

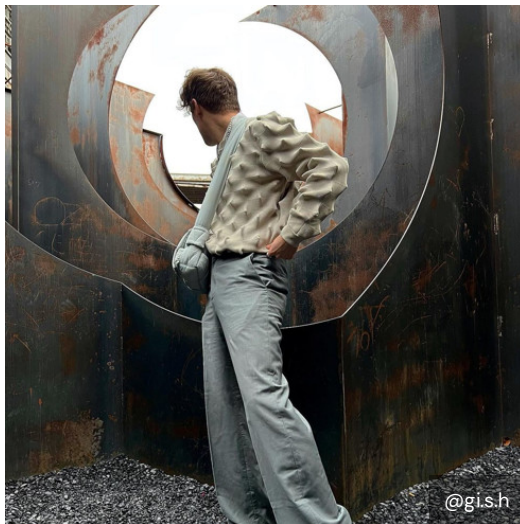
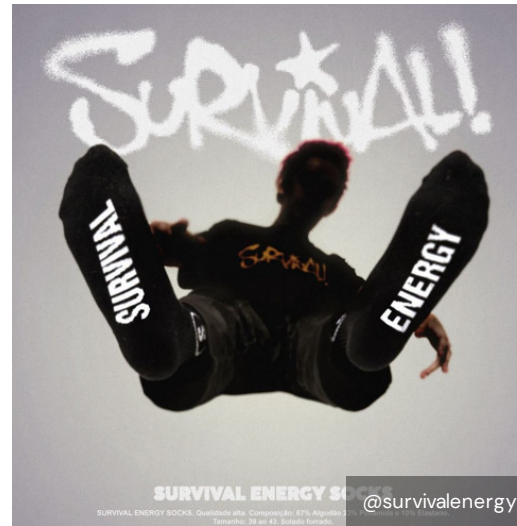
Key Trend 2022: Avant-Apocalypse

An exploration of dystopian themes online is driving streetwear aesthetics to new heights. Avant-apocalypse encapsulates this emerging key trend, which highlights interesting washed-out colour palettes, bold utilitarian details and unexpected proportion-play

Marian Park
06.21.22 · 3 minutes



@wisdm



Overview

Fashion-forward youth are championing the avant-apocalypse look, which heightens a rebellious energy in a dystopian context.

- First coined by TikTokker Mandy Lee, #AvantApocalypse has now garnered over 1.1m views across TikTok. It's comprised of distressed denim, hi-tech gorpcore streetwear, #SubversiveSexy basics along with a #FutureUtility twist
- Rick Owens is at the forefront of this aesthetic, with its use of the hashtag amassing over 387.4m views
- Balenciaga and Kanye West's work individually and as partners in their collaboration for Gap are key influences, with Justin Bieber and his "baggy Bieber Balenciaga look" saturating this aesthetic at a mass market level
- We also recognise the avant-apocalypse attitude across APAC and LATAM, with influencers evolving the pop-punk revival within #DesertRider colour palettes of washed-out greys and muted neutrals for newness

Key influences



[@trendywubi](#)

For a cutting-edge approach to high fashion, Chinese fashion influencer [@trendywubi](#) is one to watch.



[@brandanjosh](#)

Upcycling and streetwear enthusiast [@brandanjosh](#) savvily utilises social media and digital graphics to enhance his avant-apocalypse statement style.



[@wisdm8](#)

With 8.2m followers on TikTok, Wisdom Kaye's adventurous sense of style and innovative approach to gamer and anime-inspired dressing is a driving force behind young men's TikTok fashion.



[Finn Rush-Taylor Studio](#)

As the [#Metaverse](#) and [#MetaStreetwear](#) infiltrates IRL style, digital-first designs are driving newness across footwear. Creatives such as Finn Rush-Taylor Studio are ones to watch for their use of 3D printing to enhance production and create unexpected silhouettes.



[Create Flea Market](#)

Specialising in custom, upcycled streetwear, Create Flea Market has garnered a following for its unique approach to patchwork and handcrafted garments.

Key items and design details

An avant-apocalypse look is delivered via streetwear staples such as the parachute pant and cut-and-sew basics that highlight form and dimension. This is balanced with textural play injected via openwork knitwear, distressed denim and cocooning modular, gorpcore-inspired outerwear.

Parachute pants



#Openwork knitwear



#Patchwork
#YouthEssentials



Distressed baggy denim



Gorpcore outerwear



WGSN Fashion Feed

These are the top five themes that align with avant-apocalypse on WGSN's Fashion Feed. Follow the hashtags to keep up to date with this trend, along with [#TrendingTikTok](#) for all emerging online aesthetics.



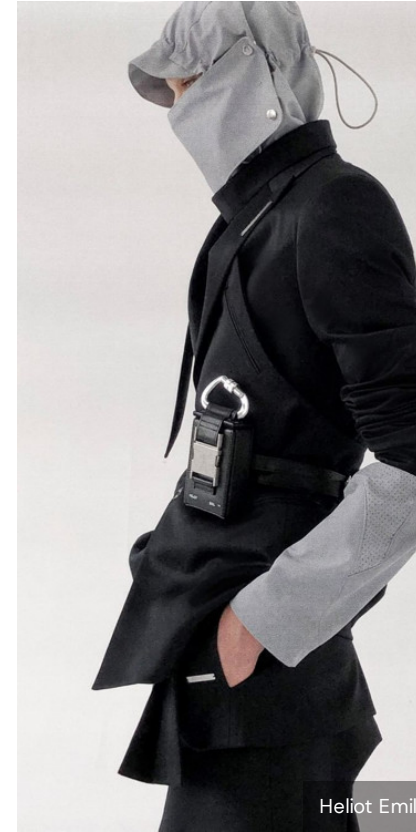
[#YouthEssentials](#)



[#Upcycled](#) denim



[#DesertRider](#)



[#FutureUtility](#)



[#ModularDesign](#)

Action points

1

Tap into the boundary-pushing fashionista style with smart merchandising and hybrid design capsules

Reflect the allure of the avant-apocalypse look. This brings together elements of sportswear, casual streetwear and [#FutureUtility](#) themes with smart product planning and design capsules that pair soft cut-and-sew basics with outerwear and denim and typically live in other departments

2

Align with [#TheNewIndie](#) consumer sentiment with [#Upcycling](#)

Tap into youth's preference for eco-friendly design practices that also align with aesthetic trends such as [#Patchwork](#) and contrast [#Panelling](#). Additionally, explore [eco-nylon](#) to lower the impact of hi-tech outerwear and separates such as the parachute pant

3

Be an early adopter of the S/S 24 colour palette to ensure longevity

Take cues from legacy skate brands such as Stüssy, Carhartt and youth favourite Yeezy x Gap with a colour palette that highlights washed-down neutrals and greys. These offer a new direction for tired pastels. Check out our [S/S 24 Men's Colour Forecast](#) for more