



The image features two fashion models. The model on the left is wearing a long-sleeved, high-necked dress with a dark, patterned bodice and a light-colored skirt. She is holding a small, metallic clutch bag. The model on the right is wearing a long-sleeved, high-necked dress with a dark, patterned bodice and a light-colored skirt. She is holding a small, metallic clutch bag. The background is a stone wall with a metal fence and some dried leaves.

# PRINT READY TO WEAR AW18

PRINT Catwalk analysis - AUTUMN/WINTER 18



# PRINT TYPOGRAPHIC



Miu Miu



Giambattista Valli



MSGM



Wendy Jim

Typographical prints are layered heavily in an abstract way to give a sporty feel.



# **PRINT** **FLORAL SPORT**



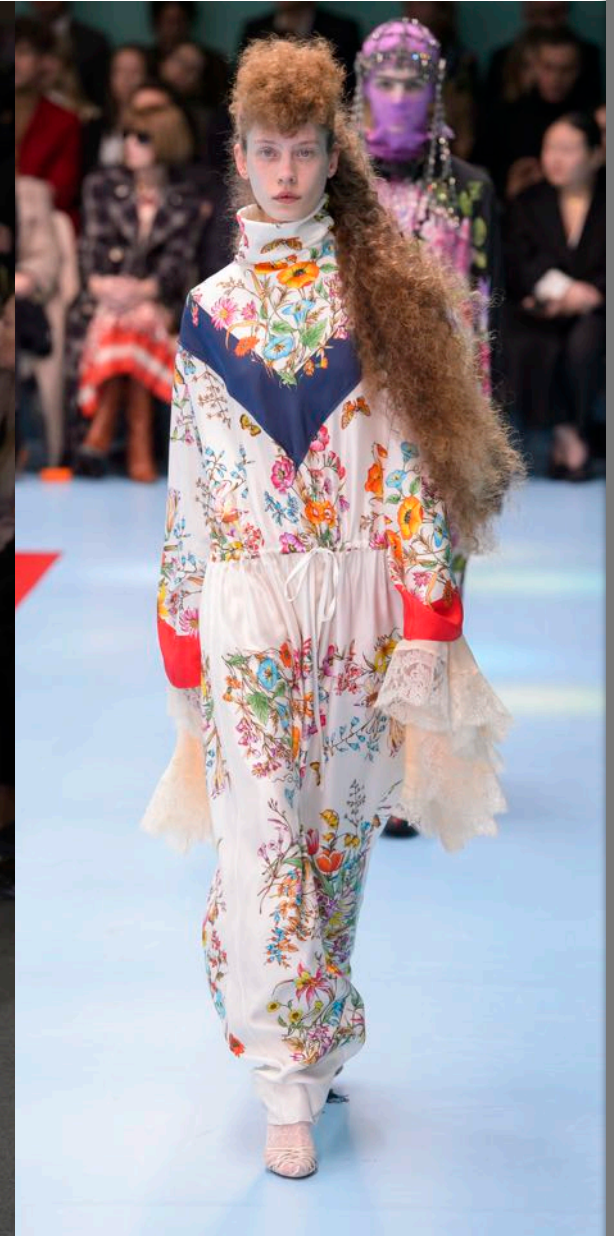
**R13**



**Prabal Gurung**



**MSGM**



**Gucci**

Floral prints have been blooming over sportswear inspired pieces for AW18.



# PRINT OPTICAL ILLUSION



**Rahul Mishra**



**Mother of Pearl**



**Halpern**



**Ottolinger**

Bridget Riley inspired optical illusion prints are set to be a huge hit for AW18.



# PRINT COWPRINT



**3.1 Phillip Lim**



**Ports 1961**



**Brognano**



**No. 21**

Cowhide continues its reign as the favoured animal print for outerwear and accessories.



# **PRINT**    **VERTICAL STRIPES**



**Moschino**



**Arthur Arbesser**



**Mother of Pearl**



**Emilia Wickstead**

The candy stripes trend from SS18 goes Autumnal in bolder and darker shades.



# **PRINT MULTI TARTAN**



**Daizy Shely**



**Junko Shimada**



**Isa Arfen**



**Versace**

Different sized and coloured tartans are mixed together to nail this print trend.



# PRINT CHECKERBOARD



**Versace**



**Gucci**



**Daizy Shely**



**Ashley Williams**

Graphic checkerboard prints have emerged in bright colours as well as monochrome.



# **PRINT** *BAD TASTE MASH-UP*



**MSGM**



**Michael Kors**



**Arthur Arbesser**



**House of Holland**

This maximalist trend is all about mixing and mashing up loud clashing prints.



# **PRINT** **NEON LEOPARD**



**Ashley Williams**



**MSGM**



**R13**



**Tom Ford**

Leopard print is reimagined in bold neon shades for AW18 party wear.



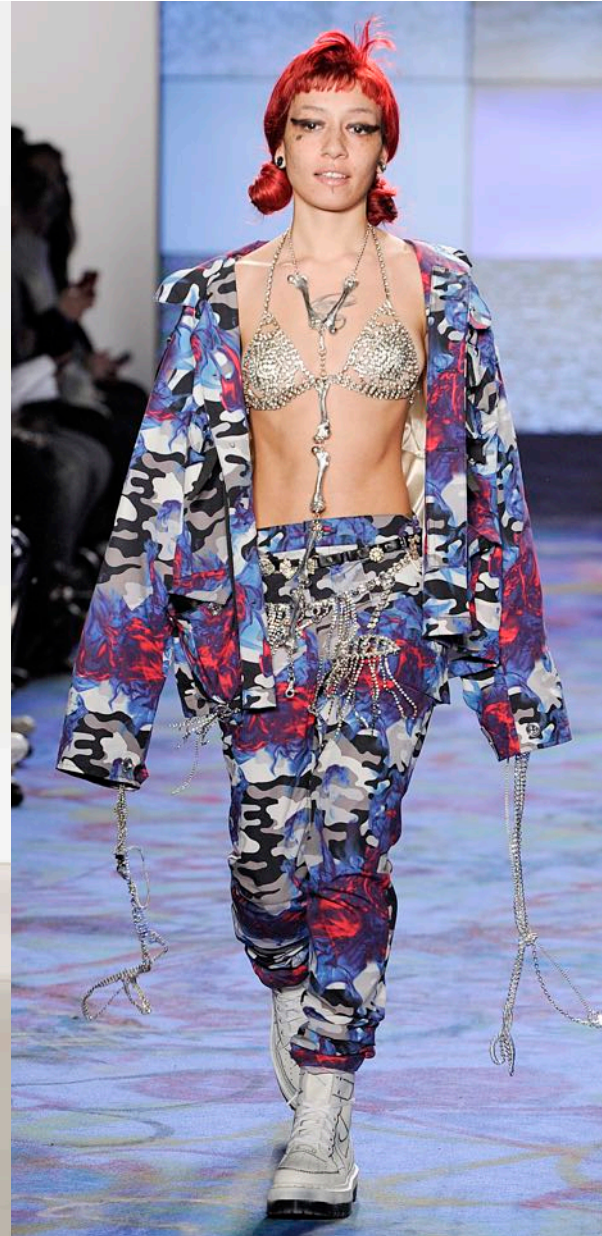
# PRINT CAMOUFLAGE



**R13**



**Michael Kors**



**Landlord**



**House of Holland**

Camo print is a hit for tracksuits and biker jackets in the young women's market.



# **PRINT TIE DYED & BLEACHED**



**Proenza Schouler**



**Ottolinger**



**Marques Almeida**



**Ashley Williams**

The DIY hand bleached and tie dyed look is reimagined for Autumn in muted tones.



# **PRINT BOHO PAISLEY**



**3.1 Phillip Lim**



**Isabel Marant**



**J.W. Anderson**



**Etro**

These warm toned paisley prints offer an Autumnal take on bohemian chic.



# **PRINT**   **MARK MAKING**



**Area**



**Aalto**



**Balenciaga**



**Arthur Arbesser**

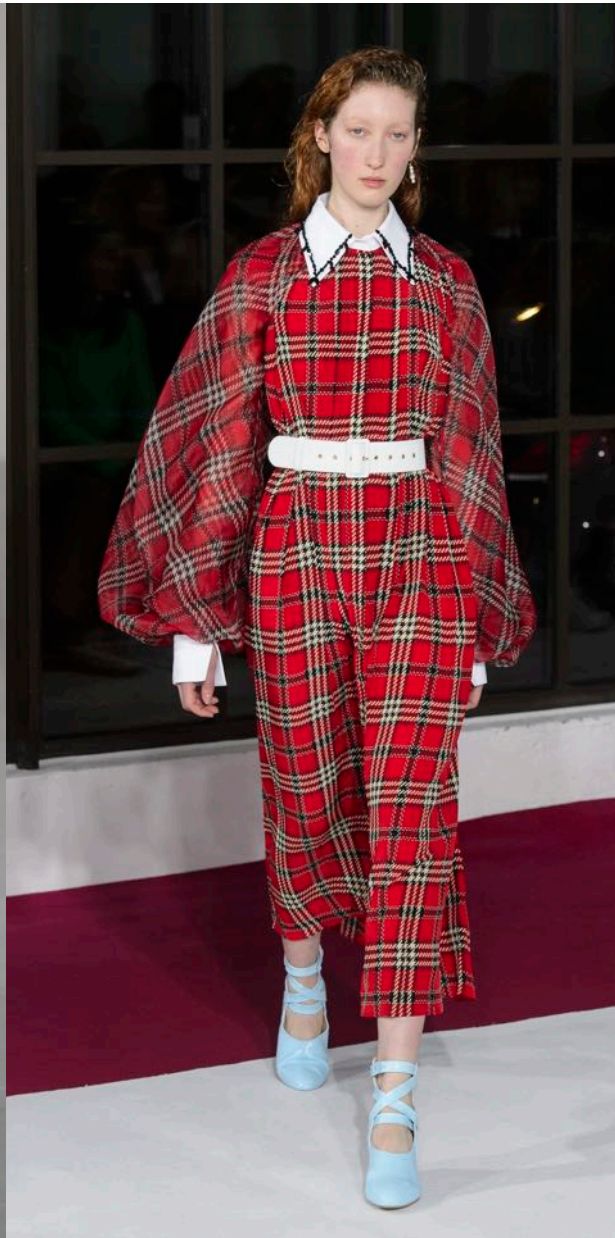
Painterly mark making prints give a bold art school feel to dresses and jackets.



# **PRINT** **PLAID CHECK**



**House of Holland**



**Emilia Wickstead**



**Dries Van Noten**



**Mother of Pearl**

These classic plaid checks are everywhere for Autumn/Winter 2018.



# **PRINT** *SUNSET FLORALS*



**Mother of Pearl**



**Carolina Herrera**



**Isa Arfen**



**Marine Serre**

Florals in warm tones or with sunset orange grounds are a perfect transitional print.



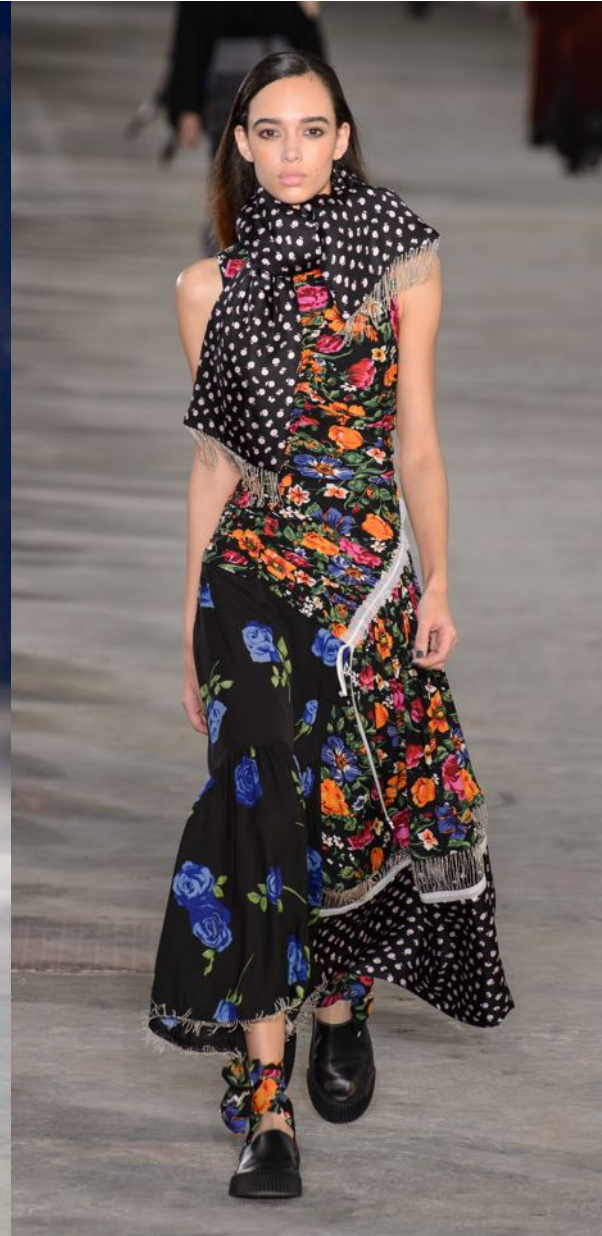
# **PRINT MASH-UP FLORALS**



**Mother of Pearl**



**Kenzo**



**3.1 Phillip Lim**



**Simone Rocha**

Florals are pieced together and mashed up on a single garment in an abstract way.



# **PRINT GRAPHIC FLORAL**



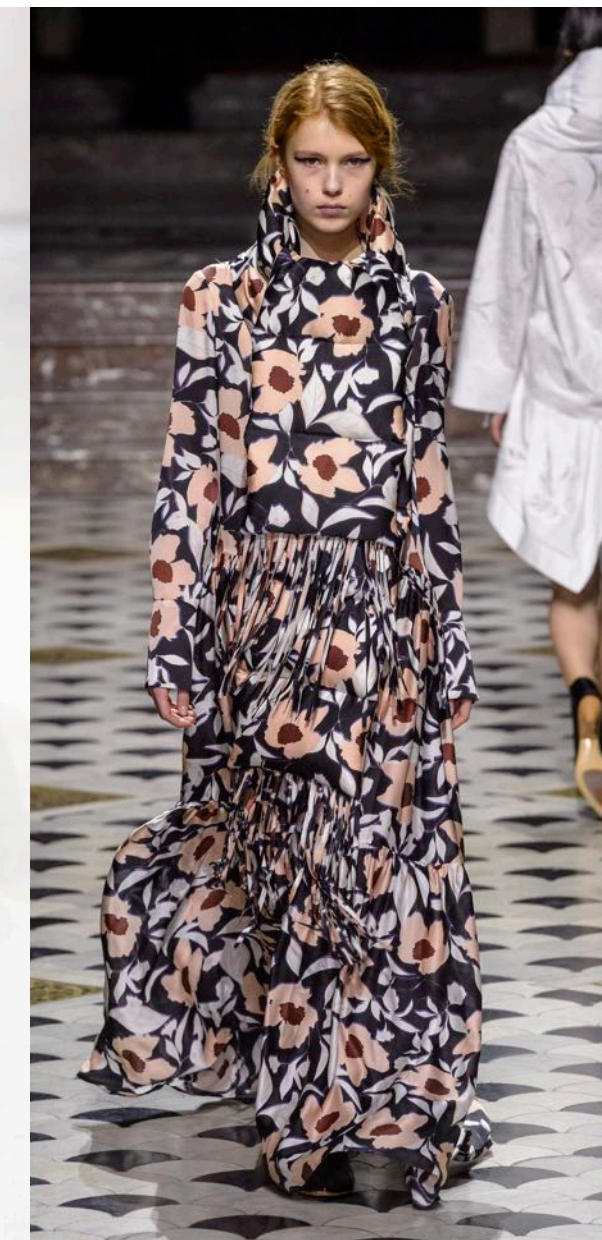
**Valentino**



**Marimekko**



**Dries Van Noten**



**Christian Wijnants**

These abstract graphic florals with bold pops of colour are almost retro looking.



# **PRINT** AFTER DARK FLORALS



**Shrimps**



**Kenzo**



**Richard Quinn**



**Balenciaga**

Brightly coloured florals are backed on dark grounds to create this bold print look.