

EMERGING TREND

#INSTA-DENIM



ANALYSIS

Customisation is nothing new to denim, but a relentless stream of internet madness and viral fashion has taken the trend in an entirely new direction. Memes and emojis have fast become part of the common cultural vernacular, and brands are quick to lift the language of the internet and drop it into the IRL realm. The rise of social media and platforms such as Instagram enables names such as Vetements to become cult in just a few seasons, trends to be born in a matter of hours, and clothes to sell out in minutes. Brands such as Lazy Oaf, Pintrill and Discount Universe have proved adept at creating viral garments that have the irony and popularity of memes, with as much life online as off.

Speaking Meme: imagery or text draws inspiration from what's current on the internet, such as catchy phrases, pop-culture icons or parody logos, each of which is ideal for sharing on social platforms.

Generation Nostalgia: the influence of the Tumblr generation sees an increasing number of brands explore early internet culture and 1990s teen style. Expect DIY vapourware visuals, acid-infused cartoons and digital kitsch styles that bring a lo-fi nostalgic style to denim

Key Items: jeans and jackets are essential, but also look to update core festival items such as jumpsuits and shorts with a range of collaged patchworks, vivid embellishments and statement applications

Key References: retailers such as Dolls Kill, VFiles and Opening Ceremony are successfully tackling the trend online, while brands such as Aries, Ragged Priest and GCDS are key to look to for ideas on how to get it right

EMOJI OVERLOAD



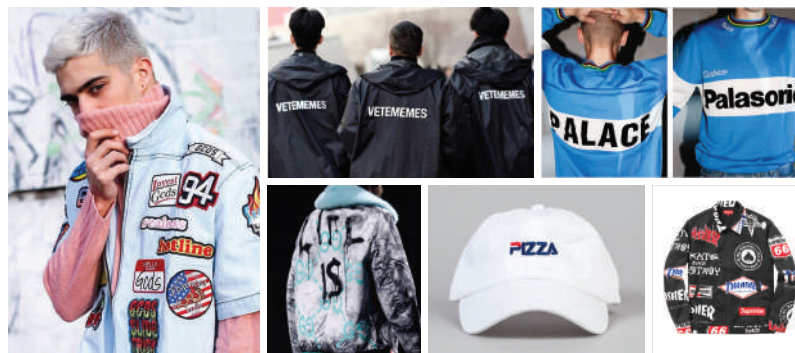
Taking cues from the cultural touchpoint of emojis, brands turn the social symbols of the day into collectable badges, patches and prints. Pintrill and Inner Decay have built a community of collectors through their quirky tongue-in-cheek motifs. These interactive applications are an ideal update for young men and women to share on social platforms.

VISUAL MASH-UP



Random placements and appliquéd effects combine with hand-drawn graphics in an explosion of acid-inspired visuals. Bold and striking graphics appear in collage form and combine an eclectic mix of prints, embellishments and patchworks in one garment.

SUBVERTED LOGOS



Streetwear brands continue to explore the theme of logo reappropriation through parody names. Familiar logos and fonts are reworked with witty twists to create messages that are ideal for sharing on social network platforms. Designers themselves release their own versions — such as Gucci's A/W 16/17 collab with Guccighost.

HAND - SCRIBBLED



A raw 1980s graffiti influence inspires a new style of hand-drawn artworks on denim. The idea of subverting the logos of high-fashion houses evolves for 2016 with the emergence of fashion parody brands, as well as high-profile houses such as Gucci that look to bootleg culture to lend street credibility to their brand image.