

RUNWAY

GLOBAL RECAP



 TRENDALYTICS

FALL/WINTER 2020

INTRODUCTION



The end of fashion month was met with messages of uncertainty, as concern surrounding the coronavirus grew and fashion landmarks like Milan were forced to self-isolate. Despite the impending pandemic, the Fall/Winter 2020 runway brought with it a new wave of noteworthy trends.

The underlying theme of the season was [minimalism](#) as we saw several designers adopt a “less, but better” attitude. [The Row](#) embraced this aesthetic as they do every season, while [Marc Jacobs](#) pivoted to minimalism after a much more eclectic Spring/Summer 2020 collection. [Oversized suiting](#), [trench coats](#), [knit maxi dresses](#), and a surplus of [leather](#) will soon become the minimalist’s uniform. A shift toward modest dressing was apparent at [The Row](#), [Michael Kors](#), [Kenzo](#), [Givenchy](#), and [Paco Rabanne](#), among others. Maxi length dresses, [high necklines](#), hoods, and [long gloves](#) in these collections left little skin showing.

[Sustainability](#) is slowly weaving its way into every aspect of the industry and was a driving factor for many designers. Some designers expressed their concern for the environment with smaller collections and [upcycled](#) materials. Others celebrated the craftsmanship and artisanal skill that goes into creating every collection.

The [midi](#) and [maxi](#) silhouette was popular across cities, and the [pleated midi skirt](#) was among the most popular key items this season. Styled with [oversized sweaters](#), sophisticated coats, and [ribbed socks](#), the pleated skirt became a preppy staple. Designers continued this refined approach to dressing with pussy [bow blouses](#) and [puff shoulder](#) outerwear. Models sported stylized puff shoulder coats at [Max Mara](#) and [JW Anderson](#), an interesting evolution of both the [puff sleeve](#) and [shoulder pad](#).

Other designers opted for an edgier interpretation of elevated dressing. [Prabal Gurung](#) and [Off-White](#) featured the popular hip [cutout dress](#), while [Dion Lee](#) and [Mugler](#) featured corseted suiting. The corset has surged in popularity over the past few seasons. Now it’s versatility is being explored as [Jonathan Simkhai](#) and [Fendi](#) incorporated the waist-cinching style into knitwear.

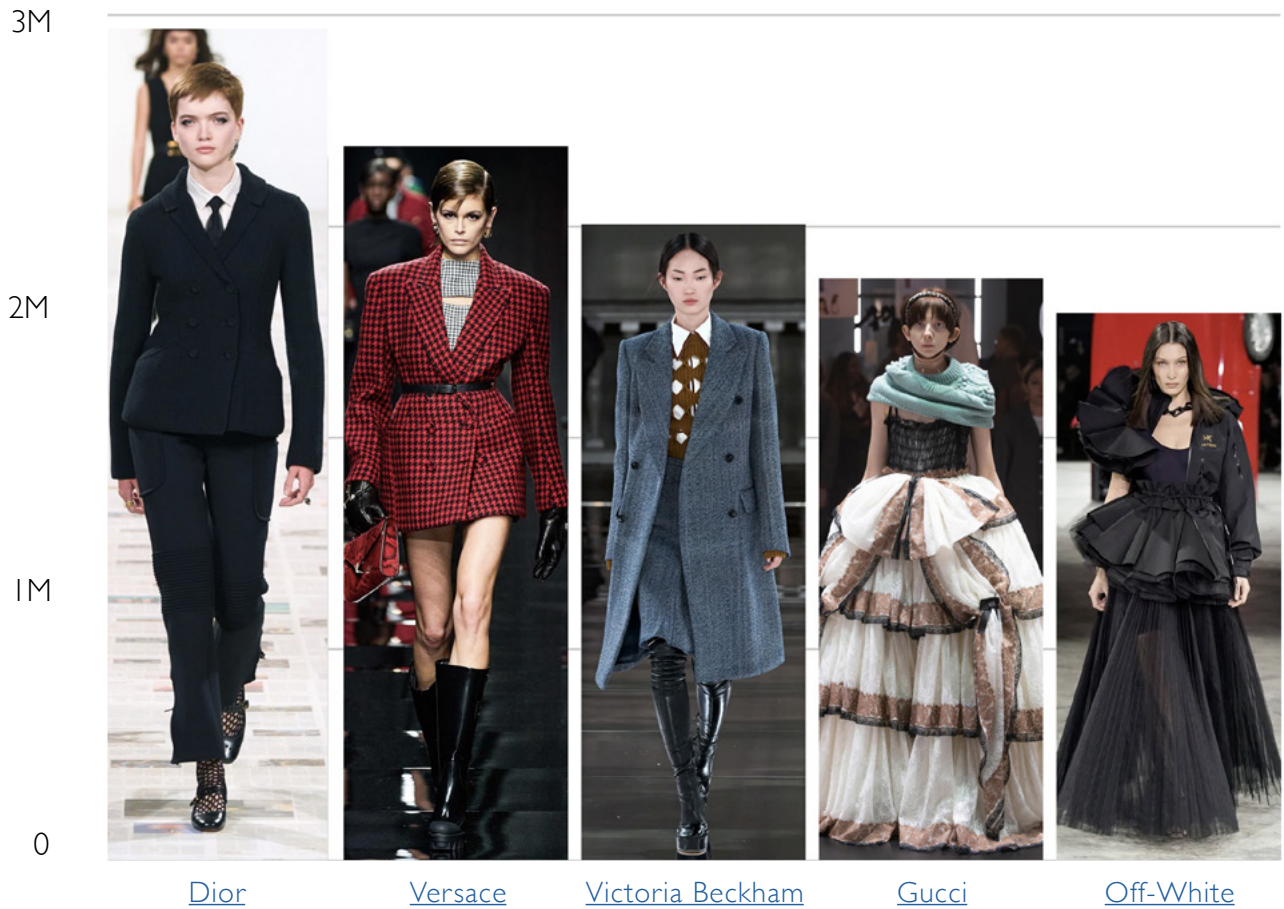
The simplicity of more minimalistic styles allowed designers to experiment with colors, patterns, and textures. [Chartreuse](#) and [cerulean](#) were the unexpected colors of the season. [Bottega Veneta](#), one of the hottest brands of the past season, incorporated the citrus tone alongside tailored suiting. [Carolina Herrera](#), [Oscar de la Renta](#), and [Lacoste](#) heavily featured electric blue for a pop of color that was impossible to miss.

[Leather](#) and [fringe](#) were prominent in just about every collection this season. Head-to-toe leather looks appeared at [Petar Petrov](#), [Versace](#), and [Valentino](#). The long-forgotten [fringe](#) trend re-emerged on the runway in a big way. Some of the most highly anticipated collections of the season featured fringe, including [Christian Dior](#), [Jil Sander](#), [Bottega Veneta](#), [Prada](#), and [Fendi](#).

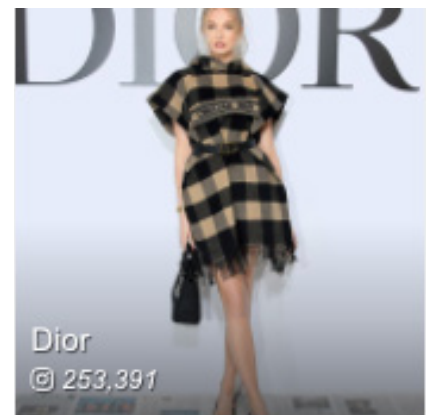
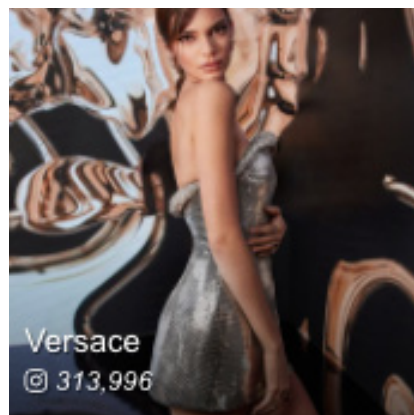
Traditional prints like [houndstooth](#), [polka dots](#), and [fair isle](#) found their way onto the runway at [Off-White](#), [Elie Saab](#), and [Monse](#), respectively. [Landscape prints](#) and [graphic florals](#) brought a touch of [maximalism](#) to a season defined by an overwhelming amount of minimalism.



DESIGNERS WITH THE HIGHEST ENGAGEMENT DURING THEIR RESPECTIVE WEEK



TOP 3 POSTS DURING FASHION MONTH



Chartreuse

CHARTREUSE, +5% TO LY



Sally LaPointe (NY)



Erdem (London)



Bottega Veneta (Milan)



Marine Serre (Paris)

Cerulean

CERULEAN, -17% TO LY



Carolina Herrera (NY)



A.W.A.K.E. Mode (London)



Philipp Plein (Milan)



Lacoste (Paris)

Neutrals

NEUTRALS, -1% TO LY



[Gabriela Hearst](#) (New York)



[Margaret Howell](#) (London)



[Salvatore Ferragamo](#) (Milan)



[Hermes](#) (Paris)



Red

RED, -7% TO LY



[Proenza Schouler](#) (NY)



[Roland Mouret](#) (London)



[Prada](#) (Milan)



[Altuzarra](#) (Paris)



Pastels

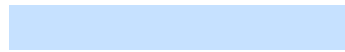
PASTEL, +11% TO LY



[Marc Jacobs](#) (New York)



[Richard Malone](#) (London)



[Emilio Pucci](#) (Milan)



[Chanel](#) (Paris)



Classic Green

GREEN, -1% TO LY



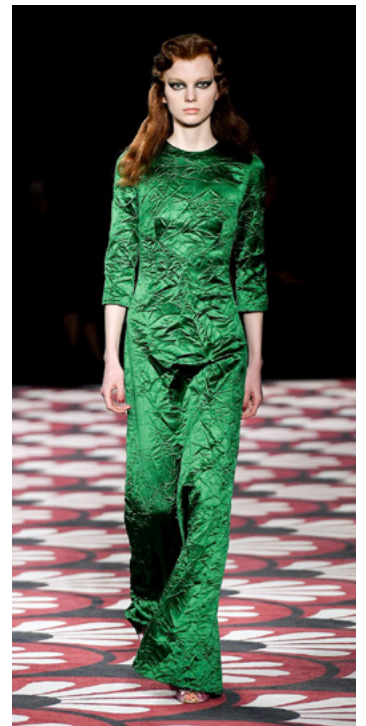
[Ulla Johnson](#) (New York)



[Ashish](#) (London)



[No. 21](#) (Milan)



[Miu Miu](#) (Paris)



Hot Pink

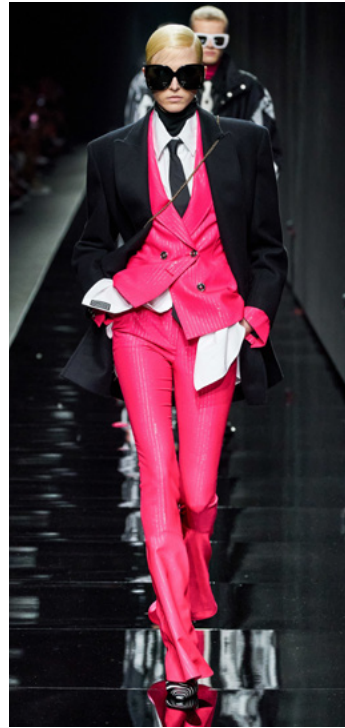
HOT PINK, +8% TO LY



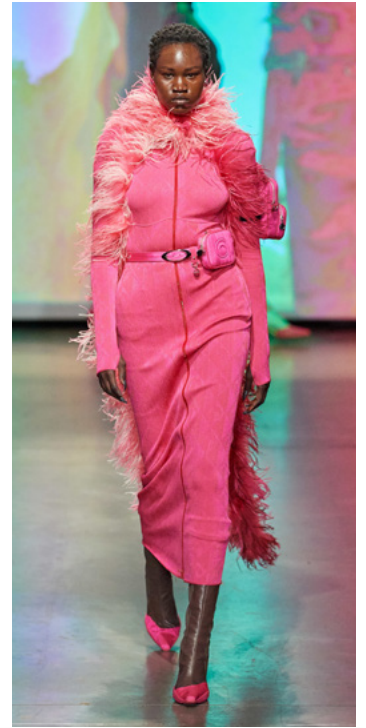
Tom Ford (New York)



Halpern (London)



Versace (Milan)



Marine Serre (Paris)



Olive Green

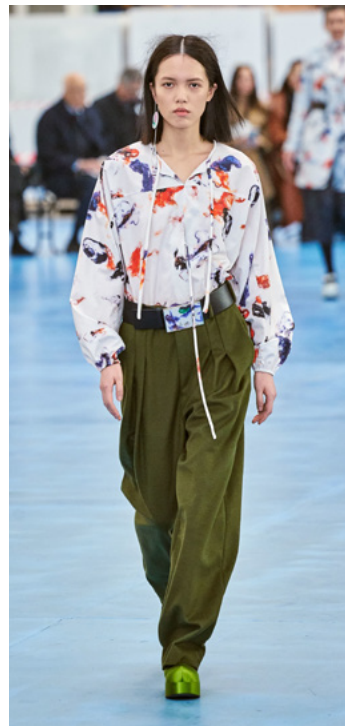
OLIVE GREEN, -2% TO LY



Longchamp (New York)



JW Anderson (London)



Arthur Arbesser (Milan)



Valentino (Paris)



Leather

LEATHER, +1% TO LY



[Khaite](#) (New York)



[Petar Petrov](#) (London)



[Versace](#) (Milan)



[Valentino](#) (Paris)

Fringe

FRINGE, -1% TO LY



[Gabriela Hearst](#) (NY)



[Mark Fast](#) (London)



[Jil Sander](#) (Milan)



[Christian Dior](#) (Paris)

Patchwork

PATCHWORK, -5% TO LY



Tom Ford (Los Angeles)



Roksanda (London)



Marni (Milan)



Koche (Paris)

Knits



Carolina Herrera (NY)



Molly Goddard (London)



Dolce & Gabbana (Milan)



Chloe (Paris)

Faux Fur

FAUX FUR, -11% TO LY



Dion Lee (New York)



Burberry (London)



Boss (Milan)



Stella McCartney (Paris)

Velvet

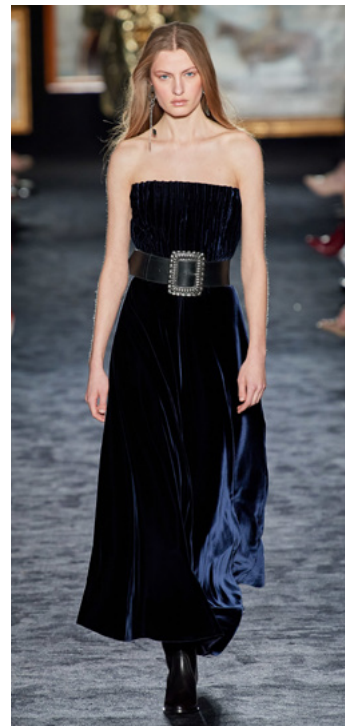
VELVET, -5% TO LY



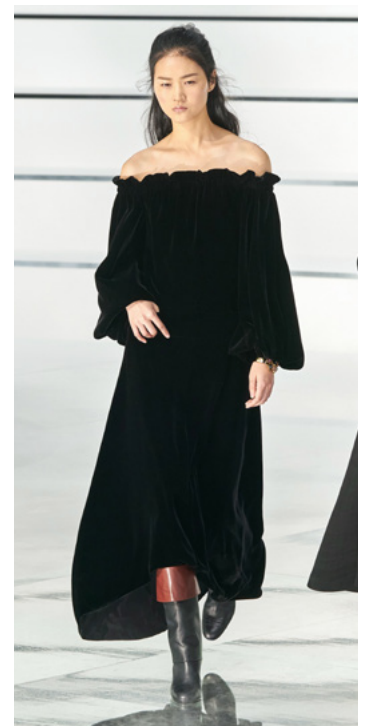
Zimmermann (New York)



Christopher Kane (London)



Etro (Milan)



Chanel (Paris)

Houndstooth

HOUNDSTOOTH, +14% TO LY



Rodarte (New York)



David Koma (London)



Agnona (Milan)



Off-White (Paris)

Landscape

LANDSCAPE PRINT, -1% TO LY



Libertine (New York)



Erdem (London)



Moschino (Milan)



Koche (Paris)

Ditsy Floral

DITSY PRINT, +47% TO LY



[Anna Sui](#) (New York)



[Yuhan Wang](#) (London)



[Cividini](#) (Milan)



[Isabel Marant](#) (Paris)

Graphic Floral

FLORAL PRINT, +3% TO LY



[Cynthia Rowley](#) (New York)



[Rejina Pyo](#) (London)



[Ports 1961](#) (Milan)



[Altuzarra](#) (Paris)

Fair Isle

[FAIR ISLE](#), +3% TO LY



[Monse](#) (New York)



[Molly Goddard](#) (London)



[Vivetta](#) (Milan)



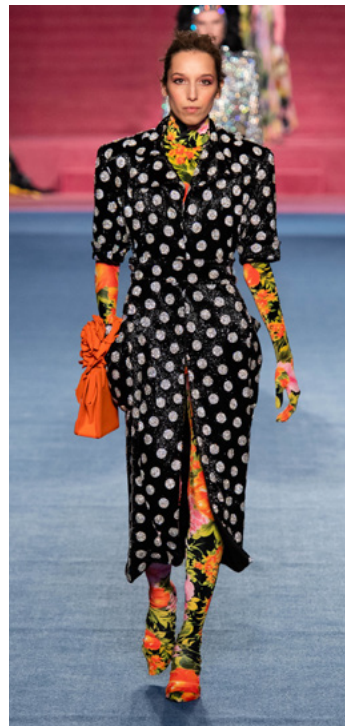
[Marine Serre](#) (Paris)

Polka Dots

[POLKA DOTS](#), -4% TO LY



[Rodarte](#) (New York)



[Richard Quinn](#) (London)



[Ports 1961](#) (Milan)



[Elie Saab](#) (Paris)

Pleated Midi Skirt

[PLEATED MIDI SKIRT](#), +3% TO LY

A standout on the runway this season, [pleated midi skirts](#) brought sophistication to several collections, including [Michael Kors](#), [Fendi](#), and [Hermes](#). Paired with [oversized blazers](#) and [knitwear](#), the modern staple elevated [minimal](#) and [preppy](#) looks alike.



[Michael Kors](#) (New York)



[Margaret Howell](#) (London)



[Fendi](#) (Milan)



[Hermes](#) (Paris)



[Lacoste](#) (Paris)

DROP WAIST

[Lacoste](#) featured drop waist variations of the pleated midi skirt in candy-colored hues, a refreshing update to the brand's signature preppy aesthetic.

Puffer Jacket

[PUFFER JACKET](#), +24% TO LY

The [puffer jacket](#) continues to dominate the winter jacket category, and designers like [Christian Dior](#) brought it to the luxury market this season. [Moncler](#) highlighted its signature puffer jacket at the Moncler Genius exhibition, where 8 designers showed unique interpretations of the outerwear brand.



[Cynthia Rowley](#) (New York)



[Toga](#) (London)



[Moncler](#) (Milan)



[Christian Dior](#) (Paris)



[3.1 Phillip Lim](#) (New York)

UNQUILTED

The popular jacket received an update at [3.1 Phillip Lim](#), where models sported puffer-style jackets minus the quilting. The jackets were accessorized with puffer scarves of the same neutral color.



Pussy Bow Blouse

[BOW BLOUSE](#), +20% TO LY

The pussy [bow blouse](#) was a prominent style from New York to Paris. Most commonly seen in [satin](#) and [silk](#), the retro neckline peeked out from under blazers and coats for added interest.



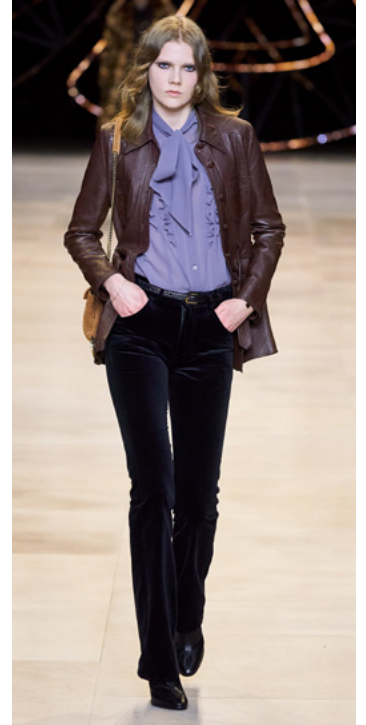
[Zadig & Voltaire](#) (New York)



[Shrimps](#) (London)



[Alberta Ferretti](#) (Milan)



[Celine](#) (Paris)



[Ports 1961](#) (Milan)

HIGH CONTRAST

Although bow necklines typically match the garment they adorn, designers like [Ports 1961](#) weren't afraid to mix colors and patterns this season. One model wore a contrasting yellow bow with a printed midi dress.

Corsets

[CORSET](#), +11% TO LY

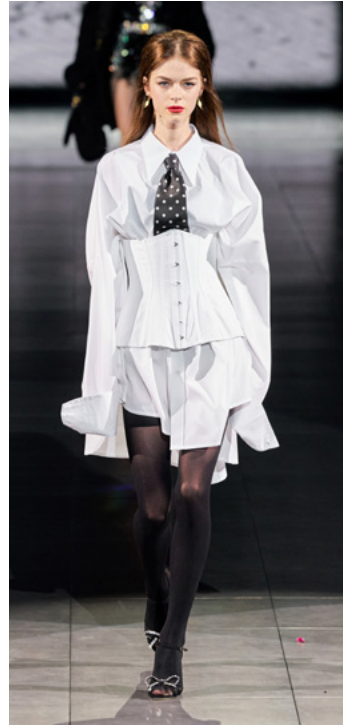
Popular on the runway last season, corsets remain an item of interest. The versatile style is being applied to far more than just eveningwear. [Dion Lee](#) and [Mugler](#) featured corseted suiting, while [Dolce & Gabbana](#) styled the waist-cinching garment with oversized [poplin shirts](#).



[Dion Lee](#) (New York)



[Charlotte Knowles](#) (London)



[Dolce & Gabbana](#) (Milan)



[Mugler](#) (Paris)



[Jonathan Simkhai](#) (New York)

CORSETED KNITWEAR

The corset's versatility was further highlighted at [Jonathan Simkhai](#) and [Fendi](#), where models wore [knit midi](#) and maxi dresses with corseted waistlines.

Cutout Dress

[CUT OUT DRESS](#), +5% TO LY

[Cutouts](#) can bring edge to even the most simple outfits. Hip cutouts are among the most popular this season. The style was present on the runway at [Prabal Gurung](#) and [Off-White](#), where [Virgil Abloh](#) incorporated swiss cheese-like cutouts throughout the collection.



[Prabal Gurung](#) (New York)



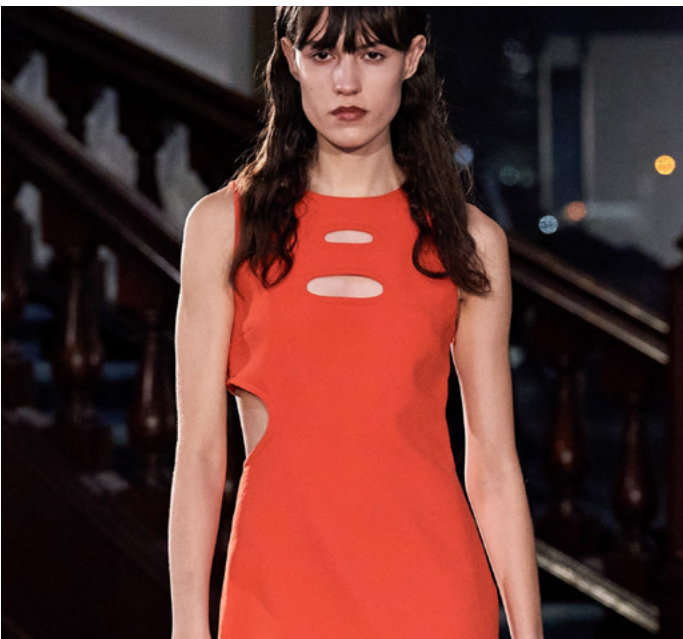
[Christopher Kane](#) (London)



[Versace](#) (Milan)



[Off-White](#) (Paris)



[Eckhaus Latta](#) (New York)

PRECISE ASYMMETRY

Precise cutouts in varying locations created a refined asymmetry at [Monse](#) and [Eckhaus Latta](#).

Knit Maxi Dress

KNIT DRESS, +3% TO LY

Midi and [maxi](#) silhouettes dominated the runway this season, as did knitwear. The combination of the two resulted in an instant classic. The knit maxi dress, seen at [Gabriela Hearst](#), [Agnona](#), and [Ryan Roche](#), was often part of a larger conversation around modern modesty.



[Gabriela Hearst](#) (New York)



[Victoria Beckham](#) (London)



[Agnona](#) (Milan)



[Ryan Roche](#) (Paris)



[Paco Rabanne](#) (Paris)

MODERN MODESTY

Maxi length dresses, [high necklines](#), hoods, and [long gloves](#) left little skin showing. This shift toward modesty was apparent at [The Row](#), [Michael Kors](#), and [Paco Rabanne](#), among others. Contributing to this conversation, the hood surfaced as an emerging trend this season.

Puff Shoulder Coat

PUFF SHOULDER, +144% TO LY

An evolution of both the puff sleeve and the shoulder pad, the puff shoulder is making waves in the outerwear category. Voluminous shoulders turned heads at JW Anderson and Max Mara, where models wore stylized coats in neutral shades.



Self-Portrait (New York)



JW Anderson (London)



Max Mara (Milan)



Lutz Huelle (Paris)



Loewe (Paris)

DROP SHOULDER

Loewe updated the puff shoulder silhouette with a drop shoulder variation. By moving the shoulder seam down the arm, Loewe was able to create a more pronounced puff shoulder akin to a bishop sleeve.

Quilted Jacket

[QUILTED JACKET](#), +2% TO LY

The classic [quilted jacket](#) has re-emerged on the runway in varying lengths and styles. The style was prominent throughout all four major cities. Both [Jason Wu Collection](#) and [Chloe](#) featured midi length quilted jackets with a belted waist, while [Philosophy di Lorenzo Serafini](#) featured a more casual denim variation.



[Jason Wu Collection](#) (NY)



[A.W.A.K.E. Mode](#) (London)



[Philosophy](#) (Milan)



[Chloe](#) (Paris)



[Balmain](#) (Paris)

MATCHING SET

Several designers went beyond the quilted jacket, showing [quilted skirts](#) and [matching sets](#). At [Balmain](#), models wore quilted jackets and midi skirts with leather trims.

Knee High Boots

KNEE HIGH BOOTS, -1% TO LY



[Brandon Maxwell](#) (NY)



[Rejina Pyo](#) (London)



[Missoni](#) (Milan)



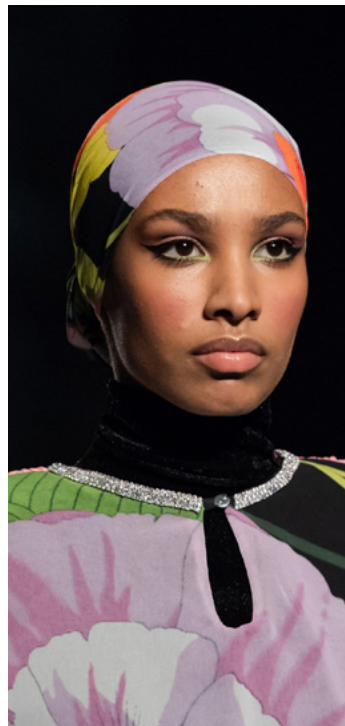
[Isabel Marant](#) (Paris)

Headscarf

HEADSCARF, +10% TO LY



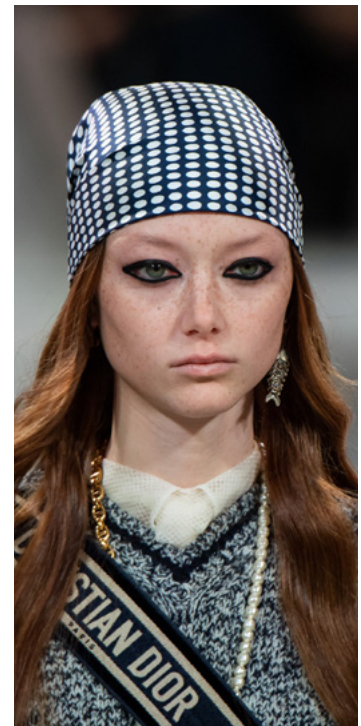
[Marc Jacobs](#) (New York)



[Richard Quinn](#) (London)



[Gucci](#) (Milan)



[Christian Dior](#) (Paris)

Mary Janes

MARY JANES, +2% TO LY



Marc Jacobs (NY)



I6Arlington (London)



MSGM (Milan)



Maison Margiela (Paris)

Ribbed Socks

RIBBED SOCKS, +16% TO LY



Coach (New York)



Burberry (London)



Dolce & Gabbana (Milan)



Chloe (Paris)

Chain Necklace

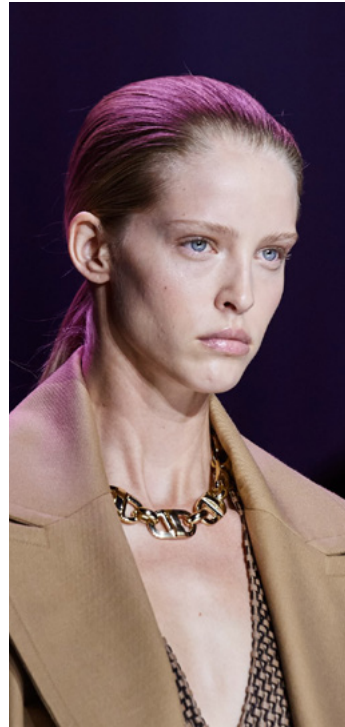
CHAIN NECKLACE, +25% to LY



Rag & Bone (New York)



Marques' Almeida (London)



Boss (Milan)



Off-White (Paris)

Fishnets

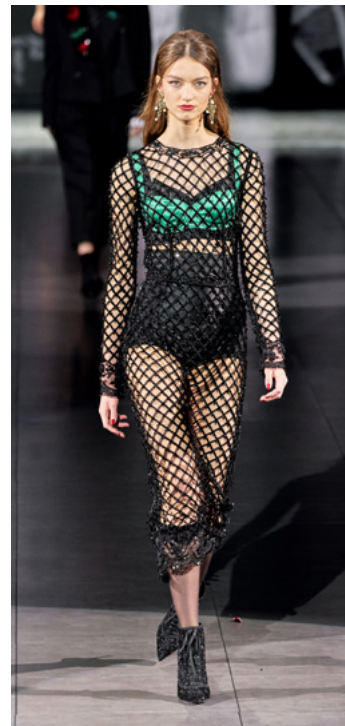
FISHNETS, +4% TO LY



Dion Lee (New York)



Huishan Zhang (London)



Dolce & Gabbana (Milan)



Christian Dior (Paris)

A close-up photograph of a person's hand holding a light-colored, quilted bag. The bag has a distinct diamond-shaped quilting pattern. The person is wearing a light-colored, long-sleeved garment. The background is dark and out of focus. The text 'Minimal Uniform' is overlaid on the image, with a horizontal line underneath it. Below the line is a paragraph of text in italics.

Minimal Uniform

Designers go back to the basics with elevated essentials that are made-to-last.

Minimal Uniform

A common thread throughout many collections this season was designers' made-to-last mentality. With a focus on the essentials, designers showed elevated basics like [oversized suiting](#), [trench coats](#), and [leather](#) in [neutral](#) shades. Textural elements like [quilting](#) and [fringe](#) added interest to what is soon to be the [minimalist's uniform](#).



[The Row](#) (New York)



[Petar Petrov](#) (London)



[Boss](#) (Milan)



[Lemaire](#) (Paris)



[Bottega Veneta](#) (New York)

BIG BAG ENERGY

The tiny bags of last season are moving aside to make way for oversized bags this season. At [Bottega Veneta](#), one of the hottest brands of the past year, models held [oversized quilted clutches](#), [crossbody bags](#), and [baguette-style bags](#). If these bags are anything like their popular [pouch bag](#), the styles are sure to make an impact this season. [The Row](#) and [Boss](#) also featured XL handbags.





Prep School

*Classic prep meets equestrian-
inspired styling.*

Prep School

[Prep school](#) meets equestrian-inspired styling for a modern update to this timeless aesthetic. [Michael Kors](#) featured [plaids](#) of all shapes and sizes, as well as [capes](#) and [pleated midi skirts](#). Models wore trousers tucked into [knee high boots](#) at [Simonetta Ravizza](#), a styling trick that proved to be popular across cities this season.



[Michael Kors](#) (New York)



[Victoria Beckham](#) (London)



[Simonetta Ravizza](#) (Milan)



[Lacoste](#) (Paris)

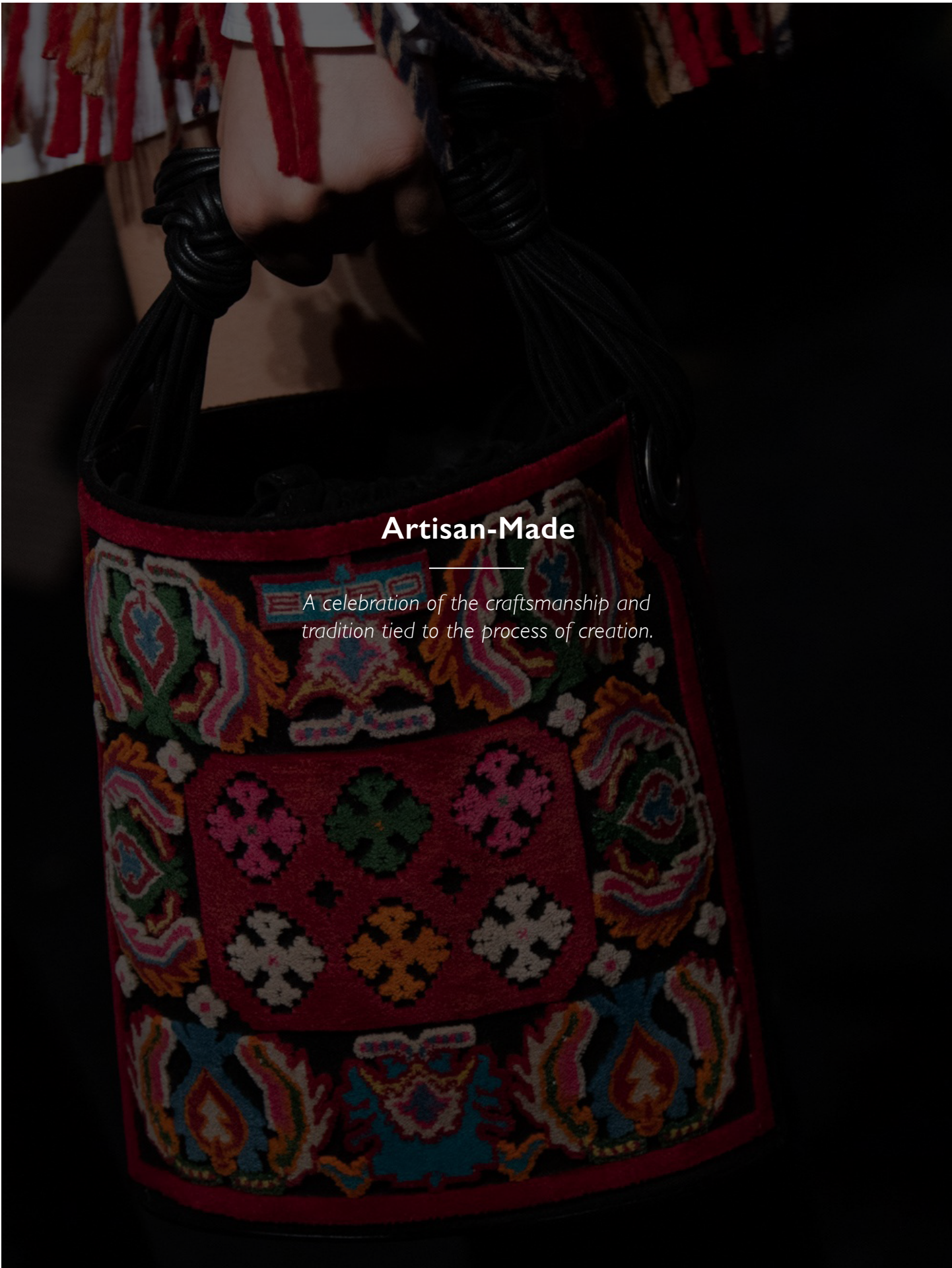


[DAKS](#) (London)

BELTED OUTERWEAR

[DAKS](#), [Michael Kors](#), and [Margaret Howell](#) created a cinched waist silhouette with [belted blazers](#) and [outerwear](#). At DAKS, models borrowed from the boys, sporting matching [plaid pant suits](#) over dress shirts and ties. The belted waist added a feminine touch to the menswear-inspired look.





Artisan-Made

A celebration of the craftsmanship and tradition tied to the process of creation.

Artisan-Made

In celebration of craftsmanship and tradition, designers let the beauty of [artisan-made](#) garments shine through. [Sies Marjan](#) worked with artist Diana Scherer to create a unique [raffia](#)-like material, while styles at [Kenzo](#) were inspired by the traditional garb of the Azores Islands, an ode to the Portuguese designer's upbringing.



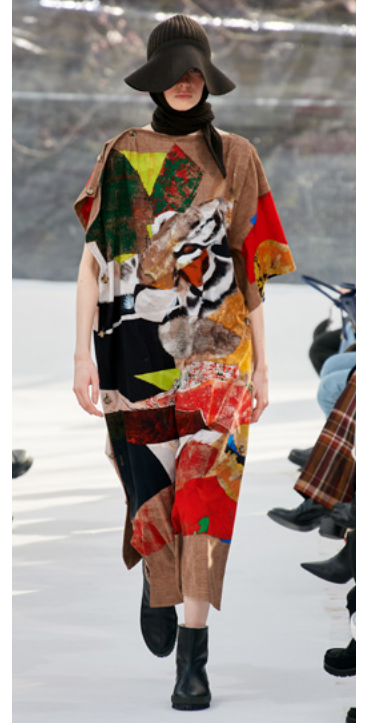
[Sies Marjan](#) (New York)



[Matty Bovan](#) (London)



[Etro](#) (Milan)



[Kenzo](#) (Paris)



[Missoni](#) (Milan)

MIXED MATERIALS

Designers embraced the beauty of garment-making by highlighting the materials used in the process. Mixed materials incorporated an array of colors and patterns that brought [Etro](#) and [Missoni's](#) collections to life.



Punk Rebellion

*An elevated interpretation of the punk
rock rebellion.*

Punk Rebellion

Designers added edge to classic staples for their very own [punk rebellion](#). [Monse](#) featured a punk-inspired [trench coat](#) styled with [tartan skirting](#) and a [cutout turtleneck](#), while [No. 21](#) paired work-ready trousers with safety pin studded knitwear for an elevated interpretation of the rock and roll trend.



[Monse](#) (New York)



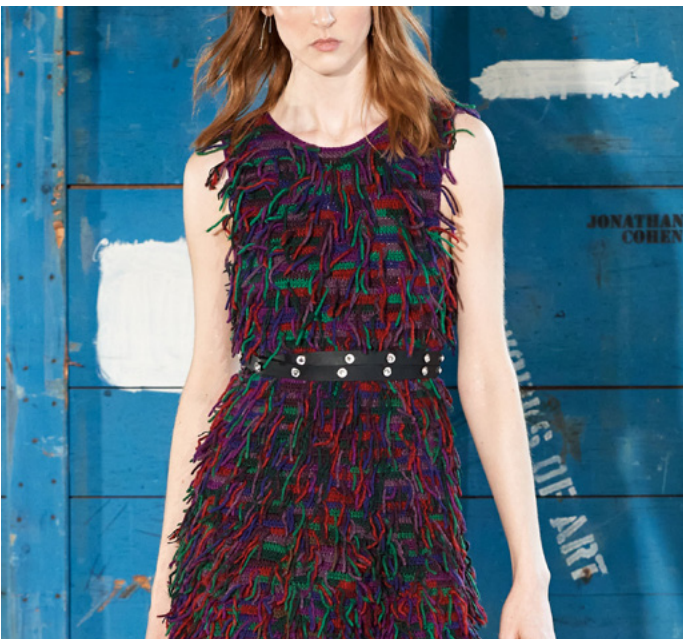
[Ashley Williams](#) (London)



[No. 21](#) (Milan)



[Dries Van Noten](#) (Paris)



[Jonathan Cohen](#) (New York)

TEXTURAL FOCUS

Texture is key, especially when it comes to rock and roll. Safety pins, [feathers](#), [distressed denim](#), studded leather, and [fishnets](#) all made appearances on the runway as designers revealed their inner rebels.



New Romantic

*Modern romanticism invites you to expect
the unexpected.*

New Romantic

[Tiered dresses](#), voluminous [chiffon](#) sleeves, and bridal veils breathed life into the romantic trend of seasons past. [Brock Collection](#) expanded on their signature look with [plaid](#) patterns, contrasting [bows belts](#), and billowing [bishop sleeves](#) perfect for the [new romantic](#).



[Brock Collection](#) (New York)



[Simone Rocha](#) (London)



[Luisa Beccaria](#) (Milan)



[Chloe](#) (Paris)



[Rodarte](#) (New York)

DARK ROMANCE

A selection of designers invited us into their most enchanted nightmares this season. At [Rodarte](#), what started as a collection of 40s-inspired [polka dot day dresses](#) and pretty [florals](#) quickly evolved into cobweb motifs, foreboding black veils, and blood red roses.



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