

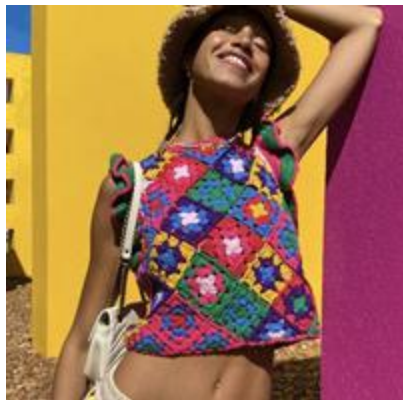
WGSN

By Puti Indaswari & Amy Chuluunbat

Key items: Women's Knitwear

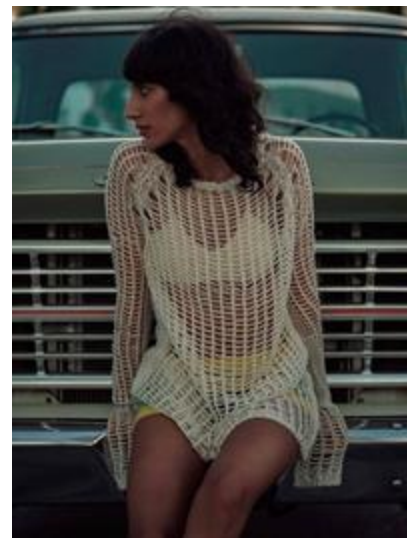
Overview:

Women's knitwear is going back on trend during the Spring and Summer seasons. As the customers regain their social confidence, exploring joyful festival and vacation wear. With the Psychedelic Boho design and embodying a series of visual pattern are the highlights of 2022 Festivals. According to the S/S2023 catwalks, develop openwork stitches for easy-layering; like sportif mesh effects will accelerate the knitwear trend to the next level. Moreover, knitwear can also turned into a business casual look; such as cardigans and jackets. Overall, using a better quality yarn is also important to extend the longevity of items.



- the combination of different crochet stitches
- vibrant color
- bitmap, square
- festivalwear
- softies trend
- mixed combination of stripes, eyelets, drop and lace stitches
- linen and hemp-blend yarn

- mesh sportif
- breathable
- good for layering
- offer a fresh, contemporary design
- organic cotton and FSC-certified cellulosic blends
- tapping into layering trend
- organic oceanic effects



Key items Fashion: Eyewear S/S 24

Overview

- Make sustainability and inclusivity a priority: Choosing materials and ingredients based on their biodegradability, and recyclability. Making products that are targeted towards all age, gender, sizes.
- Update functional frames with elevated details for everyday styling: Aiming for long-term appeal and "evolve styles with elevated aesthetic". Updating the core frames to standout features for a future classics theme.
- Cater to the appeal for novelty designs with limited drops: Choose to make the drop limited or made to order to decrease overflow of stocks and collaborate and work with influencers and celebrities for media buzz.

The future-classics frame



- future-classic
- minimalist
- starts with a basic design and plays with the silhouette
- neutrals
- chunky frames

The Fashion shield



- Gives off a very sartorial aesthetic
- An XL frame but has a very lightweight structure using cellulose-based acetate
- calls it a y2k look with a more grown-up mindset
- solarpunk
- metaverse
- tropadelic