



## Coachella Is Back, Baby! Here's What Festival Style Looks Like Now

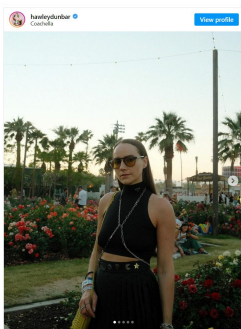
The valley was alive with belly chains and butterflies galore

After a pandemic-induced two-year hiatus, Coachella is back in action. Weekend 1 has officially wrapped, and the highly anticipated California music festival delivered on the excitement. Stars like Justin Bieber, Snoop Dogg and K-pop group 2NE1 made surprise appearances, and more than 100,000 people collectively gasped as Canadian legend Shania Twain joined a sequin-clad Harry Styles on stage for one of the most iconic moments of the weekend.

And while attendees flock to the Coachella Valley outside of Palm Springs for the high-profile headliners and unexpected guests, one thing's for sure: Coachella is as much known for its fashion as its acts. Thanks to its star-studded and influencer-flooded audience, Coachella is arguably the best place to get an eyeful of the summer's up-and-coming trends. For the price of a flashy tech gadget (or a syringe of lip filler), you're treated to a truly awe-inspiring parade of people dressed to the nines and buzzing with excitement.

"People used to get dressed up in the craziest possible thing you could think of," said Canadian content producer **Hawley Dunbar** while we chatted at the Pandora Oasis, a dreamy millennial pink pool house and outdoor area including chill DJ sets (with a headlining performance by Charli XCX), a piercing station, nibbles and fun cocktails. "Now it's definitely a style contest." She notes that her own style has evolved from outlandish to a little more refined (translation: expensive). One of her looks included a black sleeveless neoprene Prada turtleneck (to avoid an unsightly sweat stain) paired with a Charles Jeffrey Loverboy pleated mini skirt, piles of silver jewellery, mesh strawberry socks and chunky Prada sandals.

It's my first Coachella, and while embracing it in all of its sweaty, dusty glory has been a bit...of an adjustment, Dunbar has been coming almost every year since 2011. "The first time I came to Coachella, people still used Hipstamatic filters on Instagram, which is like a major throwback," she said. "Now it's much more about the 'fit pic': getting a photo at the ferris wheel and showing off the whole vibe. Outfits are super important for that."



This year, Coachella fashion feels less like a festival cliché and more like a petri dish of all the micro trends that are bubbling up online, multiplied a few hundred times over. Festival-goers hung up the customary flower crowns that defined "festival fashion" of yore and traded them in for all things Y2K: tiny hair clips, multi-hued knit sets and bedazzled lingerie.

"[The look] used to be floral crowns and long maxi dresses—very hippie dippie vintage vibes," said Dunbar. "Now it's gone into a cyber punk thing with lots of glitter, and like, how can we be as naked as possible?" Naked is right—I personally have never seen so many backsides in one weekend.

When scanning the flocks of attendees on the festival fields, the HBO series *Euphoria* immediately came to mind. Statement pants with cut-out details paired with a matching bra (à la Maddie Perez) were absolutely everywhere, along with glitter in every possible variation and applied to every possible body location. I counted at least six of one particular spangled mini skirt and bra set from the influencer-beloved Australian site White Fox Boutique.



Montreal influencers Lucie Rheanne Gonzales (@lucierheanne) and Cindy Courmoyer (@cindycourmoyer) outfitted in glittering white sets at the Pandora Oasis. Photo: Carly Ormou/BFA.com for Pandora

Early aughts and '90s style is definitely having its time in the spotlight: Mariah Carey-esque butterfly details, mini braids and reflective metallic palettes were a dime a dozen. And when it comes to accessorizing, chain jewellery aplenty was fashioned into belts, belly and body chains and necklace stacks. Die-hard 'Chella fans, don't fret: You'll still find some bohemian details peppered in the crowd. Crochet-knit everything was a big-time hit, as were cowboy boots in every colour (it \*is\* the desert, after all). The takeaway? No matter what your festival style looks like, if you're getting noticed, you're doing it right.

### The arm party essential



Pandora ME bracelet, \$225, pandora.ca. Photo: Pandora

SHOP NOW

Layering jewellery is a fun way to customize your look—even better when you can add on a few cheeky charms. This pearl-and-chain bracelet is the perfect way to complete an arm party and add some bling to your festival wristband collection. Try clipping several together to create a slinky belly chain or weave the individual links into tiny braids for an edgy hair accessory.