



YOUNG WOMENS SEPTEMBER TOKYO REPORT

YOUNG WOMEN STREET AND RETAIL ANALYSIS

TOKYO SEP 16



BOMBER JACKET

One of the key pieces for Sep deliveries, embellished, badged, or a slight military feel.

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DENIM CUT OFFS

Frayed edges on all denim items continue but now we see the denim pant cut off at the ankle.

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THE DENIM JACKET

A great basic to a wardrobe, slightly rounded cuts coming through.

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BIKER JACKET

The Biker jacket was seen all over Tokyo in both ladies and young women markets making this a must have for the Autumn deliveries.

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THE LOOSE FIT SHIRT

This shirt has a looser fit and with different necklines, making this a dressed up or dressed down versatile item.

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THE MILITARY JACKET

The military jacket was seen badged, in a trench shape, parka style, or longline bomber.

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THE PLAID SHIRT

The cover up continues with the long shirt now moving into a plaid for Autumn.

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THE TREND TO WATCH

The velvet wide leg pant was just seen coming through but The Trend Bunker predicts this will become a key trend in young women markets.

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