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MB Fashion Week on Fleek

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Mercedes-Benz Fashion Week is a renowned annual event that goes from February to late April. The event spans from world-wide fashion capitals like Tokyo to Moscow and Sydney, where the next year in fashion is ushered from cutting rooms to runways.

With the first Fashion Week ending in New York, trends for the coming seasons have emerged from dozens of designers. Hues and textiles for autumn/winter were shown to be soft and subtle in appearance, but natural, earthy tones were the main focus from New York this year.



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Vivid pigments from the color wheel--green, yellow, royal blue--were then muted for the second half of the year. This was done in an attempt to keep up with the neutral competition that always proves to be a crowd favorite.

The runways were adorned with metals, leather, geometrical designs, and most importantly--fur. Bringing the vintage trend back on the scene, designer Michael Kors opened his show with a fox fur robe and followed with other furred items like handbags, vests, lapels and muffs.

When asked how Meredith students may receive the furred fashion, Gabrielle Hoover, a Fashion Merchandising and Business double major, said, "I think Meredith girls already like the idea of wearing faux fur. With designers using fur with neutral palettes, it will make it more popular on our campus." It is safe to say that student wardrobes will soon be filled with the fool-proof combination of faux fur and natural shades in preparation for autumn/winter 2015.

But the first half of the year has a completely different trend. The spring/summer collections emerging are decorated with bright colors, pastels, and forward-thinking patterns--like aztec, hexagon, and scales. As to be anticipated, spring/summer collections also have their fair share of floral prints.

The trend is here to stay. Commenting on the recurring style, Dr. Yang, an Assistant Professor of Fashion Merchandising & Design at Meredith, says, "It's in human nature to celebrate the season in which everything is revived. What better way to do that than by representing the beauty of nature? Yes, floral prints will always reign in the spring/summer collections."

So whether you are rocking leather and a gray palette, or neons and florals, you cannot go wrong with either trend coming from the illustrious Mercedes-Benz Fashion Week.



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