

THE MATERIAL JOURNAL

November, 2018

STORY OF THE MONTH

Walking in a Window wonderland



TECHNOLOGY

American Supply pushes the technical boundaries, with Large-Scale Glitter Projection Printing



FASHION

If you love Tartans and plaids, Future Transparent materials, or prefer the more classic Art of Embroidery, there is an AW18 trend for you



ART

American Supply attended the 45th edition of the FIAC, which is always a rich source of inspiration

Featured Materials



BANANA FLEX

Process family: Applied/Laminated
Composition: Pineapple fibers/PLA
Format: Roll
Size: 155 cm width
Thickness: 1,20 mm
Color: Gold

[VISIT OUR SITE](#)



ANANAS FLEX

Process family: Applied/Laminated
Composition: Pineapple fibers/PLA
Format: Roll
Size: 155 cm width
Thickness: 1,20 mm
Color: Gold

[VISIT OUR SITE](#)

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Walking in a Window wonderland



STORY OF THE MONTH

Winter is falling with the first snowflakes, bringing the early morning frost, and the inimitable Christmas windows. We took a walk around our hometown Paris to bring you a curated selection of our favorites so far.



Top to Bottom :
Le Bon Marché, Galeries Lafayette, Printemps & BHV

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TECHNOLOGY

Large-Scale Glitter Projection Printing



The usual process for screen printing with glitter requires the glitter to be mixed with a transparent varnish that saturates it before it is printed on the surface. With this method the metallic appearance of the glitter is lost and replaced with a more plastic reflection, making the effect less interesting: the glistening metal is not only drowned in the varnish, but the size of the glitter is also limited by the weave in the silkscreen. With our new exclusive development, we give back to the glitter its glistening potential and elevate it with the ability to vary particle size and allow a more anarchic placement on the surface, letting it shine in all directions. American Supply's Creative-Techno-Lab is the only team in Europe that can achieve Large-Scale Glitter Projection Printing of 140cm wide by 250cm long in a wide range of Glitter references and in any custom design. For the example shown above, we projected a custom Large Hexa Glitter in a Snowfall design, printed on our Deep Blue luxury velvet. American Supply continues to push the material boundaries both technically and creatively with our in-house expertise.



FASHION

Fall/Winter 2018 Womenswear Trends

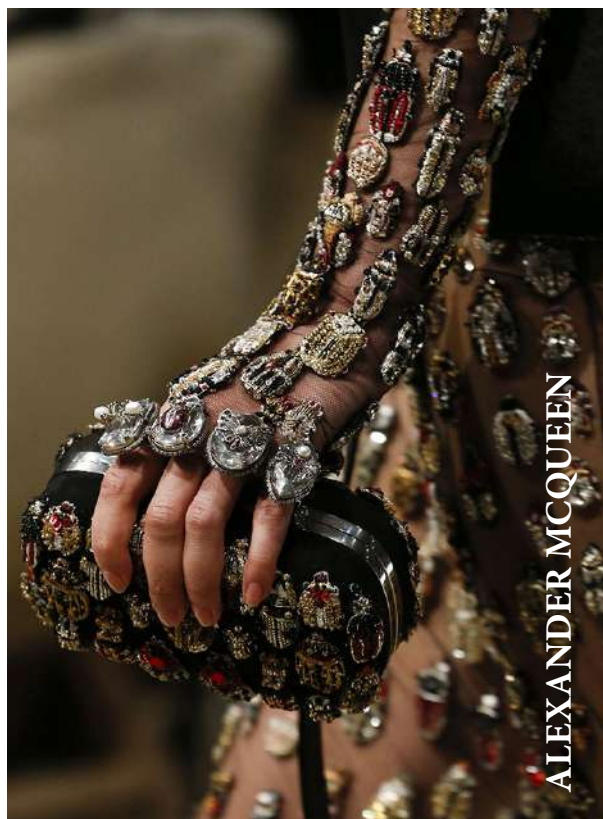


VERSACE

If you love Tartans and plaids, Future Transparent materials, or prefer the more classic Art of Embroidery, there is an AW18 trend for you. We have gathered the top trends from this past fashion week for you to get the inspiration you need to get through this upcoming chilly months.



MAISON MARGIELA



ALEXANDER MCQUEEN

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ART

FIAC

Foire internationale d'art contemporain 2018



Alicja Kwade at 303 Gallery

American Supply attended the 45th edition of the FIAC, the internationally renowned contemporary art fair, at Paris' magnificent Grand Palais.

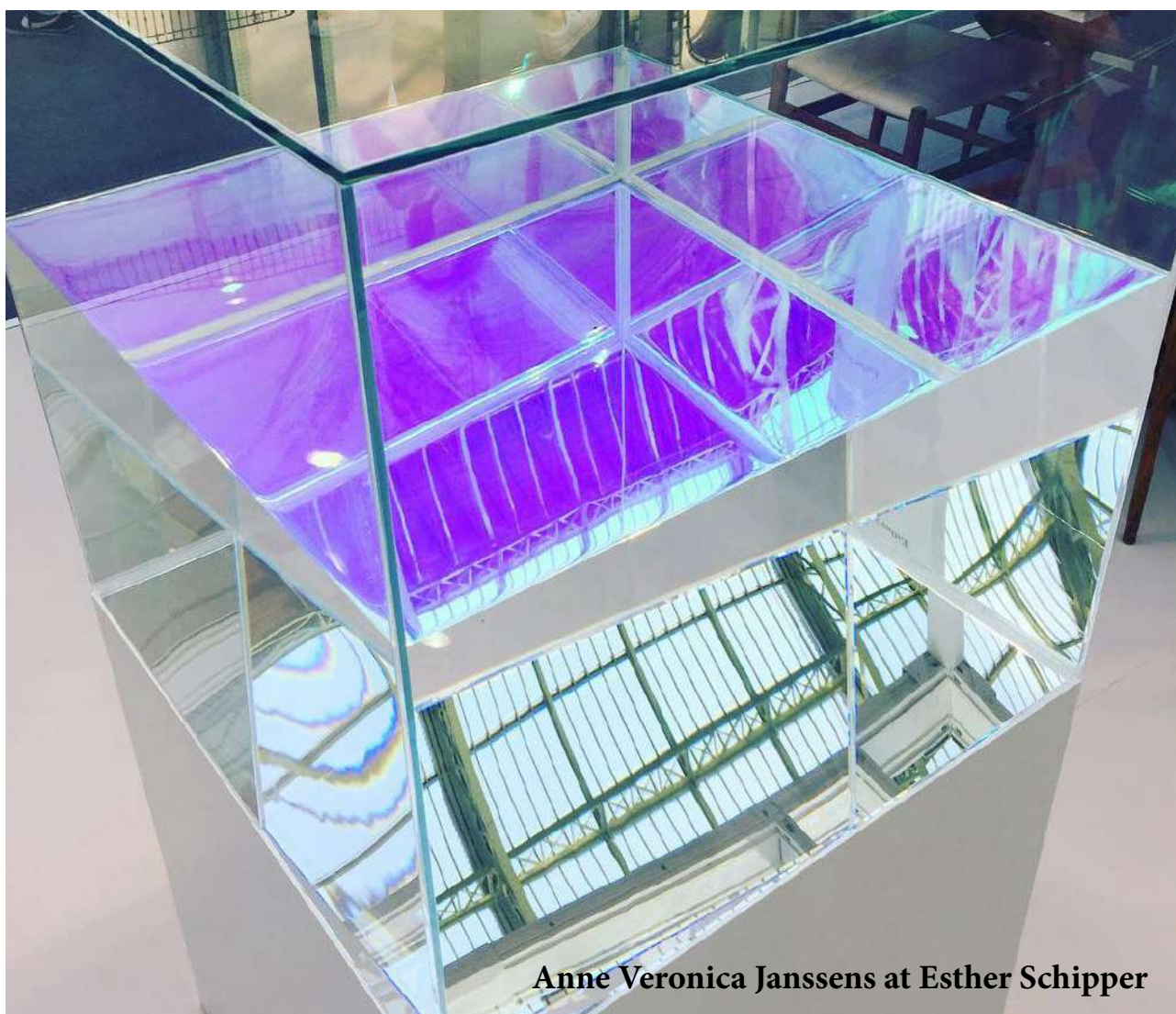
We work side by side with artists and visual merchandisers to enhance and elevate their creative ideas using unique techniques and new technology, and the FIAC is always a rich source of inspiration for us.



Katherina Grosse at Gagosian



Yin Xiuzhen at Pace Gallery



Anne Veronica Janssens at Esther Schipper