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# **SPRING SUMMER 2023**

# **FASHION TRENDS**

# **IN THE US**

**FLANDERS INVESTMENT & TRADE**

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# SPRING SUMMER 2023: FASHION TRENDS IN THE US

Flanders Investment and Trade – New York

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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.



Source: Daniel Zuchnik (2022)

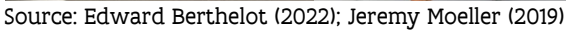
Key details on this trend may include, as mentioned before, wavy hemlines, curved cuts, linear pleads, and draped-like pieces. As this is a more minimalistic trend when it comes to colors and prints, if any prints are used, they are tapping into the water element of this type of design with watercolors,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

What are the seasonal must-have 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





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

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**.

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 <small>Isabel Marant A/W 20/21</small>	Atlantic Blue	PANTONE: 18-4034 TCX
Unbleached Cotton	PANTONE: 11-0103 TCX	Palm Leaf	PANTONE: 18-6018 TCX

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

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
Sundial	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.

Rooibos	PANTONE: 18-1354 TCX
Peach Sand	PANTONE: 15-1319 TCX
Sundial	PANTONE: 16-1148 TCX
Turquoise Sea	PANTONE: 14-4318 TCX
Midnight Blue	PANTONE: 19-3932 TCX
Optic White	PANTONE: 11-4800 TCX
Satin Sky	PANTONE: 18-3949 TCX

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 be 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**.



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)



Vintage Pink	PANTONE: 16-1710 TCX
Honeycomb	PANTONE: 13-0942 TCX
Papaya Smoothie	PANTONE: 15-1245 TCX
Celery Juice	PANTONE: 12-0435 TCX
Verdigris	PANTONE: 18-4834 TCX
Raspberry Pink	PANTONE: 19-1860 TCX
Black	PANTONE: 19-4209 TCX
Atlantic Blue	PANTONE: 18-3949 TCX

Source: Informa Markets Fashion &amp;

## 2.7 MID-CENTURY MODERN

Cirrus Blue	PANTONE: 14-4318 TCX
Rooibos	PANTONE: 18-1354 TCX
Sepia	PANTONE: 19-1220 TCX
Satin Brass	PANTONE: 17-0210 TCX
Vintage Pink	PANTONE: 16-1710 TCX

A full-body fashion photograph of a person walking on a city street. They are wearing a long, olive-green coat over a patterned blouse, a wide brown belt, blue jeans, and brown lace-up shoes. A semi-transparent watermark in the center reads "gettyimages" and "Edward Berthelet".

Source: Edward Berthelot (2022)

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

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### 3.1 BIG IDEAS IN SOURCING



Source: Edward Berthelot (2022)





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.

Key materials 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.

Key fibers 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.

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

Key fibers 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.



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!

Key materials 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.

Key fibers 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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