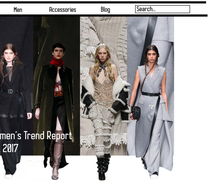
# GET THE LOOK





## Women's Trend Report Fall 2017

## Design Matters

Design Matters, explores the impact of sustainability on design as it moves from an add-on to an expected standard for women's apparel. This results in a focus on natural and recycled fabrics, as well as classic styles that offer longevity beyond the seasonal.

Pieces within this trend are subdued, forsaking flashiness for quality. Fabrics are luxurious, but not showy, with a focus on drapes and tailoring to endower with low-comfort pieces. Material choice is also integral within this trend, with a focus on natural textiles, recycled fabrics, and pattitucle dreams.

## Earthed

For women's apparel, this results in a number of directions, loosely styles traditionally associated with country pursuits are given a fashion makeover and rugged outdoor pieces are deconstructed for a more urban look. Tactility is also important, with wooly and furry textures, and knitted surfaces reminiscent of nature's bounty. This trend is relevant for two retails drops. Mostly, and warm layered pieces during into the autumn drop as consumers prepare for winter.

## Infusion

Humans and technology, the resulting convergence between the real and the virtual, this tactile and the technological, the past and the present. It heralds a new type of everyday luxury, where smart materials and intuitive innovations become a seamless part of daily life.

For women's apparel, this makeup of influences results in a subtle retro direction that looks to the past, but remains distinctly modern. Minimalist and maximalist styles also coalite, with statement patterns that juxtapose against simple forms. As identities in the digital age become more fluid, clothes also become more gender neutral, with voluminous shapes and clean stylished details.

## Nocturne

Popular on the fall 17 Runway are tuxedos in all different cuts and styles. Styled with a statement belt, or decorated in all different prints and colours, you will be sure to see this cutting edge look around the city. Alexander McQueen played with the classic tuxedo adding statement belts and leather trimming, while Dries Van Noten played with festive pyjamaits and designs.

## Jason Wu RTW Fall 2017

Jason Wu was feeling a tinge sentimental for Fall. To mark the 10th anniversary of his collection, he brought the runway back to the past, which means something to him, the St. Regis Hotel, a bastion of classic, enduring elegance, where he met and wed his first "big" shows in 2008. "It's very symbolic to me," he said backstage before the show, caught alone in a moment of calm, wearing a black hoodie and watching a live video feed of his guests pouring into the gilded ballroom.

He clearly felt comfortable there, and the collection looked right at home in the setting, too. In fact, to reflect on 10 years of Wu and assess where he is in his career now, he's arrived at a place of confidence and equilibrium in his work and momentum in his business. Wes soon-to-launch fragrance scented the air.)

"THE GOAL WASN'T TO SHOCK OR RAZZLE-DAZZLE, BUT WOW WITH GRACE AND GLAMOUR."

The clothes made this point in a lovely way. The goal wasn't to shock or razzle-dazzle, but wow with grace and glamour. Split 50-50 between daywear and cocktail, the show opened with a black dotted jacquard top, cut a bit boxy, and matching pants, and made its way through modern-cool men's wear — a deconstructed plaid shell over a matching mohair! — polished separates such as a navaid-trimlike sweater cutout around the collar over a naked-to-dy-and-flower-printed ruffled skirt, and a bomb-shell hourglass coat in lipstick red. "I started with much more cocktail and now the majority of my business is actually daywear," said Wu. "It's been an exploration of how to bring the more dressed-up sensibility into the way people dress today."

## A Massive Thanks...

Yvaun is a first year student at LaSalle College in the fashion marketing program. Her skills in illustrator and Indesign were a massive help to the production of the magazine. Yvaunn's dedication to create the best she can and her persistance was greatly appreciated.

Xiaoyu Zhang is a student at LaSalle College's Fashion Marketing program. She is very knowledgeable of fashion trends which she greatly contributed to the magazine. Her eye for fashion and interest in the newest fashion hads keep her on her feet and always eager to learn more.

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Presented to Louis Lapierre
Creative Software Application