

SPRING / SUMMER 22

LADIES TRENDS



ACCESSORIES

Bright Basics

SPRING / SUMMER 22



Mood boosting brights are key for Spring/Summer 22. Take inspiration from the catwalks looking at designers such as MSGM and Shang Xia.

Key patterns: Gingham, Checkerboards and Bold Stripes



Garden Pigments

SPRING / SUMMER 22



Create a contemporary romantic mood with blur and soft-focus florals.

Merge photographic and texture prints to create a pigment affect.

Take inspiration from designers such as Ulla Johnson and Jason Wu.



Backyard Florals

SPRING / SUMMER 22

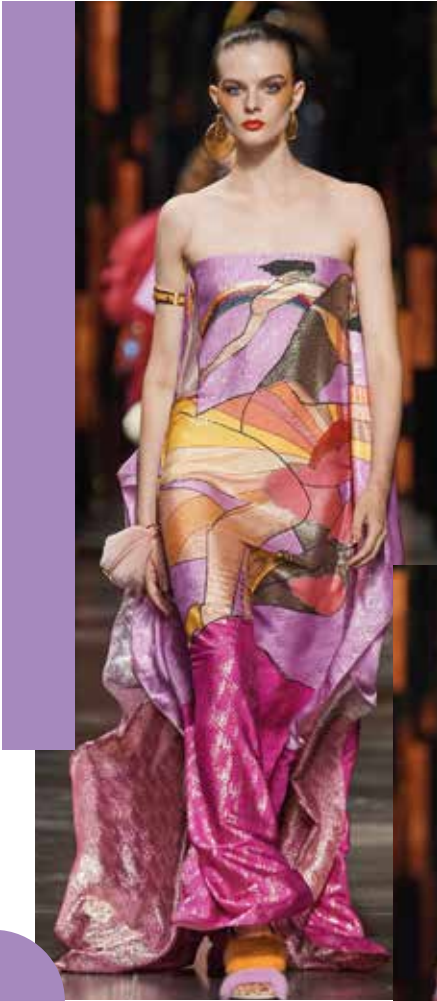


Updating last season florals with vintage styling. Look at ditsy prints with dainty hand drawn florals as well and botanical motifs. Use muted bights and earthy hues for colour inspiration.



Retro Resort

SPRING / SUMMER 22

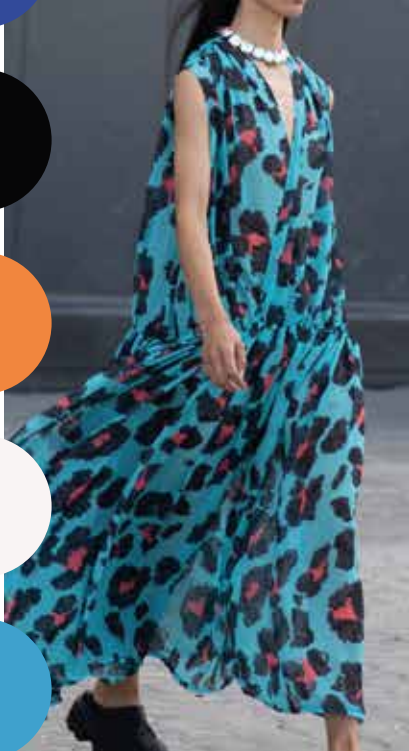


Bring a touch of glamour to resort looks. Use flat stylised florals, graphics and geos with a psychedelic spin. Take inspiration from designers such as Emilio Pucci and Fendi.



Graphic Animal

SPRING / SUMMER 22



Animal skins return to Spring Summer 22 catwalks with a punch. Use classic skins such as Leopard, Zebra and Tiger but update using bold bright colours and exploded scales. Take inspiration from Cavalli and Proenza



Floral Burst

SPRING / SUMMER 22



Key for high summer with an explosion of bright florals. Create fun and playful prints with oversized and stylised blooms to lift summer spirits.

Look at designer such as Paul & Joe, MSGM and Richard Quinn.



Digital Wave

SPRING / SUMMER 22

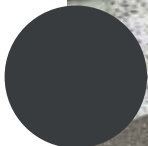
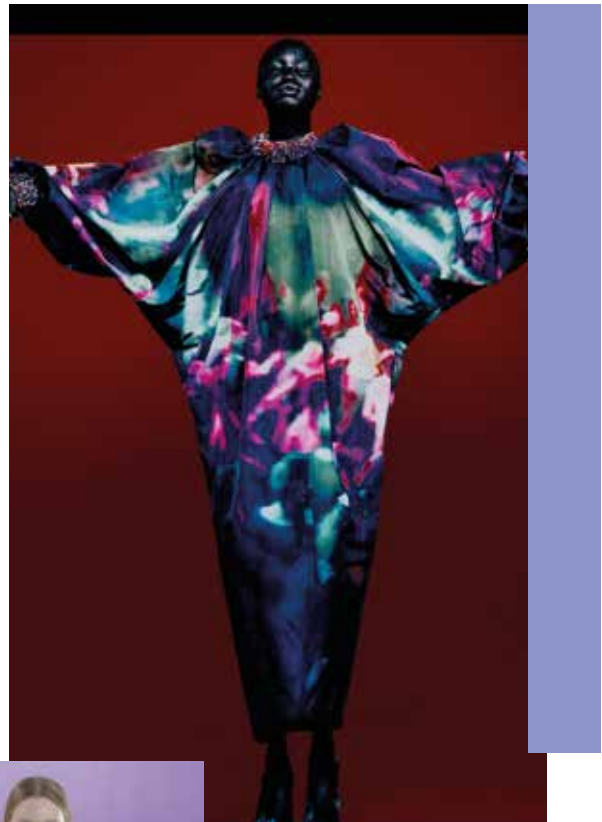
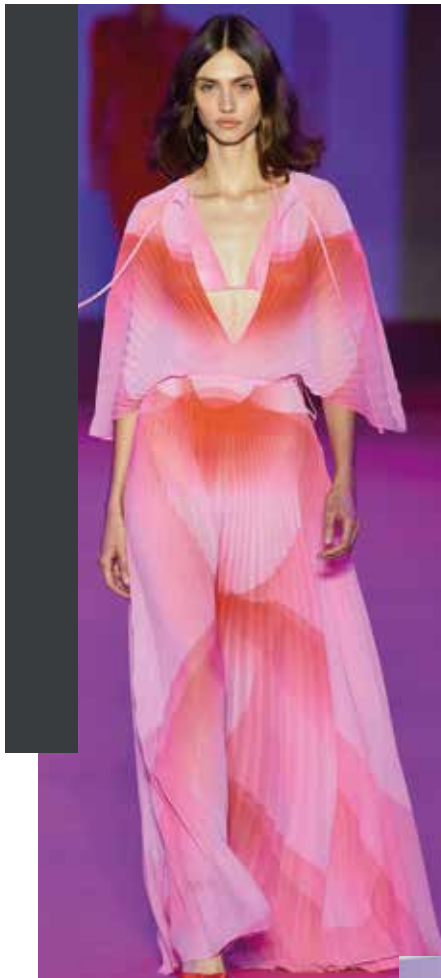


Design for digital still remains a key trend for Spring Summer 22. Digital waves and psychedelic prints become sophisticated appealing to a wider audience. Use Monochrome patterns like Brandon Maxwell for commercial look.



Soft Focus

SPRING / SUMMER 22

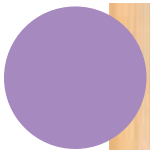


Soft focus emerges as a refreshing evolution to the popular tie-dye, giving it a digitalised edge. Key prints include: Motion blur, Ombre strokes, blurred florals and blurred photographs.



Butterflies

SPRING / SUMMER 22



Having emerged as the new animal print, butterfly markings feel fresh via exploded, abstract scales. Look to butterfly wings and upscaled proportions as a new direction. Take inspiration from Chanel and Lanvin Spring Summer 22 catwalks.



Hair Accessories

SPRING / SUMMER 22

