



Why The Color Brown Has Become Fashion's Ultimate Power Statement

By Pooja Shah



The fashion week circuit this fall has been a captivating preview of what's to come in the new season, but what's truly stood out is the way brown tones are dominating the runways with unprecedented authority. This shift toward earthy elegance finds its perfect expression in Aureum Collective's debut handbag collection: a carefully crafted introduction to the brand's expanding universe of timeless accessories, which already includes jewelry, leather belts, and eyewear.

Launched globally on September 18 from New York at aureumcollective.com, Aureum's inaugural handbag marks a defining moment in the brand's evolution, translating their philosophy of understated luxury into an everyday essential while staying true to their DNA of intentional design, subtle signatures, and craftsmanship at the highest level. The collection centers on one meticulously designed piece offered in three colorways—a true core piece designed to anchor the collection and remain part of Aureum for years to come, with the chocolate brown emerging as the undisputed star.

Brown Is The Language Of Luxury

Drawing inspiration from her personal collection of designer bags, DiMicco envisioned a piece that would feel minimal and understated with no hardware, allowing the quality of the leather to speak for itself. Handcrafted in Italy from 100% full-grain leather, each bag features either a natural pebbled finish or refined croc-embossed texture.

Design details include an open silhouette for effortless daily use, protective feet at the base for longevity, and handles featuring stitching inspired by the brand's signature Irina earrings. As with all Aureum pieces, the focus remains on longevity and craftsmanship rather than seasonal design, with each bag handmade by Italian artisans using time-honored techniques.

In a thoughtful nod to sustainability, the brand will simultaneously launch an edit of card holders crafted from excess leather from the handbags, allowing Aureum to repurpose materials while maintaining their commitment to reducing overconsumption.

"The beauty of our chocolate brown is its versatility," states Aureum Founder & Designer Cass DiMicco in an interview with Forbes. "It works as effortlessly with a jeans-and-tee uniform as it does with tailoring or evening wear. The Everyday Bag, true to its name, was designed to be that no-fuss piece you reach for daily because it just works."

Decoding Brown's Psychological Pull

But why brown, and why now? The answer lies deeper than seasonal convention, but in color theory. "Brown feels new and fresh this season because it's playing off the neutrals we've been wearing since





spring and summer," explains Ashley Full, personal stylist and founder of AMOUR781. "In structured handbags, oversized silhouettes with that slouchy, early 2000s appeal, and even east-west clutches, rich browns signal a broader shift back to timeless, seasonless neutrals."

Samantha Harman, style strategist and author of "Just Get Dressed", also sees brown's appeal as fundamentally psychological. "Brown doesn't scream 'look at me' and acts as a rich base layer to other brighter colors, prints and metallics. In the context of our current climate, we're craving stability and that's what brown represents."

Fashion psychology expert Kateryna Cherniak takes this analysis further, explaining how brown's resurgence reflects deeper shifts in luxury fashion that is geared towards quiet luxury, building a wardrobe capsule and purchasing investment pieces. "The dominance of brown across the AW25/26 runways mirrors a strategic reset unfolding across the luxury sector. High-end brands are shifting their marketing focus away from mass exposure and trend-driven volume toward client retention, personalization, and long-term value generation."

Aureum Collective Bags Prove Brown Is Elegant

For DiMicco, the choice felt instinctive. Her collection's chocolate brown belts have ranked among the brand's top 10 bestsellers for over a year. "I love the richness of the brown hue that feels fresh and modern, but still effortless to style. After constantly styling our brown belts, I realized how difficult it was to find handbags that paired back seamlessly."

The design philosophy prioritizes the material itself and the minimal hardware allows the quality of the leather to take center stage, embodying what DiMicco calls "functional, understated luxury." It's a piece designed to move seamlessly from day to night, built to endure rather than chase fleeting trends. At \$975, each piece represents an investment in both Italian craftsmanship and timeless appeal, reflecting the brand's belief that great style is curated, considered, and made to last.

How Brown Will Dominate This Fashion Season

As fashion weeks continue across Milan and Paris, industry insiders predict brown's dominance will only intensify. Cherniak anticipates Milan's renowned leather houses—Bottega Veneta, Ferragamo, Tod's—will showcase brown through textured calfskins, hand-aged patinas, and sculptural forms that celebrate touch and tradition. Meanwhile, Paris's minimalist approach through houses like Hermès, Celine, and The Row will likely present brown in tonal, architectural expressions that reinforce silhouette and flow over decoration.

"I think in an age of ultra-fast fashion, timelessness is desirable," Harman observes. "People are pushed for time, running from one event to the next and we crave a moment of calm. It's earthly, grounded, and considered."

In both cities, brown won't merely serve as a neutral backdrop, but will become a central expression of brand identity and luxury philosophy, marking a decisive return to what fashion psychologist Briana Umana calls "organic luxury and season-less fashion." With the rest of fashion month still underway, it's yet to be seen how else brown will show up on and off the runway.

