



2022  
**TREND  
ANALYSIS**  
FASHION SPEAKS WORKSHOP

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# TALL BOOTS

MOODBOARD



## LV SUCCESSES

DESCRIPTION

- Boots range from casual, day-time platforms to evening, thigh-high stilettos.
- Riding and thigh high boots are the leading styles.
- Calf leather is used consistently between brands.
- Traditional boot styles are elevated with details including unique material, thick platforms, laces, and loud prints.
- Boots are seen paired with short skirts and shorts.

COMPETITION



## TS F22



Bottega Veneta



Emporio Armani



Gucci



Michael Kors



Balenciaga



Carolina Herrera



Chanel



Louis Vuitton



Givenchy





## MONOGRAM BANDANA

*Collection Launch 27.5.22*

*Store Feedback*

### MANAGER FEEDBACK

- Collection is bright and beautiful in store. It is a “super” collection-- perfect for summer.
- Collection is receiving high interest and reaction from walk-ins and appointments.
- Leather goods are displayed beautifully in store and visually appealing.
- Collection is anticipated to do incredibly well. Everyone has been anticipating its drop and it received high attention the first day.
- Collection has not yet been received in Istanbul Istinye.
- Istanbul Zorlu's season begins in two weeks, yet while clients have not seen products in person, those who have seen photos have shown excitement and store anticipates positive reaction to the collection.

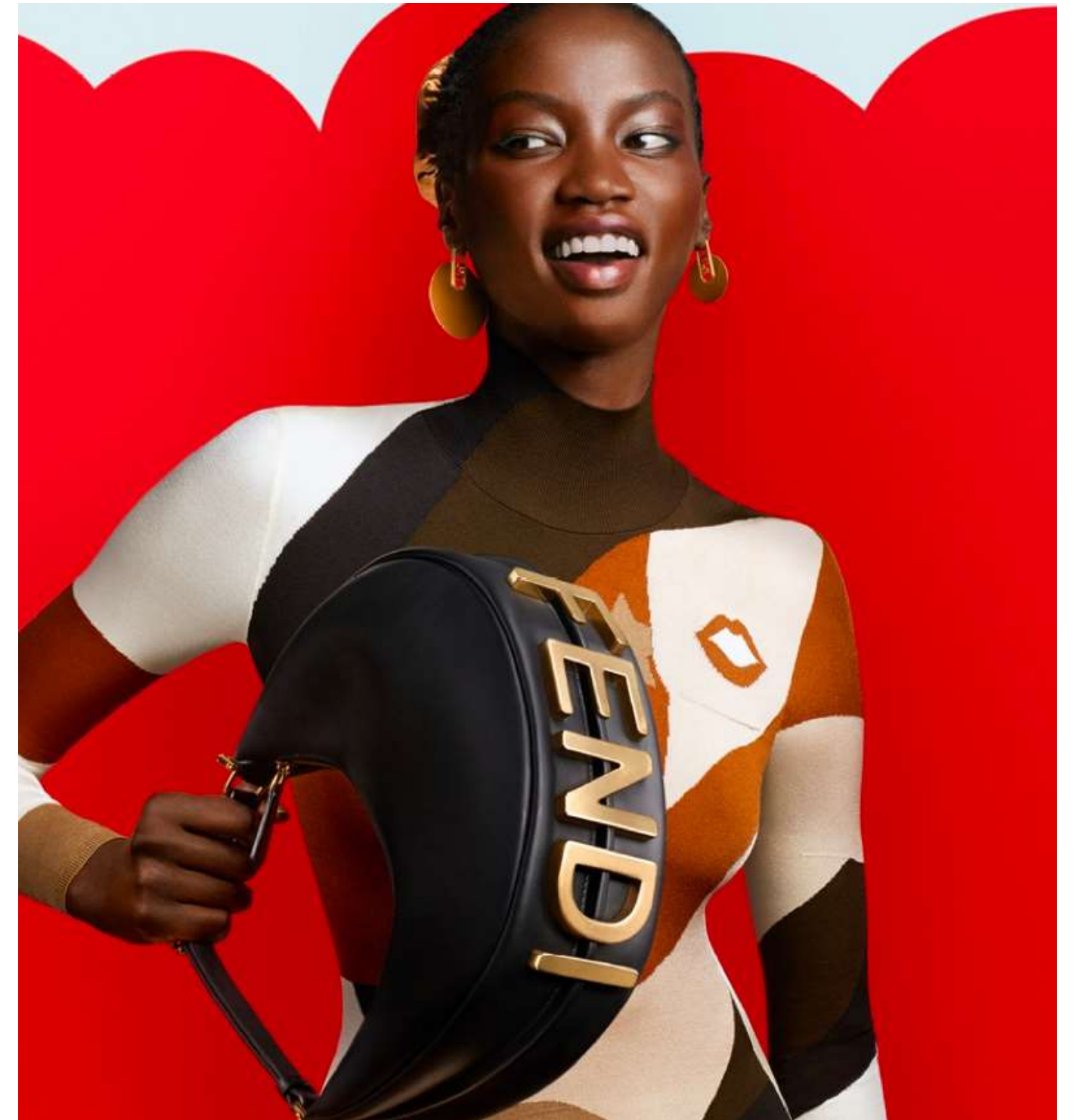
### CLIENT PROFILE

- It is a summer collection that draws both young and mature clients.
- All age ranges seem to be attracted to the same products. Clientele isn't split.
- Clientele has a large age range: 22 years old to mid-50s.
- Some woman are purchasing tee-shirts and windbreaker.
- Both local and foreign customers show interest in the unusual print with the monogram.
  - Foreign clientele consists of majority Asians—specifically in footwear.

**2022**

# WHY TO LOOK

- Trends align with consumer demand
- Meeting consumer demand brings profit
- Profit grows a business and maintains relevance



(Analyzing fashion life cycles--principles and perspectives, n.d.)

2022

# GOALS:

- Identify trends by comparing major and minor brands-



*Note: Have a PPT open and continually edit it*

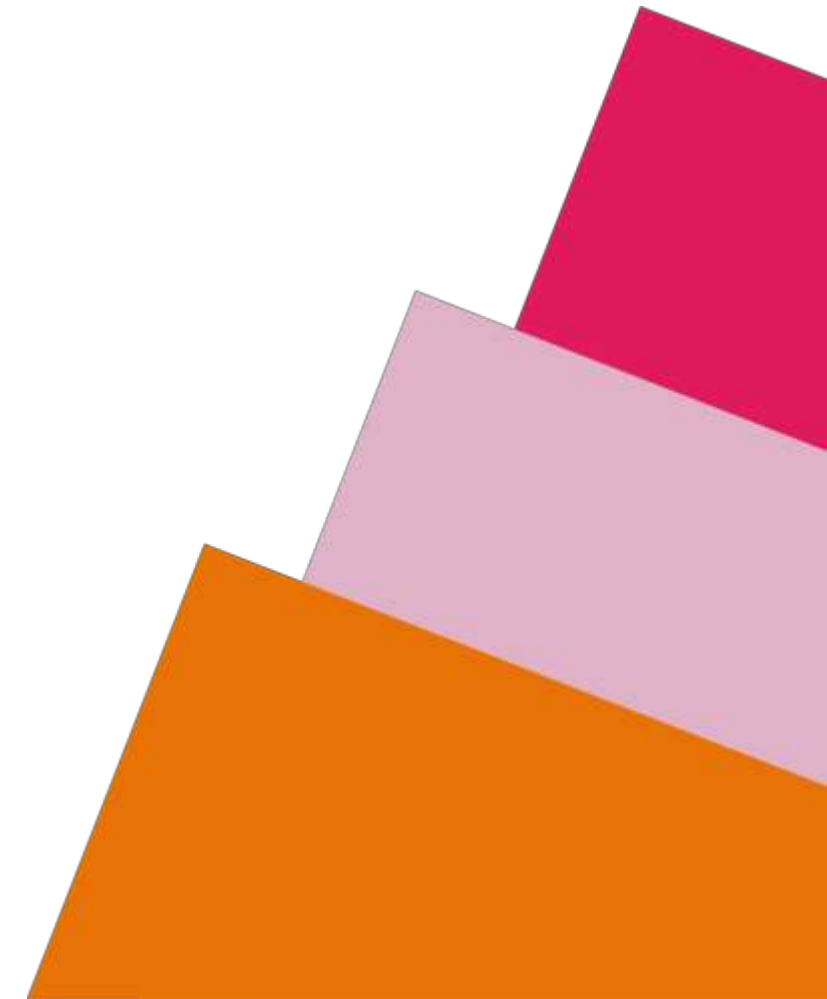
# Steps:

- Locate your **sources**
- Look at **leading brands**
- Look at **minor brands**
- *Look again... locate similarities*
- Draw from 4+ different brands

*Note: Have a PPT open and continually edit it*

# Steps:

- Locate your **sources**





2022

# WHERE TO LOOK

- **Runway Trends** -- *what is being designed?*



**2022**

# HOW TO ACCESS RUNWAYS

- [WWD.com](http://WWD.com) (Women's Wear Daily)
- [Vogue.com](http://Vogue.com)
- [Livingly.com](http://Livingly.com)
- [BusinessofFashion.com](http://BusinessofFashion.com)
- Directly visit designer's website
- Additional Information: [HyperBeast.com](http://HyperBeast.com), [Harpar's Bazaar](http://Harpar's Bazaar)



*Note: Have a PPT open and continually edit it*

Steps:

*Make sure to look at the most RECENT runways!*

2. Look at **leading brands**

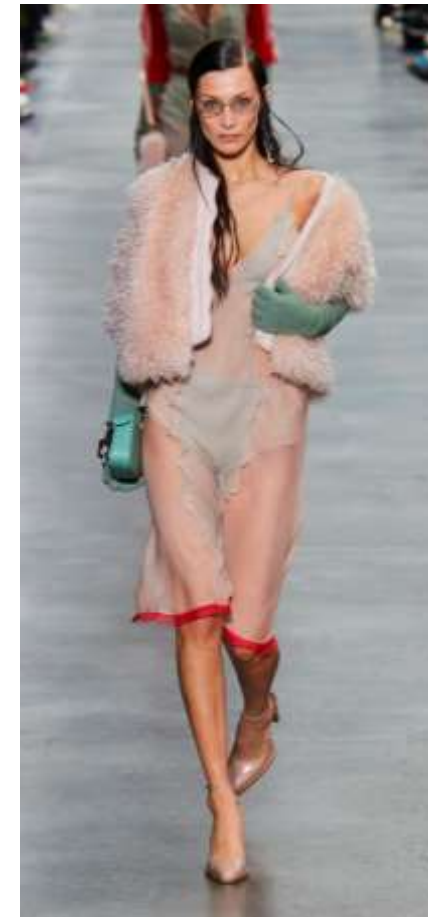
3. Look at **minor brands**



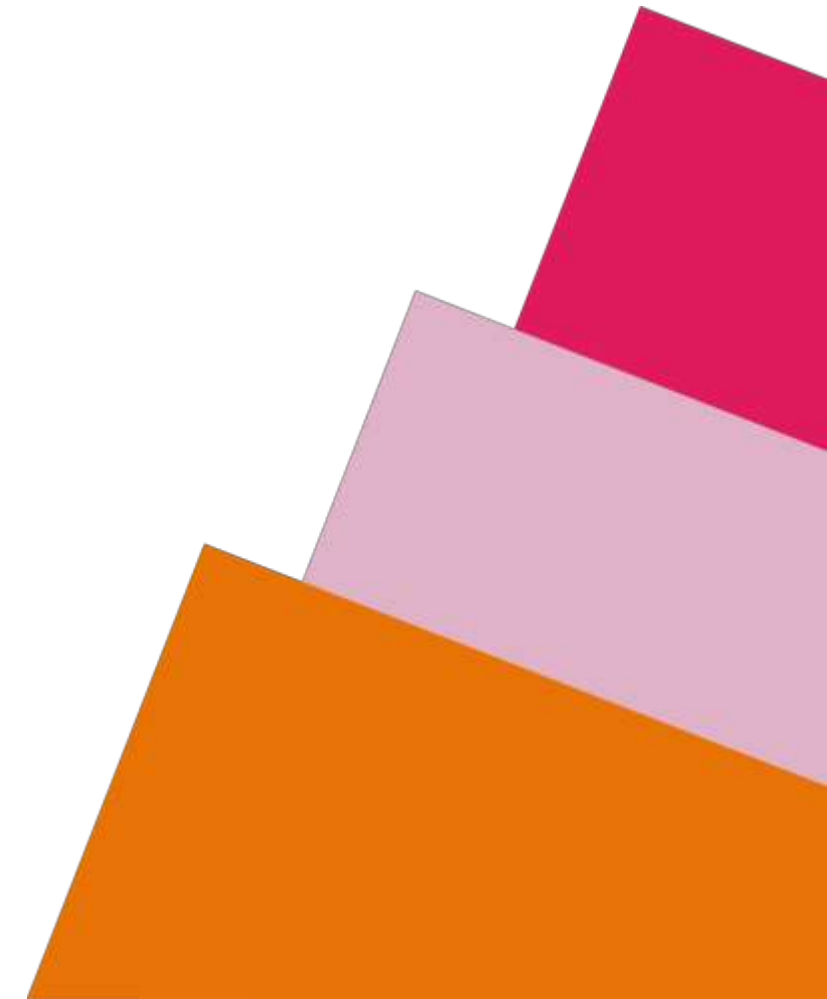
**GUCCI**



**PRADA**



**FENDI**



**KNOW THESE!**

**2022**

# WHO TO LOOK AT

- **DIOR**
- **LOUIS VUITTON**
- **CHANEL**
- **FENDI**
- **GUCCI**
- HERMES
- VERSACE
- MAX MARA
- PRADA
- VALENTINO
- BURBERRY
- DOLCE & GABBANA
- GEORGIO ARMANI
- BALENCIAGA
- RALPH LAUREN



Note: Have a PPT open and continually edit it

# Steps:

## 4. *Identify similarities*

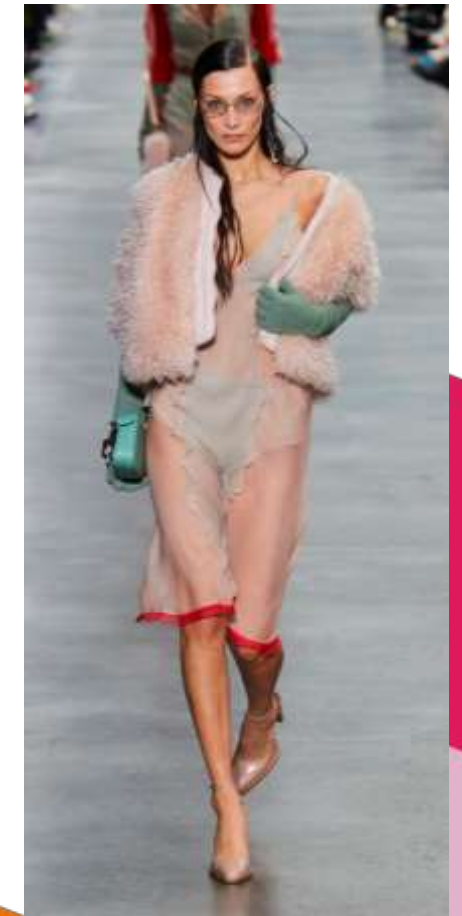
- Design
- Silhouette
- Details
- Colors
- Fabrics
- Trims



**GUCCI**



**PRADA**  
**A**



**FENDI**

Note: Have a PPT open and continually edit it

# Steps:

## 4. *Identify similarities*

**WIDE SHOULDERS**

- Design
- Silhouette
- Details
- Colors
- Fabrics
- Trims

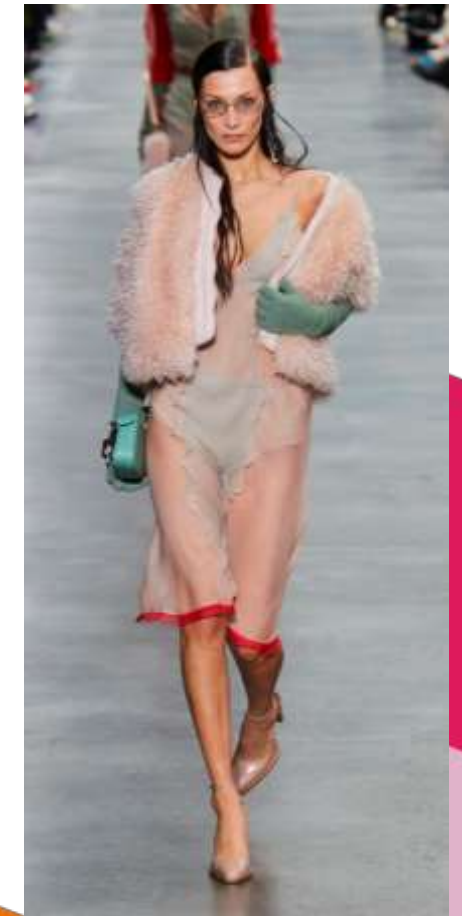
**YELLOW AND BLUES**



**GUCCI**



**PRADA**



**FENDI**

**A FURS/FEATHERS**



# LOOK FOR OVERLAPPING TRENDS



# ASIAN INFLUENCE

2022 COUTURE WEEK



DIOR



ARMANI



BEHIND THE SCENES COUTURE WEEK



# CUT-OUT

## 2022 COUTURE WEEK



**VALENTINO**

**BEHIND THE SCENES COUTURE WEEK**

# TULLE & DRAPE

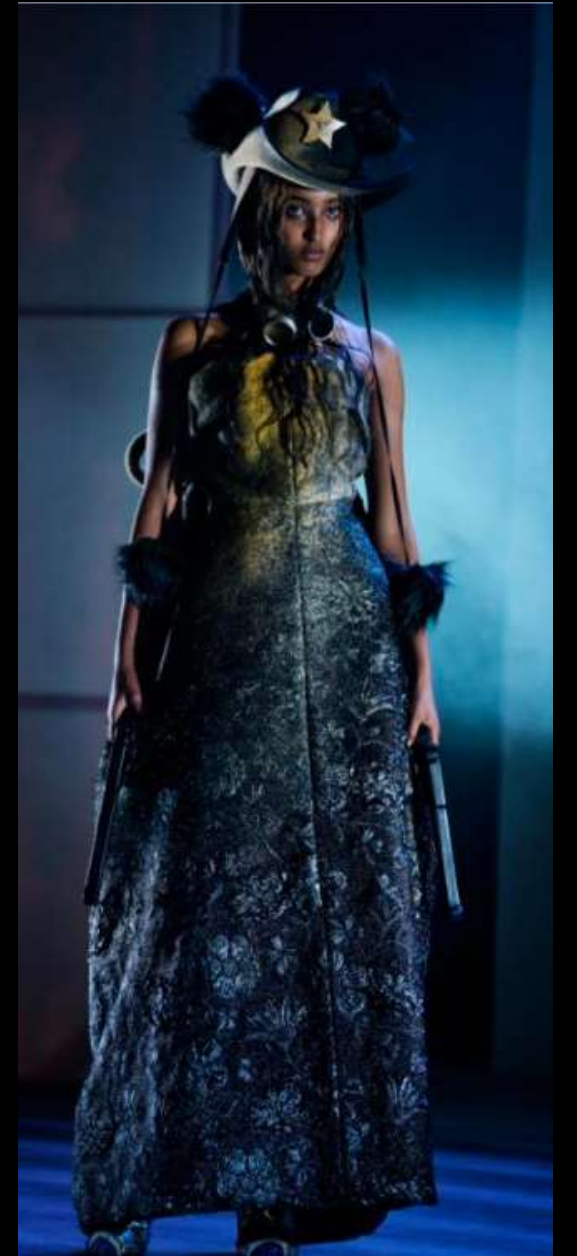
2022 COUTURE WEEK



BEHIND THE SCENES COUTURE WEEK

VALENTINO

# WESTERN WOW 2022 COUTURE WEEK



**MAISON MARGIELA**

**BEHIND THE SCENES COUTURE WEEK**

# RETRO PRINT

2022 MILAN FASHION WEEK



GEORGIO ARMANI

BALENCIAGA

BEHIND THE SCENES MILAN FASHION WEEK

# PJ CHIC

## 2022 MILAN FASHION WEEK



**HARPERS BAZAAR**



**RAINS**



**VERSACE**



**GEORGIO ARMANI**



**HARPERS BAZAAR**

# FULL SETS

## COMPETITORS OF LOUIS VUITTON



**VERSACE**



**GUCCI**



**DIOR**



**DIOR CRUISE**



**CHANEL**

# VISIT...

Chanel F22

<https://www.chanel.com/us/fashion/fall-winter-2022-23/l/1x2x54/the-looks/>

Versace F22

<https://www.versace.com/us/en-us/world-of-versace/stories/fashion-shows/fw-2022-women.html>

Note: Have a PPT open and continually edit it

## Steps:

- Locate your **sources**
- Look at 1

WALK USE THROUGH THESE STEPS FOR YOUR TREND ANALYSIS

*Look again... locate similarities*

- Draw from 4+ different brands



# LOOK AT HIGH-END RETAIL



Look at  
these

**2022**

# WHO TO LOOK AT

- **NET-A-PORTER**
- **SHOPBOP**
- **NEIMAN MARCUS**
- **SAKS FIFTH AVENUE**

- AVOID: MACY'S,  
BELKS, KHOL'S,  
EXPRESS



# NET-A-PORTER

TOP-SELLING FLORALS-- SUMMER 2022



LA DOUBLEJ



PATBO



ISABEL  
MARANT



SELF-PORTRAIT

# TOP COMPETITORS SELLING FLORALS

**CURRENT TRENDS:** *FLORALS AND COLOR FROM COMPETITORS*



LOEWE RTW



GUCCI RTW



CHANEL CRUISE 22



DULCE & GABBANA RTW



DIOR RTW



OSCAR DE LA RENTA

OUR PICKS

[Bestsellers](#)

[Exclusives](#)

NET SUSTAIN

[Back in Stock](#)

[Cult Finds](#)

[Star Designers](#)

[New Names to Know](#)

[The Vanguard](#)

EVERYDAY

[Wardrobe Staples](#)

[Workwear](#)

[Weekend](#)

[Streetwear](#)

[At-Home](#)

[Sportswear](#)

[Finishing Touches](#)

[Winter](#)

[Vacation](#)

[Skiwear](#)

EVENTS

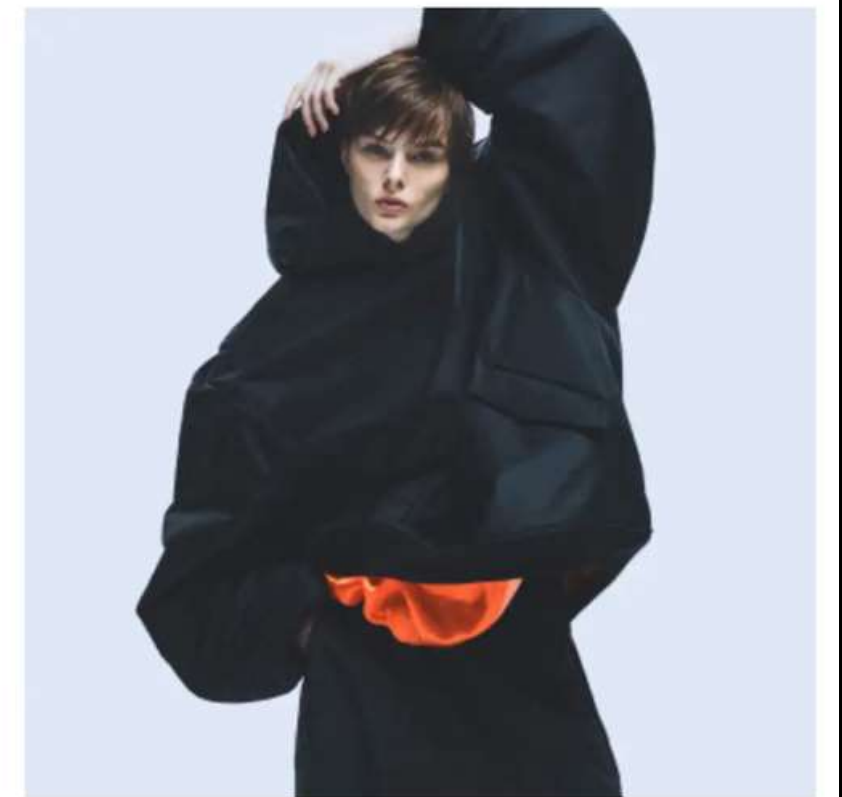
[Date Night](#)

[Party](#)

[Evening](#)

[Bridal](#)

[Wedding Guest](#)



Under wraps

Shop cold-weather essentials

# NET-A-PORTER

2022 FALL BESTSELLERS



# BLAZERS

+ STRONG LAPEL

2023 SPRING RTW



**CALVIN LUO**



**MIU MIU**



**ALEXANDER  
MCQUEEN**



**STELLA  
MCCARTNEY**



**AWAKE**

# CITATIONS

Staff, W. W. D. (2022, July 6). Armani Privé Couture Fall 2022. WWD. Retrieved October 27, 2022, from <https://wwd.com/fashion-news/shows-reviews/gallery/armani-prive-couture-fall-1235244203/armani-prive-couture-fall-2022-10/>

Vuitton, L. (2022). For women. For Women Collection for New | LOUIS VUITTON®. Retrieved October 27, 2022, from [https://us.louisvuitton.com/eng-us/new/for-women/\\_/N-t1j3oq9l](https://us.louisvuitton.com/eng-us/new/for-women/_/N-t1j3oq9l)

Analyzing fashion life cycles—principles and perspectives. (n.d.). Retrieved November 14, 2022, from <https://journals.sagepub.com/doi/abs/10.1177/002224298104500415>