



# ILM

## TREND TALK

### **KEYTRENDS STYLE**

Modern minimalism meets elegance, iconic Y2K styles meet exciting materials and sporty paddings meet a fresh color palette - the key trends of the order round focus on cool contrasts and sophisticated value.

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KEYTRENDS STYLE

## CLEAN CLASSICS

Minimalism kisses classic: High-quality materials, proven shapes and understated details stand for a next level modernity and in the new bag collections. Geometric shapes such as half-moon bags, architectural trapezoid bags and striking upright shoppers make timeless statements in interesting shapes. Clean quilting and buckles lend the models additional stylistic restraint. After many seasons of crossbody bags, handle bags, shoulder bags and all-day clutches are on the rise. The color palette focuses on reduced nuances such as black, white, dark brown and eggplant tones as well as gray and taupe.



Credit: Marc Cain



Credit: Marc Cain



Credit: JOOP Women

## FUTURE RETRO

Back to the future: Iconic 90s and 00s shapes like Baguette & Co get a modern update through newly interpreted details and eye-catching materials. Smooth nylon, teddy, denim, fake fur and soft leather meet shimmering metallics, floral patterns and voluminous paddings. Y2K Mini Bags with all-over microprints and monograms now make a perfect match to the outfit. The fun factor may not be missing in many styles - main bag unkonventionell, fancy and expressive.



Credit: JOOP! Women



Credit: Baum und Pferdgarten



Credit: Marc Cain



## COOL SPORTS

Along with the return of elegance, sporty statements remain an important driver of the new season. Softness, comfort and plenty of storage space are offered by ultra-lightweight padded shoppers made of nylon. Trendy style breaks unite quilted styles in classic shapes, such as handle bags, half-moon and tote bags. Narrow tall utility crossbody bags offer space for everyday essentials and are styled casually over long down coats. In addition to neutrals and winter darks, Puffa Bags also come in feel-good colors.

Credit: Bugatti



Credit: BRAX



Credit: Marc Cain

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