



FASHION 2023

Bestselling Trends for the Mainstream Market

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INSIDE FASHION

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Trust in a smarter cotton future

RELAXED Full Cut Trousers



Working the Look

- From work wear to weekend - men's trouser silhouettes are becoming comfortable relaxed.
- All the cut is a big departure from slimmer silhouettes, it's important pay attention to tailoring to elevate garments.
- The extra fabric adds a touch of opulence.
- Look for materials that have drape (high quality cotton, fine wool suiting).
- Avoid fabrics with too much drape as they will look cheap and flimsy.
- Pants lengths are longer - either straight and covering the shoe - or with cuffs.
- Waists fall at the natural waistline.



Go Bold!



Working the Trend

- Personalization is the key to selling apparel these days. If it's not different from what is already in the consumer's closet, what will make them buy it?
- Simple cotton shirts in loose to oversized silhouettes are a must-have for Spring and Summer 2023. Elevate garments by opting for high quality fabric with an extra soft hand feel.
- Go wild with prints and patterns. These garments are about making a statement. Look for oversized prints and bold abstract prints and patterns.
- Placement prints can be used creatively to for a new look.
- Mixing contrasting prints in one garment also takes the look to a new level.

Bold & Bright



Working the Trend

- Cotton button down shirts become trendy fashion items - well suited to all price points and demographics.
- The difference is in the details. Prints feature strongly here used on the entire garment or only part of the garment. Try combining a print body with solid sleeves. Or inset a contrasting yoke or placket.
- Placement embroidery or prints can add drama to even simple shirts.
- Take shirts from young fun to bold and sophisticated just by the choice of print or color palette.
- Digital printing makes it easier to customize garments or create very small orders.
- The key is to choose a good quality base fabric - so that colors and prints really stand out.

Knits Go Out



Hermes

Dior

Kenzo



KidSuper



Louis Vuitton



Louis Vuitton



Louis Vuitton



Kenzo

Working the Trend

- Knits take advantage of their ability to take basic yarn in a range of colors and create fabulous 'one of a kind' looking garments.
- High quality cotton yarn are the top choice - for comfort and easy-care.
- The look is colorful and fun.
- Cartoon characters and Japanese anime feature.
- Variety-inspired stripes and oversized letters take the look in a sporty direction.
- Experimenting with creative stitch constructions can also add design value to garments.
- Playful patterns in pastel or mid tone palettes add freshness.

to Play

KidSuper

Amani

KidSuper

Louis Vuitton

Practical Pockets



Working the Trend

- People love garments with pockets - and most consumers complain when pockets are simply decorative and not practical.
- Adding utility pockets and tool loops to casual wear is not only decorative, it gives the garment massive consumer appeal.
- Look to workwear and borrow those deep pockets - with flaps that actually prevent the contents from falling out.
- Pay attention to the placement of pockets so that they are easy to access.
- The look is casual but the functional value is just as important to consumers.
- Bring in loops and clips for attaching small devices or even a water bottle. Workwear is purpose built to be practical. Bringing that through in casualwear will be a hit with consumers.

Take It Easy



Etro



Emporio Armani



Giorgio Armani



Etro



Giorgio Armani



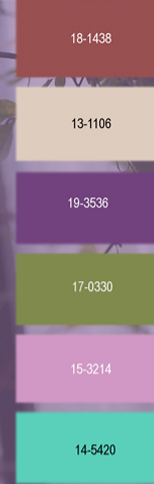
Dolce & Gabbana



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Giorgio Armani



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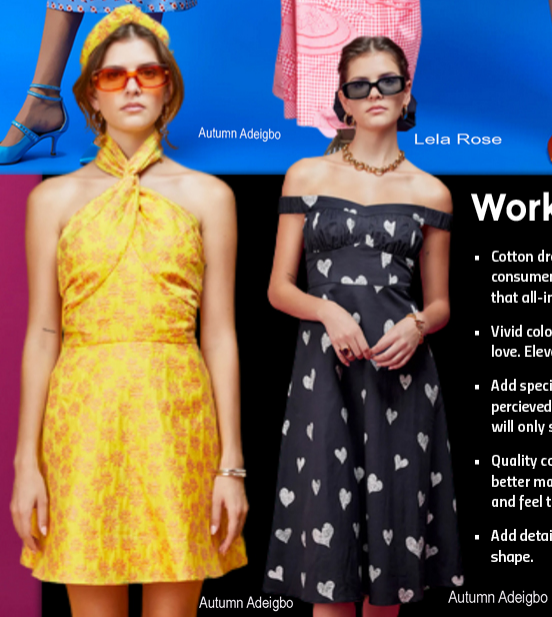
Working the Trend

- Everyone is getting more dressed up these days - even when the mood is casual.
- The relaxed cotton suit is playing a key role in menswear offering comfort that's also smart.
- The cut of the jacket and trousers is more relaxed, but still features tailoring details that give the suit style.
- Look for high quality fabrics such as polished cotton or even very light weight wool to elevate these suits while still keeping the feeling very relaxed.
- Pair these suits with cotton button down shirts with trendy prints or in bright colors for an added sense of style.



Emporio Armani

Cute & Cotton



Working the Trend

- Cotton dresses are a summer staple. However to win consumers' hearts they need to look special - and have that all-important quality.
- Vivid colors have that summer time appeal that consumers love. Elevate this with charming prints.
- Add special details to garments to give them more perceived value. Basics are boring and either won't sell or will only sell at rock bottom prices.
- Quality counts - even at budget price points. Invest in better materials, such as high quality U.S. cotton, a look and feel that make a garment a 'must buy'.
- Add details like smocking or ties to give garments more shape.

In The Middle



Working the Trend

- A new look that is set to have huge consumer appeal is sets that pair matching cropped tops with long skirts.
- Make this look work for consumers who are a bit more self-conscious (but still want to wear the look) by making skirts sit at the natural waist - or slightly higher.
- Tops are cropped to either just below the rib cage - or just above the natural waist for more of an urban look.
- Take the look into holiday/resort collections by cropping the tops a bit higher - and pairing them with sarong style skirts.
- Fabrics play a key role in this look - U.S. cotton and cotton blends being most popular - in a wide variety of prints or solids.
- The look can work in knits too.

Summer Breeze



Kate Spade



Kate Spade



Kate Spade



Lela Rose

Working the Trend

- Even weekend casualwear is being elevated as consumers are starting to make a bigger effort to get dressed up.
- Dresses have been making a comeback and this season they are coming through with more attention to shaping and details - even if those details are subtle. Few consumers will accept a garment that fits like a sack.
- These dresses are being elevated through

the use of strong colors, interesting patterns and placement prints. Even solid color garments need something to give them added value - which can be color or fabric manipulation.

- The look is more sophisticated alternative for that consumer who wants the comfort of a summer cotton dress, but doesn't want to shop in the Junior department.
- Using high quality fabrics will add the look and feel of added value that consumer want now.

Trousers at Large



WORKING THE LOOK

- Trousers are getting dressed up in new silhouettes that are elegant and luxurious. At the core are fuller shapes that use more fabric for a richer look.
- The key to pay attention to tailoring through the body so that trousers have shaping and not simply oversized. This look is not baggy or sloppy.
- Waists are at the nature waistline or just below.
- Legs have a relaxed fit with hemlines that cover the tops of the shoes.
- For a more dramatic look, trouser legs are fuller and flared - looking more like skirts than pants.
- Materials range from cotton with a satin finish to wool suiting.

Cool Cotton



Working the Trend

- A cotton blouse is a wardrobe staple. This season these staples become statement garments.
- Start with high quality U.S. cotton fabric. Good fabric on its own will elevate any garment.
- New silhouettes are fuller cut, but still have shape. These blouses are simply oversized.
- Look for poet sleeves and pirate lacing on shirts.
- Ties at necks are new.
- Fabric ruching is another way to make blouses look new and adds a touch of luxury.
- Pair these shirts with smart trousers for a go-to career look. Or team them with jeans for a dressed up weekend look.

Tunic Tops



Working the Trend

- Tunics are an easy-to-wear style that can flatter any consumer - regardless of their proportions.
- Silhouettes range from fitted to flowing.
- Look for tunic that are paired with matching bottoms for a look that is smart and comfortable.
- Tunic sets are perfect for careerwear that can easily go from day into evening.
- Although the most popular look is monotone - fabrics are elevated by bringing in subtle surface texture or opting for jacquards for a more dressed up look.
- High quality cotton fabrics can take the look from office to weekend.

Cotton Casual



Working the Trend

- Super comfortable casualwear looks smart in soft drapery cotton fabrics.
- Garments are oversized with the abundance of fabric adding an element of luxury to these garments.
- The color palette is mid tone neutrals - layered with other garments in the same shade for a monotone or tone-on-tone look.
- Look for oversized light weight coats worn over loose trousers with an oversize blouse.
- Trousers are looser fitting and either cropped or falling over the shoes.
- The look also works in shorter shirts with oversized tailored jackets.

Bold Florals



Trend Details

- It isn't spring without florals showing up in our collections. This season is no exception. Florals are here - and they are making a statement!
- Bring in florals in oversized floral prints - through to giant placement prints.
- Large floral appliqués also play a role here.
- The look can be fun or dramatic - depending upon the floral design and colors used.
- For a cute day time look, little cotton dresses with large floral placement prints will be wildly successful.
- For evening, look to chiffon or silk - with dramatic floral prints that will steal the show.

On the Fringe



Ulla Johnson



Michael Kors



Veronica Beard



Frederick Anderson



Proenza Schouler



Carolina Herrera



Adam Lippes



Proenza Schouler



Frederick Anderson

Trend Details

- There's something flirty and sexy about fringe - especially long fringe - that gives it a lot of consumer appeal.
- The good news is that fringe can add newness to any garment - without adding a lot of extra cost.
- Add fringe to anything - from a careerwear skirt to a weekend t-shirt.
- Look to add fringe to the hems of skirts and on jacket cuffs for a look that is professional and yet trendy too.
- Knits will also be elevated by adding shorter fringe - especially on cuffs or hems.

Rows of Ruffles



Autumn Adeigbo



Proenza Schouler



Badgley Mischka



Carolina Herrera



Proenza Schouler



Proenza Schouler



Ulla Johnson -



Autumn Adeigbo



Collina Strada



Ulla Johnson -

Defining the Look

- Oversized soft ruffles - layered row upon row - adds a dramatic and feminine look to any garment.
- A new interpretation is slim dresses with oversized ruffles on the cuffs of the sleeves.
- Ruffles embellish traditional cotton dresses - giving them a flirty element that consumers will love.
- Occasion dresses are also given a luxurious look by adding an abundance of ruffles cascading down the front of gowns or maxi dresses.
- This look is ideal for a younger consumer - but it can be modified to work for a more mature customer as well.

Abstract Art



Lemaire



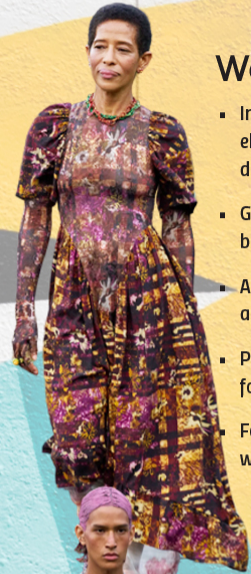
Prabal Gurung



Eckhaus Latta



Lemaire



Collina Strada



Snow Xue Gao



Collina Strada



Tanya Taylor

Working the Trend

- Inspired by modern art, abstract prints are elevating casualwear from relaxed cotton dresses to cute shift dresses and fun tops.
- Give rain wear a dramatic look by taking a bold abstract print and laminating it.
- Abstract prints take resort wear caftans and give them a more sophisticated look.
- Pair these prints with contrasting prints for a trendy young look.
- For a soft look, opt for prints that have a water color effect.

Paco Rabanne



It's Natural



Louis Vuitton



Etro



Hermes



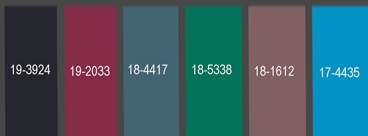
Dries Van Noten



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Etro



Louis Vuitton

Working the Trend

- Nature is a key theme, in part driven by consumers' awareness of the value of being Earth-friendly.
 - There's also a fundamental appeal in the freshness of nature. This is coming through in dynamic new prints that look to foliage for inspiration.
- Leaf motifs are key. Florals are also included.
- The color palette is a range of rich mid tones offering subtle contrasts for a look that is smart and sophisticated.
- Bring this pattern through in cotton shirting that can work for urban weekends or holiday wear.

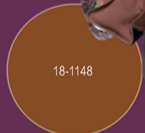
Dyed & Bleached



Working the Trend

- The path to innovation doesn't always have to be costly or complicated.
- Across all categories new ways of working with dyes and bleaches are adding creativity to apparel.
- The look can range from bold to subtle. It can be young and trendy - or sophisticated.
- Even a simple cotton garment can be elevated through the creative use of dyeing techniques.
- Bring this direction through into smart casual garments including tailored jackets.
- To take garments from basic to premium - invest in high quality fabrics. Consumers can tell the difference - and it matters to them.

Plum Dandy



The Look

- Rich plum shades are ideal for late summer through to winter.
- The palette is appealing in that there is a sense of elegance.
- From red plum to grayed grape tones - and rusty shades as well, there's a lot room for interpreting this palette to suit a wide spectrum of consumers.
- For a more dressed up look, pair dark grape with classic gray flannel mens suiting.
- For a young look for bright shades or pair plum with aqua blue.
- The palette works well for street wear and urban styles as well.
- Play with colors from this palette in jacquards and knits for a more interesting and personalized look.
- This palette brings that all important newness to the season!

A NATURAL CHOICE EGG YOLK

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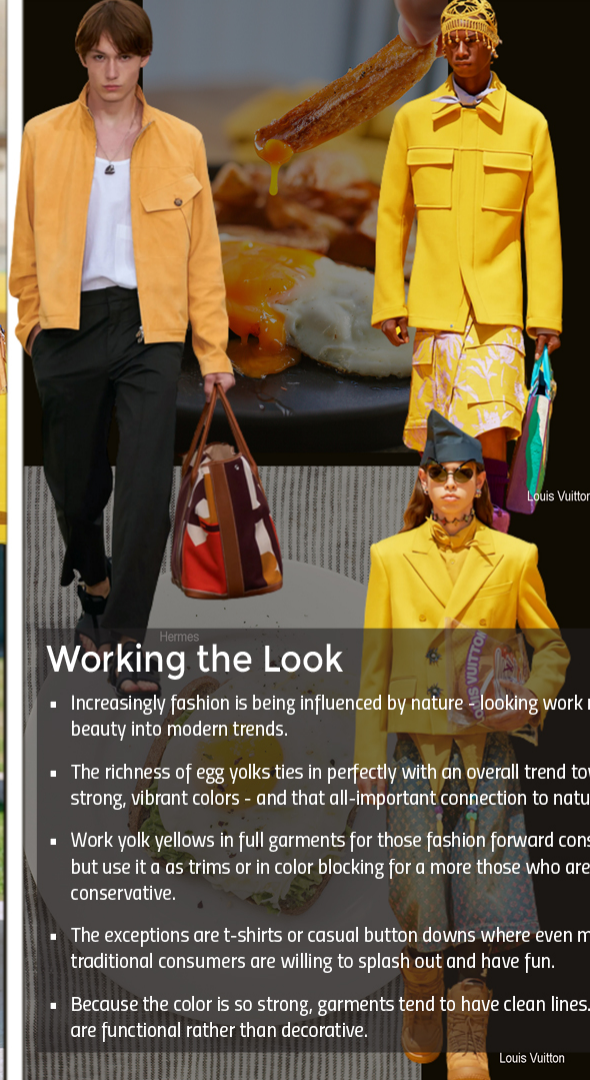
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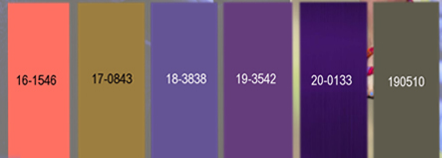


Working the Look

- Increasingly fashion is being influenced by nature - looking work natural beauty into modern trends.
- The richness of egg yolks ties in perfectly with an overall trend towards strong, vibrant colors - and that all-important connection to nature.
- Work yolk yellows in full garments for those fashion forward consumers, but use it as trims or in color blocking for a more those who are more conservative.
- The exceptions are t-shirts or casual button downs where even more traditional consumers are willing to splash out and have fun.
- Because the color is so strong, garments tend to have clean lines. Trims are functional rather than decorative.

Louis Vuitton

Violet Blue



Working the Trend

- There's something about purple that has wide consumer appeal. This season the focus is on deep rich shades of violet-blue.
- The color palette is ideal for adding a luxurious look to garments.
- Violet blue is ideal for satin and velvet (or any plush fabric), as well as high quality cotton fabrics with a satin finish or merino wool. However even leather is showing up in violet this season.
- Pair this deep violet shades with light shades of lavender or with contrasting coral tones - or with bright turquoise for younger look.
- In a season where monotone dressing is an important direction, violet blue offers an appealing alternative to more classic colors.



Apparel Needs to Be On Trend - plus Sustainable and High Quality

- 🌿 Natural fibers are seen by consumers as eco-friendly and better quality.
- 🌿 U.S. cotton has reputation for being very high quality.
- 🌿 Natural fibers are already considered to be more 'transparent'.
- 🌿 The U.S. Cotton Trust Protocol[®] ensures that the cotton is meet increasingly strict import requirements of the U.S. and also the EU.