

# Collection Review: Women's Key Textiles Pre- Fall 21

In a season where both traditional and versatile fabric qualities prevail, consideration for comfort-led quality and practicality shape the 'new normal' wardrobe

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02.01.21 · 5 minutes



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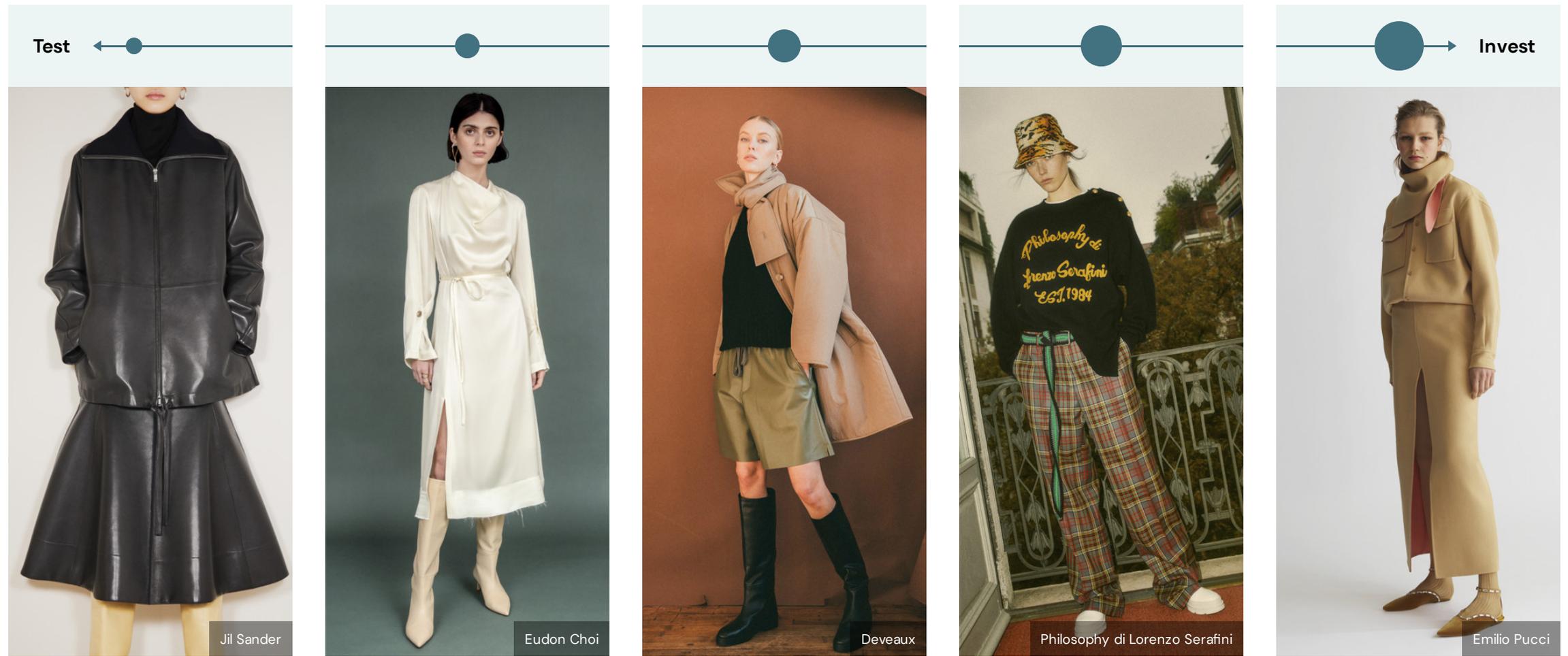
# Market analysis

- The fabrics prevailing support comfort and versatility, as Pre-Fall 21 focuses on collections 'for the moment' as well for post-pandemic future, with clear intentions to remain reassuring with familiar traditional references. This is a season of casualised separates, underscored by a range of mid-weights that give #workleisure pieces that are easy to layer, like blazers, momentum, taking pressure off outerwear where premium qualities such as wool and leather represent quality first, buy better durability
- With a focus on updating essential and core offerings, newness is driven by attention to detail via easy-to-wear texture and pattern. Plaids and slubbed tweeds point to the continuous heritage influence within shirting, tailoring and outerwear
- The overriding focus on essential staples doesn't overlook eveningwear-ready qualities. Still bypassing overtly decorative surfaces, delicates offer escapism into feminine luxury but with consideration for a scrupulous consumer who values versatility and timelessness. For this reason, traditional qualities such as Chantilly lace and plain satins are key in risk-averse #partywear and #everydaydecadence items that still look covetable styled with casual pieces



# Test or invest

Soft mid-layer flannels are the go-to for fast-rising #workleisure separates and #heritagechecks remain key patterns for easy-to-wear perennials. Luxe satins work hard in versatile day-to-night looks, while #leather emerges as the utilitywear alternative in relaxed hero sets.



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Ermanno Scervino



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## Flannel comfort

In a season of separates, flannel plays a key role in practical everyday luxury and comfort, with a variety of weights and finishes focusing on quality-driven items designed to last.

Sought-after comfort is found in key items such as enveloping #beltedcoats, blazers and #matchingset separates. Noble yarns and blends are minimalist for timeless appeal, while tweeds and felts needle-punched with lace evolve perennial outerwear with surface interest.

Invest in premium RWS wool, cashmere and RMS mohair for sophisticated lambswool flannel, felt and melton.



## Iconic checks

Still the biggest pattern group for wovens (12% of pattern mix), checks with timeless heritage appeal grace the Pre-Fall 21 catwalks, recoloured in retro palettes.

Failsafe and familiar tartans create visual impact, subtly evolving the heritage feel with #newprep notes, as seen at No. 21. Monochrome applications have a subversive #moderngoth mood, favoured at Red Valentino.

Lightweight worsted wools and blends lend versatility to dresses and separates, while #twomilewear jacketweights focus on ease, comfort and longevity.



Red Valentino



Deveaux



Red Valentino



Deveaux



Max Mara

## Refined performance

Light-touch technical fabrics continue to advance within contemporary tailoring and outerwear as designers look to #functionalfuture lifestyles.

Papery matte finishes lend a sophisticated mood to #workleisure when paired with classic separates and shirting for new workwear looks, while technical fabrications in high-shine finishes provide a more relaxed, casual feel.

Apply these refined surfaces to wadded and quilted qualities for insulated pieces that pair well with smart and relaxed tailoring.

Source low-impact synthetics in breathable and moisture-wicking qualities, with subtle but hardworking protective performance.



## Workleisure satin

Luxurious silks update comfort styles with an elegant look, balancing special occasion dressing with versatile wearability.

A #workleisure wardrobe is accented with silky satin surfaces to lend a luxe feel to tops, with an air of extravagance added via lustrous and semi-shine textiles rather than bold patterns or textures.

The ability to instantly upgrade looks keeps satin at the forefront of the #everydaydecadence direction and top-half accents in #abovethekeyboarddressing.

Opt for responsible Tencel, viscose and modal for easy care at lower price points.



## Utility leather

Utilise the longevity of [#leather](#) to ensure seasonless appeal in casual separates and outerwear. Malleable qualities for utility-driven separates are coming through, which work well for tailoring and in [#matchingsets](#), creating an alternative to traditional cotton utility drills.

Continuing from a successful S/S 21, [#moderngoth](#) tough leathers have a sophisticated feel in dark colours. Look to vegan alternatives, as seen at Nanushka, and select ethically sourced and recycled leathers for a responsible, eco-conscious direction.

## Key trends



### #workleisure

The comfort levels of #stayhomestyle and #twomilewear have redefined the new smart and workwear concept. Softness and tactility characterise this direction, updating revised tailoring and separates with a relaxed but practical edge.



### #everydaydecadence

Luxurious qualities such as lustrous satin are the backbone of this indulgent direction. Whether lifting daywear silhouettes or offering escapism in timeless #partywear, this is where the versatility of silk is put to the test for day-to-night and indoor-outdoor occasions.



### #functionalfuture

#functionalfuture puts performance attributes first, honing #consideredcommute concepts with refined #techlegant proofs that morph into hybrid tailoring or complement traditional smart qualities.

## Action points

# 1

**Align fabric comfort with distinguishable fabric quality for made-to-last pieces**

Recession spending underscores the buy less but better approach, which puts fabric quality in the spotlight. Offer comfort and a sense of premium luxury with high-grade as well as durable fibres and materials, like certified wool and responsible leathers, that spell out quality driven timelessness in relaxed, layered silhouettes honed with comfort for redefined work-leisure looks and outerwear

# 2

**Retain traditional familiarity with commercially tested heritage**

As the biggest pattern group for woven fabrics, #heritagechecks are key for carrying over the commercially tested nostalgic direction across the category range. Contemporary cuts are key to keep this direction fresh and relevant. Traditional textures like bouclé and salt-and-pepper tweeds are a pattern-free alternative for a classic spin on outerwear

# 3

**Offer a sense of escapism and indulgence with commercial versatility**

De-risking evening and #partywear is straightforward with traditional luxe qualities like satins that have been part of everyday luxe for a few seasons now. Tapping into the popularity of separates, create #abovethekeyboarddressing looks and skirts that are easy to dress up or down that will retain appeal post-pandemic

# 4

**Work protective performance qualities into your main range**

Keep on top of technical fabric developments, working them into everyday #functionalfuture looks that seamlessly blend weather-proof performance into pared-back smart looks and #hybriddesign items. For insulating properties, use wadded qualities as a smart and clean alternative to quilting that complement tailoring