



**Demonia**

# Trend Analysis

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Season: F/W 2021



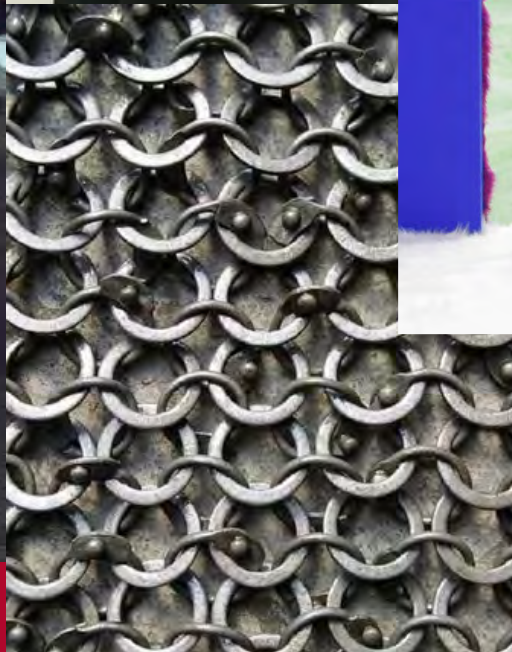
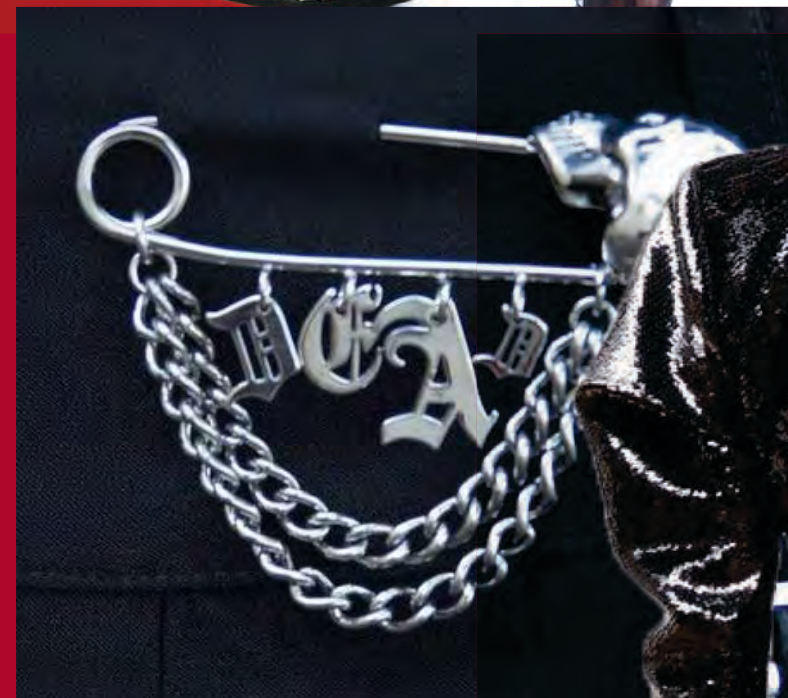
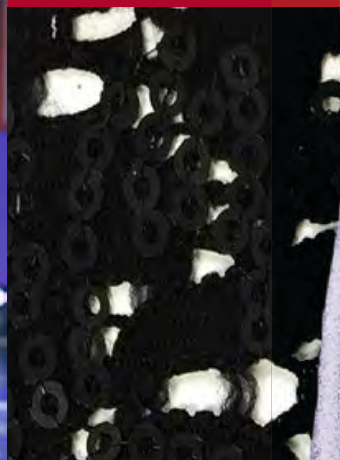
# Night in Shinning Apparel



- Metallic yarns and coated textiles elevate simple garments and tap into party trends.
- Designers predict a rise in people wanting to go out post-pandemic, so clothing that has the feel of sweatpants and the look of a cocktail dress are what consumers need.
- Decorative sequins, sparkles, and jewelry add everyday decadence to any outfit.
- Designers such as Balmain, Valentino, and Ulla Johnson used foil coatings to emphasize glamor in their knitwear.







Night in  
Shinning Apparel



# Over the Top



- The party dress is replaced by the occasion-wear blouse that will grab everyone's attention.
- It can be mixed with existing wardrobe essentials to amp up any outfit.
- These unique pieces are not only versatile in wear but they add volume, color, and texture to the overall look.
- Designers like Emilio Pucci, Lanvin, and Isabel Marant decorate their designs in feathers, bows, mesh, and jewels to create capsule pieces.







Over the Top



# Bold Bottoms



- Pants are detailed with dipped fronts, belts, cutouts, and embellishments.
- Pull-on pants and trousers with fasteners are transformed from loungewear to eveningwear with the addition of statement details.
- The trousers tend to be made of softer fabrics such as silk, velvet, and cotton, and heavier fabrics are lined to ensure comfort.
- Designers like Rosetta Getty, Aleksandre Akhalkatsishvili, and Louis Vuitton experiment with turning the attention from the shirt to the lower half of the body.





# Bold Bottoms



# Inside-the-Box Blazer



- The typical tailored suit coat has been deconstructed into a relaxed evening-worthy garment.
- No longer structured and tightly-fitted the blazer is now worn oversized for ensured wearability.
- It can be worn alone as a mini-dress or as a statement piece over garments and sheers.
- Designers such as Ruslana Gee, Danielle Bernstein, and Romeo Hunt exaggerate the new and improved blazer's fluidity with the use of light silks, leather, and velvets.









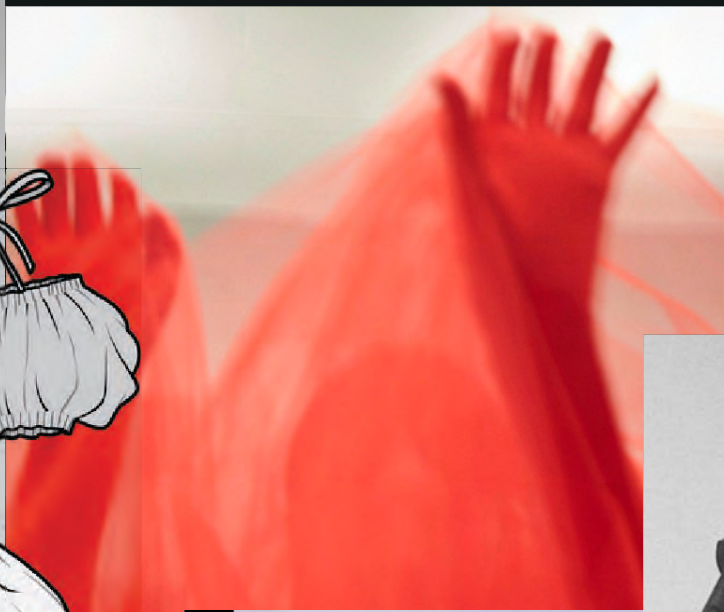
# Upscale Volume



- Volume applied through the body or sleeves with structured fabrics, gathering, and layering.
- Puffs and gathers create a sense of romantic escapism and emphasize traditionally feminine dress.
- Full dresses made of light-weight fabrics and striking colors are airy and easy-to-wear.
- Designers such as Simone Rocha, Alexander McQueen, and Christopher Rogers chose scaled-up proportions to make the wearer be 'seen.'







Upscale Volume



# Flare Out Trousers



- Loose-fitting pants not only offer comfort, but also direct the eyes to the waistline.
- The style pairings are endless when it comes to these exaggerated silhouette-style trousers that go well with cropped and boxy jackets or knits, and tight crop tops.
- Designers such as JW Anderson, and brands like Bottega Veneta and Balenciaga maximize comfort, which is complemented by gutsy figures that are sure to turn heads.





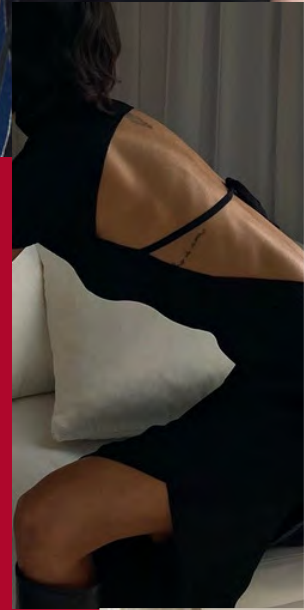
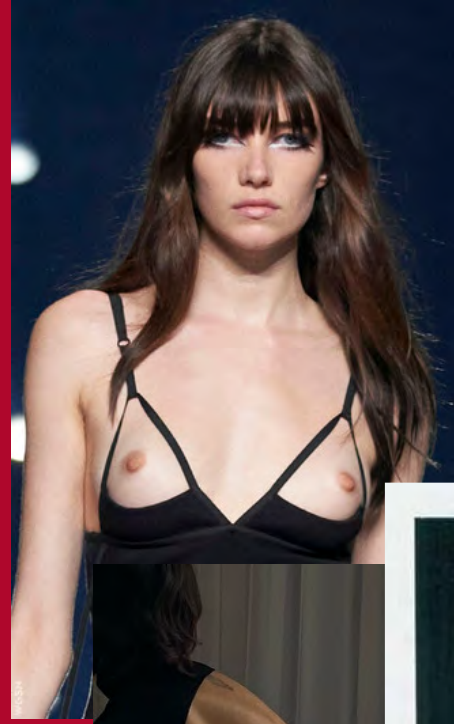


# Into the Void



- The classic cotton t-shirt/dress is styled up with cutouts and ruching that is fit for any party.
- Uncomfortable going-out clothes have been replaced with eye-catching, yet cozy 'slounge-wear.'
- Cutouts are taken from otherwise basic knits and cotton to liven-up outfits without the unnecessary embellishments.
- Designers such as Dion Lee, Proenza Schouler, and Christopher Esber feature cutout details on their tops, dresses, and pants.





Into the Void



# Glossy Finish



- Bringing back Y2k glamour with high-shine, high impact apparel and accessories.
- Coated leathers, rhinestone jerseys, and waxy recycled plastics are worked into casual separates and outerwear.
- Opt for PVC handbags, hats, and shoes as an entry point into this trend before moving to high-shine apparel.
- Designers such as Dries Van Noten, Chanel, and Emilio Pucci style their gloss-wear with casual layers like utility cottons and knitted basics to avoid the costume look.

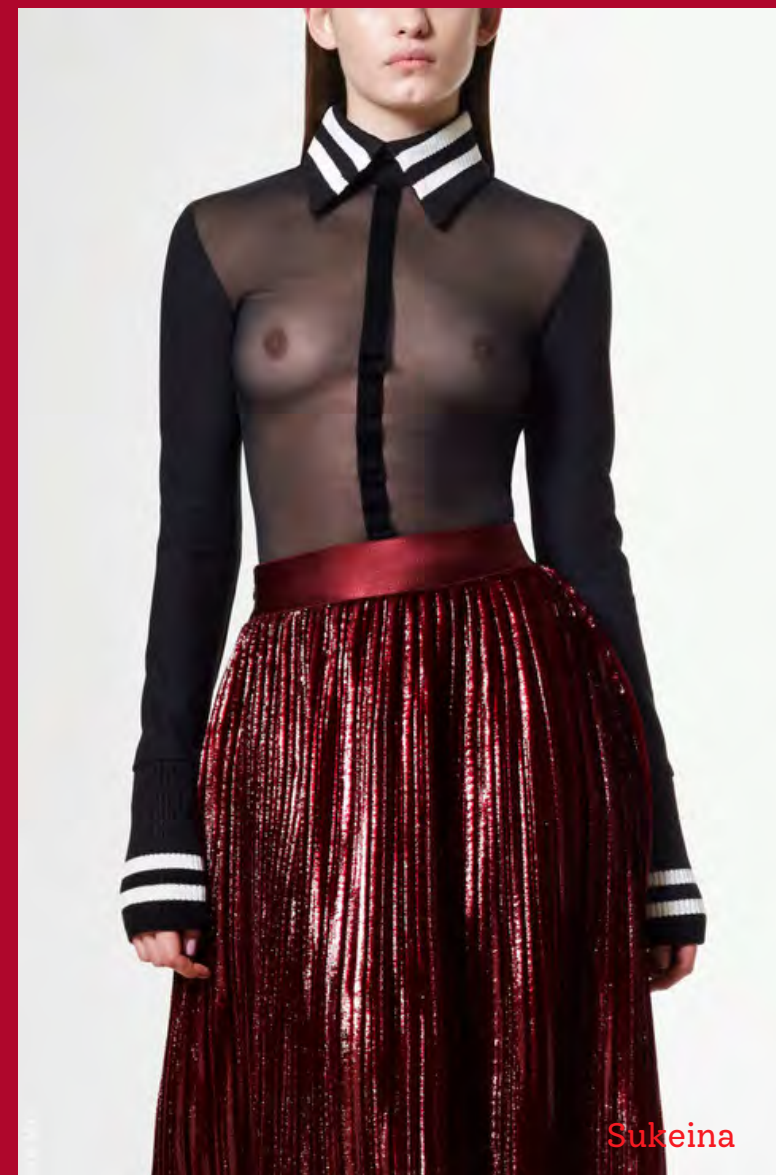




Glossy Finish



# Sheer Decadence



- Following at home loungewear is going-out sheers that stem from the conceal and reveal look.
- Lingerie is mixed with different layers and textures to form gorgeous occasion-wear that is delicate and attractive enough for post-pandemic outings.
- Chantilly and embroidered lace are used as decorative elements on sheer organzas and chiffons that gently fall along the body.
- Designers such as Elie Saab, Givenchy, and Nensi Dojaka combine these transparent fabrics with tailored and knit garments.







GOAT

Sheer Decadence



# Texture Mania



- An outfit that consist of multiple opposing knits, weaves, and finishes.

- Knitwear, faux furs, and leather coatings work together to form a bold outfit with an overabundance textures.

- All the different fabrics, both heavy and light, will help keep the wearer warm and cozy during the chilly months.

- Designers like Proenza Schouler, Gabriele Colangelo, and Max Mara experiment with artisanal and refined fabrics, which they apply different craft techniques to.





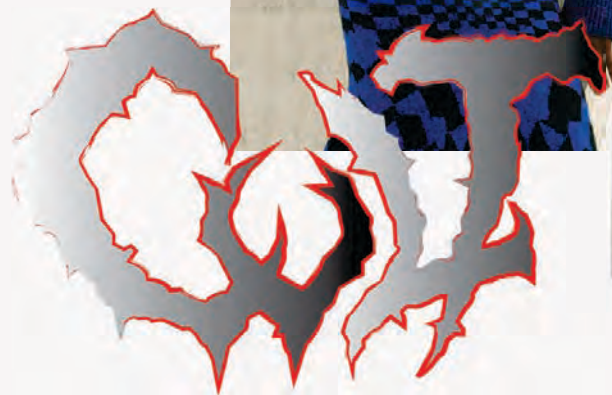
Texture Mania



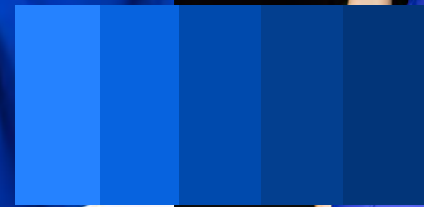
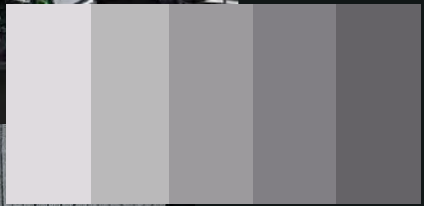
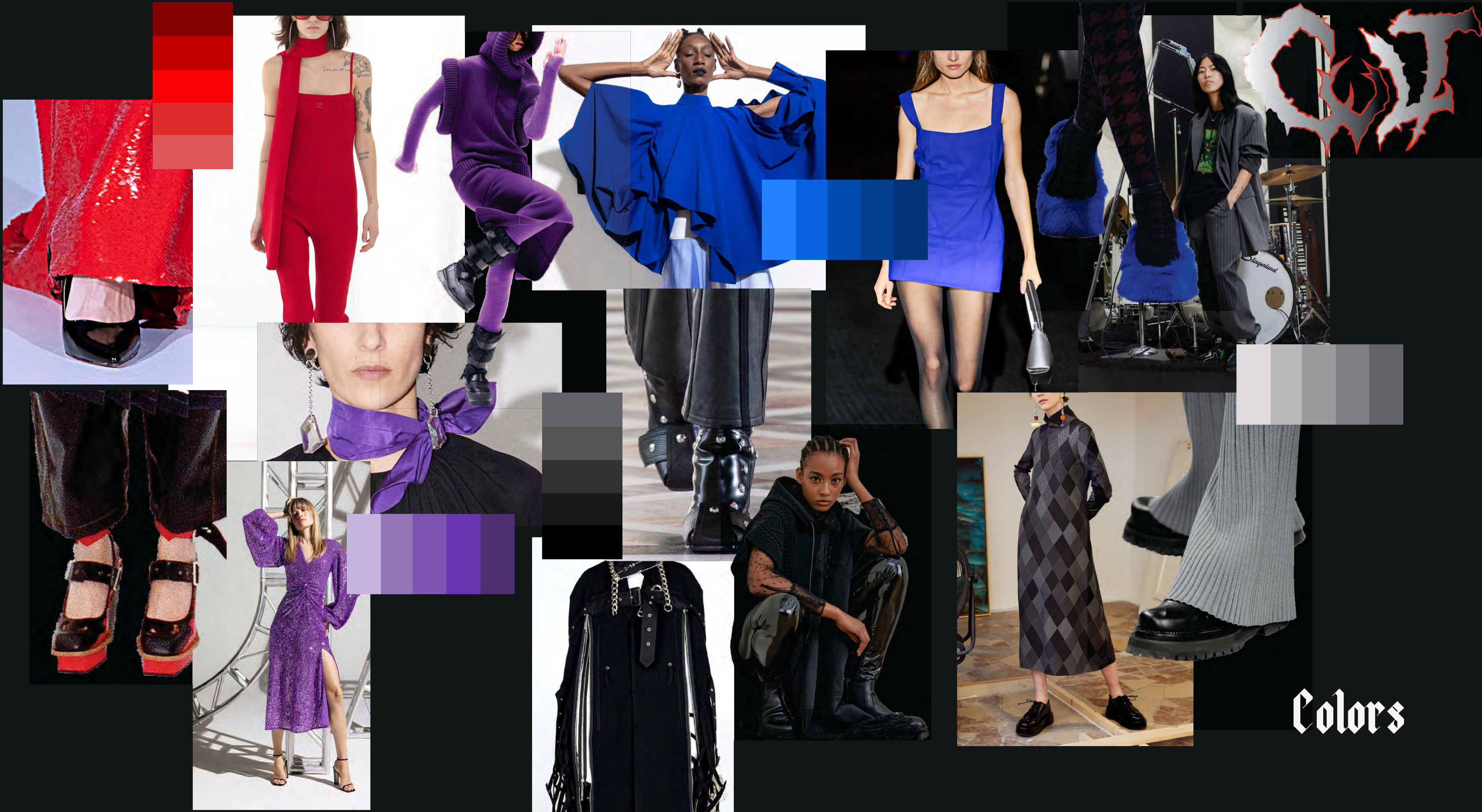
# Colors



- PANTONE 19-1662: Samba: A voluptuous and confident red that introduces an upbeat energy.
- PANTONE 17-3628: Amethyst Orchid: A floral shaded violet that amps up party wear, statement outerwear, and matching accessories.
- PANTONE 19-40452: Classic Blue: A stirring blue hue that awakens any boring outfit.
- PANTONE 17-5104: Ultimate Gray: A timeless and reliable gray that encourages composure.
- PANTONE 19-4016: Inkwell: A deep and intense blackened blue that transcends both seasons and trends.







Colors



# Monochrome Checkerboard



Agnes B



Casablanca

- Traditional checkerboard prints are complemented by distorted diamond-shaped checks.
- These accessible black and white prints are ideal for longevity and transseasonality.
- Monochrome checkerboard patterns styles stand out for both e-commerce and party outfits.
- Designers such as Daniel Fletcher Agnes B., and Carolina Herrera use these small and largescale patterns to stand as statement pieces in apparel and accessories.

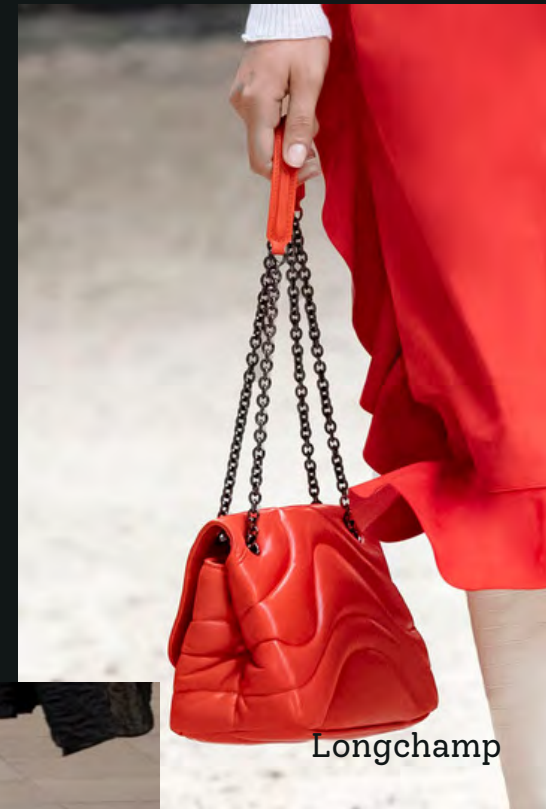








# Bondage, Boots, & Bags



- Harnesses: Belting with a twist, buckled straps are combined with feminine embellishments and a bit of kink. Materials such as leather and nylon are used to enhance your style.
- Utility Boots: Flat-form boots that offer easy styling opportunities as well as comfort and protection. Their styles range from everyday lace-up to detail driven designs.
- Chain Purses: Hardware detailed bags that double as jewelry and purses. Provide a statement piece that spices up any dull outfit.







**Thank You!**







# Resources

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