

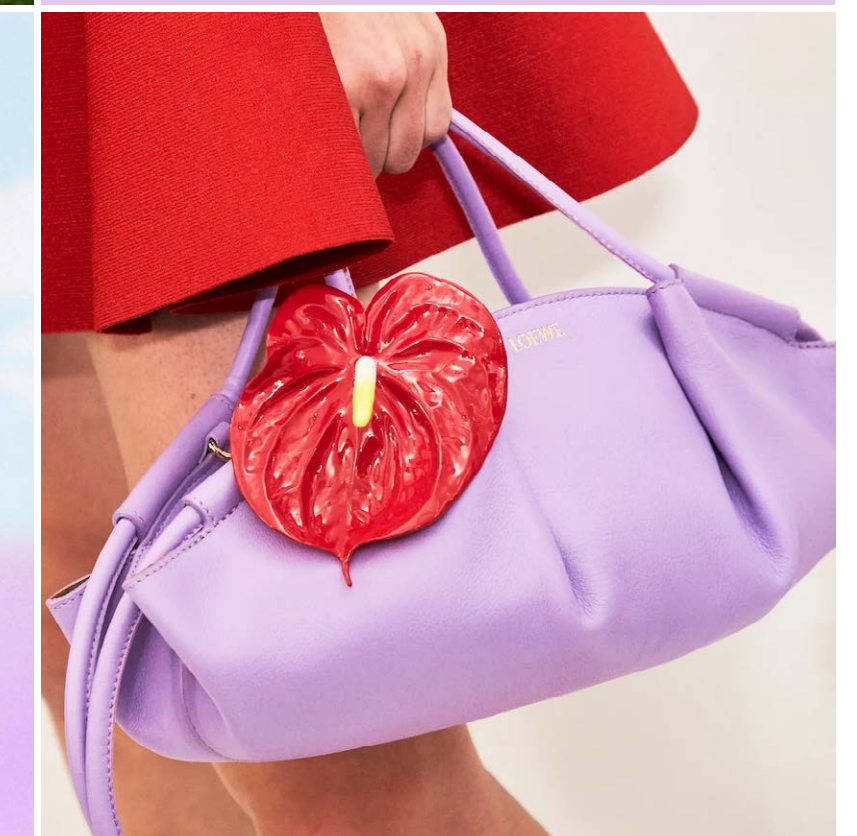


Trend Report SS23

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At last, summer is here. The sun is shining, spirits are high and the smell of BBQ is in the air... (hopefully that's not dystopian smog). This season we've been rather busy; we've had the King's Coronation, and with it a welcome barrage of long weekends, a home-turf Eurovision and some epic football finals peppered in along the way – it's clear we're finding every and any reason to celebrate. We are thrilled to see this joyful energy expressed in bright and buoyant trends for this season, so crank the old fan into gear, grab an ice lolly and enjoy our report. We hope you have a brilliant summer.

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Macro trends

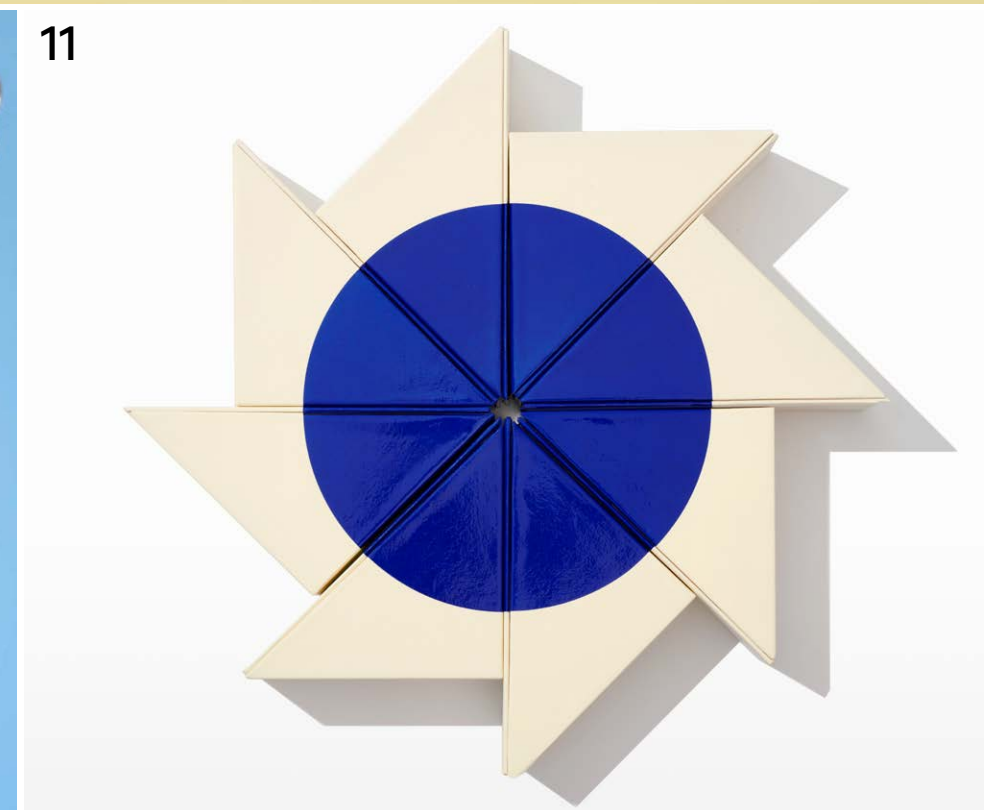
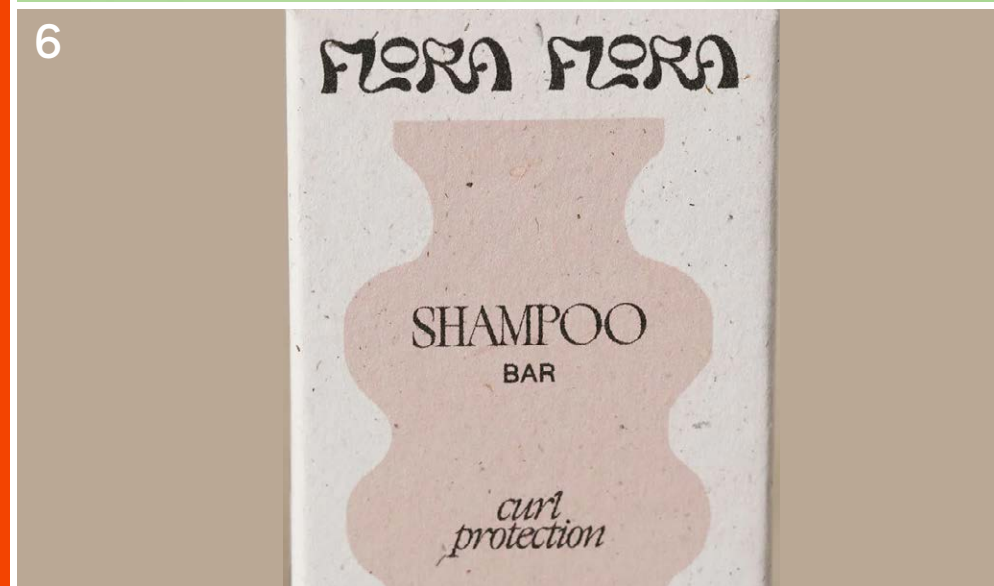
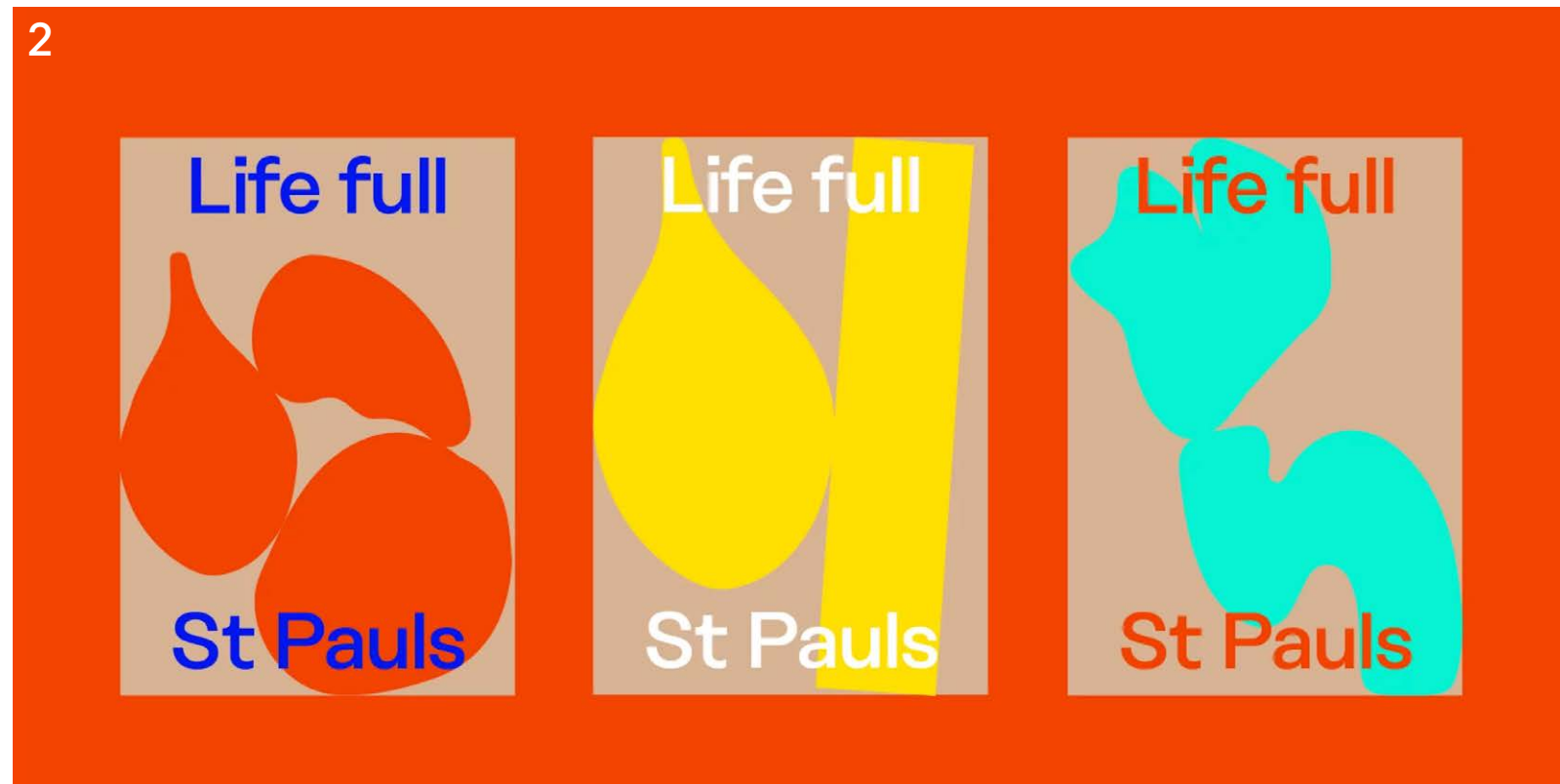


Shape sorter

It's back to basics with this bold and colourful design trend that's anything but boring. Be it geometric or organic, we've seen an array of oversized shapes in clashing colours applied to packaging, home furnishings and environmental graphics. When paired simply with wood-block style typography and unlikely colour combinations, these playful graphics demand attention and add a tray full of personality. It's no surprise we've seen this style used effectively in emerging start-up consumer brands and heritage brand-refreshes alike, demonstrating that you don't need high-tech design solutions to yield fresh and eye-catching results.



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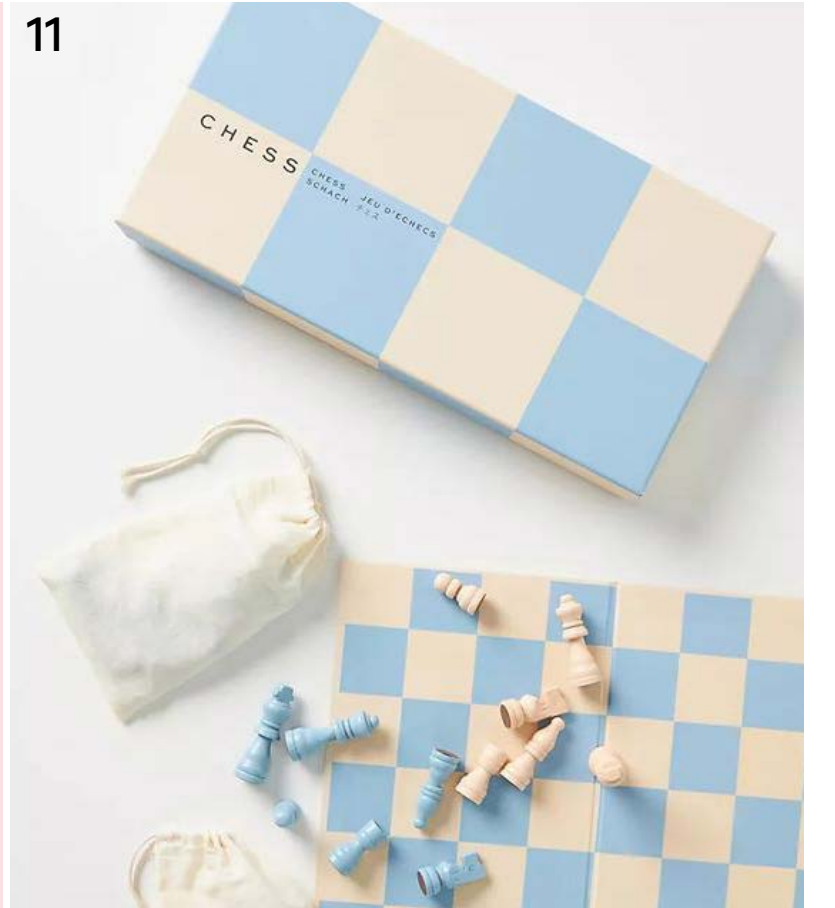
- 1 Auge Design Collezione, Casa Marrasso 1934
- 2 St Paul Primary School, rebrand by The District
- 3 Auge Design Collezione, Casa Marrasso 1934
- 4 Canevas retail space, branding by Clairoux Studio
- 5 Zig Zag Stool, POLSPOTTEN
- 6 Flora Flora, Shampoo bar packaging
- 7 Nelson Pop Art Rectangles Poster, Hermann Miller archive
- 8 Cures Méditerranéennes, Neeo IG @neocures
- 9 Meridian haircare, branding by Koto
- 10 Centre Parcs signage, rebrand by DesignStudio
- 11 Truffle Man packaging, by Rice Studios
- 12 Centre Parcs signage, rebrand by DesignStudio
- 13 Ami Ami boxed wine, Wedge

Milkshake minimal

This trend feels like sipping on a vanilla milkshake in a top-down convertible on a sunny day, and is more than a little bit Wes Anderson inspired. Like us, you may have seen the 'Wes Anderson trend' all over social media, with people recreating his romantic, quirky vignettes, observing the everyday with rose-tinted glasses, with some even using AI to recreate beloved films and TV shows in his iconic style. We love this vibe for summer and have noticed fashion brands, NFT artists and packaging designers alike echo this mood with limited pastel colour palettes, airy nostalgic typography and oh-so-satisfying symmetry – swoon!



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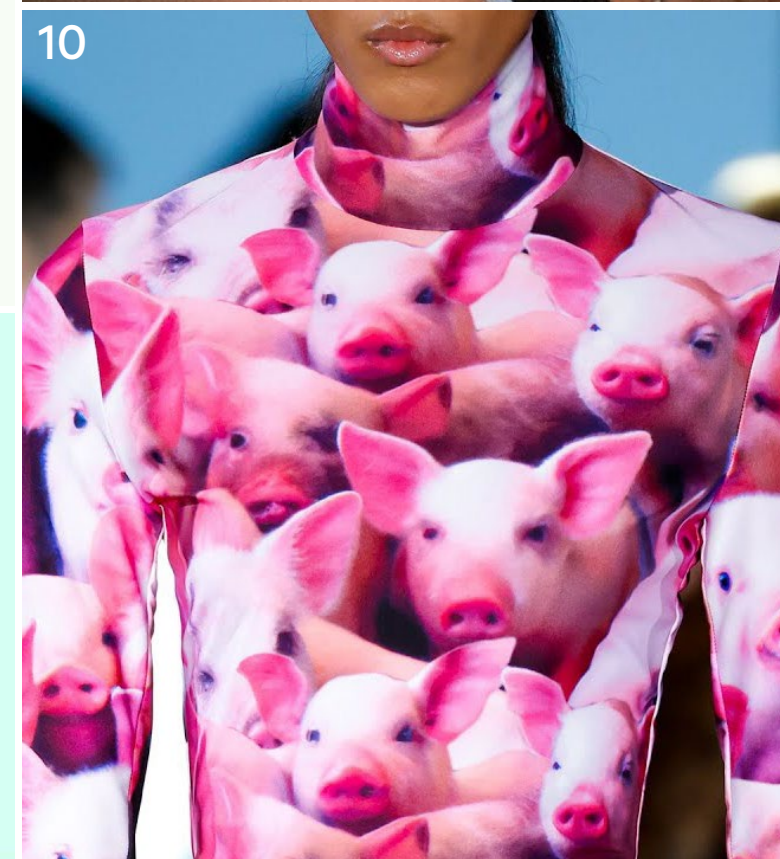
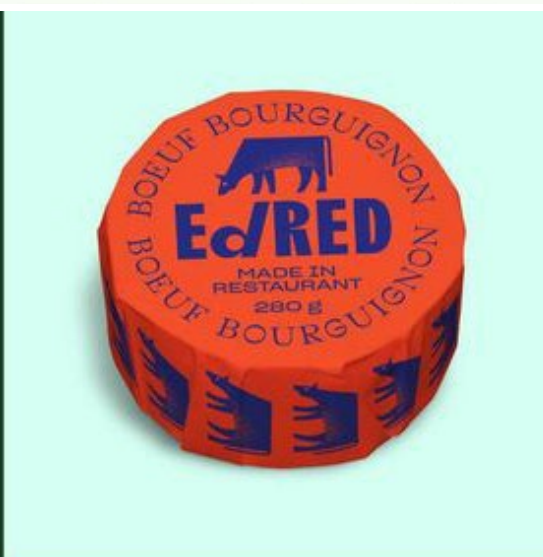
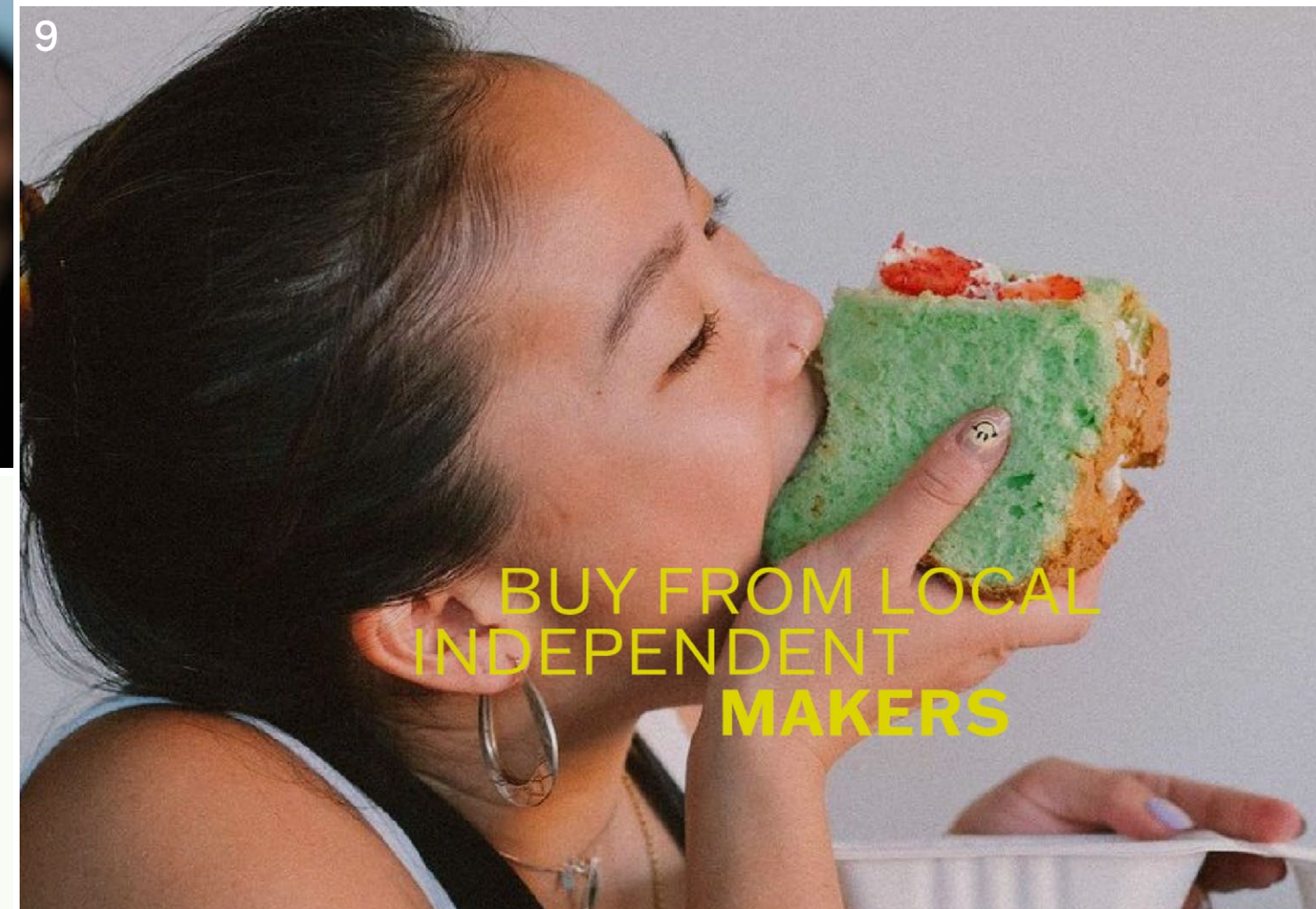
- 1 Still from 'Asteroid City' - Wes Anderson
- 2 Pancake mix, Cravings by Chrissy Teigen
- 3 Still from 'Asteroid City' - Wes Anderson
- 4 Sparkling water, Barbet
- 5 Summer capsule promotion, Represent
- 6 FRENCH WALTZ fragrance, GOLF le FLEUR*
- 7 'For Lease' NFT by Grant Riven Yung @rivenribbon
- 8 Wes Anderson trend, IG @qmike
- 9 'The Tabby Shop' pop-up, Coach
- 10 Poster by Nicky Laatz, Dribble
- 11 Chess set, Anthropologie
- 12 Petite Bazaar rebrand by Heavy.

Farm fresh

Perhaps a productive response to the world's current food shortages and farming discord, or perhaps just the natural move on from last years outdoorsy fashion obsession, 'gorpcore', and before that 'cottagecore' (keep up!). Either way, this trend comes straight from the farmers market, elevating the home-grown, Clarkson's Farm aesthetic to high-fashion status, with a rebellious spirit that isn't afraid to get dirty. From the fantastically ridiculous JW Anderson x Wellipets frog shoes, to streetwear collaborations with local farms, to the new food shopping app DELLI ('Depop for foodies') that creates digital shopfronts for independent makers – there's many ways you can access and enjoy the fruits of this trend.



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- 1 Sky High Farm
- 2 Fork & Good branding, by Mother Design
- 3 Loewe mens collection SS23
- 4 Cow print boots by Lisa Says Gah
- 5 Ed Red canned food packaging, by Edgar Bak Studio
- 6 Christopher Kane, AW23 collection
- 7 IG @ronnypickling Proud Pickle Purveyor
- 8 Frog loafers, JW Anderson x Wellipets
- 9 Website image, DELLI
- 10 Christopher Kane, AW23 collection
- 11 Summer Sale instagram advert, YMC London
- 12 Tomatier branding, by Meteorito Estudio
- 13 Tomatier artisan packaging, by Meteorito Estudio



Features

Maxi florals

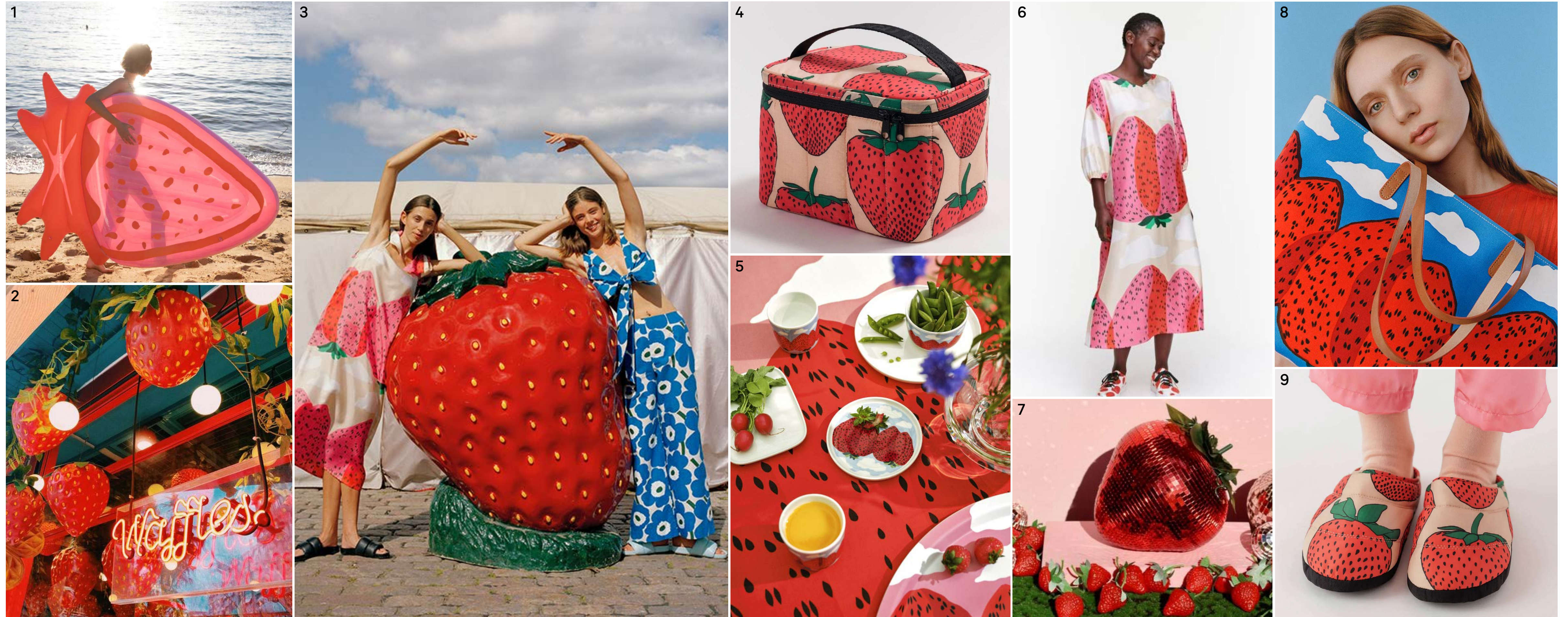


You may be thinking 'Florals? For Spring? Ground-breaking...' but this year we're big fans of this larger-than-life take on the perennial trend. From chrome clutches, to crockery sets, to luxurious satin shoes – the big flower is as versatile as it is beautiful. Just make sure to stock up on the Piriteze!

- 1 San Raphael Wild Flower Plate, Arket
- 2 Flower Tea reusable night light packaging, Yin
- 3 Macy's Flower Show 2023 illustration, Paulina Almira
- 4 Night Tulips Bag, Stine Goya
- 5 Fathers Day campaign, Liberty

- 6 Spring Campaign 2023, Loewe
- 7 Sproutl packaging, by OMSE
- 8 Spring Campaign 2023, Loewe
- 9 Polytrade Paper x Studiowmw
- 10 Stine Goya, SS23

Strawberry fields



Nothing to get hung about, we're finally dusting off our picnic blankets as the long awaited summer delights approach (see: Wimbledon, Eton Mess, strawberry picking). On cue, we're seeing punnets of strawberry patterns and motifs hitting the shelves. It's wonderfully kitsch and all kinds of cute. Pass the Pimms!

- 1 Strawberry inflatable, Sunnlylife
- 2 Strawberry lights, Kemal Usta Waffles Istanbul
- 3 Marimekko
- 4 Puffy lunch bag, Baggu
- 5 Mansikkavuoret table cloth, Marimekko

- 6 Jylha strawberry midi dress, Marimekko
- 7 Strawberry disco ball IG@sofiestdesigns
- 8 Mansur Gavriel x Marimekko
- 9 Puffy Slipper, Baggu

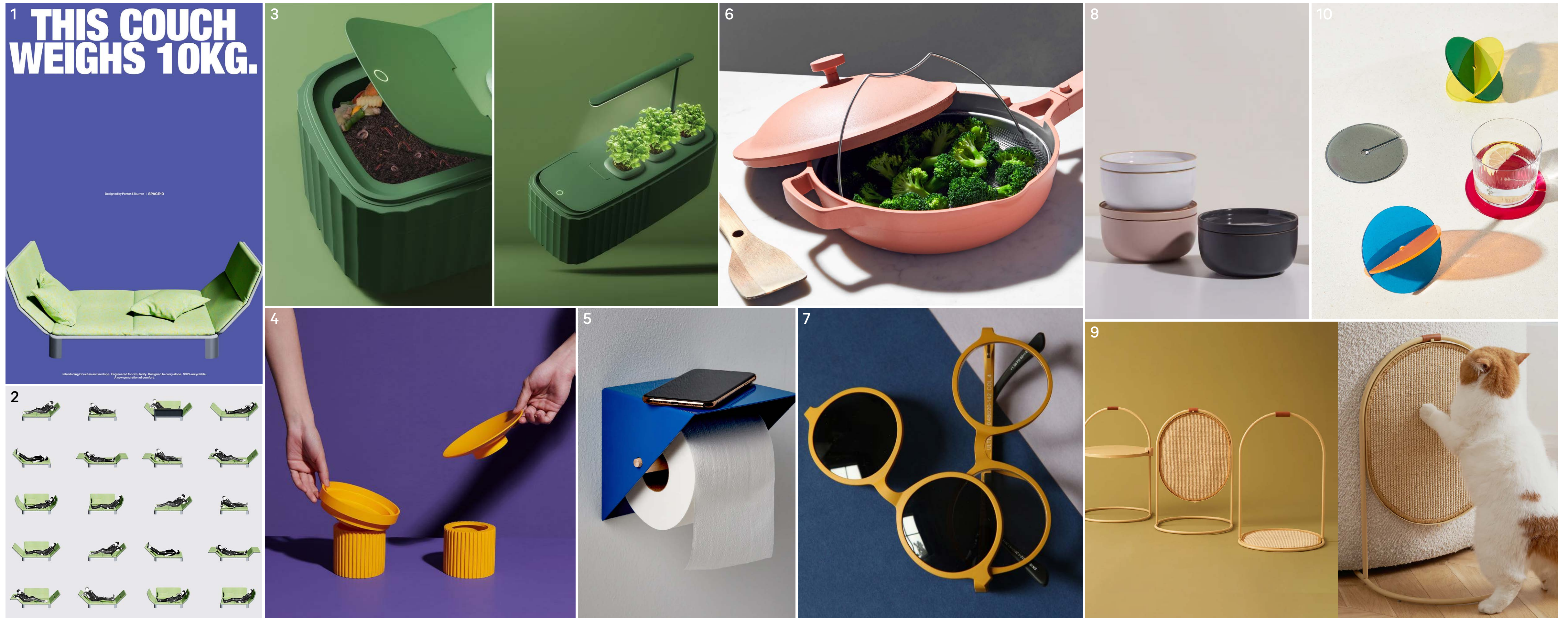
Royal flush



It's not every year we celebrate a King's Coronation, inspiring our beloved British heritage brands (and just about anyone) to create commemorative collections. We've admired the modern take on the classic, regal visual cues, creating products that feel ornate, special and timeless – you'd never know we were out of practice.

- 1 Limited Edition, Lyle's Golden Syrup
- 2 Coronation Tea, Fortnum & Mason
- 3 Heck Sausages
- 4 King Charles III Jolly Ginger by Biscuiteers
- 5 IG @fortnums, Fortnum & Mason
- 6 Coronation collection mailer, John Lewis
- 7 Le Chocolat des Francais
- 8 '3 Cheers For King Charles III' Tin, Emma Bridgewater
- 9 Royal Fanfare Silk Twill Scarves, LIBERTY
- 10 Coronation Chicken Tyrrells Crisps

Multi-use



Inflation continues to affect most people. To ease the burden, we're noticing an influx of hybrid products that promise to give consumers more bang for their buck. We've shown we can be adaptable with our work/lifestyles over the past few years, so why can't our products adapt too? Less waste and more value for money – we're all for it.

- 1 'Couch in an Envelope', Space10 x IKEA
- 2 'Couch in an Envelope', Space10 x IKEA
- 3 KAGORA indoor composting by Chaozhi Lin
- 4 Feeder and food storage, Pur 3
- 5 Toilet roll holder x shelf, MOMA
- 6 Always Pan 2.0, Our Place
- 7 Multi use glasses, Good Ordering
- 8 Plates x storage containers, Our Place
- 9 Cat scratcher x play toy, MS
- 10 Lily pad coasters, MOMA

Aura-luxe



It seems that gradients never really go out of style; in 2023 we've loved seeing these soft, ethereal patterns used as a hero graphic across all kinds of media. It adds depth and dimension to 2D designs, personality and variation across product ranges and great stand-out on shelf. Simply pair with typography and organic shapes and you've nailed this sumptuous trend.

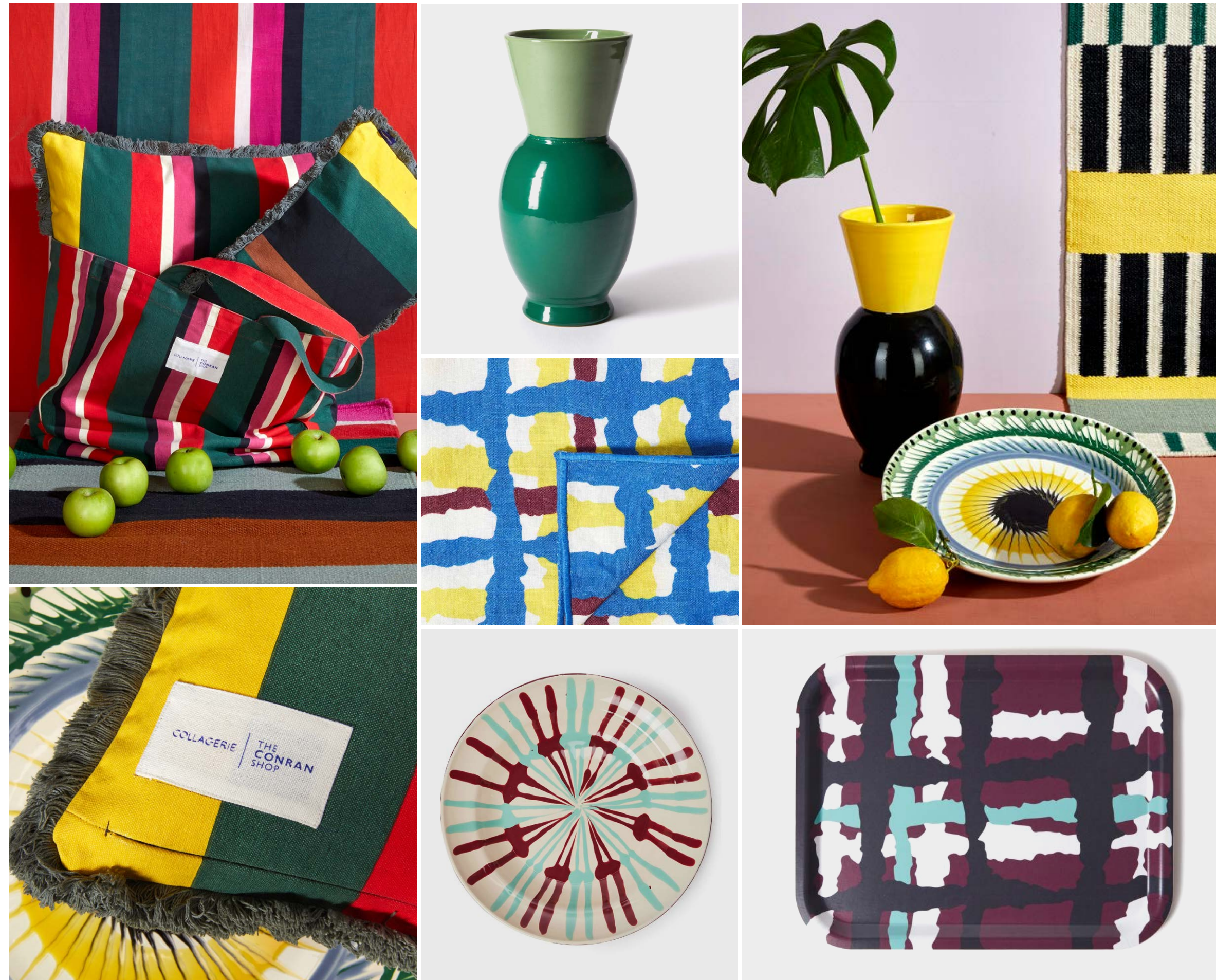
- 1 Electric Sky drinks, by Porto Rocha
- 2 Janu herbal drinks, by Just Design FX
- 3 Rainbow tie-dye, Whistles
- 4 7am Coffee, packaging by Omsky
- 5 Tie-dye shorts, Bonsai

- 6 Kin x Boismells
- 7 Stine Goya
- 8 Marilyne Blais Pottery Illustration IG @doingmedoingyou
- 9 Loewe x Howl's Moving Castle



Where
we're
shopping (we wish)

Where we're shopping



Collagerie x The Conran Shop

Collagerie is an e-commerce site which curates the best in fashion, interiors, beauty and lifestyle. We've eagerly awaited their second capsule collection with The Conran Shop, featuring bold, energetic colours and compositions across an array of furnishings and accessories.



Loewe x Howl's Moving Castle

Another partnership powerhouse: Loewe and Studio Ghibli have launched their third and final collaboration, this time with Howl's Moving Castle. The much-loved characters have been brought to life in leather marquetry, furry accessories and stunning embroidery, making for an adorable and totally unique collection.

Where we're shopping



Louis Vuitton x Yayoi Kusama

The two titans have teamed up again with a monumental collection, featuring over 450 items, 15 metre high statues, and polka-dot covered cities. The result is immersive, playful, and jaw-droppingly ambitious, pushing the boundaries of what it means to join creative forces.



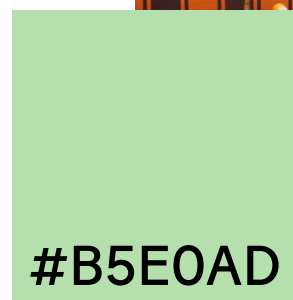
FuturLiberty

To celebrate their 150th anniversary, Liberty has launched a fabrics collection in collaboration with esteemed couture and interior designer, Frederico Forquet. Known for their classic floral patterns, this unexpected collection spotlights geometric, dynamic and vibrant patterns, proving that they can still be cutting-edge a century and a half later.

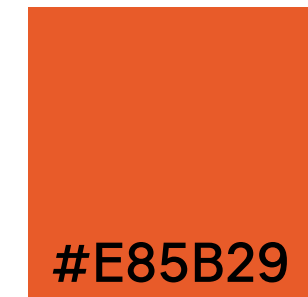
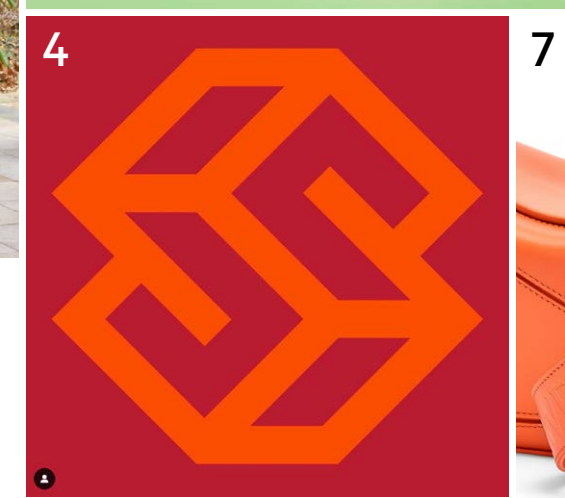
Wisteria hysteria



- 1 Metal table lamp, H&M Home
- 2 Refillable beauty packaging, Maya
- 3 Chinese Wisteria Over a Wicket, Noorullah Karim
- 4 Mohair Suit, Paul Smith
- 5 Recycled gilet, ARKET
- 6 Flower power air freshener, Earl of East



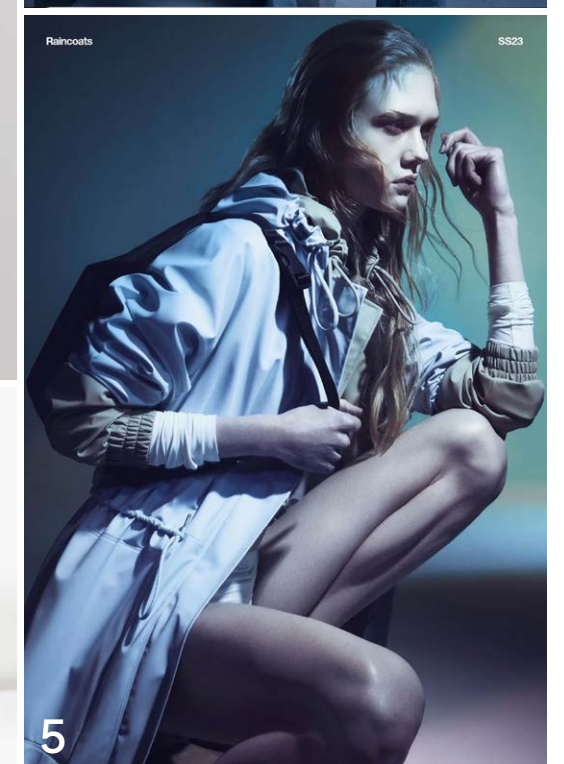
Orange vine



- 1 Twill overshirt, ARKET
- 2 Teak outdoor sofa, HK Living
- 3 Zig zag stool, POLSPOTTEN
- 4 Letter 'S' for 36 Days of Type IG @artempatlazhan
- 5 Glassware set, HK Living
- 6 Balcony low table, HAY
- 7 Small puzzle bag, Loewe



- 1 Always Pan 2.0 set, Our Place
- 2 Mens shop website image, Fendi
- 3 Watson Forest Liberty set, A.P.C
- 4 Monogram bi-fold wallet, Burberry
- 5 SS23 jacket, Rains



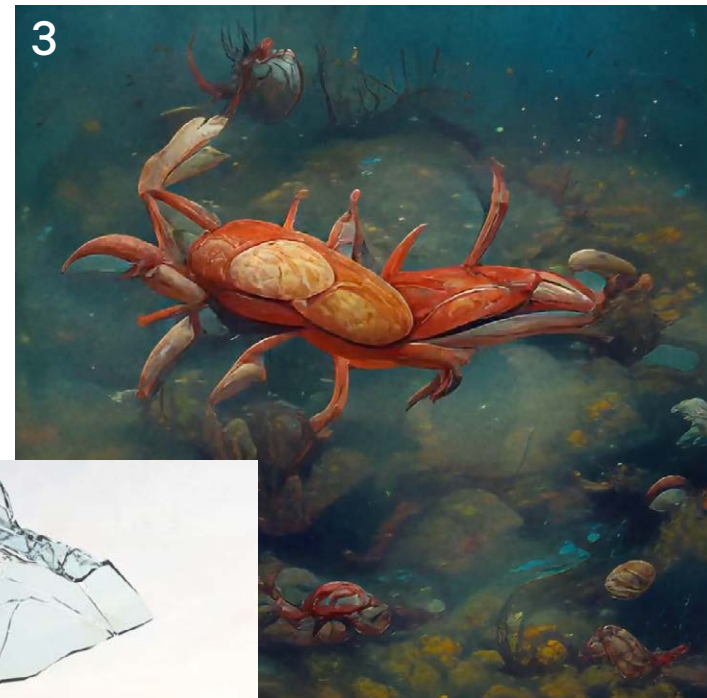
Blue salt

Colour palettes

This year we're seeing a lot of nature-inspired summery colours, starting with wisteria – lilac's cooler cousin that we've seen flowering and climbing just about everywhere. Blood orange is out in force, paired with green to make a delicious colour combo that's not just for Halloween. Finally a paired back, ultra-wearable denim blue, humbly reminding us of the windy British seaside (lets not get too ahead of ourselves here).

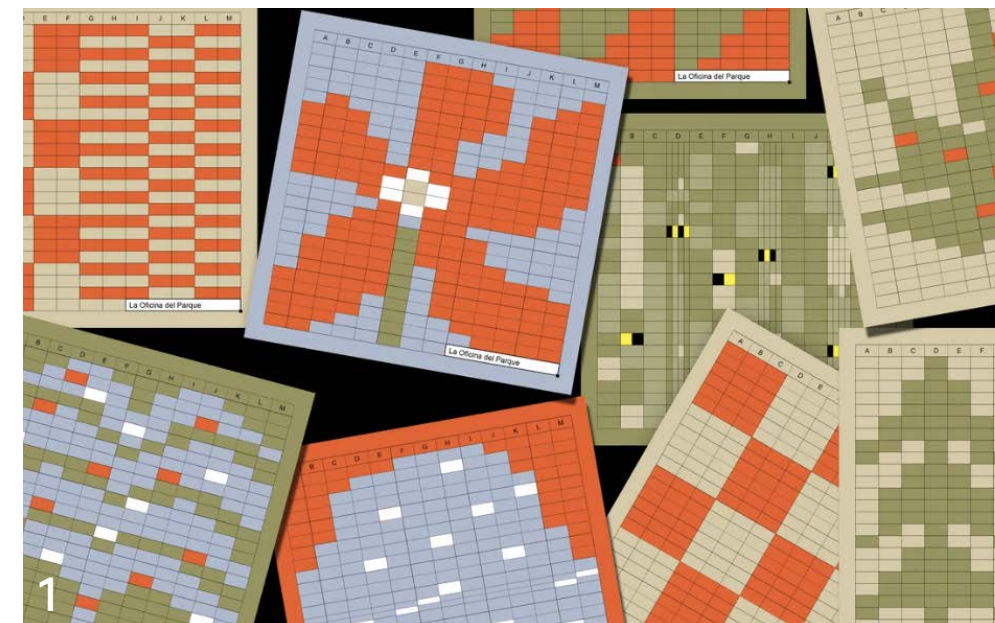
Looking ahead

- 1 Limber by Justin Cloud
- 2 Biodegradable clothing concept, Scarlett Yang
- 3 Critically Extinct, AI generated species, Sofia Crespo
- 4 Mutating Morphologies IG @sofiacrespo



Biotechno

As technology advances, we predict there will be an aesthetic and functional intertwining of the artificial and natural to produce beautiful and innovative results.



- 1 Modular identity for La Oficina de Parque by Studio Ingrid Picanyol
- 2 Country Life series by Wilfred Wood
- 3 IG @lainadeene

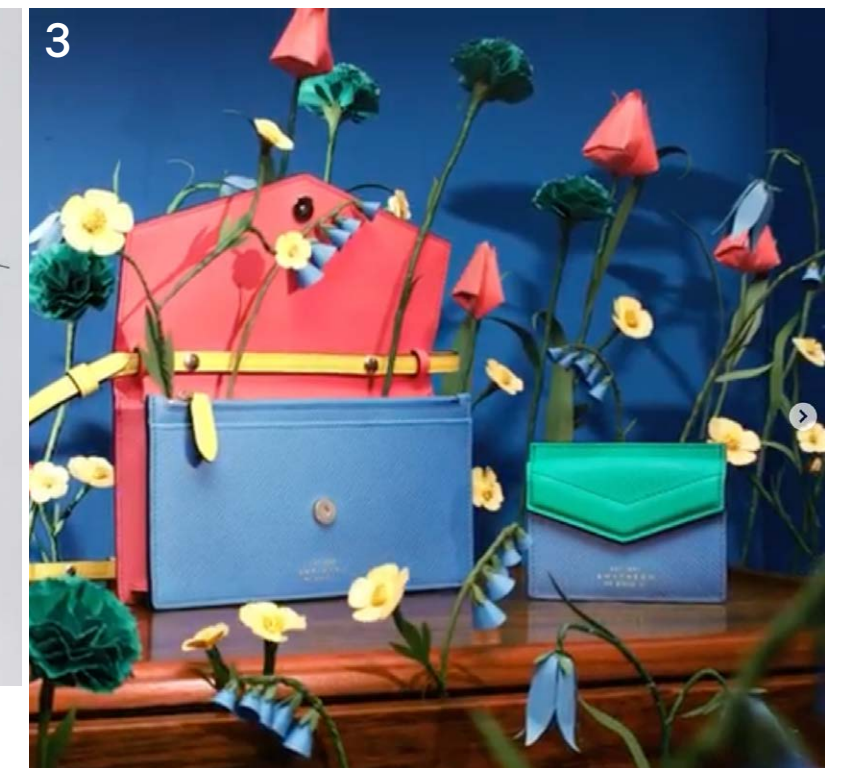
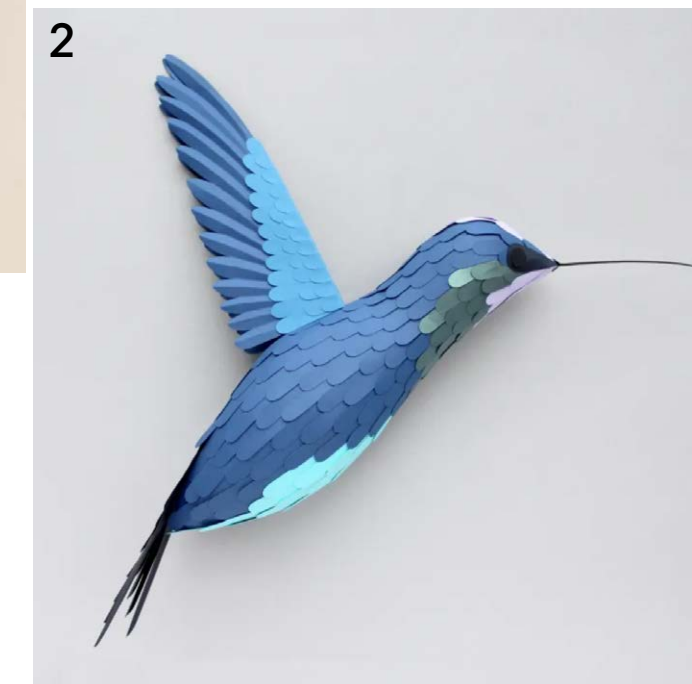


Paper pop-up

We've seen some emerging illustrators sidelining the iPad to create tangible, 3D paper sculptures to bring their work to life. We love this added dimension and character and can definitely see it catching on.



- 1 IG @paperjulia
- 2 Sarah Louise Matthews
- 3 Otherway x Smythson



AI-ntithesis

As a response to the influx of AI generated art, we predict a return to analogue imagery with sketchy, deliberately unrefined drawings and through a rudimentary use of technology.

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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