

Key Prints & Graphics A/W 21/22

# Kids' Print & Graphics

Magical, mysterious themes highlight the importance of fungi and dark-based floral prints, while more time spent on creative play brings musical and imaginative art motifs to the fore



Lemon Ribbon Studio



Papu Stories

# Action Points

**As the consumer emerges post-pandemic with more conscious buying habits, be sure to use print and graphics as a way to provoke nostalgia or provide a sense of optimism. A focus on playfulness and imagination is key, highlighting the importance of protecting kids' naivety and the innocence of childhood.**

1. As families find themselves with more spare time during Covid-19 lockdown their focus is on recreational activities, including music and the arts. Expect this enthusiasm to continue, bringing Animated Music and Imaginative Art stories to life.
2. Tap into themes of familiarity and nostalgia as teddy bear motifs gain traction across all ages.
3. Take inspiration from magical and imaginative worlds via our Fantastical Fungi theme; a bright a colourful take on trending #mushrooms.
4. Florals develop the mysterious mood with rich tones, dark bases and a focus on oversized and exaggerated layouts.
5. In uncertain times, kids are learning how to deal with their emotions from a younger age. Use graphics to educate and emotionally develop, bringing expressionist faces and positive slogans to the fore.

# Animated Music

**Why is it key?** A playful musical story emerges, with an emphasis on notes and characterised instruments, as tracked at recent kids' trade shows. An illustrated look is embraced at Yay, Papu Stories and on the Benetton catwalk. With families placing greater focus on recreational activities during quarantine, kids have fresh enthusiasm and more time to spend on music and art, inspiring print and graphics for A/W 21/22.

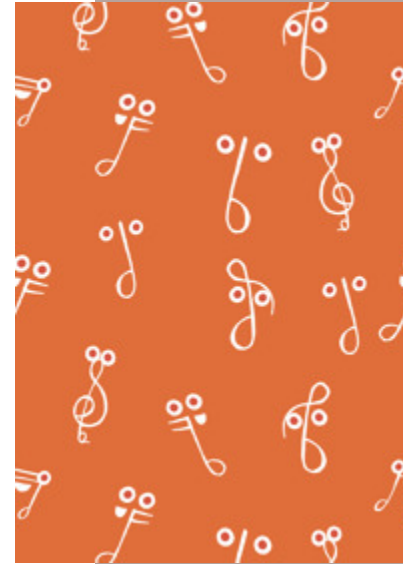
**How to update:** use bold music notes and treble clef motifs with a playful and energetic feel. Instruments take on a personified look with a cartoon-like handwriting. Collaborate with licensing franchises and include lyrics and notes from popular theme tunes.



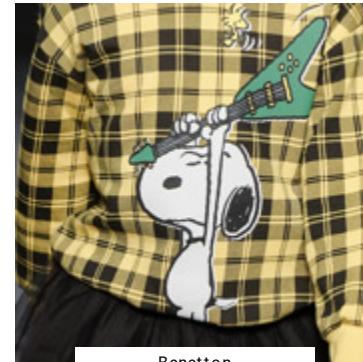
Turbo Island



Papu Stories



Click on WGSN original artwork to download



Benetton



Yay



# Fantastical Fungi

**Why is it key?** Colourful, fantastical mushrooms, highlighted in our Phantasmagoria Trend Concept, provide a move on for the fruit and vegetable graphics trending on the Fashion Feed as #5aday. Inspired by the powerful healing and adaptogen qualities of mushrooms, illustrators such as Natasha Durley and Nathalie Lété embrace these magical motifs along with brands Gucci and Bébénca Organics. The Fantastic Fungi documentary fuels this trend, also tracked on the Fashion Feed as #mushrooms.

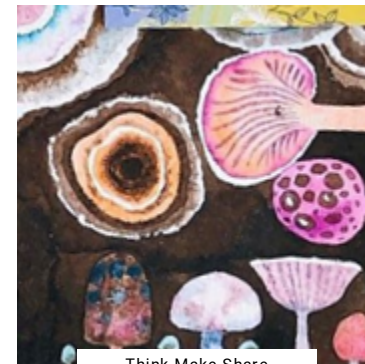
**How to update:** create a magical and enchanted feel, exploring imaginative, secret fairy houses. Vibrant and clashing tones are key to create this fantastical look, with emphasis placed on delicate, illustrative details and textures. This is a key icon for girls, boys and baby.



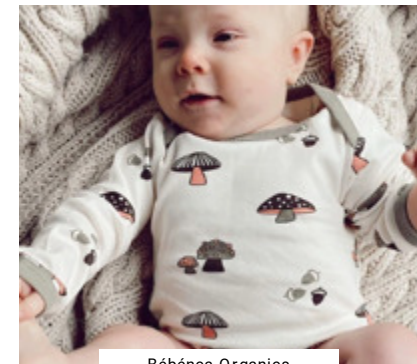
Gucci



Duns Sweden



Think.Make.Share



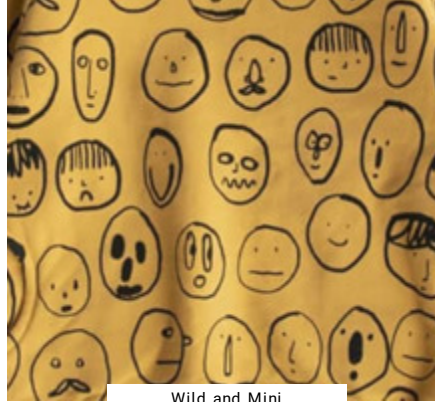
Bébénca Organics

Click on WGSN original artwork to download

# Happy Place

**Why is it key?** Growing up in an age of anxiety, the Alpha generation are learning from a young age how to recognise and deal with their emotions, explored in our Alphas: Emerging Wellness Tribes Insight report. Accelerated by the pandemic, a focus on emotional intelligence is key for little ones, highlighted in Playtime Paris Winter 2020: Trend Analysis. Faces are an important direction this season, embracing a range of expressions, as shown at Wild and Mini and Bien a Bien.

**How to update:** choose simple, illustrative drawings showing a range of faces to help kids understand and learn about emotions. Add slogans to inform or inspire optimism, tapping into #positiveslogans on the Fashion Feed. Embrace a naive and innocent handwriting, mimicking colouring books.



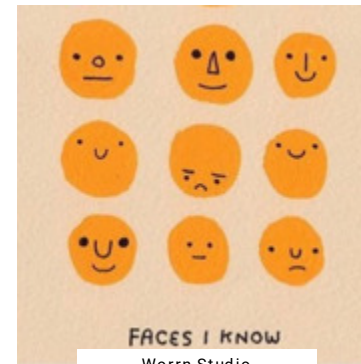
Wild and Mini



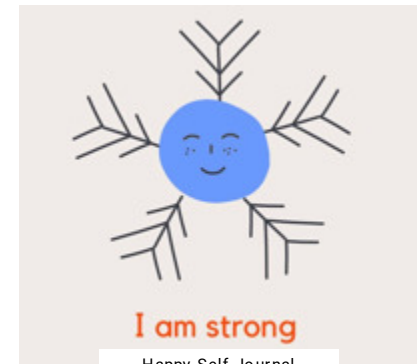
Kkami



Click on WGSN original artwork to download



FACES I KNOW  
Worn Studio



I am strong  
Happy Self Journal



# Night Garden

**Why is it key?** Florals adopt a dark and mysterious nighttime feel for A/W 21/22, echoing our Phantasmagoria Trend Concept. Continuing the importance of dark-based florals, blown-up and oversized layouts trend for both girls and boys, spotted at Wolf & Rita along with editorials in Milk Magazine and L'Enferterrible Magazine.

**How to update:** use rich tones such as crimson, plum and teal set against dark grounds such as black or navy. Layouts take on larger-scale formats for maximum effect. Look to the iridescent qualities of glowing nighttime butterflies and source eco glitter alternatives such as Deco Bioglitter if opting for glitter print techniques.



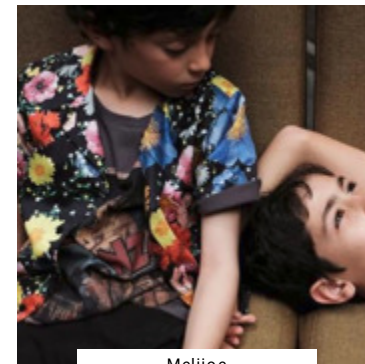
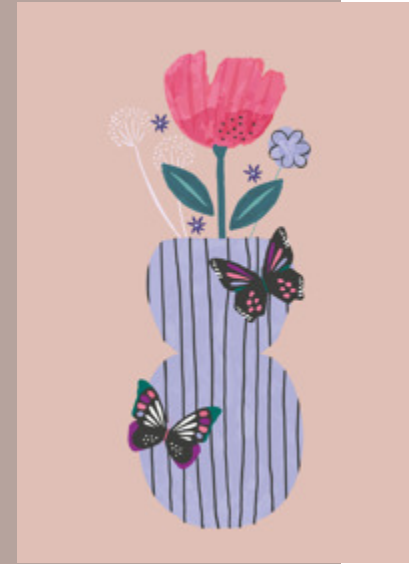
Children's Fashion From Spain



Milk Magazine



Click on WGSN original artwork to download



Melijoe



Lazy Oaf

# Imaginative Art

**Why is it key?** Naive artworks are driven by an increased focus on imaginative play, celebrating the innocence of a childlike state of mind. Tracked on the Fashion Feed as #amateurart, childlike doodles and creative shapes come together, echoing the Imaginative Sketching theme. Illustrators such as Pat Bradbury embrace this creative feel, along with new collections from Spy & Farmer and Cooiii.

**How to update:** simple sketches, cut-and-paste shapes and random doodles will create a fun and playful print story. As the imagination takes hold, be inspired by abstract landscapes and cities, taking cues from our Conscious Clarity Trend Concept. Keep colours bright and cheerful.

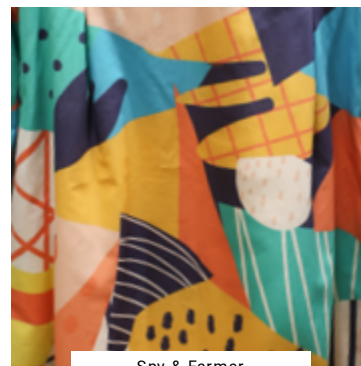
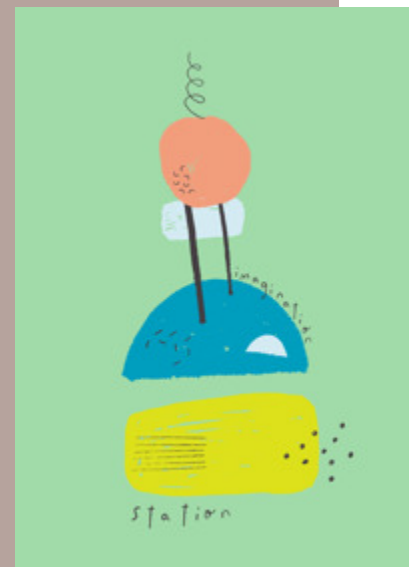
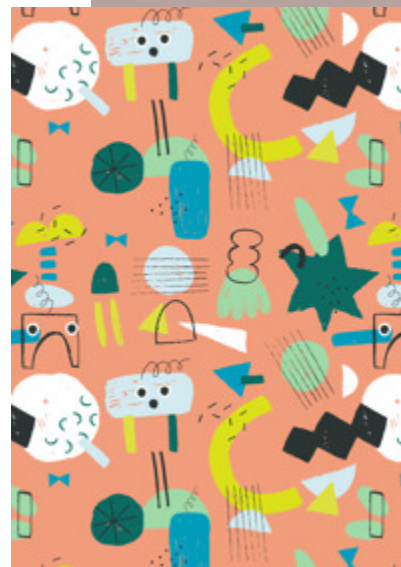


Pat Bradbury

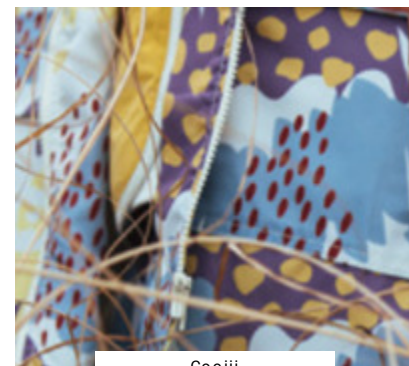


This Modern Life

Click on WGSN original artwork to download



Spy & Farmer



Cooiii



# Winter Teddy Bears

**Why is it key?** As themes of nostalgia and familiarity gain momentum, teddy bears emerge as the must-have animal motif for the season. Embraced at high-end brands such as Moschino and Fendi along with directional kids' brands Mum Of Six and Mini Rodini, teddy bears prove their importance for the baby and toddler market as well as older kids. Track [#teddybear](#) on the Fashion Feed.

**How to update:** spark nostalgia with classic teddy bear shapes and soft brown colours. For a playful feel, focus on winter themes and sports such as skiing and snowboarding. Add cuddly texture through print or appliqué techniques, using fabric scraps that would have otherwise gone to waste.

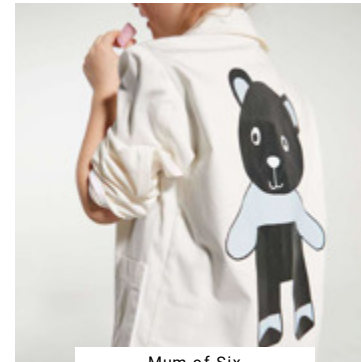


Moschino



@seoulkidsfashionshow

Click on WGSN original artwork to download



Mum of Six



Fendi