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MODERN FASHION DESING TRENDS

Modern fashion carries several combinations: *nostalgia* for the past (especially the 80s and the 2000s) combined with refined minimalism. This reflects a desire to connect the past with the present, giving meaning to contemporary style. It is also no secret that fashion is cyclical, so the return of trends from the 1980s (acid and neon colors, iridescent metallic shades of silver and gold, sharply tailored suits, fitted blazers with exaggerated shoulders), the 1990s (bold styling, heeled boots with chunky lug soles, bright sportswear, strong shoulders), and the 2000s (low-rise jeans, metallic finishes, crop tops, and statement accessories) is not surprising.

An emphasis on textures (the trend is hyper-texturality and the combination of contrasting materials in one look: heavy and light, matte and glossy, smooth and textured).



Versace summer-spring 2025/2026

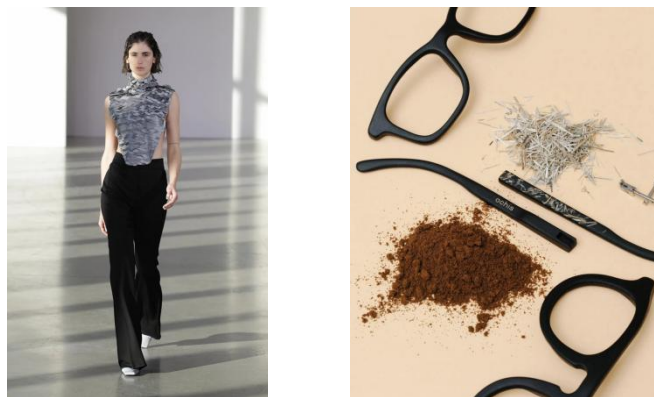
In the modern world of fashion, the ability to combine textures is considered a true understanding of one's craft and genuine professionalism. If earlier the rules dictated matching a bag to shoes, today the main trend is the play of contrasts. The combination

of different textures allows for the creation of complex, “multi-layered” looks that one wants to examine, even if they are executed in a single color.



Louis Vuitton autumn-winter 2026 Litkovska autumn-winter 2026

Sustainability (innovative materials, “smart” textiles, upcycling (waste from the fishing industry, coffee grounds), biotechnology etc.



Brand FiskinBrand Ochis Eyewear

Today, *sustainability* in fashion is no longer just organic cotton, but a true scientific laboratory. In 2026, we are observing a transition from the concept of “do no harm” to regenerative design, which actively restores the environment. Instead of petroleum-based products and animal leather, materials grown in laboratories or made from waste are emerging. Upcycling has ceased to be “handmade” and has become a prominent headline for global fashion brands. Work with biology is widespread: bacterial dyeing and the cultivation of silk thread.

Comfortable clothing has become a dominant trend in the modern fashion industry, transforming the concept of style from purely aesthetic to functional and convenient. Comfortable clothing gained its popularity during COVID-19, when the whole world stayed at home and saw no point in dressing up, as the main task was to survive. Humanity stopped paying attention to non-functional and uncomfortable items, the world “changed into” hoodies and sweatpants. This direction is also often associated with the casual style, which combines loose silhouettes, high-quality natural fabrics, and adaptability to an active lifestyle.

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