

zalando

SS23 FESTIVAL FASHION TRENDS

FESTIVAL FITS OF THE SEASON

As Coachella set the bar with a plethora of bold performance looks, we'll see some of the most whacky and wonderful styles brought to this year's festival fields, amongst perennial favourites with a twist. From bohemian skin-baring crochet to edgier 'Ravercore' buckle tops and neon alien accessories, Zalando shares its list of top trends set to dominate festival fashion this season.



OPEN KNITS

A staple festival style, the crochet number ticks every festival fashion box – breezy (check), chic (check), on trend (check). With the likes of Acne Studios, Chloé, Isabel Marant, Marni and more showcasing open knit collections on the S/S 2023 runways, this '70's-inspired boho look can be embraced through extra-exposing dresses, co-ords, crop tops with denim, completed with knee-high cowboy boots.



ULTIMATE UTILITARIAN

Perfect for a rave in the rain, Gorpcore jackets are both a fashionable and functional choice for those going to festivals in countries that aren't so weather fortunate. Wide-leg pants, fleeces, raincoats and hiking shoes that were once solely associated with outdoor sports are now staples for both everyday and party wear, due to the shift in consumer demand for comfort since the pandemic. Givenchy, Versace, Diesel and Andreadamo were just a few of the designers that exhibited utility looks in their S/S 2023 collections.



HIGH SHINE

After Halle Bailey dazzled many with her molten blue mermaid gown at the recent film premiere for *The Little Mermaid*, we expect to see blindingly bold and shiny outfits alike at this year's festivals. Think bright, asymmetric tops and dresses, iridescent trousers and sequined co-ords.

A perennial party favourite, sequins was a big S/S 2023 trend across the board with the likes of Fendi, Tom Ford, Valentino and Chloé exhibiting collections that shimmered all the way down the runway.



SUMMER MINIS

Driven by the appetite for all things Y2K, the low-rise mini skirt will continue to remain relevant this year – whether it's a tight fit for a sleek silhouette, or pleated with a buckle – a short hem is hot on trend. For those wishing to wear a more practical festival style, mini shorts will be the way forward. At Coachella, there was no shortage of short shorts with Blackpink, Latto and Euphoria's Storm Reid rocking the style.



RAVERCORE

A bunch who don't take partying lightly, the Berlin raver aesthetic will be seen at festivals throughout Europe, particularly those with EDM-heavy line-ups like Tomorrowland. Think wet-look and mesh fits paired with speed glasses and chunky boots. Influenced by Y2K style and influential DJ's such as Stella Bossi who hosted Milan Fashion Week's afterparty, ravercore will be a popular look.



MAXIMALIST ACCESSORIES

Whilst outfits will be bold, matching maximalist accessories will have a voice of their own, adding extra dimension to a daring look. Look out for chunky silver necklaces and bracelets, textured bags, hyper-bright buck hats and flower corsages. As exhibited by many designers during Paris Fashion Week including Off-White and Rick Owens – we also expect to see alien-inspired accessories such as extra-terrestrial earrings incorporated into edgier looks.



STANDOUT BOOTS

Taking centre stage, standout boots will pull the ultimate festival outfit together – ankle, thigh, a Zendaya-inspired knee-high – they're all welcome. Cowboy boots aren't going anywhere when it comes to festival style, but other styles you'll see more of will be python prints, metallics and white.



EYES, EYES, EYES

The eyeliner trend for S/S 2023 is all or nothing – we're talking either super simple and effortless,

or bold pigments and glitter. An electric winged eyeliner tip that would make Arianna Grandé proud will add a playful pop of colour that completes the look. Or, for those feeling braver to experiment, negative space eyeliner will add edge to any look – bright blues, greens, fiery reds and futuristic metallics.



Product images by [Zalando](#).

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