

Who's laughing now?

Lately, there has been a lot of talk about ugly trends: the comfortable sandal, the old lady dress, the dirty sneaker. Things that traditionally have been laughed at and seen as the embodiment of bad taste and complete lack of refinement now step out on the catwalk. Suddenly they mingle with diamonds and sequins, socialise with satin and share the limelight with dignified haute couture.

The possible explanations and theories for this boom of ugliness are as many as the trends themselves. Perhaps it's the democratising of fashion that's suddenly made fashionistas wear socks in sandals? Or is it normcore's ultra conformist aesthetic that is to blame? It's probably Instagram.

Whatever the reason for this recent interest in the middle-aged-german-tourist-look, fashion trends are almost always ridiculed and laughed at in their early stage, and again when they are passé. Who wouldn't laugh at a pair of low rise jeans now, huh?

In an industry where being basic means death, there has to be a constant mix between the high and the low. It creates a climate with a strong, but fluid hierarchy where things are elevated by association. It's all about who you know.

How long we will have room in our hearts for the comfortable shoe is written in the stars. But one thing is for certain; there is always another of fashion's bullied underdogs looming in the shadows, eagerly awaiting their fifteen minutes of fame. Just longing for their chance to finally cry out a triumphant "Well who's laughing now!"