



TREND REPORT: A/W 23-24

ROLE MODELS

commissioned by

Senate Department
for Economics, Energy
and Public Enterprises

BERLIN



LIKE THE GERMAN'S SAY: 'WIR SIND VORN DABEI'

VORN – The Berlin Fashion Hub is an emerging digital space and physical hub, located in the heart of Berlin. **We work at the forefront of the sustainable transformation of the fashion industry.**

The VORN program roster includes the innovation lab and scaling program, as well as a coworking space and community services. We provide a **place of exchange and knowledge-transfer**, where we host projects that are by the community, for the community. In doing so, we act as translators and facilitators between high-tech development and the fashion and creative industries, with the goal of **shaping, accelerating and communicating innovations for sustainable development.**

As a registered cooperative, **we do not strive for profit maximization, but to operate profitably.** We are commissioned by the Senate Department for Economics, Energy and Public Enterprises which is supporting VORN – The Berlin Fashion Hub with € 1.6 mio until 2025. We aim to create **positive impact in accelerating scale-ups of the fashion and textile industry** towards circularity, social impact and the reduction of CO2 emissions.

ROLE MODELS

“Contemporary and former role models and influential personalities are researched and different views on fashion and style will be shown, reflecting sexuality, sustainability, courage and diversity, just to name a few keywords. The show aims to paint a picture of the current and future trends flickering between utopia, dystopia and reality.”



Five archetypes serve as role models for our future, and each is represented by a theme in current fashion trends. Throughout these themes, we can trace certain red threads, such as the prevalence of denim, streetwear aesthetics, and restrained-yet-psychedelic color palettes.

Who will we look up to in 2030?

- The Earthkeeper | Biophilia
- The Hacktivist | Metaaesthetics
- The Alchemist | Texture
- The Bard | Histories
- The Shapeshifter | Post-Gender

Featuring paintings by [Robin F. Williams](#)

ROLE MODELS



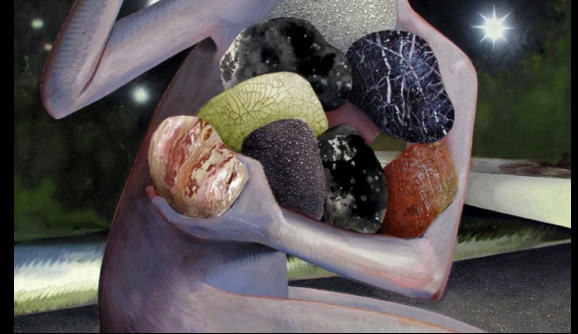
The Earthkeeper | Biophilia

Ecologist, Forager, Botanist, Shepard. The link to the organic world, tending to its resilience and veneration in the era of the anthropocene. Inspired by flora, fauna, and the structures they create.



The Hactivist | Metaesthetics

Coder, Futurist, Creator, Disrupter. The advocate for equity in the digital realm. A believer that sci-fi is now reality, and that technology is irreversibly merged with humanity.



The Alchemist | Textures

Innovator, Magician, Artist. Creator of anomalies and treasures, cultivating a sense of awe at the future of materiality. What doesn't seem possible becomes tangible.

ROLE MODELS



The Bard | Histories

Historian, Archivist, Poet, Esoteric.
Loves handcraft, materials that tell stories, and anachronisms. They carry the lore of our pasts into our futures, so the lessons can be learned



The Shapeshifter | Post-Gender

Fluid, Post-Gender, Influencer, Anarchist.
A mascot for the evolution of embodiment. Destroyer of fixed genders, pushing the limits of physical forms, celebrating multiplicity.

COLOR PALETTE 1.0

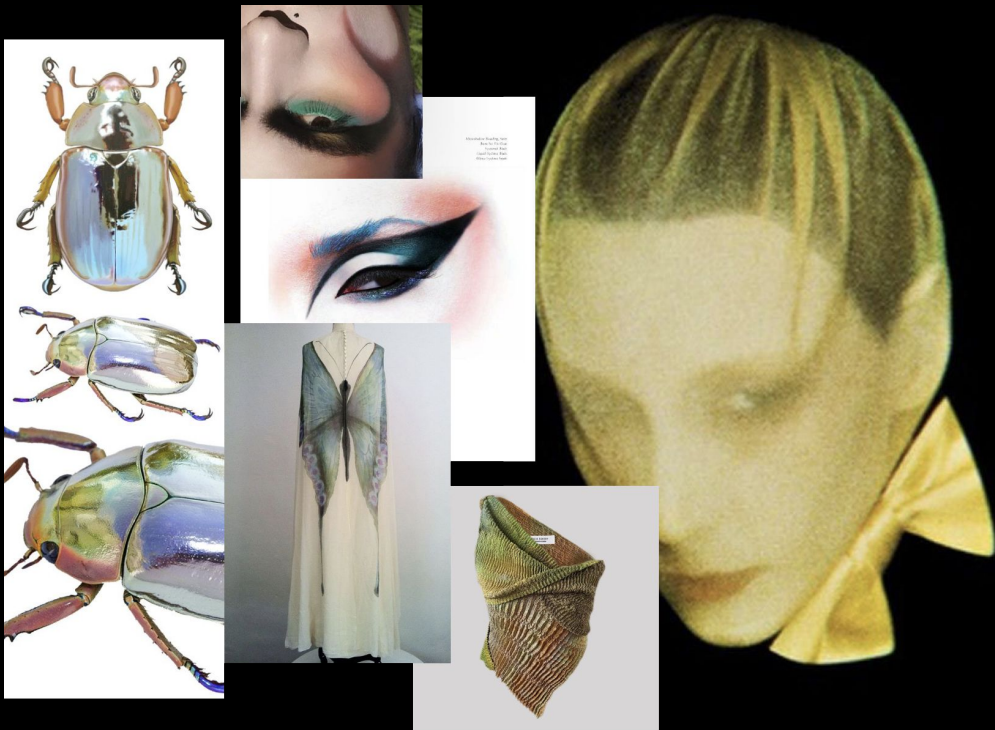
Desaturated hues, inspired by flora and nostalgia. Calming and bold at the same time.



DIGITAL LAVENDER 134 — 67 — 16	APRICOT CRUSH 024 - 65 - 27
ASTRO DUST 010 — 42 — 20	GALACTIC COBALT 120 — 28 — 32
	SAGE LEAF 072 — 45 — 06

COLOR PALETTE 2.0

Organic iridescents, inspired by fauna and sci-fi. Fresh, otherworldly, subtly unsubtle.



muscle
#da9a9aff

burnout
#fb6d34ff

glacier
#dbfff7ff

martini olive
#9a9631ff

insomnia
#fff17fff

shale
#7a8390ff



Ecologist,
Forager,
Botanist,
Shepard.

The link to the organic world,
tending to its resilience and
veneration in the era of the
anthropocene. Inspired by flora,
fauna, and the structures they
create.

The Earthkeeper | Biophilia



Biophilia

Flora



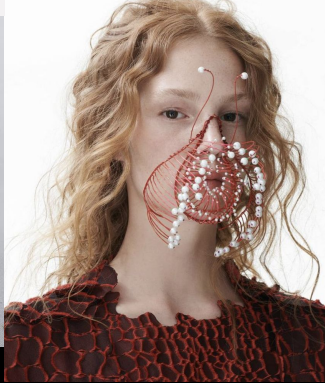
Biophilia

Fauna



Biophilia

Nets and webs



Biophilia

Accessories



Coder,
Futurist,
Designer,
Disrupter.

The advocate for equity in the digital realm. A believer that sci-fi is now reality, and that technology is irreversibly merged with humanity.

The Hacktivist | Metaesthetics



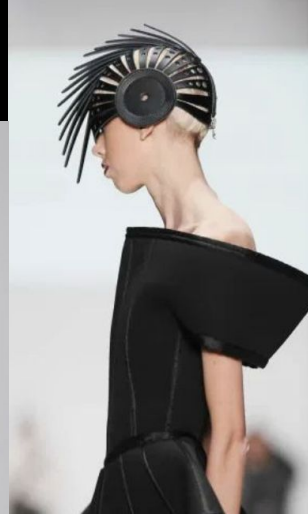
Metaesthetics

Sci-fi



Metaesthetics

Digital informs physical



Metaesthetics

Accessories



Historian,
Archivist,
Poet,
Esoteric.

Loves handcraft, materials that
tell stories, and anachronisms.
They carry the lore of our pasts
into our futures, so the lessons can
be learned

The Bard | Histories



Histories

Handcraft and technique



Histories

Historic reference in silhouette and detail



Histories

Material stories: upcycling and evidence of past life



Histories

Accessories



Innovator,
Magician,
Artist.

Creator of anomalies and
treasures, cultivating a sense of
awe at the future of materiality.
What doesn't seem possible
becomes tangible.

The Alchemist | Textures



Textures

ASMR



Textures

Structure



Textures

Accessories



Fluid,
Androgynous,
Influencer,
Anarchist.

A mascot for the evolution of
embodiment. Destroyer of fixed
genders, pushing the limits of
physical forms, celebrating
multiplicity.

The Shapeshifter | Post-Gender



Post-Gender

Genderfuck



Post-Gender

Body warp



Post-Gender

Accessories

**WE NEED TO ALL BE ROLE MODELS
TO EACH OTHER.**

UTOPIA REQUIRES PLURALITY.



VORN FASHION SHOW CONTACT

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commissioned by

