

*SPRING/SUMMER 2021 TREND BOOK*



*Wardrobe  
Therapy*

*CONNECT WITH US*

wardrobe@wtherapy.com

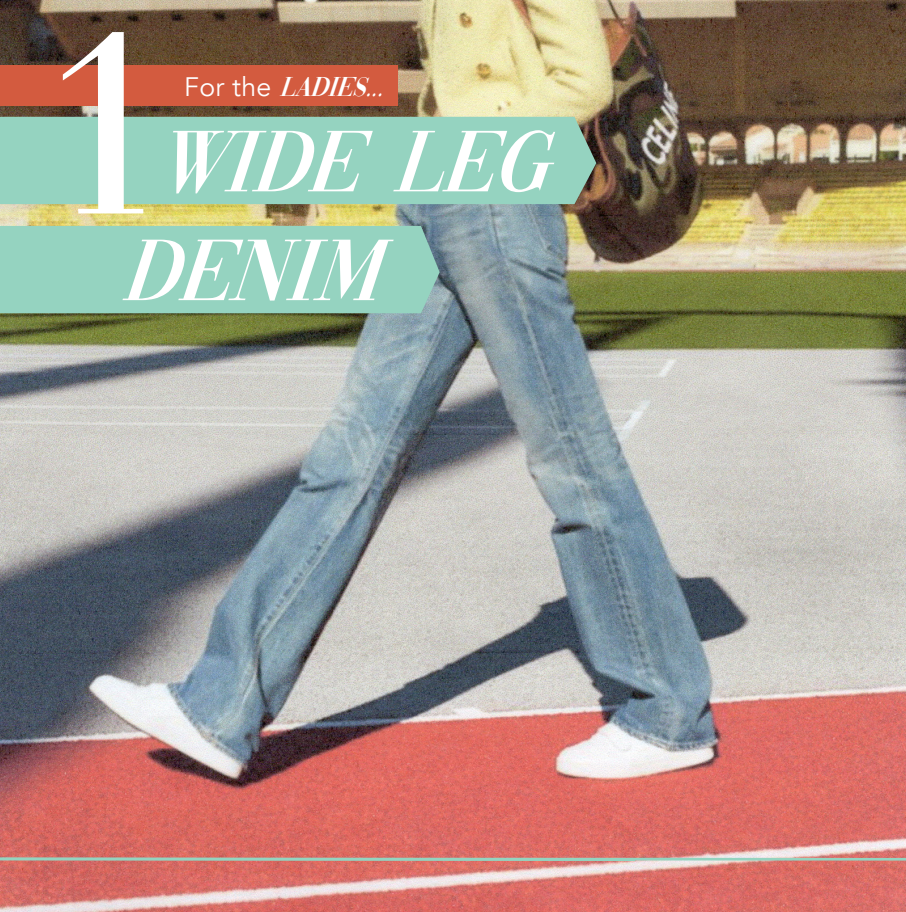
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# 1

For the *LADIES...*

# WIDE LEG DENIM



Over the past several seasons we've seen the pant leg of the denim grow slightly wider and wider. From the skinny, to the demi boot, straight leg, and now both wide leg and flare styles. Designers such as Alice and Olivia, Chloe, and Ulla Johnson (just to name a few!) are adopting this more voluminous jean, inspired by the 70s. For our petite gals, perhaps don't do the extreme flare, stick with more of the relaxed straight style.







For the *GENTS*...

*RELAXED  
STRAIGHT  
DENIM*



Much like the ladies, we are seeing a more relaxed style jean for the guys. We saw extreme wide legs on the runways of Isabel Marant and APC, however, designers such as Valentino, Tods, and Brunello Cucinelli are showing a relaxed style that isn't so flared, and that feels more appropriate and best flatters our men.





# 2

For the *LADIES*...

## OVERSIZED WOVEN

The borrowed-from-the-boys shirt is a big idea for SS 21, and we love it styled back to the wider denim. Opt for a half or full front tuck, for a great balance of slouch and streamlined. We loved it on the runways of Valentino, The Row, and Simone Rocha.





For the *GENTS*...

# *THE EASY BUTTON-DOWN*

Paralleling the female runways, the relaxed shirt also graced our men this season. Designers such as Lemaire went oversized in yummy earth tones and styled in a more casual sense with shorts and sandals, but Valentino and Hermès kept it a bit more buttoned-up pairing it back to relaxed trousers and blazers.

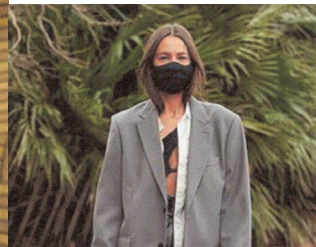




The blazer is a wardrobe staple that continues to grace the runways each season. However, the trend we are continuing from F/W 20 to S/S 21, is the oversized silhouette with this beloved piece.

# 3 OVERSIZED BLAZER

For the *LADIES...*



The more volume the better on the runways, however we tell our clients to not always take it so literally. If you are both broader in your shoulders or very petite and might get swallowed in this look, try doing a slim but slightly longer than usual style. This creates the illusion of the oversized blazer, without sacrificing shape.

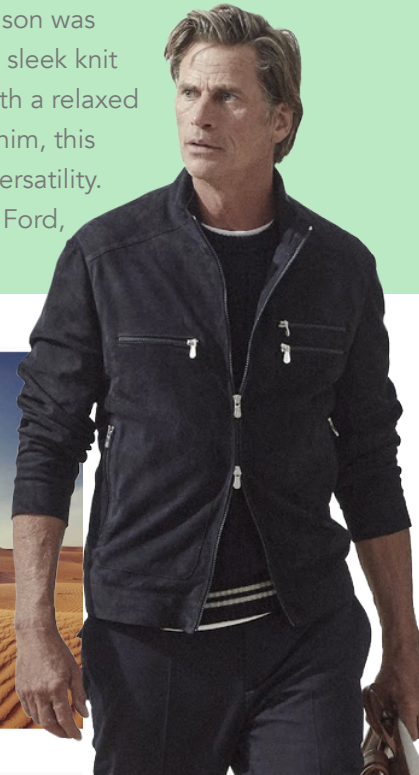


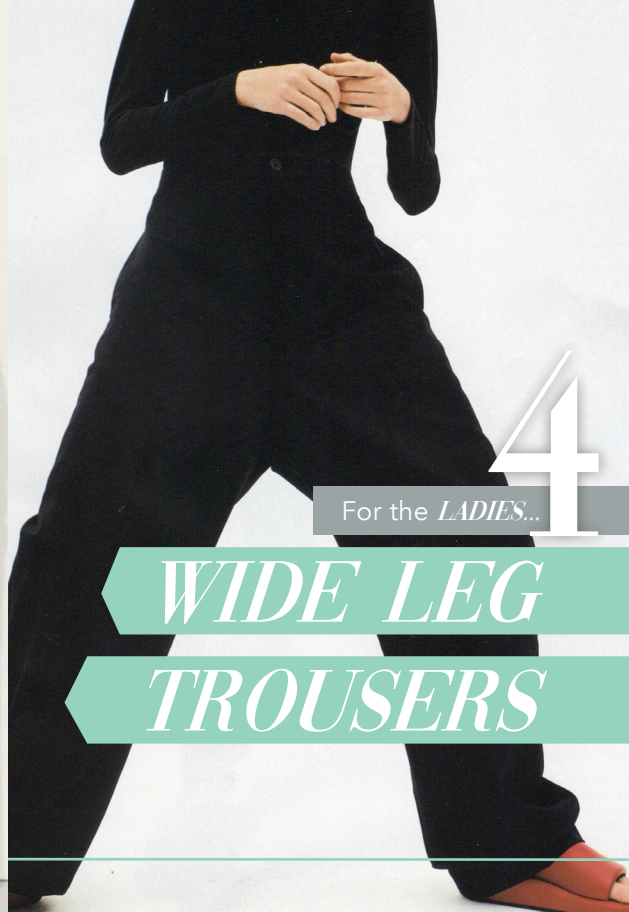


For the *GENTS*...

## *THE BOMBER*

The hero jacket for the men this season was the bomber jacket. Styled up with a sleek knit and trouser pants or more casual with a relaxed button down or graphic tee and denim, this piece is a classic that serves much versatility. A few of our favorites are from Tom Ford, Billy Reid, Gucci, and Prada.





For the *LADIES...*

# 4 WIDE LEG TROUSERS



In alignment with the wide leg denim, the trouser pant follows suit. One tip when opting for the wide leg is to go higher on the waist with the silhouette and belt it at the middle to best flatter the body. For hourglass and triangle shapes this will create balance in the bust/shoulders and hips. For a rectangle shape this adds curves. Some of our favorite designers showcasing this trend are The Row and Chanel.





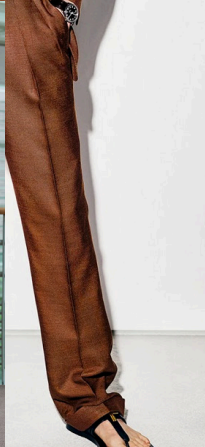


From Zegna to Tom Ford to Etro who showed this look suited yet laid back; then OFF WHITE and Hermès who kept the style more sporty but sophisticated, it's apparent that oversize/voluminous/relaxed is the theme of 2021 across the board.



For the *GENTS...*

# RELAXED TROUSER

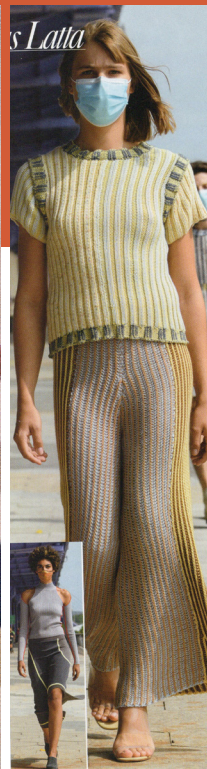




Knitwear was a big idea from so many designers. Classic silhouettes and styles like the collared sweater from Vince, polos from Ralph Lauren, sweater vests from Tory Burch and Louis Vuitton, and “granny” cardigans from Celine and Thom Brown were all presented. Bright colors, pastels, neutrals, and classic prints like argyle and checks provided great versatility for any style.

For the *LADIES...*

# NEW KNITS







For the *GENTS*..

# UPDATED KNITS



Meant as a transitional piece for spring, we saw numerous updated knits that included sweater vests and polo-style sweaters with collars—a nod to a more classic style and silhouette, as well as an abundance of oversized sweaters. There are plenty of details such as bright colors, textures, and nautical themes from Dior, Alexander McQueen, Boss, and Burberry. They make for a great statement layering piece for transitioning into Spring!



It was the color and fabrication for Spring that we saw grace the runways from Chloe, Coach, Louis Vuitton, The Row, Valentino, Preen, and Loewe... the list goes on. And pieces also ranged head to toe, starting with the classic trench (some with a chic twist), to a true khaki pant. What's old is new, and so fresh, again.



**Burberry**  
trench coat,  
\$1,990.  
[us.burberry.com](http://us.burberry.com).

**Redemption**  
trench coat,  
\$1,780.  
[redemption.com](http://redemption.com).

For the *LADIES*...

# 6 THE TRENCH





Last fall was all about the neutrals and for S/S 2021 we saw many designers sending Khaki down the runway. But this isn't just your long lost pair of khaki pants, we are seeing designers use this neutral tone in all forms and fabrications: trench coats, bomber jackets, suiting, workwear shirts, pants, etc. The ones that caught our eye were from Canali, Brunello Cucinelli, Balmain, and Jacquemus.

For the *GENTS...*

*KHAKI*





For the *LADIES...*

# THE MAXI

From dresses to skirts we saw this trend in two major ways: florals and clean neutrals. Topped with oversize blazers or cinched with waist-hugging belts, Gucci, Anna Sui, Michael Stars, Simon Miller, Genny, and Fendi left us in awe and pining for Spring weather to start donning these frocks and skirts.





Shorter shorts for men have been trending for the last several seasons (whether you were an early adopter or not!) But this season some designers are doing a 180 and sending longer, wider shorts down the runway for S/S 2021. We've seen it with Gucci, A.P.C., Dior, and Boss. One styling note with this new trend: watch the length! It should still hit at or above the knee to best flatter the leg.

For the *GENTS...*

# *BERMUDA SHORTS*







There was an emphasis on feminine touches when paired back to casual, relaxed styles. A trend we saw grace the runways often was the mix of ladylike and sporty, i.e. trench coat, paired with a feminine chiffon blouse, relaxed trousers, and sneakers. Whatever your style,



For the *LADIES...*

# CHIFFON BLOUSE



we know this piece can find a way into your wardrobe, especially as a whole we transition back into the normal workplace. Isabel Marant and Emporio Armani were favorites.



Where the ladies saw feminine elements under blazers and paired with wide leg trousers and denim, the men saw tops with strong graphics paired with denim and worn under blazers and bombers. The sportier and more “hybrid” inducing here the better. We loved the runways of Balenciaga, Dior, and Versace.

For the *GENTS...*

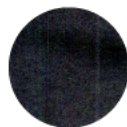
# GRAPHIC TEES





# 10 PASTEL

For both men and women the tone of the season is pastel hues. Pale pinks, baby blues, soft yellows, and fair oranges, the runways were a rainbow of sorbets from female designers, Versace, Jonathan Simkhai, and Salvatore Ferragamo. And for the men, MSGM, Dior, and Ermenegildo Zegna.



*INKWELL*



*ULTIMATE GRAY*



*BUTTERCREAM*



*DESERT MIST*



*WILLOW*



*MARIGOLD*



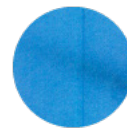
*CERULEAN*



*RUST*



*ILLUMINATING*



*FRENCH BLUE*



*GREEN ASH*



*BURNT CORAL*



*MINT*



*AMETHYST ORCHID*



*RASPBERRY SORBET*

