

A photograph of four individuals with curly hair, two men and two women, standing outdoors in a field at sunset. They are looking off to the side, and their profiles are partially visible against a warm, golden sky.

AFWME

Africa
Fashion Week | Middle
East

DIAVOSPOORAD

TREND
REPORT

FALL/WINTER 2023

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INTRODUCTION

The season's trend report theme is "diaspora". The term "diaspora" refers to the dispersion of a people from their original homeland, and in the context of African fashion, it often encompasses the diverse cultures and traditions of the African continent that have been brought to other parts of the world through migration, colonization, and globalization.

In recent runway shows, we've seen a growing interest in the unique styles and vibrant colors that are inspired by Africa's rich cultural heritage. From bold prints to flowing silhouettes, designers are incorporating a wide range of elements that celebrate the diversity and creativity of fashion from the continent and region.

One of the key trends we're seeing is a movement towards more sustainable and ethical fashion practices, as designers seek to create collections that are not only beautiful, but also socially responsible. This shift towards transparency and responsible production practices is helping to promote greater awareness of the environmental impact of the fashion industry, and is driving positive change in the way that clothing is produced and consumed. Diaspora-inspired African fashion can incorporate a range of styles, materials, and techniques that reflect the rich and varied cultural heritage of African communities.

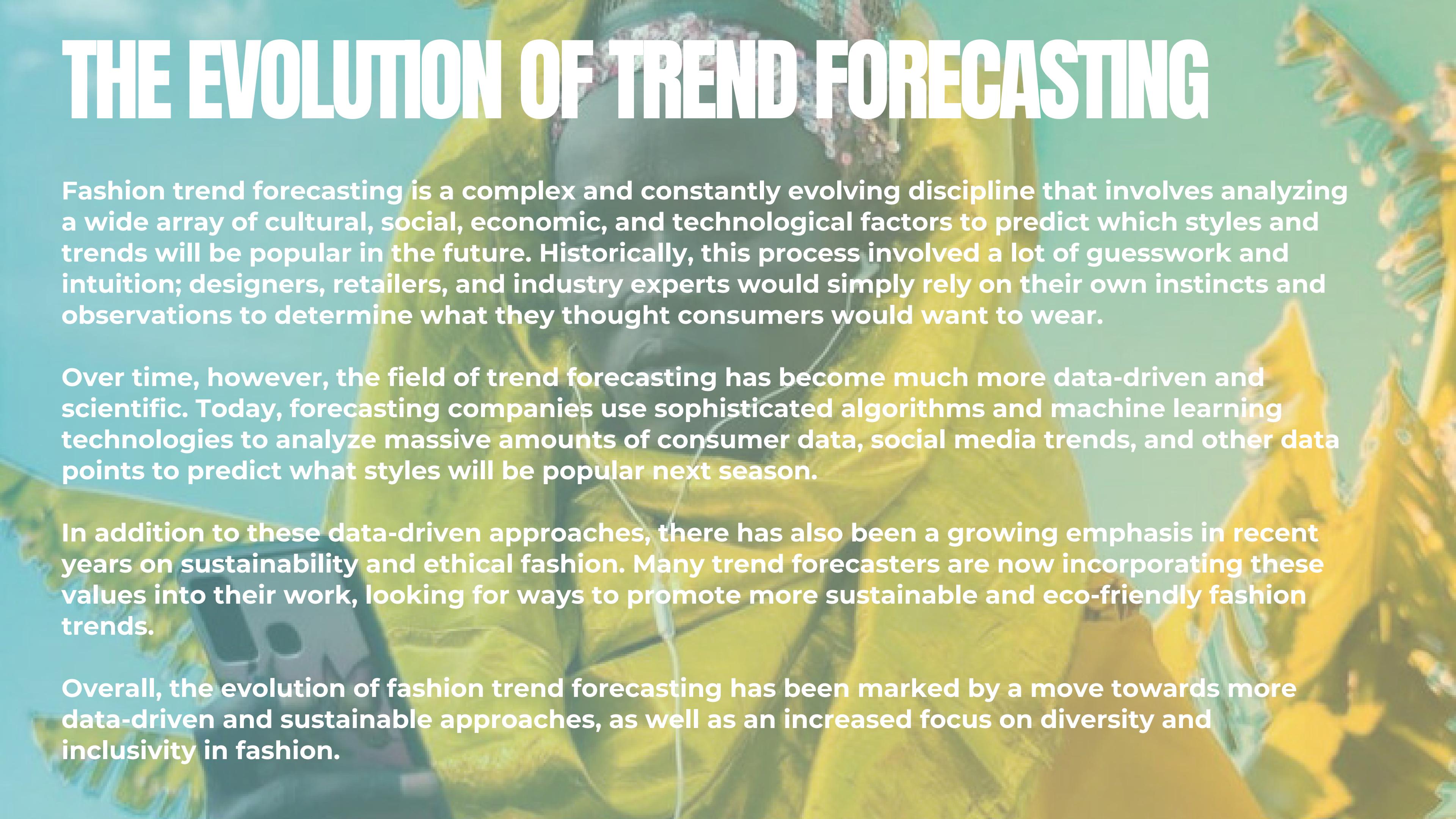
In terms of style and silhouette, we're seeing a wide range of inspirations from African culture, including traditional fabrics and motifs, as well as more contemporary urban styles. Some designers are exploring the use of asymmetrical cuts and flowing fabrics to create a sense of movement and fluidity, while others are incorporating more tailored, structured pieces for a sharper, more modern look. With color palettes, we're seeing a wide range of bold, vibrant hues, including teals, oranges, and yellows, as well as more earthy, neutral tones like warm browns. Overall, the African diaspora trend in fashion represents a celebration of diversity, creativity, and social responsibility; and is sure to continue shaping the industry in exciting ways for years to come.

A photograph of a man and a woman in traditional African attire standing in a field. The man is in the background, looking off to the side with his eyes closed. The woman is in the foreground, facing him, also with her eyes closed. They are both wearing colorful, patterned clothing. The background shows a lush green landscape with trees and a clear sky.

Envision
a better
future

by combining
creativity and
human
insight, with
innovation.

THE EVOLUTION OF TREND FORECASTING



Fashion trend forecasting is a complex and constantly evolving discipline that involves analyzing a wide array of cultural, social, economic, and technological factors to predict which styles and trends will be popular in the future. Historically, this process involved a lot of guesswork and intuition; designers, retailers, and industry experts would simply rely on their own instincts and observations to determine what they thought consumers would want to wear.

Over time, however, the field of trend forecasting has become much more data-driven and scientific. Today, forecasting companies use sophisticated algorithms and machine learning technologies to analyze massive amounts of consumer data, social media trends, and other data points to predict what styles will be popular next season.

In addition to these data-driven approaches, there has also been a growing emphasis in recent years on sustainability and ethical fashion. Many trend forecasters are now incorporating these values into their work, looking for ways to promote more sustainable and eco-friendly fashion trends.

Overall, the evolution of fashion trend forecasting has been marked by a move towards more data-driven and sustainable approaches, as well as an increased focus on diversity and inclusivity in fashion.

WHY TREND FORECASTING ?

Fashion runway trend forecasting is an important aspect of the fashion industry, as it helps designers, manufacturers, and retailers understand what styles will be popular in the upcoming season. This information is crucial for businesses to plan their collections, stock inventory, and make strategic business decisions.

At Africa Fashion Week Middle East, we look to support participating designers by offering runway trend forecasting through analyzing fashion shows and designer collections to identify emerging trends, colors, fabrics, and silhouettes. This information is then used by magazines and other trend forecasters to predict what styles will be popular among consumers in the coming season.

By understanding what styles will be in demand, fashion businesses can produce and market products that will sell well, reducing the risk of unsold inventory and maximizing profitability. Additionally, trend forecasting can help businesses stay ahead of their competitors by identifying emerging trends before they become mainstream.

Overall, runway trend forecasting is a critical component of the fashion industry that helps businesses stay relevant, profitable, and competitive in an ever-changing market.

TREND FORECASTING FACTORS

Through trend forecasting, we consider a variety of factors when analyzing upcoming fashion shows and designer collections for emerging trends. These factors will include everything from the colors and fabrics that are being used, to the silhouettes and styles that are being featured.

For example, trend forecasters may look at the types of fabrics that are being used in upcoming collections, as well as the colors that are trending in the industry. They may also look at the shapes and cuts of garments, as well as the overall aesthetic of the collection.

In addition to these factors, AFWME will also consider broader cultural and societal trends when predicting what styles will be popular in the coming season. For example, we may consider changes in consumer behavior and lifestyle choices, as well as shifts in popular culture and entertainment.

Ultimately, the goal of this is to identify emerging trends that will resonate with consumers and help fashion businesses succeed in the GCC marketplace. By staying ahead of the curve and predicting what styles will be in demand, businesses can create products that will sell well and position themselves for success in the competitive fashion industry.

TREND FORECASTING BENEFITS

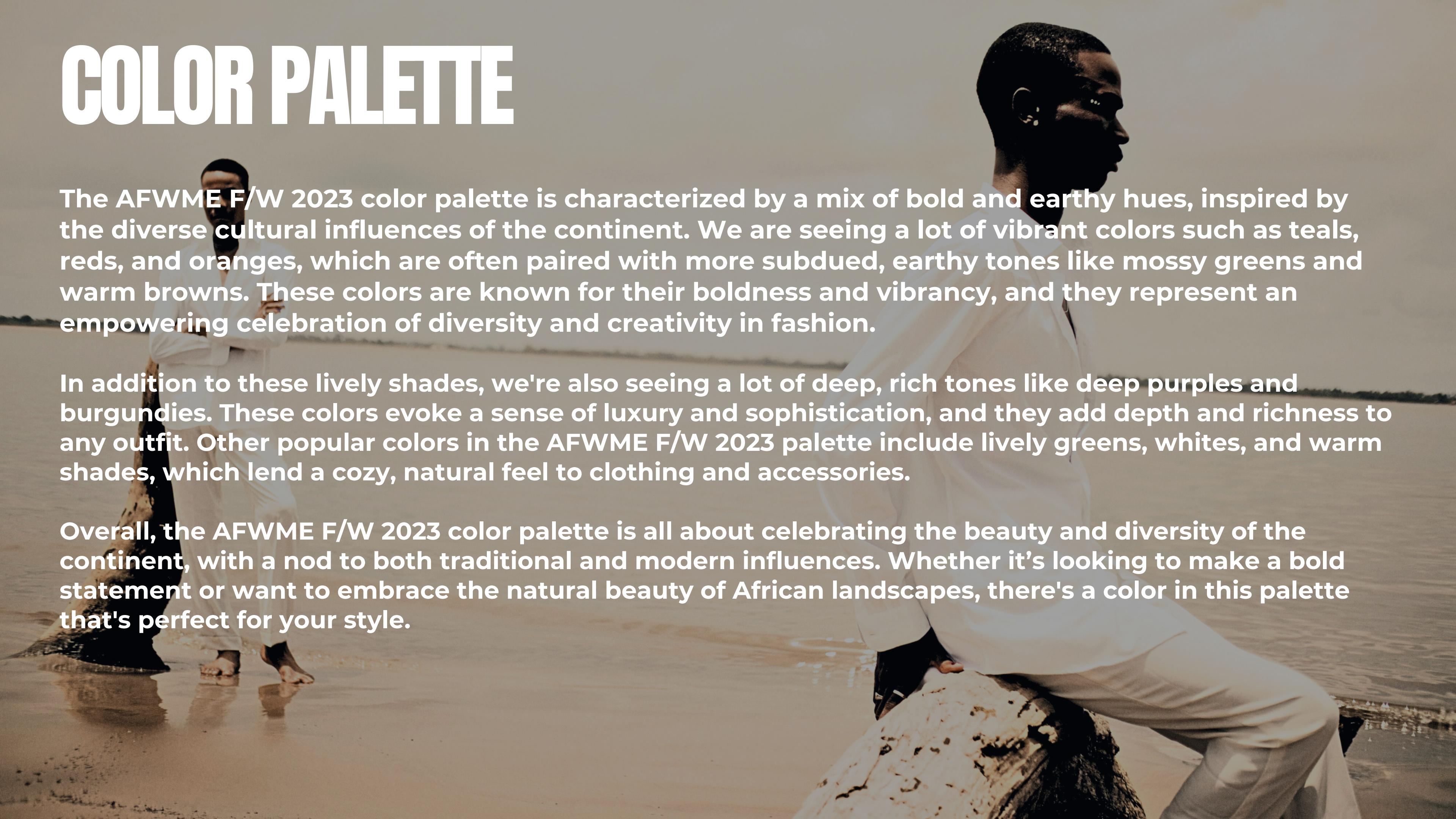
AFWME will create trend reports or presentations that outline the key trends for a particular season or year. These reports may include visual inspiration boards, mood boards, photographs, and detailed descriptions of each trend.

Designers and retailers can access these reports through various channels, such as our website, industry publications, or exclusive subscription services. We will also offer consulting services to help businesses integrate the latest trends into their product lines and marketing strategies.

In addition to formal reports and consultations, designers and retailers may also gather trend information through social media, street style photography, and collaborations with bloggers and influencers. Many fashion brands also conduct market research, such as surveys and focus groups, to gain insights into consumer preferences and purchasing behavior.

Overall, the process of communicating trends to designers and retailers is an ongoing and multifaceted one, involving a combination of industry expertise, creativity, and data analysis. By staying up-to-date on the latest trends and consumer needs, businesses can position themselves for success in the dynamic and ever-changing world of fashion.

COLOR PALETTE



The AFWME F/W 2023 color palette is characterized by a mix of bold and earthy hues, inspired by the diverse cultural influences of the continent. We are seeing a lot of vibrant colors such as teals, reds, and oranges, which are often paired with more subdued, earthy tones like mossy greens and warm browns. These colors are known for their boldness and vibrancy, and they represent an empowering celebration of diversity and creativity in fashion.

In addition to these lively shades, we're also seeing a lot of deep, rich tones like deep purples and burgundies. These colors evoke a sense of luxury and sophistication, and they add depth and richness to any outfit. Other popular colors in the AFWME F/W 2023 palette include lively greens, whites, and warm shades, which lend a cozy, natural feel to clothing and accessories.

Overall, the AFWME F/W 2023 color palette is all about celebrating the beauty and diversity of the continent, with a nod to both traditional and modern influences. Whether it's looking to make a bold statement or want to embrace the natural beauty of African landscapes, there's a color in this palette that's perfect for your style.

AFWME F/W 2023 PALETTE BY PANTONE

PANTONE 18-1552 TCX	LAVA FALLS
PANTONE 14-0851 TCX	SAMOAN SUN
PANTONE 16-1358 TCX	ORANGE TIGER
PANTONE 17-2624 TCX	ROSE VIOLET
PANTONE 18-6024 TCX	AMAZON
PANTONE 13-0443 TCX	LOVE BIRD
PANTONE 19-4127 TCX	MIDNIGHT
PANTONE 14-4168 TCX	WATER SPROUT
PANTONE 19-3526 TCX	MEADOW VIOLET
PANTONE 12-0813 TCX	AUTUMN BLONDE
PANTONE 16-3917 TCX	CHISELED STONE
PANTONE 11-0608 TCX	COCONUT MILK
PANTONE 19-4105 TCX	POLAR NIGHT

RUNWAY TRENDS

**CREATING DISTINCT STYLES
WITHIN A MARKET**

A glimpse into the latest and most ingenious styles and designs in the fashion world.



HOT LIKE FIRE!

"Hot like fire" fashion runway trend is definitely a thing. It's all about bold and vibrant colors, like fiery reds, oranges, and yellows, paired with sleek and modern designs. This trend is perfect for those who want to make a statement with their fashion choices and stand out from the crowd. You can expect to see lots of striking prints, metallic accents, and bold accessories when it comes to this trend. Overall, it's a great way to add some heat and energy to your consumer's wardrobe!



TOUKI BOUKI DIARIES

Ah, Touki Bouki! The iconic Senegalese film from the 1970's has definitely inspired a fashion trend on the runway. The film's bold, vibrant colors and eclectic style have translated into some eye-catching looks that incorporate bright hues, mixed prints, avant-garde silhouettes, and unexpected accessories. Some designers have even been incorporating traditional African textiles and motifs into their collections as a nod to the film's roots. This trend is all about embracing individuality and taking risks with fashion choices. Whether you're a fan of the film or just looking to inject some energy into style, the Touki Bouki-inspired trend is definitely worth exploring!



UTILIZING UTILITY

Utility style fashion has been a popular trend that emphasizes on practicality and functionality, with designs that feature multiple pockets, straps, and buckles. The utilitarian look is often associated with workwear and military-inspired clothing, but it has also been incorporated into high fashion collections.

This style can also be elevated with couture touches. Designers have incorporated intricate detailing, such as different fabrics, and embroidery or embellishments, to add a touch of luxury to otherwise utilitarian clothing items. Overall, the utility trend offers a versatile and adaptable look that can be worn in many different settings. Indeed a popular choice for those who value functional fashion, while its stylish touches keep it current and fashionable.



BASIC INSTINCT

90's minimalism fashion was all about clean lines, understated silhouettes, and luxurious fabrics such as silk, leather and sheer options. The trend is still influential today. The basic instinct runway style is all about crop tops, bralettes and bold colors. The emphasis is on quality materials and construction. Colors are muted and neutral - with black, white, beige, and gray being popular choices. The timeless designs have made themselves perennial favorites among fashion insiders and enthusiasts alike.

It seems that many of the designers wanted to create looks that are sure to turn heads and make a statements!



FROTHY, RUFFLED & PLAYFUL

Frothy ruffles and playful details were a popular runway fashion trend in the 2010's.

This trend was all about femininity, being whimsical, and a touch of romance. Think billowy sleeves, flouncy skirts, and delicate ruffles that add a touch of fun and volume.

This trend was popular in the early 2020's and is still going strong, with designers incorporating it into their collections year after year. The color palette for this trend was typically soft and delicate, with pastel hues like blush pink, lilac, and mint green being popular choices. However, some designers also incorporated bold, eye-catching colors like fuschia or black to create contrast and visual interest.

Overall, the frothy ruffles and playful details trend was a celebration of femininity and playful irreverence!





THE TEAL APPEAL

The teal appeal runway fashion trend is all about incorporating beautiful shades of teal into your wardrobe. This trend was seen on various runways in recent fashion weeks and involves layering different shades of teal to create a stunning look. Designers experimented with teal statement pieces such as dresses, jumpsuits and more, incorporated with accessories ! When it comes to styling, pairing different shades of teal together creates a cohesive and eye-catching look. A fabulous fashion trend that can add some fun and personality to your consumer's wardrobe!

TUCKED & TAILORED

The tucked and tailored fashion trend is definitely making waves on the runway. This trend is all about creating a sleek and polished silhouette by tucking in your shirt or blouse and pairing it with tailored pant suit. The key to this look is to make sure that it fits well and flatters all body types. Additionally, accessories can really take this trend to the next level with belts, statement jewelry, and structured bags all helping to add interest and texture to the outfit. Look to start by experimenting with different textures and colors to create a cohesive outfit. And remember, confidence is the best accessory!



PRINTASTIC MOMENTS

Statement prints have been a huge trend on the fashion runways.

From bold florals to animal prints, psychedelic patterns to geometric designs, statement prints add a pop of personality and excitement to any outfit. These prints draw inspiration from traditional African textiles, and often feature unique shapes, tribal motifs and nature-inspired designs.

Many designers have used African prints to create statement-making garments like maxi dresses, jumpsuits, and bold prints suits.

Another trend in African print fashion is the use of accessories like headwraps, statement jewelry, and embellished shoes. These items help to add even more personality and flair to an already bold and colorful ensemble!





LET'S GET STARTED.



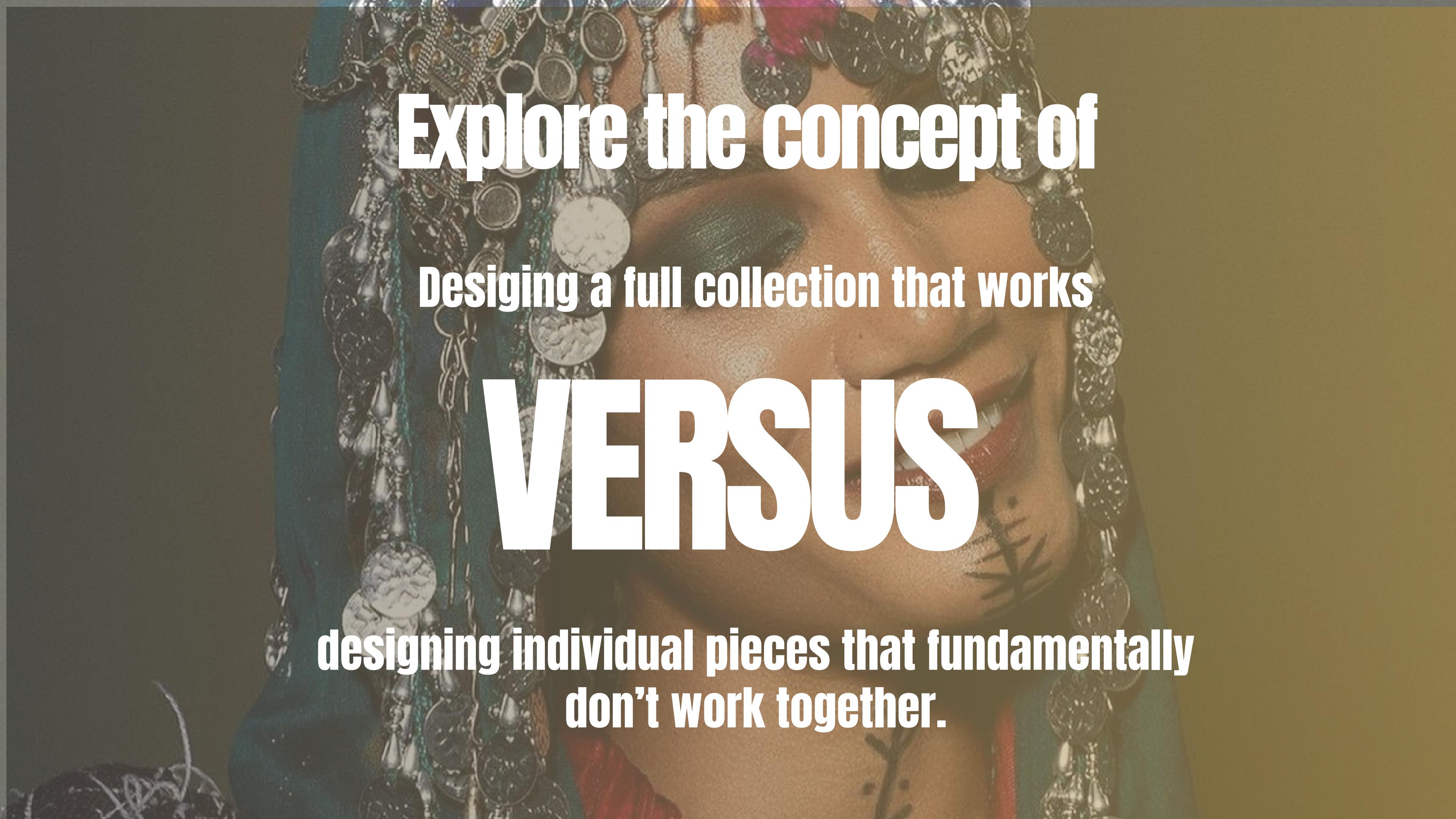
Think about sustainable brand solutions
so we can strive to achieve a
**net-neutral impact on
the planet.**

And hope to inspire the same
from your consumers!

THROUGH INNOVATIVE TECHNIQUES



create change for your brand
and your audience.

A close-up photograph of a person's hand, palm facing up, holding a large number of coins and medals of various sizes, shapes, and designs. The hand is positioned in the center of the frame, with the background being a dark, solid color.

Explore the concept of

Designing a full collection that works

VERSUS

**designing individual pieces that fundamentally
don't work together.**

COLLABORATIVE DIGITAL TECHNOLOGY



is fundamental in achieving success through leveraging online communication.

SOURCES

Getty Images

Istock

123rf

Pinterest

Fabrice Monteiro Photography

I am Ghost Producer

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Pantone 2023

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