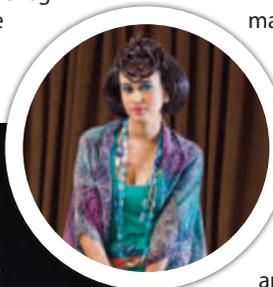


Fashion trends you will be seeing everywhere in 2023

As we prepare to bid adieu to an eventful 2022, it is time to buckle up for the brand-new year ahead of us, and what better way to treat yourself for the upcoming year than with a little closet restock? Below, we bring to you the dominating trends of the upcoming year for you to stock up on and remain as fashionable as ever.

Powerpuff sleeves

Dramatic sleeves are in. Think puff sleeves, butterfly sleeves, and flutter sleeves. Lantern sleeves along with the leg of mutton sleeves will also be sprinkled here and there. Puffy dramatic sleeves



will be the norm with your floral summer dresses, hot pink tops, and mini dresses. If you ever wanted to dress as dramatically as the models do on those high fashion runways but were too scared to give it a shot, this season might be the golden opportunity you were looking for.

Bubble trouble

In 2023, we are not just making our sleeves spectacular, we are also making our hemlines and silhouettes dramatic. Voluminous bubble skirts and dresses have made a triumphant return in fashion. Drop waists are also trendy, which help accentuate that voluminous look from the waist down under. Our childhood dreams of dressing like Cinderella and other princesses are coming true, but in dresses that are much more modern, comfortable, and breathable.

Denim reigns supreme

Denim will never be out of style but head-to-toe denim? Well, it has made its fashionable return and is set to stay next year. While you might still be a little traumatised remembering the ever-memorable Canadian Tuxedo look donned by Britney Spears and Justin Timberlake in the early 2000s, trust us that all-over denim



can be very high fashion when done right.

In the coming year, you will see some beautifully cut, denim dresses made with distressed denim with attached denim belts featuring gold hardware that make you look edgy and chic. These dresses will be around in all cuts, lengths, and silhouettes. If you want to remain on the relatively safer side, opt for baggy, relaxed-fit jeans as relaxed denim is still the trendier item over skinny jeans.

Florals are ground-breaking

Proving Miranda Priestly wrong, florals are looking to become ground-breaking next year. From beautiful floral printed blouses,

tops, and dresses to 3D flower attachments, floral appliques, rosettes, and floral crochets will be the mainstay in fashion in 2023.

The brighter the better

Barbiecore is here to stay, so it is time to embrace bright hot pink, undoubtedly the colour of the season. The Valentino PP Pink collection established it as a staple for not just 2022, but also 2023. Other shades of pink, such as baby pink and soft powdery pink will be trending as well. Other bright colours are also in vogue such as bright red and yellow, green, cobalt blue, and bright orange. Embrace the fun, colourful side of yourself and the playfulness of fashion with these beautiful, bold colours.

You will come across dresses and blouses made with fabric containing cutwork and crochet. These will primarily come in white, but other bright beautiful colours such as the season's hottest Barbie pink, and saturated green will also be visible. These will make for the most fashionable and comfortable summer outfits, suitable for your vacation and day trips on sunny days. If you want to step up a notch and be fashion-forward, then opt for dresses, especially bodycon or column maxi length dresses with cutouts in the waist or even keyhole cutouts.

CONTINUED ON PAGE 11 FOR MORE

#PRESS RELEASES

Jo Malone London opens its doors in Bangladesh

British fragrance house Jo Malone London opens its new stores at Sundora Beauty, Banani, and Dhanmondi on 11 October, 2022.

"Our motto of offering a unique and true beauty experience has compelled us to bring in International brands and we are thrilled to be the partner of choice for Jo Malone London in Bangladesh," said Christian Sater, CEO of Sundora.

A fragrance creates powerful memories. Jo Malone London is renowned for creating timeless, elegant scents, and curating a world where every sense is pampered.

Jo Malone London's fragrances are designed for discovery, carefully crafted to wear solo or layered together to make a personalised scent. Each fragrance is developed in partnership with a selection of the world's most distinguished master perfumers using fine ingredients.



Collections available in Sundora include a variety of colognes, indulgences, and bath time and home accessories, as well as seasonal scents and limited editions.

The brand's bespoke style of service offers a modern take on luxury. Stylists are on hand to help with expert advice, from choosing a new signature scent to finding the perfect gift. Jo Malone London

encourages the spirit of generosity and each gift is wrapped in the brand's iconic cream-and-black box.

The heart of Jo Malone London is a Georgian townhouse in London's Marylebone, while the worldwide network of stores are homes from home. These contemporary spaces are decorated with classic details, designed to inspire

scented stories.

To shop Jo Malone London, visit their stores at Sundora Beauty, Delvista (Level-3), House-44, Road-12, Banani. Tel +880-1322912424, and Sundora Beauty, 750 Satmasjid Road, Dhanmondi. Tel +880-1979793070.

Photo: Sundora Beauty