



VANE FASHION REPORT

August '23



General trends

- T-shirts: cropped tops (also - cropped longsleeves), dropped sleeve. Additionally, lace, lace knitting or mixing lace with other textiles is popular.
- Preference for washed colors and stripes across all categories.
- In tops, asymmetric silhouettes, complex constructions, and textured textiles are trending.
- Deep V-shaped necklines for t-shirts, deep square necklines for long-sleeves.
- Floral botanic prints and large back prints are popular for t-shirts.
- Packages of multiple items are trending in some categories, specifically for t-shirts, tops, and leggings.
- For dresses and hoodies, oversized fit and long sleeves are popular.

Best brands

- PULL&BEAR
- Stradivarius
- Massimo Dutti
- Bershka
- Cotton On Body
- Anna Field
- Even&Odd
- ONLY
- Urban Classics
- TOM TAILOR
- Mango
- Pieces
- Vero Moda
- Marc O'Polo
- OYSHO
- New Look
- s.Oliver

WOMEN

JULY '23

T-shirts



Different kinds of stripes

T-shirts



Emphasis on the back of the t-shirt

T-shirts



Dropped sleeve, washed look

T-shirts



Knit t-shirts

T-shirts



Contrasting sleeve & neck seams

T-shirts



Multi-packs

T-shirts



Unisex couples t-shirts

T-shirts



V-neck t-shirts

T-shirts



Cropped tops

T-shirts



Botanic, floral prints

T-shirts



Cap sleeve

Tops



<https://www.zalando.de/pulla-ndbear-top-blue-puc21d2gh-k11.html>



<https://www.zalando.de/stradi-varius-basic-acid-wash-racerback-top-dark-grey-sth21d1md-c11.html>



<https://www.zalando.de/pulla-ndbear-basic-tank-top-grey-puc21d28h-c11.html>



<https://www.zalando.de/stradi-varius-top-dark-grey-sth21d1ku-c11.html>

Washed colours

Tops



<https://www.zalando.de/stradivarius-top-beige-sth21e0yub11.html>



<https://www.zalando.de/stradivarius-gathered-top-white-sth21e0yh-a11.html>



<https://www.zalando.de/pullandbear-top-white-puc21d2e2-a11.html>



<https://www.zalando.de/stradivarius-top-black-sth21e0wm-q11.html>

Wrinkled fabric

Tops



<https://www.zalando.de/cache-cache-top-ecru-c2p21d064-a11.html>



<https://www.zalando.de/stradi-varius-trimmed-top-dark-blue-sth21e0wo-k11.html>



<https://www.zalando.de/stradi-varius-bluse-white-sth21e0yl-a11.html>



<https://www.zalando.de/stradi-varius-mit-gummizug-bluse-black-sth21e0yj-q11.html>

Lace

Tops



<https://www.zalando.de/defacto-top-pink-dez21d1k8-j11.html>



<https://www.zalando.de/bershka-sleeveless-asymmetric-crop-top-off-white-bej21d1lc-a11.html>



<https://www.zalando.de/pullandbear-top-brown-puc21e106-o11.html>



<https://www.zalando.de/pullandbear-cut-out-with-double-straps-top-black-puc21d2el-q11.html>

Asymmetric silhouettes

Tops



<https://www.zalando.de/pullanbear-rustic-multiway-surplice-top-grey-puc21e11h-c11.html>



<https://www.zalando.de/stradivarius-top-black-sth21d1nn-q11.html>



<https://www.zalando.de/stradivarius-top-dark-grey-sth21d1ku-c11.html>



<https://www.zalando.de/stradivarius-crossover-racerback-crop-top-mottled-grey-sth21d1n6-c11.html>

Wrapped/kimono construction

Tops



<https://www.zalando.de/bershka-top-black-bej21d1p2-q11.html>



<https://www.zalando.de/stradivarius-with-decorative-holes-top-beige-sth21d1li-b11.html>



<https://www.zalando.de/pullandbear-basic-with-cut-out-detail-crop-top-black-puc21d2g8-q11.html>



<https://www.zalando.de/pullandbear-top-black-puc21d2dq-q11.html>

Cut-outs and exposed parts

Longsleeve tops



<https://www.zalando.de/pieces-pckitte-ls-top-noos-b-c-langarmshirt-pe321d0d6-a11.html>



<https://www.zalando.de/hollister-co-langarmshirt-grey-h0421d05x-c12.html>



<https://www.zalando.de/pieces-langarmshirt-apple-butter-pe321d0d6-q11.html>



<https://www.zalando.de/evenandodd-langarmshirt-black-ev421d1be-q11.html>

Buttons

Longsleeve tops



<https://www.zalando.de/oxxo-langarmshirt-safari-xx021d0jt-e11.html>



<https://www.zalando.de/evenandodd-langarmshirt-black-ev421d206-q11.html>



<https://www.zalando.de/urban-classics-langarmshirt-whitesand-ur621d074-b11.html>



<https://www.zalando.de/stradivarius-mit-schnalle-am-ruecken-langarmshirt-blue-sth21d11v-k11.html>

Deep square-shaped necks

Longsleeve tops



<https://www.zalando.de/stradivarius-nahtloses-cropped-im-washed-look-langarmshirt-dark-grey-sth21d1fm-c11.html>



<https://www.zalando.de/stradivarius-langarmshirt-white-sth21d0rc-a11.html>



<https://www.zalando.de/elless-lucente-crop-langarmshirt-black-el921d0a2-q11.html>



<https://www.zalando.de/adidas-performance-langarmshirt-carbon-ad541d29r-q11.html>

Cropped tops

Knit pants



<https://www.zalando.de/vila-vielasta-pant-stoffhose-butternutmelange-v1021a0ka-o11.html>



<https://www.zalando.de/calzedonia-jogginghose-natur-hell-meliert-c2f21a03n-b11.html>



<https://www.zalando.de/rodier-jogginghose-taupe-2rd21a00e-b11.html>



<https://www.zalando.de/only-onlemma-nella-wide-pant-stoffhose-melange-on321a1ga-o11.html>

Pastel colours

Knit pants



<https://www.zalando.de/proenza-schouler-white-label-space-dye-knit-pant-stoffhose-navylimeblack-p1y21a00r-m11.html>



<https://www.zalando.de/blanche-pants-stoffhose-red-blw21a00k-q11.html>



<https://www.zalando.de/rhythm-stoffhose-beige-2rh21a000-b11.html>



<https://www.zalando.de/rueles-createurs-stoffhose-black-ruq21a00k-q11.html>

Vertical stripes

Leggings



<https://www.zalando.de/calze-donia-leggings-hosen-black-c2f81f02p-q11.html>



<https://www.zalando.de/pieces-pctoppy-flared-pant-stoffhose-black-pe321a0bh-q11.html>



<https://www.zalando.de/calze-donia-mini-flare-leggings-hosen-blue-c2f81f02y-k11.html>



<https://www.zalando.de/rueles-createurs-stoffhose-black-ruq21a00k-q11.html>

Flare silhouette

Leggings



<https://www.zalando.de/calzedonia-maternity-baumwollleggings-leggings-struempfe-nero-c2f81f09i-q11.html>



<https://www.zalando.de/adidas-sportswear-leggings-hosen-blackwhite-adq41e00p-q11.html>



<https://www.zalando.de/oysho-sport-tights-black-oy241e03q-q11.html>



<https://www.zalando.de/calzedonia-termisch-beschichtete-premaman-leggings-hosen-schwarz-c2f29b001-q11.html>

Leggings for pregnant women

Sweats & hoodies



<https://www.zalando.de/bershka-sweatshirt-grey-bej21j0h0-c11.html>



<https://www.zalando.de/pullandbear-slogan-print-sweatshirt-light-blue-puc21j10l-k11.html>



<https://www.zalando.de/miron-s-hoodie-sweatshirt-light-pink-mqo21j000-j11.html>



<https://www.zalando.de/pullandbear-sweatshirt-beige-puc21j10u-b11.html>

Oversized fit and sleeve length

Sweats & hoodies



<https://www.zalando.de/lacoste-sweatshirt-blanc-la221j034-a11.html>



<https://www.zalando.de/nike-sportswear-sweatshirt-black-ni121j0mf-q11.html>



<https://www.zalando.de/weekday-sweatshirt-light-blue-web21j03t-k11.html>



<https://www.zalando.de/evenandodd-sweatjacke-mottled-grey-ev421j08j-c11.html>

Half zip sweatshirts

Knit jumpers



<https://www.zalando.de/pieces-strickpullover-begonia-pink-pe321i0nk-j11.html>



<https://www.zalando.de/lanius-strickpullover-milk-citrus-l5x21i01l-a11.html>



<https://www.zalando.de/jjxx-strickpullover-woodbine-jj621i01y-m11.html>



<https://www.zalando.de/marcopolo-denim-raglan-loose-strickpullover-multi-kensington-blue-op521i095-k12.html>

Horizontal stripes

Knit jumpers



<https://www.zalando.de/uta-raasch-strickpullover-mischfarben-ut021i024-t11.html>



<https://www.zalando.de/atelier-reve-irfanto-ls-strickpullover-birch-atx21i00m-a11.html>



<https://www.zalando.de/esprit-strickpullover-off-white-es121i1ft-a11.html>



<https://www.zalando.de/cassiss-strickpullover-beige-c5e21i0ai-b11.html>

Lace knitting

Knit dresses



<https://www.zalando.de/pieces-petite-pcsilla-midi-dress-strickkleid-little-boy-blue-pit21c03k-k11.html>



<https://www.zalando.de/yas-yasmavi-midi-rollneck-dress-etui Kleid-loden-frost-y0121c1tw-n11.html>



<https://www.zalando.de/esprit-dress-etui Kleid-terracotta-es121c25i-g11.html>



<https://www.zalando.de/only-onlbrandie-neck-dress-strickkleid-pumice-stone-on321c2mq-b11.html>

Turtleneck

Knit dresses



<https://www.zalando.de/ichi-petite-ihkyla-strickkleid-bracken-melange-icq21c00z-o11.html>



<https://www.zalando.de/vero-moda-vmsvea-o-neck-dress-strickkleid-ve121c1uf-c11.html>



<https://www.zalando.de/forever-new-scarlett-tie-midi-dress-strickkleid-earthly-fod21c0fo-o11.html>



<https://www.zalando.de/pieces-pccava-o-neck-dress-strickkleid-light-grey-melange-pe321c11o-c11.html>

Waistband