



## Gothic Fashion Rises Again: From Corsets to Coats, a Dark Revolution Hits the Streets

**September 2025** – Corsets, radical cuts, and sweeping long coats are no longer reserved for underground clubs—they’re now turning sidewalks in global capitals into dark runways. Gothic fashion is having a mainstream revival, reflecting both cultural disenchantment and a growing rejection of conventional norms.

### ? Origins of the Revival

Though rooted in the **punk movement of the 1970s**, the latest wave of gothic enthusiasm gained momentum in 2024, accelerated by the pop culture phenomenon **Wednesday**. Jenna Ortega’s red-carpet gothic ensembles cemented her as a Gen Z style icon, while films like **Robert Eggers’ Nosferatu** and Tim Burton’s **Beetlejuice remake** further fueled the aesthetic’s allure.

Add to that **Tish Weinstock’s book *How to Be a Goth*** and the **Rick Owens retrospective at Palais Galliera**, and you have the perfect storm for fashion’s latest love affair with the dark side.

### ? Gothic Variations for Every Style Tribe

Gothic inspiration is no longer one-dimensional—it spans multiple sub-genres:

- **Boho Goth:** gothic drama fused with free-spirited bohemian ease.
- **Gothic Western:** think Johnny Cash meets rebellious, dust-dark romanticism.
- **Goth Glam:** where red carpet sparkle collides with gothic mystery.

This spectrum allows the trend to **reach diverse consumer segments**—from streetwear to couture.

### ? Evolution: Towards “New Dynasties”

Looking ahead to **AW26-27**, *Première Vision* experts spotlight a gothic wave they call “**New Dynasties.**” Expect sculptural silhouettes, **voluminous coats in black and blood red**, and a dystopian elegance that echoes today’s crisis-driven zeitgeist.

The beauty industry is in sync: **bioluminescent pigments, sharp make-up, and dramatic contrasts** reflect this new gothic allure. Designer **Olivier Theyskens**—long associated with romantic goth aesthetics—will cement the mood further with his upcoming **Boloria label debut in 2026.**

### ? Figures: Goth is Booming

Market data from **Klarna** confirms the gothic surge:

- Cross-shaped rings: **+85%**
- Bat-shaped rings: **+69%**
- Cross earrings: **+120%**
- Corsets: **+43%**
- Fishnet bodysuits: **+86%**
- Velvet tops: **+90%**
- Velvet coats: **+134%**
- Black lipstick: a staggering **+738%** in one year

The message is clear: **goth isn't just a phase, it's a powerhouse trend.**

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? With cultural icons, cinematic influences, and consumer demand all aligning, gothic fashion's latest chapter is **darker, bolder, and more market-ready than ever.**

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