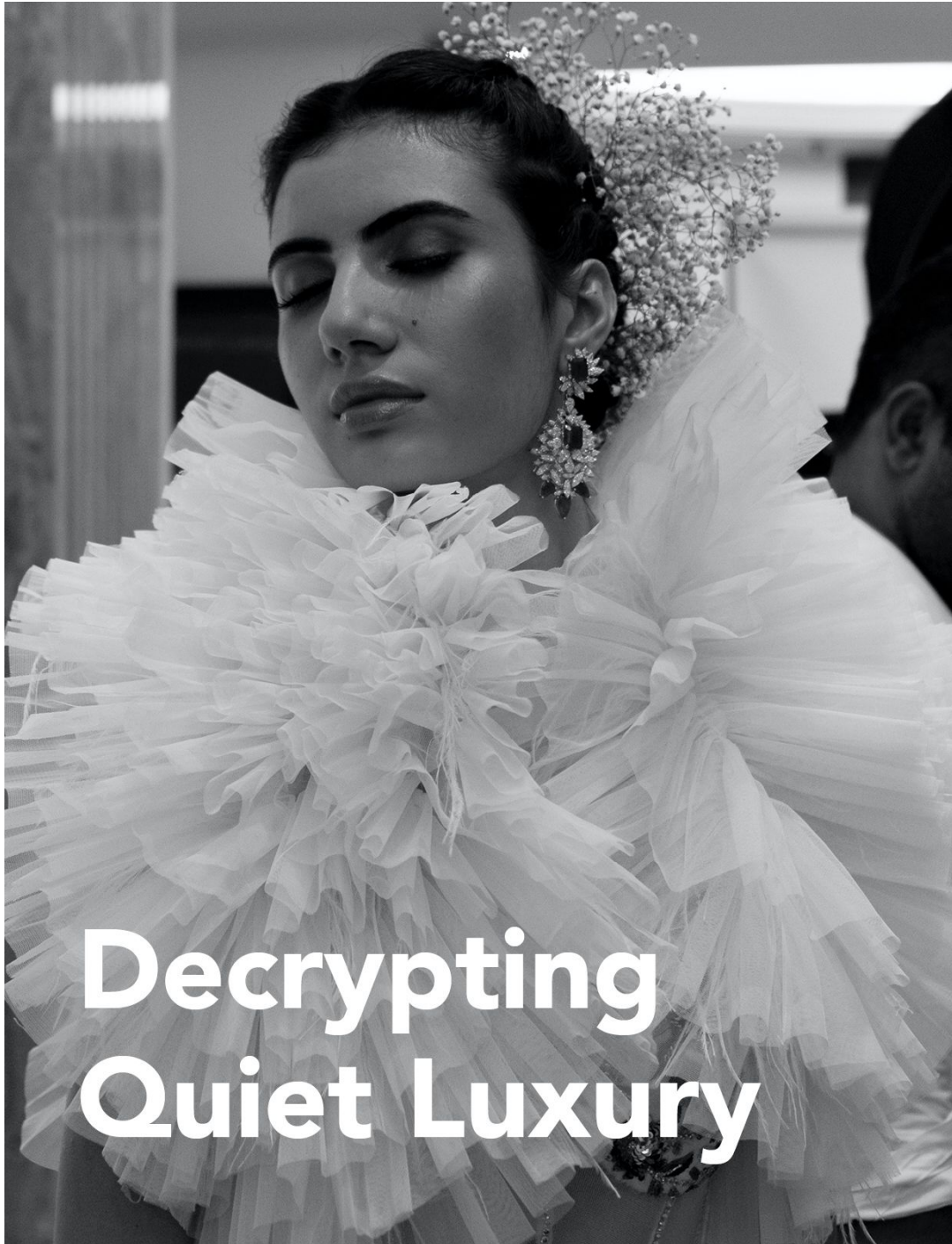


# FLANELLE

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## The New Trend Quietly Replacing Logomania

Text by Carolina Benjumea

The luxury industry has experienced a remarkable surge in popularity in recent years. With LVMH, Kering, Hermès, and Chanel leading the way and maintaining market dominance, they have successfully engendered a sense of aspiration and desire among consumers.

Social media has played a significant role in showcasing the lives of the privileged few—the 1% who can afford to make luxury a lifestyle. These platforms have profoundly influenced consumer behavior and trends, transforming luxury products into highly coveted items, even for those who cannot afford them.

As luxury transcends mere functionality and evolves into a symbol of status, prestige, and refined taste, these brands become the most sought after by those who can afford them and the most desired by those who aspire to them. Owning a luxury item grants a sense of belonging to an exclusive club, with logos serving as differentiators and keys that unlock the door to a community indulging in life's finest pleasures.

While some fashion enthusiasts eagerly embraced the logomania trend, it sparked significant debate within more conservative factions of the industry. Nonetheless, certain luxury brands seized the opportunity to capitalize on it, prominently placing their names on all kinds of garments. A mix and match of LV and Gucci monograms, combined with prominent Chanel and Versace logos, quickly adorned the streets, symbolizing wealth and status. As a result, onlookers soon began imitating this style.

Today, a new kind of luxury is experiencing a resurgence—one so refined and exclusive that only a select few can recognize it. The Quiet Luxury trend is emerging, redirecting emphasis from ostentatious displays of wealth to a minimalist and understated embodiment of elegance.

*Photographers : Vladimir Gladkov; Nivedita Singh, Alesia Gorbunova*



To fully understand this trend, we must first define what Quiet Luxury entails. Also referred to as Old Money aesthetics or Stealth Wealth, it encompasses more than just clothing and extends beyond mere fashion. It represents a new life philosophy in which style, appearance, and lifestyle are characterized by the absence of ostentatious displays of wealth. Instead, it emphasizes the intrinsic value and timeless qualities of objects and moments.

According to Fergui, a fashion stylist based in Paris, “The Quiet Luxury trend is a recent evolution in the luxury industry characterized by a more understated and restrained approach, encouraging a more mindful connection with objects and experiences.” Aesthetically, this trend is distinguished by the use of premium materials and a timeless allure. Instead of succumbing to the ephemeral nature of fast fashion, Quiet Luxury advocates for investing in pieces that exude sophistication without being showy. At the heart of this trend, craftsmanship takes precedence over conspicuous logos, and emphasis is placed on quality rather than quantity.

Quiet Luxury exudes discretion in its aesthetics while radiating inherent value. Despite the simplicity of this trend, these garments are far from cheap or mundane. There is nothing simple about donning a flawlessly tailored suit, a luxurious cashmere sweater, a delicate silk scarf, or elegant pearl earrings. The objective of this trend is not to flaunt wealth; on the contrary, it aims to captivate those who possess a discerning eye—a quintessential case of “when you know, you know.”

The trend soared in popularity with the show *Succession*, and its status as the “it” trend was solidified with the media coverage of Gwyneth Paltrow’s court attire and Sofia Richie’s wedding. According to WWD, searches on Google for “Quiet Luxury”, “Stealth Wealth”, and “Old Money style” surged by 684%, 990%, and 874% respectively after the first episode of *Succession* aired. Additionally, Tagwalk reported that during the Fall/Winter 2023 season, runways showcased a 54% reduction in the use of logos, indicating that some brands are already adjusting their styles to suit more austere times.

As stylist Fergui pointed out, brands more likely to thrive are those that prioritize minimalist designs, employ luxurious materials, and exhibit meticulous attention to detail. This includes iconic brands such as Hermès, Celine, Brunello Cucinelli, Bottega Veneta, and The Row. Alternatively, more budget-friendly options like Everlane, COS, & Other Stories, Uniqlo, and Muji are also considered notable contenders in this realm.

But how did we transition from logomania to refined and sleek looks within just a few years? Logomania and extravagant dressing were responses to an era marked by boldness, excess, and prosperity, epitomized by affluent periods like the ‘80s and early 2000s. Additionally, as pandemic-era restrictions eased, dopamine dressing rose. However, the social and economic climate has now shifted, necessitating a corresponding adaptation in fashion.

According to Manon Renault, a fashion researcher and journalist, “fashion operates in cycles of approximately 10 years. The Quiet Luxury trend was observed less than a decade ago, around 2012-2013, coinciding with the aftermath of the 2008 financial crisis. Presently, as we face another significant financial crisis, the role of clothing may undergo a transformation”. In an environment of rising inflation, economic volatility, and challenges faced by individuals in securing stable employment, consumer behaviors and trends naturally shift to align with the evolving needs of the people.

In times of economic crisis, the stark contrast between the privileged few who can afford luxury and the majority who are struggling financially becomes even more pronounced. While the wealthiest may remain financially unaffected by such crises, displaying their wealth ostentatiously can be seen as insensitive and out of touch. Numerous celebrities have faced criticism for their constant displays of opulence, whether through private jets, expansive mansions, extravagant car collections, or lavish wardrobes. Social media users have expressed disagreement with these conspicuous demonstrations of wealth, viewing them as clear signs of insensitivity.



