# London Fashion Week unveils trends for autumn/winter 2025



London Fashion Week has once again showcased an array of innovative styles, presenting a rich tapestry of fashion trends for the autumn/winter 2025 season. Designers have taken inspiration from various eras and cultural motifs, resulting in a blend of retro influences with modern flair. The event took place at prominent venues in London from February 23 to February 24, 2025, featuring renowned British designers who re-imagined traditional aesthetics with a contemporary twist.

One of the standout trends this season is the revival of the pillbox hat, prominently featured in Emilia Wickstead’s collection, which drew inspiration from Alfred Hitchcock’s iconic film, *The Birds* (1963). The pillbox hat, which has seen a resurgence since Copenhagen Fashion Week, was originally a type of military headgear and gained fame as a staple accessory of U.S. first lady Jacqueline Kennedy. Wickstead’s models showcased the hat in various forms, illustrating its versatility in modern fashion.

The 1980s also made a significant return to the runway, characterised by broad shoulders, bold prints, and defined silhouettes. Designers such as Richard Quinn and Paul Costelloe embraced this decade’s distinct style, with Quinn presenting blouson blouses and Costelloe showcasing wide, full-waisted belts. Speaking to *Vogue*, designer Steven Stokey-Daley highlighted the season’s exploration of archetypes that define a “very British wardrobe” by creatively uplifting everyday pieces like the donkey jacket or trench coat amidst contemporary styles.

An intriguing element of this season’s fashion narrative is the incorporation of literature as a fashion accessory. At Wickstead's show, newspaper-themed clutches emerged as a unique alternative to conventional handbags. This motif aligns with a growing trend where books and reading materials signify prestige in fashion circles, a concept further emphasised by designer Erdem Moralioglu, who used the 1928 lesbian novel *The Well of Loneliness* as inspiration for tailoring and feminine designs, melding history with modern sensibilities.

Furthermore, faux fur made a prominent appearance, as designers such as Simone Rocha and Burberry displayed pieces with subtle faux fur accents. At Rocha's show, models showcased elegantly deconstructed faux-fur coats, highlighting an increasingly refined approach to the formerly overtly extravagant fur trend. Analysts suggest that these designs may influence retail offerings in the upcoming seasons.

Cropped trousers also emerged as a fundamental trend, seen across collections from Chet Lo, Bora Aksu, and Conner Ives. The styles ranged from culottes to wool breeches, highlighting versatility and a nod to both historical inspiration and contemporary street style. Chloe's runway notably featured bohemian lace pantaloons, indicating that cropped trousers are primed to be a staple not only for summer but for autumnal wardrobes as well.

Overall, London Fashion Week has presented a compelling array of upcoming trends, merging nostalgic elements with fresh perspectives that promise to resonate throughout the fashion landscape in the coming year.

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

## Bibliography

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3. <https://www.marieclaire.co.uk/beauty/london-fashion-week-autumn-winter-2025-the-beauty-report> - This article discusses the beauty trends at London Fashion Week, including ethereal hair styles and tonal makeup, which complement the fashion trends presented on the runway.
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