

2020 TREND REPORT



• ALL'S OLD, YET ALL'S NEW •

EXPLORE CLASSIC COMEBACKS THAT ARE STAYING PUT THIS YEAR, WITH A GREATER IMPACT.
BY SRUTHI RAVINDER

The year is about to begin and already four fashion tarot weeks have

passed predicting what people will be wearing in 2020. The advent of resort and cruise collections and the frequency of capsule collections released by designers have filled the gap between Spring-Summer and Autumn-Winter runways. And this has over time removed the significance of what is "in" right now. The new-age fashion is pushing people to think of how long they can wear it rather than how long the trend will last.

One look at the Spring-Summer 2020 collection and you will see the beginning of change. If there are two things that the runways this season are pushing, it is practicality and longevity. The previous foes of fashion are now all that matter. Tiny micro bags are replaced with sensible totes, suede sneakers with platforms, gold is the new glitter, and leather is not just for cold weather anymore. As you flip through the trend report of the year, you will find the biggest hits of the season's runways right in your closet, as this year many classics have made a comeback with a deeper meaning.

LOUIS VUITTON



ROCHAS



COACH 1941



MIU MIU



ROCHAS



COACH 1941



ALEXANDER MCQUEEN



MATERIAL SOFT LEATHERS

Leather has made its striking presence all the way from fall to spring-summer. Think pops of greens, yellows, orange, reds and in all forms from leather pants, miniskirts, shorts, jackets to boots and bags. Oversized silhouettes from Alexander McQueen and Valentino, feminine cuts in Marni, and cool colours at Coach 1941; it's time to take out your good ol' leather a little early this year.

THE MATERIAL WAS SPOTTED IN SS20 RUNWAYS IN SHADES OTHER THAN THE USUAL BLACK AND TAN

Ditch: latex / Pick: leather

Miu Miu
Madras Crystal
Star Bracelet

Simon Miller
Lunchbag
Leather Bag

Christian
Louboutin
So Kate 120
Metallic Patent-
Leather Pumps

Givenchy
Embroidered
Leather Pouch



DOLCE & GABBANA



NOIR KEI NINOMIYA



CHRISTIAN DIOR



DOLCE & GABBANA

MARNI



VALENTINO



VALENTINO



VERSACE'S ICONIC TROPICAL DRESS THAT WENT VIRAL WITH JLO'S STRIDE ON THE RUNWAY



Valentino Garavani Tropical Dream Thong Sandals



Furla Jungle Print Swing Mini Round Crossbody Bag



Versace Jungle Print Chain Reaction Trainers



IT'S A JUNGLE OUT THERE

Dior's wild safari themed collection, Marni's range built around the beauty of nature, Noir's plant headgears, Valentino's jungle prints with monkey motifs: the SS20 runway turned into a canvas of what could be lost, scenery of exotic flowers, wild leaves, and greens set in whites, orange and even pastels. Environment and climate change has become an elephant in the room fashion cannot ignore anymore.

Ditch: See you later, sea prints!

Pick: Wild tropic

SHEER

Transparent and completely see through, sheer dresses continue to be fashion's obsession. Sheer clothing has established itself as one of those trends that doesn't feel quite a trend anymore because it's so ubiquitous.

Gucci went bold and celebrated sexuality with a collection of sheer skirts, tops, and dresses, layered with intimate wear. Dior presented elegant evening wear in sheer, and Chanel and Prada had sheer blouse paired with skirts and pants.

Ditch: Satin / Pick: Sheer



WHILE LAST YEAR WAS ALL ABOUT MIDIS, THE YEAR IS BACK TO EMBRACING THE SHORTER HEM

SHORTS

Tom Ford's Bermuda suits, knit shorts at Hermès, Louis Vuitton's leather paperbag and hot pants styled with stockings in Chanel, SS20 has brought back shorts in all its glory. And right in time for the weather ahead!

Ditch: Midis / Pick: Hot pants

CROCHET

Embracing femininity and handicraft, crochet is the prettiest trend of SS20. So if you have treasured your grandmother's knits, it's a good time to dig them out. Don't have one yet? We suggest you invest in one that you can pass down as heirloom. Think ultra-feminine skirts, polished suiting, and elegant eveningwear.

Ditch: Prairie dress

Pick: Crochet dress

Nannacay +
Net Sustain
Manu Fringed
Crocheted Tote



DOLCE & GABBANA

Stella
McCartney
Falabella
Crochet Tote



ISABEL MARANT

Alexandre
Birman Natural
Jenne Crochet
High-heel Sandal



BALMAIN



BALENCIAGA



ALEXANDER MCQUEEN



SAINT LAURENT

BOTTEGA VENETA



BALMAIN

VESTS, SHOULDER PADS AND UTILITY POCKETS, WERE ADDED TO THE 70'S SUITS, GIVING AN EDGE TO THE DECADE'S BOSS LADY LOOK.

POWERDRESSING

If one thing the decade of womenswear has established, it is that suits are not borrowed from men. Making a stronger appearance than ever before - boxy, tailored, over-sized, cropped, paired with skirts, co-ords, shorts, slouch-trousers - it's going to be a good year for suits.

Ditch: Nothing. Blazers work all ways!

Pick: Vest

MARC JACOBS



BRANDON MAXWELL



BLUMARINE



Jennifer Behr Adele Gold-Tone Headband

Versace Gold Medusa Tribute Pendant Earrings



BALENCIAGA



CELINE



HERE'S AN OFFICIAL RUNWAY STATEMENT FOR THE YEAR AHEAD: 'IF YOU MUST PARTY, DO IT IN GOLD!'

FOR THE PARTY SEASON GO FOR GOLD

From Balenciaga's golden foil fairytale gown complete with a big bow, Marc Jacobs textured golden full maxi, Rocha's golden slip dress, almost all the designers had a standout moment in golden party wear.

Ditch: Glitter and sequins
Pick: Metallic gold

Gucci Gold Bee Motif Earrings



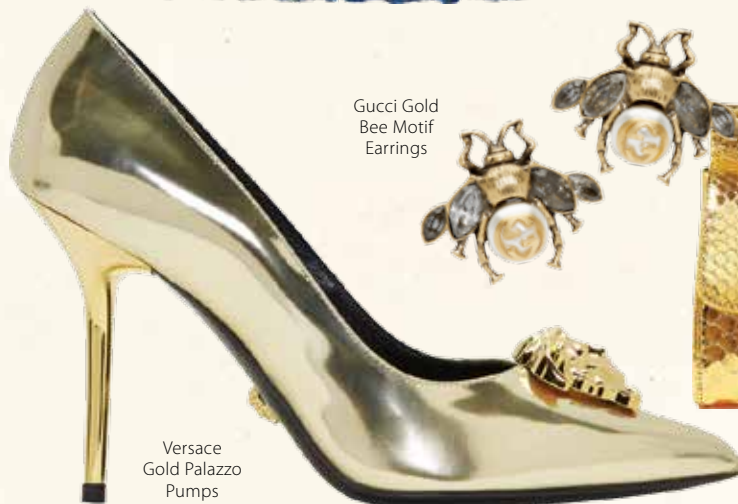
Dolce & Gabbana Sicily Mini Mirrored-Python Shoulder Bag



Gucci Gold-Tone Gucy Mini Shoulder Bag



Versace Gold Palazzo Pumps



VALENTINO



CHLOÉ



CHLOÉ

WHITE SHIRTS

Bishop sleeves, frilled, cropped, feathered, transparent, wrap-overs, disco collars and more hardly cover the number of variations this wardrobe staple saw in this season's runway.

Ditch: Basic full sleeve

Pick: Power shoulders

BORROWED FROM SPRING/SUMMER '19

Neon, ruffles, the colour beige, and cycling shorts, continue to have their high-game even as the year ends. They appeared just as frequent in SS20 runways as they did in the bygone year.

MARNI



ALBERTA FERRETTI



KEY ACCESSORIES OF SS20

THE RETURN OF PRACTICALITY! OH THANK GOD!

BIG BAG ENERGY

We can't exactly say it's the end of tiny bag frenzy, as we still spotted variations of it this season too. But the good news is that the greater half was dedicated to big bags and practically sized totes. Bucket bags are this season's hottest trend, followed by roomy shoppers.

MIU MIU



PRADA



FENDI



MOSCHINO



PLATFORMS FOR FEET

The comfy sneakers craze has a new substitute – the just-as-practical platforms and Mary Janes. Glamorous and dressy platforms came from Valli and Simone Rocha, while the basics were presented in Prada and Teva.

CHAINS AND CHOKERS

Close-to-collar chokers remain high on must-have lists, along with links and layering. The new touch comes from Moschino and Fendi: chains that come attached to tiny handbags.