

# London Fashion Week: Women's Need-to-Know A/W 23/24

The season's initial key messages gain further traction in London, including a return of femininity, wearable luxury and a darker take on sensuality

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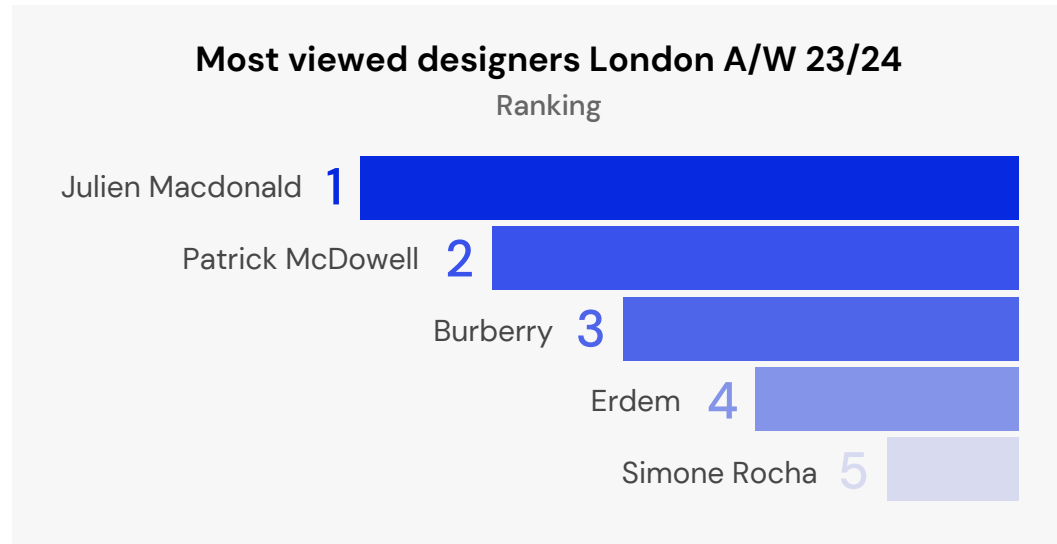
Pronounce

## Overview

- Following New York, LFW also showcased a range of design directions that fed off its city's exciting creativity. Designers paid tribute to the late Vivienne Westwood by presenting #NotSoClassic tailoring, with structured pieces and a rebellious twist reminiscent of Westwood's punk aesthetic
- Sensuality was taken to the extreme via fetishist-inspired designs, while a more traditional take on femininity was also key, translated into retro silhouettes and delicate prints and materials
- Pre-Fall's understated take on luxury gains traction, as consumers navigate toward long-lasting and sophisticated designs

Head to #CatwalksAutumnWinter23 to see the complete Fashion Feed coverage of the season.

WGSN Fashion Feed



WGSN Catwalk Gallery. After a four-year catwalk hiatus, celebrity designer Julien Macdonald attracts attention for the OTT glamour he has become known for, offering a counterpoint to the more pared-back aesthetics that emerge in response to the #CostOfLiving crisis

### Top hashtags used by WGSN strategists

A/W 23/24



## Key trends



### #NotSoClassic

#CollectionEssentials ranging from tailoring to woven tops and knitwear receive a not-so-classic update in London, often taking from the city's characteristic punk aesthetic through a refined lens.



### #PrettyFeminine

Femininity continues to make its way back, taking a more classic turn in the British capital with a #GentleRetro touch. Fabrics and prints that evoke delicacy are crucial to this, including lace, sheers and florals.



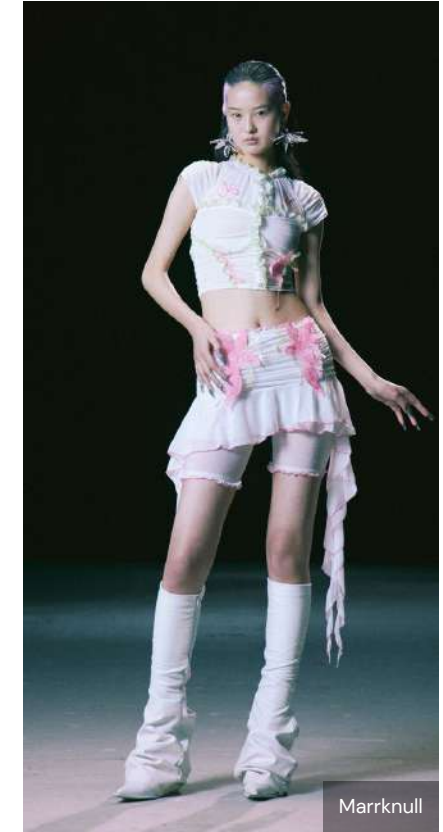
### #LowKeyLuxury

Initially spotted at Pre-Fall 23, a more discreet and demure approach to luxury gains traction for A/W 23/24, showing early confirmations of our New stealth wealth story. Timeless, simplified silhouettes are cut in high-quality materials and a sober colourcard.



### #RefinedFetish

The appetite for sensuality shows no sign of slowing down and, in London, there's a strong fetishist influence in collections, noticed through the combination of sheers and leather for intimates-inspired styles with a subversive twist.



### #Y2K

In contrast to the season's return to pared-back, sophisticated aesthetics, 2000s looks remain a key driver for youth-led designers in London, who take on their bolder and more playful elements to appeal to Gen Z's interest in more individual styling.

## Colour



### #WinterBrights

Although brights start to lose share to neutrals, in London dopamine-inducing brights prove relevant for yet another season, with shades ranging from #SunnyYellow to #PerformanceBlue, especially key to update collection essentials such as knit sweaters.



### #BlackWithBlack

As to be expected in winter seasons, all-black styling remains especially crucial to answer to uncertain times and to a recessionary mindset. The colour also feeds from several of this season's stories, including #NotSoClassic, #LowKeyLuxury and #RefinedFetish.



### #LusciousRed

This powerful hue of red is used in head-to-toe styling to create statement looks. The colour shows its versatility in London, working just as well for tailoring, knitwear and occasionwear.



### #JewelTones

Carrying on from New York, rich, deep shades continue to build as a key part of #PrettyFeminine stories, as well as #LowKeyLuxury. Cranberry Juice is a key shade, offering a luxurious quality and long-term appeal.



### #SweetPink

Youthful, sugary shades of pink replace past season's #HyperPink, refreshing a range of pieces, from classic button-up shirts and blazers to trending corsets and miniskirts.

## Prints and graphics



### #SartorialChecks

With tailoring and punk influences ever-present in London, traditional check patterns are always to be expected. A/W 23/24 sees brighter shades and print-on-print applications emerge as updates that feel more youthful.

### #DarkGroundFlorals

Moody blooms that add to the #NeoVictoriana trend and romantic, #PrettyFeminine ditsies are spotted, with florals remaining the key print direction in the British capital, especially for occasionwear with a touch of drama.

### #AnimalMagic

Unexpected animals gain traction, including #ParkLife-inspired ducks and Y2K #Butterflies. While animal skins are seen, animal motifs in repeated applications offer a fresher direction.

### #AbstractPrints

Ranging from conceptual #TrompeLoeil to refreshed dye patterns and cutout prints, abstract designs emerge in high-contrast colourations, giving a directional edge to overcoats and column dresses.

### #BlackAndWhite

While New York focused especially on #OpticGraphics for black and white prints, London takes on a more discreet approach through sophisticated #NonPrints, as well as some iterations of #NaturesTextures.

## Materials and details



### #Cutout

With sensuality still high on the agenda in London, tried-and-tested cutouts crop up for yet another season, with intricate and skin-baring iterations uplifting jersey dresses, woven tops and column skirts.



### #Leather

In what seems to be the season of leather, London continues to fuel this trend for A/W 23/24, showing its versatility by adding to several of the main trends. Continue to apply it to timeless silhouettes to position them as keepsake.



### #Lace

With highly feminine and often intimates-led materials and details being so key, including #StatementBows, sheers and lace, this delicate fabric is used in all-over items or as a trim, as a part of trends #PrettyFeminine and #RefinedFetish.



### #Draping

Fabric manipulation techniques remain important, and draping is used to add subtle yet effective surface interest. Although still key for malleable fabrics such as satin, silk and jersey, designers also use it in less expected materials, including leather.



### #HyperTexture

Tactility proves paramount for A/W 23/24, with textures spotted in London ranging from 3D applications and elasticated shirring to cosy #FauxFur, which nods to the increasing concern around personal heating, offering comfort and warmth.

## Key items



### #ReworkedShirt

As a crucial part of the [#NotSoClassic](#) story, designers breathe new life into the timeless button-up shirt to take it into fashion territory. Off-kilter designs, pattern-play and creative trims emerge, showing the endless possibilities to update the dress shirt.



### #Topcoat

Long-lasting and seasonless, the tailored topcoat comes to the fore to answer to consumers' appetite for essentials that can stand the test of time while offering the functionality necessary for the colder months. While knee-length cuts continue, integrate floor-sweeping lengths as an update.



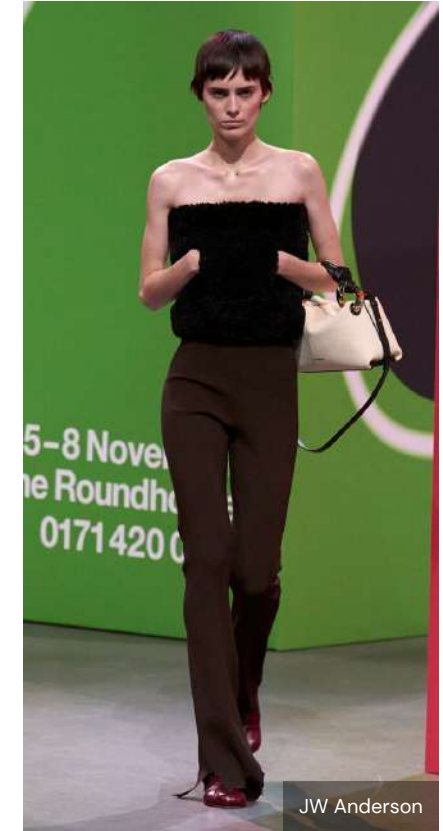
### #ColumnDress

As streamlined silhouettes take priority, the column dress emerges as an elevated alternative to consumer favourites such as the formal jersey dress and the slip, presented as a versatile silhouette that can be dressed up or down for different occasions.



### #Miniskirt

As a transseasonal piece that can be worn year-round, the miniskirt is showcased in a wide variety of styles and fabrics, from leather and denim to woven and lace. Despite it being a key item by itself, the piece was also highlighted as a part of a matching set.



### #SlimSilhouette

While [#WideLegTrousers](#) are still predominant, there's a shift towards slimmer silhouettes for trousers starting to emerge, with straight-leg and even skinny cuts making a comeback as an early sign of the return of post-2010s aesthetics.

## Footwear and accessories



Simone Rocha

### #MaryJane

The Mary Jane has emerged as one of the leading silhouettes at LFW, reworked with various materials that ranged from retro tweeds to high-shine patents, as well as more trending design details such as bows and lace-ups.



S.S. Daley

### #Tie

Associated with the Y2K era, the tie is making a comeback as an accessory to watch, especially for the youth market. Add in on-season design details and prints, including localised motifs and even jewelleryfication.



Richard Quinn

### #StatementFlorals

Rosettes and corsages, as well as flower-shaped jewellery, make a strong statement as a fresh accessory direction this season. Create clip-on, clip-off brooches that add interest and elevate designs to partywear territory.



Talia Byre

### #AddOnAccessories

Seen in [Copenhagen](#) and [New York](#), add-on accessories continue to gain traction in London, with a multitude of hat profiles, balaclavas, scarves and more emerging in fabrics and colours matching to the rest of the outfit.



Roksanda

### #ElbowGlove

The occasion-driven elbow glove is presented in directional iterations, seen in premium fabrics and elaborated design details. While this item is trending among fashion-led consumers, prioritise functional designs that are appropriate for winter.



# Denim



## #Patchwork

In an early confirmation of our Thrif-dult story, patchwork denim emerges in cleaner, more elevated iterations, upcycling deadstock and surplus denim to create pieces in two or more tones and washes, updating familiar silhouettes.



## #ColumnSkirt

Elongated skirt styles continue to build from S/S 23, seen in directional designs that often feed from the Y2K aesthetic, suitable for trend-led consumers. Brands add further interest to this item through experimental washes, raw edges and bodycon fits.



## #RawEdges

Distressed textures in extreme iterations are spotted in London, albeit subtler and slightly more discreet; these finishes offer a preferable alternative with more commercial appeal. Miniskirts, matching sets and wide-leg trousers receive this design detail update.



## #RawDenim

As denim increasingly navigates towards smarter aesthetics that fit different wear occasions, elevated raw denim has a minimalist feel that works for casual night outings and officewear, seen in 2000s-inspired silhouettes such as corset tops and mini bodycon dresses.



## #WideLegTrousers

Denim's current favourite silhouette maintains its key item status, spotted as a gender-inclusive silhouette with high commercial potential. The trending #LowRise is still seen, although is now starting to share space with higher waistlines again.

# Methodology

## WGSN Fashion Feed

- Updated daily, the Fashion Feed is our first stop for reporting on the global emerging trends, curated by our team of experts
- This report contains data from the Feed collected across Women's A/W 23/24 catwalk shows from February 17-21 2023, produced by our team of experts

## WGSN Catwalk Gallery

- Most viewed designers are collected from the WGSN Catwalk Gallery based on how many instances site users viewed a designer featured in the A/W 23/24 women's catwalks