

Why the Striped Blue Shirt Is Everywhere This Season

Published on 10 Sep 2025 | By IFI Correspondent



The striped blue shirt dominates modern fashion, resurrecting the notion that timeless classics outlast ephemeral micro-trends with enduring charm.

Fashion icons worldwide—Kendall Jenner, Meghan Markle, Gigi Hadid, Deepika Padukone—regularly revisit the striped blue shirt's iconic presence.

Social Media's Styling Influence

Social media's "one shirt, five ways" tutorials amplify this versatile shirt's appeal, bridging both casual and power dressing seamlessly.

Its ubiquitous presence signals a shift toward wardrobe building based on timeless pieces rather than fleeting trends. Fashion experts suggest pairing a blue striped shirt with tailored navy trousers and loafers for an elegant, no-tie business look.

For casual settings, layer it open over a tank top with shorts and sneakers to achieve an effortless weekend aesthetics.

From Runways to High-Street

Luxury houses like Ralph Lauren, Miu Miu, and The Row have featured striped blue shirts in their Spring–Summer 2025 collections.

Meanwhile, high-street brands ensure the look's accessibility, giving all budgets a way to embrace this enduring wardrobe essential. The striped shirt's roots trace back to the French navy's marinière, which carried both function and nautical lineage into fashion.

Originally worn by seafarers, the marinière evolved into a beloved piece through Coco Chanel's 1917 Parisian adaptation.

Styling Andy Modern Interpretations

Fashion editors recommend unexpected color pairings—like burgundy-ivory or pale blue-cream—to modernize the striped shirt's appeal.

Bias-cut and asymmetric styles enhance body movement, giving stripes a fresh, contemporary twist beyond traditional horizontality. From Bardot to modern-day celebrities, the marinière endures as a symbol of effortless French elegance and sartorial simplicity.

Jean Paul Gaultier frequently revives it—most notably in his iconic 1983 "Boy Toy" collection underlining its fashion legacy.

Why Designers Revisit Stripes

Prada, Proenza Schouler, Chanel, and Dior consistently include stripes across their 2025 runway collections, from crisp shirts to dresses.

These stripes transcend gender or formality, reinforcing that the pattern remains a minimalist yet statement-making staple. Search data from Lyst reveals Brittany stripe searches skyrocketed by 388% during Spring–Summer 2025, proving high consumer interest.

This pattern's resurgence underscores consumer desire for heritage prints that blend nostalgia with contemporary style cue.

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