

WOMENSWEAR SPRING/SUMMER 2023

KEY FACTS & DATA



AGENDA

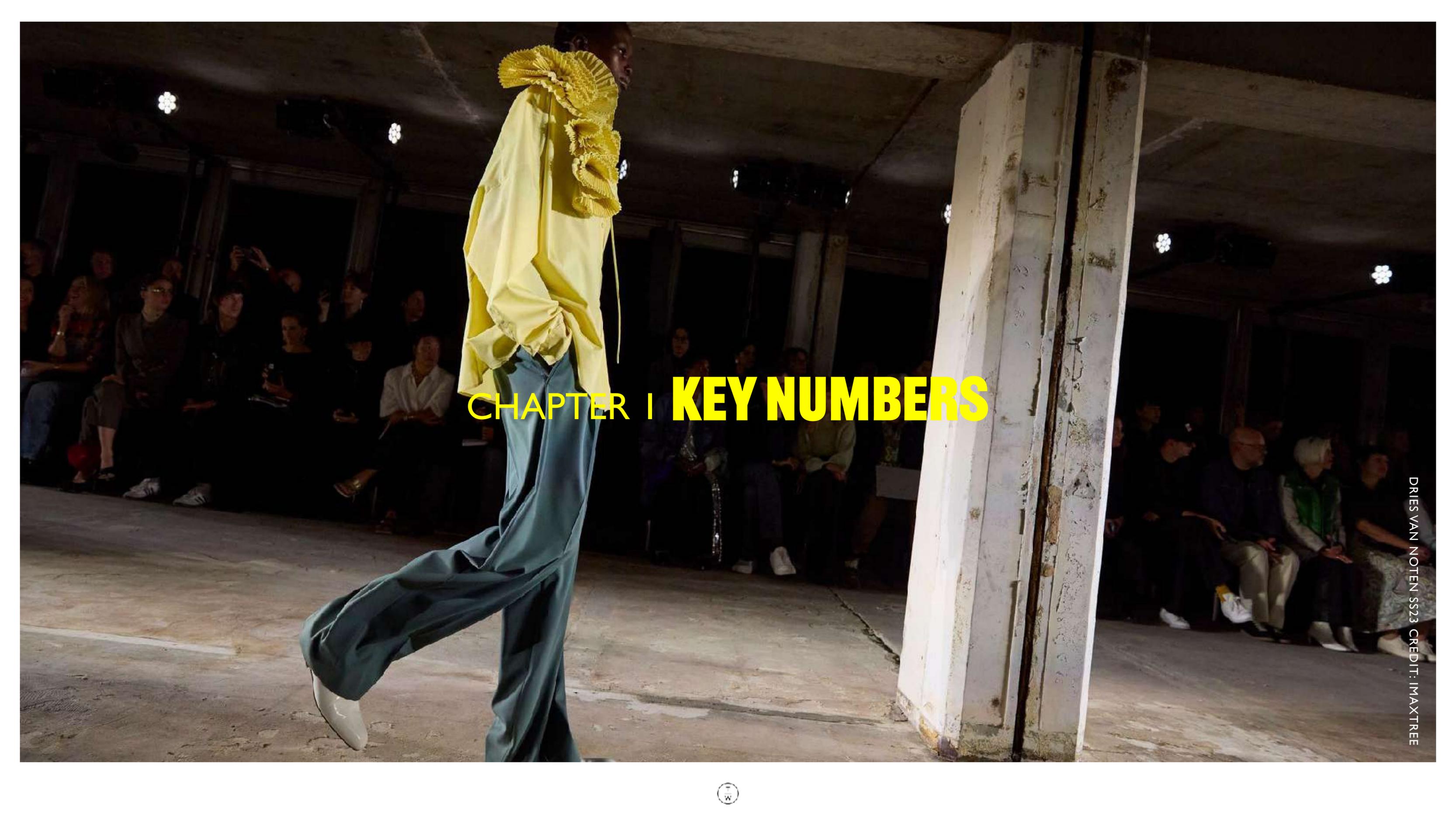
CHAPTER 01
KEY NUMBERS

CHAPTER 02
FASHION TRENDS

CHAPTER 03
CASTING

CHAPTER 04
SET



A fashion show runway scene. A model is walking from left to right, wearing a bright yellow long-sleeved top with a large, ruffled collar and wide-leg teal trousers. The runway is a light-colored concrete floor. On either side of the runway, an audience is seated, watching the show. The background is dark with some spotlights visible. A large, white, weathered pillar is on the right side of the frame. The text 'CHAPTER I KEY NUMBERS' is overlaid in the center in a bold, yellow, sans-serif font.

CHAPTER I **KEY NUMBERS**

DRIES VAN NOTEN SS23 CREDIT: IMAXTREE



KEY NUMBERS

247

RUNWAY SHOWS FOR
WOMENSWEAR FASHION WEEK
IN SPRING/SUMMER 2023 VS 187
FOR FALL/WINTER 2022

10,574

PICTURES TAGGED

1536

DIFFERENT TAGS USED

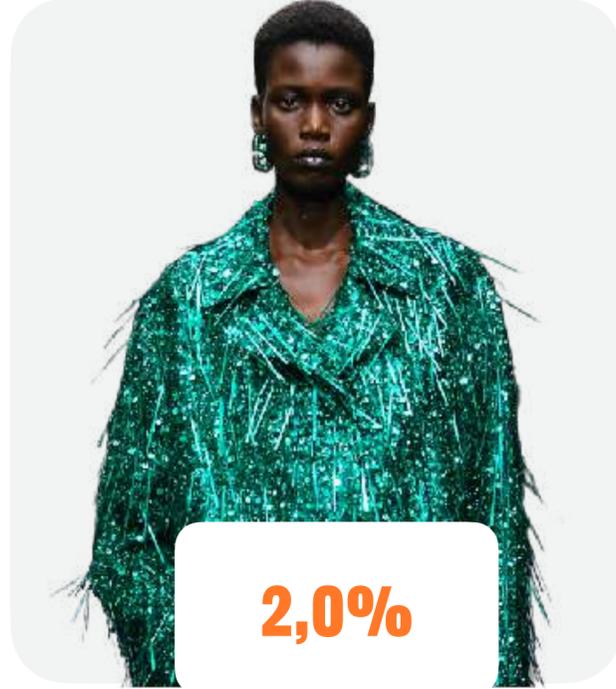
TOP DESIGNERS
GLOBAL RANKING WOMENSWEAR

1. CHRISTIAN DIOR



2,2%

2. VALENTINO



2,0%

3. MIU MIU



1,9%

4. BALENCIAGA



1,8%

5. SAINT LAURENT



1,8%

6. CHANEL



1,7%

7. BOTTEGA VENETA



1,6%

8. BALMAIN



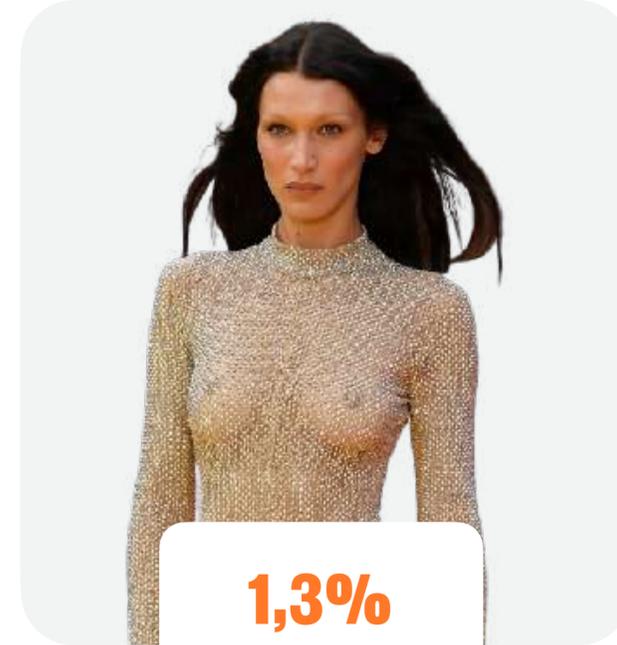
1,6%

9. ACNE STUDIOS



1,3%

10. STELLA MCCARTNEY



1,3%

A SELECTION OF RUNWAY COMEBACKS
DURING OFFICIAL FASHION WEEK



DRIES VAN NOTEN



LANVIN



TOM FORD



**CHRISTOPHER
KANE**



**COMME DES
GARÇONS**



COLLINA STRADA



UNDERCOVER

SCHEDULE
A SELECTION OF NEWS



NEW CITY

MARNI WAS PRESENTED IN NEW YORK INSTEAD OF MILAN. VICTORIA BECKHAM AND ZIMMERMANN SHOWED FOR THE FIRST TIME IN PARIS.

NEWCOMERS

10 DESIGNERS SHOWED FOR THE FIRST TIME THIS SEASON (ON OR OFF SCHEDULE), INCLUDING VAILLANT, ASHLYN, MASHA POPOVA, ABRA...

SEE NOW BUY NOW

TOMMY AND BOSS MADE THEIR RUNWAY RETURNS WITH THEIR FALL/WINTER 2022 COLLECTIONS, AS WELL AS COS WHO PRESENTED ITS SECOND RUNWAY SHOW.



CHAPTER 2 FASHION TRENDS

MIU MIU SS23

KEY NUMBERS
INCREASING TREND

+272%

OF **PUNK** LOOKS VS
SPRING/SUMMER 2022

ACNE STUDIOS

JUNYA WATANABE

KEY NUMBERS
INCREASING TREND

+192%

OF **GRUNGE** LOOKS VS
SPRING/SUMMER 2022



COACH



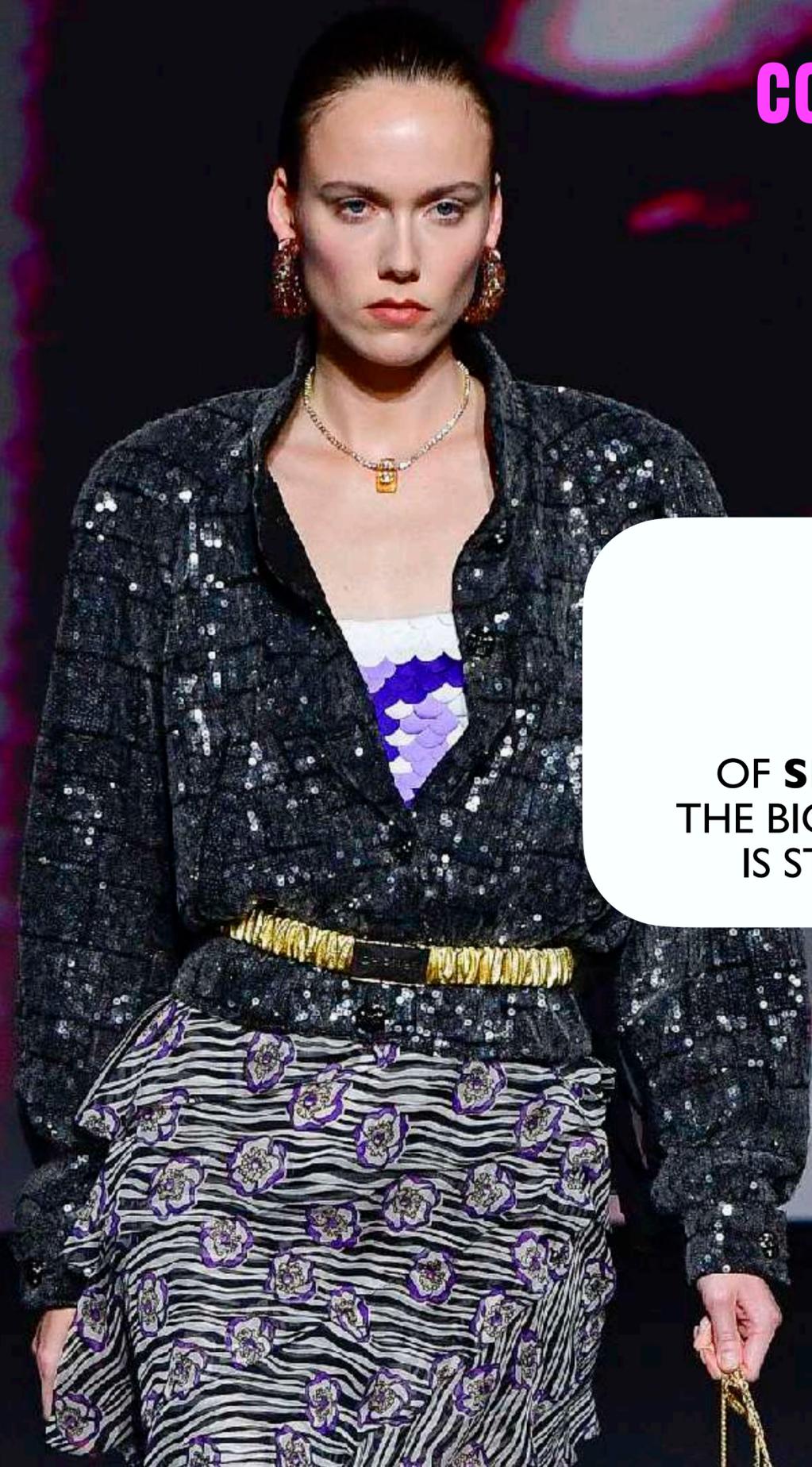
EDWARD CRUTCHLEY

KEY NUMBERS

CONTINUING TREND

10%

OF **SPARKLING** LOOKS IN SS23.
THE BIGGEST TREND FROM LAST SS22
IS STILL PRESENT THIS SEASON.



CHANEL



VALENTINO

KEY NUMBERS
DECREASING TREND

-15%

OF **BOLD COLOURS** LOOKS VS
SPRING/SUMMER 2022

GABRIELA HEARST

FENDI



KEY NUMBERS

TRANSPARENT & LINGERIE



ACNE STUDIOS

MONOT

CHANEL

NENSI DOJAKA

VALENTINO

FERRAGAMO

RICK OWENS

BOTTEGA VENETA

PRADA

MIU MIU

77%

OF DESIGNERS INCLUDED **TRANSPARENT**
LOOKS IN THEIR COLLECTIONS

59%

OF DESIGNERS INCLUDED **LINGERIE**

KEY TREND
DENIM

51%

OF DESIGNERS FEATURED
DENIM IN THEIR COLLECTIONS

+64%

OF **DENIM** LOOKS VS
SPRING/SUMMER 2022

25%

OF DESIGNERS FEATURED **TOTAL DENIM** LOOKS
IN THEIR COLLECTIONS



COURRÈGES

BLUMARINE

BURBERRY

KEY TREND
BIKER

22%

OF DESIGNERS FEATURED
BIKER IN THEIR COLLECTIONS

+20%

OF **LEATHER JACKETS** VS
SPRING/SUMMER 2022



OTTOLINGER

COURRÈGES

GUCCI

KEY TRENDS
Y2K NOSTALGIA



COURRÈGES



KNWLS



VERSACE

5%

OF SPRING/SUMMER 2023
LOOKS ARE TAGGED « **2000** »

90S

WERE ALSO STILL PRESENT: **32%**
OF THE DESIGNERS INCLUDED THE
TREND IN THEIR COLLECTIONS

KEY TREND
POCKET



LOUIS VUITTON

46%
OF DESIGNERS INCLUDED
UTILITY LOOKS



SACAI

+126%
OF **UTILITY** COMPARED TO
SPRING/SUMMER 2022

KEY NUMBERS
MINI & MAXI



MARNI

LOEWE

VICTOR GLEMAUD

TOD'S

GABRIELA HEARST

SAINT LAURENT

95%

OF DESIGNERS FEATURED **MINI**
IN THEIR COLLECTIONS

81%

OF DESIGNERS FEATURED **LONG**
DRESSES IN THEIR COLLECTIONS

FOCUS ON PANTS

OVERSIZE, LOW-WAIST & CARGO

77%

OF DESIGNERS FEATURED
WIDE LEG PANTS

54%

OF DESIGNERS FEATURED
LOW WAIST PANTS

23%

OF DESIGNERS FEATURED
CARGO PANTS



VICTORIA BECKHAM

FENDI

DRIESVAN NOTEN

KEY TREND
TECHNOLOGY

+13%

OF DESIGNERS FEATURED
FUTURISTIC LOOKS

COPERNI PRESENTED A PERFORMANCE LED BY
DOCTOR MANEL TORRES, LEADER OF
FABRICAN LTD AND INVENTOR OF THE SPRAY-ON
FABRIC, WITH **MODEL BELLA HADID**

KOCHÉ COLLABORATED WITH **GOOGLE**
ATAP TO CREATE A COLLECTION INSPIRED BY
DIGITAL.

MARCO RAMBALDI CREATED TECHNOLOGIC
DRESSES IN COLLABORATION WITH **OPPO**.

MIU MIU COLLABORATED WITH ARTIST
SHUANG LI WHO CREATED AN IMMERSIVE
ENVIRONMENT, INSPIRED BY NATURE AND THE
UNDERSEA, PROJECTED ON SCREENS.



KEY COLOURS
MORE PASTEL & NEW COBALT



GIVENCHY

JIL SANDER

VICTORIA BECKHAM

JASON WU

OFF-WHITE

ROKH

57%

OF BRANDS FEATURED **PASTEL** IN
THEIR COLLECTIONS

27%

OF DESIGNERS FEATURED **COBALT**
IN THEIR COLLECTIONS

MICRO-TREND

WATER

+37%

OF **OCEANIC** LOOKS VS
SPRING/SUMMER 2022

BOTTER'S COLLECTION WAS ABOUT WATER AND UNDERWATER. THE BRAND PARTNERED WITH **NOTPLA** TO INTRODUCE WATER BUBBLES MADE FROM SEAWEED AND PLANTS.

CÉCILIE BANHSEN'S COLLECTION WAS CALLED « WE ARE WATER ». THE SET FEATURED GLASSES OF WATER.

WATER WAS THE NARRATIVE OF THE **PROENZA SCHOULER** SHOW: MODELS WITH WET HAIR AND SKIN, WEARING MERMAID INSPIRED LOOKS.

VAILLANT'S FIRST RUNWAY SHOW WAS CALLED « AQUA LOVE » AND FEATURED LOOKS WITH WATER PRINTS.



DAVID KOMA



BLUMARINE



BOTTER



CECILIE BANHSEN

NEW DETAIL

FLOWER EMBELLISHMENT



270

LOOKS ARE EMBELLISHED WITH **FLOWERS**



MICRO TREND

LOVE



+48%
OF BRIDAL LOOKS



+154%
OF HEARTS

GENDER FLUIDITY



MONSE



LUDOVIC DE SAINT SERNIN



VIVIENNE WESTWOOD



SIMONE ROCHA



MIU MIU

KEY NUMBERS
ACCESSORIES



BALLERINA

NEW IN **5%** OF
THE COLLECTIONS

MM6



PASTEL BAG

IN **13%** OF THE COLLECTIONS

LOEWE

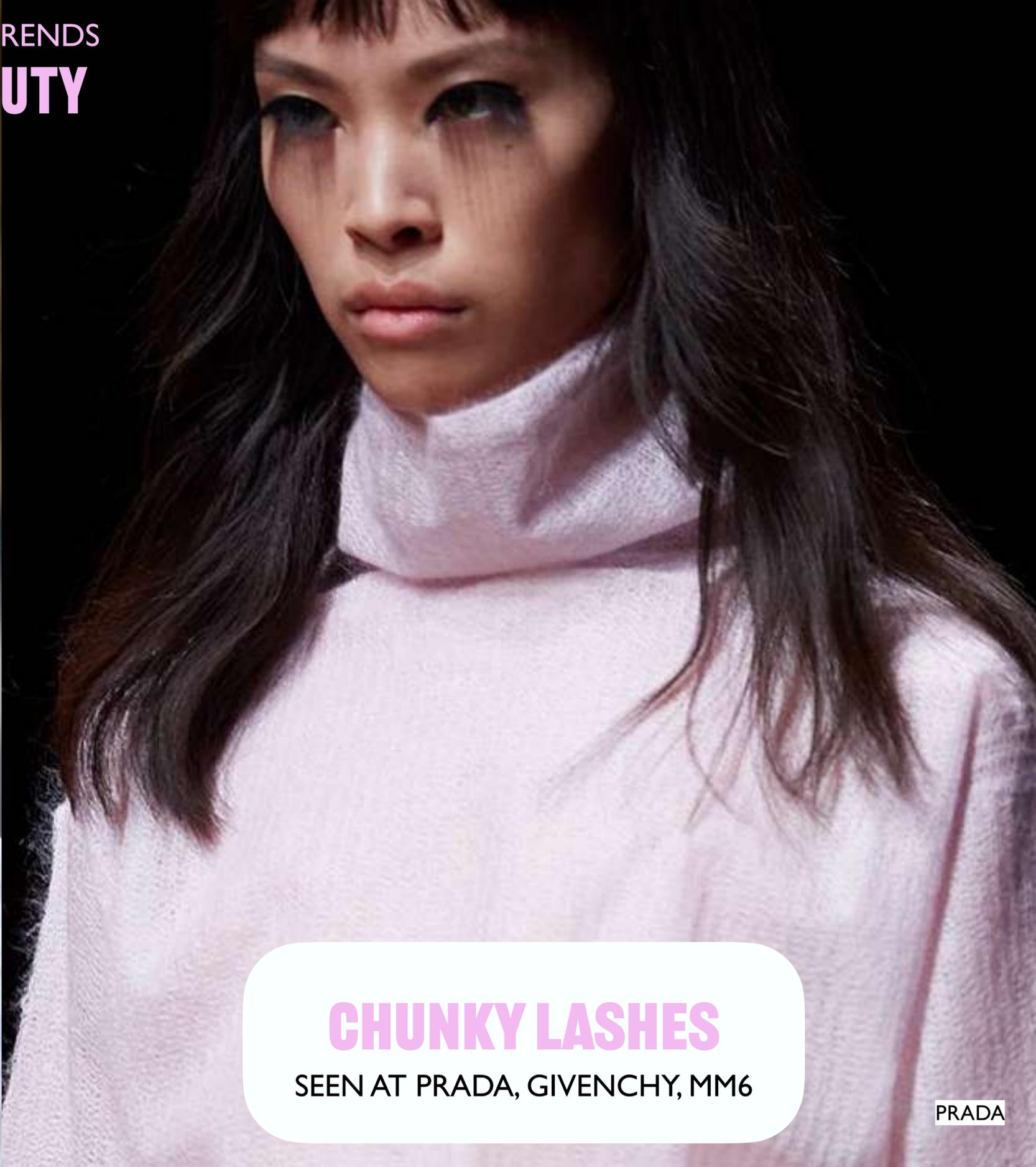
NEW TRENDS
BEAUTY



COATED HAIR

SEEN AT SIMONE ROCHA,
KNVLS, COLLINA STRADA

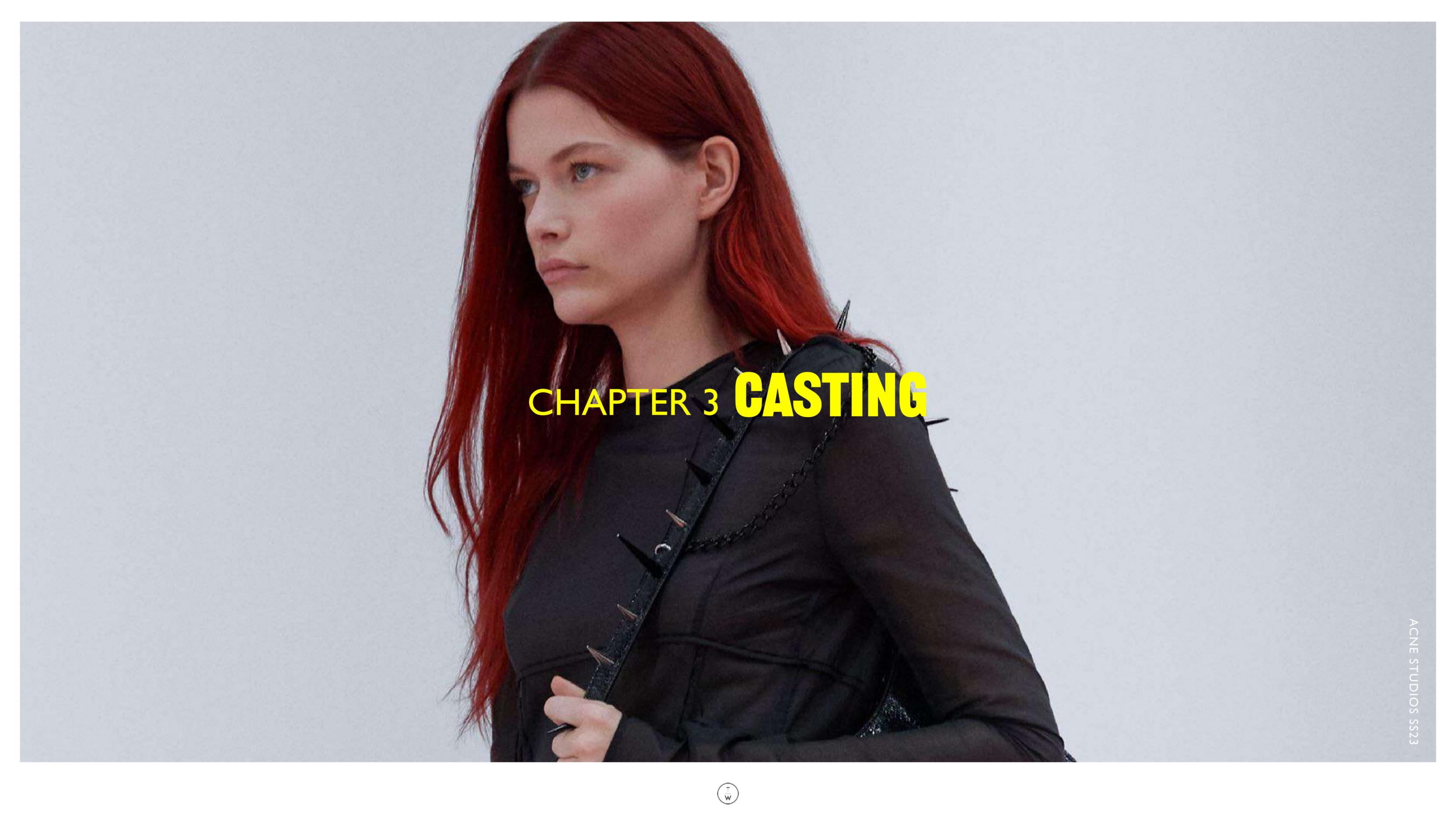
SIMONE
ROCHA



CHUNKY LASHES

SEEN AT PRADA, GIVENCHY, MM6

PRADA

A woman with long, straight red hair is shown in profile, looking towards the left. She is wearing a black, long-sleeved top with a high collar and several sharp, metallic-looking spikes protruding from the shoulders and down the front. The background is a plain, light grey wall.

CHAPTER 3 **CASTING**

TOP 5 MODELS
WHO WALKED THE MOST SS23 SHOWS



TOD'S

AMERICA GONZALEZ

34 SHOWS



MICHAEL KORS

RACHEL MARX

30 SHOWS



PROENZA SCHOULER

SHERRY SHI

30 SHOWS



PRADA

SACHA QUENBY

29 SHOWS



LOEWE

ALAATO JAZYPER

27 SHOWS

BELLA HADID

18

SS23 SHOWS WALKED

5

SHOWS CLOSED

JIL SANDER, PORTS 1961, SACAI,
COPERNI AND ANDREAS
KRONTHALER FOR VIVIENNE
WESTWOOD

COPERNI FINAL

WAS THE MOST VIEWED LOOK
ON TAGWALK DURING PFW



PROENZA SCHOULER



ISABEL MARANT



COPERNI



VICTORIA BECKHAM



PORTS 1961



STELLA MCCARTNEY

90S MODELS BACK ON THE RUNWAY



KATE MOSS

BOTTEGA VENETA



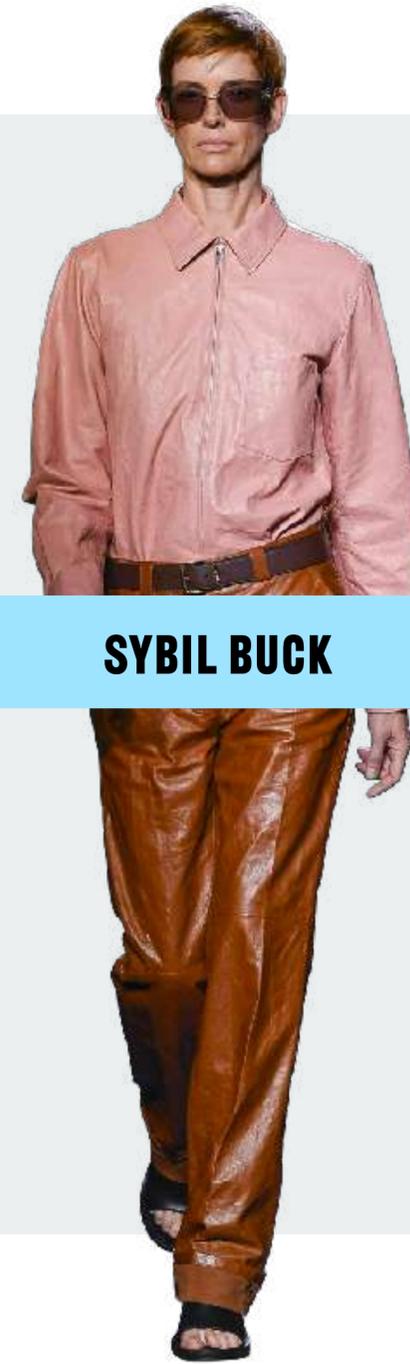
YASMIN WARSAME

SAINT LAURENT



SHALOM HARLOW

PROENZA SCHOUER



SYBIL BUCK

MIU MIU



ANNE CATHERINE LACROIX

COURRÈGES

BODY DIVERSITY

90

BRANDS INCLUDED CURVY MODELS IN THEIR RUNWAY SHOWS VS **62** DURING FALL/WINTER 2022.

IN LONDON, **SINEAD O'DWYER** AND **KAROLINE VITTO** (FASHION EAST) PRESENTED THEIR COLLECTIONS WITH ONLY CURVY MODELS WALKING THEIR SHOWS.

S/S DALEY INTRODUCED CURVY MALE MODELS IN ITS RUNWAY SHOW.

ESTER MANAS IS STILL THE PARISIAN DESIGNER WHO IS INCLUDING THE MOST BODY DIVERSITY IN ITS SHOW.

3 CURVY MODELS WALKED FOR **CHANEL**
PALOMA ELSESSER WALKED 13 SHOWS
ALVA CLAIRE WALKED 12 SHOWS

PALOMA ELSESSER
FOR MIAOUI

ALVA CLAIRE FOR
KAROLINE VITTO

JILL KORTLEVE FOR
NENSI DOJAKA

TWINS & TWINS ILLUSIONS



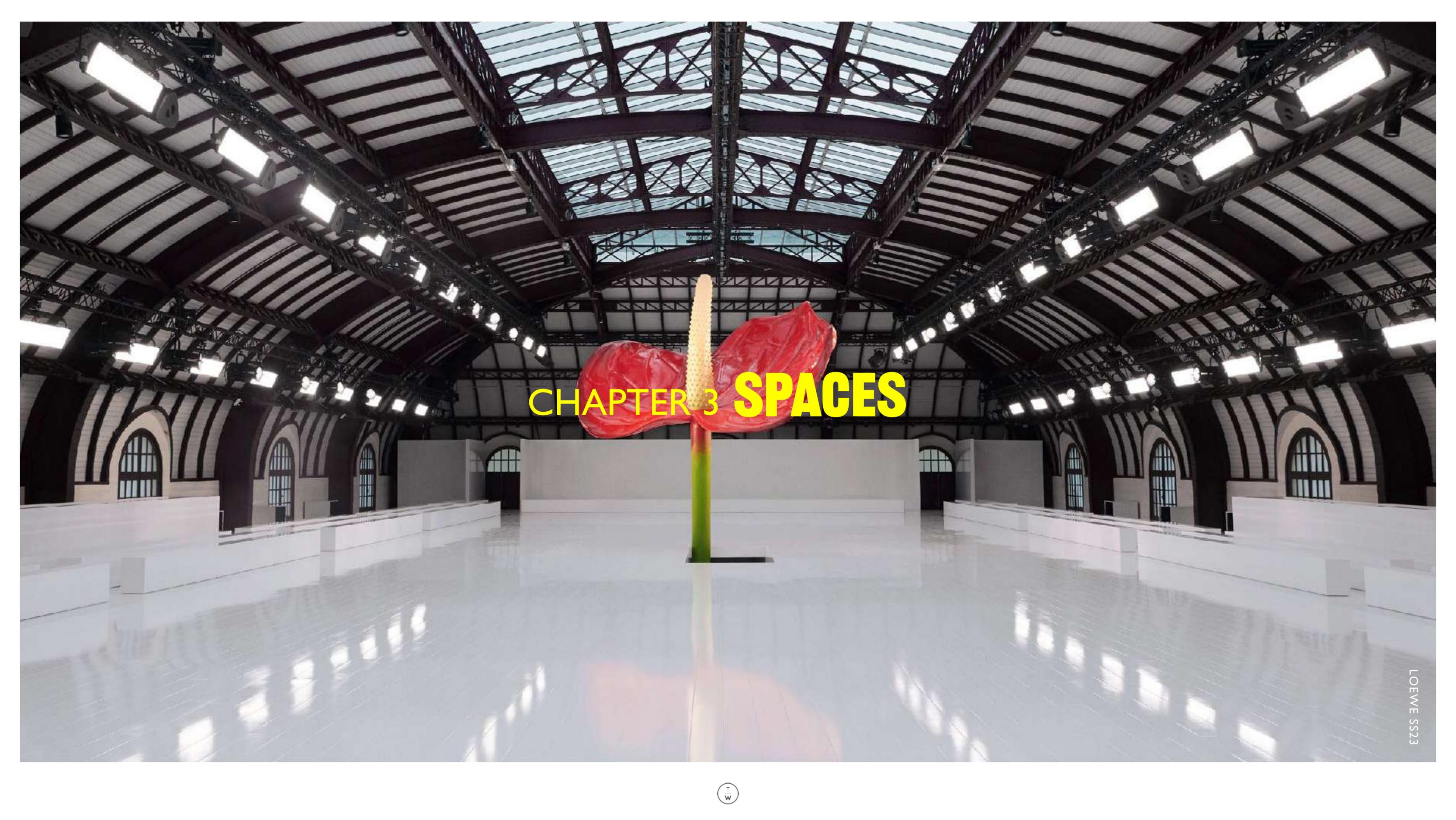
GUCCI



SUNNEI



ANN DEMEULEMEESTER



CHAPTER 3 SPACES

SET IN NUMBERS
ACNE STUDIOS



800

LINEAR METERS OF **PINK SILK SHEETS**. FOR ITS 10TH ANNIVERSARY OF SHOWING IN PARIS, ACNE STUDIOS IMAGINED A WEDDING PARTY: THE SET WAS COMPOSED OF DRAPED BEDS AND HANDMADE SHELL-ENCRUSTED CANDELABRAS.

SET IN NUMBERS
BALENCIAGA

275

M³ OF **MUD** BY **SANTIAGO SIERRA**

THE ARTIST CREATED A CRATER OF
BLACK MUD FOR THE BALENCIAGA
SHOW IN VILLEPINTE.

SET IN NUMBERS
FERRAGAMO

4,000

**SQUARE METERS OF RED
FABRIC** TO COVER THE TWO LEVELS
OF THE ARCADES. THE SQUARE OF THE
RUNWAY MEASURES **2500M²**

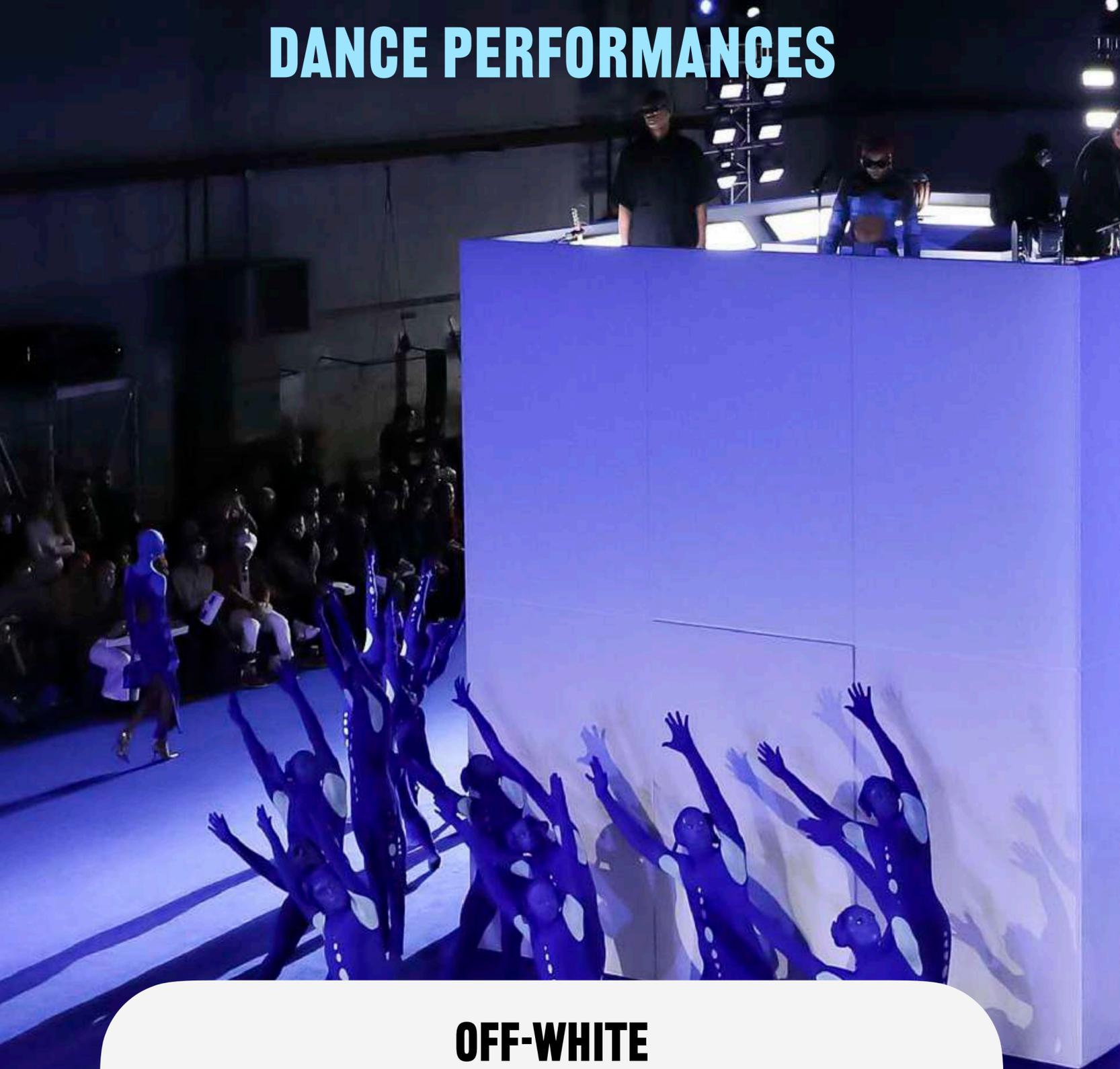
SET IN NUMBERS
BOTTEGA VENETA

400

CHAIRS BY **GAETANO PESCE**.

EACH CHAIR IS UNIQUE. THEY ARE MADE OF COTTON CANVAS BASED ON TRADITIONAL TOILE FABRIC DIPPED IN COLORED RESIN.

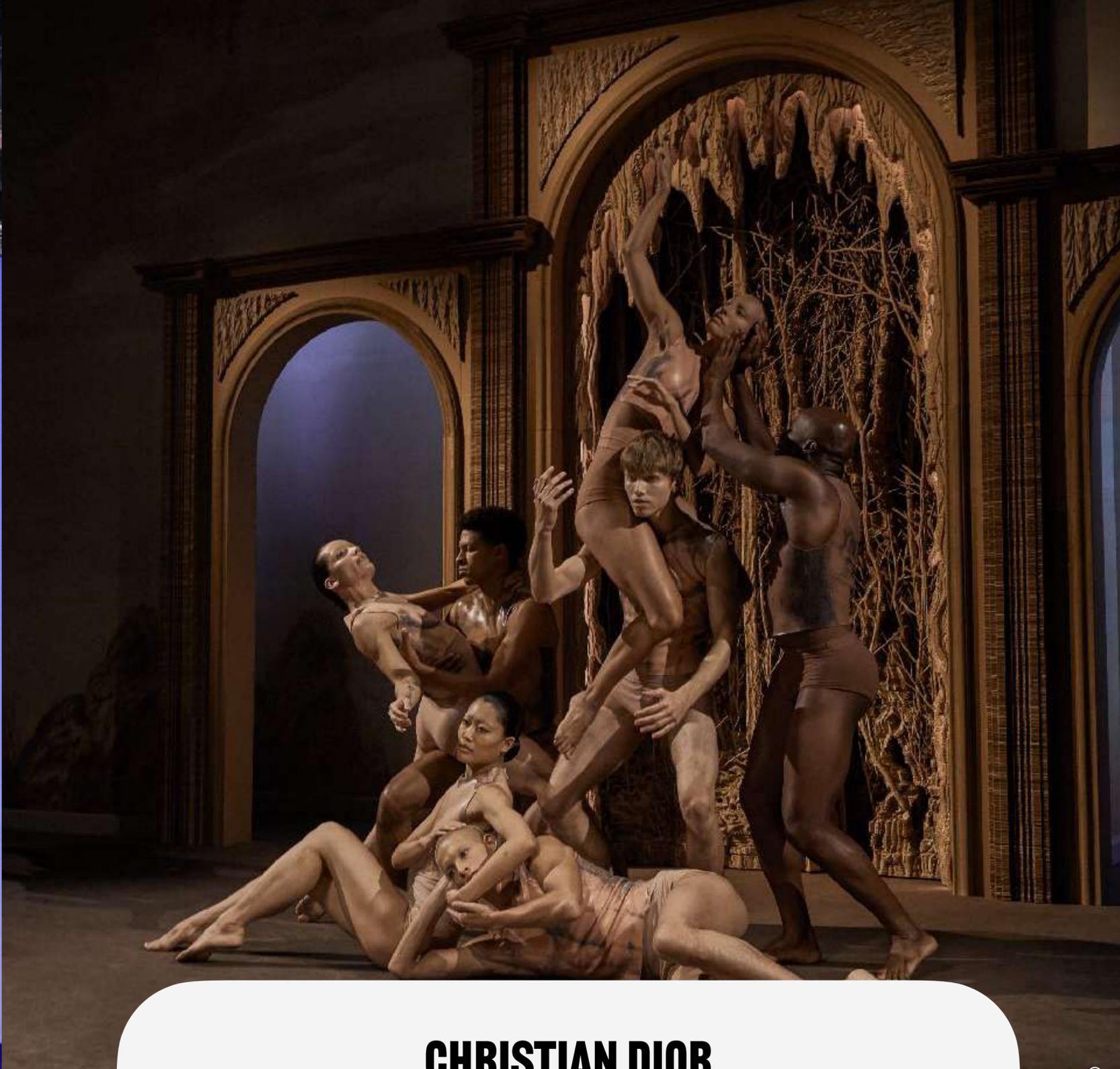
DANCE PERFORMANCES



OFF-WHITE

IBRAHIM KAMARA IMAGINED A COBALT BOX FROM WHICH BLUE DANCERS WENT OUT AND DANCED, IN A CHOREOGRAPHY BY NICOLAS HUCHARD

IMXTREE



CHRISTIAN DIOR

THE SHOW WAS ACCOMPANIED WITH A DANCE PERFORMANCE BY IMRE & MARNEVAN OPSTAL.

©ADRIEN DIRAND

TO FINISH

+58,3%

OF INCREASE IN SEARCHES ON TAGWALK
DURING THE WOMENSWEAR FASHION
WEEK COMPARED TO FALL/WINTER 2022

DATA BASED ON THE TOTAL NUMBER OF SEARCHES FOR EACH CITY DURING FASHION WEEKS FOR WOMENSWEAR FALL/WINTER 2022 (FROM FEBRUARY 11TH TO MARCH 9TH 2022) VS WOMENSWEAR SPRING/SUMMER 2023 (FROM SEPTEMBER 9TH TO OCTOBER 5TH)



THANK YOU

TAGWALK
DATA BASED ON

REPORT BASED ON:
1 356 664 PAGE VIEWS
99 969 USER SESSIONS
FROM 4TH SEPTEMBER TO 5TH OCTOBER