



BRITISH FOOTWEAR ASSOCIATION  
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**BFA**  
1898

AW 22

TREND REPORT  
PREVIEW

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## BFA AW22 TREND REPORT

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### COVER IMAGES

Clockwise from top left: @gucci (Instagram); platform shoe courtesy of Unsplash; brown men's shoes courtesy of Unsplash; women's loafer courtesy of Unsplash; children's shoes courtesy of Unsplash; @daphneweste (Instagram).

# AW22



## Something new from the BFA...



Welcome to the inaugural BFA AW22 Footwear Trend Report, which I hope will be the catalyst for twice annual trend round-ups from your team here at the BFA. I would like to personally thank all of those who shared their ideas, opinions, inspirations and mood boards with us – it is heartening to see the BFA Membership get involved and help to pull this together.

Why a trend report? We spend much of our time here at the BFA wading through legislation, navigating customs and pondering the complexities of international trade. This is swiftly followed by issues like staffing, future-proofing skills, bolstering British manufacturing... I could go on. Trends often fall by the wayside, not because they aren't important, but because they are overshadowed by the nuts and bolts of business-as-usual.

However, there's something optimistic about trends – a reminder that the cycle of fashion is always churning, and changes come whether we like it or not.

There's the rise of Generation Z to contend with, as well as the influence of the pandemic, the continued dominance of 'athleisure' and premium sneaker brands, as well as a return to 1990s grunge that has the power to make anyone over thirty feel old!

A recent report that landed on my desk from a BFA Member notes average prices are increasing and the market is 'premiumising'. Footwear for sport is a growing category, with function and form demanded in equal measure. Of course, we could devote an entire report to the sneaker category. For now, we scratch the surface with some overarching observations that might launch your own research with the likes of WGSN.

This is something new from the BFA and I hope you find it helpful and inspiring for the year ahead.

*Building Our Future, Together.*

Lucy Reece Raybould, CEO



# Main Trends

We will continue to ride the wave of twentieth century nostalgia in Autumn/Winter 2022 with flashes of 1970s, 1980s and 1990s trends all with a contemporary twist. This is power dressing for a new generation, with boots that have all the attitude but none of the discomfort of days gone by.

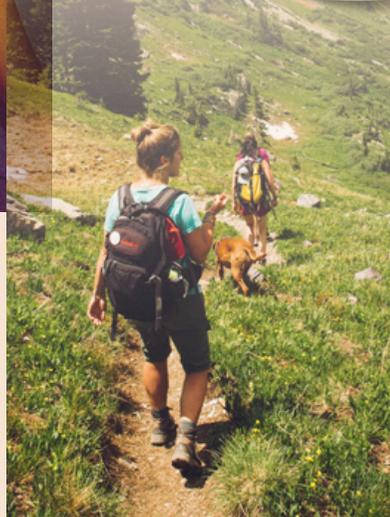
Think heavy profiles and tough-as-nails silhouettes with supple materials, sock-like uppers and chunky soles with a hint of combat aesthetic. Bright patterns and colour palettes speak to an era of individualism, while a plethora of buckles, bows, hardware adornments and chains add to the idea that a shoe is a canvas for something more. Two years spent trudging through parks in search of lockdown escapism has enhanced the outdoor shoe market, introducing outdoor and garden shoes that are perfectly practical, as well as woodland fantasy styles that conjure a blissful jaunt through wildflower meadows.

On this note, a flash of equestrian styling, both American cowboy and English horse riding-inspired, will make their mark on the consumer.

- Creative Colours
- Buckles, Bows and Hardware
- Chelsea Grunge
- Elevated Outdoor
- Equestrian Spirit



Brown boots courtesy of T&A Footwear; green boots by Phoenix Footwear.



Clockwise from top left: Courtesy of Unsplash; red boots by DB shoes; pink sneakers by Cosy Feet; mountain walking courtesy of Unsplash; embellished Dr Martens image supplied courtesy of T&A Footwear





Image courtesy of Unsplash

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## What's the Outlook for Sneakers?

Guided by the WGSN Sneaker Materials Forecast for AW22/23, here is a quick summary of changes in the sneaker market that might affect your decisions and sell-through in time to come...

“Comfort, practicality and longevity.” These are the keywords hailed by WGSN as we look ahead to a new season filled with fresh sneaker styles. Just like the shift towards cosy fabrics, such as shearling and fur as mentioned in the previous pages, sneakers will offer “protective features” that promise to keep them wearable for longer. Of course, this neatly taps into the Gen-Z demand for sustainable, ethical and environmentally conscious shopping, which means buying less and demanding more.

WGSN explains: “Traceability, responsible tanning and optimised water use will be key for leather, alongside animal welfare and trustworthy farming, which will be fundamental for animal and natural fibres.”

For your assortment this means prioritising lower-impact materials using sustainable suppliers and communicating this end-to-end story with your customers. Responsible and transparent sourcing will help to secure customer loyalty. Look for soft, comfortable and ‘homey’ fabrics and textures that elevate the home worker and provide reassuring comfort both in and outside the home.

In terms of style trends, WGSN highlights four – padded and pillowy surfaces (to create a feeling of “protection, cosiness and comfort”); outdoor-ready shoes with “hyper-functional design” for all weathers; teddy bear fleece across linings, footbeds and slippers; and, finally, moulded shoes like Crocs, sandals and other conceptual shoes in eco-friendly materials.

Find out more, here: [wgsn.com/fashion/p/article/90109](https://wgsn.com/fashion/p/article/90109)



# Acknowledgements

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