

“When in doubt, wear RED.” - BILL BLASS

By LOREN DUTTON

Cherry red is the most covetable colour of the season, gracing the new-season runways for designers such as Hermès, Gucci and Saint Laurent in their Spring/Summer ready-to-wear 2024 collections. Sometimes coined as ‘*bordeaux red*’, this shade is reminiscent of a glass of red wine, rich and earthy. It exudes confidence, passion and ambition and has been seen as an accent colour for shoes or bags as well as a full monochromatic ensemble.

Gucci’s new-season runway displayed cherry red skirts, shorts, bags and dresses for creative director Sabato De Sarno’s debut for the brand, as he names the colour ‘*Gucci Rosso*’. Alternatively, Hermès’ entire spring collection featured this rich hue with every look being monochrome on a variety of fabrics including leather, mesh and embroidered designs.

Designers have ditched the floral cliqué of spring, as cherry red has been stamped as ‘*the mood of the moment*’. As we are narrowly avoiding a recession globally, fashion enthusiasts are reflecting this unsettling time through darkening their clothing. The ambitious symbolism of cherry red is needed now more than ever, as businesses struggle to survive in this economy.

The versatility of cherry red means it works well when paired with black, cream and brown, but there are no rules in fashion. Arguably, the most chic way to incorporate cherry red into your wardrobe for 2024 is to use it as a pop of colour. Seen on notable figures like Hailey Bieber, Olivia Rodrigo and the Princess of Wales, wearing neutral outfits paired with burgundy accessories is simple yet effective.

The deep shade is known to appear more sophisticated than the more vibrant tones of red which parallels the recent trend of ‘quiet luxury’ and elegance led by Sofia Richie. Cherry red has the power to elevate a simple outfit into something more polished and chic.

Whether it’s flaunting a dark rouge lip, like Charlotte Tilbury’s Festival magic, or adorning the hair with a feminine, burgundy bow, it isn’t strictly garments where we see this trend taking over. It has been particularly prominent in the beauty industry, with dark reds being the most sought after shade for lip products across all brands. Even on TikTok, the hashtag #darkredaesthetic has recently reached over 6.8 million views.



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£45.99, MANGO, at shop.mango.com



£27, CHARLOTTE TILBURY, at [charlottetilbury.com](https://www.charlottetilbury.com)



£29, CHANEL, at [chanel.com](https://www.chanel.com)

Barbie, starring Margot Robbie and Ryan Gosling, defined pink as the colour of the summer for 2023, but as we transition into a new year, a different hue is on the rise and the darker the better.

On the runway, red carpet and in streetwear, deep shades of red are seen everywhere. In November, Dua Lipa attended Variety’s Power of Women event in a burgundy Vivienne Westwood dress, accompanied by her dark red locks.

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THE COLOUR OF THE SEASON :

CHERRY RED