

TREND REPORT

FALL 2020



DNA



LETTER FROM THE EDITOR



Fashion retailing is currently going through a rough period. Each week we hear that another national chain or influential retailer is experiencing financial difficulties. Bankruptcies, often due to hedge funds seeking a quick return on their investment, manage with a calculator versus organic growth and seasoned planning. Established chains, most of them publicly traded, are required to report quarterly, rarely allowing themselves to 'learn and leverage', and continue to under perform and subsequently shut store doors. Luxury retailing continues to be steady, but slowdowns are occurring due to lifestyle changes and a lack of saleable product along with the pullback of the Chinese consumers that has allowed these premium labels to flourish. It amazes me that the 'creatives' continue to give their all in creating fresh concepts and refreshed ideas.

Will Fall 2020 trends help to regenerate positive results in the fashion business? One can hope.

Color for the season continues to highlight warm embracing colors. Newness is in the predominance of browns—from golds and oranges to rusts and red. Chocolate browns complete this story. New fashion colors include both kelly and forest green along with plum and sapphire blue. Look for a more polished and lady like look to prevail across all lifestyle concepts. Separates, as in blazers, trousers and skirts will all be evident, moving away from the body creating a silhouette that wants to be belted. These separates are often classic in design so finishing touches such as hand-held satchels and top handled totes look and feel right. Belts of all widths work with the new trouser and skirt shapes. Rich crocos, semi shiny smooth qualities trimmed with chain, status buckles and statement hardware provide the newness. Leopard prints and novelty python will also be evident in all fashion accessories.

Fall 2020 will also take 'a nod' back at fashion from previous decades. The 70s are re-explored with a mix of heritage concepts and vintage inspired ideas. They create the casual point of view for the season. Tactile fabrics in

warm rich colors are paired with glazed leathers, animal prints and rich suedes that are paired with equestrian hardware and oval buckles. Saddle bags, oversized shoppers and camera shapes recall the handbags of the decade. Wide waist belts with bold buckle complete the look.

For the young at heart, a dressy, punk inspired trend is evolving. Glossy black leathers with high gloss, mixed with chain trim in shiny nickel work with the blanket plaids and black and white leopard prints. Look for chain trim, quilting and statement hardware in handbags, while belt styles include cummerbunds with bold buckles, a continuation of understated studding and multi chain features.

Evening bag design will feature a renewed interest in black, designed in shiny satin, soft glittering lames, brocades and sequins of all kinds. Treatments in evening bags include pleated fabrics, lace appliques along with foil prints and satin jacquards. Newness in color include yokey yellows, rich burgundies, orangey-red and emerald green. Metallica of all colors continue to shine.

This season was heavily influenced by a handful of 'Design Houses'. Tom Ford created a lineup of luxe solid separates in colors that shimmered with glamor. St. Laurent continued their dominance of the glitzy young party girl in glittering black while Michael Kors evoked the 70's decade he loves so much, touching on paisley, fall florals and glen checks. No one can talk about the fall season we saw on the runway in January with out mentioning Celine, who shocked the fashion community with pulled together turnouts that included blazers, blouses and culottes along with classic lady like handbags and status belts. All designed in classic fall colors.

Even in this difficult retail environment, these masterful collections provided both solutions and excitement. Enjoy Fall 2020.

John Maloney
CREATIVE DIRECTOR



CELINE



ELIE SAAB



PROENZA SCHOULER



ACNE STUDIOS



CHANEL



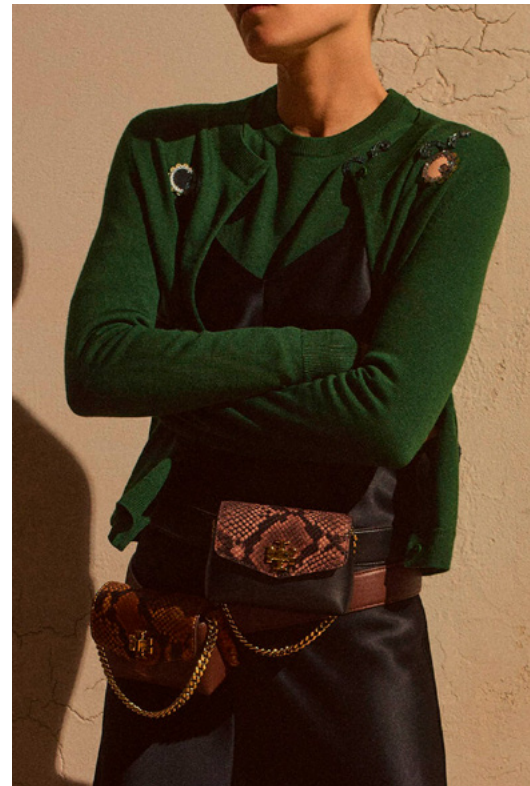
COACH



ALENA AKHMADULLINA



CHLOÉ



TORY BURCH



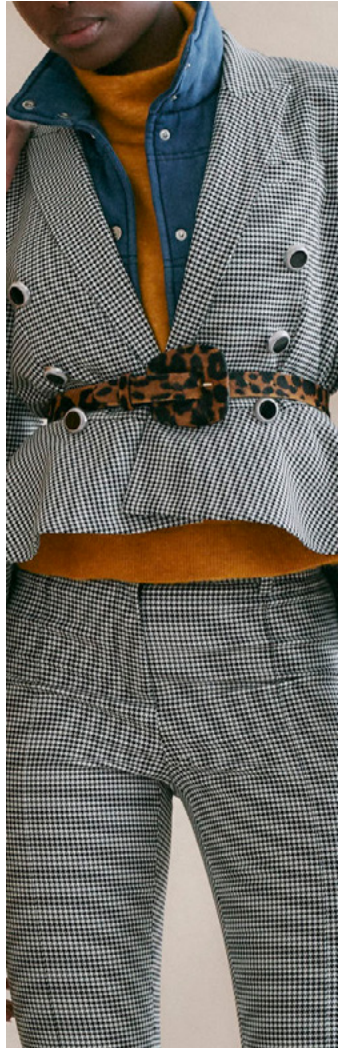
HERMÈS

THE TREND

URBAN POLISH

URBAN
POLISH

BELTS



VERONICA BEARD



GIVENCHY



GIVENCHY



CELINE



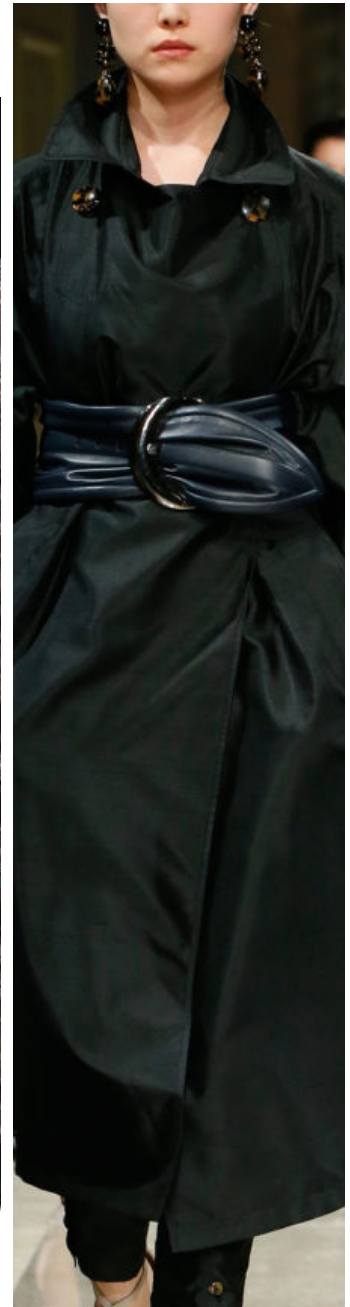
ELI TAHARI



JUST CAVALLI



LAURA BIAGIOTTI



GIORGIO ARMANI



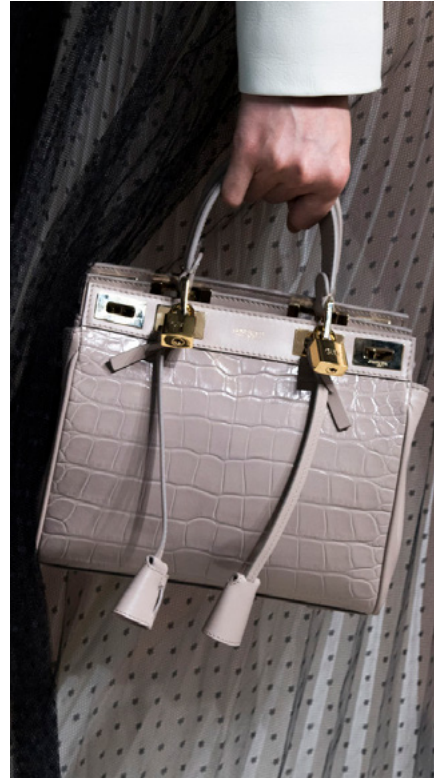
BALLY



JIMMY CHOO



CHLOÉ



GIAMBATTISTA VALLI



BALENCIAGA



TODS



OSCAR DE LA RENTA



ADEAM



HERMÈS

URBAN
POLISH

HANDBAGS

URBAN
POLISH

EVENING



CELINE



BIBHU MOHAPATRA



BOSS



MARNI



CHRISTOPHE GUILLARMÉ



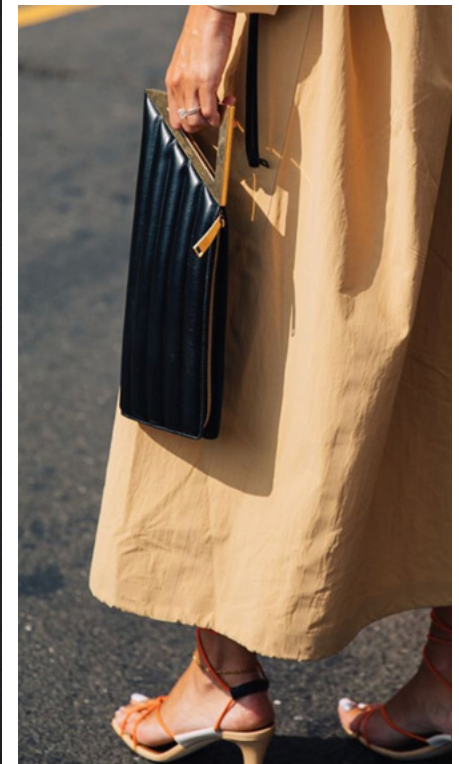
BOTTEGA VENETA



ALBERTO ZAMBELLI



MARC JACOBS



BOTTEGA VENETA



ATTICO



AIGNER



ANDREW GN



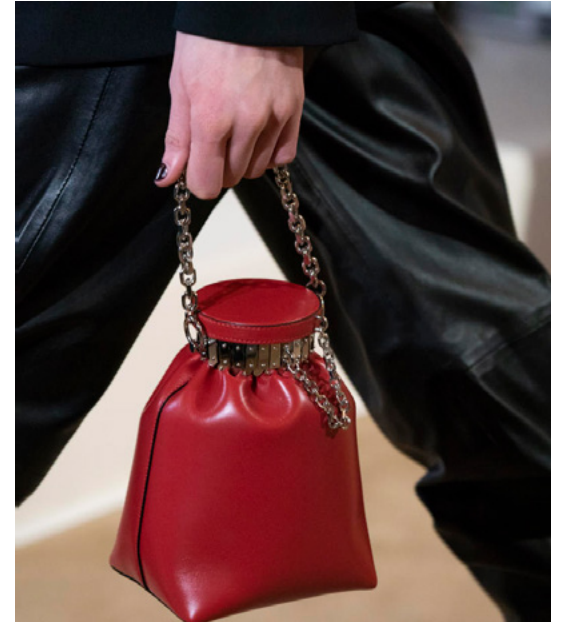
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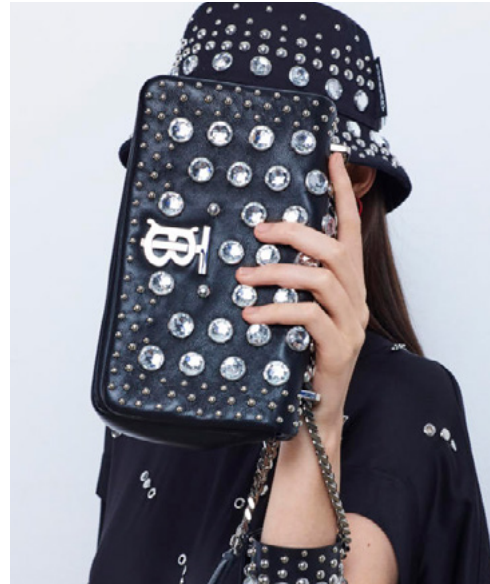
ELIE SAAB



MOSCHINO



ALTUZARRA



BURBERRY



PACO RABANNE



PRADA

THE TREND

TOUGH LOVE

TOUGH
LOVE

BELTS



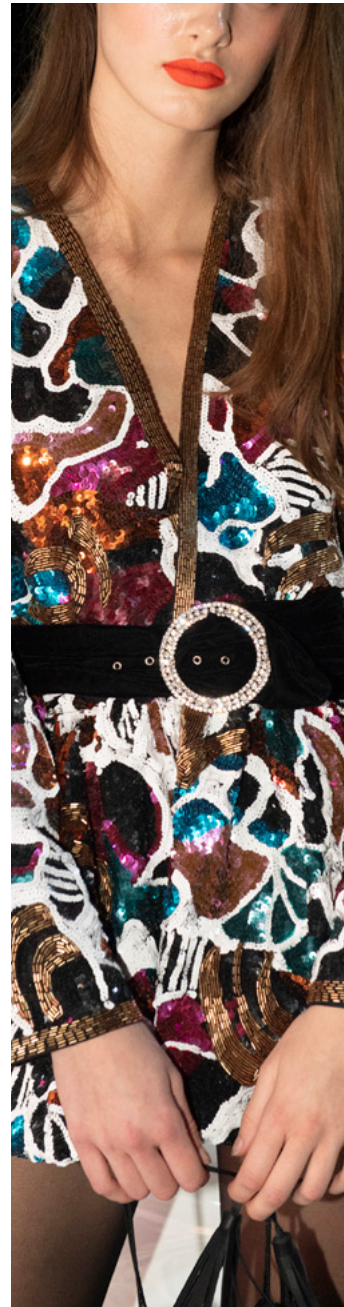
BALMAIN



ETRO



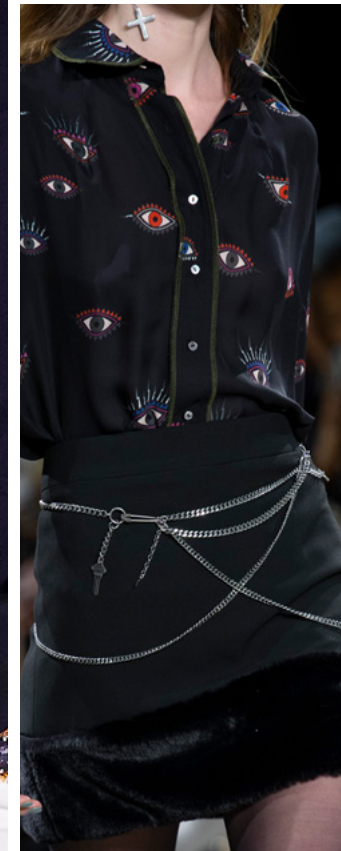
ISABEL BENENATO



ATTICO



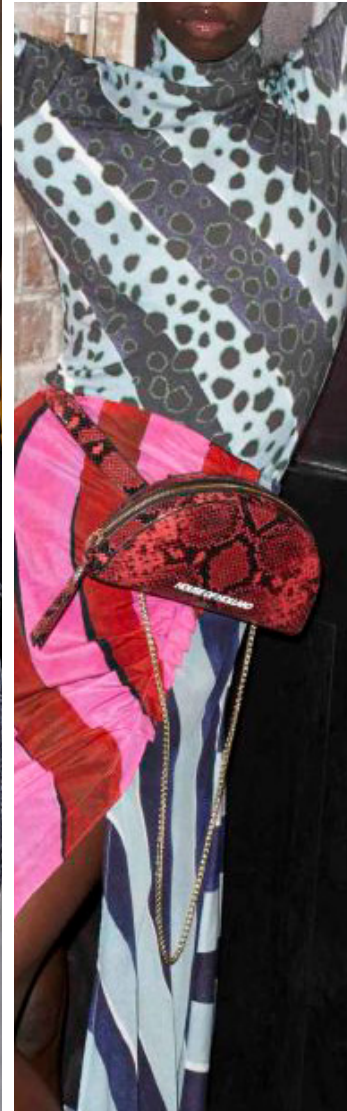
ESCADA



NICOLE MILLER



UNRAVEL



HOUSE OF HOLLAND



MIU MIU



MELI MELO



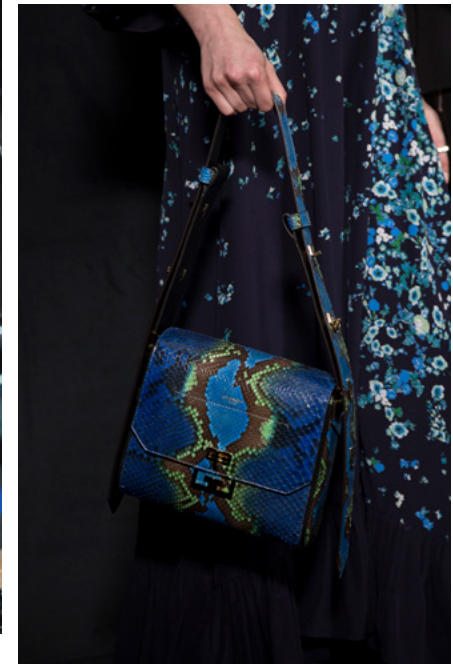
PRADA



TODS



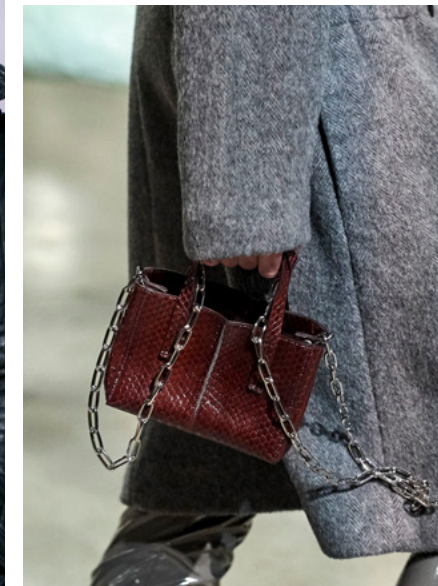
ALEXANDER MCQUEEN



GIVENCHY



TOM FORD



TIBI



OFF WHITE

TOUGH
LOVE

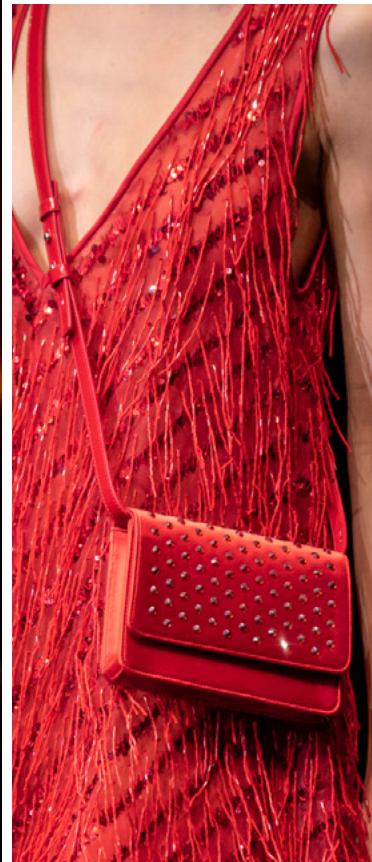
HANDBAGS

TOUGH
LOVE

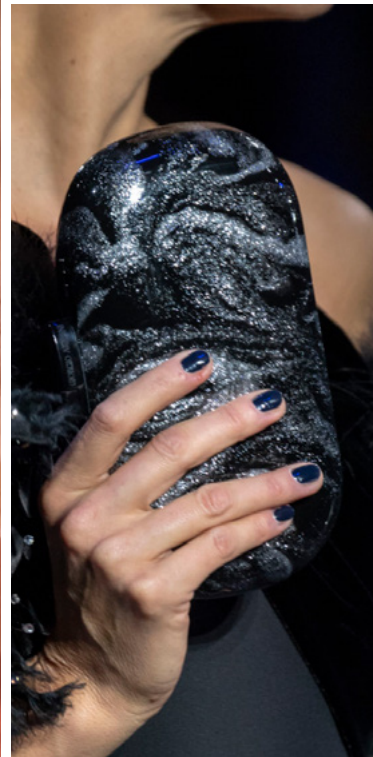
EVENING



PRADA



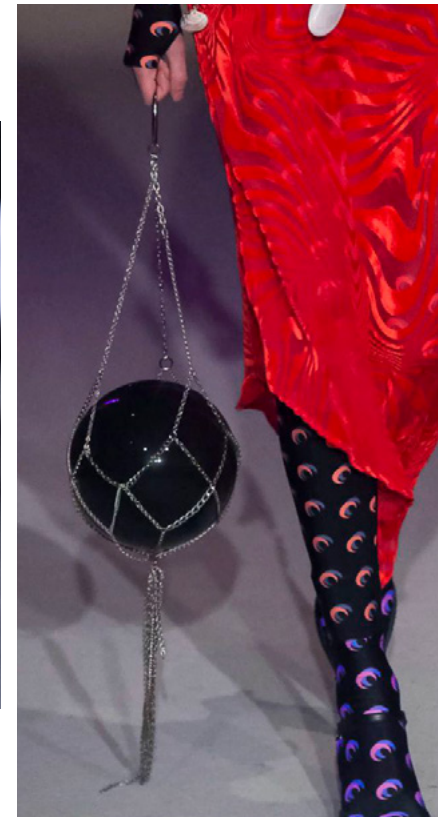
EMPORIO ARMANI



GIORGIO ARMANI



BALMAIN



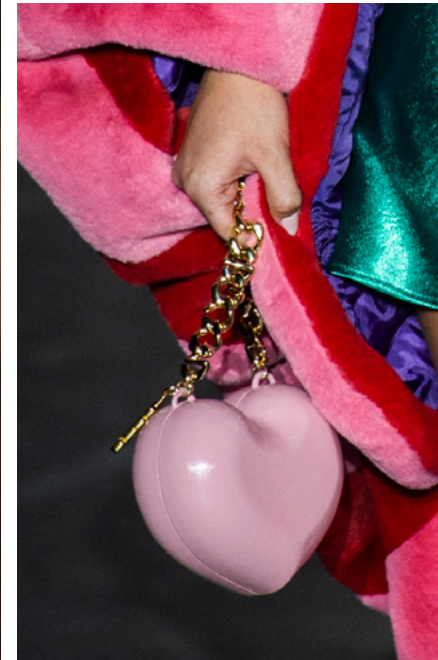
MARINE SERRE



CEDRIC CHARLIER



AREA



GCDS



ALEXANDER MCQUEEN



TORY BURCH



ETRO



ALBERTA FERRETTI



FENDI



D2SQUARED



COACH



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DEREK LAM 10 CROSBY

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THE TREND

HERITAGE

HERITAGE

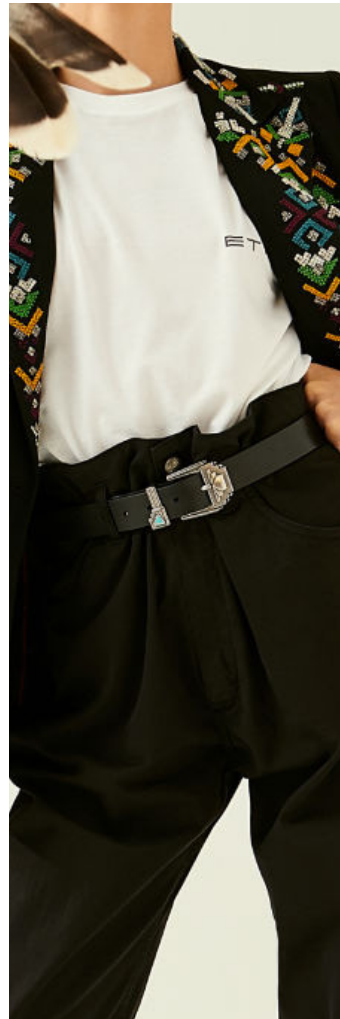
BELTS



VANESSA BRUNO



ISABEL MARANT



ETRO



FRAME



MIU MIU



AMI ALEXANDRE MATTIUSI



ALBERTA FERRETTI



ANTONIO MARRAS



PAUL COSTELLOE



CELINE



COACH



CELINE



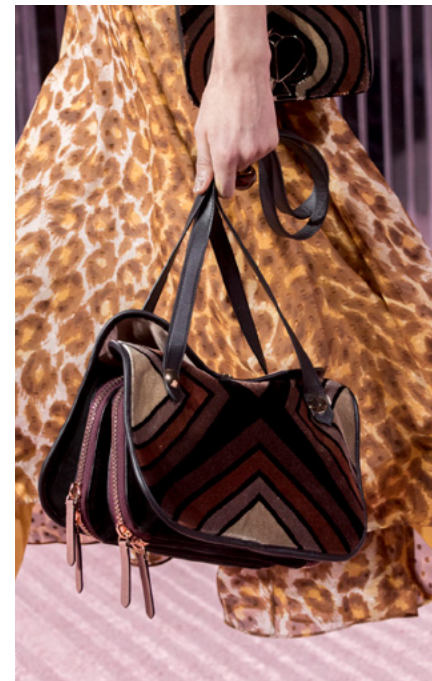
TORY BURCH



JW ANDERSON



BALLY



KATE SPADE



VANESSA BRUNO

HERITAGE

HANDBAGS

HERITAGE

EVENING



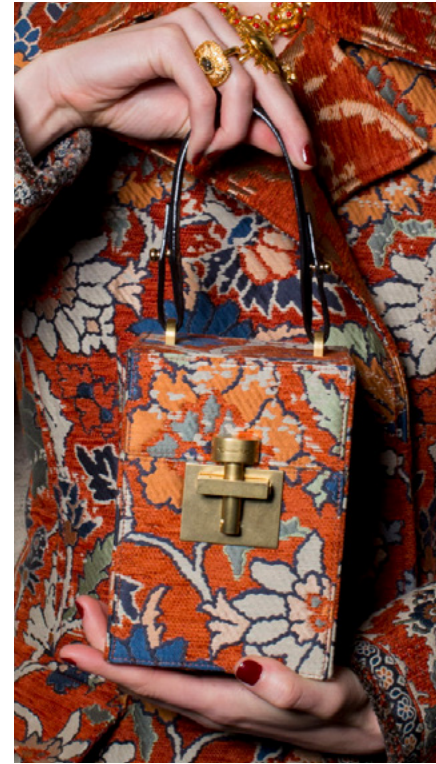
CAROLINA HERRERA



ULLA JOHNSON



ETRO



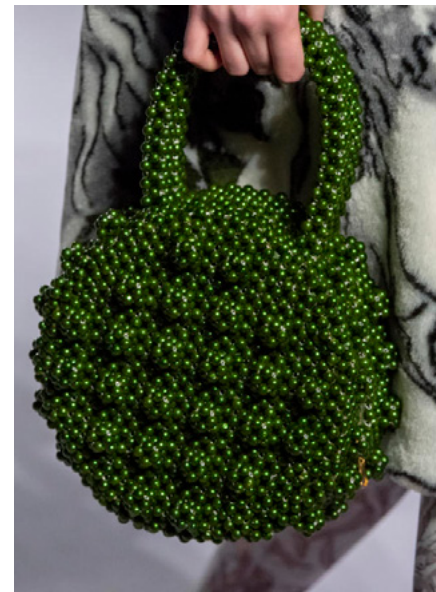
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PORTS



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