

Collection A/W 25

Micro Trends



Womenswear Forecast A/W 24/25: Inter-Actions

Amid a polycrisis, consumers will look to subcultures and previously overlooked voices, inspiring expressive designs, as well as authentic and respectful cultural remixes

Dark 1990s

The concept: #90s references continue to be strong, moving towards a more tailored, formal aesthetic while still preserving a subversive #Noir, punk-inspired tone, very much fuelled by the consumer sentiments of anger and rage against current systems. Alongside this, the recent passing of designer Vivienne Westwood will see her signature sartorial punk style gain new relevance.

Design direction: slightly deconstructed and imperfect tailoring, eerie prints, subversive sartorial fabrics and a darker mood are key. Look to Chinese Brand Junli's collection, which reinterprets David Lynch's classic work Twin Peaks, reshaping and upgrading the avant-garde art style of the early 1990s.

Circularity: develop quality, durable tailored pieces, ranging from coats to suits, focusing on cuts that feel fashion-led but transcend seasons, which will hold value. Consider #Reversible fabrics or back-to-front designs that offer two-in-one appeal.

Relevant for: tailoring, outerwear, dresses, blouses, shirts, skirts.

Untraditional tailoring

The concept: this subversive take on conventional careerwear sits perfectly with the idea of flipping traditional codes on their heads, rejecting hustle and burnout culture, and embracing idleness instead. It plays on themes of anti-ambition, and hacking capitalism, offering a fashion-led tailoring story which will resonate with the contemporary and younger consumer.

Design direction: deconstructed or twisted shirting, blazers and trousers, unstacked fastenings, offbeat layering, unfinished hems and unexpected accessories are all key.

Sustainability: leverage the imperfect and unpolished quality of this look, positioning it as a feature rather than a flaw. Get creative with deadstock as well as repurposed and vintage components.

Vernacular emo

The concept: the desire for hedonism and self-exploration spearheaded by the pandemic remains a key consumer sentiment, with people embracing new experiences and increasingly looking to subcultures and 'the fringe'. From decentralised parties recreating the thrill of DIY raves in the acid house days, to a growing fascination with the horror genre, these new forms of escapism are giving way to unconventional, rebellious and offbeat aesthetics, often bordering on the unsettling and #BadTaste.

Design direction: this is an expressive story, resonating most with youth consumers. A lo-fi, mix-and-match approach is key, with an emo undertone being essential. Look to patch-worked vintage tees, gnarly graphics and unconventional layering that combine multiple subculture references.

Relevant for: jersey-wear, denim, knits, #GenderInclusive ranges, tops, dresses, skirts, partywear, jackets, clubwear.