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Catalogs.com Forecasts Women's Spring Fashion Trends

PRWeb
Published 8:00 pm, Wednesday, March 20, 2013

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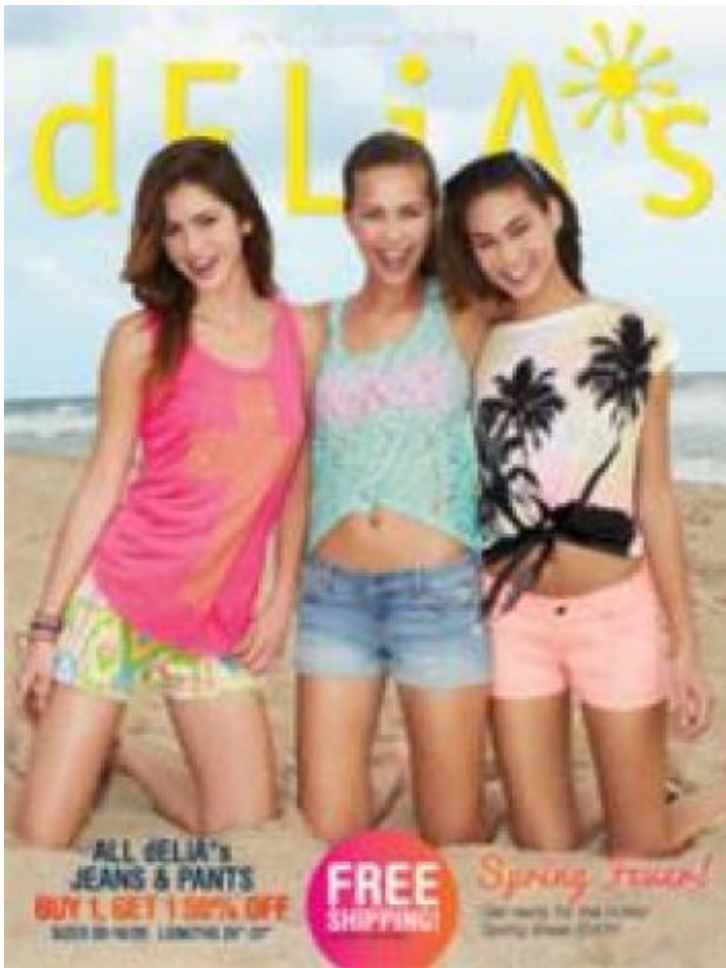


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Online shopping destination Catalogs.com has a preview of women's fashion trends for Spring through its collection of more than 60 niche and well-known clothing and accessory stores and catalogs.

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retailers at [Catalogs.com](#) set the tone for fashion-forward, trendsetting shopping this Spring.

"Weeks before the seasons change, [fashion retailers at Catalogs.com](#) tip us off to the trending styles," states

[Catalogs.com](#) co-founder [Leslie Linevsky](#). "Stores on [Catalogs.com](#), like [dELiA*s](#), [Johnny Was](#) and [Cyberswim](#), appeal to a wide range of consumers by age and price point, and together they provide the temperature on styles, colors and fashion pieces that will be all the rage. One of the recurring themes this season is that everything in fashion comes back around again."

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According to [Kristin Sheeler](#), Vice President of Concept, Color & Trend at [dELiA*s](#), Spring 2013 is headed 'Back to the Future.' Sheeler elaborates, "It's all about 80s for Spring. The [dELiA*s](#) shopper is having the time of her life and really embracing a mixed-not-to-match look. Lots of clashing, with daring combinations of printed leggings, tulle skirts, and jean jackets is big this season. Everything from *The Carrie Diaries* and comic strip heroes, to hot young things like [Dakota Fanning](#), are inspiring the [dELiA*s](#) girls' looks."

[Johnny Was](#)' [Anne Coughlin](#), Director of [Online Marketing](#) and eCommerce, also reports to [Catalogs.com](#) that retro is "in" for Spring, with an emphasis on the 70s. Floral embroideries juxtaposed with geometric designs are hot among their demographic. "For the sophisticated [Johnny Was](#) woman,

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hippie-era Boho chic boasts abundant crochet and macramé techniques reminiscent of a 70s folk art vibe. Folk art patterns evoking Eastern European and South American influences are big too,” reports Coughlin.

Retro-inspired paisleys, along with figure-flattering swim dresses and swim skirts, are all the rage at Cyberswim, which sells the largest selection of genius constructed Miraclesuit swimwear. “The new incarnation of paisley is nothing like your dad’s tie, it is brilliantly mastered for the new season in warm and cool tones with a fresh, flirty and fun attitude,” says [Colleen Mack](#), Director of Marketing at Cyberswim.

Fashion reps from women’s clothing stores at [Catalogs.com](#) agree about the color palette for this Spring, as well: it’s bold. Sheeler sees a resurgence of washed neon, galactic and tribal prints, black and white geo-graphics, and "just about anything that stands out." The trend at Johnny Was reports is toward rich, vibrant colors, and Cyberswim is seeing figure-flattering dynamite solids, pin point polka dots, bright tropical prints, along with vast quantities of fuchsia.

“Our fuchsias are inspired by the rich hues of a Tuscan sunset; fuchsia is definitely the “it” color of the season, and it really packs a fashion punch," says Mack.

For Spring 2013, retro styling, vibrant color combinations, and bold and whimsical prints will update any woman’s wardrobe, as illustrated by many of the top retailers at [Catalogs.com](#).

“It’s fun to watch what is trending from a diverse collection of stores, and pick out the common themes,” notes Linevsky. “If you can add just a few pieces to your closet this Spring, it’s safe to say that you will be in the ‘fashion know’ by adding a pop of color with a nod to the recent fashion past.”

About [Catalogs.com](#)

Since 1996, shoppers have universally recognized [Catalogs.com](#) as a trusted shopping and catalogs portal, attracting more than one million unique visitors each month. The comprehensive [Catalogs.com](#) website, newly launched [Catalogs.com](#) for iPad, and [Catalogs.com](#) online catalogs feature over 740 major and specialty retailers, and provide shopping access via web, iPad and mobile phone platforms.

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