

AGENDA

CHAPTER I

KEY NUMBERS

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THE TRENDS IN FASHION & BEAUTY

CHAPTER 3

CASTING

CHAPTER 4

SUSTAINABLE & CRUELTY-FREE FASHION

CHAPTER 5

THE RISE OF YOUNG TALENTS





FALL/WINTER 2021 KEY FACTS

231 COLLECTIONS

LOOKBOOKS

RUNWAY SHOWS

154

77

IN FALL/WINTER 2021, THERE WERE **77** RUNWAY SHOWS VS **78** FOR SPRING/SUMMER 2021.

-1,3%

RUNWAY SHOWS VS SPRING/SUMMER 2021 (78 SHOWS) -68,7%

RUNWAY SHOWS VS FALL/WINTER 2020 (246 SHOWS)



NUMBERS BY CITIES

PARIS LOOKBOOKS **RUNWAY SHOWS** 64 30 LONDON LOOKBOOKS **RUNWAY SHOWS**

29

MILAN

LOOKBOOKS RUNWAY SHOWS

25

27

NEW YORK

LOOKBOOKS

RUNWAY SHOWS

36

10

I. CHRISTIAN DIOR



2. CHANEL



3. LOUIS VUITTON



4. MIU MIU



5. ISABEL MARANT



6. GIVENCHY

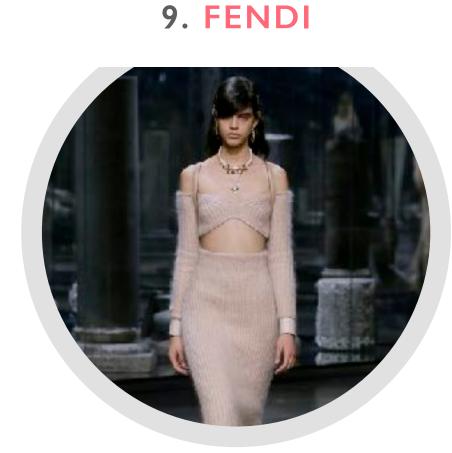


7. PRADA

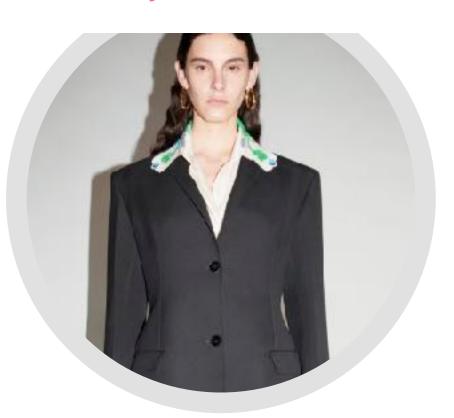


8. ACNE STUDIOS





10. JIL SANDER



^{**} In our first newsletter, designer's ranking was based on the average traffic from 14/02 to 11/03. In this updated version of the ranking, traffic is considered from 14/02 to 16/03, resulting in small variations between our 2 communications.

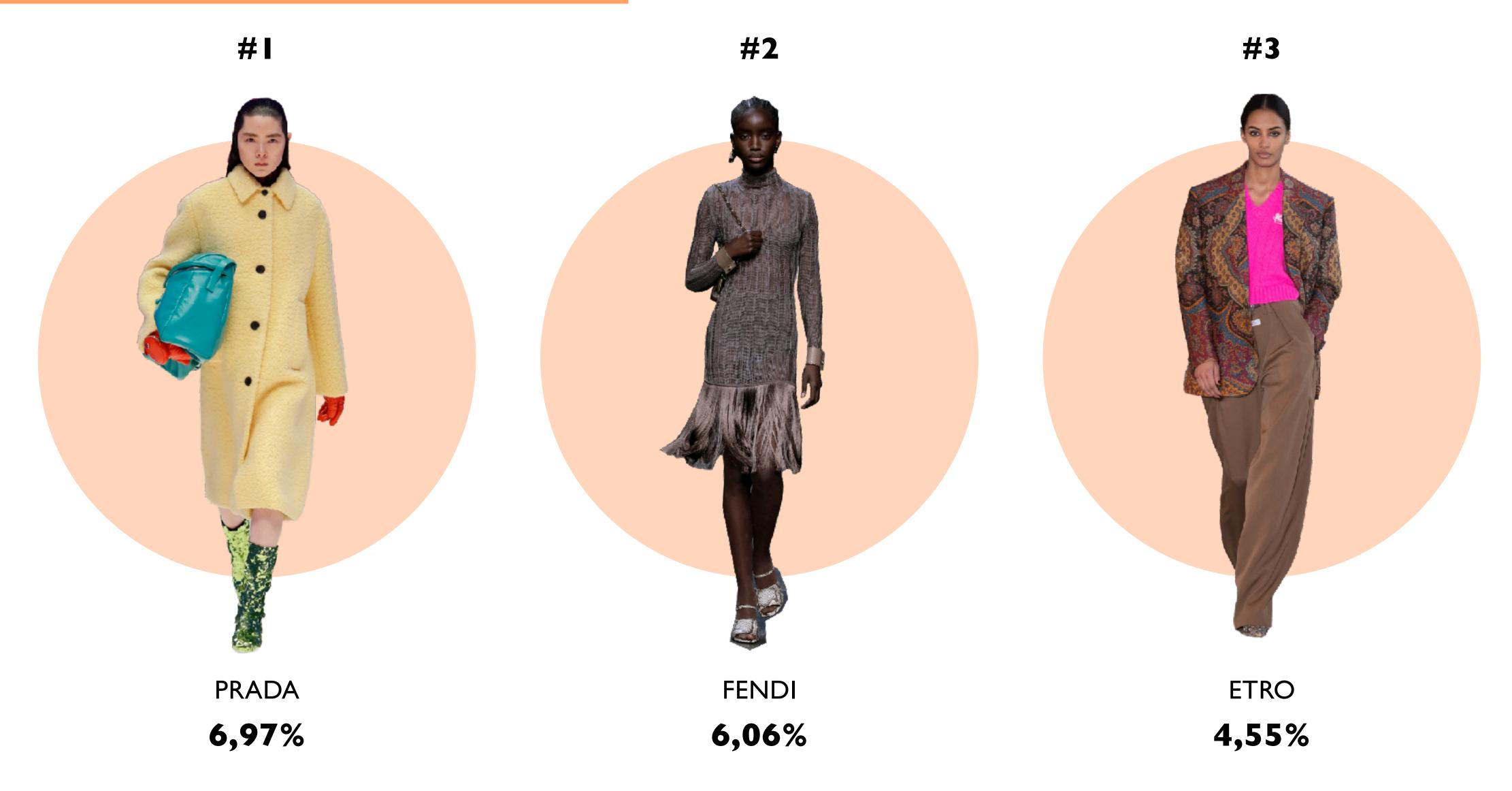
PARIS FASHION WEEK



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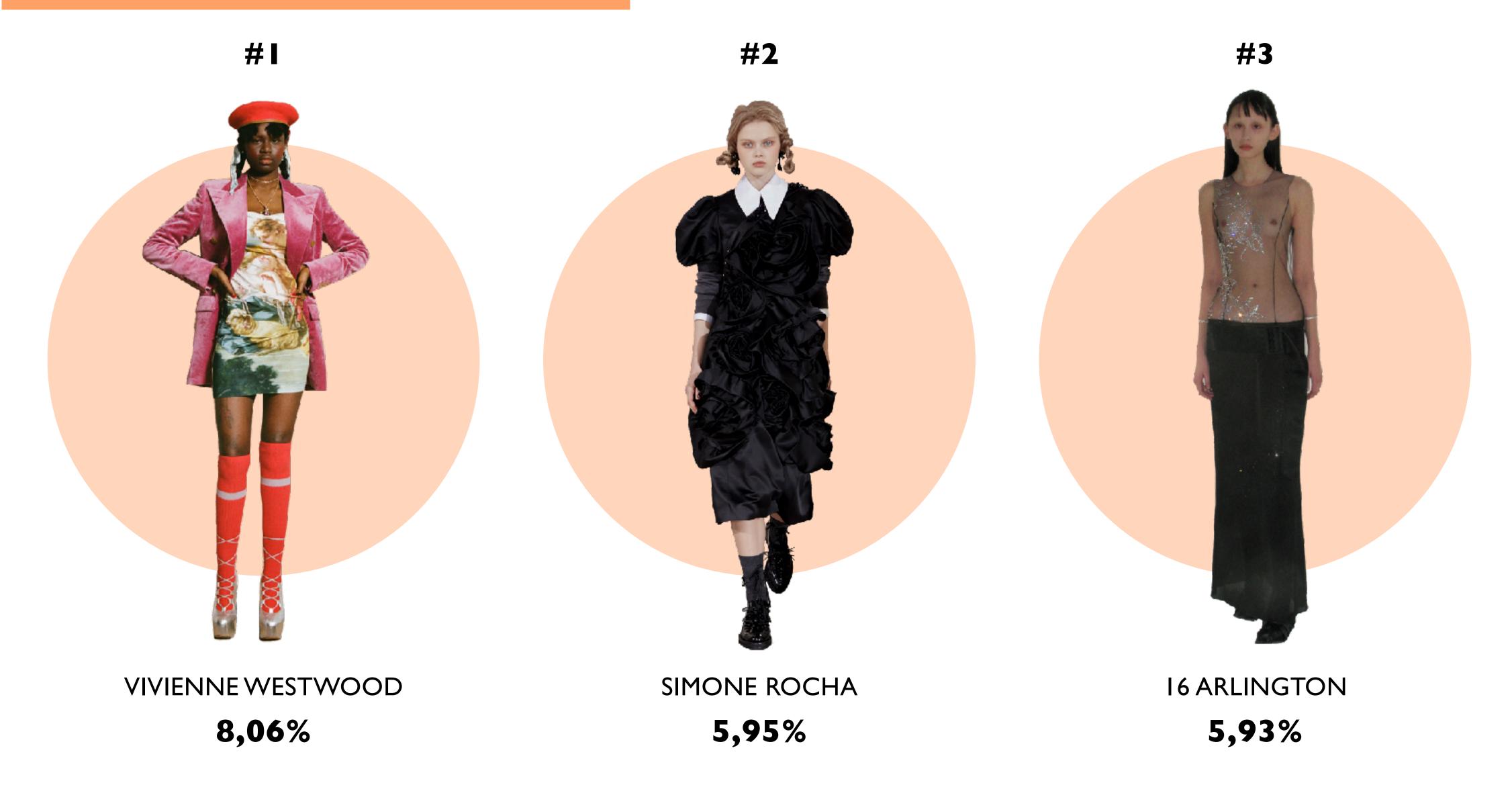
MILAN FASHION WEEK



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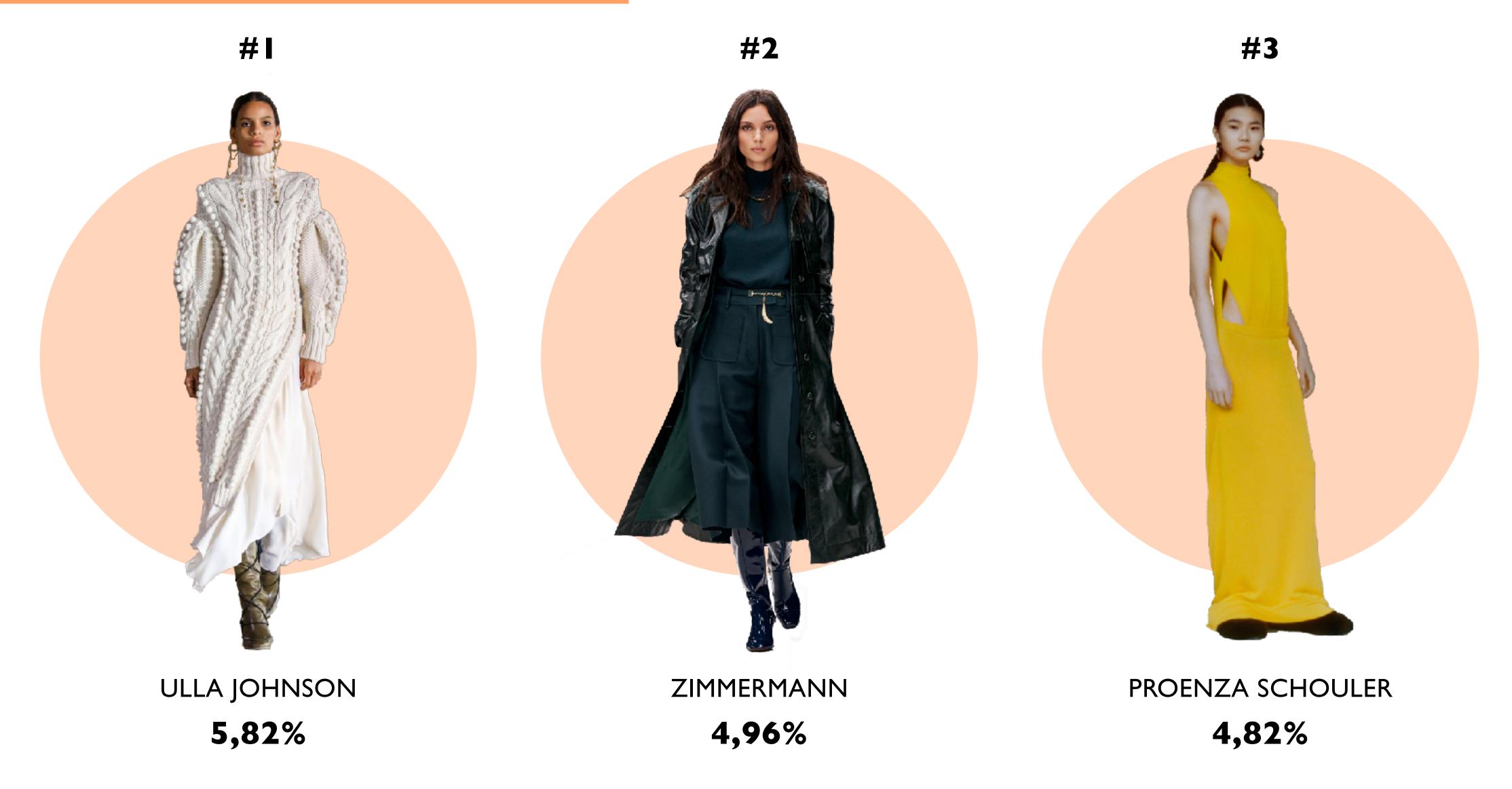
LONDON FASHION WEEK



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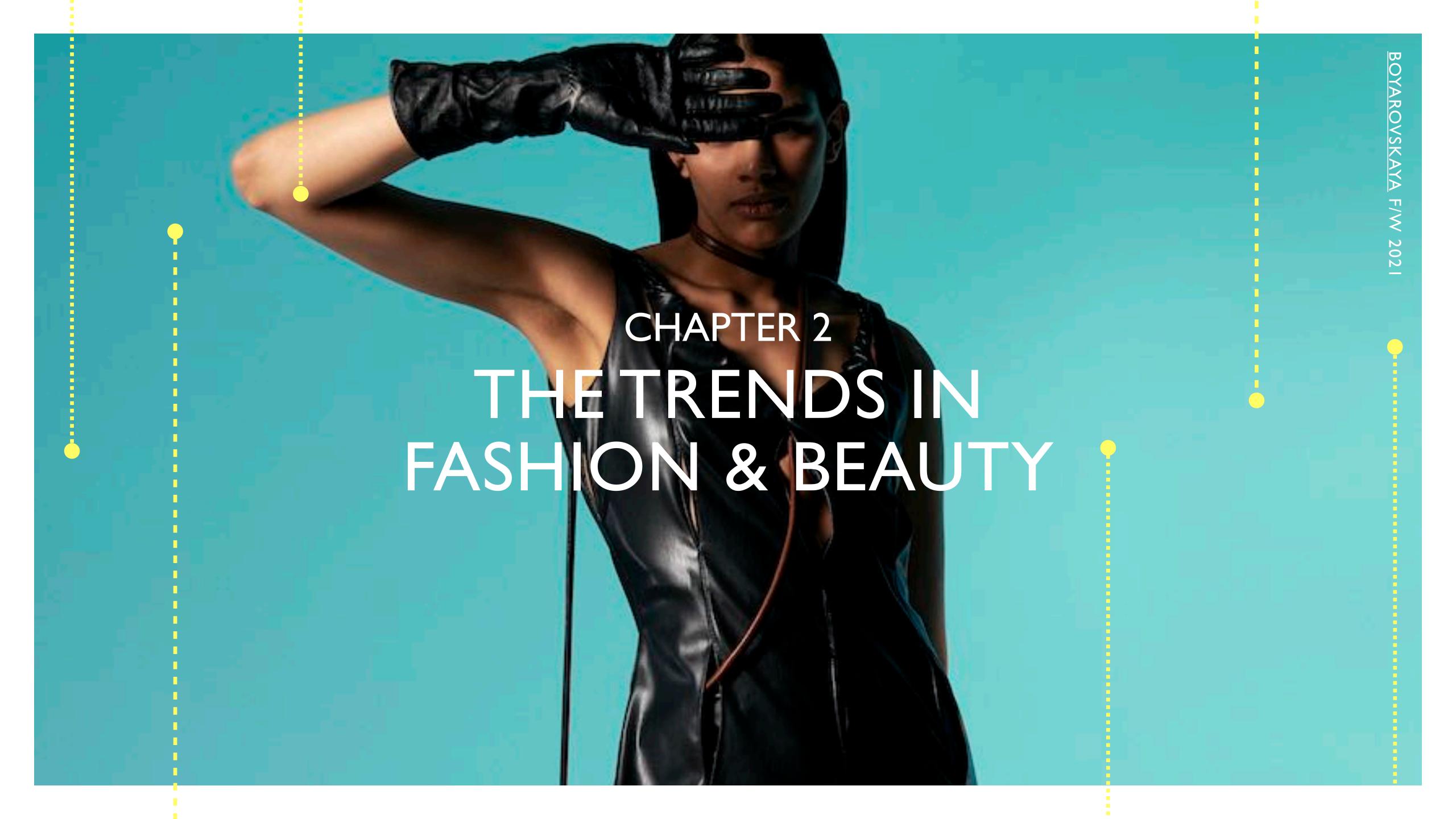


NEW YORK FASHION WEEK



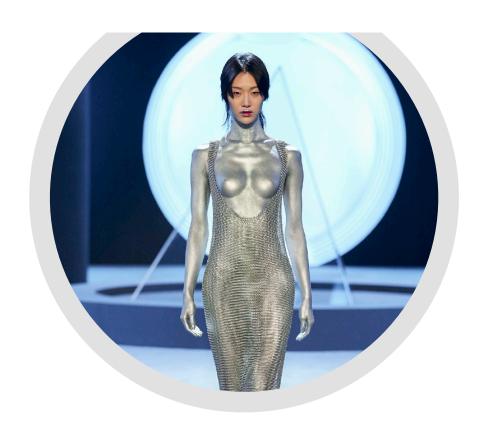
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TOP 10 TRENDS OF F/W 2021

I. SILVER



2. BOLD COLOURS



3. TOTAL KNIT



4. SPARKLING



5. LILAC



6. MASCULINE/ FEMININE

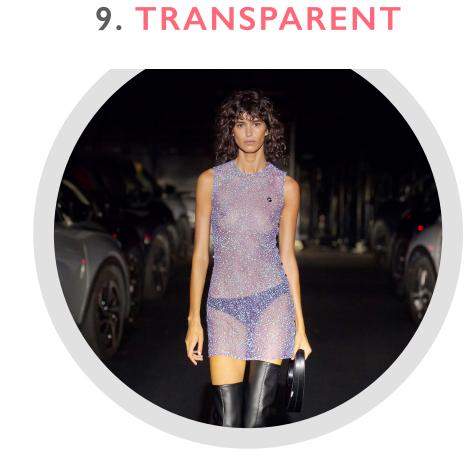


7. HEADSCARF



8. CATSUIT





10. LOZENGE





RISING FASHION THEMES OF FALL/WINTER 2021: OPTIMISM, PROTECTION AND GENDER GAMES

SKI



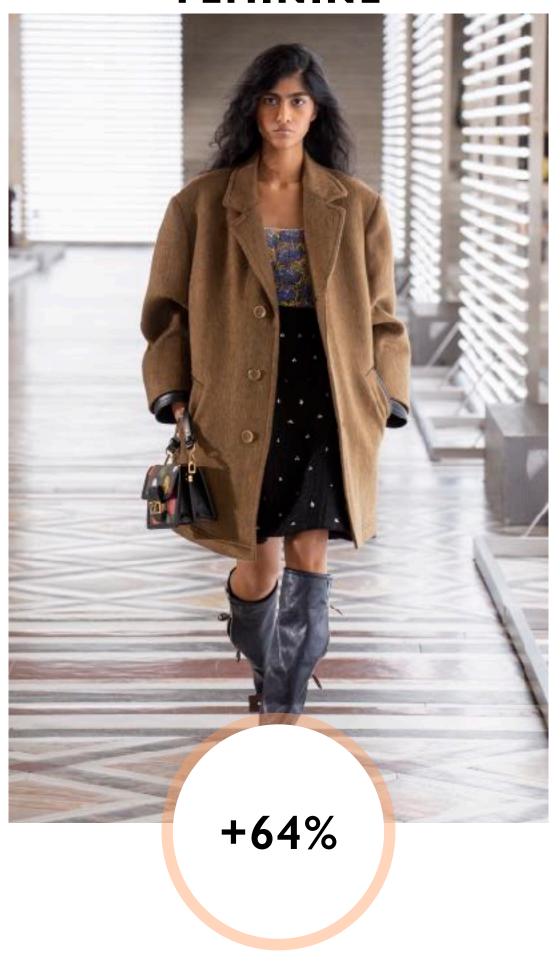
DISCO



MILITARY



MASCULINE/ FEMININE



MIU MIU

CHANEL

SIMONE ROCHA

LOUIS VUITTON

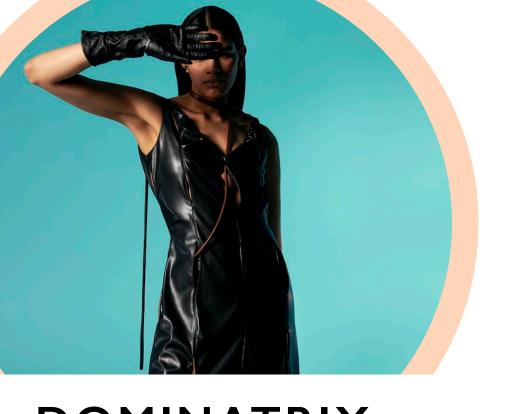
TRENDS SHIFTED TO A SOFTER FEMININE STYLE



BOURGEOIS



DOMINATRIX



-67%



CORSET -36%



PASTEL



MINI-SKIRT

+56,5%



FLOWING +37,4%



KEY NUMBERS: OPTIMISM & GLAMOUR

GLITTER



+15,5% OF DESIGNERS USED GLITTER IN THEIR COLLECTION VERSUS FALL/WINTER 2020. 118 DESIGNERS
INCLUDED SPARKLING LOOKS IN THEIR FW21 COLLECTION.

PARTY ENCING ALL THE LOOKS BELATER

THEME REFERENCING ALL THE LOOKS RELATED TO GLITTER, SPARKLING, MINI, DISCO & NIGHT OUT.



+69% OF PARTY LOOKS VS SPRING/SUMMER 2021
2 DESIGNERS CREATED PARTY OUTFITS IN THEIR
WHOLE COLLECTIONS (NAEEM KHAN &
CHRISTIAN COWAN), LOUIS VUITTON (27%
OF LOOKS), PACO RABANNE (25% OF LOOKS),
DOLCE & GABBANA (22%) USED THE THEME IN
A LARGE SHARE OF LOOKS.

MINI



+44,3% OF DESIGNERS USED "MINI"
LOOKS IN THEIR COLLECTION VERSUS
FALL/WINTER 2020. MINI ITEMS WERE
FEATURED IN 153 COLLECTIONS
THIS SEASON.

KEY NUMBERS: PROTECTION & UNIFORM

MASKS



-26% OF MASKS VS

SPRING/SUMMER 2021

I I DESIGNERS USED MASKS IN THEIR

COLLECTIONS AND ONLY I OF THEM

USED MASKS ON ALL THE MODELS

(RICK OWENS)

BALACLAVA



BALACLAVA SAW AN INCREASE

OF +155%, WHEN COMPARED TO FALL/

WINTER 2020

CATSUITS



27 DESIGNERS INCLUDED
CATSUITS IN THEIR COLLECTIONS
(EMILIO PUCCI, GIVENCHY, MARINE
SERRE, PRADA..)

PRADA

MIU MIU



RISING BEAUTY TRENDS

BEAUTY TRENDS



PINK BLUSH +15,4%

PACO RABANNE



ARTSY MAKE-UP +242,7%

GIAMBATTISTA VALLI

HAIR TRENDS



BANGS +100%

CHANEL



HAIR SCULPTURE +15,3%

SIMONE ROCHA

BRANDS VIDEO CONTENT: PARTY & ENTERTAINMENT

DANCE WAS A MAIN THEME OF THE VIDEOS PRESENTED DURING PARIS FASHION WEEK.
THROUGH ARTISTIC PERFORMANCES OR JOYFUL PARTIES, DESIGNERS WANTED TO SEND AN
OPTIMISTIC YET ENTERTAINING MESSAGE WHILE PRESENTING THEIR NEW COLLECTIONS.

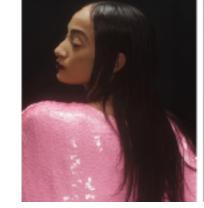


HERMÈS TRYPTIC SHOW IN SHAGHAI ©HUADONG

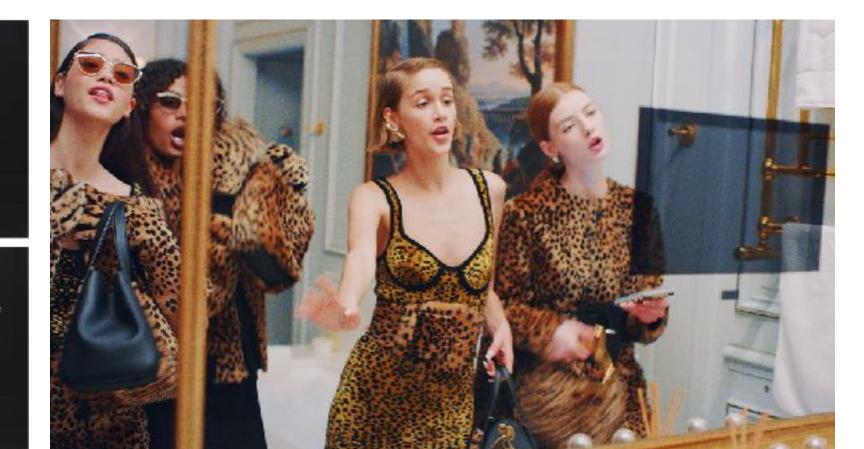


CHRISTIAN DIOR VIDEO DIRECTED BY FABIEN BARON





DRIES VAN NOTEN VIDEO DIRECTED BY CASPER SEJERSEN



LANVIN VIDEO DIRECTED BY HELMI

THE NEW INVITATIONS



PRADA'S INVITATION FOR MEN AND WOMEN SHOWS WAS SENT IN A FURY BOX WITH CANDIES AND CHOCOLATE FROM MARCHESI





LOEWE SENT A

NEWSPAPER RELATING

THE CANCELLATION

OF THE SHOW.

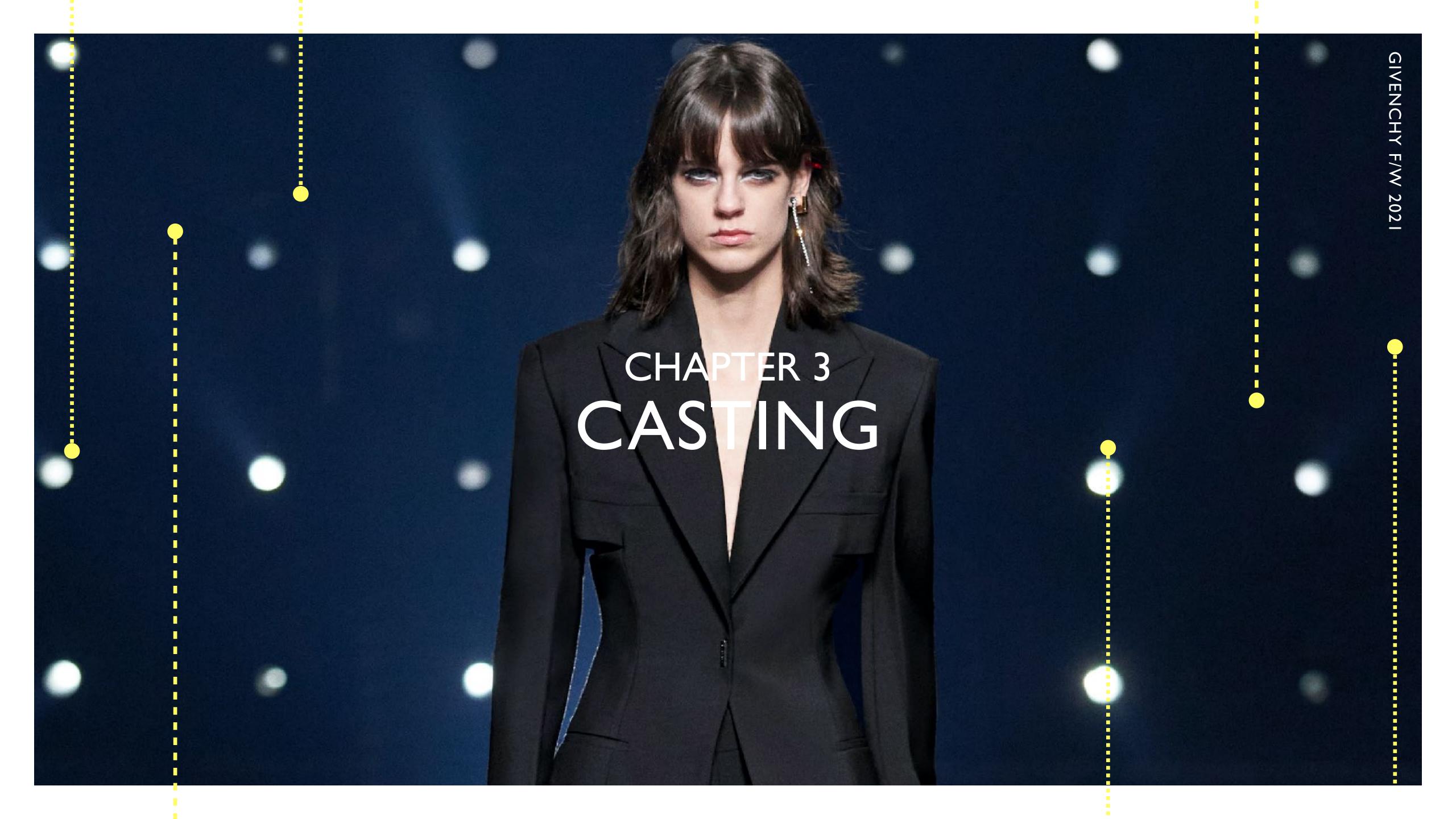


ISABEL MARANT SENT A
WALKMAN TO THE GUESTS WITH A
VOICE INDICATING THE
INVITATION TO WATCH THE SHOW
ONLINE. THE BRAND ALSO
PUBLISHED A TEASER OF THE VIDEO
WITH THE MODELS DANCING
WITH THE WALKMAN.



GCDS SENT A CANDY BOX
FROM LEONE TO ITS GUESTS
WITH THE SLOGAN "GCDS
JUST HITS DIFFERENT"





MODELS WHO WALKED THE MOST RUNWAY SHOWS



MODELS WHO WALKED THE MOST RUNWAY SHOWS

#3

AKON CHANGKOU KAYAKO HIGUCHI GRACE VALENTINE SOFIA STEINBERG AWAR ODHIANG MIKA SCHNEIDER BARBARA VALENTE

ACNE STUDIOS FENDI COPERNI CHRISTIAN DIOR PORTS 1961 VALENTINO ALBERTA FERRETTI

EX-AEQUO 10 SHOWS



FOCUS ON MIRIAM SANCHEZ

THE MODEL WHO OPENED AND CLOSED THE MOST SHOWS THIS SEASON

OPENED



ETRO



SPORTMAX

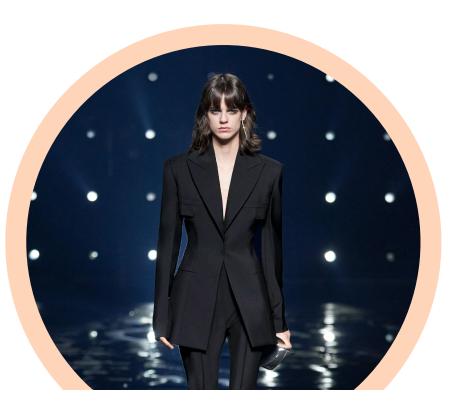


SALVATORE FERRAGAMO

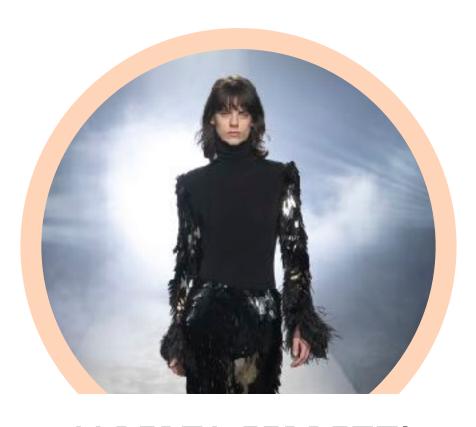


HERMÈS

CLOSED



GIVENCHY



ALBERTA FERRETTI

MIRIAM SANCHEZ WALKED 12 SHOWS FOR WOMENSWEAR FALL/WINTER 2021- LOUIS VUITTON, COPERNI, GIVENCHY, HERMÈS, ISABEL MARANT, COURRÈGES, PHILOSOPHY DI LORENZO SERAFINI, SALVATORE FERRAGAMO, SPORTMAX, ETRO, FENDI, ALBERTA FERRETTI - AND WORE 24 DIFFERENTS LOOKS.

CASTING WITH CELEBRITIES

COACH



KIM GORDON WITH HER DAUGHTER FOR COACH

BRATSHEVA



NICKY HILTON FOR BATSHEVA

PROENZA SCHOULER



ELLA EMHOFF (Kamala Harris's stepdaughter) FOR PROENZA SCHOULER



SUSTAINABILITY AND DURABILITY

+38% OF INCREASE IN SHARE OF COLLECTIONS WHICH ENGAGE WITH SUSTAINABILITY, WHEN COMPARED TO SPRING/SUMMER 2021

CHLOÉ



Over 50% of silk comes from organic farming and over 80% of cashmere yarns for knitting are recycled. The bags are lined with natural linen.

MATTY BOVAN



5 looks featured custom handmade sustainable sequins, all hand crocheted. Some garments featured thousands of Swarovski upcycled crystals.

SALVATORE FERRAGAMO



In the collection, all the **plastic** is **biodegradable** all **jersey is** recycled from plastic bottles and all the **leather** is **chrome free**.

ISSEY MIYAKE



The collection was divided in different series using organic cotton & polyester, natural and eco-responsible fibres.

THE RISE OF FAKE FUR

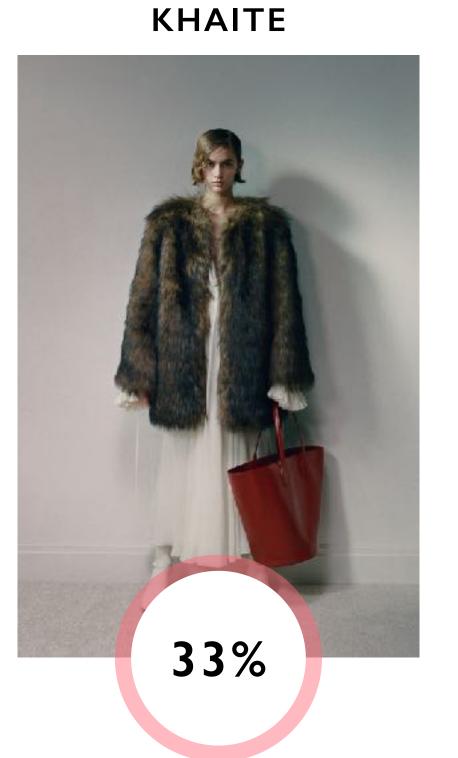
+289% OF INCREASE IN SHARE OF FAKE FUR LOOKS, WHEN COMPARED TO FALL/WINTER 2020

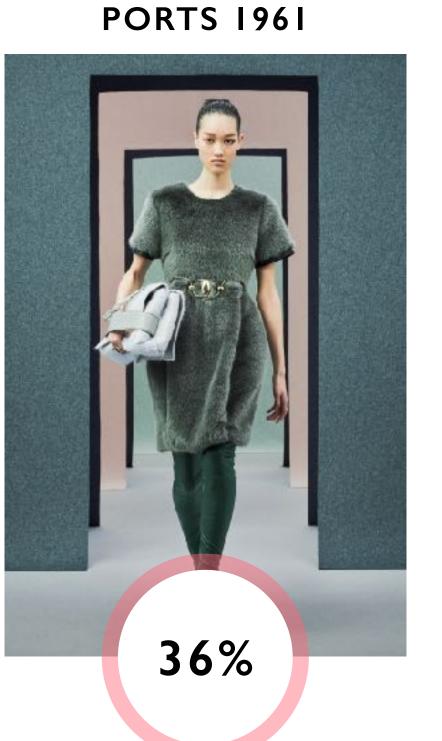
COPERNI USED FAKE FUR FOR THE FIRST TIME

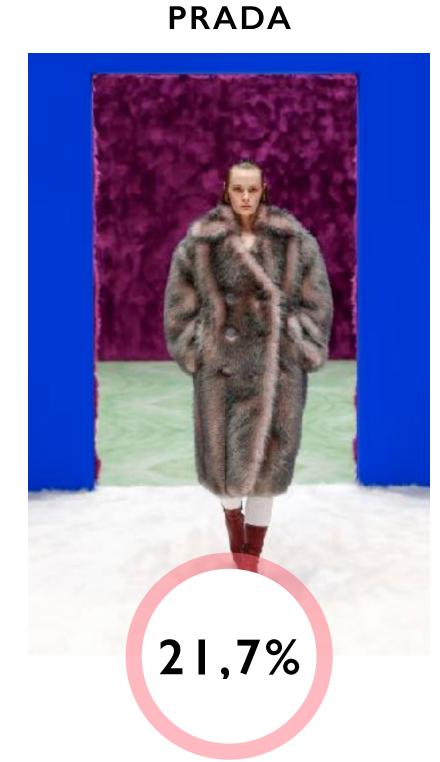


GIVENCHY

39,7%





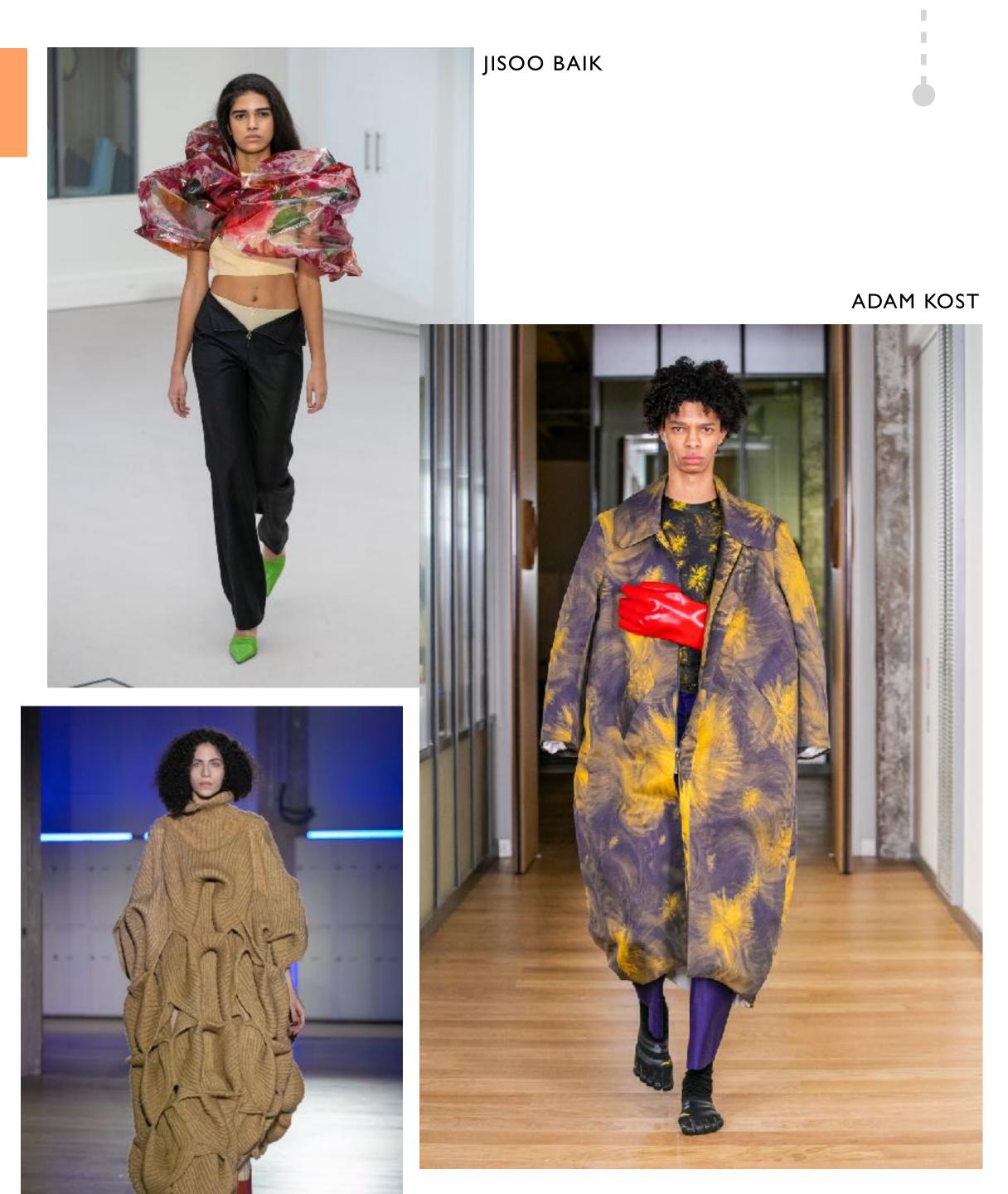


INSTITUT DE LA MODE FIRST FASHION SHOW

FOR THE FIRST TIME, THE STUDENTS OF INSTITUT FRANÇAIS DE LA MODE WERE PART OF THE OFFICIAL CALENDAR OF PARIS FASHION WEEK® AND OPENED THE FALL/ WINTER 2021/22 FASHION WEEK WITH THEIR GRADUATE SHOW.

FOR THEIR GRADUATION, EACH OF THE 48 STUDENTS OF THE MASTER OF ARTS IN FASHION DESIGN PRESENTED THEIR PERSONAL COLLECTIONS.

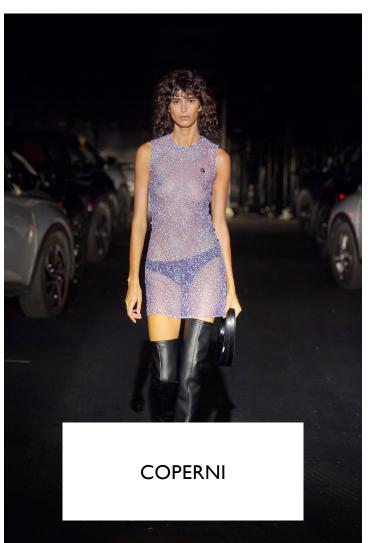
FOR THE READY-TO-WEAR, THERE WERE 3
SPECIALISATIONS: WOMENSWEAR, MENSWEAR AND
KNITWEAR.



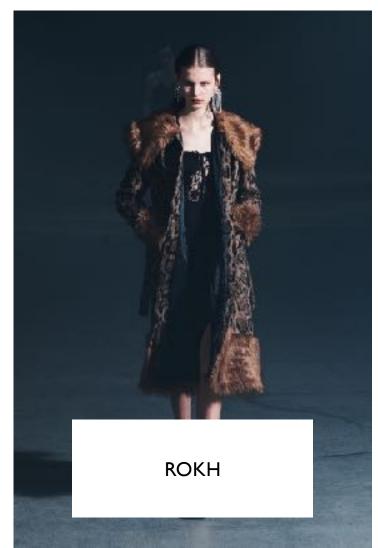
A SELECTION OF SPHERE'S TALENTS

- OF THE KEY MISSIONS OF THE FEDERATION

 DE LA HAUTE COUTURE ET DE LA MODE.
- IT SUPPORTS THEIR DEVELOPMENT BEFORE AND AFTER THEIR ENTRY IN THE OFFICIAL CALENDARS AND CONTRIBUTES TO **INCREASING THEIR VISIBILITY** WITHIN AN INSTITUTIONAL, COMMERCIAL, TECHNOLOGIC AND MEDIA NETWORK.
- THE BRANDS IDENTIFIED, ACCORDING TO THEIR CREATIVITY AND INTERNATIONAL DEVELOPMENT, ARE NOW GROUPED TOGETHER UNDER THE BANNER OF THE "SPHERE EMERGING BRANDS INITIATIVE".







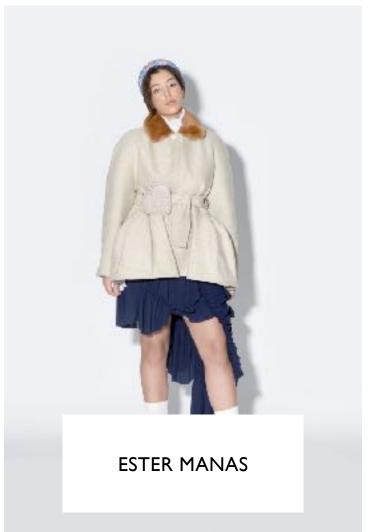


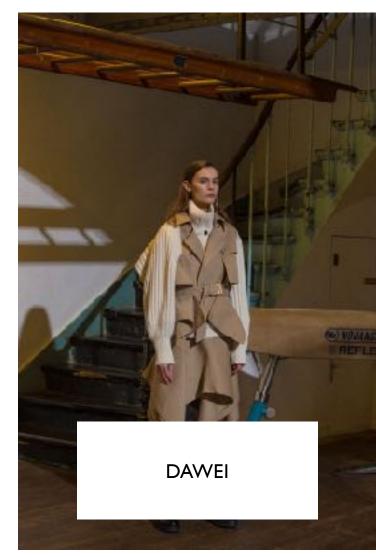


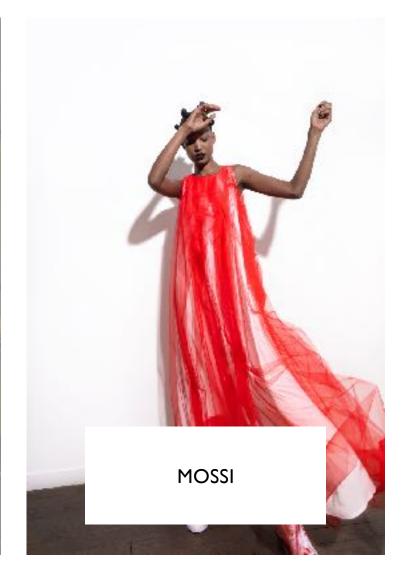


A SELECTION OF SPHERE'S TALENTS

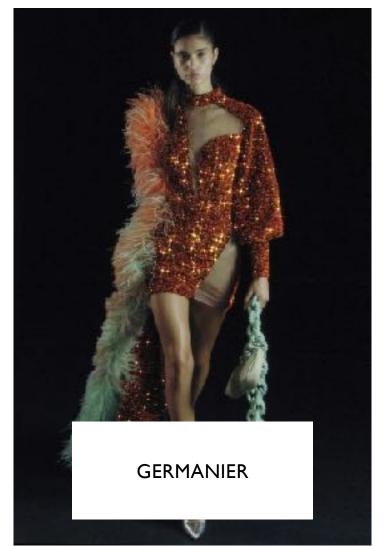
- THE FÉDÉRATION DE LA HAUTE COUTURE ET DE LA MODE'S EMERGING BRANDS INITIATIVE ENABLES THOSE IT SUPPORTS TO BENEFIT FROM A WIDE RANGE OF SERVICES RANGING FROM FINANCIAL SUPPORT TO PROVISION OF EXPERTISE TO BEST ANTICIPATE THE DIFFERENT STAGES OF THEIR GROWTH.
- IT ALSO OPERATES THE PARIS FASHION WEEK® SHOWROOM, FROM THE BRANDS SELECTION TO ITS PHYSICAL AND DIGITAL IMPLEMENTATION. IT SUPPORTS THIS STRATEGY BY IMPLEMENTING SPECIFIC COMMUNICATION OPERATIONS THROUGHOUT THE YEAR.
- SPHÈRE PARIS FASHION WEEK® SHOWROOM IS PART OF THE SERVICES.























IF YOU ARE INTERESTED IN OUR DATA REPORTS, PLEASE CONTACT:





