



Spring/Summer 2023 Trend Report

Discover the hottest macro and micro fashion trends for Spring/Summer 2023, 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

Quiet Luxury

The fashion industry has witnessed the reemergence of the longstanding trend known as “quiet luxury.” This term denotes the discreet yet luxurious clothing offered by high-end brands such as Loro Piana and Brunello Cucinelli, which exude an understated sophistication and refinement.

Several factors have contributed to the revival of quiet luxury. One such factor is a response to the ostentatious “loud luxury” aesthetic prevalent in pop culture. Additionally, the current economic climate has prompted many consumers to prioritize long-term value and invest in higher-quality, timeless pieces—even at sky-high prices.

Another contributing factor is the popularity of shows such as “Succession,” which has also played a role in the influence of quiet luxury as of recent. The characters are often adorned in classic, refined pieces that exude sophistication. This has helped fuel a growing consumer demand for similar styles.

Nevertheless, the quiet luxury trend’s exclusivity fosters a sense of inclusion among consumers, as only a select few can purchase products at such exorbitant price points. Paradoxically, this feeling of exclusivity is driving more consumers to aspire to join this group. And that’s the zeitgeist Brunello Cucinelli is tapping.





OVERVIEW

Quiet Luxury

Quiet luxury focuses on understated elegance, refined craftsmanship, and high-quality materials. The trend is characterized by a minimalist and sophisticated aesthetic that exudes luxury without being ostentatious.

Some elements most commonly associated with quiet luxury include:

Materials:

- Premium fabrics: High-quality textiles such as cashmere, silk and fine wool.

Colors:

- Neutral and earthy tones: Soft creams, ivory, beige, taupe, shades of grey as well as warm browns, moss greens and subtle blues.

Embellishments:

- Minimal details: Discreet branding and minimal designs and textures.
- Hardware: Polished metals and brushed finishes.

Style:

- Clean lines: Simplicity and clean lines through tailored pieces.
- Timeless design: Classic staples that can withstand the test of time.
- Attention to detail: Craftsmanship and quality of construction, seams, and finishings should be pristine.



SPOTLIGHT

Brunello Cucinelli

During the first quarter of the year, Brunello Cucinelli, known for its cashmere clothing, experienced a sales increase of 33%. The surge in sales was primarily driven by the Americas' performance and a resurgence in Asia, indicative of the growing quiet luxury trend.

The Italian luxury group noted that the increased demand in North America appeared to be a permanent trend, while the encouraging trend in China reinforced the group's prospects in this crucial market. In the quarter ending March, the company reported sales of \$290.6 million and reiterated its expectation of a 15% sales growth for the year.

And while Brunello Cucinelli did not disclose what cohort of consumers were driving their revenue growth, other than region, it's safe to assume that it was the type of consumer who was willing to pay \$4,895 for a cashmere sweater.

OVERVIEW

Rosettes

Etsy released its [2023 wedding trends](#) and of those highlighted trends are rosettes—a delicate and whimsical 3D floral detail that adds a romantic touch to any wedding dress. Etsy has reported a surge in searches for floral wedding dresses, which have increased by 78%. Additionally, searches for 3D flower veils and 3D flower dresses have risen by 35% and 32%, respectively.

Rosettes are also featured in jewelry and accessories, with the popular flower choker trend seeing a 159% increase in searches on Etsy this year. Notably, the flower choker can be worn by brides well beyond their wedding day.

The popularity of dreamy rosettes can be attributed to their versatility. They can be incorporated into various dress styles and accessories, from the most modern to the most traditional. They can add a touch of modesty and bohemian flair to a sheer lace or crochet dress or a romantic touch to a structured satin or taffeta gown, or even a sheer but edgy mini dress.

Following that sentiment, the rosette trend has gone beyond bridal fashion and has recently made their mark in prominent events like the [Met Gala](#), widely regarded as fashion's grandest night. From the wedding day and beyond to date nights, pool parties, and summer vacation, dreamy rosettes are a great way to weave in a romantic ethereal aesthetic.





PRODUCT ATTRIBUTES

Rosettes

The rosette fashion trend incorporates feminine and romantic elements inspired by the delicate beauty of flowers.

Some elements most commonly associated with dreamy rosettes include:

Materials:

- Chiffon: Light and airy fabric is most commonly used to create soft and flowy rosette details.
- Organza: Sheer organza fabric is used due to its ability to hold the shape of rosettes and create a voluminous effect.
- Satin: This material offers a smooth and is utilized to add a luxurious touch.

Colors:

- Soft pastels and romantic hues: Colors such as blush pink, baby blue, mint green, lavender, and ivory. Deep reds, rich burgundies, and romantic hues like dusty rose or mauve are used for depth.

Embellishments:

- Rosettes: The key embellishment in the rosette fashion trend is, of course, the rosette itself.

Style:

- Flowing, draping designs: The use of draping and gathering techniques is common in rosette fashion, creating a sense of movement and fluidity.



SPOTLIGHT

Magda Butrym

While rosettes have been used in fashion for centuries, Magda Butrym has reimagined and revitalized this classic adornment, incorporating it into her designs in a fresh and modern way.

One of the defining features of Butrym's designs is the way she combines rosettes with contemporary silhouettes and luxurious fabrics. She juxtaposes the softness and delicacy of the rosettes with sleek lines and modern cuts, creating a captivating contrast that captures the essence of her brand. Whether adorning a flowing silk gown, a tailored blazer, or a stylish blouse, the rosettes elevate the garments and add a sense of opulence and refinement.

Magda Butrym's rosette designs have resonated with fashion enthusiasts and industry insiders alike. Her pieces have been featured on runways, in editorial spreads, and have gained a loyal following of celebrities and fashion influencers such as Jennifer Lopez and Sofia Richie. The rosette trend has also been embraced by other designers, further solidifying its presence in the fashion landscape.

OVERVIEW

Sheer

Fashion designers have long been drawn to the feminine beauty and sensual allure of the sheer fabrics and styling. The sheer trend made its way from the runway to the red carpet with iconic moments like Florence Pugh at the Cannes premiere of Don't Worry Darling in Barbiecore pink Valentino and was featured in many of the hottest looks at the 2023 Met Gala.

Recently, the sheer trend is making its way from the red carpet to retail.

As the trend continues to see consumer demand, brands and retailers like Abercrombie & Fitch are taking note. Once known for its super preppy style, A&F has started to trend again after transforming into a more versatile brand. The brand's assortment has expanded to offer a wider range of styles that specifically target the modern consumer. This includes incorporating trendy sheer fabrics into their collection and incorporating bold prints and layered sheer tops into their designs.

Other popular retailers, like Urban Outfitters, have also embraced sheers by incorporating these fabrics into their product line. You can find elements of the sheer trend in their party collection as well as on their dedicated Balletcore Trend page.





PRODUCT ATTRIBUTES

Sheer

Whether taking a more daring or modest approach to sheer, common attributes that consumers are shopping for include:

Materials:

- Chiffon: Lightweight and semi-transparent chiffon fabric is commonly used to add a soft and ethereal quality to garments.
- Tulle: Fine netting fabric like tulle is frequently incorporated to add texture.
- Mesh: Nylon or polyester mesh can be used to provide a structured and sporty look.

Colors:

- Neutrals: Neutral colors such as white, black, nude, or sheer variations of gray are used to create a versatile and elegant base.
- Vibrant tones: Bold colors can be used to create a striking contrast against the sheer fabric and add a touch of drama.

Embellishments:

- Lace: Lace adds intricate patterns and feminine details to sheer garments, creating a romantic and alluring aesthetic.

Style:

- Layering: Sheer fashion often involves layering multiple sheer pieces or combining sheer fabrics with opaque ones to create depth and visual interest.



SPOTLIGHT FWRD by REVOLVE

In 2021, FWRD, part of the global luxury fashion retailer Revolve Group, Inc., appointed Kendall Jenner as its creative director.

“Our third quarter results reinforce our conviction that our competitive strengths will enable us to continue to thrive as we transition to a post-pandemic world,” said co-founder and co-CEO Michael Mente in a statement regarding the company’s Q3 2021 earnings call. “Our current momentum and the strength of our brands is broad based across both REVOLVE and FWRD. We are particularly excited by our recent announcement that Kendall Jenner is serving as FWRD’s Creative Director. Kendall brings incredible creativity and passion to the role that we believe will extend our reach and appeal to a broader audience of next generation luxury consumers than ever before.”

Under her creative leadership, Jenner has looked to showcase the hottest fashion trends — one of them being the sheer fabric trend through esteemed brands like SAINT LAURENT, ILKYAZ OZEL, BALENCIAGA, BALMAIN, KHAITE, and CHRISTOPHER ESBER.

In the company’s latest quarterly earnings, FWRD reported net sales were \$48.0 million, a year-over-year increase of 5%.

OVERVIEW

Mermaidcore

The Coastal Grandmother aesthetic emerged as last summer's hottest trend, captivating fashion enthusiasts with its blend of unbuttoned button-ups and a casually preppy style. Inspired by the charm of [Nancy Meyer films](#), this trend took the fashion world by storm, offering a fresh and nostalgic appeal.

However, this summer's trend has the potential to be even more significant. Enter the [Mermaidcore](#), which embodies a whimsical and ethereal style inspired by the enchanting world of mermaids. This trend has gained immense popularity, coinciding with the release of Disney's live-action adaptation of *The Little Mermaid*.

The celebrity who has made the biggest waves in the Mermaidcore fashion scene is none other than [Halle Bailey](#). As the lead actress in Disney's live-action adaptation of *The Little Mermaid*, Halle Bailey has been spotted flaunting mermaid-inspired looks both on and off the red carpet.



PRODUCT ATTRIBUTES

Mermaidcore

This trend takes inspiration from the Y2K revival while also paying homage to the disco era of the 70s.

Some elements most commonly associated with Mermaidcore include:

Materials:

- Sequins: Shimmering sequin fabrics are commonly used to mimic the sparkling scales of a mermaid's tail.
- Holographic fabrics: Adding a futuristic touch, holographic or iridescent finishes bring a captivating and otherworldly element to any outfit.

Colors:

- Oceanic hues: Mermaidcore fashion often incorporates shades of blue, turquoise, teal, aqua, and seafoam green.
- Iridescent shades: Colors that have an iridescent or opalescent quality, such as pinks, purples, and pastel hues are used to add a magical and ethereal vibe.

Embellishments:

- Pearls: They can be used as accents on clothing, jewelry, or accessories, adding a touch of elegance and sophistication.
- Shells: Shell-shaped embellishments, seashell prints, or other sea-inspired motifs like starfish or seahorses are often used to adorn garments and accessories.

Style:

- Mermaid-inspired tailoring: Tailored garments that contour the body, particularly in the lower half, can evoke the shape of a mermaid's tail.





SPOTLIGHT

Bloomingdale's

According to [Teen Vogue](#), "Mermaidcore," which was once considered a niche subculture of style, has gone mainstream and now revolves around embracing the characteristics of mythical sea creatures.

Recent data solidifies this notion, as Google searches for 'mermaid style' have experienced an astonishing surge of [736 percent](#). Additionally, [Pinterest](#) search data reveals a remarkable increase of 614 percent in searches for 'Mermaidcore.' Further emphasizing the trend's popularity, it has garnered an impressive 16.8 billion views on TikTok.

In reaction to clear consumer demand, Bloomingdale's has taken a thoughtful approach to curate a product assortment that reflects the Mermaidcore hype.

Through the retailers [mermaidcore assortment](#), Bloomingdale's has featured products like the [Farah Strapless Gown by BRONX AND BANCO](#) and the [Faux Pearl Disco Ball Wristlet by POOLSIDE](#).

The campaign not only highlights its pulse on consumer demand but it also offers up customers the perfect mermaid aesthetic for any occasion — whether it be a day in the sun, a date night or formal event.

OVERVIEW

Comfort

Since 2000, few retail macro trends have been as pivotal as Athleisure. Lululemon is often credited as the leader in this category, creating functional yoga and workout wear that looked as great as they felt.

Fast forward to today, and almost every retailer and brand has an athleisure collection as part of their standard assortment mix. While Athleisure isn't going anywhere per se, the seeds of this trend have blossomed into a whole new fashionably acceptable aesthetic: Embracing comfort!

Even Quiet Luxury embraces elements of comfort. This style incorporates loose-fitting garments made from soft, high-quality fabrics that exude an air of comfortable and effortless elegance.

Ugly fashion has also found its place within the comfort trend. It challenges traditional beauty standards by embracing unconventional elements such as oversized silhouettes, chunky sneakers, and bold patterns. This trend promotes individuality and self-expression, focusing on comfort while pushing fashion boundaries.

Ugly footwear has played a significant role in the comfort trend as well. Dad shoes, particularly HOKA's and Balenciaga's Triple S sneakers, have gained popularity for their chunky soles and retro-inspired designs.





PRODUCT ATTRIBUTES

Comfort

The comfort trend focuses on creating relaxed and cozy styles that prioritize comfort and well-being.

Some elements most commonly associated with the comfort trend include:

Materials:

- Natural fabrics with stretch: Fabrics like cotton and linen offer softness breathability, and may incorporate 4-way stretch for all day comfort and performance.
- Knitwear: Cozy knit fabrics such as cashmere, wool, or soft blends as they offer warmth and a comforting tactile experience.

Colors:

- Neutral and earthy tones (but not limited to): Neutral colors such as beige and gray, and warm earthy tones like camel or taupe.

Embellishments:

- Texture: Fabrics, such as ribbed knits or waffle weaves, add depth and tactile appeal to the garments.

Style:

- Relaxed silhouettes: Flowy dresses, oversized sweaters, and loose-fitting pants are commonly seen.
- Athleisure Influence: The comfort trend often incorporates elements from athletic or sportswear and includes joggers, leggings, hoodies, and sneakers.



SPOTLIGHT Crocs

Crocs have made a comeback, known for their comfort-focused construction and distinct appearance. In fact, in January 2023, Crocs reported to see 53% growth by meeting consumer demand for casualization.

“2022 was an exceptional year for Crocs Inc., with strong consumer demand for both the Crocs and Heydude brands driving expected 53% revenue growth,” Crocs CEO Andrew Rees said at the time of the company’s earnings announcement.

The secret? Collaborations. Crocs just happens to be so good at them that it’s played a significant role in its growth strategy.

HOW LILY AI CAN HELP

Brands and Retailers Capitalize on These Trends

In today's dynamic marketplace, trends play a significant role within product discovery.

Whether individuals are seeking to experiment with a new style that they experienced in a marketing campaign or pop up, build a complete capsule wardrobe inspired by their favorite stylish celebrity, or embark on a home or beauty makeover that they saw on Instagram or TikTok, trends often inspire and influence shopping and purchase decisions.

Incorporating trends into your product catalog is a straightforward method of operationally curating collections for trending fashions such as Quiet Luxury, Rosettes, Sheer, Mermaidcore, or Comfort. However, without the assistance of AI, executing this process is easier said than done.

Lily AI offers AI-powered product attribution that enables brands and retailers to effortlessly enhance their entire catalog. This includes not only product details like embellishments, closures, and fit, but also styles, occasions, and, of course, the latest trends. Now with the click of a button, marketers and merchandisers can seamlessly curate product collections for their "on-trend" marketing campaigns and launch promotions more quickly, capitalizing on trends as they occur.



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

Or contact us at hello@lily.ai!