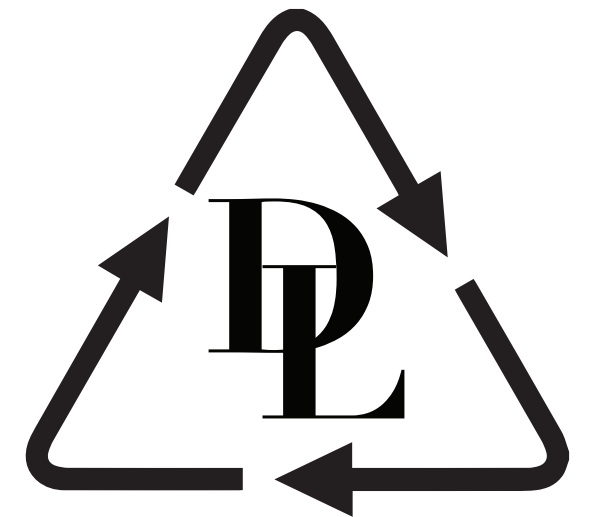
GREEN IS THE NEW BLACK

At De Leo Textiles, we are always seeking ways to expand our commitment to sustainability and eco-conscious business practices. Through our Upcycled for Hope program, we have been upcycling fabric remnants into luxury bags, diverting an estimated 9000 pounds of textile waste from landfills over the past 2 years. We are now proud to announce new sustainability initiatives.

De Leo and Our Partners are Proudly:

- Introducing new fibers made from recycled textiles and plastic bottles
- Reinventing raw materials to preserve natural resources
- Generating renewable energy from hot water recovery and solar
- Promoting longer-lasting materials for sustainable consumerism
- Going paperless in our corporate office
- Cutting CO₂ emissions by 730 tonnes/year
- Consciously contributing to UN's Sustainability Development Goals
- Moving toward a circular economy

For more information on our sustainable collection, visit
www.deleotextiles.com/gogreen



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