

OWN THE TRENDS

X
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ABERDEEN
MALL

F/W
TREND
REPORT

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2024

Studio Images by Katherine Holland

2024 FALL FASHION

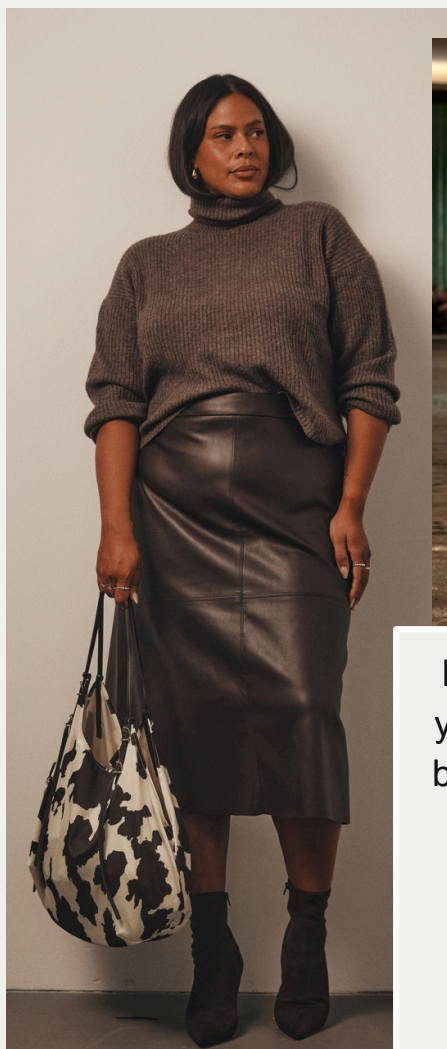


PLAID
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PLAID



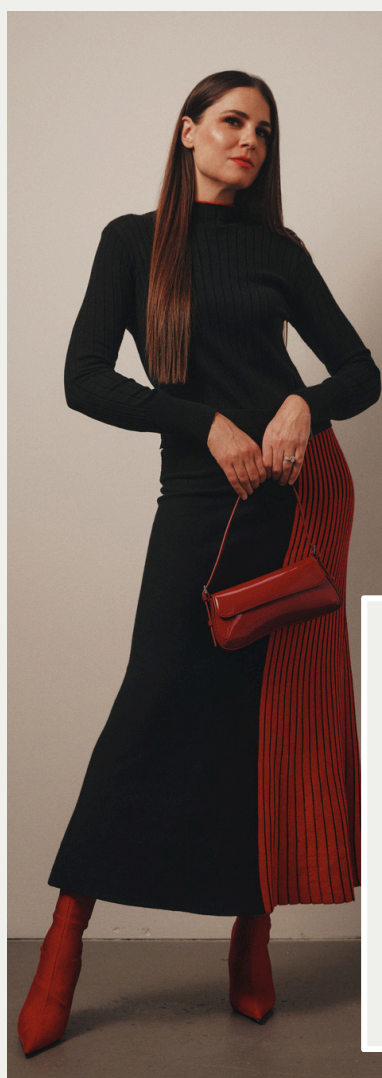
Plaid has once again taken hold of the fashion industry for fall/winter – this time in punchier colour combinations and enlarged designs. If florals are timeless for spring, then I think it's safe to say plaid has the same staying power for fall. Outerwear, knits and even matching sets – this season, plaid reigns supreme.



BROWN

If you're a neutral girlie and looking to revamp your go-to's for fall, all shades of brown should be at the top of your list. We're seeing an array of rich brown coats, a slew of cozy knits, and even some sleek suiting. The best part about brown? It can be paired with just about any other colour – including your current roster of neutrals (yes – even black!).





KNIT



This season, knits are taking their power back.

Designers focused heavily on intricate handwork, with yarn being a particular focus.

We also saw the usual suspects too, like cashmere, wool and wool blends. And thanks to Tik Tok's microtrends, Grandpacore will also make a resurgence this fall, with a major focus on the cardigan vest.



LEOPARD



Leopard print has been making a steady comeback over the past few seasons, but this year, it's finally having its moment at the top of the food chain. Plaid may be the mainstay for fall, but designers were clearly having a love affair with the wild side. From Christian Dior to Zimmermann, Michael Kors to Balenciaga, you're going to be seeing leopard across every category.

POISED PREP

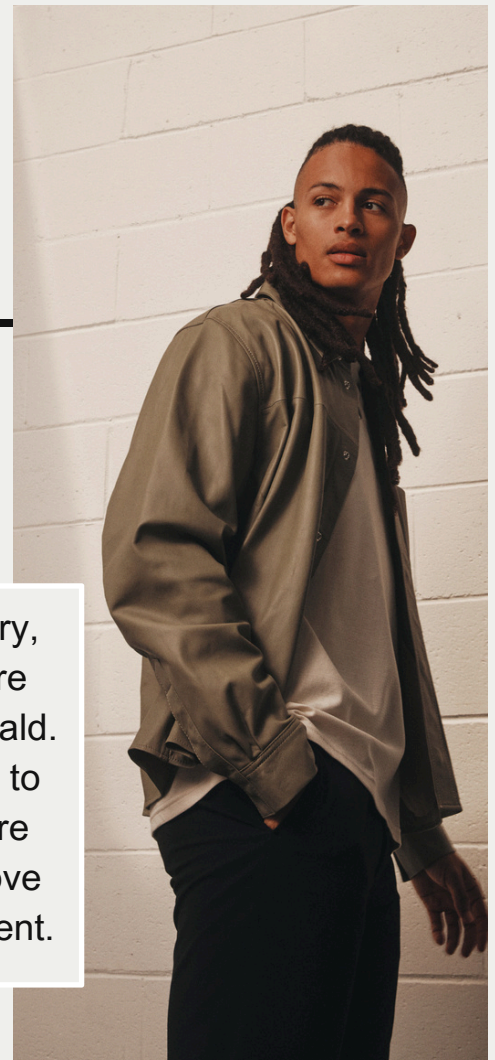


Class is in session featuring what editors are calling 'Poised Prep'. Knit polos, layered oxfords and relaxed chinos, this is a trend that can be reworked again and again, offering an endless supply of options whether you're visiting the boardroom or the coffee shop. Styled in muted tones and classic cuts, this is a trend built to last.



GREEN

Green has taken over this fall. Burberry, Loewe, and a plethora of others, we're seeing every shade from sage to emerald. Even khaki greens donned from head to toe walked the runways. If neutrals are your thing, green is a great way to move into colour, without the major commitment.



DENIM



We're seeing denim in all shapes, styles and washes. Barrel jeans are making a reappearance from spring '24, while straight legs are still going strong. Even skinny jeans are popping back up (HOORAY)! If you're going to invest in a fresh pair for fall that will make a lasting impression, opt for a silhouette you feel best in, in a darker shade like indigo or black. These classic colourways and shapes always prevail, offering an array of ways to style them.

