PROMOSTYL
TREND FORECASTING

TIMELESS WOMEN MARKET PREVISION

COUNTER-CULTURE FW 22/23

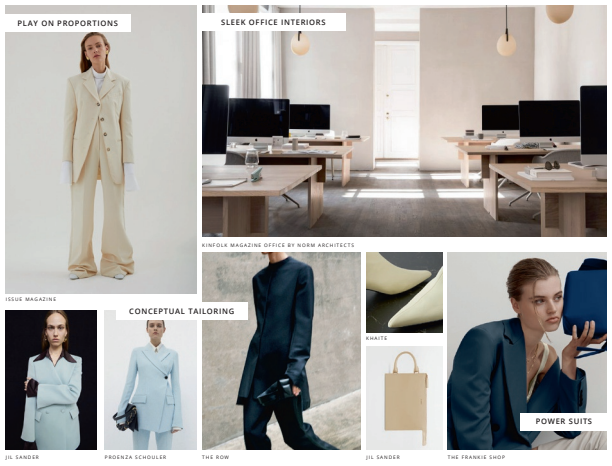
FR/EN

FW 22/23 LONG TERM

The trend is confirmed, we take notice in the simple yet sharp codes of tailoring and motives where sleek utilitarian details are infused for a modern twist.

La tendance se confirme à travers les codes simples mais efficaces de l'esprit tailleur, twistés par des détails utilltaires rajoutant une touche de modernité.

FW 22/23 SHORT TERM



WOMEN **MASS MARKET PAGE 2-3**

A theme focusing on casual tailoring and a workwork inspired attire.
Un thème axé sur le tailleur décontracté et un vestiaire inspiré du workwear.

WOMEN **LUXURY MARKET PAGE 4-5**

A sleek and modern theme highlighting feminine tailoring.
Un thème épuré et moderne mettant en valeur un tailleur féminin.

PREVISION FW 22/23 | COUNTER-CULTURE

THE UNIFORM

MASS MARKET | TIMELESS WOMEN

14-3949 TPG

18-4006 TPG

13-0002 TPG

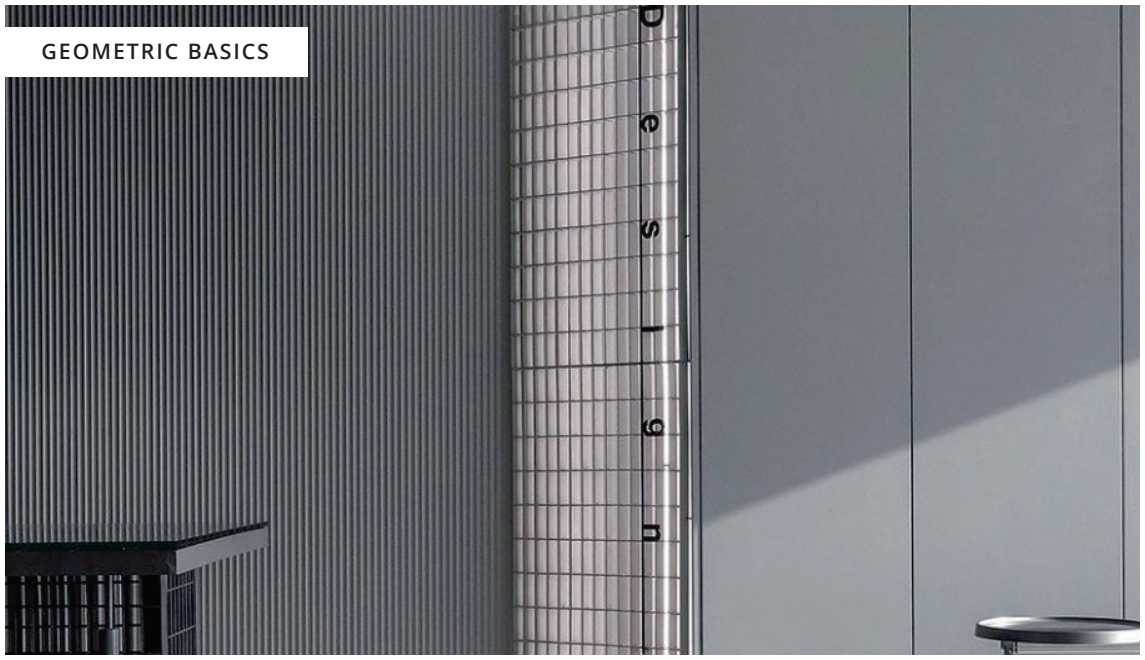
17-1410 TPG

UTILITY JUMPSUIT

BARBARA BUI

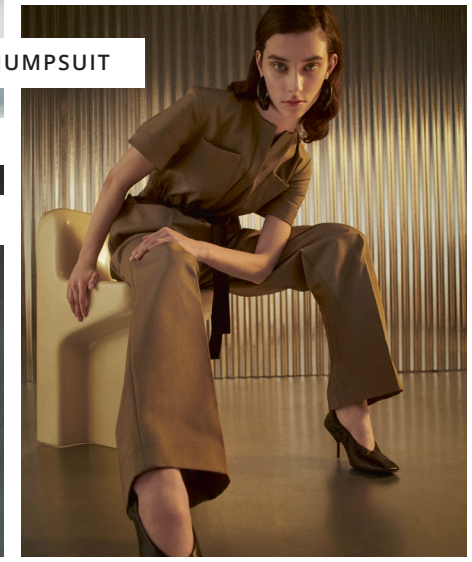
STURDY SIMPLICITY

LAMBERT & FILS



GEOMETRIC BASICS

DAS LAB



MAISON RABIH KAYROUZ

SAINT LAURENT

DRIES VAN NOTEN

RETRO CHECKS

VICTORIA BECKHAM

KEY PRODUCT 1

CONTRASTING TOPSTITCHES

BURBERRY

KEY PRODUCT 2

THE OVERALL

VICTORIA BECKHAM

KEY PRODUCT 3

MULTI FUNCTIONAL BAGS

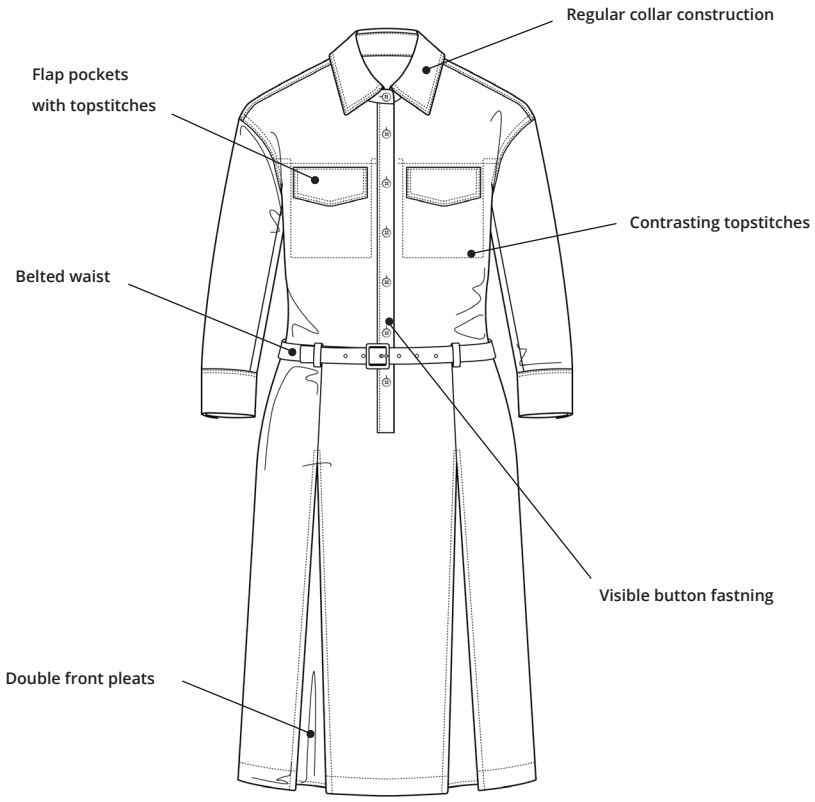
JOSEPH

DESIGNS TIMELESS WOMEN I THE UNIFORM

MASS MARKET

Simple and sturdy utility with focus on casual tailoring, highlighting workwear inspired jumpsuits and shirt dresses.
Take notice on graphical checks and utility details.

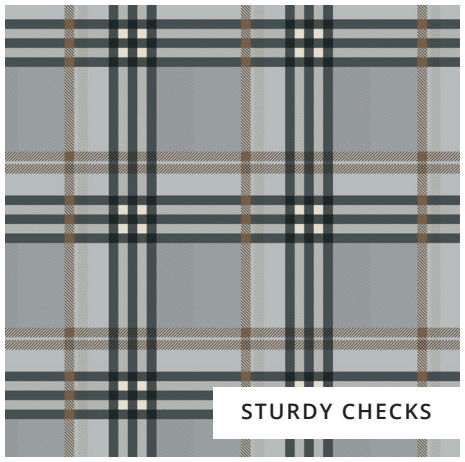
Un style utilitaire simple et robuste dans un esprit tailleur décontracté qui met en avant les combinaisons workwear et les robes-chemises. Mettant en avant des détails utilitaires. Points forts : les carreaux graphiques.



Tailored jumpsuit in wool blend with graphical check motive. Visible front button fastening and utility patch pockets.
Combinaison tailleur en drap de laine à carreaux graphiques. Détails utilitaires : patte de boutonnage avant visible et poches plaquées.

Full length wool felt coat with large lapels and two button front closure.
Manteau long en feutre de laine, col à large revers et fermeture à deux boutons.

GRAPHIC PRINT



PROMOSTYL DESIGN

KEY ACCESSORY

Solid tote bag in leather with patch pocket on front and detachable wallet with metal ring loop.
Cabas structuré en cuir avec construction de poche avant et porte monnaie amovible sur anneau métallique XL.

Pointy toe ankle boots.
Bottines à bouts pointus.

LANIFICIO RAPHAEL
ART : 260018/F002/4
98%WV 1%PA 1%EA

MAN UP !

LUXURY MARKET I TIMELESS WOMEN

13-0002 TPG

13-4304 TPG

19-4033 TPG

19-3906 TPG

PLAY ON PROPORTIONS

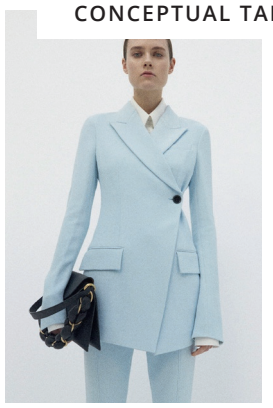
ISSUE MAGAZINE

SLEEK OFFICE INTERIORS

KINFOLK MAGAZINE OFFICE BY NORM ARCHITECTS

CONCEPTUAL TAILORING

JIL SANDER



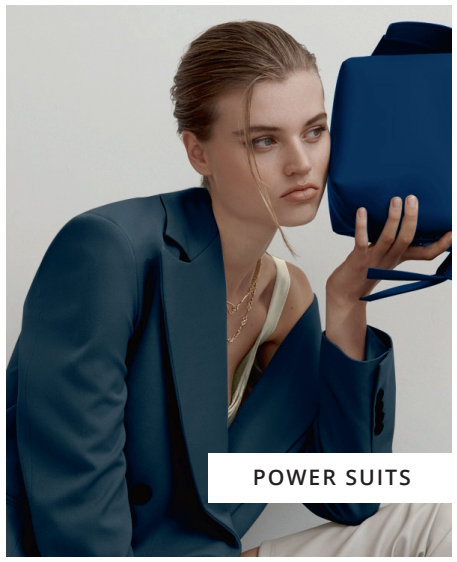
PROENZA SCHOULER

THE ROW

KHAITE

JIL SANDER

POWER SUITS



THE FRANKIE SHOP

KEY PRODUCT 1

BOLD SHOULDER BLAZERS

STELLA MCCARTNEY

KEY PRODUCT 2

EXTRA LONG SLEEVE CUFFS

BITE STUDIOS

KEY PRODUCT 3

POINTY COLLARS

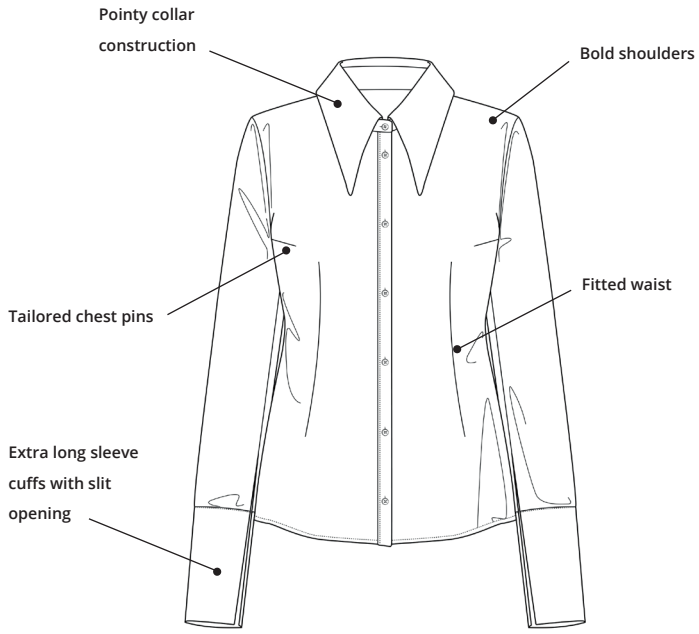
JIL SANDER

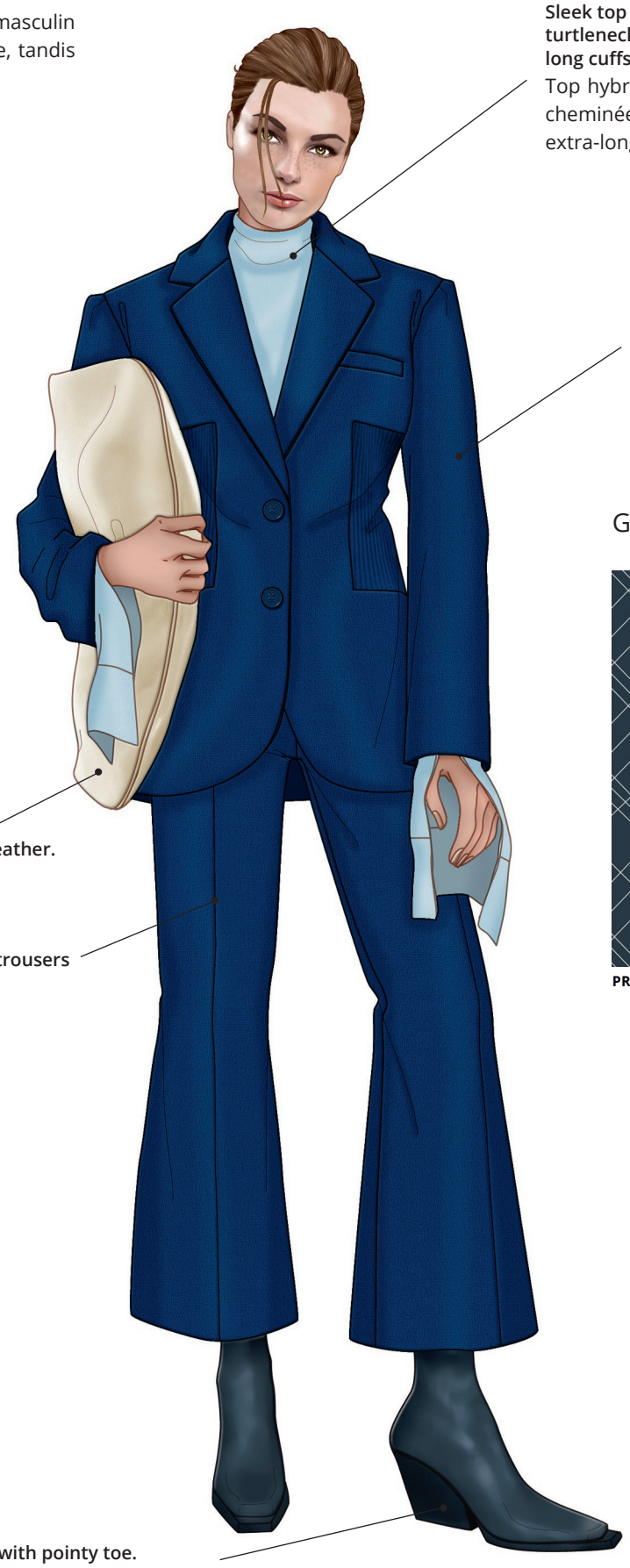
DESIGNS TIMELESS WOMEN I MAN UP !

LUXURY MARKET

The new power-suit takes inspiration from masculine tailoring but updating it with contemporary twists. Bold shoulders, a signed waist line, flared bottoms and extra long sleeves are only a few of the many upgrades.

Le nouveau tailleur de la power-woman de demain s'inspire du costume masculin avec un twist contemporain. Les épaules sont larges et la taille marquée, tandis que les manches se rallongent et les pantalons s'évasent.





Sleek top in cotton poplin with half-standing turtleneck collar and shirt sleeves with extra long cuffs and stylish slit insert.
Top hybride ultra élégant composé d'un col cheminée et de manches chemises slittées extra-longues.

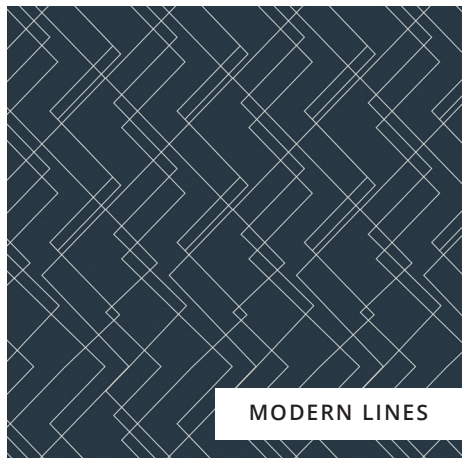
Structured wool crepe blazer jacket with elastic insert in waist and sharp shoulder construction.
Blazer structuré en laine crêpe avec détail élastiqué à la taille et épaules à la construction aiguisée.

Maxi pouch bag in smooth leather.
Pochette XXL en cuir lisse.

Cropped and flared trousers with pintuck front.
Pantalon 7/8 évasé.

Sleek ankle boots with pointy toe.
Bottines ultra élégantes au bout pointu.

GRAPHIC PRINT



PROMOSTYL DESIGN

KEY ACCESSORY

Ultra slim ankle boots in leather with elastic ankle top and pointy toe.
Bottines en cuir ultra slim, bout pointu et détail élastiqué à la cheville.

BOTTO GIUSEPPE
ART: 7320/001/8318
62%WV 22%PS 14%PU 2%EA

COUNTER-CULTURE

PROMOSTYL
TREND FORECASTING