



TOP TRENDS FROM THE FALL/WINTER 2024

RUNWAYS IN NEW YORK,
PARIS, LONDON,
AND MILAN

September not only brings back-to-school events and the start of the fall social calendar, it also harkens the publication of the favorite (and thickest) fashion issue of the year for leading publications like *Vogue* and *Harper's Bazaar*. The autumn season is always fun for dressing, as the ups and downs in the thermometer create lots of opportunities for layering and accessorizing.

“Fall is the perfect time to splurge,” says Giuseppe Picchiotti, founder and lead designer of the PICCHIOTTI brand. “With all the new trends percolating, every wardrobe needs a new hint of the hottest color or a bit of sparkle to add drama to the coats, boots, hats, and scarves that keep us all covered up in the colder months. Not only do you deserve a little luxury, but fashion demands that you innovate and update the wardrobe.”

After scouring the output of many of fashion's trend gurus and perusing the many runway images from New York, Paris, London, and Milan, we have identified four key trends for the season ahead.

Burgundy



Clockwise from upper left – [PICCHIOTTI For the Love of Color ruby and diamond earrings](#), Victoria Beckham F/W 2024, Hermès F/W 2024, [PICCHIOTTI Xpandable ruby cocktail ring](#), [PICCHIOTTI Xpandable diamond and ruby tennis bracelet](#) (fashion images – Spotlight Launchmetrics)

The hottest color for Autumn/Winter 2024-25 is burgundy. Along with many neutrals (grays, khaki, and the ubiquitous black), the standout color of the season is a deep rich wine color. The hue was prevalent in monochrome looks at Akris, Elie Saab, Erdem, Ferragamo, Victoria Beckham, Saint Laurent, and Hermès or featured in separates at Molly Goddard, La Coste, Pierre Cardin, and Marc Jacobs. The full-bodied vino tint was also spotted in outerwear at Ester Manas, Rabanne, and Loewe or in accessories, especially handbags, at Philosophy di Lorenzo Serafini, Roberto Cavalli, Bottega Veneta, Gucci, Ferragamo, and more.

The best thing about the burgundy fashion trend is how well it pairs with ruby! [Long a favorite of Giuseppie Picchiotti](#), the ruby is a precious gemstone with remarkably deep red hues. Coming from corundum, the same source material as sapphire (only the red ones classify as “rubies”), these gems exude a passion that is nonpareil. The particular red of rubies, given their transparent nature, often appears wine-colored, a deeper and more magical red than that used in commonplace items like firetrucks or stop signs. The sparkle of rubies also combines beautifully with diamonds.

PICCHIOTTI's [Xpandable™ collection](#) offers a wide variety of diamond and ruby styles in comfortable, easy-to-wear [tennis bracelets](#), [bands](#), or [cocktail rings](#). Given the long sleeves and thick fluffy shawls that will be prevalent this year, statement or stackable [ruby bracelets](#) and/or prominent [ruby cocktail rings](#) are ideal for accessorizing. Also consider ruby and diamond earrings in simple [buttons](#) or [hoops](#).

High Necks



Clockwise from upper left – PICCHIOTTI Masterpieces emerald, diamond, and sapphire earrings, Givenchy F/W 2024, PICCHIOTTI diamond hoop earrings, Prada F/W 2024, Bevza F/W 2024, PICCHIOTTI diamond and gold earrings (fashion images – Spotlight Launchmetrics)

The neck will be fully covered for the colder season ahead with high necks seen in turtlenecks, puffy cowls, swaddling shawls, and zipped-up/buttoned-up moto jackets. Dubbed “neck-up fashion” by *Vogue*, the extravagant collar was extremely popular, seen at Ferragamo, Prada, Givenchy, Bevza, Proenza Schouler, Stella McCartney, Christian Dior, Bottega Veneta, and more. The look is even more pronounced in outerwear, sweaters, separates, and suits.

Earrings are the way to go for accessorizing these looks. Statement styles like PICCHIOTTI's [new short “Chandelier” swirling diamond earrings](#) are a good choice, offering some width and substance to complete the bulk or height of the collar. Also, consider sleek chic drops like [PICCHIOTTI's new Masterpieces sapphire, emerald, and diamond drop earrings](#); the slender drop will contrast nicely with a wide cowl neck. For the many bomber or biker jackets and the moto (short-waisted) jackets, [diamond hoops](#) add a classic sophistication to the tough look.

Elevated Everyday



Left to Right – PICCHIOTTI rose gold and diamond Xpandable bracelet, Prada, PICCHIOTTI Essentially Color rubellite and diamond pendant, Genny F/W 2024, PICCHIOTTI Fiocco (bow) diamond necklace, Philosophy di Lorenzo Serafini F/W 2024 (fashion images – Spotlight Launchmetrics)

Bored with work-from-home fashions, designers for Fall/Winter 2024-25 are inspiring us all to fall in love with dressing up again. Call it day dressing, “ladies who lunch” (*W Magazine*), or “Dress Like a Debutante” (*WhoWhatWear*), the trend evokes a return to the demure, for all genders. It’s about refined dressing (the antithesis of athleisure), featuring tailored dresses with pearls, thin bow accents, or enhanced everyday separates like elegant sweaters over full skirts, miniskirts, and barrel-legged trousers.

The aesthetic of this trend calls for an elevated everyday style – understated diamonds (think [tennis necklace](#) or [short earrings](#)) and [pearl accents](#) make the perfect accessories or classic color gemstones like a striking [rubellite pendant](#). [Rose gold](#) and [Mother of Pearl](#) offer a particularly demure touch. Short classic diamond necklaces work well above the dresses, a sophisticated choice, and longer necklaces, with or without pendants, work well over the high-neck sweaters and turtlenecks. The look is classic but with a modern vibe, similar to [PICCHIOTTI’s Xpandable Reversibles](#) which offer classic styles with a literal twist, adding versatility to your jewelry wardrobe. Wear it with gold or one color by day and gently flip it to diamonds or another color for evening.

Checks, Chintz, Animal Prints



Left to Right – [PICCHIOTTI Reversible Xpandable black and white ceramic and diamond bracelet](#), Prada F/W 2024, [PICCHIOTTI Xpandable emerald, sapphire, and diamond ring](#), Loewe F/W 2024, Balmain F/W 2024, [PICCHIOTTI Gem Cerami button earrings](#) (fashion images – Spotlight Launchmetrics)

Patterned prints will also be hot this Fall. Checks, chintz, and animal prints were popular on the catwalks. Checks and/or plaid at were seen at Helmut Lang, Dries Van Noten, Chloé, Christian Dior and more. Chintz, particularly in wallpaper florals, was spotted at Loewe, Rabanne, and Balmain. And animal prints, especially leopard, reached “new neutrals” status at Oscar de la Renta, Michael Kors, Marni, and Zimmerman.

The striking checks and plaids call for patterned jewelry like the geometric styles found in [PICCHIOTTI's Gem Cerami collection](#) or reversible jewelry options picking up the hues in the fabric and allowing you to wear it different ways. A good example is [PICCHIOTTI's Xpandable Reversible diamond and dark mother-of-pearl ring](#). Just as a houndstooth or plaid can dress up (think suits) or down (blazer over jeans), [this ring](#) can pair well with either look.

The wallpaper patterned chintz fabrics are a bit more colorful and can be paired with gemstone jewelry of similar hue. Here again, a [patterned design](#) is a nice complement to the print. Or a singular striking stone like a chic [sapphire ring](#) or an [emerald earring](#) can work well, or a [mix of gemstones](#), depending on the colors in the fabric design.

Other trends for the season include long pendant necklaces (seen at Christian Dior, Bottega Veneta, and more), green hued fabrics, and lots of gorgeous Italian leather. Whichever trend you choose to embody, have fun dressing up again. Go out in style – it lifts your mood and helps you weather the storms that often come with the changing of the season. Plus, it is fun. So... elevate your everyday, lift your chin above the high neck tops, add a splash of burgundy, or have some fun with checks, chintz, and prints. Embrace the demure and update the wardrobe with iconic jewelry that will stand the test of time.

Feature image at top – clockwise from upper left – PICCHIOTTI Reversible earrings in diamonds, rose gold, and mother of pearl, Loewe F/W 2024, Ferragamo F/W 2024, PICCHIOTTI Masterpieces ruby and diamond ring, PICCHIOTTI Easy Wear long diamond chain necklace, Victoria Beckham F/W 2024, PICCHIOTTI Reversible Xpandable coral, diamond, and white ceramic ring (fashion images – Spotlight Launchmetrics)

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