



**THE ART OF
THE MONOGRAM**
The Trend Bunker Team have been tracking
the monogram trend.

TREND WATCH

ART OF THE MONOGRAM



The trend of the 90s and early 00s - monograms has returned to fashion this season and according to latest shows AW18, this trend will be relevant in the season SS19. Whether in the form of a subtle zip, or a striking all-over print, monograms and logos act as a defining characteristic of a label's aesthetic. We observe monograms in its various forms - from the classic monograms that decorate a brand's most famous items to innovative contemporary re-workings.

ART OF THE MONOGRAM



Fendi SS18 RTW



Tory Burch SS18 RTW



Max Mara SS18 RTW



Louis Vuitton SS18 RTW



Oscar De La Renta
SS18 RTW

ART OF THE MONOGRAM



Nina Ricci AW18 RTW



Gucci AW18 RTW



Antonio Marras AW18 RTW



Dolce & Gabbana AW18 RTW



Giambattista Valli
AW18 RTW



Emporio Armani AW18 RTW

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Balenciaga SS18 RTW



Max Mara SS18 RTW



Louis Vuitton SS18 RTW



Chanel SS18 RTW



Balmain AW18 RTW



Christian Dior AW18 RTW

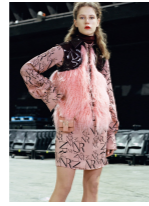


Fendi AW18 RTW

And for accessories it remains a nostalgic key item, now seen in new interpretations.



© Max Mara SS18 RTW



© Nina Ricci AW18 RTW



© Chanel SS18 RTW



© Fendi SS18 RTW



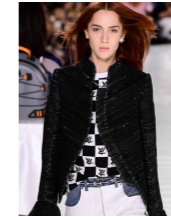
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© Giambattista Valli AW18 RTW



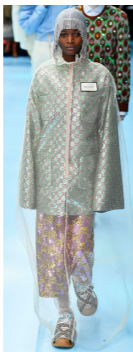
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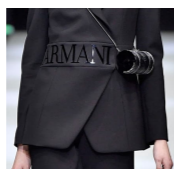
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