



BROWZWEAR

WOMEN'S  
*COMMERCIAL + FASHION*  
**MUST - HAVES**  
SPRING | SUMMER 23

In honor of the FS x Browzwear partnership, we're excited to release 3D CADs for SS 23 Women's Commercial and Fashion Must-Haves. In addition to identifying the best selling styles that will drive newness for the upcoming season, each callout in this report also includes ready-to-use 3D models which were developed in collaboration between the FS and Browzwear teams.



# ABOUT THIS REPORT

Each season, once FS has published the *Style Files*—outlining the key styles for each classification—we identify the “Must-Haves” or most important styles across all classifications.

These Must-Haves are broken into two categories:

- *Commercial Must-Haves*, which identify the best-selling updates to perennial staples that will drive high sell-throughs
- *Fashion Must-Haves*, which identify the fashion-forward items that will drive newness and brand relevancy.

Each of the callouts in the *Commercial Must-Haves* and *Emerging Must-Haves* reports is rooted in the FS forecasting methodology that incorporates early-indicator analysis and proprietary assortment tracking.

We are pleased to offer you this **teaser version** of the **SS 23 Women’s Commercial and Fashion Must-Haves** from the FS Trend Platform.

The full report also includes:

- **All 20 Must-Haves**—10 Commercial and 10 Fashion key items
- **Styling Direction**—pulled using our SOCIALIVE tool, we offer guidance on full-look as well as styling for marketing, product photography, visual merchandising, etc.
- **More Photos**—additional inspiration imagery for each callout
- **Buzzwords**—emerging terminology and/or key trends that the item aligns with
- **Dynamic Report UX**—interactive collages, ability to drag and drop images into your image bank, edit the collages in our CREATE space and customize to create your own mood boards, and more!

To view the full report, [REQUEST A TOUR](#) of the FS Trend Platform.

# COMMERCIAL MUST-HAVES

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STATEMENT BOMBER



# VACATION SET

# SUMMARY

**OVERVIEW** - The concept of sets remain a key merchandising strategy in womenswear and here we see a lot of varieties paired with different bottoms, including shorts, skirts and pants.



## WHY IT'S A COMMERCIAL MUST-HAVE

- Prints consistently liven up summer assortments, and by providing more ways to mix and match, sets increase styling opportunities.
- The Vacation Set provides a new outlet for the popular puff sleeve top as a driving design element.
- Commercially viable high waist bottoms as well as crop tops are a winning combination.

# VACATION SET

# 3D CROQUIS + DETAILS



Agua by Agua Bendita (Brand)

SHORT SET



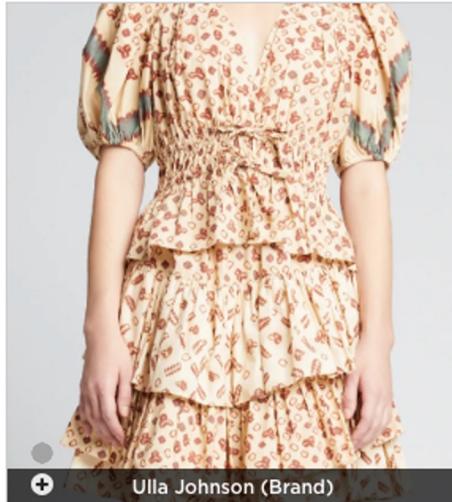
Charo Ruiz (Brand)

A-LINE SKIRT



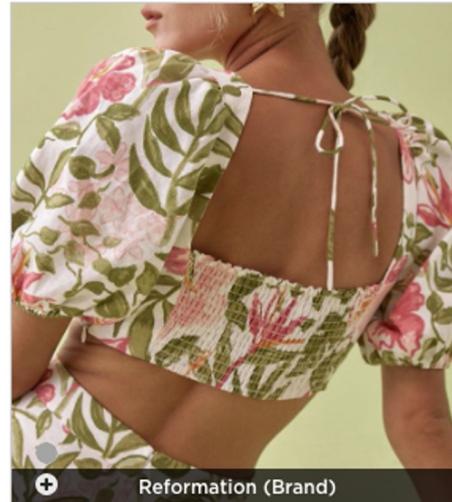
Jason Wu (Brand)

PUFF SLEEVES



Ulla Johnson (Brand)

PEPLUM/TIER DETAIL



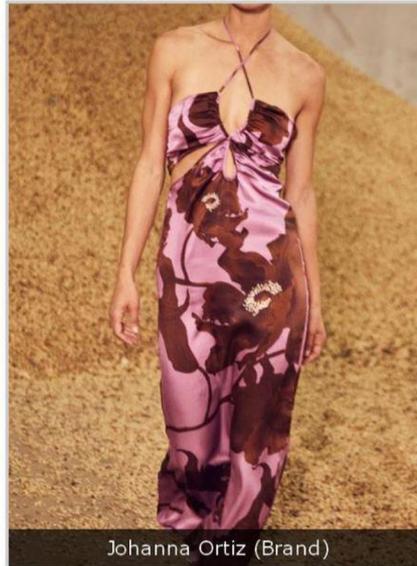
Reformation (Brand)

SMOCKING AND TIES

# HALTER MAXI DRESS

## SUMMARY

**OVERVIEW** - This season's preferred full maxi shape takes on a new and influential neckline - the halter, which we've also explored in [woven tops](#).



### WHY IT'S A COMMERCIAL MUST-HAVE

- As consumers continue to distance themselves from pandemic-era loungewear, dare to bare styles grow in popularity keying into erogenous zones like the shoulders.
- Fuller maxi shapes are a staple both for the women's and young contemporary markets, applying both brunch and festival looks.
- The flattering halter shape easily accompanies a variety of commercial applications from prints to diaphanous chiffon.

# HALTER MAXI DRESS

## 3D CROQUIS + DETAILS



Agua by Agua Bendita (Brand)

**OPEN BACK**



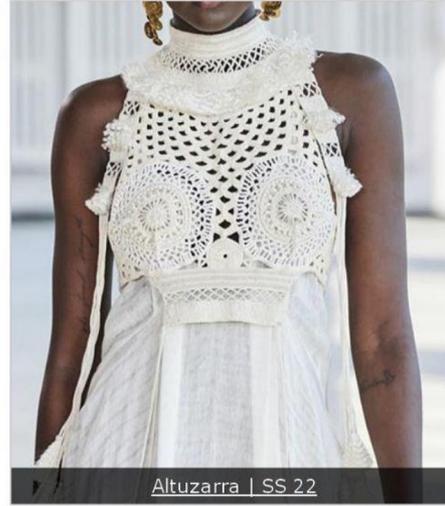
Carolina Herrera | SS 22

**WRAP HALTER**



Blumarine | SS 22

**PLUNGE**



Altuzarra | SS 22

**CROCHET LAYER**



Altuzarra (Brand)

**FULL MAXI**

# SLOUCHY VOLUME PANTS

## SUMMARY

**OVERVIEW** - This season's Slouchy Volume Pant features newness with excess fabric that gathers around the ankle, typically adding a draped or fluid effect.



### WHY IT'S A COMMERCIAL MUST-HAVE

- The Slouchy Volume Pant continues the evolution of popular wide leg silhouettes and most recently, [Dad Trousers and Casual Wide Leg](#) styles.
- While high rise waistlines are still featured, the baggier silhouette lends itself to newer mid and low slung shapes that cater to Gen-Z.
- This shape offers more variety than previous wide leg trousers, with casual twill and denim applications.

# SLOUCHY VOLUME PANTS

# 3D CROQUIS + DETAILS



**SELF BELT**



**MID-RISE**



**PLEAT FRONT**



**FLUID MATERIAL**



**LOW SLUNG WAIST**

# WRAP CROP TOP

## SUMMARY

**OVERVIEW** - The flattering wrap style receives an update in the form of a cropped shape and both sweater and knit applications. Ties that wrap around the waist are a key design element that accompany a variety of necklines from classic V shapes to scoop necks.

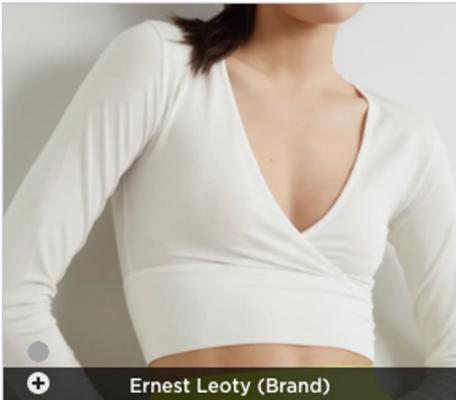


### WHY IT'S A COMMERCIAL MUST-HAVE

- [Wrap shapes](#) have reached commercial success especially in woven tops, though wrapped knit styles nod to active influence.
- As knitwear continues to evolve from pandemic-era comfort, we see styles like the Wrap Crop Top expose more skin for a youthful approach.
- Knit sets are a key merchandising strategy with co-ord tops and bottoms. The Wrap Crop Top pairs well with either knit pants or a skirt.

# WRAP CROP TOP

# 3D CROQUIS + DETAILS



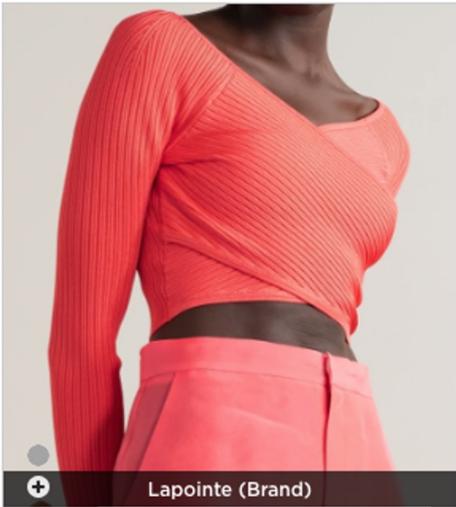
Ernest Leoty (Brand)

WIDE BAND HEM



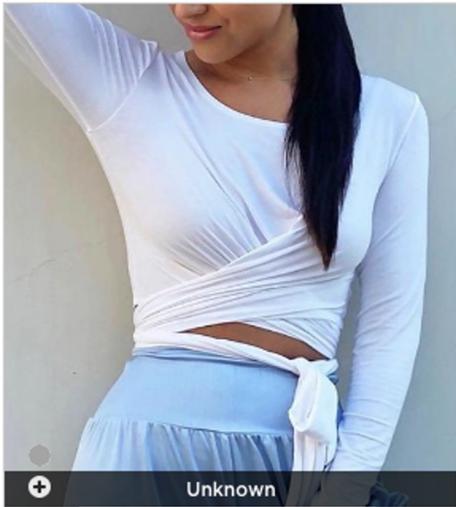
Matteau (Brand)

MULTI-STRAPS



Lapointe (Brand)

PANEL WRAP



Unknown

DRAPED



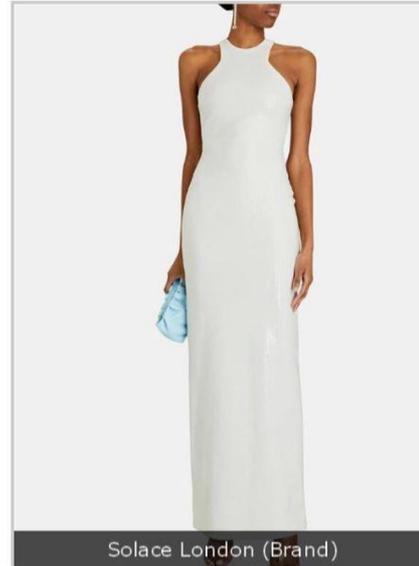
Alexis (Brand)

SKIRT SET

# SLEEVELESS COLUMN DRESS

## SUMMARY

**OVERVIEW** - The long and lean column shape emerges for Spring set to sleeveless shapes. While inherently minimal, there is also something sexy about these styles that cling to the body.



### WHY IT'S A COMMERCIAL MUST-HAVE

- After many seasons of billowing maxi dresses, silhouettes move closer to the body. The Sleeveless Column offers the familiarity of the maxi with a body skimming shape.
- Casual material applications like fine gauge knit or stretch jersey offer a way for consumers to ease into column shapes.
- The comeback of 90s minimal silhouettes is a result of consumers seeking simpler garments after maximalism in recent seasons.

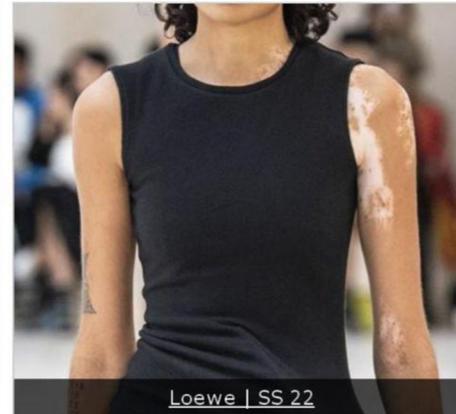
# SLEEVELESS COLUMN DRESS

## 3D CROQUIS + DETAILS



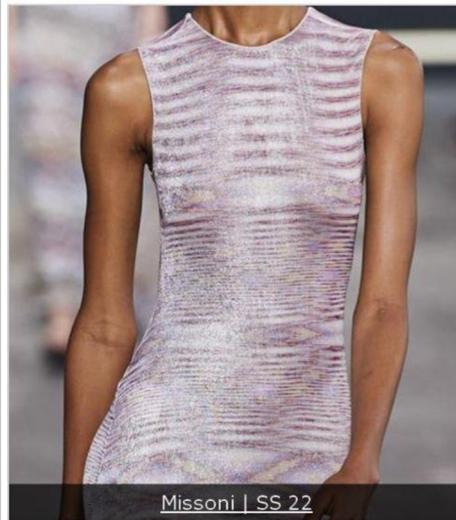
Solace London (Brand)

MOCK/CUTOUT DETAIL



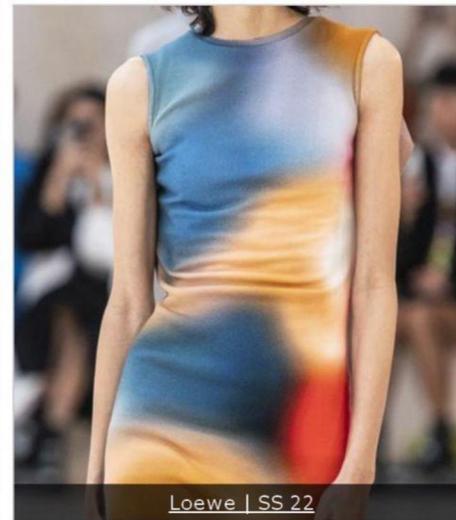
Loewe | SS 22

HIGH NECK CREW



Missoni | SS 22

FINE GAUGE KNIT



Loewe | SS 22

STRETCH JERSEY



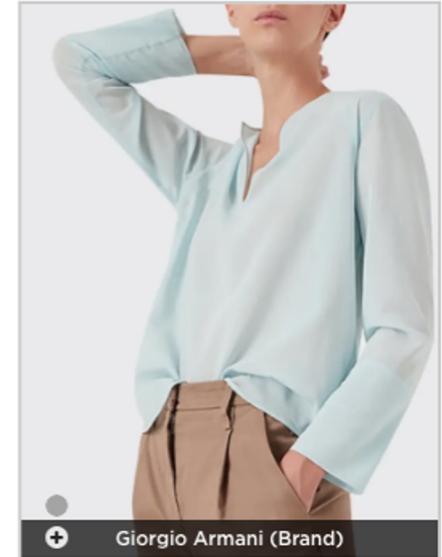
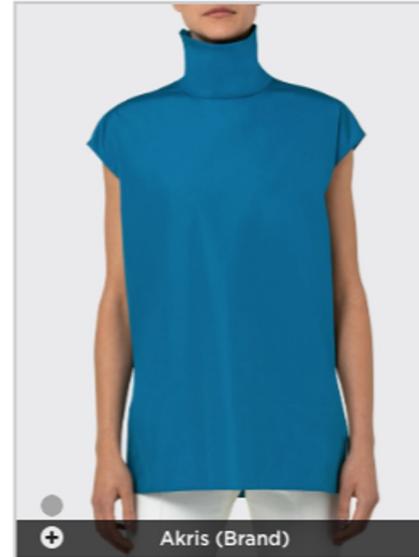
Fashion East (Brand)

SATIN MATERIAL

# ETHEREAL TUNIC

## SUMMARY

**OVERVIEW** - As one of the most streamlined styles of the season, the Ethereal Tunic encourages a fluid look. With a shape that sits somewhat away from the body, silky fabrics emulate a sensual, elevated vision.

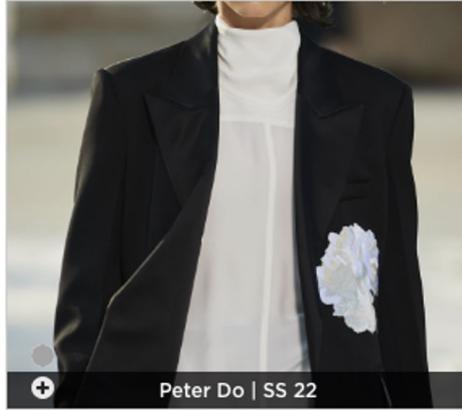


### WHY IT'S A COMMERCIAL MUST-HAVE

- A key component from our SS23 Women's Narrative: Embrace, the Ethereal Tunic channels strength as well as softness.
- Long layer styling is a key direction in RTW, with components like the tunic paired against fluid, slouchy trousers.
- While the elongated hemline is a distinguishing element, various necklines and sleeves translate to either casual or dressy occasions.

# ETHEREAL TUNIC

## 3D CROQUIS + DETAILS



**MOCK NECK**



**SILKY FABRIC**



**WASHED FABRIC**



**DOUBLE LAYER**



**T-SHIRT SHAPE**

# SLIP SKIRT

## SUMMARY

**OVERVIEW** - As skirts become more important, the Slip Skirt recalls popular slip dress styles and midi silhouettes set to fabrics that cling and flow with the body. Mid to lower rise waistlines make the Slip Skirt a match for summer crop tops or bralettes.

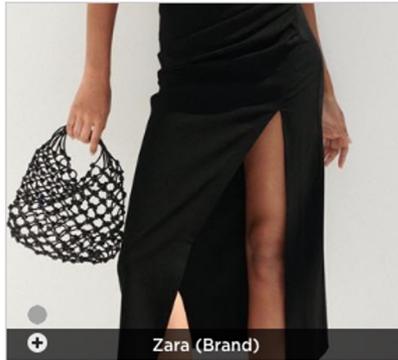


### WHY IT'S A COMMERCIAL MUST-HAVE

- The skirt classification is on the rise with more consumers looking to dress up post-pandemic.
- Playing off the success of slip dresses, the Slip Skirt offers familiarity with silky materials that drape the body.
- The midi silhouette is proven as one of the most relevant hemlines, and Slip Skirts play into that while offering a glimpse of skin with side slit details.

# SLIP SKIRT

## 3D CROQUIS + DETAILS



Zara (Brand)

SLIT



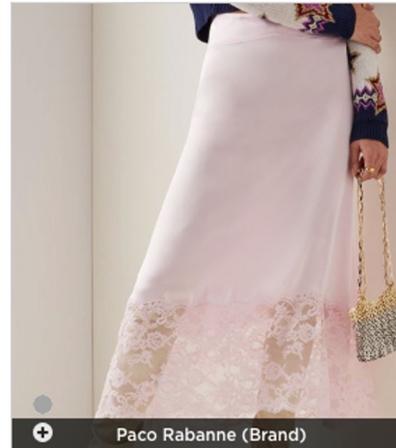
Andrea Iyama (Brand)

SARONG DRAPING



Antonio Marcial | SS 22

DRAPED



Paco Rabanne (Brand)

LACE TRIM



Zara (Brand)

WRAPPED

# LONGLINE BLAZER

## SUMMARY

**OVERVIEW** - The longline shape is the dominant silhouette in blazers this season. Slim elongated styles are key, while shoulders still make an impact with oversized or shoulder pad styles.



### WHY IT'S A COMMERCIAL MUST-HAVE

- This season's longline shape evolves from popular boyfriend blazers, keeping the strong shoulders while featuring an overall slimmer look.
- While we've seen suits decline somewhat, blazers remain a key item often styled with denim as a way to elevate looks.
- Layering Longline Blazers over bra tops is a great way to push a youthful message and resonate with Gen-Z.

# LONGLINE BLAZER

# 3D CROQUIS + DETAILS



Philosophy di Lorenzo Serafini | SS 22

LAYER OVER BRA TOP



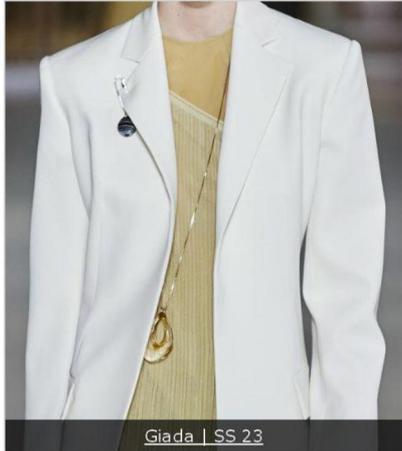
Christopher John Rogers (Brand)

SINGLE BREASTED



Saint Laurent | SS 22

SHOULDER PADS



Giada | SS 23

BUTTON-LESS



Alberta Ferretti | SS 22

SLIM ELONGATED SHAPE

# MINI SKIRT

## SUMMARY

**OVERVIEW** - Miu Miu initiated the comeback of Micro Minis with low waist, pleated schoolgirl styles cut in barely-there lengths. The simple shape leaves room for statement-making updates from bold colors to embellishments.



### WHY IT'S A COMMERCIAL MUST-HAVE

- 00s nostalgia is very much happening and the Micro Mini Skirt serves main character energy to the Gen-Z crowd.
- Stylistic additions such as schoolgirl pleats or cargo pockets easily tap into thematic references, making the Micro Mini a strong piece within assortments.
- The Micro Mini provides a "going out" option as consumers continue to crave IRL social events post-pandemic.

# MINI SKIRT

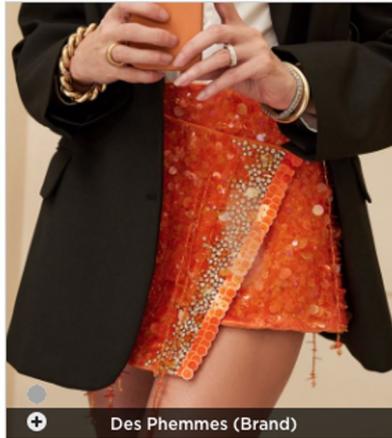
## 3D CROQUIS + DETAILS



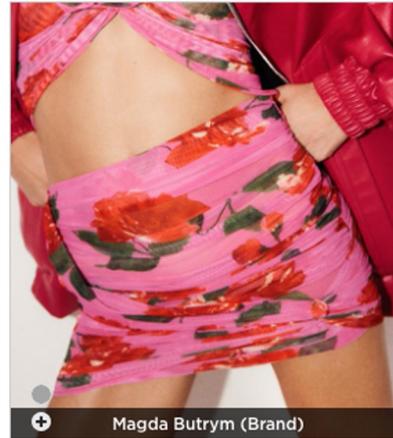
**BOLD COLOR**



**WRAPPED**



**EMBELLISHED**



**RUCHED**

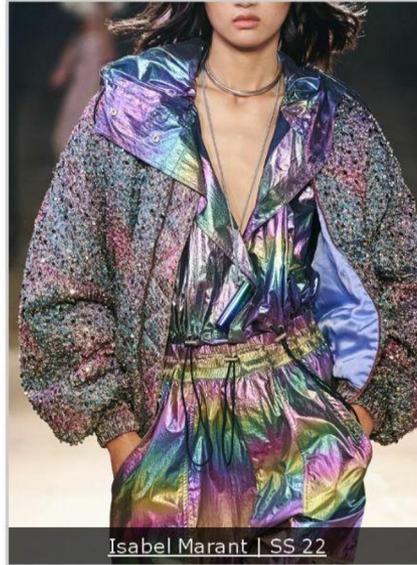


**CARGO STYLE**

# STATEMENT BOMBER

## SUMMARY

**OVERVIEW** - We haven't seen the bomber in a long time, so it's interesting to see it make a comeback with styles that command attention like bold colors, satin materials and embellishment.

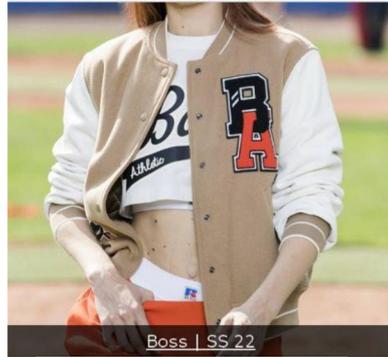


### WHY IT'S A COMMERCIAL MUST-HAVE

- Considering the Spring/Summer season, bombers offer a mid-to-lightweight outerwear option that offer styling versatility.
- As a proven and commercially viable shape, the bomber is the perfect backdrop for fashion additions like bold colors and satin materials.
- Y2K influence strikes with varsity and fitted crop styles that resonate with the Gen-Z crowd.

# STATEMENT BOMBER

## 3D CROQUIS + DETAILS



Boss | SS 22

**VARSITY STYLE**



Christian Dior | SS 22

**SATIN MATERIAL**



Isabel Marant | SS 22

**EMBELLISHED**



Loewe | SS 22

**BLOCKED**



Blumarine | SS 22

**FITTED CROP / CARGO POCKETS**

OPEN FRONT TOP



CORSET TOP



SUMMER VEST



Y2K DRESS



KNIT SKIRT SET



OPENWORK KNIT DRESS



WIDE LEG CARGOS



SPLIT FLARES



TUBE TOP



BRALETTE



# OPEN FRONT TOP

## SUMMARY

**OVERVIEW** - Jacquemus is credited with introducing the Open Front Top and it's one of the newest styles this season, applying to both wovens and knits. Expanded applications for summer range from seasonal camp styles to altered shirt updates or sheer fabrics.

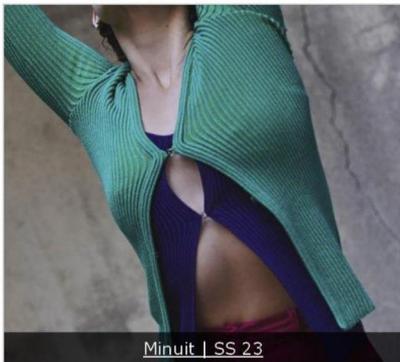


### WHY IT'S A FASHION MUST-HAVE

- The Open Front Top taps into the trend for sexier apparel with a dare-to-bare style that pairs well with both high and low waist bottoms.
- Gen-Z propels the shift towards more fitted silhouettes with the Open Front Top acting as an edgy update to cardigans.
- Shifting away from maximalist puff sleeves, the strappy or ribbon tie closure in the center offers newness making it a coveted style.

# OPEN FRONT TOP

# 3D CROQUIS + DETAILS



RIBBED



CROPPED



UPDATED CAMP STYLE

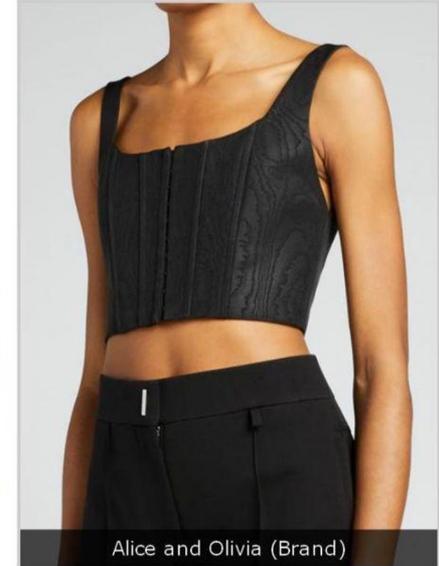


METAL CLOSURE



SHIRT UPDATE

**OVERVIEW** - The Corset Top transitions into Ready-to-Wear thanks to a pop culture revival fueled by Gen-Z. Modern styling brings this item into the limelight, while traditional constructions like structured boning is applied.



## WHY IT'S A FASHION MUST-HAVE

- The Corset Top recalls period references inspired by the hit series *Bridgerton*, which has propelled trends like #regencycore.
- While the style may originate in the old world, influencers, and in particular Gen-Z, are responsible for adapting the style in new, modern ways like pairing it back to denim.
- The Corset Top takes into consideration angled or curved hems and peplum details, with the addition of cropped shapes and bra layering that speak to youth relevance.

# CORSET TOP

## 3D CROQUIS + DETAILS



Reformation (Brand)

ANGLED OR CURVED HEM



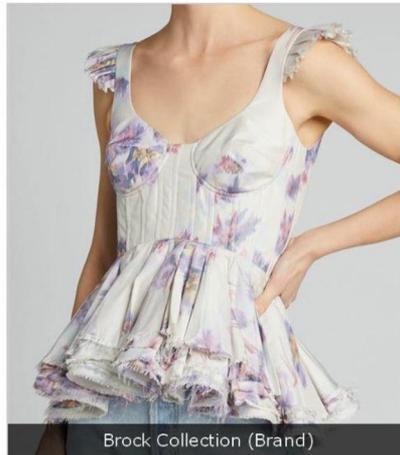
Alice & Olivia (Brand)

BONING



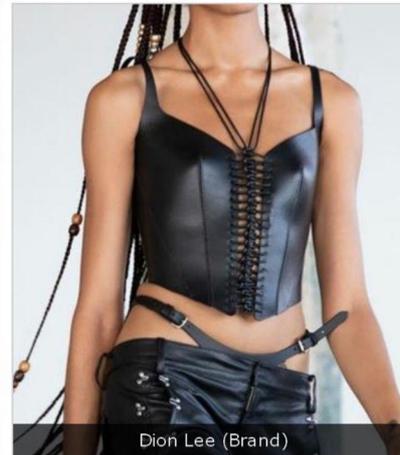
Givenchy | SS 22

ILLUSION SEAMWORK



Brock Collection (Brand)

PEPLUM DETAIL



Dion Lee (Brand)

LEATHER APPLICATION

# SUMMER VEST

## SUMMARY

**OVERVIEW** - Vests continue to grow in popularity within assortments as a new item that hasn't been part of RTW for a while. While somewhat unexpected for Spring/Summer, folksy prints and quilting have a homespun appeal that strikes a chord with seasonal themes and offers variety from tailored or sweater styles.



### WHY IT'S A FASHION MUST-HAVE

- The Summer Vest answers a need in outerwear for the warmer months, with seasonal floral or patchwork patterns that nod the revival of craftsmanship.
- Youth styling propels vests with options to wear separately or as a layer on top of knit or woven items.
- Quilting, while typically reserved for winter jackets, offers a forward fashion component on new shrunken silhouettes.

# SUMMER VEST

## 3D CROQUIS + DETAILS



Pistola (Brand)

PEAKED SHOULDERS



Jess Meany (Brand)

PATCHWORK PATTERNS



Free People (Brand)

SCOOP NECK



Horror Vacui (Brand)

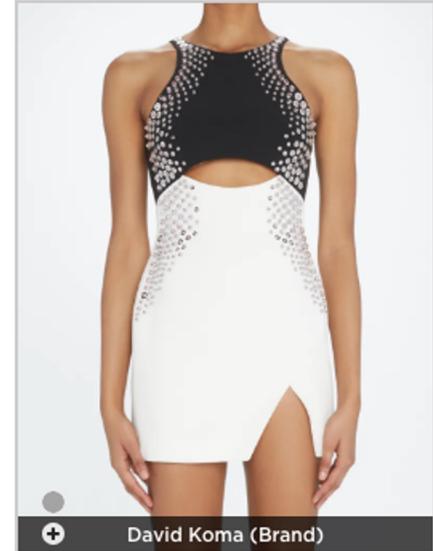
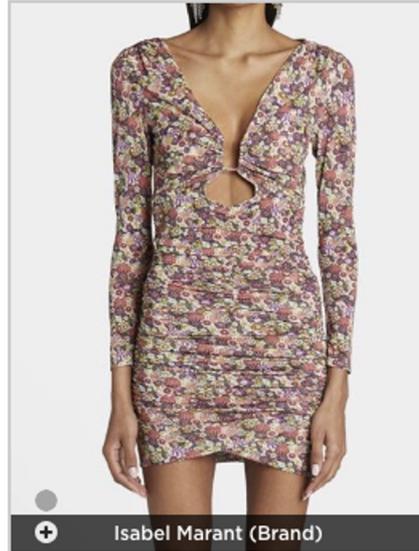
RIBBON CLOSURES



Ulla Johnson | SS 22

QUILTED

**OVERVIEW** - As the name implies, the Y2K dress is very much inspired by the Aughts. Set to mini hemlines and fitted silhouettes, cutouts drive the message home on the sides or center of the garment.

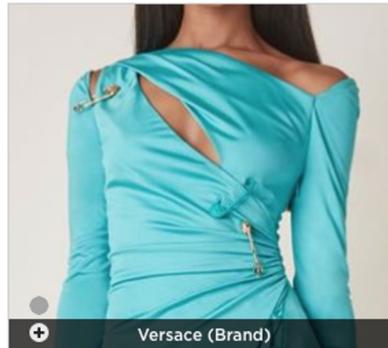


### WHY IT'S A FASHION MUST-HAVE

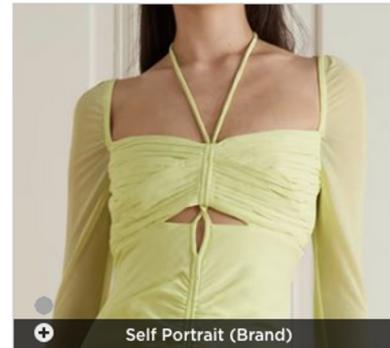
- As the Aughts continue to be a main driver of trends for the Gen-Z crowd, the Y2K dress presents the winning combination of a body con silhouette coupled with must-have cutout details.
- With post-pandemic occasion dressing on the rise, the Y2K dress becomes an essential going-out dress.
- The Y2K dress offers a new outlet for both LBD styles as well as bright statement colors that drive sales.

# Y2K DRESS

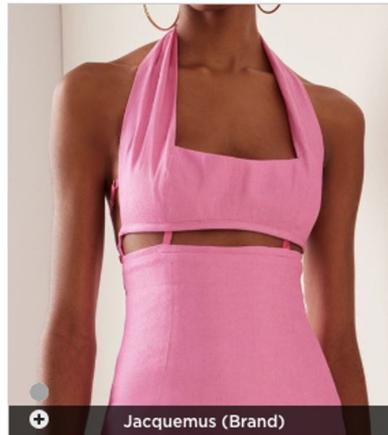
## 3D CROQUIS + DETAILS



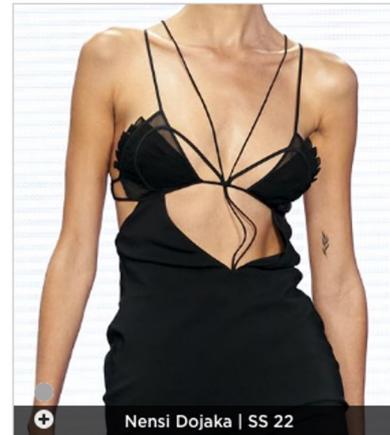
ONE SHOULDER/SINGLE SLEEVE



IRREGULAR CUTOUTS



STATEMENT COLOR



STRAPPY DETAILS



MINI HEMLINE

**OVERVIEW** - The concepts of sets evolve this season to be a primarily co-ord knit top and skirt look. Cropped tops are balanced out with higher waist skirts and patterned co-ords make the ultimate statement in even the most classic patterns.



### WHY IT'S A FASHION MUST-HAVE

- Skirts are one of the fastest growing classifications this season and the Knit Skirt Set further propels applications.
- After the past few seasons of loungy knit pant sets, consumers crave a dressier knit statement for Spring by way of skirts.
- Variety in hemlines make the Knit Skirt Set apply to both the women's and young contemporary markets, ranging from popular slim midis to youthful minis.

# KNIT SKIRT SET

# 3D CROQUIS + DETAILS



Andreadamo (Brand)

**BUTTON SLIT DETAIL**



LoveShackFancy (Brand)

**PATTERNED**



Aknvas | SS 22

**MINI SKIRT**



Chanel (Brand)

**CROP TOP**



Andrea Adamo (Brand)

**SLIM MIDI SKIRT**

# OPENWORK KNIT DRESS

## SUMMARY

**OVERVIEW** - As knitwear remains an overarching seasonal message, the Openwork Knit Dress embraces novelty stitches like crochet and fringe details for a handcrafted message.



### WHY IT'S A FASHION MUST-HAVE

- The notion of craftsmanship continues to be a key design consideration. Our SS23 Seasonal Narrative: Made, features the Openwork Knit Dress as a key takeaway that surfaces the message of novelty knitting techniques.
- Crochet applications that offer a glimpse of skin make for an ideal beach-to-street look when layered over swimwear.
- As a hemline-inclusive item, style applications include minis by day and column shapes by night.

# OPENWORK KNIT DRESS

## 3D CROQUIS + DETAILS



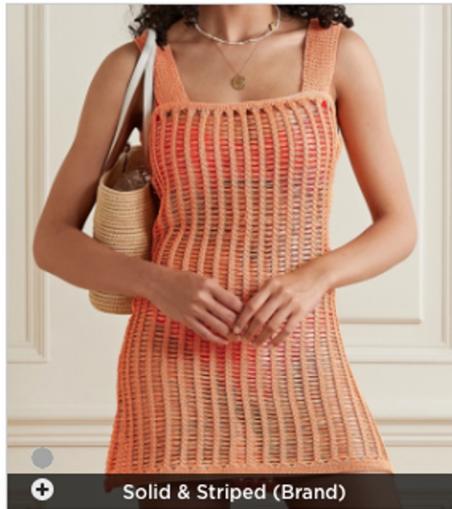
+ Alberta Ferreti (Brand)

CONTRAST STITCH DETAIL



+ Cult Gaia (Brand)

BEACH COVER-UP



+ Solid & Striped (Brand)

MINI



+ Ulla Johnson | PRE-FALL 22

CROCHET LACE



+ Etro | SS 22

FRINGE HEM

# WIDE LEG CARGOS

## SUMMARY

**OVERVIEW** - As we continue to expect more from our garments, Wide Leg Cargos rise to the occasion bringing forth fashion and function. While attention should be paid to details like large patch pockets, season-appropriate materials like performance nylon or satin offer a forward update.



### WHY IT'S A FASHION MUST-HAVE

- As consumers continue to crave practicality in their wardrobes, Wide Leg Cargos embody utility and function, confirming our [SS23 Product Shift: Nomadic State](#).
- Blumarine styles in particular give the item a Y2K jolt, set to low waistlines and satin materials.
- Wide leg silhouettes have maintained relevance over several seasons, but the addition of large patch pockets make them an influencer must-have.

# WIDE LEG CARGOS

# 3D CROQUIS + DETAILS



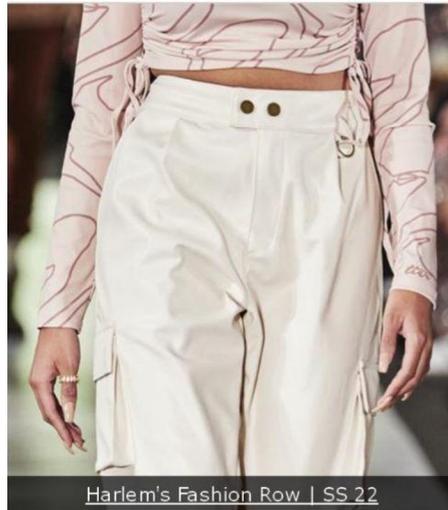
Blumarine | SS 22

**LOW RISE**



Mario Dice | SS 22

**LARGE PATCH POCKETS**



Harlem's Fashion Row | SS 22

**HIGH WAIST**



Nina Ricci (Brand)

**NYLON FABRIC**



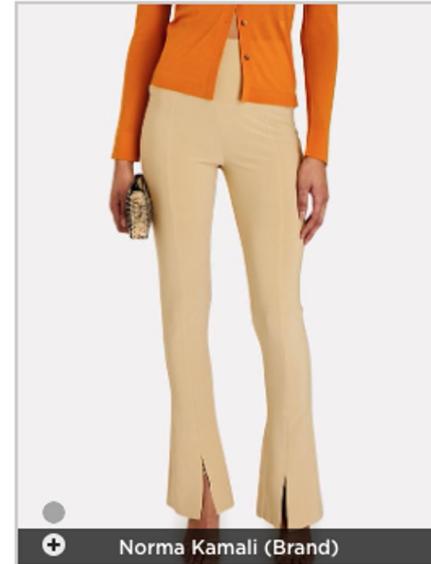
Blumarine | SS 22

**SATIN FABRIC**

# SPLIT FLARES

## SUMMARY

**OVERVIEW** - Split Flares are one of the most exciting items this season for bringing about a new slimmer look back to bottoms after many seasons of volume silhouettes.

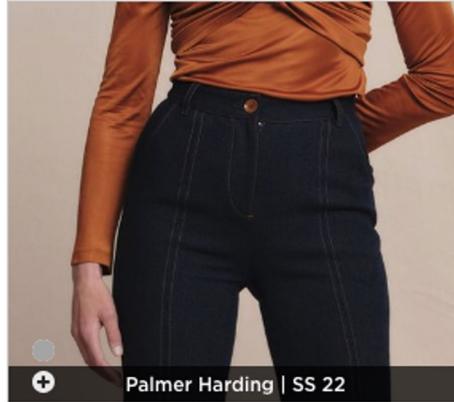


### WHY IT'S A FASHION MUST-HAVE

- High waists remain relevant and lead into slim or relaxed shapes, making the Split Flare easy to wear in woven or ribbed knit styles.
- As pant assortments shift back to wovens following post-pandemic sweats, front or side slit details bring a cool new look that could pair back to heels or sneakers.
- Slim shapes coupled with the split hem detail leads into the comeback of leggings, which are currently on the rise.

# SPLIT FLARES

## 3D CROQUIS + DETAILS



Palmer Harding | SS 22

**HIGH WAIST**



Cult Gaia (Brand)

**RIBBED KNIT**



Zara (Brand)

**SLIM FIT**



Nehera | SS 22

**ELONGATED HEM**



Palmer Harding | SS 22

**FRONT PLACEMENT**

**OVERVIEW** - Offered as woven tops and cut and sew knits, the comeback Tube Top applies to ultra-casual day looks as well as slick leather or satin for night. Ruched sides are a key component that heightens the body con fit. Intentionally simple, variations are offered in lengths from shrunken crop shapes to elongated tunics.



### WHY IT'S A FASHION MUST-HAVE

- The minimal 90s aesthetic is a growing direction that provides much direction in terms of simple silhouettes like the Tube Top.
- Other leading top styles like bodysuits and cropped styles are a match for the Tube Top when styled with high waist jeans or slouchy bottoms.
- The Tube Top could be seen as an evolution of popular bandeau-style bra tops in recent seasons.

# TUBE TOP

## 3D CROQUIS + DETAILS



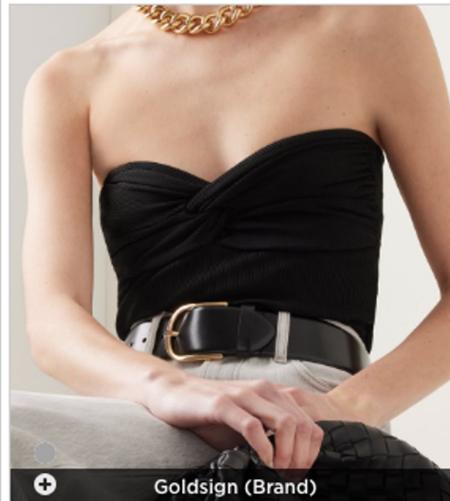
Albus Lumen (Brand)

ASYMMETRIC WRAP



Tove Studio (Brand)

CORSET / BRA DETAIL



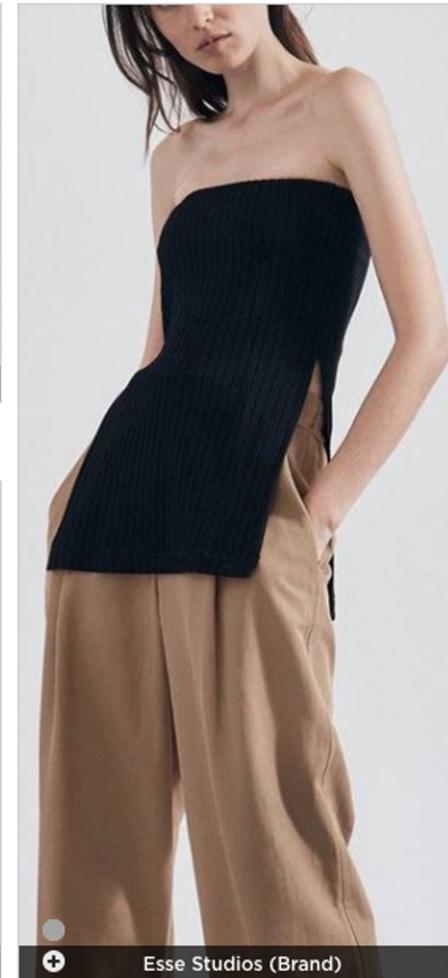
Goldsign (Brand)

SWEETHEART NECKLINE



Dundas x Revolve (Brand)

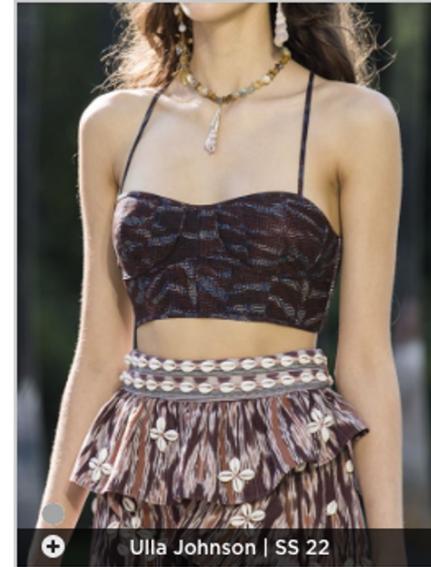
RUCHED SIDES



Esse Studios (Brand)

SLIT SIDES

**OVERVIEW** - The Bralette is a huge must-have for the season which has longevity beyond the young contemporary market. While influence is borrowed from intimate apparel, updated details like strappy necklines or side cutouts are positioned for summer.

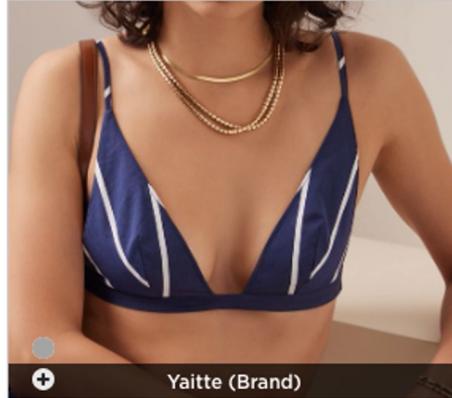


### WHY IT'S A FASHION MUST-HAVE

- Styling options with the Bralette range from wearing it alone or as an under layer beneath shirts or blazers.
- The Bralette offers merchandising potential as a component of coordinated sets. Shorts set to coordinating patterns are of particular relevance for summer.
- Inspired by intimate apparel but positioned for RTW, triangle and molded cup designs continue to push the message of inner-as-outer wear.

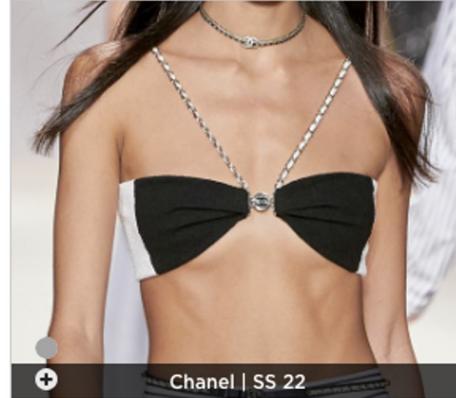
# BRALETTE

## 3D CROQUIS + DETAILS



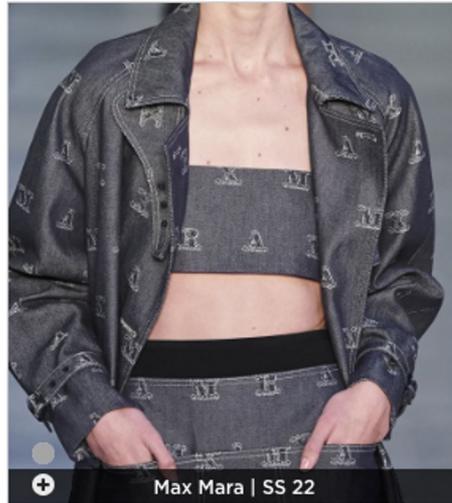
Yaitte (Brand)

**TRIANGLE SHAPE**



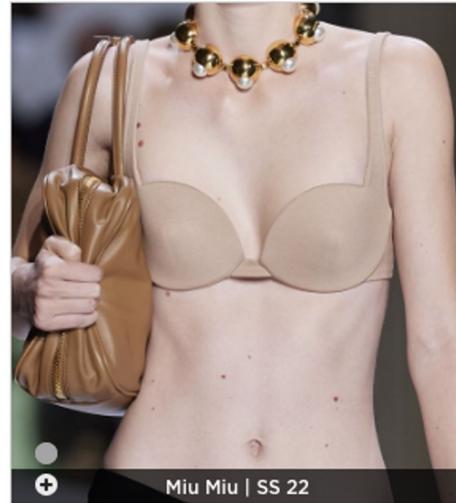
Chanel | SS 22

**STRAPPY NECKLINE**



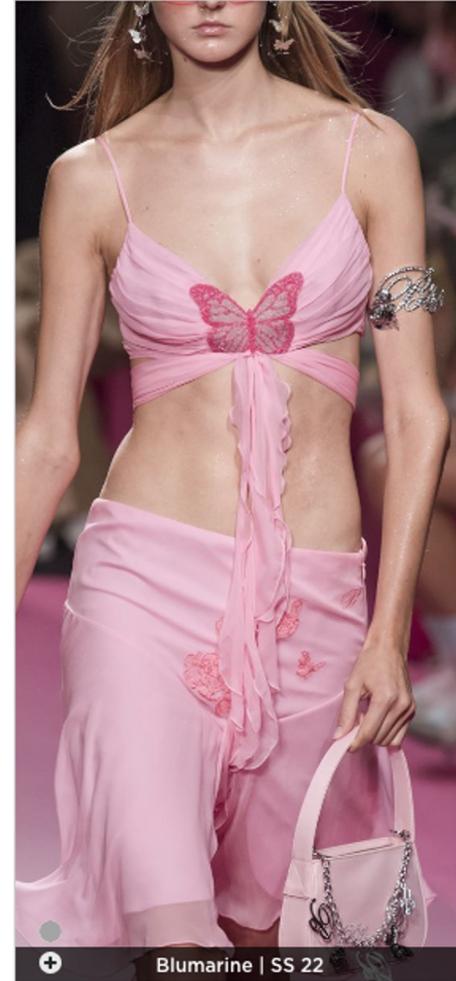
Max Mara | SS 22

**MINIMAL BANDEAU**



Miu Miu | SS 22

**MOLDED CUPS**



Blumarine | SS 22

**SIDE CUTOUTS**



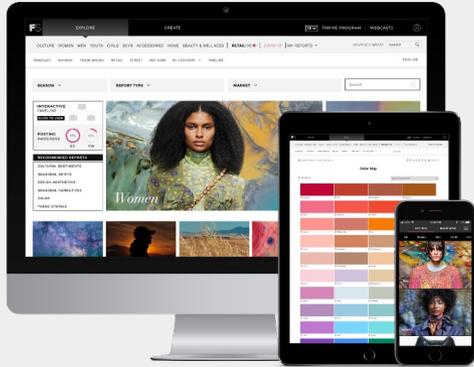
### *About This Partnership*

Bringing together the core strengths of our companies—trend forecasting and 3D design & development software—the Fashion Snoops x Browzwear collaboration will drive efficiencies throughout our customers' processes, from concept to commerce.

By integrating ready-to-use 3D blocks representing the key styles forecasted by Fashion Snoops into Browzwear's library, designers are given the head start to create successful fashion lines, and can immediately create unique iterations without first building the base garment in 3D.

This collaboration will greatly accelerate the design process, while also streamlining workflows and eliminating the need for physical samples. Additionally, companies can leverage Browzwear's true-to-life renderings instead of physical products during the sales cycle, further reducing waste and cost, increasing speed to market, and giving the opportunity to better align production with demand.

# LEARN MORE



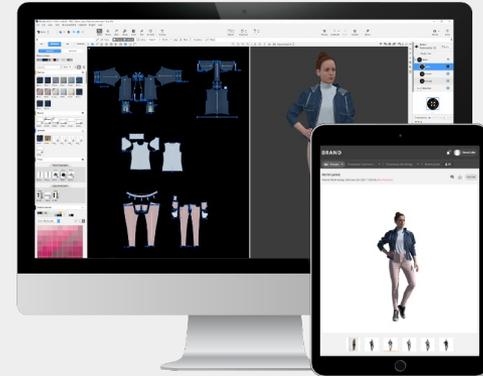
Fashion Snoops is a **global trend forecasting agency** helping leading brands unlock innovation and propel growth.

Combining human and artificial intelligence, we **surface trend-driven business opportunities** and equip our clients with a **blueprint for innovation**.

Headquartered in NYC and Paris, FS has clients and contributors in more than 50 countries around the world.

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Browzwear is the leading provider of 3D design, development, and merchandising solutions for the apparel industry.

We work hand-in-hand with apparel designers and organizations of all types and sizes to accelerate the fashion industry's long-awaited digital transformation.

With Browzwear, over 1,000 global apparel brands and manufacturers are successfully shifting from time-consuming and wasteful practices to fully digital, end-to-end workflows.

**Reach out to learn more about our suite of 3D solutions**

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