

S/S 18: AMERICANA, THE NEW PREPPY AND OTHER TRENDS

WeAr'S TEAM HAS ANALYZED THE KEY TRENDS AT RECENT TRADE SHOWS AND COLLECTION PREVIEWS AND COMPILED A LIST OF TRENDS TO LOOK OUT FOR IN YOUR FINAL S/S 18 BUYING TRIPS.

MILLENNIAL PREPPY

Originating in the 1960s, the classical preppy look is getting a long-overdue contemporary update with cleaner, sleeker lines and bursts of bright colors to suit the new generation's taste. At **La Martina**, renowned for its impeccable polo-inspired style, the color palette is composed of neutral colors such as white, black and sand, mixed with a saturated fuchsia and accents of light blue reminiscent of the Argentinian flag, referring to the brand's country of origin. At **Marciano Los Angeles**, the 'Preppy' theme group contains elegant blazers accentuated by bright accents in nectarine orange and lime green. And in **Tommy Hilfiger**'s menswear line, a polo shirt is complete with mismatching bright yellow and green sleeves.



La Martina



Ganni

FRUIT DIET

If Berlin and London's trade shows are anything to go by, pineapple is the fruit of S/S 18 – at least when it comes to prints and embroidery: it seemed to be present in every other collection. But tongue-in-cheek takes on other fruits were in abundance too: bananas and lemons, for instance, feature prominently. Danish label **Ganni** even opened a pop-up fruit shop during Copenhagen Fashion Week, where garments were interspersed with bags of oranges and crates of lemons. The tropical fruit print trend sits well with vibrant tones of yellow, dominating the S/S 18 collections.

VINTAGE AMERICANA

Designers appear determined to make America great again in their own way. Inspired by the **Tommy Hilfiger** archive, the Spring 2018 **Hilfiger Edition** collection celebrates Tommy's passion for all-American originals in iconic shapes, bold sports colors, regimental stripes and heritage graphics. At **La Martina**, part of the women's collection is rendered in white and blue – inevitably referring to the American flag – with a strong presence of denim and indigo styles, and the 'stars' theme is prominent in prints and embroideries over shirting fabrics. The floral print represents America's two most symbolic flowers: the white rose and the marigold.



Tommy Hilfiger