



Trend Report AW/22/23

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With a cost-of-living crisis, ongoing strike action and an early visit from a cold winter snap, it's been a bit of a struggle to crawl our way to the red-ribbon finish line this year. But it's not all doom and gloom, in our research we've found the festive spirit to be more alive than ever; bright, quirky, fun, cosy and cautiously optimistic in the face of adversity. So snuggle up and enjoy some blissful escapism with our seasonal round-up for 2022.

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Macro trends

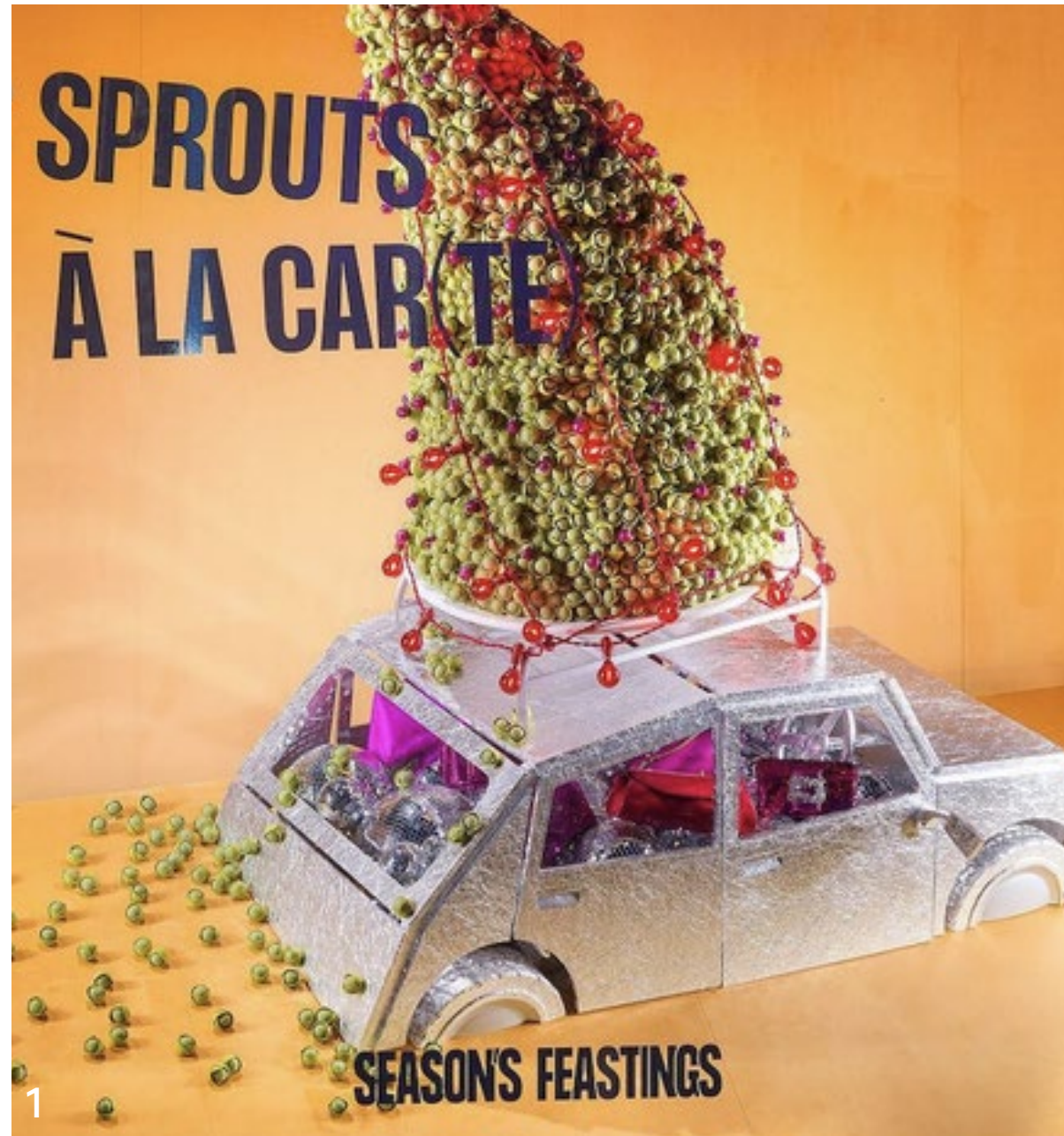
Foodie fantasy

A fantastical feast for the eyes

With belts tightening this year, a slimmed-down approach to Christmas is feeling all the more appropriate for most households. In response to this, we've noticed brands reading the room; steering away from aspirational luxury gifting and lavishly decorated interiors, focusing instead on elevating the simple pleasures at Christmas – and let's face it, the best part, the food! From piled-high sprouts and giant, sparkly turkey sandwiches in window displays, to the downright absurd 'is it cake?' style product imagery; fashion and food brands alike seem to be having fun playing around in this whimsical foodie fever dream. Maybe we'll be loosening our belts after all...



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- 1 Christmas window display, Selfridges
- 2 'The Flavour of Christmas', Selfridges
- 3 'Cheesecake Is Everything' campaign, Philadelphia
- 4 'Service Not Included' collection, Lazy Oaf
- 5 Campaign image, Postmates
- 6 Campaign image, Postmates
- 7 LOEWE Womens Runway AW22 collection
- 8 Laila Gohar x Byredo Holiday Collection
- 9 Pizza Box bauble, IG @conranshopofficial
- 10 Potato candle holder, Laila Gohar x Byredo
- 11 Editorial image, Selfridges Christmas campaign
- 12 Figgy Pudding, SPAM
- 13 Cookie Bag, Puppets and Puppets

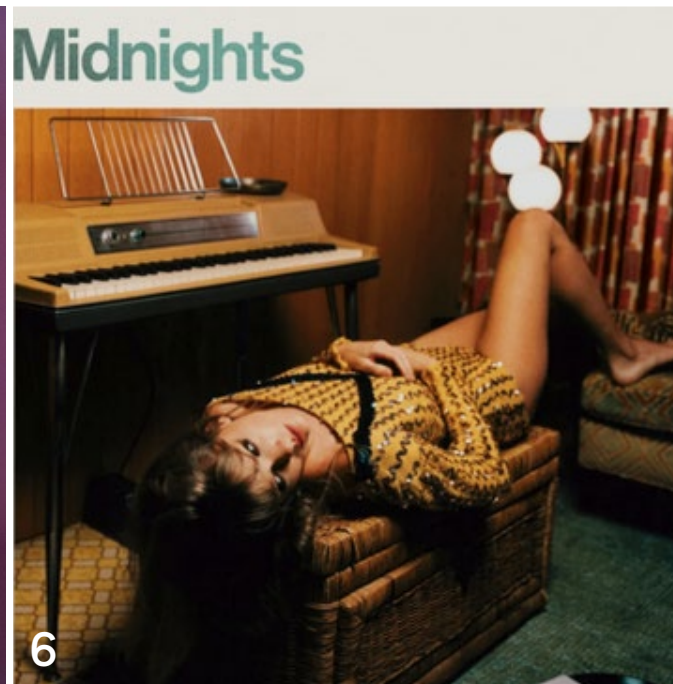
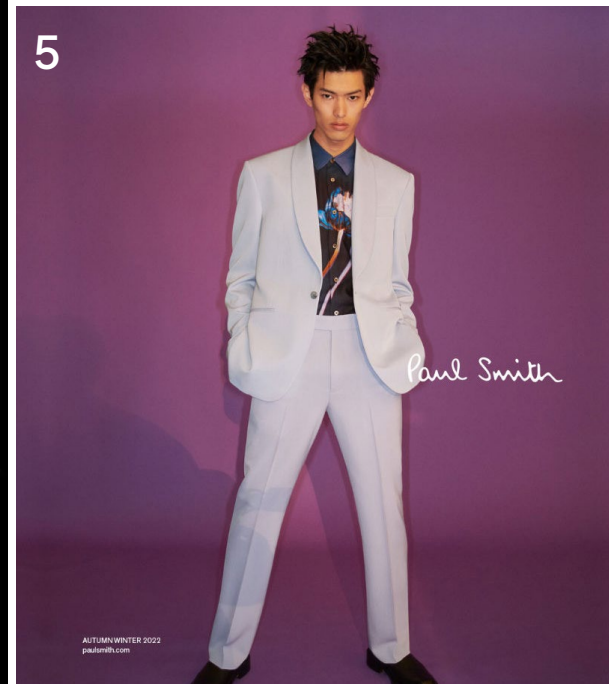
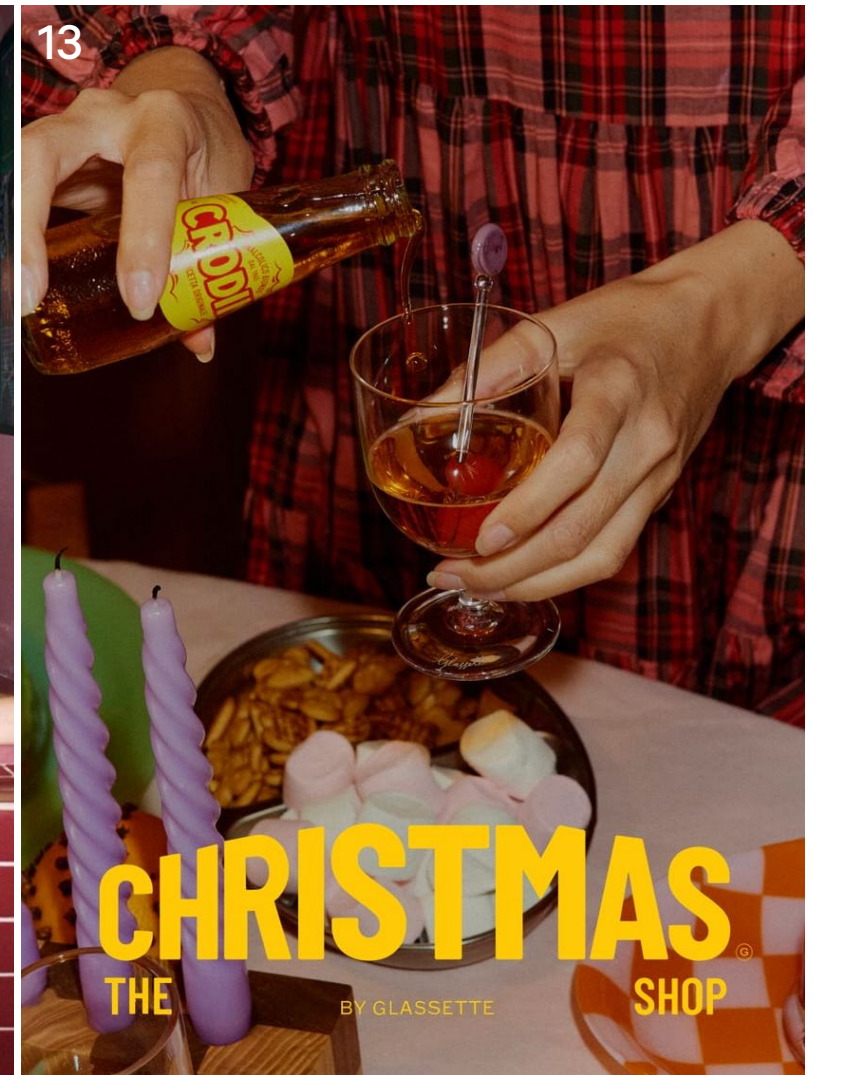
Retro glitz

A quirky blend of nostalgia and glamour

We will never tire of cherry-picking and re-inventing aesthetics of the past, particularly when it's the bold and rebellious glamour of the fifties, sixties and seventies. This year we saw the release of Don't Worry Darling, the Elvis biopic and too-many-to-count nostalgic music videos and flared, glittery stage-wear (and that's just from Harry Styles) – so it's no wonder we're seeing a fusion of these references all over, from seventies-style talk show scenes in TV ads, to Ziggy Stardust catwalk looks. To achieve this retro-cool blend, stir up some muted mustards with warm brights, quirky prints and hypnotic glitter balls, mix it up in a cocktail shaker and enjoy.



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- 1 Adidas x Gucci AW22 collection
- 2 Bestseller Bundle, Ghia Soda
- 3 Ganni x Submission beauty glitter
- 4 Christmas campaign, Selfridges
- 5 Paul Smith AW22 collection
- 6 Vinyl cover for 'Midnights' by Taylor Swift
- 7 Christmas advert, TK Maxx
- 8 adidas x Gucci AW22 collection
- 9 IG @nadialeeceohen
- 10 Mojo Mushrooms, Sofiest Designs
- 11 LOEWE x GR8 AW22 collection
- 12 'A Night At The Spritz' recipe image, Ghia Soda
- 13 The Christmas Shop, Glasette
- 14 Advent calendar, Beauty Pie

Off the hook

Not your grandma's crochet

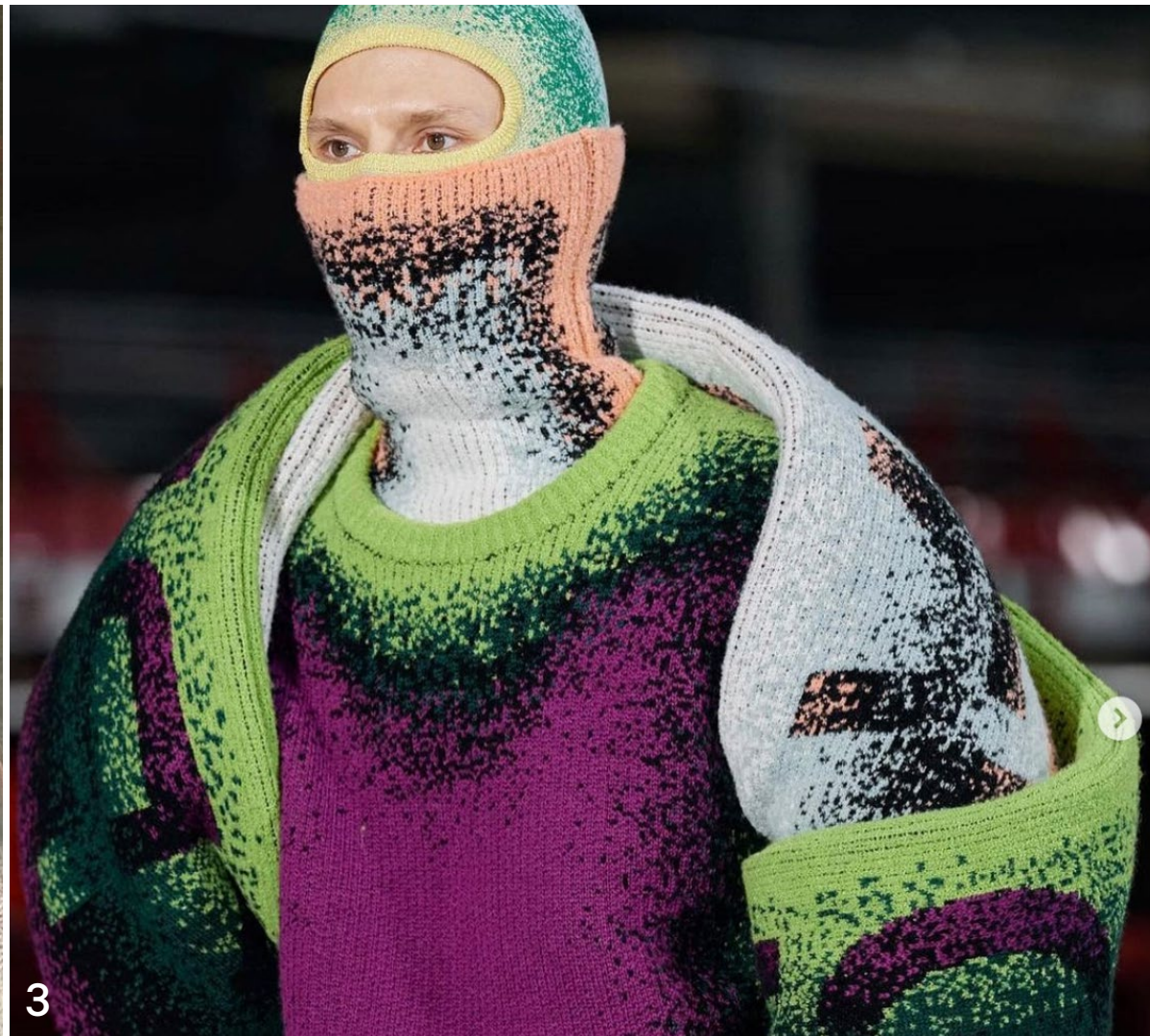
Take your favourite needle craft, throw away the pattern, then why not cut a hole in it and wear it over your head? Balaclavas are without a doubt this season's most-wanted winter accessory, but the obsession with remixing seemingly traditional and functional winter-wear doesn't stop there. We're loving the combination of bright clashing colours and mixed-media yarns to create the ultimate maximalists dream. Everyone can join in; from the at home DIYers, the high-fashion lovers and fine art sculptors – there's so much fun to be had, plus, you can turn the heating down – convinced yet?



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- 1 Balaclava, IG @eve.frsr
- 2 Marni x Uniqlo AW22 collection
- 3 Y Project AW22 collection
- 4 'Home Sweet Home', Missoni X Alessandra Roveda
- 5 LOEWE AW22 Menswear collection
- 6 Installation, Katrina Sanchez
- 7 Winter knitwear by Verconiik, IG @verconiik
- 8 SULK x Dominyka Josvilaite, IG @dominykajosvilaite
- 9 Givenchy x Josh Smith SS22 collection
- 10 Bucket hat pattern, Le Pull
- 11 SULK leg warmers, IG @sulkknitwear
- 12 JW Anderson AW22 collection
- 13 Knitted lampshades, Lex Pott

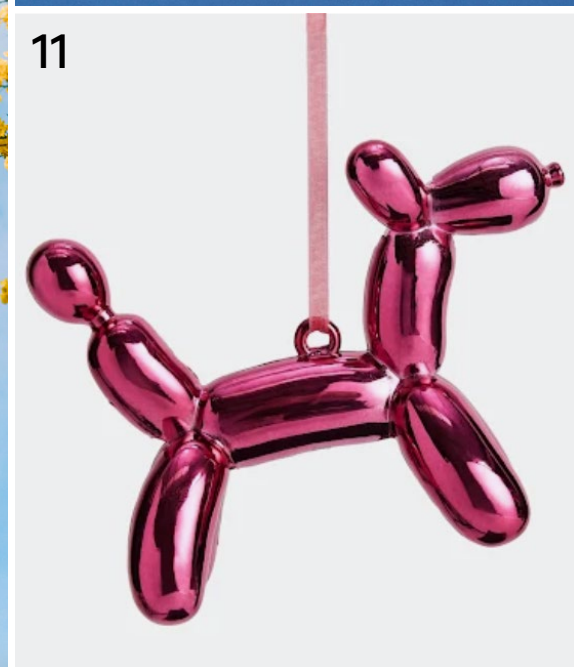
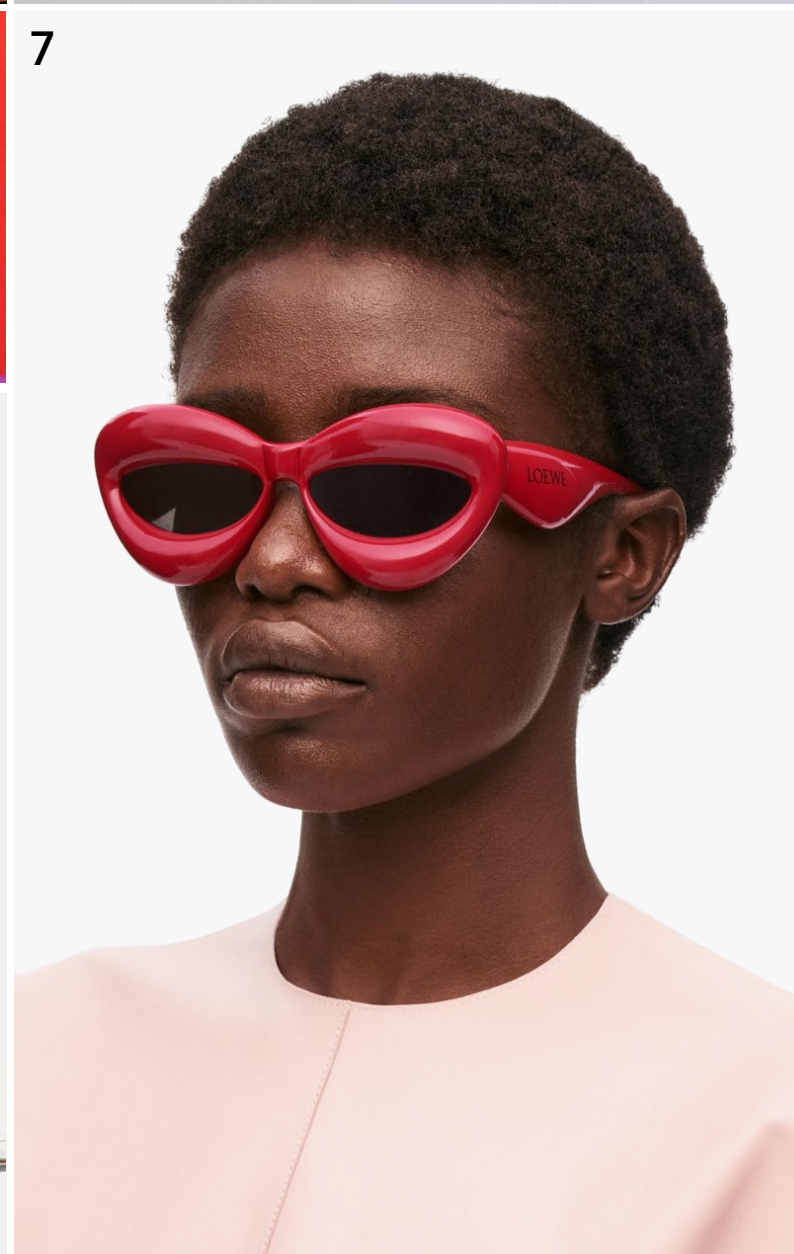
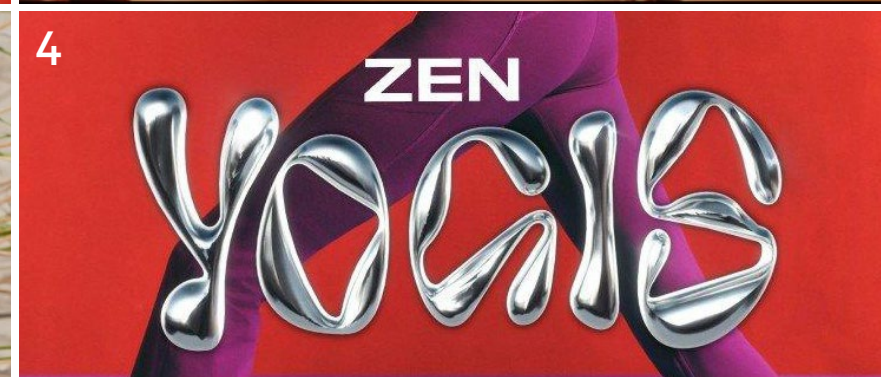
Bubble & squeak

Full and fit to burst

The quilted, puffy trend has had a seasonal makeover – it's been smoothed out, covered in lacquer and filled with helium to create this ultra fun and floaty trend. Perhaps a literal interpretation of ballooning inflation, or just a timely desire for unconventional fun and freedom... either way, we've seen this trend fill out all corners of the digital and physical realms. From fashion photography, where products are encased in, or filled with, high-shine balloons, to 3D bloated, bouncing typography on social ads and brilliantly bizarre inflated accessories. There's no denying this trend is larger than life, and we're not ready to put a pin in it just yet.



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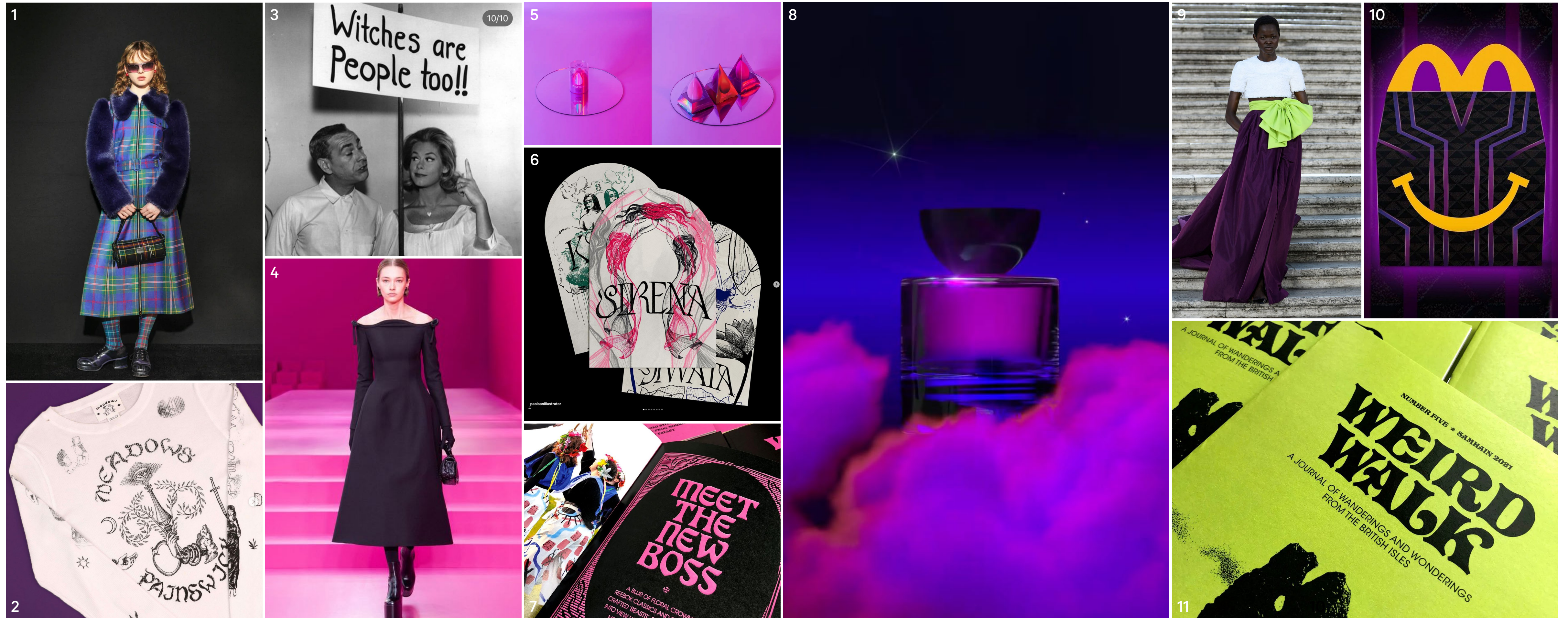


- 1 Sale image, Lazy Oaf
- 2 Goya bag, LOEWE
- 3 3D lettering, IG @hjkgraphics
- 4 Activewear campaign, Sweaty Betty
- 5 Balloon Stilettos, LOEWE
- 6 Karole shoes, Camper Shoes
- 7 Red Sunglasses, LOEWE
- 8 Campaign image, Loosey Goosey Baking Powder
- 9 'Realities Theory', Laura Normand
- 10 Campaign image, Camper Shoes
- 11 Balloon Dog bauble, John Lewis
- 12 Cocktail glasses, Helle Mardahl
- 13 'OH OK' 3D metallic font, ana & yvy

Features



Witchy woo



Modern witchcraft was a micro trend this year (yep, you'll have to get on WitchTok to believe it). And while it's a little late in the year for spooky season, our fascination with the occult has stayed strong – and what better time to dust off the spell book than for the Winter Solstice. To cast, gather: a rich, purple colour palette, ornate typography and a touch of mystical magic.

- 1 Iggy bag, Shrimps
- 2 Painswick tee, Meadows
- 3 Publicity image for Bewitched, IG @bornwitchy
- 4 Valentino AW22 collection
- 5 Booming Beauty packaging, Invade Design
- 6 Stickers, IG @kool.type
- 7 Boss Morris zine spread, Weird Walk
- 8 Witchy Woo perfume, Shen Beauty
- 9 Valentino AW22 collection
- 10 Black Panther Wakanda Forever box, McDonald's
- 11 Zine cover, Weird Walk

Snow day



Call it trend forecasting or weather forecasting, it seems that some brands were ahead of the curve in predicting our icy December. Graphic white circles, cool-toned snowy landscapes and white fluffy accessories are moving in from east to west, and we're certainly feeling the chill. Dare we say we're dreaming of a white Christmas?

- 1 Photo for Lula Magazine, Lazaro Scabbia
- 2 Winter Fayre paper decoration, John Lewis
- 3 Mini felt pumpkin baubles, The White Company
- 4 'A Snow Day' Christmas campaign, Jo Malone
- 5 Pine & Eucalyptus candle, Jo Malone
- 6 Furry sheepskin earmuffs, Prada
- 7 Holiday collection, Issey Miyake
- 8 Glass snowball tealight holder, Kosta Boda

Ink trap type



Once upon a time when letters were designed for paper, rather than pixels (feel old yet?), letterforms were designed with nicks and gaps in the corners to account for bleeding ink when printed. Traditionally, this feature would be invisible to the reader, but we've noticed type designers exaggerating them to create unique and characterful typefaces, and we love the results.

- 1 Airdrop typeface, Alexander Créquer
- 2 Revome typeface, 3% Design Studio
- 3 Cako typeface, VJ Type
- 4 Killing Eve title credits, Matt Willey

- 5 ANOTHER 1 packaging, Local Remote
- 6 Klarheit Grotesk typeface, Extraset Type Foundry
- 7 Masters Expo poster, Specht Studio
- 8 Whyte Inktrap Mono typeface, Dinamo

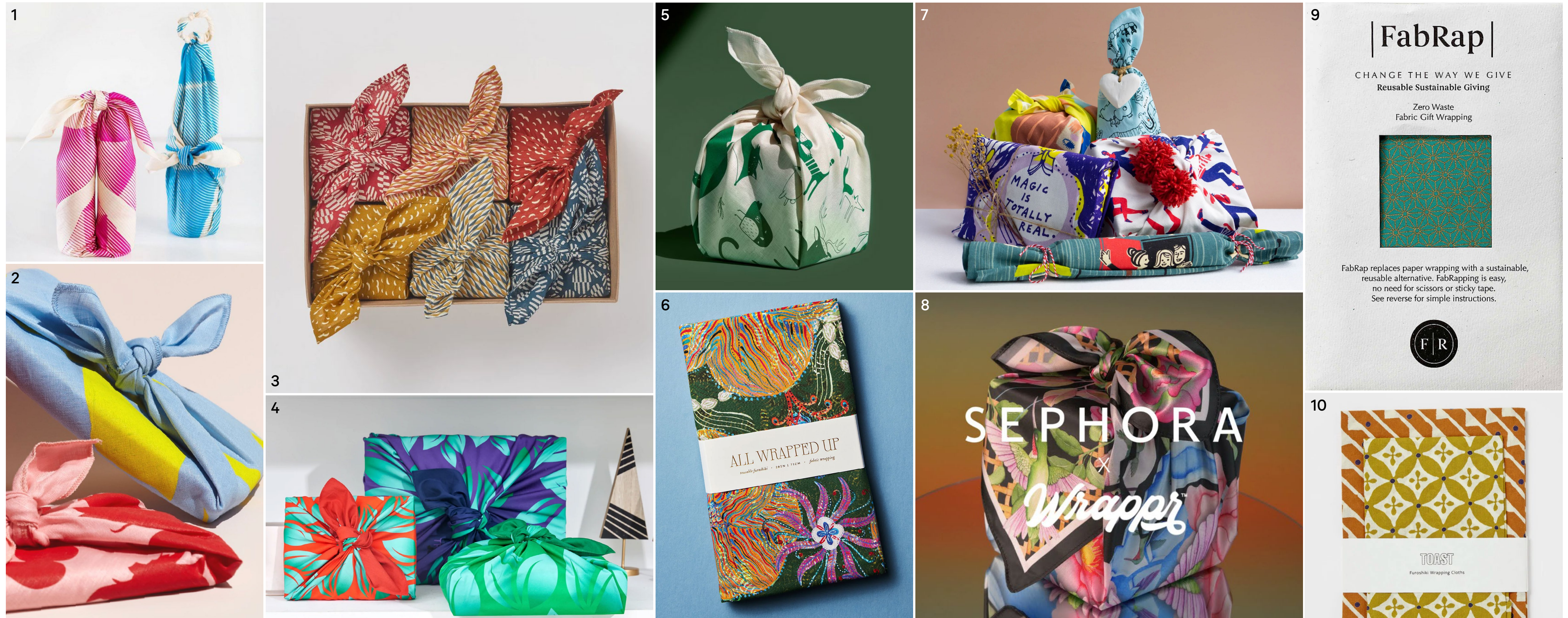
Hunker down



As we all do our best to keep warm, the idea of curling up in a cosy cottage this Christmas is feeling more desirable than ever. This yearning is visually manifesting in campaign and product photography across the board, with glowy flickering candles, warm wood furniture, snuggly throws and soft upholstery – ahhh, heaven! Time to fetch the heated blanket.

- | | |
|--|--|
| 1 Check Double Cotton Pyjamas, TOAST | 6 Hand painted baubles, TOAST |
| 2 Christmas advert, Boots | 7 Creative Traditions collection, TOAST |
| 3 The Festive Table collection, TOAST | 8 Christmas lifestyle photography, Anthropologie |
| 4 Karu cotton velvet stocking, Nkuku | 9 Patchwork hot water bottle, TOAST |
| 5 'Weaving my World' at Hauser & Wirth, Rachel Scott | 10 Donegal wool scarf, TOAST |

Silky wraps

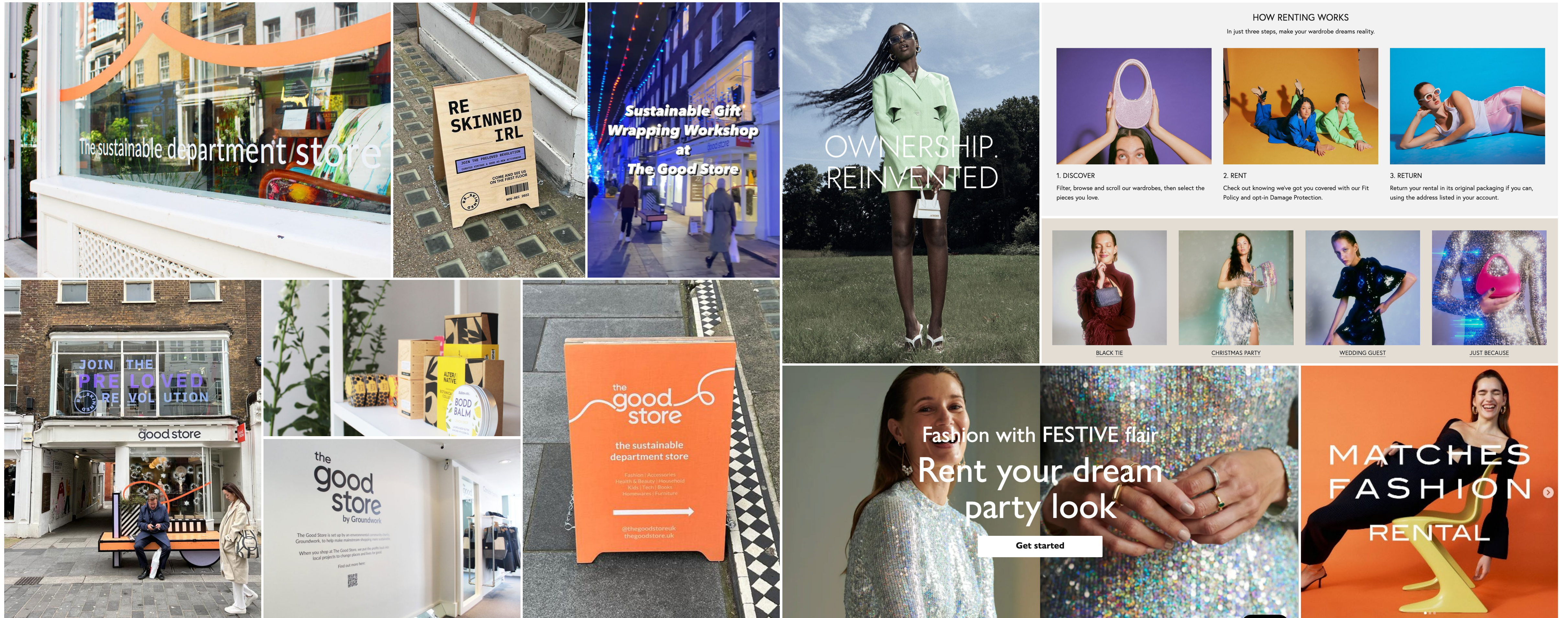


Furoshiki is hardly a new idea, but this year we've noticed an influx of brands selling their own beautiful wraps as an in-store and online gifting option. A brilliant branding opportunity, a sustainable wrapping option and an ultra special gift idea – all tied up in a beautiful bow. We love it.

- 1 Furoshiki wrapping, Lucinda Newton Dunn
- 2 Sustainable Gift Wrapping, Abrazo New York
- 3 Furoshiki Table Gifts, TOAST
- 4 Furoshiki wrapping, Wrappr
- 5 Sustainable Gift Wrapping, Abrazo New York

- 6 Furoshiki gift wrapping cloth, Anthropologie
- 7 Furoshiki wrapping, Home Dweller Journal
- 8 Sephora x Wrappr Collaboration
- 9 Jade fabric gift wrap, FabRap
- 10 Furoshiki block print wrapping cloth, TOAST

Conscious Christmas



The Good Store

Created by the charity Groundwork London, The Good Store is a new sustainable department store in the West End, selling restored, recycled and reusable products. Head on down to South Molton Street to meet all of your sustainable gifting needs.

HURR Fashion Rental

Love party-season, but tire of the festive demand for newness? Check out HURR: a fashion rental service that can deliver on Christmas party sequins without burning a hole in your pocket or the planet. Plus, they've partnered with retailers like John Lewis, Matches Fashion and Selfridges. Hooray for accessible, sustainable fashion!

Pink & Red

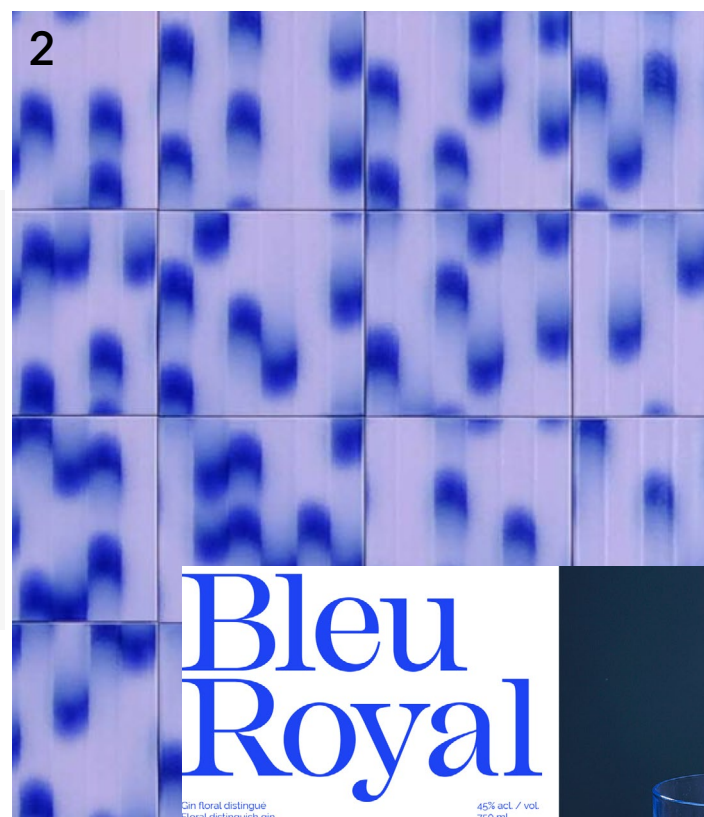


- 1 Diamond Gift Wrap Rouge, Heather Evelyn
- 2 Christmas campaign, H&M Home
- 3 Advent calendar, SPACE N K
- 4 Advent calendar, Cult Beauty

Colour palettes

From pastel to Barbie, pink has been 2022's power colour. So naturally it had to be paired with red to create the perfect Christmas palette – and truly, we've seen it everywhere, across the tonal spectrum! On the cooler side of life, we're seeing a chilly wash of cobalt blues and icy silver – a nice change from green and gold, and just as indulgent.

True Blue



- 1 Witchy Woo perfume, Shen Beauty
- 2 Ceramic tiles, Studio GdB
- 3 Linnea Andersson blanket, ARKET
- 4 Bleu Royal gin
- 5 Pyer Moss Spring 22 campaign



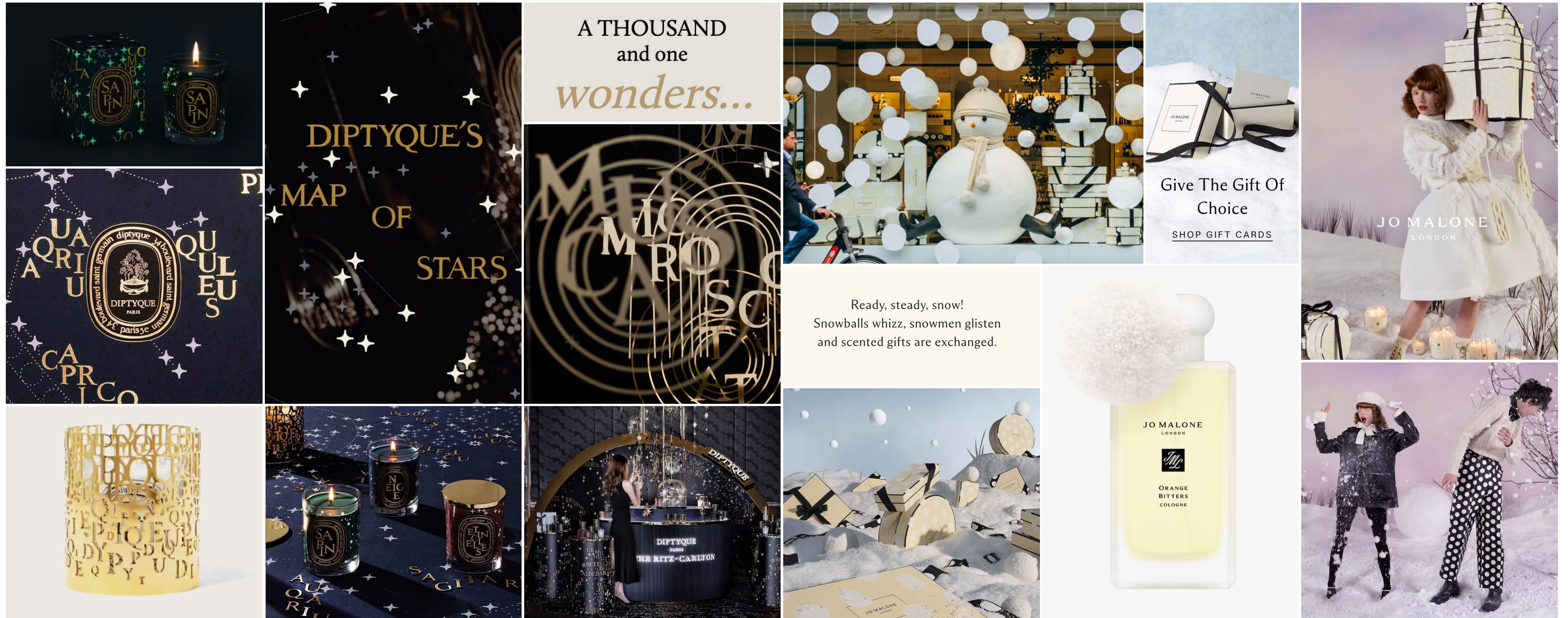
- 1 Sequin bag, Weekday
- 2 FENDI Resort collection 23
- 3 Christmas campaign, Selfridges
- 4 Gift Shop, IG @freepeople
- 5 Giant baubles, Tottenham Court Road

Silver



Campaign highlights

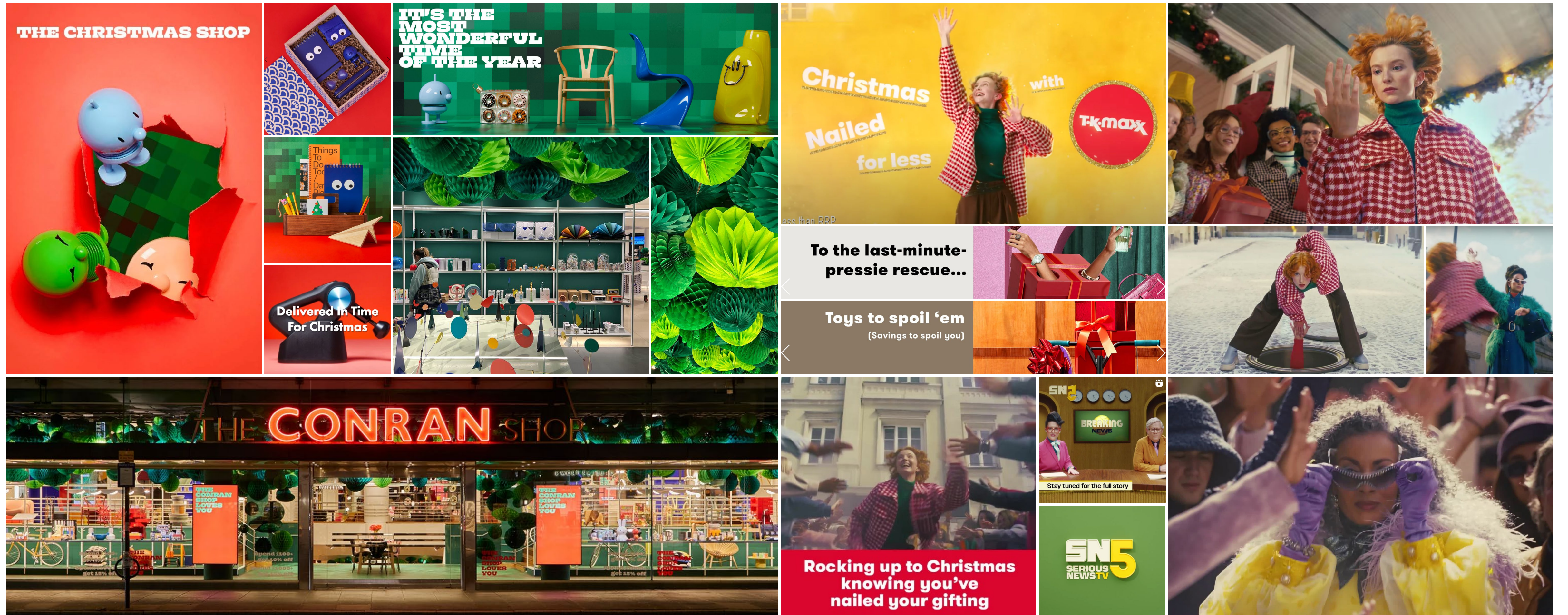
Campaign highlights



Diptyque

Jo Malone

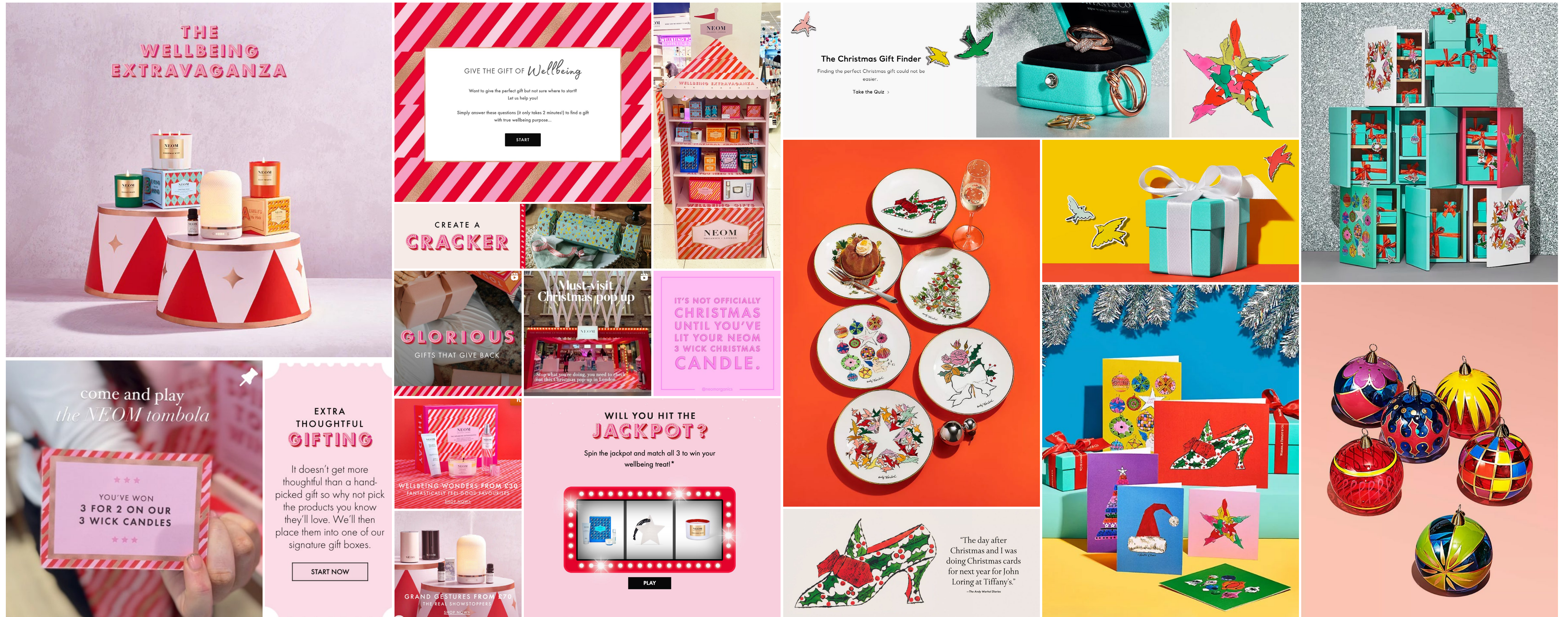
Campaign highlights



Conran Shop

TK Maxx

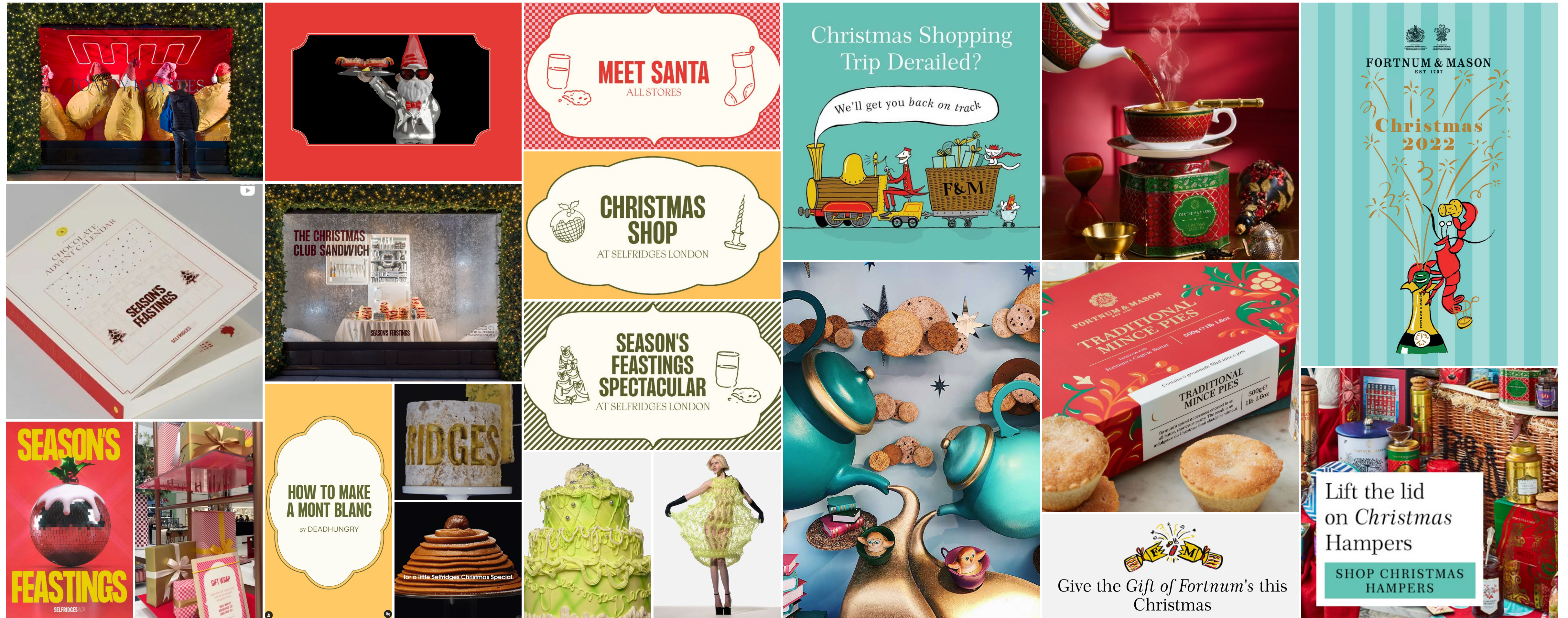
Campaign highlights



NEOM Organics

Tiffany & Co. x Andy Warhol

Campaign highlights

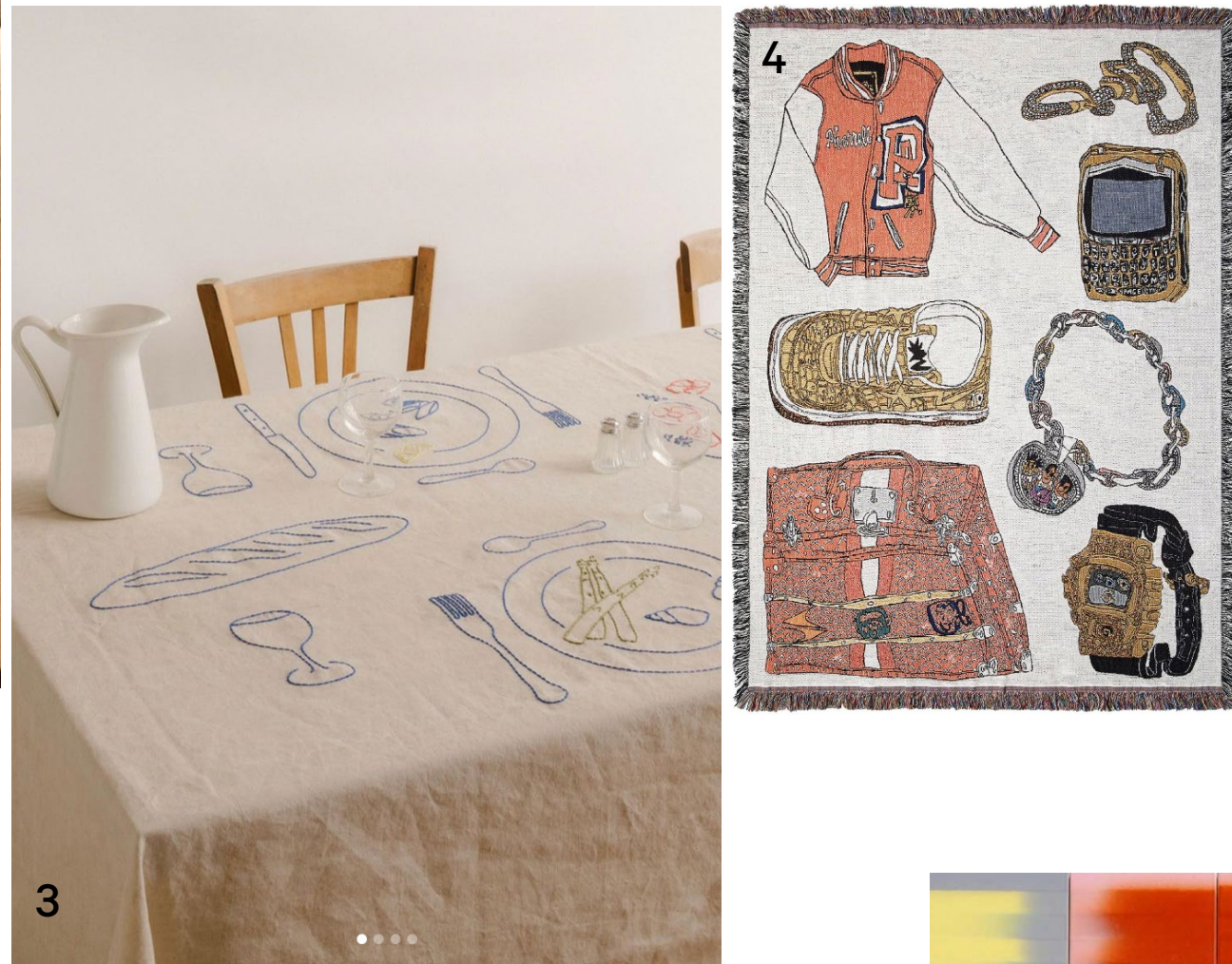


Selfridges

Fortnum & Mason

Looking ahead

- 1 'Dieter Roth's breakfast 2022', Loji Höskuldsson
- 2 Sofa, Loji Höskuldsson x Hay Design
- 3 'The Bistrot Lunch' tablecloth, IG @sarahespeute
- 4 'Son of a Pharaoh' throw, Ochiai Shohei



A stitch in time

This year we started following some artists that create unusual still life embroidery pieces of uniquely curated objects – think the memory game, but sewn onto fabric.

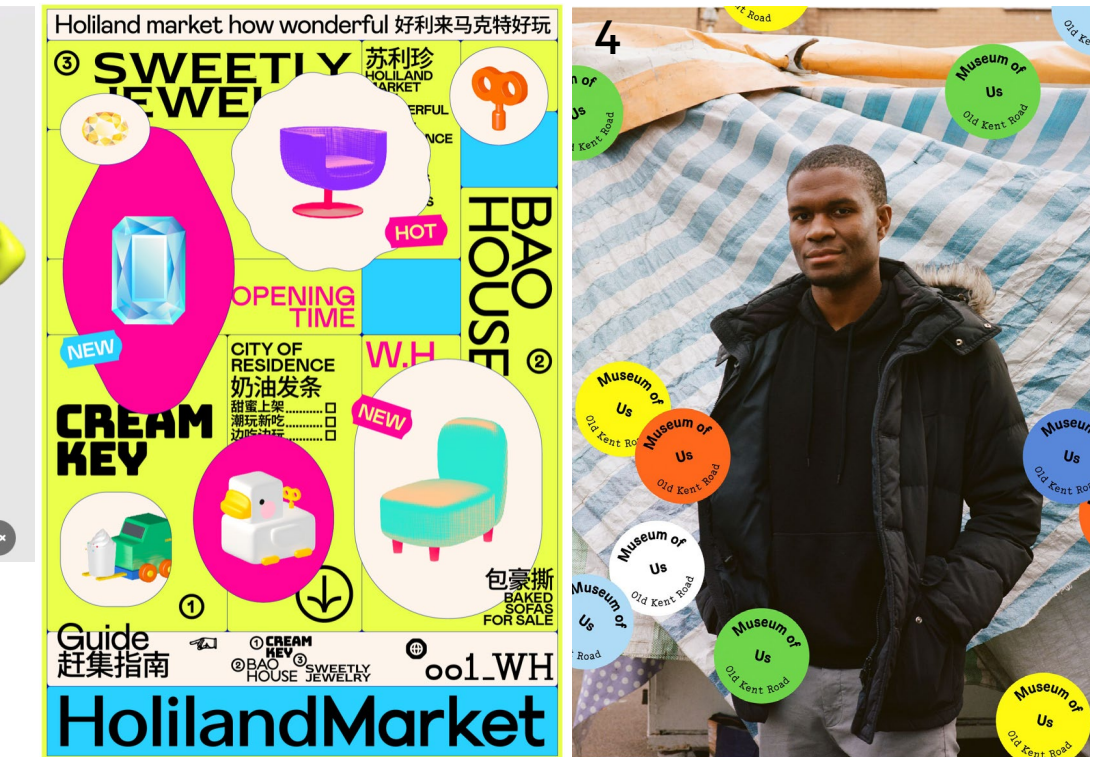


- 1 Movers and Makers, Mailchimp x It's Nice that
- 2 Black Friday ad, Lazy Oaf
- 3 Holiland Market poster, Reflex Design
- 4 'Museum of Us', Fieldwork Facility x New London Architecture

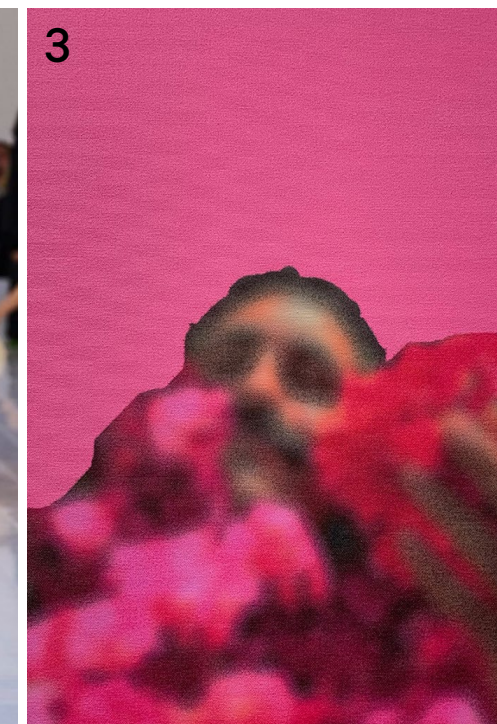


Super saver

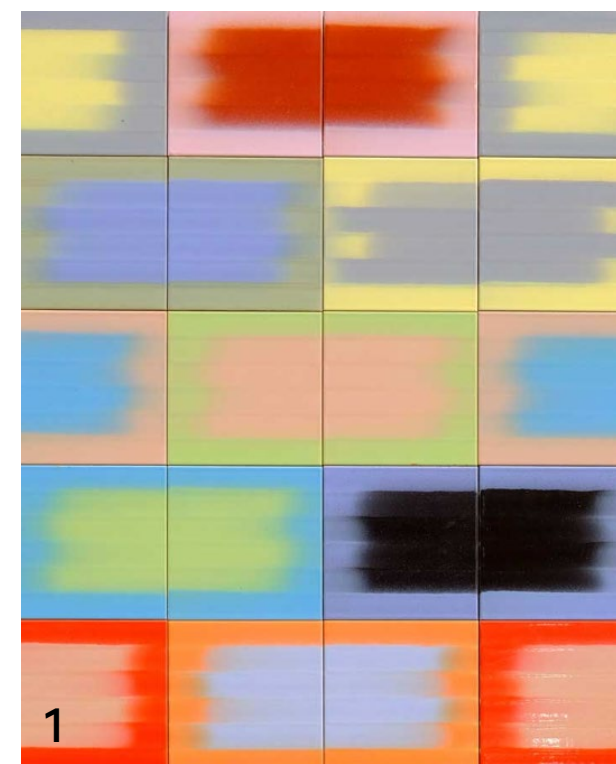
We've seen price label graphics become increasingly popular recently, but we predict this trend will stick around for some time. Taking cues from the bargain bucket aesthetic, it's characterised by simple shapes in neon colours and thin black outlines.




Pixel blur



We're starting to see artists blur the lines of physical and digital; creating gradients, patterns and imagery with pixels. It's beautifully hypnotic and we can't take our eyes off it.



- 1 Ceramic tiles, Studio GdB
- 2 LOEWE SS23 catwalk
- 3 'Drowning' by Hawazin Alotaibi
- 4 'Machbands' series, IG @chris_daniels_art



Thank you for reading!

This report comes to you from Together Design, a team of design and branding experts based in London. We work with everyone from global multinationals to budding start-ups, helping them find their purpose, solve their evolving challenges and build emotional connections with their audience.

We are delighted to share the trends and design themes that catch our eye, delight our senses and feed our creative appetite. We produce two reports a year; one for spring/summer and one focusing on our Christmas retail highlights.

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