



*Fall Winter*  
2024  
TREND REPORT

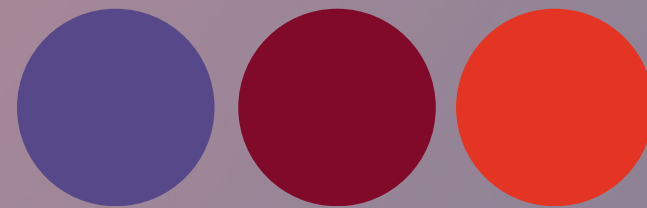


# Thoughtful Versatility

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## WHAT'S IT ABOUT?

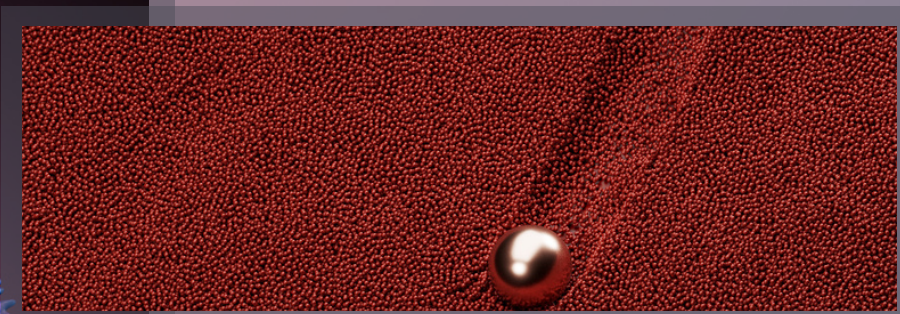
More nuanced and complex times lead to a widening acceptance of multiple experiences in our lives and an unfettered desire for colorful self-expression. The need for stability is reflected in colors and themes that have long-lasting appeal.





# Colors

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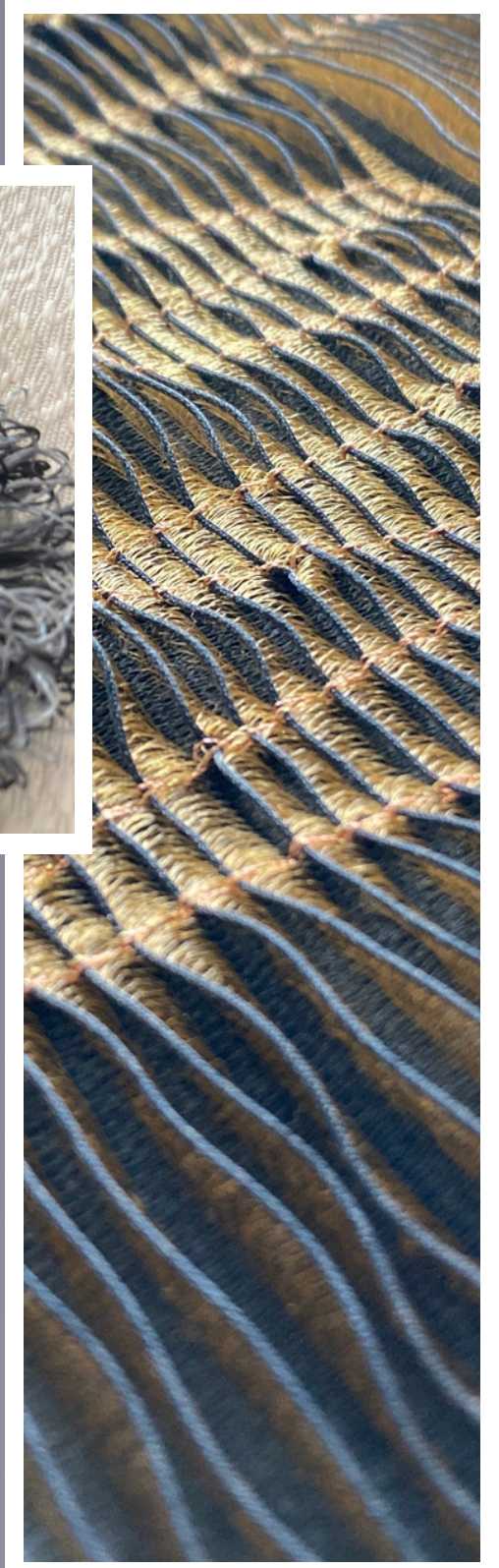
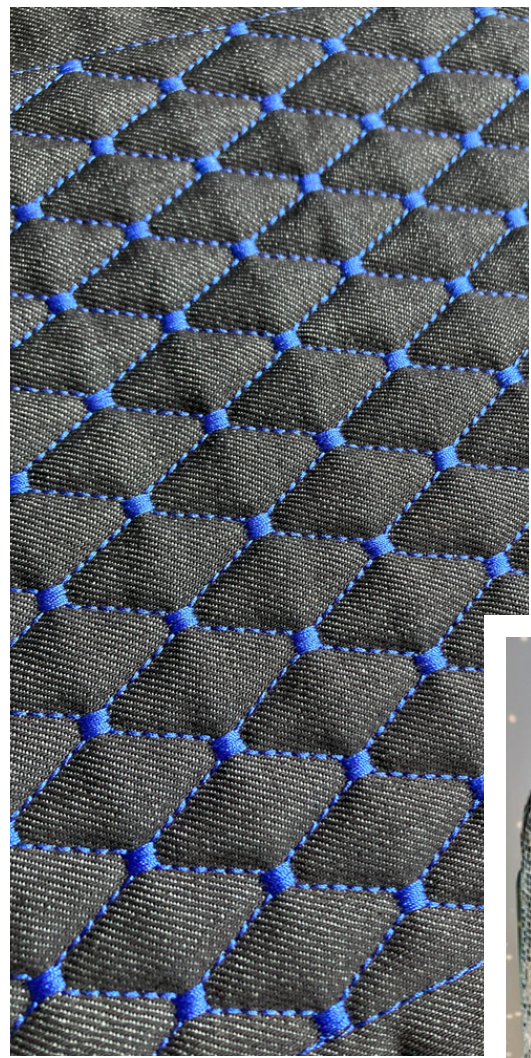


# Patterns





# Materials





*Packaging*

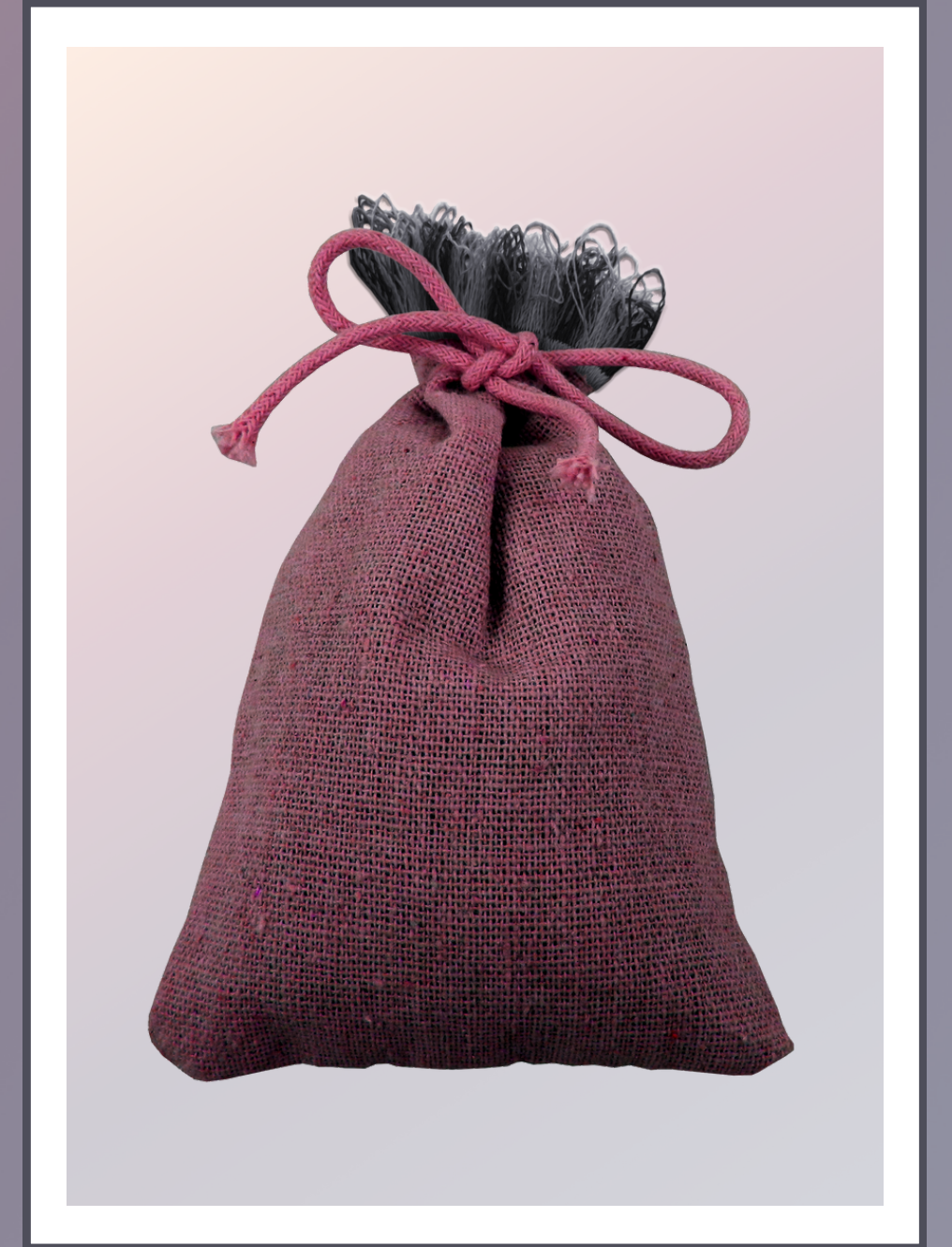
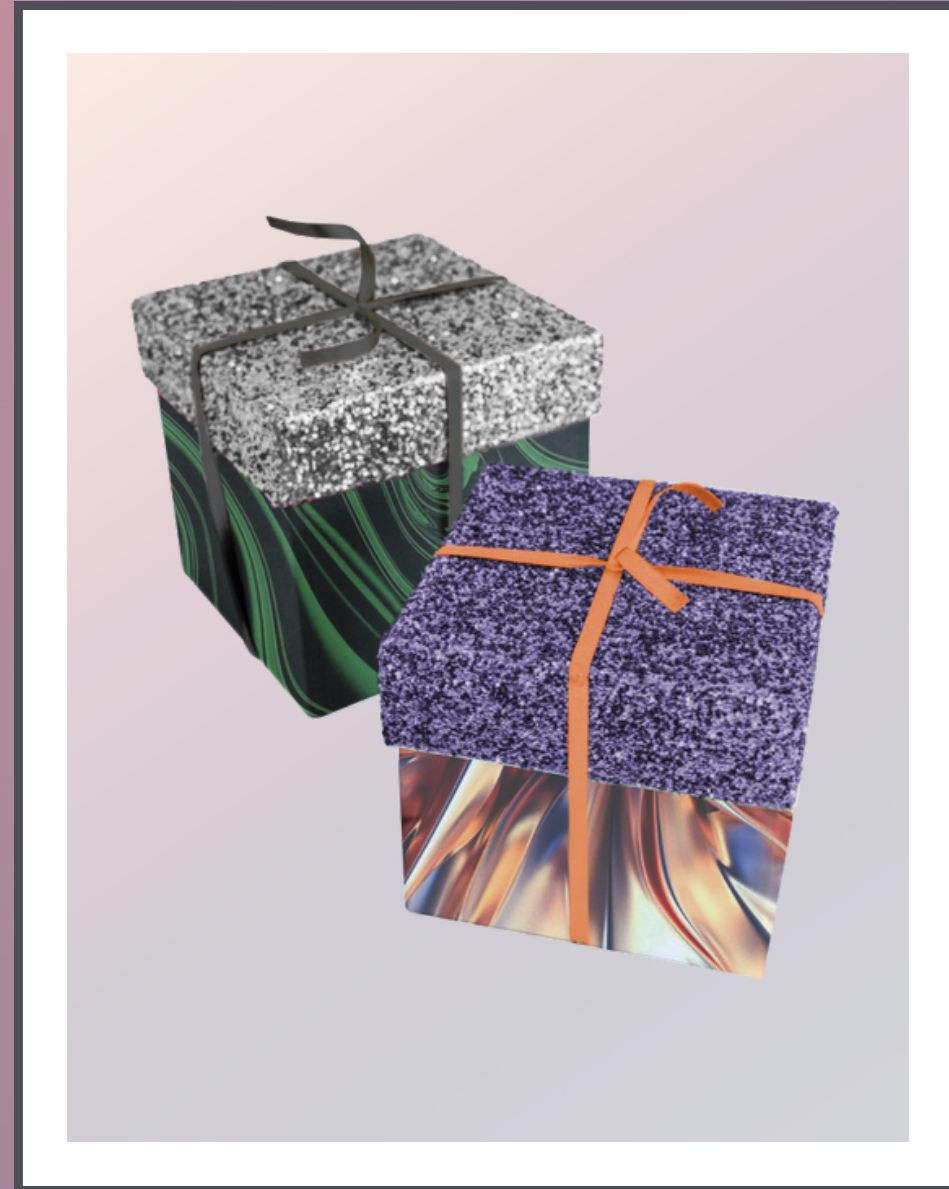
INTERPRETATION





*Packaging*

INTERPRETATION





“Our key colours for A/W 24/25 reflect the need for stability, escapism and restoration... These versatile shades have transpersonal appeal, which reflect the importance of choosing colour responsibly, and we expect them to transcend into 2024/25.”

**-JOANNE THOMAS, HEAD OF CONTENT AT COLORO**



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