AN ANALYSIS ON NEW YORK FASHION WEEK

Hancong Zhou FASH 503 2/17/20
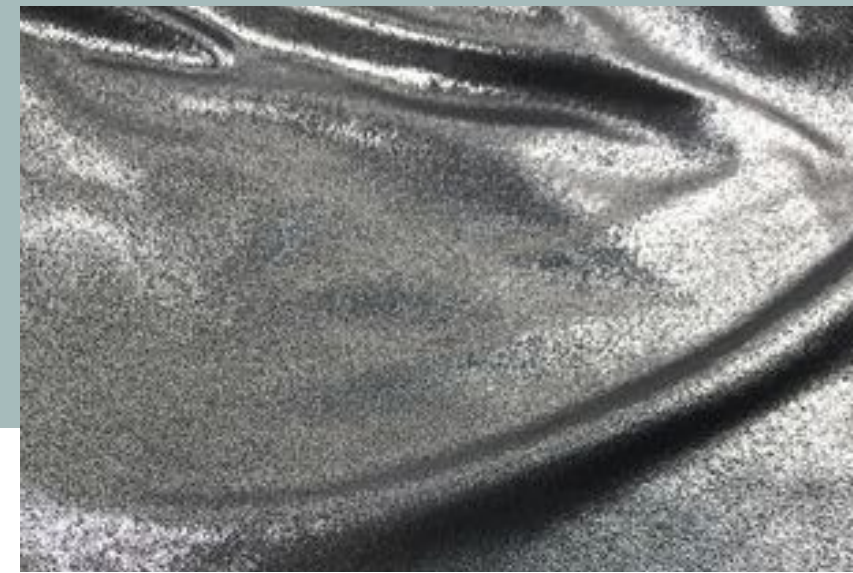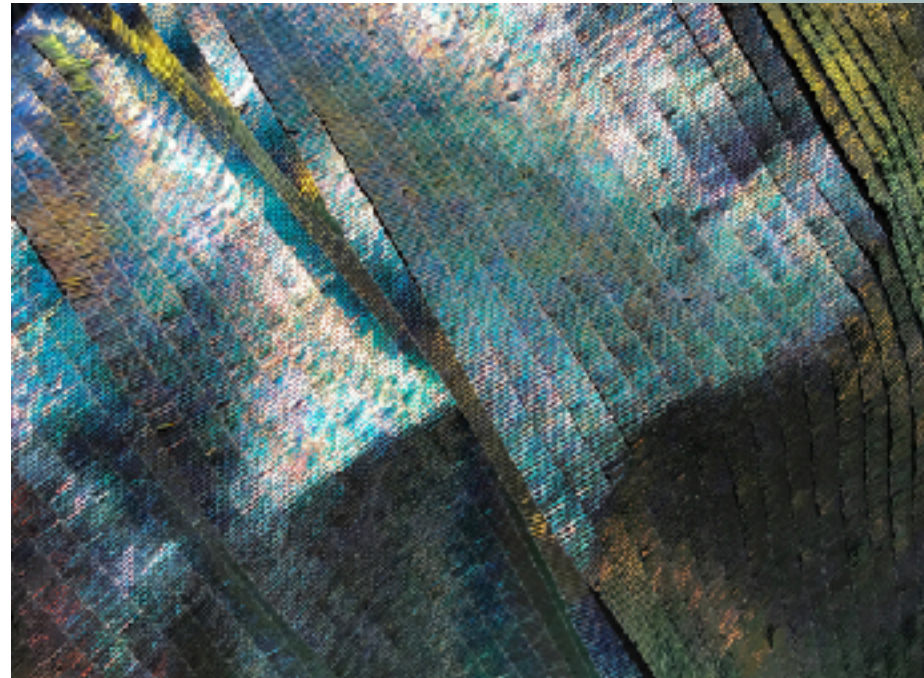
Content

New *York*
Fashion Week

New York Fashion Week is a semi-annual Fashion and Fashion showcase in New York city in each February and September, where designer brands' collections are displayed to the public, the media and buyers. It is one of the world's four major fashion weeks, along with Paris, London and Milan. ("New York Fashion Week", 2020)

Trend Boards

Metallic

- *Metallic leather has reflective properties*
- *Stereoscopic*
- Emphasis on personality

All images from WGNS ("WGSN", 2020)

Metallic

("Christopher John Rogers Fall 2020 Ready-to-Wear Fashion Show", 2020)

("Badgley Mischka Fall 2020 Ready-to-Wear Fashion Show", 2020)

Metallic

("Christian Siriano Fall 2020 Ready-to-Wear Fashion Show", 2020)

Designers using Metallic
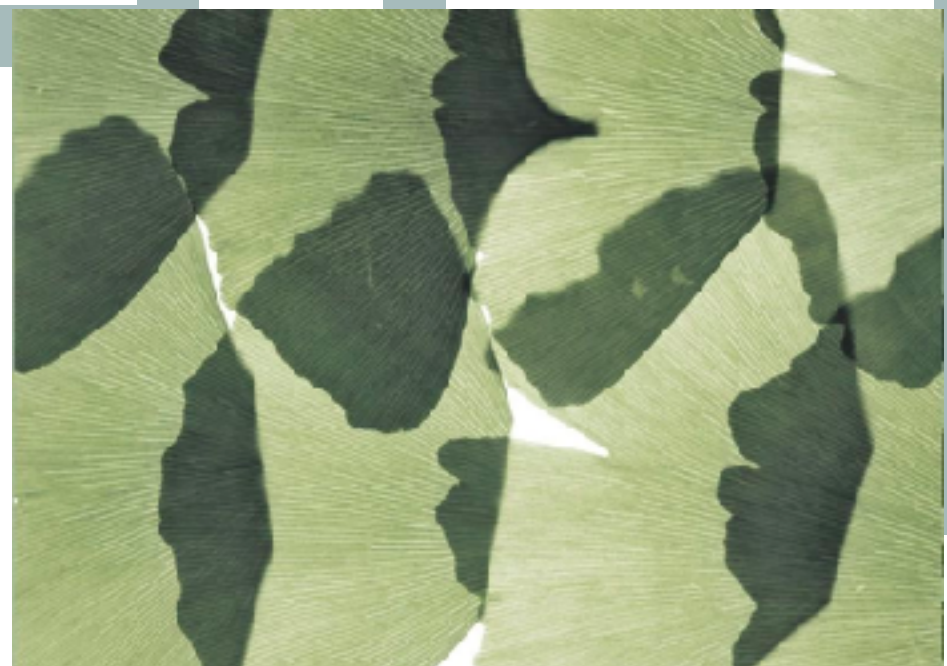- *Christian Cowan*
- *Christian Siriano*
- *Christopher John Rogers*
- *Badgley Mischka*

("Christian Cowan Fall 2020 Ready-to-Wear Fashion Show", 2020)

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Ginkgo Green

- *Vitality*
- *Contrast with winter colors*
- *Cool and modern*

Ginkgo Green

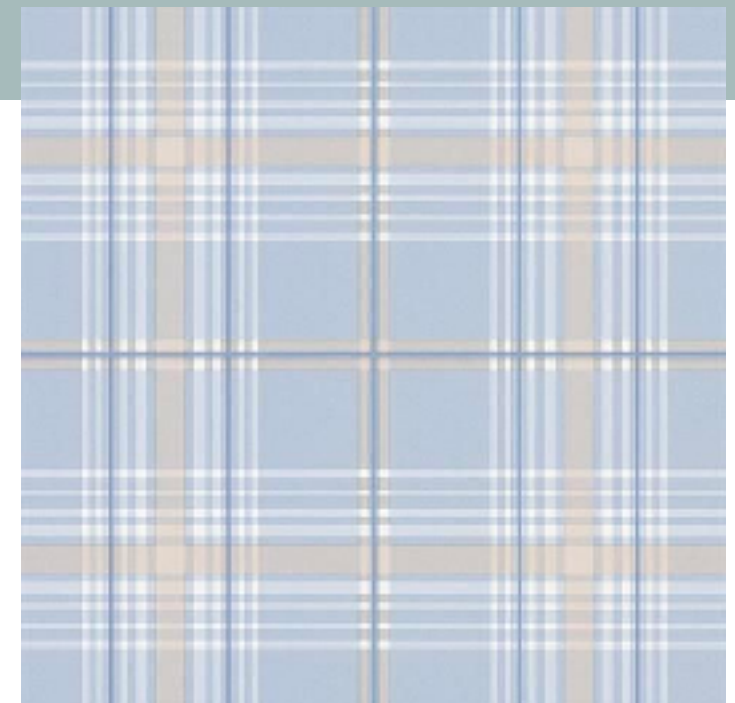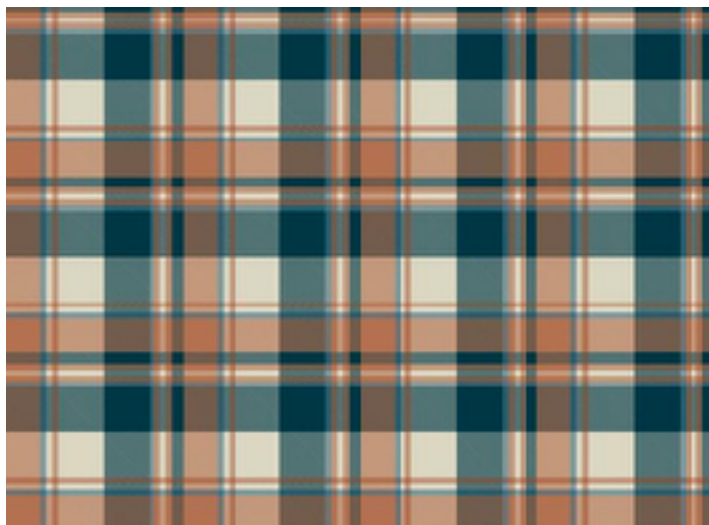("Christian Siriano Fall 2020 Ready-to-Wear Fashion Show", 2020)

("Brandon Maxwell Fall 2020 Ready-to-Wear Fashion Show", 2020)

Designers using ginkgo green
- *Christian Siriano*
- *Brandon Maxwell*

Plaid

- *The traditional*
- *Can be used for printing, weaving*

All images from Pinterest ("Pinterest", 2020)

Plaid

("Rodarte Fall 2020 Ready-to-Wear Fashion Show", 2020)

("Eckhaus Latta Fall 2020 Ready-to-Wear Fashion Show", 2020)

("Badgley Mischka Fall 2020 Ready-to-Wear Fashion Show", 2020)
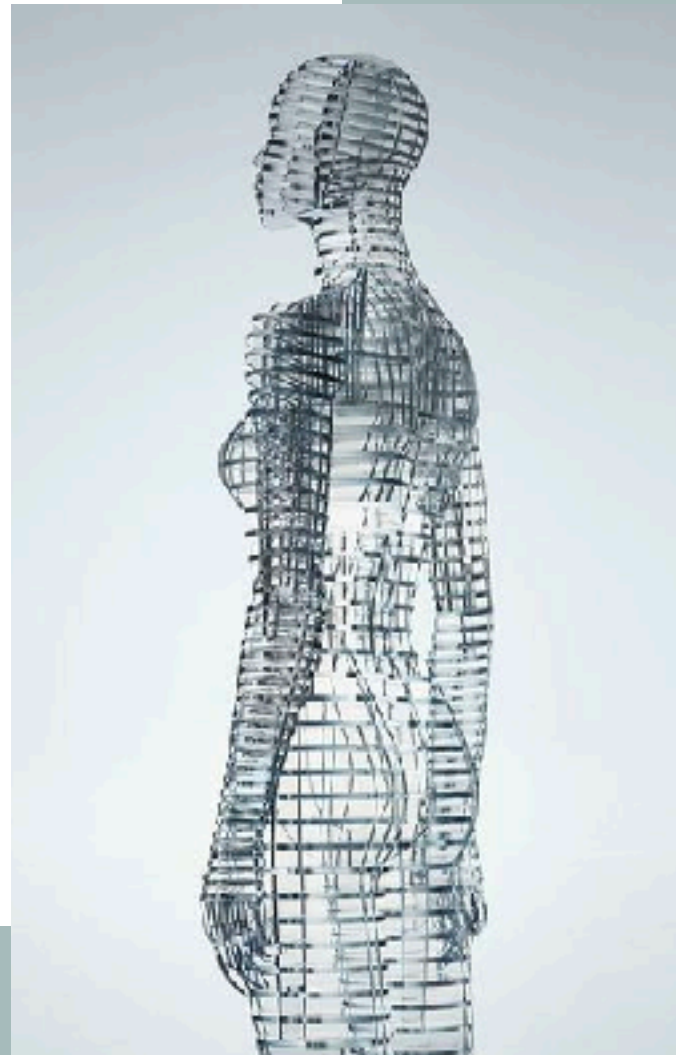

("Brandon Maxwell Fall 2020 Ready-to-Wear Fashion Show", 2020)

Designers using plaid
- *Rodarte*
- *Eckhaus Latta*
- *Badgley Mischka*
- *Brandon Maxwell*

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- *Draw attention*

- *Bold*

- *The avant-garde*

Transparency
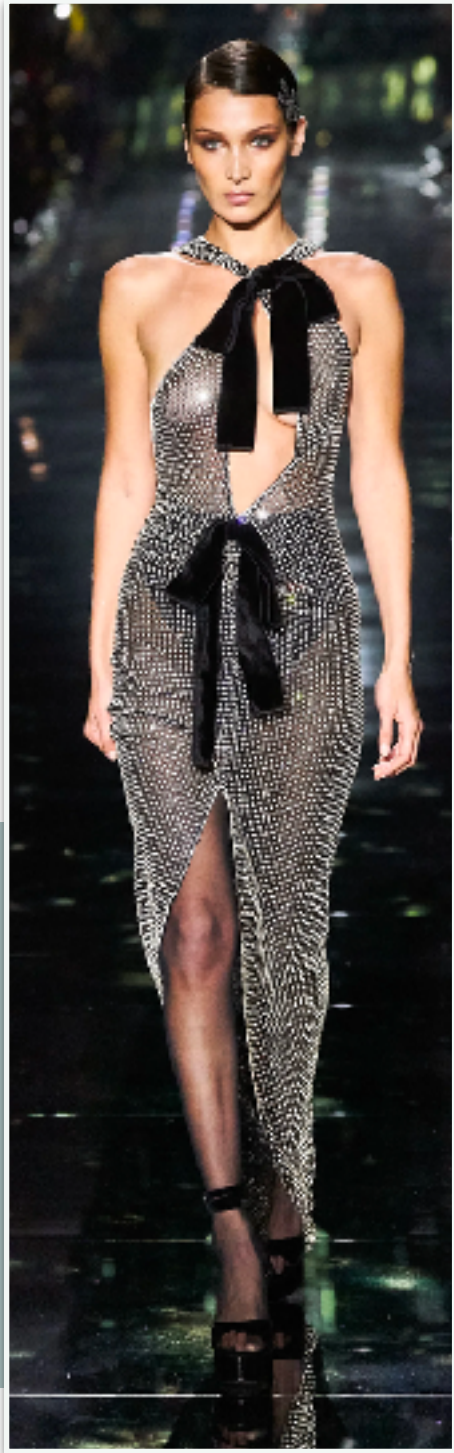
("Tom Ford Fall 2020 Ready-to-Wear Fashion Show", 2020)
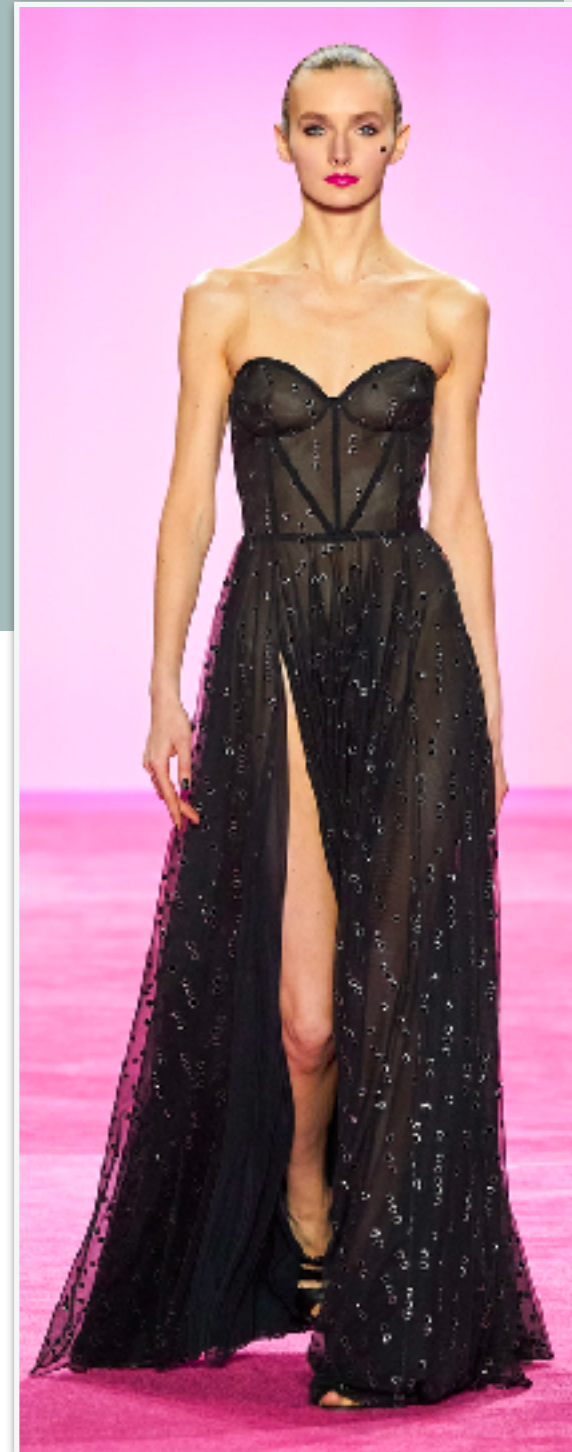
Transparency

("Christian Siriano Fall 2020 Ready-to-Wear Fashion Show", 2020)

Designers using transparency
- *Marc Jacobs*
- *Rag & Bone*
- *Tom Ford*
- *Christian Siriano*

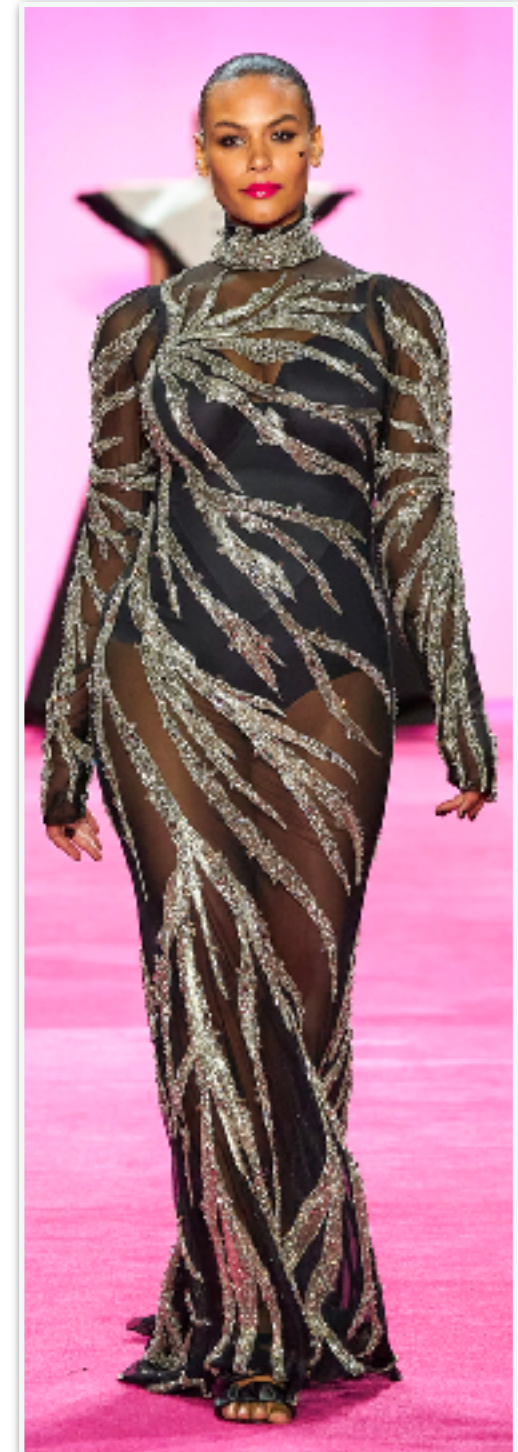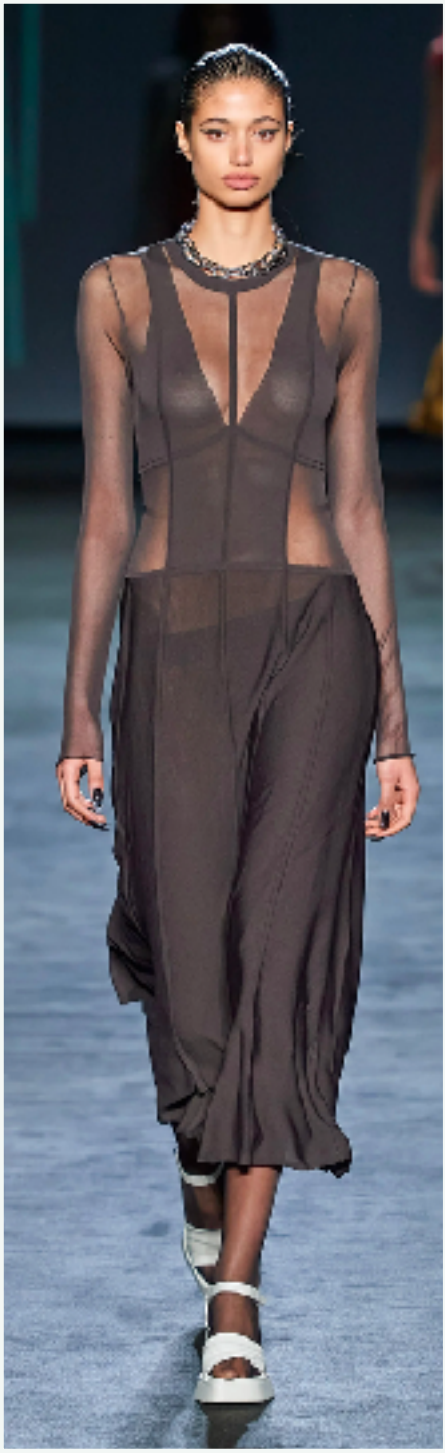("Marc Jacobs Fall 2020 Ready-to-Wear Fashion Show", 2020)

Transparency
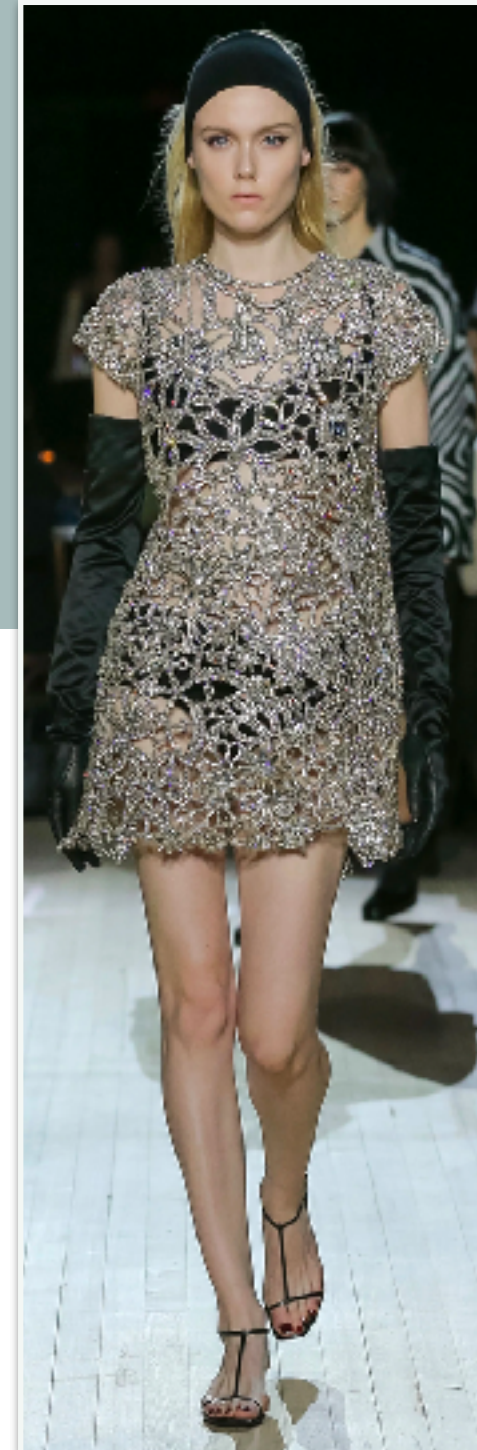
("Rag & Bone Fall 2020 Ready-to-Wear Fashion Show", 2020)

Exaggerated Silhouette

- *Highlight*
- *Personalized*
- *Colorful*

All images from Pinterest ("Pinterest", 2020)

Exaggerated Silhouette

("Christopher John Rogers Fall 2020 Ready-to-Wear Fashion Show", 2020)

Exaggerated Silhouette

Designers using Exaggerated Silhouette
- *Christopher John Rogers*
- *Christian Siriano*

("Christian Siriano Fall 2020 Ready-to-Wear Fashion Show", 2020)

Conclusion

These five trends have different aesthetics in color, style, material and silhouette. As designers present collections at New York fashion shows, I believe they will have an impact on the streets of different countries. These designers are using richer colors and more diverse styles to tell people different stories.

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