Browns calls out AW22 trends: think pink, glam, long coats and denim reboot

By Sandra Halliday - May 17, 2022

Farfetch-owned luxury fashion store Browns has released its AW22 trend report and the one overriding theme is a focus on sustainability. The company said that “conscious is a key pillar” at the retailer and it now vets its entire buy through its partnership with Good On You.
It added that it “works hard to evaluate each brand, ensuring that every designer we welcome into our Browns family is continuously striving to lessen their impact on the planet. Whether this is in helping to review fabric compositions, manufacturing, and distribution, we’re asking everyone get involved in this conversation”.

It also said a big focus on diversity and inclusion are important and this affects what it stocks from sizing through to colourways.

That’s something that’s relevant every season. But as for what the retailer is focusing on for AW22, it’s clear that the season will be a very varied one — and it will be one that also reflects the return to normality post-pandemic.

And normality means socialising. For going-out wear, the company has dubbed the trend Party 2.0, reflecting the fact that it’s almost a full reboot of party dressing.
“Expect full-throttle glamour as we embrace dressing up. Micro-minis galore, sequins in abundance, all teamed with towering stilettos”, the company said.

Included are pieces like Alessandra Rich’s zebra stripe opaque bodycon dressing, Isabel Marant’s sequinned strapless jumpsuit teamed with thigh-high boots, Off-White’s glitter bag and Mach & Mach’s sequinned miniskirt and crop top.

Transparency and cutouts are key too, with the company citing Saint Laurent, Kim Shui, Alexandra Vauthier and Versace as directional labels here.

As a complete contrast, the retailer is backing denim for the new season with a freshly “upgraded” look comprised of exaggerated low-slung jeans in a very noughties theme, as well as kitsch printed two-pieces, bold rips and contemporary dark washes.
Influencer labels here include Bottega Veneta, commission, Connor Ives and Diesel, as well as Givenchy, Kenzo, PE Nation x Ksubi and Rotate.

Given that it's the autumn/winter season, it's no surprise that outerwear has a big focus with the retailer going big for the season via giant faux furs, dramatic full-length styles, and oversized biker jackets as at Chloé. But there are more structural silhouettes too.

Gucci’s all encompassing faux fur and Givenchy’s or Saint Laurent’s floor-grazing coats are important, but more structured pieces in leather from Courrèges should also make an impact.

Colour isn't neglected with an intense pink roomy and belted coat at Prada -- in fact, bright pinks are a key colour story.
Also for outerwear, ski clothing remains on trend whether for wearing around town or actually for those who are finally returning to the slopes post-pandemic. Silhouettes are roomy from Adidas x Terrex, Alanui, PE Nation and Khrisjoy with colour and print to the fore.

Browns also called out some key pieces it’s backing, including 16 Arlington’s allover leather looks, Dion lee’s intense blue combat pants (another major colour story), a black strapless tube dress by Alaia, and Gucci’s androgynous suit.
Footwear key items include Valentino’s vivid pink towering platforms, plus Mach & Mach’s heart-shaped detail on a stiletto heel. And must-have accessories include Loewe’s puffy pillow bag, and Fendi’s mini Y2K bag.

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