

Women's Prints & Graphics Forecast A/W 24/25: Future Terrains

As the world faces the end of resource abundance, this forecast trend explores what our future terrains will look like, resulting in earthy prints and graphics, as well as designs that look out to other planets and galaxies for inspiration

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KWK by Kaykwok

Introduction

WGSN's A/W 24/25 forecasts explore how the macro themes covered in our STEPIC reports (examining Society, Technology, the Environment, Politics, Industry and Creativity) will filter down to seasonal product development. Future Terrains focuses on synergies between Industry and the Environment.

It is becoming increasingly clear that we are at the end of abundance, with our planet struggling to support our demand for resources. In the coming years, all industries will be searching for alternatives, whether that be regenerative crops that repair the planet or lab-grown and space-mined resources that have a lighter impact on it.

As designers and consumers speculate about what our future terrains will look like – either on Earth or out in space – we will see the emergence of products and aesthetics that appear to have been excavated from the ground or plucked from the cosmos. Look out for otherworldly encrusted or gloopy surfaces, or references to volcanic materials and barren lunar landscapes, as well as products that have been stress-tested for extreme environments, such as packable preparewear, radiation-proof skincare and solar-powered appliances to withstand power outages.

Biophilic design will also have a bigger presence, but it will shift away from the clean, green, sanitised aesthetics it has become associated with and move towards murky colours and swampy textures, as well as intense pigments, bioluminescent effects and psychedelic ingredients inspired by biosynthetic innovations.

As more people and businesses explore the sustainable and self-care benefits of powering down and living with less, we will see sleep and rest mode inform product development. We will also see a greater focus on zero-waste circular systems and designs that embrace the complexity of true simplicity. Like turning off the lights to see the stars, we will all be looking for ways to strip away the extraneous and admire the beauty of what's in front of us.

More reading

Future Terrains [connects with](#) the following macro forecast themes:

STEPIC Drivers: [Nature As a Board Member](#) | [The Second Space Age](#)

STEPIC Innovations: [Bio-Synthetic Streams](#) | [Sleep for Sustainability](#) | [Future Mining](#) | [The End of Abundance](#) | [Conscious Subcultures](#) |

Big Ideas: [Resource Ready](#) | [Preservation Mode](#)



Stine Goya



Colour

Future Terrains A/W 24/25

This palette combines deep tinted darks inspired by nature, such as Midnight Plum and Deep Emerald, with balancing and grounding neutrals such as Chalk, Italian Clay and Panna Cotta. Greys are important, both rendered as metallics and soft sheens for space-inspired stories, and in reassuring Sustained Grey and Circular Grey for tailoring and utility ranges. Pops of vibrant brights such as Peony Pink and Flame lift the overall pared-back palette.

Stylised nature

The concept: nature is carefully curated with a clean and artistic graphic look, drawing on stylised forms to evolve crafted looks. As consumers sway towards neat, refined looks, expect prints and graphics to follow suit.

Design direction: work with artisans to create deliberate pattern prints made from berries, leaves and flowers, forming a low-impact solution and sustainable craft. Patterns are repeated and mirrored for a balanced feel, or focus is placed on the beauty of details, honing in on patterns created through nature.

Sustainability: explore resist-dyeing with eco-conscious prints or use digital printing to reduce water and dye waste, helping the circular economy.

Relevant for: blouses, dresses, jacket, graphic tees, shirts, trousers, skirts, trousers, accessories



@maison_alma



Giambattista Valli



@robertaeiner



Fe Noel



Olivia von Halle



Fendi

Simplified #StencilledBlooms echo consumer desire for clean and pared-back looks



Leje

Add appliqué designs using fabric scraps to save on waste

Cosmic matter

The concept: as the climate crisis creates an imperative to find alternative processes and materials, focus shifts towards the cosmic realm for opportunities in asteroid mining, phytomining and molecular recycling. This emphasis on space influences interest in cosmic matter, cosmic awe and space junk.

Design direction: be inspired by the constantly changeable nature of cosmic imagery, embracing an unpolished, imperfect feel with varying Mars-like textures to update #TieDye and #Marbling prints.

Sustainability: look to ice dye techniques and natural dyes using vivid blue tones combined with earthy browns. Print innovations such as AIR-INK extract carbon to create usable pigments, with the brand set to create an algorithm linking space data with Google Earth Engine data to generate air quality maps in real time, helping consumers to track pollution.

Relevant for: tops, dresses, shirting, outerwear, bottoms, activewear, swimwear, denim, accessories, digital fashion



@gnastiy.com_

Hong Kong- and Shanghai-based emerging brand gn (a) stiy blends photographic with 3D-printed elements



Iris van Herpen



@appearherehq

The first ever closed-loop high-street plastic recycling shop sees customers bring in their plastic waste to reform into mottled patterned designs



Song for the Mute



Helmstedt



Groceries Apparel

Groceries' prints are hand-dipped using natural upcycled pomegranate peels, creating a glowing textural effect



Di Petsa

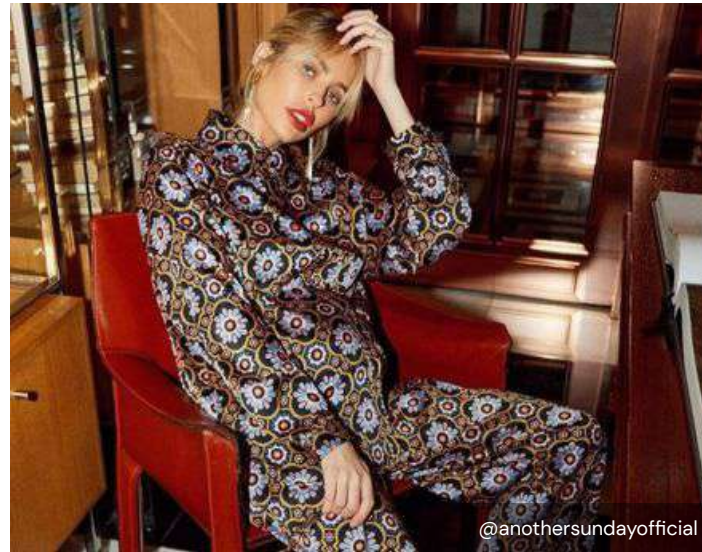
Fractal florals

The concept: as brands and industries seek out solutions that blend science with nature, the influence of designs occurring naturally in nature gains traction. Visually appealing, stress-relieving, repetitive patterns and fractal forms are recreated through a futuristic eye with the help of AI generation to create complex repeated structures.

Design direction: look to repeated geometrics, along with fractal floral motif patterns, creating an update to foulard designs. Create technical dye patterns or crisp, intricate prints for laser-cut designs.

Sustainability: use mono-material techniques such as laser cutting or debossing. Colourful geometric designs can be achieved through digital printing or technical tie-dye, using naturally derived inks.

Relevant for: intimates, swimwear, bottoms, tops, shirts, dresses, tops, socks, occasionwear, tops, T-shirts, accessories



Post-nature

The concept: a post-natural feel is fuelled by AI-driven creativity, pushing the boundaries of where nature and science intersect. As lab-grown ingredients and materials developed from nature gain traction, creators look to Nouveau Nature influences.

Design direction: biophilic patterns inform stylised camouflage designs, updating #AbstractAnimal prints. Otherworldly, speculative nature and critters emerge as AI-driven creativity creates surreal insects and otherworldly skin-like prints.

Sustainability: take note of bio-glow, as the need to replace artificial glow with lower-impact bio-based effects gains momentum. Aradhita Parasrampur uses solar-charged algae polymer beads to create a glowing bioluminescence effect, while Anne-Marie Sust has created algae prints that dissolve with light. Look to bacterial dye prints and bio-fabricated lower-impact dyes and finishes. Use digital printing as a more sustainable option to achieve a wide range of colours.

Relevant for: dresses, jersey, knitwear, T-shirts, sets, modest-wear, graphic tees, leggings, digital fashion



Cap_able

Cap_able uses AI algorithms to create camouflage patterns undetectable from AI recognition



Dhruv Kapoor



Tyler McGillivray



Farm Rio



Helmstedt



Calaqisya

Modest-wear brand Calaqisya created Avatar-licensed prints using glow-in-the-dark pigments to catch the otherworldly essence of the movie. Seek licensing opportunities with Avatar 3, due for release in 2024



@sofiacrespo

Artist Sofia Crespo displays her Neural Zoo project, researching into a speculative 'nature' accessible through parallel computations and machine learning

Rootful

The concept: aeroponic vertical growing technologies are surging, as the practice of growing plants with their roots exposed to the air is cited to reduce carbon emissions by 92% and water usage by 98%. As consumers adopt nature as a board member, focus shifts to prints that live with the garment and dissolve back into nature at end of use, sparked by the Loewe x Paula Ulargui Escalona collaboration and the possibilities within root-grown wearable fashion.

Design direction: evolve popular #Horticool themes by placing focus on the root element, with intertwining and twisting stems and less emphasis on the bloom. Delicate illustrations create a feminine feel – use to update commercial ditsy or foliage prints.

Circularity: place circularity at the core of this direction, printing onto #Biodegradable bases. Use water-based and non-toxic ink that minimises disruption to nature when recycling.

Relevant for: jackets, dresses, tops, graphic tees, intimates, bottoms, jersey, digital fashion



Piero D'Angelo and DressX collaborate in their Wabi Venus piece, embracing the imperfect look of preserved species lichens



Beatrice Oettinger brings together plants and fabric through romanticised eyes with her stylised patterns



Zena Holloway explores the possibilities within root-grown wearables

Generative minimalism

The concept: an increased awareness of overproduction informs pared-back, minimalist designs that offer a quiet sense of luxury and longevity. While these prints appear simple at first, in construction they take reference from generative art, with complex mathematical equations to form perfectly transitioning designs.

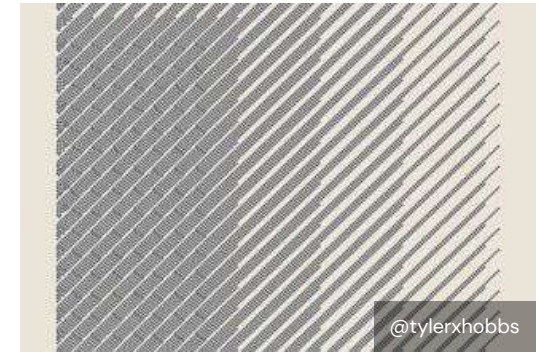
Design direction: look to generative patterns created through AI, collaborating with artists such as Tyler Hobbs and his [QQI](#) tool. This is a collaboration between generative artists and their collectors, who can pick the output and influence the design. Tessellating patterns and overlapping geometrics portray this simple, elevated neutral look, with emphasis on [#ToneOnTone](#) prints.

Sustainability: use [carbon capturing AIR-INK](#) or [Living Ink](#), made from algae for black prints. Mono-material constructions such as cut-work and quilting allow for ease of recycling. As these prints are rooted in longevity, design for resale as consumers look to [clothing as currency](#).

Relevant for: outerwear, sets, tops, bottoms, modest-wear, activewear, swimwear, digital fashion



The 5D down jacket from Christopher Raxxy is based on complex mathematical calculations arranged in a repeated sequence



Collaborate with generative AI artists such as Tyler Hobbs



Use AI-generative tools to create new typefaces and meaningful design such as the [Climate Crisis Font](#)



Pastoral grunge

The concept: eco-conscious subcultures based on shared values, responsibility and community are on the rise, united by the STEPIC Innovation of The End of Abundance. As #90sGrunge themes gain traction, gritty looks evolve into a raw, pastoral direction, with a focus on living harmoniously with nature. Designers such as Kokun embrace wabi-sabi, the Japanese culture of slowing down and enjoying the process.

Design direction: root this look in the desire to accept nature as a board member, influencing crumpled, faded, stained and repaired texture prints to update #NaturesTexture. Take inspiration from urban woodlands and forests, dense vegetation and muddy soils, interpreting them into a vintage romance feel and patchwork prints.

Circularity: be sure to print using plant-based dyes on regenerative, biodegradable materials. Look to FiberColors*, which creates earth-tone dyes from post-consumer waste.

Relevant for: jackets, tops, leggings, modest-wear, T-shirts, woven bottoms, jersey, accessories, loungewear



Action points

1

Seek naturally positive design with a focus on circularity

Accelerated by consumers adopting nature as a board member, sustainable consumption and production is a necessity. Look to kinder print methods using natural resources and dyes, along with circular processes such as mono-material patterns and digital printing to minimise waste and water usage

2

Embrace innovation and research within sustainable print solutions

Use bio-fabricated, lower-impact dyes and finishes, looking to microalgae inks. Focus on the harmful impact of carbon drives industries to learn from each other, creating space for partnerships, such as AIR-INK. Cleaner printing techniques arise from Chimera

3

Be inspired by space exploration for mottled and marbled texture patterns

The climate crisis places focus on finding alternative processes and materials, with industries looking to opportunities in asteroid mining, phytomining and molecular recycling in space, filtering through to fashion prints to inform cosmic awe and patterns inspired by otherworldly and cosmic matter. Look to this direction to replace harmful sequins, glitter and shine

4

Be mindful of consumer sentiment of using clothing as currency, opting for prints that offer longevity

Quieter trends prove their importance as consumer sentiment of buying less reaches mainstream. Create prints made to last for multiple seasons, with simpler generative minimalism themes looking to #ToneOnTone and circular pattern creation via cut-work and quilting

Influences



gn (a) stiy

Fluid pixels and textural forms create ethereal patterns from Hong Kong- and Shanghai-based emerging brand gn (a) stiy. Blending photographics with 3D-printed elements, it creates a futuristic feel.



kokūn

Indian brand kokūn uses natural dyes and slow print for a reduced environmental impact. Creating resist prints that are an extension of nature, dyes are drawn from flowers and leaves.



Anne-Marie Sust

Winner of the Green Concept Award 2022 in the fashion category and shortlisted for the Dezeen Awards 2022 for Wearable Design, Anne-Marie Sust's research focuses on microalgae-based prints that dissolve with light. As the need for sustainable textiles and the eradication of polluting dyes becomes urgent, partner with innovators to scale innovation.



STEPIC Innovations: Bio-Synthetic Streams

Biotech experts and bio-design fuels development in material and print innovation. Treating nature as a co-client is key in this STEPIC Innovation, as lab-grown manufacturing and synthetic technologies gain traction. Keep track of @mabiodesign for the next generation of creatives.



Christopher Raxxy

William Shen, the creative director of Christopher Raxxy, is a master of mathematics, winning many awards in China's Olympiad. His designs create complex quilted patterns based on complex mathematical calculations in repeated sequences, showcasing the innovation found from sharing industry knowledge – a key theme underpinning this forecast trend.

WGSN's forecasts are created by our global team of experts

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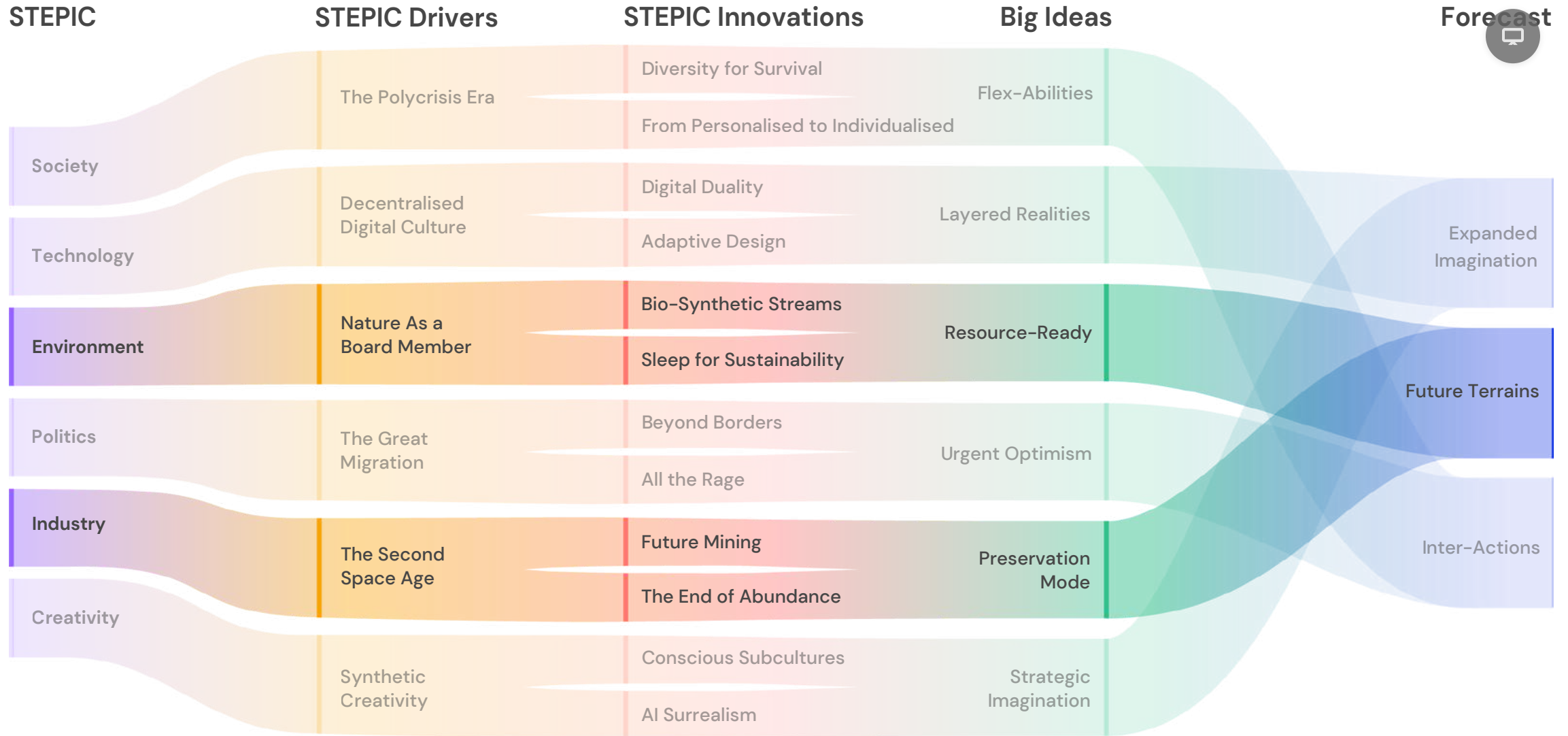
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WGSN trend matrix 2025

Mapping the continuity between the themes covered in our STEPIC Drivers, STEPIC Innovations, Big Ideas and Product Forecasts.



WGSN 2025 forecast schedule

Your guide to when WGSN's 2025 forecast reports will be published.

STEPIC Drivers

The six global macro-economic drivers that will shape 2025, and strategies for success

Business Strategy
Insight



November 2022

STEPIC Innovations

The 12 areas of innovation that will lead transformation across industries in 2025 and their implications for business, culture and design

Business & Product Strategy
Insight, Fashion, Beauty, Interiors,
Food & Drink, Consumer Tech

Big Ideas

STEPIC Drivers and STEPIC Innovations contextualised for the fashion, beauty, interiors, food and drink, and consumer tech industries

Product Strategy
Fashion, Beauty, Interiors,
Food & Drink, Consumer Tech



December 2022

Future Consumer

The key consumer sentiments and profiles that will disrupt industries in 2025

Business & Consumer Strategy
Insight



January 2023

Personas/Product Opportunities

The Future Consumer profiles contextualised for the beauty, food and drink, consumer tech and interiors industries

Consumer Strategy
Beauty, Food & Drink,
Consumer Tech, Interiors



January- February 2023

Product Forecasts

Product Forecasts present the design directions for each industry and product category, with more than 80 reports throughout the year across WGSN

Product Strategy
Fashion, Beauty, Interiors,
Food & Drink, Consumer Tech



December 2022 - March 2023

