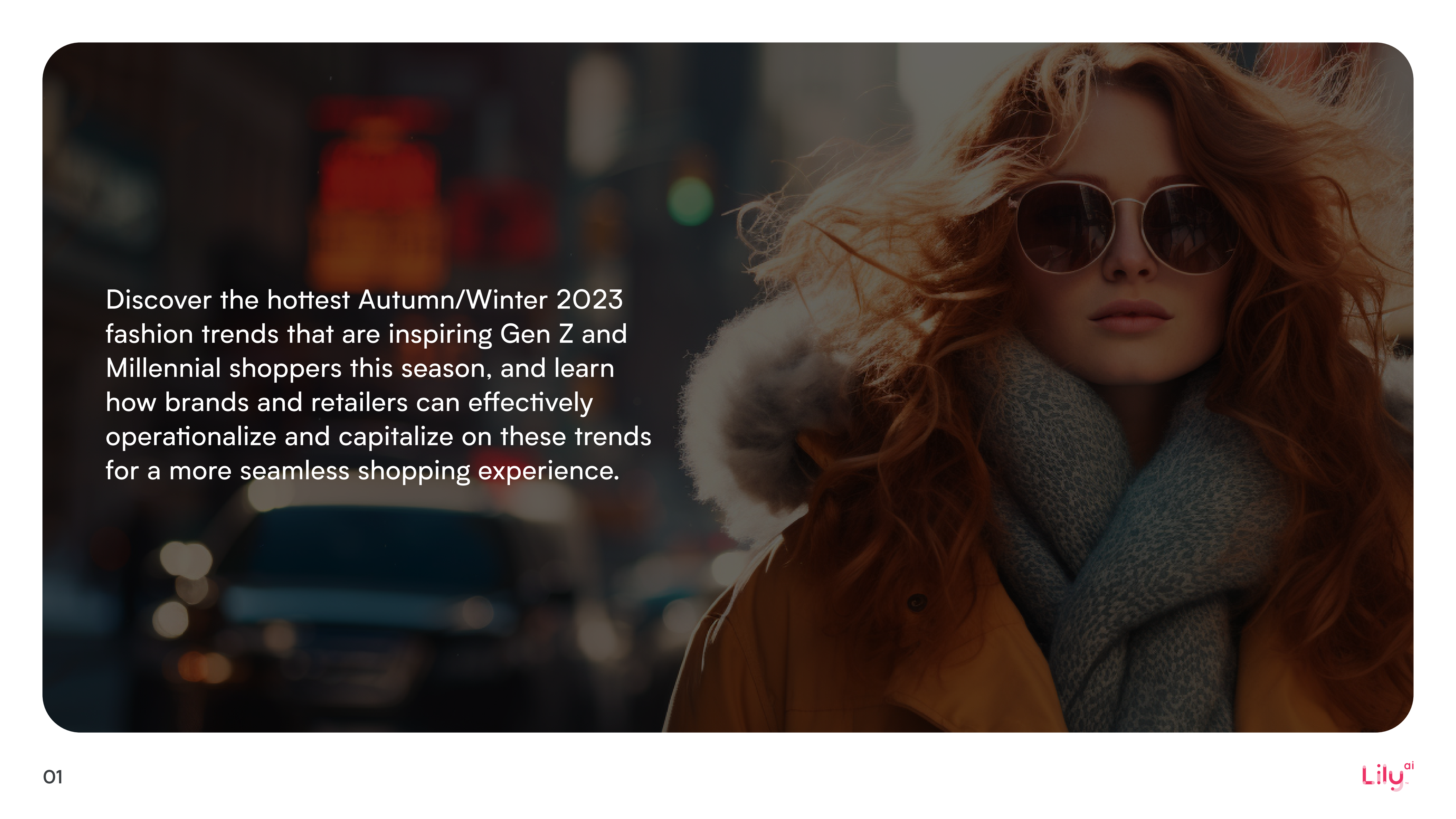




Autumn/Winter 2023 Trend Report





Discover the hottest Autumn/Winter 2023 fashion trends that are inspiring Gen Z and Millennial shoppers this season, and learn how brands and retailers can effectively operationalize and capitalize on these trends for a more seamless shopping experience.

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OVERVIEW

Millennial Minimalist vs Gen Z Maximalist

This Autumn/Winter, Millennial Minimalist fashion unveils two compelling trends, epitomized by Sturdy Comfort and Gilded Comfort. Renowned for its refined and effortless ethos, Millennial Minimalist style centers on curated capsule wardrobes and staple pieces. This preference resonates particularly with the financially secure 25–40-year-old demographic, empowering them to invest in enduring, high-quality garments that transcend fleeting trends. Prioritizing versatility and functionality, Millennial Minimalists meticulously assemble collections of essential pieces, effortlessly interchanging them to simplify their daily attire. In doing so, they not only streamline their dressing routine but also foster a sustainable, enduring impact on their fashion choices.

In contrast, the Gen Z Maximalist style ushers in two captivating trends, namely Lagom Fields and Coquette Vamp. Renowned for its exuberance and bold experimentation, Gen Z Maximalism seamlessly incorporates trends like Coquette Vamp, which takes cues from the diverse range of fashion cores, such as dollcore, fairycore, and barbiecore. These distinctive "cores" have gained immense popularity on platforms like TikTok, appealing to the 9–24-year-old demographic, and act as the perfect counterpart to the bold yet understood eco-conscious spirit of the Lagom Fields style. The accessibility of fast fashion and budget-friendly choices empowers Gen Z to readily immerse themselves in these imaginative, costume-inspired looks, resulting in a dynamic and ever-evolving fashion landscape.



OVERVIEW

Sturdy Comfort

The Fall season will showcase the sturdy comfort trend, characterized by a classic style with subtle detailing including embroidery, puff sleeves, and quilting. Consumers will embrace the tactile appeal of shearling and denim fabrics, offering a luxurious yet relaxed feel. Whether tailored or relaxed, sturdy comfort silhouettes exude effortless elegance, while marled, gingham, and stripe prints add a touch of timeless charm to the wardrobe pieces.



PRODUCT ATTRIBUTES

Sturdy Comfort

Embodying an appreciation for simpler things, the Autumn/Winter season will display a curated wardrobe of versatile pieces that stand out alone or can be layered to perfection. Shoppers will embrace the essence of sturdy comfort, a timeless style that effortlessly combines classic elegance with cozy appeal.

Materials:

- Cozy Teddy: Plush and warm fabrics like cozy teddy to embrace comfort.
- Shearling Trim: Soft and luxurious shearling trim accentuate a timeless look.
- Quilted Fabric: Quilted fabric pieces add texture and depth to outfits.
- Knits: Effortless chicness with knit pieces that exude style and versatility.

Colors:

- Dusty Blush: Soft hues of dusty blush exude an elegant and muted charm.
- Gingham: Classic gingham patterns offer a timeless and versatile print.
- Stripes: The incorporation of stripes adds a touch of sophistication.

Embellishments:

- Puff Sleeves: Statement-making pieces with puff sleeves, add a touch of romance and elegance.
- Embroidery: Garments infused with artistry and flair through intricate embroidery.

Style:

- Relaxed: Balance style and comfort with a relaxed fit for a modern take on classic wardrobe essentials for everyday wear.
- Classic: A refined and sophisticated aesthetic, with a classic style that withstands the test of time while exuding confidence and effortless elegance.
- Equestrian: Inspiration drawn from equestrian fashion, showcasing the enduring charm with traditional elements and tailored and polished pieces.



A fashion advertisement featuring two models in a room with a grid-patterned wall. The model on the left is wearing a black beanie, a black turtleneck, and a black and white houndstooth coat, carrying a black bag. The model on the right is wearing a black beanie, a white turtleneck, and a black coat. The text 'SPOTLIGHT' and 'Max Mara' is overlaid on the image.

SPOTLIGHT Max Mara

Max Mara, celebrated for its iconic garment—the coat—stands as Fall's definitive answer to quiet luxury. Embracing the essence of sturdy comfort, this renowned brand offers a captivating collection designed to exude warmth, timelessness, and effortless elegance. From sumptuous knits to rich suedes and cashmere, Max Mara's warm and cozy garments are tailored to perfection, while elegant outerwear showcases classic designs fused seamlessly with contemporary touches, ensuring both style and functionality. Since the pivotal moment during the Autumn/Winter of 1957–58 when this visionary label turned a men's coat into a refined women's coat, Max Mara's has become a beacon of exquisite craftsmanship and a symbol of enduring sophistication, embodying the essence of luxury with every creation.

OVERVIEW

Gilded Comfort

The Gilded Comfort trend takes a softer approach to Winter season staples, celebrating the beauty of timeless yet inspired wardrobe essentials. Decadent comfort in the form of chunky sweaters and relaxed sets adorned with an elegant touch of festive sparkle take center stage for the holidays. A gentle and mellow mood prevails, complemented by a palette of softened hues, featuring frosty whites, neutral shades, and warm golden tones, creating a captivating glittering assortment. As consumers embrace the concept of "soft living," the desire for comfort and warmth leads the way, with knitwear taking the spotlight, enriched by season-appropriate embellishments and sequins. Sweaters and relaxed coordinates, particularly in neutral colorways and comfortable fits, emerge as favored choices in this trend.





PRODUCT ATTRIBUTES

Gilded Comfort

The Holiday season is when Winter whites and neutrals, elegant sparkle, and soft living converge, creating an enchanting ambiance of gilded cozy comfort. This fashion trend embraces the allure of sophisticated warmth and dazzling elegance, with indulgences in dazzling embellishments that lend hi-style to comfortable stand-alone pieces and combinations sets for a cozy and luxurious aesthetic.

Materials:

- Knitwear: Comfort and warmth take center stage, encapsulating the essence of "soft living" and providing the perfect fusion of style and coziness.

Colors:

- Frosty Whites: Serene and elegant charm infuses a winter wonderland ambiance to ensembles.
- Neutrals: A versatile and sophisticated palette, effortlessly complements various outfit combinations.
- Warm Tones: Golden hues add a touch of opulence and richness, creating a captivating and luxurious feel.

Embellishments:

- Sparkles: Lending a dazzling touch to attire, sparkles enhance the holiday spirit and illuminate pieces with festive elegance.
- Sequins: Gracefully elevate outfits with sequins, bringing shine and holiday spirit to any ensemble.

Style:

- Timeless Essentials: The epitome of gilded comfort, timeless pieces provide enduring wardrobe staples that effortlessly transcend trends.
- Relaxed Fit: A relaxed fit ensures a harmonious blend of comfort and fashion-forward aesthetics, perfect for embracing the concept of "soft living."
- Coordinating Combinations: The ability to mix and match outfits with ease creates an effortlessly sophisticated and polished look.



SPOTLIGHT

Laura Biagiotti

The Laura Biagiotti Autumn/Winter 2023 collection emerged this season as an ideal embodiment of the Gilded Comfort trend, flawlessly melding luxury and coziness into harmonious ensembles that are understated yet still dazzle and delight. This collection captures the essence of Gilded Comfort, offering pieces fur-effect parkas and cashmere sheath dresses that exude opulence while ensuring a comfortable and inviting wear. Through rich fabrics like shimmering satins and sumptuous chiffons, with detailing such as sculptured braids and golden glazes, the collection mirrors the trend's emphasis on lavish materials that envelop the wearer in warmth and sophistication. Laura Biagiotti's color palette, featuring rich golden hues, winter whites, and dusky blushes, perfectly captures a sense of refined elegance. As the epitome of this trend, the brand seamlessly marries timeless opulence with a sense of ease, inviting individuals to revel in a luxurious yet cozy fashion experience that defines Gilded Comfort.

OVERVIEW

Lagom Fields

The Lagom Fields trend, while often muted in appearance, embraces Gen Z's penchant for maximalism through its use of intricate embellishments on activewear like embroidery, braids, and color-blocking. The embodiment of "lagom," signifying equilibrium, aligns harmoniously with the Gen Z Maximalist's aspiration for fashion that embodies comfort, aesthetics, and ethics. Amid a season defined by exuberant experimentation and vibrant sartorial expressions, Lagom Fields emerges as a serene yet impactful counterpoint, driven not by an ostentatious appearance but by the profound message of sustainable and conscious fashion.



PRODUCT ATTRIBUTES

Lagom Fields

Detailing adds depth and richness to the already dynamic mix of textures and fabrics, while the relaxed, oversized fits of Lagom Fields align with the season's cozy and layer-friendly approach, ensuring both comfort and fashion-forward flair that complements the maximalist's desire for bold self-expression, comfort, and meaningful choices. The earthy color palette of matcha, olive, and browns harmonizes with the autumnal surroundings, offering a consciously curated look and a seamless transition into the season's landscape.

Materials:

- Eco-Conscious: A spectrum of eco-conscious knits, matcha-dyed wool fleece, and cotton canvas contribute to the versatile and sustainable aesthetic.

Colors:

- Olive: Green shades from taupe and olive to matcha encapsulate a connection to the environment, highlighting the style's harmony with nature.
- Mustard: This vibrant tone injects a touch of playfulness, resonating with its whimsical spirit and adding a pop of color.

Embellishments:

- Embroidery & Weaves: Intricate embroidery and artisanal craftsmanship like weaves and braids add a touch of thoughtful detailing.
- Color Blocking: A playful and artistic touch, color blocking energizes ensembles, infusing a vibrant dynamism that mirrors the Gen Z Maximalist approach.

Style:

- Boho Chic: the boho-chic aesthetic seamlessly integrates free-spirited and eclectic elements that evoke a sense of effortless beauty and individuality.
- Less Is More: This philosophy translates into a deliberate curation of pieces and details, resulting in a style that marries simplicity with sophistication, ensuring that each element contributes meaningfully to the overall look.





SPOTLIGHT Athleta

Athleta's Autumn/Winter 2023 collection stands as a prime embodiment of the Lagom Fields aesthetic, seamlessly fusing functionality, sustainability, and understated elegance. The activewear collection strikes a harmonious balance between comfort and style with a thoughtfully curated range of materials such as recycled nylon, recycled polyester, and Merino wool/cashmere blends that showcase the brand's commitment to eco-conscious—Athleta has their B Corp Certification—choices and cozy textures, creating a sense of tranquil warmth. Earthy hues like pyrite, spiced cabernet, and peat echo the Lagom Fields palette, resonating with nature's tranquility. Through its fits and outerwear pieces, the collection reflects both ease of movement and a commitment to adaptability. Athleta's Autumn/Winter 2023 collection encapsulates the essence of Lagom Fields, offering a thoughtful blend of sustainability, comfort, and timeless style for the modern and conscious woman.

OVERVIEW

Coquette Vamp

The captivating allure of the Coquette Vamp trend will reign this holiday season as the Winter months' take on Dollcore style, seamlessly blending feminine romanticism with edgy urban elements. Coquette Vamp exudes both delicacy and boldness, incorporating embellishments such as lace, ties, embroidery, and mixed media for a captivating and intriguing appeal.

This trend embraces a rich selection of fabrics, from sumptuous brocade to delicate fabric petals, subtle corset lace, shimmering plisse, and luxurious silk, all tailored to perfection. The color palette of emerald, coal, and black adds a touch of mystery and sophistication, encapsulating the essence of the Coquette Vamp trend.





PRODUCT ATTRIBUTES

Coquette Vamp

Coquette Vamp embodies Gen Z maximalist fashion with its bold blend of the vampire 90s glam aesthetic, frothy frills, and rich brocades. This captivating style exudes a romantic allure, embracing costume elements that add an air of mystery and decadence to the overall soft grunge look.

Materials:

- Rich Brocade: Exuding opulence and texture, rich brocade fabrics add a touch of grandeur and sophistication to outfits.
- Silk, Satin, & Lace: Embracing romance and allure, fabrics evoke a sense of enchanting charm and sensuality.

Colors:

- Jewel Tones: Exuding a captivating and rich allure, emerald, sapphire, and ruby tones add a touch of mystery and sophistication.
- Coal: This deep nearly black hue enhances the edgy and urban elements of the style, infusing a sense of intensity and boldness.

Embellishments:

- Bow Details: Bows gracefully add a whimsical and playful touch that complements feminine charm.
- Ornate Mixed-Media: Embracing a fusion of various textures and materials, mixed-media embellishments from fabric petals to shimmering plisse and velvet embroidery capture the fantastical essence of this trend.

Style:

- Feminine/Romantic: With a tailored core, feminine and romantic elements emphasize softness and sensuality.
- Baroque: A modern take on Baroque-era fashion, with a re-emergence of opulent fabrics, prominent embellishments, and corsets for an extravagant appearance.

A photograph of two models wearing dark blue, off-the-shoulder dresses with lace detailing. They are standing outdoors in front of a stone wall and a vine-covered archway. The model on the left has blonde hair and is wearing gold jewelry, while the model on the right has dark hair and is wearing a gold bracelet. The background shows a vineyard and distant hills under a clear sky.

SPOTLIGHT

House of CB

The House of CB Autumn/Winter2023 collection emerges as the essential embodiment of the Coquette Vamp trend, seamlessly blending a sense of provocative allure with undeniable elegance. This collection features pieces that artfully capture the Coquette Vamp style, with a range of ready-to-wear garments that exude a potent fusion of romantic femininity and edgy urban detailing.

Through intricate lace embellishments, lace-up back panels, and a myriad of mixed-media elements, the collection authentically embodies the characteristic adornments of the trend, showcasing House of CB's attention to intricate craftsmanship. With an array of romantic materials like heavy velvet and feather trim along with whimsical detailing, the collection effortlessly captures the playful and alternative spirit intrinsic to Coquette Vamp. House of CB's color palette focuses on jewel tones, encompassing deep shades of ruby, sapphire, and black, perfectly capturing the enigmatic and seductive elements that define the trend. This collection stands as a masterful representation of Coquette Vamp, blending audacious elegance with an alluring edge that resonates with those seeking a captivating blend of romanticism and empowerment in their style.

HOW LILY AI CAN HELP

Brands and Retailers Capitalize on These Trends

In today's dynamic retail marketplace, trends play a pivotal role in the discovery of products. Whether individuals are looking to explore a new style introduced through a marketing campaign or pop-up event, create a versatile capsule wardrobe inspired by their favorite fashion-forward celebrities, or embark on a home or beauty transformation influenced by social media platforms like Instagram or TikTok, trends have a significant impact on shopping and purchase choices.

Integrating trends into your product lineup is a practical approach for effectively curating collections that align with popular fashions, such as Millennial Minimalists' Sturdy Comfort and Gilded Comfort, or Gen Z Maximalists' Lagom Fields and Coquette Vamp. Nonetheless, executing this process can be more challenging than it seems without the aid of AI technology.

Lily AI provides AI-powered product attribution, empowering brands and retailers to seamlessly enhance their entire catalog. This not only encompasses product specifics such as embellishments, closures, and fit, but also extends to styles, occasions, and the latest trends. With just a click, marketers and merchandisers can effortlessly curate product assortments for their "on-trend" marketing campaigns and promptly launch promotions, effectively capitalizing on the latest trends as they emerge.



To learn how Lily AI helps retailers and brands capitalize on trends faster, visit www.lily.ai.

Or contact us at hello@lily.ai!