



Dark Details

FW 2021/2022

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Trend Story

- Forecasted for Fall/Winter 2021/22
- Inspired by the art and architecture of the Rococo period, but with a darker take.
- Fundamentals of Rococo: organic shapes, inspiration from the natural world and the divine, extreme ornamentation.
- Heavily embellished, eclectic, and moody.



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Intricate
Elegant
Luxe



Consumer Profile

- Women around 20-35 with a taste for the finer things- likely interests are interior design, art, antiques, architecture, and literature.
- Higher income, well educated, attracted to life in a larger city.





Consumer Profile

Colors

- Rich deep colors as well as neutrals.
- Work well together to create a perfect selection to mix and match.
- Inspired by velvet, architecture, books, nature, and historic places.



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Color Palette



Chandelier

PANTONE
Warm Gray 1 C

Bound Book

PANTONE
2322 C

Poison Rose

PANTONE
4102 C

Languid

PANTONE
534 C

Illustrious
Purple

PANTONE
2627 C

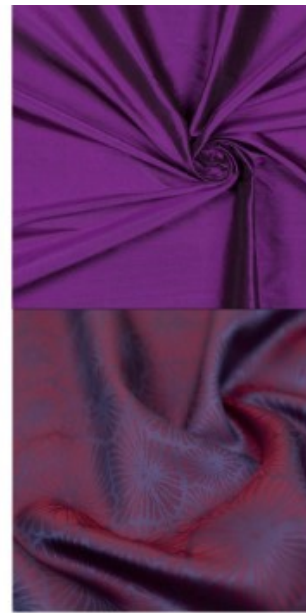
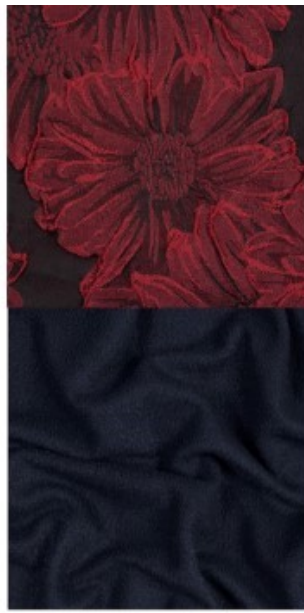
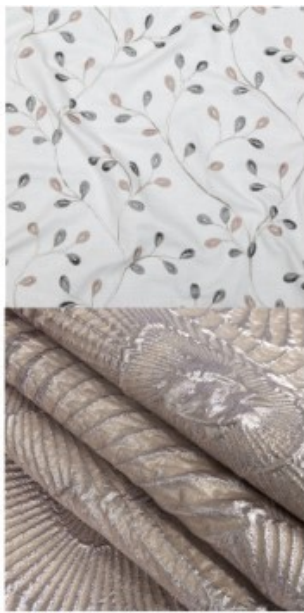
Arcane Muse

PANTONE
2357 C

Textiles

- The sophisticated Dark Details consumer would prefer high-quality, long-lasting fabrics and their interest in the natural world leads to a preference for natural fibers.
- Unique, detailed, and professional.
- A mix of warm fabrics suitable for fall and winter weather and lighter ones to create adaptability.





Dark Details: Textiles
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The Look

- This is a collection of runway looks showing the beginning stages of this trend. The fabrics, silhouettes, and methods of decorating find their basis here and will be taken further in future seasons.



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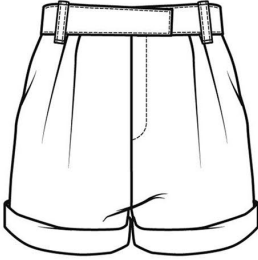
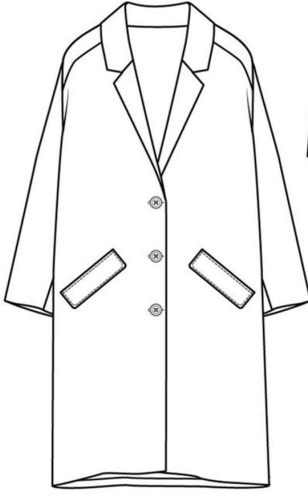
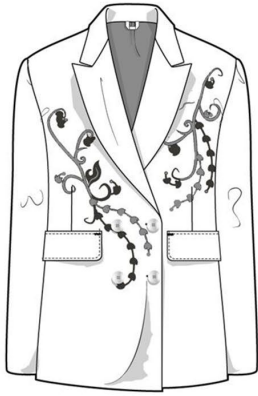
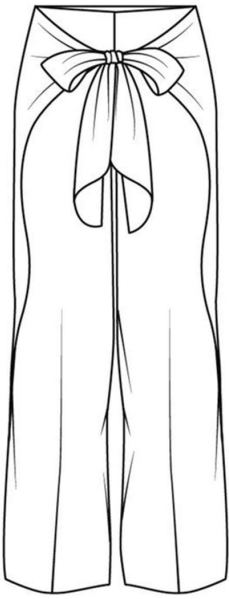
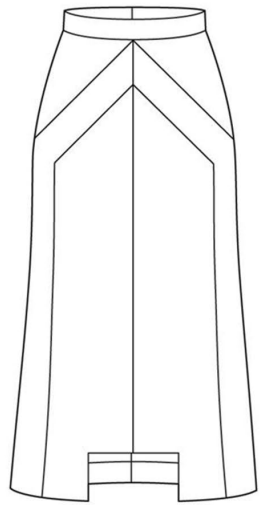
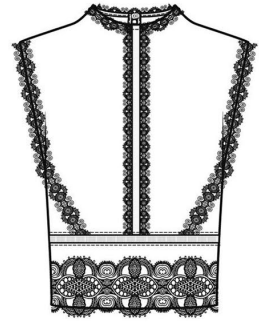
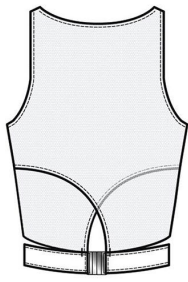
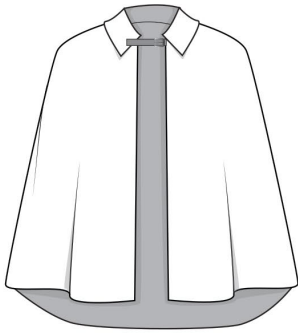
The Look



Silhouette Sketches

- The silhouette's of this trend show a strong sense of balance to affirm the elegance of the style.
- Architectural influence is seen in the masculine inspired pieces.
- Drawing from a range of historical points with a focus on organic shape.





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The Look: Silhouette

Pattern

- Pattern is important to this trend, it's where most of the intricate details come to life.
- Many classic pattern references pulled from with an emphasis in the Rococo style.





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The Look: Pattern Inspirations



