

TRENDS DEEP DIVE:

***Spotlight into
Autumn Winter
2023/2024***

Issue 2



murray x
work smarter

Welcome

We would like to invite you to the second issue of our TRENDS report - a quick insight into the main direction of Trends for AW 23/24.

Research is as important as design, which is why we like to be aware of the latest developments and issues within the industry. As we consider these, our understanding of what solutions are available to us when designing is enhanced.

From genderless fashion to the latest innovation in sustainability and supply chain, this report has curated the most interesting trends for you to explore and gain insight from.

Enjoy the read,

Murray's Design team



Ana Dieaconu
Head of Design & Development



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Trends

- New direction: Gender Neutral
- Aesthetic Intelligence Education
- Minimalism
- Comfort and Casual Wear
- Colour Analysis
- Sustainability
- Innovation in Supply Chain

New Direction: Gender Neutral

It is predicted that in the next 30-50 years, fashion will produce no gender collections. The approach is a blurred one in which the masculine and feminine elements intersect to create new innovative products that can be worn by both genders.

This gender fluid approach has made women more attracted to adopting masculine pieces in their wardrobe, especially as there is also a push for females to be more visible in leading roles across different industries. One could argue that this is a twist on the 'power suit' 80s concept to encourage women to embrace their influential role.

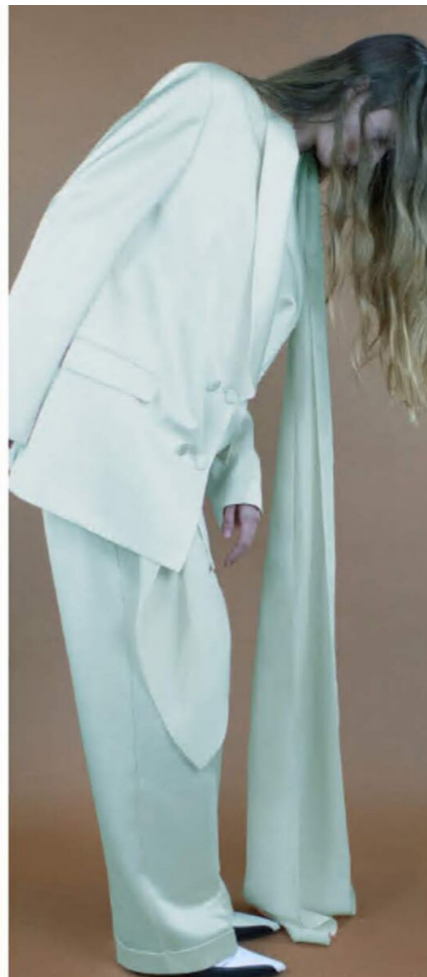
Harvard Business review wrote an article on redefining gender norms and the impact of this for companies. In their research they found that compared to millennials, Gen Z have a more open-minded and wider view on what gender is. It has been assessed and predicted that globally, 25% of Gen Z is expected to change their gender identity at least once during their lifetime. When it comes to advertising products, it's important to understand the market the product is advertised for, as it may hold you back from getting new customers: 48% of Gen Z connect with brands that don't classify items by gender. (HBR)

Consumer behaviour is driving this trend which has also been implemented in the sportswear industry which combines fashion with sport in the attempt to elevate traditional sportswear concepts to new heights.





IMAGE: WWW.GOOGLE.COM



IMAGES:
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Aesthetic Intelligence Education

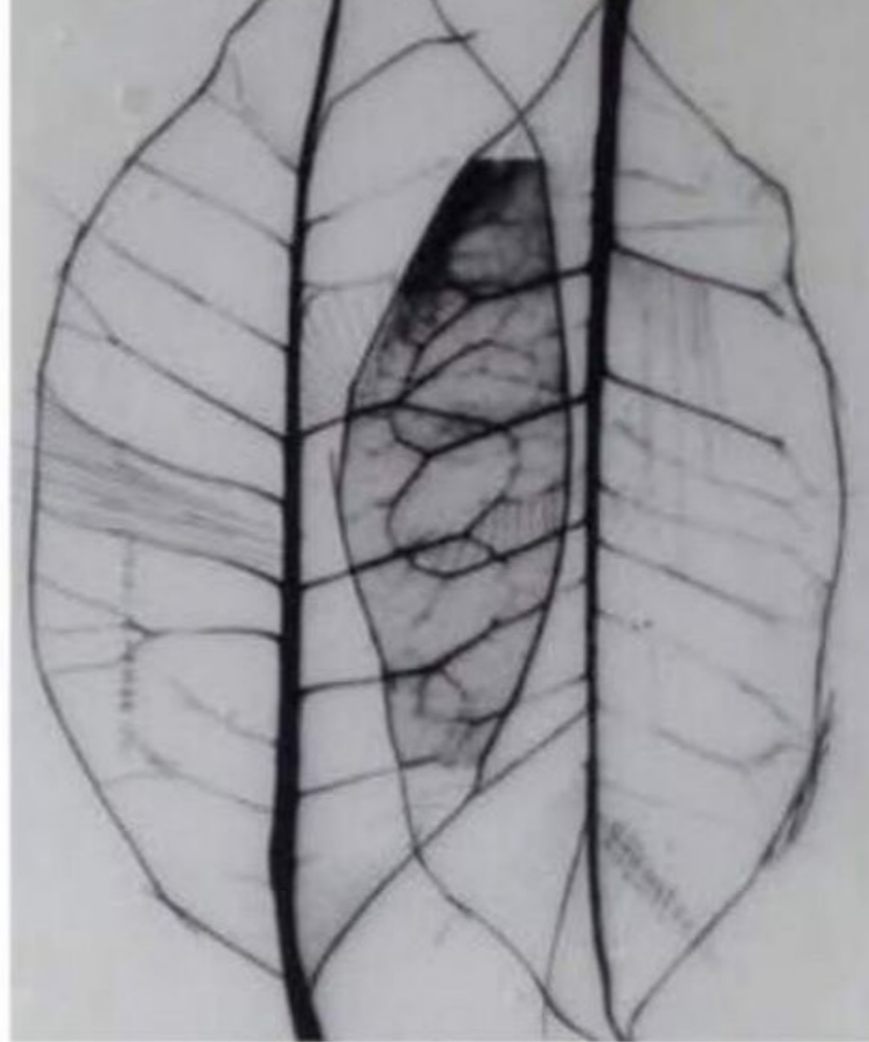
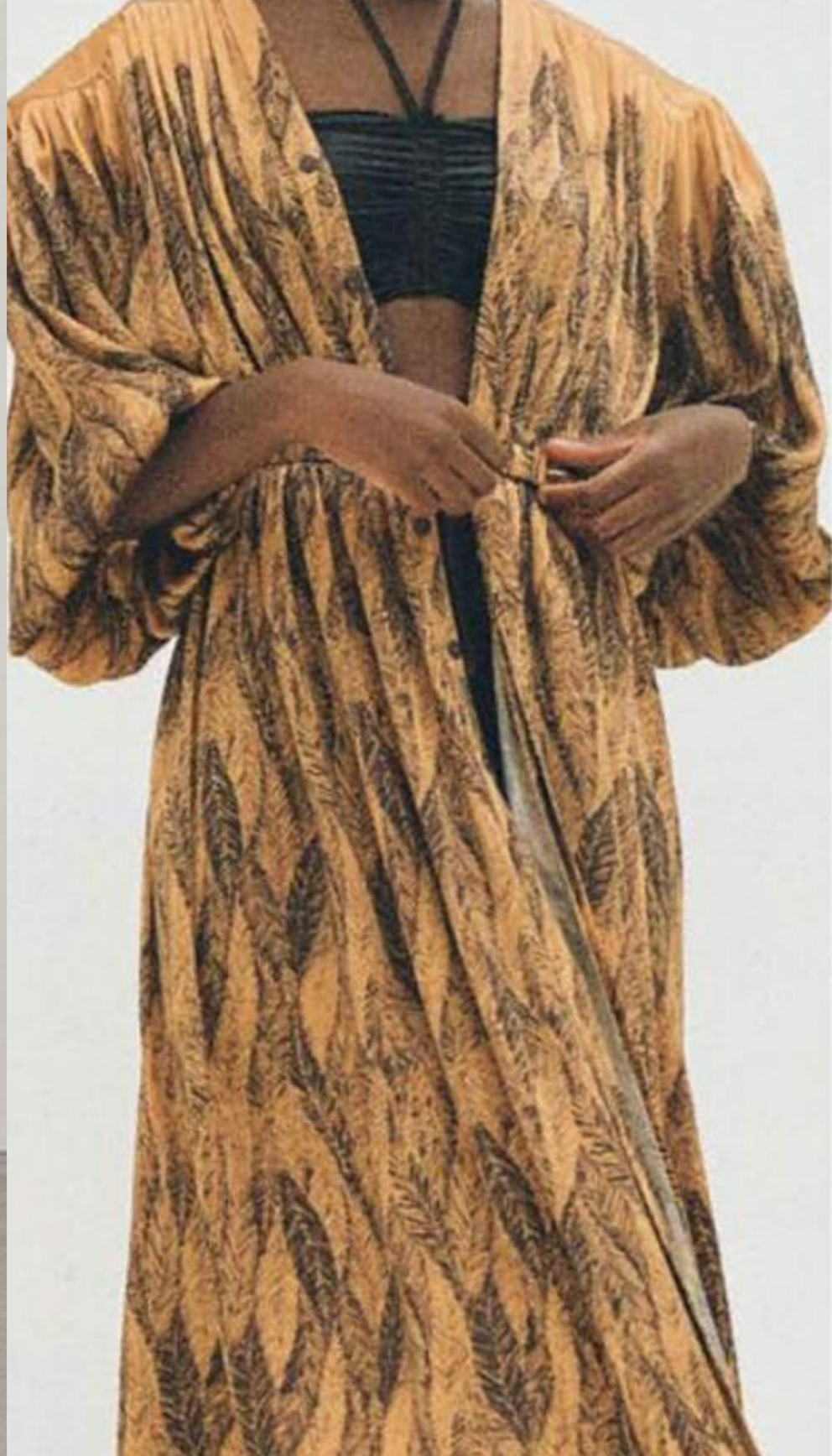
Another trend that we have noticed, linked to sustainability and consumer behaviour is a more educated customer in terms of aesthetic and investment in clothing. This trend has been driven by the overall awareness consumers have on sustainability and it is a consequence of slowing down the fast fashion industry.

Consumers understand aesthetic intelligence and prefer to invest in quality over quantity. They understand that a low price reflects poor quality and choose to buy less but invest more per item.

This shows us that the consumer looks for more meaning and purpose from the products they purchase, and it also indicates consumers are ready to invest in solutions that will increase sustainability and use less resources.

What this means is that designs need to be inspiring. All its features from purpose to colour, fabrics and prints need to be optimised.





One trend that we picked up on was Eco botanical, a trend in which sustainability is integrated into everything from fashion to art and architecture.

Fashion with meaning is a concept consumers gravitate towards. This involves items with a lighter touch, elevated aesthetics, and a sense of connection to nature.

Inspiration is taken from dried flowers and foliage and translated mainly into nature-themed prints.

Minimalism



IMAGE: WWW.TRENDSTOP.COM

A derivative of this trend has been translated to shapes and textures as well. A connection to nature through Scandi minimalism combined with Italian craftsmanship produces premium and sophisticated colour palettes, sculptural shapes and rustic textures. All this indicates the idea of comfort. Consumers are looking for simplified shapes and focus on basics that are versatile and multifunctional.



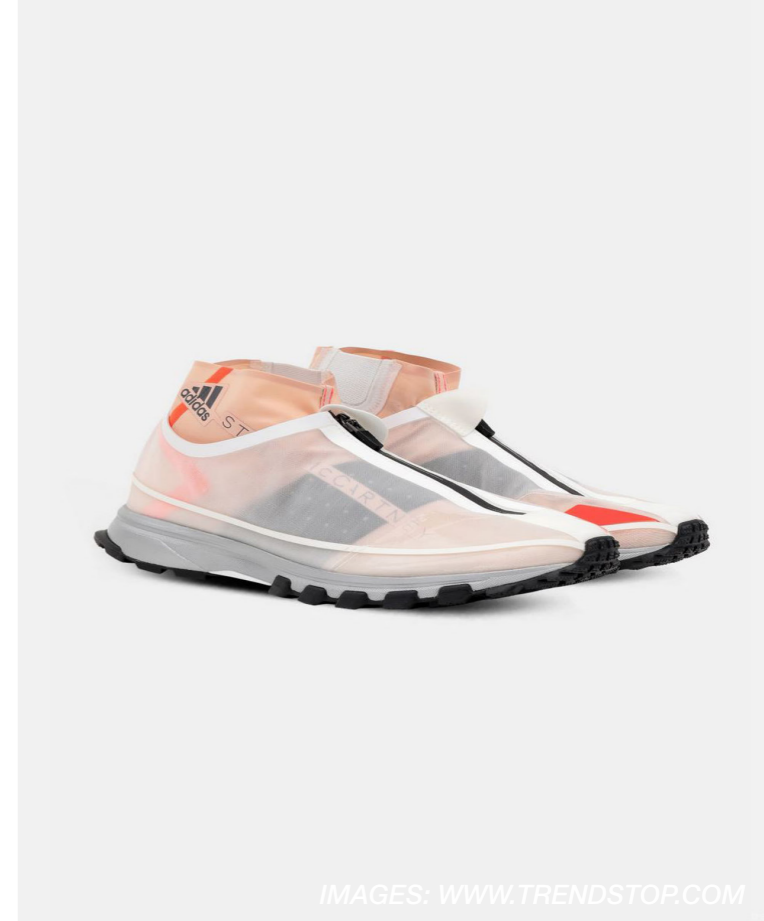
IMAGE: WWW.TRENDSTOP.COM



IMAGE: WWW.TRENDSTOP.COM



IMAGE: WWW.TRENDSTOP.COM



IMAGES: WWW.TRENDSTOP.COM



In terms of texture, the predominant one is fabrics that are light with an element of transparency (sheer, veil-like qualities).

Weightless qualities are applied to standard fabrics to achieve this flowy, effortless look.

Air pleating is used as a technique in terms of material innovations, and it shows an update to core silhouettes. This makes superficial surfaces have more depth and meaning by integrating technical elements to it. This also helps to create movement and flexibility to the products.

This modern muslin eco-inspired trend has a gentle rustic aesthetic inspiration, offering an artisanal variation to a traditional sporty look. These delicate textures are versatile in the sense of surface textures that can be created such as: weaves with a subtle crinkle, pre-wash, soft with a dry handle.

The footwear industry has also adopted this 'air like' macro trend and a great example of this is The Lightweight Translucent trainer, seen in the Spring 2020 catwalk collections (Louis Vuitton trainer). Transparency is used to create a modern look and detailing.

Comfort and Casual Wear

Since COVID, there has been a trend linked to casual wear being implemented in the business environment. This has made its way on the catwalk shows as well where products that normally would be used as loungewear are transposed to have other uses in a more formal environment.

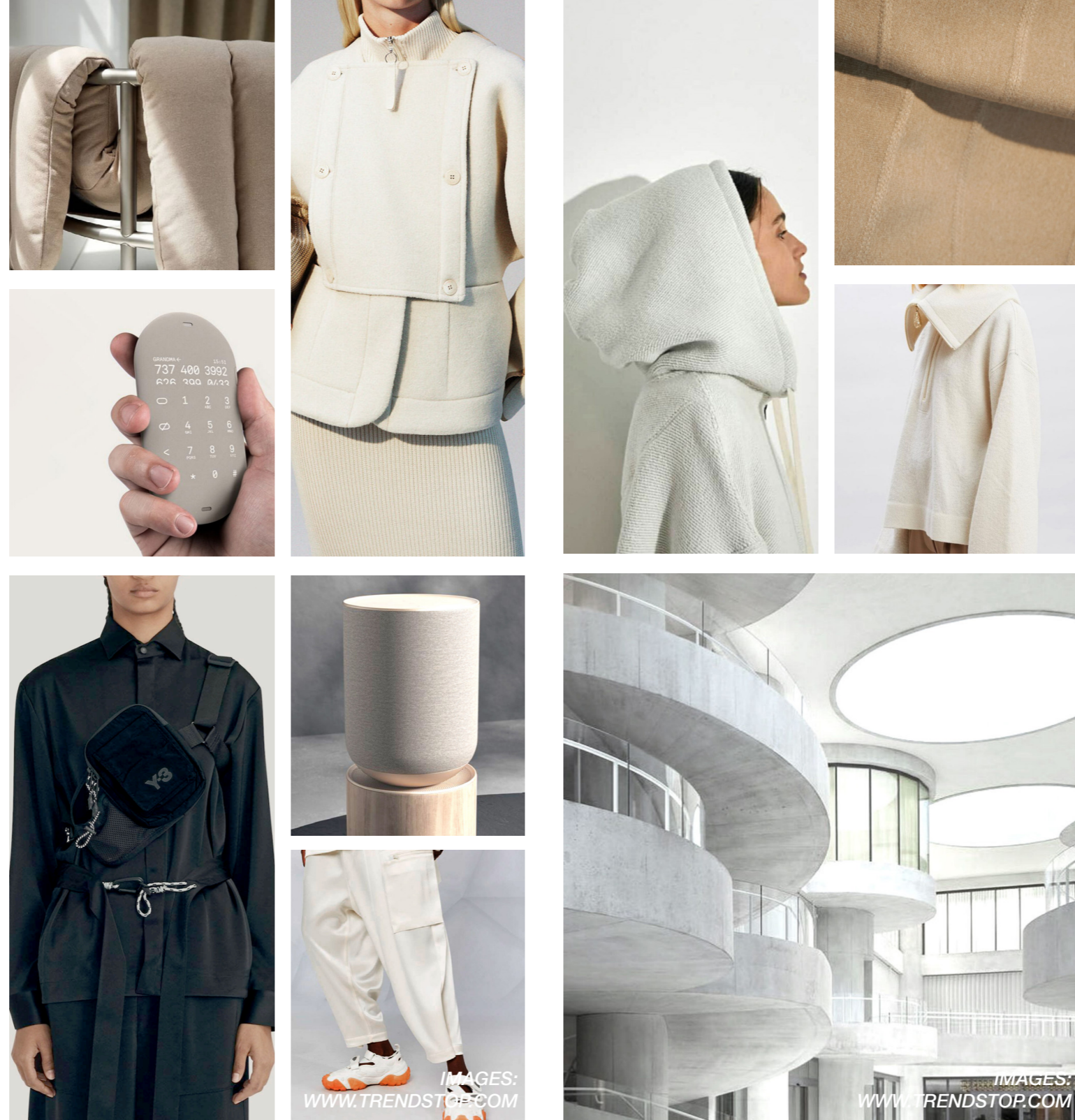
Alessandro Sartori, creative director of Zegna stated that “the craft has totally moved from the classic tailoring forms to these new forms...at the base of it all, comfort has become key.”

Ultimate comfort is found in knitwear and jersey and the key elements used are relaxed, cocoon shaped loungewear inspired items. Colours are neutral to complement the idea of comfy and cosy.





Sportswear has softened its approach by using relaxed silhouettes and muted colour palettes.



Lyocell and viscose are used to make clothing more comfortable and flexible in terms of fabric choices. The process of making fabrics has also been impacted by sustainability, as most companies now opt for recycled materials and low chemical usage to minimise environmental impact. Innovations such as Hemp and Organic cotton and natural Tencel are found in new products as well.

Hemp is used as an alternative to organic cotton - it is easily traceable, and the cultivation requires little irrigation and low levels of pesticides. As a result, it has been used more and more in 2022 collections. This is normally combined with organic or recycled cottons or synthetic viscose.



'Peach skins' is used as a softer alternative to traditional fleeces or brush back fabric finishes. The upgrade is in the look of it as the new fabric technologies use a matt finish and an ultra-smooth micro-velvety handle.



IMAGES: WWW.TRENDSTOP.COM

Colour Analysis

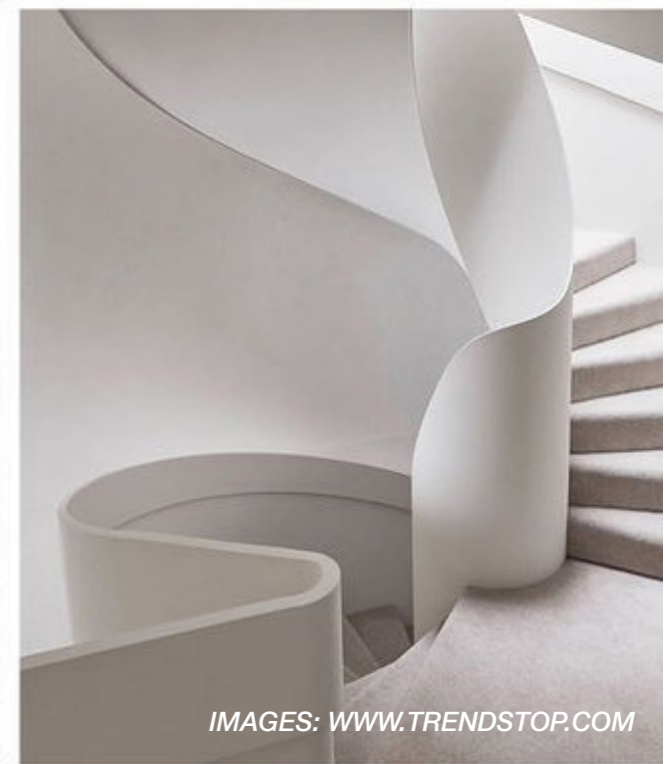
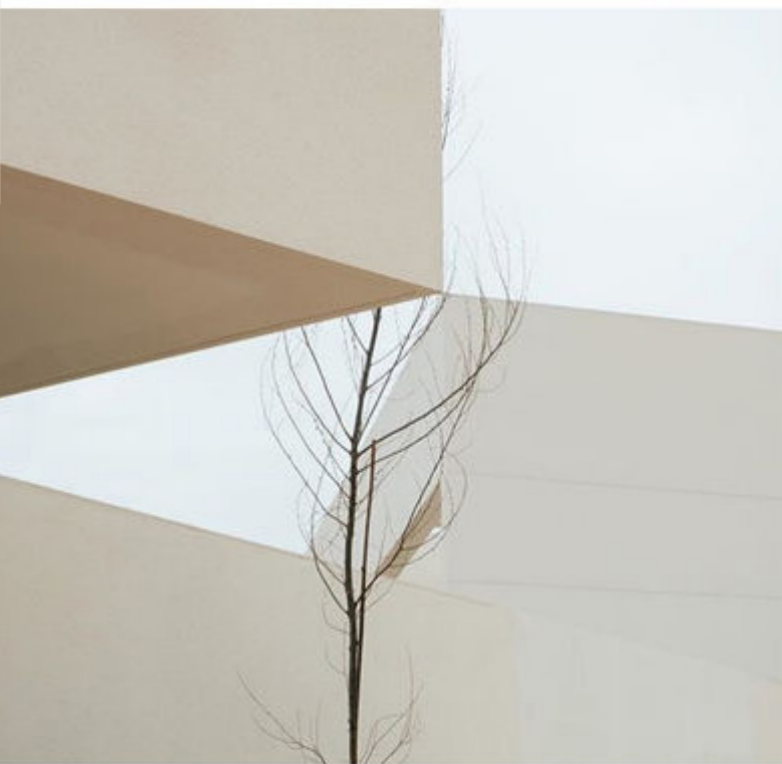
Did you know that 88% of consumers dismiss a style if the colour is not right?
 Popular colour palettes this year follow the neutral and soft trend by using quiet or muted colours



OCHRE PATINA
 AMBER GREEN 17-0840 TCX

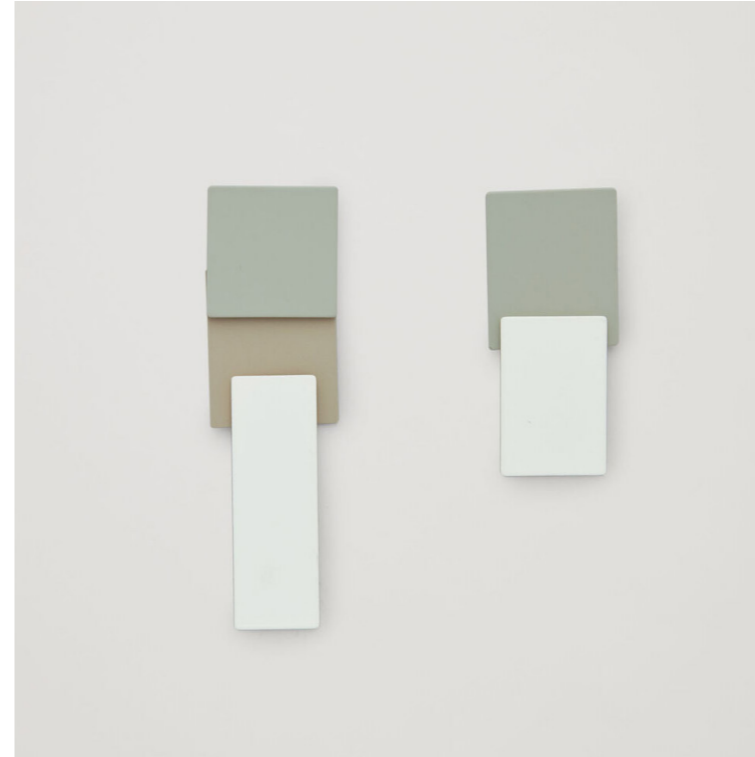


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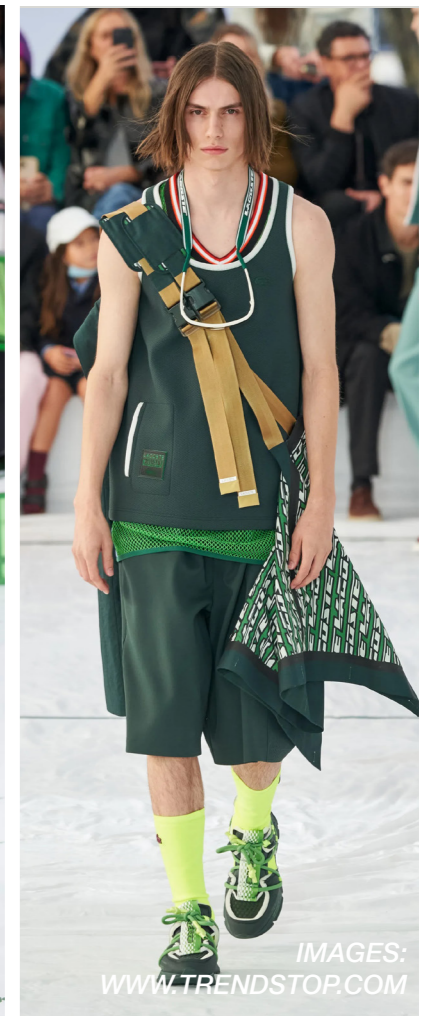
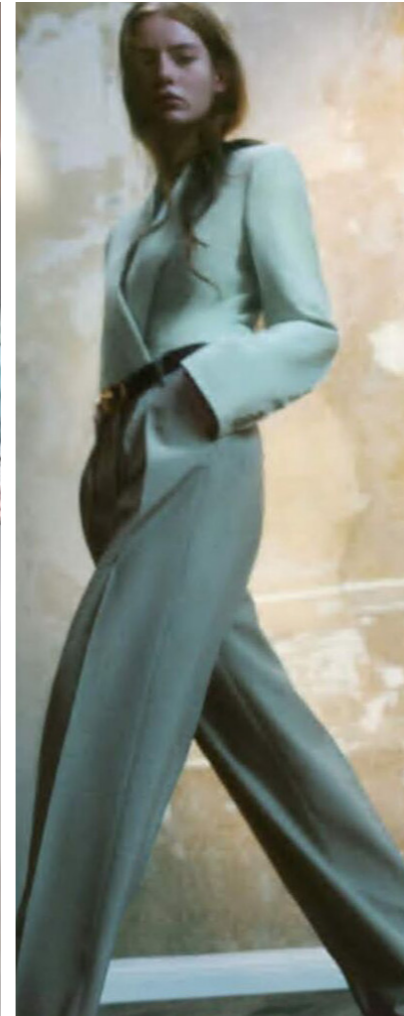
CAUTIOUSLY OPTIMISTIC YELLOW



**SOFT
JADE**

DRY LEAF

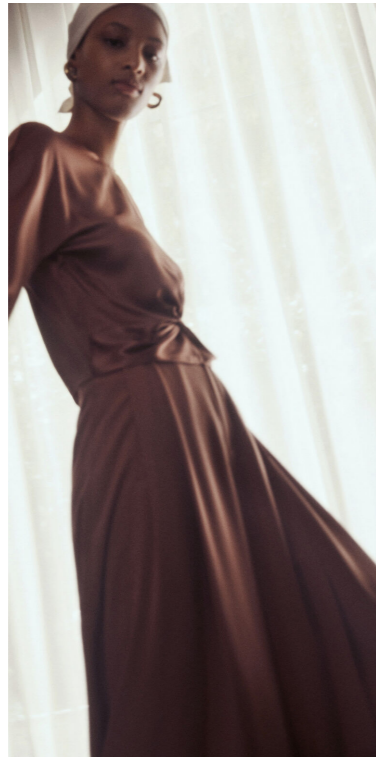
Dry Leaf is one of the most used colours this season. Following the genderless trend, it has been used by both male and female and it has a nod to vintage influences, reminiscing of the past, pre-fast fashion era. This is a timeless shade of green that offers a lot of versatility in its use.



PANTONE®
18-4612 TCX

IMAGE: WWW.PANTONE.COM

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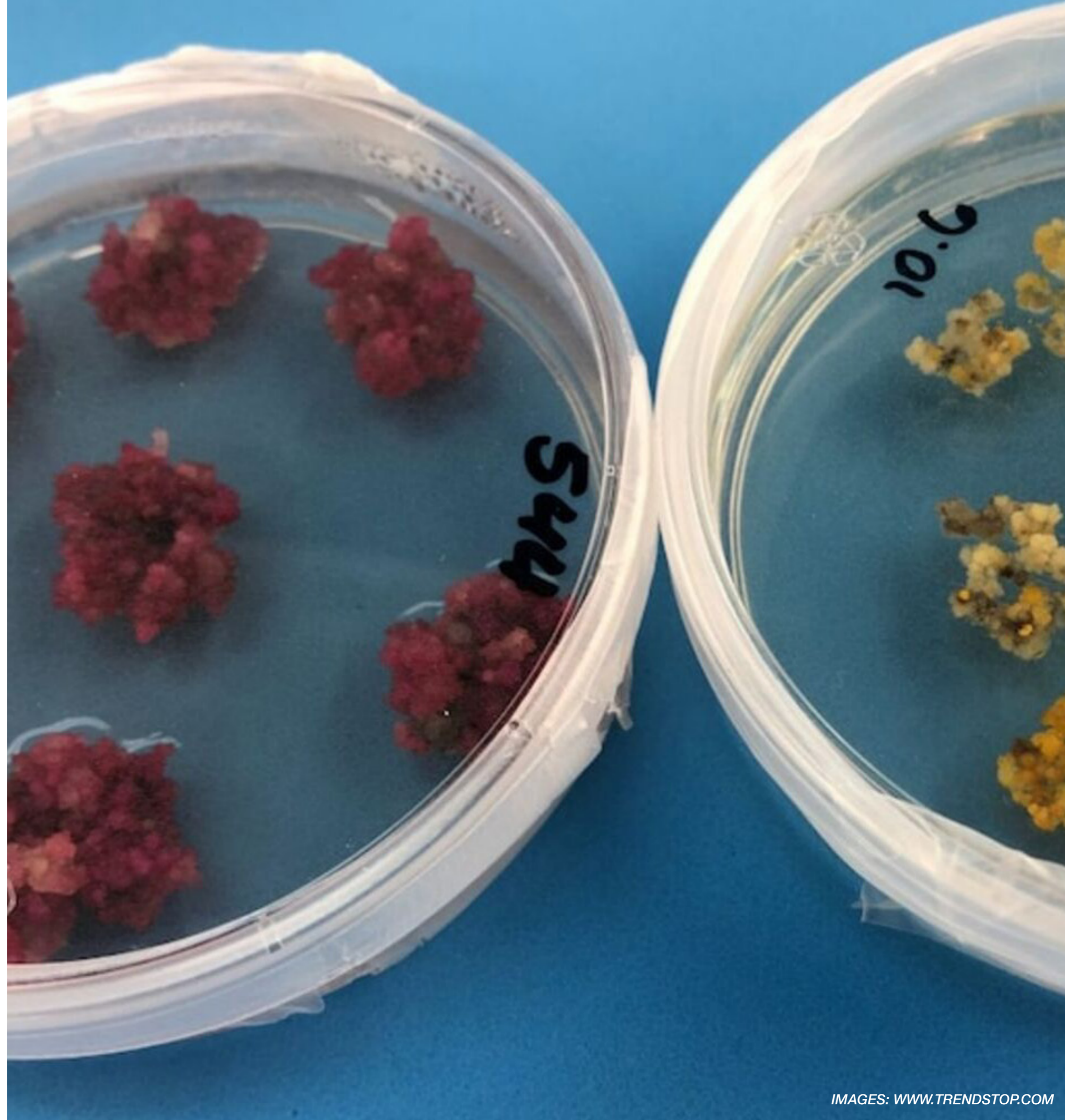
HOTEL CHOCOLATE

Sustainability within colour

Sustainability has reached the colour dye industry as well and Pangaia are pioneers in the use of botanical dyes.

They have developed a cotton that could grow in a variety of colours, from deep yellow to deep purple.

Scientists played with the molecular structure of the cotton which allowed them to add genes to make plants grow in a particular colour, removing the usage of chemical dyes in the manufacturing process.

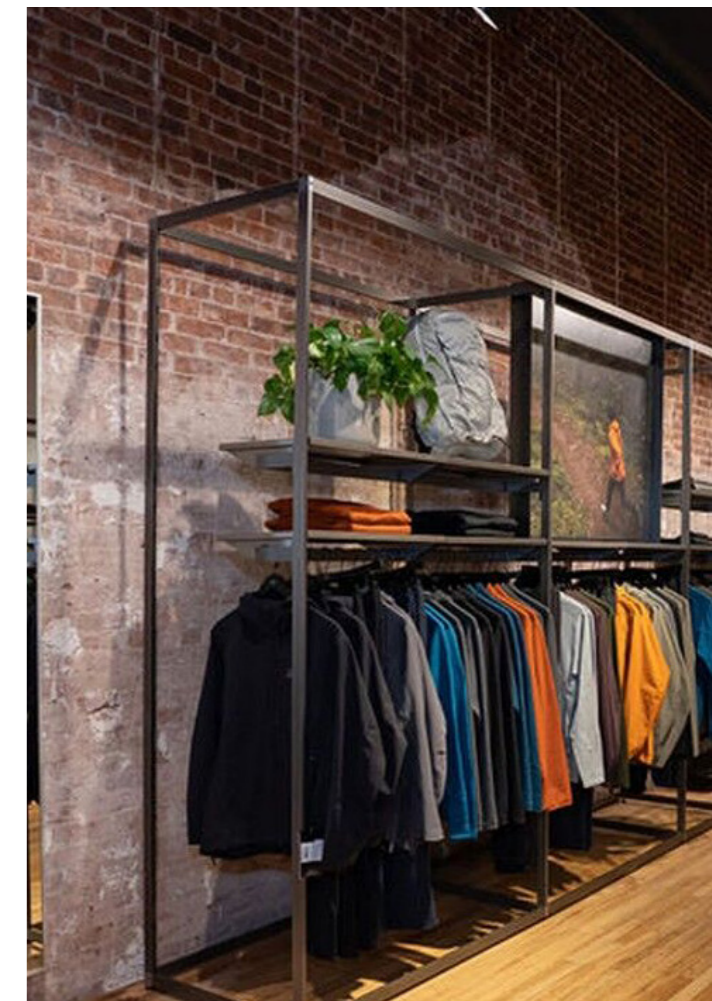


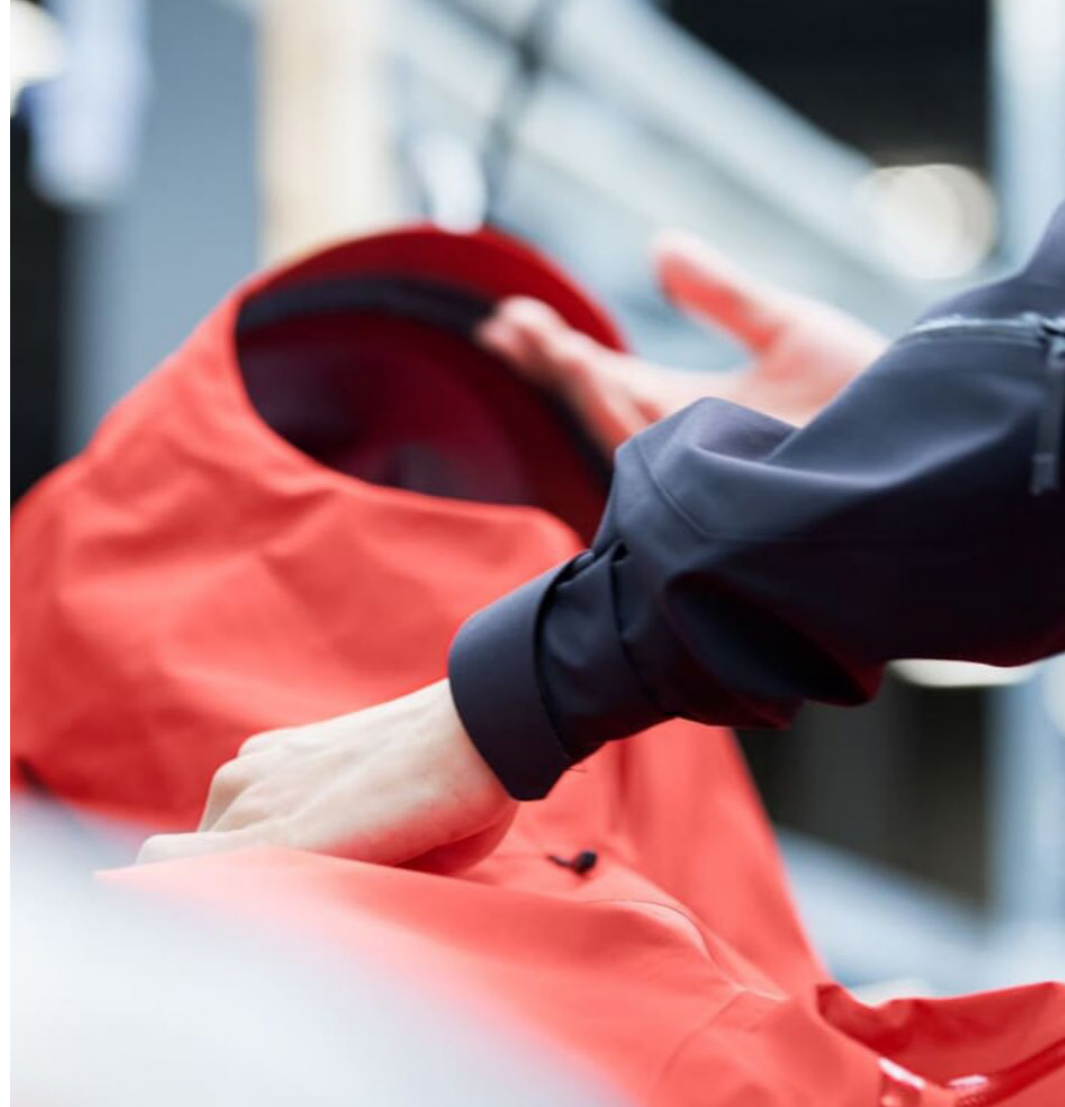
Sustainability

Sustainability has reached creative approaches such as the Arc'teryx's Rebird programme which is designed to collaborate with its customers and encourage them to prolong the lifetime of their outdoor gear.

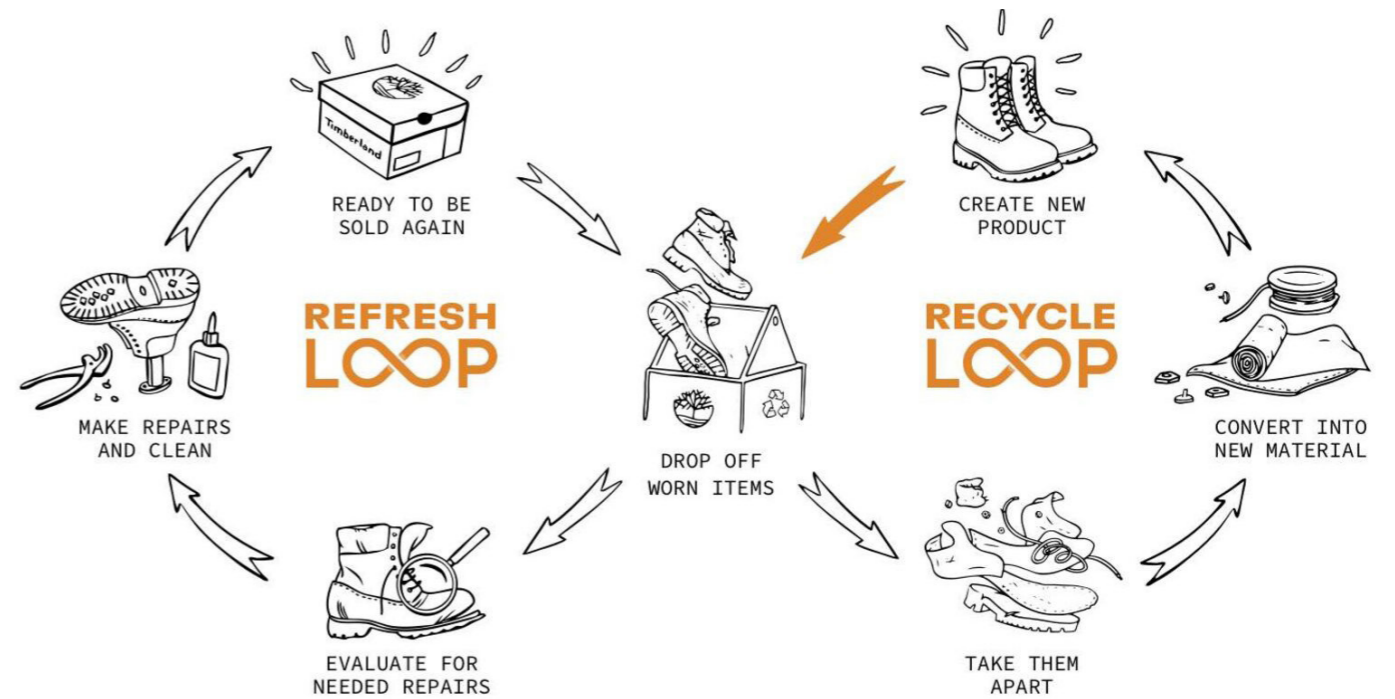
They provide an in-person walk through of the store repair workshop to showcase a wide variety of zippers and fabric swatches, all used to mend the used items without affecting their weatherproofing properties.

They use a device that applies pressure and water to fabrics to find surface flaws that could create leaks, that can then be repaired.





A similar approach is used by Timberland with its Timberloop programme in which you take back the brand's worn footwear and apparel for repairs. Timberland will either repair existing products or take them apart and make them into new products, with the help of their partner ReCircled. They aim to create a net positive impact on the planet by 2030, with 100% of their products being zero waste impact and made out of 100% natural materials sourced through regenerative agriculture.



Another creative approach to sustainability was used by designer Nikolaj Storm who decided to cut down the number of collections per year and use the approach of a 'continual collection'. Services such as in-house repairs are offered to ensure an expanded lifecycle of clothes and the fabrics used are based on pure qualities, deadstock, and long-lasting.



IMAGES: WWW.TRENDSTOP.COM

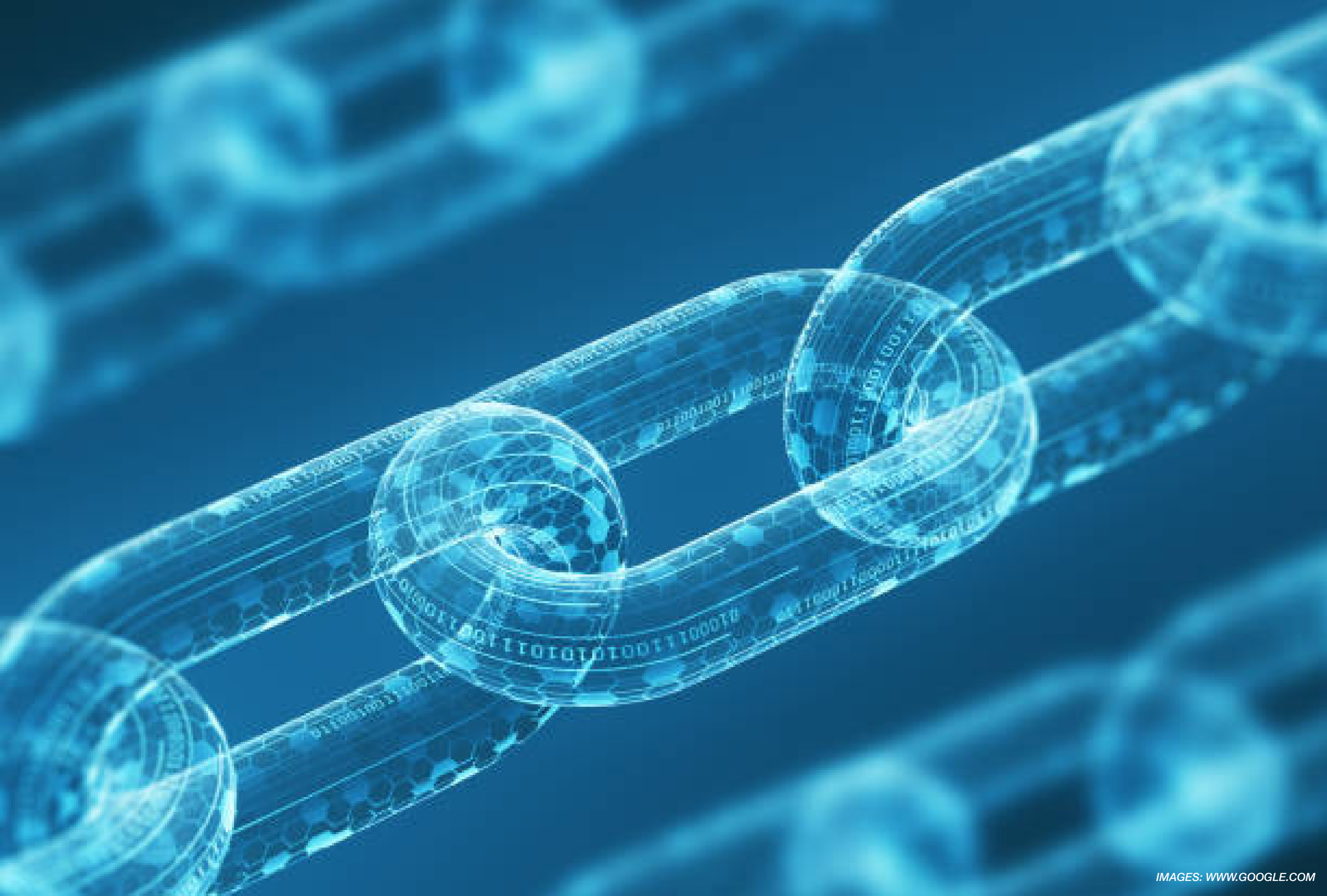
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Innovation in Supply Chain

The key trend in Supply Chain innovation is traceability. This enables identification, audit, collection of information and tracking operations and suppliers to obtain a big picture of the production process.

SaaS (Software as a Service) is a cloud-based online software that does not require specific installation, and promises ease of use to access various factors in the value chain. Artificial intelligence is also used to make this process as easy as possible and is found in companies such as: Crystalchain, Footbridge, TrusTrace and FairlyMade.

The information is collected from suppliers, consolidated and then uploaded onto the system to show traceability of the product, back to the batch. The validity of the data is verified by Blockchain and it goes through an approval process before it's linked to the main system. What the industry is doing is essentially creating a product fingerprint - from yarn to the cloth.



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Any questions? We'd love to hear from you, contact
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