

# 「Trend Report 2

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- **Maxi Tailored Coat**
- **Mob Wife Aesthetic**
- **Shacket, Workwear**

# Trickle Down

## -- Maxi Tailored Coat --

(12) thefrankieshop instagram,  
Post, Feb 13, 2024



(23) Shein Collection

(18) Zara Collection



(22) Burberry Winter 2024



(15) JW Anderson AW 2024

The Maxi Tailored Coat, an evolved form of overcoat, is a big trend in the 2024 outer style.

Thinking of overcoats leads us to go back to when the overcoat became popular in the 20th century, in 1930, especially for men, and in 1980, especially for women, who wanted to represent their power through fashion. Also, luxury brands such as Alexander McQueen have still expanded it.

However, it's not an exclusive look only people of wealth and prominence can enjoy anymore. Consumers can get the high-powered mood through luxury brands and even SPA brands like Zara.



# Trickle Across

## -- Mob Wife Glamour --

“Clean girl is out, mob wife era is in”

Mob wife aesthetic trend, which is glitzier, brash, cooler, and more maximalist, is one of the epitomes of the trickle across. The fashion trend started on a TikTok video posted by Kayla Trivieri, and it has flowed across industries such as beauty and home decor.

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## In fashion

Thinking of the ‘more is better’ approach, the key elements of the mob wife fashion are fur coats, bold jewelry, sunglasses, logo-heavy handbags, and lots of animal print.



(10) kaiagerber instagram, Post, Feb 08, 2024



(24) Gucci FW 2024



(8) dualipa instagram, Post, Feb 03, 2024



# Trickle Across

## -- Mob Wife Glamour --

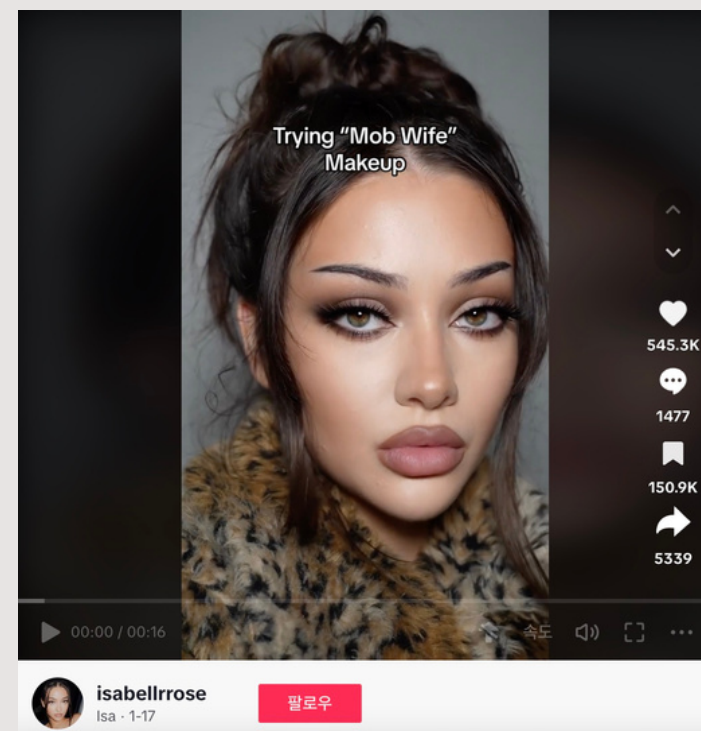
### In beauty

Those below are notable points for mob wife make-up, making the looks bolder and stronger.

: Elegant skin, Bold brows, Luscious lips with red or brown color, and, definitely, French manicure



(9) haileybiber instagram, Post, Dec 13, 2023

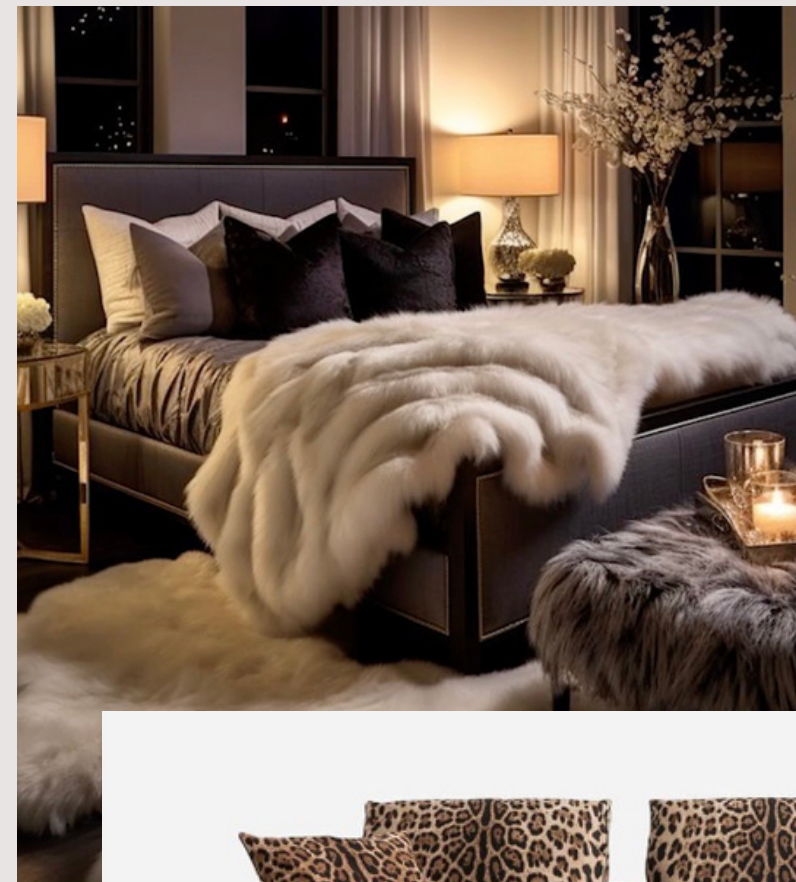


(21) isabellrose TikTok, Post, Jan 17, 2024

### In home decor

Mob Wife aesthetic glory embraces maximalism, portrayed by mixing different eras, bold patterns, gilded furniture, luxe fabrics, a flood of decorations, and red.

(13) thewhiteframe23 instagram, Post, Feb 15, 2024



(14) \_\_abask\_\_ instagram, Post, Feb 10, 2024



(1) Dolce&Gabbana Collection 2024



# Trickle Up

## -- Shacket, Workwear --

Regarding shackets, many people would come up with laborers wearing work jackets in the 19th and 20th centuries. However, that workwear style has been in demand at all social levels due to street fashion.

Moreover, in line with last year's utility details trend, shackets with expanded utilitarian detailing are still popular among consumers, especially young tastemakers. The key considerations of the trend are oversize, multiple pockets, hypertexture, and technical finishes.



(19) Dries Van Noten SS 2024 Collection



(19) Dries Van Noten SS 2024 Collection



(20) Bottega Veneta Summer 2024 Collection



(7) Carhartt SS 2024 Collection



(11) Supreme SS 2024 Collection



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