

# SPRING/SUMMER 2021

## KEY FACTS & DATA



# AGENDA

- **KEY NUMBERS**  
SPRING/SUMMER 2021  
RUNWAY LOCATIONS
- **FOCUS PER FASHION WEEK**  
GLOBAL RANKING  
FOCUS BY CITY
- **FASHION & BEAUTY RISING TRENDS**  
FASHION TRENDS  
BEAUTY TRENDS
- **KEY FACTS**  
SUSTAINABILITY  
CASTING





# INTRODUCTION

## TAGWALK SURVEY ARE YOU FOLLOWING DIGITAL FASHION WEEKS?

**YES**  
**66%**

**NO**  
**34%**

220 COLLECTIONS WERE REFERENCED ON  
TAGWALK FOR SS21 VERSUS 264 DURING SS20

**-18,2%**

\*FROM SEPTEMBER 13TH TO OCTOBER 8TH 2020



# CHAPTER I KEY NUMBERS





## SPRING/SUMMER 2021 KEY FACTS

FOR FALL/WINTER 2020, THERE WERE 248 RUNWAY SHOWS VERSUS 80 FOR SPRING/SUMMER 2021.

**-67,7%**  
RUNWAY  
SHOWS

LOOKBOOKS

**140**

RUNWAY SHOWS

**80**

RUNWAY COLLECTIONS REPRESENT ONLY **36.3%** OF COLLECTIONS IN THE SS21, BUT WEIGH UP TO **59.1% OF TOTAL VIEWS** OF THE SEASON.







## PARIS FASHION WEEK

**29**  
SHOWS

**52**  
LOOKBOOKS



## LONDON FASHION WEEK

**10**  
SHOWS

**30**  
LOOKBOOKS



## MILAN FASHION WEEK

**32**  
SHOWS

**20**  
LOOKBOOKS



## NEW YORK FASHION WEEK

**7**  
SHOWS

**38**  
LOOKBOOKS

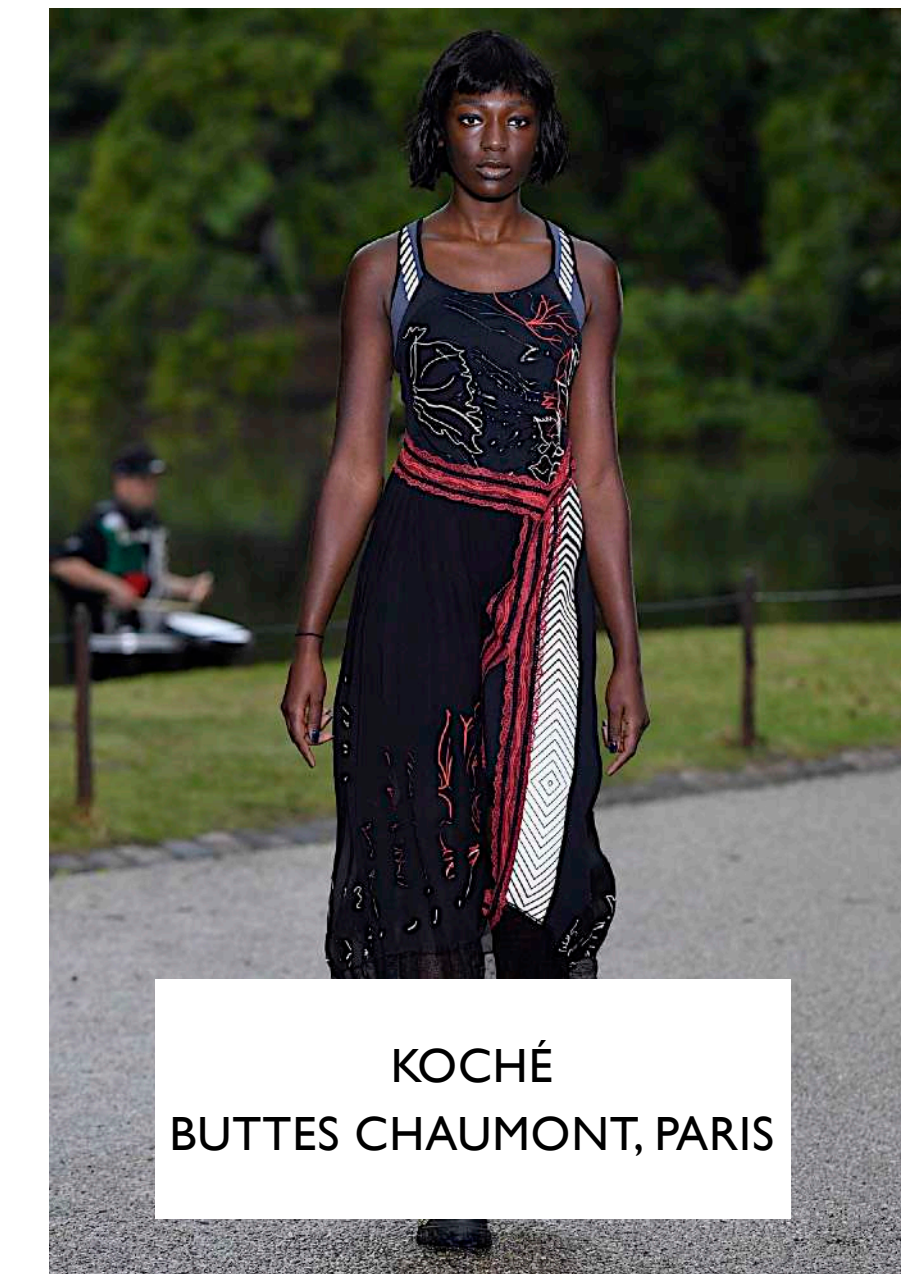
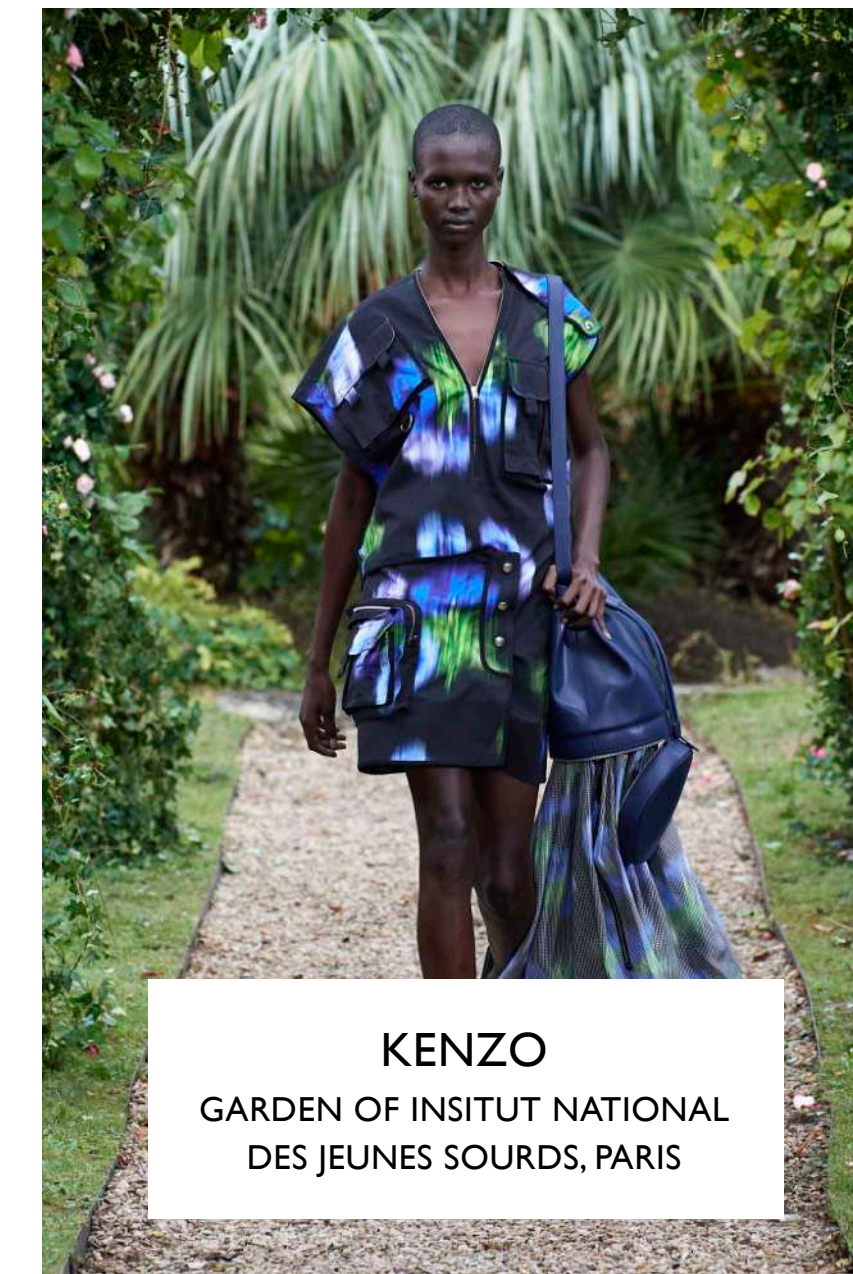
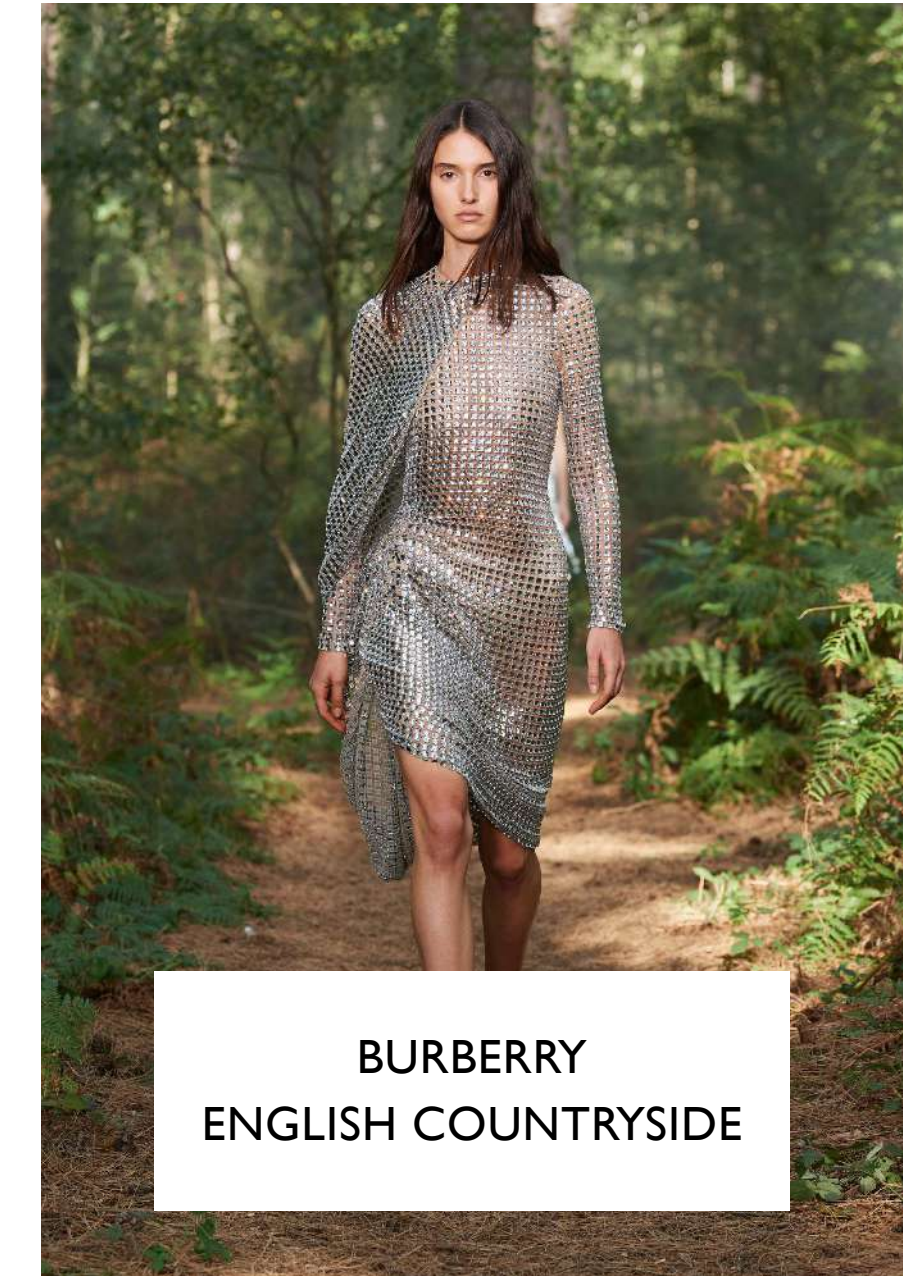
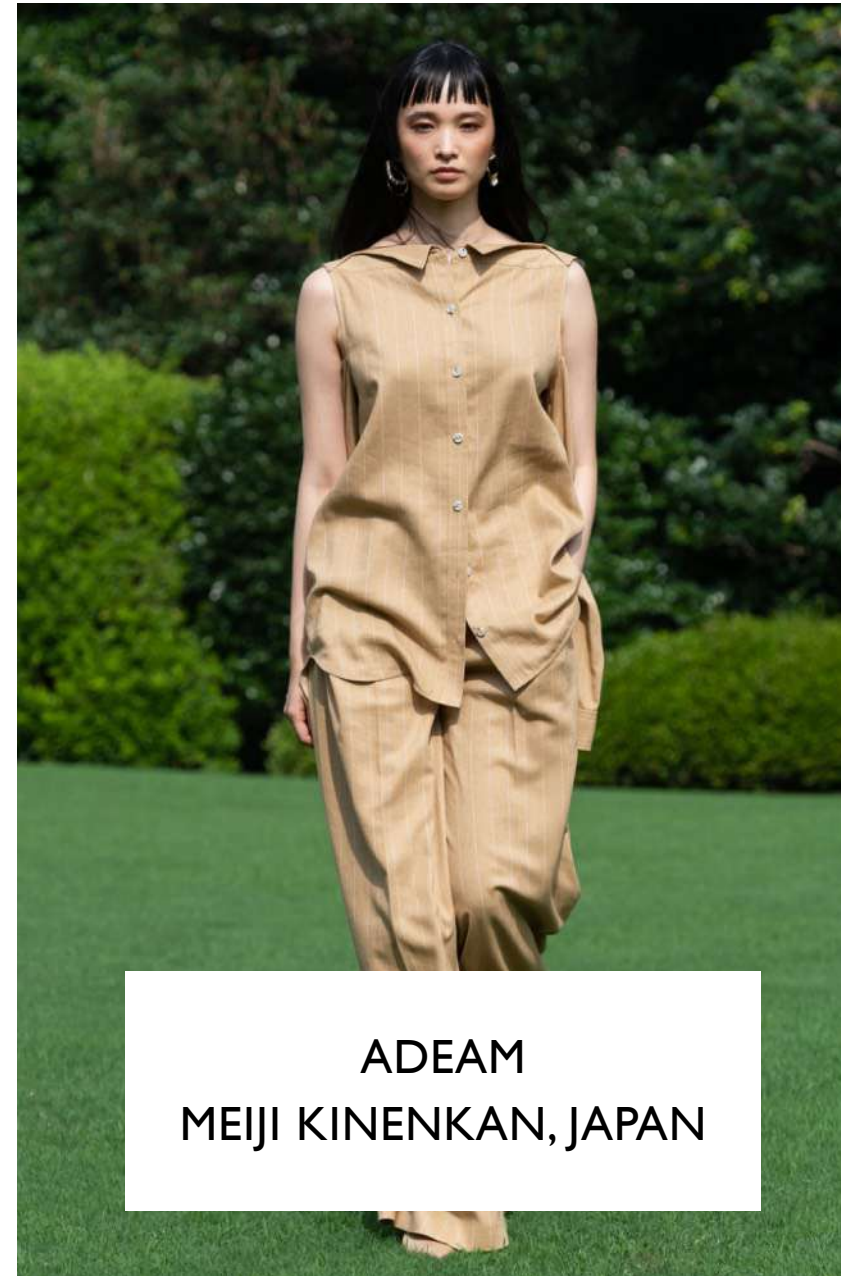
JIL SANDER AND SACAI SHOWS THAT TOOK PLACE AFTER THE  
OFFICIAL SCHEDULE ARE NOT TAKEN IN ACCOUNT IN THIS NUMBERS



## RUNWAY LOCATIONS

54%

OF THE RUNWAY SHOWS  
TOOK PLACE OUTSIDE,  
MOSTLY IN **NATURAL PLACES**.





# CHAPTER 2 FOCUS PER FASHION WEEK



# TOP 10 DESIGNERS GLOBAL RANKING

1. CHANEL



3,6%

TRAFFIC SHARE

2. CHRISTIAN DIOR



3,1%

TRAFFIC SHARE

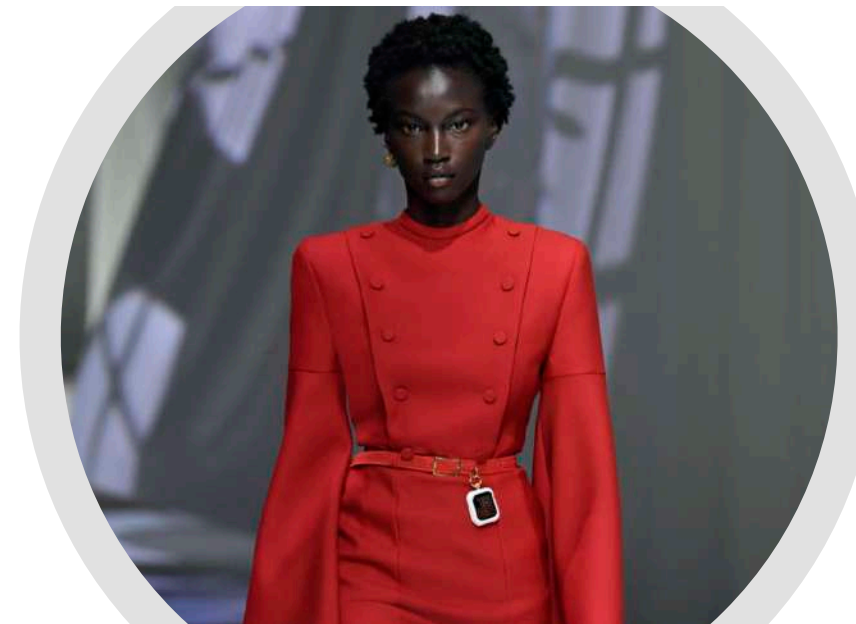
3. ISABEL MARANT



2,7%

TRAFFIC SHARE

4. FENDI



2,6%

TRAFFIC SHARE

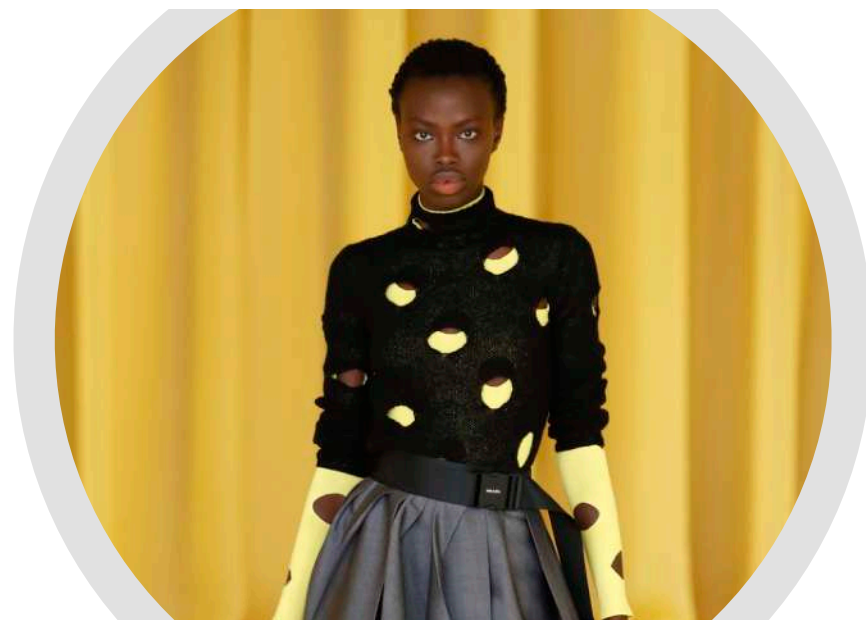
5. LOUIS VUITTON



2,4%

TRAFFIC SHARE

6. PRADA



1,7%

TRAFFIC SHARE

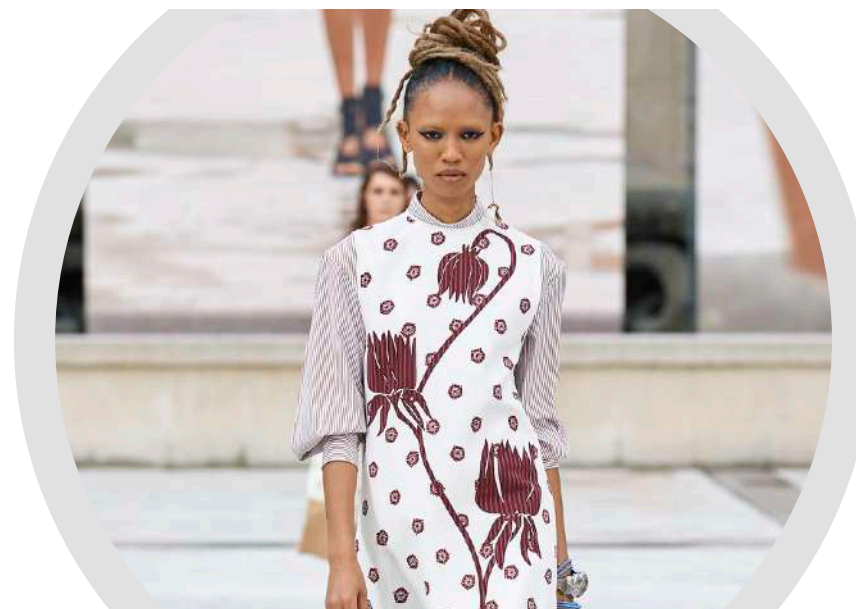
7. ACNE STUDIOS



1,7%

TRAFFIC SHARE

8. CHLOÉ



1,7%

TRAFFIC SHARE

9. VERSACE



1,6%

TRAFFIC SHARE

10. BURBERRY



1,6%

TRAFFIC SHARE



# PARIS FASHION WEEK - SPRING/SUMMER 2021



**MOST VIEWED LOOK**  
ISABEL MARANT - LOOK 10

## MOST VIEWED COLLECTIONS

#1



**CHANEL**  
**6,9%**  
SHARE OF VIEWS

#2



**CHRISTIAN DIOR**  
**6,2%**  
SHARE OF VIEWS

#3



**ISABEL MARANT**  
**5,2%**  
SHARE OF VIEWS



MILAN FASHION WEEK - SPRING/SUMMER 2021



**MOST VIEWED LOOK**  
FENDI - LOOK 31

**MOST VIEWED COLLECTIONS**

#1



**FENDI**  
**12,1%**  
SHARE OF VIEWS

#2



**PRADA**  
**7,1%**  
SHARE OF VIEWS

#3



**VERSACE**  
**4,7%**  
SHARE OF VIEWS



# LONDON FASHION WEEK - SPRING/SUMMER 2021

## MOST VIEWED COLLECTIONS



**MOST VIEWED LOOK**

BURBERRY - LOOK 09

**#1**



**BURBERRY**

**11%**

SHARE OF VIEWS

**#2**



**ERDEM**

**8,8%**

SHARE OF VIEWS

**#3**



**SIMONE ROCHA**

**6,7%**

SHARE OF VIEWS



NEW YORK FASHION WEEK - SPRING/SUMMER 2021

MOST VIEWED COLLECTIONS



**MOST VIEWED LOOK**  
ULLA JOHNSON - LOOK 11

#1



**ULLA JOHNSON**  
8,6%  
SHARE OF VIEWS

#2



**JASON WU**  
7,2%  
SHARE OF VIEWS

#3



**TIBI**  
5,6%  
SHARE OF VIEWS



# CHAPTER 3

# FASHION & BEAUTY

# RISING TRENDS



## RISING FASHION TRENDS

### DISCO



**+174,8%**  
VS S/S2020

### HOODIE



**+132,8%**  
VS S/S2020

### HOT PANTS



**+116,3%**  
VS S/S2020

### ROMANTIC



**+115,7%**  
VS S/S2020



## RISING FASHION TRENDS

### CROP TOP



**+86,3%**

**VS S/S2020**

### BRA



**+84,9%**

**VS S/S2020**

### WIDE LEG PANTS



**+54,2%**

**VS S/S2020**

### MINIMAL



**+48,4%**

**VS S/S2020**



# MASK FEATURES

ONE YEAR AGO, 5 DESIGNERS INCLUDED MASKS IN THEIR SS20 COLLECTIONS.

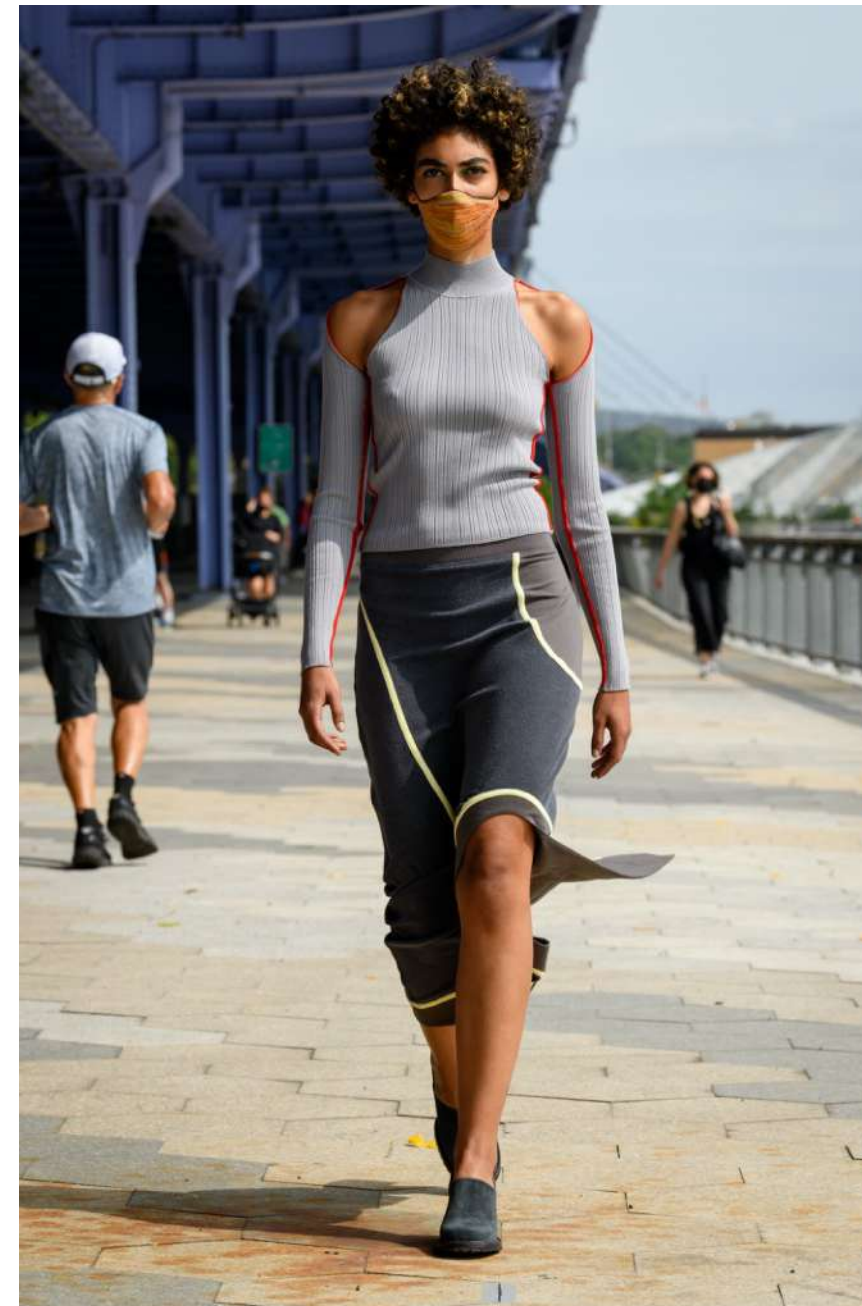
20  
DESIGNERS

INCLUDED MASKS IN THEIR  
COLLECTIONS IN S/S 2021

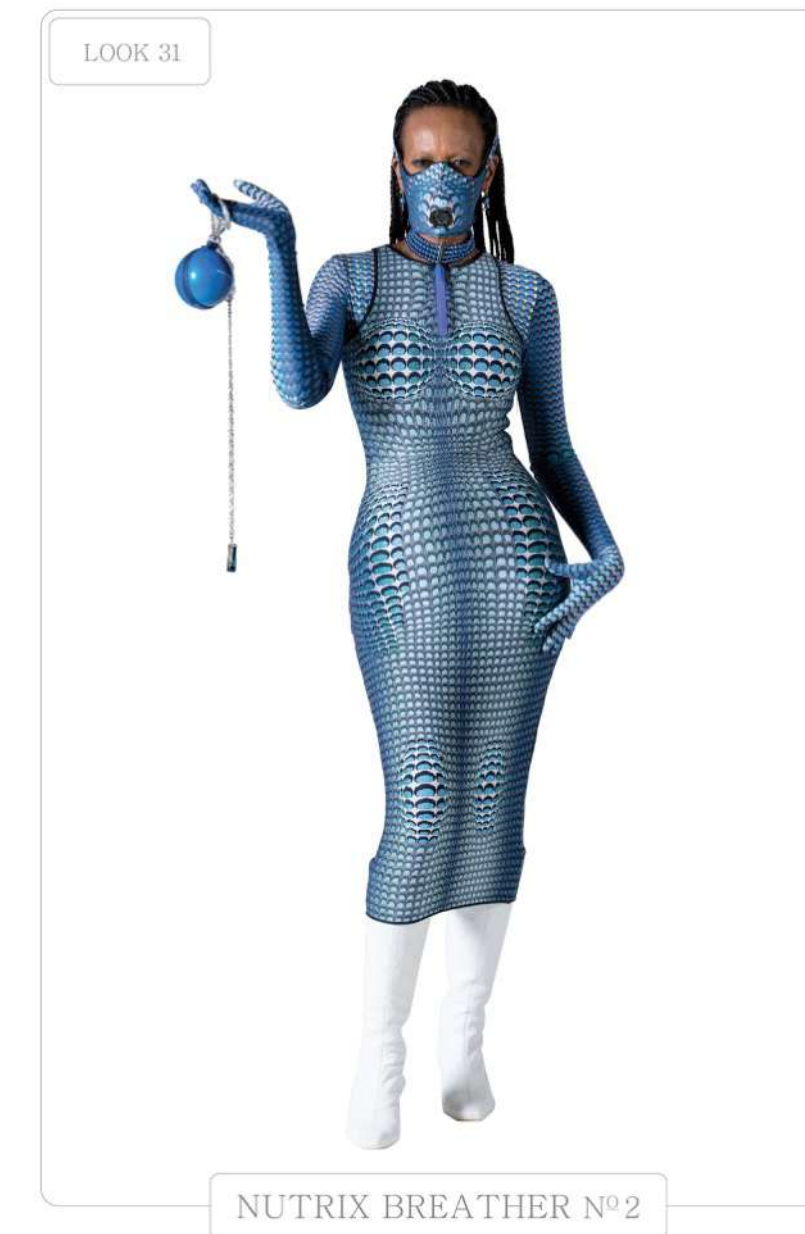
5 OF THEM USED MASKS ON ALL OF  
THEIR LOOKS: RICK OWENS, BORA  
AKSU, ECKHAUS LATTA, MATTY BOVAN  
& TAKAHIROSHIMA THE SOLOIST



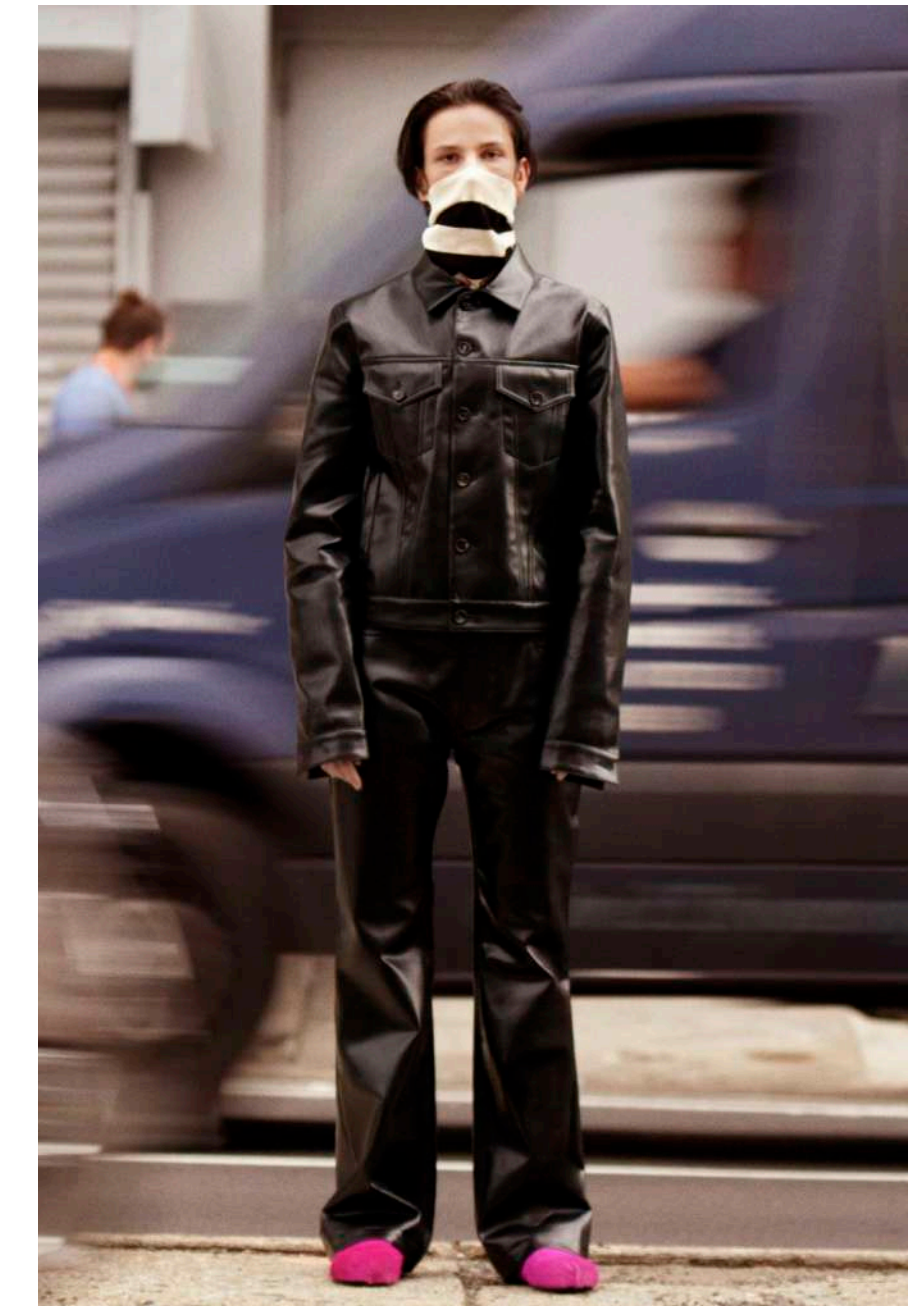
RICK OWENS  
LOOK 01



ECKHAUS LATTA  
LOOK 23



MARINE SERRE  
LOOK 31



MARNI  
LOOK 12



## SELECTION OF BEAUTY TRENDS

### NUDE FACE



PRESENT IN  
**166 COLLECTIONS**

**+26,7% VS F/W2020**

### STATEMENT EYEBROWS



PRESENT IN  
**5 COLLECTIONS**

**+500% VS F/W2020**

## SELECTION OF HAIR TRENDS

### SHORT BANGS



PRESENT IN  
**22 COLLECTIONS**

**+37,5% VS F/W2020**

### WET EFFECT



PRESENT IN  
**18 COLLECTIONS**

**+5,9% VS F/W2020**



# CHAPTER 4 KEY FACTS





# FOCUS ON CASTING



# MODELS WHO WALKED THE MOST

SPRING/SUMMER 2021

EX-AEQUO



**MATY FALL DIBA**  
16 SHOWS



**MALICKA LOUBACK**  
14 SHOWS



**HE CONG**  
13 SHOWS



**FELICE NOORDHOFF**  
13 SHOWS



**MIKA SCHNEIDER**  
13 SHOWS



**SCULY MEJIA**  
13 SHOWS



# SPRING/SUMMER 2021 NEW FACES

THE FIRST PRADA SHOW UNDER THE CREATIVE DIRECTION OF MIUCCIA PRADA  
AND RAF SIMONS WAS PRESENTED WITH NEW FACES ONLY.

17 NEW FACES TO INTERPRET THE NEW VISION OF THE BRAND.

CASTING BY ASHLEY BROKAW



SPRING/SUMMER 2021  
LOOK 01



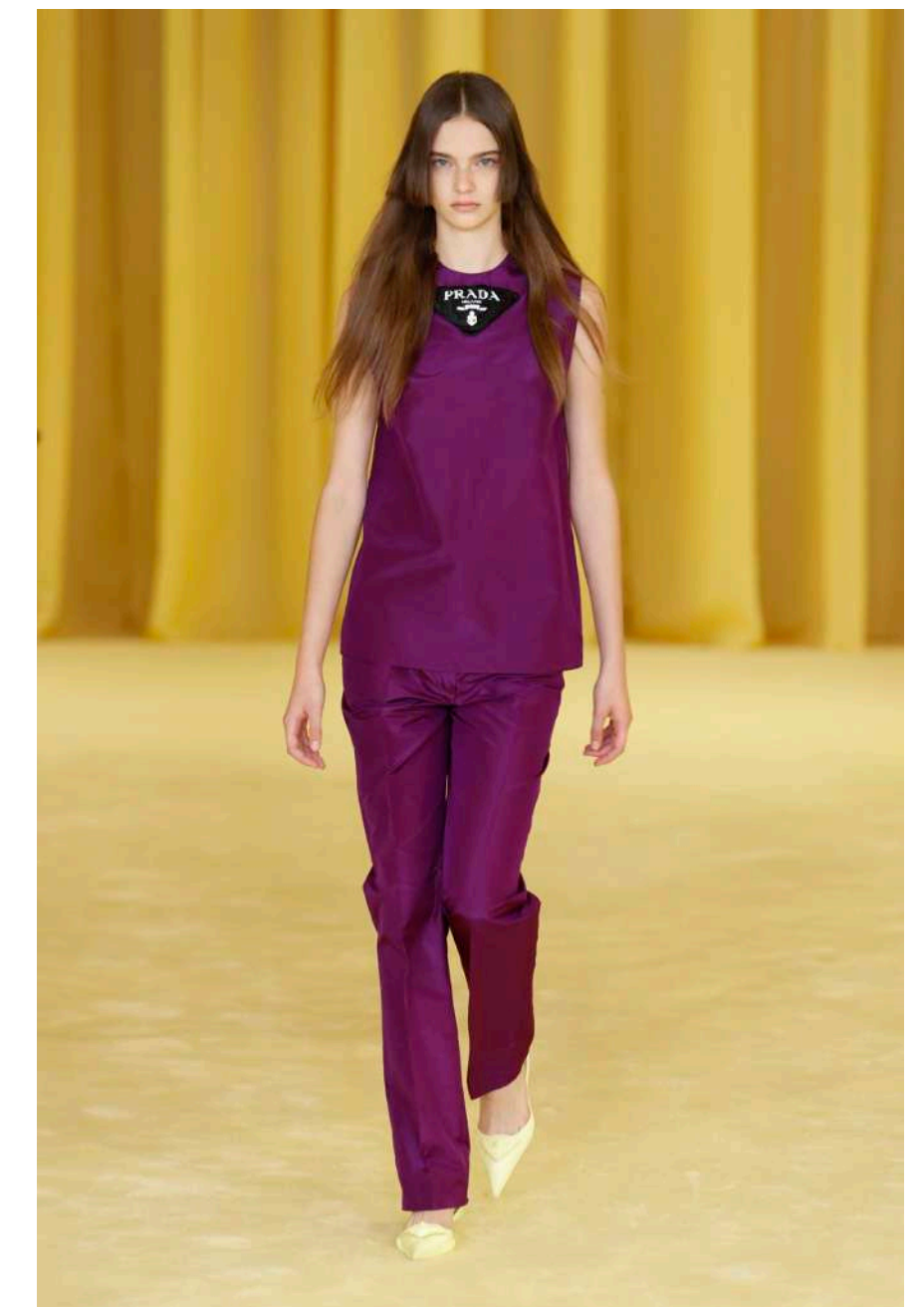
SPRING/SUMMER 2021  
LOOK 02



SPRING/SUMMER 2021  
LOOK 03



SPRING/SUMMER 2021  
LOOK 04



SPRING/SUMMER 2021  
LOOK 05



## OTHER SHOWS WITH THE MOST NEW FACES

### VALENTINO

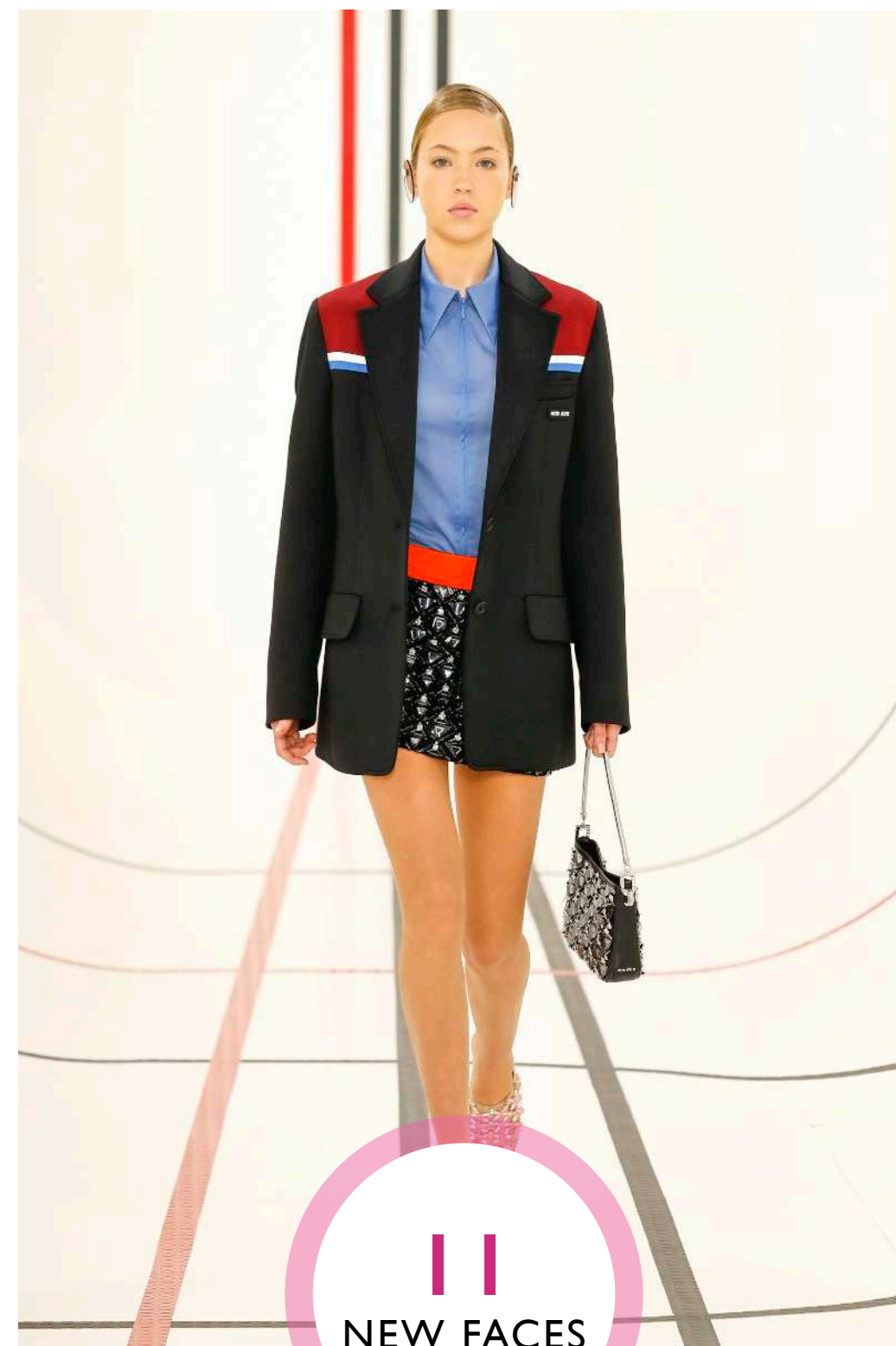


25

NEW FACES

OPENED BY ALEX ANDREW  
CASTING BY PATRIZIA PILOTTI

### MIU MIU



11

NEW FACES

OPENED BY LILA MOSS  
CASTING BY ANITA BITTON

### BURBERRY



9

NEW FACES

OPENED BY KAYAKO HIGUCHI  
CASTING BY FEDERICA  
MENNEA, PATRIZIA PILOTTI

### LOUIS VUITTON



8

NEW FACES

OPENED BY EMILY MILLER  
CASTING BY ASHLEY BROKAW



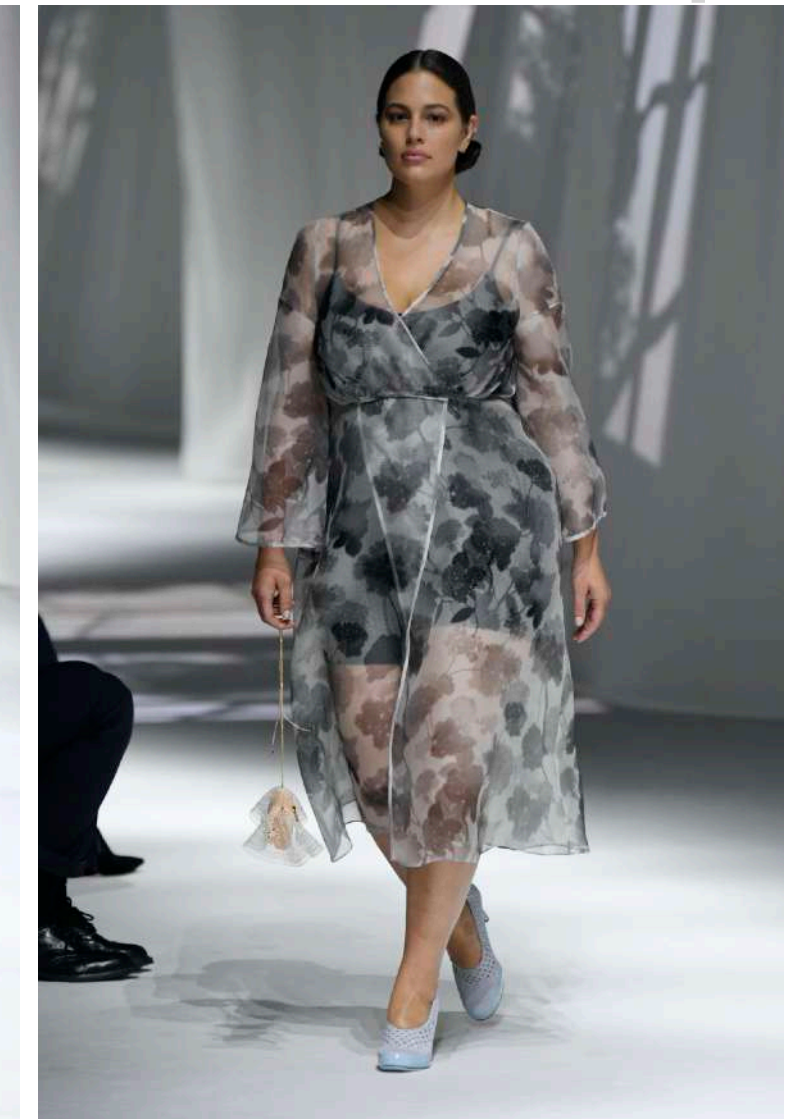
# SPRING/SUMMER 2021 CASTING FACTS

11  
DESIGNERS

INCLUDED **CURVY MODELS**  
IN THEIR CASTINGS FOR  
SPRING/SUMMER 2021

FENDI  
&  
VERSACE

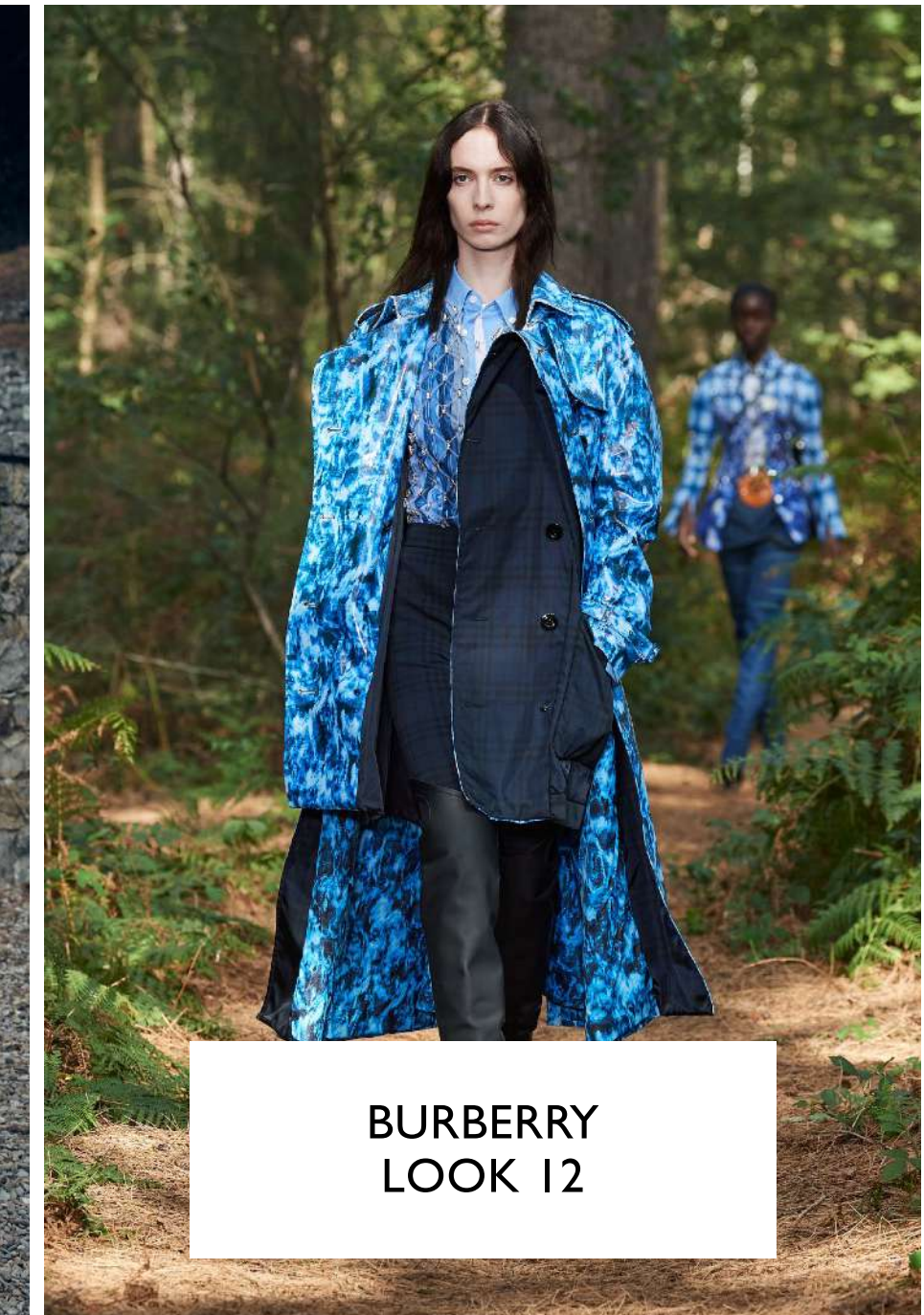
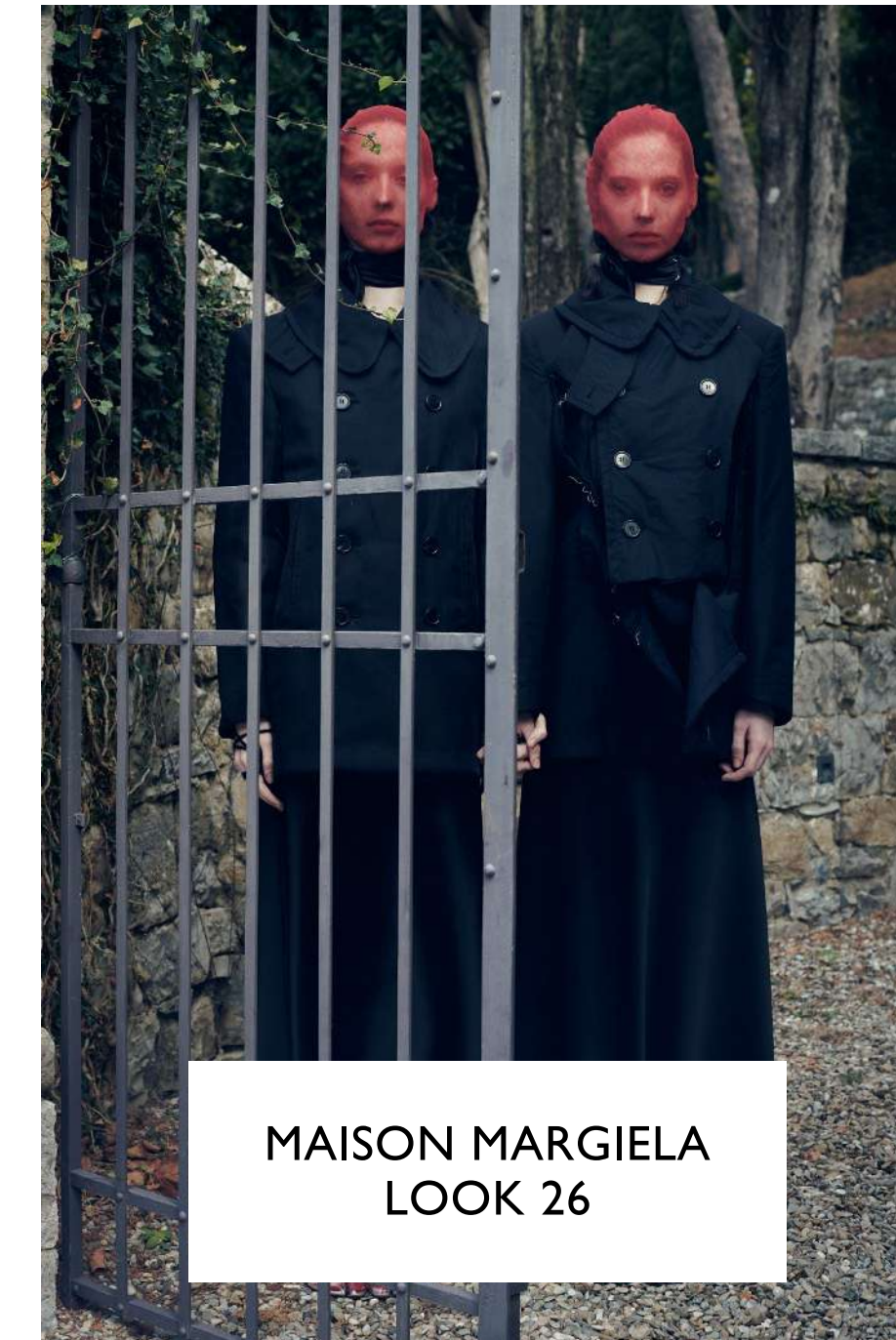
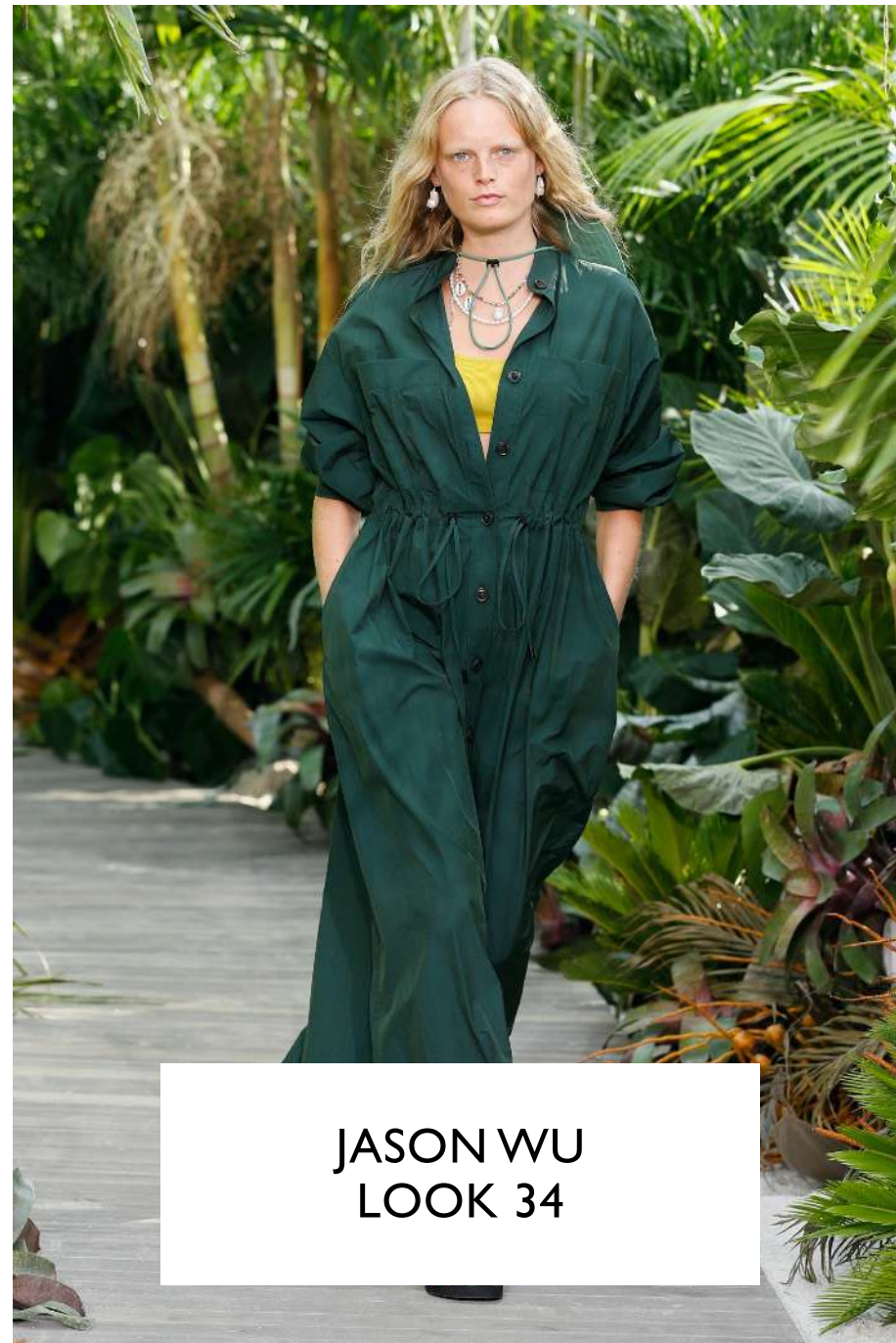
FENDI & VERSACE BOTH  
INCLUDED **3 CURVED**  
**MODELS** IN THEIR CASTINGS





# NON-BINARY MODELS

JASON WU'S SHOW WAS OPENED BY **NON-BINARY** MODEL INDYA MOORE AND CLOSED BY **INTERSEX** MODEL HANNE GABY ODIELE



LOUIS VUITTON MADE A STATEMENT ON "NON GENDER" AND INCLUDED **NON-BINARY, TRANS AND ANDROGYNOUS** MODELS



# ARTISTS

SEVERAL BRANDS TEND TO DIVERSIFY THEIR CASTINGS BY WORKING NOT ONLY WITH MODELS BUT WITH MUSES AND ARTISTS CLOSED TO THE BRAND. INCLUDING AMI, LOUIS VUITTON, LOEWE, PACO RABANNE, CHLOÉ, SIMONE ROCHA...



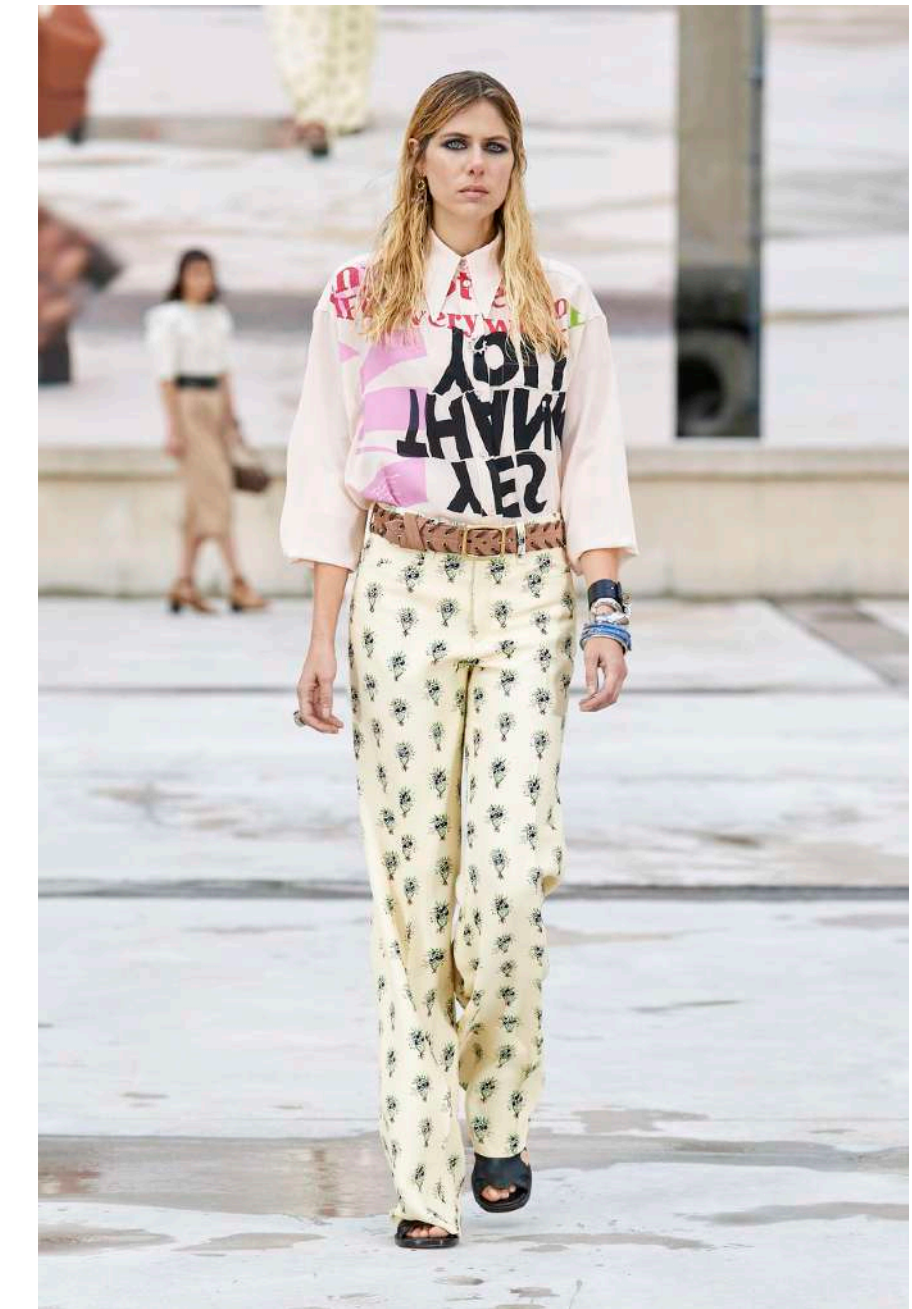
THE SINGER LOUS CLOSING  
LOUIS VUITTON



THE PAINTER JADÉ  
FADOJUTIMI FOR LOEWE



THE WRITER CONSTANCE  
DEBRÉ FOR PACO RABANNE



THE MUSICIAN LAUREL  
HALO FOR CHLOÉ





ECKHAUS LATTA - S/S21

KEY  
FOCUS



# SUSTAINABILITY AND DURABILITY

SPRING/SUMMER 2021

14,4%

OF COLLECTIONS USED SUSTAINABLE,  
UP CYCLED OR RESPONSIBLE  
PRODUCTS/WAYS OF PRODUCING.

+213%

OF EVOLUTION WHEN  
COMPARED TO FALL/WINTER 2020.



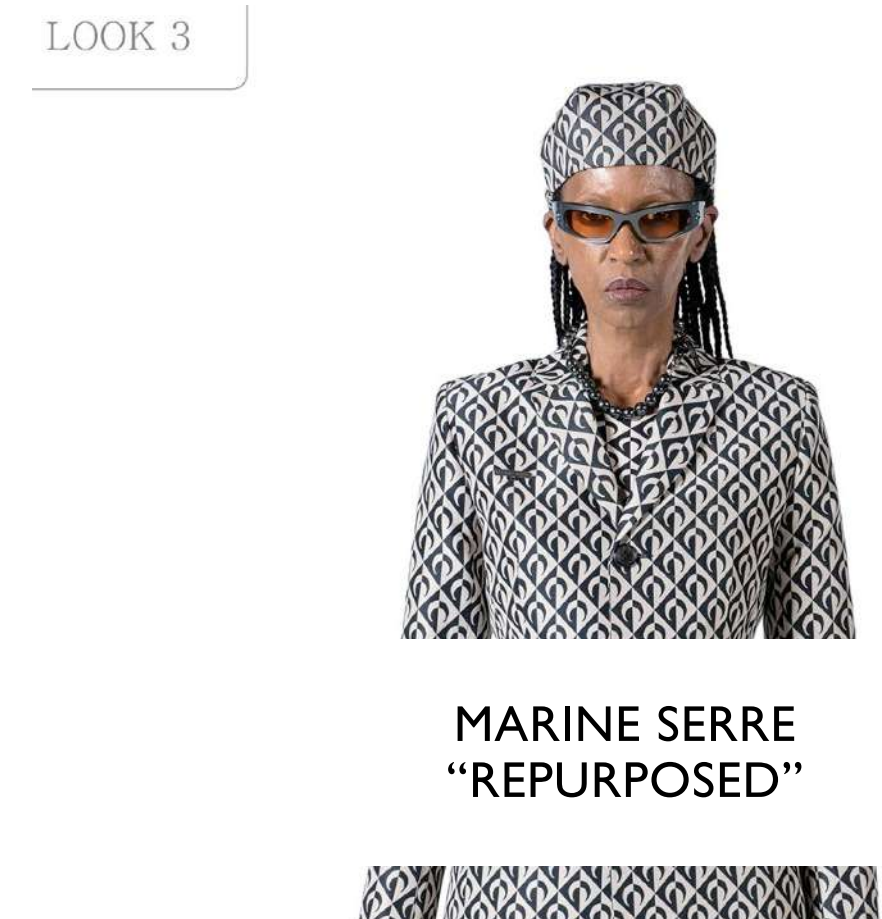
BALENCIAGA



PATOU



MAISON MARGIELA  
"RECICLA"



MARINE SERRE  
"REPURPOSED"

93.5% OF THE PLAIN MATERIALS IN  
BALENCIAGA SS21 ARE EITHER CERTIFIED  
SUSTAINABLE OR UPCYCLED.  
100% OF THE PRINT BASES HAVE  
SUSTAINABLE CERTIFICATIONS.

MORE THAN HALF OF PATOU SS21  
COLLECTION IS MADE FROM ORGANIC  
AND RECYCLED MATERIALS.

GENUINE VINTAGE FINDS, RESTORED  
AND RE-APPROPRIATED AS  
LIMITED-EDITION GARMENTS OR  
ACCESSORIES

COLLECTION USING REPURPOSED  
TAILORING FABRICS



# FOCUS ON FABRICS

SPRING/SUMMER 2021

## RECYCLED JERSEY



SALVATORE FERRAGAMO  
LOOK 22

## RECYCLED NYLON



PRADA  
LOOK 33

## RECYCLED DENIM



VIVIENNE WESTWOOD  
LOOK 36

## RECYCLED SWAROSVSKI CRYSTALS



BALMAIN  
LOOK 79



THANK YOU!

[INFO@TAG-WALK.COM](mailto:INFO@TAG-WALK.COM)