



**This years South by South West festival was a melting pot of 90s influences, hip-hop styling and classic rock looks, with plenty of retro silhouettes, washed-out denim finishes, extreme surface decoration and hand-customisation.**





**FRESH HOP GIRLS**

Fresh hop looks for girls continue to come through, mixing early 90s references. Acid-wash and distressed denim is key, with angular cuts and seamed inserts adding detail. Strong for the street and urban markets.





**I HEART THE 90s**

The 90s is still the dominant reference decade for today's youth, for both boys and girls. High-waisted cut-off mom shorts continue to be the key, with looser-fit boyfriend shorts also coming through. Washes range from mid-blues to barely there bleached-out blues. Angular contrast-fabric panels and patch pockets add detail for a more directional look.





## DOUBLE DENIM

70s- and 80s-inspired double denim styling was spotted on both guys and girls at SXSW. Mixing denim washes was key to making the look work, with blacks and dark indigos worn with mid to pale blues. Moving away from the denim shirt, denim vests and sleeveless trucker jackets were key for both sexes.





**GRUNGE GIRLS**

A pared-down take on 90s style for girls, which mixes high-waisted mom shorts with crop tops. Washes are pale, ranging from washed-out mid-blues to bright whites.





**ROCK SKATER PUNK**

Music-inspired looks for both guys and girls, referencing rockabilly, emo, skater punk and heavy metal. With emphasis on details and applications rather than silhouette, this translated into distressed, worn, patched, zipped and ripped denim.





**GUY'S BRACES**

The dominant trend for boys, skinny jeans worn with braces had an indie folk vibe. Striped elasticated styles proved most popular, while leather versions created a heritage look