

# FW 22

womenswear

KEY FACTS  
& DATA

# AGENDA

key numbers

top trends

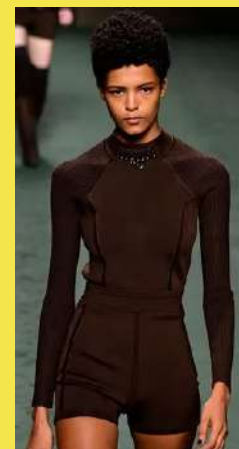
accessories

casting

beauty

fashion newcomers

spaces







**FW22**  
**WOMENSWEAR**  
key numbers



# 8192 looks

(runway shows only) uploaded during  
Womenswear Fall/Winter 2022 fashion week.



# BRANDS

# TOP 10

<b>1</b>	<b>CHRISTIAN DIOR</b>	<b>2,18%</b>
<b>2</b>	<b>VALENTINO</b>	<b>1,76%</b>
<b>3</b>	<b>GUCCI</b>	<b>1,68%</b>
<b>4</b>	<b>BALMAIN</b>	<b>1,66%</b>
<b>5</b>	<b>BOTTEGA VENETA</b>	<b>1,58%</b>
<b>6</b>	<b>SAINT LAURENT</b>	<b>1,54%</b>
<b>7</b>	<b>VERSACE</b>	<b>1,48%</b>
<b>8</b>	<b>FENDI</b>	<b>1,43%</b>
<b>9</b>	<b>LOUIS VUITTON</b>	<b>1,41%</b>
<b>10</b>	<b>PRADA</b>	<b>1,37%</b>

designers ranking is based on the average traffic from 11/02 to 09/03

# TOP THREE

# NEW YORK

designers ranking is based on the average traffic from 11/02 to 09/03

**1** MICHAEL KORS COLLECTION **5,85%**



**2** ZULLA JOHNSON **4,72%**



**3** CHRISTIAN SIRIANO **4,10%**





# TOP THREE

# LONDON

designers ranking is based on the average traffic from 11/02 to 09/03

**1 PAUL & JOE 5,26%**



**2 I6 ARLINGTON 4,93%**



**3 VIVIENNE WESTWOOD 4,86%**



# TOP THREE

# MILAN

designers ranking is based on the average traffic from 11/02 to 09/03

**1** GUCCI

**5,62%**



**2** BOTTEGA VENETA

**5,31%**



**3** VERSACE

**4,99%**



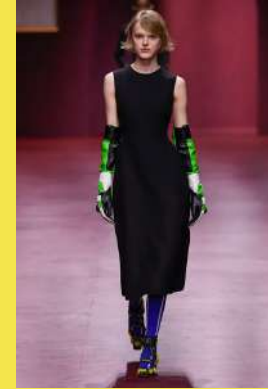


# TOP THREE

# PARIS

designers ranking is based on the average traffic from 11/02 to 09/03

**1 CHRISTIAN DIOR 5,02%**



**2 VALENTINO 4,02%**



**3 BALMAIN 3,82%**



# TOP SEARCHED KEY WORDS

**DENIM**



**1**

**TRANSPARENT**



**2**

**PINK**



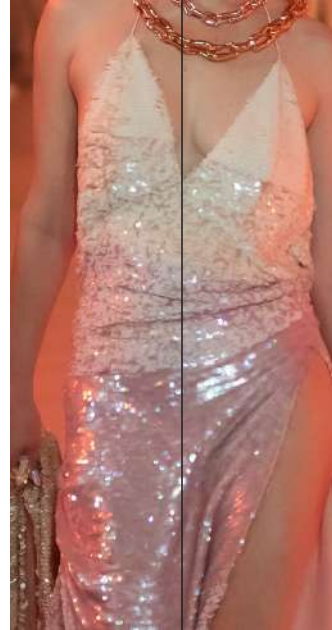
**3**

**ANIMAL**



**4**

**DISCO**



**5**

based on the user searches from 11/02 to 09/03



FW22

# WOMENSWEAR

trends



# TRENDS

**O**

**I**

**P**

**O**

**F**

**1**

**UNVEILED BODY**

**2**

**DOMINATRIX**

**3**

**2000'S**

**4**

**PUNK**

**5**

**MAXI COAT**

**6**

**SCHOOLGIRL**

**7**

**DENIM**

**8**

**TOTAL PINK**

**9**

**BALACLAVA**

**10**

**MINI SKIRT**



# VERY PERI



**+3,3%**

OF PURPLE LOOKS  
COMPARED TO  
FALL/WINTER 2021

**+60%**

OF LILAC LOOKS  
COMPARED TO  
FALL/WINTER 2021

# DOMINATRIX

**+138%**

**OF DOMINATRIX  
LOOKS VERSUS  
FALL/WINTER 2021**



AMBUSH

BALMAIN

DOLCE & GABBANA

**+65%**

**OF CORSET  
LOOKS VERSUS  
FALL/WINTER 2021**

**BASED ON THE EVOLUTION SHARE OF THE TAGS**



# PUNK



MARINE SERRE



VERSACE



ROKH

**+16%**  
OF PUNK  
LOOKS VERSUS  
FALL/WINTER 2021

**+222%**  
OF TARTAN  
LOOKS VERSUS  
FALL/WINTER 2021

# UNVEILED BODY

**+40%**

OF CUT OUT  
LOOKS VERSUS  
FALL/WINTER 2021



SUPRIYA LELE



NENSI DOJAKA



COPERNI

**+53%**

OF TRANSPARENT  
LOOKS VERSUS  
FALL/WINTER 2021



# COLORED STRANDS

new hairstyle trend seen on the runway fitting the 2000s look.



CONNER IVES



16ARLINGTON



ACNE STUDIOS



16ARLINGTON

**+147%**  
OF 2000S  
LOOKS VERSUS  
FALL/WINTER 2021

# 2000'S



# NEW TREND



CHANEL



COPERNI



MIU MIU



LOUIS VUITTON

+131%

SCHOOLGIRL

# 90'S INSPIRED BASICS



GIVENCHY



DIESEL

69  
OVERSIZED  
DENIM PANTS  
WERE SEEN IN  
THE COLLECTION



CHLOÉ



BOTTEGA VENETA

82  
TANK TOPS WERE  
SEEN IN THE  
COLLECTIONS

**DENIM  
BAGGY PANTS**

**WHITE  
TANK TOP**

DATA BASED ON RUNWAY SHOWS ONLY FROM 11/02 TO 9/03



# KEY ITEM: COATS



**+69%**  
MAXI COAT

**55**  
FAUX FUR COATS SEEN ON THE RUNWAY



TOTAL PINK



VALENTINO



VERSACE



MICHAEL KORS COLLECTION



COURRÈGES



VERSACE



SACAI

**+91%**

**OF TOTAL PINK  
LOOKS VERSUS  
FALL/WINTER 2021**

**+90%**

**OF TOTAL RED  
LOOKS VERSUS  
FALL/WINTER 2021**

TOTAL RED

FW22

**WOMENSWEAR**  
accessories





PROENZA SCHOULER



DAWEI



MAX MARA



DOLCE & GABBANA

120

**BALACLAVAS INCLUDED IN  
RUNWAY SHOWS**

**BALACLAVA**





BOTTEGA VENETA



ANDREAS KRONTHALER FOR VIVIENNE WESTWOOD



DIESEL



GIVENCHY



ISABEL MARANT



CHANEL

# OVER THE KNEE BOOTS



ACNE STUDIOS



COPERNI



COURRÈGES



TRUSSARDI

# 423

LOOKS WITH  
OVER THE KNEE BOOTS  
INCLUDED IN RUNWAY SHOWS

# SHOWS WITH THE MOST BAGS

**EMPORIO ARMANI 49**

**BOTTEGA VENETA 59**

**CHANEL 55**

**DOLCE & GABBANA 52**

**FENDI 50**

# MASK SUNGLASSES



DOLCE & GABBANA



FERRARI



VERSACE



POSTER GIRL



GUCCI



**FW22**

FERRARI

**WOMENSWEAR**  
casting





# NUMBER ONE

# AMÉRICA GONZÁLEZ



LOUIS VUITTON



ACNE STUDIOS



VERSACE



CHANEL



ANN DEMEULEMEESTER



LUDOVIC DE SAINT SERNIN



LANVIN



LOEWE



ISABEL MARANT

walked 30 shows

# MODELS WHO WALKED

2



SHERRY SHI 29 SHOWS

3



VICTORIA FAWOLE 28 SHOWS

4



CAREN JEPKEMEI 27 SHOWS

5



MATY FALL DIBA 23 SHOWS

6



TANYA CHURBANOVA 23 SHOWS

7



YILAN HUA 23 SHOWS

8



VILMA SJÖBERG 22 SHOWS

9



AWAR ODHIANG 21 SHOWS

10



SARA GRACE WALLERSTEDT 21 SHOWS

# THIS SEASON



# BODY POSITIVITY



SURIYA LELE

**PALOMA ELSESSER IS STILL  
THE CURVY MODEL WHO  
WALKED THE MOST SHOWS  
(16)**



CHRISTIAN SIRIANO

**42 SHOWS INCLUDED  
CURVY MODELS THIS SEASON**



ESTER MANAS

**ESTER MANAS INCLUDED  
THE MOST CURVY  
MODELS IN HER SHOW THIS  
SEASON**



**HOYEON JUNG  
(SQUID GAME)  
OPENED THE  
LOUIS VUITTON  
SHOW**



**HUNTER SCHAFER  
(EUPHORIA)  
CLOSED THE  
PRADA SHOW**



**CHLOE CHERRY  
(EUPHORIA)  
WALKED FOR  
GCDS, BLUMARINE  
AND  
LAQUAN SMITH**



**PHILIPPINE  
LEROY-BEAULIEU  
(EMILY IN PARIS)  
CLOSED THE  
WEINSANTO SHOW**

**FW22**

SAINT LAURENT

**WOMENSWEAR**  
beauty

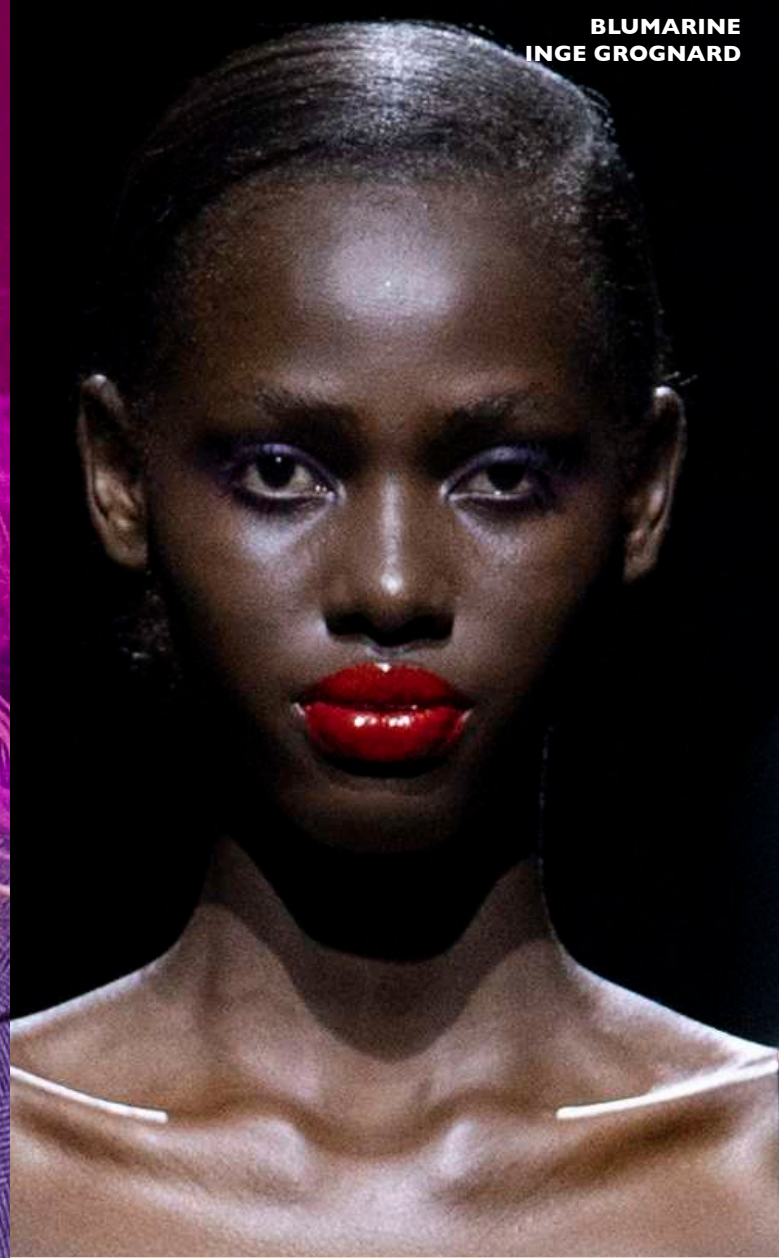




MIU MIU  
PAT MCGRATH



SPORTSMAX  
KARIM RAHMAN

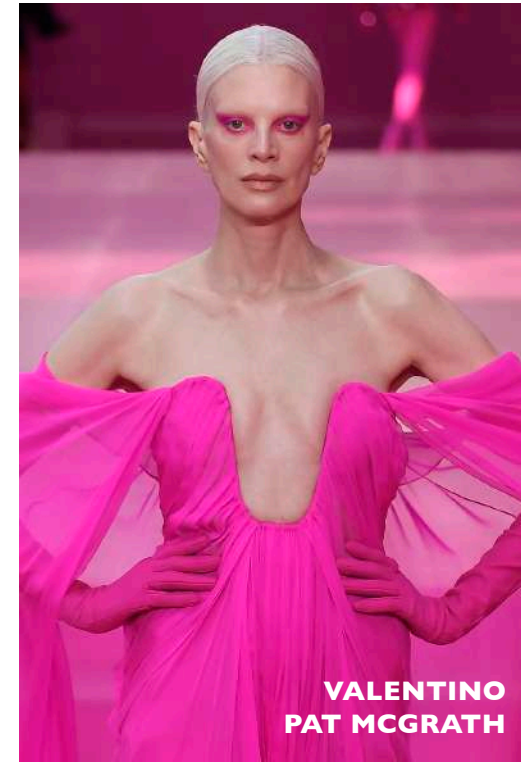


BLUMARINE  
INGE GROGNARD

# GLOSSY RED LIPS



# MAKE UP MATCHING LOOK



# MAKE UP MATCHING LOOK

FW22

# WOMENSWEAR

young talents



A selection of designers who presented their collections for the first time through a runway show.

RUNWAY DEBUTS



MAITREPIERRE

CORMIO

POSTER GIRL

GERMANIER

CONNER IVES

For the second time, the students of Institut Français de la Mode opened Paris Fashion Week® with a film showcasing their final collections, combining the skillset learnt at IFM and their individual expression.



# IFM MASTER OF ARTS SHOW

FROM LEFT TO RIGHT: KLAGES JAN PAUL, MARI CECILIA, MEINER AMBRA, CASTEJON-BLANCHARD HUGO, JARUSIRI SHANGRILA, SIQUEIRA MARIA, ITARTE JUDIT, BARBEAU CLAIRE, GO GEUN-YEONG, BECERRA LENDINEZ ARIADNA, GUYE IBRAHIMA, LEE YAEIN



FW22

COURTESY OF BOTTEGA VENETA

WOMENSWEAR  
spaces





# ARTIST COLLABORATIONS



COURTESY OF LOEWE

**Works by Anthea Hamilton staged at LOEWE Fall Winter 2022 show.**



COURTESY OF MIU MIU

**Nathalie Djurberg and Hans Berg partnered for creating the Miu Miu set: laid back sun loungers patterned with imaginary animals.**

# COLOUR SHOW

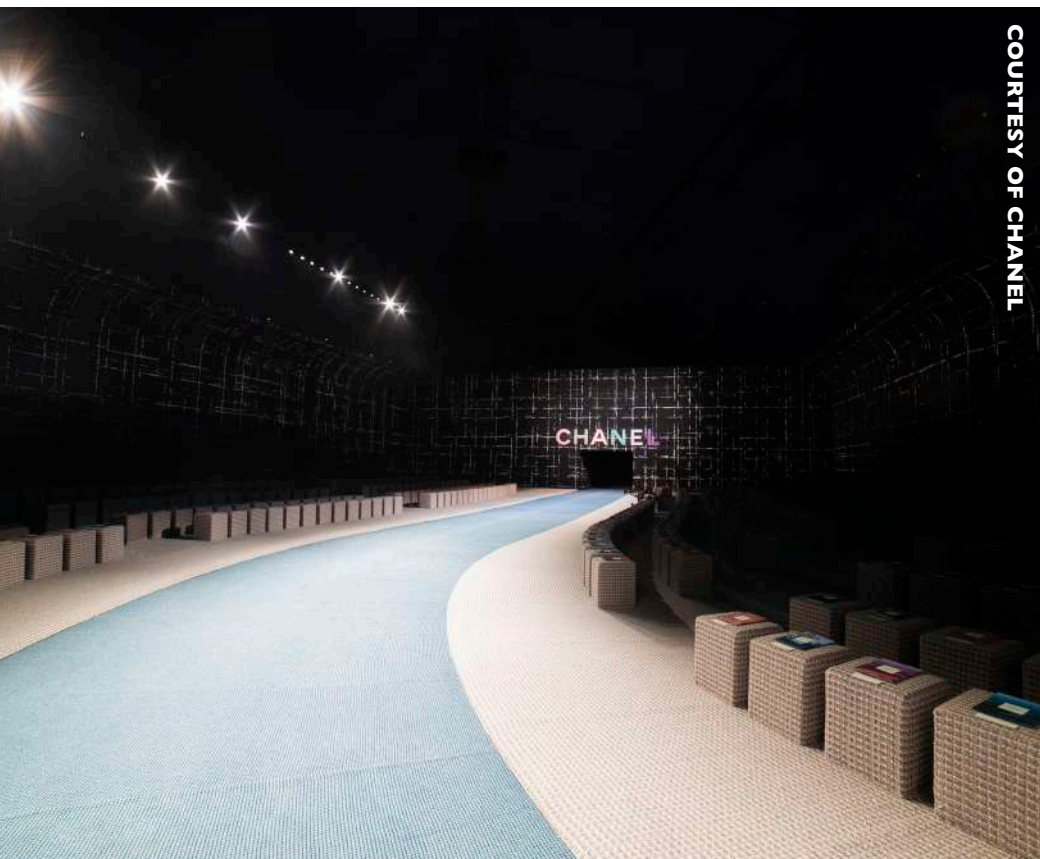


**Valentino revealed its latest show in Paris's Carreau du Temple, where the whole place where colored in Pink PP, one of the only 2 colors of the collection.**



**Bottega Veneta's first show by Matthieu Blazy was showcased in Palazzo San Fedele, where windows were closed out in green, the signature color of the House.**





**Inspired by the relationship between Coco Chanel and the Duke of Westminster, Chanel latest's collection was focused on tweed, the eternal code of the House which also adorned the show set and seats.**



**Acne show set was made of fake fur covering sunken-salons-inspired seats where guests could watch the models walk one level above.**



TAGWALK

THE FASHION SEARCH ENGINE

THANK YOU