

stepping into spring

With the fashion weeks being in full swing, the excitement surrounding the latest collections and the upcoming trends is increasing and so when the London Fashion Week Festival offers you the chance to see the upcoming trends first hand, it's difficult to say no!

Starting off by giving us an insight as to where the trends come from and who decides what is to be most popular this season, this catwalk show did not disappoint. The trend specialists at The Future Laboratory looked at the current social media influencers and the clothes shown on Google trending pages to see what it is people are interested in wearing to create the upcoming trends that we are more likely to purchase.

For this catwalk show specifically, we were lucky enough to have Steve Morriss (Executive Fashion Director at LOVE magazine) to style the models and put together 3 collections for the 3 most popular SS18 trends. These trends were categorised as: Vintage Vacation, New Wave and Cyber Sports.

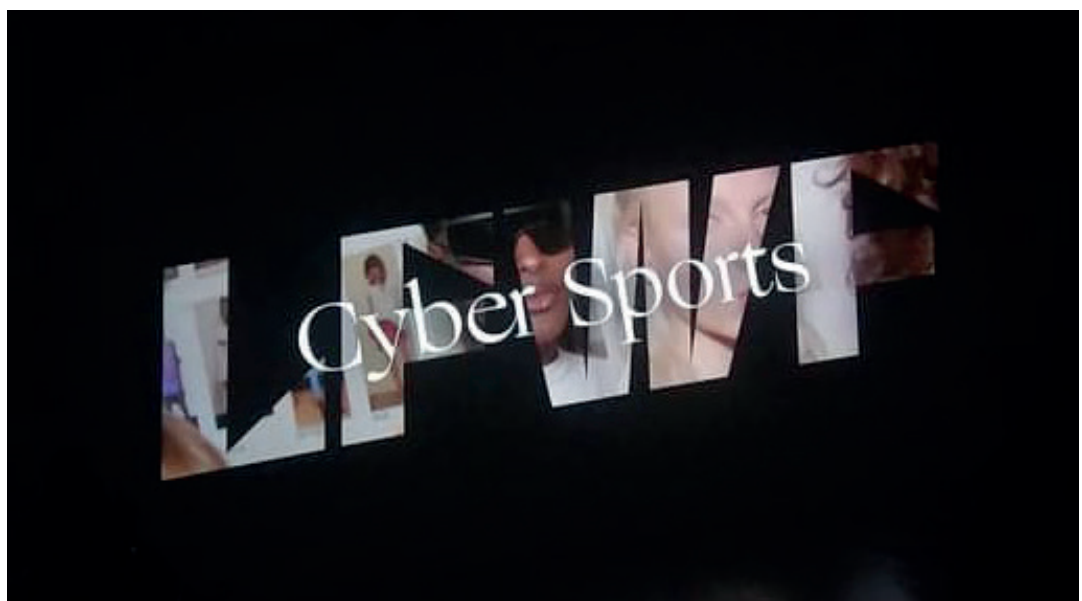
Vintage Vacation featured many ugly floral prints, oversized sunglasses and

tote bags making everyone watching immediately want to book a holiday abroad.

The classic sock and sandal combination was seen as well as the not so common ruffle detailing on shoulders, suggesting a slightly more modern twist on the vintage fashion. We also saw many vibrant oranges and yellows mixed with the more muted tones of browns and navy blues suggesting that this is a trend for everyone; the peacock or the pigeon.

By incorporating straw hats, camera bags and white denim jackets, this trend quickly became a favourite as the vintage twists on everyday pieces added that touch of glam that everyone wants to feel when on summer vacation.

But just as the Vintage inspiration arrived, it was quickly replaced with the New Wave which was a stark contrast to the previous trend.





The monochrome pantsuits mixed with vibrant red day dresses gave off a Parisian vibe, making the office wear look less formal and more summer wedding. This trend was drowning in ruffle detailing, however, due to the delicate placement and simplistic colour palette they didn't overwhelm this much cleaner spring/summer trend.

With such a simplistic trend, accessories were big in this collection. Abstractly shaped sunnies were worn by every model and the camera bag featured in bold ruby shades to make sure this collection wasn't outshined by the other two.

This trend was made for the everyday business woman who still cares a great deal about her appearance but doesn't want to put too much thought into every outfit she wears.

Following on from a more subdued trend, we were then shown neon yellows, sequin joggers and asymmetric hemlines in the Cyber Sports collection.

This trend was exactly as expected from the title. Mixing sweatshirts and trainers with metallic silver and neon pinks is something futuristic and funky and probably not for everyone.

To be able to pull off this trend successfully you have to have fun with the pieces and not worry whether they go together or not...the more they clash the better. Pair culotte jumpsuits with sequinned trainers and plastic raincoats to fully achieve the "Cyber Sport" look.

As this catwalk show drew to a close it was clear to see that this next season we are being given the opportunity to express our inner self more freely. Whether it's through an excessive

amount of sequins, or a more simplistic blazer and skirt combo, this season is all about showing the world who you want to be.

So grab your hexagonal sunglasses or your wicker tote bag and own the pavement like it's your own personal catwalk. It's time to stop being scared of colour and pattern and to start expressing ourselves in as many ways possible, starting with the shoes on your feet.

