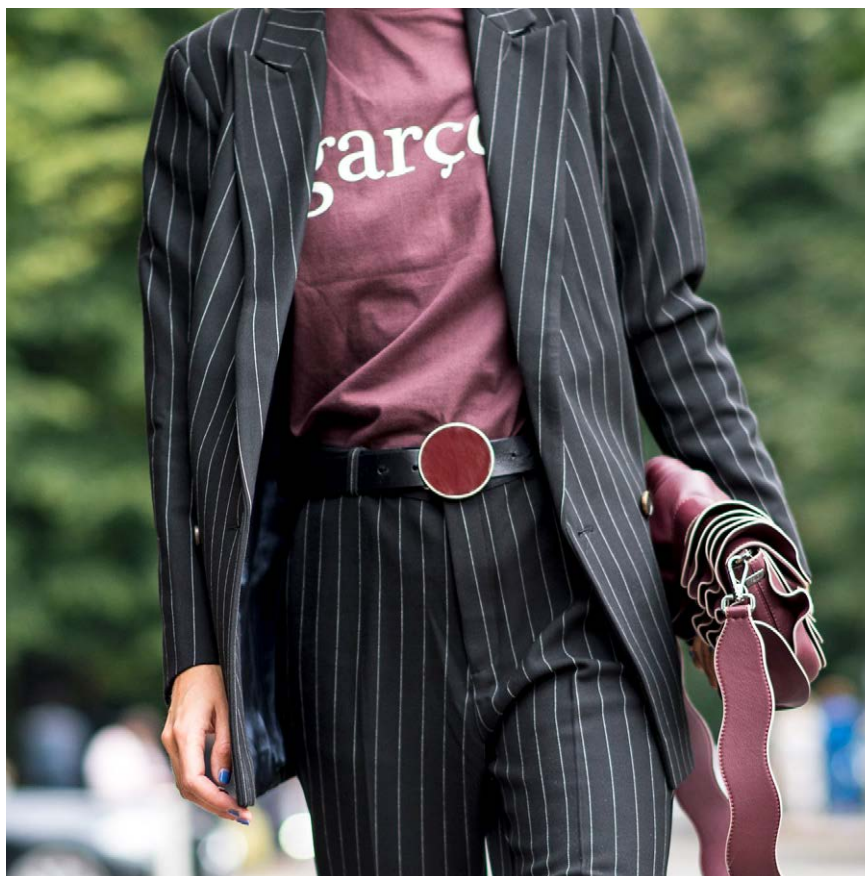


WGSN

KEY ITEMS FOR

A/W 17/18 WOMENSWEAR

Sara Maggioni, Director of Retail & Buying, WGSN



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Every season, **WGSN** publishes comprehensive Buyers' Briefings across all product categories to provide a complete guide to buying and range planning. We use a combination of diverse sources to help achieve the right balance of newness and commerciality.

Markets are blurred: the blurring of genres and genders, the cross-pollination of categories and the growing importance of hi-lo styling will be key messages for A/W 17/18, together with the ongoing focus on layered styling. Tailoring, sportswear and decorative designs are mixed harmoniously. Menswear influences are less contrived than in previous seasons, while velvet, satin and brocade are increasingly used within a casualwear context. Ideas about

age are also changing – 30 is the new 20, and 40 the new 30; a new youthful focus is affecting fashion as formal and streetwear brands blur: hoodies, T-shirts and jersey basics become fashion items, mixed with more tailored/formal design.

Transseasonal & seasonless: The focus on trans-seasonal items and layered styling remains an essential message, with typical S/S patterns, colors and items emerging for A/W collections and vice versa. The S/S 17 catwalks were testament to this, with metallic finishes, brocades and opulent historical references normally associated with winter deliveries. Outerwear is one of the categories most impacted: lighter-weight coats such as dusters and trenches proliferate in retail as fur coats decline.

Maximalism: Gucci's more-is-more approach to dressing will continue. As well as this decorative theme (brocade, velvet, embroidery, jewel-encrusted accessories, historical references, etc.) it will also start to merge with a clean, minimalist look for a fresh and more wearable direction – think sculpted ruffles, flared hems and oversized details. Color also plays a big part in this story, with bold, solid tones emerging as a pivotal theme.

Modern leisure & feminine sports: Sportswear influences are still strong. For the younger market, feminine and girly elements meet sporty and 90s looks – a style fusion that is brought bang up to date through both the styling and details: boudoir dresses are layered over branded tees, lace trims