

OWN THE TRENDS

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MIDTOWN

F/W TREND REPORT

OWN THE
TRENDS

2025

2025 F/W LIFESTYLE



**PUCKER UP
THE GILDED AGE
BIG & BOLD
SERENE COMFORT MEETS STRIKING COLOUR**

PUCKER UP

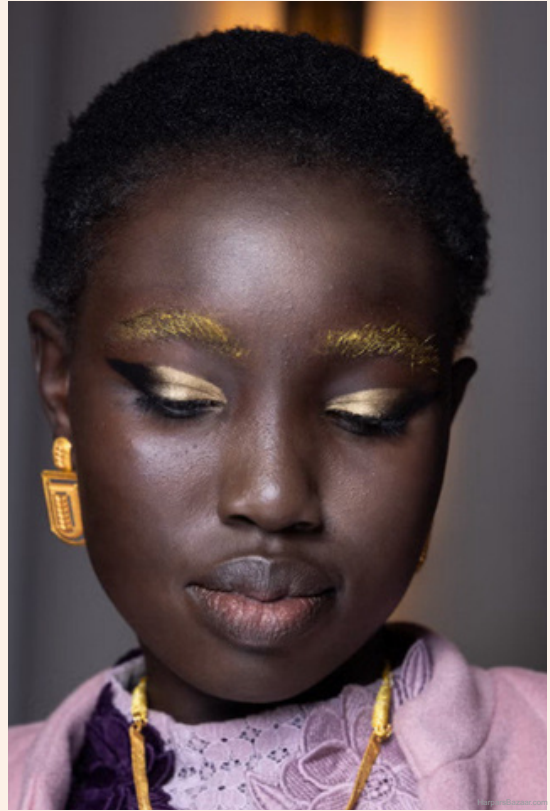


Lip service this fall is all about drama with polish.

Deep berry shades and rich burgundies are stealing the spotlight, with makeup artists turning to structured lines and dark espresso lip liners for that sharp, defined finish. From Milan Fashion Week's oxblood pouts at Versace to the rise of cherry, plum, and even black-cherry hues, the

message is clear: lips are the statement accessory this season. Forget the classic red; fall '25 is about berry-kissed confidence and a sultry, couture-worthy pout.

THE GILDED AGE



Gold eyeshadow is stepping into the spotlight as one of beauty's biggest statements for fall. Riding the wave of metallic resurgence, gold is no longer just a festive sparkle, it's the season's go-to for everything from bold, goddess-inspired runway looks to everyday shimmers. Fuelled by the rise of "Goddesscore" and a revival of Y2K nostalgia, gold shadow is being reimagined with earthy tones, smoky finishes, and even unexpected colour pops, making it as versatile as it is striking.

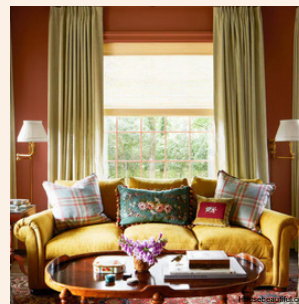
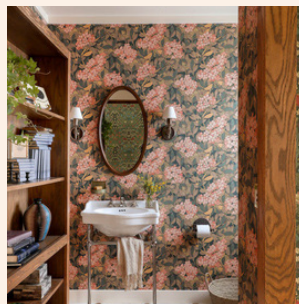
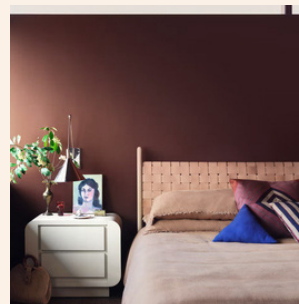
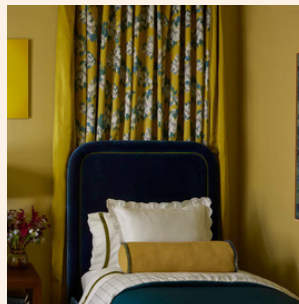
BIG & BOLD



This year is all about bringing the past into the present with unapologetic style. Bangs continue their reign, but this season it's the Jane Birkin-inspired fringe stealing the spotlight (think Daisy Edgar-Jones with her soft centre-parted bangs and teddy-brown waves) perfected with a mist of texture spray for that tousled finish. On the flip side, the ultimate '90s supermodel blowout is making its powerful comeback - full, fluffy volume à la Cindy Crawford, serving "I woke up like this" energy. Whether you're leaning fringe or favouring big, bouncy glamour, fall hair is all about attitude and movement.

HOME DECOR: SERENE COMFORT MEETS STRIKING COLOUR

Fall 2025 home décor is all about cozy sophistication with a bold twist. Scandinavian simplicity is still in full swing: think soft textiles, warm lighting, and serene palettes that instantly put you at ease. Comfort takes centre stage with oversized sofas, deep chairs, and curved silhouettes designed for laid-back lounging without skimping on style. At the same time, retro influences are surging back, bringing velvet textures, wine reds, mustard yellows, and rich browns into the mix for a playful yet polished appeal. Jewel tones like emerald, sapphire, and amethyst layer in drama and luxury, especially when paired with gleaming metallic accents. The result? Spaces that feel modern, timeless, and full of personality.



GET THE LOOK

