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# Trend Report

A walk through AW 22/23 through the eyes of the angsty, yet excited social influencer

Fash 419

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# Social Trends

## Future- Create for the few

Embrace and embark on what turns against us. Using fashion to drive our anger there is no stopping the passion to be who we are. Fashion has no boundaries and neither should we.

## Values- Support the Best

Explore and honor the past through a collection of fashion. Support the creatives that do it the best. Our creative friends and past designers got it right.

## Aspirations- Tell me about it

Let your look speak for itself. Tell us a story with your trousers and the drape of your blouse. Your look tells us more about who you are because you designed it. Make your closet a sanctuary of yourself.



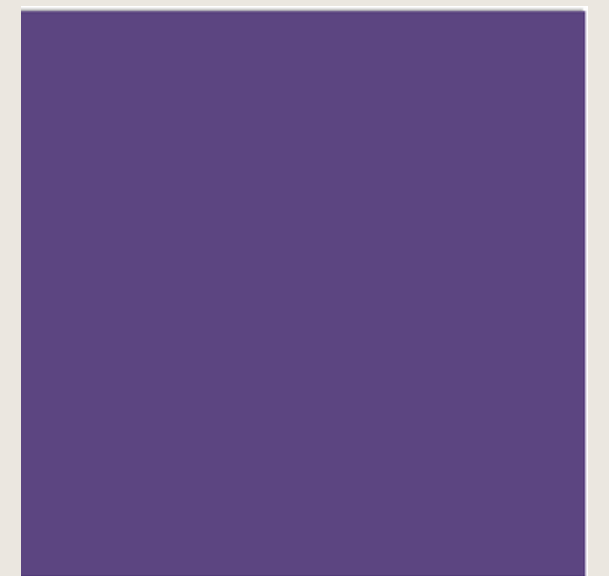
**PANTONE**  
**5595 C**

Gloomy Green



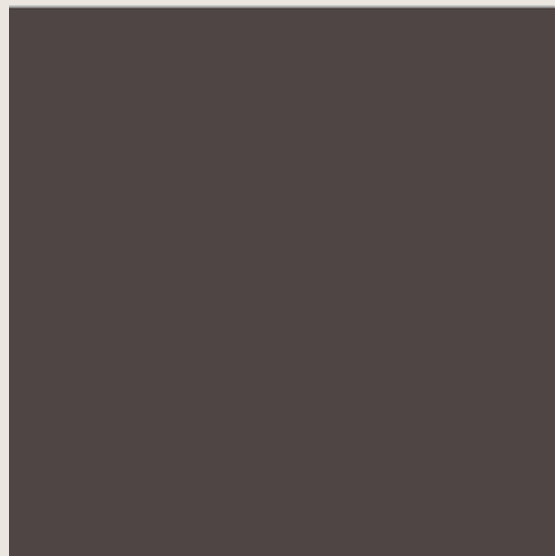
**PANTONE**  
**1785 C**

Sour Sunset



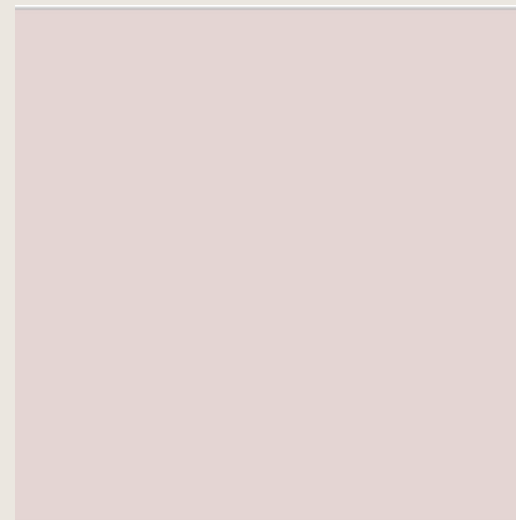
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**3574 C**

Purple Tornadoe



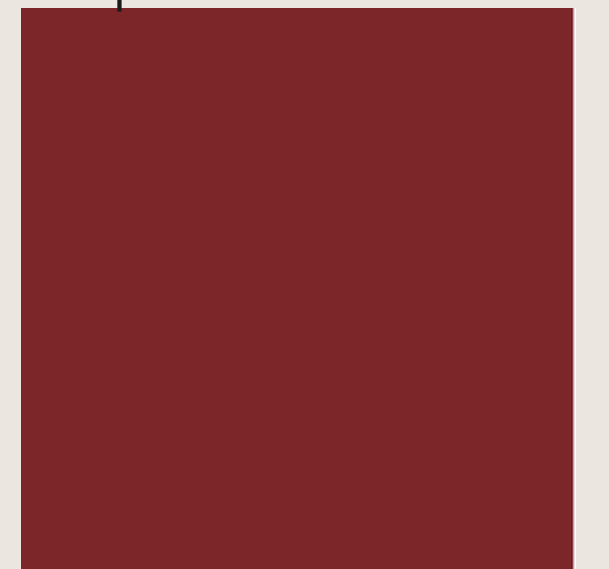
**PANTONE**  
**4273 C**

Paint Water



**PANTONE**  
**7604 C**

Dont Call Me



**PANTONE**  
**1815 C**

Chared Cheery

# Future - Gen z Punk

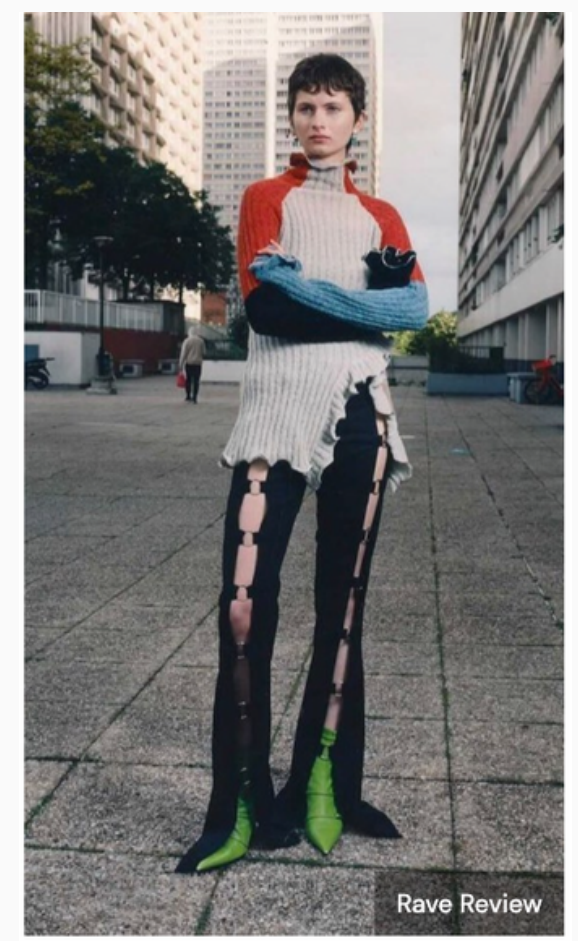
Social Media is flooded with moody teens as social influencers. Punk comes back around. Influencers/ artists like Olivia Rodrigo and Willow Smith grow in fame with their audios taking off on Tik Tok. Consumers are matching the sound of angst on the radio with their style.



Colors/ Style  
Paneled crop top  
Wide-legged trousers  
Pleated Skirt

# Values- Close To Home

Touching on the angsty teen influencer, many "social media stars" value shopping local and secondhand. Punk already exists in secondhand/ vintage stores. This generation understands the value of a dollar, and what it means to spend it on local businesses. Brands like Rave Review are standing out for their take on Upcycling.



Rave Review

Colors/ Style  
Over sized/ ill fittin  
Ironic  
Cropped  
Cut and Sew



# Aspirations- Youth Led Stories

Tik Tok and video influence growing, consumers are interested in the story behind the clothing. The consumer takes interest in watching videos of the influencer shopping for the look and why they chose the look they chose. Popular influencers like @matydesr show their favorite trends like fairy-core and why it resonates with them.



Colors/ Style  
Fairy-core  
y2k  
Nostalgia

# Fashion Trends

## Fabric- Step out

Own your body and own its sexiness. Drape your curves with silk to make your details shine. Level up a basic look with a delicate layer of satin to give of the luxury look

## Beauty-

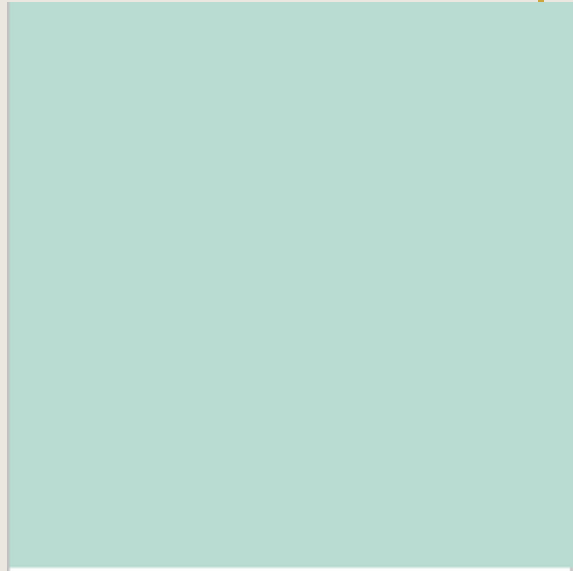
Pile on the blush and give a pout. Angsty doesn't have to be mean, it can be cute too. With a hint of highlight and spots of faux freckles, you can elevate your features

## Accessories- Capture the Eye

Make every element of the look stand out. Don't be shy and keep your accessories speaking for themselves. Keep your audience intrigued from head to toe. Bigger is better.



# Fashion Trends



**PANTONE**  
**566 C**

Whisper Willow



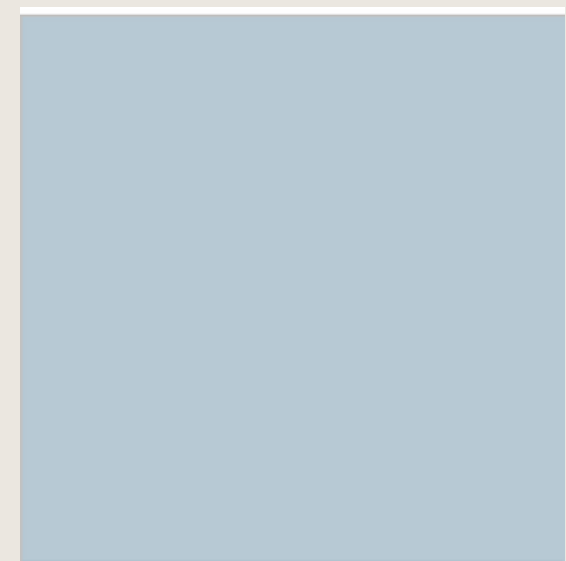
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Tip Toe Tote



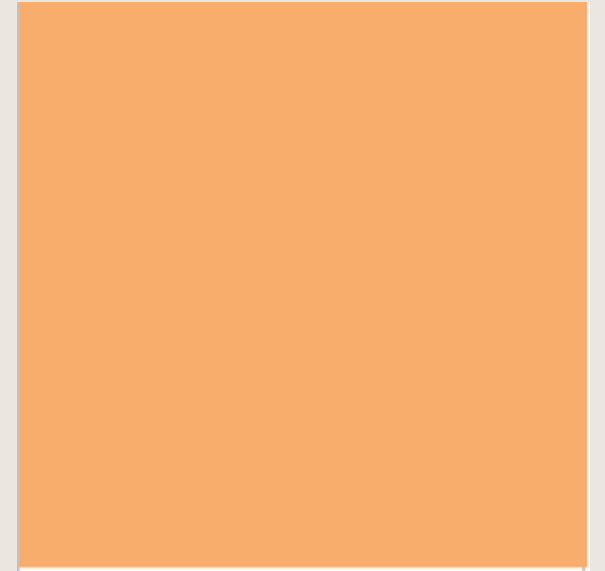
**PANTONE**  
**Black 6 C**

Cave Dweller



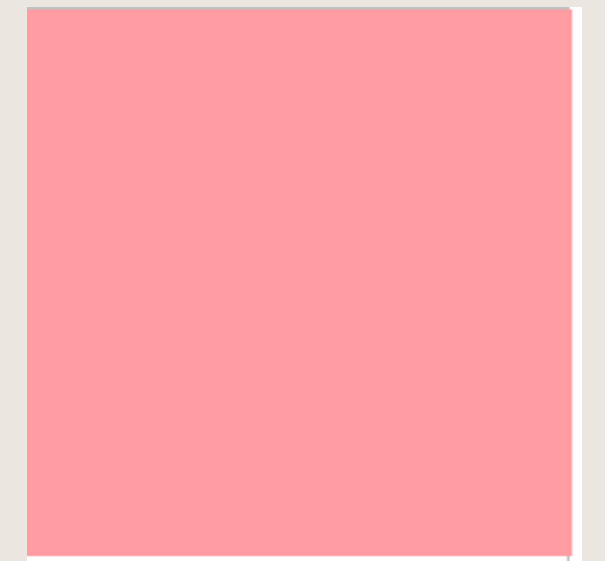
**PANTONE**  
**5445 C**

Angry God



**PANTONE**  
**2017 C**

Angry Orchid



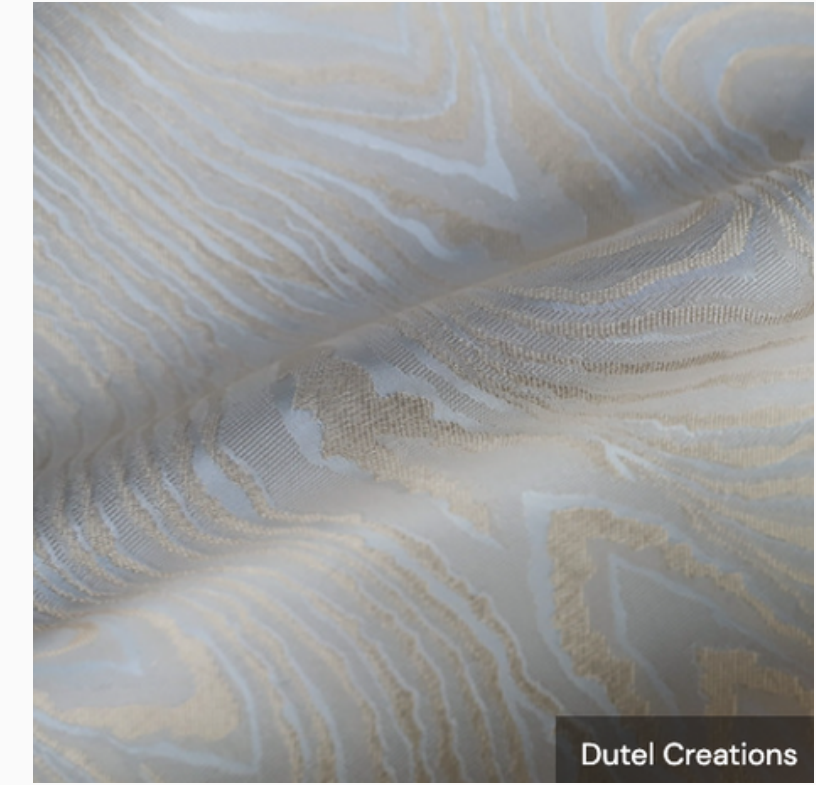
**PANTONE**  
**3572 C**

Grungy Guava



# Fabric- Satin & Sheen

Satin drapes the body to reveal sexy curves and confident bodies. The young social media influencer drives the fact that all bodies are beautiful and deserve to be showcased in such ways. "Silky satins continue to enhance the fluidity and comfort of versatile apparel, lending drape, and luster."



Colors/ Style  
Relaxed luxury  
Sexy  
Layers

# Accessories- Chunky

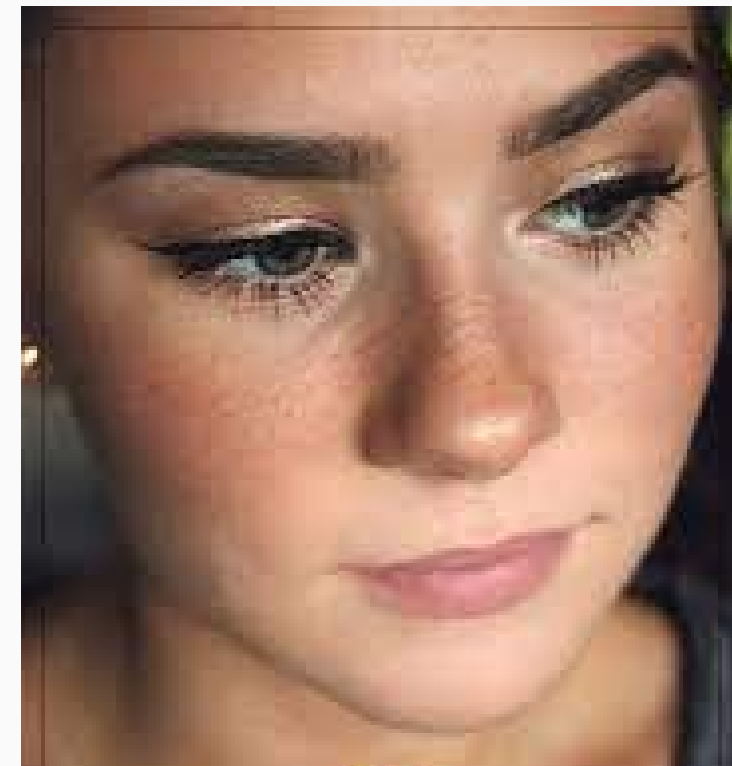
"Nodding to the overarching 2000s references of Egirl styling and the relevance of #abovethekeyboardddressing, snap and claw clips become the new must-have #hairaccessories, with data confirming how these are already trending for youth markets." Social media marketers need the stand-out element Just like you. Chunk accessories draw the eye and push the look



Colors/ Style  
Hair clips  
Earrings  
Chains  
Necklace  
Golds and slivers

# Beauty-Cheeky

Bright pink and red cheeks make for the cute baby face that goes perfect with the young social media influencer. "Blush contour is exactly what it sounds like; it involves using blush in the places where a contour or bronzer shade would typically be applied in order to sculpt the face, such as the hollows of the cheeks and around the forehead. The trend harkens back to the colorful blush looks that became popularized by '70s icons like David Bowie and continued into the '80s with stars like Blondie lead singer Debbie Harry."



Colors/ Style

Baby Face

Goth

Freckles

Highligh

# Lifestyle Trends

## Interiors- Get Funky

Pick up your paintbrushes and get funky. Paint details on your walls you wish came with the house. add a headboard with paint or an archway with stickers. Have fun letting you show through your home.

## Arts- Claim the Past

Scour the streets and your friend's garage. Take something old and ad spray paint and glitter. Understand the past will come back, embrace and accept it.

## Architecture-Let it Grow

Fill your space with plants of all sorts and nurse them to watch a masterpiece grow. Carve at walls and hang from beams to give your little one the best home.

# Lifestyle Trends



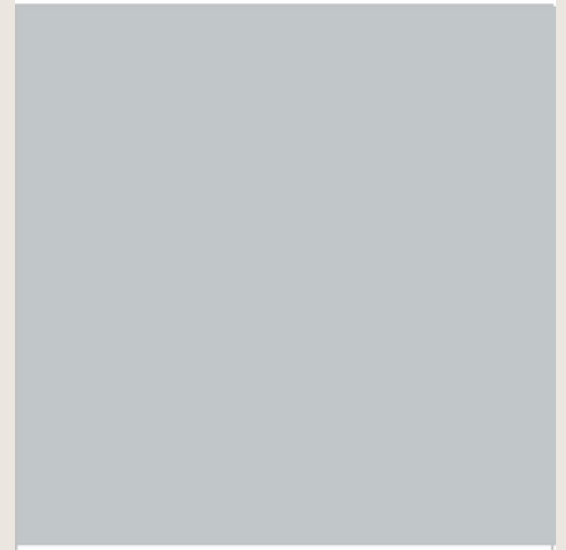
**PANTONE**  
**159 C**

Painful Pumpkin



**PANTONE**  
**577 C**

Washed Out Ivy



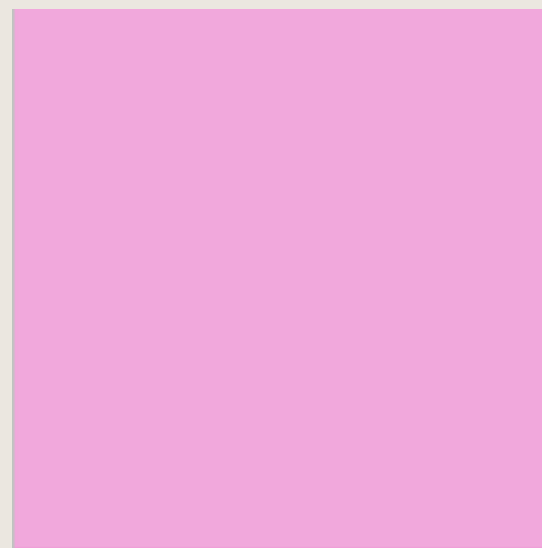
**PANTONE**  
**428 C**

Finding Heaven



**PANTONE**  
**2424 C**

Loud Leaves



**PANTONE**  
**236 C**

Picky Barbie



**PANTONE**  
**2035 C**

Raging Apple

# Interiors- DIY FlowerPower

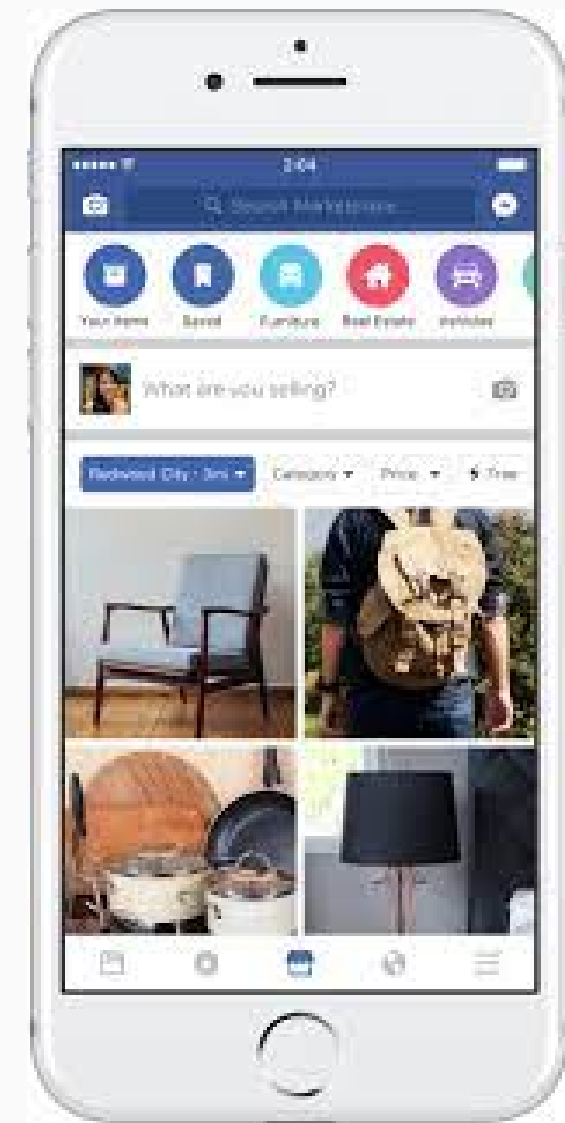
Everyone is an artist after watching DIY videos through the pandemic. The social media influencer is a young woman who can't make permanent changes to their flat or parent's house. Painted archways and bright accent walls add a sense of self to the space. Taking hints from groovy patterns and lines from the 70s the influencer has a space just as fun as her.



Colors/ Style  
Arch Ways  
Accent Walls  
Textured paint  
3D fixtures

# Arts- Found Objects/Antique

Social influencers take a hint from our fashion trend of thrifting and understand that some of the best art is already out there just waiting, and so should you. Whether it's on the road, in an antique store, or Facebook marketplace in someone's garage. Another man's trash is our social influencers' treasure. They appreciate the simple beauty and give objects a new life of appreciated art.



Colors/ Style  
Road signs  
Decorative Mirror  
Collection pieces

# Architecture- Landscape Project

With the lockdowns in place, many of us got a chance to explore hobbies. With a range of social media offering tutorials, the DIY landscape projects got a head start. This trend was appreciated by so many that it marks as an important one in 2021. The trend got highlighted as it allowed getting the essence of ourselves in the project, giving a sense of belonging.



Colors/ Style  
Potted plants  
climbing vines  
Carved out



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