

# Upcoming Children's Fashion Trends That Will Shake Your Wallets! (2024/2025)

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Calling all FASHIONISTAS! (That of course means you, my wonderful fashion moms).

It is that time of the year when we spill all the upcoming fashion trends for this coming Fall! No other fashion industry is changing as rapidly as the kidswear industry, where fashion is extending itself to the excitement of your young kiddos!

This year, children's fashion designers and companies such as *H&M* and *Gap* have stepped up their games. More attention and detail are being paid attention to neurodiversity, designing new styles of clothing that will excite the sensations and perceptions of kids of all ages!

Here are the upcoming children's fashion trends that many of these companies are releasing this coming year!

1. Old Inspiring New (Bloom)
2. Cartoon Collabs
3. 90's Skate Culture
4. Naturalness, Freedom, Flow
5. Longevity (Rental Renovation)

### **#1: Old Inspiring New (Bloom)**



*Apres Ski Pajama Set - House of Vera*

Many fashion companies today are creating styles for children that are inspired by old trends, giving these trends a full-circle moment! Vignette, a children's fashion company, is following this trend with their new clothing line, which follows a style of "Rose-Colored Reverie". Their goal for this new style is to "capture a picture perfect moment in time". This set of clothing allows for nostalgic, fun, classical, and timeless clothing pieces for children!

Vignette combines classic styles with chic heritage-inspired patterns and color palettes, giving these old styles a new combined look! Upcycling art allows for the acceptance of practical and inspirational methods, inventing new, chic looks for children!

New styles are being inspired by popular trends every day! At [House of Vera](#), kids' apparel is heavily inspired by high-end fashion in France. The highlight of our children's clothing follows the same simplicity and cheekiness seen in classical adult fashion, [so be sure to check out all of our simple yet classical kidswear!](#)

## #2: Cartoon Collabs



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A refreshing way to start the new year for many fashion companies is to start a collab with popular kids' TV shows!

Trotters London collabs with cartoon *Peppa Pig* on a new clothing line, with Liberty Fabric being the star of the brand! This bright and playful collab has released new styles of clothing for young girls (including babies), such as dresses, skirts, and accessories featuring Liberty Fabric made exclusively for the fashion company.

Similarly to what we've discussed previously, timeless fashion seems to be the new hype! The marriage of heritage prints and playful styles that this clothing line has to offer matches perfectly with what *Peppa Pig* fans love about the main character herself!

### #3: 90's Skate Culture



*Shoes Before Boos Kids T-Shirt - House of Vera (left)/ Google Stock Image (right)*

Many companies are taking an even bigger step “going back in time”. As seen with many other fashion companies, a huge trend is being inclusive with heritage, self-expression, and individuality for these upcoming children’s clothing lines!

A huge collaboration happening at this second is *Gap x Palace*, for kids and adults. This collaboration follows the trend of marrying two styles into one; in this case, this clothing line marries individuality with 90's San Francisco skate clothing styles.

This collaboration helps Gap bring back the preppy reputation it had in the 90s, creating yet another full-circle moment for current adults and their kids today! Clothing being released in this children's/adult collaboration includes varsity jackets, shirts, windbreakers, board shorts, cargo pants, T-shirts, and logo hoodies, giving a wide variety of styles for you and your children to explore in this new line!

#### **#4: Naturalness, Freedom, Flow**



*In My Auntie Era Kids Sweatshirt - House of Vera (left)/ Google Stock Image (right)*

We can see that many companies are following the self-expressive/individuality fashion trends for kids. Other companies are taking this same route, but more towards a lighter and more natural image!

Marc O'Polo Junior is releasing a new collection for the Fall/Winter 2024 season that follows this interesting concept! The whole collection is filled with light and dark

neutral colors, such as grey and brown. Animal prints within the collection bring the clothing line together by showcasing a nature-like theme to the children's collection.

Soft knitwear, trousers, puffy jackets, and hoodies are the main highlights of this new collection, making it fit for the Fall/Winter season coming later this year! This collection would be perfect for sons, but is open for any individual to explore the flow of nature Marc O'Polo has to offer for your children!

Want to shop a similar style but with a more chic and feminine style? Visit the [wide collection House of Vera](#) has for you and your children to wear and feel beautiful!

## **#5: Longevity (Rental Renovation)**



*Google Stock Image*

Lastly, but not the end of the list, is the rising popularity of rental renovation for not just kidswear but for adult clothing as well!

A common issue we all experience as parents is buying loads of cute clothing for our kids, only for them to outgrow the clothes in a few years or so. Well, H&M-owned

clothing brand Arket has put on their fashion caps and has recently announced a collaboration with Bundlee, a clothing rental service for kidswear.

Bundlee is a service dedicated to circular children's apparel. With this collaboration, Arket will be able to release new baby/toddler items for customers to rent out, which ultimately impacts the environment very little and offers savings on cost/time for both Arket and their consumers.

Many companies are trying to follow this trend at this second. As more retailers add rental/circular initiatives to their inventory, revenue is becoming more diversified and companies are now allowed to meet consumer preferences while also showing a commitment to environmental responsibility.

This trend is no doubt a reputation booster for many fashion companies, showcasing to their buyers that they are responsible and support environmental awareness.

## **Conclusion**

Many other fashion trends are rising as you are currently reading this blog! With the start of 2024, we can see many kidswear companies focusing on psychological attractiveness, nostalgia, adventure, neutralness, and environmental awareness.

Kidswear fashion has opened a new world for many companies to be creative and suit the needs of your kids, including us! And guess what? These newborn fashion trends will now be worn by your kids! What a full-circle moment!

Share this experience with us [at House of Vera](#), where we design cute, comforting clothing and accessories for your babies and kids!

External Resources:

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