



Ellery Paris, S/S 2017



Fashion Week London, Streetstyle, 2016

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soften track jackets, pretty floral dresses are worn over hoodies and sporty elasticated straps are paired with ruffled dresses. For the contemporary consumer, sportswear influences are fused with modern design elements, creating a futuristic and abstract appeal.

**80s influences:** The 1980s continue to infiltrate collections with elements such as power shoulders, metallic finishes, vinyl fabrics and skintight basics in a nod to the era. While literal, brash, head-to-toe styling might not take hold at commercial level, 1980s-inspired elements will certainly trickle down to the high street, particularly for party deliveries. Bodycon party dresses and Lycra basics offer a new silhouette after so many seasons of over-

sized proportions – and are key to updating popular streetwear and 1990s looks.

**Modern utility:** Utility and military themes continue to reinvent themselves season after season across both womenswear and menswear. Boxy silhouettes, ultra-clean finishes and sophisticated tones of Tobacco, pale Khaki and Ecru are essential, with tonal styling looking particularly strong.

**Far East:** A more directional look, but one worth keeping an eye on for party and eveningwear: Eastern influences have recently been permeating editorials and street style, with chinoiserie motifs, qipao-inspired dresses and cheongsam tops and jackets making a first appearance. Led by Gucci, as

well as up-and-coming brands such as **Attico** and **Alessandra Rich**, this fresh story carries forward boudoir and loungewear-inspired dressing as well as embroidery, satin finishes, high necklines and souvenir jackets. Details such as mandarin collars, frog buttons and piping are applied to contemporary shapes for a more accessible look.

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