

TRENDLETTER

Summer 2020

TAKE YOUR INSPIRATION!

In the spring summer season 2020 we are one step ahead to explore new worlds. Pure shapes, wild patterns and technical inspired materials are a perfect stage for high class trimmings. Please find enclosed our trend letter summing up the inspirations, colours and materials of our five trend themes.



— for —
LADIES & GENTLEMAN



BUTTONS

production

LABELS

design

HANGTAGS

accessories



knopf & knopf
INTERNATIONAL

Pure shapes, wild patterns, technical inspired materials. Take some inspiration from our trend report.



knopf und knopf international
trend: straight on



Green, green, green. What a summer! We have smooth mint, fresh lime, bright grass green – almost everything. The greens come along with sun kissed bleus and roses.



#sports
suggested items



The third theme in the bright time of the year is inspired by sport. The Olympic games of Tokyo are not far away anymore. Transparent buttons with a touch of blue or green will bring the connection between sporty and elegant. Last, but not least big clasps are a must have.



#olympia
invincible



But not only sport is the key, also silk fabrics will find a place. Touched by smart checks they will be loved for sure as we love this classical design also until today. Checks in pastel colours on buttons seem like bone china.



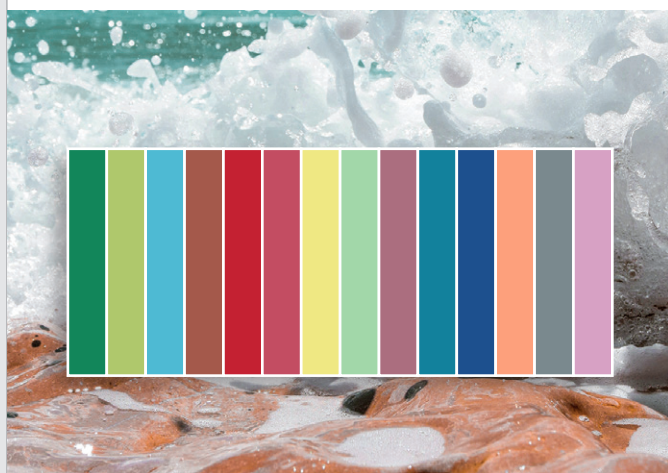
#safarilove
button inspiration



Other classics as houndstooth or leo print will be on convex buttons. With this special buttons each garment will be an eye catcher.



#colourworld
fresh & bright





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trend: making of future



A hint of nature, a splash of technology, a bit of science. Spring 2020 starts with an exciting mixture, which bring all these aspects together in one. Glossy yarns are looking very futuristic, but anyway: they are a real part of our world. The colour palette is full of brown, red and orange in a famous number of shades. The beginning of spring is smooth, but will be topped by pastels like mint foam, clear waters or rosewater. Eye catchers are metallic colours in green, blue ore rose.



#futuristic
spring 2020



It is a perfect stage for metallic trimmings like filigree, golden clasps or elaborate buttons, which seems to be artworks. The comeback of cargo trousers and field jackets asks loudly for special buttons and closures. Buttons are not only functional beginning of this season, they are really like jewellery. Some of them are look- alike of small brooches. Transparent buttons, also underplayed with glitter or patterns are also important highlights on our way to future.



#keydirection
dressing up



#colourpalette
18.000 Beiträge



materials such as horn, metal, mother of pearl and the latest polyester materials. Buttons give a finishing touch to your creations. Whether to emphasise features or create an interesting contrast – they can help make any idea into reality.



knopf und knopf international
trend: conceptual sentiment



Fashion is more. Fashion is not only clothing. Fashion is our daily escort and our friend for special moments. In this second theme emotions are bonded with materials: an exciting liaison of industrial manufactured and handcrafted products. The colours will find their place in-between: not too dark, not too bright.



Buttons come along in the same shade and could be find also as prides on one piece. Gentle floral designs on metallic buttons are very romantic on the one hand, on the other hand they match also perfectly on rough looking items.



#colour
renaissance



Besides this oriental looking buttons in light gold or blackened are very important. These are special details which will make each garment something special.



#artisanal
emotion



It is a smoothly round dance of rose and brown in different shades with gentle sky blue. Two tone prints are inspired by old masters from renaissance.



#humanconnection
35.000 Beiträge





Distinct lines, cool colours, graphical prints – these are the keystones of fashion on the way to future. Medium colour shades are perfect in rosewood or muted blue. The first theme is inspired from sporty looks. For sure we want miss eyes here.



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trend: looking forward



In combination with matt metal buttons this is the factor of success in spring 2020. All shades of grey, brown and black will be found here. Gentle embossments on buttons are pure understatement. On top stoppers are loved escorts on the way to future. Explore the world with open eyes is the slogan to switch into summer. Cotton twills and canvas absorb the colours like work of arts. No matter if apricot, birch or blue – all match perfectly together like deep friends.



#blues
cool hour



trendstop

trendstop

trendstop

in combination with mature
expressive brights



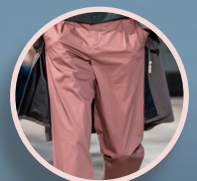
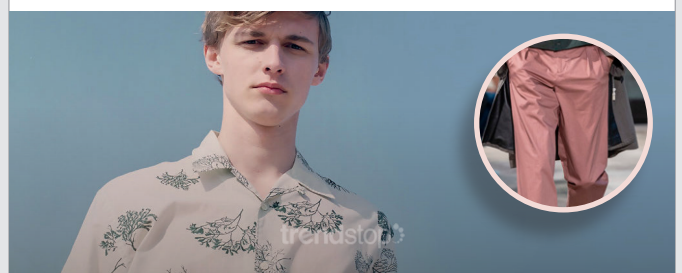
#moody-mid-tones
aesthetics



Buttons looking like made of wood or semi-transparent synthetics will hold together what should be together. Restrained checks will be seen in luxury looking, shiny buttons. Very artful are mother of pearl buttons with a hint of colour on the holes in a handcrafted look.



#tropicalmoods
27.679 Beiträge



trendstop

in luxury looking, shiny buttons. Very artistic are mother of pearl buttons with a hint of colour on the holes in a handcrafted look.



knopf und knopf international
trend: feel contemporary



Zeitgeist or pop art? Urban living or a day on the beach? The answer is mix & match. Trimmings in neon colours are reminding us of the power we keep in us. A gorgeous firework!



#urbanliving
suggested items



Carabineers will have a great performance in special forms and all colours of the metal range.



#urban
accessoires



Wild prints get together with mellow checks and colours are dancing in the paintbox: Yellow and orange are on board and grey is still on the winning way. The finish of summer is elegant and sporty at once.



#trenchcoat
730.732 Beiträge



Big black buttons will find their place on cool trench coats, fine metal buttons are understatement.

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