

fm

FASHION MANUSCRIPT

NEW YORK
LOS ANGELES
MIAMI
THE HAMPTONS

ON A GOLD PAVED ROAD WITH
LEVIAN

Photo courtesy of Rachel Allan



FORMAL MARKETS UNVEILS UPCOMING AUTUMN/WINTER 2024 BRIDAL AND SOCIAL OCCASION TRENDS

The Andmore Formal Markets Fashion Office released its curated list of Autumn/Winter 2024 formal trends, providing retailers with insights into upcoming colors, accessories, fabrics and prints across bridal, homecoming, bridesmaid, accessories, quinceañeras, and prom. These trends were showcased at Formal Markets in Atlanta and will hit social occasion boutiques this fall.

"In 2024, boutique buyers should expect to see maximalism everywhere. In bridal gowns, homecoming dresses and all formal categories in between, people are embracing bold styles with bows, embellishments and dramatic silhouettes, while designers create romantic looks with unique fabrics, colors and techniques," said Morgan Ramage, Andmore fashion and events director. "From statement shoulders to soft pastel hues, this season's bridal and social trends redefine elegance with a blend of chic sophistication and timeless charm."



Photo courtesy of Giral

Bridal and Bridesmaid Trends

Bridal gowns for the Autumn/Winter 2024 season are bringing fashionable drama back into the bridal landscape. Necklines are undergoing a transformation and will shift from the traditional strapless and scoop-neck styles to embrace a more romantic and feminine crescent neckline, elegantly arching higher in the front. Sleeved gowns will showcase an Bos-style structure and volume in the shoulders, creating the illusion of a smaller waistline. Moreover, the inclusion of three-dimensional floral details on bridal gowns will infuse texture and nostalgic charm, appealing to brides seeking a bold yet romantic aesthetic. Alongside these maximalist additions to these gowns, brides may stray from the conventional stark-white or ivory, opting instead for a subtle hint of color, with soft blues, baby pinks and delicate greens—all of which dominate bridal runways.



Photo courtesy of Ladyfrock.com

Bridesmaid gowns mimic bridal gown trends, with more emphasis on dreamy, flowy romance. Popular details of Autumn/Winter 2024 bridesmaid gowns will include: floral prints, fun textures, bows and embellishments, velvets, tulle skirts, mismatched styles, corset styles, high-low hemlines, flutter sleeves and metallics. Soft and neutral colors for the season will enhance the romantic feeling brides are expressing: lilac, black, white, pink, chocolate brown and a full range of pastels.

Social Occasion Trends

For homecoming—one of the largest categories sourced across Formal Markets—popular designs will include: two-piece sets; playful necklines, glitter and sequins. Broad-scale social occasion trends, including homecoming, quinceañera and prom, will mirror bridal and bridesmaid trends, with a resurgence of pastel colors, neutrals, brights, metallics, three-dimensional floral details, exaggerated sleeves, ruffles, corset-style tops and romantic and nostalgic silhouettes. Quinceañera-specific trends will include tulle, tiered ball gown skirts and longer trains. For prom, beaded designs, high slits and leather details will be prominent.