# Summer 2025 fashion embraces the nostalgic charm of the granny aesthetic



Fashion trends for summer 2025 have seen a notable resurgence of styles inspired by what could be termed the "granny" aesthetic, a development extensively covered by British Vogue. This trend draws on elements traditionally associated with elderly fashion but reimagines them for a younger, fashion-forward audience.

Key to this trend is the "granny" nightie, a trend that has gained significant attention on the runways of prestigious fashion houses including Miu Miu and Chloé. The nightie is characterised by its light, airy cotton fabrics, loose and comfortable silhouettes, and detailing that includes ribbons, lace, and broderie anglaise. Despite its association with more traditional or older generations, this style has been embraced by a younger demographic, exemplified by It-girls such as Alexa Chung, who has long been a proponent of the look.

British Vogue highlights how the "granny" uniform goes beyond the nightie itself, encompassing orthopaedic-style flats, silk headscarves, knitted cardigans, and ankle-length pleated skirts. These items are increasingly visible not only among older women but also among style-conscious young people, including those living in trendy London areas like Dalston.

The allure of the "granny" nightie and the broader aesthetic lies in its careful execution and creative styling, offering a whimsical yet wearable alternative to more conventional summer dress trends. This design approach revitalises nostalgic motifs, transforming them into contemporary fashion statements suitable for the summer of 2025.

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

## Bibliography

1. <https://www.pinterest.com/inspiremystyletoday/grandma-fashion-style-tips/> - Supports the 'granny' aesthetic trend with ideas for coastal grandma looks, granny chic fashion, and styling tips that align with the described resurgence of elderly-inspired fashion.
2. <https://www.youtube.com/watch?v=CYKaUFE__wA> - Corroborates the 'granny chic' trend for 2025, discussing its creative styling and inspiration from grandparent wardrobes, mirroring the whimsical yet wearable approach mentioned.
3. <https://www.pinterest.com/lexnicoleta/coastal-grandmother/> - Reinforces the 'coastal grandmother' aesthetic, showcasing outfits and styles (ankle-length skirts, cardigans) that overlap with the described 'granny uniform' elements.
4. <https://sixtyandme.com/2025-fashion-trends/> - Validates the shift toward relaxed tailoring, vintage denim, and boho elements for mature women, aligning with the article's emphasis on reimagined traditional silhouettes.
5. <https://awellstyledlife.com/2025-fashion-trends-whats-in-whats-out-and-how-to-stay-stylish/> - Confirms the resurgence of boho chic, maximalism, and loafers/orthopedic-style flats, supporting the blend of nostalgic motifs and contemporary styling mentioned in the article.
6. <https://news.google.com/rss/articles/CBMiYEFVX3lxTE1UOThyRGtkaHBDN09YSUFSel9CRGpFZDNVdFNvUThzR29Ud21ueWItU3g2bGdVV3VGZ05wWlVkSTU4emRTSnk1WVZoWTZkUEZLQkcwd0pRa1FvYm5nS2xqOQ?oc=5&hl=en-US&gl=US&ceid=US:en> - Please view link - unable to able to access data