# APOCALYPSE NOW

**Feminism and the girl gang trend is on the rise, protest is a trend that continues. It's now cool to have attitude and a brain.**
**So with this in mind we see Apocalypse now come with attitude with bold messaging and customisation. Military undertones in a urban landscaper.**
**Silhouettes are strong and layering is key , basics are given attitude and volume is structured**

**YOUNG WOMEN** COLOUR AND TREND FORECAST SS18

© The Trend bunker.com

# APOCALYPSE NOW

## COLOURS

**YOUNG WOMEN** COLOUR AND TREND FORECAST SS18

# APOCALYPSE NOW

17-3911 TCX

11-0507 TCX

15-1315 TCX

19-4007 TCX

15-1119 TCX

19-1333 TCX

18-1658 TCX

16-1325 TCX

16-0639 TCX

18-0435 TCX

PALETTE

**YOUNG WOMEN** COLOUR AND TREND FORECAST SS18

©The Trend bunker.com

# APOCALYPSE NOW

## DENIM

YOUNG WOMEN COLOUR AND TREND FORECAST 18

© The Trend bunker.com

# APOCALYPSE NOW

## THE LOOK

YOUNG WOMEN COLOUR AND TREND FORECAST SS18

BOMBER JACKETS

EASY DRAPED DRESSES

STRAP DETAILS

BELL SLEEVES TOPS

PENCIL SKIRTS

RAW DENIMS

JERSEY TURTLE NECK SWEATERS

CASUAL PANTS

© The Trend bunker.com

# APOCALYPSE NOW

*KEY STYLES*

YOUNG WOMEN COLOUR AND TREND FORECAST SS18

## CUT-OUT DRESS

**KEY DETAILS :**
- Contrast tape detail at cut-outs
- Body in jersey
- Cut-out at waist and shoulder

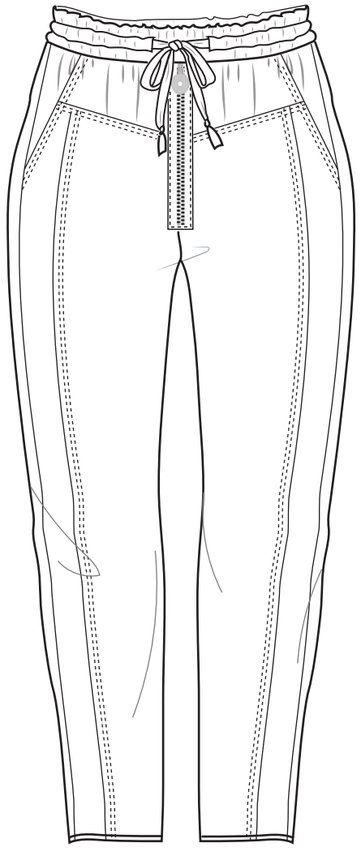
© The Trend bunker.com

# APOCALYPSE NOW

## KEY STYLES

YOUNG WOMEN COLOUR AND TREND FORECAST SS18

RAW DENIM PANTS



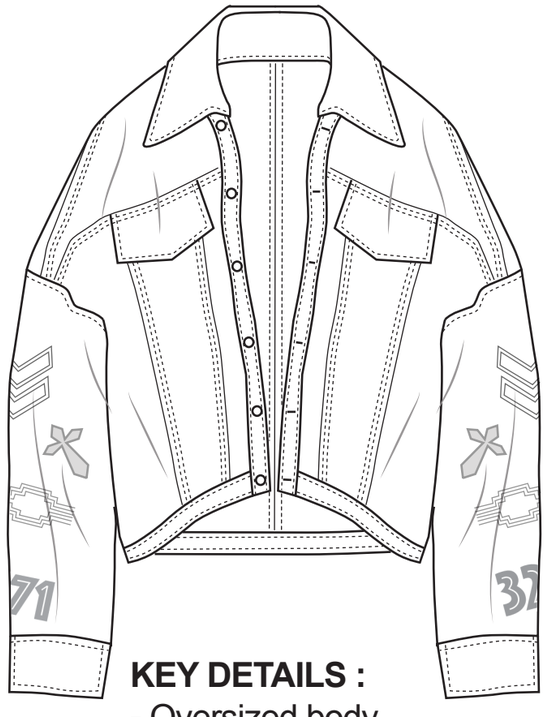
**KEY DETAILS :**
- Elasticated waist with drawcord
- Cropped length

© The Trend bunker.com

# APOCALYPSE NOW

## KEY STYLES

### WORK WEAR DENIM



**KEY DETAILS :**
- Oversized body
- Badges on sleeves
- Raw denim



© The Trend bunker.com

# APOCALYPSE NOW

YOUNG WOMEN COLOUR AND TREND FORECAST SS18

## KEY STYLES

### VOLUME RIB SWEATER

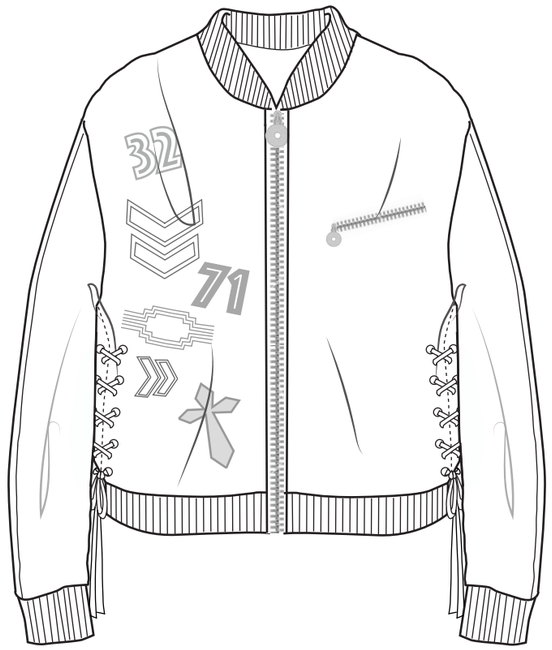
**KEY DETAILS :**
- Bell sleeves
- Side slits
- Text print on sleeves
- Open back

© The Trend bunker.com

# APOCALYPSE NOW

## KEY STYLES

BADGED BOMBER



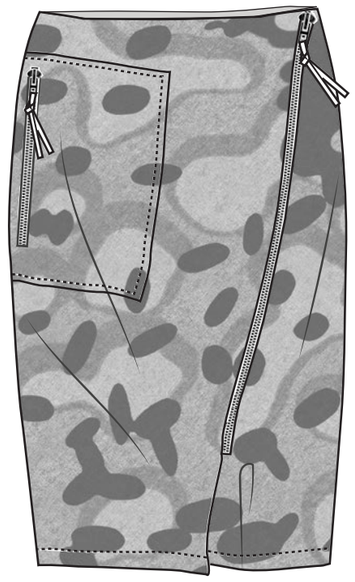

**KEY DETAILS :**
- Badges patched all over
- Shoe lace tie-up detail

© The Trend bunker.com

# APOCALYPSE NOW

## *KEY STYLES*

PENCIL SKIRT



**KEY DETAILS :**
- Slanted opening
- Big patch pocket
- Midi length

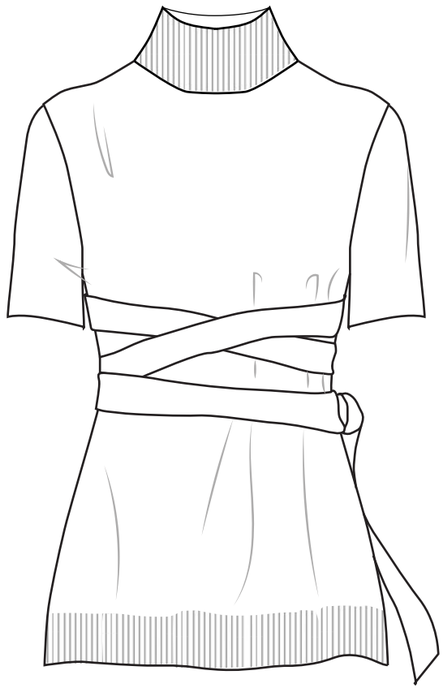


© The Trend bunker.com

# APOCALYPSE NOW

## KEY STYLES

JERSEY TURTLE NECK SWEATER



**KEY DETAILS :**
- Midi sleeves
-Tie belt in body fabric



© The Trend bunker.com

# ACKNOWLEDGEMENTS AND PHOTOGRAPHY CREDITS

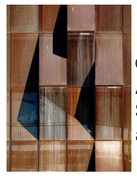
© Free People
Source
moonandtrees.tumblr.
com

© R13
Source lyst.com

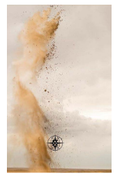
© Ambiguous
documents 2011 by Aia
Wawrzkowicz
Source
aniawawrzkowicz.com

© les tissages colores
Source
Frenchyfancy.com

© Soft pastels
Source runevarun.com



©
Architect metal facade
Source
architectmagazine.com



© desert storm
Source
dxpechef@instagram.
com

© Salvatore Ferragamo
SS17

© thephotographylink.com

© source
leifshop.blogspot.com

© Street style
Source: Pinterest

© Veronique Leroy
SS17

© Marcelo Burlon
County of Milan
SS17

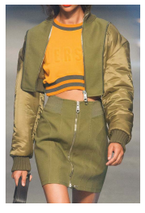
© Shushu Tong
denim ss16
source
shushutong.wixsite.com

© Marques Almeida
FW15

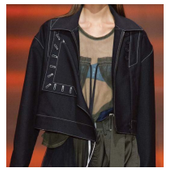
© 19 year old
Pyon in Harajuku
Source tokyo-
fashion.tumblr

© MYOB
Source myob-nyc-
shop.com

© Louis Vuitton
SS17



© Versus
SS17



© DKNY
SS17

© Versus
SS17

© Demobaza
AW12

© Louis Vuitton
SS17

© Joseph
SS16

© Marcelo Burlons
Country of Milan
Source TrillaParade.
tumblr

© Roberto Cavalli
Spring16

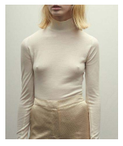
© Raised by
Champions
Source TrillaParade.
tumblr

© Damir Doma
Source: stylebop

© Kenzo
SS17

© Versus
SS17

© Isabel Marant
SS17



© Unlimited 01
Source : Tumblr

© Source : Pinterest

© Shushu Tong

© The Trend bunker.com