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COPENHAGEN FASHION WEEK AW 2025 TOP STREET STYLE TRENDS TO KNOW



Copenhagen Fashion Week never fails to put on a show — and not just on the runway. This week, Zalando observed fashion insiders zipping through the streets in the hottest styles of the season ready to watch the AW25 trends unfold. Combating cool winter weather in Denmark's capital, designers, editors and creators wrapped up in ensembles ranging from classic Scandi minimalist styles to bold and playful statements.

Here, Zalando shares the six street styles that were the true front runners:

PLAYFUL PROPORTIONS

As anticipated in the 2025 Trend Forecast, attention-grabbing asymmetric shapes and architectural tailoring are taking up space in the fashion sphere. Literally. Searches for 'barrel pants' on Zalando have seen a huge 515% increase, while 'shoulder pads' have seen an 80% uplift. And with searches for 'voluminous jackets' also up by 100%, it was no surprise to see these capacious styles spilling out onto the streets.

Along with bubble hems and dresses with ballooning details, as demonstrated by insiders throughout the week, this unusual aesthetic can be embraced in a variety of ways. It could be an extra voluminous Holzweiler puffer jacket, styled with black leggings and classic ankle boots By Malene Birger, or it could be all about a daringly unique Cult Gaia dress with puffed out arms and shoulders. Often the key is to keep it monochromatic and the accessories simple to let the interesting silhouette take the limelight.



MOCHA MUSE

The colour of the year is living up to its title. After dividing the internet at the start of 2025, mocha mousse is making its mark. The trick to styling this chocolatey hue? Make it monochrome, according to all-brown ensemble endorser Rosie Huntington-Whiteley, and this week's fashion week attendees.

With searches for 'chocolate brown' up 682%, and 'mocha' up 290% on Zalando, oversized jumpers layered over sheer skirts and VSP-style patent trenches were seen in the indulgent colour everywhere. As for accessories, XL '80s inspired earrings, a slouchy Massimo Dutti suede tote bag and brown Marco Tozzi boots complete the perfect mocha mousse fashion recipe.



ALL ABOUT TEXTURE

Fuzzy, fringed and faux fur garms took centre stage this week. With searches for ‘Penny Lane coat’ up by 817% plus ‘faux fur’ up 2130%, it’s no wonder. This limelight stealer is all about high drama and refuses to be ignored. Giving larger than life energy, this trend is perfect for those looking to make a statement.

Runway regulars throughout the week expertly draped both floor-grazing and short fluffy jackets over double-denim ensembles, figure-hugging mini dresses and a crop with baggy black trousers. This tactile trend can also be styled with jewel embellished jeans by brands like Alice + Olivia — ticking the loud and textured box on both fronts.



TECH SPORT

Sport-inspired looks are on a winning streak but this time, the silhouette has been given a glamorous Rihanna-style upgrade. As sport's cultural influence continues to grow, activewear is becoming more entwined with daily fashion, however, as seen across the latest runway shows and streetstyle, it's becoming increasingly more polished.

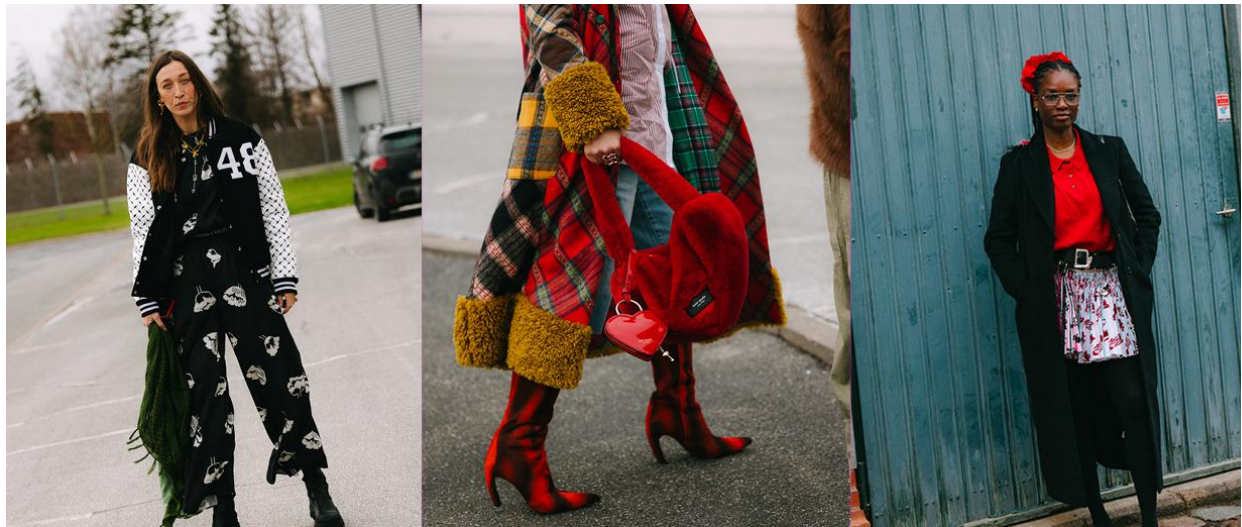
Light-weight adidas Originals sports jackets were paired with dark-wash jeans and black boots, serving a sporty yet sleek look. And sweatpants, up 156%, were paired with short puffer jackets and bright football-inspired trainers. To finish the look off? Ice-cool wraparound Gucci sunglasses, of course.



MODERN HERITAGE

Modern Heritage was hot this week. Another 2025 Trend Forecast prediction — preppy fashion was at play this week. Channelling quiet luxury and boarding school charm, attendees mixed relaxed and formal styles to create a quirky yet elevated aesthetic. Whether it's an eccentric cardigan layered over a buttoned up polo, or an Ivy League-inspired take on the trend as modeled via Alana Hadid's Varsity jacket and jumpsuit combo,

Tweed shackets were also seen effortlessly layered over relaxed shirts and paired with belted chinos. To complete the look, pulled-up crew socks and berets, up 270%, were sported by the most astute preppy fashion enthusiasts, creating a distinctly Modern Heritage mood.



Street style photos by [@sarahellentreacher](#). Product images by [Zalando](#).

The percentages stated above reflect the increase in consumer searches tracked by Zalando's Trend Spotter throughout the past 6 months.