

ISSUE #3

*DEPARTMENT OF
FASHION*

NOVEMBER 2024

WEEKLY NEWSLETTER



TREND WATCH



Marc Jacobs Guest-Edits Vogue's December Issue With Kaia Gerber!

In a first, [Vogue's](#) December issue has been guest-edited by none other than [Marc Jacobs](#). The beloved designer is the US magazine's first-ever guest editor, a project spearheaded by editor in chief Anna Wintour. For the occasion, Jacobs tapped his muse [Kaia Gerber](#) as his first editorial cover star, outfitted in colorful gowns from his doll-like Fall 2025 collection in a shot by Steven Meisel. The issue itself features a [deep feature interview](#) with Gerber on her life in the public eye, as well as editorials highlighting Jacobs' love of dramatic nails, his own home interiors, and more. Dare we say he should probably take over *Vogue*? You can discover the full editorial now on [Vogue.com](#).



Jared Ellner Launches His First Fashion Collection

Celebrity stylist [Jared Ellner](#) has made his design debut! Launching with a new campaign on [Instagram](#) featuring influencer Emma Chamberlain, Ellner's first fashion collection prominently features a variety of woven bags, skirts, and crop tops, inspired by vintage ribbons. The colorful range has all the Y2K flair of Paris Hilton with the drama of Marie Antoinette—and we're itching to see what he creates next! You can discover Ellner's full line now on [JaredEllner.com](#).

Arguably, fall is the best time for the fashion industry. After the bustle of fashion week and studying the major trends that'll hit stores and our timelines, we get to reinvent ourselves and wear everything we love all at once. I mean, it makes sense: the colder the weather, the more clothes you wear...right? From plaid skirts, tweed combinations, chunky sweaters, and leather jackets, to matching denim sets—there's just so much to work with. I can show you better than I can tell you, though. In this article, you'll discover how to tap into the mob wife, dark academia, office siren trends, and more for November. Scroll on for street-style inspiration you'll want to pin, screenshot, and of course, copy. Prepare to be inspired and to get so many compliments in these looks.

Vancouver Indigenous Fashion Week brings substance and spirit to the runway

Founder Joleen Mitton reflects on the fifth iteration of an event that embraces designers like Pam Baker and Osamuskwasis Roan, as well as artistic and political ideas

Reformation Teams Up With Shrimps



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Edward Berthelot // Getty Images

Burgundy is the bold hue for fall and this November, you'll likely be drawn to head-to-toe monochromatic feels.

Interactive Fashion Collection By Ganit Goldstein

During Boston Fashion Week 2024, Ganit Goldstein boldly stepped into the future of fashion with her latest collection, presenting an innovative interactive experience that merges sensor technology into garment construction. During the Cambridge Science Festival, in collaboration with the MIT Museum, young designers and engineers from the Boston area showcased their work at The Foundry, a new maker space near Kendall Square in Cambridge, Massachusetts.

The event featured a fashion show without a traditional catwalk, inviting visitors to immerse themselves in designs that shape the next generation of wearable tech. Attendees had the opportunity to meet designers, engineers, and thought leaders while exploring groundbreaking exhibits up close.

Vancouver Indigenous Fashion Week and its Indigenous Market run at the Queen Elizabeth Theatre from November 20 to 23

BUILT CAREFULLY OVER its past four renditions, Vancouver Indigenous Fashion Week has grown into something unlike any other runway event in the world. And it's evolved in ways that counteract every assumption about an industry often associated with fickle trends and skin-deep messaging.

BEAUTY

E.l.f Beauty Lifts Annual Forecasts on Resilient Cosmetics Demand; Shares Up



The company's strategy of introducing "dupes" of luxury cosmetics and pricing its products between \$2 and \$10 has further bolstered demand.

05 November 2024

THE STREETS FASHION

NEW YORK FASHION WEEK MEN'S RECAP

BY JASON TEZ

f t i @teztrends

2024



Our Men's Fashion Columnist and Founder of **Teztrends.com**, Jason Tez, covered several runway shows and presentations at CFDA's second season of New York Fashion Week Men's. Here are the designers and trends to look out for this upcoming Fall/Winter.

Military and athletic wear looks took over the runway at NYFW FW 16. Most notably in the Tommy Hilfiger, Nautica, and Perry Ellis collections. Although cause elements stood out in many ready-to-wear lines, Hickey Freeman focused on tailored elegance for today's modern gentleman.

HICKEY FREEMAN

While it may seem like most designers met for Scotch to plan the military-meets-athletic look, Hickey Freeman debuted a collection like no other - one for the lux, tailored gentleman. Make that three collections in one presentation. The Scottish Highlands collection features plaid and houndstooth suits, forest green tweed and paisley jacquard dinner jackets. Pleated pants offer a fuller cut. The design house heads to Wall Street with *The Strand*, a collection of business suits in hues of blue, accessorized with Highlands forest green. The third collection, *Greenwich*, uses cashmere in overcoats, topcoats, even joggers. It blends cotton, cashmere and corduroy in a suit.



TOMMY HILFIGER

Hilfiger's nautical, military-inspired collection focuses on the details, differentiating his collection from other military-influenced looks with red piping on a topcoat, nautical buttons, and regimental stripes on pants. I noticed a slew of structured, fitted looks and slouchy, looser fits. Either pants cuts can be easily paired with his Parkian-style Breton shirt. Looks were accessorized with a beanie or knit cap for an effortless urban style. Everything worked together in the color scheme of white, black, navy and gray.



NAUTICA

Nautica's collection also draws heavily from a maritime, military influence, most notably referenced in its pea coats, admiral coats and twill officer pants. Nautica mixed in athletic elements, pairing elastic waistbands more common on sweats with gabardine dress pants in a nautical color scheme. The collection diverged from Hilfiger and Ellis with its shocks of red for sweaters and coats. Its roomy duffles are a must-have accessory.



PERRY ELLIS

The Perry Ellis collection was inspired by the 1960s and 70s in grays and blacks, but designer Michael Maccan also used a wide range of blue hues. The Ellis collection provides bold splashes of color, too, harkening back to the color block sweaters of the 1980s. Maccan mixes bright bands of sunset gold, blue and red on one sweater to break the winter drudgery. Another bold sweater mixes bright blue with chocolate brown. Athleticism crept in here

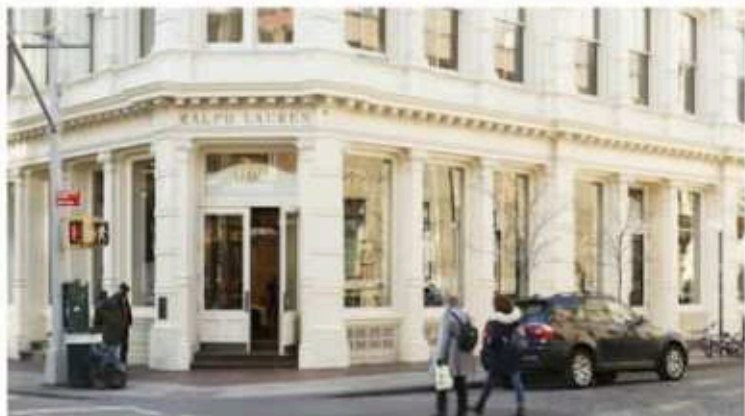


Jason Tez attends a backstage private party hosted by Papyrus.

If I had to pick three of my favorite runway-inspired trends to look out for, they would have to be resurgence/athletic details, military accents, and you NEED a camel colored jacket



Ralph Lauren Raises Outlook, Bucking Broader Luxury Slowdown



FASHION FEATURED

LFW SS25 Top Color Combinations

The mark of a skilled designer is the ability to combine colors together in unexpected ways. From Alexander Wang and Ashley Williams to Burberry and Bottega Veneta.

4 Oct 2024

Acne Studios: designer, Jonny Johansson



Look 32: a brown check shirt in a crinkled fabric and an olive-green check micro mini skirt with an oversized bow and train. Large silver earrings and olive patent peep-toe pumps finished the look.

FEMINA



AJAY AGARWAL

EXECUTIVE DIRECTOR & MENTOR - DONEAR GROUP

2024 has been an exceptional year for the Donear Group. This year we have received a couple of accolades at the Group level. We won Asia's Most Progressive Brands 2024 and one of the Most Trusted Brands of India 24-25. We successfully launched Hushhush - From Skin to Soul, a ground-breaking four-way stretch fabric; the has been a hit in the market. Having Tiger Shroff as the brand ambassador has also amplified its impact.

"We have also adopted an innovative approach to advertising, establishing Donear Station and releasing track as part of its campaign. Winning prestigious marketing awards affirm that Donear is headed in the right direction.

"One area I would like to focus on more is making awareness about the importance of formal dressing, especially for weddings and parties. Ethnic wear has gained a lot of attention in these settings, but formal attire has its own charm, and we need to give it a spotlight on that.

"One of my biggest challenges has been transforming the company from a small-scale operation with little brand awareness into one of the leading textile brands in India. We didn't have much infrastructure when we started, but I was



"GIVE YOUR BEST; WORK HARD, DON'T FOCUS ON HOW MUCH SUCCESS YOU'LL ACHIEVE"

"In 2025, we plan to specialise further in the spinning sector and aim to become the largest seller of four-way fabric in India. We also want to open our own exclusive brand outlets (EBOs) that showcase our textiles and garments. The key lies

Perhaps surprisingly for the spring season, plaid will be a key pattern for SS25. The word is derived from the Scottish Gaelic term "plaide," originally referring to a blanket or cloak. Over time, the fabric was woven in distinctive checked patterns, with unique designs for different clans.

It is so versatile that these days it is found in various forms across fashion, textiles, and home décor. It's used in everyday clothing, high fashion, and even as a symbol of a casual or rustic aesthetic.

Overall, plaid remains a versatile and enduring pattern that reflects cultural traditions while evolving within contemporary fashion and design. Here are ten examples from the SS25 runways.

'Princess Theodora knew exactly what she wanted': Celia Kritharioti on designing the royal bride's three wedding dresses

From the inspiration to the creative process, the renowned Greek fashion designer shares all with H! Fashion

SS25 Print and Pattern Trend: Plaid

By Jayne Mountford
7 Nov 2024



FASHION

Plaid Trend SS25/ main image Credits: Plaid Trend SS25/ ©Launchmetrics/spotlight



VOGUE 100

What's NEW

THE PEOPLE, PLACES, IDEAS AND TRENDS TO KNOW NOW - AND NEXT

Edited by JULIA HOBBS

1 State your feminine intent

Enter the new era of feminism in fashion. A serious stream of confidence, mainly silhouettes stride the catwalk at Loro Piana and Louis Vuitton, indicating the shape of things to come. Business now offers a statement of fearless femininity, rather than bondage-like construction. Show off the new attitude in the simplest fashion terms. Prada's corsets are to be worn loosely and with a meditative sound bath via Citta Sound Therapy, or get your silence to go with the White Noise app for ultimate escape anywhere. *VH*



2 SCALE NEW HEIGHTS
Towering platforms - as seen at Miu Miu, Burberry and Balenciaga - are about to meet daytime flats. Start practicing your walk now.

MARC JACOBS LEATHER BOOT, £2,700

3 SEEK SILENCE

The sound of silence never used to be a good thing (as Simon & Garfunkel sang, 'Silence like a cancer grows'). But that was the Sixties, before the iPhone's marriage time became his soundtrack. Now silence is a buzzword - and a leisure pursuit. When, recently, Mamma Albramovic and pianist Igor Levit collaborated to perform Bach's Goldberg Variations, the audience were asked to don noise-canceling headphones and wait in serene silence for half an hour. Brace yourself for inner peace with a meditative sound bath via Citta Sound Therapy, or get your silence to go with the White Noise app for ultimate escape anywhere. *VH*



Princess Theodora waved to onlookers

From blending traditional Greek couture with modern bridal aesthetics to detailing the year-long journey of creating the wedding gown, Celia shares every exquisite element of Princess Theodora's bridal vision...



**DR ANTOINETTE
FIONDA-DOUGLAS**

IN RECENT years, sustainability has become a cornerstone of corporate strategy, with businesses across industries committing to reducing carbon footprints, embracing ethical practices, and investing in renewable resources. The surge in environmental, social and governance (ESG) initiatives seemed to herald a new era where profitability and social responsibility could coexist. However, as economic pressures mount and initial enthusiasm wanes, a pressing question arises: Is sustainability losing its appeal?

Over the past 18 months, a troubling trend has emerged as major corporations retreat from their ambitious ESG commitments. With oil prices climbing, companies like BP and Shell have scaled back their carbon-emissions targets, while footwear company Crocs has delayed its net-zero carbon goal from 2030 to 2040. Microsoft's rapid expansion in AI has raised questions over its carbon-reduction targets, and tech giants like Meta and Google are scaling back their diversity, equity, and inclusion initiatives.

These developments suggest that for many companies, the perceived costs of sustainability are starting to outweigh the benefits, while growing economic pressures compound the challenge by discouraging full commitment to sustainability initiatives.

Implementing comprehensive ESG strategies often requires substantial upfront investments, with financial returns that remain uncertain. Transitioning to renewable energy, ensuring supply chain transparency, adopting circular economy practices, and enforcing ethical labor practices can be expensive, and the benefits may not be immediately apparent. As a result, some view sustainability as a costly, but unproven, investment in a competitive market. In the investment sector, the percentage considering ESG factors in their decisions has declined from 63% in 2022 to 53% in 2023.

The underperformance of ESG equity funds compared to traditional ones has led to a multi-trillion-dollar shift away from ESG investments. This change might partly explain why, however, the world's largest textile-to-clothing retailer, recently filed for bankruptcy after failing to secure additional investment.



Is sustainability going out of fashion?

Many businesses simply can't afford to meet planet-friendly goals while others shy away from sharing progress for fear of a 'greenwashing' tag

Business leaders' and investors' concerns over greenwashing have also surged, with 67% of respondents in a recent Association of Investment Companies (AIC) survey expressing fears about misleading environmental claims. This has been prompted by global regulatory bodies cracking down. The US Securities and Exchange Commission has adopted new climate-related disclosure rules, while countries in Asia Pacific, such as South Korea and China, are enacting their own greenwashing laws. Australia has already issued its first penalty, and Latin American nations like Peru, Chile, and Colombia are also advancing similar legislation.

Europe is leading the fight against greenwashing, with France and Germany enforcing strict laws and the EU's 2024 Green Claims Directive setting new standards. This directive requires detailed disclosures and third-party verification for environmental claims, imposing fines of at least 4% of annual turnover for violations. It also bans terms like "carbon neutral" or "carbon positive" from 2026 and prohibits claims based solely on carbon offsetting. These changes are already making a difference - H&M got rid of its "Conscious" label

following an investigation, and Zalando took down sustainability scores from its website after being called "misleading".

Many businesses are finding themselves in a difficult position - falling short of their own sustainability goals and hesitating to share their progress for fear of being accused of greenwashing.

At the heart of the problem, as Katie Rayner, a Sustainable Futures leader, points out "is the legal structure that we've used to create companies that is clear that the directors within those companies are not supposed to be sitting there making decisions as if they're a human. They're supposed to be acting their making decisions as if they're a calculator. They're supposed to leave the moral compass at the door, as section 172 of the Corporation's Act requires them to".

She argues governments must reform corporate law to prevent companies from prioritising profits at the expense of the planet and people.

She explains: "The current system we're designed doesn't allow the needs of humanity to take precedence over financial gain".

We are at a critical juncture in our economic and business cycles, where addition has poorly placed 10-year

■ New economic pressures are spurring corporate goals such as net-zero production and recycling of material

goals set in the wake of COP26 now appear increasingly difficult to achieve. Many corporations have approached sustainability initiatives reactively, driven by external pressures like regulatory mandates, consumer expectations, or investor demands, rather than integrating these efforts into their core business strategies.

This reactive approach often results in fragmented and inconsistent efforts that fail to yield significant, lasting outcomes. Additionally, the implementation of these goals has been hindered by a lack of robust



No responsible boardroom or investor can afford to ignore the long-term consequences to our planet or inhabitants. So, where do we go from here?

government policy support, leading to high costs and uncertain profitability.

Despite these challenges, sustainable business practices are no longer niche and no responsible boardroom or investor can afford to ignore the long-term consequences to our planet or inhabitants. So, where do we go from here?

To make real progress, corporations need to view sustainability as a catalyst for innovation, not just a compliance issue. This means shifting the focus from short-term metrics like quarterly earnings to long-term benefits such as risk reduction, anticipating future-regulatory complexities, and enhanced brand reputation. Companies should prioritise transparency and accountability by setting measurable goals, regularly reporting progress, and actively engaging with stakeholders. Additionally, collaboration with governments, NGOs, and other businesses is essential for addressing complex global challenges. By sharing knowledge and pooling resources, companies can drive innovation and develop solutions that benefit both society and the planet.

However, to drive genuine innovation and systemic change, strong government leadership is fundamental. We must rethink the role of limited companies in society, as this is a complex, systemic issue.

As Katie Rayner notes, Arthur Smith warned in The Theory Of Moral Sentiments that unchecked corporations can be detrimental to society.

In The Wealth Of Nations, he argued that without a strong moral framework, corporations are likely to prioritise stock-picking and wealth extraction over societal wellbeing. If government policies truly support sustainable practices, businesses will follow suit. If corporate law mandates that people and the planet must be prioritised over profits, it will happen.

In the UK, starting with the widely supported Better Business Act campaign, launched in 2023, would be a great way to drive change. This change would shift focus from prioritising shareholders and profits to making sure that businesses are legally obligated to benefit corporates involved - employees, customers, communities, and the environment.

Clearly to ensure that corporations contribute positively to societal wellbeing, we must strike the right balance between profit and responsibility. This requires us to leave the current system to decline while believing that a new one can be born.

It's about being pragmatic, understanding while simultaneously imagining a better future.

Let's envision what a flourishing, thriving society in 2100 could look like - a just future where ESG is not just a passing trend but a foundational element of building a resilient, future-proofed business that makes current and future generations proud. ■

Dr Antoinette Fionda-Douglas is co-founder of Helix, and assistant professor at Heriot-Watt University

Read recent celebrity fashion news or dive down a wormhole of TikTok trends, and you'll see the same declaration: 2024 is the year women went pantsless. But have you seen the no-pants trend out in the wild outside of the industry's echo chambers and bar Hailey Bieber (who is still stepping out sans bottoms despite the decreasing temperatures)? When you're grocery shopping or walking your Goldendoodle, are people wearing Miu Miu's \$6,000 sequined panties and little else?



PRADA
Symbolic necklace \$2,200

The emblematic triangle embellishes the back of this silver necklace, defined by a chunky chain design: iconic and sleek, the triangle logo is the protagonist of a new line of jewelry made of 925 sterling silver that reinterprets punk influences in a modern way.



PRADA
Oversized double-breasted leather trench coat \$12,200

The Fall Winter 2022 collection reinterprets the trench coat in a new way, combining essential details such as the double-breasted closure and belt with new silhouettes expressing structural modernism that plays with volumes and architectures. The body is ergonomized, and the shoulders and waist are defined. Pragmatic apparel and real-life uniforms are elevated through soft, luxurious leather that is hand-buffed for a glossy effect that emphasizes its use.



PRADA
Leather pants \$5,400

Reimagining the laboratory uniform in a new way, these pants with a soft fit are completed by a hidden zipper and snap closure, the same appearing on the coordinated jacket. The design is made of smooth nappa leather that is buffed by hand with a luxurious process to obtain like a glossy plastic surface. Graphic simplification guides the pragmatic reinterpretation of menswear that improves the looks of the Fall Winter 2022 collection.

PRADA
Brushed leather Chelsea boots \$1,320

Inspired by the typical archetypes of a masculine wardrobe, these booties are a modern version of the classic Chelsea.

PRADA
Printed leather choker \$420

Prints and patterns have been part of Prada's genetic code since the nineties. A geometric-inspired pattern animates this leather choker embellished with the embossed metal triangle logo for an iconic accent.



A fashion staple during festivities and wedding season in India is the Banarasi weave. Whether it's a deep red silk Banarasi saree adorned with gleaming golden zari or a statement dupatta elevating a simple kurta set, a Banarasi creation can instantly make you look festive-ready with its regal appeal.

In recent years, Banarasi has made a return to menswear in a plethora of ways – kurtas, safas, shawls, bandhgallas, and sherwanis. Contrary to the common misconception, Banarasi was not limited to women's wardrobes. During the Mughal era, when the Banarasi weave rose to prominence, emperors wore garments crafted using this exquisite traditional technique.

The Reformation x Shrimps collection is made from regenerative wool and 95 percent recycled cashmere, and each piece has been named after a suit of cards from the Diamond Cashmere Turtle-Neck to the Queenie Cashmere Cardigan, Hearts Cable Crew and Clover Cashmere Sweater Vest.

The collaboration also includes fun giftable items, such as crocheted coasters, a head scarf, and a wool sweater with a ruffle collar for your dog.

The collection will be available on Reformation.com and Shrimps.com, with prices ranging from 98 to 348 pounds.

American womenswear brand Reformation has launched a collaborative collection with London-based fashion label Shrimps for the holidays.

The limited-edition collection of novelty knits has been inspired by seasonal gatherings and playing weird card games with the family to capture the “cozy revelry of the holiday season through the classic charm of Reformation and the endearing playfulness of Shrimps”.

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