

BOY BY BAND OF OUTSIDERS



SPRING 10 RETAIL ESSENTIAL SWEATERS

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STYLESIGHT TRENDBOARD

CHEAT SHEET



SILHOUETTE

- Volume – slouchy, ovoid, boxy
- Cropped – essential for spring
- Tunics – in endless iterations

STITCH

- Pointelle and crochets in feminine patterns
- Mesh stitches in crunchy cotton/linen yarns lighten up slouchy silhouettes

DETAILS

- Crew and scoop necklines
- Sleeves a key focus – puffs, dolmans, drop caps
- High-low hems important
- Metal trims return in more streamlined layouts

TRENDS

- Military and nautical inspiration
- Crochet and cotton laces – trim and allover
- Prints – floral and animals key
- Cardigans as an essential top layer



Burberry



Talk Service



Bershka



Karen Millen



Sandro



COS



MaxMara



Zara



Bel Air

MILITARY

INSPIRATION

Military uniform details borrowed from the runway updated core sweater bodies this spring.

All silhouettes / Cotton and linen blend yarns / Texture – slubs, high twist, ribs, mesh stitches / Uniform and safari inspired palette - olive drab, rust, khaki, grey, nut brown / Shoulder the key focus – epaulets, tabs, patches, fringe, embellishments / Look to vintage Men's knit shirts like Henleys for details / Straps, buckles, studs metal buttons



H&M



Mango



Bel Air



Zara



Mango



Club Monaco



Plastic Island



Claudie Pierlot



River Island

NAUTICAL

INSPIRATION

Nautical was a massive trend for sweaters this spring, and continues to deliver.

The Breton was the pivotal nautical sweater / Endless updates and variations / Tunics, crops and cardigans key / Bi-color stripes continue / Textured stitches update stripes / Shoulder embellishments – pads, patches, chains, studs, zippers, braid trim / Graphic intarsia motifs for younger markets – anchors, wheels, sailors knots



French Connection



Tsumori Chisato



Topshop

ACTIVE

INSPIRATION

Sweatshirt styling, a key trend in knits, added a welcome casual edge to spring sweaters.

Classic sweatshirt bodies / Raglan sleeves, crewnecks, kangaroo pockets / Rib knit trim / Short sleeve bodies key / Contrast fabric details update for contemporary markets – twill, lace, mesh, tulle, silk / Embellishments range from delicate to dazzling – crochet trim, nailheads, studs, lace and beaded appliqués



Topshop



Primark



Roxy



Forever 21

CROPPED
SILHOUETTE

Cropped sweaters became the must-have top layer, adding a fresh edge to spring ensembles.

Cropped from below bust to just above natural waist / Slim to boxy fits / Cardigans and pullovers / Crews and wide scoops key for pullovers / Sheer gauges and mesh stitches lighten up sweaters for spring layering / Cropped cardigans layered over dresses and high waist trousers



Forum



Whistles



Urban Outfitters

VOLUME
SILHOUETTE

The voluminous silhouette from winter continued in lighter gauges for spring.

Volume in all silhouettes / Ovoid, boxy and flared shapes / Pullovers and cardigans / Gathered or elastic hems for extra volume / Dolman and kimono sleeves / Bold stripes exaggerate effect / Cocoon wraps / Pleated and gathered pockets add more fullness at the hem



Claudie Pierlot



Carina Duek



H&M



Selfridges

TUNIC
SILHOUETTE

Tunic lengths continued as a go-to silhouette for skinny bottoms.

Long and easy bodies / Deep vee, scoop and bateau necklines / Medium to fine gauge yarns / Zipper details – on raglan seams, pockets, edging / Pointelles, mesh stitches and stripes update for spring / Color blocking and whimsical intarsias for Junior markets



J.Crew



Aura



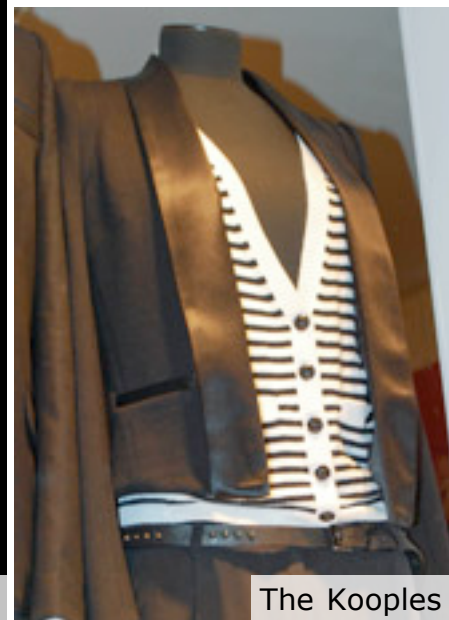
Topshop



Vanessa Bruno



Barney's CO-OP



The Kooples



SportMax



Theory



Heliopole

THE CLASSICS

ITEM

Classic sweaters with subtle updates offered a renewed freshness for career dressing.

Classic shapes / Refined pima cottons, linen, silk and cashmere blends / Crew and V-neck pullover / Boyfriend and classic cardigans / Slouchy and oversized bodies / Refined cotton, linen and silk yarns / Long cardis worn over short dresses / Full sweaters tucked into high-waist trousers / Pigment printed color and painterly stripes look fresh



Forever21



Planet Blue



Jamison



Michael Stars

THE SLEEVELESS SWEATER

ITEM

Bare sweaters offered a more substantial warm weather option than cut-and-sew knits.

Tanks and sleeveless bodies / Muscle tee shape new / Slim, body-conscious fits / Refined yarns / Sheer gauges and mesh stitches to layer over camis / Texture via ribs, slubs and drop needle effects / High low hems and pockets are key details



Club Monaco



Chloe



Bloomingdale's

THE CREWNECK

ITEM

A clean and simple neckline direction emerged for spring.

Round necklines from classic to slouchy / Crews, jewel necks, scoops from slouchy to wide / Deeper necklines require base layers / Easy to oversized silhouettes / Sweatshirt-inspired pullovers with raglan sleeves / Fine gauge to chunky cottons / Slubbed textures and heathers work well on this simple shapes/ Stripes a natural pattern for this body



THE SHORT SLEEVE CARDIGAN

ITEM

Feminine short sleeve cardigans worked as stand alone tops or top layers.

Fitted to easy silhouettes / High rib starts define waist / Vee and scoop necks / Puffed, elbow and drop cap sleeves / Texture via pointelles, ribs and crochet / Shorter lengths key / Mixed media – lace and printed silk panels, mixed stitches / Slouchy fine gauges worn tucked into trousers



Mango



Sandro



Chanel

THE TAILORED CARDIGAN

ITEM

The tailored cardigan replaced the blazer as a chic top layer.

Short and trim shapes / Classic “Chanel” type jackets / Hefty yarns with body – summer tweeds, cottons, wool blends / Biker style sweaters look fresh / Nautical reference key for early spring / Patch pockets / Trimmings continue – fringe, braid, piping, chains / Shoulder embellishments update – studs, grommets, beaded appliques / Leather touches update for fall



Stefanel



Ethel



Macy's



Madison

THE OPEN CARDIGAN

ITEM

The key silhouette from holiday lightened up for warm weather.

Open cardigans from short to knee length / Full silhouette in fluid yarns / Extended shawl collars add extra drape / Asymmetrical hems key for this body – high-low, shark bite, handkerchief / Stripes and pointelles updated for spring



Madison



River Island



3.1 Phillip Lim



Intermix

THE SWEATER DRESS

ITEM

Sweater dresses continued to deliver through spring with fresh updates.

Slim to easy silhouettes / Above-the-knee lengths / Fitted and fluid bodies both key / Nautical trend drove the trend in early spring / Flame stitch, pointelle and ribs update / Lightweight gauges in cotton, viscose and silk blends / Look for more kaftan and boho styles to emerge for trans and fall



Juicy Couture



Miss Selfridge



Guess



Topshop

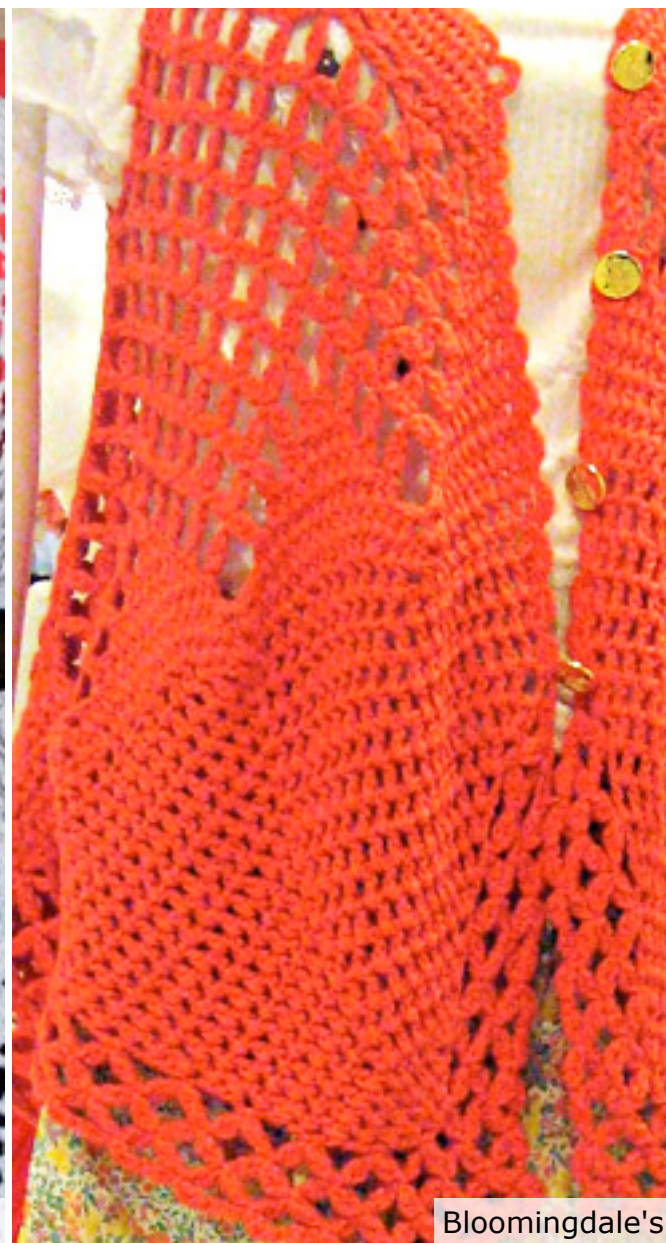
POINTELLE STITCH

Lacy pointelles were the ideal warm weather stitch, lightening up longer bodies..

All bodies and silhouettes / Clean modern shapes look newest / Rayon, cotton, linen blends / Slinky fine gauges to heavier cotton yarns / lace like patterns in shells, scallops, stripes and chevrons / Tonal neutral color combos look best



Free People



Bloomingdale's



Papaya



Grace Continental

CROCHET

STITCH

Rustic crochets lent an authentic boho feeling to festival looks this spring.

Heavy crochets and cotton laces / Peasant inspired silhouettes – vests, smocks, tunics, cocoons / Hand knit looks / Vintage doily and tablecloth patterns / Scalloped edges / Neutrals and brights for summer



Topshop



Barney's CO-OP



MaxMara



Barneys New York

AERATED
STITCH

Airy mesh and drop needle stitches added a bit of sheerness to covered up bodies.

Long and short sleeve bodies / Medium cotton and linen yarns / Tweeds, slubs and space dyes / All over mesh patterns / Random drop needle effects / Strips of solid areas mixed in / Dark neutrals and olive greens work best / Flat tape and ribbon yarns add a drape without weight to longer bodies



Reiss



Bergdorf Goodman



Topshop



COS

THE SHOULDER

DESIGN DETAILS

The shoulder continued as a key focal point on sweaters.

Slim to easy bodies, tunics / Obvious padding waning / Metal embellishments lean towards one element instead of mixed / Nailheads, grommets, studs and sequins / Epaulet shapes key / Heavy crochet, lace and embroideries / “Cold shoulders” – cutouts on shoulders



Naf Naf



Marc By Marc Jacobs



Burberry



H&M

THE SLEEVE

DESIGN DETAILS

Feminine sleeves were the norm for spring sweaters.

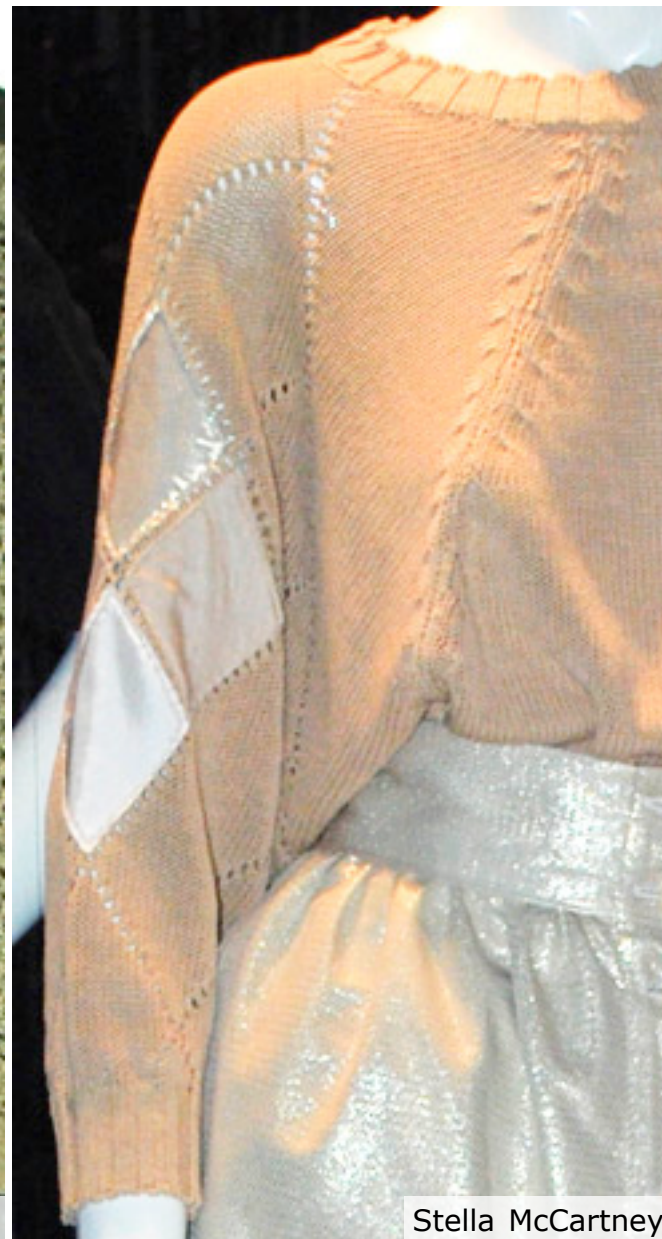
Simple cardigans and pullovers / Fine gauge yarns with body / Short tiered ruffles and voluminous puffs / Leg o' mutton sleeves in long and 3/4 lengths / Tucked and pointed versions offer modern volume



Bloomingdale's



MaxMara



Stella McCartney



Scoop

THE DOLMAN

DESIGN DETAILS

The trend for volume continued in a big way with dolman sleeves.

Slouchy bodies, slim at hips / High rib starts and banded bottoms rein in volume / Fine gauge to medium gauge yarns / Mesh and pointelle stitches lighten up / Bateaus and wide crews / Deep vees for layering / Short sleeves fresh – with rolled cuffs or drop cap effects



Esprit



Switch Boutique



Theory



Rouge

THE HEM

DESIGN DETAILS

Hems became a key focal point for spring sweaters.

High-low hems updated simple pullovers and cardigans / Subtle to extreme high-lows / Asymmetrical hems – off-center scoops, side placed dips / Shark bite and handkerchief hems / Cropped cardis and pullovers with high-lows key for summer



HARDWARE

TRIMS + EMBELLISHMENT

Metal hardware continued to add edge to elegant sweater shapes.

Edging, shoulders and all-over placements / Studs, grommets, safety pins, chains, domed buttons repeat in simple patterns / Industrial snaps and zippers update closures / Snap tape and military straps add uniform interest



Anthropologie



Tsumori Chisato



Anthropologie



Moiselle



Country Road



3.1 Phillip Lim



Alannah Hill

FEMININE TOUCHES

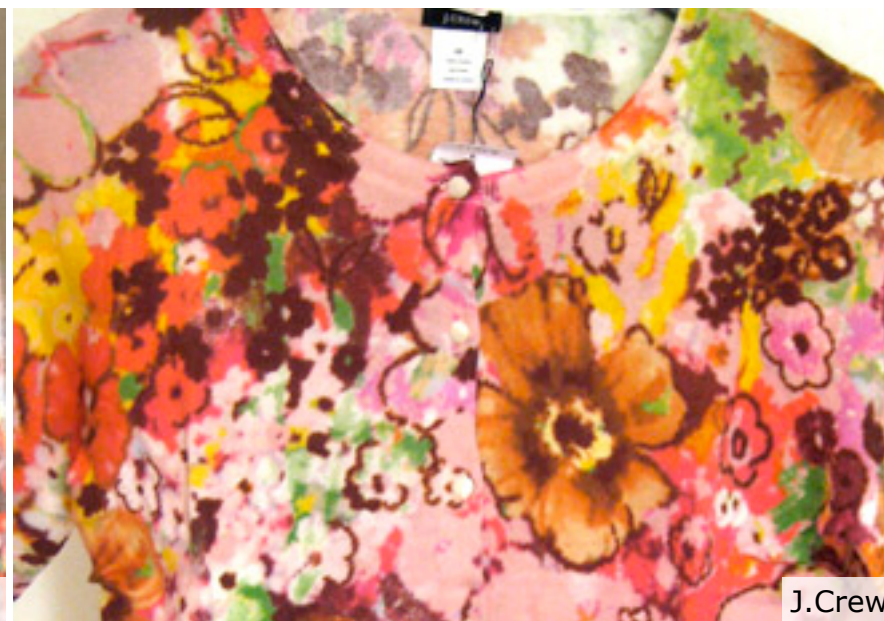
TRIMS + EMBELLISHMENT

Feminine details added a fresh touch to simple cardigans and pullovers.

Slim silhouettes / Fine gauge yarns / Simple patterns in stripes, dots and space dyes / Self trimming – bows, flowers, ruffles and cascades / Ribbon and lace trims – bows, belts, piping, appliqués, bibs / Printed corsages a fresh take on this trend



H&M



J.Crew



Osklen



Forever 21



Leshop



Faith 21

FLORAL PRINTS

PRINT + PATTERN

Fresh floral prints blossomed across all markets this spring.

Pullovers and cardigans / Wallpaper bouquets, cabbage roses, Liberty ditsies / Crowded all-over vintage florals / Black backgrounds early in spring, colored backgrounds later / Tropical floral patterns – hibiscus and palm fronds – hot for summer



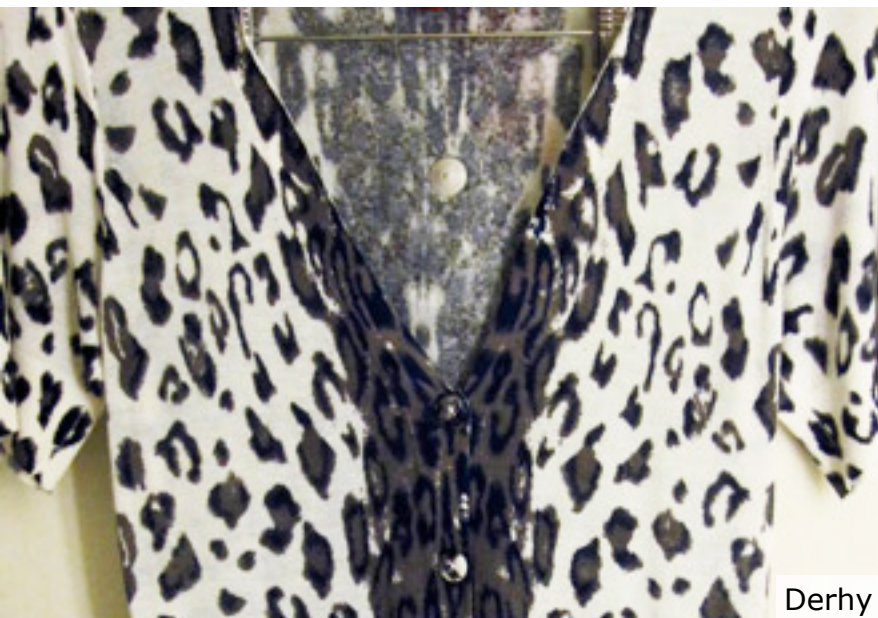
Naf Naf



Bergdorf Goodman



Saks Fifth Avenue



Derhy



Spezzato



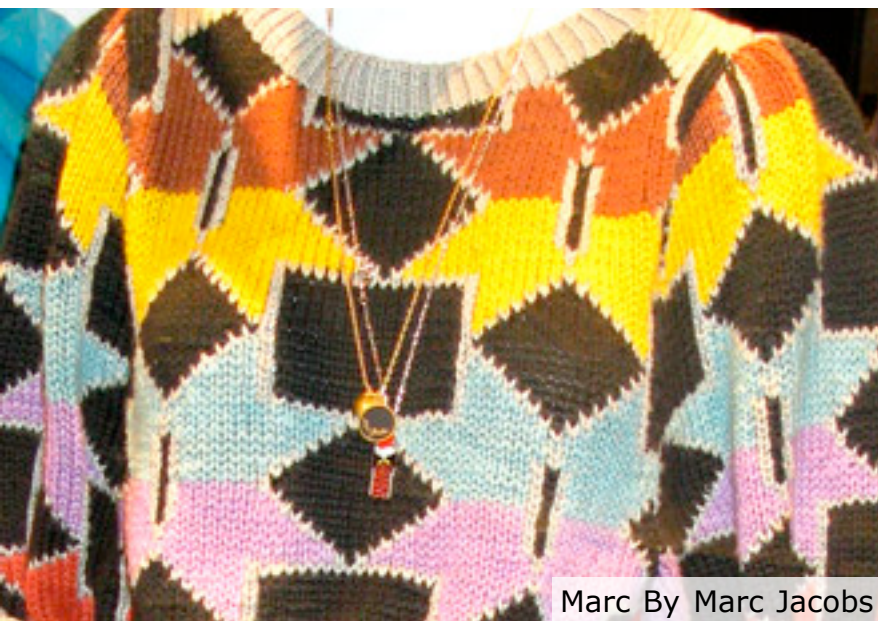
Diane von Furstenberg

ANIMAL PRINTS

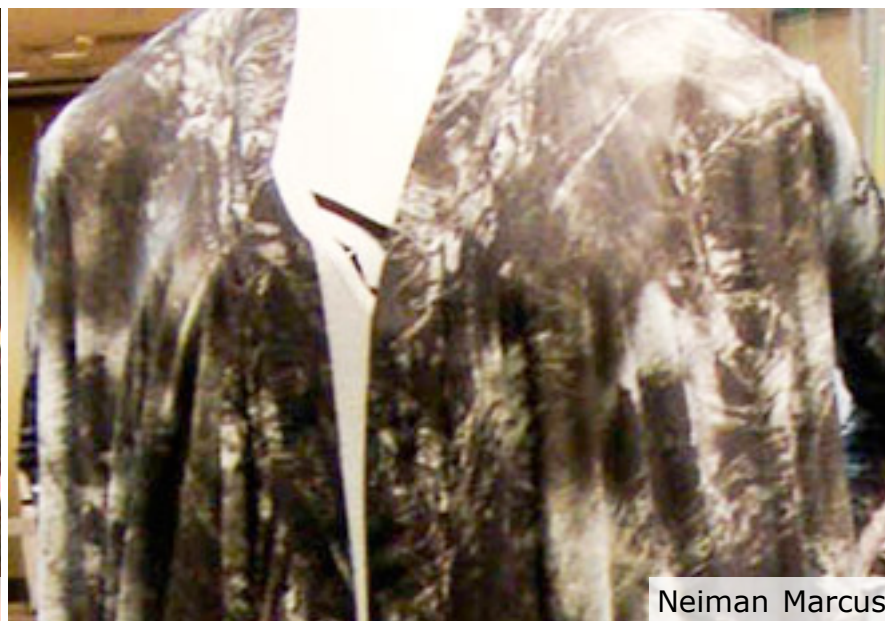
PRINT + PATTERN

The perennial favorite print for sweaters was updated for spring.

All silhouettes – cardigan best / Natural patterns – cheetah, leopard, zebra / Abstracted patterns from the cat family and sea life / Natural colorations in brown and black key / Re-colors in teal and turquoise fresh for summer / Animal faces blend into pattern



Marc By Marc Jacobs



Neiman Marcus



Oasis



H&M



Osklen



Topshop

GRAPHICS PRINTS

PRINT + PATTERN

Quirky motifs refreshed monthly in Junior markets.

Intarsia and print motifs / Ethnic – blown out tiles, rug and blanket patterns, geos / Space – celestial patterns, digitized, sky patterns / Quirky conversationals – hearts, sailing, mice, poodles, bows