



ILM

TREND TALK

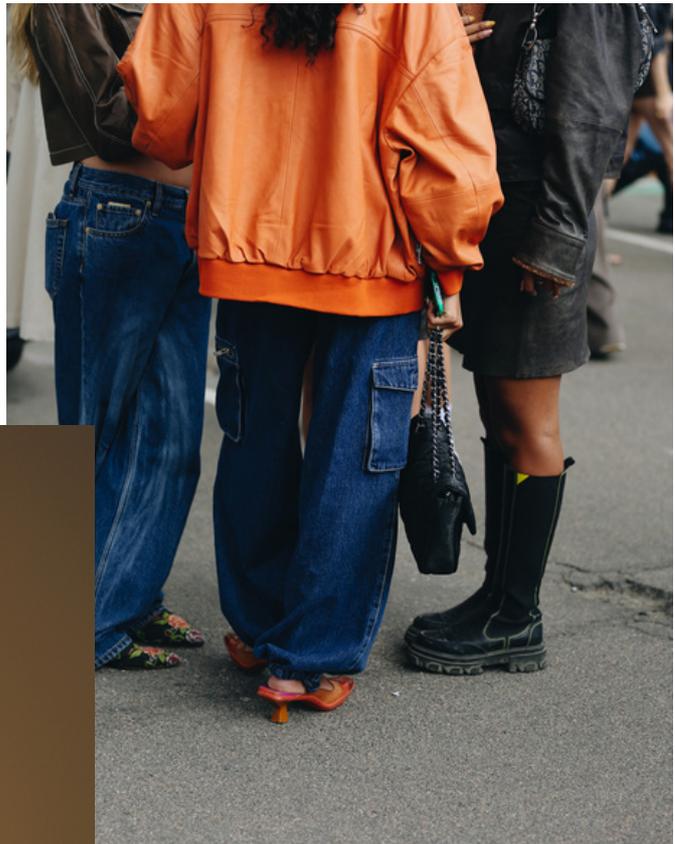
NOSTALGIA IS THE TREND.

From the 70s to the 00s, different eras and their styles stand for the current longing for the fashionable past - with a lot of fashion potential for the future.



Credit: Diesel

Baggy pants, crop tops and baguette bags - the 00s are shaping the Y2K look and thus perhaps the most exciting trend of the year. Influences from the decade of low-waist pants and nylon handbags remain indispensable in the collections for fall/winter 2023/24 as well. But the 90s also remain style defining for current fashion. The wild layering look of grunge, with lots of chunky knits and checks, just like minimal chic with slim dresses with heavy boots. Dresses are worn over pants again and vintage looks are making a comeback: washed leather, buckles and straps show up again on bags and backpacks. And nostalgic reminiscences of the Seventies are celebrated by the hype surrounding retro sneakers and bowling bags.



Credit: Streetstyle



Credit: MAC Daydream PR HW23



Credit: Streetstyle

Especially the young target group of Gen Z wallows in nostalgia and is thrilled by retro themes that they could not experience themselves. The '00s are back and with them new editions of It-bags like the Motorcycle Bag by Balenciaga (launched in 2001 by Nicolas Ghesquière) and brands like Diesel and by Dutch, but also questionable phenomena like the so-called Heroin Chic and Size Zero. In addition, the 80s and 90s retain influence and the 70s release positive feelings. The 'Retroversum' is complex and multi-layered and knows many styles - from bag shapes to eyebrow shapes, from materials and colors to advertising campaigns and in-store stagings.



Credit: Streetstyle



Credit: Streetstyle



Credit: MAC

For the perfect overview through the decades, Karolina Landowski will introduce the brave new retro world in her Zeitgeist lecture Retroversum at the **upcoming ILM**.

On Sunday, February 5 at 4 pm, the trend expert will show top retro inspirations for bags, accessories and store designs. The trend lecture shows why oldschool is now in and which trends, products and impulses you need to know now to be close to the zeitgeist and benefit from ideas for your range.



Credit: Marc O'Polo DENIM



Credit: Longchamp

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