

INTO THE FASHION

From London's hottest new designer to the WhatsApp group changing how we shop, Bibby Sowray on the new faces and trends for 2018

THE SUPER
Kaia
Gerber

Don't you love it when nepotism throws up a real gem? Case in point: Kaia Gerber, the 16-year-old daughter of original 'Super' Cindy Crawford. She may have only one catwalk season under her belt, but it was one in which she walked for virtually every major show, from Prada to Versace. With looks every bit as striking as her mother's and a steely work ethic, 2018 is set to be Kaia's year. Expect her 2.2m Instagram followers on @kaiaagerber to rocket into the multimillions, big-time campaigns, countless covers and probably a collaboration or two for good measure.



THE NEW GIRL

Selah Marley

With Lauryn Hill as her mother and Rohan Marley (son of Bob) as her father, Selah Marley, 18, was always going to be cool.

She's already modelled for Chanel, Calvin Klein, Miu Miu, Rag & Bone, Michael Kors and Beyoncé's Ivy Park, released her first single, *Breathe*, and hinted that she'd like to act, too. Whatever she does next, she's already secured herself a place on the fashion scene. Expect to see a lot more of her.

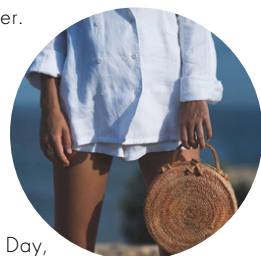


THE LABEL

Posse

If you love Instagram Outfits of the Day, then you'll appreciate Posse, an Australian label quickly gaining social media buzz for its easy cotton dresses, hand-crafted accessories and impressively affordable price point. Posse is all about quiet statement designs that fit into any wardrobe, and every piece is handmade by craftswomen in Bali, who work from home so they can raise their families. Now that's girl power.

theposse.com.au



THE MOTIF

Tarot

If 2017 was all about healing crystals, 2018 will be all about tarot. It's a trend that's been simmering for some time; Gucci enlisted tarot-obsessed illustrator Jayde Fish (mrsjaydefish) to doodle on its SS17 collection, before unveiling a debut tarot-inspired interiors line, and then including references in its most recent SS18 collection, too. Christian Dior famously had his cards read before every show, leading current helmswoman Maria Grazia Chiuri to use illustrations from the feminist-inspired Motherpeace Tarot deck throughout the AW17 collection, before setting the SS18 show in a specially created venue inspired by artist Niki de Saint Phalle's Tarot Garden sculpture park. Even ELLE's own Mademoiselle has invested in a pack. Need we convince you more to get in touch with your inner Mystic Meg?



THE FOOTWEAR

All the boots

We have mule fatigue. Don't get us wrong: they revolutionised our shoe collection, but it's time to move on to something new. Enter the boot. Not exactly groundbreaking, we know, but we predict this will be the year of the boot in all shapes and sizes, transcending seasons. From Balenciaga's floral 'knife' sock-boots to Dior's lace-up mesh versions (with a practical block heel), there are so many pairs vying for our attention. Sorry, bank balance – 2018 is not looking good for you. >



THE MOOD Sparkle

In these trying social and political times, we could all use a brighter outlook, right? Thankfully, fashion is giving us the goods. King of the shimmer is newcomer Michael Halpern, whose disco-tastic sequin and Swarovski-covered designs were the toast of September's London Fashion Week for a second season running. He's not alone, though: Christian Dior, Saint Laurent, Simone Rocha, Molly Goddard, Gucci, Emilia Wickstead, Marc Jacobs... in fact, just about every designer had sprinkled their SS18 collection with a little twinkle. The message was clear: don't be bitter – glitter!



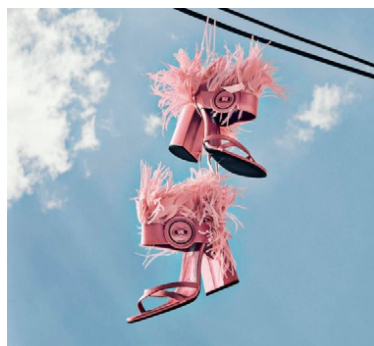
THE ATTITUDE

Slick Woods

As the face of Rihanna's Fenty Beauty line, you'll be seeing a lot more of Slick Woods (real name Simone Thompson, @slickwoods). With her gap-tooth smile, clean-shaven head and colourful tattoos, the 21-year-old is one of the most distinctive faces in fashion. She got her big break by starring in a Yeezy lookbook, but she's since been in Calvin Klein and Marc Jacobs campaigns. With her DGAF attitude and willingness to stand up for what's right, she's a new breed of model – one that shatters the mould without compromise.

THE SERVICE Threads

Raise your hand if you're too time poor to spend hours browsing shops like you used to. Let us introduce you to Threads, the styling service that's quite literally in your pocket. Operating via WhatsApp, this London-based business will find you whatever you're looking for – whether that's haute couture (they have connections to all the major fashion houses) or those elusive Vetements jeans you haven't managed to track down – and get it to you, wherever you are in the world. threadsstyling.com



THE TRENDSETTER

Thora Valdimarsdóttir

The latest round of shows in New York, London, Paris and Milan drew our attention to Thora Valdimarsdóttir (@thora_valdimars), the Icelandic fashion editor who now lives in Denmark.

Don't get us wrong: while we love the high-octane wardrobes of other street-style stars, it's the approachability of Thora Valdimarsdóttir's look that makes us swoon. She wears H&M and ASOS as much as she wears Prada and Vetements, and she always looks just a little bit undone, like she overslept and threw on the first thing she could find.



THE COMEBACK

Burberry checks

The classic Burberry tartan has had a hard time since a certain soap star decided to deck herself and her toddler out in it head-to-toe back in 2002 (Google it), but the triumphant renaissance of Gucci's GG canvas and our renewed love of all things Nineties has paved the way for the tartan to make a comeback. Expect to see it everywhere and on everyone — we've already noticed fashion editors pulling out their now-vintage checked handbags. The brand's classic fringed cashmere scarf is an excellent starting point, should you wish to invest. Proof, if ever it were needed, that what goes around comes back around. >



THE NEW
KID

Richard Quinn

We didn't think we'd covet a head-to-toe bodysuit, but thanks to Richard Quinn, we do. He's made patterned body stockings his signature, but it's his ability to pair New Look-esque silhouettes with clashing prints (he excels at florals) that has won the heart of the fashion crowd, including the British Fashion Council Ambassador for Emerging Talent Sarah Mower. The Central Saint Martins graduate is just out of university and has already opened his own studio in Peckham, London, which doubles as a print workshop for other creatives. His collections are sustainable, too. If you were lucky enough to get your hands on his recent collaboration with H&M, consider yourself in possession of a piece of fashion history – this guy is going to be huge. richardquinn.london

THE MOOD Royalty



Designers taking inspiration from the royals is nothing new, but 2018 is looking super-regal. First there's Virgil Abloh's SS18 collection, inspired by the style of Diana, Princess of Wales, featuring frothy, sherbet-hued tulle ball gowns. Then there's Erdem's spring collection, inspired by the Queen's meeting with American jazz composer Duke Ellington in 1958. Add to that the impending birth of Kate and Wills' third child and a possible engagement between Meghan Markle and Harry, and you've got the perfect recipe for royal fever. Grab your Union Jack, it's time to get patriotic.



THE CULTURE

High art

Make 2018 the year you brush up on your art knowledge — no lectures required. The spring runways threw up artist inspo aplenty, from jewellery inspired by Alexander Calder's sculptures at Rejina Pyo (designed by Anissa Kermiche), to John Kacere's provocative photorealist paintings adorning T-shirts at Christopher Kane and Miuccia Prada's celebration of nine female comic book artists. Your dinner-party conversation just got extra.

THE DESIGNER

Conner Ives

Not many young designers can boast an operational label while still studying, but Conner Ives can. The New York native is studying womenswear at Central Saint Martins, but has bagged a collection with London store Liberty, for which he reconstituted silk scarfs to create 12 one-off shirts, demonstrating his love of vintage fabrics. As if that wasn't recommendation enough, Rihanna and Adwoa Aboah have worn his designs, with the latter sporting one for the 2017 Met Gala (the Oscars of the fashion world). connerives.com



THE TASTEMAKER

Maggie Marilyn

The New Zealander's designs are not only making waves with the likes of Karlie Kloss and Kendall Jenner, she's also bucking the trend for fast fashion by producing her collections in a sustainable way. She works from her parents' beach house and manufactures most of her pieces in Auckland. And at one year old, her young label is now stocked exclusively at Net-a-Porter, making her your go-to for classic silhouettes with an edge. maggiemarilyn.com

