



FASHION

Tropical Prints Dominating Women's Resort Wear

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19 MARCH 2021



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“With the pandemic pushing people homeward, these silhouettes saw a new light outside the realm of holidays”

Resort wear, traditionally a capsule collection for the privileged few to flaunt at extravagant and luxurious holiday destinations, has now trickled down into mainstream fashion. Previously the playground of high fashion and niche menswear labels, resort wear is now an up and coming trend in women’s wear. The ongoing pandemic and the shifts in lifestyles that it brought about have had a significant role to play here.

Soft, loose silhouettes in the form of kaftans, jumpsuits, flowing kimonos and gowns, slip dresses, resort shirts, beach cover-ups, wrap-around skirts and maxi dresses as signature resort wear for women are being dominated by bright tropical prints. This seems to be in accordance with the new trend of exotica in fashion blending with the gradual shift towards maximalism and comfort in post-pandemic fashion.

Following turbulent times and adjusting to the new normal, people increasingly and simultaneously seek comfort and ways to uplift spirits, all while looking chic. Changed mindsets and an increased extent of feeling one with nature, especially among the youth also account for the resurgence of quirky tropical prints with elements of surrealism and nostalgia for the prints of the 70s. These work as trans-seasonal prints on silks, satins and sheer fabrics, staying relevant from October to June.

Even though the strong visual cues and uniquely location-specific name suggest holiday-focused collections, resort wear

has proven to be quite the contrary in current times. With high wearability, ensured longevity and easy silhouettes, resort wear actually makes for a very responsible addition to wardrobes. “Resort styles tend to be the most versatile ones in a wardrobe. Contrary to its location-specific name, it passages in everyday wardrobes. With the pandemic pushing people homeward, these silhouettes saw a new light outside the realm of holidays” says Narresh Kukreja, creative director of resort wear label Shivan & Narresh.

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Rhode Resort



Singapore designer Nikasha Tawadey, whose label is popular for its use of vibrant colour palettes, believes that the pandemic has made people much more aware and thoughtful about their relationship with nature, which can be another reason for the rise in popularity of tropical prints in resort wear and the #futuresort on social media. “I feel artists and designers are picking up cues from the universe, understanding the damage that’s been done and are creating from the inspiration of being closer to nature. This is being seen in collections across the world and therefore resort is more than ever tied in with a new world consciousness,” she says.

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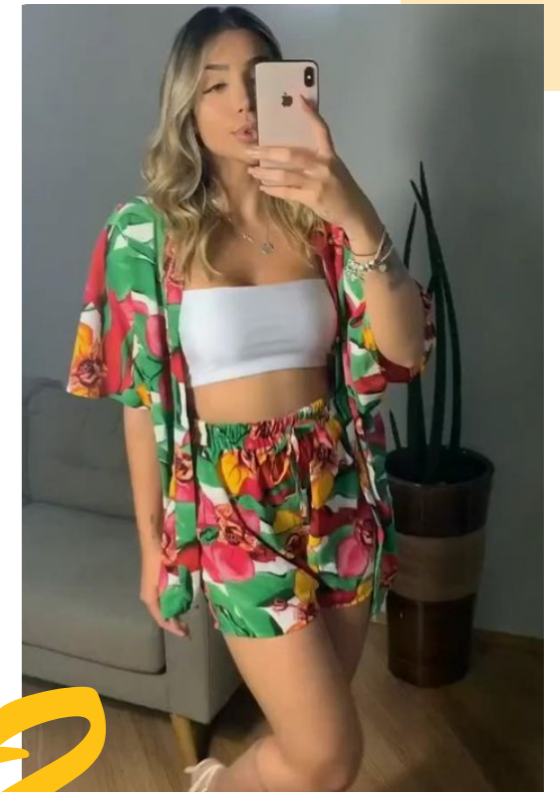
Mandira Wirk
Tropical Romance

With travel plans still uncertain and rather unfeasible for many, tropical prints and resort wear help women escape to holiday destinations from the comfort of their own homes, and we are here for this #staycation!

4 Ways You Can Wear It Too!



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