

Autumn / Winter 2023

# Women's Trend Toolkit

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F A I R E × WGSN





Faire brand, Oliver Logan

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# Living with Intent

In 2023 there will be a new focus on mindful living, with people seeking fewer distractions in order to cherish the everyday moments in life. Fuelled by a desire for intentionalism, consumers will focus on what really counts, and will reprioritise relationships, health, self-care, and work-life balance.

Consumers will look for ways to romanticise their lives and find appreciation in simple pleasures. This sense of intentionalism will be a central theme in womenswear for A/W 23, with mindful design championing creativity, innovation, and versatility.



Faire brand, Flat White



“ The belief that things will get better and the role an individual’s agency has in driving that change is inspiring consumers to focus on what a renewed world will look like.”

**Andrea Bell**, *VP of Consumer Insights, WGSN*

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# Consumer Driver

## Consumer Data

**2/3 people**

believe the Covid-19 pandemic has made people more kind

### **The Kindness Test Project**

*(University of Sussex, 2022)*

## Industry Data

**75% of consumers**

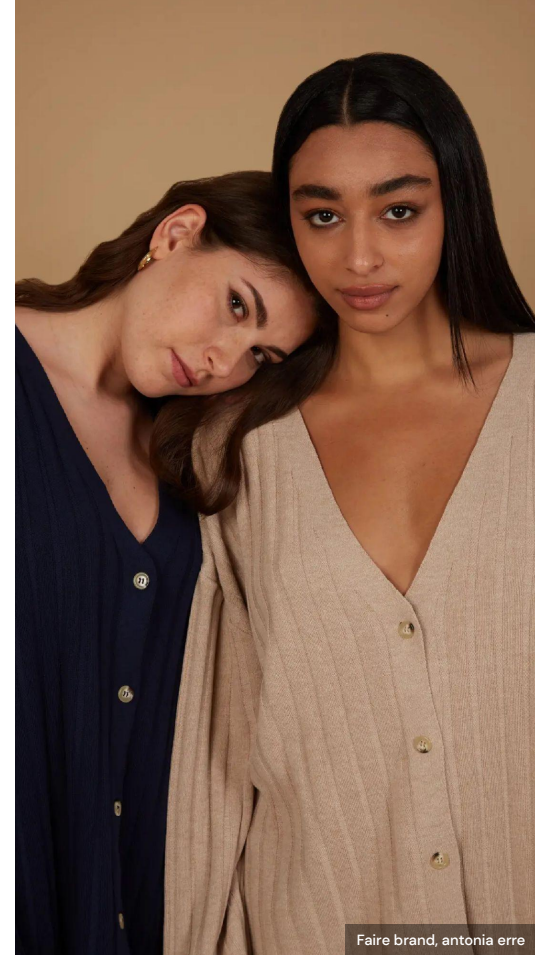
fear that a lack of social togetherness will impact the economy

### **The Togetherness Economy**

*(Fleishman Hillard, 2022)*

For A/W 23, world events have reinforced in consumers a sense of community and forced them to reassess what matters to them: their wellbeing and that of others.

A revived appreciation for internal and external support systems has made for a more caring outlook that links consumers' own wellbeing to that of their surroundings. Emotional wellness moves into the forefront along with a neighbourly mentality towards others. This communal reorientation will power demand for multipurpose fashion design and flexible wardrobes.



Faire brand, antonia erre



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# Big Ideas

01

Renewed Heritage



03

Purely Minimal



02

Folklore Tales



04

Modern Rodeo



Big Idea 01

# Renewed Heritage

580k views

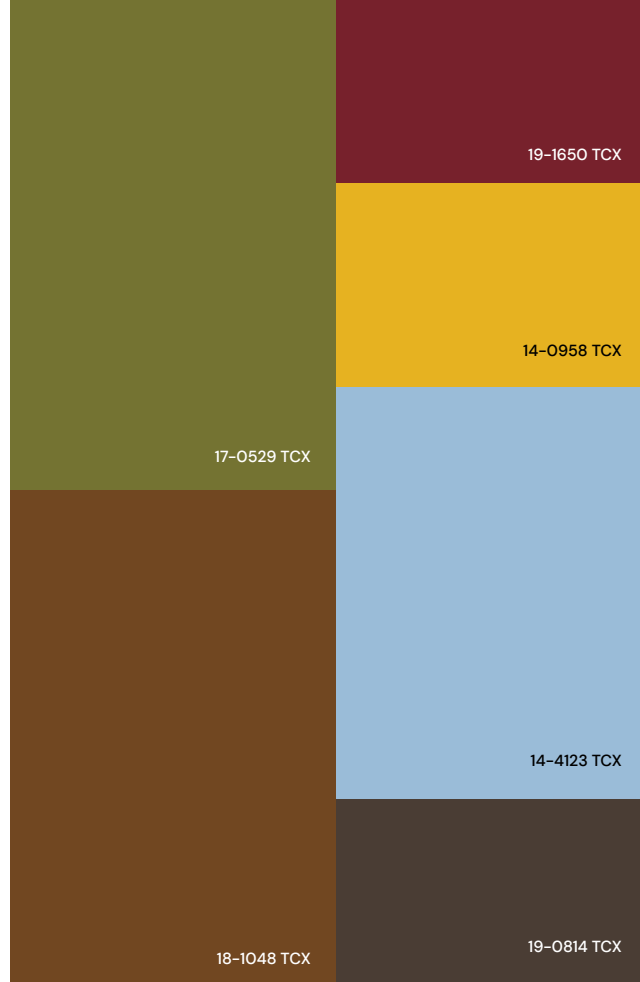
#countrysidestyle has over 580k views on TikTok globally.



British heritage aesthetics emerge as a traditional-feeling evolution of the minimalist and bright S/S New Prep theme. Evocative of autumnal countryside walks and equestrian sporting, this all-weather look is reminiscent of a pre-internet time, when outdoor excursions were the ultimate recreation.

## Key Colours

Natural fibres in earthy **khakis** and soft-leather **browns** provide a base on which to layer on hopeful pops of youthful brights, to give a modern update to this nostalgic aesthetic. **Golden yellows** and **clear, bright blues** suggest a break in the clouds on a rainy day.



## Big Idea 01

# Renewed Heritage

**+130 FR, +60% DE,  
+50% US, +40% UK**

Searches for **'sweater vest'** showed strong YoY increases in France, Germany, the US and the UK, according to Google Trends.

**8% UK**

**Checked skirts and outerwear** are forecast to reach an 8% category share for A/W 23 in the UK, according to WGSN retail data.

### Key Items

The Patterned Peacoat, The Mac Coat, The Toggle Coat, The Quilted Blanket Coat, The Patterned Blazer, The Wrap Cardigan, The Sweater Vest, The Cable Knit Dress, The A-line Midi Skirt, The Checked Trouser

### Key Details

Donegal Tweed, Wide-wale Corduroy, Leather Strap Detailing, Textured Wool, Weatherproofing, Modular Pockets

### Key Prints & Patterns

Heritage Checks and Plaids, Herringbone, Houndstooth

### Key Footwear

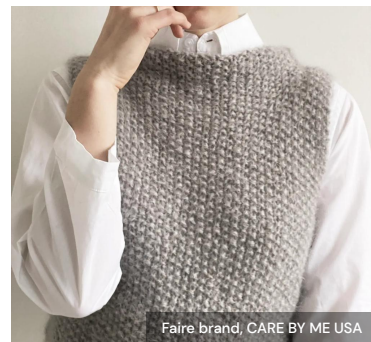
The Chelsea Boot, The Riding Boot, The Wellington Boot, The Loafer



Faire brand, Indi & Cold



Faire brand, SMF



Faire brand, CARE BY ME USA



## Big Idea 02

# Folklore Tales

133m views

'Handmade clothing' has over 133m views on TikTok globally.

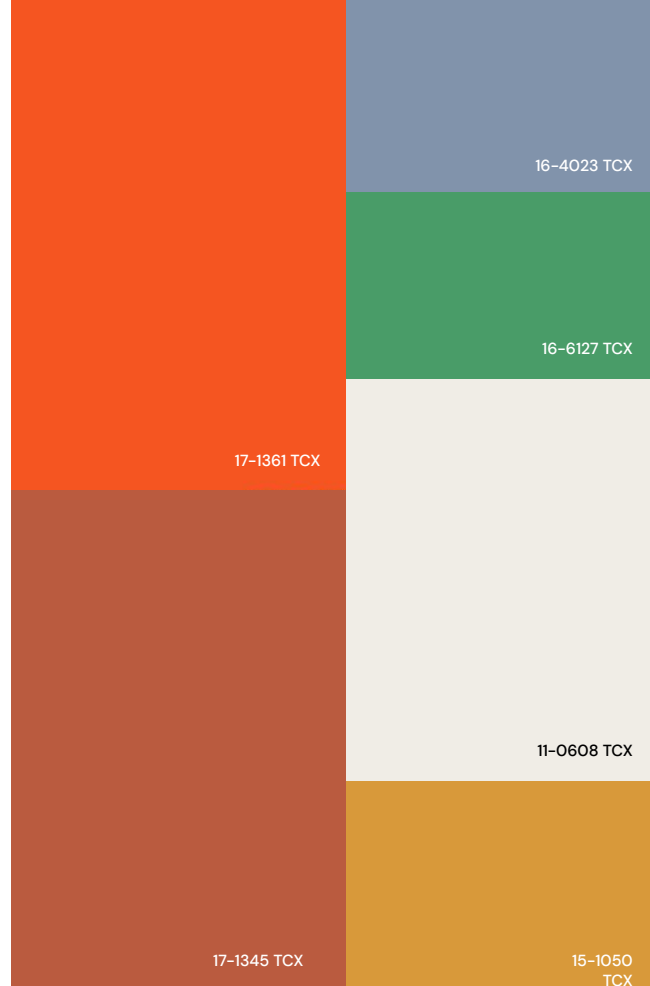


Faire brand, By Together

The importance of community in a modern world inspires this folk-led aesthetic, which celebrates crafted and artisanal creations. Feminine in undertone, this nostalgic trend is a more structured and contemporary take on the softer homespun look of the S/S Crafted Bohemia theme.

### Key Colours

Earthy shades of **terracotta** blend with stronger **oranges and mustard yellows** to provide a mood grounded in culture and history. Offset with natural **cream** backgrounds, herbal **greens** and denim **blues**, this trend celebrates artisanal, nature-led design and print.



## Big Idea 02

# Folklore Tales

**+70% UK**

**+50% US**

Searches for '70s dress' increased YoY in the UK and US, according to Google Trends.

**+61%**

**Large florals** increased YoY on the A/W 22 catwalks, experiencing the biggest rise among all prints, according to WGSN Catwalks data.

### Key Items

The Maxi Folk Dress, The Boho Blouse, The Midi Skirt, The Needlework Blouse, The Leather Gilet, The Cable Knit Cardigan, The Floral Vest, The Patchwork Denim Jacket, The Slouchy Trouser

### Key Details

Vintage Leather and Suede, Textured Surface, Faux Fur, Raw Edging and Fraying, Embroidery, Blanket Patchwork, Fringe and Tassels

### Key Prints & Patterns

Folk-inspired Abstract Prints, Botanical Florals, Tapestry Wallpaper Patterns, Decorative Embroideries

### Key Footwear

The Decorative Knee Boot, The Chunky Ankle Boot, The Embroidered Slip-on Shoe



Faire brand, By Together



Faire brand, Saint Geraldine



Faire brand, by JAMES

## Big Idea 03

# Purely Minimal

26.5m

#minimalism tagged posts  
on Instagram

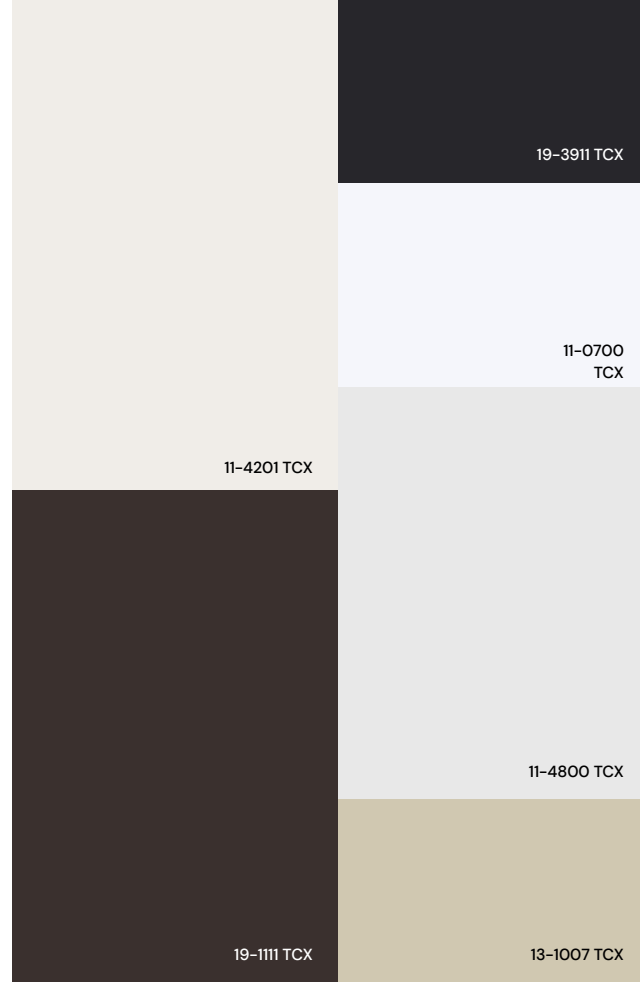


Faire brand, dref\_by\_d

For A/W 23, a revisitation of what's important to consumers inspires this less-is-more aesthetic. Rooted in minimalism, this trend applies a timeless monochromatic palette to soulful, cocooning shapes that provide comfort and versatility to consumers searching for simplified lifestyles.

### Key Colours

Paper shades of **off-white** and undyed **creams** provide a soothing breath of fresh air to those looking for uncomplicated luxury. **Crisp bright whites** on raw fabrics provide a tranquil base, on which contrasting **blacks** can catch the eye.



## Big Idea 03

# Purely Minimal

30% UK

26% US

**Wide-leg trousers** are projected to make up over a quarter of the trousers category in the UK and US for A/W 23, according to WGSN retail data.

+180% FR

+70% DE

Searches for **'shirt dress'** increased YoY in France and Germany, according to Google Trends.

### Key Items

The Fluid Suit, The Relaxed Cardigan, The Oversized White Shirt, The Ribbed Loose Knit Tank, The Soft Structured Dress, The Shirt Dress, The Sophisticated Knit Trouser, The Wide Leg Trouser

### Key Details

Undyed Fabrics, Heavyweight Linen, Silk Satins, Cashmere

### Key Prints & Patterns

Embossing and Texture, Ribbed Stripes, Tonal Embroidery, Jacquards

### Key Footwear

The Clean-look Sneaker, The Patent Black Loafer, The Closed-toe Mule, The Sculptural Heel



Faire brand, Flat White



Faire brand, Traffico



Faire brand, MOD REF

Big Idea 04

# Modern Rodeo

11.8bn views

'Cowboy core' has over 11bn views on TikTok globally.

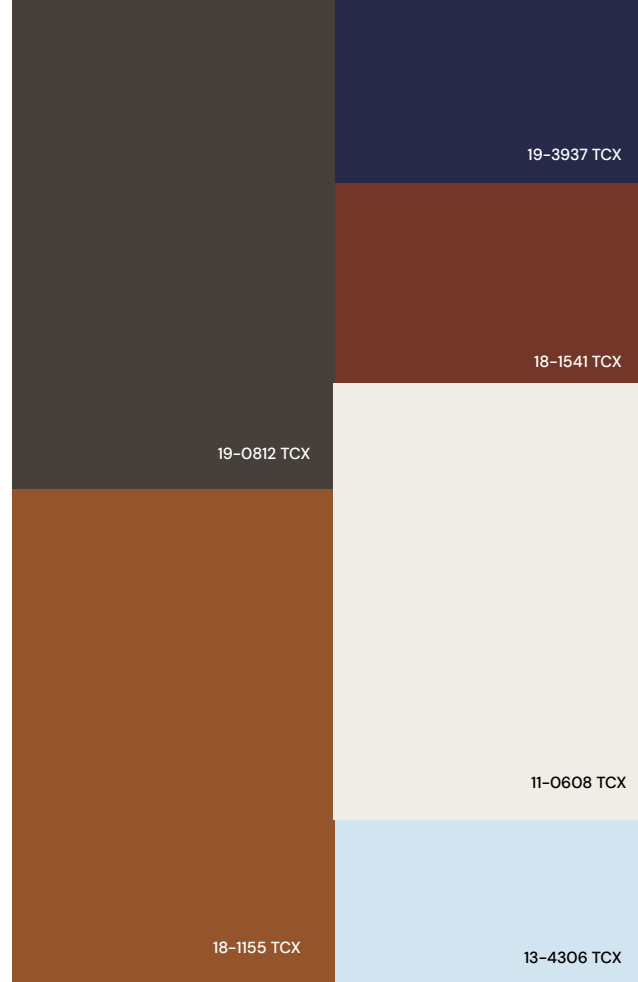


Faire brand, CHEZ NOUS

Longed-for concepts of good triumphing over evil and great adventures in expansive landscapes inspire this remake of the classic Western. Breathe new life into traditional cowboy aesthetics through a lighter, fresher colour palette, sleek trims and new, protective fabrications.

## Key Colours

**Deep black and tobacco-brown** contrast against **fresh whites** and **sky blues** to ensure a contemporary, clean feel. Mid-level **browns** in suede fabric pair with **indigo** denim in simple shapes, for a classic and timeless palette.



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## Big Idea 04

# Modern Rodeo

**+120% US**

**+70% DE**

Searches for **'bootcut jeans'** increased YoY in the US and Germany, according to Google Trends.

**+80%**

Amount by which **denim shirts** increased YoY on the A/W 22 catwalks, according to WGSN catwalk data.

**475m views**

**#CowboyBoots** has over 475m views on TikTok globally and over 1m posts on Instagram.

### Key Items

The Denim Shirt Dress, The Denim Shirt, The Western Yoke Shirt, The Tailored Waistcoat, The Corduroy Shirt, The Prairie Blouse, The Corset Top, The Vintage Graphic Tee, The Bootcut Jean

### Key Details

Heavyweight Denim, Suede and Leather, Stud Detailing, Visible Top Stitch, Fringing and Tassels, Concho Trims

### Key Prints & Patterns

Western Plaids, Cow Prints, Geometric Patterns, Vintage Western Graphics

### Key Footwear

The Cowboy Boot, The Pointed Closed-toe Mule, The Short Bootie





## Renewed Heritage



## Folklore Tales



## Purely Minimal

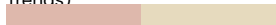


## Modern Rodeo

## Autumn / Winter 2023 Seasonal Must-Haves

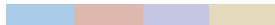
### The Denim Shacket

**+160% YoY**  
Driven by trends and global catwalks (Google Trends)



### The Soft Dress

**+70% YoY in the US**  
Driven by hybrid working wardrobes (Google Trends)



### The Wrap Cardigan

**+70% YoY in the US**  
Driven by trends (Google Trends)



### The Fluid Trouser

**+100% YoY in FR**  
Driven by trends and comfort dressing (Google Trends)



### The Cable Knit Dress

**+50% YoY in the US**  
Driven by comfort dressing (Google Trends)



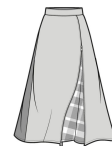
### The Quilted Blanket Coat

**+50% YoY in the US**  
Driven by outdoor living (Google Trends)



### The Panelled Midi Skirt

**+60% YoY**  
Driven by global trends (Google Trends)



### The Corset Top

**+228% YoY**  
Driven by global catwalks (WGSN)



### The Cowboy Boot

**+110% YoY in FR**  
Driven by trends (Google Trends)



### The Loafer

**+60% YoY in the US**  
Driven by trends and comfort dressing (Google Trends)





## Renewed Heritage

### Autumn / Winter 2023 Trend Checklist



## Reinvigorate classics with a modern spin

Give familiar designs new life with updated shapes and energised colours. Inject newness through modern details that lend contemporary, clean appeal to traditional prints and silhouettes.



## Infuse elements of comfort into design

Tap into the ongoing desire for comfort dressing by focusing on designs with calming qualities. Look to styles created with tactile fabrics, healing colours and soft shapes.



## Folklore Tales



## Opt for nostalgia in new forms

The past continues to be a key inspiration, embodied by looks with emotional context and a sense of escapism. Lean into tactile textures, heritage prints and artisanal aesthetics.



## Explore timeless silhouettes

A growing focus on hybrid lifestyles and flexible design is driving a shift towards timeless wardrobes. Opt for shapes, colours and fabrics that work cross-seasonally, with a minimalist feel.



## Purely Minimal

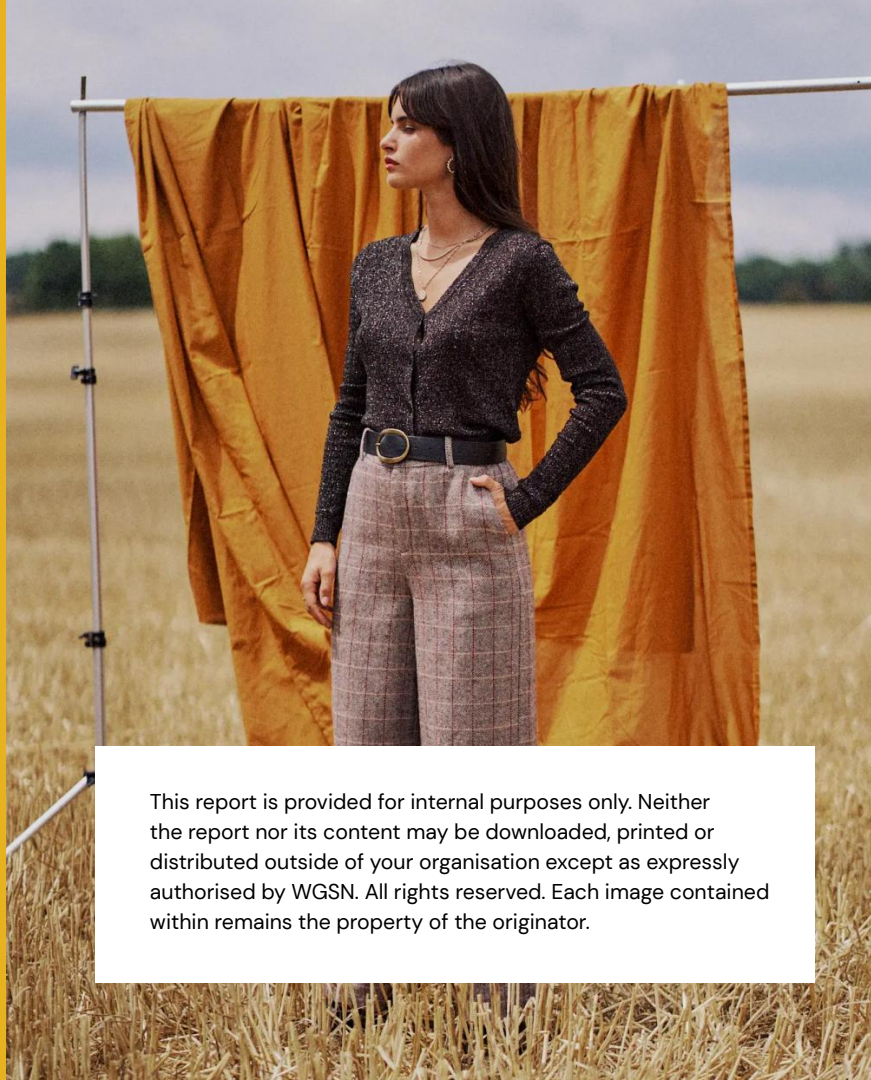


## Modern Rodeo

# Thank you

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