



CRYSTALS  
3D PRINTS  
EMOJIS  
VEGETAL  
HUES  
FRINGES  
TASSELS

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What is the consumer's demand and expectation likely to be in 2018 when it comes to denim? What should retailers and buyers look out for? **F-trend** draws the denim trend forecast for the year 2018 with focus on the tiniest of details such as fringes, patches, and tassels in key areas of denim wear such as sleeves, cuffs, and neck as well as 3D surface direction. This report also looks into the key social behaviour influencing the denim market and its translation into silhouettes, print, and essential colour palettes.

### Visualisation

Accentuated patches add to the drama of denim. The sprinkles and crystal work along with visuals such as smileys and colourful faces, work well with the current mood as consumers, especially millennials, are exposed to rich media experiences such as augmented reality, VR, 3D prints and social platforms.

### Colours

The colours consumers look for are saturated and luminous. Reflective surfaces and refraction form the next big colour trend for the denim market in mostly vegetal hues. Forming the core of the colour palette, silvery metal coated colours are a must-have for the season.

### Prints

In terms of prints, consumers expect more animated formation, with saturated colours and metal reflection. Emojis with 3D effects forming optical illusion through prints in saturated hues will be in vogue.

### Styles

Fringes, tassels, and patchwork form the key direction of the trend. Here the basic idea is to accentuate the most sought part of the denim cloth to make it look more visually attractive.



H&M Jeans



Telfar Gender Neutral jeans



Uni Jacket from H&M



Ink spray

Textured denim

Fuzzy texture



Silver reflective color jeans

Multi patch work denim jacket

Sequin Jeans



Hem Text prints

Text message Print

## The Blurred

The blurred mega trend introduces the social changes that consumers are looking for, be it based on race, colour, religion, or body type. The millennials look to create the best place to live and love for everyone. Here prints, colours, and silhouettes are for all. We move more towards androgynous shapes.

### Colours

Colours fall into the middle of the spectrum as consumers look for a neutral, peaceful colour palette -- neither too bright nor too muted.

### Prints

The prints are plain, simple to avoid complexity and more towards simplifying the life. The key idea of the print is to bring the emotion in a very peaceful manner to bring the change into society in the form of short text and messages.

### Styles

The millennials look for androgynous style, loose silhouettes, little boxy and wide legged when it comes to jeans. As the trend looks into addressing concerns like gender equality and equal pay campaign for men and women, the new workwear style is set to emerge when it comes to denim. The denim jumpsuit will revisit this season, as also the cropped jeans. For jackets, logos, text message prints form the style statement of the season.