



SWIRL



FOREVER 21



H&M



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H&M



H&M



ANNAKIKI

New optics

Combine cutout prints with trending #NewWave swirls to hit two key trends.

Going dramatic with scale, stencil foliage continues to take on more abstract cutout forms.

Keep florals and painterly brushstrokes an easy-to-wear commercial direction. Update them with rippling movements and animal-like markings for youthful appeal. Use tonal combinations for items designed for everyday wear. Directional brands can go bold with clashing colour combinations for strong contrast.

Key details: mix scale and colour in a hypnotising optical look for prints. Use simple silhouettes as a canvas for showing off the print. Try pleated bases for more optical illusions.

Key items: volume dress, shirt dress, resort shirts, separates

WGSN Fashion Feed: #CutoutPrints, #AbstractAnimal, #GraphicSkins



Buyers' guide

Test

Emerging or directional trends to buy into in smaller volumes



MASHA POPOVA

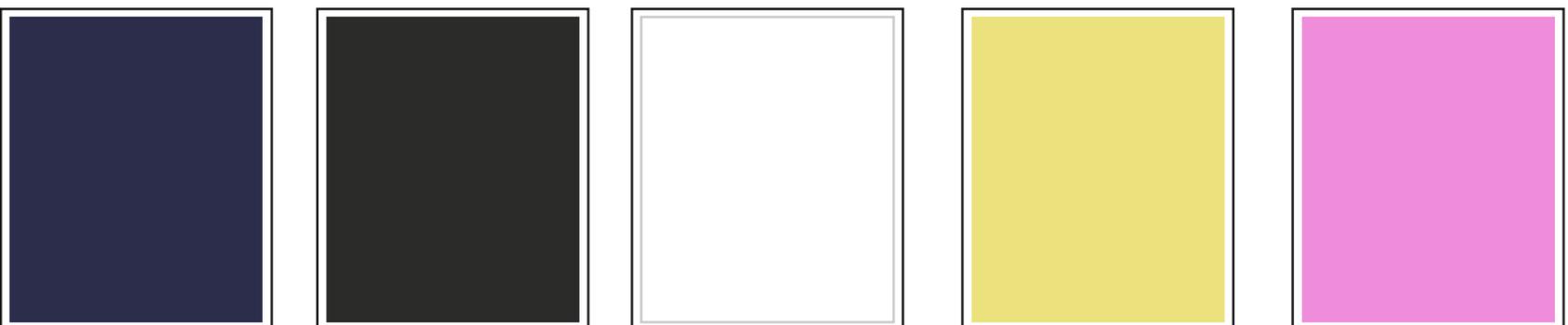


PAM HOGG



KIM SHUI

GAMA DE COLOR



BASES DE ESTAMPACION



GERMÁNICA

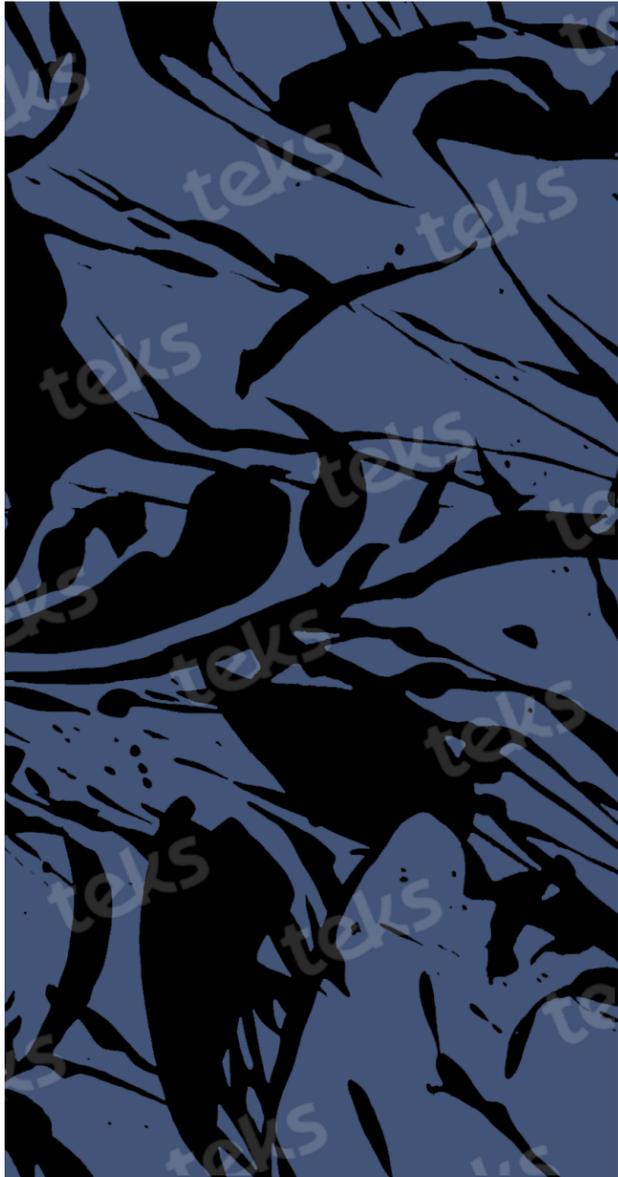


CHALIS SUPREMO



LINO MILÁN

SWIRL BICOLOR



REFERENCIA: GERMI CATIA
BASE: GERMANICA

FLORES TRAZO

RESUMEN DE COLECCION



SWIRL BICOLOR

SWIRL BICOLOR



REFERENCIA: CHAL VICENZA
BASE: CHALIS SUPREMO