

# SPRING SUMMER 2023 FASHION TRENDS IN THE US

**FLANDERS INVESTMENT & TRADE** 



# SPRING SUMMER 2023: FASHION TRENDS IN THE US

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# 1. INTRODUCTION

Fashion is an ever-changing industry. Trends, such as colors, silhouettes, fabrics, and patterns for example, change and adapt every season, being influenced by designers, consumers, and current events. Therefore, it is crucial for brands to stay current and up to date with what trends consumers are looking for in the market and how they can add their own twist to it to make it uniquely theirs.

Colors is an important aspect of all fashion trends, as these are almost the base and starting point of the vision for every collection. According to Angela Baidoo (2021), the Spring Summer 2023 color palette is a combination of everyday hues with mood-boosting brights (shown below) (Baidoo & WGSN, 2021). The first set of colors are part of the core colors of the SS23 season, while the two other sets of colors give SS23 the mood-boosting brights. Adding these everyday colors to the SS23 collections will allow for the pieces to easily transition from SS to AW – adding onto the longevity of the piece and the seasonless design trends – while the brighter colors are still pretty toned down, also adding to the longevity.



More information on the SS23 color palette can be found here, including the color codes of each color.

When it comes to the trends and the designs of the pieces, it is quite like AW22/23. We are still living in a post-pandemic world, but people are finding their equilibrium again. Consumers want pieces that are functional, conscious, can be used in multiple ways, and that last longer while also bringing the element of nostalgia to familiar elements. The aspect of garments needing to last longer is important for designers and creators, because now you do not only have to think about how the piece is used today, but also how

it exists in the future. The rise of the digital world is also still a very big aspect of this season's designs and collections

In this report, both men and womenswear fashion trends for Spring Summer 23 will be discussed based on toolkits provided and presented by WGSN in collab with Project and Informa Markets Fashion. This information will give a cohesive overview of the upcoming seasonal trends for fashion companies to use to assist with their expansion into the US market.

# 2. TREND NARRATIVE - THE BIG IDEAS

In this chapter, we will be going over the seven biggest trends for SS23, based on research done by Informa Markets Fashion & WGSN (2022). These seven ideas come forward in trends for all genders – so the following sub-chapters are not gender specific.

# 2.1 FLUID DESIGNS

Fluid designs coming into play this SS23 season are all about that soft yet structured look. These are often quite distorted silhouettes, made by draping, fluid-like cutting and pleads, and sculpture like fit on the body

– almost like the flow of water. These are very clean designs and with a

focus on sleeves and necklines.

gettylmages' Derio Zuchnik

Source: Daniel Zuchnik (2022)

Key details on this trend may include, as mentioned before, wavy hemlines, curved cuts, linear pleads, and draped-like pieces. As this is a more minimalistic trend when it comes to colors and prints, if any prints are used, they are tapping into the water element of this type of design with watercolors, natural fluid rock formations, and inked impressions. Jil Sanders is a key designer when it comes to this trend.

What are the seasonal musthave pieces for the fluid trend? The halter neck top and the boho wrap skirt.

Atlantic Blue	PANTONE: 18-3949 TCX
Optic White	PANTONE: 11-4800 TCX
Bloodstone	PANTONE: 19-1652 TCX
Orchid Flower	PANTONE: 19-4203 TCX
Galactic Teal	PANTONE: 19-4919 TCX

Source: Informa Markets Fashion & WGSN, 2022

# 2.2 PHYGITAL, FUTURISTIC, & TECH GALORE

This trend has been on the rise the last few years, while new innovations are being created, as well as new (digital) worlds. It is now not only important for clothes to look good in the real world, but also in the digital, metaverse world. This boom in metaverse fashion is getting brands excited as we see more and more designers joining the movement and selling digital clothes online. Consumers want to find that sweet spot between digital and physical, especially Gen Z.

The digital designs are coming back in the designer's physical designs as well. We can see that the blending of these two worlds is creating



Source: Edward Berthelot (2022); Victor Virgile (2021)

a new aesthetic, merging '90s and '00s looks with a new, digital feel. The 1970s are also coming into play with this trend when it comes to the vibrant colors, fabrics used, and loose, exaggerated silhouettes. Along with the nostalgia aspect, we see a rising trend of using more tech when creating these collections – enabling brands to cut down the processing time and the waste, while also extending the longevity of the piece with high quality materials.

This is more of a conceptual trend, not commercial. This trend is made to make a statement when worn.

Golden Beryl PANTONE: 14-0750 TCX

Papaya Smoothie PANTONE: 15-1245 TCX

Green Fig PANTONE: 15-6317 TCX

Wild Rose PANTONE: 16-3118 TCX

Digital Lavender PANTONE: 15-3716 TCX

Black PANTONE: 10-4203 TCX

Source: Informa Markets Fashion & WGSN,

We are seeing bright colors, shimmers, digital and fluid shaped prints, silk, embellishments and embroidery, layering, loose yet structured designs, and stand-out cuts/splits.

Key designers in this trend include Collina Strada, Acne Studios, Diesel, and Proenza Schouler

What are the seasonal must-have pieces for this tech-inspired trend? The **cropped** or **wrapped top**, the **tailored suit**, the sculptural **mini skirt**, the everyday **flared pant**, the smart **utility jean**, the knit **polo**, the **structured shoulder bag** or tote, the **flat sandal**, and **chain-link** accessories.

# 2.3 DAY TO NIGHT READY

Being day to night ready, is this season's way of describing business casual, flex-leisure, ... the trend we have all been indulging in post-pandemic – the line between work and personal style is becoming more and more blurry due to the shift of hybrid lifestyles.



Source: Edward Berthelot (2022); Jeremy Moeller (2019)

With the help of layering, this trend finds the appropriate synergy between casual, business, and partywear. Contrasting silhouettes, oversized styles, knit, silk and lace accents, and a touch of sporty define this trend, and shows how the younger generation are revamping the smart look into a youthful Y2K look or a sporty aesthetic. This trend is rather commercial as opposed to conceptual, when compared to the other trends in this study.

Key designers in this trend include Jacquemus, Acne Studios, Jil Sanders, and COS

What are the seasonal must-have pieces for this day to night trend? The bleisure dress, the draped

and halter neck top, the knit polo, the tailored suit with shorts or long pants, the boho skirt, the lightweight shacket, the soft volume scrunch bag, the square tote, the flat sandal, and chain-linked accessories.

So, what about the colors for this trend? The side that is rather focused on a youthful Y2K feel, colors used are muted, nudes with a warmth to them. Whereas the sport aesthetic side of this business casual trend are more cool and blue hues, as shown below. Key prints here are color-blocking with solid colors!

Italian Clay	PANTONE: 16-1422 TCX	Optic White	PANTONE: 11-4800 TCX
Digital Mist	PANTONE: 13-4303 TCX	Midnight Blue	PANTONE: 19-3932 TCX
Vanilla Cake	PANTONE: 13-1025 TCX	Digital Violet	PANTONE: 17-3920 TCX
Optic White	PANTONE: 11-4800 TCX	Atlantic Blue	PANTONE: 18-4034 TCX
Unbleached Cotton	PANTONE: 11-0103 TCX	Palm Leaf	PANTONE: 18-6018 TCX

Youtful Y2K, Source: Informa Markets Fashion Sport Aesthetic, Source: Informa Markets & WGSN, 2022

Fashion & WGSN, 2022

# 2.4 NATURE AND OUTDOORS INSPIRED

Nature and the outdoors have been a huge influence on this season's trends! As this trend comes back in several different styles, this section will be divided into three sub-trends: The Desert Rider, The Coastal Explorer, and The Summer Enthusiast.

## The Desert Rider

Bleached Cotton	PANTONE: 11-0103 TCX
Bay Leaf	PANTONE: 16-0430 TCX
Zinc	PANTONE: 17-3802 TCX
Silt	PANTONE: 18-1027 TCX
Oat Milk	PANTONE: 14-1208 TCX
Sandial	PANTONE: 16-1148 TCX
Sand Dune	PANTONE: 16-1422 TCX
Terracotta	PANTONE: 18-1441 TCX
Bloodstone	PANTONE: 19-1652 TCX

Source: Informa Markets Fashion & WGSN, 2022

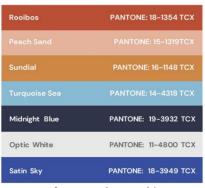
Neutral colors and sandy or papery textures drive the desert, utilitarian trend. With the use of technical fabrics, here we see the uniting of smart dressing and the need to connect with nature. Another key element here are the non-confirming, size-inclusive designs, similar to the flowing, windy element of nature. When it comes to prints and motifs, rock formations, rugged terrains, and mineral motifs are replacing the more obvious forest textures, and perfectly fit into the natural aesthetic of this trend.

Key designers in this trend include Robyn Lynch, Cor-Project, Teodora Oshima, and Aimé Leon Dore.

What are the seasonal must-have pieces for this tech-inspired trend? Lightweight shacket, the utility shirt and shorts/pants, the polo knit, the cropped shirt, the boxy mini dress, the cropped straight-leg jeans, and the structured bag.

# The Coastal Explorer

Whether you saw it on TikTok or in your favorite fashion magazine, we all have seen the hype around the viral trend – "the coastal grandparent look". The feeling of this trend is relaxed and easy-going luxury, a reoccurring necessity of today's consumer when it comes to fashion. Natural and light materials, like linens and ramie, are key to achieving this luxe, effortless elegance with mineral and warm tones that show the beach influence. An element of modern sportiness can be found in the menswear collections influenced by this trend, the perfect mix of preppy and nautical. The versatility of this look allows for an all-day appropriate outfit – perfect for a day on the boat, or for a sunset dinner by the beach.



Source: Informa Markets Fashion & WGSN, 2022

Key designers in this trend include Chloe, Dion Lee, Proenza Schouler, Daniel Fletcher, and Erdem. These designs can either by rather commercial or conceptual – this trend falls in the middle of this scale.

What are the seasonal must-have pieces for this tech-inspired trend? The **draped** top, the **halter neck** top, the **button up** shirt, the **linen flared** pants, the **boho skirt**, the **flat sandal**, the **slingback mule**, the soft volume **scrunch bag**, and the **square tote**.

## The Summer Enthusiast

Setting Sun	PANTONE: 17-1361 TCX
Honeycomb	PANTONE: 13-0942 TCX
Oat Milk	PANTONE: 14-1208 TCX
Pastel Lavender	PANTONE: 15-3716 TCX
Honeycomb	PANTONE: 16-0430 TCX
Unbleached Cotton	PANTONE: 11-0103 TCX
Pink Punch	PANTONE: 17-1736 TCX

Source: Informa Markets Fashion & WGSN, 2022

Similar to the previous trend around the coastal influence, this trend is influenced by a warmer period in the year. Again, this trend is an indirect effect of consumers wanting to break-free from the period of stress, anxiety, and staying inside that the pandemic caused. This trend is all about being outdoors, natural light, care-free spirit, and the romanticized idea of endless sunny days.

These designs promote relaxation, ease of movement, authenticity, and nostalgia. Colors are faded and vintage-like, yet portray the warmth of summer.

Key designers in this trend include Jacquemus, SMR Days, Pio Pio, and Pangaia.

What are the seasonal must-have pieces for this nature and outdoor lovers trend? The summer suit, the camp shirt, the paper bag short, the everyday decadence pant, the sculptural mini skirt, the boxy mini dress, the slingback mule, and the hoop set.

All three of these sub-trends are undoubtedly influenced by the overall trend of nature and outdoor living – yet all having their own unique element of something in nature. Nature and outdoor living were a big trend in AW 22, and is still evident in the SS 23 season, as consumers are still seeking to connect with nature and the 'real' things in life again post-pandemic. Perhaps this is a trend that is here to stay.



The Desert Rider, The Coastal Explorer, The Summer Enthusiast.

Source: Edward Berthelot (2022); Jeremy Moeller (2022); Edward Berthelot (2022)

# 2.5 THE HI-TECH LOUNGER



Source: Christian Vierig (2021)

This trend shows yet again the influence that the pandemic had on fashion trends. People want to be comfortable yet dress in a smart, elevated style – this elevated lounge trend is an upgraded direction of that of leisurewear. Create a collection of buildable essentials for your smart wardrobe, with cutouts, color-blocking, and informative labelling. These consumers want innovative, smart materials (self-cleaning, anti-viral textiles). This mix between hi-tech and comfort shows a softer, more wearable side of smart and innovative designs.

Depending on how the design is worn, it can be very commercial – yet some more edgier pieces can make it more conceptual.

Bloodstone	PANTONE: 19-1652 TCX
Papaya Smoother	PANTONE: 15-1245 TCX
Vanilla Cake	PANTONE: 13-1025 TCX
Unbleached Cotton	PANTONE: 11-0103 TCX
Pearl Grey	PANTONE: 14-3906 TCX
Digital Lavender	PANTONE: 17-3930 TCX
	PANTONE: 16-3118 TCX
Wavelife	PANTONE: 14-4522 TCX

Key designers in this trend include Burberry, Nina Ricci, Closed Official, Stine Goya, and Bottega Veneta.

What are the seasonal must-have pieces for this tech lounger trend? The vacay short, the soft wear set, the halter neck, wrap, and cropped top, Source: Informa Markets Fashion & the sculptural mini skirt, the everyday decadence pant, the smart utility wgsn, 2022 jean, the structured shoulder bag, and the '90s platform.

# 2.6 EXPERIMENTAL PRINTS



Source: Edward Berthelot (2022); Edward Berthelot (2022)

This season's prints include florals, graphic shapes, and bohemian. When going with a floral print, try using a rare plant motif instead of the typical tropical print to evolve and add an element of decadence to daytime occasionwear. This is a more joyful, vibrant, and youthful take on nature through embroidery, textures, large prints, volume, ... it is **all** about the details!

Next to florals there are also lots of geometric shapes being used as prints for SS 23 designs. Stripes, polka dots, and checks are giving a maximalist look in oversized proportions and bright accents. These contrasting elements and colors are combined in fun and spontaneous ways yet create a sense of familiarity and a contemporary aesthetic – very maximalist 90's vibes.

Last but not least, bohemian is back, but now with a twist! This time, it is mixed with a psychedelic element with the growing of its industry and the overarching desire for hedonism and escapism. Retro 70's inspired florals and feminine silhouettes merged with bold tones, add a bright element to the nostalgic designs and prints.

Key designers in this trend include Oscar De La Renta, Anciela, Pio Pio, Christopher John Rogers, Paco Rabanne, and Alice McCall.

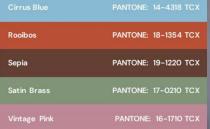
What are the seasonal must-have pieces for these experimental prints trend? The wrap top, the vacay short, the boho skirt, the mini skirt, the comfortable tailored suit, the boxy mini dress, the flat sandal or platform, the chunky necklace, and the soft volume scrunch bag.

Vintage Pink	PANTONE: 16-1710 TCX
	PANTONE: 13-0942 TCX
	PANTONE: 15-1245 TCX
Verdigris	PANTONE: 18-4834 TCX
Verdigris Raspberry Pink	PANTONE: 18-4834 TCX PANTONE: 19-1860 TCX
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Source: Informa Markets Fashion &

# 2.7 MID-CENTURY MODERN

Tapping, again, into the nostalgic feeling that fashion can create, we have our last trend of the SS 23 season: Mid-Century Modern. Reminiscing the hedonism of past eras and a rose-tinted view of when things seemed less complicated is the vibe of this details include trend. Key plaids, monogramming, wide lapels, blocked color ascents, colors that make a statement, and cut trousers - examples include varsity



Source: Informa Markets Fashion & WGSN, 2022

jackets, a tailored suit with shorts, and knitted vests. Reinventing and rebooting the classic trends and designs has proven to be a winning blueprint. Colors are present yet muted, given this trend the real mid-century impression.



Source: Edward Berthelot (2022)

Key designers in this trend include Lacoste, Todd Snyder, Tommy Hilfiger's Adaptive, Bogey Boys, and Casablanca. What are the seasonal must-have pieces for this mid-century modern trend? The knit polo, the summer suit, the flared pants, the cropped straight-leg jeans, the chain-link accessories.

# 3. APPAREL SOURCING: FABRICS. PATTERNS. TEXTILES. ETC.

In this chapter, the sourcing trends are discussed for the upcoming season. Sustainability is a big (and urgent) point of focus for many companies. Rest, wellbeing, and comfort are also big elements brands are still tapping into as these are purchase-motivators for customers. Six of the biggest trends in apparel sourcing are briefly discussed to compliment chapter 2 of this document, based on research done by Informa Markets Fashion & WGSN (2022).

# 3.1 BIG IDEAS IN SOURCING



Source: Edward Berthelot (2022)

# Casual Smartness:

In this sourcing trend, it is important to combine tailored performance, flexibility, and ease of wear with soft, natural fiber blends and casual finishes. Micro-textures and subtle color play can be used to get both the comfort and tactility aspect for the relaxed business-leisure trend.

<u>Key materials</u> here are seersucker and retracted textures, raised pattern, matte and shine contrasts, formals casualized through soft laundered finishes.

<u>Key fibers</u> include RWS/ZQ Certified Merino Extra Fine Wool, BCI/GOTS Certified Cotton, Natural Linen, Ahimsa Silk, FSC Certified Cellulosic Lyocells, GRS Certified Polyester and Nylon.



Source: Etsy (2022)

# Everyday Sheen:

For these very silky, luxurious looks, source ultra-soft qualities in sustainable cellulosic blends and ethical silks. With these designs, you can keep it simple by sticking to plain colors or make it a bit more casual using peach-touched washed-down silkies and dulled sheen. These fabrics and materials are often used in day to night dressing, loungewear, and business wear.

<u>Key materials</u> here are crepe-back satins, sateen, plain and twill constructions, washed down, and peach-touch qualities.

<u>Key fibers</u> include FSC Certified Cellulosic, Cupro and Modal, Tencel Lyocell ECOVERO Livaeco, and Ahimsa Silk.



Source: Jeremy Moeller (2021)

# Relaxed Stripes:

Classic stripe layouts and softly laundered finishes gives these designs a touch of a breezy casual summer's day. Using commercial key fabrics work great when creating sun-faded colors and textures, which allows these fabrics to be used for all collections (all genders) and designs (shirts, jackets, matching sets, etc.)

<u>Key materials</u> here are soft seersucker, twill, plain and sateen bases, decorative, raised and ribbon stripes, muslin, and cheesecloth textures, softly washed, and crumpled.

<u>Key fibers</u> include Certified GOTS, BCI and Fairtrade Cottons, Natural Linen Blends, FSC Certified Low-Impact Lyocell Tencel, and Cupro Blends

# PRADA

Source: Streetstyleshooters (2021)

#### Natural Craft:

As previously seen in AW 22, crafting is still very much a trend in designs and in sourcing the materials to create collections. Traditional craft continues to influence patterns and dimensional decorations for trans-seasonal statement pieces. Crochet-looks, weaves, prints and embroideries have a homespun and vintage look, so they are best used for statement pieces, jackets, loungewear, etc.

<u>Key materials</u> here are decorative lace, eyelet and broderie anglaise raschel and warp knits, filet crochet and hand-knit qualities, natural fiber tweeds, and matte and mercerized cotton lace.

<u>Key fibers</u> include 100% Linen Qualities, Touches of Hemp Fiber, New Plant Fiber Blends, GOTS Certified Organic Cotton, BCI Cotton and Fair Trade Cotton, Ahimsa Silk, Tape, Cordelet and Chainette Yarns.



Source: Christian Vierig (2022)

# Padded Volume:

Padded designs really go forth with the indoor and outdoor trend that we see in the current and upcoming fashion seasons. Here, the designers must ensure fashion looks still have practicality and comfort for consumers, at the same time as being fashionable. GRS certified recycled polyester and nylon are a great choice here for sustainable, yet performance-driven materials.

<u>Key materials</u> here are double-faced cloques, blister quilting, reversible bonding, quilted and padded, matte and shine, and tonic effects.

<u>Key fibers</u> include GRS-Recycled Polyester, Nylon and Polyamide, Bio-Based Synthetics, Wool and FSC Certified Cellulosic Blends, Natural Thermal Filler or Bio-Based Wadding, Bio-Based or Recycled Content PU Protective Coatings.



gettyimäges' saviva dieronux

Source: Jeremy Moeller (2022); Edward Berthelot (2022)

# Cozy Surfaces:

Adding features or soft, plush textures on your designs, or creating an entire design with just these cozy surfaces is another great way of adding a bit of comfort to smart and tactile pieces. This added dimension and quality that are warm in a protective and comforting sense remain key for tops, knits, jackets, outerwear, and accessories!

<u>Key materials</u> here are enhanced crepe wools, soft napped, milled, and felted flannel blanket style woolens and brushed jerseys, reversible and double-faced knits and wovens, texture plush and fleece, and brushed and lofty knits.

<u>Key fibers</u> include Fleece (natural), Lyocells and BCI Cotton Blends with Naturally Insulating Fibers such as RWS Certified Wool, GRS Certified Recycled Polyester and Nylon, and Boucle and Roving Yarns

# 3.2 SOURCING CONCLUSION

To conclude, there are a few key takeaways when it comes to sourcing trends for SS 23 and beyond. (1) As mentioned before, sustainability is a must in all designs today so designers and brands should invest in natural materials that are both good for the planet and for the skin of the consumer. (2) Another big trend in sourcing is the use of micro-textures to update classic designs and materials. These micro-textures make the materials extra soft and, therefore, combine the comfort with the utility and tactility of the piece. (3) Another way of enhancing the tactility and performance of the garment is sourcing versatile silkies that are easy to wear! With high performance silkies and cellulosic qualities, the garment edges into technical performance, prolonging the life of a garment and the ways in which it can be worn. (4) Last but not least, crafting is still a big influence on today's designs so updating these typical craft looks with new ideas will elevate your collection. Source fabrics and knits that use decorative yarns and textures, adding a vintage and home-made feeling to the garment (Informa Markets Fashion; WGSN, 2022)

Key terms that pop out from the research on sourcing are sustainable and natural materials, comfort and performance, and the DIY-look.

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- (6) Edward Berthelot. (2022). A guest wears a white t-shirt, a silver chain necklace, a red shiny leather sleeveless jacket, a beige cargo jacket, beige suit pants, white socks, white platform soles sneakers, outside the Wooyoun show, during Paris Fashion Week Menswear Spring/Summer 2023, on June 26, 2022 in Paris, France. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/guest-wears-a-white-t-shirt-a-silver-chain-necklace-a-red-news-photo/1405457075">https://www.gettyimages.com/detail/news-photo/guest-wears-a-white-t-shirt-a-silver-chain-necklace-a-red-news-photo/1405457075</a>
- (7) Jeremy Moeller. (2022). Sophia Geiss seen wearing a black crop top from LeGer, a black and white striped crochet cardigan from LeGer, matching black and white crocket wide leg pants from LeGer, on March 28, 2022 in Berlin, Germany. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/sophia-geiss-seen-wearing-a-black-crop-top-from-leger-a-news-photo/1388786392">https://www.gettyimages.com/detail/news-photo/sophia-geiss-seen-wearing-a-black-crop-top-from-leger-a-news-photo/1388786392</a>
- (8) Edward Berthelot. (2022). Baptiste Giabiconi is seen during the 75th annual Cannes film festival at on May 18, 2022 in Cannes, France. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/baptiste-giabiconi-is-seen-during-the-75th-annual-cannes-news-photo/1398015933">https://www.gettyimages.com/detail/news-photo/baptiste-giabiconi-is-seen-during-the-75th-annual-cannes-news-photo/1398015933</a>
- (9) Christian Vierig. (2021). Aimee Song seen wearing Dior bag, lavender skirt and jumper, knitted jumper outside Acne during Paris Fashion Week Womenswear Spring Summer 2022 on September 29, 2021 in

- Paris, France. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/aimee-song-seen-wearing-dior-bag-lavender-skirt-and-jumper-news-photo/1343921227">https://www.gettyimages.com/detail/news-photo/aimee-song-seen-wearing-dior-bag-lavender-skirt-and-jumper-news-photo/1343921227</a>
- (10) Edward Berthelot. (2022). Alexina Graham wears a beige / red / purple / blue flower print pattern ruffled halter-neck / sleeveless / belted / long pleated dress, a black shiny grained leather clutch from Gucci, red shiny satin pointed pumps heels shoes, outside PatBo , during New York Fashion Week, on February 12, 2022 in New York City. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/alexina-graham-wears-a-beige-red-purple-blue-flower-print-news-photo/1370255190">https://www.gettyimages.com/detail/news-photo/alexina-graham-wears-a-beige-red-purple-blue-flower-print-news-photo/1370255190</a>
- (11) Edward Berthelot. (2022). A guest wears sunglasses, a blue white and orange wool pullover with printed geometric argyle patterns, orange leather flared pants, black leather shoes, outside the Dolce & Gabbana show during the Milan Men's Fashion Week Fall/Winter 2022/2023 on January 15, 2022 in Milan, Italy. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/guest-wears-sunglasses-a-blue-white-and-orange-wool-news-photo/1364869897">https://www.gettyimages.com/detail/news-photo/guest-wears-sunglasses-a-blue-white-and-orange-wool-news-photo/1364869897</a>
- (12) Edward Berthelot. (2022). A guest wears green and gold sunglasses, a black / yellow / green / brown / white print pattern silk scarf, a brown sweater, a green long coat, a camel shiny leather with silver buckle belt, blue denim large pants, a dark brown shiny leather with beige GG monogram print pattern loafers from Gucci, khaki socks, outside the Philosophy Di Lorenzo Serafini fashion show, during Milan Fashion Week Fall/Winter 2022/2023 on February 26, 2022 in Milan, Italy. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/guest-wears-green-and-gold-sunglasses-a-black-yellow-green-news-photo/1373112121">https://www.gettyimages.com/detail/news-photo/guest-wears-green-and-gold-sunglasses-a-black-yellow-green-news-photo/1373112121</a>
- (13) Edward Berthelot. (2022). Luca Froehlingsdorf (L) wears a black with silver pendant necklace, a white V-neck tank-top, a white velvet shirt, black sunglasses, a brown and black braided leather belt, beige linen suit pants, beige with multicolored striped print pattern sneakers, Katya Tolstova (R) wears silver earrings, a silver and gold large chain necklace, a gold chain pendant necklace, a white with black small striped print pattern long blazer jacket, matching white with black small striped print pattern large pants, a white shiny leather with gold large buckle belt, a gold large bracelet, a brown and black FF monogram print pattern fluffy handbag from Fendi, white sheep fluffy strappy sandals, during New York Fashion Week, on September 11, 2022 in New York City. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/luca-froehlingsdorf-wears-a-black-with-silver-pendant-news-photo/1422979328">https://www.gettyimages.com/detail/news-photo/luca-froehlingsdorf-wears-a-black-with-silver-pendant-news-photo/1422979328</a>
- (14) Esenique. (2022). Fern silk satin fabric by the yard, Silk Fabric for Lingerie and Dress, Wholesale Silk satin Fabric, Green Light satin. [Photograph]. Etsy. <a href="https://www.etsy.com/listing/1163891651/fern-silk-satin-fabric-by-the-yard-silk">https://www.etsy.com/listing/1163891651/fern-silk-satin-fabric-by-the-yard-silk</a>
- (15) Jeremy Moeller. (2021). Lea Naumann wearing Dior linen fabric two piece and yellow Taillee Paris bag on April 01, 2021 in Berlin, Germany. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/lea-naumann-wearing-dior-linen-fabric-two-piece-and-yellow-news-photo/1310794880">https://www.gettyimages.com/detail/news-photo/lea-naumann-wearing-dior-linen-fabric-two-piece-and-yellow-news-photo/1310794880</a>
- (16) Streetstyleshooters. (2021). A pastel pink crocheted bag by Prada as a detail of Influencer Lisa Hahnbueck seen during the Mercedes-Benz Fashion Week on September 6, 2021 in Berlin, Germany. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/pastel-pink-crocheted-bag-by-prada-as-a-detail-of-news-photo/1235095381">https://www.gettyimages.com/detail/news-photo/pastel-pink-crocheted-bag-by-prada-as-a-detail-of-news-photo/1235095381</a>
- (17) Christian Vierig. (2022). A guest wears yellow puffer coat, Gucci bag outside 16Arlington during London Fashion Week September 2022 on September 18, 2022 in London, England. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/guest-wears-yellow-puffer-coat-gucci-bag-outside-news-photo/1425025997">https://www.gettyimages.com/detail/news-photo/guest-wears-yellow-puffer-coat-gucci-bag-outside-news-photo/1425025997</a>
- (18) Jeremy Moeller. (2022). A fashion week guest is seen outside Dior during Paris Fashion Week Menswear Fall/Winter 2022 on January 22, 2022 in Paris, France. [Photograph]. Getty Images. <a href="https://www.gettyimages.com/detail/news-photo/fashion-week-guest-is-seen-outside-dior-during-paris-news-photo/1366934767">https://www.gettyimages.com/detail/news-photo/fashion-week-guest-is-seen-outside-dior-during-paris-news-photo/1366934767</a>
- (19) Edward Berthelot. (2022). A guest wears a pale gray wool polo shirt, a neon orange fluffy Jodie handbag from Bottega Veneta, a yellow mesh handbag from Longchamp, green large pants, gold and silver rings,

green fluffy strappy heels sandals, outside Loewe, during Paris Fashion Week - Womenswear F/W 2022-2023, on March 04, 2022 in Paris, France. [Photograph]. Getty Images.

 $\underline{https://www.gettyimages.com/detail/news-photo/guest-wears-a-pale-gray-wool-polo-shit-a-neon-orange-fluffy-news-photo/1379953507$ 

# 4.2 INFORMATION USED

From WGSN (consumer trend forecaster):

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- Coates, I., & Coates, I. (2021, October 28). WGSN and Coloro announce the Key Colours for A/W 23/24.
- Informa Markets Fashion; WGSN. (2022). Contemporary Women's Trend Toolkit.
- Informa Markets Fashion; WGSN. (2022). Men's Trend Toolkit.
- Informa Markets Fashion; WGSN. (2022). SS23 + AW23-24 Apparel Sourcing Trend Toolkit.
- Informa Markets Fashion; WGSN. (2022). Young Contemporary Women's Trend Toolkit.