



SARTORIAL BUTTON-THROUGH

The classic Western denim shirt emerges with a sophisticated edge, adding a casual dimension to commercial fashion looks. Clean chambray and stone-washed denim shirts are worn buttoned-up and tucked in to skinny jeans or a prim skirt.



SARTORIAL BOYFRIEND

The boyfriend jean gets a sophisticated makeover, emerging as a key item for casual yet directional fashion looks, paired with edgy heels.



HOURGLASS SKINNY

A high-waisted hourglass shape updates the skinny as the high-rise stretch skinny emerges as the fit of choice for the women's denim market.



PRINTED SKINNY

The printed skinny is summer's must-have item, partly due to pattern's prominence on the catwalks. Looks mostly seen are: printed stretch twill, prints vary from summer Hawaiian and bright florals to animals, as well as brocades and abstract patchwork designs.



LIGHTWEIGHTS

Lightweight denims, chambrays and fluid Tencel blends dominate summer festival denim, perfect for blouson jacket shapes, preppy shirt dresses and shorts in a range of baby blue and greyed-off shades.



COLOURED SKINNY

Just as important as the printed skinny, the coloured skinny trend does not appear to be abating any time soon. Key colours for commercial skinnies include soft powdery pastels, faded neon, strong autumnal oranges and browns, and bold red.



ACID WASH

Authentic 1980s and 90s acid-bleached denim effects continue to dominate youth festival dressing, from grungy indigo static effects to ultra washed-out shades.