



WOMENSWEAR
SS 2026
FORECASTING
ACTIVEWEAR
DESIGN TRENDS
& KEY ITEMS



LIVETREND

ACTIVEWEAR SS26 INTRODUCTION



@suzor



nike



@mikaelahallen



@himichelleli (1)



FORECAST

Refined Activewear

The SS26 activewear trends showcases concepts like Soft Movements that embodies a gentle fusion of activewear and loungewear, like a soothing call for tranquility and meditation. Outdoor Aura revitalizes the gorpcore aesthetic, inviting us to embrace the beauty of wild and psychedelic nature. This blend of nature and performance celebrates inspires us to enhance our outdoor experiences and to seek for experiences that go beyond. Advanced Minimalism elevates timeless basics into iconic pieces, celebrating jerseys and fleeces adorned with bold details like cut-outs and clean lines. Finally, the Athletic Club trend embraces the vibrant spirit of the 90s-early 2000s, crafting preppy sportswear that flows easily from the gym to the city. With bright primary colors and classic shades, these retro-chic pieces evoke a playful sense of style, including the polo shirt, a must-have this season.

SS26 trends suggest comfort, functionality and nostalgia in a dynamic tapestry of sportswear looks.

This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.

TREND **GENTLE MOVEMENT**



@oysho (4).jpeg

The Gentle Movement trend inspires moments of introspection, placing well-being at the core of a serene lifestyle. Blending utilitarian activewear with soft loungewear, this trend creates comfortable yet elegant silhouettes. Airy and fluid pieces wrap around the body, while ribbed knits and microstructures fulfill our need for new tactile sensations. Transparent textures reveal curves with layered delicacy, while the satin cupros generously reflects light. Here, the active and utilitarian style becomes softer and is bringing a fresh, more poetic perspective. In this peaceful atmosphere, we embrace the opportunity to slow down and rejuvenate.

**ACCESS ALL IMAGES
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MOOD GENTLE MOVEMENT



Chiara Zoncad.jpg



@maonamicoud.jpeg



@suzor.png

LOUNGEWEAR +70%

PASTEL LOOK +80%



jessccbell.jpeg



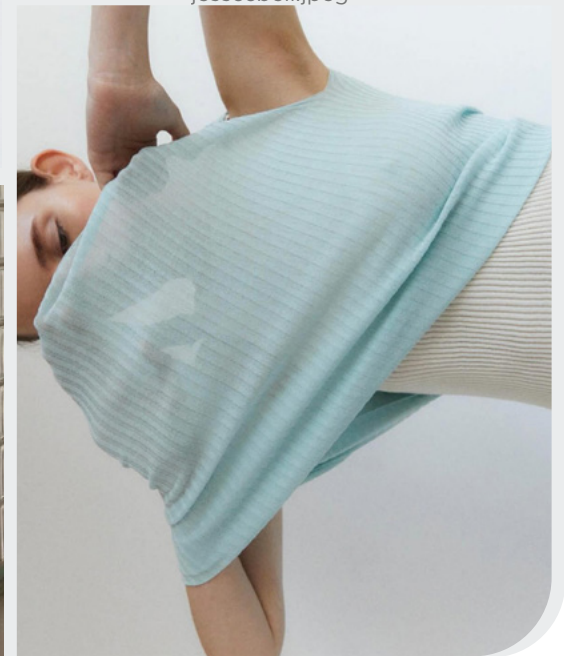
@rusthebrand (4).jpeg



@lula_japan (3).jpeg



caseyzhang.jpeg



rusthebrand (1).jpeg

CALM MEDITATION - SOFT PASTELS - SENSORIAL EXPERIENCE - INTROSPECTION - SOFT CARE

COLOR PALETTE GENTLE MOVEMENT



lula_japan (1).jpeg



@bobkova_official (2)



@sportmax (5).jpeg



@kith.jpg



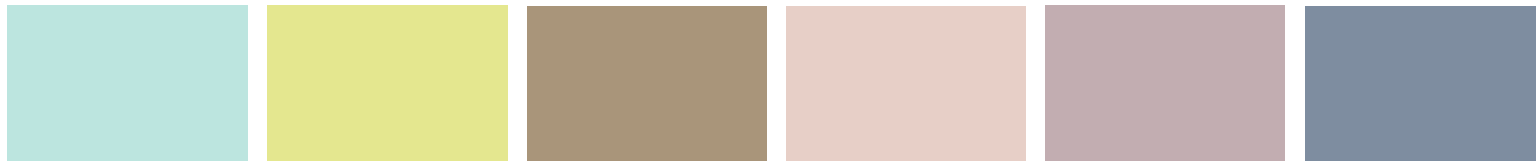
pin.jpeg



@samyportheioie 1 (2)



@ceciliarenard_1.png



The color palette for Gentle Movement embodies a harmonious blend of fresh pastels and muted tones, evoking a dynamic awakening, an energy that gradually unfolds. Minty green and ethereal yellow brighten the overall palette, adding a soothing freshness. Pink hues bring calm and femininity, for a soft and serene color range. Then, an earthy brown provides a neutral base, which can easily be mixed with the palette's other shades. Lightly grayed blue adds depth, enhancing the overall sense of tranquility. These soft and revitalizing tones inspire introspection and they are a call for physical and mental well-being.

KEY LOOKS **GENTLE MOVEMENT**



@blancmodelagency.jpeg

POETIC PROTECTION



@oace4.png

SERENE YOGA



freepeople 3.webp

NEW FORMS



Brandon Maxwell.jpg

FINE JERSEY



anteprima (2)_1.jpg

SHEER LAYERS

KEY MATERIALS **GENTLE MOVEMENT**



therow.jpeg

AIRY TRANSPARENCY



@plan_c 1.jpeg



anteprima (2).jpg

GENTLE FADES



freepeople 25.webp



freepeople 20.webp

FLUID CUPRO



rick owens (1).jpeg



michi ny.jpeg

CRINCKLED EFFECT



auralee.jpg



lundlundagency (5).jpeg

KEY ELEMENTS GENTLE MOVEMENT

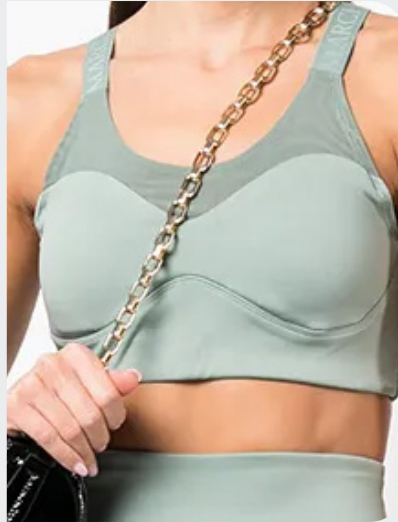


@rusthebrand (2).jpeg

MATERIAL MIX



pin (1).jpeg

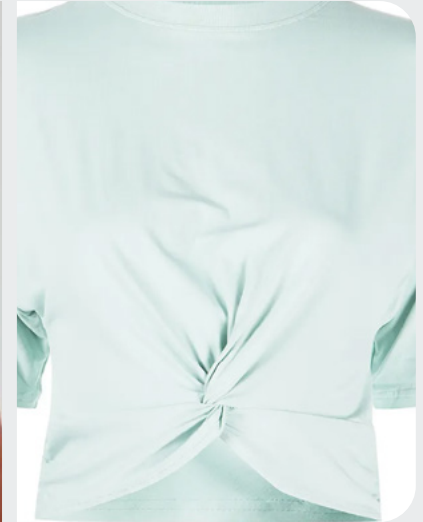


marchesa 2.jpg.webp

DREAMY TWISTS



@oace7.png



marchesa.jpg.webp

SOFT GATHERING



@oace5.png

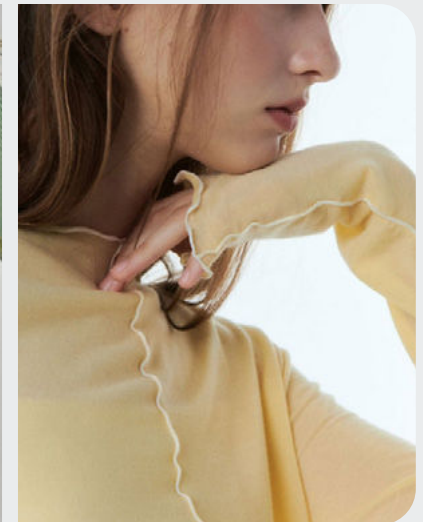


farfetch5.jpg

OVERLOCKED SEAMS



no6 (2).jpeg



w concept 1.png

KEY PIECES **GENTLE MOVEMENT**



NYLON CROSSBODY
BAG



LAYERED
SPORTSBRA



FLUID JOGGER



MINIMAL
FLAT



HENLEY
TOP



SHEER
WINDBREAKER



DRAPED
TEE

TREND **OUTDOOR AURA**



lululemon

The Outdoor Aura trend is inspired by the gorpcore and trekking aesthetic, which has flourished in recent years and by the growing taste for AI and virtual worlds. The modern explorer theme embraces adaptable and pragmatic clothing, with functional details but a virtual gloomy undertone. Blurred-prints depict both a marbled nature and virtual blurs, while the color palette depicts vibrant and energetic bolds next to grounding khaki tones. The fusion of utility and future activewear inspires a refreshing new look that enables transformative and energetic experiences on sunset trails. This expression of freedom and dynamism in movement and style is ready to conquer the great outdoors.

**ACCESS ALL IMAGES
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MOOD **OUTDOOR AURA**



freepeople 16.webp



Kitsuné x And Wander.jpg



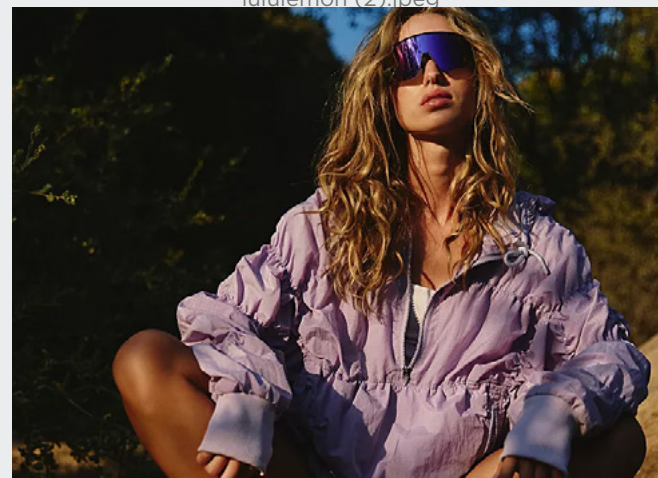
lululemon (2).jpeg



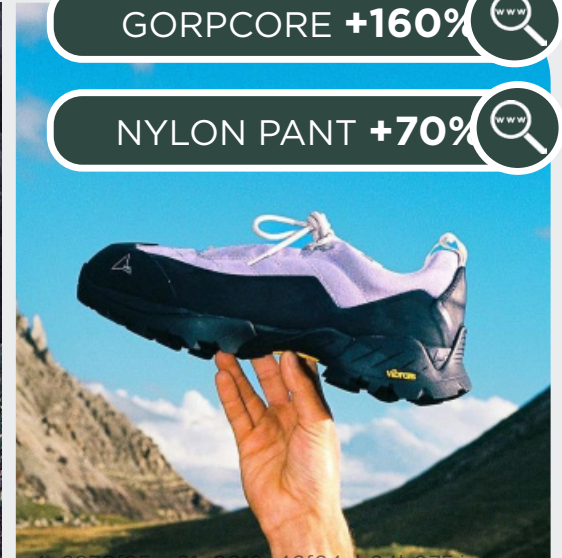
@districtvision (5).jpeg



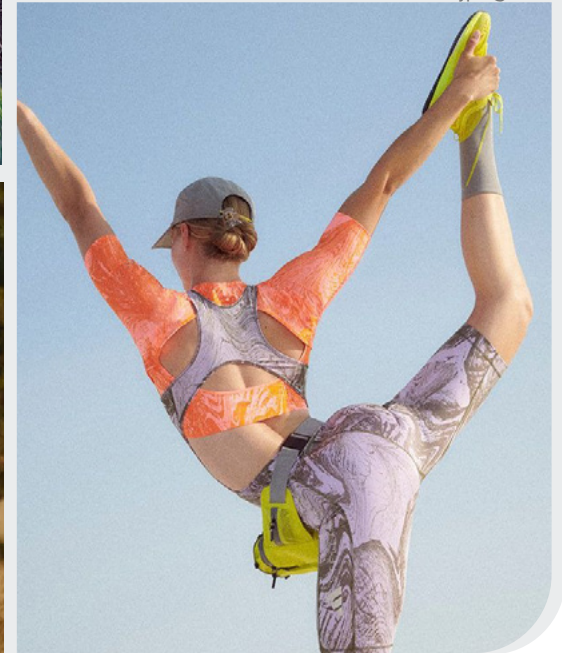
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freepeople 4.webp



4a6838f95ca91e0919c46f64cb84b075.jpeg



lululemon (3).jpeg

ACTIVE EXPLORER - PSYCHEDELIC EXPERIENCE - TECH HIKER - NEO-CAMPER - VIBRANT GLOOM

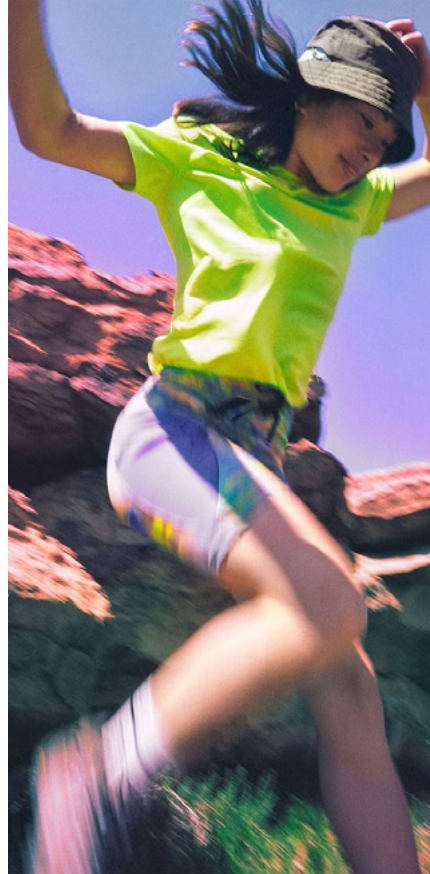
COLOR PALETTE **OUTDOOR AURA**



freepeople 5.webp



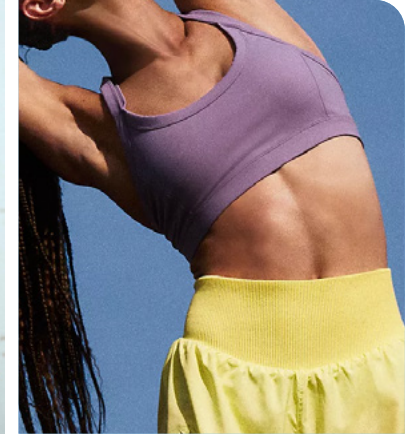
Craghoppers



lululemon.jpeg



@rains.jpeg



freepeople 6.webp



@on.png



@himichelleli (4).jpeg



The color palette for Outdorr Aura embodies moss tones inspired by a wild nature. In reference to forests and mountains, dark greens intertwine with khaki, creating harmonious blends. To soften this masculine dimension of the color palette, a lilac and deep purple bring calmer shades, while a dynamic orange brightens the palette with vitality. A bold slightly greenish yellow emerges, contrasting with the darker shades. Together, these colors evoke the exploration of wild lands, while emphasizing the notion of performance, optimization and pushing oneself to the limits.

KEY LOOKS **OUTDOOR AURA**



@americanvintage_officiel(7).jpeg

BOLD ACTIVE



cycle bike zone.jpeg

VIRTUAL ADAPTION



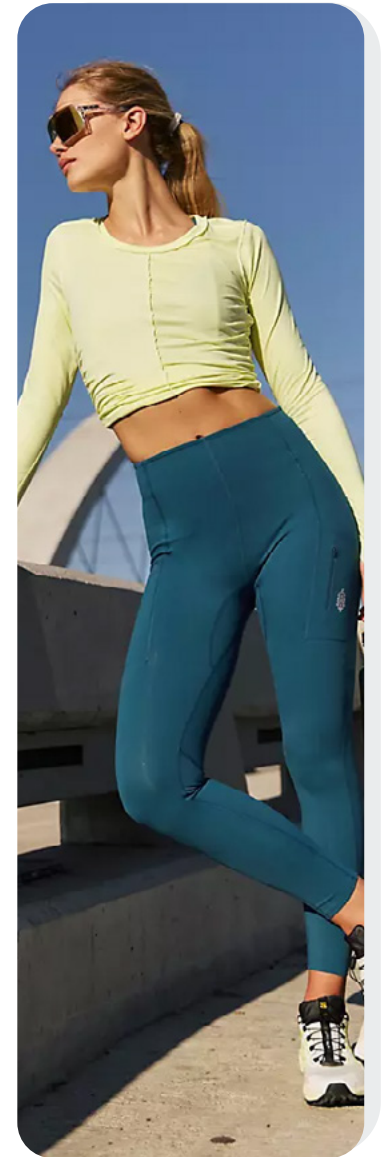
district vision.jpeg

TECH-HIKER



@arcteryx.jpeg

PERFORMER



freepeople 8.webp

SLEEK TRAIL

KEY MATERIALS **OUTDOOR AURA**

TRECKING GRAPHICS



gramicci.jpeg



the north face.jpeg

BLURRED PRINTS



pinterest_1.jpeg



adidas x stella mccartney.jpeg

SHEER NYLONS



fpmovement (8).jpg



on

WATER-PROOF MICRO-TEXTURE



pinterest (2).jpeg



ottertext.jpeg



adidas x stella mccartney

KEY ELEMENTS **OUTDOOR AURA**



freepeople 1.webp

DRAWSTRING DETAILS



studio tomboy.jpeg

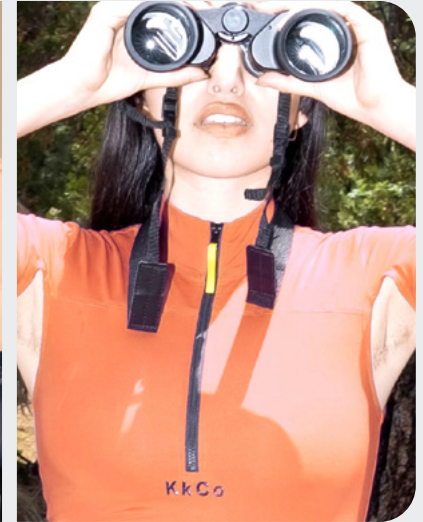


mo&co.jpeg

ZIP-UP NECKS



@on_1.png



untitled.jpeg

BUCKLED-UP POCKETS

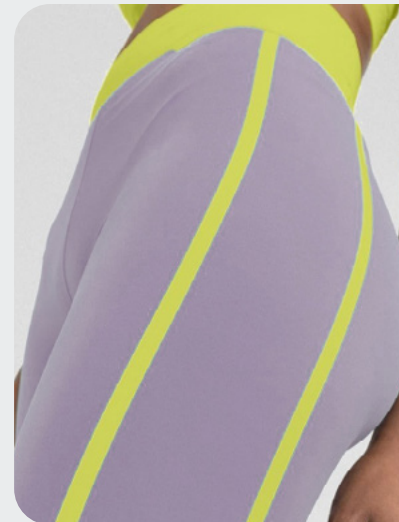


gstar.jpeg



musium_1.jpeg

SEAMLESS TAPES



19482607_44436953_1000.jpeg



1de1999bdde642666d4c7ffd47364b0e.jpeg

KEY PIECES **OUTDOOR AURA**



UTILITY BAG



RUNNING VEST



CYCLING
SHORT



TREK SANDALS



ZIP-UP TOP



SHIELD
GLASSES



CROPPED
LONGSLEEVE

TREND **ADVANCED MINIMALISM**



@oysho (3)_1.jpeg

The Advanced Minimalis trend highlights a quest for comfort and simplicity, by focusing on reworked essential basics. With clean and sharp lines, the fine jerseys and compact fleece pieces create a sense of elegance, inspiring confidence. The silhouettes are structured and enhanced by edgy details, such as cut-out tops and one-shoulder designs. This timeless aesthetic is elevated by interesting finishes, like layering effects. While the wardrobe is thoughtfully curated, it can transform from sports to urban scapes and reflects a more dynamic and fluid lifestyle. Activewear is stepping beyond its sport space and becomes a wardrobe staple.

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MOOD **ADVANCED MINIMALISM**



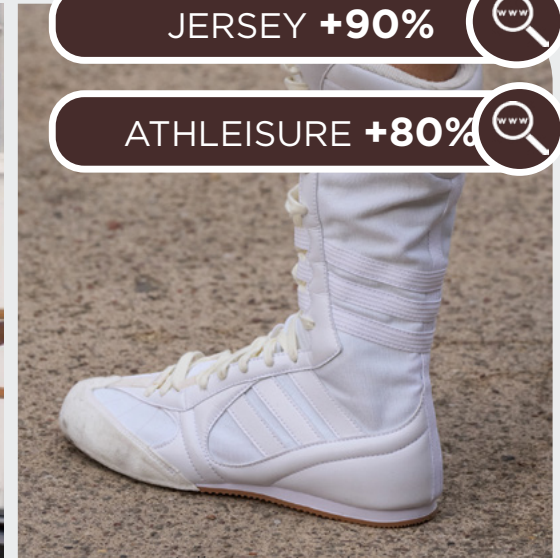
cchang_ (1).jpeg



zara 9.jpg



@lululemon (3).jpeg



stella mccartney.jpg



freepeople 24.webp



freepeople 11.webp



@on (4).jpeg



@nagnata_ (2).jpeg

JERSEY +90%

ATHLEISURE +80%

TIMELESS SIMPLICITY - ACTIVE IN TOWN - BASIC ESSENTIALS - RADICAL SOFTNESS

COLOR PALETTE **ADVANCED MINIMALISM**



@aloyoga.jpeg



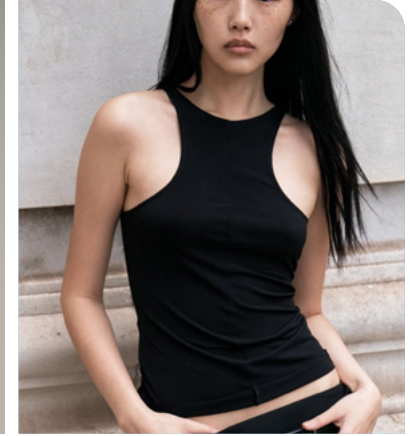
@fpmovement



@districtvision.jpeg



fearofgod (2).jpeg



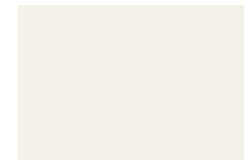
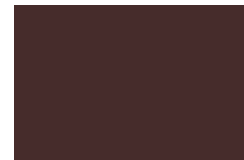
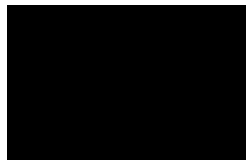
@cchang (2).jpeg



@oysho (3).jpeg

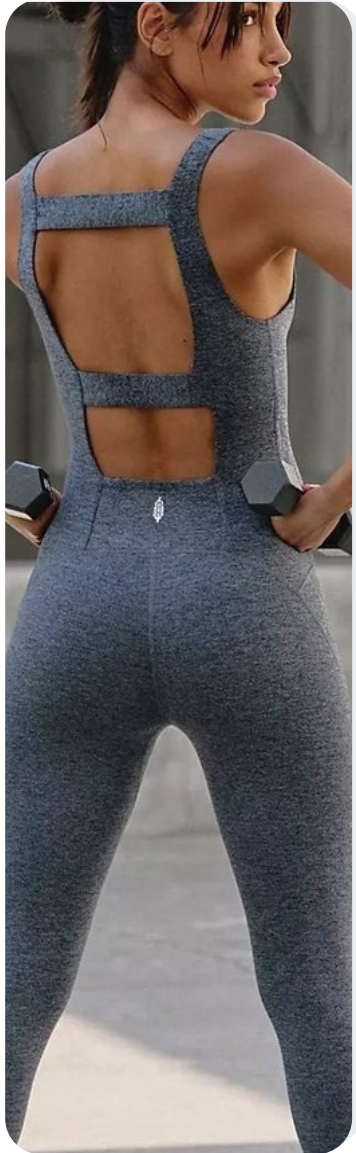


@theslowlabel.jpeg



The color palette of Advanced Minimalism focuses on soft and timeless tones that remain relevant throughout every season. Black symbolizes chic simplicity, embodying effortless elegance. Dark brown emerges as the new iconic neutral shade, offering a cosy alternative to black, making the palette feel less sleek and more smooth. Gray and beige tones evoke comfort, interpreted in limitless ways through different mottled fabrics. Bright yellow radiates with energy, inspiring motivation in all our endeavors. Off-white adds a touch of calm and light, providing subtlety beyond pure white. Together, these harmonious tones create a timeless color scheme that remains appealing season after season, inspiring without becoming tiresome.

KEY LOOKS **ADVANCED MINIMALISM**



@fpmovement (1).jpeg

A TINTY TWIST



zara 9.jpg

EXTRA BASICS



mo&co_2.jpeg

MINIMAL TRACK



the attico.jpg

SLEEK SPORT



verner.jpeg

GYM TO CLUBWEAR

KEY MATERIALS **ADVANCED MINIMALISM**



@fearofgodessentials.jpeg

COMPACT RIBS



@simplicity_archives (2).jpeg

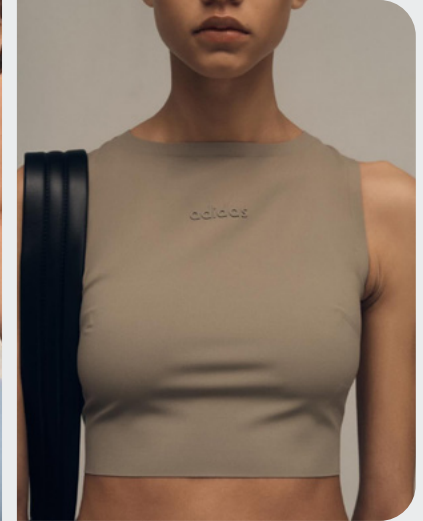


freepeople 12.webp

COMPACT PLAIN JERSEYS



@oysho (4).jpeg



@fearofgodathletics.jpeg

PERFORATED NETS

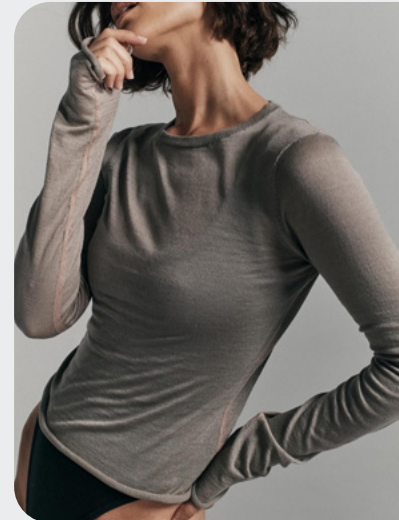


madeinchina.jpeg



akris_1.jpg

FINE JERSEY



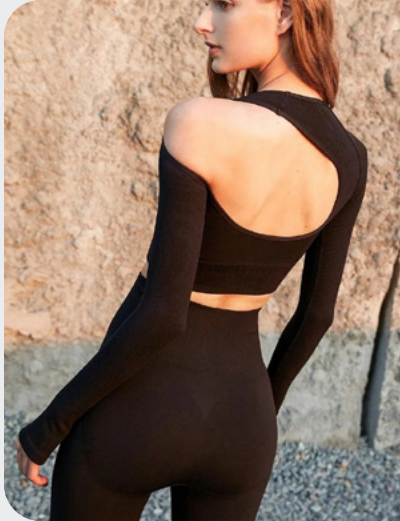
@nagnata_ (1).jpeg



@simplicity_archives.jpeg

KEY ELEMENTS **ADVANCED MINIMALISM**

ASYMMETRIES



wiskii.jpeg



@blancmodelagency_1.jpeg

MINIMAL BRANDING

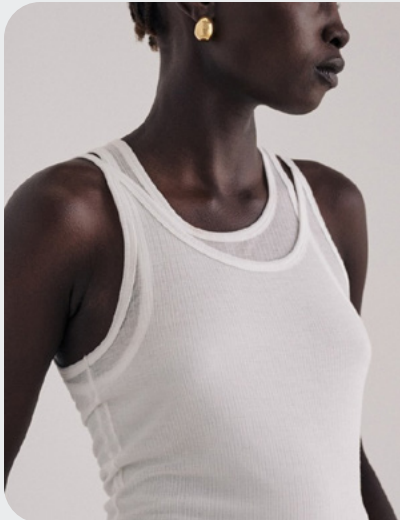


@mikaelahallen.jpeg



@districtvision (1).jpeg

NEW LAYERING



@dissh.jpeg



@nagnata_ (6).jpeg

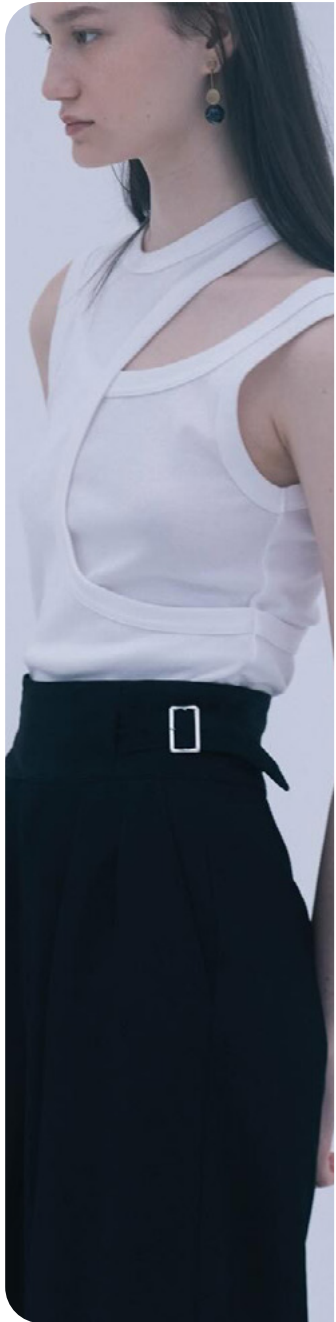
CONTRASTED LINES



@aloyoga (2).jpeg

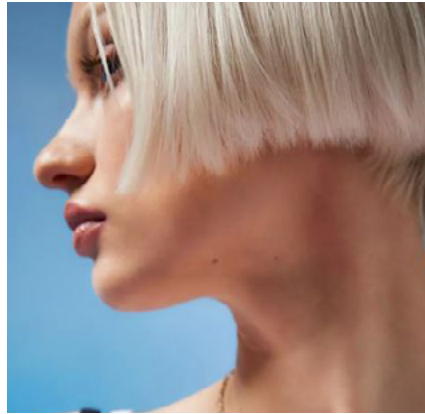
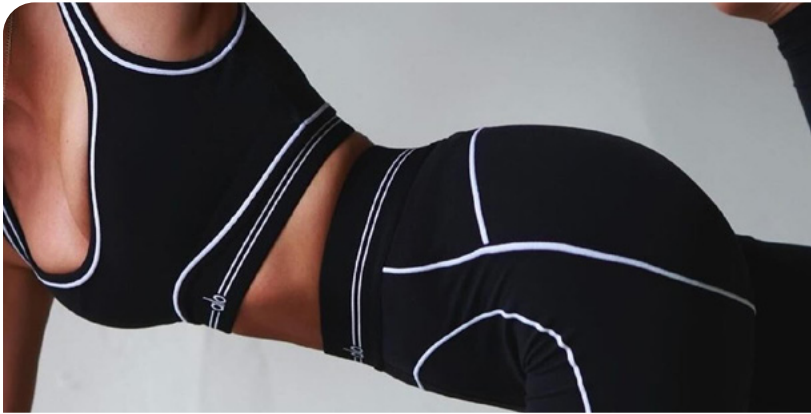


free people.jpeg



@hyke_official.jpeg

KEY PIECES **ADVANCED MINIMALISM**



BOXER
SNEAKER



SLIM ZIP-UP



SOFT BOXER
SHORT



SCOOPING
TANK



SLEEK HOBO



ASYMMETRIC
SPORTS BRA



ONEZIE

TREND **ATHLETIC CLUB**



avavav-bks-s25-019.jpg

The Athletic Club trend pays homage to the sportswear styles of the 90s and early 2000s, embracing primary colors with nostalgia. This trend redefines the sporty-preppy style, crafting youthful and vibrant silhouettes. Inspired by mens' sportswear, iconic pieces re-emerge, including polo shirts, striped or plain or sport jerseys. With boldness and a playful spirit, sport meets urban life, creating dynamic and inspiring silhouettes. Sport tops are inspired by shrunken Y2K fits and turn easily into trendy daytime tops, while micro-shorts are paired with sneakers and oversized tops for a fresh new look.

**ACCESS ALL IMAGES
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MOOD **ATHLETIC CLUB**



miu miu (3).jpg



vshd design.jpeg



coperni.jpeg



@carlotaweberm (3).jpeg



@himichelleli (2)_1.jpeg



freepeople 10.webp



RETRO STYLE **+80%**

PREPPY **+150%**



@yoyokulala (2).jpeg

ATHLETIC CLUB - RETRO INSPIRATIONS - MASCULINE VIBES - WELLNESS - BOLD ENERGY

COLOR PALETTE **ATHLETIC CLUB**



@himichelleli (2).jpeg



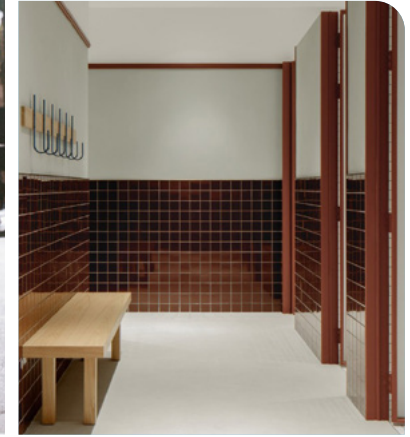
@himichelleli (4)



@yoyokulala (3).jpeg



@penation (8).jpeg



www.regisprigatoblogindian104.com



@athleticamag (4)



@carlotaweberm (1)



The color palette of Athletic Club embodies a well-balanced blend of retro tones and modern colors, evoking sport aesthetic with vintage influences. A timeless navy blue embraces its vibrant, youthful counterpart, showcasing the beauty of contrast and harmony. The crimson red, echoing the richness of dark burgundy, is revitalized by a bold primary red. To calm the global color palette, vintage off-white softens the brighter hues, while a dynamic grass green completes the powerful trio of blue and red. This color palette reflects an active lifestyle, connecting sport courts and city life, with colors that exude elegance and a spirited retro-sporty vibe.

KEY LOOKS **ATHLETIC CLUB**



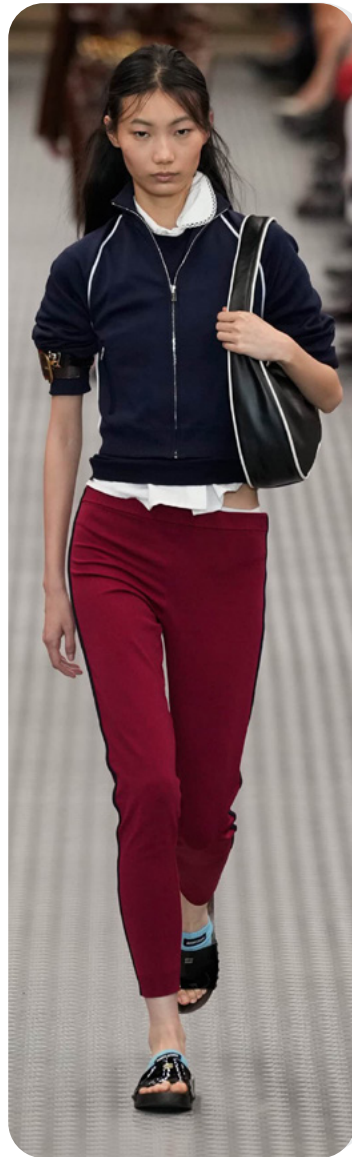
TORY B 2.jpg

LINEAR-BLOCK



zara 5.jpg

VINTAGE SPORT CLUB



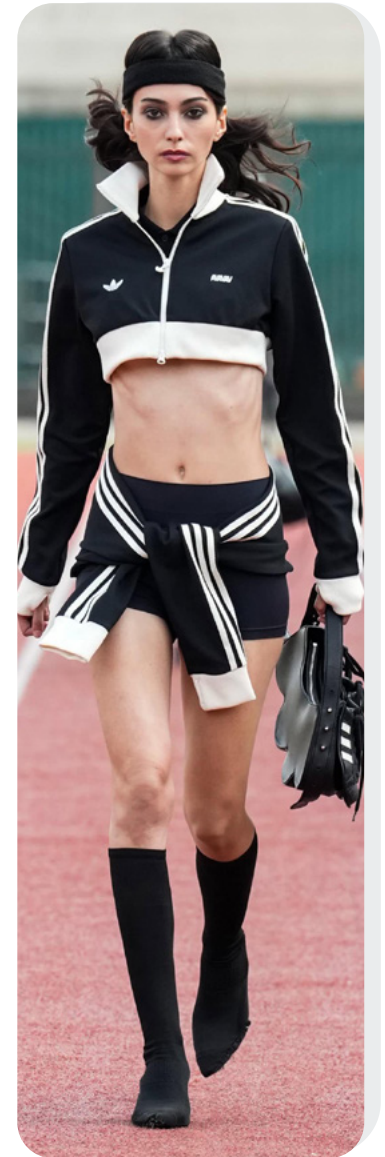
miu miu (8).jpg

SPORT TO STREET



freepeople 14.webp

BLOKETTE



avavav.jpg

NEO TRACKSUITS

KEY MATERIALS **ATHLETIC CLUB**

CLUB GRAPHICS



zara 11.jpeg



@sportyandrich (5).jpeg

RETRO STRIPES



Casablanca 21.jpg



@alixbrechignac.jpeg

NEOPRENES



@zoekovacs_flavienprioreau.jpeg



miu miu 2.jpg

CONTRASTING BLOCKS



miu miu (4).jpg



TORY B 3.jpg



himichelleli (3).jpeg

KEY ELEMENTS **ATHLETIC CLUB**

SPAGHETTI STRAPS



cos.jpeg



nakd.jpeg

CONTRAST PIPING

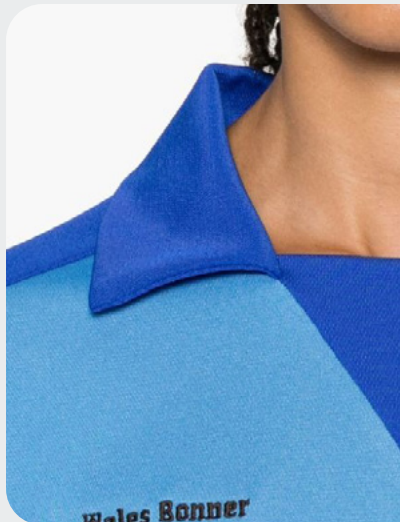


sporty & rich (3).jpeg



off white (2).jpg

ALL OF THE POLO NECKS



wales bonner.jpeg



mango.jpeg

LOGO PLACKETS



sporty & rich.jpeg



lacoste_1.jpg



miu miu (1).jpg

KEY PIECES **ATHLETIC CLUB**



TRACK JACKET



MICRO TOP



MINI-SHORT



SPORT JERSEY



CROPPED POLO



RETRO RUNNERS

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



SOCIAL MEDIA

YEAR ON YEAR TREND
GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF
ONLINE SEARCH VOLUMES



FASHION SHOWS

YEAR ON YEAR TREND
GROWTH ON FASHION SHOWS

TREND BEHAVIOR

EDGY TREND

weak signal of a potential micro
trend with very high risk

EARLY SIGN

emerging trend with growing
perspective but higher risk

SAFE TREND

announced trend with
growing perspective and safe risk

BIG TREND

trend with a big magnitude due to high
commercial potential and quick adaption

STABLE TREND

trend that is already present in
the market with flat growth

LAST CALL

trend with decreasing perspective but
still having business potential

TREND MAGNITUDE



MANIFEST

AN ICONIC PRODUCT THAT IS
A STABLE TREND OF LARGE
MAGNITUDE WITH CONFIRMED
COMMERCIAL SUCCESS



INVEST

A CORE PRODUCT REPRESENTING
A STEADILY GROWING TREND OF
MODERATE MAGNITUDE WITH COM-
MERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH
GROWING PERSPECTIVE BUT
SMALLER MAGNITUDE AND
HIGHER RISK



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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