

# The Aesthetic Noise

## 2024 Fashion Trends



# Today's Runway

Consumers are rejecting the minimalist looks that have dominated in recent times, embracing disorganized, maximalist and unconventional aesthetics for novelty and identity. This cultural shift challenges traditional status symbols, as consumers seek authenticity and self-expression. **We've identified this need for genuine messiness as a societal-wide trend to watch in 2024 in our annual trend report "Unveiling 2024", which you can download for free.**

## 01. Crafted Intricacies

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### Related Insights:

Jacquard  
Crochet  
Embroidery

### Key Takeaway:

Craftsmanship has Value

## 02. Post-Irony Fashion

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### Related Insights:

Cowboy Core  
Meme Style  
Kitsch

### Key Takeaway:

Anti-fashion is Authentic

## 03. Everyday Opulence

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### Related Insights:

Mob Wife Aesthetic  
Metallic  
Sculpture

### Key Takeaway:

The Louder, the Better

## 04. Corporate Chic

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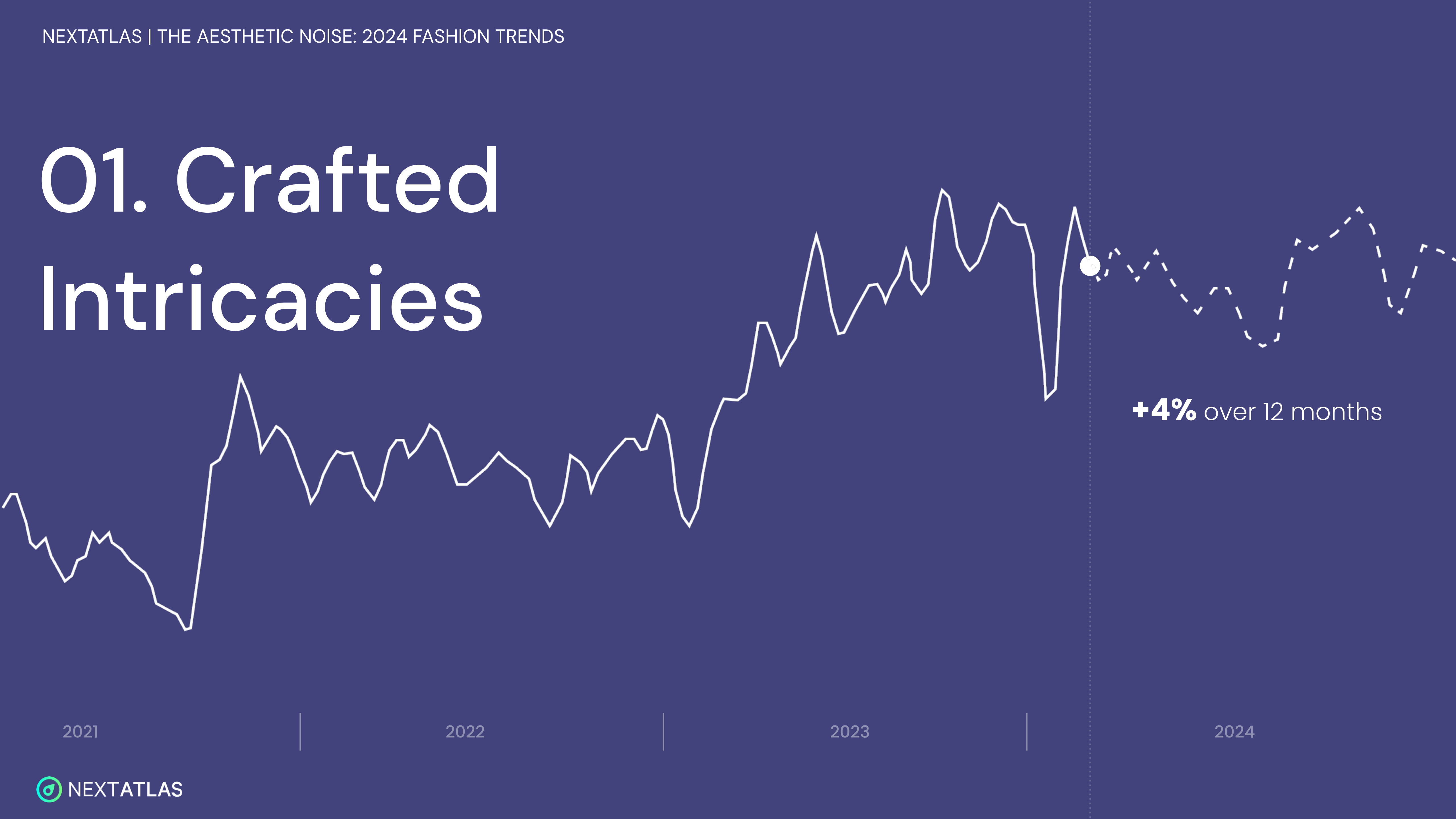
### Related Insights:

Office Siren  
Boxy Silhouette  
Business Casual

### Key Takeaway:

Elegance means Business

# 01. Crafted Intricacies



**+4%** over 12 months

2021 | 2022 | 2023 | 2024

# 01. Crafted Intricacies

In the fashion and design spaces, a distinct trend is emerging: the re-emergence of intricate craftsmanship and a departure from mass production and standardization. This movement, embracing everything from Jacquard's woven patterns to the detailed artistry of beadwork, suggests a deeper cultural longing for the uniquely human skill of handcrafts, as it blends the charm of the handmade with contemporary design sensibilities. It offers a unique and personal touch that resonates with consumers as they celebrate human creativity and emotional depth in an increasingly digital world.



# 1. Crafted Intricacies

Related Insight: Jacquard

Jacquard's intricate woven patterns are captivating fashion enthusiasts, weaving a tale of timeless elegance

## Trendline



## Related Tags

Jacquard Weave

Motif

Floral Jacquard

Fluffy

Silk Jacquard

Cardigan

Merino Wool

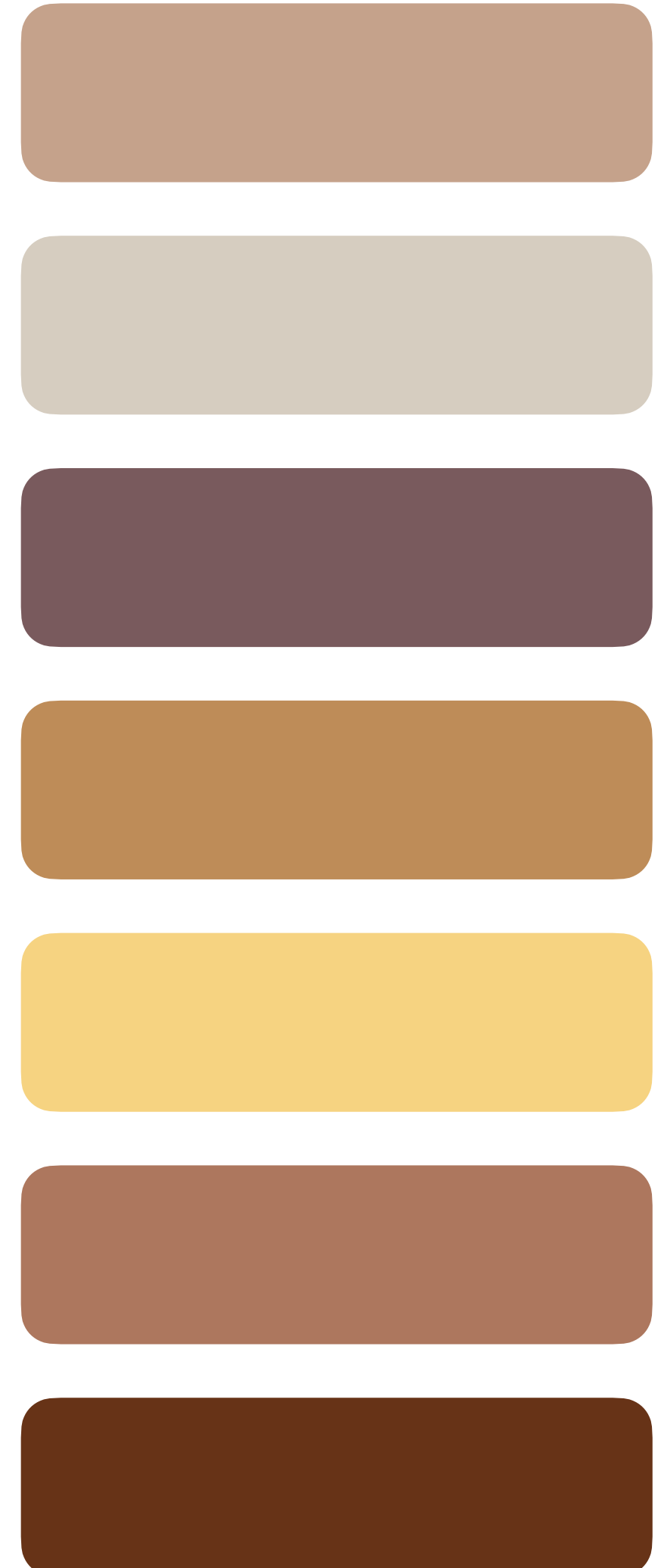
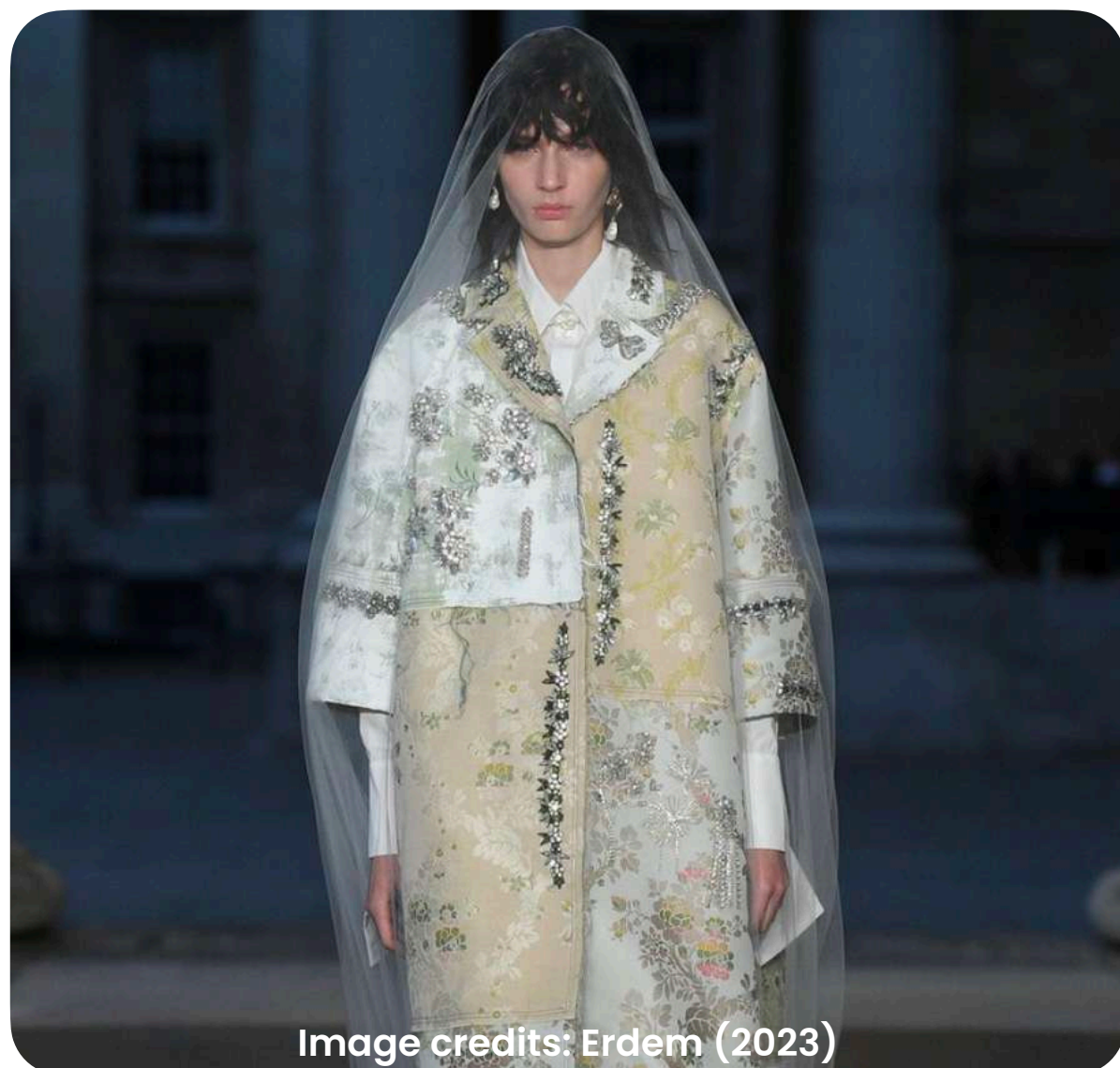
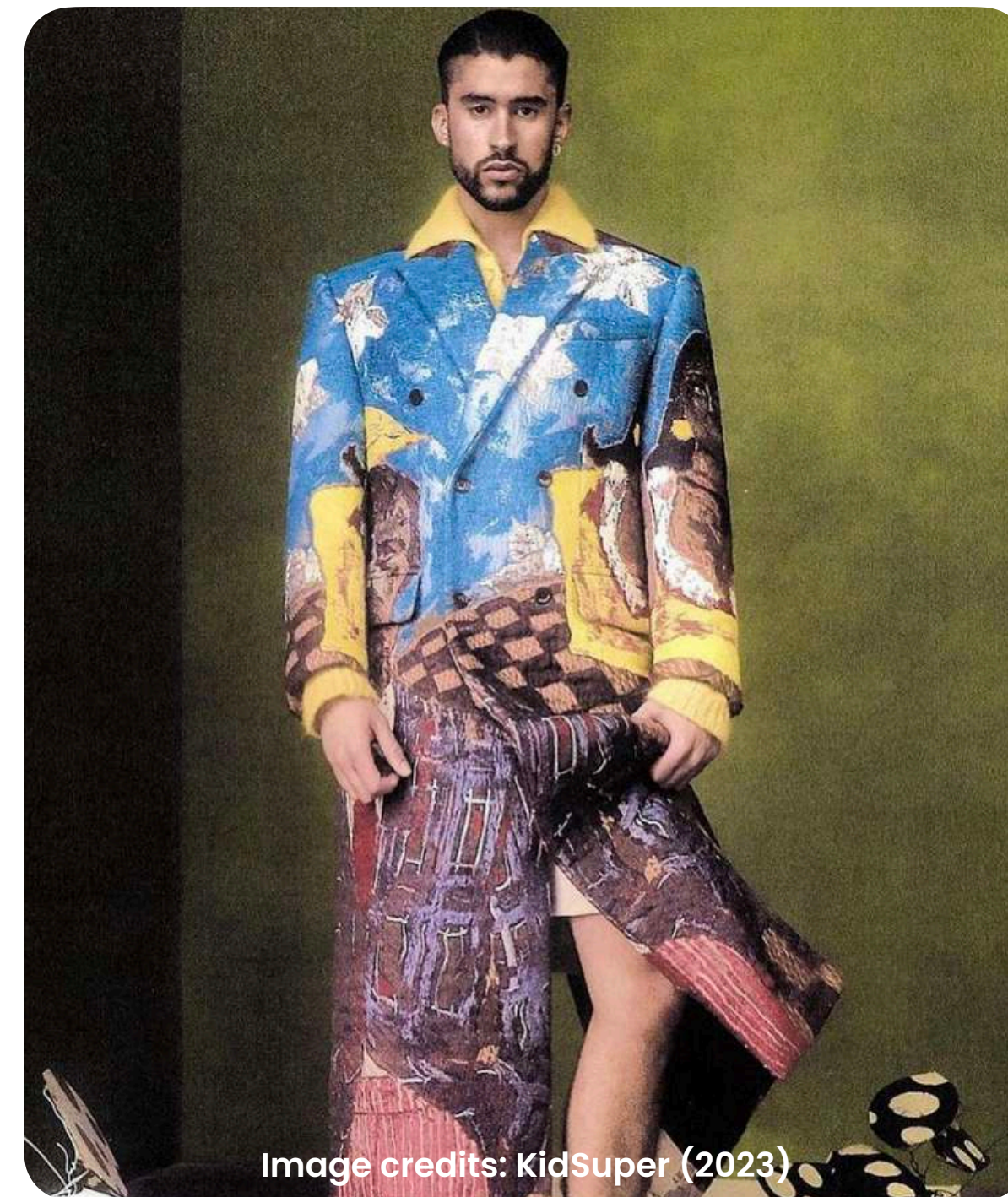
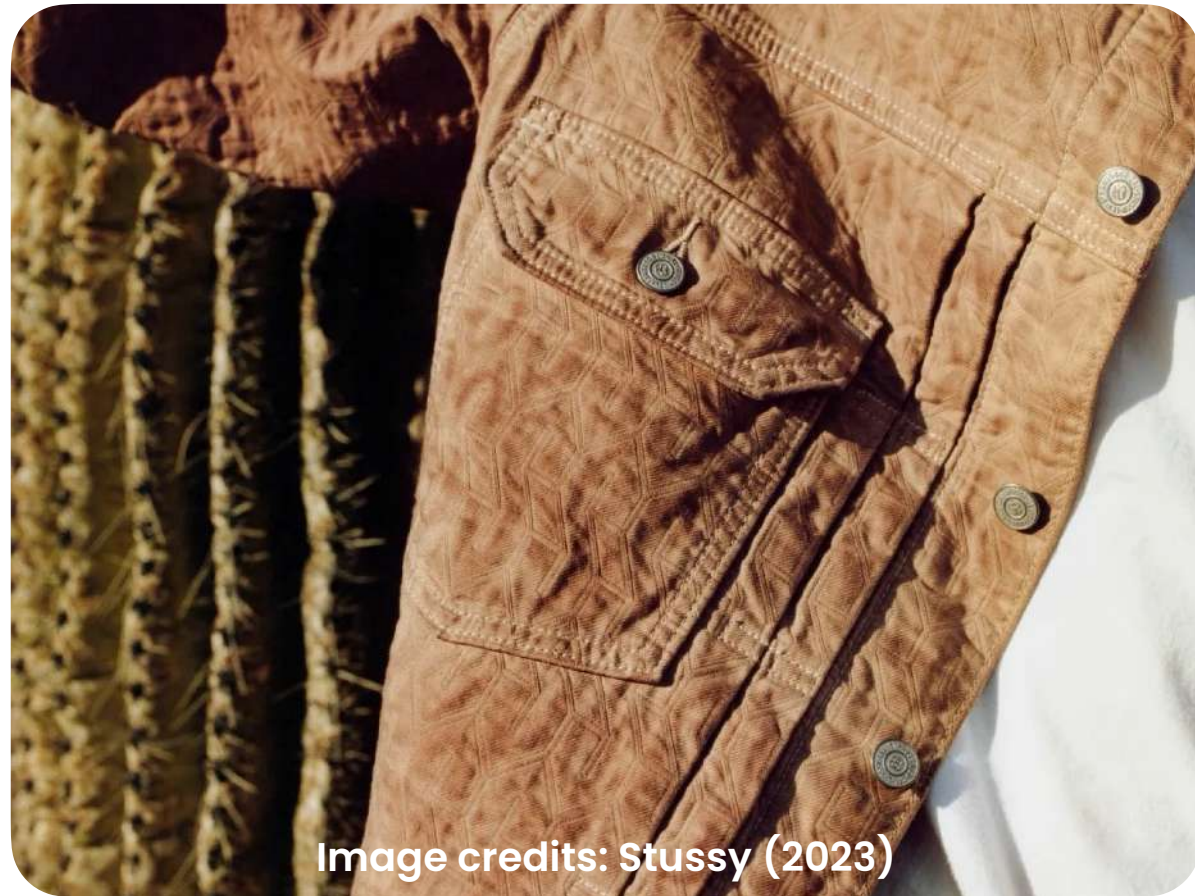
**"Jacquard"**  
is predicted to steadily grow  
**+15% over one year**

Image credits: instagram / imogeneandwillie

# 1. Crafted Intricacies

Related Insight: Jacquard

**“Embossed” in Fashion & Accessories** has been steadily growing **+38% in 18 months**



# 1. Crafted Intricacies

Related Insight: Crochet

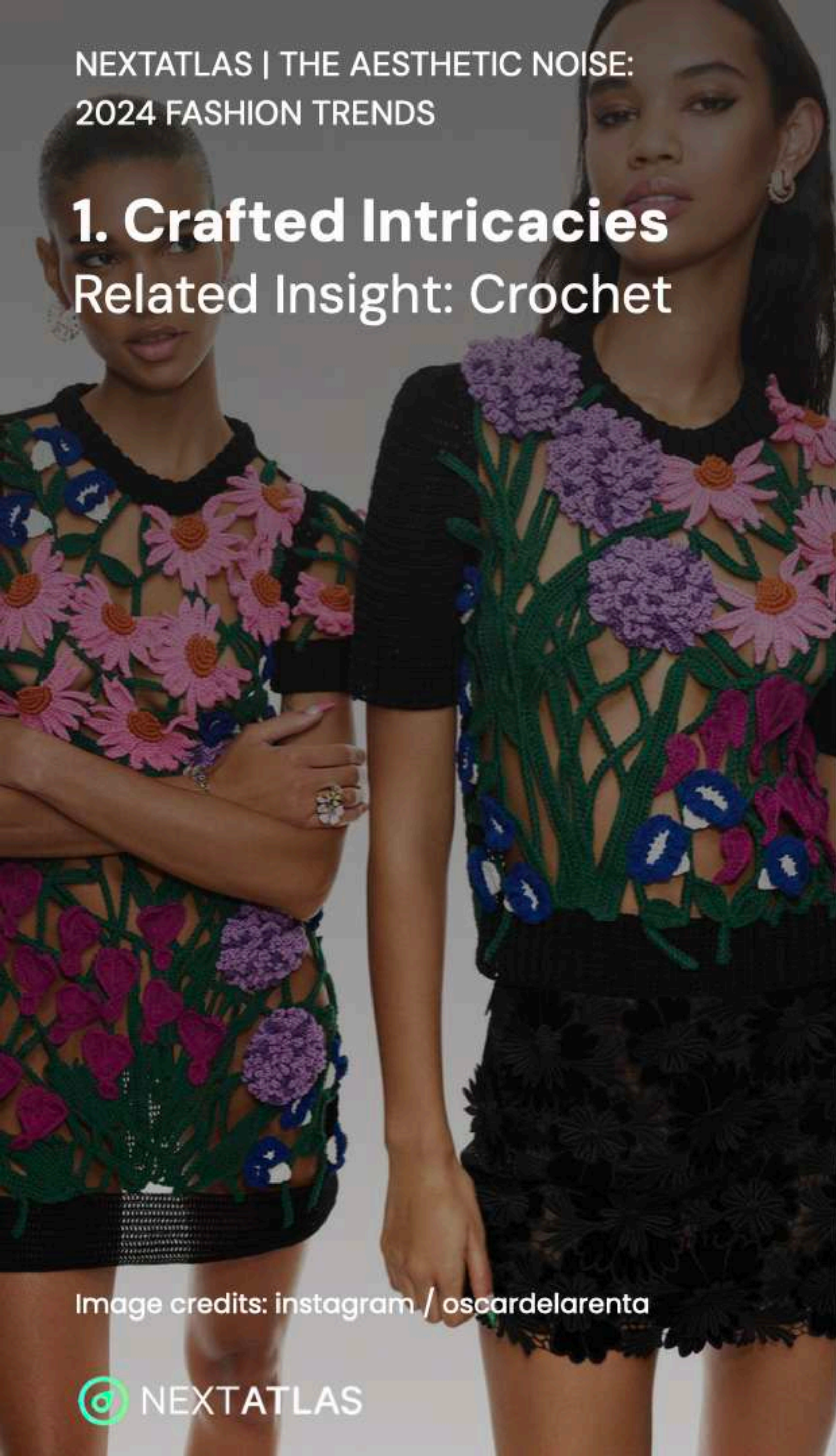


Image credits: instagram / oscardearenta

Playing with transparency and enhancing body shapes, crochet clothing is set to stay relevant after warmer seasons

## Trendline



## Related Tags

Crafted

Knitwear

Beach Dress

Stitch

Granny Squares

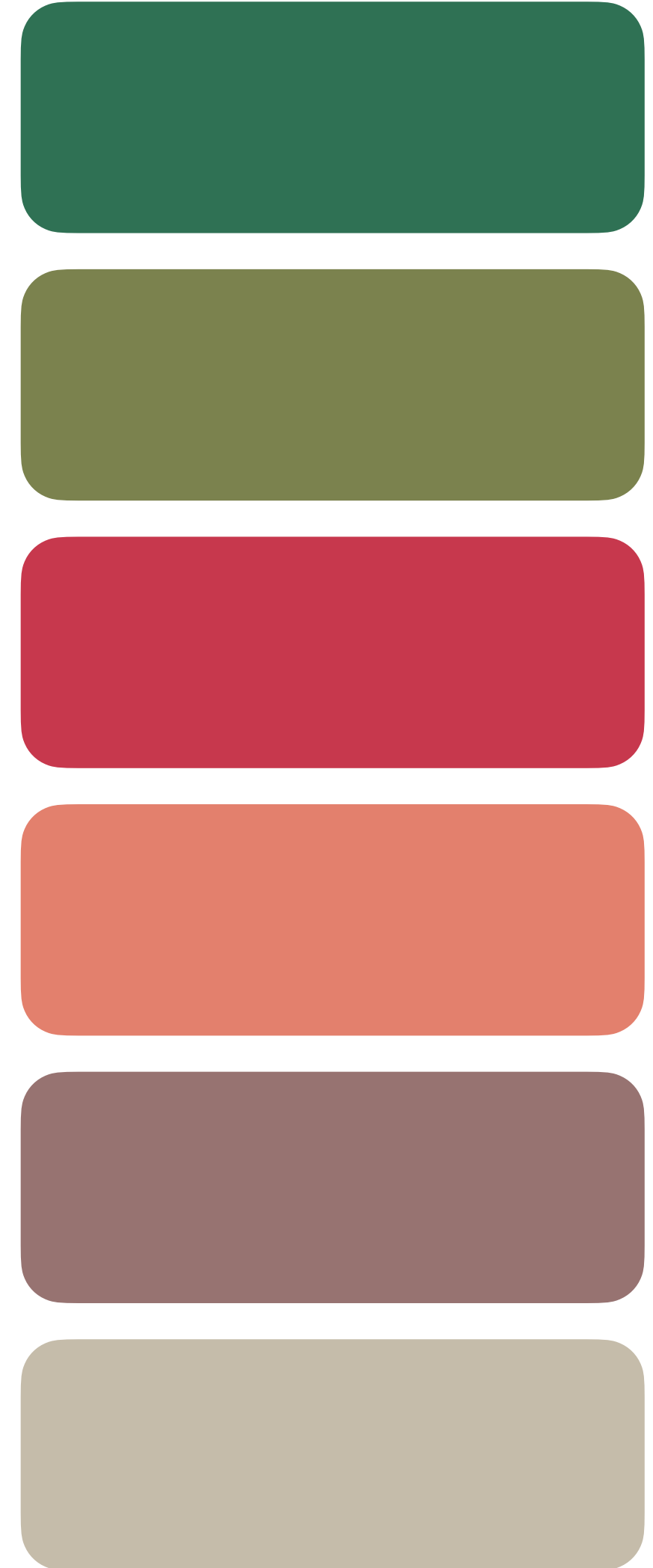
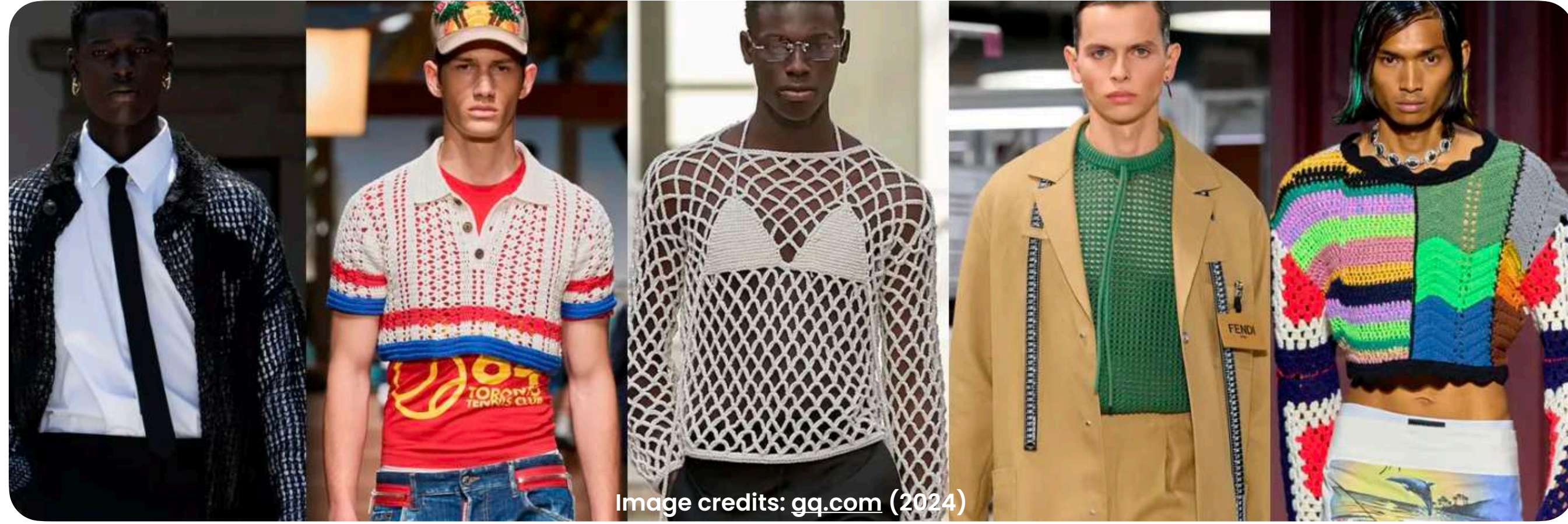
Vacation Style

Handmade

**"Crochet Bag"**  
is predicted to steadily grow  
**+67% over one year**

# 1. Crafted Intricacies

Related Insight: Crochet





# 1. Crafted Intricacies

Related Insight: Embroidery



Image credits: instagram / oscardearenta

Fashion's embrace of intricate embroidery signals a shift towards valuing unique, handcrafted aesthetics

## Trendline



## Related Tags

Palampore

Opulence

Showstopper

Adorned

Kimonos

Motifs

**"Intricately Embroidered"**  
is predicted to steadily grow  
**+41% over one year**

# 1. Crafted Intricacies

Related Insight: Embroidery



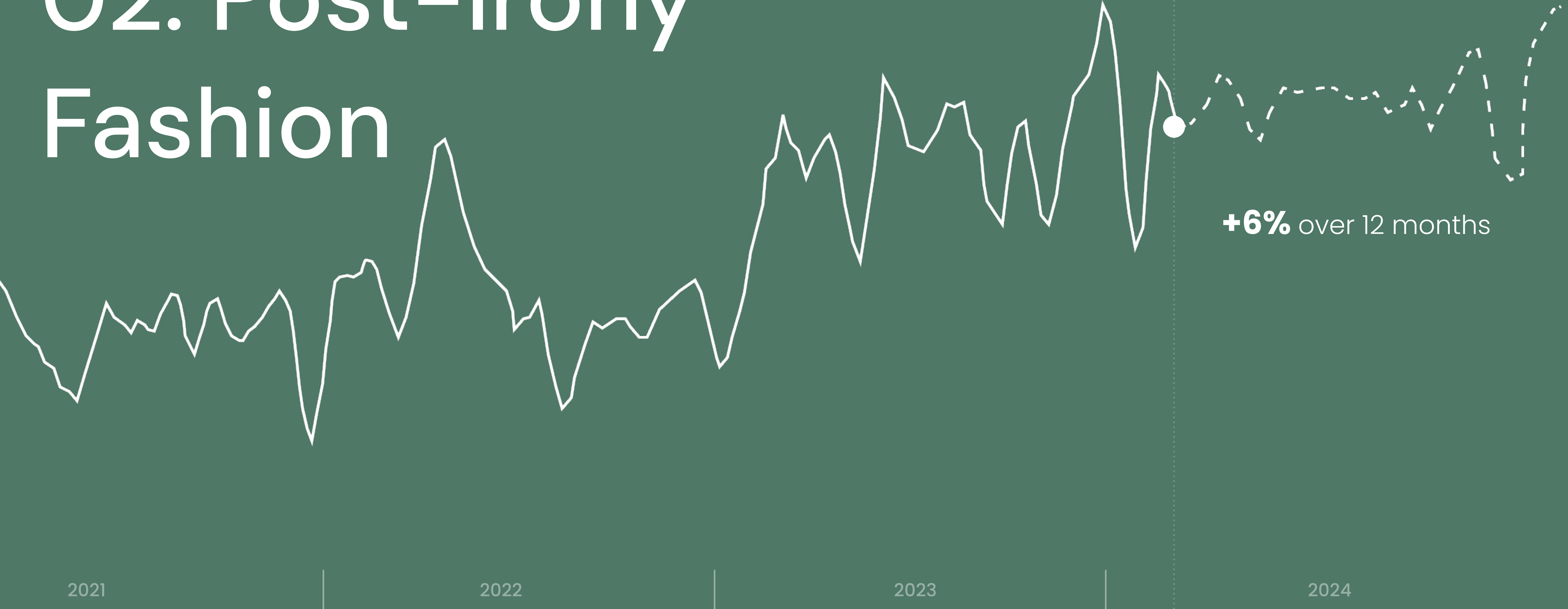
# 01. Crafted Intricacies

## Key Takeaway

- The resurgence of intricate craftsmanship in fashion and design highlights a cultural shift towards valuing human creativity and emotional depth. It subtly reflects a response to an increasingly algorithm-driven world, where it feels like individuality and authenticity have taken a back seat.
- The blend of traditional techniques with contemporary designs captures the imagination of consumers, emphasizing the irreplaceable value of human artistry in a time when AI art is the hot topic of the moment. Celebrating the uniqueness of human creation contrasts with the efficiency of modern life and the predictability of this digital age.
- In an era saturated with mass-produced and uniform designs, there's a palpable yearning for the authentic and the handmade, and technology from a bygone era. This nostalgia fosters an appreciation for intricate details and personalized touches, infusing garments with a sense of history and emotion.



# 02. Post-Irony Fashion



## 02. Post-Irony Fashion

When fashionistas wanted to distance themselves from cultural expectations, irony served them as the weapon of choice. However, contemporary consumers' fashion choices are much more complex, and the lines between irony and sincerity are becoming blurred. What was once rebelliously anti-fashion is now reimagined and marketed as edgy and trendy, exemplified by the transformation of out-of-date dressing into grandpa core or granny chic, unremarkableness into normcore and cowboy style from corny to cool. In the post-ironic fashion era, maintaining an authentic anti-fashion stance is increasingly difficult. However, internet culture has helped to expand the expression of this stance, allowing for crazy creations that buck fashion norms.



## 2. Post-Irony Fashion

Related Insight: Cowboy  
Core

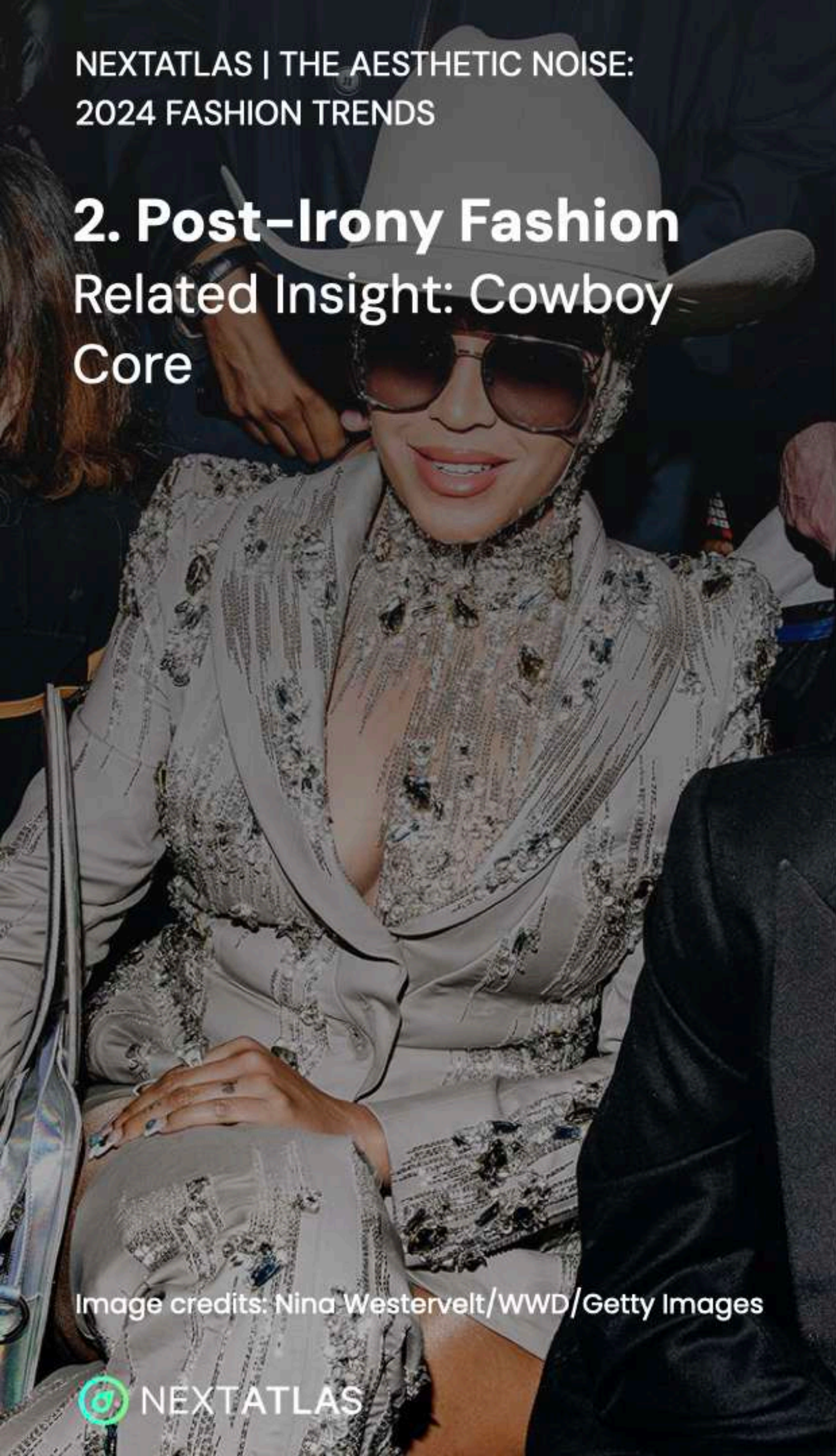
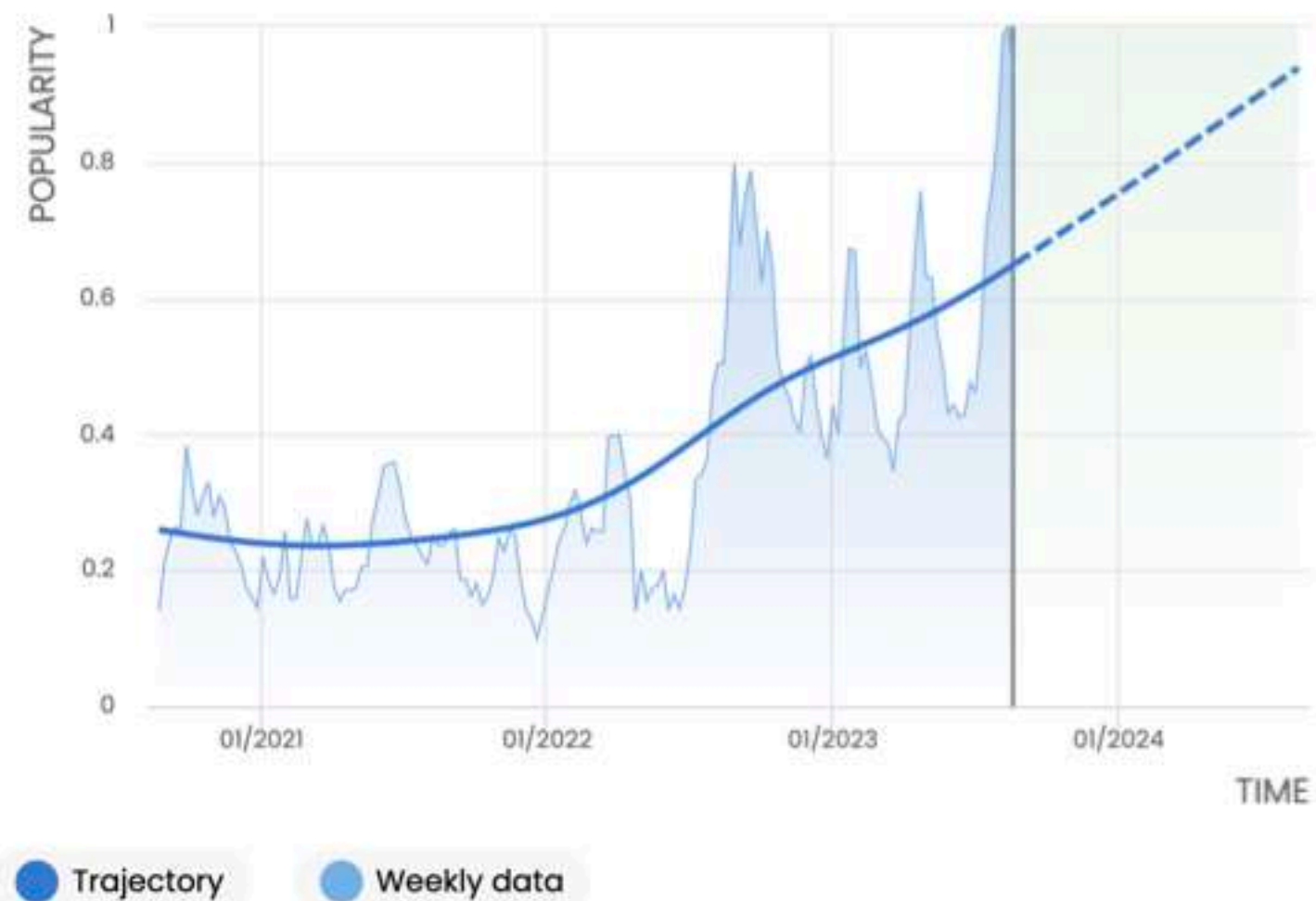


Image credits: Nina Westervelt/WWD/Getty Images

Attainable and authentic, western style is soaring in fashion

### Trendline



### Related Tags

Denim

Nashville

Cowboy Style

Country

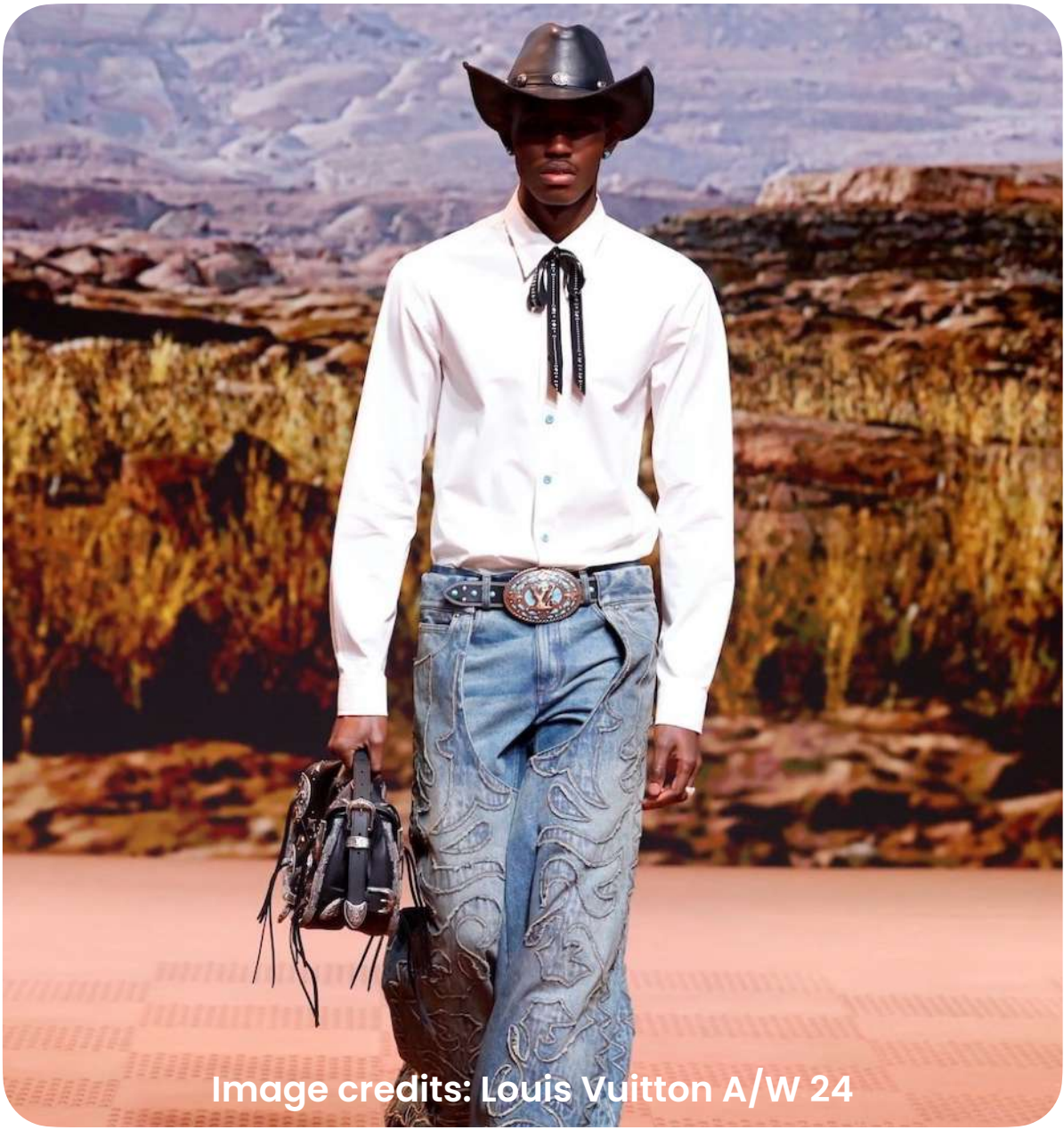
Stories

Boho

**"Cowboy Hat"** is predicted to steadily grow **+58% over one year**

# 2. Post-Irony Fashion

Related Insight: Cowboy Core

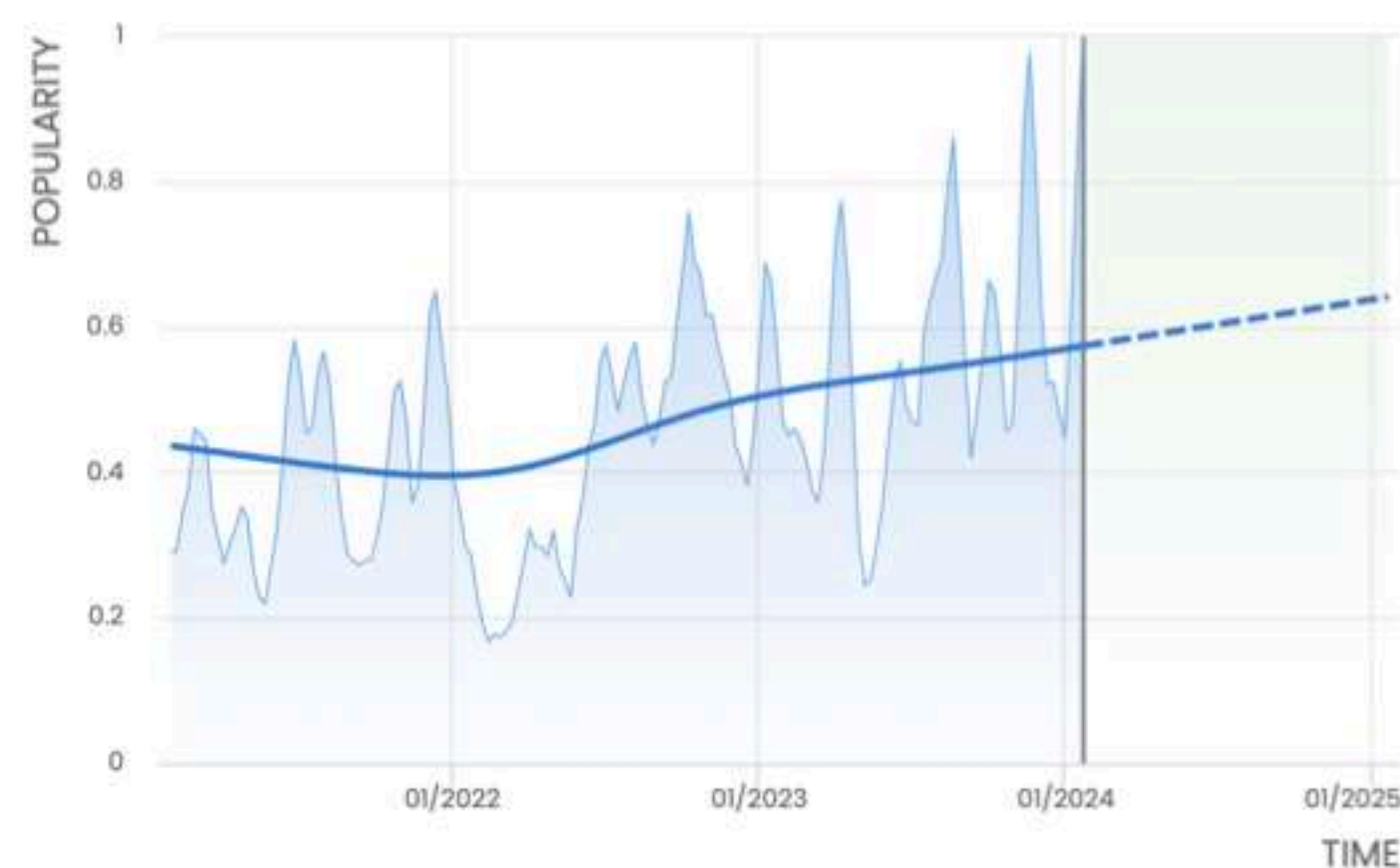


## 2. Post-Irony Fashion

Related Insight: Meme Style

The interplay between fashion and memes highlights the fluidity between our online and offline identities

### Trendline



● Trajectory ● Weekly data

### Related Tags

Indie

Postmodern

TikTok

Viral

Barbie

Balenciaga

**"Y2k Nostalgia"**

is predicted to steadily grow  
**+92% over one year**

Image credits: Louis Vuitton



## 2. Post-Irony Fashion

Related Insight: Meme Style

Image credits: Instagram / @92.14.10



Image credits: MSCHF



Image credits: Tebby Humans



Image credits: Fendi



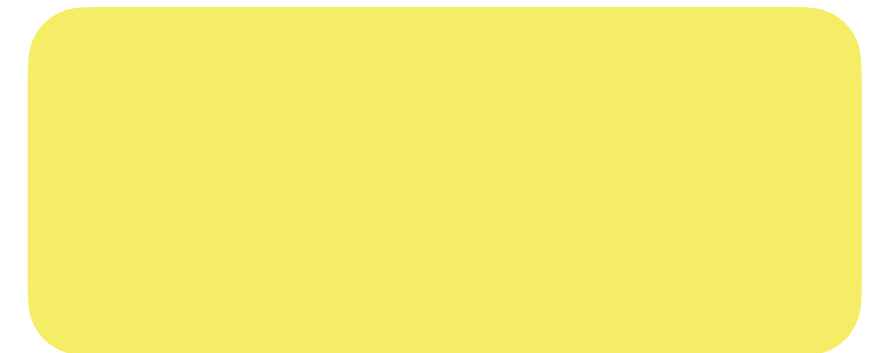
Image credits: Moschino



Image credits: MSCHF



Image credits: X / @Maggieroderick



## 2. Post-Irony Fashion

Related Insight: Kitsch



Image credits: twitter / xoBetseyJohnson

Rising nostalgia and irony fuel a kitschy aesthetic revival, blending vintage charm with modern flair

### Trendline



### Related Tags

Retro

Eurovision

Taylor Kitsch

Midcentury

Charm

Shabby Chic

Steampunk

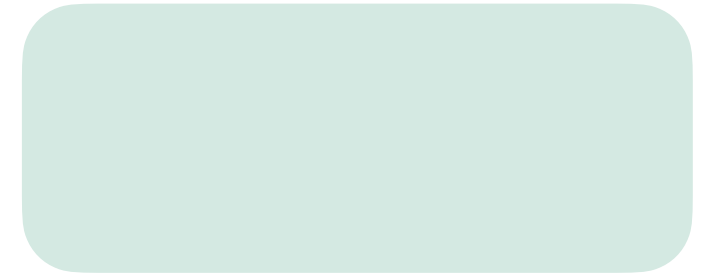
**"Eclectic" in Fashion & Accessories**  
is predicted to steadily grow  
**+8% over one year**

## 2. Post-Irony Fashion

Related Insight: Kitsch



**“Grandpa” in Fashion & Accessories** is predicted to steadily grow **+81% over one year**



## 02. Post-Irony Fashion

### Key Takeaway

- The coexistence of irony and sincerity in fashion has been enhanced by internet counter-culture and social media-driven aesthetics, serving as both catalysts for change and avenues for mainstream adoption. Styles that were once seen as deliberately rejecting fashion norms are now being reimagined and marketed as trendy.
- Capitalizing on blurring lines between what can be a fashion rebellion and mainstream approval will be key in 2024. The very same garments can serve as statements for both rebellious anti-fashionistas and trend-driven fashion devotees. Fashion is now in the eye of the beholder, an eye that's complimented by an endless cycle of nostalgia for trends rooted in subcultures, values and context.
- With its reimagining of once-rejected aesthetics, this trend taps into a yearning for simpler, more familiar times. In the community fostered by this nostalgia, consumers bond over shared memories and cultural references embedded within fashion choices, from Y2k aesthetics to meme fashion. In this context, the post-irony fashion trend emerges as a response to the tumultuous present, offering a retreat in the form of creative expression.



# 03. Everyday Opulence



**+8%** over 12 months

## 03. Everyday Opulence

Aesthetics have always served as a means of signaling status, and many recent trends have been driven by the desire to convey wealth in an elegant and discreet way. The latest shift departs from the subtlety of quiet luxury and embraces a bold and fearless style reminiscent of the nouveau riche. The new mantra seems to be "the louder, the better," with consumers incorporating statement pieces and blurring boundaries between daywear and evening wear, as the values shift towards charisma and confidence. Embracing opulence as an integral part of daily and casual self-expression is key as maximalism is set to take over the fashion world in 2024.



### 3. Everyday Opulence

Related Insight: Mob Wife Aesthetic

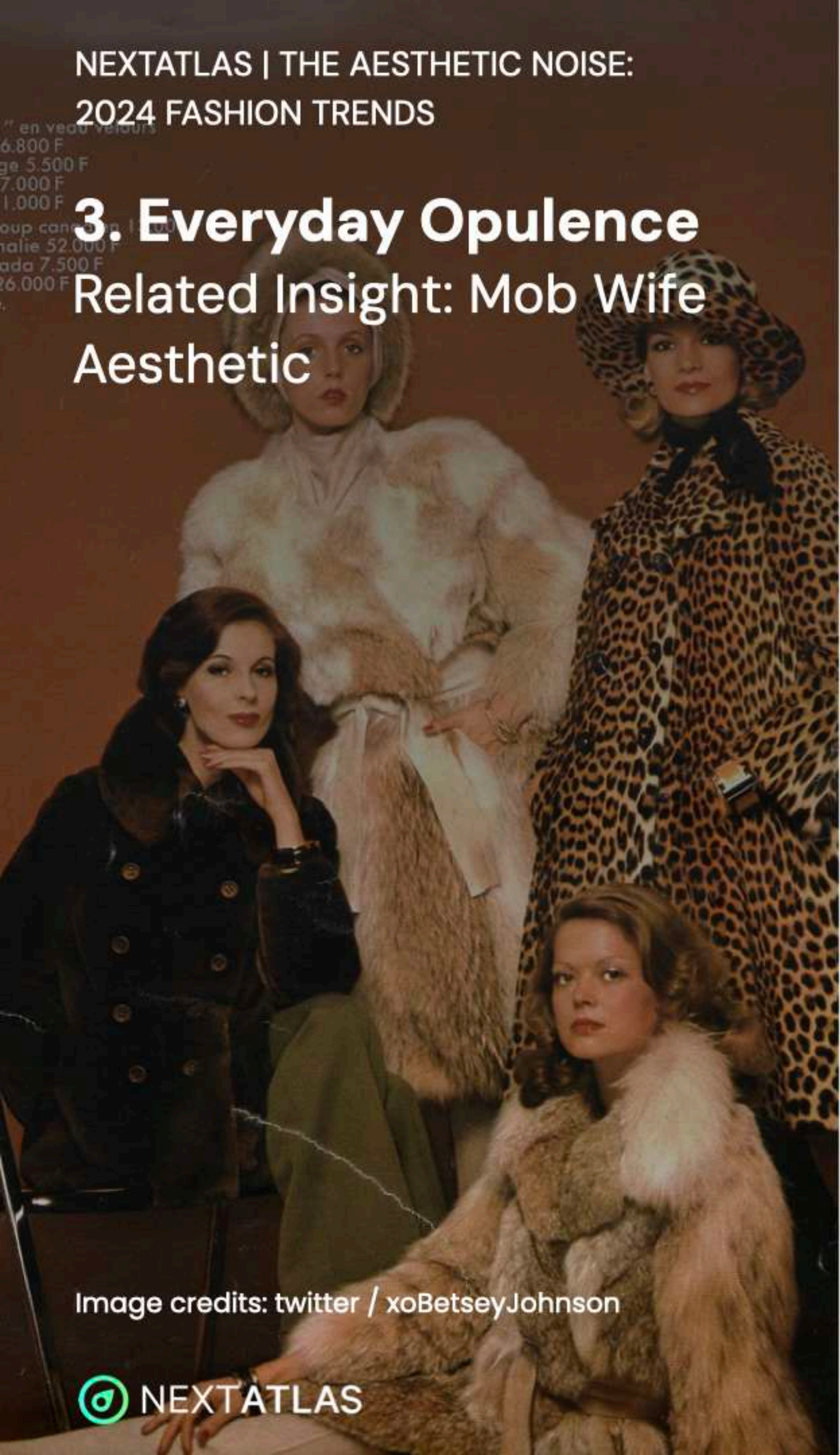
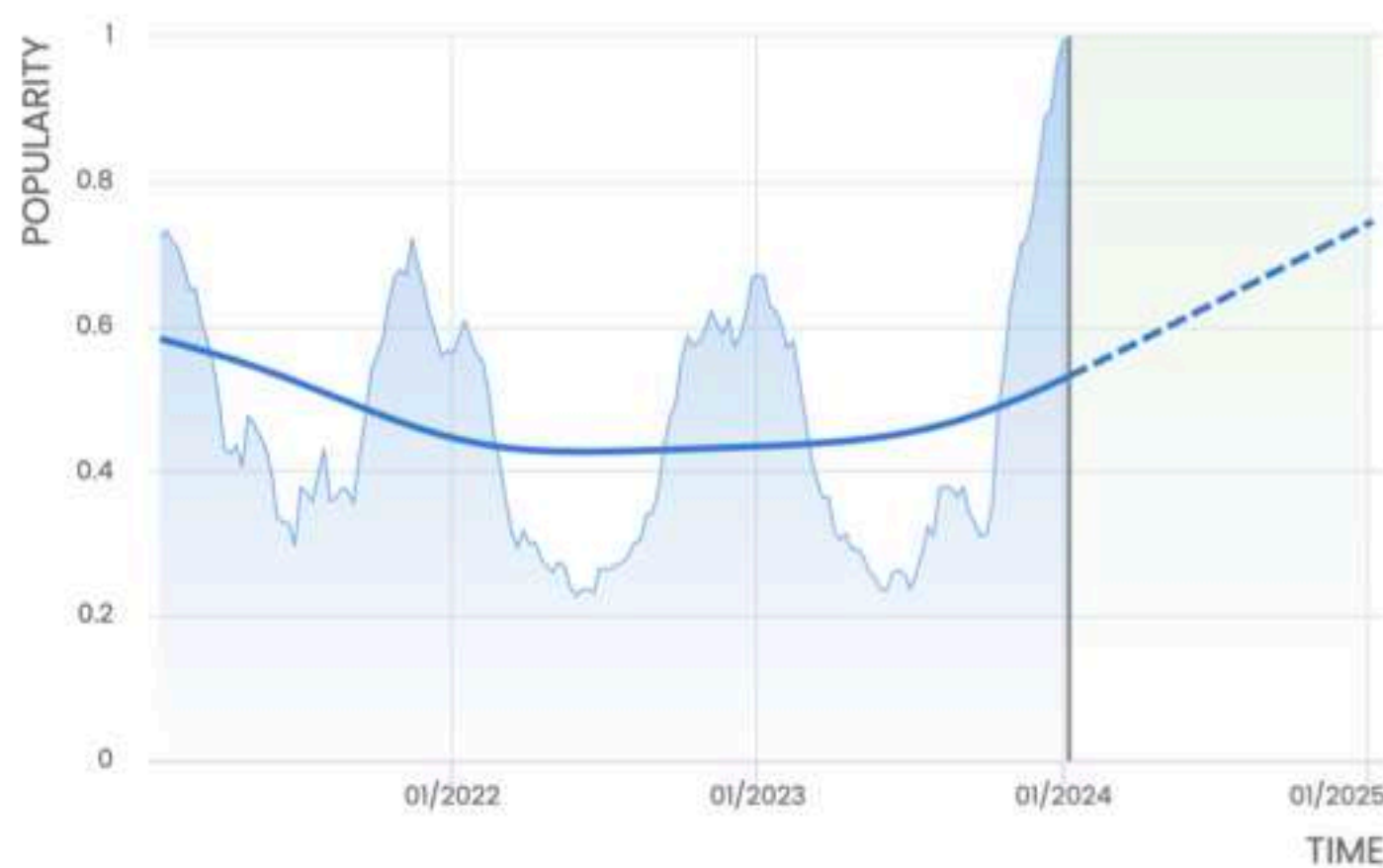


Image credits: twitter / xoBetseyJohnson

The “mob wife aesthetic” marks a bold shift in 2024 fashion, favoring extravagant and vivid styles

#### Trendline



Trajectory Weekly data

#### Related Tags

Fur Trimmed

Slip Dress

Leopard Print Dress

Ageless Style

Maximalism

Dark Lips

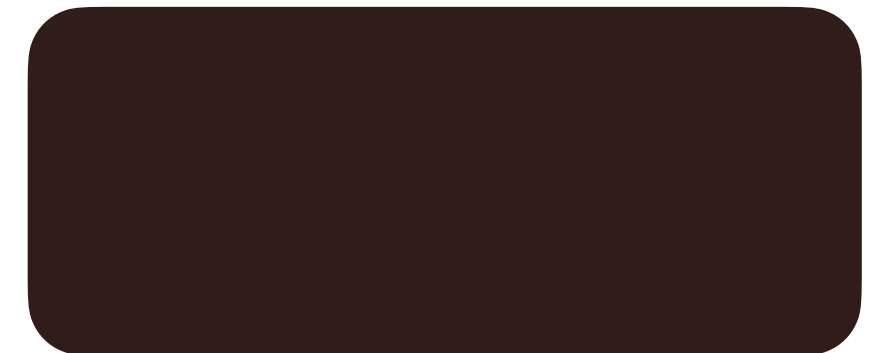
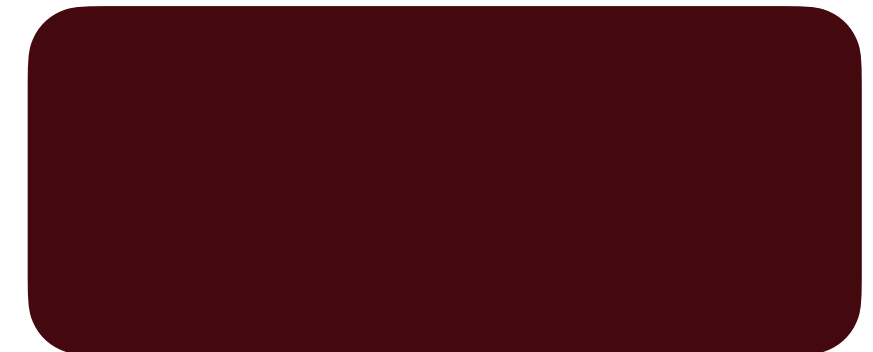
Extravagant

“Faux Fur Coat”  
is predicted to steadily grow  
**+91% over one year**

### 3. Everyday Opulence

Related Insight: Mob Wife Aesthetic

**“Animal Print” in Fashion and Accessories** is predicted to steadily grow **+25% over one year**





### 3. Everyday Opulence

Related Insight: Metallic

Metallic fashion reflects our obsession with the future, our desire to stand out, and our constant need for self-expression

#### Trendline



#### Related Tags

Sequins

Party Dresses

Metallic Leather

Cyberpunk

1970s

Iridescent

Glitter

Silver Metallic

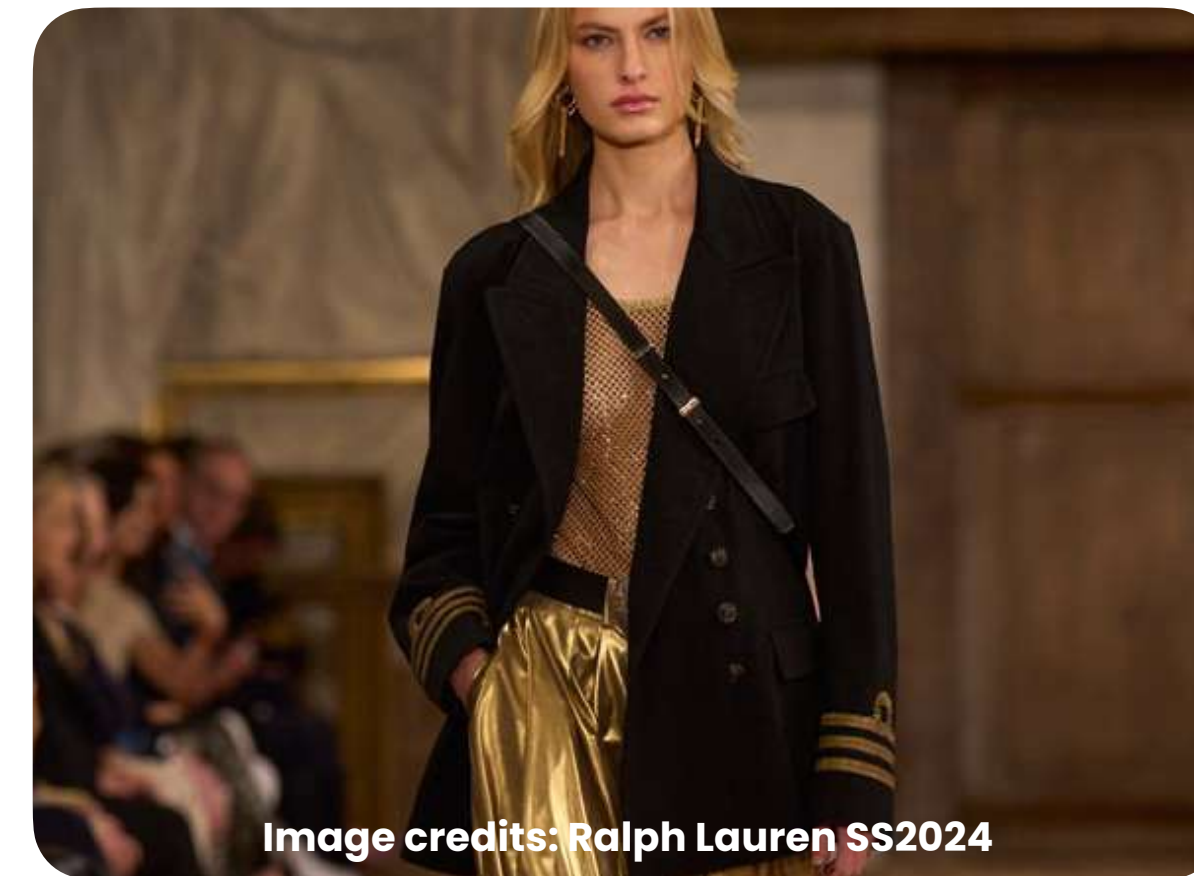
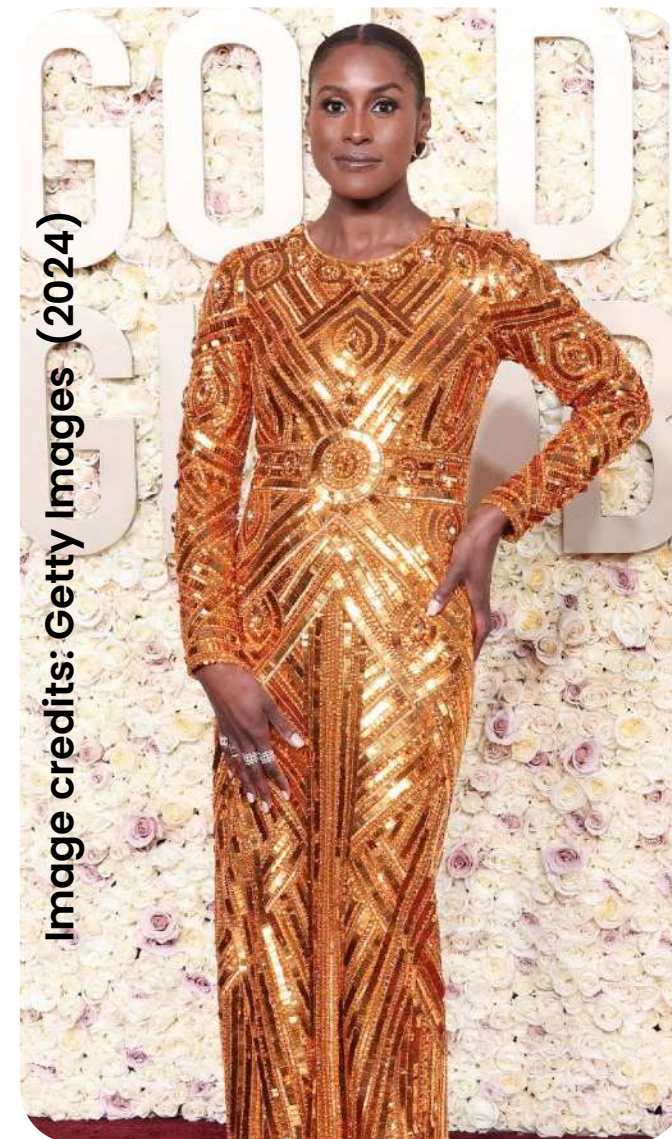
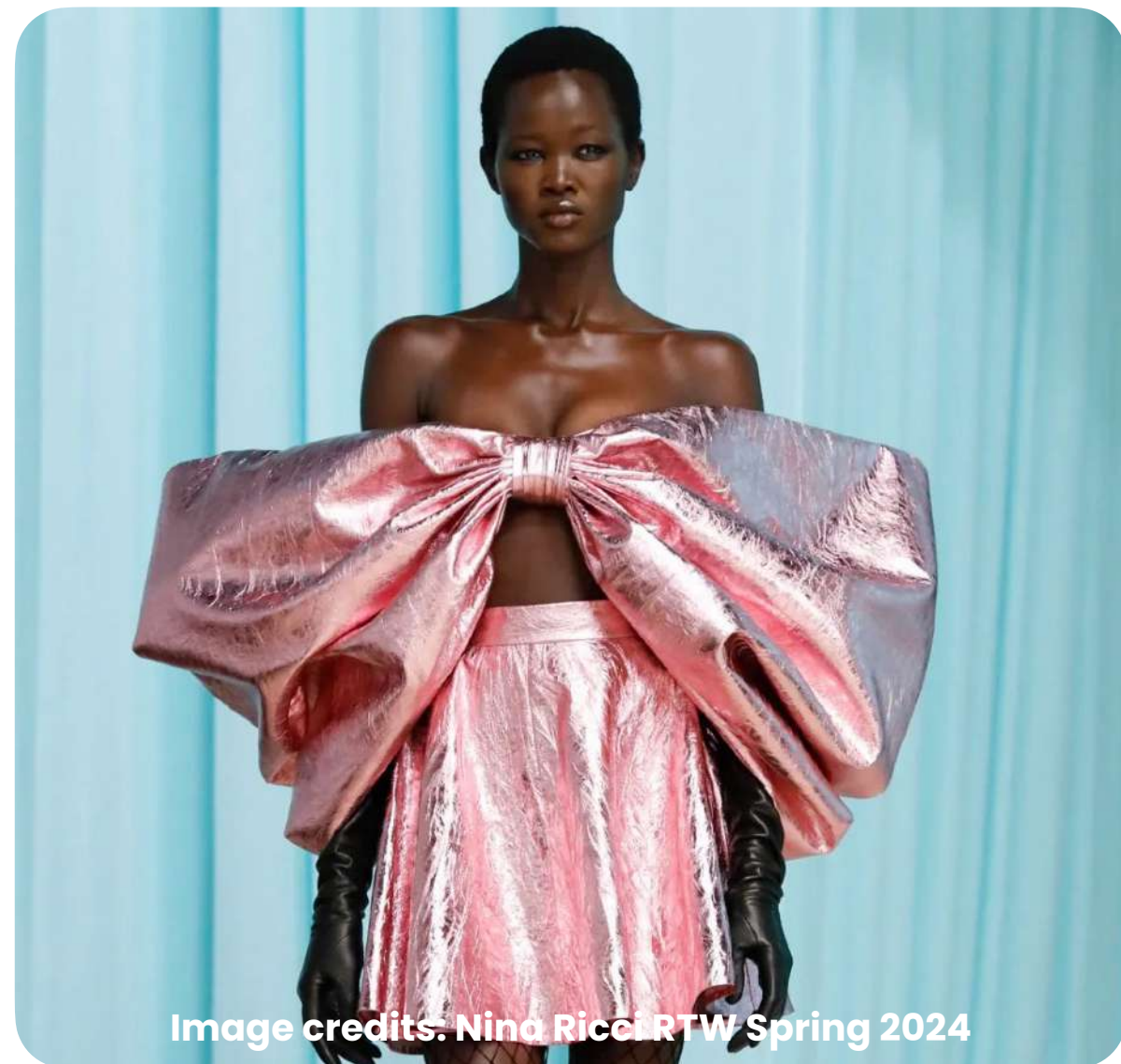
Metallic Dress

**"Metallic" in Fashion & Accessories** is predicted to steadily grow **+49% over one year**

Image credits: Jeffrey Mayer/WireImage

### 3. Everyday Opulence

Related Insight: Metallic



### 3. Everyday Opulence

Related Insight: Sculpture

**Sculptural fashion resonates as wearable art, capturing emerging desires for unique, expressive individuality**

#### Trendline



#### Related Tags

Modern

Signature

Fashion Week

Sculptural

Sculptural Forms

Contemporary

**“Opulence” in Fashion & Accessories increased 112% in Q3 2023 over Q3 2022**

# 3. Everyday Opulence

Related Insight: Sculpture



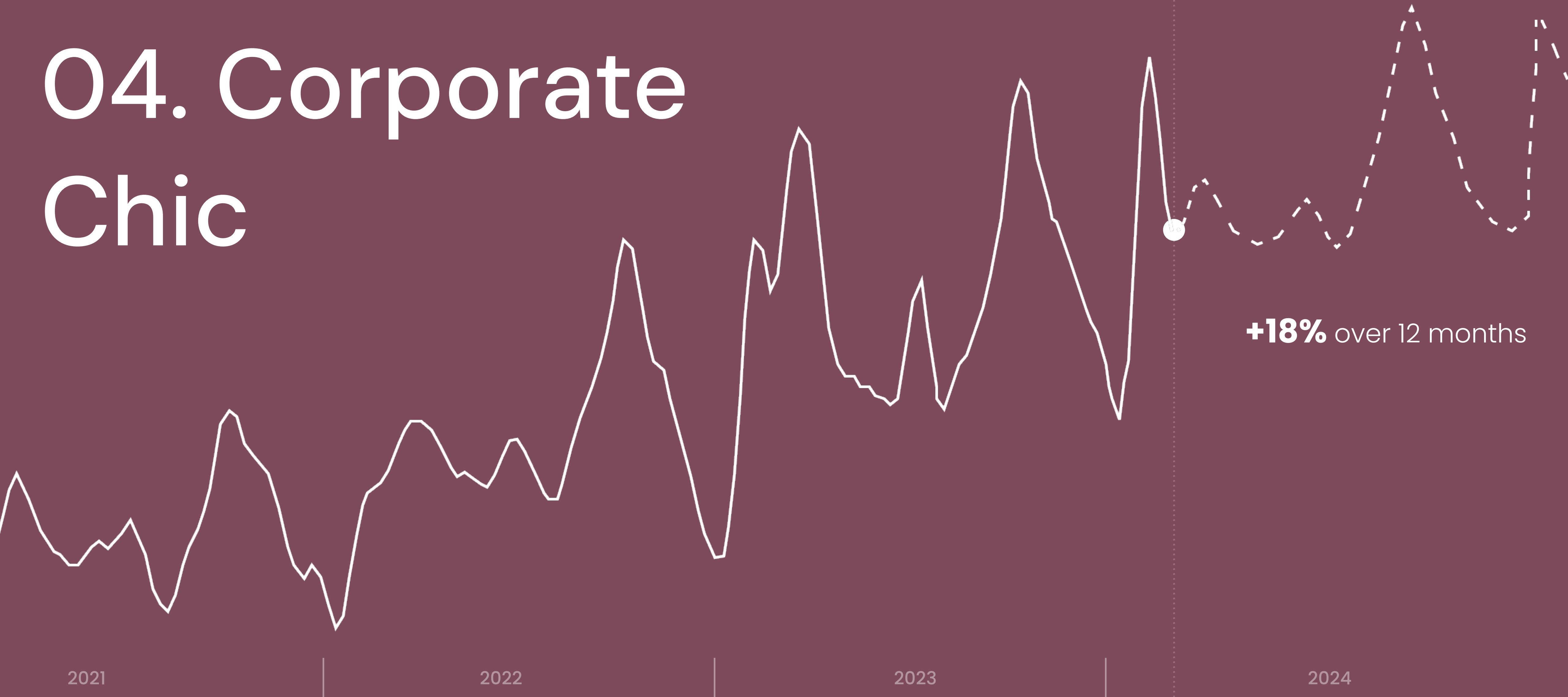
## 03. Everyday Opulence

### Key Takeaway

- Embracing opulence as an integral part of daily self-expression is key, as casual wear is redefined by incorporating elements traditionally reserved for evening attire into daytime. While exclusive labels may promise status, can anyone truly feel glamorous in a quiet luxury basic tee, even if it bears a hefty price tag? The allure of statement garments is therefore irresistible, evoking an old-style charisma that transcends material wealth.
- Overdressing is being reframed as an act of empowerment and fearlessness. Tapping into nostalgia for a bygone era of opulence linked to an undeniable charisma, it resonates with consumers seeking to transcend fashion norms and embrace a more assertive style. The craze for vintage furs, artistic garments and 1970s-inspired metallics reflects the reframing of overdressing as an act of personal strength and power.
- In our current financial climate, a significant shift is observed as people turn to the past for inspiration and as a wellspring of both memories and imaginative ideals related to wealth. These visual cues symbolize an era when wealth was often synonymous with sophistication and permanence. When money is tight and the news cycle somber, the desire to cosplay wealth intensifies.



# 04. Corporate Chic



**+18%** over 12 months

## 04. Corporate Chic

It's a fresh take on your typical 9 to 5 dress code, borrowing inspiration from styles like its fellow 'librariancore' and preppy vintage and blending high-fashion corporate looks with a vintage charm. It goes beyond the mundane and introduces a sense of daring sophistication to the corporate setting. Perhaps the only remaining hang-up from the 'quiet luxury' trend that 2024 is dispensing with, neutral colors — espresso browns, charcoal grays, and black — are in, with pops of color and patterns like animal print, pinstripe or chunky accessories to create a powerful aesthetic that redefines traditional notions of workplace attire.



## 4. Corporate Chic

Related Insight: Office Siren



Image credits: Gotham/Getty Images

Combining power dressing with a hint of sensuality, corporate chic is in the spotlight

### Trendline



### Related Tags

Shirts

Blazer

Office Outfit

Pleated Skirt

Precise Tailoring

Monochromatic

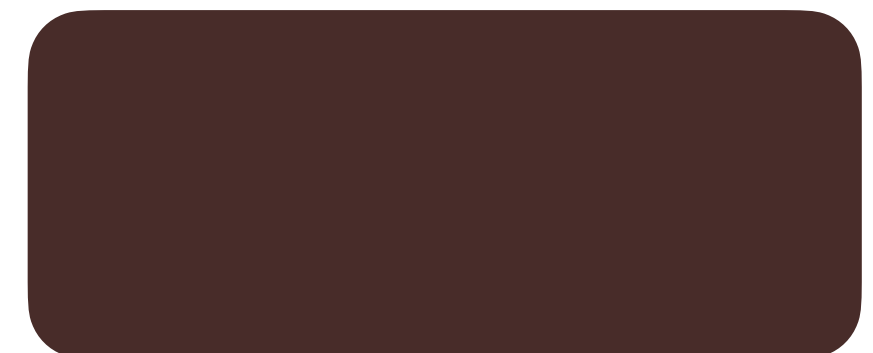
**“Workwear Style”**  
is predicted to steadily grow  
**+30% over one year**



# 1. Corporate Chic

Related Insight: Office Siren

“Skirt Suit” is predicted to steadily grow **+51% over one year**



## 4. Corporate Chic

Related Insight: Boxy Silhouette



Image credits: Filippo Fior / Vogue Runway

The growing popularity of boxy silhouettes reflects consumers' desire for a more effortless look

### Trendline



● Trajectory ● Weekly data

### Related Tags

Blazer

Boucle

Boxy Cut

Lapels

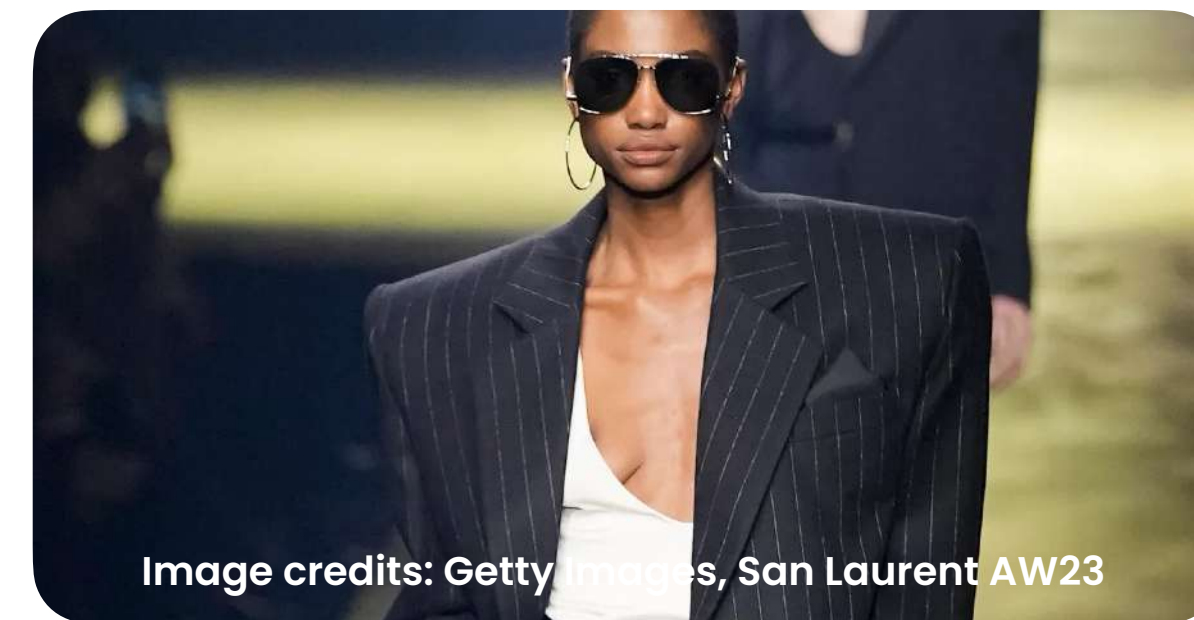
Bomber

Cropped

“Wide Leg Trousers” among Fashionistas has been **steadily growing (+55%)** in 18 months

## 4. Corporate Chic

Related Insight: Boxy Silhouette



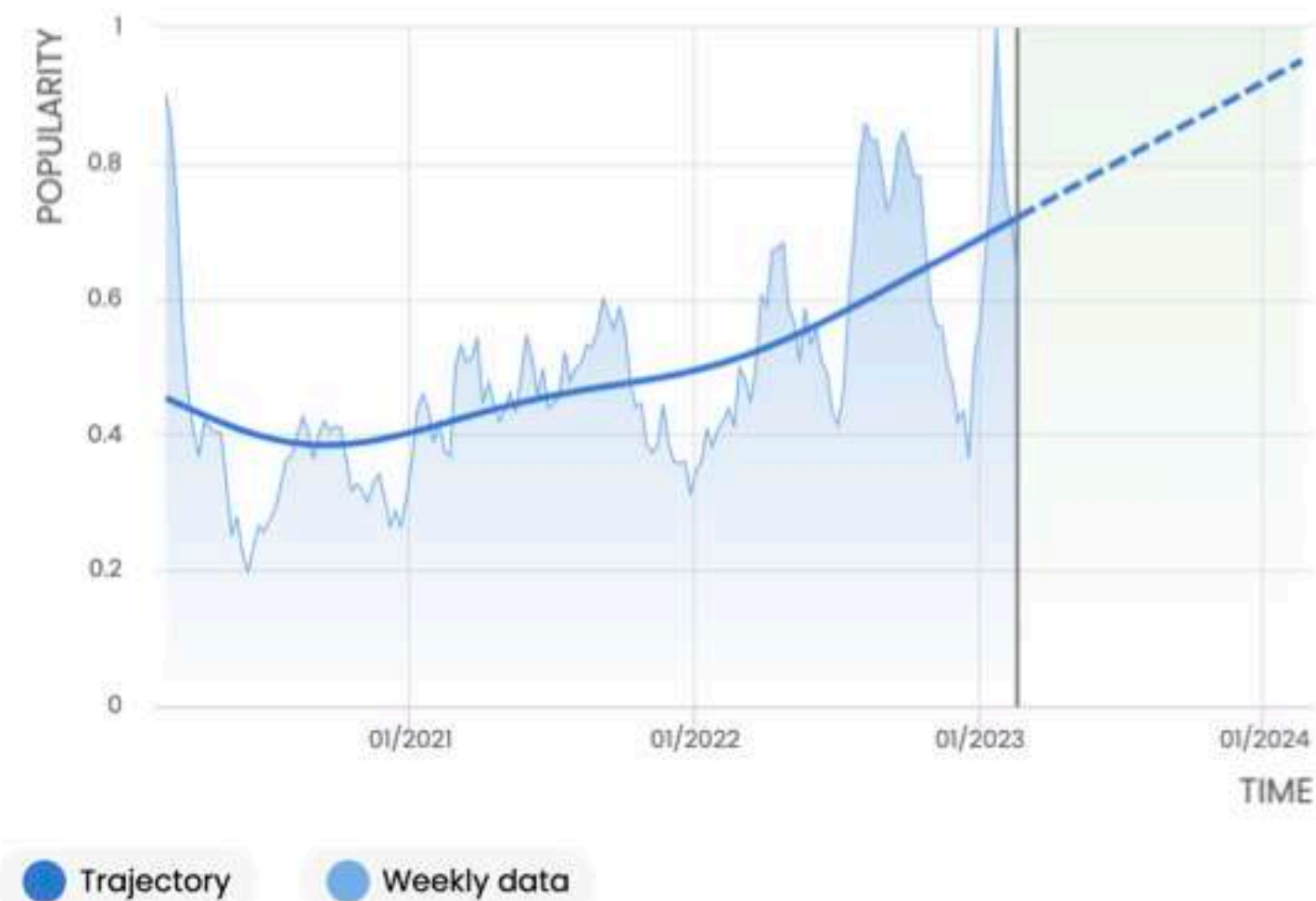
## 4. Corporate Chic

Related Insight: Business  
Casual



As work and life blur, business casual offers the flexibility to adapt to various settings without sacrificing professionalism

### Trendline



### Related Tags

Suits

Workwear

Office Style

Zara

Pants

Outfit Reel

**“Smart Casual”**  
is predicted to steadily grow  
**+24% over one year**

# 1. Corporate Chic

Related Insight: Business Casual



# 04. Corporate Chic

## Key Takeaway

- Leaning into femininity while still performing the masculine codes of the corporate world, a sultrier version of the office-ready look allows women to represent stylish ambition. It's a statement of empowerment, where sophistication meets strength. With this bold yet elegant approach, professionals can still confidently showcase their fashion bonafides.
- At a time when the office is no longer king, its absence has made the zeitgeist nostalgic for its associated fashion. "Corpcore" takes reference from office attire in the '90s, exploring classic workwear in a slightly grungier way and reinventing traditional executive dressing through exaggerated volume and deconstructed pieces.
- In a post-pandemic world where your workplace can be anywhere, displaying professionalism through power dressing is now essential for consumers who still want to express their work knowledgeability through fashion. Be it in a co-working space, local cafe or your home office, effortlessly chic aesthetics will be widespread in 2024





# Unveiling 2024

Nextatlas Annual Report

[Click here to get the Free Annual Report](#)

Our annual predictions for 2024 unveiled a compelling trend we've dubbed the "Age of Messiness." This trend has emerged as the defining characteristic of fashion in 2024, presenting itself as a juxtaposition of phenomena and aesthetics.

Traditionally associated with disorganization or indifference, messiness is undergoing a remarkable redefinition, emerging as a powerful vehicle for self-expression. Our annual report sheds light on this paradigm shift, highlighting how the perception of disorder has evolved from a negative connotation to a celebrated form of individuality. Over-curation is out and raw authenticity is in, as consumers reject convention and societal standards in their search for true uniqueness. In all four of the trends we selected for this fashion report, this new framing of messiness is the thread that ties them all together.

To explore the broader implications of the "Age of Messiness" and gain access to our market predictions for 2024, we invite you to download the full report. As pioneers in forecasting, we anticipated this shift and have provided a comprehensive mapping of its manifestations. Delve into the intricacies of this macro-trend and navigate the dynamic landscape of 2024 with confidence.

# Want to know more? Contact us !



## ACKNOWLEDGEMENTS:

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Insights Manager

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Marketing Manager

### **STEPHANIE CLIFFORD**

Marketing Manager Junior

## CONTACTS:

### **NEXTATLAS**

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[www.nextatlas.com](http://www.nextatlas.com)

[info@nextatlas.com](mailto:info@nextatlas.com)