

Girly grunge: juniors trend analysis

By Chris Tsuyuki, WGSN, 18 September 2012

Grunge goes girly as the youth trend trickles down into the juniors market and a new generation of girls draw inspiration from 1990s culture.

Overview



Source: As seen at [lookbook.nu](#)



Macy's Young Contemporary autumn/winter 2012/13

* SHORTCUTS

- A new generation of girls are discovering 90s grunge-inspired fashion, prettifying flannels and Dr Martens with twee styling and contemporary updates
- Key items remain true to the 90s but are refreshed with hi-lo hems, new denim washes and soft form fabrications
- Accessories go girly or architectural while mainstay grunge prints are reinterpreted for the juniors market in the form of nail art or styling accents



Topshop autumn/winter 2012/13



Source: Exit. As seen at [thecobrasnake.com](#)



Source: As seen at [lookbook.nu](#)

Babydoll dress

A staple item of the grunge movement, the babydoll dress with its empire waist and voluminous skirt finds a new audience with juniors. The dress stays to true to its 1990s roots in basic cotton and velvet with long sleeves or spaghetti straps. Update with a hi-lo hem, new print trends and lace or crochet detailing.



Source: As seen at www.shopwasteland.com



Source: As seen at flashesofstyle.blogspot.com



Source: As seen at www.chictopia.com



Source: As seen at www.chictopia.com



Blu Moon



Vintage dress

Denim vest

The denim vest is restyled by juniors with floral prints, lace and girly accessories. The classic shape remains but is brought forward with frayed armholes and soft form fabrications, cropped at the waist. Play with new denim washes, dip-dye and marbling effects for a fresh take on the key item.



Free People



Source: As seen at www.chictopia.com



WGSN street shot, Coachella festival 2012



Source: As seen at www.chictopia.com

Mom jeans

Girls experiment with the unflattering mom jean silhouette, pairing it with current key items such as cropped tops and sleeveless button-downs. The jeans stay true to the 90s shape and are high waisted, curved at the hip and baggy through the leg. Experiment with patchwork, wash updates and embellishments to add glamour.



Miley Cyrus



My So-Called Life



Source: As seen at lookbook.nu

Velvet leggings

Leggings, an enduring key item for juniors, are updated in crushed velvet with a nod to 90s grunge. Seen mostly in jewel tones, black-grounded floral printed leggings provide a fun alternative to trending floral printed denim.



WGSN street shot, Melbourne, July 2012 Source: As seen at www.chictopia.com



Source: As seen at www.chictopia.com



Source: As seen at lookbook.nu

Key accessories

Dr Martens

The defining accessory of 1990s grunge, Dr Martens are being rediscovered by young women who opt for ultra-femme versions of combat boots. Black-grounded floral prints and burnout velvet floral designs adorn the tried-and-true shape as all-over pattern or detailing.



Source: As seen at www.whowhatwear.com



Dr Martens



Source: As seen at fashion-fairy.blogspot.com



Nasty Gal

Round glasses

Inspired by the 90s shape, which drew from 1970s frames favoured by John Lennon, these glasses are gaining popularity with juniors. The circular lenses are ripe for updates, including architectural and avant-garde lines and detailing, polarised lenses and gold-leaf frames.



Nasty Gal



asos.com



Spitfire



asos.com

Key print & graphics

Plaid

A mainstay of the grunge movement, the plaid print has evolved for juniors beyond flannel shirts. Girls are reinterpreting grunge through plaid nail art or are using the print as a styling accent with flannel tied at the waist. The plaid print is also repurposed into occasionwear, mixed with leather for a chic spin on grunge.



Nasty Gal



Source: As seen at lookbook.nu



Titania Ingliis autumn/winter 2012



Source: As seen at nail-philis.tumblr.com

Florals

The popularity of floral prints endure, with all-over black grounded roses being key. The 1990s print features primarily on babydoll dresses and Dr Martens, but could be used to refresh denim and velvet leggings. Play with flowers such as orchids, daisies or chrysanthemums for a new direction.



Source: As seen at fashiongrunge.com



Source: As seen at www.chictopia.com



Source: As seen at www.chictopia.com



Source: As seen at the-electric.blogspot.com

Smiley face

Smiley face graphics re-emerge for juniors, working across apparel from centrally-placed graphics on tees to pocket placements on denim shorts. The smiley face is seen slightly twisted, flipped upside down, with three eyes or with its eyes replaced by hearts, Xs or commas.



Source: As seen at lookbook.nu



Nasty Gal



WGSN product shot, Forever 21, Orange County, California, August 2012