

Key Prints & Graphics A/W 21/22

Men's Prints & Graphics

Adapting to new consumer priorities, prints and graphics take on transseasonal appeal, with retro references and repurposed designs at the core



Clare Starck



Needles

Action Points

After a challenging year for the fashion industry and the wider global economy, new consumer priorities are at play. As customers spend more cautiously, increasing emphasis is placed on the lifespan and versatility of their clothing. While print and pattern trends develop carefully following more mindful shopping habits, this season will present a new opportunity for sustainable solutions, speaking to newfound consumer desires.

1. **Nostalgia:** satisfy the demand for comfort with printed plush styles, enduring midcentury patterns and a wider #gentleretro theme, playing into interiors-inspired aesthetics.

2. **Extended longevity:** original designs must have a longer-lasting sensibility. Invest in the core patterns such as checks and placement prints that endure across seasons, to maximise their selling life and length of wear.

3. **Sustainable opportunities:** repurpose overstock by overlaying graphic placements, adding embroidered motifs and naturally overdyeing pieces. Utilise the #patchwork trend to minimise waste fabrics while appealing to a revived interest in localism.

Newfound Nature

Why is it key? A ripple effect from lockdown sees consumers opt for #thegreatoutdoors over city breaks, favouring secluded getaways such as camping. This newfound desire for natural surroundings will carry over from summer activities into autumnal styles. #Naturestexture and #realtreecamo update the seasonal favourite camo print, a common thread across trade shows and A/W 20/21 catwalks. Positive placement graphics further the retro aesthetics familiar to consumers in S/S 21 slogans.

Design direction: opt for camping imagery and photographic repeats of rural nature. Merchandise printed outerwear styles with crossover accessories, such as the transitional bucket hat. Placements can upcycle leftover sage jersey styles and will complement vital green designs from S/S 21. Digital printed all-over patterns offer minimal water and production waste.



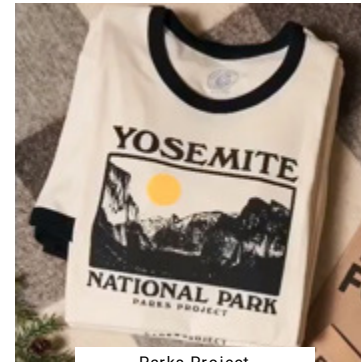
Butter Goods



White Mountaineering



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Parks Project



Revolution

Timeless Elegance

Why is it key? Heritage designs come to the fore as consumers look to make more considered purchases. The Gentle Retro catwalk trend drives a return to midcentury patterns, with checks securing themselves as a staple. Emotive floral prints develop from S/S 21 to bring longevity to this fascination with the past. Consumer emphasis on cost-per-wear reframes plush and comforting #retroprints as both nostalgic and a timeless investment.

Design direction: add twists to all-over patterns with ombré checks, classic #geometrics and year-round florals. Build on S/S 21's Kata Tjuta with a softened utilitarian palette for transseasonal retro themes. Build variety into collections, from light brushed fabrics to heavier statement knits such as the Retro Cardigan.



Wax London



Smalto



Corridor

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Martine Rose X
Napapijri

Reupholstered

Why is it key? Increasing demand for sustainable styles and a revival of retro is driving consumer appetite for archival patterns and interiors-inspired prints. As brands repurpose vintage fabrics within collections, the historic influence on print and graphics continues to flourish. Spanning catwalks and streetwear, designs traverse the #softmasculinity trend, refined occasionwear and #artinfashion collaborations. Heavy features at trade shows and across print studios cement this as key for A/W 21/22.

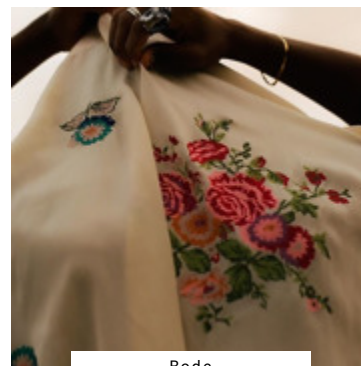
Design direction: opt for neutral core base colours to increase the longevity of designs. Seize this sustainable opportunity by utilising vintage #furnishingflorals and upcycling deadstock. Lightweight shirting and workwear jackets are given new life with embroidered motifs. Market as partywear for directional customers, or apply prints to lining and details for core markets.



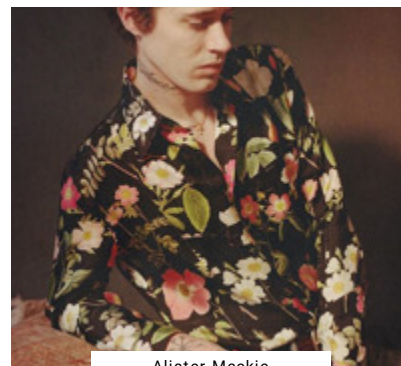
Story MFG



Necessity Sense



Bode



Alister Mackie

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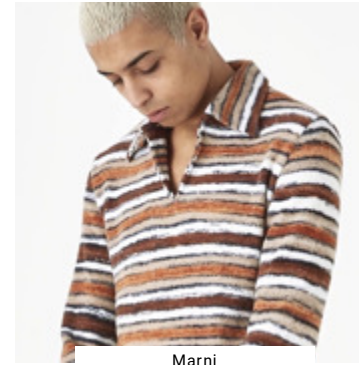
Seasonal Fades

Why is it key? With limited SKUs and consumers opting for safer styles, a focus on transseasonal updates to core print and pattern will be crucial. Follow the macro shift to minimalism – simple and sun-faded graphics join commercial core colours to refresh consumer favourites. The building #photographiccomeback story is set for a refined update, as #abovethekeyboard dressing ushers in a new wave of placement graphics. Bold stripes introduced in S/S 21 sit with ranges under new colourways, referencing #gentleretro looks.

Design direction: utilise summer leftovers by overprinting basics with faded #photocopy graphics. Strip placement designs of type and embellishments to keep a luxe, considered feel, as highlighted in our Conscious Clarity trend. Collaborate with artists on capsule collections to tap into #artinfashion.



Raf Simons - C'est Chaud

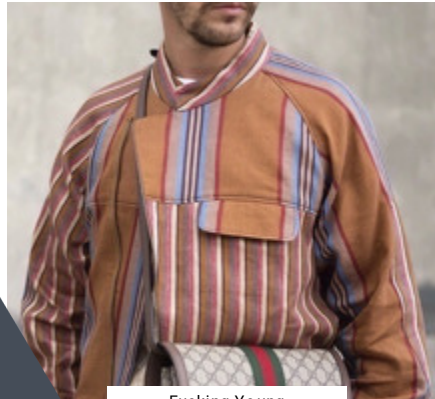


Marni



Namachekeo

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Fucking Young

Time-Honoured Artistry

Why is it key? An accelerated interest in localism and heritage brings a new consumer value to traditional patterns and artistry. In uncertain times, proven designs resurface with a celebration of classic Americana styling. Cemented as a key trend across A/W 20/21 and S/S 21, repurposed #paisley shows no signs of slowing. Instead the #patchwork looks join S/S 21's global geometrics in developing a #channellingamericana influence. Designs carry inherent value for an audience increasingly aware of provenance.

Design direction: use deadstock material on cut-and-sew styles for the younger market. Collaborate with local artists for respectful designs where craftspeople can educate consumers. All-over patterns on topcoats and bomber jackets or #bandanaprint detailing feel commercial. Merchandise with an XL blanket scarf for a key accessory pairing.

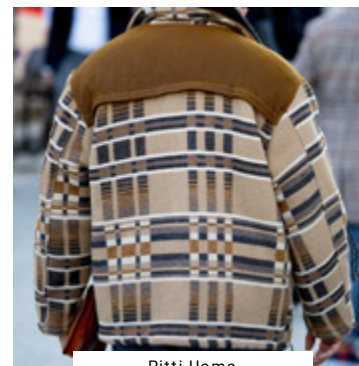
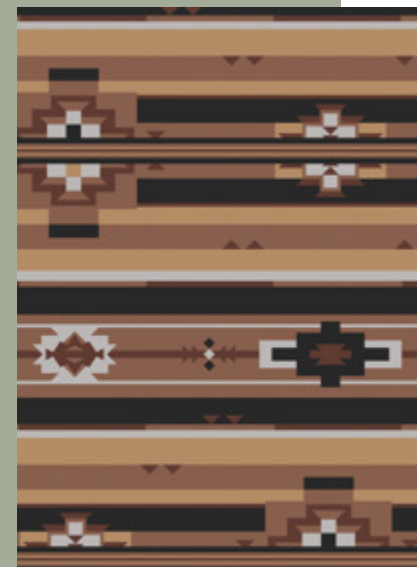
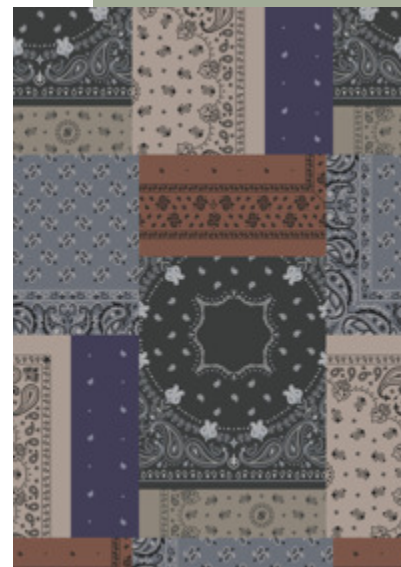


Rhude



Brass Tacks

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Pitti Uomo



Marcelo Burlon County of Milan

Repurposed Rave

Why is it key? Items that play into #customisation not only cater to the newfound focus on crafting, but also advance towards sustainable circular systems. Product profit is maximised as overstock is reused, overprinted and redyed to extend for another season. As festivals return in 2021, a new wave of expressive designs capture younger consumers' hedonism. Day-to-partywear gets a DIY aesthetic, brought to the mainstream in the lockdown creative renaissance.

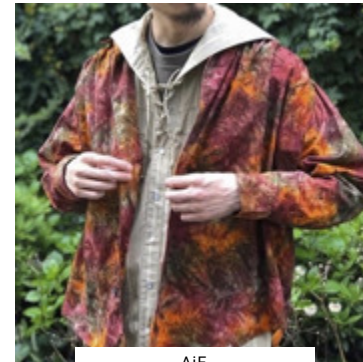
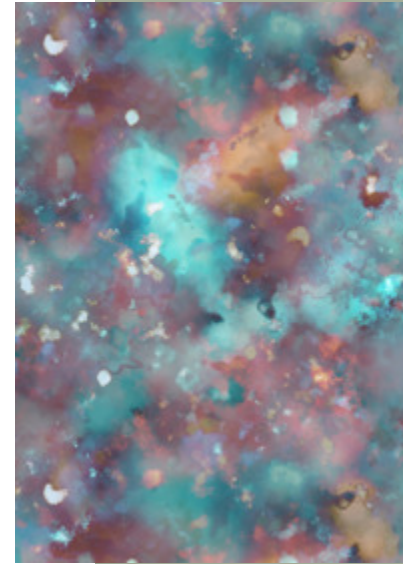
Design direction: continue from summer's Hand Painted and Uneven Dye stories with high-density dyes – using natural botanical solutions, where possible – crafting textures and chaotic prints. Layer up graphics to build on the success of placement prints during stay-at-home styling. Use past seasons' stock, and keep wastage to a minimum.



Sasquatchfabrix



Some Ware



AiE



Alister Mackie

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