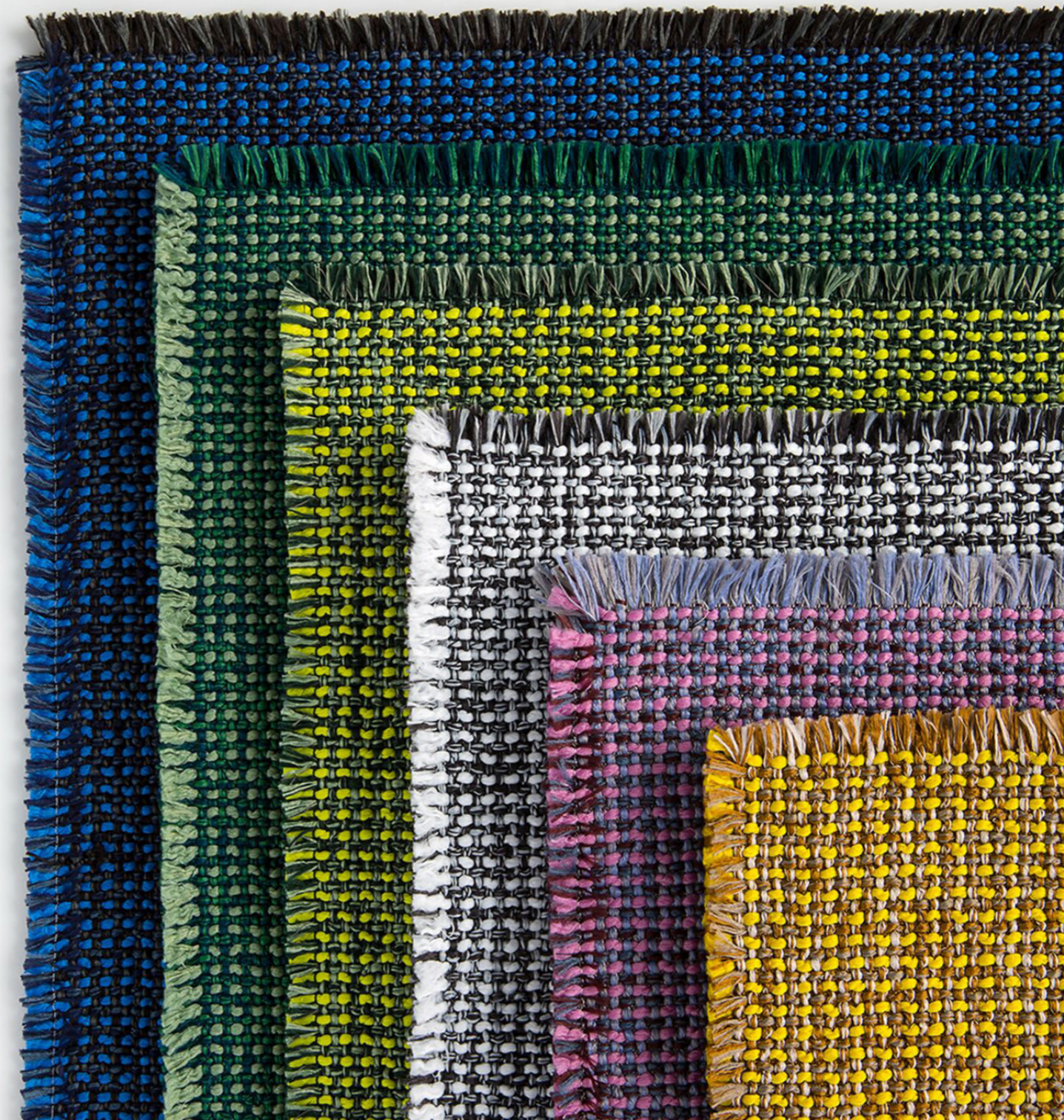


TRENDS DEEP DIVE

Spotlight on new fabrics and
trends of 2023 / 2024

Issue 3

murray_x
work smarter



Welcome

We would like to invite you to this quarter's issue of our Trends report 2023- a quick insight into the main direction of Trends for AW 24/25.

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.

Enjoy the read,

Murray's Design team



Ana Dieaconu

Head of Design & Development



Melissa Chapman

Designer

Trends

- Colour of the year 2023
- Fabrics
- Sustainability
- Fashion trends
- Silhouette trends
- Catwalk trends



Color of
the Year
2023

PANTONE[®]

Viva Magenta
18-1750

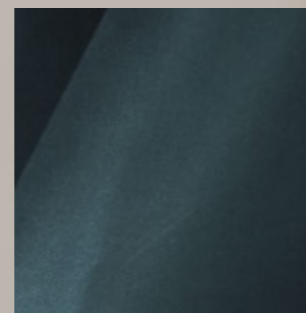
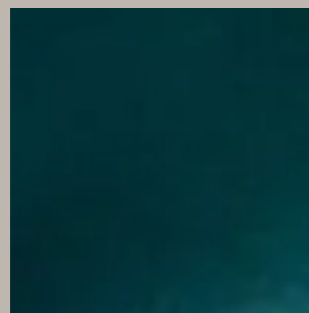
SS 23 Colour range: Hot-cold

There is no need to choose between warm or cool-toned colours this season, as there is space for both. The hot-cold trend uses pigment shades in dense hues that have both hot and cold undertones, and using ultra-saturated colours as accents to create a common element can complement a more muted palette.

The rich pigment intensity is a reference to the '80s when extravagance and opulence were predominant. This is in contrast to the last 2-3 year's economy which has suffered due to inflation and COVID-19. Therefore this colour palette approach aims to boost people's morale and cheer them up.

Fabric Trends of 2024

Fabric trends fall in line with the essence of **sustainability** (no embellishments or unnecessary details that would impact the environment). This is also influenced by the introduction of more stringent **sustainability laws** regarding fabric origin, processes and **end-of-life disposal**.



There has been an increase in vegetable materials and **bio-fabrics** as well as **cellulosic blends** being explored further than they have been before.

Linked to comfort, a lot of stretches can be noticed in the fabrics that are being produced, as well as softness to the touch. Non-restrictive fabrics and away from the body shapes are contributing to ensuring the kind of lightness and comfort in clothing people haven't experienced before.

The sportswear industry is exploring the fluidity and softness of fabric with techniques such as **micro smoothness**. Other qualities such as **hyper-elastic and weightless** combined with **water repellency** are also being developed for use in this industry.

Even though a fully sustainable solution has not yet been developed, there are ways in which people try to mitigate the impact of petroleum based synthetics by combining them with recycled cottons to decrease the percentage of plastic in clothing.

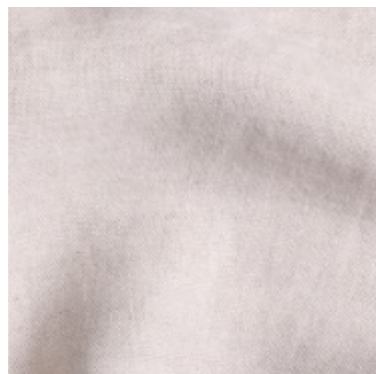
More and more **plant-based fabrics** are being developed, alongside an exploration of how agricultural waste can be transformed into materials. Fruit deposits, with pineapples and bananas, are already used to create casual knits, and corn and sugar are also being explored regarding **creating synthetic bio-sourced textiles**.

In terms of natural fibres, **linen** and **hemp** will be seeing the spotlight more and more in the coming years.

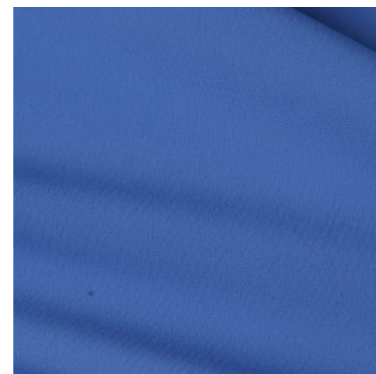
A different trend is emerging which is in line with the digitalisation of the world. Inspired by the digital movement, fabrics in SS 24 could have artificial shine added to them, creating a shiny effect that translates to what we see digitally. Some finishes already use **foil or magnetic** accents to make the fabric more dynamic. To adapt to this trend, mesh and nets are being created by using



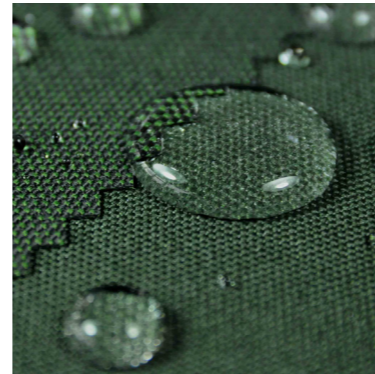
Bio-fibres/ fabrics



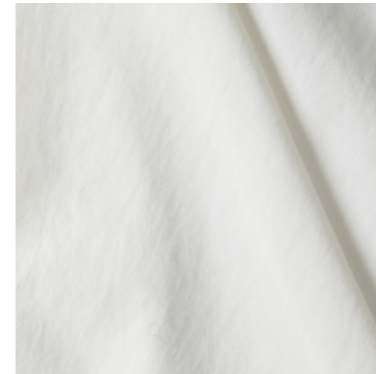
Cellulosic blends



Micro smoothing fabrics



Water repellent fabrics



Hyper-elastic and weightless



Plant based fabrics

Sustainability Trends

Sustainability has been in the spotlight for the last few years, but stricter regulations are coming in place such as the ISO 14001 standard, and certifications like **Bluesign**, **OEKO-TEX®**, **STeP** or **Leather Working Group** which help by offering traceability in the supply chain.



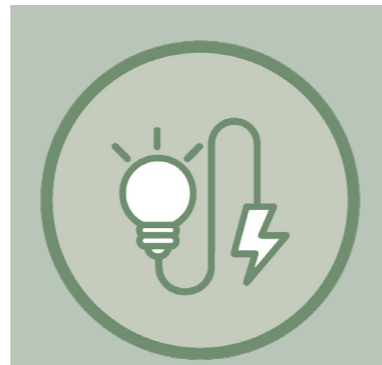
Other areas that are being observed are:



1) Water consumption



2) Treatments quality and chemical input



3) Energy consumption



4) Gas emissions and air pollution



5) Waste management



6) Working conditions



7) Animal welfare

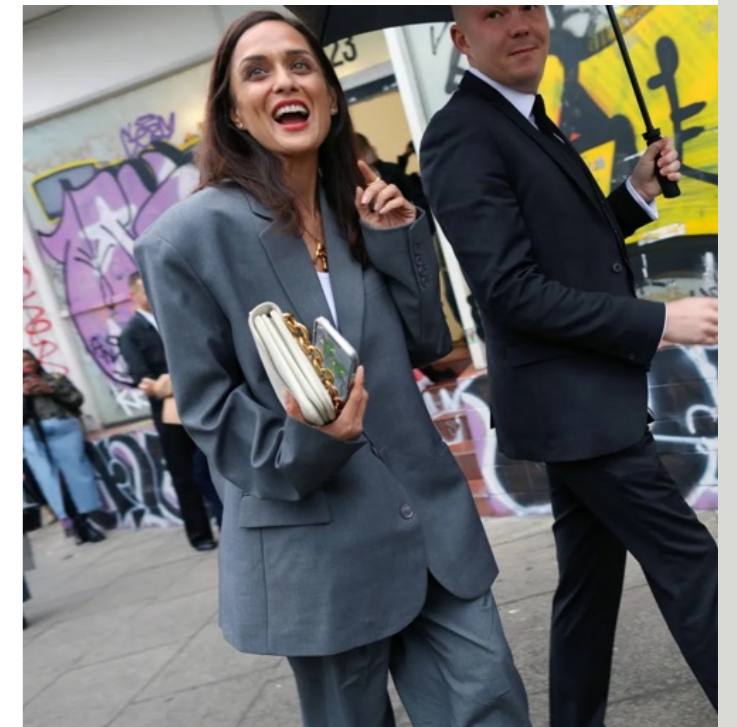
Three basic principles have been identified for circularity:

- 1) Eliminating waste and pollution
- 2) Circulating products and materials
- 3) Nature regeneration

Madeira is now turning post-consumer polyester into sustainable embroidery threads and backings. The threads are **OEKO-TEX®** certified to not contain harmful substances.



Trends
2023



All Grey Outfits

Hoods and Headwraps

Trends
2023

Images: Vogue.co.uk



Trends
2023



Trench Coat

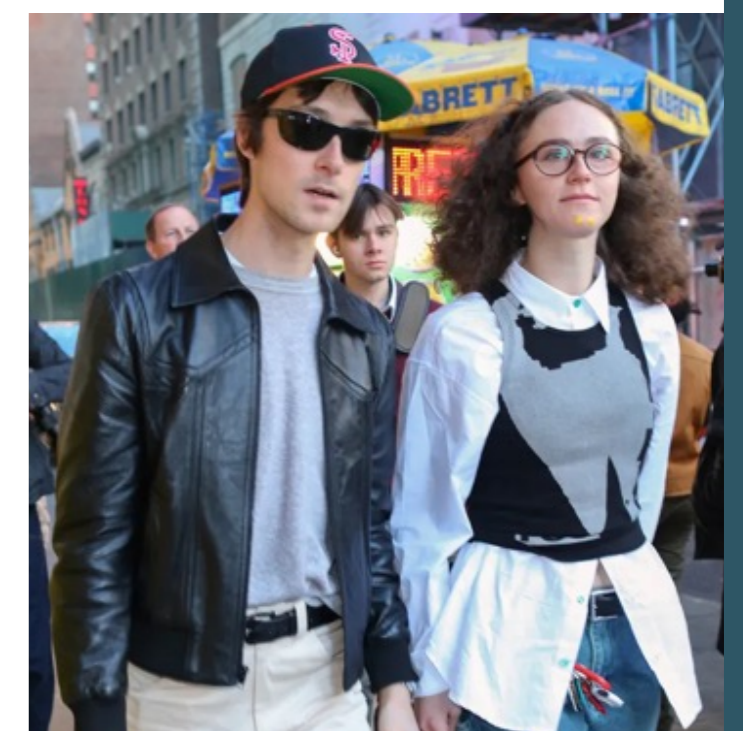
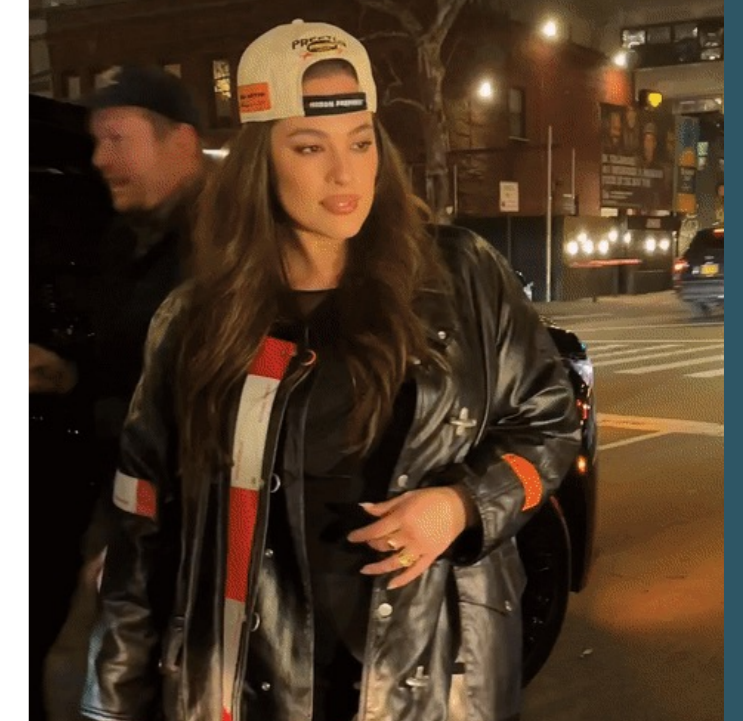
All Gender Corsets

*Trends
2023*

Images: Vogue.co.uk



Trends 2023



Baseball Caps



01. Tapered Trousers



02. Slit Flares

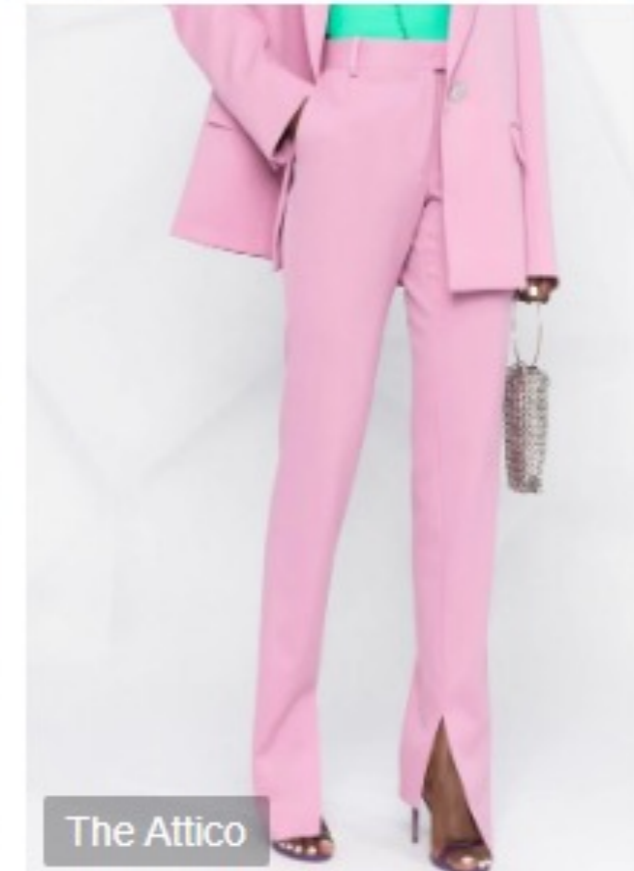


03. Low Rise Straight

Silhouettes
2023

01





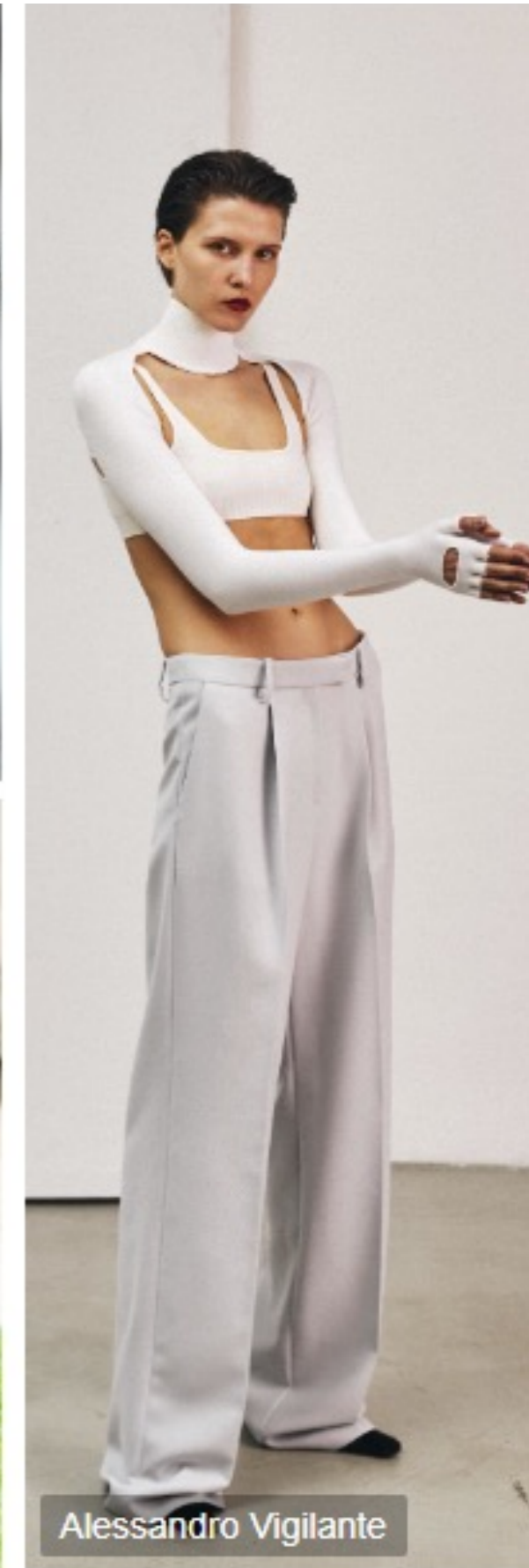




Image: google.co.uk

01. Deconstruc-



Image: google.co.uk

02. Cocoon Sleeves

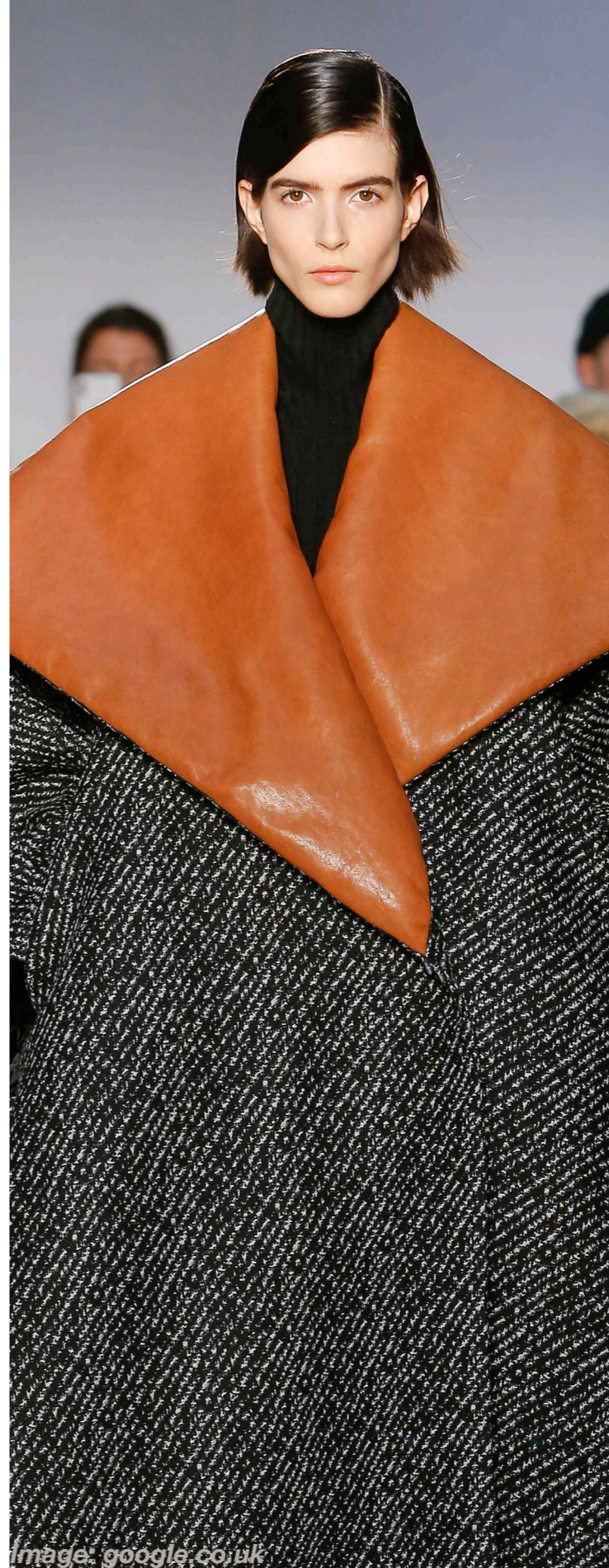


Image: google.co.uk

03. Collar Design



Image: google.co.uk

04&05. Down Jacket

Silhouettes
2023

01







Jil Sander



We11done



Pushbutton



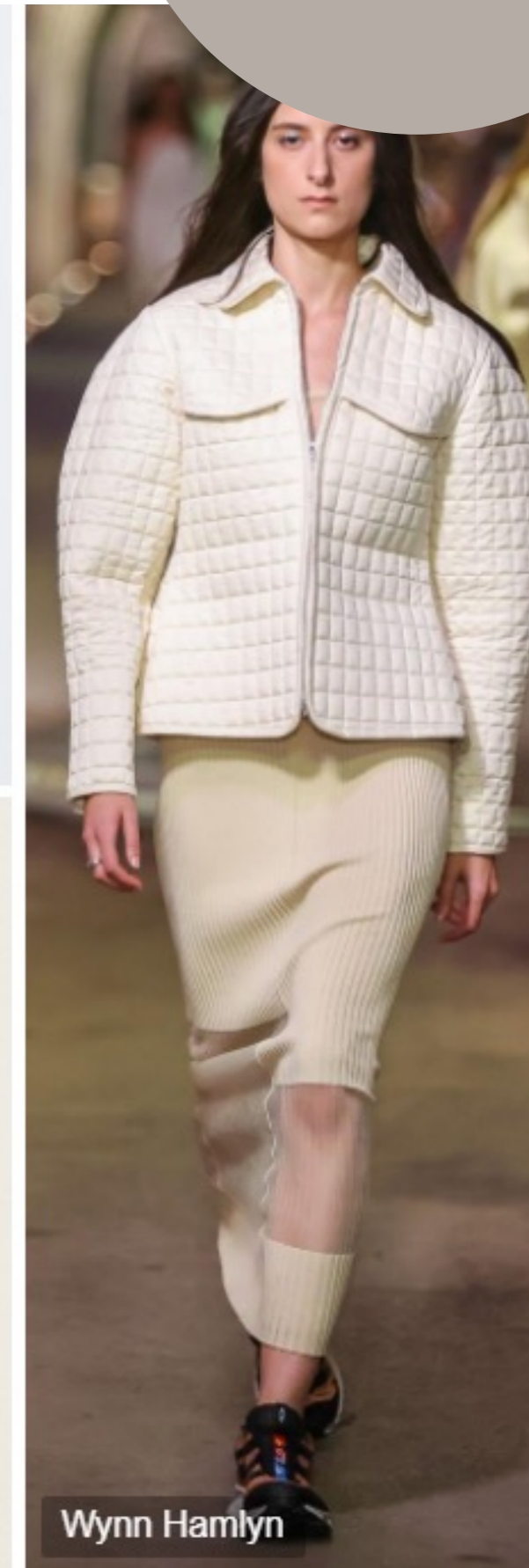
Vivien Westwood



Stella McCartney



Fendi





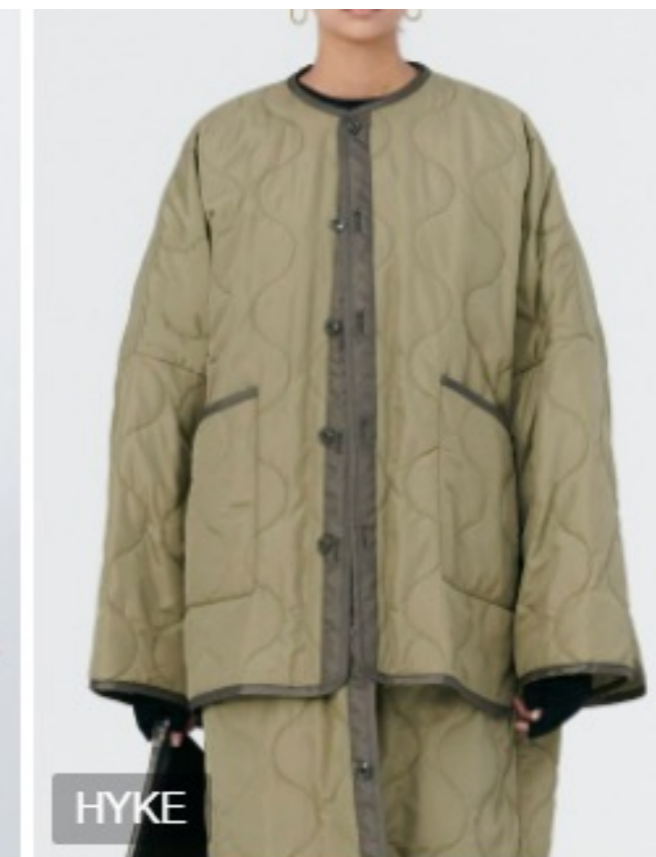
Christian Dior



Amiri



Zara



HYKE



A.L.C.



Cukovy



after home party



Hands Eyes Heart



after home party



Catwalk Trends



Image: Vogue.co.uk

Chanel
Layers and lace



Image: Vogue.co.uk

Dior
1950's silhouettes

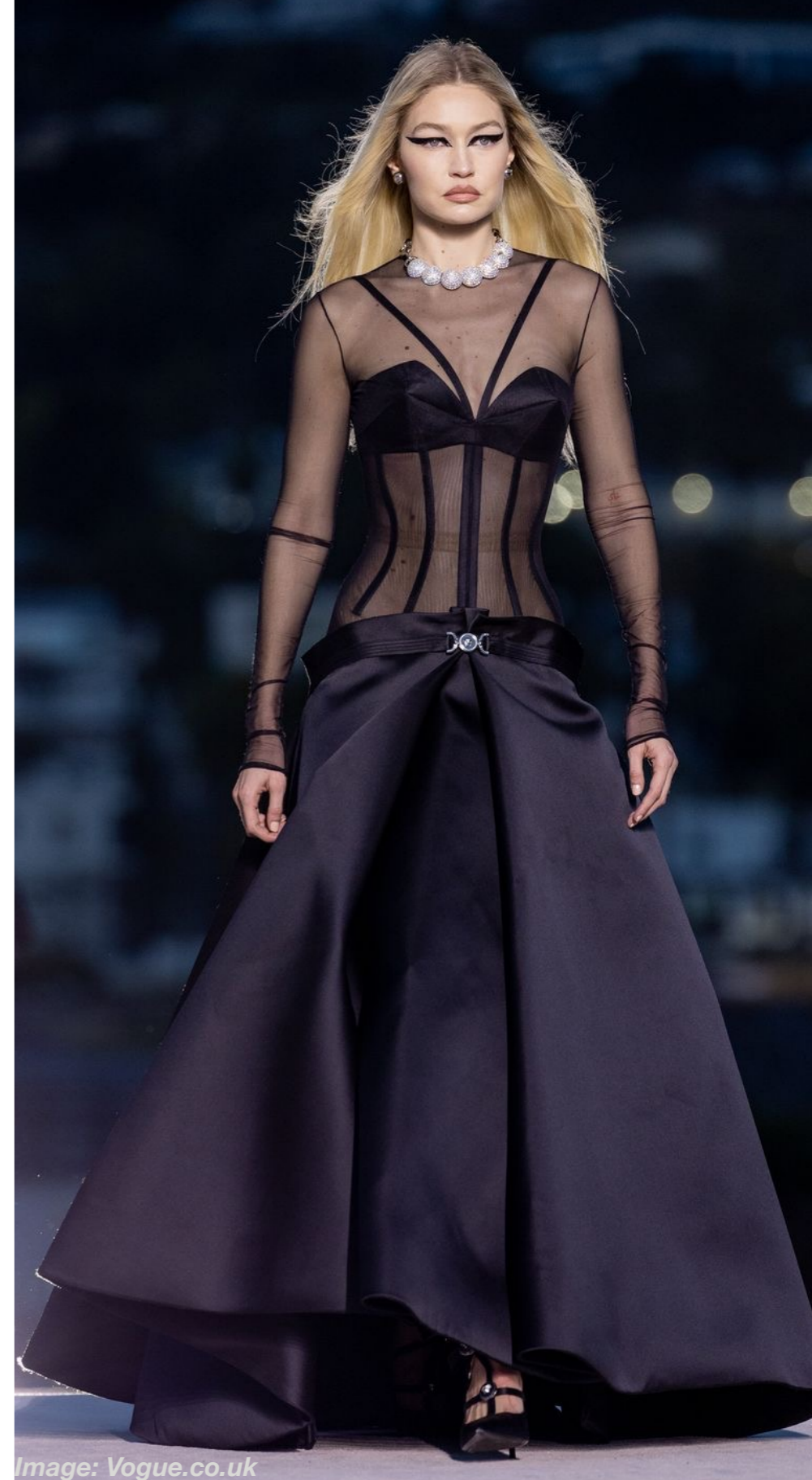


Image: Vogue.co.uk

Versace
Hourglass silhouettes
and power dressing



Image: Vogue.co.uk

Louis Vuitton
Skinny waist belts



Image: Vogue.co.uk

Victoria Beckham
Mix and match textures



Image: Vogue.co.uk

Chloe
Monochrome dressing

murray ✕
work smarter

Any questions? We'd love to hear from you, contact
marketing@murray-uniforms.co.uk