

# Women's Prints & Graphics Forecast A/W 24/25: Inter- Actions

Ethical collaborations, elevated craft and repair and mending inform prints and graphics in this forecast trend, while darker themes embrace more challenging emotions, as consumers deal with crisis fatigue

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## 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. **Inter-Actions is powered by the currents of Society and Politics.**

In a world that feels like it's turning upside down, people are becoming impatient for solutions. Brands will need to act with a sense of urgency, activism and empathy to thrive in this landscape, acknowledging the value of our individuality as well as the power of our interconnectedness.

For product development, this will inspire designs that reappraise the past for a new era. Myths, folklore and spiritual themes will be respectfully remixed, driven by ethical collaborations, inclusive co-creations and authentic cultural representations. Craft will appear in elevated contexts or as unexpected details, and patchwork principles will apply not only to textiles, but also to product constructions, with seemingly incongruous elements fused together in harmonious or surprising ways that are open to repair.

Harder, spikier themes will emerge as consumers reject complacency and lean towards direct action to drive change, calling on the rebellious, anarchic spirit of punk. The uptight aesthetics of the Instagram era will feel antiquated as consumers move towards the anti-curated, embracing expressive, subversive and sometimes darker themes that draw on 1990s goth culture as well as historical medieval influences.

On the lighter side, there will be a yearning for flexible and problem-solving products and services that can make life simpler or offer a range of uses in an unpredictable world. In the same vein, we will see brands and consumers embrace a love of leftovers, using discarded or surplus materials and ingredients to create ingeniously resourceful products that celebrate their imperfections.

### More reading

Inter-Actions [connects with](#) the following macro forecast themes:

**STEPIC Drivers:** [The Polycrisis Era](#) | [The Great Migration](#)

**STEPIC Innovations:** [Diversity for Survival](#) | [From Personalised to Individualised](#) | [Beyond Borders](#) | [All the Rage](#) | [Conscious Subcultures](#)

**Big Ideas:** [Flex-Abilities](#) | [Urgent Optimism](#)



# Colour

## Inter-Actions A/W 24/25

The rebellious streak and darker mood central to this trend is reflected through the importance of Black and Crimson, also complemented by tinted darks such as Ground Coffee and Cranberry Juice, which will be key for emo- and punk-led stories. On the other hand, reassuring shades such as Timeless Taupe, Nutshell and Elemental Blue reflect the continued importance of thrifted culture, nostalgic references, as well as craft influences. Brights such as Pink Flash and Pollen Yellow provide an unexpected boost of saturated brights that lift the palette.

Ground Coffee	024-21-05	19-1109 TCX
Graphite	000-47-00	18-4016 TCX
Midnight Blue	120-22-18	19-3932 TCX
Cranberry Juice	008-26-26	19-1934 TCX
Crimson	010-38-36	18-1657 TCX
Black	153-19-00	19-4203 TCX
Pink Flash	158-44-32	18-2043 TCX
Elemental Blue	117-47-13	18-3922 TCX
Pollen Yellow	037-77-37	13-0752 TCX
Sea Kelp	050-40-14	18-0529 TCX
Timeless Taupe	022-60-08	16-1318 TCX
Nutshell	024-37-20	18-1140 TCX

## Amplified craft

**The concept:** the rise of [#CraftCore](#) evolves into amplified patterns and constructions, focusing on purposeful patchwork and repair using deadstock prints. New applications are found in assembled and recycled threads for wearable art pieces that tap into consumer desire for individualism.

**Design direction:** stay clear from appropriating cultural patterns and instead collaborate and evolve crafted looks with deadstock or existing prints. When creating new prints, work with artisans to revisit traditional crafts, looking to brands such as Poochki, which works with traditional woodblock printing, saving offcuts for crafted patchwork pieces. Embrace the imperfect, making a feature of strong hanging threads rather than cutting off and discarding as waste.

**Sustainability:** when patchworking, use [dissolvable sewing threads](#) for ease of disassembly, labelling the material choices for recycling identification.

**Relevant for:** all categories



@smallmuseum\_

Small Museum creates new pieces of "wearable art" from found and vintage goods



@advait\_in



@dhrvkapoor

Detachable embroidery allows for customisation and personalisation



@wearpoochki



Marques Almeida



@bode



@joaomaraschin

[Joao Maraschin](#) co-designed a limited-edition capsule with Alexander McQueen, bringing together over 50 artisans across Brazil – a respectful remix example

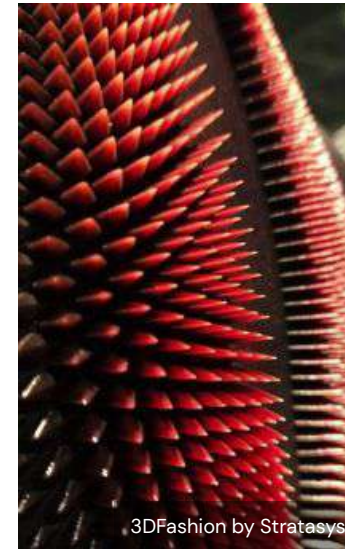
## Time to go dark

**The concept:** the rebellious, darker side of this trend is influenced by the rise of horror as a coping mechanism. Fear, panic and rage resonate with consumers, informing darker prints with punk and emo rebellious undertones, moving on #90s and #DarkRomance themes.

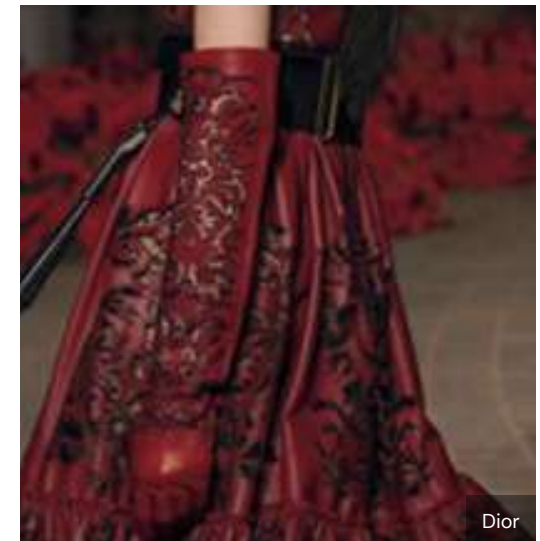
**Design direction:** #DarkGroundFlorals form the most commercial direction of this trend. Use tonal photographic prints, moody etchings and charcoal illustrations of rose florals and gothic motifs. Depict a darker mood for digital fashion with changeable, morphing prints. Innovation by Stratasys looks to 3D printing, exploring print as a way to portray emotions.

**Sustainability:** explore biodegradable base advancements in Tencel lace and laser-cutting onto mycelium leather. Use black ink alternatives such as carbon-capturing AIR-INK or algae-based Living Ink.

**Relevant for:** digital fashion, dresses, tops, trousers, blouses, intimates



The TRYPOPHILIA collection from @Stratasys, @fitchwork & David Caruso is a speculative idea of a future in which we are able to wear our emotions. In this piece, 3D-printed spikes run down the spine, evoking feelings of fear



## Re-traditions

**The concept:** with consumers looking for familiar items that last through several seasons into resale, tried-and-tested preppy-inspired looks are revamped with a playful, crafted feel.

**Design direction:** focus on deconstructed perennial stripes and checks, adding splashes of brighter hues and off-kilter layouts. Make patches and mending a key design feature with creative upcycling of deadstock, as demonstrated by brands such as [@thisuniform](#) and [@sreu\\_tokyo](#).

**Sustainability:** include extra details such as internal labels, showcasing the makers and craftwork, or hours taken to create, as demonstrated by Ukrainian brand [Litkovska](#).

**Relevant for:** coats, jackets, denim, shirting, skirts, knitwear, accessories, polo shirts, jersey, cut-and-sew, blazers



## Respectful remix

**The concept:** as creativity spans beyond Western borders, authentic cultural remixes centre around respect. Brands will collaborate with empathy and mutual consent, creating prints that honour and celebrate traditional patterns rather than appropriating them. Chanel held its long-awaited Métiers d'Art collection show in Dakar, Senegal, with an aim to build a connection between artisans and the brand.

**Design direction:** collaborate with artisans and creators to utilise prints and graphics as a platform to showcase history, talent and culture. It's essential to reference collaborators and give full credit, creating lasting partnerships that can continue for seasons. Look to brands such as 3rd Migration, which explores the fusion between its South Asian heritage and as a British native, travelling the globe to learn traditional printing and resist-dyeing techniques.

**Sustainability:** seek authentic collaborations that also take the environment as a key consideration. Natural inks and traditional craft techniques are rooted in sustainable practices.

**Relevant for:** all categories



Bethany Williams

In collaboration with illustrator Melissa Kitty Jarram, Bethany Williams interpreted all of the making processes, partners and their individual roles in the supply chain into illustrated printed items titled Our Makers, Our Hands, Our Tools and Our Team



@larryjayghana

In a bid to reduce fashion waste dumped in Africa, Larry Jay repurposes the fabrics using artisans skilled in resist dye and batik techniques



@earthero.studio

Earthero Studio's Art-isan Collective shines light on emerging young talent. Made from deadstock fabric, the artworks are hand painted then dissected into nine squares to form a puzzle



Levi's x Denim Tears

Denim Tears seeks inspiration from the Skepta painting Mama Goes to Market, recontextualising traditional and surrealist elements to represent aspects of 'hood



@totonthelabel

Toton draws on its Indonesian heritage through contemporary eyes, using techniques traditionally used for folk and ceremonial costume



@studiooneeightynine

Studio 189 collaborates with African artisans, celebrating traditional craft and focusing on social enterprise



@overall.ua

Ukrainian brand Overall joins forces with **WGSN** artists to create "wearable art" printed overalls, celebrating Ukrainian talent and supporting their creative process

batik techniques

represent a concept of home

them during the war



## Mended moments

**The concept:** consumers re-evaluate overconsumption, with the end of abundance being a key sentiment. Brands explore a romanticised side to mending and crafting, with a focus on storytelling and graphics that form a narrative.

**Design direction:** lease new life into deadstock and secondhand materials and clothes, adding careful embroidery or looking into the artistic side of mending and craft thriving on TikTok.

**Sustainability:** prioritise low-impact materials using waste and end-of-line yarns. Work with creators in this field, such as @visible\_creative\_mending, which provides guides to mend at home. Etching and distressing gains traction among TikTok creators, offering opportunities for mono-material design. Use on-demand embroidery thread.

**Relevant for:** coats, jackets, denim, shirting, knitwear, accessories, socks



Marine Serre explores the overproduction of canvas tote bags, splicing and reworking graphic prints. To offset the impact of tote production, the bag would have to be used daily for 54 years



## Opulent tapestry

**The concept:** brands explore the rich and opulent history surrounding Renaissance art and interiors, focusing on regional heritages. Tapestry and interior floral designs inform this look, fuelled by the rise in thrifting and remakes, bringing a resurgence in Renaissance art and Baroque influences. Though many designers currently reference European art, this direction will develop with a global viewpoint and be revised in different regions.

**Design direction:** currently, designers explore the Western Renaissance period, informing prints and graphics plucked from the past. Move on successful [#FurnishingFlorals](#) to collaborative craft from across the globe – for example, tapestry prints created through developments in digital rendering capabilities.

**Sustainability:** reuse original interior fabrics as brands continue to create strong and robust items to last. Reuse in cut-and-sew iterations to make graphic features. Digital printing reduces water and ink wastage, creating a range of colours for this opulent story.

**Relevant for:** jackets, dresses, matching sets, skirts, graphic tees, digital fashion, leggings



Olivier Rousteing's eye-opening journey into sustainability reminded them of the great discoveries of the Renaissance, inspiring a range of intricate historical paintings



## IYKYK graphics

**The concept:** the rise of hedonism and self-exploration sparks this direction, focusing on subcultures and in-the-know graphics. Following on from #BadTaste and meme graphics, spin-offs of youth culture connect directly with the youth audience, with a post-idealism feel. Graphics reference in-jokes, internet manias and collective humour – if you know, you know.

**Design direction:** this trend is about social listening and engaging with your customer. It's driven by the importance of meme culture, including nostalgic celeb culture, along with trending social media gossip and secrets. Look to nostalgic meme typefaces such as Word Art, revamped in busy aesthetics reflecting a hedonistic and carefree spirit.

**Licensing:** be sure to use official licensing for celebrity graphics, creating appreciation and celebration artworks – do not promote expose culture or cancel culture.

**Sustainability:** be sure to keep small runs, using on-demand digital printing to avoid overstock, and remaining relevant through quick-reaction production. Embrace and aid resale through authenticity.

**Relevant for:** jackets, hoodies, jersey, dresses, matching sets, graphic tees, digital fashion, accessories



@plasticthink



The Mayfair Group



@praying

Tap into nostalgic fan culture, with matching items that further the subculture community feel



@buggirl200brand



@cowboysofhabit

Cowboys of Habit focuses on fashion inspired by #Y2K and meme culture



@praying



It's Nice That

Its Nice That creates 'personalities' based on the viewer's favourite word art

## Action points

# 1

**Place focus on illustrators, artists and artisans with meaningful and empowering collaborations**

Place increased focus on artists, illustrators, makers and craftwork for mutual collaborations amplifying diverse voices. Look beyond Western borders as concepts of local and global will evolve. New ideological communities and creative collections focus on embracing personal heritage, sensitively rotating prints from the past with an understanding of traditional techniques

# 2

**Draw on darker themes to resonate with deeper emotions of fear and horror**

Embrace rebellious streaks as consumers live through the polycrisis era. Action and community drive creative expression as consumers explore their mixed darker emotions. Fear, rage and horror influence darker prints and graphics, looking to grunge, goth and punk themes creeping into the mainstream

# 3

**Reuse deadstock prints, embracing a love of leftovers and mending with amplified craft**

Maximise reuse of existing resources and minimise waste through unique designs that cater to the consumer desire for Personalised to Individualised products. Run workshops that focus on circular design and echo the rise in #Upcycled and #DeadstockDesign by using existing prints and graphics. Amplified craft and embracing a love of leftovers fuels imperfect looks, celebrating mending, imperfection and revamping perennial looks

# 4

**Tap into prints and graphics that speak to subcultures and niche communities**

Focus on IYKYK prints featuring a range of cultural and celebrity references and memes. Hedonistic, self-explorative themes influence prints and graphics for the youth market, with the rise in conscious subcultures. Follow WGSN's #TrendingTikTok tag for more

## Influences



### 3rd Migration

New brand to watch 3rd Migration from British-Pakistani designer Asim Khan looks to flower waste resist prints, drawing from his own culture, and mixing craft with a contemporary edge. With exhibitions at the V&A, Tate and London Fashion Week, keep an eye on this designer for a sensitive blend of culture and aesthetics.



### Small Museum

Brazilian-born and California-raised Kara Hazen founded Small Museum, inspired by vintage fabrics, textiles and patterns of past eras. The brand breathes new life into forgotten prints, with an amplified craft feel intended to create timeless wardrobe items made to treasure.



### Earthero Studio

Earthero Studio creates new items from discarded and deadstock materials, adding hand-painted designs with a focus on shining the light on illustrators and young artists. Its Art-isan Collective collection along with its Classics Reimagined collection shows how adding print makes deadstock relevant for a new wearer.



### Cowboys of Habit

Youth brand Cowboys of Habit offers a playful and satirical approach to fashion. Looking to photography and type to play on Western muses, early 2000s references and trending 'core' themes, its following among the youth market shows the demand in this sector.



### STEPIC Innovations: All the Rage

Rising unhappiness and discontent with the systems that affect consumer's lives sparks an internal rage. Spanning politics to business models and spending power, expect this energy to fuel generations to take action, as society and politics clash to form new systems for tomorrow.

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

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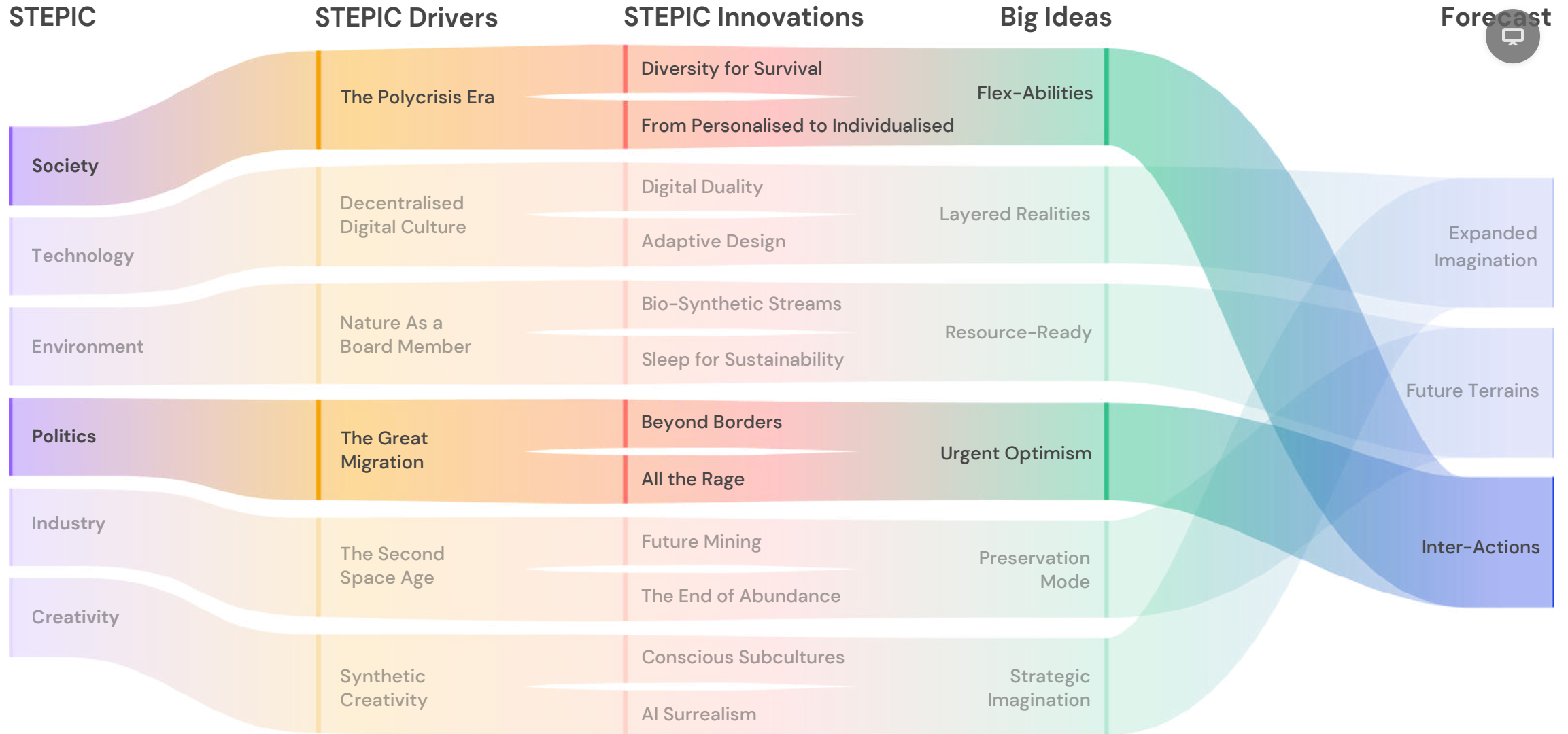
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#### LATAM

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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

