

# Trend report spring summer 2020

**EDITION-1** 







SPRING SUMMER 2020

## SHOWS FOCUSED

1.Introduction	4
2.Trending on runway	6
<ul> <li>Retro Revival</li> </ul>	7
<ul> <li>Big dress energy</li> </ul>	8
<ul> <li>Eco conscious</li> </ul>	9
<ul> <li>Politically powerful</li> </ul>	10
<ul> <li>Fashion for all</li> </ul>	11
3. Top trends	
Bubble Hems	12
<ul> <li>Ruffles &amp; Frills</li> </ul>	12
<ul> <li>White suits</li> </ul>	13
<ul> <li>Body suit revival</li> </ul>	13
<ul> <li>Puffed up sleeves</li> </ul>	14
<ul> <li>Enlarged lapels &amp; collars</li> </ul>	14
<ul> <li>Tangerine</li> </ul>	15
<ul> <li>Lavender</li> </ul>	15
4. Streetstyle looks	16
5. Story behind the runway	19





#### INTRODUCTION

Vue.ai is an end-to-end retail automation platform redesigning the future of fashion retail with Artificial Intelligence. Using Image Recognition and Data Science - we extract and analyze data, and help retail teams improve customer experiences, drive conversions and reduce costs.

We enable retailers to digitally map their products' DNA to create unique retail experiences for their customers. We also help translate product information into language that teams across functions can understand and make business decisions with.



Data derived from our analysis of the themes and trends are condensed into concrete taxonomies. This is then used to train Vue.ai's neural network. Multiple images that correspond to these taxonomies are uploaded and our networks equipped with the knowledge of these trends. Vue.ai's fashion team rigorously trains these networks to power their proficiency in identifying trends and details in the most accurate manner - resulting in accuracy rates reaching up to 93%





#### **RETRO REVIVAL**

From the Jazz age of the 20's to the Power Dressing of the 80's, a blast from the past was the inspiration for many collections this season including, Ralph Lauren, Micheal Kors, Zimmermann, Tommy Hilfiger, House of Holland, Erdem.







Fashion's powerful new trend is here! Molly Goddard's signature pink tulle dress, of course, started the trend when it was worn by the Killing Eve antagonist Villanelle. The big dress comes with its own vibe — call it big dress energy — that makes it seem like you just don't care. Various designers like Marc Jacobs, Prabal Gurung, Tomo Koizumi, Richard Quinn have showcased this energy on the ramps.



Rokasanda





### **ECO CONSCIOUS**

Now more than ever, the fashion industry has to address its role in the climate crisis, this season we look at both established and emerging designers who have incorporated sustainable techniques and resources in their collections. Designers including, Gabriella Hearst, Maria Cornejo, 3.1 Philp Lim, Collina Strada, Christopher Kane, Preen by Thorton and Bregazzi.







#### POLITICALLY POWERFUL

Political statements were all the rage this season, while New York based designers like Prabal Gurung and Jonathan Cohen made their views about America's immigration policies and British designers like Richard Malone, Matty Bovan expressed their disagreement with the Brexit strategy.





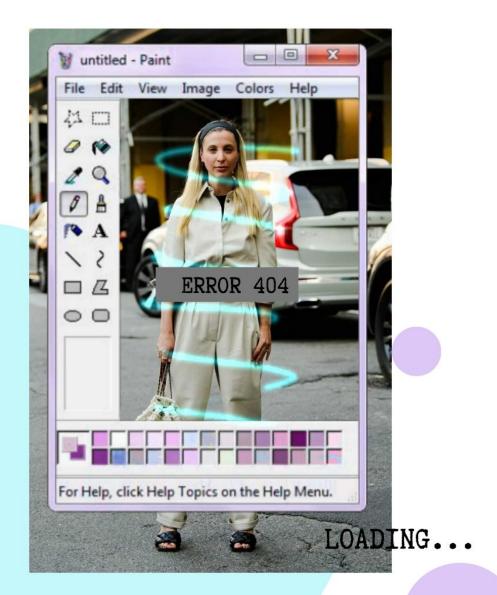


















**PATCH WORK** 

LEATHER MONOCHROMATIC

TRANSPARENT

**BAGUETTE BAG** 

KNEE HIGH BOOTS

**BIG DRESSES** 



**LONDON STREET STYLE** 





## **STATEMENT BELTS**

MINI CHAIN BAGS
MONOCHROME

CITRUS SHADES

**CRAZY CHECKS** 

BELTED BLAZERS

WHITE BOOTS

**NEWYORK STREET STYLE** 





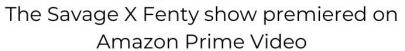


Pyer Moss-The Kings Theater in Brooklyn

Tom Ford- an abandoned subway station









Burberry put on a completely carbon-neutral show-LFW





Kate Spade- The charming Elizabeth Street gardens



Erdem- The gravel path of Grays Inn in London





Questions?
Get in touch! Email sales@madstreetden.com