

ATLANTA APPAREL AND MORE



SPRING/SUMMER '24 TREND REPORT

Curated by Atlanta Apparel in consultation with trend forecasting authority WGSN

For S/S '24, balance in all things will drive consumer decisions when it comes to fashion. Buyers will continue to look for optimism, joy, and dressier styles and bright colors while balancing the need for wearability, utility, and pieces in comforting neutrals that last multiple seasons. Popular staples will include column style silhouettes and the essential fashion tank. To see S/S '24 trends up close and in person, join us for Atlanta Apparel, October 10-14!



APPAREL

Wide leg trousers and tailored summer shorts
Column-style dresses but also volume mini and maxi dresses
Handcrafted designs such as woven, embroidery, twisted knots, and patchwork
Sheer & Cutout Tops
Denim of all kinds
Knit and Crochet Maxis
Crop Tops and Essential Tanks

FOOTWEAR

Ballet / packable flats
Sandals in all styles – flat, heeled, fisherman
Strappy flatforms and stacked platforms
Elevated wedges
Resort espadrilles
Embellished cowboy boots
All-terrain sneakers

ACCESSORIES

Charm necklaces and jeweled chokers
Wrist stacks and unique bangles
Rope and Y2K chain belts
Y2K chain belts
Aviator and oversized sunglasses – faded tortoise finish
Organic styles including floral blooms and shell jewelry
Wide-brim and Western hats
Heart and baguette shaped bags
Crochet bags
Bright, colorful bags

