



intercoiffure®

M O N D I A L

THE WORLD'S LEADING HAIRDRESSERS

PROUDLY PRESENTS



intercoiffure®

M O N D I A L

THE WORLD'S LEADING HAIRDRESSERS

TREND FORECAST 2024

by

Elmarie Lignier

contact@elmarielignier.com

The Age of
Elegance

The Age of **Elegance**

**Is Elegance finally making a comeback
to the world of fashion?**



The Age of **Elegance**

After a bout of revenge “*Euphoric*” dressing as a reaction to lockdown rules being lifted, fashion has realized that refinement is what endures, Over the past few years, the fashion pendulum had swung from sensationalism to sweatpants, a result of comfort-first lockdown life. The result: it seemed fashion had lost its finesse.

But as we all know, the only constant in fashion is **change**. A few fashion critics spotted a move towards a more sophisticated style at the end of last year, and this year nearly every round up of fashion trends for 2024 speak of a return to.....**ELEGANCE!!!**

The Age of **Elegance**

« **Fashion fades, style is Eternal** »

Yves St. Laurent

Fashion has realised that **refinement AND elegance** is what is needed in the long term.

LIFESTYLE

Post-pandemic Euphoria, our lives are changing dramatically due to scientific breakthroughs, shifting social moves, and increased awareness of the importance of protecting the environment.

From smart home integration and plant-based diets to optimizing remote work and zero-waste living, these top contemporary lifestyle trends cover it.

These shifts transform our daily lives, presenting new opportunities for improved efficiency, happiness, and sustainability.

A more connected, informed, and ecologically responsible way of life is possible if we embrace these tendencies toward a future where technology, mindful consumption, and eco-conscious habits intersect to create a purer & elegant lifestyle.



LIFESTYLE

Macro trends

Slow living / Soft life

What is the trend of Slow living/ Soft Life?

Slow living/ Soft Life is an extension of the Slow Food movement. Slow Living is about promoting a “meaningful and conscious” lifestyle, cutting back on consumption, and not spending as much time on things that don't make us happy,
And it's so much more than that. It's a worldview, a mindset and an anchor.

Slow down &
enjoy
your life.



@AWILLOWSOUL

The appeal of slow living: Escapism, aspiration, and achievement

LIFESTYLE MacroTrends Interdependence



Individualism is OUT!!
Connection to others is IN!!!

Life doesn't make any sense without interdependence. We need each other, and the sooner we learn that, the better for us all.

INTERDEPENDENCE IS THE WAY FORWARD!
The pandemic transformed the way that our world does business. It showed us how interconnected we all are.

If the pandemic taught us anything, it's just how dependent we are on each other to survive and thrive.

By 2024, we are going to see a massive paradigm shift away from individualism toward the interdependence of a holistic system.



LIFESTYLE

Macro Trends

Eco-Thrive



ECO-THRIVE

The ecosystems of our planet are being destroyed. We're seeing ice caps melting, and species going extinct.

Recent smart lifestyle environmental trends have highlighted the importance of preserving our world and its resources.

These movements are helping to build a greener, more environmentally responsible way of life by encouraging eco-conscious practices, increasing the use of renewable energy, and fostering more considered consumerism.

Do
Something
Green
Today

58% of consumers are more aware of their ecological footprint since the Pandemic

85% are willing to take personal action and change their behavior to address the climate emergency

LIFESTYLE Branding

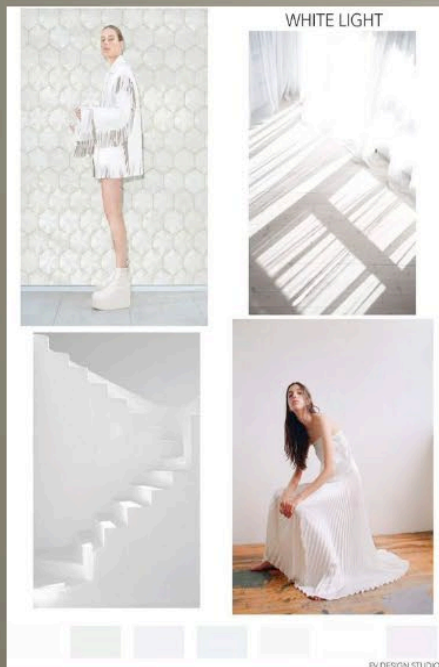
What to expect in 2024

1. Fast fashion is going bye-bye. Instead, we're going to start to see challenger sustainable brands. Reverting back to basics and elegance
2. Massive consumer accountability on brands to be transparent and share their practices to ensure that they are as green as possible.
3. Huge fashion brands going eco-friendly by changing their supply chain and sourcing
4. Increased protection of what is known as "megafauna".
5. A move away from focusing on doing less harm, such as decreasing our CO2 emissions, and more towards doing good like reforestation or making things more efficient.

FASHION TRENDS

Colour Pantones





PURE WHITE



FASHION TRENDS

Philosophy/ Pure White

What is the trend of **Pure White**?

After a rebuttal to the conservative times of COVID, we saw a "party era" (Euphoria) take off with sexy trends like the micro-mini skirt and cutouts that leaned into an over-the-top ethos. Now, we're embracing that opulence but it's evolved into a sultry yet classy aesthetic that began to spark on the FW23 runways that will surely continue boom in Spring/Summer 2024 season. The lines are pure, classical and totally elegant and **Pure White**,

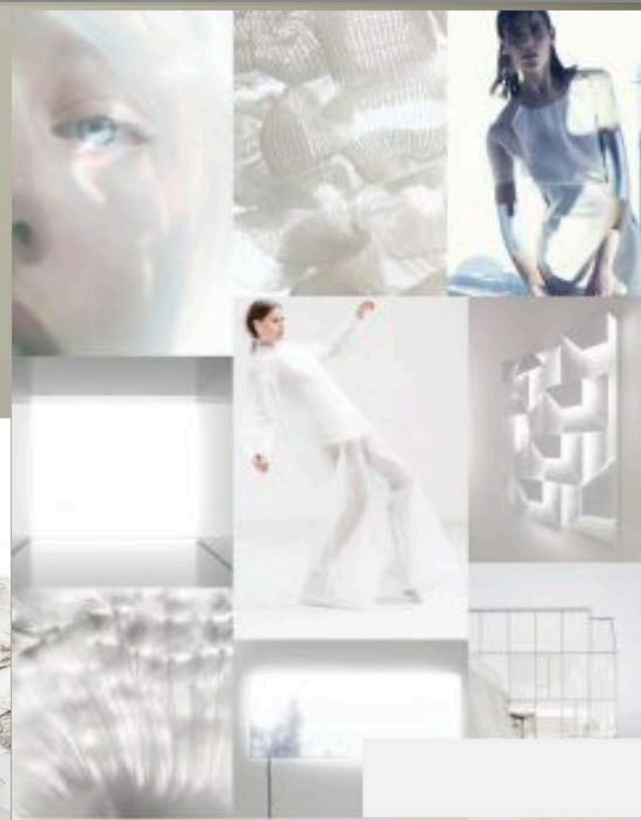
Pure Woman, Pure Man!

FASHION TRENDS

1. Pure White



ORGANIC MODERNITY /



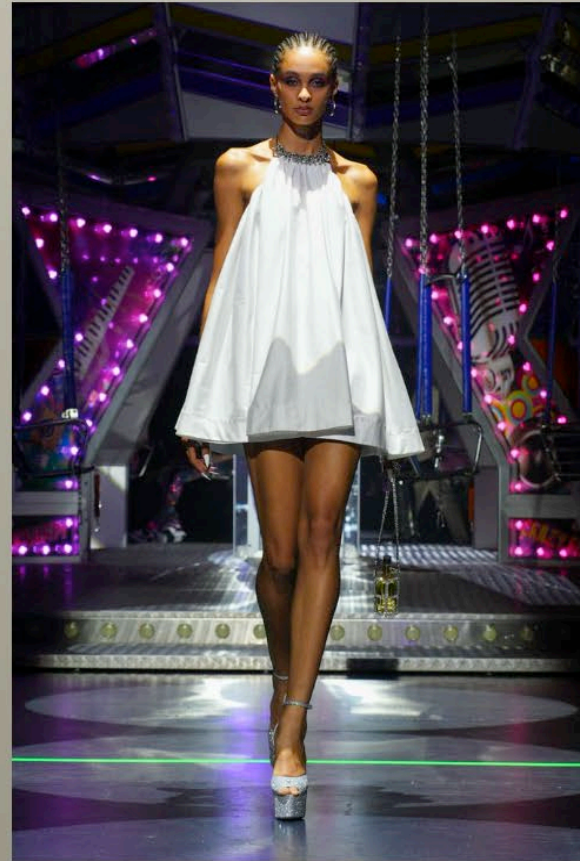
TRANSLUCENT LIGHT / 2017-2018

SEE MORE: #PINTEREST TREND #MOODBOARDS #MARBRE DE BUTLER #WWW.TRENDSENSES.COM

Series: Pant leg, Chalky fabric, Translucent, Marbre de Butler, K&N Magazine, Gator Skin, Blue Hairs, Nature of Color and Light

FASHION TRENDS

1. Pure White on the Runway *Sleek, aesthetic pure and graphic lines*



FASHION TRENDS

1. Pure White on the Runway *Sleek, aesthetic pure and graphic lines*



FASHION TRENDS MEN

1. Pure White on the Runway *Sleek, aesthetic pure and graphic lines*



The Age of
Elegance

FASHION TRENDS

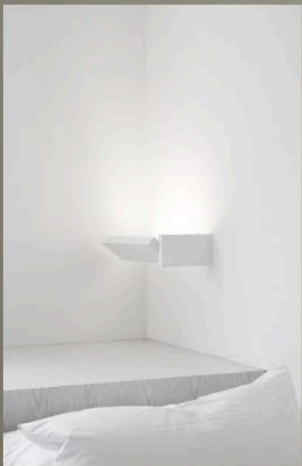
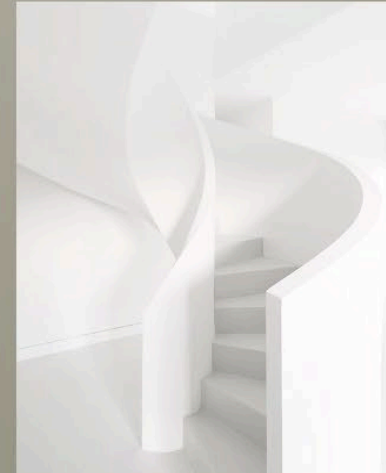
MAKEUP Pure White



The Age of
Elegance

FASHION TRENDS

DECOR
Pure White



Philosophy/ Conscious Traveller

What is the trend of **Conscious Traveller**?

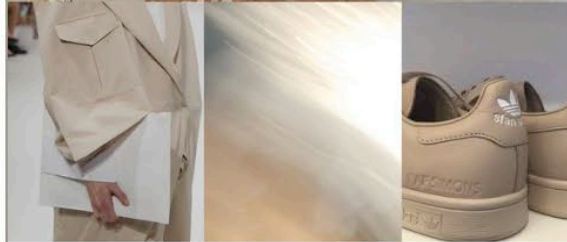
The traveller mindset is changing, and sustainable travel has emerged as a growing trend as travelers hope to lessen the environmental impact of tourism (or over-tourism, in some cases). The pandemic seems to have accelerated this trend, with people looking for ways to travel more responsibly, to make meaningful changes to help preserve our planet.

Conscious, ethical, sustainable, local, organic, animal-friendly, vegan, whatever you want to call it, caring where your clothing and fashion come from, who made them, how much energy and resources went into the growing and production is important.

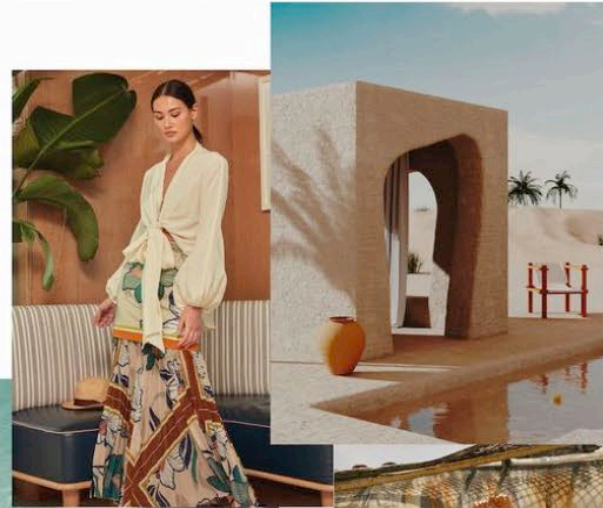
The styles are post-safari, a touch of ethnic, free-flowing and **ECO-CONSCIOUS**

FASHION TRENDS

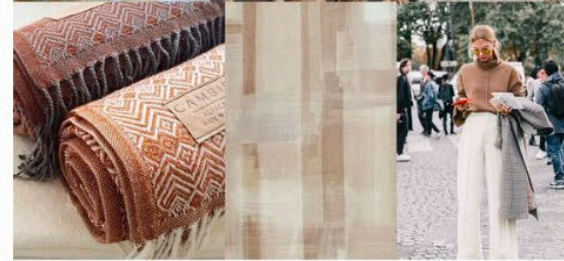
2. Conscious Traveller



FV design studio



FV design studio



PatternCurator

2. Conscious Traveller on the Runway Post-safari, Ethnicity



2. Conscious Traveller on the Runway Post-safari, Ethnicity



Notice the shoes!! All flats. The eco-conscious traveller is not burdened with high heels!!!

FASHION TRENDS MEN

2. Conscious Traveller on the Runway

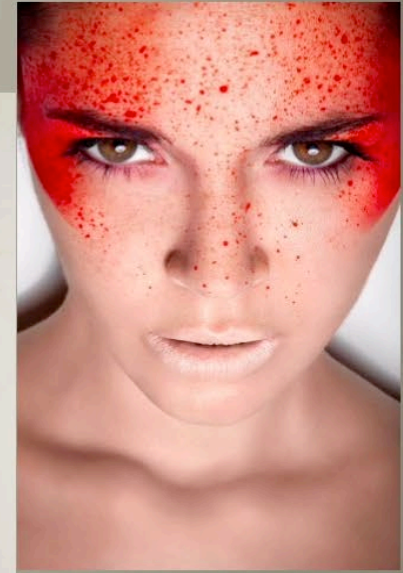
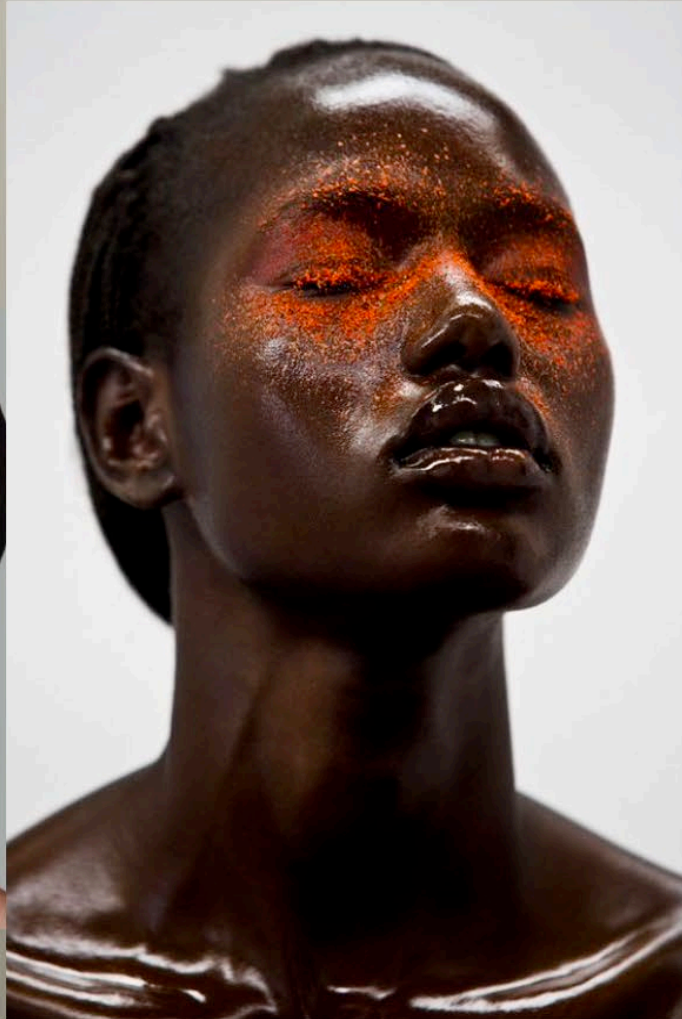
Post-safari, Ethnicity



FASHION TRENDS

MAKEUP *Conscious Traveller*

**New Makeup Trend:
Loose powder earthy
colours**



Earthship homes



Philosophy/ Blissful Blue

What is the trend of **Blissful blue**?

We Can't Get Enough of This Color, and Neither Can Designers

Barbiecore pink and Bottega greens, it's time to move over and make way for the next joyous fashion color trend: **Blissful blue**. The vibrant hue packs a bit more punch than, say, a traditional navy shade, yet it still has the ability to seamlessly mix and match with other items in your closet. What's even better: **Blissful blue** looks just as elegant and polished as navy, thanks to an abundance of elevated silhouettes by designers.

How does blue effect you?

Blue is the colour of the mind and is essentially soothing; it affects us mentally, rather than the physical reaction we have to red. Strong blues will stimulate clear thought and lighter, soft blues will calm the mind and aid concentration. Consequently it is serene and mentally calming. It is notably an **ELEGANT** colour



3. Blissful Blue



FASHION TRENDS

3. Blissful Blue on the Runway Blue tranquility fashion statement



FASHION TRENDS

3. Blissful Blue on the Runway Blue Tranquility fashion statement



3. Blissful Blue on the Runway Blue tranquility fashion statement

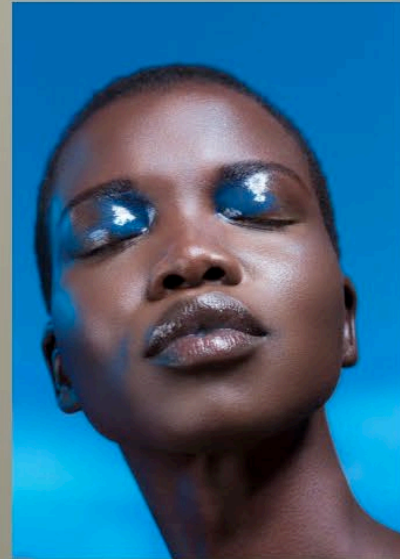
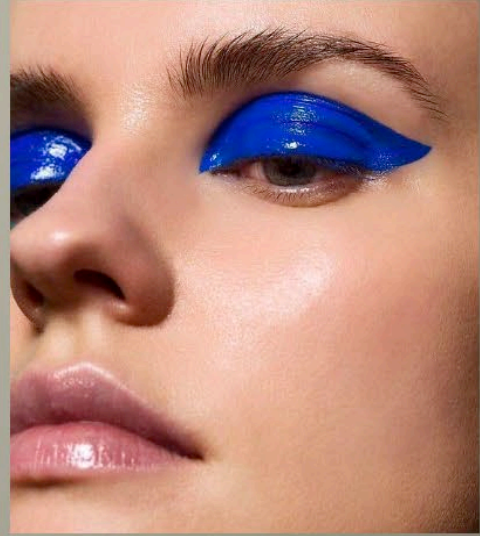


The Age of
Elegance

FASHION TRENDS

MAKEUP Blissful Blue

New Makeup Trend: Glossy Blue eyes

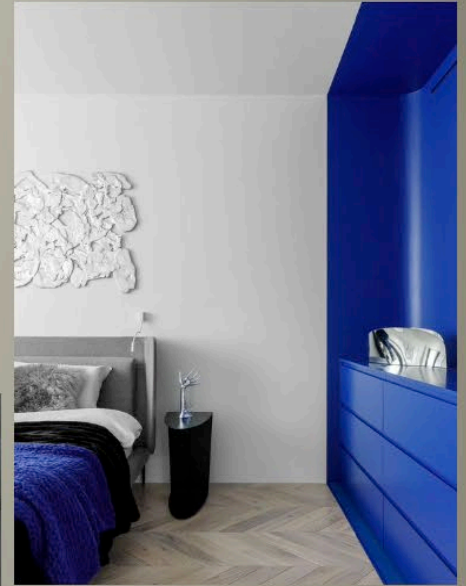


FASHION TRENDS

DECOR
Blissful Blue



↑ **The worm sofa!**



FASHION TRENDS

4. Orange Crush

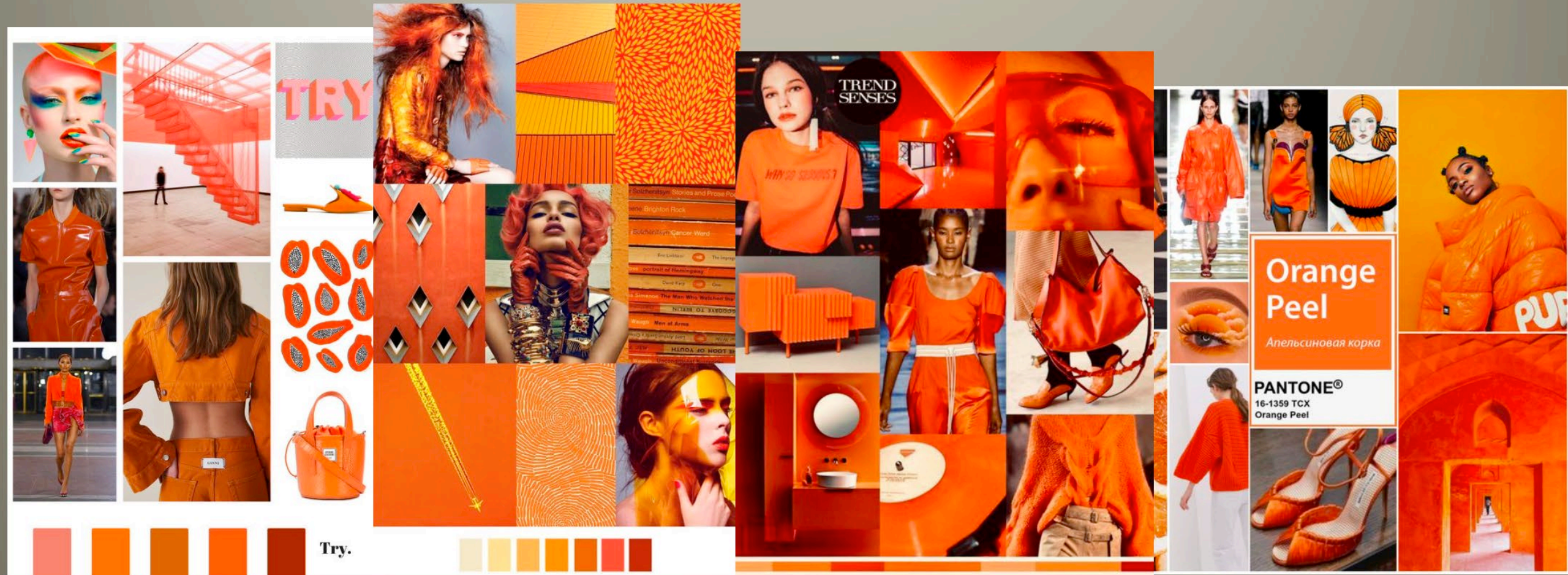
What is the trend of **Orange Crush**?

A throw back to the 70's

When life was easier and more carefree

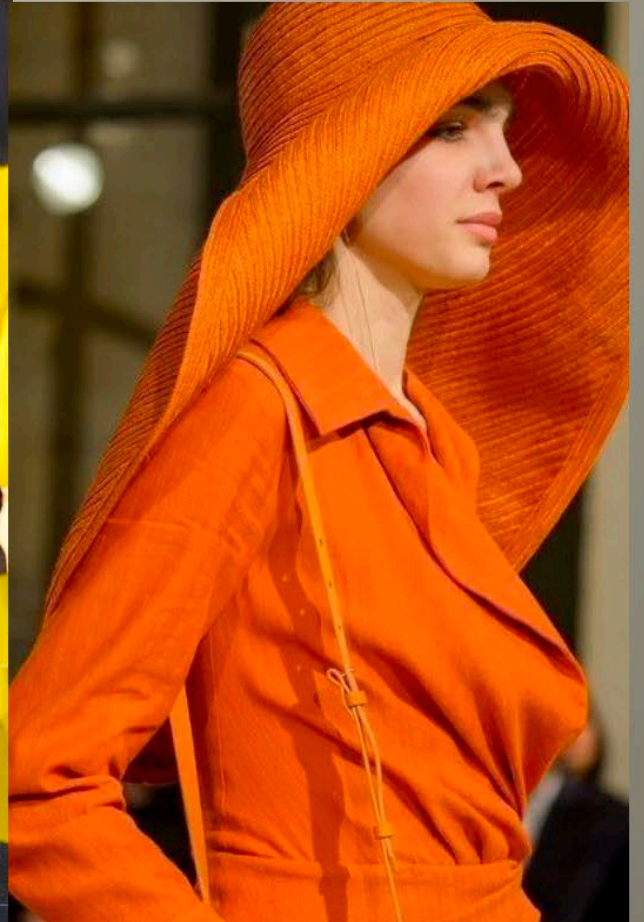
Browns, oranges and purples were considered the groovy colours of the 1970s and were often used in bold patterns and combinations. Mellow and easier to live with than those of the previous decade, their earthy natural tones reflected a connection to nature, with dark brown woodwork being extraordinarily popular.

Orange is a hot, strong and energetic colour that represents hues from Spring/Summer 2024 bright palette. It's no wonder why fashion houses including Vena Cava, Prada, Cacharel, Diane von Furstenberg and Versace named **orange** the Ambassador of 2024's Statement Colours.



FASHION TRENDS

4. Orange Crush on the Runway Vibrant and groovy throwback to the 70's

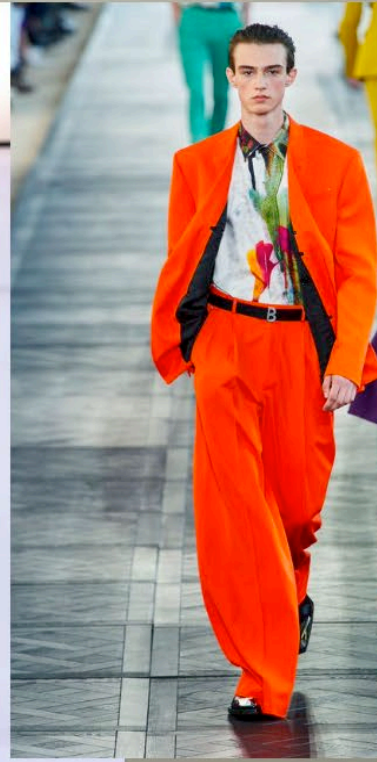


FASHION TRENDS

4. Orange Crush on the Runway Vibrant and groovy throwback to the 70's



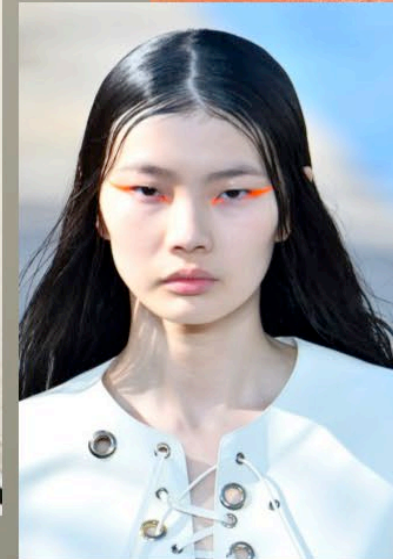
4. Orange Crush on the Runway Vibrant and groovy throwback to the 70's



FASHION TRENDS

MAKEUP Orange Crush

**New Makeup Trend:
Orange line makeup**



FASHION TRENDS

DECOR

Orange Crush

70's Throwback



The Age of
Elegance
by

Elmarie Lignier

contact@elmarielignier.com