

Spring / Summer 2023

Women's Trend Toolkit

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F A I R E × WGSN



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Spring / Summer 2023


The Path to the New Norm

While the pandemic impacted consumers' spending and shopping habits, there is a reason for optimism in 2023 as consumers begin to embrace the new norm. Driven by the quest for contentment and solace, whether in nature, at home, or through nostalgia, a focus on innovation, quality, and versatility will be prominent in womenswear for Spring/Summer 2023.

An intriguing mixture of inspirations links to a yearning for deeper meaning, whether it is through the romance of rural lifestyles, the comfort of home, or the appeal of faraway places from bygone eras. Consumers will start to examine how they can find balance and happiness, both individually and collectively, in times of uncertainty.



Faire brand, Indoi



Young consumers are motivated by nostalgic fashion choices. A recent survey shows that **40% of US adults say that nostalgia drives their fashion purchases to at least some extent, with younger women the most likely to be influenced by nostalgia.**

Source: CivicScience Survey, July 2022

Spring / Summer 2023

Consumer Drivers

The future consumer of 2023 will demand new forms of digital connectivity and human connection. While the global fallout from the onset of the COVID-19 pandemic in 2020 was sharp and sudden, the shadow effects of time uncertainty, emotional overload, and a yearning for brighter days will still resonate in 2023.

Consumers will look to the past for reference, altering our grasp of time, driving nostalgia, and giving rise to a renewed focus on an idealised past. The key is to rely on creating an emotional connection with consumers by exploring fashion trends that make them feel nostalgic.

Industry Data

€600 billion

By 2023, total European e-commerce revenues will reach €600 billion, with a third of that revenue coming from the fashion sector, and nearly 65 million Europeans will shop online. UK and Germany are the two leading markets expected to generate 41% of total European revenues in the next two years.

E-commerce Revenue in Europe
(Statista Digital Market Outlook)



Faire brand, The Handloom

Spring / Summer 2023 Big Ideas

01

Reclaimed Romance



02

Sunset Desert



03

Crafted Bohemia



04

New Prep



05

New Workleisure

Big idea 01

Reclaimed Romance

102 million views

#coquettecore has over 102 million views on TikTok globally and over 570k posts related to #coquette on Instagram.

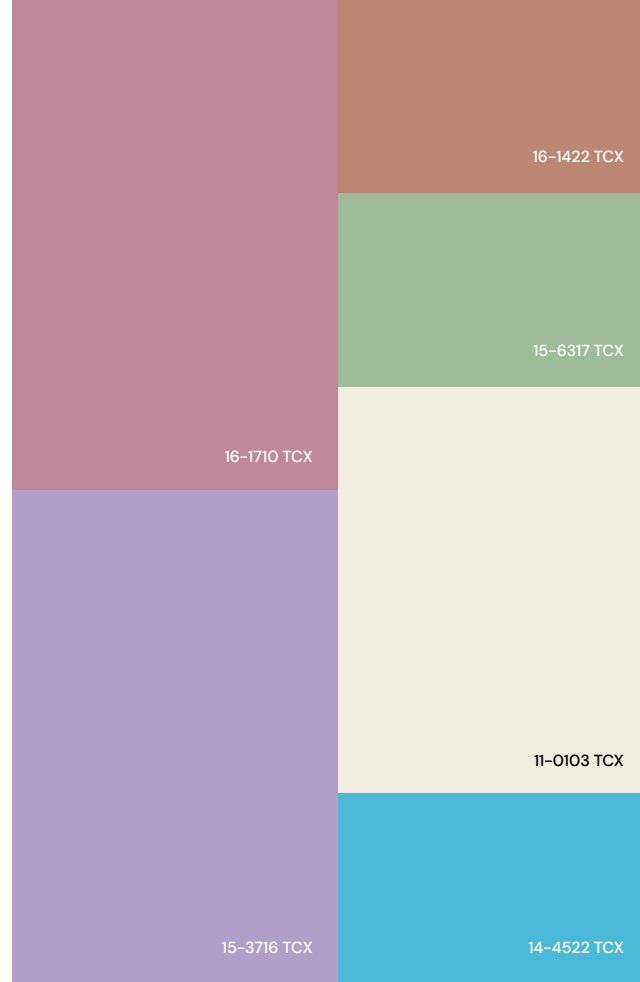


Faire brand, STORIA

In response to the popularity of *Bridgerton* and the regency-core aesthetic ecosystem, #coquettecore emerged as a reinterpreted hyperfeminine look. A blend of European historical references and contemporary trends, the look exudes innocence with soft pastels. Play up the romantic and fantasy elements of this trend to set the mood for nostalgia, escapism and fantasy.

Key Colours

Gentle, mindful tones of **washed pinks** update the everyday-wear category. **Softer hues** play into the new femininity trends. **Tinted neutrals** can be used as solids or print bases.



Big idea 01

Reclaimed Romance

+13% UK

+8% US

'Embellished footwear' saw an increase year-over-year, according to WGSN retail data.

+66% UK

+54% US

Gathering and ruching properties saw a significant increase across newness apparel at retail, according to WGSN e-commerce data.

Key Items

The '90s Camisole, Satin Blouse, Slip Dress, Lace Skirt, Nighties Mini Dress, Regency Robe, Cut Out Top, Lingerie Bodysuit, The Sleep Set

Key Details

Intricate Lace, Broderie Anglaise, Subtle Shine, Delicate Sheer, Shimmering Tulle, Ruching & Soft Pleating, Decorative Smock, Pearls

Key Prints & Patterns

Furnishing Wallpaper, Watercolour Painting, Abstract Fluidity, Soft-focus Florals

Key Footwear

Heeled Sandals, Embellished Slingbacks, Sculptural Heel Slides, Pointy-Toe Pumps, Mule Sandal



Faire brand, Adelyn Rae



Faire brand, Amy Lynn



Faire brand, LAUDE The Label

Big idea 02

Sunset Desert

+27% UK, +28% US

Searches for dusky orange tones increased year-over-year, according to WGSN e-commerce data.

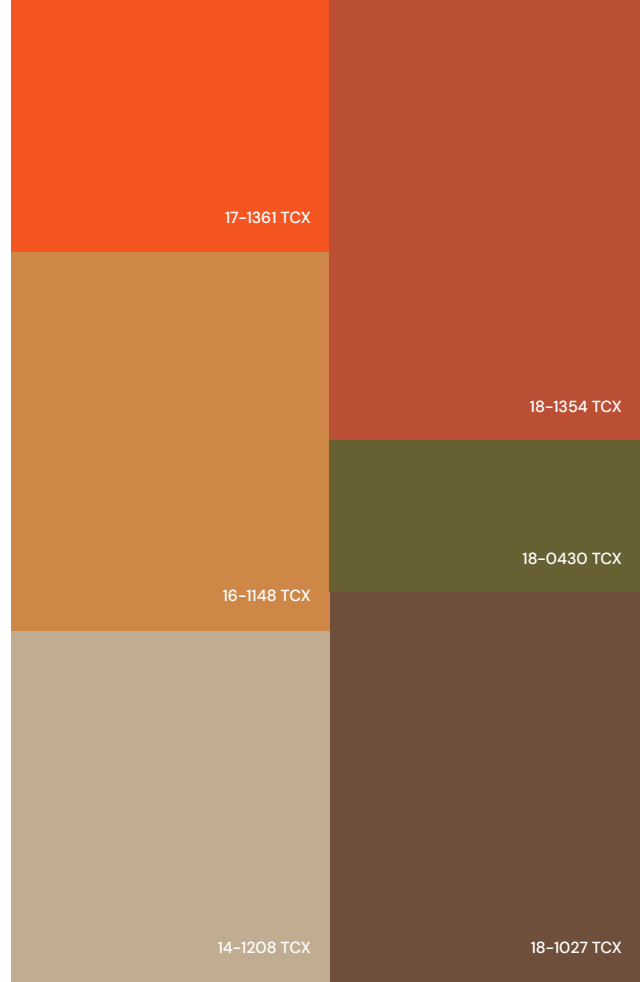


Faire brand, Etre Cecile

Inspired by the desert landscapes, the aesthetic combines natural materials and crafted details as key elements of this trend. An extension of last season's 'Rooted in Nature' trend, the obsession with nature has no sign of a slowdown. Natural textures will continue to inspire patterns and textiles, providing a universal direction that could resonate globally and across all markets.

Key Colours

Amplify the vibrancy of sun-kissed colour by harnessing a golden hour colour palette. Providing a restorative escape, **glowing orange** is a summer tone that gains modern relevance through the addition of **warm browns, neutrals, and terracotta**.



Big idea 02

Sunset Desert

+60% FR

+57% US

+52% UK

Sandals continue to hold the biggest market share in the footwear category, according to WGSN e-commerce data.

Key Items

Halter Midi Dress, Boxy Shorts, Wrap Skirt, Column Skirt, Beach Robe, Patterned Jumpsuit, Wide-cropped Pant, Jersey Dress

Key Details

Openwork Knit, Washed Linen & Hemp, Natural Dye, Tassels & Fringe, Handwoven Braid, Handcrafted Details, Raw Texture, String-work Techniques

Key Prints & Patterns

Inked Impressions, Variegated Stripes, Irregular Geometric, Nature Etching, Hand-dyed Botanicals

Key Footwear

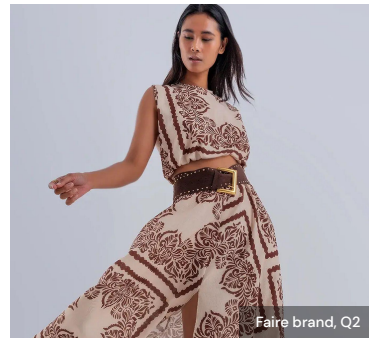
Suede Sandals, Padded Slides, Braided Sandals, Woven Ballet Flats



Faire brand, Taeve Africa



Faire brand, The Handloom



Faire brand, Q2

Big idea 03

Crafted Bohemia

+178% UK

+38% US

A true summer knit, 'crochet details' rise year-over-year, especially popular within the youth market.

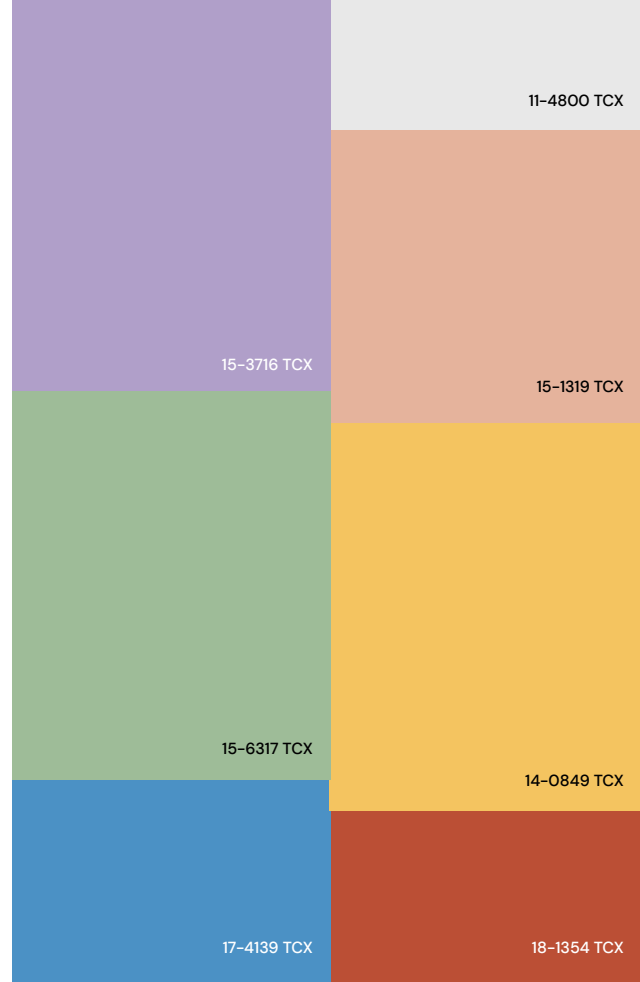


Faire brand, SMF

The astonishing growth of interest in resale and vintage is impacting a new aesthetic narrative, and boho, in its true, free-spirited way, is expected to make a comeback. This trend is essentially a new way of doing maximalism via a more earthy, nature-loving, and craft-driven lens.

Key Colours

Natural hues mix with **soft summer brights** to infer artisanal, healing creations. Mixed-media details are pulled through using **vibrant colours**, while the homespun look and feel are represented through traditional patterns mixed with **aquatic blues, lavender, and sun-kissed yellows**.



Big idea 03

Crafted Bohemia

+150% FR

Searches for **'veste patchwork femme'** increased year-over-year in France, according to Google Trends.

+60% DE & US

Searches for **'crochet top'** increased year-over-year, according to Google Trends.

Key Items

Crochet Knit Vest, Shift Dress, Patchwork Denim, Shorter-Length Short, Relaxed Co-Ord

Key Details

Patchwork Crochet, Blanket Quilt, Fabric-blocking, Frayed Denim, Macrame Fringing, Tassels, Beading & Faux Pearls, Raffia, Tie Sides & Straps

Key Prints & Patterns

Mixed-Media, Blanket Woven Patterns, Gingham, Folklore Prints, Paisleys, Ditsy Florals

Key Footwear

Rubberised Clogs, Mixed-Media Slides, Patterned Slip-on Sneakers



Faire brand, The Knotty Ones



Faire brand, By Together



Faire brand, ALOHAS

Big idea 04

New Prep

\$94.7 million

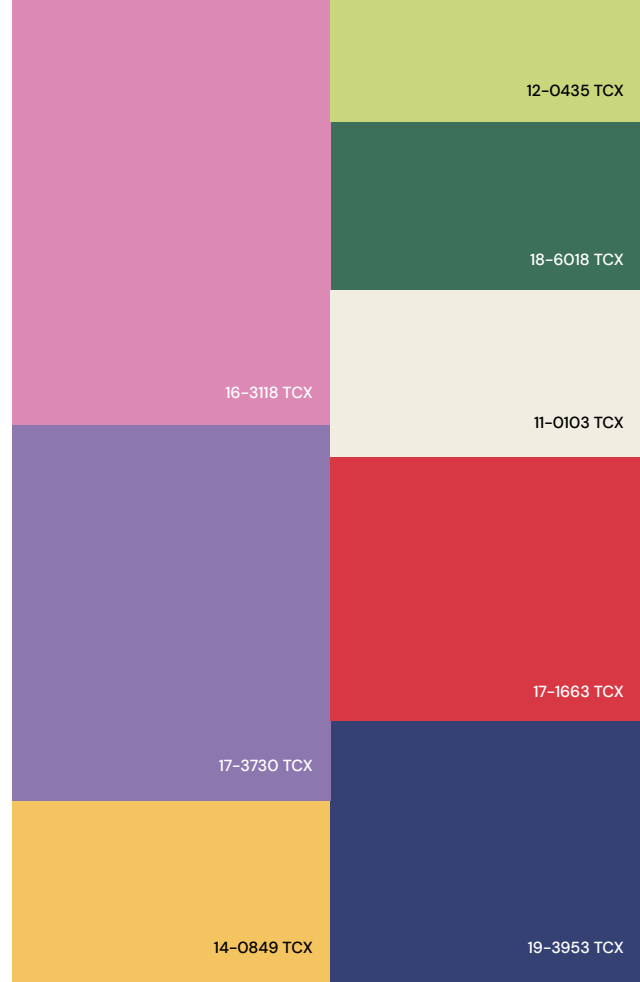
The **tennis apparel market** in the US is expected to grow by \$94.7 million from 2022-2025, according to the Global Tennis Apparel Market 2022 Report.



With comfort and activewear continuing to play a fundamental role in fashion, the trend merges classic, sartorial style with sporty, and functional elements that tap into the aesthetics of tennis. Think performance-inspired brights, accessories designed for on-the-go lifestyles, and versatile silhouettes with a minimalist feel.

Key Colours

Traditional summer-sport whites are updated with traditional **red** and **navy** with pops of **greens**. **Ultra-feminine pinks** and **pastel lilacs** align with the nostalgic '90s trend and are pushed further into high-summer when paired with **lime greens** and **yellow** as accents.



Big idea 04

New Prep

+70% FR

Searches for '**chaussures tennis**' increased year-over-year in France, according to Google Trends.

+90% FR, +51% US, +24% UK

Searches for 'terrycloth' increased year-over-year in the US, UK, and France, according to Google Trends.

+80% UK & DE

Searches for '**mini skirt**' increased year-over-year in the UK and Germany, according to Google Trends.

Key Items

Tipped Polo, The Ringer Tee, Pleated Short Skirt, Active Shorts, Cropped Tee, Relaxed Tank, Skort, The Baby Tee, The Tank/Short Co-Ord

Key Details

French Terry, Pleats, Performance & Vintage-feel Jersey, Elastic Waistbands, Towelling

Key Prints & Patterns

Preppy Graphics, Abstract Swirls, Ombre Gradients

Key Footwear

The Classic Tennis Sneaker, Eco Sneakers, Pool Sandals



Faire brand, MATE The Label



Faire brand, Soludos



Faire brand, Sant & Abel

Big idea 05

New Workleisure

92 million Americans

Say they prefer to work remotely at least part of the time, according to the American Opportunity Survey on US workforce.

27% UK residents

plan to work remotely from Europe, according to a survey conducted by Virgin Media O2 Business.

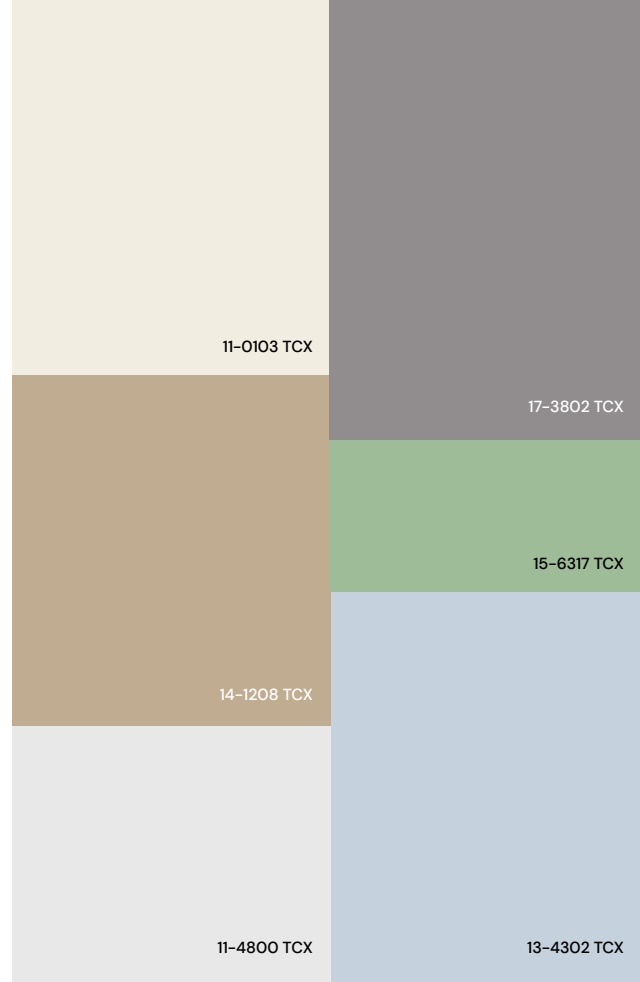


Faire brand, LAUDE The Label

The lines that divided work, leisure, and the pleasure of gathering together have been largely erased due to the shift to hybrid lifestyles. The new synergy between casual and business will deliver adaptable layering pieces for the transition from work to home, while still remaining appropriate for virtual meetings.

Key Colours

Neutral hues resonate with clean, summer fabrications. **Whites, oatmeals, and stone greys** can be mixed endlessly to enhance the relaxed feel of the trend. Soft touches of **mints** and other **gentle pastels** work best when the assortment is paired with **pristine white**.



Big idea 05

New Workleisure

+29% UK

+43% US

+60% FR

Searches for **'suits and tailoring'** are the second fastest-growing searches year-over-year, according to WGSN data and Google Trends.

Key Items

Oversized Tailoring, The Short Suit Set, Bandeau Top, Relaxed Trousers, The White Tee, Oversized Blouse, Minimal Bralette

Key Details

Relaxed Silhouette, Slouchy & Sophisticated, Tie Wrap Blazers, Soft Pleat Detailing, Modular Pockets

Key Prints & Patterns

Clean Pinstripes, Subtle Checks & Plaids, Tonal Houndstooth

Key Footwear

Classic Slingback, Kitten Heels, Ballerina Flats, The Slip-on Sneaker



Faire brand, Lanhtropy



Faire brand, Lattelier



Faire brand, ALOHAS

Spring / Summer 2023 Seasonal Must-Haves



Reclaimed Romance



Sunset Desert



Crafted Bohemia



New Prep



New Workleisure



Halter Midi Dress



+152% YoY

Driven by global catwalks



Wrap Skirt



+90% YoY in FR

Driven by comfort and
easy-to-wear silhouette



The Flare Jumpsuit



+70% YoY in UK

Driven by trends



Wide-leg Trouser

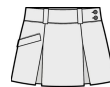


+39% YoY in US

Driven by trends



Short Skirt

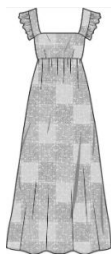


+24% YoY

Driven by
global catwalks



Patchwork Sundress



+8% YoY Global

Driven by social media data



Relaxed Camisole



+70% YoY in FR

Driven by trends
and casualisation



Halterneck Top

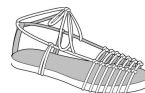


+145% YoY

Driven by
global catwalks



The Woven Sandal



+80% YoY

Driven by trends
and global catwalks



The Mule Sandal



+60% YoY in US

Driven by business casual
and return-to-office

Trend Checklist

01

Tap into the past for inspiration

Opt for designs that harness happiness, comfort, and healing through reassuring colours and nostalgic patterns to laid-back, bohemian silhouettes, nature-inspired textures and crafted looks.

03

Focus on versatility and wearability for higher value

Opt for dual-function styles that can be worn in multiple ways. Occasion-themed fashion can be wasteful if not designed to last beyond the event.

02

Focus on fluid forms and lightweight layering

Explore unexpected layering, mixing natural and performance-led materials in loungewear and outdoor wear. Comfort-driven styles continue to retain a clean and contemporary feel.

04

Re-engineer modern classics for the new hybrid-working lifestyle

Curate business casual looks of smart silhouettes and pivot to prioritising day occasions with day-to-night and comfort dressing options.

Thank you

Shop these trends and more
during **Faire Fashion Week**

Faire's online preorder trade show for the fashion community is happening **September 18-24**. During the event, retailers will get up to 20% off preorders from leading brands around the world, funded by Faire.

Learn more about **Faire Fashion Week** [here](#).

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