



Lights, camera, fashion

A golden circuit of craft, creativity and class, the major 2024 Fashion weeks in New York, Paris, London and Rome refreshed expectations and set the tone for the season to come, with standard fare and surprises alike

Acknowledging the universal creative pursuit of fashion, *Wicked's* unmissable press tour reminds the broader global audience that there is so much joy to be found in haute couture.

For those closer to the front line, 2024's Majors were revered for their acknowledgement of emerging trends and simultaneous disregard for the status quo, the September 2024 dates especially dazzled international fashion with boundless imagination.

Above: Models walk the runway finale at the Oscar De La Renta show during New York Fashion Week at The Cunard Building

Remaining the head-turning icon she has been for so long, Madonna underlined this; making appearances across the most cosmopolitan locations, hinting at the hottest looks coming in 2025.

NEW YORK

Surpassing the European regional grasp, New York Fashion Week remains the pre-eminent authority on emerging trends in the evolution of American fashion.

Playful in proportion Madonna sported a striking contrast of natural fabrics and satin straight hair to the Luar's Spring/Summer 2025 Ready-To-Wear show.

A trend emerged in real time as Ice Spice attended Luar with silky straight locks, Gwyneth

Paltrow and Hailee Steinfeld at Boucheron and Lindsey Lohan at Michael Kors were all seen in the same stunning style. This year over 300 designers from 50 countries showcased their Spring/Summer 2025 collections. Drawing upon science fiction for inspiration, Bad Binch TongTong's designer Terrence Zhou found a playful balance between the subtlety of sheer fabrics and bold saturation of stargazer lily motifs. nfwy.com

PARIS

Making a glistening transition from the runway to London's *Wicked* premier, Cynthia Erivo pays homage to One Short Day in the Emerald City bringing

the fantasy of haute couture to the red carpet. Look 28 from Schiaparelli's 2024 Fall collection dazzled guests with a tonal tulle explosion, embroidered and contrasted with pink square shaped rhinestones on the lining.

Spellbinding beauty extends from the designs to models makeup with fearless two-toned looks taking the Parisian stage. Grounded in sensibility, yet dressed in extravagance the Alexander McQueen runway embodied a strong sense of character. Anatomy II empowers the female form with shimmering attention to detail, emphasised through ferocious eyeliner, saturated hairstyles and expertly placed sparkle.

Fiery and fierce, Dries Van Noten opted for yellow and magenta mascara bringing bold attention to the eyes. Twenty-four hours earlier Ganni chose an ethereal matrimony of oceanic blues and feathery false lashes. 2025 is the year for playful eyes and colourful lashes as your best kept accessory. fhcm.paris

MILAN

Subverting expectations of starched whites, and millimetre perfect styling, a week in Milan refocused precision on the unpredictable.

Veiled in detailed black lace, and dripping in golden beads, Madonna the muse attended Dolce & Gabbana where Black Sicily showcased sleek lines of refined fabrics including velvet, chiffon, lace and organza.

Playing with asymmetry, and voluminous proportions Bottega Veneta prioritised floral accessories and subtle coral accents throughout the collection. Infused with childhood imagination, A-list guests

including Julianne Moore, A\$AP Rocky, Jacob Elordi, Kendall Jenner and Michelle Yeoh were seated on leather beanbags each depicting a different animal.

Continuing with the child-like sense of wonder, Veneta's designs were reminiscent of first experiences trying on parents' clothes.

Reborn in the cycles of fashion, this season you can expect to see a return of the blouse. Frilly and flowery details are on the menu, alongside the crisp linear lines of office-ready designs. milanofashionweek.cameramoda.it

LONDON

Marking 40 years of London Fashion Week, 2024 nurtured the characteristic lineup of emerging creatives and industry royals. Celebrations were inaugurated with Charlie XCX taking the stage at the H&M music event. Surprising guests with an impromptu appearance for a new Fenty haircare range, Rihanna wore French designer Jacquemus, transforming a household bathrobe into a dazzling gown.



Top left: Models walk the runway finale during the Chanel show as part of the Paris Fashion Week Above: Olivia Palermo attends Paris Fashion AW23 range on the catwalk at London Fashion Week

Nigerian Fashion designer Banke Kuku distilled the essence of her morning walks through Lagos 'stunning flora and fauna to expand her extraordinary print library. Drawing on cross-cultural influence, silk predominates Kuku's style founded at the prestigious Chelsea College of Art and Design before returning to Nigeria.

Encompassing broad horizons, the street style surrounding London fashion week was dotted with Burberry signature plaid, from trench coats to head scarfs and miniskirts the iconic pattern was an unmistakable landmark of the week.

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