



Oasis

EUROPE

REGIONAL RETAIL CHECKLIST

OCTOBER 2014 · WOMENSWEAR



1. SMUDGED ANIMAL PRINTS

Topshop



2. HERITAGE PLAID

Pennyblack



3. AUTUMNAL ORANGE

Marques Almeida x Topshop



4. MONOCHROME KNITS

Kujten



5. LARGE-SCALE DOGSTOOTH

Twins for Peace



6. LONG FUR GILET

Sonia Rykiel



7. COLOURED FUR

Marques Almeida x Topshop



8. WATERFALL BELTED COAT

Devernois



9. PUNCHY CHARTREUSE

Printemps



10. COLLABORATION

Marques Almeida x Topshop

SMUDGED ANIMAL PRINTS

PRINT & PATTERN

Animal prints continue to be important across accessories, apparel and shoes, with bleeding and smudged motifs updating. Natural shades are still widely seen, but monochrome renditions feel fresher, working particularly well for the 35+ market. Apply to boxy silhouettes for a more contemporary take.



Vanessa Bruno



Moss



Kabuki



Paule Ka



Acote



Topshop

Plaid and tartan return for the autumn season, with darker and muted shades offering a more pared-back appeal. Drawing from both grunge and heritage styling, silhouettes are relaxed and casual with ponchos, boyfriend cardigans and brushed wool sweaters coming through as key items. Hints of cerulean blue add a pop of color to sweaters and bags.



New Look



Ted Baker



Pennyblack



Tila March

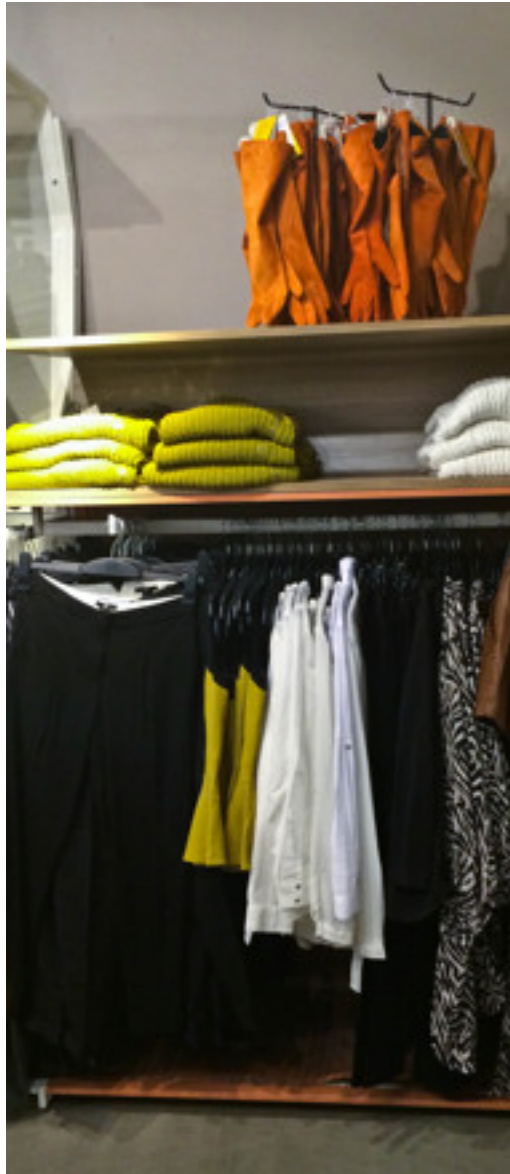


Topshop

AUTUMNAL ORANGE

COLOUR

Orange emerges as a leading colour story across product categories, anchored by industrial greys, acid greens and indigo blues. Ranging from spicy tones of cinnamon and ginger to zesty brights, orange tones are noted in both colour-blocked renditions and solid tones in smooth and metallic fabric finishes.



H&M



Topshop



Topshop



asos.com



Marques Almeida

MONOCHROME KNITS

KEY ITEM

Sitting well within our [Industrial Evolution](#) macro trend, knitwear and outerwear categories are updated with textured finishes in monochrome and greyscale tones. Surface interest is achieved through popcorn and relief stitches as well as textured tweed, with horizontal stripes and chevrons offering the key patterns.



MS Mode



Urban Outfitters



Kujten



Axara

LARGE-SCALE DOGSTOOTH

PRINT & PATTERN

Dogstooth carries on as a leading pattern story, with retailers experimenting with scale to add newness. Working into the popular 1960s themes of this season, this traditional pattern looks newest applied to tactile surfaces and in greyscale tones. This is a trend that is gradually reaching all ages and moving into youth and contemporary territories.



de Bijenkorf



Mika Sarolea



asos.com



Twins for Peace



asos.com



Misguided



Kooples



Topshop

LONG FUR GILET

KEY ITEM

Working into the 1970s themes seen across the [catwalks](#), the long fur gilet features heavily in warm shades of camel and caramel as well as earthy tones of red. Worn open or belted, this is a versatile item that works well from day through to eveningwear. Offbeat dyes offer an alternative to the predominantly pared-back look and neutral tones, and add a boho feel.



asos.com



Lauren Vidal



Maison Scotch feat. Grazia UK



Sonia Rykiel



Bizar

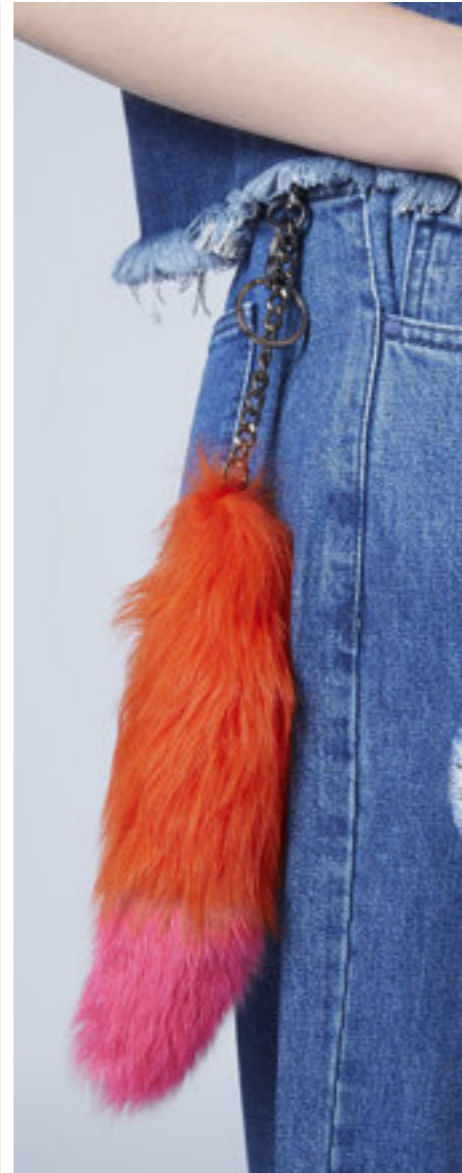
Pioneered by designers such as Fendi and Shrimps, coloured fur accessories continue to gain importance, with brightly coloured neckwear, rabbit tails and hand clutches offering an easy way to lift simple outfits. Warm shades of orange and pink work for youth-led styles, whereas claret and wine tones are popular for 35+.



Wallis



Sophie Hulme



Marques Almeida x Topshop



Marques Almeida x Topshop



Furla

WATERFALL BELTED COAT

KEY ITEM

The waterfarfall coat continues its commercial viability this month, with belted silhouettes adding newness as well as a more feminine and flattering silhouette. Lengths vary from mid-thigh to knee, with flat faced wools and smooth finishes prevailing and offering a premium feel.



asos.com



Devernois



Miss Jones



Anne Fontaine

PUNCHY CHARTREUSE

COLOUR

Chartreuse emerges as an important colour this month across European retailers. Perhaps a more difficult sell, this shade offsets the core greys of the season when applied to simple shapes or worked as an accent colour. Consider using it for accessories to introduce it to more conservative customers.



American Vintage



Marques Almeida



Kenzo



Oasis



COS

TOPSHOP X MARQUES ALMEIDA COLLABORATION

COLLECTION

The latest collaboration that has been attracting a lot of press in the UK is Topshop x Marques Almeida. Renowned for their heavily destroyed denim and frayed hemlines, designer duo Marta Marques and Paulo Almeida have produced a range of denimwear complemented by matching separates, shiny tailored jackets, colored faux fur, bralettes and neon chiffons with a 1990s feel running throughout. While the look might appeal to a younger customer base, consider a more subtle and pared-back approach, such as trims and details only, for the older consumer.



Marques Almeida x Topshop



Marques Almeida x Topshop



Marques Almeida x Topshop



London Streets