

"Invention, it must be admitted, does not consist in creation out of the void but out of the chaos."

Mary Shelley

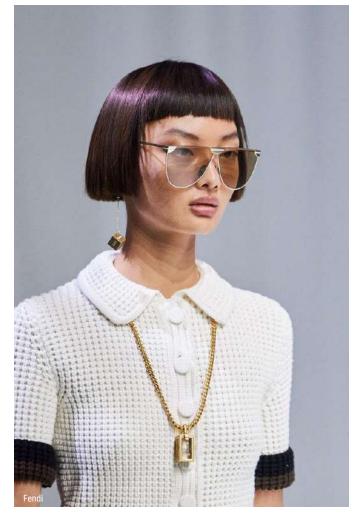


Editorial

Choosing this quote from Mary Shelley to open this Fashion Week report is no accident. It reflects the state of mind in which this Fashion Month was announced and how we approached it.

Like a sort of "reset" button for an industry hit hard by an unprecedented pandemic that we no longer need to name ...

However, it seems that, despite the notable absence of big names in fashion, who for various reasons have chosen not to appear on the shows calendar, this fashion month does not seem so different from previous seasons. During our watch we were, as in all seasons, surprised, excited, amazed, amused and sometimes also disillusioned. From there to saying that nothing has really changed, there is only one step. Yet this season was different in its approach, perhaps more original, more creative, more raw too. Some designers have deployed new creative means to convey their ideas and give their vision of fashion. Whether they have resorted to puppets, screens or TikTok the essential to remember seems the ever-renewed ability to maintain one's essentials while seeking novelty.





"Heuritech has turned social media into an artificial intelligence tool that predicts the development of trends"

VOGUE

















Marrying the science of AI & Fashion

Founded by PhDs in Machine Learning and fashion experts, Heuritech analyzes each day million pictures on social media to spot key trends worldwide with a 1 year forecast.

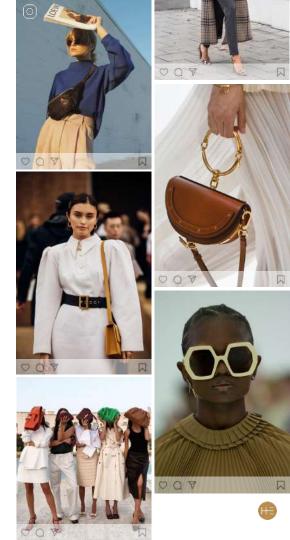




Data-Driven Trend Forecasting

Predictive analytics on market and trends dynamics

Our product is a platform available online which provides data-driven trend forecasting. Merchandising, product, design and marketing access it to get predictive analytics on market and trends dynamics, on consumer segmentation, as well as inspirational moodboards to help build the collection.





Agenda

Fashion Month Ranking
Quick overview on the fashion week's highlights

II Trends seen on catwalks
From the catwalks to the comfort of being home

Bag Trends

From refined handcraft to geometric lines and playful dimension, accessories are an outstanding feature this season.





Methodology of the analysis

How do we build our rankings?

Analysis scope: Worldwide women and men edgy posts

Data source: Instagram posts related to Fashion Weeks. We analyzed **60,000** Instagram posts' captions to decrypt what has been talked about through hashtags and mentions during the fashion weeks.

Analysis period: All Fashion Weeks - September 12th to October 6th. 2020

Technology used: Hashtag and text analysis of captions in Instagram posts to measure each Fashion Week's visibility, brand and designer mentions













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5 438 J'aime

thestylestalkercom @handinfire @cameramoda

#cameramoda#mfw#milan#milanfashionweek#szym onbrzoska#onthestreet#ootd#fashion#streetfashion #streetstyle#coat#ss21#ss2021#ss2021trends#italy

Top Cities

By share of posts related to Fashion Week cities



Paris 41%

+3pts vs. FW20

@loisopoku @loisopoku

Milan 36%



London 13%



New York](

10%

-2pts vs. FW20 -13pts vs. FW20

As expected, this Fashion Week has shown a great turnaround, and the impossibility to travel had a major impact on the visibility of the fashion week cities on social media. Paris remained the headliner this season, accounting for 41% of the posts related to fashion week cities. It is followed closely by Milan which sees its share of posts increase by 12 points compared to Fall Winter 2020, thanks to high engagement from influencers and to fashion shows very much talked-about. The gap is widening with London, which garnered 13% of the posts and lost 2 points compared to the last fashion week Fall Winter 2020. New York is facing a major drop in visibility, decreasing by 13 points compared to Fall Winter 2020, highly impacted by the cancellations of big names.

Top Brands

Based on their mentions among posts mentioning brands



CHANEL





GUCCI

BOTTEGA VENETA



LOUIS VUITTON



FENDI



PRADA



SAINT LAURENT

Top Designers



J.W Anderson



Dries Van Noten



Nicolas Ghesquière



Olivier Rousteing



Marc Jacobs



Ricardo Tisci



Maria Grazia Chiuri



Virginie Viard





Methodology of our trend analysis

How do we build our trend analysis?

Analysis scope: The selection of trends is based on the curation of catwalk trends.

European women and men trends covering all consumer types.

Data source: Instagram posts in Europe. We analyzed millions of Instagram images to capture the dynamics of trends in the European market.

Analysis period: Forecast for Summer 2021 compared to Summer 2020

Technology used: Heuritech's proprietary image recognition technology which recognizes thousands of products and trends in images













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5 438 J'aime

thestylestalkercom @handinfire @cameramoda

#cameramoda#mfw#milan#milanfashionweek#szym onbrzoska#onthestreet#ootd#fashion#streetfashion #streetstyle#coat#ss21#ss2021#ss2021trends#italy

Heuritech's Metrics guide

How do we build a trend diagnosis? We monitor the trend's visibility ie the volume of posts in which our Al technology detected the trend.



Trend Cluster: characterizes the status of the trend for a given season, based on its growth and magnitude metrics. There are 6 clusters:

FASHION BET Very visible trend with growing dynamics to bet on

BOLD BET Less visible trend with growing dynamics on which you can can bet on taking higher risk

SAFE BET High magnitude trend with stable dynamics to safely bet on

STEADY Low magnitude trend with stable dynamics that won't make any fuss

LAST CALL High magnitude trend with decreasing dynamics that have still a business potential

MARK DOWN "One shot" trend which won't be carried over as they are decreasing and of low magnitude

Growth rate: Compares the evolution of the visibility of the trend in Summer 20 with what we forecast for Summer 21

Magnitude: Evaluates the forecasted visibility of the trend on social images on the season of interest, and therefore its level of potential market demand, on 5 levels: MICRO; SMALL; MEDIUM; BIG; MASSIVE

Consumer Segmentation Most representative consumer segment, to understand what kind of consumers this trend is most appealing to, among our 3 panels EDGY, TRENDY & MAINSTREAM

Most represented categories: Unveils the clothing category on which the trend stands out. We cover 6 clothing categories: Tops, Dresses, Skirts, Pants, Shorts, Outerwear (Coats and Jackets).

 $^+$ Xpts $^-$ means that the share of posts featuring this trend on the specific category is higher by x points than the average of this category on the whole European Instagram feed.

"Seen on streestyle" stamp: Trends spotted on streetstyle images of the Fashion Week





Comfort Refuge

From the catwalks to the comfort of being home

The comfort refuge has not been chosen by mistake - like the minimalist aesthetic, the pursuit of comfort will establish itself for many years to come. The perceptible self quarantine imposed on ourselves will demand for better, cosier and more serene lifestyle. And because in difficult times we seek reassurance in soft materials and pleasant colors, we decided to dedicate a whole section to this theme.

The fashion landscape as we see it today is characterized by an overwhelming comfort refuge. The urgent seek for comfort is noticeable through the use of soft, elastic textures such as knit and linen along with neutral and soft colors such as pastels and beige. Having to experience a rather difficult lockdown and still a present pandemic has weighed heavily on the mind.

This Fashion Week was the epitome of relaxed silhouettes like Altuzarra with matching linen sets or Peter Do with their detachable sleeves paired with neutral beige tones. Many brands have surfed on this upcoming wave and not in a shy way for few, like Balenciaga whom focused his collection on an original concept of comfort highlighted by the hotel heeled slippers covered in pleasant terry texture.

The seek of comfort and reassurance is with greater reason still relevant and what better way to start with the closest thing to us: clothing. No wonder why the essence this season's fashion week was about a joyful and optimistic echo but even more so a comfort and soothing appeal.

Starting with monochromatic beige looks that have been spotted both on catwalks and street styles. From the power suit to the maxi beige dress that are taking over the fashion realm. On a more soothing and uplifting note lavender was probably the second monochromatic look this season to inspire spirits with warm and cheering color tones.

Trends / Catwalks



















1.

2.

3.

Altuzarra

Segmentation EDGY

Magnitude MEDIUM

 $\begin{array}{ccc} & \textbf{Most represented categories} \\ \text{Walk of Shame} & \textbf{TOPS} & + 6 \text{pts} \\ \text{Gabriela Hearst} & \textbf{DRESSES} & + 11 \text{pts} \end{array}$

Linen

Fashion bet

The gentle and soothing touch of linen has won over not only the catwalks this season but also the visitors of this one. Often in matching suits, the linen fabric was seen in its natural form: in beige, white and pastel tones. At Heuritech we are thrilled to share that the perspective for linen are quite promising. With a 23% increase for Summer 21 vs. last year coupled with a medium magnitude, the

trend is considered a fashion bet. For the ones targeting edgy consumers, linen might be the answer to charm them once more. Despite the fabric being overly seen in matching sets it seems that the most represented categories are tops and dresses with a respective 6 and 11 additional points vs. the average of Instagram trends.









+20% In Summer 21 vs. last year MODERATELY INCREASING

Magnitude SMALL

Segmentation EDGY & MAINSTREAM

Most represented categories **TOPS** +30pts

Cable

Bold bet

Cable is by far the fabric that embodies the winter fabric are edgy consumers but also mainstream everybody since the target for avant-garde use of the

season, but the momentum of this fabric is carrying consumers for a more classic look. In order to limit the over until Summer. With a 20% increase for Summer risk taking on this trend we recommend to focus on the 2021 vs. last year along with a small magnitude, the most represented category which is tops with an trend is considered a bold bet. The trend does aim at additional 30 points on the category compared to the average of Instagram's trends.

- Burberry
- Sportmax
- Ferragamo

Trends / Catwalks













Darrel Hunter +2%Sportmax

2. In Summer 21 vs. last year 3. Prada FLAT

Magnitude BIG

Segmentation EDGY, TRENDY & MAINSTREAM

Most represented categories

COATS + **7**pts DRESSES + lpts

@thestylestalker

Max Mara

Sunnei

Hermès

@thestylestalker

1.

1.

2.

3.







One and all will all agree on the trend's attraction since the color has penetrated all three consumer segments. As for the recommended categories, coats and dresses are the way to go with a respective additional 7 and 1 points vs. the average of Instagram.



Safe bet



Trends / Details







Dress over pants

This 90s trend has made a come back

A styling trend that emerged this fashion week may come as a surprise, but dominated the runway of countless designers nonetheless. In addition to the designers pictured above, Richard Malone, Simon Miller, and PH5 also featured this silhouette in their collections. This styling trend evokes a sense of nostalgia, and is closely tied with the comfort trend, as loose tunics paired with pants also create this layered look.



1. Sunnei 2. Chanel 3. Charlotte Knowles

Erdem





Pure Euphoria

Vibrant optimism to lift our spirits

With the state of the world, it makes sense that many designers opted for vibrant, uplifting colors with bold prints for their SS21 collections. Neon orange is one of the key colors in this theme, being equally popular for mens and womenswear, on the catwalks and in streetwear. This bright orange color is attention grabbing and bold, making it the perfect choice for those who want to make a statement.

Bright orange midi dresses were popular amongst Sportmax, Acne Studios and Versace, while designers like MSGM and Sunnei opted for monochromatic orange suits to add an aspect of excitement and edginess to classic tailored garments. Other brands incorporated this shade more subtly, with Prada layering an orange perforated sweater underneath muted grey tones to balance out this saturated tone.

Neon pink is another vibrant color that was in countless designers' SS21 collections, being a trend for men and women. It's logical that this color was a popular choice for the SS21 season, as it creates an uplifting effect which many of us are surely in need of. Valentino, Versace, and Balmain created monochromatic neon pink looks for those who are more daring, while Cecilie Bahnsen and Marni used the color more sparingly.

Tie dye has been super popular for a while now, and this fashion week proves that it is here to stay for the foreseeable future. Tie dye experienced a surge in popularity during lockdown, as people experimented with hand dyeing garments to create a fresh, happy mood. Tie dyed garments had a major moment during fashion week in streetstyle as well as the runway, seen in the collections of Vaillant Studio, Acne Studios, and Gabriela Hearst to name a few.

Checkerboard has been slated to be the next major pattern trend, as it has been gaining traction on social media lately. Fashion week confirmed this prediction, with Private Policy's muted monochromatic checkerboard tops, and Molly Goddard's pink and green knit tops in this print. In terms of texture, metallic textiles were one of the most popular trends during fashion week. The metallic effect adds a spacey, futuristic vibe that is sure to attract attention.

Overall, this theme is all about the effort to create a sense of joy and happiness through fashion during a time when it is difficult for many of us to stay positive. Saturated colors, vibrant prints, and lustrous fabrics are the key elements of this euphoria theme, emanating an aura of playful optimism as an antidote to all of the negativity we are facing.



Trends / Catwalks



















Segmentation EDGY & TRENDY

Style du Monde
 MSGM
 Prada
 Sunnei

Most represented categories
TOPS + llpts

 $\begin{array}{ll} \text{DRESSES} & +2 \text{pts} \\ \text{SHORTS} & +1 \text{pt} \end{array}$

Bright Orange

Steady

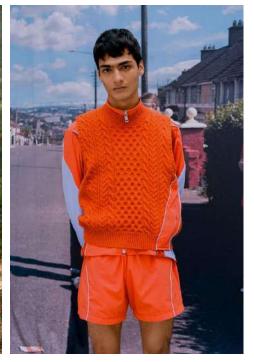
Bright orange is the vibrant and energetic color dominating both the runways and the streets during fashion week. Compared to last year, the bright orange trend will experience a steady growth of 3% in Summer 2021, with tops, dresses and shorts being the most represented categories. Although the magnitude is small, this color is a hit amongst edgy and trendy

people who are not afraid to make a fashion statement. This saturated tone is the perfect color for the upcoming SS21 season, as we will surely be celebrating the warmer weather with bright, happy colors. With steady behavior, incorporating bright orange into a spring summer collection could be what sets you apart from the crowd.









+9%

In Summer 21 vs. last year SLIGHTLY INCREASING

Magnitude SMALL

Segmentation EDGY & MAINSTREAM

Most represented categories

 $\text{TOPS} \qquad + \, 26 \text{pts}$

Bright Orange - Male

With a project growth in visibility of 9% on Instagram next Summer, bright orange is growing even faster amongst men than for women. This genderless bold color will be a particularly popular

choice for tops. Interestingly, for men, it seems that this trend is shifting from a narrow mainstream consumer market, as shown by its small magnitude, to a statement edgy one.

- Versace
- 2. Burberry
- 3. Robyn Lynch

Steady

Trends / Catwalks



















Segmentation TRENDY

Magnitude MEDIUM

1.

2.

3.

Most represented categories Imaxtree

TOPS + 12pts Sportmax +9pts**DRESSES Darrel Hunter** +2pts**SKIRTS** Gabriela Hearst

Tie & Dye

Safe bet

Tie & dye is the pattern we've been seeing everywhere, and our data indicates that it won't be disappearing anytime soon. Next Summer the psychedelic pattern is forecasted to experience a 9% growth in visibility, with a medium magnitude making this pattern a safe bet to include in a Spring/Summer collection next year.

Tie & dye is mostly favoured by trendy consumers, however this pattern can be easily worn by anyone, from the more edgy to the more mainstream. The most represented categories for tie dye are tops, dresses and , with 12, 9 and 2 points higher visibility, respectively, compared to the average of all Instagram trends.







Compared to the average visibility of all Instagram trends, tie dye is by far the most represented in the tops category by 44 points. Interestingly, for men, it seems that this trend is shifting from a narrow mainstream consumer market, as shown by its small magnitude, to a statement edgy one.

+17%

TOPS

In Summer 21 vs. last year MODERATELY INCREASING

Magnitude SMALL

Segmentation TRENDY

Most represented categories + **44**pts

Tie & Dye -Male

Bold bet

Similar to the trend's behaviour amongst women, the tie & dye trend is favoured by the trendy male consumer. The magnitude of the tie dye trend is small amongst men, but the predicted growth of 17% by next Summer makes this trend a bold bet.

Fach x Other

Eckhaus Latta

Dries Van Noten







+5%

In Summer 21 vs. last year SLIGHTLY INCREASING

Magnitude SMALL

Segmentation EDGY & TRENDY

Most represented categories

 $\begin{array}{ll} \text{SKIRTS} & +20 \text{pts} \\ \text{COATS} & +1 \text{pt} \end{array}$

Metallic

Steady

Metallic looks were by far one of the most popular trends that designers included in their SS 21 collections. With a small magnitude and a predicted growth of 5% by Summer 2021 compared to last year, the metallic trend is a steady trend. Metallic garments are favoured by edgy and trendy consumers, who are more bold in their personal style. Skirts are the most popular garment for

metallic fabrics, represented by 20 more points compared to the average of Instagram. Outerwear is also slightly more represented compared to the average trend. Considering the number of designers who included metallic garments in their collections, it seems like it could be the next hit amongst edgier consumers.

- 1. Paco Rabanne
- 2. Burberry
- Acne Studios



Trends / Details







Chanel

Feathers

A flamboyant detail for day or night

Another aspect of this vibrant theme can be found in the details, with designers adding flamboyant feathers to garments to create a playful and exuberant aura. While feathers may bring to mind a costumey association, designers like JW Anderson, Ferragamo, and No. 21 reimagined this material to resonate with the contemporary consumer.

on sweet 801/2

1. Imaxtree 2. No. 21 3. Koché 4.





Blooming Nature

Celebrating the natural environment for S/S 21

The blooming nature theme encompasses all of the earthy tones that set the mood for many designers' SS 21 collections. Light blue, pure blue, green, and light brown were some of the most popular color choices on the runways this fashion week, creating a calming mood that is reminiscent that reminds you of the outdoors. It makes sense that these colors were at the forefront of fashion week, as following being confined indoors, many of us have experienced a renewed appreciation for nature.

Airy, sheer fabrics are a part of this bucolic mood, as this type of fabric is perfectly suited to spending time outside in the warmth while evoking a sense of elegance and sensuality. Sheer fabrics can also be layered on top of one another to vary the level of opacity, creating endless possibilities for designers to express their creativity.

The last element of this theme is poplin, which experienced a major moment during fashion week. Numerous designers used this fabric to create feminine looks, with romantic collars or voluminous sleeves being popular design elements. Light blue was one of the most popular color choices, for both mens and womens looks as well as streetstyle, with denim, ribbed knit, and sheer textiles being common fabric choices for this color. Hermès, Xander Zhou, and Saul Nash are amongst the designers who created light blue monochromatic looks, proposing a fresh and ethereal vibe for SS 21.

Another color trend we spotted was bright blue, offering a more energizing alternative to the lighter, pastel shade of blue. This color is favoured by both mainstream and edgier brands like Kwaidan Editions, Marine Serre, and Supriya Lele, attesting to the universal appeal of this cheerful color.

In addition to shades of blue, green and brown tones complete this earthy color palette, revealing that designers were clearly inspired by their natural environment this season. While there are no limitations for how these colors can be incorporated into a collection, lightweight fabrics seemed to be the most popular choice to match this relaxed mood. Valentino and Acne studios exemplify this tendency, creating looks that you can easily envision being worn outside in the sunshine.

Trends / Catwalks



















1.

2.

3.

4.

Miu Miu

MAINSTREAM

Segmentation EDGY, TRENDY &

Style du Monde Most represented categories $\begin{array}{ccc} \text{Hermès} & \text{PANTS} & +25 \text{pts} \\ \text{Chloé} & \text{SHORTS} & +8 \text{pts} \end{array}$

Light Blue

Safe bet

Light blue color was trending on both catwalk and street style this season. The color is the ideal fashion statement to add to a subtle dose of style to any silhouette. The color will show a 10% increase this Summer 2021 vs. last year paired with big magnitude, the trend becomes a safe bet for this Summer.

Favoured by all three segments the color could easily match pants and shorts where the visibility is higher by respectively 25 and 8 points vs. the average of Instagram's trends.







+3%In Summer 21 vs. last year FLAT

Magnitude BIG

Segmentation EDGY & MAINSTREAM

Most represented categories

PANTS +6pts +4pts**SHORTS**

Light Blue - Male

Safe bet

Among men trends, light blue was part of As for whom to target, the trend seems more appealing monochromatic looks spotted on both tops and pants to edgy and mainstream consumers. The color is an increase of 3% this Summer 2021 compared to last Instagram's trends. year. Spotted for both men and women looks, this color could be perfect for a unisex collection.

like at the Xander Zhou catwalk. The color will mostly seen on pants and shorts where its visibility is experience a slightly lower growth than for female with higher by 6 points and 4 points vs. the average of

- Saul Nash
- Ami
- Xander Zhou

Trends / Catwalks













Segmentation EDGY, TRENDY & MAINSTREAM

Most represented categories

SKIRTS +6pts + **5**pts COATS +3pts DRESSES





Neutral colors remain popular this Summer after a difficult year thanks to their soothing and calming effects. Among them light brown is seen both in street styles and catwalks this season in monochromatic looks. The color will experience a 10% increase this Summer 2021 compared to last year. On top of a medium magnitude the color is a safe bet to use as we please.

Preferred by all three consumer segments, the color becomes a must for your Summer collections. Adapted on matching coats with dresses or skirts for the perfect monochromatic look, the color is most seen by 5, 3 and 6 points vs. the average of Instagram feeds.

Hermès

Valentino

@thestylestalker

Louis Vuitton

1.

2.

3.







Light Brown

Safe bet









Sheer and revealing fabrics have seduced us through The sheer fabrics seem to win hearts and minds since

+1%

In Summer 21 vs. last year FLAT

Magnitude BIG

Segmentation EDGY, TRENDY & MAINSTREAM

Most represented categories

 $\begin{array}{ll} \text{DRESSES} & +24 \text{pts} \end{array}$ **SKIRTS** +6pts

Sheer

Safe bet

this fashion week, especially at Acne Studios where it penetrates all of the consumer segmentation. The the fabric was used on deconstructed shapes. The flowy, alluring fabric will perfectly match dresses and steady behaviour of the fabric compared to last year skirts where the visibility is higher by 24 and 6 points alongside a big magnitude make it a safe bet for your vs. the average of Instagram's trends. Summer collections.

Supriya Lele

Acne Studios

Kwaidan Editions



Trends / Details







Puff Sleeves

Voluminous sleeves for a romantic appeal

Romantic puffed sleeves were everywhere this fashion week, adding an aura of romanticism and femininity to any look. Voluminous sleeves were a common historical reference that brands shared this season, with an innocent and bucolic association. These statement sleeves were ubiquitous amongst the brands who dabbled in this romantic aesthetic for the SS21 season.









Romantic Fantasy

Dreamy aesthetics reimagined

Associated with femininity and whimsicality, romanticism is making a major come back in the fashion landscape. This romantic theme may evoke a sense of nostalgia for simpler times, expressed through dream-like catwalks, colors, and textures. Lace, gingham, pure white, taffeta, ditsy floral print, and ruffles are the stylistic elements that comprise this theme, bringing to mind the "cottage core" aesthetic.

Although this theme may seem ultra-feminine and traditional, designers like Rokh and Philosophy di Lorenzo Serafini prove that floral print and ruffles can feel cool, edgy, and relevant for 2021. Pure white is the key color of this theme, with monochromatic white looks appearing everywhere, from the runways of Fendi to Givenchy. The color may be associated with innocence and purity, but can feel cool and fresh as demonstrated by Boramy Viguier and Sportmax.

Moreover, the pure white trend has a universal appeal, being trendy amongst men and women, on the catwalks or the streets. Ditsy, quaint floral prints are another aspect of this romantic theme that you may normally associate with an outdated aesthetic. However, brands like Kwaidan Editions and Rokh gave this old fashioned print that was used for upholstery decades ago a much needed update. Rokh paired floral-printed, femiinine silhouettes with leather harness accessories and combat boots to spice up this kitschy print.

Similar to the ditsy floral, lace was incorporated into designers' collections in surprising ways that feels new and fresh rather than outdated. Since lace has an association with lingerie, using this fabric also adds a level of sexiness, as seen on the numerous slip dresses by Paco Rabanne or the sheer looks by Fendi.

As for gingham, this picnic blanket print appeared on the runway and in street styles, in the form of dresses, coats, and even a rain jacket as seen by Walk of Shame. Taffeta is another fabric that may seem out of place for 2021, being a popular fabric for wedding dresses or other special occasions. Emerging brands Molly Goddard and Vaillant Studio demonstrated that taffeta can indeed be worn casually, adding an element of structure to your everyday wardrobe. In terms of details, ruffles are another typically feminine element that, when paired with contrasting details or used in unexpected ways, can feel fresh and new. These "feminine" details are not only for women, as demonstrated by Martine Rose who included lace camisoles for menswear.

Trends / Catwalks













Fendi 4.

Chloé

Sportmax **Boramy Viguier**

Thomas Razzano

3.

1.

2.

3.

+3%In Summer 21 vs. last year FLAT

Magnitude MASSIVE

Segmentation EDGY, TRENDY & MAINSTREAM

Most represented categories

+ **15**pts **TOPS** $\begin{array}{ll} \text{DRESSES} & +2\text{pts} \end{array}$





White all over again like we're daydreaming once more. The color magically appeared on catwalks and in street styles in homogeneous looks. The print will remain stable, experiencing an increase of 3% vs. last year. Coupled with a massive magnitude, the colour is considered a safe bet to include in your collections.

All consumer segments seem fond of the colour from edgy to mainstream consumers. As for the categories the use of the colour stands out particularly on tops and dresses with an additional 15 and 2 points vs. the average of Instagram's trends.



Safe bet









The floral infusion of ditsy onto a black background Favoured by all three consumer segments : edgy, gives a new appeal to the fabric. The print, often trendy and mainstream, the trend is a winner for all. Despite the matching ditsy printed suits, the categories ever. The trend will also experience a 31% increase this where the print is seen the most are dresses and skirts Summer vs. last year, paired with a medium magnitude, with additional 30 and 13 points vs. the average of

+31%

In Summer 21 vs. last year STRONGLY INCREASING

Magnitude MEDIUM

Segmentation EDGY, TRENDY & MAINSTREAM

Most represented categories

 $\begin{array}{ll} \text{DRESSES} & +30 \text{pts} \\ \end{array}$ **SKIRTS** + **13**pts

Ditsy

Fashion bet

compared to a girly trend, is now back more fierce than making the trend a fashion bet for this romantic Instagram's trends. fantasy.

Rokh

Kwaidan Editions

Boramy Viguier









+15% In Summer 21 vs. last year MODERATELY INCREASING

Magnitude SMALL

Segmentation EDGY & TRENDY

Most represented categories

DRESSES +48pts +16pts**SKIRTS**

Taffeta

Bold bet

Due to its rich and luxurious feeling and appearance, Taffeta is often used to make wedding gowns, evening Molly Goddard.

With a 15% increase for Summer 2021 vs last year, coupled with a small magnitude, the trend is a bold dresses, prom dresses, jackets and other kinds of party bet. If you're aiming towards edgy and trendy people, wear. For SS21, the fabric has rediscovered its the fabric might be the answer to a fancy capsule purpose, being used for a quirky skirt suit at Venice W, collection. This capsule can include dresses and skirts or for bright dresses and anoraks on the runway of which are the categories where the fabric have been seen the most with additional 48 and 16 points.

- Molly Goddard
- Vaillant Studio
- 3. Venice W



Trends / Details







Ruffles

A playful and feminine touch

Ruffle details were a common addition this fashion week, evoking classical femininity and playfulness. Erdem, Philosophy di Lorenzo Serafini, Ami, and Rokh are amongst the countless designers who incorporated this detail into their collections, adding a whimsical appeal to any garment.

sweet style

1. Erdem 2. Style du Monde 3. Versace 4. Patou





Sleek Futurism

A fresh take on classic silhouettes

This theme encompasses the sleek, clean aesthetic that we saw during fashion week. The sleek futurism theme encompasses the updated classic garments that designers proposed this season, like leather jackets or the classic pinstripe suit. Although it may seem like tailored garments are not necessary these days, designers are looking forward to the time when we will hopefully have more occasions to dress up in formal garments that feel special.

Leather was one of the stars of fashion week, being a super popular fabric choice amongst big maisons and niche brands alike, who used this classic fabric for outerwear as well as pants and even dresses. Leather is a classic fabric that is a hit amongst men and women, as we saw all over the catwalks. Moreover, leather gives off a futuristic effect that feels appropriate considering the somewhat dystopian nature of the world lately.

Long, Matrix style leather jackets were seen in the collections of Sunnei, Boramy Viguier, and Balenciaga, who are no strangers to delving into an apocalyptic mood. Sportmax, Altuzarra, and Rokh also showcased leather in their SS 21 collections, matching the dystopian aesthetic of their presentations, with Altuzarra being inspired by the novel Dune, and Rokh's dark collection titled "Night Wanderer".

Pinstripe is a classic print that brings to mind classic suits and professional attire, however designers demonstrated that pinstripe can be used in more creative ways beyond the business suit. Sportmax created sleek matching pinstripe looks, one with a pair of hotpaints, challenging the traditional association that this fabric carries. MM6 by Maison Margiela and Gauchere also used the print to create looks that are polished yet cool.

Satin is another tactile fabric that designers were clearly a fan of this season. Prada's midi satin dresses with graphic text were all over social media, embodying the sleek yet streetwear aesthetic of Miuccia Prada and Raf Simons' debut collection. Walk of Shame and Kim Shui also used this lustrous material to create sexy yet simple silhouettes that are sure to be a hit on social media. Indigo is included as this theme, as it was a popular color choice amongst the designers who dabbled in this slightly dark mood. Balenciaga, Ami, and Isabel Marant's shows, all related to the concept of night time, included indigo as a main color in their collections.

Trends / Catwalks



















MAINSTREAM

Segmentation EDGY, TRENDY &

1.	Sportmax	Most represented categories
2.	Imaxtree	COATS $+52$ pts
3.	Hermès	SKIRTS $+2$ pts

Leather

Safe bet

Despite numerous ethical, sustainable campaigns against the use of leather, the fabric remains quite strong. This season the fabric was not only spotted on the catwalks, but also in the street styles. Typically more popular through winter periods due to its thickness that acts as a barrier of insulation, for Summer, leather was reimagined for warmer months with matching a skirt and vest at Hermès, and on dresses at Sportmax.

The fabric will remain stable, experiencing a 2% increase vs. last Summer. Coupled with a big magnitude, leather proves to be a safe bet for Summer 2021. Edgy, trendy and mainstream all seem fond of the fabric. And with an additional 52 and 2 points on respectively coats and skirts. So matching skirt suits seems to be the way to go!

Boramy Viguier









+6%

In Summer 21 vs. last year SLIGHTLY INCREASING

Magnitude BIG

Segmentation EDGY, TRENDY & MAINSTREAM

Most represented categories COATS + **54**pts

Leather - Male

Safe bet

jackets and pants. As for Sunnei, they created a flowy communication strategy to stand out this Summer. effect with a long brown coat. The trend will experience a 6% increase vs. last Summer and that along with a big magnitude it makes the fabric a safe bet for Summer 2021.

Leather fabric is making its way back among male Coats are the main category used for this fabric with consumers. Private Policy and Martine Rose, for an additional 54 points vs. the average of Instagram's instance, have adapted the fabric on black matchy trends but matching pants could be the

- Sunnei
- Private Policy
- Martine Rose









Edgy, trendy and even mainstream consumers have reimagined in stylish ways by Sportmax in flowy fallen for the print. Matchy coats and pants seem to be the way to go with a respective 34 and 2 points vs. the

Pinstripes

Steady

The power print typical of Wall Street bankers was silhouettes and by MM6 featuring a cropped blazer. The print will experience a 9% increase this Summer average of Instagram's trends. 2021 vs last year. Alongside a small magnitude the trend is considered steady for this season.

+9%

In Summer 21 vs. last year SLIGHTLY INCREASING

Magnitude SMALL

Segmentation EDGY, TRENDY & MAINSTREAM

Most represented categories

COATS +34pts+2pts**PANTS**

- Sportmax
- MM6
- Dries Van Noten









Satin

Safe bet

shift dresses, and Kim Shui in matching tops and satin finish. pants.

Delicate, lightweight and flowy, the fabric is key The trend will experience a 9% increase vs. last throughout warmer periods. Mostly seen on dresses Summer and that along with a medium magnitude and skirts where the visibility is higher by 33 and 5 makes the fabric a safe bet for Summer 2021. Don't points vs. the average of Instagram's trends, this hesitate to include the fabric especially for edgy and season we spotted in a new angle. Prada adapted it on trendy consumers who are particularly fond of this

+9%

In Summer 21 vs. last year SLIGHTLY INCREASING

Magnitude MEDIUM

Segmentation EDGY & TRENDY

Most represented categories

 $\begin{array}{ll} \text{DRESSES} & +33 \text{pts} \end{array}$ **SKIRTS** + **5**pts

Kim Shui

Prada

Walk of Shame

Trends / Details







Tailored Vest

An ideal garment for transitional seasons

The return of the tailored vest may come as a surprise, as this garment brings to mind a very formal, masculine association. However, this season designers proved that the tailored vest can be relevant for 2021, and doesn't have to be worn in a formal setting or with a suit. Boramy Viguier and Peter Do presented fresh, cool versions of the tailored vest, an ideal transitional garment to wear during the Springtime.





Trends / Bags







Refined Handcrafts

Sophisticated craftsmanship

Embossed flowers, intricate weaving, woven leather, and rattan knits, together with earthy tones creates an artisanal, handmade feel that connects our visual and tactile senses. These accessories embody a sense of comfort, as they remind us of the care and time that goes into creating such intricate objects.



1. Valentino 2. Fendi 3. Paco Rabanne

4. Burberry

Trends / Bags

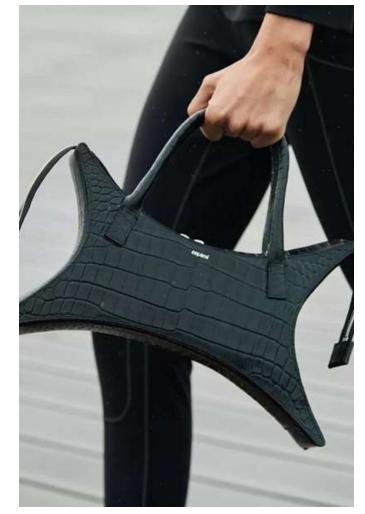




Geometric Lines

Angular accessories for a futuristic feel.

Unusual shapes and architectural lines create a futuristic yet elegant vibe that several designers explored for this upcoming season, with Coperni's new "Bluetooth" bag being one of the standout new bag shapes during fashion month. These simple shapes are sleek and simple yet undoubtedly refined.



1. Louis Vuitton

2. Hermès

Givenchy

4. Coperni

Trends / Bags







Playful Accessories

Impractical necessities.

The ultra-mini bags as playful details are becoming a new norm for accessories, being attached on chain belts, hung around the neck, or imaginatively grafted with bracelets. While Jacquemus may be credited as starting the tiny accessory trend, many other brands are creating new forms of small accessories to carry your tiniest necessities.



Trends / Bags







Future Commuter

Sometimes simple is best

Cold and minimalist attitude increase the courage in the face of uncertain situations. The large-capacity commuter bags we see embody a statement of simplicity, purity and honesty for the future.



H



Trends / Shoes







Chunky Platform

This retro trend is back and better than ever

Chunky platform shoes were one of the biggest footwear trends we spotted during fashion month. Platform shoes are a great way to add extra height without sacrificing comfort, as exemplified by Molly Goddard's Ugg collaboration, which is sure to be a hit amongst edgy consumers. Erdem, Simone Rocha, and Sacai are amongst the other brands who made their version of the chunky platform shoe.



Trends / Shoes



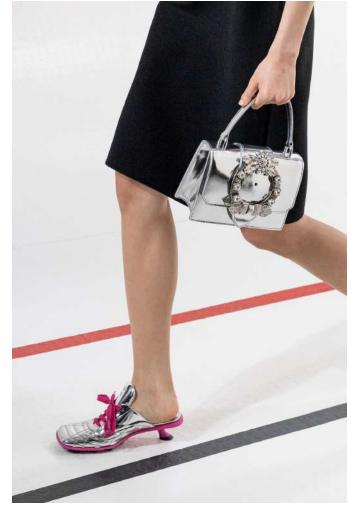




Kitten Heels

Mini heels for any occasion

Kitten heels were all over the runways this season, with this trend being related to the desire for comfortable garments and footwear. Kitten heels may have an outdated associated, however designers like pRada and Miu Miu proved that this style can be both chic and comfortable.



1. Valentino 2. Chanel 3. Prada 4. Miu Miu

Trends / Shoes







Comfort Footwear

Who says you can't wear slippers outside?

It's not surprising that the comfort dressing trend has impact footwear as well, with designers creating slides, sandals, and slippers in soft and comfortable fabrics. Balenciaga took this comfort theme quite literally, making terry textured hotel-inspired slides, while others like Acne Studios opted for a simple pillow sandal.



1.Louis Vuitton 2. Balenciaga 3. Acne Studios 4. Simon Miller

Trends / Shoes



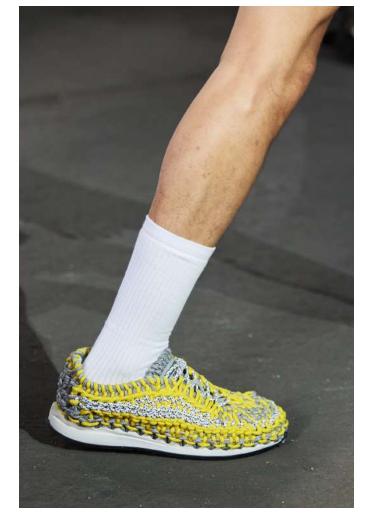




Artisanal Details

Adding a crafty touch

Woven leather, rope details, and even knit crochet are some of the footwear details we spotted this fashion week, tying into the handcrafted trend that emerged for bag. Countless designers created espadrilles, rope sandals, and pool slides using natural materials to evoke a handmade, down to earth feel.



1. Etro 2. Diot 3. Fendi 4. Valentino



Key Takeaways

To bring out the highlights of SS21

- Paris was the leading city this fashion month, accounting for 41% of the posts related to fashion week cities
- 2. Chanel emerged as the leading brand this year, ranked first on social media
- Five main themes emerged, starting with Comfort Refuge, including soothing colours and comfortable fabrics like beige and linen
- 4. Pure Euphoria, with bright and energizing colours
- 5. Blooming Nature, representing a renewed appreciation for the environment
- 6. Romantic Fantasy to provide a sense of escapism and nostalgia
- 7. Sleek Futurism, with fresh versions of classic tailoring



