

THE MEDIA BRAND FOR DENIM AND FASHION TRENDS

SPORTSWEAR INTERNATIONAL #270

DECEMBER 2015
DB7003

GERMANY € 15,50
SWITZERLAND SFR 20,00
DENMARK DKK 120,00
UK GBP 14,00 / USA \$ 20,00
REST OF EUROPE € 17,50
REST OF WORLD € 19,50

THE VERY BEST OF 2015

*BEST OF DENIM / BEST OF STREETWEAR
BEST OF ACTIVEWEAR / BEST OF FASHION*



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THE VERY BEST OF 2015

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THE LOCATION/VIGOSS JEANS R&D LAB

Designing a modern denim collection requires a series of rituals and gestures as well as a physical space and freedom of movement for thinking, testing and finding the best product to be launched. This 250-sq.-meter (2,691-sq.-foot) R&D studio is part of a textile company based in Istanbul. It was designed by Zemberek Design Office to offer the R&D personnel of the Vigoss brand an environment that lets them be free to sit, walk, work and evaluate different stages of the product creation. The space in part is reminiscent of a Greek amphitheater because of its mix of levels, its various space volumes and the possibility to access and observe products from different angles and distances, despite its relatively limited size.

Surfaces and levels can be employed for different uses that can range from meetings, studies or analysis of any product's quality or design. Most surfaces and lines are smooth and curvilinear because of the overall fluid creative and constantly evolving creative process. The neutral hues of the space—the gray of concrete and light brown of wood—help any product stand out better throughout the creative process. The fluidity and flexibility characterizing this studio's own identity are strongly tied to the importance that the creative process has increasingly gained in the clothing industry, especially in jeanswear, a market that requires great expertise and attention to detail more than ever before. [Text: Maria Cristina Pavarini/Photo: Vigoss]