

Key Prints & Graphics A/W 21/22

Women's Prints & Graphics

Bank on versatile cross-market trends, accessible
perennials and transseasonal designs to maximise
flexibility and longevity



Katrina Lyne-Watt

Action Points

As the impact of the pandemic is felt across the economy, consumers will be looking for longevity and versatility in their wardrobes while reimagining an optimistic future, as set out in WGSN's Insight report. Edited ranges and fewer SKUs will require carefully selected print stories according to a new set of priorities.

- 1. Seasonless design:** prints that can be re-phased in with overstock as well as future seasons will be critical for flexibility and the need for transseasonal items will only grow alongside the urgency of sustainability. Incorporate 30% of last season's colours into new-season palettes and use more core neutrals.
- 2. Investment pieces:** demand for longevity is driven by the minimalist mindset as well as ethical and economic factors and consumers will look for prints that work harder, across seasons. Back familiar favourites: heritage, florals, retro and bohemian crafts will resonate.
- 3. Cross-market appeal:** reduce print stories, focusing on those that work in multiple markets. Coordinate with lifestyle and interiors design, as consumers become more lifestyle-driven, for stronger campaigns that engage a post-pandemic customer.

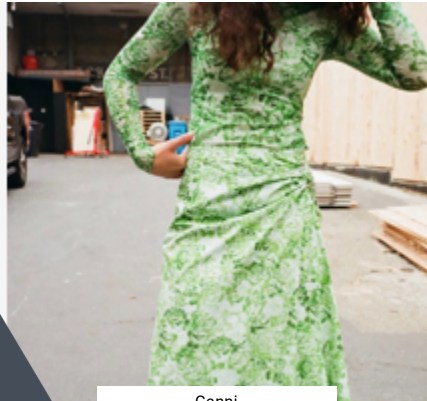


Off-White

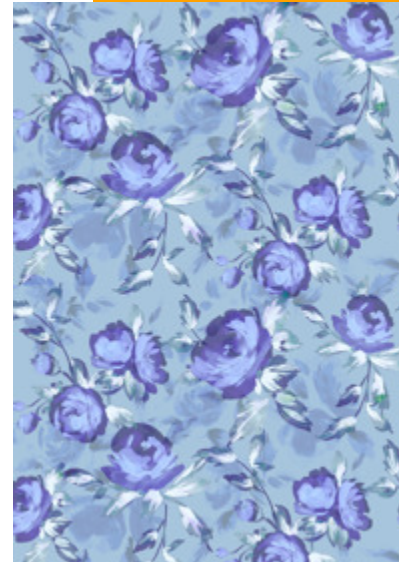
Furnishing Florals

Why is it key? Ever-popular florals will be more important than ever. With an uncertain future, shoppers will look for versatile wardrobe staples as part of a minimalist mindset. When choosing key prints for A/W 21/22, florals are a safe bet for dresses, skirts and blouses, as seen in our Trend Curve report, and vintage furnishing florals will drive volumes. Transseasonal tonal palettes will be critical for flexibility, re-phasing with overstock or adjacent seasons, and to answer consumer demand for product longevity.

Design direction: design for multiple end-uses, markets and seasons, with inclusive, tonal colourways. Straddle S/S and A/W by reusing cores and neutrals from the previous season alongside A/W 21/22 colours. Carry over ditsies from our S/S 21 Buyers' Briefing as a core to work in every category.



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Retro Classics

Why is it key? As part of investment buying, heritage will hold firm as consumers seek timeless looks with resale value. A revival in checks, as noted in catwalks data and the WGSN Trend Curve, see these familiar favourites win out on blouses and wovens. See our Plaid/Checks library for artworks to recolour, plus our sourcing guides. Continue this story from S/S 21, with key core geos also backed by A/W 20/21 catwalks. The #gentleretro looks on the Fashion Feed demonstrate market reach, from kids to youth to womenswear.

Design direction: use transseasonal neutrals heavily as well as versatile mid-tones and warm hues. Tap into the return of slogans with positive messaging and retro type that works for multiple markets, with #twinning potential. Merchandise geometrics and carefully coloured checks in matching sets that can carry through to S/S 22.

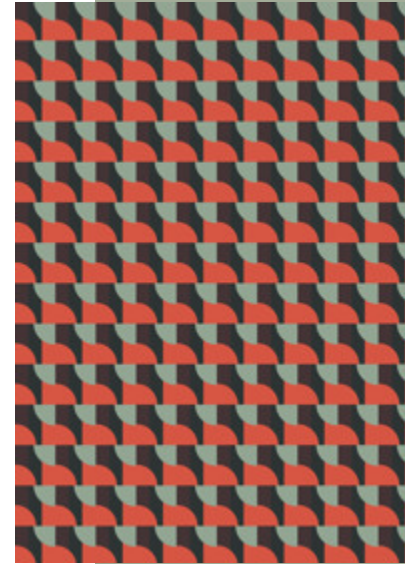


Modern Weaving



Rejina Pyo

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Toad & Co.



Mark Van Leeuwen

Nature's Texture

Why is it key? With the acceleration of minimalism, pared-back #naturestextures will gain importance. Delicate botanical imprints and eco prints, also seen emerging on the catwalks, are part of the rise of natural dyes; expect mass adoption as consumers rediscover nature. Leopard print had huge success from 2018-2019, but hybrid non-print skins and textured animal markings, seen at trade shows and evolving from our S/S 21 Buyers' Briefing, will be a key investment for core items.

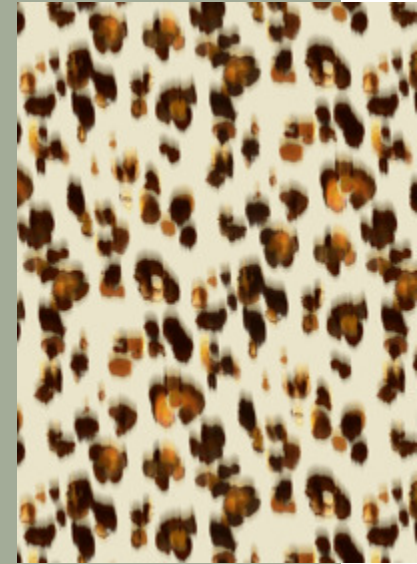
Design direction: look to naturally derived colour and direct eco-prints wherever possible, and collaborate with botanical and natural dye artisans. Approach colour with transseasonal appeal in mind and include undyed, raw grounds. Soft-focus botanicals and blur techniques in earthy hues evolve popular tie-dye looks, as well as skins, in a more mature guise.



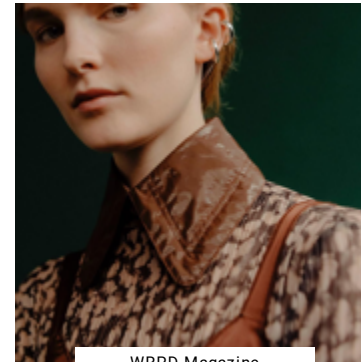
Ganni



@neheraofficial



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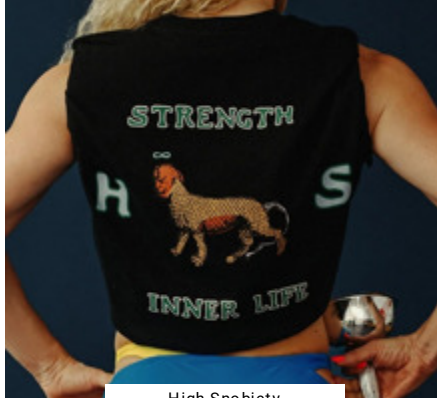


@hayleyhaspel

Mystic Arts

Why is it key? The return of moody #photoflorals, seen on the catwalks and in our Phantasmagoria forecast, offer a welcome commercial partywear story for A/W 21/22. Spirituality will experience a resurgence post-pandemic, as explored by our WGSN Insight report, meaning #mysticorder will remain relevant for graphics and younger markets. Florals will become dominant as consumers look for investment pieces and dark romanticism will be a dependable route for occasionwear with re-phasing potential.

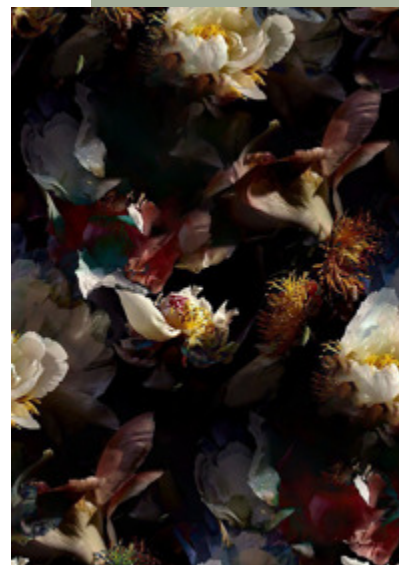
Design direction: hyperreal photo florals are ideal for core wovens and outerwear. Mystic type and motifs on transseasonal core neutrals work well for cut-and-sew and more youthful styles. Include culturally relevant positive slogans and messaging. Opt for antique, mystic conversational prints for even more market versatility.



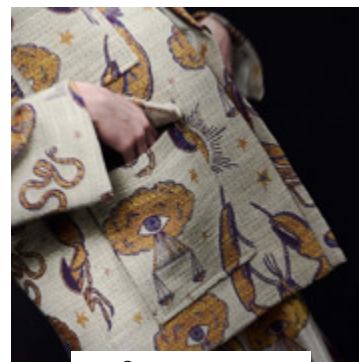
High Snobiety



Moncler x Simone Rocha



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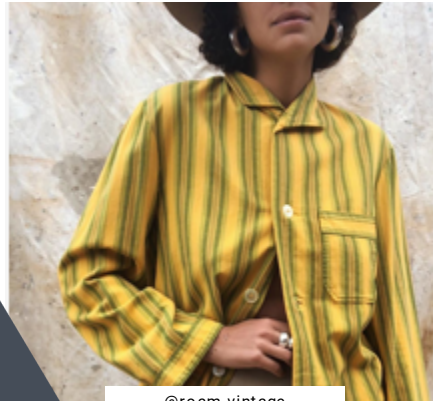
Nu Boheme

Why is it key? As heritage becomes a post-pandemic staple, folk and bohemian sentiments will have a resurgence for A/W 21/22. Classic paisley, backed by trade shows, offers a feminine, accessible alternative to florals. Expect consumers to return to commercial #prairiegirl and #nuboheme stories that draw on the return of traditional crafts; these also work well across seasons. Similarly, stripes will a reliable route in the shift to more conservative pattern, seen upticking in our Trend Curve.

Design direction: make use of neutral core colours in versatile stripes that work for multiple categories. Draw on scarf print layouts for detailed paisleys in tonal colourways that can work transseasonally. Both are key for dresses, woven sets, blouses and light jackets.



Tory Burch



@room.vintage

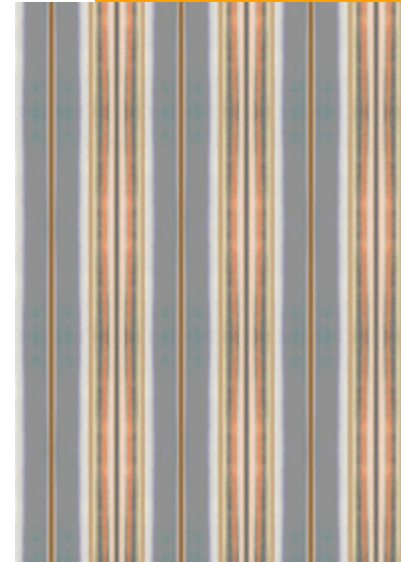


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RIANNA + NINA

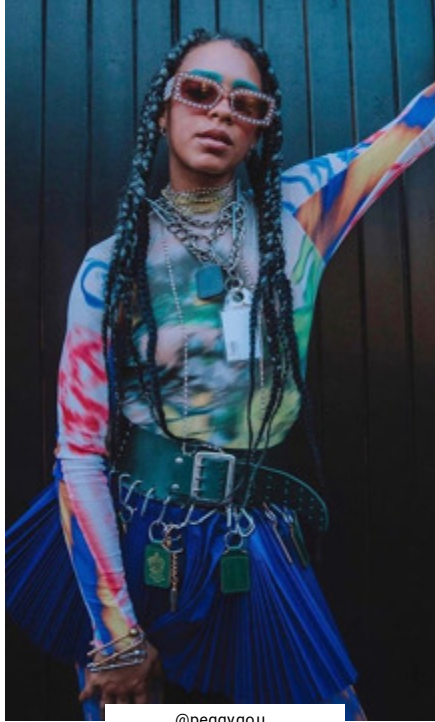
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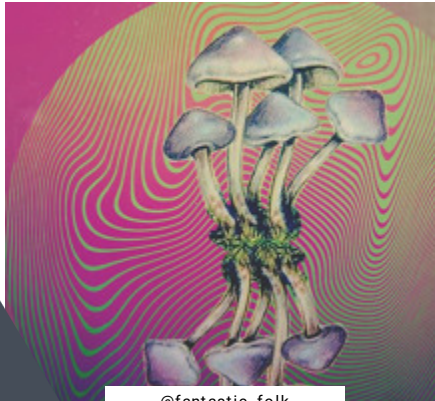
Club Rats

Why is it key? Post-pandemic, young women will seek hedonism in an accelerated digital space as well as venues as club nights are revived. The fascination with psychedelia and #mushrooms mean trippy graphics will extend into A/W 21/22. Playful positivity will also continue to be key for slogans and graphics, alongside subcult-inspired items and accessories. Trippy digital filters will update S/S 21'S virtual rave and tie-dye, allowing a smooth transition across seasons.

Design direction: channel hyper brights as the influence of gaming and digital futures develops, but temper them with darker grounds to avoid overtly summer styles. Focus on sheer second skins, cut-and-sew and denim staples. Merchandise with distressed denim and dark solids to maintain an A/W look.



@peggygou_



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Extra Vitamins



Phyllis Ma

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