Fashion

Trend Report for Cámara de Comercio de Bogotá

Share-Forward Garb
Style Cafe
Livestreamed Fashion
Luxe High-Performance
There are five reasons why top-tier innovators rely on us:

1. INSPIRE New Products, Services & Campaigns
2. PREDICT, Monitor & Validate Consumer Insight
3. TRACK Competitors, Threats & Opportunities
4. ACCELERATE Innovation &Enable Change
5. SAVE Time, Effort & Money
If you view this PowerPoint in Slideshow mode, each example is hyperlinked to a full article, images and in some cases, videos. Learn more in the appendix.

Business Implication:
Each Consumer Insight is written in terms of its implications across multiple industries.

Hyperlinked Examples:
Each example micro-trend is hyperlinked to a full article and images.

Demographics & Performance:
We can better filter examples and Consumer Insights based on your needs by adjusting for age, gender and geographic region.

Patterns & Megatrends:
Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Online Links:
Each Consumer Insight links to an online version, which can have up to 100 additional examples, images and videos.
Special Features and Definitions

Here are some helpful hints to understanding our Consumer Insights. Don’t forget, every image is linked to a full article online, more statistics and related articles.

Colors
Lifestyle
Fashion
Art & Design
Technology
Pop Culture
Marketing
Business
Luxury
Eco

Layout
Implications:
We push to find ideas that have implications across multiple industries. You might be looking at a custom shoe, but how could customization impact your world?

Hyperlinked Examples:
If you are in PowerPoint presentation mode, you can click on any example to open a full article with more related concepts.

Open Link:
The main link for each page will take you to the full article. If you’re logged out, you will end up on the free website; if you’re logged in, you will be in your PRO dashboard.

Scoring
Overall Score:
All scores are actually percentiles (6.9 = 69th percentile) and overall is the average of popularity, activity and freshness.

Popularity:
The overall appeal based on people choosing an article given other options in the same category and clusters, normalized for the time of publication.

Activity:
The amount of people interacting with an article, including scrolling through images. Something, like a bacon cupcake, might not be popular, but love it enough to share it a lot.

Freshness:
The relative newness of an article, which matters more in categories like tech, as opposed to lifestyle.

Demographics:
The target, as informed by the researcher, not by the site statistics.
Every trend is attached to a real-time score based on the choices made by our 130,000,000 person focus group.
Each idea published is categorized using three demographic criteria:

**Trend Hunter Demographic Breakdown**

**AGE**

- From left to right: 0 – 2 years old
- 3 – 12 years old
- 12 – 18 years old
- 18 – 35 years old
- 35 – 55 years old
- 55 + years old

**REGION**

- This is a measure of which markets a particular trend is geared towards. This is chosen by the editor of an article, and not generated based on the locations of TrendHunter.com readers. The regions we choose from are: North America, Europe, Asia, Africa and South America.

**GENDER**

- The breakdown above represents a trend that is fairly gender-neutral, but skews slightly towards the male target consumer. Some trends may indicate a strong appeal to either men or women, but many fall within this middle ground.
Everything ties to our megatrends framework, allowing you to better understand important shifts and to iterate new ideas.

<table>
<thead>
<tr>
<th>ACCELERATION</th>
<th>CYCLICALITY</th>
<th>REDIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Perfecting One Thing</td>
<td>1. Retro + Nostalgia</td>
<td>1. Refocusing</td>
</tr>
<tr>
<td>2. Aspirational Icon</td>
<td>2. Generational</td>
<td>2. Reversing</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Prosumerism</th>
<th>Naturality</th>
<th>Youthfulness</th>
</tr>
</thead>
<tbody>
<tr>
<td>From user-generated content to make culture, today’s consumers expect professional tools and services.</td>
<td>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</td>
<td>Playfulness is being driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</td>
</tr>
</tbody>
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<thead>
<tr>
<th>Catalystization</th>
<th>AI</th>
<th>REDIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brands have taken a role of accelerating the personal development of consumers.</td>
<td>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</td>
<td>2. Refocusing</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Instant Entrepreneurship</th>
<th>Simplicity</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>New services make it easier than ever to conceptualize, fund, launch and market new companies.</td>
<td>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses and clean design.</td>
<td>In a world abundant with stuff, experience becomes a more important currency and life priority.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Curation</th>
<th>Gamification</th>
<th>Authenticity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</td>
<td>The application of game dynamics to real-world problems results in a world that’s more competitive and engaging.</td>
<td>Social media and resistance to traditional advertising have created a desire for authenticity and reality.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Simplicity</th>
<th>Personalization</th>
<th>Many-to-Many</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses and clean design.</td>
<td>Small batch production technologies and more personalized media are creating an expectation for personalization.</td>
<td>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</td>
</tr>
</tbody>
</table>

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<tr>
<th>Hybridization</th>
<th>Divergence</th>
<th>Co-Creation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lines are blurring as business models, products and services merge to create unique concepts and experiences.</td>
<td>1. Personalize + Customize</td>
<td>Brands, products, services and customers are increasingly co-creating an interdependent world.</td>
</tr>
</tbody>
</table>

“Trend Hunter is a great resource because it’s all about simplifying the chaos. There’s a lot in this world and we hear about trends a lot and Trend Hunter helps us simplify and make it a lot more palpable.”

– Consumer & Marketing Insight Manager
Highlights

Featured Consumer Insights

Share-Forward Garb
Fashion's close relationship with social media integrates into apparel

HoteLeisure
Clothing lines take cues from the hospitality industry

Livestreamed Fashion
The fashion industry incorporates livestreamed content into its campaigns

Luxe High-Performance
High fashion sneakers evolve from mere aesthetics to high-function

Style Cafe
The worlds of fashion and food merge into same-store experiences
Highlights

Featured Clusters

Top 100 Fashion Trends for 2019
From Unisex Leather Apparel to Waterproof Technical Outerwear

Top 100 Jewelry Trends in 2018
From Bespoke Solid Diamond Rings to Empowering Jewelry Collections

64 Premium Leather Gifts
From Cheeky Designer Wallets to Opulent Italian Tie Cases

Featured Examples

Branded Luxury Fashion Apps
The Balmain App Connects to Younger Consumers and Offers AR Content

Handmade Buffalo Leather Bags
Jillanie is a Stunningly Elegant and Fashion-Forward Bag for Men

Laminated Leather Luxe Shoes
Maison Margiela’s Retro Fit Sneakers Boast Shiny and Chunky Elements
i. Consumer Insights

High-Level Patterns & Examples

Consumer Insights are the crown jewel of Trend Hunter. They are premium, subscriber-only articles based on clusters of specific examples. Each insight is identified using our crowdsourced, crowd-filtered methodology. We use a combination of algorithms, consumer data and editorial curation to identify patterns of ideas that score highly among our audience. Consumer Insights are intended to teach you about creativity in other industries, so that you can bring unique, high-level creativity to your own brand. Competitive advantage comes not from closely benchmarking yourself to the developments of your competitor, but by looking for inspiration that can revolutionize your industry.
Share-Forward Garb

Fashion's close relationship with social media integrates into apparel

Implications - The fashion world has shifted drastically since the emergence of social media. Much of the shift relies on (and is accommodating to) the requirement for clothing to be share-friendly on visual platforms like Instagram. This idea of shareable clothing is being taken further with garments integrating share-friendly features directly into clothing. The development of share-forward garb speaks to shifting priorities among the luxury consumer.
Share-Forward Garb

Fashion's close relationship with social media integrates into apparel

How can you make your product more easily shared on social media?
HoteLeisure

Clothing lines take cues from the hospitality industry

Implications - As the desire for travel and the appeal of escapism continues to rise, fashion brands react with hotel-themed apparel. Whether creating cozy pieces that encourage staycations or presenting luxe lines to reflect 5-star resorts, this new fashion wave targets individuals and families alike. This latest fashion movement showcases how brands from any industry can gain inspiration from many adjacent markets.

Hotel-Branded Luxe Fashion Collaborations
Chateau Marmont LA Partners with Gucci for a New Range

Celebrity-Designed House Slippers
Justin Bieber’s Slippers Were Released by His Brand, Drewhouse

Nautically Themed Kids Clothes
tinycottons’ New Hotel Bonheur Line is Perfect for the Summer

Staycation-Inspired Clothing Lines
Kakao Friends’ Hotel Collection Encourages You to Stay Indoors
What adjacent industries could your brand incorporate into a new product or service?
Livestreamed Fashion

The fashion industry incorporates livestreamed content into its campaigns

Implications - In an attempt to counter the exclusivity that high fashion is typically associated with, brands within this industry are increasingly giving consumers "windows" into their world via livestreaming. These campaigns have a dual-benefit in that they give the average consumer the perception of inclusion, while allowing brands in the fashion industry to become more outwardly "accessible" without having to alter their business models.

Multi-Storey Fashion Townhouses
Matchesfashion.com Created an Experiential Retail Hub in London

Couture E-Commerce Debuts
The Givenchy E-Commerce Platform Will Include Fashion Week Livestreams

Shoppable Livestreamed Catwalks
The Victoria Beckham SS19 Show Was Broadcast at Piccadilly Lights

Livestream Shopping Apps
'Steamlist' Connects Buyers and Sellers Via Livestream Video
Livestreamed Fashion

The fashion industry incorporates livestreamed content into its campaigns

Conceptualize how your brand could incorporate livestreaming into its products/services.
Luxe High-Performance

High fashion sneakers evolve from mere aesthetics to high-function

Implications - Upscale fashion brands are beginning to expand sneaker offerings with new high-performance designs incorporating rugged materials and professional features. This advancement speaks to the continued fascination with athletic motifs by all manner of fashion brands and the new expectation around the ability of a piece outside of mere aesthetics.

Exclusive In-Store Sneakers
The Exclusive ‘Balenciaga Track’ Can Only Be Bought by Appointment

Heavy Traction Sock-Like Shoes
Maison Margiela Introduces a New Iteration of its Security Sneaker

Luxe Branded-Sole Sneakers
Chanel’s New Sneakers Boast a Premium Mix of Textile Materials

High-Fashion Athletic Sneakers
The Louis Vuitton V.N.R. Style Costs an Extravagant $1,170

SCORE 7.8
POPULARITY ☑ ☑ ☑ ☑ ☑
ACTIVITY ☑ ☑ ☑ ☑ ☑
FRESHNESS ☑ ☑ ☑ ☑ ☑
PATTERNS
MEGATRENDS
4 FEATURED, 36 EXAMPLES
47,575 Total Clicks
Hunt.to/390973
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How can a product offering more closely associated with style-motivated purchases be redesigned with a new emphasis on high-performance?
Style Cafe

The worlds of fashion and food merge into same-store experiences

Implications - Fashion brands are incorporating cafes into their spaces, or creating co-spaces from scratch in which both clothing and food can be purchased and enjoyed. These retail spaces offer the benefit of an experiential purchase journey in which consumers are able to slow down and better appreciate the products being offered — benefitting the brand by enhancing the likelihood of purchase.

Cosmetic Cafe Pop-Ups
Glossier at Rhea’s Cafe Offers a Place to Shop, Socialize and Eat

Designer Department Store Cafes
An Off-White Cafe Pop-Up Opened Its Doors at the Bon Marché

Fashionable Cafe Popups
La Boutique’s Jardin De La Boutique Activation Partners with Bhava Cafe

Healthy Latte Pop-Ups
Active Fashion Retailer Bandier is Hosting an In-Store Califia Farms Cafe
How can your brand slow down the purchase journey for its customers?
AI Measure

Fashion retailers employ virtual scanning devices to customize clothing

Implications - Scanning body measurements for the purpose of finding clothing and accessories that fit perfectly is becoming increasingly popular among retailers seeking to customize their offerings in relatively low-commitment ways. The adoption of virtual scanning technology allows fashion brands to better adapt to the needs of their customers, while improving brand appreciation for their perceived focus on customer service.

Foot Shape Scanners
Volumnetal's Device Addresses Fit for Online Shoe Shopping

Fashion Try-On Websites
MySize Created 'Modelista' to Show Off Its Mobile Measurement Technology

Retail-Recommended Accessories
The Starlook App Helps You Find Clothes That Fit Your Body Type

Avatar-Based Try-On Technology
ViuBox Lets Shoppers Try Garments on Personalized 3D Models
AI Measure

Fashion retailers employ virtual scanning devices to customize clothing

How can your brand adopt low-commitment customization into its products/services?
ii. Clustered Lists

Market, Competitors & Ideas

Similar to consumer insights, each cluster features numerous micro-trends. The main difference is that a consumer insight illuminates a unique high-level pattern, but most clusters are larger lists with many examples. In other words, clusters are more like collections of unique ideas. Our team and software has created tens of thousands of clusters, which you can track and filter at: TrendHunter.com/dashboard-tool
Top 100 Fashion Trends for 2019

From Unisex Leather Apparel to Waterproof Technical Outerwear

These 2019 fashion trends generate new ideas, without ignoring their respective heritage. There are multiple examples of fashion that draw inspiration from previous eras and those that predict a futuristic image as well. The overarching concept is the infusion of imagination and creative exploration through beautifully designed silhouettes. Additional elements include sustainability, luxurious quality, collaborative work, and more.

By: Amy Duong

Exaggerated Fashion Runway Lines
Kota Okuda’s Inaugural Venture into Fashion is Provocative

Elegant Robotic Fashion Runways
Futurism is a Central Theme for Dior’s Pre-Fall 2019 Collection

Vintage Fashion Passion Projects
Boring Girl Vintage Features Hand-picked One-of-a-Kind Pieces

Contemporary Baroque Fashion Lines
Gucci Releases an Exclusive Range with Dover Street Market

Egyptian-Inspired High Fashion Runways
Pharrell Williams Models in Chanel’s Métiers d’Art Show

Function-Focused Dyed Apparel
Elhaus’ Neo Indigo Collection Experiments with Fabrication and Dyes

Extravagant Chunky Platform Sneakers
The PUMA x Buffalo London Features Stylish, 90s Footwear

Fin-Based Automatons
The Velox Robot Easily Handles Various Surfaces on Land and at Sea

SCORE
POPULARITY
ACTIVITY
FRESHNESS
9.7
98 FEATURED, 710 EXAMPLES
1,001,109 Total Clicks
Hunt.to/394372
Top 100 Fashion Trends for 2019

Continued 9 to 16

Western-Themed Winter Apparel
The VISION Fall/Winter 2018 Capsule Centers Around Leather Materials

Edgy Rave-Inspired Fashion Collections
032c Magazine Transitions into Fashion with a Striking Line

Extravagantly Weird Clothing Designs
Micol Ragni Explores Unconventional Fashion with SS 2019

Cozy Active Lifestyle Fashion
The North Face Releases the 'Copper' & 'Antarctica' Line for Winter

Miami Fashion Pop-Up Shops
Madhappy Opens a Temporary Space in Conjunction with Art Basel 2018

Celebratory High Fashion Pop-Ups
This Dior Pop-Up Centers Around the SS19 Line & the KAWS Collab

Personified Brand Avatars
The 3D Virtual Fashion Avatar 'Daisy' Helps Consumers Connect with YOOX

Retro-Print Fashion Capsules
FILA & Too Hot Limited Strike the Right Balance of Modern and Vintage

_SCORE_

POPULARITY
ACTIVITY
FRESHNESS

98 FEATURED, 710 EXAMPLES

1,001,109 Total Clicks

Hunt.to/394372

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Top 100 Fashion Trends for 2019

Continued 17 to 24

Luxe Streetwear Collaborations
Coach Partners with YETI OUT for Exclusive Pre-Fall Collection

Funky Cult-Cartoon Apparel
Urban Outfitters x Chinatown Market Boast SpongeBob SquarePants T-Shirts

Luxurious Low-Top White Sneakers
GIVENCHY Releases an Iteration of Its Jaw Model & Its Striking

Premium-Made Futuristic Bags
LN-CC Introduces a Series of Men's Bags from the Inneraum Project

Asian Food-Inspired Clothes
Song for The Mute & NOTHING Created 'Eat, Sing, Drink, Recover'

90s-Inspired Barbie Streetwear Collaborations
Barbie and PUMA Have Collaborated on a Collection

AR Fashion Flagships
The Chanel Paris Store Supports Personalized Shopping Experiences with AR

Colorful Psychedelic Graphic Streetwear
The Sadboys Fear Winter 2018 Capsule is Designed by Bladee
Top 100 Fashion Trends for 2019

Continued 25 to 32

90s-Inspired Reworked Fashion Staples
Infinite Archives is Tasked with Reimagining GUESS Jeans USA

Laceless Sock-Infused Luxe Shoes
Maison Margiela’s Replica Shoes Boasts Cut-Out Paneling Details

Fictitious Brand-Representing Influencers
Lil Wavi is a Digital Human with a Scandalous Attitude

Graphic-Informed Eclectic Streetwear
The New FTP Collection for FW18 is Modeled by Dennis Rodman

Co-Branded Beer Streetwear
Heineken and Union Created the #Heineken100 ‘Green Collar’ Capsule

Luxe Dirty Sock-Like Shoes
Maison Margiela’s New Shoe Highlights Large Logos at The Uppers

Pop-Up Shoe Store Pranks
Payless’ Palessi Pop-Up Showcases Ridiculous Influencer Culture

Luxe Patchwork Leather Fashion
Louis Vuitton Introduced a ‘Damier Graphite Alpes’ Capsule
Waterproof Technical Outerwear
adidas and White Mountaineering Create a Functional Series for FW18

Runway-Acenting Giant Female Robots
Dior Commissions Hajime Sorayama for an Artistic Runway Touch

Contemporary Streetwear Miami Pop-Ups
Fight Club’s Temporary Activation Offers Fashion & Footwear

Exclusive Fashion House Clubs
Prada Mode Took Over the Freehand Miami for a Limited Time

Cozy Bespoke Fleece Sneakers
Aimé Leon Dore Designs a Cozy Iteration of the Air Force 1 Shoe

Exclusive Sustainable Everyday Sneakers
Amour Vert and Veja Boasts an Ethically Produced Model

Artist-Honoring Urban Wall Murals
Gucci Pays Tribute to Marina Abramović with Massive Urban Murals

Luxuriously Militant Fashion Collections
Burberry’s Pre-Fall/Winter 2019 Line is Sophisticated
Continued 41 to 48

Evocative Sparkling Wines
Gancia Sparkling Wines’ 'Drink Beauty' Platform Targets Millennials

Quilted Heart-Shaped Bags
Louis Vuitton’s New Wave Bag Arrives in a Heart-Shaped Silhouette

Apartment-Inspired Menswear Boutiques
École De Pensee’s Montreal Flagship is Incredibly Homey

Chic Hyper-Realistic Digital Avatars
Bermuda is the Fully Digitized Entity Behind @Bermudaisbae

Branded Minimalist Apparel Lines
Places+Faces’ FW 2018 Boasts Stylish and Comfortable Urban Pieces

High-Fashion Ugly Festive Sweaters
Gucci’s Ugly Christmas Sweaters are a Luxurious Festive Touch

Fashion House Dice Games
The Hermes Declick Dice Game is Sophisticated and Chic

Classified Ad Fashion Launches
Nike and Martine Rose’s Collection is Launching on Craigslist
Artistic Hexagonal Headphones
The Conceptual Lenovo ‘SoundCube’ Headphones are Stylish

Flame-Accented Rocker Footwear
YRU’s Pastel Platform Boot is an Homage to Glam Rock Fashion

Western-Inspired Fashion Editorials
NASASEASONS Debuts Its SS19 Line in an Age-Inclusive Lookbook

Oversized Monochromatic Clothes
NEON SIGN’s RAISED BY WOLVES Collection Boasts Big Silhouettes

Scarf-Inspired Home Items
Acne Studios’ Home Interior Pieces Were Inspired by the Patched Scarves

Attention-Captivating Elegant Party Apparel
American Apparel’s Holiday 2018 Campaign is Sensual

Militaristic Hybrid-Themed Outerwear
Gloverall and sacai Join Forces for the FW18 Season

Artisanal Vegan Butcheries
The Herbivorous Butcher Hopes to Convert Most Meat Eaters
Top 100 Fashion Trends for 2019

Continued 57 to 64

Gender-Neutral Leather Apparel
Pihakapi Delivers a Series of Conceptual Premium Leather Designs

Iconic Fashion House Fountains
Sabine Marcelis Designed 10 Fendi Fountains

Narrative-Centric Technical Apparel
Professor. E’s POEM Collection Follows a Story for FW18

Slim Streetwear Waist Bags
This Unisex Kappa Fanny Pack Can Hold All the Essentials

British Artist-Inspired Fashion
JW Anderson Channels Gilbert & George for a New Capsule

Iconic Hip Hop-Inspired Collections
FACT. and Mike D Launch Beastie Boys T-Shirts, Hoodies & More

Baseball-Inspired Casualwear
The A.P.C. Spring/Summer 2019 Series is Entirely Crafted in America

Harajuku-Honoring Sneaker Packs
The ‘Happy Chaos’ Collection Celebrates Japanese Fashion Culture

SCORE

POPULARITY

ACTIVITY

FRESHNESS

98 FEATURED, 710 EXAMPLES

1,001,109 Total Clicks
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Continued 65 to 72

High Fashion Snowboard Gear
The Moncler Genius Project Sees a Range of Functional Special Items

Athletic High-Performance Fashion Lines
NikeLab ACG & Errolson Hugh Perfect the All-Conditions Fit

Extravagantly Priced Scented Candles
The Gorgeous Gucci Scented Candle Retails for $790 USD

Diverse High Fashion Runways
Pyr Moss' Spring/Summer 19 Consists of Politically-Charged Clothing

Cemetery-Inspired Luxe Sunglasses
Gucci's 'Hollywood Forever' Sunglasses Boast Crystal Accents

Exclusive Joint Soccer Kits
Grailed Worked with Bowery Football Club on the Monaco and Daytona Kit

Semi-Mechanical Austrian Timepieces
The 'ZEITSTÜCK' Minimalist Watches are Reliably Chic

Rugged Outdoor-Ready Slippers
The Sorel Dude Moc Slipper Comes in Eight Style Options
Top 100 Fashion Trends for 2019

Continued 73 to 80

Sleek Supportive Urbanite Boots
The Frye Explorer Chukka Boots Offer All-Day Comfort

Giant Champagne Bottle Beers
Sainsbury Will Sell the UK’s First Magnum of Heineken This Winter

Handmade Marble Sunglasses
The Roxelyn Eyewear Collection Features an Ultra-Thin Construction

Luxe Designer Bucket Bags
Gucci’s Bucket Bag is Perfect for Daily Wear

Reclaimed Material Timepieces
The One Eleven Watches 'SWII' Has a Solar-Powered Dial and More

New York-Inspired High-Fashion Shows
The Versace Pre-Fall 2019 Show Honors NY's Eclectic Culture

Opulent Fashion House Ornaments
The Louis Vuitton Monogram Christmas Ornaments are Finely Crafted

Revived Co-Branded Combat Boots
Marc Jacobs' Redux Grunge Capsule Released Dr. Marten Boots

SCORE

POPULARITY

ACTIVITY

FRESHNESS

98 FEATURED, 710 EXAMPLES

1,001,109 Total Clicks
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Top 100 Fashion Trends for 2019

Continued 81 to 88

Fashion House Tile Games
The Prada Mahjong Game is a High-Fashion Set for Avid Players

Militaristic Camouflage Bags
Maison Kitsuné and Eastpak Join to Adorn Bags in the Camo Fox Print

Luxe Calfskin Engraved Sneakers
Valentino introduces the Bounce Sneakers for Fall/Winter 2018

Inaugural Utopian Streetwear Capsules
UTOPIA NOW Recalls 60s Counterculture's Utopian Ideas

Revived 1963 Bag Designs
TSATSAS Releases an Iconic and Sophisticated Dieter Rams Design

Technical Unisex Relaxed Outerwear
and wander Introduced a Functional SS19 Collection

Colorful Luxurious Boxy Bags
Louis Vuitton's Fall/Winter 2018 Line Spotlights the Bleeker Box

Earthy Stone-Washed Apparel
The Code de Travail Capsule is N.D.G. Studio's First Drop for 2019
Top 100 Fashion Trends for 2019

Continued 89 to 96

Nature-Informed Classy Apparel
Harmony Paris Prepares for FW18 With the On The Road Collection

Luxury Eclectic Eyewear
rag & bone Worked with Safilo Group on a Collection of Eyewear for FW18

Racer-Inspired Sweat Sets
These Checkered Joggers and Hoodies are Great for Lounging at Home in

Stylishly Updated Performance Shoes
Harmony Paris Puts a Stylish & Updated Spin on ASICS Designs

Bilingual Voice-Activated Retail Screens
Max Fashion in Dubai Incorporates an Interactive Mirror

Full-Grain Leather Indigo Shoes
Yuketen and 3sixteen’s Rocker Ox Boasts a Special Dye Process

Eco-Friendly Genderless Fashion Films
ULLAC Displays Its New Line in the 'DYING TO MEET YA' Film

Monochrome Men's Fashion Videos
The Celine Summer 2019 Men's Series is Showcased in a New Campaign

Score 9.7
Activity
Freshness
98 Featured, 710 Examples
1,001,109 Total Clicks
Hunt.to/394372

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Top 100 Fashion Trends for 2019

Continued 97 to 98

Soccer-Centric Inaugural Capsules
'Lack of Guidance' Unveils Its First Full Collection of Apparel

Eclectic Graphic Fashion Capsules
Palace and Ralph Lauren Created the Palace Ralph Lauren Capsule
Top 100 Jewelry Trends in 2018

From Bespoke Solid Diamond Rings to Empowering Jewelry Collections

Many of these 2018 jewelry trends all share a commonality, which is their intricate craftsmanship. The beautiful jewelry is carefully designed from angles that highlight a variety of different components. Some are centric to sustainability, others focus on visual aesthetics, and some have an alternative social purpose. An example is the special ring by Jony Ive and Marc Newson for (RED).

By: Amy Duong

Heart-Shaped Shadow Jewelry
'Invisible Love' Casts a Heart-Shaped Shadow on the Necklace’s Base

Sculptural Ancient Jewelry Pieces
Ariana Boussard-Reifel Brings Modernity to Traditional Designs

Streetside Jewelry Brand Campaigns
The #TiffanyBlue Campaign Coats NYC Streets in an Iconic Color

Refined Artistic Jewelry Collections
Le Lou Ula's Offerings Have a Potent Sculptural Direction

Unique Unisex Beaded Bracelets
Kanio Accessories Offer Stylish Handmade Jewelry with Unique Beads

Psychic-Inspired Luxury Campaigns
Gucci Boasts Its New Timepieces & Jewelry in a Mystical Campaign

Personalized Statement Brooches
The Brooches by Boume Jewelry are Tailored to Fit Men and Women

Artist-Inspired Enamel Jewelry Collections
Freywille Remembers Van Gogh Paintings with Its Pieces

SCORE
8.6

POPULARITY
ACTIVITY
FRESHNESS

100 FEATURED, 460 EXAMPLES
762,345 Total Clicks
Hunt.to/394381
Top 100 Jewelry Trends in 2018

Continued 9 to 16

**Statement-Making Boho-Chic Jewelry**
Reasons to Be Pretty’s Products are Unique and Handmade

**Zodiac Jewelry Collections**
Givenchy’s Astrological Jewelry Line Has a Piece for Each Zodiac Sign

**Elegant Hotel Branding Initiatives**
Pacifica Creates an Identity and Accessory Line for Kirimizi

**Stylish Smartphone Charger Jewelry**
The Revive Charging Bracelet Boasts an 18k Gold Connector

**Ultra-Luxurious Fairy Tale-Inspired Jewelry**
Noor Fares’ Designs Boast a Ambient Dreamy Quality

**Affectionate Communication Wearables**
The ‘Talsam’ Wearable Lets Users Send Loved Ones Messages

**Health-Tracking Jewelry Pieces**
The YOCGEM Activity Tracker is Disguised as an Elegant Bracelet

**Geometric Embroidered Jewelry**
Astrid Endeavor Crafts Colorful Angular Jewelry
Top 100 Jewelry Trends in 2018

Continued 17 to 24

Nature-Inspired Handmade Jewelry
Mariela Offers Stunning, Boho and Vintage Accessory Terrariums

Metaphysical Jewelry Designs
RogueRogue Uses a Lost-Wax Casting Process for its Wearable Art

Detailed Architectural Jewelry Collections
Zimarty’s Intricate Jewelry Designs are 3D-Printed

Geeky Handmade Engagement Rings
Alien Forms Jewelry Offers Sinister Star Wars Engagement Rings

Condom-Inspired High Fashion Lines
Moschino and H&M Take on Condom Fashion for Latest Collab

Handmade Porcelain Jewlery
Monochromatiques Uses Ceramic and Metal for Parisian Accessories

Jewelry E-Commerce Packages
Online Diamond Jeweler Blue Nile Boasts Unique Unboxing Experience

3D-Printed Ceramic Jewelry
Nervous System’s Porifera Collection Takes Inspiration from the Sea
Childhood Toy-Inspired Jewelry
This Polly Pocket Jewelry Collection is Elegant and Nostalgic

Timeless Spring Jewelry Lines
Celine’s Spring 2019 Jewelry is Chic and Timeless

Glamorous Clip-On Earrings
Gucci’s Clip-on Earring is Made from 8k Gold

Chic Art Deco Earrings
Colour Work’s Collections are Colorful, Artistic and Highly Geometric

Colorful Botanical Jewelry Designs
KONZUK Draws Inspiration from the World of Architecture

Bespoke Solid Diamond Rings
Jony Ive and Marc Newson Design a Special Ring for (RED)

Female Warrior-Inspired Jewelry
‘Hero’ Empowers Women Through Stainless Steel and Elegance

Minimalist Modern Handmade Jewelry
Wolf & Moon is an Independent Business with a Dainty Aesthetic
Top 100 Jewelry Trends in 2018

Continued 33 to 40

Iridescent Recycled Jewelry
Nespresso Capsules are a Component in Elaine Tan’s Designs

Subtle Technology Jewelry
The NORDIC UNION ‘NILS’ Keeps a Charging Cable Literally on Hand

Colorful Hard Candy Jewelry
Jolly Rancher Created Jewelry That Looks Just Like the Candy

Culturally Iconographic Jewelry
The Designs of Rebecca Rose’s Sculpted Rings are Highly Detailed

Mixed Embroidery Jewelry Designs
Red Gate Stitchery’s Accessories Bear Artisan-Precise Detailing

Custom Jewelry Classes
The Devil’s Workshop Offers Individual and Bespoke Jewelry

High-Fashion Connected Jewelry
The Wearable Italia ‘ProdigIO’ Bracelet Boasts a Multitude of Uses

Body-Positive Hairy Jewelry
Naama Agassi’s Hairy Jewelry Seeks to Promote Female Empowerment
Top 100 Jewelry Trends in 2018

Continued 41 to 48

Delicate Hand-Crafted Jewelry
Spelunk Jewelry is Inspired by France's Medieval Countryside

Unapologetic Chain Accessory Collections
Luke Vicious’ 'One-of-One Line Boasts Chokers & Earrings

Debuting Elegant Jewelry Brands
Mejuri Opened Doors to Its High-Quality Jewelry Store in Toronto

Nature-Inspired Handmade Jewelry
Kelci Potter’s Designs are Delicate, Elegant and Inspiring

Upcycled Leather Statement Jewelry
SO-LE Studio’s Designs Have an Architectural Appearance

Minimalist Flower Clay Jewelry
Eried’s Collections are Defined by Subtle Minimalism and Elegance

Assault-Reporting Bracelets
The 'Smart Jewelry Bracelet' Can Detect and Report Signs of Assault

Unique Modern Jewelry Collections
Alexandra Mor Boasts Items That are Custom & Consumer-Inspired
Top 100 Jewelry Trends in 2018

Continued 49 to 56

Disguised Tool Jewelry
The Tulry Utility Necklace Hides Essential Tools in Plain Sight

Sculptural Brutalist Jewelry
Studio Oh Design Has a Collection That is Earthy, Raw and Bold

Gorgeous Handcrafted Jewelry Collections
Hadley Frances' Business is Based in Honolulu, Hawaii

Masculine Biocompatible Jewelry
The "TRITiRING" Titanium Ring Contains a Glowing Light Source

Lab-Grown Diamond Brands
Lightbox Jewelry is a Subsidiary of Diamond Brand De Beers

Minimalist Love-Inspired Jewelry
The Boyscouts' "Constructed" Line is Minimalist and Romantic

Pastry-Inspired Jewelry
Jeannie Kim Designs Jewelry Inspired by Korean Pastries

Curated Zodiac-Inspired Jewelry
Coveteur's Zodiac Jewelry Offers 12 Collections
Handmade Earthy Jewelry Designs
Amanda Hunt Celebrates Nature and Sustainability with Her Craft

Donation-Encouraging Jewelry
Call It Spring x ME to WE is Socially Conscious & Aids Communities

Mix-and-Match Jewelry Collections
This Thomas Sabo Jewelry Collection Encourages Customization

Empowering Jewelry Collections
ZÓLDI is a Contemporary Jewelry Brand That Champions Women

Affordable Colorful Hoop Earrings
Alison Lou Tapped Emily Ratajkowski to Model Minimal Jewelry

Customized Engagement Rings
Allurigem’s Personalized Engagement Rings Integrate a Pair’s Initials

Understated Branded Jewelry
The Louis Vuitton Star Blossom Ditches the LV for the Four-Star Point

Empowering Jewelry Collections
The Regalia Collection Combines Modern and Classic Designs
Top 100 Jewelry Trends in 2018

Continued 65 to 72

Jewelry-Selling Coffee Shops
Sarah Cho’s ‘The Room’ is a Quaint and Artful Hybrid Shop

Western-Inspired Silver Rings
TAKAHIROMIYASHITA TheSoloist Unveils a Revolver-Resembling Accessory

Lacquered Wooden Jewelry Designs
LAKLAK Boasts Handmade and Unique Accessories for Casual Outfits

Elevated Jewelry Branding
Flaming Jewels is Enjoying an Updated Minimalist and Delicate Identity

Safety-Focused Smart Jewelry
The ‘Safer Pro’ Jewelry Lets Users Send Alerts to Well-Wishers

Science-Inspired Hand-Knit Jewelry
Nora Fok’s Muses Stem from Natural Forms and Scientific Theory

Cultured Jewelry Shops
Lark & Berry’s Store Exclusively Carries Lab-Created Diamonds & Stones

Coral-Shaped Sculptural Jewelry
Cheryl Eve Acosta Draws Inspiration from the Circle of Life
Top 100 Jewelry Trends in 2018

Continued 73 to 80

Geometric Contemporary Jewelry Designs
Amcardillo's Line Has an Architectural Inspiration

Cell Cycle Jewelry Capsules
Nervous System's 3D-Printed Jewelry Collection is Very Detail-Oriented

Pistachio Shell Jewelry Designs
Belle Smith Channels the DIY and the Sustainability Movements

Custom 3D-Printed Jewelry Lines
Shapeways' 'Spring & Wonder' Makes Custom Jewelry More Affordable

Luxurious Logo-Adorning Rings
Gucci Drops the 18k Golden Double G Ring That Highlights Its Logo

Upcycled Computer Jewelry
Dell Partnered with Nikki Reed to Create a Dell Jewelry Collection

Customizable Hoop Earrings
Isabella Townsley's Initial Hoop Earring Line is Fun and Affordable

Luxe Logo-Centric Jewelry Series
Gucci Introduces its Captivating GG Running Jewelry Collection
Gold Bamboo Earrings
KITH Women and Pamela Love Created New Bamboo Design Earrings

Polymer Clay Jewelry Designs
Design Theory's Decorations are Spiky and Handmade

Stress Relief Necklace Trinkets
These Chewy Necklaces are Meant to be Stress-Relieving Wearables

Dual-Purpose Eyewear Jewelry
Chloe’s New Eyewear Chain Connects to Glasses and is Retro-Themed

Cultured Diamond Jewelry
Lark & Berry’s Elegant Jewelry Lines Feature Lab-Grown Stones

Art Deco Jewelry Lines
A New Lineup of Jewelry Drops for The MAPLE Spring/Summer 2019 Season

Football Field Earring Formations
When It Comes to World Cup Products, Saskia Diez Embraces Style

Boxy Exaggerated Bangles
This Cult Gaia Bangle Mimics Natural Crystal Formations

Top 100 Jewelry Trends in 2018
Continued 81 to 88

SCORE
8.6

POPULARITY

ACTIVITY

FRESHNESS

100 FEATURED, 460 EXAMPLES

762,345 Total Clicks
Hunt.to/394381
Top 100 Jewelry Trends in 2018

Continued 89 to 96

Handcrafted Concrete Jewelry Designs
Material Immaterial Studio's Line Has an Architectural Twist

Engraved Titanium Couple's Bracelets
The 'His Queen, Her King' Bracelets Celebrate Romance

Slogan-Engraved Silver Jewelry
BEAMS and Maple Joined Forces to Honor Age and Transformation

Bespoke 3D-Printed Gold
The Precious Project Produces Custom 3D Printed Jewelry in the UK

At-Home Wedding Ring Try-Ons
Jordan Jack is Simplifying Wedding Band Shopping with a New Service

Belt Buckle Choker Necklaces
ALYX's New Buckle Choker is Edgy and Fashion-Forward

Astrology-Themed Watches
The Midnight Zodiac Lumineux Poetic Watch Collection Explores Astrology

Bracelet-Like Smartwatch Bands
LAGOS' Fine Jewelry Elegantly Keeps an Apple Watch in Place
Top 100 Jewelry Trends in 2018

Continued 97 to 100

Faux Fur Statement Earrings
LOÉIL’s Moet Earring Embraces the Season’s Textural Aesthetic

Minimalist Graduation Charms
Josten’s is Collaborating with Sarah Chloe for New Graduation Jewelry

Costly Emerald Necklaces
Chopard’s 18-Karat White Gold, Diamond and Emerald Necklace is Over $300K

Luxe 80s-Inspired Jewelry
Bulgari’s “Wild Pop” Collection Revisits Chunky 80s Jewelry Styles
64 Premium Leather Gifts
From Cheeky Designer Wallets to Opulent Italian Tie Cases

These premium leather gifts are durable, stylish and versatile—offering a sure way to delight a person who relies on good design, vintage fashion or products that are built to last. Haute couture houses like Gucci and Dolce & Gabbana offer stunningly fashion-forward choices that are sure to make wonderful premium leather gifts—from vintage logo pouch bags and luxurious velvet fanny packs to mythology-inspired footwear for men.

By: Kalina Nedelcheva
64 Premium Leather Gifts

Continued 9 to 16

Smart Leather Gloves
The NAPOSPY App Connects to a Pair of Touchscreen Gloves

Fragrance-Carrying Bracelets
DECONFIN is a Convenient Fragrance Bracelet for People on the Go

Space-Optimizing Leather Wallets
The Compact Coin Wallet Design Can Hold Up to 17 Cards

Hand-Dyed Leather Boots
FEIT and BDDW Create a Line of Colorful and Handmade Leather Boots

Minimalist Glass Watches
Tokujin Yoshioka’s Newest Watch is Made from Solid Glass

Luxe Stocking Stuffer Collections
Louis Vuitton’s Holiday Collection Offers Something for Everyone

Minimalist Quick Draw Wallets
Bryker Hyde’s Wallet Design Lets Consumers Draw Cards with One Hand

Love-Inspired Makeup Brush Sets
Spectrum Will Release a New Valentine’s-Themed Brush Set

SCORE
8.4

POPULARITY

ACTIVITY

FRESHNESS

64 FEATURED, 502 EXAMPLES

1,098,303 Total Clicks
Hunt.to/371786
64 Premium Leather Gifts
Continued 17 to 24

Decorator-Created Timepieces
Fossil and Amber Interiors are Kicking Off The Curator Series

Durable Handcrafted Leather Backpacks
The Leatherback Combines Style, Quality and Function

Affordable Masculine Leather Goods
The Noblemen Men's Leather Goods are Offered without a Markup

Contemporary Handcrafted Footwear
Boots from Heimdall Footwear's Loki Series are Slim & Versatile

Vintage-Inspired Customizable Timepieces
HORAE Watches are Premium yet Affordable

Yellow-Accented Luxury Purses
Off-White Created a New Luxurious Leather Clutch

Luxurious Velvet Waist Bags
These New Gucci Waist Bags are Available in Two Bold Colorways

Smart Protective Device Covers
The Twelve South SurfacePad iPhone Cover is Demure and Functional

SCORE
POPULARITY
ACTIVITY
FRESHNESS
64 FEATURED, 502 EXAMPLES
1,098,303 Total Clicks
Hunt.to/371786
64 Premium Leather Gifts

Continued 25 to 32

Diamond-Encrusted Boxing Belts
The 'Money Belt' Boasts Diamonds, Sapphires, Emerals and Gold

Cheeky Designer Wallets
These Comme Des Garcons New Wallets Unzip to Reveal a Colorful Interior

Fashionable Car Tire Covers
The Reiken USA Tire Covers are Stylishly Worthy of Your Off-Road Ride

Skateboard-Inspired Handbags
Mala New York Created a Broken Skateboard Deck Purse

Vintage Logo Pouch Bags
Gucci's Pink Logo Pouch Bag Boasts a Simple Statement Design

Contemporary Pocket Knife Designs
The Kiridashi Pocket Knife is a Hand-Made Modern Camping Tool

Durable Pocket Notebooks
The Trayvax Summit Notebook Features a Rugged Design with Great Features

Luxe Logo-Centered Tote Bags
These Gucci Tote Bags Feature Large Crimson Snake Motifs

SCORE 8.4
POPULARITY ACTIVITY FRESHNESS
64 FEATURED, 502 EXAMPLES
1,098,303 Total Clicks
Hunt.to/371786

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64 Premium Leather Gifts

Continued 33 to 40

Protective All-Weather Wallets
The Bellroy ‘All Conditions’ Wallet Has an Organized Design

Smart Speaker Coasters
Pad & Quill’s ‘Leather HomePod Coaster’ Protects Furniture

Premium Leather Tool Rolls
‘Ledr’ is an Accessory That Carries Everyday Objects

Retro Camera Bags
ONA Bags’ Campbell Series is Inspired by Vintage Photo Gear

Stylish Leather Organizer Sets
Brace Offers Leather Accessories for Those Who Work On-the-Go

Leather Platform Sneakers
These Platform Chuck Taylor All Star’s Elicit Elegance and Nostalgia

Contemporary Convertible Handbags
These ARAMLEE Leather Handbags are High-Quality and Chic

Luxury Biker Pens
The ‘Varius Peter Marino’ Pens are Topped by a Skull and Covered in Leather
Vibrant Fragrance-Inspired Bags
Fragrance Brand Byredo Has Added Leather Bags to Its Collection

Heritage Bag Designs
The Nappa Dori Handbags are Luxurious and Under the Radar

Malleable Arboreal Wallets
The ‘Arbor’ Wood Wallets are Flexible, Stylish and Simple

Raw Leather Bag Capsules
The Hender Scheme Spring/Summer 2018 Series Introduces Leather Pieces

Contemporary Leather Cabinets
The Leather Wallet Cabinet Serves as an Unconventional Centerpiece

Gold Leather Sneakers
Reebok’s Gold Leather Classics Have Arrived for the Holiday Season

Metallic Leather Combat Boots
The Dr. Martens Pascal Rs 8-eye Boots Offer Shimmering Metallics

Custom Trade Leather Goods
Lucio Tailoring Co. Produces Premium Handcrafted Leather Products

1,098,303 Total Clicks
Hunt.to/371786
64 Premium Leather Gifts

Continued 49 to 56

Colorful Olympic-Focused Watches
The Seamaster Pyeongchang 2018 Line Embraces a Sporty Theme

Biker-Inspired Leather Jackets
The Jimmy Choo and Off-White Jacket is Available in White and Black

Urban Unisex Carriers
The ooobaby Bag is Meant to Adapt to a Consumer’s Different Needs

Personalized Wooden Bag Tags
The New Custom Customizable Wood Luggage Tag Can be Laser-Etched

Opulent Italian Tie Cases
The Outlierman Leather Travel Tie Case Keeps Accessories Crisp

Mythology-Inspired Luxurious Footwear
Gucci Created an Elegantly Designed Luxurious Dragon Boot

Hatched Leather Briefcases
The Hatched Briefcase is Made from 100 Percent Top Grain Leather

Leather Mustard-Hued Sneakers
These New Nikes Were Made in Collaboration with Odell Beckham Jr.
64 Premium Leather Gifts

Continued 57 to 64

Analog Anniversary Cameras
The Lomo 25th Anniversary LC-A+ is Crafted with Premium Materials

Sleek Wooden Pocket Mirrors
Heide Martin’s Pocket Mirror is a Whimsical Take on the Classic Design

Leather Close-Toed Sandals
These Hender Scheme Shoes Looks Like High-End Crocs

Leather-Like Nail Polish Effects
Essie’s Leather Effect Polish Collection Features Fall Shades

Subculture-Inspired Leather Goods
Alyx’s Line of Small Leather Goods Draws Inspiration from S&M

Luxe Logo-Printed Clutches
These Gucci ‘Printed Textured-Leather Pouch’ Has a Retro Aesthetic

Neo-Vintage Camera Bags
Ona’s Campbell Collection Borrows Elements from Old-School Camera Bags

Tonal Pink Leather Slides
Gucci’s Pink Leather Slides Fuse Relaxation with High-End Design
Luxury and contemporary brands alike are beginning to tap into experiential retail and campaign strategies through art-inspired fashion activations. As the creative world is very engaging and always full of surprises, labels like Gucci and Kenzo are fully harnessing the potential.

By: Kalina Nedelcheva

80s-Inspired Fashion Pop-Up Stores
STAYCOOLNYC Hosts Its First Pop-up Location in New York

Observable Exhibition-Style Editorials
POP Magazine's Bella Hadid Editorial is Stunning & Shiny

Humorous Luxurious Fashion Collages
Meme-Maker Teamed Up with Fendi for Fall/Winter 2018

Multi-Material Fashion Art
Stephen Wilson Draws in High-Fashion Influences Throughout His Work

Fashion-Integrated Art Installations
Harry Nuriev's Sculpture Furniture Exhibit Taps Balenciaga

Ultra-Luxe Creative Workspaces
The Gucci ArtLab Fuses Premium Craftsmanship and Experimentation

Artist-Designed Fashion Headquarters
Calvin Klein's Paris HQ Features Art from Sterling Ruby

Design-Forward Contemporary Retail Experiences
Dover Street Market's LA Shop is Very Artistic
28 Art-Inspired Fashion Activations

Continued 9 to 16

Artistically Expressive Footwear Collabs
The Y/Project x UGG is Teased with a Renaissance Campaign

Paper-Made Window Display Installations
Helen Musselwhite’s Art is Whimsical & Multicultural

Pink-Accented High Fashion Campaigns
The Dior Homme Campaign Features a Sizable KAWS Sculpture

VR Sneaker Galleries
Six Hundred Four Launched an Experience That Fuses eCommerce and VR

High Fashion City Murals
Gucci Embarks on a Large-Scale Mural Project in New York

Grounded Sneaker Galleries
Filling Pieces’ Dynamic Shoe Showroom Presents Footwear on the Floor

Artful In-Store Pop-Ups
Project Shop’s ARTSPACE Shares Brand and Artist Collaborations

Arty Miniature In-Store Exhibitions
Jean Jullien’s ‘GIB’ Embraces Details and is Visually Playful

SCORE
POPULARITY
ACTIVITY
FRESHNESS
9.5
28 FEATURED, 251 EXAMPLES
532,196 Total Clicks
Hunt.to/394743
Flight Attendant-Inspired Runways
The Moschino Fall 2018 Boasts Ensembles of Colorful Suits

Multipurpose Shoe Store Interiors
This Kith Store Has a Cereal Bar, Elite Footwear Displays & More

Storyboard Fashion Campaigns
Loewe’s Fall 2018 Lookbook is an Artful Exploration of Cinema Culture

Co-Branded Outerwear Pop-Ups
The Arrivals and Dyson Collaborated on an Experiential Installation

Artful Collaborative Capsules
The #GucciHallucination Collection Works with Ignasi Monreal

Six-Part Fashion Empire Exhibits
Louis Vuitton’s ‘Time Capsule’ is Heading for Los Angeles

Performative Swiss Fashion Shows
Julian Zigerli’s ‘Threesome’ Collection Was Presented in Berlin

Floating Soccer Ball Installations
Darío Escobar’s Project Has a Deconstructed Approach to Art
Exclusive Fashion House Art Books
Gucci & Schlesinger Designed a Dreamy Limited-Edition Art Book

Luxe Art-Inspired Fashion Lines
JW Anderson Taps Gilbert and George for Its Chic Spring 2019

Cinematic Fashion Campaigns
The Spring 2018 Kenzo Film Shows the Artist and His Muse

Historic Art-Inspired Sunglasses
Etnia Barcelona Drops A New Range of Small-Framed Sunglasses

SCORE
POPULARITY
ACTIVITY
FRESHNESS
28 FEATURED, 251 EXAMPLES
532,196 Total Clicks
Hunt.to/394743
20 Transparent Fashion Finds

From Designer Plastic Shopping Bags to Custom Translucent Shoes

These transparent fashion finds range from designer plastic shopping bags to translucent sneakers like a custom rework of the classic YEEZY BOOST silhouette. As luxury labels like Celine and Off-White embrace translucent design features, it's no surprise that streetwear brands and fast fashion retailers are following suit with more affordable versions of pricey products -- like Virgil Abloh's "Collaboration" tote which boasts a clear PVC shell.

By: Jana Pijak

Custom-Made Transparent Sneakers
Argo Concepts Recently Launched See-Through YEEZY BOOSTs

Technology-Inspired Fashion
Brashy's 'Obscure Waves' Editorial Highlights Futuristic Styles

Millennial Resort Fashion
Prada's Resort Collection Boasts Youthful, Feminine Details

Updated Performance Windbreakers
NikeLab's Spring 2018 Line Combines Performance and Fashion

Hybrid Hosiery Footwear
The Alexander Wang Sylvie Thigh-High Heel is Lingerie-Inspired

Transparent Fashion Editorials
The Ones 2 Watch 'Berlin' Series Features Plastic Statement Pieces

Nostalgic Festival Accessories
This Flower Backpack Boasts Multicolored Petal Accents

Designer Plastic Shopping Bags
Céline's Plastic Shopping Bag & More Will Be Available at Nordstrom

SCORE
8.4

POPULARITY

ACTIVITY

FRESHNESS

20 FEATURED, 158 EXAMPLES

294,689 Total Clicks
Hunt.to/374943

Copyright ©. All Rights Reserved.
Luxury Vintage Tank Tops
Gucci Released a New Vintage Logo Tank Top Featuring an Old Emblem

Bespoke PVC Outerwear
This Brashy Studios Crystalline Jacket is Vibrant and Made-to-Order

PVC Fast Fashion Totes
Front Row Shop’s Clear Plastic Tote is Inspired by Luxe Designer Pieces

Streetwear-Inspired Translucent Bags
Eastpak Created a New See-Through Backpack and Fanny Pack

Inflatable Shoulder Bags
Mary Katrantzou Created Two Whimsical Aquatic-Themed Purses for Spring

Inspirational Plastic Totes
This Marine Serre Bag Boasts a "Radical Call for Love" Slogan

Sparkly Jelly Pool Slides
Urban Outfitters Launched Its Own 90s-Inspired Sandals for the Summer

Lace Astrology-Inspired Collections
Adam Selman re-released his astrological capsule collection
Translucent Over-Sized Totes
Off-white’s Over-Sized PVC Tote Features a More Tinted Finish

Translucent Designer Shopping Totes
This Raf Simons PVC Bag is an Exclusive Design for Voo Berlin

See-Through Tote Bags
Off-White Created a New Luxurious Orange and White Carry-On

Two-Piece Lace Bodysuits
Off-White’s New Luxurious Yet Sporty Lace Bodysuit is Two Pieces
13 Interactive Clothing Innovations

From Reactive Light-Up Garments to Programmable LED Tees

These interactive clothing innovations range from programmable LED tees to vibrating smart leggings. While examples like the Wearable X line provide comfort and versatility, while tracking the accuracy of yoga poses digitally, others like Tesla Studios’ 'Teslasuit' is specially designed for avid gamers.

By: Jana Pijak

Heated Outdoor Sports Clothing
The PolarSeal Heated Clothing Turns on at the Touch of a Button

Air-Filtering Scarves
Wair is a Stylish Scarf Filter That Protects Commuters From Smog and Germs

Vibrating Smart Leggings
These Leggings by Wearable X Vibrate to Correct Yoga Poses

Smart Wellness Bras
VITALi’s Bra for Health Serves as an All-Day, Personal Wellness Coach

App-Enabled LED Jackets
‘LitJackets’ from LumoSquid Can Change Color in Tandem with Music

Smart Connected Ballcaps
The ZEROI Smart Hat Uses Bone Conduction to Play Music and Make Calls

Twinkling LED-Embedded Skirts
This Glowing Skirt is Studded with Over 250 LED Lights

Customizable LED Clutches
The Cat Clutch is an LED Handbag with Pre-Loaded Pixel Art
13 Interactive Clothing Innovations

Continued 9 to 13

Reactive Light-Up Clothing
Lumactive Designs’ Interactive Light-Up Clothing Responds to the Wearer

Mechanized Smart Underwear
This Smart Underwear from Vanderbilt University Can Prevent Back Injury

Chic LED-Embedded Dresses
Cute Circuit’s Dress Changes Color When a Breath is Taken

Augmented Reality Promotional Tees
The aiia ‘Teemoji’ T-Shirts Enable an Interactive Experience

Illuminating Movement Trackers
Behnaz Farahi’s ‘Bodyscape’ Fuses Fashion, Art and Technology

SCORE
7.9

POPULARITY
ACTIVITY
FRESHNESS

13 FEATURED, 177 EXAMPLES

574,599 Total Clicks
Hunt.to/359198
iii. Specific Examples

Relevant Ideas & Case Studies

Micro-Trends are unique examples of innovation which have been featured on Trend Hunter. A micro-trend might be a newly released product or service, but in many cases, the idea is something that has not been commercially released. Our database includes several hundred thousand articles of micro-trends, spanning thousands of topics, so make sure to filter your topics at: TrendHunter.com/dashboard-tool
Branded Luxury Fashion Apps

The Balmain App Connects to Younger Consumers and Offers AR Content

The Balmain app offers a new way for consumers to connect with the luxury label, promising "direct access to [its] unique universe, style and attitude through a range of experiences and access to exclusive content." With the app, users are able to immerse themselves in augmented reality content on the streets of Paris, attend live broadcasts of fashion shows—notably, those who downloaded the app were able to tune into the show for the brand's first couture collection in more than a decade and a half.

Since 2011, Balmain's Olivier Rousteing has been working to keep luxury fashion exclusive yet inclusive, and in particular, make the 82-year-old French luxury fashion house appealing to a younger target demographic. Just last year, the label launched virtual reality in-store experiences and cast entirely virtual models to front a fashion campaign.

By: Laura McQuarrie
Handmade Buffalo Leather Bags

Jillanie is a Stunningly Elegant and Fashion-Forward Bag for Men

A collection of buffalo leather bags has been made available to consumers on Kickstarter and the offering will definitely elevate the wardrobe of the style-minded gentleman.

Jillanie is Japan-based and boasts an exquisite handmade product that is meant to push sophistication and practicality during the workday, while also promoting ethical modes of manufacturing. The craftsmanship, as well as the materials used in the creation of the products, is truly unparallel. While the exterior is durable, slick, easy-to-style and high-quality, the interior is adorned with a soft velvety lining.

The buffalo leather bags are supported through the company’s ‘Clear Fairness Concept.’ This commits the business to pay its workers in Bangladesh double the average wage and double the monthly cost of living.

By: Kalina Nedelcheva
Laminated Leather Luxe Shoes

Maison Margiela's Retro Fit Sneakers Boast Shiny and Chunky Elements

Luxury fashion house Maison Margiela introduces its new 'Retro Fit' sneakers in a low-cut structure. The sneakers are complete in an all-black colorway that highlights the deconstructed details and bulky silhouette. The new version of the footwear model is more muted than the original, evoking a sense of sci-fi inspiration as well. The exaggerated uppers are constructed from laminated leather materials, while the shoes sit on top of an ultra-chunky midsole foundation.

The glossy finish is complete with additional sponge inserts to give it a comfortable component and contrast in textile. There are also some golden accents on the tongue, sides, heel area, and on the lacing system. The Maison Margiela Retro Fit sneakers are now available for purchase online at Farfetch and additional retailers.

By: Amy Duong
Fashionable LED Rings

iGlam Showcased Smart Ring Jewelry for a Modern World at CES 2019

According to iGlam CEO Vlad Guristrimba, "in the modern world, we should wear modern jewelry" and the company devised just that with its smart ring jewelry, which is currently being shown at CES 2019.

These rings are like updated mood rings but rather than waiting on temperature for a change in color, the rings can be intentionally coordinated to match any outfit. The color-changing LED jewelry pieces may be adjusted via a smartphone app, which helps to pull colors from one's wardrobe.

The ring itself is made from precious, high-quality silver and contains a battery that should last about five hours, which is ideal for a special outing. For the utmost versatility, iGlam gives consumers a pair of modules that can be used to attach the main component of the ring onto a necklace or earrings.

By: Laura McQuarrie
Gender-Neutral Leather Apparel

Pihakapi Delivers a Series of Conceptual Premium Leather Designs

Italian fashion label Pihakapi is born with the assistance of premium leather manufacturing company Pellamoda. It delivers new perspectives of leather apparel in unisex sizes through conceptual formations and experimental colorways. The label pays close attention to the fine construction of its garments, led by Vejas Kruszewski, a Canadian designer. He explores the use of Tuscan leather and explains that “what’s interesting about leather is that it’s essentially animal skin, so it’s treated very differently from a fabric [...] It’s impermeable. It can be opaque or translucent. And the way you sew it together is very different as well.”

Kruszewski looks for inspiration from the structure of stag beetles, creating shapes that are smooth and sleek, boasting details that show off references of the beetle’s horn. Pihakapi originally kicked off with outerwear options, branching out to jeans before shirts and accessories.

By: Amy Duong
In-Store Try-On Touchscreens

China's 'Moda Polso' Saves Consumers the Hassle of Trying on Clothes

When it comes to shopping for clothes, an in-store try-on experience typically involves a trip to the fitting room—but China's Moda Polso store streamlines the task with touchscreen systems on the sales floor that use virtual avatars instead.

At the Moda Polso store in Shanghai, customers are able to interact with the screens and see virtual versions of themselves sporting different outfits, which ultimately saves them a trip to the fitting room and speeds up the decision making process.

Due to the unique way that Moda Polso approaches fashion retail, only a third of its space is set aside for displaying merchandise. The 150-square-meter store is packed with 10 touchscreens—powered by technology and systems by Pulsion—one of which is referred to as the "magic mirror" due to its larger size.

By: Laura McQuarrie
Luxury fashion house Gucci introduces its new GG Running jewelry collection as the latest contribution to its own 'Timepieces and Jewelry' selection. The new capsule is comprised of six luxurious pieces in total and the label makes use of 18kt yellow and white gold. The premium materials are used to construct the necklaces, bracelets, and rings. The pieces are designed to elude a perfect fusion of striking visuals and intricate construction.

The new GG Running Jewelry collection is constructed to meet a plethora of different preferences in design and five of the pieces in the range are accompanied by sparkling diamonds as well. All of the pieces in the range are now available to shop online at Gucci.

By: Amy Duong
Luxurious Logo-Adorning Rings

Gucci Drops the 18k Golden Double G Ring That Highlights Its Logo

Luxury fashion house Gucci introduces its captivating Double G Ring, which is comprised of 19 karat gold and taps to the house's rich history. The jewelry piece draws design cues from the label's busy aesthetics from the 70s -- as the name suggests, the Double G Ring's focal point is the signature 'GG' logo found at the front of the piece. The Double G logo was implemented by Aldo Gucci as a direct celebration tribute to his father Guccio Gucci. This gold piece blends together the fashion house's lustrous heritage with creative director Alessandro Michele's admiration for rings.

The result of these influences is the timeless Double G ring that has historic elements whilst still abiding by modern fashion expectations. The Italian jewelry has exceptional craftsmanship and is certified in accordance with the Hallmarking 1973 Act.

By: Amy Duong
Debuting Elegant Jewelry Brands

Mejuri Opened Doors to Its High-Quality Jewelry Store in Toronto

The latest jewelry store in Toronto is located in the city's Trinity-Bellwoods neighborhood and the brand, Mejuri, has "made quite the impression on the Canadian designer scene." The label's offerings are characterized by a poetic, elegant and minimalist aesthetic that effortlessly communicates a delicate sensitivity. Stylish and fashion-forward, the product is not the only thing that captures the eye. As a brand's physical extension as a whole is taken into consideration when determining value, the jewelry store in Toronto enjoys a "smooth aesthetic and [a] sleek interior design" with a "showroom [that] is beyond dreamy.

Mejuri was founded by Noura Sakkijha and except a relentless dedication to producing unique jewelry with high-quality materials, the label also engages in responsible production and ethical practices.

By: Kalina Nedelcheva
Unapologetic Chain Accessory Collections

Luke Vicious' 'One-of-One Line Boasts Chokers & Earrings

Contemporary designer Luke Viscious embraces the connotation of edgy design with a punk-informed chain accessory collection that subtly pushes the boundary of authentic craftsmanship. The high-end designs carry with them a dystopian aesthetic which proves to be noticeable. The contemporary collection builds on "the art of custom chain work," testing the limits of both format and material. Yet, the designs in Luke Viscious One-of-One line-up maintain the traditional punk roots.

The chain accessory capsule offers consumers a sizable selection of bold and fashionable hardware — from chokers and pendants to wallet chains and earrings. The jewelry is unapologetically displayed in an editorial, shot by Alby Allen, and the statement-making capsule is a direct follow-up of and an agreeable accent to Luke Vicious' 'Lovesong' offerings for Spring/Summer 2018.

Photo Credits: Allby Allen

By: Kalina Nedelcheva
Balmain's Store Design by Olivier Rousteing Shares "My City of Lights"

To coincide with the kickoff of the Salone del Mobile design show, Balmain recently opened its new concept store, the first of its kind by creative director Olivier Rousteing—and it is one that features a VR experience called 'My City of Lights.'

The virtual reality experience is one that's part of Balmain’s Wonderlabs marketing strategy, which focuses on entertainment and technology. The experience is designed to take visitors into the mind of Rousteing in order to better understand the creative influences that inspire his works. After donning a VR headset designed by Rousteing, fashion fans will find themselves virtually transported to Parisian rooftops and immersed in the rooms of a Baroque castle.

The opening of this new Balmain concept store in Milan is the luxury brand’s first flagship in Italy, although the My City of Lights experience will be shared with other Balmain stores globally.

By: Laura McQuarrie
AR E-Shopping Fashion Models

ASOS Now Shows a Diverse Range of Online Fashion Models via AR

In order to more accurately present how its garments are likely to fit consumers, e-retailer ASOS is now experimenting with showing a diverse range of online fashion models in augmented reality technology.

The average consumer shopping online must rely on videos, multiple product photos and sizing charts to determine whether or not a product will be a fit for their body. ASOS is aiming to improve upon the online shopping experience and decrease returns by now showing models of various shapes and sizes wearing the same item.

As it stands, only a handful of garments are being showcased with this new feature, but already, fans have expressed praise for ASOS’ efforts to simplify the online shopping process and better represent models with diverse body types.

By: Laura McQuarrie
Barneys' Mantle VR Experience is a Engaging Ad for its New Collection

Luxury retailer Barneys New York recently released its Mantle VR experience to showcase the upcoming spring campaign. The VR experience was created in partnership with electronics company Samsung and contemporary dance troupe the Martha Graham Dance Company. The result is an 11-minute movie, filmed with 360-degree camera technology, with characters representing four parts of the human psyche. The entire experience was created to advertise the new campaign in a memorable and unique manner.

The Mantle VR experience was the result of over a year of work and aims to bring the viewer directly into the action. The VR experience places the viewer in the center of a space as dancers move and look inward into where the viewer is. This was achieved through the use of a 360-degree camera and integrated VR technology. The Mantle VR experience can be viewed on Samsung VR headsets at Barneys’ Madison Avenue, Downtown and Beverly Hills flagships, as well as via the Samsung VR app and on Barneys.com.

Image Credit: Barneys New York

By: Justin Lam
Luxury beauty brands are continuing to find ways to appeal to a Millennial consumer, which is why Chanel and Farfetch have partnered, to offer consumers a unique online shopping experience that features elements of augmented reality.

The two brands are collaborating to present consumers with a retail environment that combines both the digital and physical shopping world. Chanel’s Fashion President Bruno Pavolsky stated that “We are confident that Farfetch’s innovative technology will help us develop an even more outstanding customer journey by combining a great e-service offering with a genuine CHANEL boutique experience.”

This unique partnership hopes to revolutionize the online shopping experience, while helping expensive luxury brands stay relevant to a more contemporary consumer.

Image Credit: Karl Lagerfeld

By: Ellen Smith
Fashion House VR Headsets

The Givenchy VR 'Ombré' Headset Imagines Couture Technology

The market for VR technology is only increasing, so the Givenchy VR 'Ombré' has been conceptually designed by Se Hyeon Won for PDF HAUS to identify what can be done to make the headsets more stylish.

Looking far chicer than the existing options on the market, the headset provides a stylish way to enjoy VR simulations for entertainment or work purposes. This acknowledges the need for more discreet technology to make it more appealing to a wider number of consumers to ensure it's as applicable as possible.

The Givenchy VR 'Ombré' looks quite simple and conforms to the shape of the face to make it look more versatile than the existing options on the market that often incorporate a clunky aesthetic.

By: Michael Hemsworth
Contemporary Extravagant Fashion

Acne Studio's FW19 Clothing Features Incredibly Creative Details

The unconventional is the centric theme in Acne Studio's range of absolutely extravagant fashion offerings. The Fall/Winter 2019 line hits the crossroad of artistic merit and experimental style. The garments boast an eclectic exploration of shape, form, and juxtaposition through the use of textured fabrics and unique hardware. A noteworthy example of the former would be the iridescent printed shirt that is riddled with blue and purple burn-like motifs and the latter -- the strikingly elegant thick cable-knit lilac sweater that features a brooch with incased dried flowers.

Moreover, the extravagant fashion collection for the Fall/Winter 2019 season takes cues from a variety of groups. The Stockholm-based contemporary label shares that the garments pulled references from the "outliers of the world" -- this includes bohemians, anarchists and even academics.

Photo Credits: Eva El Desnudo

By: Kalina Nedelcheva
Coastal Cooling Clothing

Southern Tide and brrr° Partnered to Develop Performance Apparel

As part of its Spring/Summer 2019 collection for men, Southern Tide is introducing a range of performance cooling clothing that helps to draw heat and moisture away from the skin, thanks to brrr°, a performance fabric.

Thanks to its partnership with brrr°, Southern Tide is now introducing a range of styles that deliver a Triple Chill Effect, which is cool to the touch and beneficial for lowering the temperature of the skin. The efficacy of these fabrics have been rigorously lab-tested and proven to come out on top when it comes to their cooling properties.

Southern Tide will be introducing this cooling technology on styles like its Gulf Short for men, as well as polos and sports shirts. In the year ahead, more styles featuring brrr° technology are set to be unveiled.

By: Laura McQuarrie
Unstaffed Denim Stores

The LAB101 Denim Store Design Explores a New Format for Fashion Retail

Mapo-gu, Seoul Korea is now home to an innovative denim store design and a new flagship location from denim brand LAB101. The store sets itself apart as an unstaffed 24-hour store, which is a format that’s currently being adopted by some convenience stores and food chains but is virtually unheard of within the fashion industry.

The theme of the entire space revolves around the "revival of denim," shiny metallic interior finishes and a bold blue hue that is carried throughout fixtures and design details. Unlike many fashion shops that draw in consumers with large windows and mannequin displays, LAB101 boasts an austere exterior that offers little indication of what’s within. Niiiz design LAB, which was responsible for the denim store design, notes: "LAB101 does not display products in an open space like the other usual stores do."

Image Credit: Snap by Taq.c

By: Laura McQuarrie
Recently launched on Kickstarter, CODDI is a brand that specializes in durable hiking boots that boast a sleek design that enables them to be worn for a wide range of different purposes.

With a fashion-forward design that makes them look like high-top sneakers with a utilitarian edge, CODDI boots are ideal for roaming the city streets in, as well as for gearing up for an outdoor adventure. With all-terrain tread, ankle support, and molded EVA sockliners, CODDI boots are made with comfort and versatility in mind. Comprising the uppers is 100% full grain leather, contributing to the stylish aesthetic and ensuring longevity.

The brand’s Kickstarter campaign will remain active until February 7th, with its almost $40,000 goal having already been surpassed, after raising $30,000 in just the first day.

By: Riley von Niessen
Launched at NRF 2019, Piktorlabs' VERA is a first-of-its-kind digital personal shopping assistant that engages consumers across all digital channels and provides smart recommendations based on on-the-moment styles, as gleaned from real-time insights based on popular products, shopper preferences and online media. With this commercial solution, retailers are able to integrate VERA into fitting rooms, self-service counters and more to help consumers identify their garment of choice with suggested outfit recommendations based on popular styles and in-store availability. Thanks to VERA's data-driven suggestions, shoppers are encouraged to expand their horizons with matching garments and complementary accessories, as well as similar products.

In addition to supporting product discovery, VERA also helps shoppers request a fitting, place online orders, arrange home deliveries or share inspirations via social media.

As VERA's inventor, Ankit Shekhawat, describes: "VERA's AI-powered fashion recommendations truly inspire [continued online]

By: Laura McQuarrie
Emerging Travel-Inspired Fashion Capsules

PH5 Produces a Stunningly Modern Line for MINI FASHION

Travel-inspired fashion is at the core for this collection by PH5 for MINI FASHION. The New York label has been on the radar for style publications as its vision has been widely recognized.

The collaboration is part of a bigger project for MINI FASHION who has partnered with The Woolmark Company to push the functionality and aesthetic of Woolmark's trademark Merino wool textile. PH5's contribution to the 'Field Notes' project extends to a stylish, travel-inspired fashion collection that places great emphasis on exploration and individuality. More specifically, PH5 explored the topography of Miami and Florida, ultimately injecting its collection with warm tonal choices that communicated sun and summer, while also communicating the luxe of "glamorous vacation destinations."

Photo Credits: Ahmed Chredly, Dominik Schulte

By: Kalina Nedelcheva
Incredibly Sophisticated Menswear Lines

Deveaux's FW 19 Builds on Elegance and Contemporary Design

Deveaux is a New York-based label which recently launched its sophisticated menswear offerings for the Fall/Winter 2019 season. Relying on a bold but tastefully curated color palette, straight-cut silhouettes and a refined combination between the two, Deveaux is able to instill its fashion line with an unparallel sense of elegance and an underlining poetic feel that many find exceptionally compelling.

With the Fall/Winter 2019 sophisticated menswear collection, the New York label strives to stay away from traditional features. For example, the line sees a great deal of matching two-pieces suits. However, Highsnobiety points out that "the jackets are buttonless" with "a closure on the interior," hinting at the fact that Deaveaux is subtly attempting to revolutionize menswear.

Photo Credits: June Kim

By: Kalina Nedelcheva
Italian Football Fashion Collections

The Juventus Fashion Line Features the Club's New Logo

Now Italian football fans can represent their favorite club on the street with the Juventus fashion collection. The eclectic range of products -- from denim jackets and turtleneck sweaters to sporty tracksuits and strappy bags, is incredibly sophisticated with a sporty flair.

The color palette is subdued which means the designers intended to stay within the parameters of minimalist casual streetwear. Surely comfortable, the Juventus fashion collection also boasts the Italian football club's new logo which underwent a re-design process back in 2017. The 'J' is stapled accross the clothing with an elegant approach that guarantees style and refinement.

The garments from the Juventus fashion line range in price -- from €50 to €189, ensuring that a single purchase will not break the bank.

Photo Credits: nss factory/Vincenzo Schioppa

By: Kalina Nedelcheva
Natural Leather Hiking Sneakers

What We Wear & Filling Pieces Designs the Low Curve Iceman Trimix

London-based fashion label What We Wear and Amsterdam-based footwear brand Filling Labels join forces to create the 'Low Curve Iceman Trimix' shoes. The collaborative footwear perfectly fuses the values of both labels, highlighting their shared interest in athletics, exploration, as well as architecture. The sneakers come in two colorway options, featuring a black and blue iteration and a gray and yellow option.

The Low Curve Iceman Trimix shoes use a lot of metallic hues and bright tones. Notably, the construction is made up of natural Nappa leather materials alongside nubuck, nylon mesh, and suede details. Branding details are seen at the nylon heel pull tab enforced using heat-seaming and at the soft foam tongue. There are also What We Wear branding accents on the side of the shoes, as well as the leather insole.

By: Amy Duong
Outdoor Technical Versatility Hoodies

The Prometheus Design Werx Hoodies Promise Optimal Comfort

The Prometheus Design Werx Hoodies have been designed by the California-based gear brand as a clothing option for consumers seeking to maintain optimal comfort and warmth when heading outdoors. Crafted from technical materials that promise enhanced warmth, the hoodies are perfected for winter and ideal for layering with other lightweight gear to help you adapt to changing environmental conditions. The rugged aesthetic of the garments make them ideal for wear outdoors when heading out on a hike, camping or even when commuting to stay warm with minimal heft.

The Prometheus Design Werx Hoodies come in both pullover and zip-up style options to suit different needs or preferences, while the darkly demure color options allow them to fit in well with all other outdoor gear.

By: Michael Hemsworth
Community-Centric Meaningful Fashion Lines

TAP TO EDIT's New Line Promotes the Sharing of Secrets

The sharing of secrets is truly an art form that can alleviate stress, especially when it is anonymous and there is minimal risk of retaliation. New York City-based contemporary fashion label TAP TO EDIT embraces this in its latest unisex collection which was released on January 16th.

The stylish capsule attempts to involve the public through the sharing of secrets in the medium of fashion. Individuals wrote anonymous letters to the brand with thoughts and statements that brought discomfort and anxiety. From 'I have returned the ring that I bought for her,' to 'People still judge me based on my skin color,' the exercise is purely cathartic. TAP TO EDIT took these secrets and randomly placed them in the tags of the unisex offering, giving the clothing an ethereal meaning.

By: Kalina Nedelcheva
Lavish Lifestyle Boutiques

RDAI's Hermès Osaka Store Embodies the Brand's Elegant Legacy

Paris-based architecture firm RDAI is the creative force behind this newly renovated Hermès Osaka store. The lifestyle boutique is located inside a high-end shopping center and its interior design spotlights the brand's diverse product range which is separated into designated areas.

Embodying an elegance that is synonymous with the heritage French fashion house, the Hermès Osaka store boasts artful silk scarf displays, an accessory and fragrance area, a home collection section and a two-part clothing display space, highlighting the latest in womenswear and menswear.

This retail space marries warm wood finishes and interior detailing with vibrant products that stand out against a neutral backdrop. While its product range is some of the most luxurious and expensive in the world, this shop's aura is inviting and cozy versus stark and austere.

Image Credit: Hermès Japon

By: Jana Pijak
No-Waste Fashion

Ksenia Schnaider is Using Textile Waste as a Main Source of Fabric for PF19

Ever since creating demi-denims out of vintage denim, Ksenia Schnaider has fully embraced upcycling. Over the years, the brand maintained two Reworked lines: sportswear made out of vintage polyester from the 80s and denim. There has also been the denim fur phenomenon when the brand created a fur-looking coat out of pure denim scraps.

All of the above has attracted a lot of attention to the brand from the mainstream media like Forbes, Vogue, Dazed, i-D and many more and in 2018, the Ukrainian Fashion Week Committee awarded Ksenia Schnaider with the Sustainable Brand of the Year prize.

What’s next? For the latest Pre-Fall 2019 collection, Ksenia Schnaider discovered a new opportunity. There are plenty of denim scraps around the lab, which turned out ideal for quilting. Similarly, Ksenia Schnaider started a collaboration with the most prominent local knits factory, Rito, to piece beautiful knits patterns out of its leftovers. In this way, the brand now strives to fight the textile waste of its own and neighboring enterprises [continued online]

By: Maria Andreyuk
3D Concrete Watches

22 Design Studio's Timepiece Merges Time and Space

Blurring the line between timepiece and art piece, this concrete watch by 22 Design Studio refines the essence of concrete crafting skills, creating a fascinating design that transcends time and space.

Time is intangible, abstract and relative. It’s a vague concept defined by human perception. 22 Design Studio’s concrete design visualizes the notion of time, giving it depth, width and structure. For the first time ever, we are able to witness the passing of time in a three-dimensional fashion, right on our wrists.

The watch hands extend from the bottom and turn a dramatic 90-degree angle to indicate the time. Cured concrete forms the spiral stair-shaped dial, which vanishes into the darkness the deeper it goes, serving as a constant reminder that time does not go backward. The passing of the hands across the dial creates a unique play of light and shadow.

The bezel of the rim and date indicator is polished to a mirror finish, giving the watch a sleek and clean look. The hex nut-inspired crown gives a touch of an industrial [continued online]

By: Twowgo
AR-Powered Virtual Fitting Rooms

Suning is Presenting AI & Smart Retail Solutions at CES 2019

This year at CES in Las Vegas, Suning—China's largest omni-channel retailer—will be sharing a range of smart retail solutions, including its Magic Runway.

At CES 2019, Suning will be presenting its vision for the future of retail and home settings with its AI-powered and smart innovations. The Magic Runway from Suning’s Innovation Applications Lab takes the form of an AR-based virtual experience that makes it possible for shoppers to try on outfits with a simple gesture-based interface as an alternative to a fitting room. At the Consumer Electronics Show, Magic Runway's smart stylist function will be featured, showing how the technology detects a user’s age and gender to offer suggested outfit ideas. This fashion try-on technology experience is set to be used during New York Fashion Week as of September this year.

By: Laura McQuarrie
Hybrid Hand-Woven Fashion

The 'Between the Layers' 3D-Printed Collection Features PLA & TPU

'Between the Layers,' the 3D-printed collection by Bezalel Academy of Arts and Design graduate Ganit Goldstein, is an exploration in fashion, technology and sustainability, as the range’s seven outfits and six pairs of shoes are constructed with a mix of traditionally crafted materials and printed PLA and TPU.

During Goldstein’s time at the Tokyo University of the Arts for an exchange program, inspiration struck and the designer began working with everything from upcycling and shredding second-hand fabrics to creating new garments from a traditional Japanese textile technique called IKAT weaving.

With a Prusa i3 Mk3 3D printer, the hand-woven components of the designs were elevated with technology but also an eco-friendly component, as additive manufacturing significantly helps to reduce material waste.

By: Laura McQuarrie
Edgy Fashion Relaunches

The Marc Jacobs Grunge Collection is Making a Highly Anticipated Comeback

The original Marc Jacobs Grunge fashion collection made a striking impression when it first debuted in 1993. At that time, the launch was perceived as a “shocking shift from the luxury of the late-1980s.” In fact, the venture was seen as revolutionary as it was aptly mixing low and high styles. As contemporary fashion is becoming more informed by the stylistic preferences of the 90s, the luxe label decides to revive its edgy capsule, giving consumers the option to embrace iconic silhouettes with a modern flair.

The new Marc Jacobs Grunge collection is aptly named ‘Redux Grunge.’ The capsule boasts a total of 26 looks that are informed by designs of its predecessor. With a deconstructed aesthetic, the chic line boasts a predominantly monochromatic palette.

By: Kalina Nedelcheva
Olive Leather Sneakers
thies' Sneakers Repurpose the Leftover Leaves from an Olive Harvest

German footwear brand 'thies' created a new, vegan-friendly and sustainable olive leather sneaker collection that makes the most of olive leaves leftover from a harvest.

The range of vegetable-tanned shoes offers styles for men, women and children thanks to a patented wet-green method for creating the alternative leather material. While the brand's footwear styles for children are entirely composed of olive leather, the versions for adults boast rubber outsoles and vegetable-tanned, chrome-free lining. Despite the color olive being associated with dark, earthy colors, the sneakers from thies are available in a range of colors.

A range of fashion and sneaker companies are now experimenting with the creation of unique leather alternatives and sustainable materials, including everything from apple leather heels and mushroom leather handbags to sneakers created from repurposed coffee grounds.

By: Laura McQuarrie
BRUJAS' No Regrets Line Features Fashion and Comfort

BRUJAS' No Regrets clothing campaign is encouraging consumers to stay warm and cozy this winter season, with a clothing line that offers all the essentials one might need to stay indoors, while still looking stylish enough to go attend a holiday party.

The clothing line taps current fashion themes of oversized clothing, bright colors and mismatched pieces, offering a line of brightly colored sweats that can be worn individually or as a set. The pieces are stamped with over exaggerated graphics in gold hues, that contrast the vivid blue and red colorway of the majority of the clothing. Perfect for men and women, this clothing line is accompanied by an editorial which depicts a laidback party scene.

By: Ellen Smith
Ministry of Supply Offers Clothing That Can Be Adapted with Heat

Finding the perfect fitting sweater can be a problem for some people, thankfully, Ministry of Supply is offering a sweater that can be easily fitted to any shape and size. Utilizing innovations developed by the Self-Assembly Lab at MIT, Ministry of Supply offers a sweater that can be adjusted to any size using only heat. This means you could grab a small off the shelf, and after Ministry of Supply takes your measurements, an in-store robot will use a heat gun to adjust the sweater to your exact size.

This is the first commercial application of the MIT-developed technology which was originally developed to solve the problems of mass customization. For years, the fashion industry has explored how to mass-produce custom garments, but this offering from Ministry of Supply solves that issue by mass-producing clothing in standard sizes, then supplying further customization in-store.

By: Justin Lam
Air-Cushioned Technology Bags

The Umbrill Active Pack Offers Revolutionary Safety for Devices

The increasing number of technology products that consumers are carrying with them has many on the hunt for ways to keep everything protected as they travel or commute like the Umbrill Active Pack.

Intuitively designed with the avid photographer in mind, the pack is capable of offering ample space for your DSLR, additional lenses, laptop, tripod, additional clothing and much more. The advanced storage capabilities of the pack doesn’t contribute to overt heft as the size s kept modest enough to ensure it's ideal for commuting or exploring a new city.

The Umbrill Active Pack sports a crushproof design that utilizes air cushion technology, which means your secured items won’t be damaged if the pack takes a tumble or gets dropped at many point.

By: Michael Hemsworth
High-Tech Climate-Adaptable Shoes

The OBVS ADPT Sneakerboots Adjust to Any Conditions

Adaptable clothing and accessories have become quite popular as consumers seek to get as much value out of their fashions as possible, which is seeing new options like the OBVS ADPT Sneakerboots be introduced.

Capable of adapting to any weather or terrain conditions, the shoes have a three-in-one design that makes them ready for the city, the hiking trail and winter weather. This is achieved thanks to the integrated compression recovery slipper that can be slipped into the sneaker when needed to provide enhanced protection from the elements along with added comfort.

The OBVS ADPT Sneakerboots have a perforated design that will allow for enhanced airflow to also make them perfect for hot climates to prevent your feet from overheating.

By: Michael Hemsworth
Fusing the worlds of fashion, computer science and visual effects, tech startup Avametric is behind the world's first augmented reality FittingRoom app. The iOS app lets users create a "clone" that matches their body type and overall appearance, getting the chance to try on garments and see them from all angles before purchasing.

In addition to its popular FittingRoom mobile platform, Avametric has also helped fashion brands in the e-commerce space with its e-commerce try on tool. The interactive tool offers size visualization features and personalized body models much like FittingRoom and has been adopted by companies like Ann Taylor and Alternative Apparel.

Additionally, Avametric is in the process of perfecting a 3D software alongside its partner Gerber Technology, further hoping to help retailers develop more intuitive visualization tools for web-based shops.

By: Jana Pijak
Whimsy + Row’s Approach to Business is Ultra-Sustainable

West Los Angeles-based Whimsy + Row is a female-founded brand that promotes an ethical lifestyle through a sustainable business model and product selection. The retailer’s ethos is about providing "ease and elegance for the modern, creative woman."

Each of Whimsy + Row’s collections is thoughtfully produced with deadstock textiles and materials that are locally sourced. The offerings are produced in limited runs and in opposition to fast fashion approaches. In addition, the ethical lifestyle label's clothing collections are handmade in conditions that are held up to incredibly high standards.

While the fashion capsules are highly sophisticated, navigating the line between laid-back and work-appropriate, Whimsy + Row’s home and apothecary categories give individuals inspiration and the chance to elevate their environment through charming products like soy candles, Ojal incense and more.

By: Kalina Nedelcheva
Hybridized Publication Businesses

Bouquet is a LA-Based Publication That Has Its Own Fashion Line

As the digital revolution is strongly impacting the industry, publication businesses have no other choice but to hybridize to avoid bankruptcy. However, the power of convergence significantly pumps the brand with value and builds an entire culture around it. 'Bouquet' is a Los Angeles-based publication business that did just that.

Along with its bi-annual print issue that puts significant emphasis on "portraits of people, time and place," the label also launches its own apparel line. Each issue is a tribute to a group of artists from a specific city and is accompanied by a selection of specialty items that are directly related to that issue.

The first publication by Bouquet is about LA. The print boasts photographs of model Taylor LaShae and illustrations by Langley Fox. The additional items are a 12 oz. drinking glass, a Jim Krantz tee and two photographic postcards.

Photo Credits: Daniel Regan, Rick [continued online]

By: Kalina Nedelcheva
Designer Label Bucket Hats

This New Prada Bucket Hat Features a Bold Crimson Colorway

Italian luxury fashion label Prada has been busy launching a wide range of new accessories for the summer, with one its latest additions being the new Prada bucket hat.

The bucket hat features a bold crimson colorway, with it made from a durable 100% nylon material. In addition to extending the longevity of the hat, the material gives it a slightly shiny finish, making it even more statement-worthy. On the front of the hat is Prada’s classic branding, which appears on a triangular 3D logo, which is a matching hue of red. The label’s name is meanwhile imprinted in sleek silver lettering, offering the design some contrast while putting the luxurious branding at the focus.

Image Credit: mytheresa.com

By: Riley von Niessen
Celebrity-Fronted Designer Editorials

The New Fendi Campaign Features Adwoa Aboah and Gigi Hadid

Karl Lagerfeld, fashion icon and creative director of Chanel, recently lensed a new editorial for Fendi, which features famed models Adwoa Aboah and Gigi Hadid.

In the shots, the models pose in casual knit sweaters, bold wooden earrings, pointed leather boots, track-style jackets, suede pants, off-shoulder dresses, business suits, and more. The vast majority of the garments and accessories showcase Fendi's branding at the forefront, with the luxury label's 'F' monogram often included in bold fashion. Although bold in design, most of the pieces boast neutral color palettes, making them highly wearable.

The editorial was shot by Lagerfeld to promote Fendi's Fall/Winter 2018 offerings, which will be available from the label's online shop, as well as from its in-store locations and those of participating retailers.

Image Credit: Karl Lagerfeld

By: Riley von Niessen
High-End Sustainable Shades

Lily Cole's Wires Glasses Collection is Eco-Friendly and Italian-Made

High-end designer Lily Cole created the new Wire Glasses collection -- a line of eyewear that combines the designer's love for fashion with her advocacy for sustainability.

Made in collaboration with Yair Neuman, the new collection was created to shift how eyewear is both worn and made through the use of innovative materials and an eco-friendly design. The unisex line is completely handmade by a family business in Italy with 3D printing technology to produce frames and lens rims to result in less waste. Offering circular silhouettes, tinted yellow lenses, teardrop styles and a futuristic half-moon shape, the new collection is fashion-forward yet timeless to match any outfit.

Lily Cole's Wire Glasses collection is available online to promote a sustainable way of shopping without lacking any style.

By: Madison Mackay
Made to Order Clothing Labels

Dallas Daws Design Embraces Slow Fashion & Encourages Thoughtfulness

Celebrating quality over quantity and mindful purchasing habits, Dallas Daws Designs is a made to order clothing company. The label's collection features a sophisticated aesthetic, created by timeless and all-seasonal collections. Sourcing its materials from around the globe with a heavy emphasis on performance, feel and quality, Dallas Daws Designs manufactures the made to order clothing in the United States.

The label basis its designs on a Signature collection that expresses a refined vision of style and elegance. In addition, the seasonless collections are durable and multi-functional, capable of serving the needs of "a woman who works with her hands."

The overall business model and the embracing of slow-fashion with made to order clothing contributes to the uniqueness of the silhouettes and the label's contribution to conscious consumerism.

By: Kalina Nedelcheva
Australian Handmade Clothing Lines

POSSE Combines Modern Silhouettes with a Retro Aesthetic

Australia-based company POSSE offers a handmade clothing line that is characterized by timeless silhouettes, exquisite detailing and an artisanal aesthetic. Not only are consumers able to find garments that "reflect an urban vintage vibe with a French flair," they also get the chance to contribute to sustaining a truly ethical fashion practice.

Each piece in POSSE's handmade clothing line is created by a skilled artisan that works from home. This allows individuals to regularly earn an above-average wage at flexible hours. This business model opens up immense opportunities, especially for skilled craftspeople with children, to be empowered through their art and financially comfortable. To ensure best practices and the ethical treatment of all employees, POSSE visits its workers on a monthly basis.

By: Kalina Nedelcheva
Bonobos’ Project172 Shows Its Trousers on 172 Diverse Men

Bonobos is an ecommerce brand that prides itself on sharing "better-fitting menswear and an easier shopping experience"—and to spotlight its unique take on fashion and fit for men, Bonobos has launched what it is calling 'Project172.' As its name suggests, Project172 involved hiring 172 diverse models to show off how Bonobos pants fit men of all different shapes, ages, sizes, races and identities. With this initiative, Bonobos also sees itself sparking a dialogue on "the evolution of masculinity, and the power of diversity and inclusivity."

As a direct-to-consumer business, Bonobos sets itself apart by producing stylish, medium-rise trouser designs that boast curved waistbands that comfortably fit the natural waist and trimmer cuts through the thighs to reduce bunched waistbands and bagginess.

While there has been an increase in inclusivity and diversity specifically within the world of womenswear over the past few years, Bonobos is now helping to bring the same level of representation to menswear.

By: Laura McQuarrie
3D-Printed Latticed Sole Sneakers

The Adidas Grit Prevents Fatigue and Supports the Foot

3D printing will soon revolutionize the manufacturing process for fashion designers especially when it comes to footwear, so the Adidas Grit seen here identify what we could see more of in the near future.

The footwear has been designed to completely absorb shocks thanks to the latticed sole that collapses when your foot hits the ground to effectively reduce fatigue. This also works to boost the wearer back up by offering a distinct push against their foot without the need for springs or air bubbles.

The Adidas Grit is the design work of Aarish Netarwala and features a truly exceptional design that acknowledges the changing face of footwear as production shifts closer to 3D printing than ever before.

By: Michael Hemsworth
Custom Report Briefing

Custom Topic: Fashion

Prepared for: Cámara de Comercio de Bogotá Team

Prepared by: Ady & Courtney

Briefing: This report is designed to explore the fashion marketplace, looking into clothing lines, business models, products and services.
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