

2025-2026

FASHION AESTHETIC TREND ANALYSIS

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RESEARCH PROCESS



Compile Sources

We created a comprehensive database of potential input sources, including traditional news outlets, social media, and fashion-specific resources which helped us compile a great source list to start our research process.

Database is hyperlinked to category title.



Gather Inputs

With the help of our compiled database, we selected segments of the fashion industry and began to comb through the database locating articles, posts, and other resources that discussed new and novel developments within those segments.



Categorize Data

We sorted through all of the gathered information and began grouping inputs together by theme. After several more rounds of research, we had located several key clusters of inputs relating to the same idea.



Identify Trends

From the key input clusters, we selected ideas that were novel, exciting, and relevant. These input clusters became our key trends.



Finalize Analysis

Lastly, we delved deeper into each key trend and identified drivers, visuals, and key words that allowed us to put together a complete analysis of the idea.

INDIVIDUALIZED DUALITY

In an increasingly interconnected world, fashion is embracing the concept of individualized duality. This shift is evident in the blending of masculine and feminine elements, the fusion of cultural influences, and the integration of athletic and everyday wear. These trends reflect a move towards more personalized and versatile expressions of style, celebrating the unique dualities within each individual and rejecting rigid fashion rules.

INDIVIDUAL TRENDS

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01 PLAYFULLY BOLD

Estelle Speiser

02 SAUDI CHIC

Sophia Lammi

03 FASHION OLYMPICS

Khushi Jain

04 OPPOSITES ATTRACT

Leya Garver-Hughes

05 A GARMENT IS WORTH A MILLION WORDS

Jonna Ramirez

2025-2026

01 PLAYFULLY BOLD

Estelle Speiser

PLAYFULLY BOLD

Men are beginning to step out of the typical masculine way of dressing through pairing simple outfits with bold accessories. Before, men stuck to simple colors, silhouettes, and less accessories. Today, we are seeing more men adding feminine elements due to a lack of freedom in style from the past. Accessorizing boldly allows men to still stick within the comforts of masculine dressing but add their own personal twist. The idea of men being interested in fashion is now seen as “cool” and is a reflection of what is going on in society with gender roles.

1. Brooches are making an appearance on celebrities
2. Men are inspired by vintage clothes your grandpa would wear, aka “eclectic grandpa”
3. The “tote bag” is appearing not only on the runway but off the runway in mens streetwear
4. The “it boys” are showing off their “it bags”



1. Vogue Business



2. Who What Wear



4. Vogue World



3. Vogue Business

2025-2026

02 SAUDI CHIC

Sophia Lammi

SAUDI CHIC

Saudi Arabian fashion is poised to gain international popularity thanks to the kingdom's growing cultural and economic influence. As Saudi Arabia modernizes and expands its creative industries, its unique blend of traditional and contemporary fashion is attracting international interest. Domestic talent combined with a global audience is positioning Saudi Arabia to become a powerhouse in the global fashion market.

1. Western brands are increasingly investing in Saudi Arabia, including Dolce + Gabbana, la Fédération de la Haute Couture, and the Istituto Marangoni.
2. Saudi Arabia is joining international events in the fashion world, including hosting Fashion Weeks, international film festivals, and the WWD Global Fashion Summit.
3. Saudi Arabia's Vision 2030 Plan includes significant investment in domestic fashion industry, which is expected to contribute 14% to the kingdom's GDP. The fashion industry has already grown 48% since 2021.



2025-2026

03 FASHION OLYMPICS

Khushi Jain

FASHION OLYMPICS

The rise of sports is reshaping the fashion landscape, blurring the lines between athletic performance and style. This shift reflects consumers increasingly valuing functionality, performance, and versatility in their clothing choices, driving collaborations and innovations that cater to this evolving mindset.



1. Athletes are the new celebrities. They are becoming increasingly involved in the world of high fashion, with luxury brands recognizing the value of collaborating with them to create unique and impactful partnerships.
2. Sportswear giants are seizing opportunities to align themselves with major sporting events like the Olympics, showcasing their expertise in performance-driven apparel on a global stage. Furthermore, the influence of sports on fashion has extended to accessories and lifestyle products.
3. Luxury brands are investing heavily in major sporting events like the Olympics, leveraging the opportunity to showcase their products and align with the values of excellence and prestige associated with such occasions.

2025-2026

04 OPPOSITES ATTRACT

Leya Garver-Hughes

OPPOSITES ATTRACT

The pandemic's focus on practicality in fashion has led to the rejection of rigid fashion rules. By pairing opposing aesthetics, playing with unconventional color combinations and going against age old fashion faux pas society is embracing juxtaposing ideas.

1. It's become more acceptable to combine warm tone and cool tone colors.
2. A fashion faux pas no more! Mixing metals is gaining popularity as an emerging fashion trend.
3. Combining two opposing styles, like bloke style and coquette, has become increasingly popular in everyday wear.
4. Experimenting with juxtaposed styles in interior design is increasingly embraced.



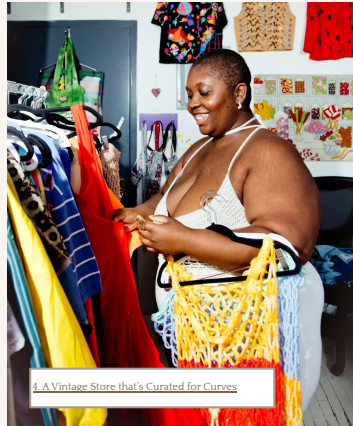
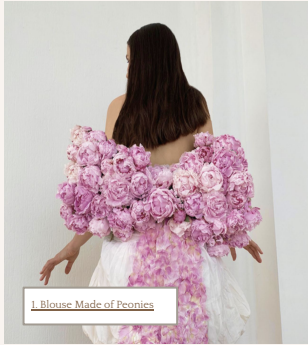
2025-2026

05

Jonna Ramirez

A GARMENT IS
WORTH A MILLION
WORDS

A GARMENT IS WORTH A MILLION WORDS



Consumers are gravitating towards clothing that is more than just a garment, rather an entire concept. As fast fashion sales increase year over year, we're finding ourselves feeling fatigued by being fed the same fashion trends as our peers on social media, which is leading us to search for pieces that have a unique flare to them. Clothing that makes a statement and has a story to tell- whether it be a story of heritage or a story that represents cultural attitudes, we're prioritizing a wardrobe that offers a more personalized approach to dressing as these stories are reflective of the things that truly matter to us.

1. Artist Katerina Shukshina, known for utilizing elements of nature within her work, designs and creates a top made out of fully bloomed peonies. Katarina's design highlights her dedication to sustainability and craftsmanship.
2. Fashion designer, Penny Singer, is known for making custom ribbon shirts that display contemporary geometric appliqué for both native and non-native alike. Ribbon shirts are commonly worn by powow dancers, specifically men, from different nations to display their indigenous pride through patterns and colors that are specific to their tribes or communities.
3. Julia Fox is hosting a new fashion design competition show called OMG Fashion- which platforms small independent designers who focus on sustainable and unconventional design that breaks the mold of everyday fashion.
4. Berriez is an independently run shop that curates size inclusive clothing that centers plus sizes. They pride themselves in bringing plus size fashion lovers cool vintage pieces and exclusive one offs by emerging indie designers.

ACTION POINTS

Playfully Bold

Companies are able to expand by adding menswear lines and new styles for men.

More men will begin to feel comfortable adding feminine elements to their outfits and not just celebrities.

Saudi Chic

Brands and celebrities can work with Saudi Arabian designers and brands for collaborations.

Designers should research and implement modest or Islamic fashion styles into their lines, making it more accessible to consumers globally.

Fashion Olympics

Luxury brands can leverage athlete's social media reach for brand promotion.

(Sports/Active)wear brands can invest in research and development of cutting-edge performance apparel with eco-friendly materials and production processes to appeal to the masses.

Opposites Attract

Play with juxtaposing aesthetics, colors, and silhouettes.

Continue to challenge fashion rules to experiment.

A Garment is Worth A Million Words

Companies are able to expand by adding menswear lines and new styles for men.

More men will begin to feel comfortable adding feminine elements to their outfits and not just celebrities.

RESOURCES

1. Playfully Bold

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- ii. <https://www.vogue.co.uk/article/babygirl-men-fashion-trend>
- iii. <https://www.whowhatwear.com/celebrity-men-wearing-handbags-trend>

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2. Saudi Chic

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- ii. [Saudi Arabia Fashion Designers Make Red Carpet Debut At Red Sea Film Festival, Dressing Celebs Such As Elle Macpherson, Alessandra Ambrosio](#)
- iii. [Red Sea Film Festival: Priyanka Chopra, Jessica Alba and Nadine Labaki among guests](#)
- iv. [Istituto Marangoni to Open Campus in Riyadh](#)

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- ii. [Mohammed Ashi](#)
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- v. [Saudi fashion industry projected to expand by 48% by 2025](#)

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Fashion Olympics

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- ii. [Shai Gilgeous-Alexander Rocks Unique Look At Paris Fashion Week](#)
- iii. [With 100 days to go, LVMH and Berluti reveal Team France's outfits for the Opening Ceremonies of the Olympic and Paralympic Games Paris 2024](#)
- iv. [Max Verstappen Already Owns the Hottest Collab in Watches](#)

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- ii. [Athletes and luxury fashion are taking the brand partnership model to new heights](#)
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- iv. [Ben Sherman and Team GB Unveil Official Ceremony Wear for Paris 2024 Olympic Games](#)
- v. [Retail, Hospitality And The Olympic Games: LVMH's Real Estate Strategy](#)
- vi. [Hoka Opens Paris Flagship Ahead of Summer Olympics as Hot Brand Focuses on International Expansion](#)
- vii. [LVMH is Premium Partner of the Olympic & Paralympic Games Paris 2024.](#)

RESOURCES

4.

Opposites Attract

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 - ii. [Adidas Gazelles](#)
 - iii. [Kawaii Aesthetic Coquette Womens Pink Bow Leather Jacket](#)
 - iv. [Olivia Rodrigo Instagram Post](#)
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A Garment is Worth A Million Words

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