

WGSN

MACRO TRENDS FOR A/W 18-19

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Humanature – London Fashion Week February 2017



The Thinker – Paris Fashion Week March 2017



Worldhood – New York Fashion Week February 2017

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Twice a year, **WGSN** trend experts gather for a two-day workshop to share the artistic, cultural and socioeconomic influences that will impact commerce and design for the next two years. The result is four macro trends.

THE THINKER

Our first macro trend focuses on an emerging era of enlightenment, with education and creative thinking at the forefront. This will translate to product through simple and functional designs, with nods to 1960s and 1970s preppy looks reminiscent of the Beatnik generation's intellectual style. Quirky, offbeat styling will be key, with a 'Geek Chic' aesthetic celebrating individuality. Classic tweeds, corduroy and sartorial checks see a revival alongside blazers, classic shirting, soft wide-leg trousers, pelmet skirts, knitted tank tops, berets and retro nuances, revisited in a more modern interpretation.

HUMANATURE

As data increasingly fills our lives, the power of instinct and intuition will gain new relevance. In learning to go with our gut, we will see a new relationship emerging between human and nature. For women's apparel, this will be reflected through tactile surfaces, natural materials, woodland-inspired hues, global textiles that are impeccably blended together and a return to traditional techniques. Designs will

be layered and crafted to create unique looks while shamanism and mysticism, as well as traditional folk dressing, will inspire decoration, giving core items an eclectic quality. Shaggy furs and shearling will sit alongside embroidered cotton and patchwork for a cozy, layered look. Practical utility looks will carry on, updated with softened silhouettes.

WORLDHOOD

Focusing on the notion of an increasingly globalized street culture, where influences from around the world are shared and remixed faster than ever, we see a youthful aesthetic, with vibrant colors and clashing patterns. An urban slant runs across womenswear assortments, with oversized and voluminous silhouettes and a genderless appeal continuing to gain traction. Utility and workwear-inspired items are given a contemporary overhaul, with loose shapes, technical fabrics and neon details giving tried-and-tested looks a new lease of life. Elsewhere, a fusion of cultural and street references provides a more decorative aesthetic for the trend, blending global geometric prints together while keeping a refined look.

DARK WONDER

Dark Wonder explores the influence that new technologies and augmented reality are set to have on fashion. As unusual, almost otherworldly aesthetics

are a key part of the virtual world, we'll see this influencing product, particularly for party wear ranges. A more-is-more mood is crucial, with encrusted embellishment and metallic finishes adding textural interest to tops, dresses and skirts for statement looks. Lurex, lame, sumptuous jacquards and rich velvets will drive fabric stories, while mysterious tinted darks, artificial brights and liquid bronze tones will anchor the color palette. Fetish influences will also emerge, but done in a sophisticated way. Luxury dressing is a key focus for Dark Wonder looks.

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