



S S 2 3

TREND REPORT

BFA SS23 TREND REPORT

# Index

- 03 From the CEO
- 04 SS23 Overview
- 06 Season of Colour
- 16 Key Trend: Solid Ground
- 27 Outlook for Women
- 35 Outlook for Men
- 42 Acknowledgments

## COVER IMAGES

Clockwise from top left: Hawk men's trainer by Gola Classics; Carlotta shoe in silver by Rosamund Muir; Chicago ladies' trainer by Gola Classics; sandal courtesy of T&A Footwear; men's athleisure look courtesy of Eleanor Ferry; fluffy slide courtesy of T&A Footwear.



SS23

TREND REPORT

## Your footwear forecast...



Welcome to the second of a twice-annual series of BFA Footwear Trend Reports. We launched our debut report for the AW22/23 season in January 2022, and I am pleased to say it was well-received. We learnt a lot from that first outing, and we've returned with a renewed focus for SS23.

This report aims to spotlight core trends in a more refined and quick-fire fashion. Rather than covering all bases, we are homing in on what we perceive to be the essential components of a fashion-forward SS23 assortment, including colours, styles and shapes. Also, in this report, we consider the consumer personas you may meet in SS23 and how their attitudes influence their decision-making.

I'd like to take a moment to thank the BFA Members who have contributed their thoughts, mood boards and photographs to this BFA Footwear Trend Report. Your support is invaluable; without it, such an endeavour wouldn't be possible. You should be proud that you are proactively contributing to our

Association and helping to inspire your fellow Members.

Finally, I would like to note that at the time of writing this welcome letter, Her Majesty The Queen sadly passed away. I believe her passing will have ramifications for all sectors of society, including consumer behaviour (both directly and indirectly). As a result, I anticipate a refreshed focus on British heritage crafts in the coming months from national and international customers. It will be interesting, albeit with a twinge of melancholy, to see how her long and illustrious life influences our sector over the next 12 months.

I hope you enjoy this report. As always, if you have feedback, we would be grateful to receive it. We will return in the New Year with a focus on AW23/24.

*Building Our Future, Together.*

Lucy Reece Raybould, CEO



## SS23 Overview

The world is in a state of flux. The winds of change are blowing strongly in Britain, with the end of the second Elizabethan age heralding a new Carolean era under King Charles III. Bills are skyrocketing, energy is fiercely expensive, and consumers are still contextualising the lingering ramifications of Covid-19. Never a moment goes by without a new story about challenging international travel, rising global temperatures and wars raging overseas. And, yet, there are bright sparks.

From sporting glory to the return of Christmas parties and music festivals, consumers are rediscovering and embracing fun. They're protecting their pleasures for fear they may be taken away again. The spirit of living in the moment – not planning but enjoying the now – is evident in the footwear trends for SS23.

Colours are vibrant, neon and unashamedly flashy. Embellishments are returning to footwear and adding the necessary exuberance to comfortable block heels and wedge sandals. Consumers have little interest in returning to the painful stilettos of the past; shoppers demand a conscious mix of comfort and creativity for SS23.

But the contrasting lure of the outdoors remains. The feeling of being at one with and surrounded by nature is a driving force. The continued demand for sustainability needs to be felt, whether through natural fibres and soft, weathered fabrics or relatable shades of taupe, nude, green, brown, and soft ochre. Demonstrating artisanal craftsmanship, recycled materials or eco-friendly credentials are important selling points.



Clockwise from top left: Tie-dye trainers courtesy of Eleanor Ferry; statement platform courtesy of T&A Footwear; outdoor woman courtesy of Eleanor Ferry; colour swatches courtesy of Eleanor Ferry; Suber E cru trainer by Aspect Climate Projects.

## SS23 Overview

While consumers filled their time in lockdown with new athletic pursuits, the tides have turned to more casual daywear. Everyday fashion is driving growth in the women's market, according to one major BFA Member that shared its data with us.

According to the SS23 + AW23/24 Apparel Sourcing Trend Toolkit by Informa Markets, with insights provided by WGSN, consumers are prioritising wellbeing over work. Hustle culture and 'get rich quick' intensity are being replaced with oneness for life, memories, experiences, nature and the global community. Natural fabrics, subtle textures, and weather-worn stripes add to this palette of reversal, of turning back the clock to a simpler time.

And herein lies the contrast at the heart of SS23: party meets perceived purity. Glitter, sheen and sparkle are juxtaposed against the great outdoors, a crafty aesthetic and natural hewn fibres. For the consumer who wants to have their cake and eat it too, SS23 appears like a remedy for the soul.

### SS23 Trend Focus

- Sustainability Meets Comfort
- Low Impact Materials
- Recyclable Shoes
- Adaptable Occasionwear
- Multifunctional Outdoor Footwear
- Sky-High Platforms, Wedges and Platforms
- Embellishment, Sheen and Shimmer
- Vibrant Colours



Clockwise from top left: Green sandal courtesy of T&A Footwear; 90s chunky sandal courtesy of schuh; trainer image courtesy of Eleanor Ferry; black formal shoe courtesy of T&A Footwear; trainer concept image courtesy of Eleanor Ferry; platform shoe by Ravel at Jacobson Group.

# Acknowledgements

THANK YOU to the BFA Members who supported this report...

aspect | climate projects

*Eleanor Ferry*  
• Footwear Designer •

FLORA  
HARRISON

JacobsonGroup  
Footwear & Leisure



ROSAMUND MUIR  
LONDON

RAINBOW

schuh

MARIONAYONOTE





SS23

BFA SS23 TREND REPORT

+44 (0) 1604 261126

[info@britishfootwearassociation.co.uk](mailto:info@britishfootwearassociation.co.uk)



Daytona Quadrant trainer by Gola Classics at Jacobson Group.