# Chet Lo brings back Y2K nostalgia at London Fashion Week



At London Fashion Week, held in September 2023, the spotlight was on Asian-American designer Chet Lo as he showcased his autumn/winter 2025 collection, bringing nostalgia back to the forefront of fashion with a revival of the crimped hairstyle reminiscent of the early 2000s. This collection showcased a departure from the current trend towards hyper-natural hair, embracing instead a distinctly Y2K aesthetic.

Lo, renowned for his bold textural designs, collaborated with well-known celebrity hairstylist Anna Cofone and the haircare brand Authentic Beauty Concept to create an eye-catching hairstyle that would complement his fashion pieces. The models wore a striking combination of pin-straight hair interspersed with uniform crimps, a defining look from the Noughties that successfully echoed the patterns found in Lo's clothing designs.

Cofone elaborated on the hairstyle's inspiration, stating, “The inspiration for today’s look is very much a continuation of patterns and panels. We wanted to mimic the patterns in Chet’s clothes, so we’ve got these cool, crimped panels appearing at the back of the model’s hair and on some of the sides.” To enhance the overall appearance, the stylist used hair balms and glow serums from Authentic Beauty Concept, aiming for a sleek, shiny finish that was characteristic of the era. These products served to tame flyaways and provided the sought-after Y2K shine, completing the nostalgic look.

The crimped hairstyles not only evoked memories of the early 2000s but also carried echoes of the 1980s, which have been prominent on various runways during the current fashion season. Cofone noted, “I think it’s great that it’s got this reference to the Eighties. Do I think [crimping] is going to come back? I think people can definitely play with crimps and see what shape they get – for sure.”

The nostalgic crimped hair complemented the collection's low-rise skirts and asymmetric tops, collectively symbolising the resurgence of early 2000s fashion — a trend that appears to resonate particularly well with Gen Z audiences. The fashion statements made at this event underline a growing appetite for retro styles that marry cultural references from both the Y2K era and the 1980s.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://londonfashionweek.co.uk/designers/chet-lo> - This URL supports Chet Lo's involvement in London Fashion Week and his background in blending Asian heritage with Western aesthetics.
2. <https://www.charleskeith.com/us/press/london-fashion-week-chet-lo-fall-2023.html> - This URL provides information about Chet Lo's participation in London Fashion Week, specifically highlighting his Fall 2023 collection.
3. <https://hypebeast.com/2023/2/chet-lo-fall-winter-2023-mens-womens-show-london-fashion-week-runway> - This article discusses Chet Lo's Fall/Winter 2023 collection at London Fashion Week, showcasing his ability to innovate and surprise with his designs.
4. <https://resident.com/fashion-and-style/2025/02/24/chet-lo-unveils-fw25-modern-antiquity-at-london-fashion-week> - This article highlights Chet Lo's FW25 collection, 'Modern Antiquity,' which blends traditional motifs with contemporary fashion, aligning with his style of incorporating cultural heritage into his designs.
5. <https://hypebeast.com/2022/9/chet-lo-spring-summer-2023-london-fashion-week> - This article discusses Chet Lo's Spring/Summer 2023 collection, which paid tribute to ancient Buddhist tales, further showcasing his thematic approach to fashion.
6. <https://www.noahwire.com> - This URL is the source of the original article discussing Chet Lo's autumn/winter collection and the revival of the crimped hairstyle at London Fashion Week.
7. <https://www.irishnews.com/life/y2k-crimping-is-coming-back-according-to-fashion-week-runways-EG3F7ST2IJOUTAIZZW7YGD6YKE/> - Please view link - unable to able to access data
8. <https://www.independent.co.uk/life-style/fashion/hair-crimping-how-to-style-fashion-week-b2703721.html> - Please view link - unable to able to access data