This season saw continued changes to the traditional fashion week calendar. Tommy Hilfiger staged a festival-themed event in Venice Beach to launch his latest collaboration with “it” girl Gigi Hadid, allowing regular people the chance to attend by registering on Facebook. Vetements, Rebecca Minkoff, and Rachel Zoe also decamped to Los Angeles. H&M showed their Spring 2017 studio collection see-now-buy-now, and several other designers including Burberry and Thakoon embraced fashion immediacy. The overall tone of the month was optimism and activism, with designers increasingly warming to the social media model of fashion week.

We recapped the top trends and brands during New York, London, Milan, and Paris on our blog, but what will spark global interest? Which hot looks from the catwalk will be right for your consumer, and more importantly, when?
top TRENDS to WATCH

90s grunge & punk

The 90s influence was strong during fashion month this season with designers putting forward punk-inspired looks that had us reminiscing. Fishnets were seen from brands including Jeremy Scott, Gypsy Sport, Gucci, and Balmain. Off-White, Junya Watanabe, Masha Ma, and Esteban Cortazar all pushed powerful plaids. The 90s trend has consumers’ attention with online searches for the 90s up 10% to LY, more than any other decade, making this a major trend to watch.

Fishnets are a growing trend with online searches up 33% to LY and social actions up 49x compared to the same period last year.

Punk plaid is hot with social actions for plaid nearly doubling since last year. Online searches for punk are up 4% to LY, while searches for buffalo plaid are up 58% to LY.

ath-luxe: sporty meets chic

Athleisure isn't going anywhere (read our intelligence report The Athleisure Movement: From Fad to Forever) and this season the look continued to dominate on the runway. Rihanna’s ongoing collaboration with Puma drove serious social engagement from influencers — making Fenty x Puma the third most talked about show all month. We noticed designers sneaking athletic-inspired details into their garments last season such as drawstrings, eyelets, and cords, but this season the sporty looks were even more obvious. Raf Simons for Calvin Klein, Kanye West’s Yeezy Season 5 collection, Jonathan Saunders for DVF, and Lucio Vanotti were among the designers jumping on the tracksuit trend. Hoodies also had a strong showing on the runway from Fenty x Puma, Burberry, Correges, and Wunderkind. It is clear workout wear is no longer just for the gym.

tracksuits are on the rise with online searches up 26% to LY. Searches accelerate and peak seasonally in November making this a perfect trend for fall.

hoodies are a workout staple, but they have also become a serious fashion item. Online searches are up 29% to LY and influencer social actions are climbing with top mentions from James Dickenson, Aimee Song, and Chiara Ferragni.

Trendalytics users, check out these related trends: Hoodie, Tracksuit, Track Jacket, Track Pants, Striped Pants, Fanny Pack, Puffer Jacket, Bomber Jacket, Boxer Braids, Dutch Braids, No Makeup Makeup, Drawstring Pants.
haute hygge: warm is hot

Cozy is the new black. Hygge is a Danish word that means being comfortable and cozy, and it has taken the world by storm. Online searches for the term are up 473% to LY and social actions from influencers are up 21x compared to the same period last year. The cozy look was all over the runway this season with snuggly furs (and faux furs) from Bottega Veneta, Emilio Pucci, Rag & Bone and J.W. Anderson in classic colors and technicolor tones. More that one third of all fashion month presentations Trendalytics monitored featured fur pieces or fur embellishments. Models for Versus Versace, Unravel, Peter Pilotto, and Mulberry walked the runway swaddled in oversized quilts and puffer jackets. We saw oversized as a major trend last season and now this look has found its place in the fall collections.

fur coats
saw online searches up 26%
and influencer social actions
at nearly 4x compared to
the same time last year.
Meanwhile, online searches
for faux fur are up 38% to
LY with comparable average
weekly search volume to
genuine fur, yet only half
as many faux fur coats are
available in the market.

puffer jacket
What's in a name? Puffer
clothing and puffer coat have a
comparable number of products
in the market, but consumers
prefer the term jacket. There
are nearly 5x as many weekly
searches for puffer jacket vs
puffer coat. Both terms are
seeing growth on social, but
jackets have more buzz with
an 11x increase in influencer
social actions compared to the
same period LY.

Trendalytics users, check out these related trends: Turtleneck, Fur Coat, Faux Fur Coat, Shearling Coat, Robe Coat, Quilted Jacket, Puffer Jacket, Oversized Jacket, Oversized Coat, Cape, Fur Slides, Fur Sandals, Headwrap, Silk Trousers
bohemian rhapsody

Boho ruled the runway with delicate details and subtle styling. The trend has been steadily on the rise for several seasons — last season we saw ruffles and florals take hold and consumer interest has continued to grow since then. The boho look brings along embellishments including tassels and fringe, so it is no surprise that fringed jeans are up 47% to last year (see our intelligence report The Denim Market’s Next Wave for more about denim trends and innovations).

Florals might not be groundbreaking for spring, but they are unconventional for fall. Preen by Thornton Bregazzi, Topshop, Prabal Gurung, Coach and La Perla were among the brands feeling flowery this season. Ruffles were featured in just under one third of all collections Trendalytics monitored during fashion month — placing ruffles above pleats, ruching, and flou as a form of embellishment. Luisa Beccaria, Mulberry, Jeremy Scott, and Christian Siriano all added some flounce and frill to their collections.

florals
There are 5x more weekly searches for floral dresses than striped dresses, but only 2x more floral dresses in the market. Across categories, florals are up with online searches for floral tops up 27%, floral pants up 8%, and floral backpacks up 7% to LY.

Preen by Thornton Bregazzi
Vogue Italia
10,140
Topshop
19,955

(Preen by Thornton Bregazzi)

ruffles
are a year-round trend with rising consumer interest. Influencer social actions for ruffles have more than doubled compared to the same period last year. Online searches for ruffle dresses are up 50% to last year and searches for ruffle tops are up by 86%.

Luisa Beccaria
1,673
Mulberry
1,264

Trendalytics users, check out these related trends: Sheer Dress, Ruffle Dress, Off The Shoulder Top, Floral Dress, Embroidered Dress, Bell Sleeve Top, Embroidered Coat, Dewy Makeup, Illuminating Powder, Natural Makeup, Lace Up Sandals
**heavy metal: sparkle & shine**

From New York to Paris, designers were in love with all things metallic. We saw shimmering silvers and gilded golds, as well as a whole rainbow of colors rendered in stannic hues. Buzzy designers including Timothy Bouyez Forge, Matty Bovan, and Annakiki nodded toward a dystopian future à la Blade Runner, while others took a more festive approach to the trend. Breakout star designer Halpern was among the brands experimenting with sequins, along with Emilia Wickstead, Faustine Steinmetz, Jasper Conran, and Roksanda. We saw the metallic look make a big splash in the beauty space (see our intelligence report *David vs Goliath: A New Way of Doing Business and How It Is Paying Off* for an in-depth look at the beauty industry), and now the trend has taken hold in ready to wear. Elisabetta Franchi, Genny, Versace, and Aquilano.Rimondi featured gold tones, while Isabel Marant, Loewe, Mugler, and Comme des Garcons had us seeing silver.

**sequins**
are a growing trend with rising interest across categories. Online search for sequin tops is up 17% to LY, while sequin dresses are up 3%, sequin flats are up 9%, and sequin shorts are up 25%. Searches tend to peak in November and December making the look perfect for the holiday season.

**metallics**
are more than just silver and gold. Platinum has more average weekly searches than rose gold, but only one quarter as many products in the market.

Trendalytics users, check out these related trends: Sequin Top, Sequin Dress, Metallic Top, Metallic Dress, Gold Hoop Earrings, Gold Choker, Gold Bangle, Metallic Eyeshadow, Chrome Nails, Metallic Skirt, Metallic Pleated Skirt, Glitter Lipstick.
TRENDS:

**Rich Red**

Average weekly searches for red dress are nearly 3x searches for blue dress, but there are only half as many red dresses in the market.


---

**Mellow Yellow**

Average weekly searches for yellow dress are 1.3x searches for blue dress, but there are only 1/8th as many yellow dresses in the market.

Trendalytics users, check out these related trends: Yellow Dress, Yellow Coat, Yellow Blouse, Yellow Eyeshadow.
Even the top brands on social couldn’t keep up with the influencers. Top influencers drove 1.5-7x more engagement than the official brand handles for Dior, Balmain, Chanel, Gucci, and Dolce & Gabbana. The standouts across all four fashion weeks were Fenty x Puma and Jeremy Scott with 69x and 26x more influencer engagement than brand engagement, respectively.

75% of brands showing during fashion month saw more buzz from top influencers (individuals, brands, and publications) than their official brand handles.

Off-White and Chromat are both relative newcomers who can compete with much more established brands. Chromat earned more influencer social actions than 87% of brands showing during fashion month. Although, Virgil Abloh only launched Off-White in 2014, the brand garnered more influencer engagement than 91% of all brands showing, including Burberry, Michael Kors, and Yeezy.
This season the runway was overflowing with activism and positive energy. Halima Aden made history as the first hijabi runway model, walking for Yeezy, Alberta Ferretti, and Max Mara. Missoni sent pink “pussy hats” down the catwalk and designers from Christian Siriano to Alexander Wang and Versace played with bold slogans and statements on their garments.

This season began to see a substantial shift toward inclusion on the runway. With over 67% of American women in the plus-sized category, it is high time designers start paying attention.* Michael Kors, Simone Rocha and Gareth Pugh were among the designers showing a more realistic body standard, as well as Christian Siriano and Chromat, two brands that have championed this cause. This season was also more age-inclusive, with brands from J. Crew to Dolce & Gabbana showing models of all ages.

*WWD, March 2017
Trendalytics continually tracks billions of data points to pinpoint patterns across influencer social buzz, online searches, and SKU data. This information is leveraged to provide strategic insights and actionable intelligence for product innovation, sales, marketing, and merchandising. The dynamic nature of this data allows Trendalytics to not only surface rising trends, but also evaluate when a trend is declining or oversaturated in the market. If you would like more information on this report or other tips from Trendalytics, contact your designated digital strategist.

**LOOKING ahead**

Fashion month is over for now, but the trends we saw on the runway will resonate throughout the year. How can you analyze what was trending and determine if it is right for your consumer?

**FASHION MONTH KPIs**

1. Which brands and styles had high online search volume during fashion month? Are searches increasing or has growth slowed?

2. What are industry influencers saying about these trends and designers?

3. Which brands are getting the most engagement during fashion week? Are social actions still rising after fashion month?

4. Are runway trends oversaturated in the market? What is the full-price vs. discount penetration?
FURTHER reading:

NEW YORK FASHION WEEK recap

LONDON FASHION WEEK recap

MILAN FASHION WEEK recap

PARIS FASHION WEEK recap