

WGSN

KEY TAKEAWAYS FOR S/S 17 WOMENSWEAR

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Volume and oversized silhouettes: Long Sleeved T-Shirt – Marques Almeida, A/W 16



Boho and 1970s: Contemporary Shacket – Paris Fashion Week



Boho and 1970s: Micro Flare – Nina Ricci, A/W 16

"The trend towards staple casualwear items elevated to fashion status continues, fueled by the ongoing obsession with all things 1990s, while glam resortwear looks and peasant dresses remain important for high summer. The cross-pollination of casual and formal looks remains a key direction for styling, filtering through from the menswear market."

Every season, WGSN 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 S/S 17 womenswear, the key takeaways and themes coming through for the season are:

Volume and oversized silhouettes continue to make their mark across product categories, with 1990s references remaining one of the key sources of inspiration.

Boho and 1970s themes continue for commercial festival and summer deliveries, while S/S 16's ubiquitous romantic and feminine looks ease off, giving way to a more balanced mix that includes urban and sportswear influences. Minimalist themes and a pared-back aesthetic filter through for items such as bomber jackets, utility 'shackets' (shirt-cum-jackets) and shirt dresses.

Tapping into the Encounter Culture macro-trend, inspired by global travel, items such as lightweight palazzo pants, glamorous jumpsuits and flowing

dresses become particularly relevant for high summer and resortwear collections.

Fabrics and details play a key role in a season centered on casual, classic items – elevating them to fashion status, with deconstructed and redone looks featuring heavily.

Commercial color winners such as cosmetic tones, florals and print stories continue to drive the offering, with bright blues and digital tropical offering seasonal updates.

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