

Design Capsule: Women's Celestial Boho Pre-Summer 24

A growing interest in astrology and space exploration inspires a new direction for summer boho looks

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@rollacoaster

Mood and colour

A: Black	D: Adriatic Sea
B: Galactic Cobalt	F: Pink Flash
C: Purple Swirl	G: Apricot Crush
E: Optic White	

Coloro:

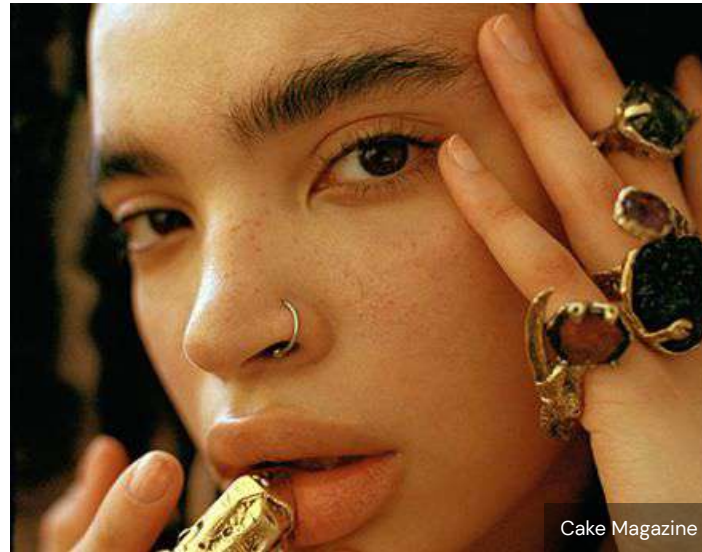
A: 153-19-00; B: 120-28-32; C: 138-44-29; D: 105-56-31; E: 037-93-00; F: 158-44-32; G: 024-65-27

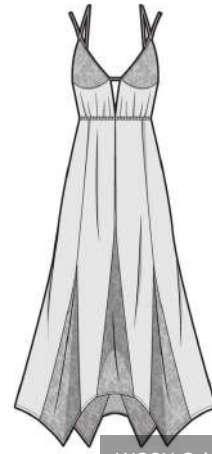
Pantone:

A: 19-4203 TCX; B: 19-3952 TCX; C: 18-3533 TCX; D: 17-4440 TCX; E: 11-4800 TCX; F: 18-2043 TCX; G: 15-1247 TCX

Why? Astrology is booming, with the global market estimated to be worth \$2.2bn. As Gen Z and Millennials develop a deep connection to the cosmos and hyper-personalised horoscopes, birth charts and lunar cycles come to the fore, we see this influence product design.

How? Channel this theme to update boho styles, which have been slowly making a comeback. Reference astrological motifs in print. Space and metaverse exploration bring about a moody colour palette. Keep silhouettes relaxed and floaty for versatile vacationwear. Design collections for longevity. Balance contemporary styling and classic pieces with timeless appeal. Choose high-quality material to ensure prolonged use.





Beach-to-brunch dress

A relaxed and flexible take on **#ModernOccasion**, this dress works equally well for occasion and leisure.

Materials: prioritise travel-ready fabrics with crinkled textures. Apply plissé finishes to silky fabrications and source low-impact GRS-certified polyester that can be heat-set into engineered textures.

Construction: a **#SummerSensuality**-orientated fine strap, A-line maxidress. Incorporate a crafted element through openwork or graphic lace trims and insets. Textured fabrics add interest.

Colour, print and pattern: dark, moody colours feel mysterious. Alternatively, draw from **#NaturesTexture** for print inspiration.

Circularity stream: design for resale and longevity.





WGSN Original CADs/Flats

Poet blouse

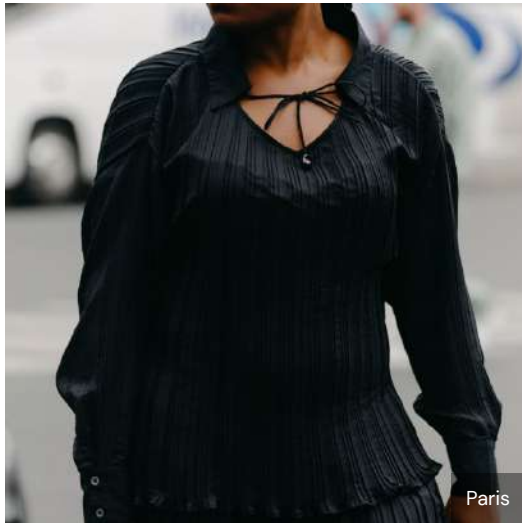
This effortless vacation-ready blouse with romantic details taps into a #NuBoheme aesthetic.

Materials: source natural fibres that offer breathability and self-wicking properties. Prioritise organic certified GOTS, BCI and Fairtrade cotton and voile. Mono-fibre yarns enable easier recycling.

Construction: relaxed body with full elasticated sleeves and a rouleaux loop neckline.

Colour, print and pattern: update tropical prints with Bohemian Alchemist iconography. Reference the colours of intergalactic scapes. Choose natural dyes for ombré prints. Use digital printing for a more sustainable method, minimising water wastage.

Circularity stream: design for resale and longevity.



WGSN Original CADs/Flats



@christopher_esber



@shonajoy_



WGSN Original CADs/Flats

Flared midi-skirt

A great print vehicle for summer, updated with hardware details.

Materials: use lightweight and breathable cotton and voile. Source certified organic, GOTS, BCI and Fairtrade cotton. Prioritise non-blended fabrics to allow for easier fabric recycling.

Construction: a fit-and-flare skirt with lace-up basque detail and ruching. The lace-up waist allows for adjustments in fit for extended use. Choose self-fabric ties and embroidered button holes for easy recycling.

Colour, print and pattern: alongside celestial prints, explore check designs and [#NaturesTexture](#)-inspired abstract florals. Create hand-drawn prints and use digital printing to minimise waste. Avoid conventional petroleum-derived dyes.

Circularity stream: design for resale and longevity.



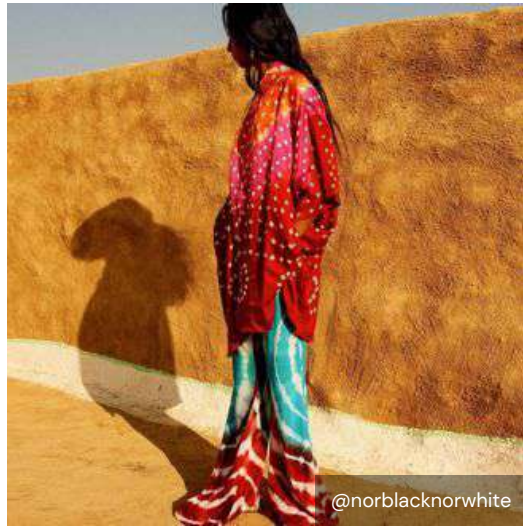
@hansenandgretel



@marahoffman



WGSN Original CADs/Flats



Flare set

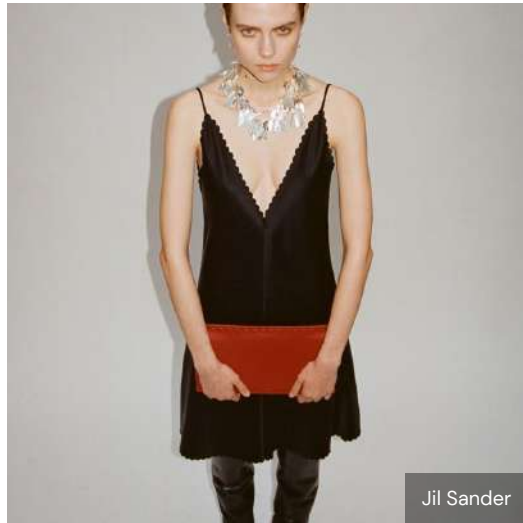
Harnessing two summer key items, this flexible vacation-worthy set translates from holiday to festival.

Materials: use responsibly sourced silk, such as Ahimsa silk, or silky finish fabrications with a sheen, such as GRS-certified recycled synthetics.

Construction: longer-length cami with #LaceBorder trims pared-back with a flare-leg trouser.

Colour, print and pattern: tie-dye prints and #NaturesTexture give off a mystic haze. Replace chemical dyes and pigments with natural solutions derived from plants, herbs, botanicals and other parts of nature.

Circularity stream: design for resale and longevity.





Wrap duster

An easy throw-on cover-up with a dual function as a dress.

Materials: use diaphanous sensitive silkies with engineered designs. Make silky fabrications more sustainable via eco blends. Source Tencel Luxe and EcoVero, Livaeco, Naia Renew and Ahimsa silk for low-impact luxe.

Construction: wrap cover-up with broad fringe hem tie. Adjustable tie detail allows for size changes.

Colour, print and pattern: use crafted geometrics, drawing inspiration from tile patterns to create prints and jacquard designs.

Circularity stream: design for resale and longevity.

3D range plan



Beach-to-brunch dress



Poet blouse



Flared midi-skirt

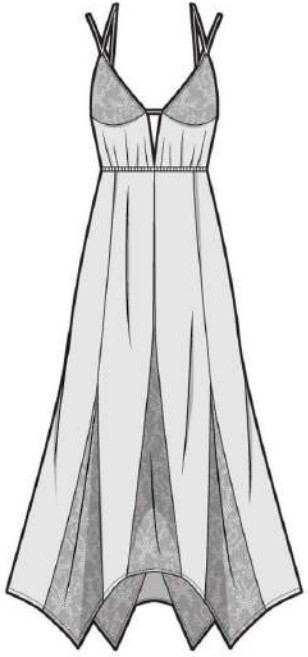


Flare set



Wrap duster

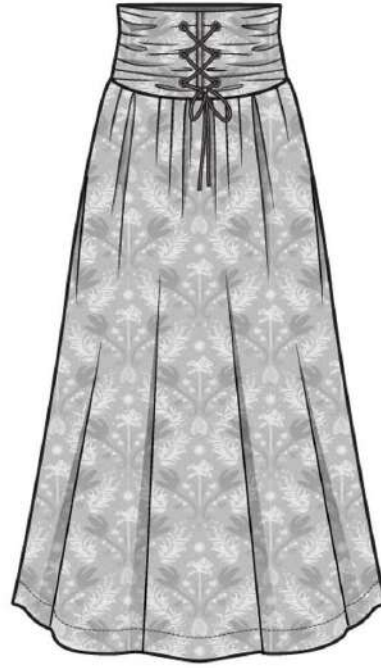
2D range plan



Beach-to-brunch dress



Poet blouse



Flared midi-skirt



Flare set



Wrap duster

Influencers



@anaasaber

Anaa Saber

This NY-based influencer draws on a dark #GothLite look. Celebrities such as US musician Doja Cat and US model Bella Hadid have also worn looks that reference astrological themes and fortunetellers.



@kikoromeo

KikoRomeo

Kenyan brand KikoRomeo makes use of sustainable, hand-dyed, regenerated orange peel and rose fabrics as well as Ille cloth. Mono and two-tone tie-dye effects make up the print direction.



@thorastefansdtr

Synesthesia

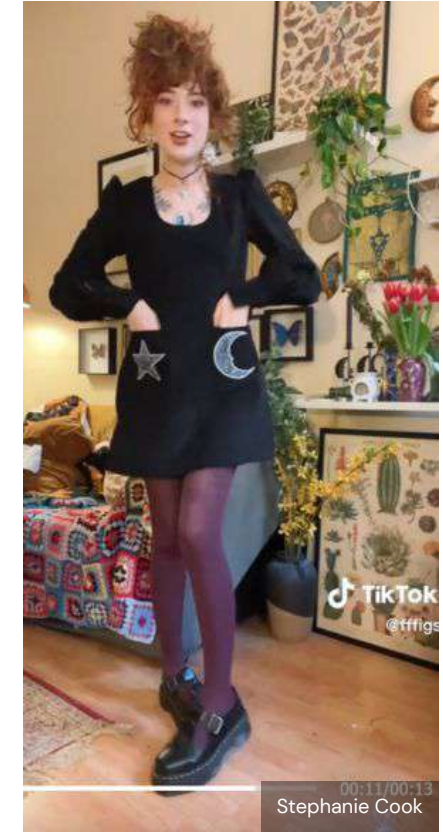
Print direction is influenced by the phenomena of synesthesia, which is when you experience one of your senses through another. The blurring and intermingling of colour inspires tie-dye patterns.



Charlotte Mei/Vice

Astrology

One in four Americans believe in astrology, rising to 37% for adults under 30, as discussed in Astrology & Spirituality: Key Strategies 2022. Through social media, it has been able to connect with Gen Z and Millennials. Brands such as Italy based Jil Sander are using astrological symbolism to add a sense of individuality and personality to pieces.



00:11:00:13
Stephanie Cook

#WitchCore

The popularity of TikTok hashtags such as #WitchCore (116.5m views) and #WhimsiGoth (82.2m views) indicates a surge in interest in the supernatural, spirituality and fashion associated with it. Based in Scotland, Stephanie is an example of how mysticism is being interpreted in looks.

Action points

1

Prioritise more sustainable prints and dyes

Opt for digital printing whenever possible. Reconsider dyes, moving towards more efficient methods and dyes that lower water consumption and have no toxic chemicals

2

Opt for travel-ready fabrics

Source fabrics for a practical and easily packable vacation wardrobe. Textured fabric with heat-set pleats add dimension and interest to garments, while offering consumers a crease-free experience

3

Design for multiple end uses

From the beach-to-brunch dress to the flare set, design garments that will service multiple needs. As consumer spend remains under pressure, ensure greater value for money by producing high-quality garments that can be styled in a variety of ways

Circularity glossary

Design for resale

Create products that are designed and made with a level of quality so that they hold their value and attract future wearers. Resold products have an extended lifespan and can help reduce the raw materials, energy and processing needed to make new items from scratch.

Design for longevity

Make designs that are long-lasting and versatile. Create modular, versatile items, considering detachable components and details for re-styling and adaptability. Use adjustable fastenings and design details that allow for size changes. Source good-quality, durable materials that will stand the test of time.

Design for disassembly

Designing for disassembly enables a product's materials and components to be separated with greater ease for onward recycling at the end of its initial life. It also allows individual elements of a design to be removed for repair or replacement. Innovations such as dissolvable sewing threads make disassembly easier.

Design for repair

Design products that can be maintained and repaired easily to extend their usefulness and lifespan. Provide consumers with kits for sewing, patching and spare materials and details, and partner with repair service providers. Offer creative customising tutorials to engage customers in the repair process.