



Key trends of women's fashion of the spring-summer season 2023

Exclusive data on fashion trends for the spring-summer season of 2023 were presented in Almaty at the business conference of the 31st International Fashion Exhibition Central Asia Fashion Spring-2023.

For the first time, buyers of Central Asia were presented with a professional forecast from the global world leader in the field of forecasting trends and fashion trends, WGSN company. Milena Ershova, General Producer of Central Asia Fashion, introduced the audience to the data of the famous London Trend Bureau. The fashion retail expert talked about the basis of the choice of popular collection themes, which collections in fashion stores are waiting for customers in 2023, which global trends in women's fashion will be most popular in the upcoming Spring-Summer fashion season, as well as which collection themes, key shapes, silhouettes, colors, images, prints, patterns, fashion accessories and shoes will be the most popular and in demand among buyers.

During her speech at the CAF business conference, fashion expert Milena Ershova presented to the audience the current key trends of women's fashion of the spring-summer 2023 season, according to the world leader in trend forecasting – WGSN.

“After analyzing an immense amount of information and, in particular, the popularity of real search queries on the Internet, the experts presented a kind of general, fashionable collective female image. Among its main elements, open fabrics, asymmetrical silhouettes, free forms and bright, life-affirming colors are visible.

In terms of the main themes in the fashion of the spring-summer 2023 season, then The top three, the most desirable trends included: functionality, nostalgia and so-called escapism, as an attempt to escape from reality - fashion expert of the business conference Milena Ershova shares the results of the trend forecast.



Presentation by the general producer of Central Asia Fashion – Milena Ershova, at a business conference

During her presentation, the speaker elaborated on each topic-trend and gave specific examples of their use by designers and in the collections of famous fashion houses and global brands.

Trend 1 - #SummerSensuality

“Despite the so-called cost-of-living crisis, the hype around travel today remains the main source of inspiration for the fashionistas of the world. Most experts believe that this is a new kind of escape from reality - escapism. This is what we can observe in the form of the #SummerSensuality trend – “sensual summer”. It combines the lightness of resort clothes with the sophistication of modern clothes for special occasions. The main business card of this trend is the choice of colors, where mood-enhancing sunset shades are widely used”, - shares the speaker of the CAF business conference - Milena Ershova.

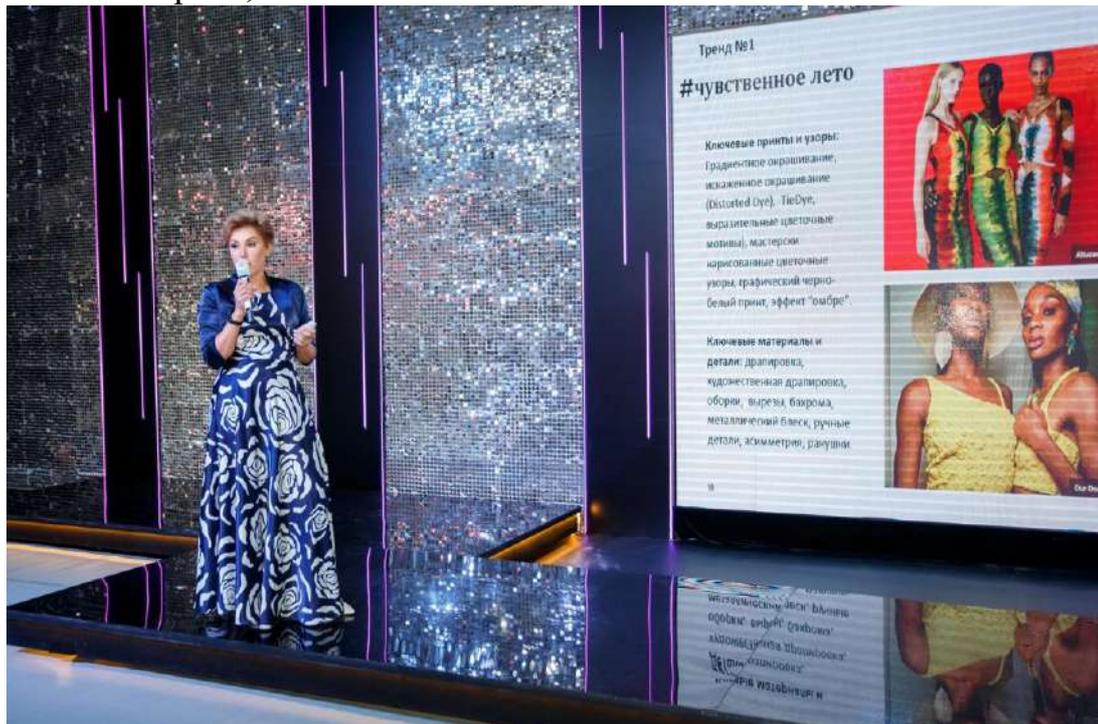
#SummerSensuality

Несмотря на кризис стоимости жизни, ажиотаж вокруг путешествий остается источником вдохновения для модников, пусть даже и в виде эскапизма. #SummerSensuality объединяет легкость курортной одежды с изысканностью современной одежды для торжественных случаев в используя улучшающие настроение #SunsetShades (Оттенки заката).



Slide from Milena Ershova's presentation: trend #SummerSensuality

Among the actual key prints and patterns of the fashion trend “Sensual Summer”, the expert of the business conference identified: gradient and distorted coloring, expressive painted floral patterns, graphic black and white print, the “ombre” effect.



Presentation by Milena Ershova, General Producer of Central Asia Fashion.

On-screen slide: Prints, patterns, materials, details #SummerSensuality

And among the distinctive details in the clothes of this trend are artistic drapery, frills and fringes, hand details and asymmetry.

Trend 2 - #UnderwearOuterwear

Another current trend is #UnderwearOuterwear, which literally means underwear –outerwear, in the new fashion season, according to the expert, is inspired by underwear. That is why it combines numerous elements of this direction in an updated form. Such well-known elements as combination dresses or bright floral patterns have been reworked into fresh color solutions in the new trend direction.

“If you look at the key wardrobe items in the new trend #UnderwearOuterwear, you can find the already well-known transparent oversize blazers, vest dress, translucent or soft satin-silk dresses with deep necklines, wide trousers, open-back tops, corset tops and bras.

Properly selected shoes and accessories in this fashion trend will perfectly complement the image. And here laconic sandals with thin straps, ballet flats, chokers, jewelry with pearls, bags with a short handle and gloves can be appropriate. As never before in the spring-summer season, all kinds of ballet-style details will be relevant: assemblies, folds, rich embroidery, lace, lacing, layering and soft volume, decorative ties.



#UnderwearOuterwear

Эта история, вдохновленная нижним бельем, сочетает в себе элементы четырех больших вечных тенденций — #PrairieGirl, #CottageCore, #SubversiveSexy и #NuHistorics — и придает им обновленный вид. Знакомые элементы, такие как платье-комбинация и яркие цветочные узоры, переработаны в свежих цветовых решениях, многослойность играют важную роль в добавлении интереса к современной текстуре.



#UnderwearOuterwear



Ключевые принты и узоры

Акварельный, Цветочный рисунок "сад", Toile De Jouy, Эффект размытия, клетка Гингем

Ключевые материалы и детали:

Сборка, Складки, Вырез, Атлас, Богатая вышивка, Кружево, Шнуровка, Слои, Низкая посадка, Прозрачные ткани, Жемчуг, Детали в стиле балета, Мягкий объем, Детали нижнего белья, Декоративные завязки

Trend 3 - # Fluid Careers

In her presentation fashion expert have raised the subject of the impact of post-pandemic uncertainty, anxiodepressive moods in society on the manifestation of the new fashion trend of the spring-summer season - Fluid Careers.

«In the pandemic, many people stayed at home and when they returned to work in the office, they had the opportunity to show it in clothes – says the speaker of the Central Asia Fashion business conference, Milena Ershova.

In theory, enough time has passed that the desire to demonstrate their office and business affiliation has passed, but nevertheless, the Fluid Careers trend proves the opposite and actively continues to gain popularity. This happens due to several factors: people are worried about the unknown future, the facts of job cuts, many companies go bankrupt and close down. Trend forecasters note that after people have sat at home, no one has a desire to return to a strict office style. And this means that now the office style has become more formal. Thus, the main distinguishing feature of the Fluid Career trend is a mix of office clothes and free-form style.

According to the speaker, this is primarily noticeable by the proposed palette of colors, where quite complex and contrasting shades have appeared.

Offering a list of specific recommendations, the specialist advises to improve simplicity and individuality, and for this you can use the style of minimalism of the 90s, with updated details and color combinations.

Fluid careers

Подтверждая наш прогноз на весну-лето 2023 года, "Fluid Careers" основан на возрожденном интересе к деловой одежде, поскольку мы продолжаем отслеживать возвращение к более формальному стилю после периода #StayHomeStyle. Сфокусируйтесь на официальных образах с классическим, но легким на ощупь стилем. Используйте стилистику #90sMinimalism и обновите с помощью тонких деталей и цветовых комбинаций, чтобы улучшить простоту и индивидуальность. Создавайте вещи, которые говорят о #GenderInclusivity и привлекают широкую аудиторию.



Slide from Milena Ershova's presentation: trend # Fluid Careers

The expert called the key items in the Fluid Career wardrobe: a tight skirt, wide trousers, jeans, a modified shirt, a raincoat, an oversize blazer, as well as the so-called "relaxed costume style" and a formal jersey dress. At the same time, as fashion accessories and shoes in the new season will be at the peak of popularity: a soft shopper bag, safety glasses, flat sandals, a platform, a kitty heel and all the details that can be summarized in one general term "recycled classics".

The list of current prints and patterns of this trend includes: self-colored materials, total monochrome, geometry, a thin strip, as well as natural elements and a blur effect.

The specialist also presented a detailed list of key fashion materials and wardrobe parts. Among them: ribbed texture, metal fittings, soft ties, fabric treatment with top stitching, artistic drapery and an emphasis on patterns.

Fluid careers

Ключевые принты и узоры:
Природная текстура, Эффект размытия, Однотонные материалы, Тонкая полоска, Графический монохром, Геометрия, Кисточки

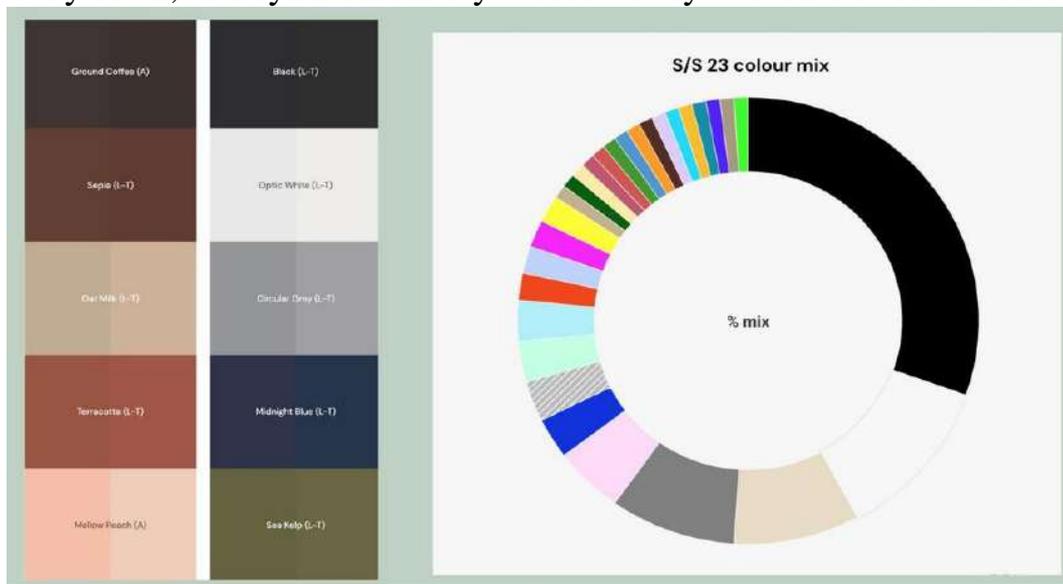
Ключевые материалы и детали: Ребристая текстура, Металлические фурнитуры, Мягкие завязки, Верхняя строчка, Сырой деним, Художественная драпировка, Жирный минимализм, Игра с узорами



Current and “rapid-growing” colors of 2023

At the end of the conversation about the key trends in women's fashion of the spring-summer 2023 season, the speaker of the CAF business conference, Milena Ershova, introduced the audience to the color mix for the distribution of the most relevant colors in clothing and the commercial more successful shades in the new season.

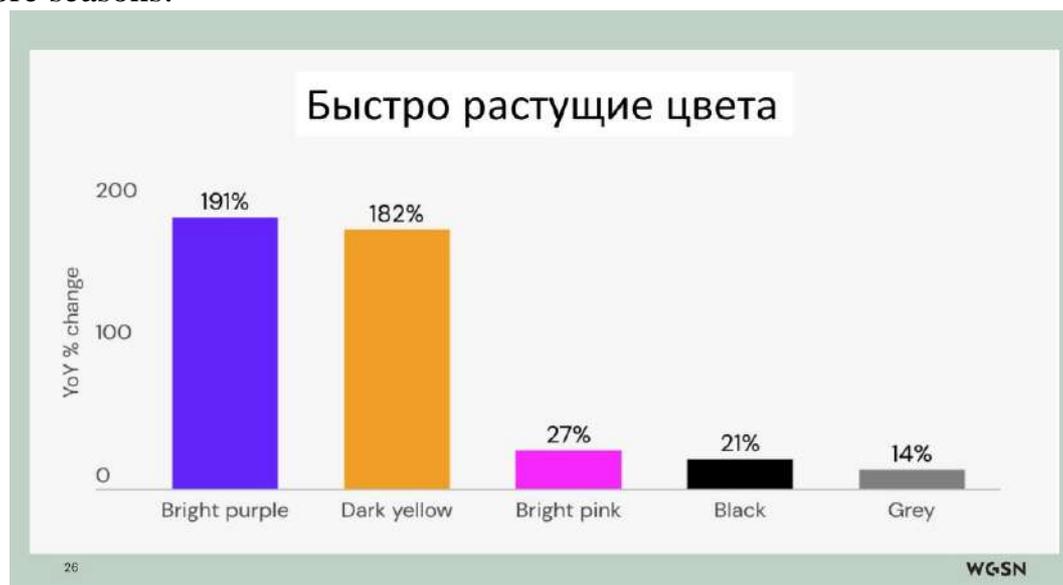
“After many seasons of bright moods, designers choose colors that have a transitional and off-season attractive quality for spring-summer 2023. Thus, you can see an increase in dark shades in women's wardrobe by another 12% compared to last year. At the same time, the predominance of up to 47% of dark colors and, in particular, black and dark gray is noticeable. The entire palette of actual colors presented is mostly basic, so buyers can safely invest money in orders of such a color scheme.”



Slide from Milena Ershova's presentation: distribution of actual colors in the new SS 2023 season

According to the fashion expert, the bright shades of the color palette will continue to remain relevant throughout 2023.

Their share has decreased slightly, but nevertheless they are present. The greatest growth, by almost 191% compared to last season, is shown by all kinds of shades of bright purple. In the second place of trend colors, gaining growth of 182% – dark yellow. These two colors, according to fashion trend analysts, are the most promising from the point of view of buyers' investments and will be relevant for several more seasons.



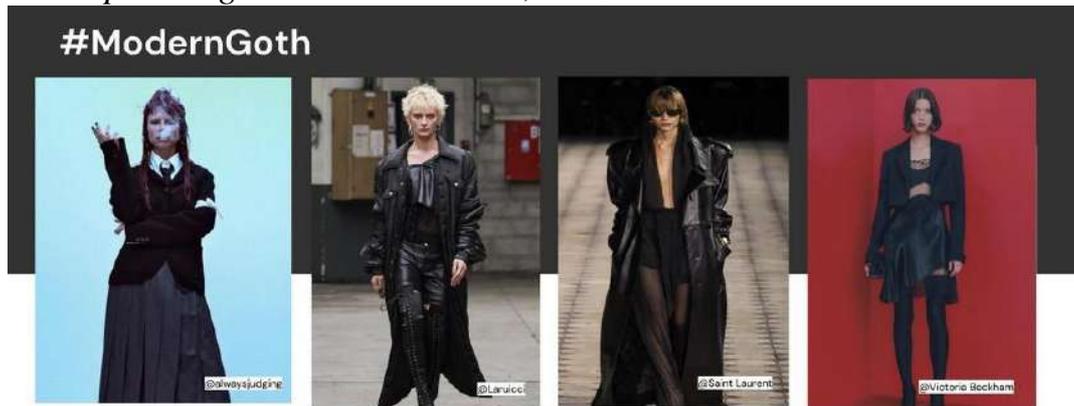
Slide from Milena Ershova's presentation: rapid-growing current colors of 2023

How do global brands see trending color solutions?

Backing up the theoretical part of the speech with practice with illustrative examples, fashion expert and speaker of the business conference from Moscow, Milena Ershova, vividly demonstrated with reference to the WGSN trend bureau how world-famous fashion houses and brands see trending color combinations.

So according to the speaker, the choice of dark Goth Light aesthetics originally arose thanks to the popular TV series “The Addams Family” on Netflix. At the same time, already in the new season, a more retro-oriented version includes large classical elements.

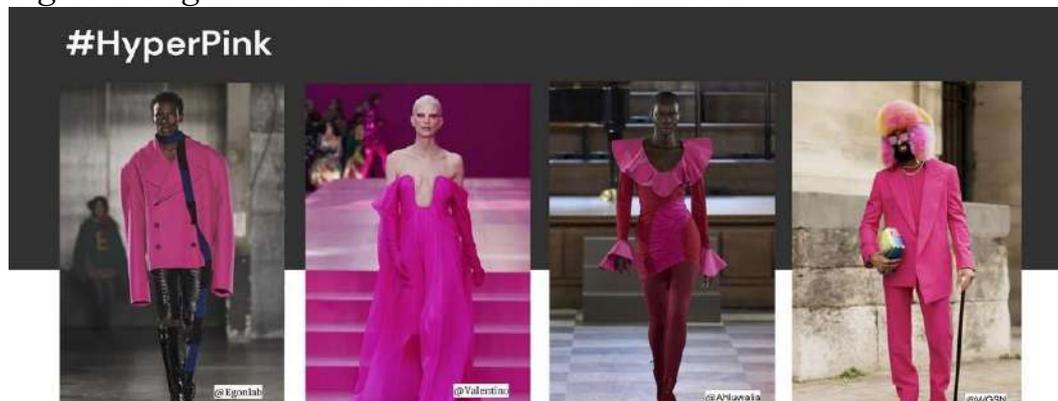
“And although this color seems incompatible with the spring-summer season, according to the experts of the trend bureau, it is an expression of reaction to the difficult state of today's world,” the speaker says. Therefore, for some designers, the decision to choose a darker space and take advantage of the abundance of shades of black comes quite naturally. The simplicity of the black color allows the silhouette to stand out, while the brand demonstrates perfectly fitting transparent or jersey dresses, combined with a floor-length coat with exaggerated shoulders. Many global brands are now looking for trans-seasonal items that meet the interests of thrifty consumers who pay attention to prices. For inspiration and uplifting mood, experts advise paying attention to such simple things as a T-shirt dress, blazer or raincoat.



The bright pink color #HyperPink, which is actively gaining popularity, deserves special attention. According to the trend bureau, this is perhaps the most popular and outstanding shade for spring-summer 2023.

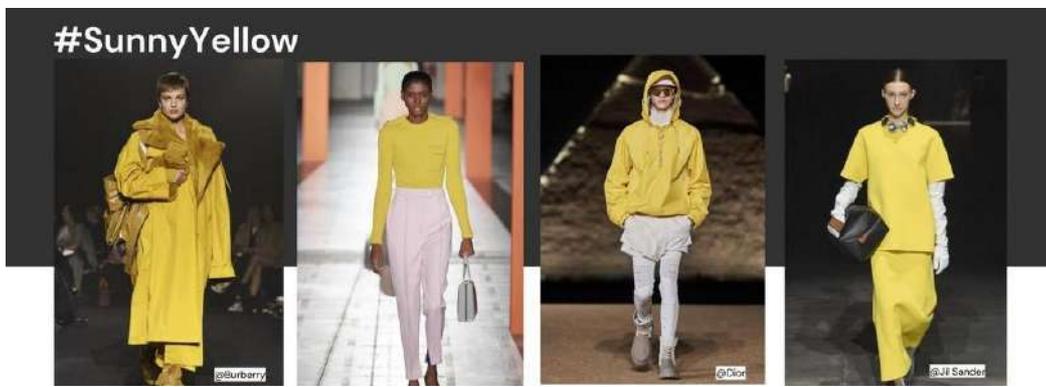
“Initially, the #HyperPink shade was developed in collaboration with Pantone and was named Pink PP, creating an individual shade for the Valentino brand for the season. But further, gaining more and more popularity, now it appears even in men's collections Autumn-Winter 23/24 and goes into the autumn-winter period. For example, on the streets of Europe, visitors to various fashion shows and influencers have become so fond of the #HyperPink shade that they wear it in everything from suits and casual clothes to shoes.

That is why the experts of the WGSN trend bureau recommend using a combination of bright pink #HyperPink and juicy red #LusciousRed for festive outfits. These trendy colors combined with darker shades of burgundy and berry colors are especially well suited for creating a blocked color scheme and will give a bright color accent in the winter season.”



Slide from the presentation of Milena Ershova from WGCN company. #HyperPink

Another trendy, trending color of the season is sunny yellow #SunnyYellow. According to the review of the trend bureau, presented by fashion expert Milena Ershova, this is an excellent color for outerwear, having an off-season attractive quality. It is no coincidence that many famous fashion houses actively present it in their new collections both in outerwear and sports, evening or knitwear.



Slide from the presentation of Milena Ershova from WGCN company. #SunnyYellow

The fashion trend color of 2023 – “Purple Mist” or #PurpleHaze – was not left without attention of the expert speaker. After analyzing reviews on the use of a popular shade in new collections of world fashion houses, the speaker advised the audience to use it as a bright accent included in the main palette.



“In addition to the key monochrome combinations, new shades of purple have appeared as elements of costumes and luxurious tracksuits. Also, the “purple fog” was seen in the total look of most of the shows of various fashion brands. At the same time, some brands have used a bright purple color in their collections of outerwear, suits and more formal outfits, clearly confirming the versatility of the new shade.



Presentation by the general producer of Central Asia Fashion – Milena Ershova, at a business conference

When using the release data, it is mandatory to indicate the source: The Business Conference of the international fashion exhibition Central Asia Fashion.

When using photos, it is necessary to specify: Central Asia Fashion Press Service. All exclusive rights to the Materials belong to the organizers of the international fashion exhibition CAF – “CATEXPO” LLP.

All rights to the photos are reserved by Kazakhstan and international copyright and related rights legislation.