

FASHION FORECAST

WGSN KEY TAKEAWAYS FOR A/W 2016/17

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“Hybrid looks continue to dominate as familiar items gain new relevance through formal-casual influences and layered styling. Relaxed looks with volume at their core uptrend, with increasing lounge influences reappropriated for a younger market. Careful placement and considered styling will be imperative to sell-in this newer silhouette.”

Every season, **WGSN** (wgsn.com) publishes the Buyers' Briefings across all product categories to provide a comprehensive guide to support buying and range planning. We use a combination of very different sources to help achieve the right balance of newness and commerciality,

For A/W 2016/17 menswear, the key takeaways and themes coming through for the season are:

Military stays strong: Military and utility looks continue with a strong return on the catwalks and across the tradeshow. What's new this season is a much more minimal and elevated look, more contemporary and clean. We're seeing heavy wools and zip fastenings as well as boxy silhouettes and minimal detailing.

Sartorial hybrid theme: Another key direction across both menswear and womenswear is the confident mix of tailored pieces with either military-influenced items or sports-inspired elements. The boundaries between tailoring, casualwear and sportswear are increasingly blurred, with styling playing a key role.

90s influence: The grunge 90s-inspired direction is becoming more dominant. It's not the rock-grunge

of previous seasons, but more focused on oversized proportions, grunge-inspired knitwear and buffalo checks.

Multi-layering continues to be key: One of the most important messages at Pitti Uomo was the focus on transeasonal items and styling. Warmer winters mean that heavier items are increasingly becoming a challenging sell. So we're seeing an influx of lighter-weight outerwear and more versatile styles, with detachable components and even chunky knits having a lightness and loftiness to them.

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