



**WOMENSWEAR
FORECAST**
FALL/WINTER
25/26
MACROTRENDS



LIVETREND

MACROTRENDS FW25/26 INTRODUCTION



LIVETREND AI.png



LIVETREND AI.png



LIVETREND AI.png



LIVETREND AI.png



FORECAST

FW25/26: ETHOS OF EMPATHY

Amidst the haze of uncertainty and the weariness of crisis, the year 2026 ushers in a glimmer of hope. Fueled by the potent forces of creativity, escapism, and profound awe, a collective yearning for positive change takes root within us. By embracing our full spectrum of emotions, we transcend the confines of toxic positivity, embracing vulnerability as a catalyst for growth. Based on new principles, we empower ourselves to make more informed decisions, choosing wisely what to engage with and how to invest our time and resources. Through radical kindness and compassion, we pave the way for a future, where every action is a testament to the transformative power of human connection

Find each trend's relating image gallery by clicking on this button on the page

This forecasting report is based on a brainstorming of international Trend Experts, crossreferencing several LIVETREND data sources (Fashion shows, Instagram, E-commerce), analysing the visibility, the growth and the sale performance of the trends year on year.

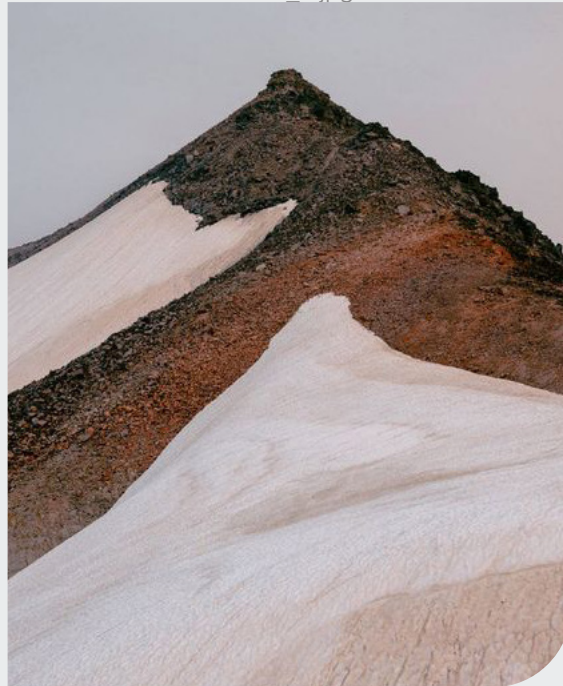
TREND POETIC TRAVELER



@shangchengshi_official 1.png



Auralee_6.jpg



cody cobb.jpeg

The Sober Consumer Shift

This trend encapsulates a mindset of pragmatism, intellect, and smart solutions. Rooted in a deep appreciation for functionality and efficiency, this trend embraces a poetic interpretation of the outdoors, infusing it with a serene and contemplative essence. The aesthetic reflects quiet utility and soft gorpcore.

Subtly tinted pastel hues infuse this trend's palette, imbuing it with a tranquil and tender ambiance. Gentle basics with a genderless appeal form the foundation of this trend, allowing for effortless mix-and-match versatility. Soft knit essentials crafted from gauze and mohair evoke comfort and warmth, while micro-texture materials create an even more poetic, less harsh outdoor look.

For the look, all-terrain capabilities ensure adaptability to diverse environments, while maintaining an aura of understated elegance. Understated puffer pieces seamlessly integrate into the silhouettes, offering both warmth and a soft pneumatic look without overwhelming the senses. Workwear takes on a dreamy worn-out appearance, enhancing its functionality with a touch of nostalgia and charm. More sophisticated and understated utility finishings further enhance the aesthetic, marrying form and function with a chic allure.

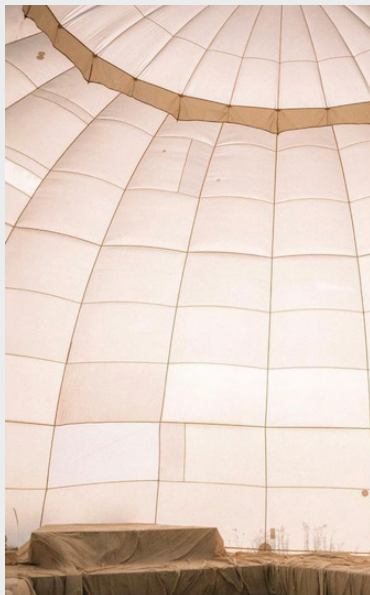
At its core, the FW25/26 macro trend embodies a spirit of serene exploration, inviting to venture into the unknown with looks that resonate calm confidence and respectful grace towards the outdoors.

[ACCESS ALL IMAGES
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MOOD POETIC TRAVELER



@holzweiler2.png



@ignant_8.png



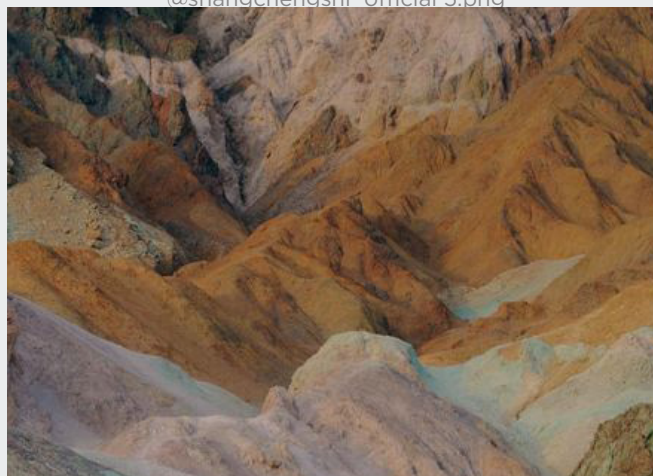
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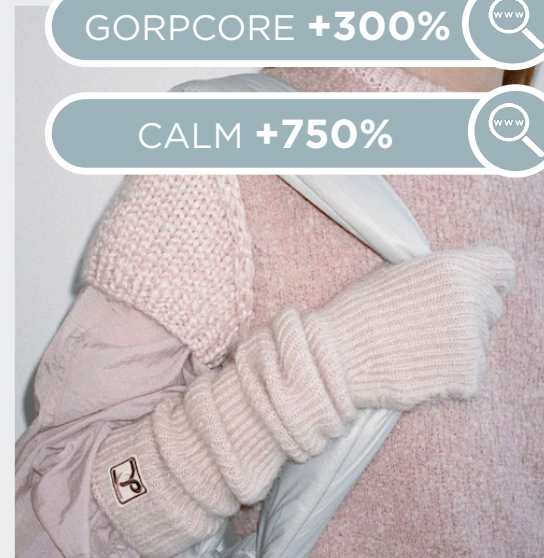
auralee.jpeg



@sickymag-17.png



@thebananabandgirl.jpeg



@lowclassisceoul_7.png



Frank Widman.jpg

GORPCORE +300%

CALM +750%

QUIET UTILITY - LOW TECH - GORPCORE - ESSENTIALS - WORKWEAR - TRANQUIL TREK

COLOR PALETTE POETIC TRAVELER



holzweiler.jpeg



Dries Van Noten



Auralee _6.jpg



ignant1.png



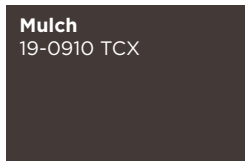
auralee9.png



claudhome3.png



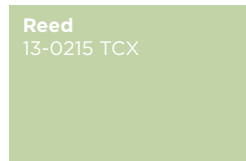
freepeopleblog.jpeg



Mulch
19-0910 TCX



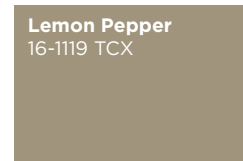
Chardonnay
13-0633 TCX



Reed
13-0215 TCX



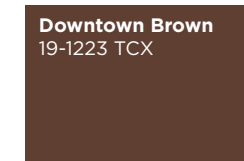
Pale Lilac
13-2803 TCX



Lemon Pepper
16-1119 TCX



Fog
13-0607 TCX



Downtown Brown
19-1223 TCX



Pastel Blue
12-4607 TCX

Introspected Exploration. The Poetic Traveler trend color palette is built on captivating hues inspired by an utopian nature and the spirit of exploration. Khaki browns like Lemon Pepper and Mulch evoke the rugged allure of untouched landscapes, inviting individuals to embark on a journey of discovery and adventure. Vitalizing pastels such as Chardonnay, pale Lilac and Reed infuse the palette with a sense of rejuvenation and utopian vibrancy, reminiscent of tranquil horizons. Subtly warmer neutrals like Fog and Downtown Brown provide a more comforting groundedness, adding depth and stability to the palette. Anchoring the ensemble is the airy Pastel Blue, a serene shade that captures the essence of open skies and boundless possibilities. Together, these colors create a harmonious and evocative palette that inspires exploration and introspection equally, for a deep connection to us and the world around us.

COLOR HARMONIES **POETIC TRAVELLER**

PALETTE 1

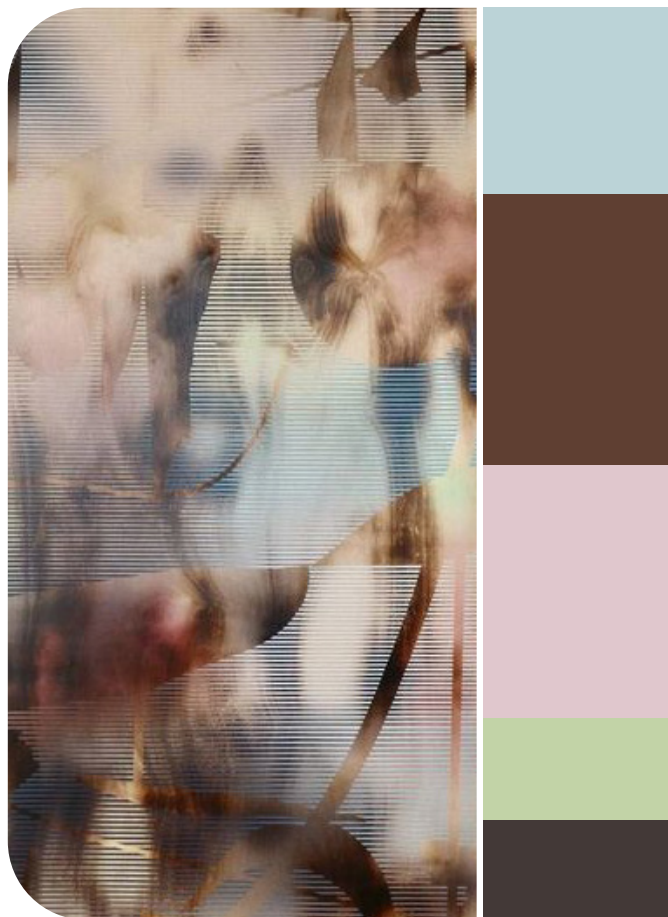
The color palette combines rich, dark browns with gentle accents of light pink, pastel green, and light blue, creating exuding sophistication and tranquility. The deep browns provide natural stability, while the light pink infuses grace. Pastel green and light blue add a clear element, evoking the lushness and calming effect of nature. The effect is a harmonious and balanced blend of elegance, calm and nature.



manonsteyaertart5.png

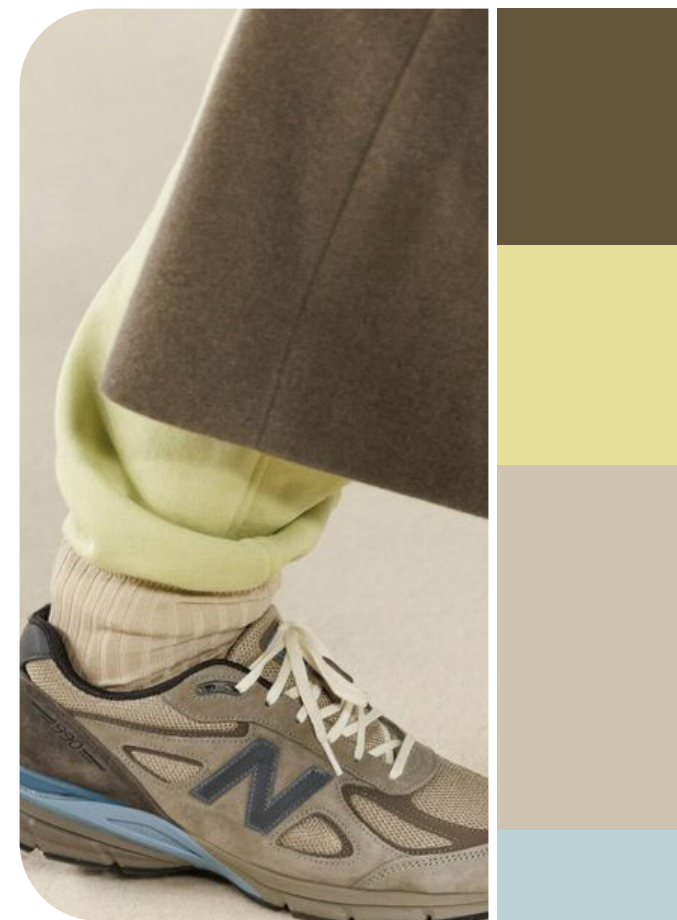
The color palette merges earthy browns with delicate accents of light pink and pastel green, creating a harmonious blend of natural serenity and organic beauty. Earthy browns ground the palette in warmth, while light pink infuses a soft touch and pastel green adds a refreshing element, reminiscent of tranquil landscapes. Together, they create calm and comfort, inviting to immerse in the soothing embrace of nature's palette.

PALETTE 2



melisa taylor.jpeg

PALETTE 3



auralee.jpeg

The color palette harmonizes soothing beige browns with accents of pastel blue and light yellow, creating a tranquil and uplifting ambiance. The beige browns offer comfort, grounding the palette in natural earthiness. Pastel blue introduces a serene element, reminiscent of tranquil waters, while light Chardonnay infuses a touch of brightness and optimism. The effect is inviting and evoking feelings of relaxation and gentle positivity.

KEY LOOKS **POETIC TRAVELER**



holzweiler1.jpg

SUBTLE KNITS



skall-studio-f24-043.jpg

SOFT WORKWEAR



auralee.jpg

MINIMAL SNOW



louisvuitton.webp

LIGHT PERFORMERS



carven -11.jpg

QUIET OUTERWEAR

KEY LOOKS **POETIC TRAVELER**



private policy3.jpg

SUBTLE KNITS



auralee--2.jpg

SOFT WORKWEAR



HYKE.jpg

MINIMAL SNOW



holzweiler2.jpg

LIGHT PERFORMERS



auralee--1.jpg

QUIET OUTERWEAR

KEY MATERIALS POETIC TRAVELER



holzweiler-3.jpg

SUPERSOFT MOHAIR



givenchy.jpg



@lowclassicseoul_6.png

POETIC BLEACHED-OUT



christian weijnants -7.png



auralee--3.jpg

SUPERSOFT PNEUMATICS



concept.jpeg



jil sander9.png

A Realm of Soft Utility.

Here, practicality meets comfort in a harmonious blend of form and function. Hyper-soft mohair yarns offer a cocoon of natural warmth and unrivaled coziness, ensuring outdoor adventure with ease. Nostalgic charm whispers through workwear and denim bear the poetic marks of time with worn and washed effects. Each tender fade carries a story, creating subtle gradients and monochromatic plays of color. For snowy excursions, a soft wadded look takes precedence and is embracing sophisticated simplicity. This material is offering a pared-back elegance that effortlessly merges with the tranquil beauty of winter landscapes and is embracing sophisticated simplicity.

KEY ELEMENTS POETIC TRAVELER



auralee6.png

TENDER BASICS



gimaguas.jpeg



Auralee_10.jpg

HYBRID LAYERING



sacai-.jpg



holzweiler-2.jpg

LIGHTWEIGHT UTILITY



@prada-10.png



vuitton-f24.jpg

Practical Harmonies.

In the world of soft utility, the details whisper of comfort and functionality. Genderless and softly layered basics form the foundation of this aesthetic, inviting a versatile wardrobe that transcends boundaries. Soft layering of outerwear elements takes center stage, allowing to effortlessly mix and match while playing with the dreamy color palette that characterizes this aesthetic. Each layer adds depth and texture here. But functionality doesn't take a backseat. Performance features are seamlessly integrated, offered in lightweight solutions with a clean aesthetic. Spacious multipockets outdoorwear are designed to serve a purpose, but blending practicality with elegance in perfect harmony.

KEY ACCESSORIES **POETIC TRAVELER**



_gucci4.jpg

SOFT SLING BAG



retrofete-.jpg



chloe-_1.jpg

SLEEK OUTDOOR BOOTS



almeida8.png



hermes

FUZZY FLATS



jil sander



carven-.jpg

All-terrain elegance.

The soft XL sling bags are functional accessories that add a touch of sophistication to any ensemble. Their versatile design creates cocooning volumes, offering both practicality and style for cozy utility looks. Sleek outdoor boots are built for versatility, perfect for any terrain. In thigh-high options, they offer a fashionable twist, elevating the look while maintaining functionality. Even more fashion-forward, the fuzzy flat is adding a tactile notion but reminds us of the softness and natural appeal of wintry landscapes.

AI INTERPRETATIONS **POETIC TRAVELER**

UTILITY

PASTEL HUES

SOFT

GRACEFUL

LAYERING



SOFT OUTDOORS



UTOPIAN NOMAD



DREAMY LAYERS



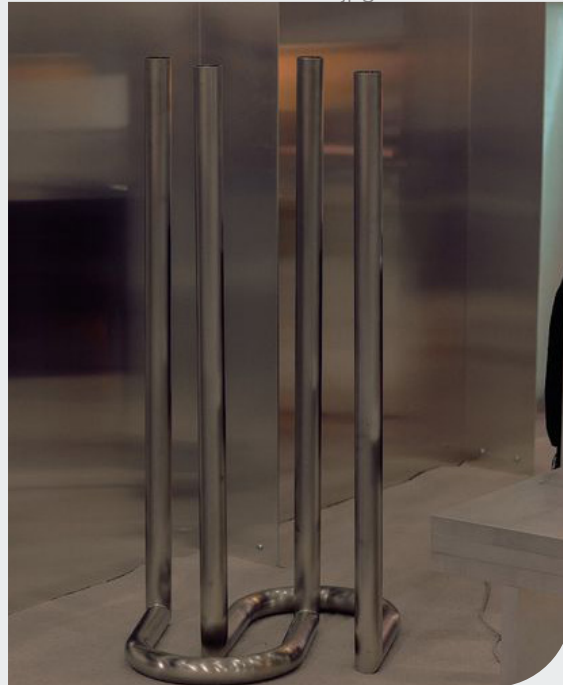
TREND **ADVANCED UNIFORM**



coperni-.jpg



natasha-zinko-.jpg



melbournedesignweek.jpeg

The Sober Consumer Shift

This macrotrend embodies a visionary mindset, characterized by intelligence, adaptability, and forward-thinking. Rooted in corporate minimalism, this trend presents a future business look that reworks pieces with a fresh perspective. The aesthetic is both essential and refined, embracing simplified lines and sleek design elements that create almost clinical silhouettes with futuristic notions.

At its core, this trend celebrates innovation and timelessness, seamlessly integrating tech elements into office wear to create a harmonious fusion of form and function. Each piece exudes a sense of understated elegance, with a focus on clean silhouettes and versatile styling.

Bold color highlights punctuate the minimalist and sleek look, adding vibrancy and energy to the ensemble. Here monochrome silhouettes can be disrupted or new color-block can be explored. Sharp contours define each piece, contributing to the overall sense of precision and sophistication of the style.

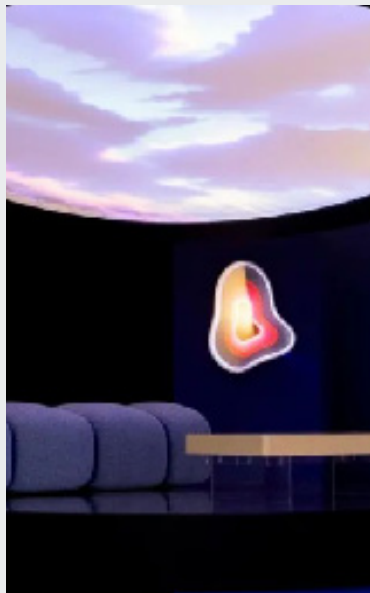
Embracing the mantra of „less is more,“ this trend prioritizes essential pieces that are both versatile and impactful, allowing for effortless integration into various wardrobes. The result is a sharply revisited corporate look that offers a seamless transition from the office to any other setting.

**ACCESS ALL IMAGES
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MOOD **ADVANCED UNIFORM**



tory-burch-.jpg



@gustavomartini.png



MiuMiu 4.jpg

CORPORATE CORE **+250%**

MINIMALISM **+90%**



coperni.png



designmilk6.jpeg



sportmax_1.jpg



sightunseen.jpeg



margiela3.jpg

CORPORATE MINIMALISM - CLINICAL - SIMPLIFIED LINES - DAILY TECH - FUTURE

COLOR PALETTE **ADVANCED UNIFORM**



sightunseen.jpeg



@ln-cc3.png



valentino1.jpg



@bdestudios8.png



bottega veneta



touche--touche11.png



zara.jpg

Purple Opulence
18-3840 TCX

Wasabi
16-5109 TCX

Deep Dive
19-4126 TCX

Nightshade
19-3217 TCX

Smoke
14-4505 TCX

Lemon Pepper
16-1119 TCX

Lead
17-4408 TCX

Spruced-Up
19-4918 TCX

Sophisticated Innovators. The Advanced Uniform palette embodies a modern and sophisticated aesthetic, blending cold greys like Smoke and Lead with striking turquoise notions in Wasabi and Spruced-Up. These cool tones exude a sense of sleekness and efficiency, reminiscent of futuristic narratives and cutting-edge technology. Deep Dive, with its green-tinted navy hue, adds depth and intrigue, while jewel-toned purples like Purple Opulence and Nightshade infuse the palette with sophistication and refinement. Lemon Pepper, a versatile grey-beige, serves as a grounding neutral, providing balance and versatility within the ensemble. Together, these colors create a harmonious and dynamic effect that is both polished and innovative and seeks to make a bold statement while maintaining an air of sophistication and professionalism.

COLOR HARMONIES **ADVANCED UNIFORM**

PALETTE 1



MiuMiu 9.jpg

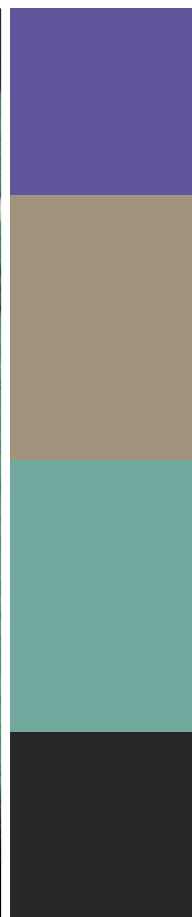


The color palette features a blend of understated grey-tinted beige and black and bold pops of color in Wasabi green and a vibrant purple. The versatile base offers a sense of sophistication and neutrality, providing a classic and timeless element. Wasabi injects a invigorating energy, while the bold pop of purple adds a touch of excitement. These colors create a dynamic balance between subtlety and vibrancy.

PALETTE 2

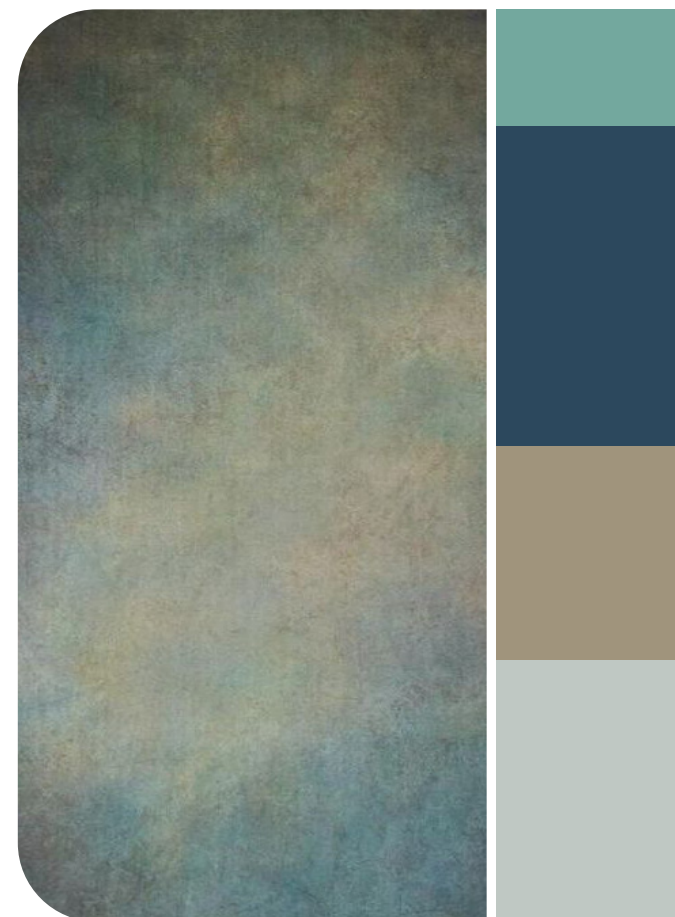


16arlington-.jpg



The color palette blends shades of purple with cold grey and beige, creating a sophisticated and balanced effect. The purple tones add depth and richness, infusing the palette with a sense of elegance. The cold grey provides a modern and sleek contrast, while the beige offers more softness and neutrality. Together, these colors create a versatile palette that is refined and proposes chic and timeless looks for any occasion.

PALETTE 3



esthero.jpeg

The color palette combines green navy blue, light turquoise, cold grey, and stone beige. The tile blue infuses depth and richness, evoking a sense of calm authority, while turquoise adds a refreshing pop of energy. Grey provides a modern contrast, while beige is balancing the ensemble with its subtle warmth. Together, the palette conveys a sense of calm elegance and versatility.

KEY LOOKS **ADVANCED UNIFORM**



sportmax3.jpg

POWERDRESSING



acne studio.jpg

CORPORATE CLEAN



MiuMiu 9.jpg

CRISP SPORT



prada.jpg

CLINICAL MINIMALISM



16Arlington-3.jpg

REWORKED BASICS

KEY LOOKS **ADVANCED UNIFORM**



givenchy-.jpg

POWERDRESSING



filippa-K.jpg

CORPORATE CLEAN



forza.jpg

CRISP SPORT



miumiu9.jpg

CLINICAL MINIMALISM



tibi-.jpg

REWORKED BASICS

KEY MATERIALS **ADVANCED UNIFORM**



MiuMiu 6.jpg

CLINIAL SHEERS



coperni-f24.jpg



tory burch5.jpg

SUBTLE SHINE TAILORING



wickstead-bks-f24-109.jpg



dice kajek1.png

HEAVY JERSEYS



tory burch2.jpg



victoria-beckham.jpg

Confident Professionalism.

In this trend, clinical sheer textiles evoke a futuristic laboratory feel that's both sleek and innovative. These fabrics offer a sense of transparency and lightness, creating a visually striking aesthetic that speaks to the forward-thinking nature of the trend. Heavy-jersey and scuba materials provide contemporary performance essentials. They offer structure and durability, ensuring that each garment maintains its form in a modern corporate environment. Subtle shine enhances tailoring textiles with a touch of futuristic sophistication. This polished finish enhances the corporate aesthetic and exudes even more refinement.

KEY ELEMENTS **ADVANCED UNIFORM**



Courreges (3).jpg

NEWLY ENVISIONED BASICS



fendi4.jpg

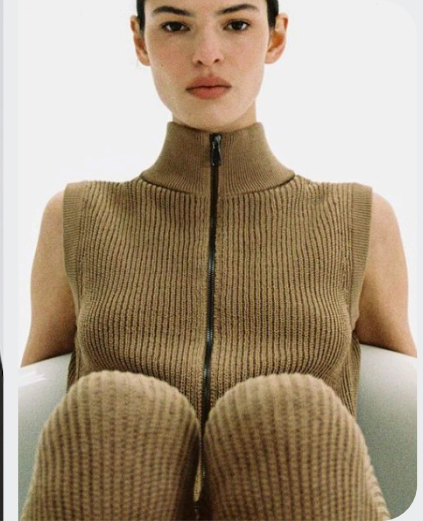


dries van noten -21.jpg

SLEEK HIGH NECKS



courreges.jpg



ayamuse2.png

SHOULDER FOCUS



Milano Streetsyle_17.jpg



margiela10.png

An impactful presence.

Reconstructed basic pieces take on a contemporary edge with asymmetries or cut-outs, adding a dynamic element to classic silhouettes. Sleek high necklines offer an anonymous feel, exuding an air of understated sophistication while maintaining a modern aesthetic. Bold shoulders retain the essence of power dressing, commanding attention and confidence in every stride. Together, these elements create a fusion of innovation and timeless style, ensuring a striking and impactful presence.

KEY ACCESSORIES **ADVANCED UNIFORM**



bottegaveneta.webp

SLEEK HIGH-POINTS



mark-fast.jpg



thom-browne.jpg

CUT-OUT KITTENS



prada.webp

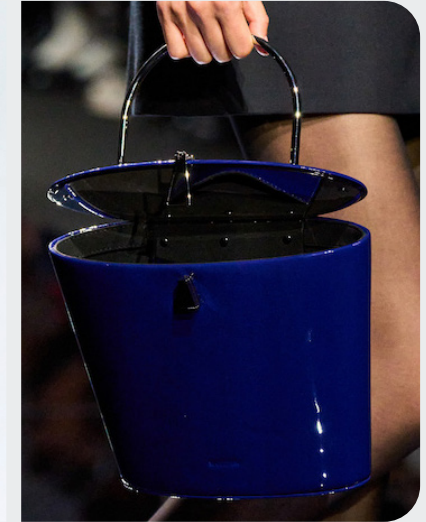


carven.jpg

MINIMAL HARD-SHELL



acne-f24-035.jpg



sportmax.jpg

Sleek Officewear.

Pointy ankle pumps elevate any ensemble with their sharp, sophisticated look, adding a sleek modern form and refined elegance. Hardshell bucket handbags create sleek and minimal sculptured style, offering a modern twist on classic accessories. Their clean lines and structured design make them the perfect complement of sophistication. Cut-out kitten heels evoke a future secretary appeal, combining elements of modernity and femininity. With their playful yet professional design, they add a unique flair to your ensemble while maintaining a sense of elegance and style.

AI INTERPRETATIONS **ADVANCED UNIFORM**

POP OF COLOR

CORPORATE

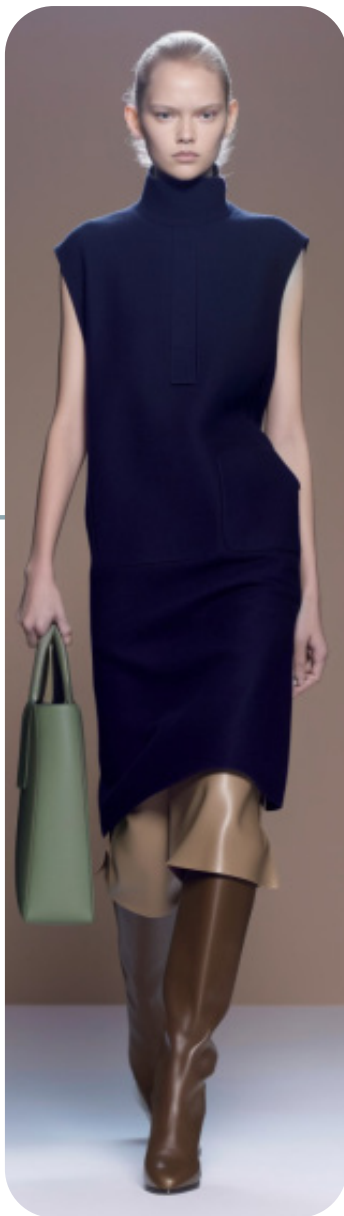
MINIMAL

SLEEK

GENDERLESS



SLEEK LAYERS



NEO MINIMAL



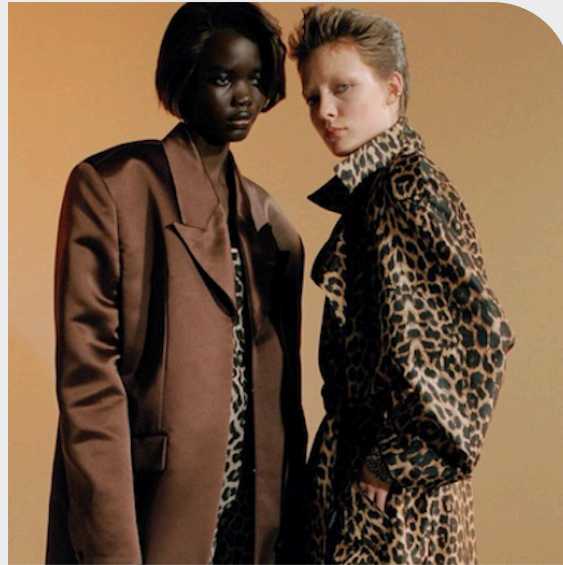
CRISP TAILORING



TREND AVANT-GARDE CLASSICS



shushu tong -4.jpg



@morganecamillenicolas1.png



areaandbe.jpeg

The Divergent Consumer Shift

This macrotrend takes a bold and innovative approach to chic wardrobes, characterized by the vibe of a rebellious retro mademoiselle with the mindset of subverting traditional codes. It embraces inclusive exclusivity, offering a fresh perspective on fashion that is daring and individual. Drawing inspiration from mod styles of the past, this trend finds the perfect balance between youth and sophistication, creating a dynamic and chic aesthetic that is both dramatic and playful.

Each piece is elevated to new heights, exuding confidence and a subtly rebellious youthfulness. The focus on dress and skirt silhouettes includes a-lines and minimal pencils, enhancing the sophisticated feminine notion. Cheeky cheetah prints or dots and playful embellishments adorn the garments, injecting a sense of whimsy and fun into the overall look.

Despite its rebellious edge, there's a ladylike undertone woven throughout, celebrating luxury and opulence. Woolen and slinky fabrics collide, creating a tactile experience that is both rich and luxurious. The look exudes a warming retro notion that provides us with familiarity and dares us to think outside the box.

Overall, this trend represents a break from the ordinary, offering a fresh and exciting take that is set to stand out and inspire confidence. It's a celebration of self-expression and the joy of playing dress-up, integrating notions of maximalism into a currently dominating minimal language of style.

[ACCESS ALL IMAGES
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MOOD AVANT-GARDE CLASSICS



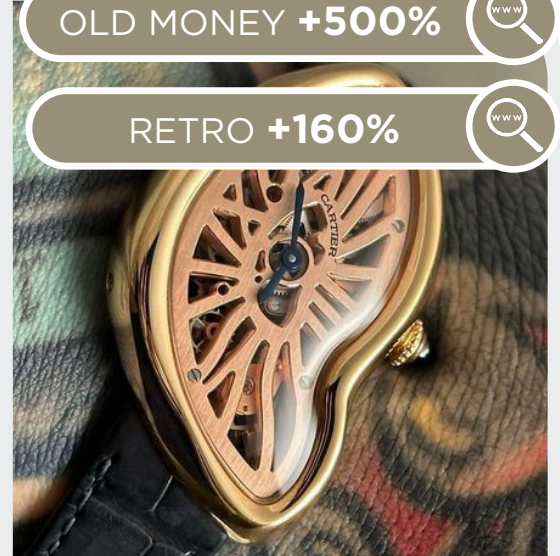
shushu tong -5.jpg



@laura.see5.png



ming ma5.jpeg



twitter.jpeg

OLD MONEY +500%

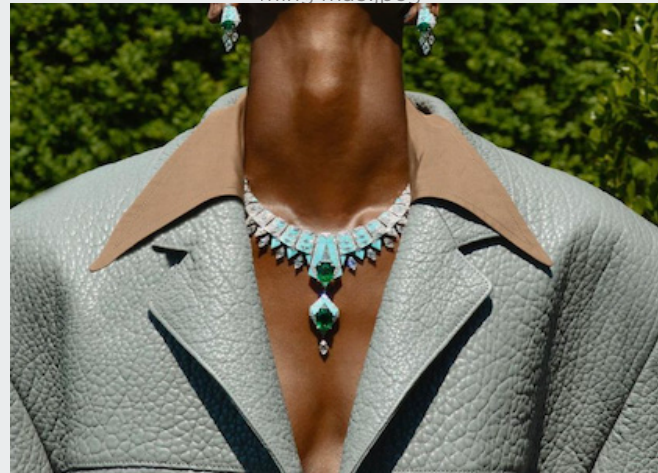
RETRO +160%



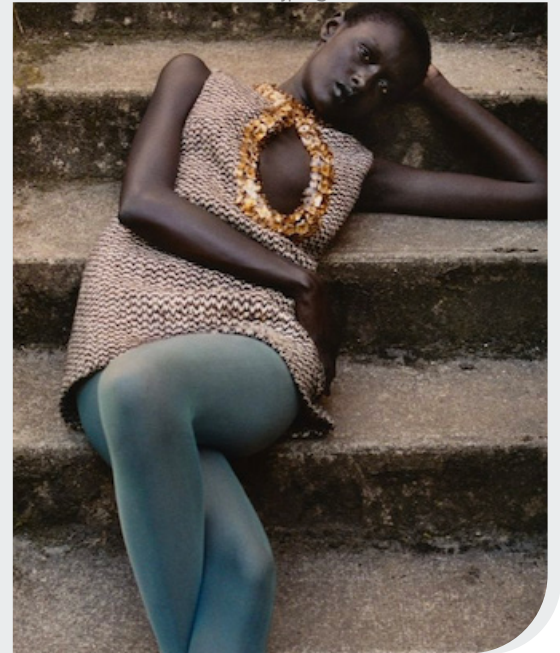
@love__want time to ____ pause14.jpg



ALICE COOPER .jpeg



@dionbal7.png



@selfservicemagazine7.png

MODS - ELEGANCE - STATUS - CONFIDENCE - MODERN BOUDOIR - LUXURIOUS

COLOR PALETTE AVANT-GARDE CLASSICS



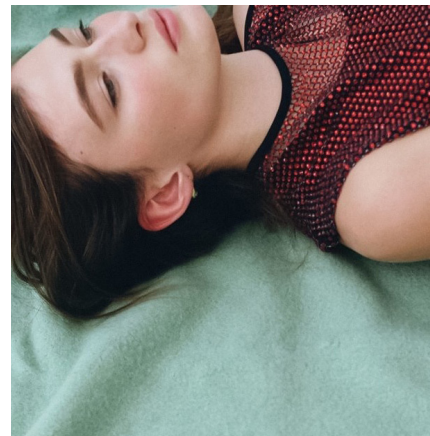
matches.jpeg



bottega veneta



MiuMiu 13.jpg



LINDSEY LENOARD.jpeg



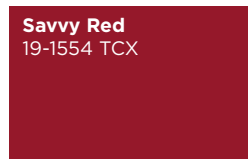
@booneditions6.png



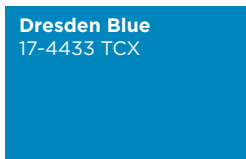
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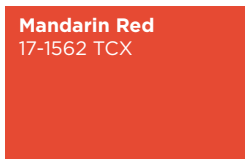
@bdestudios7.png



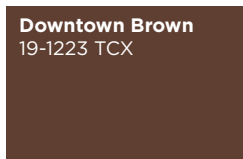
Savvy Red
19-1554 TCX



Dresden Blue
17-4433 TCX



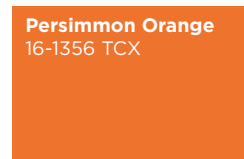
Mandarin Red
17-1562 TCX



Downtown Brown
19-1223 TCX



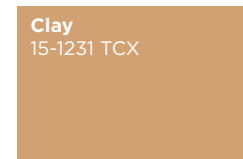
Misty Jade
13-6008 TCX



Persimmon Orange
16-1356 TCX



Gold Flame
16-1449 TCX



Clay
15-1231 TCX

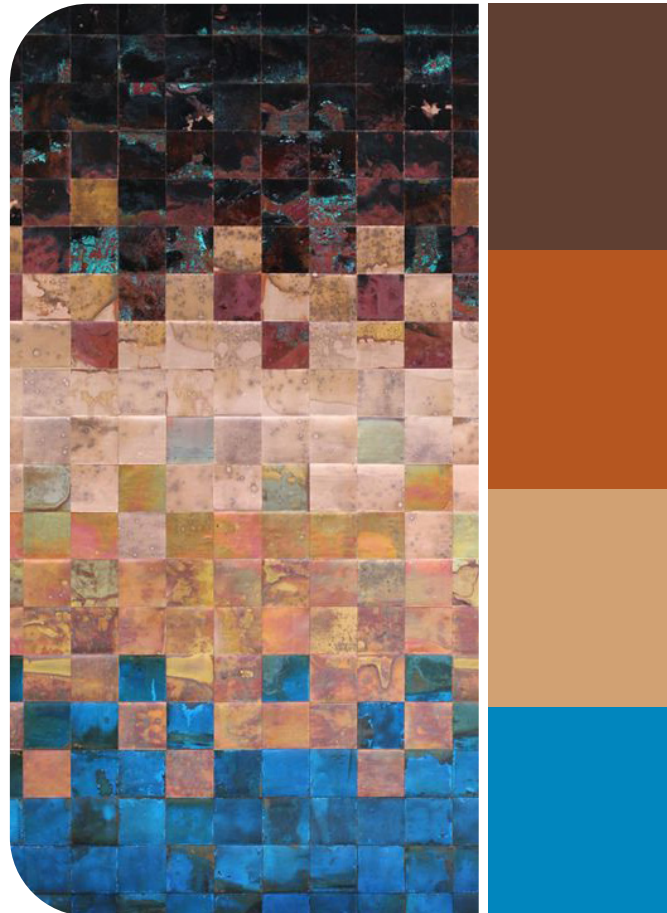
Captivating Modernity. The Avant-Garde Classics palette reinvents traditional hues with a daring twist, blending warm orange retro shades like Persimmon and Gold Flame with sophisticated neutrals and unexpected pops of color. Warm beige and dark brown provide a timeless foundation, exuding elegance and depth. Cooling cyan-like Dresden Blue and pastel Misty Jade inject a modern edge, evoking a sense of creativity. Savvy red and coral Mandarin Red add a bold and vibrant dimension, infusing the palette with energy and flirty dynamism. Together, these colors create a captivating effect, balancing tradition with innovation and inviting a unique style of confidence and flair. The palette inspires a sense of creativity and self-expression, empowering the redefinition of classic aesthetics that makes an avant-garde statement but remains a timeless component.

COLOR HARMONIES AVANT-GARDE CLASSICS

PALETTE 1

The color palette features warm browns, beige, cognac, and cyan-like blue, blending to create a modern retro vibe. Warm browns feel comforting, while beige offers understated elegance. Cognac adds even more richness and sophistication, elevating the palette with its luxurious hue. Cyan-like blue introduces a modern contrast, infusing a bold essence. Together, these colors evoke sophistication and stylish allure.

PALETTE 2



effusion art gallery.jpeg



Bottega-Veneta.jpg

The color palette features bold orange, pastel mint green, and beige, creating a striking and balanced effect. The bold orange adds an energetic pop, while pastel mint infuses a soft refreshing vibe. Beige serves as a neutral backdrop, grounding the palette with its versatility. Together, these colors create a dynamic palette that is both bold and chic, perfect for adding a touch of personality to a timeless ensemble.

PALETTE 3



@prada-8.png

The color palette blends coral red, mint pastel green, and deep brown, creating a captivating effect. Coral red injects vibrancy and energy, evoking a sense of flirty passion. Mint adds a refreshing and balancing element. Deep brown provides depth and richness to the mix. Together, these colors create a harmonious and dynamic palette that is both bold and calming, perfect for creating a stylish look with a hint of sophistication.

KEY LOOKS AVANT-GARDE CLASSICS



Huishan Zhang.jpg

MOB WIFE MAXIMAL



@altuzarra6.png

VINTAGE LADIES



ming ma.jpeg

QUIRKY LAYERING



shushu tong -14.jpg

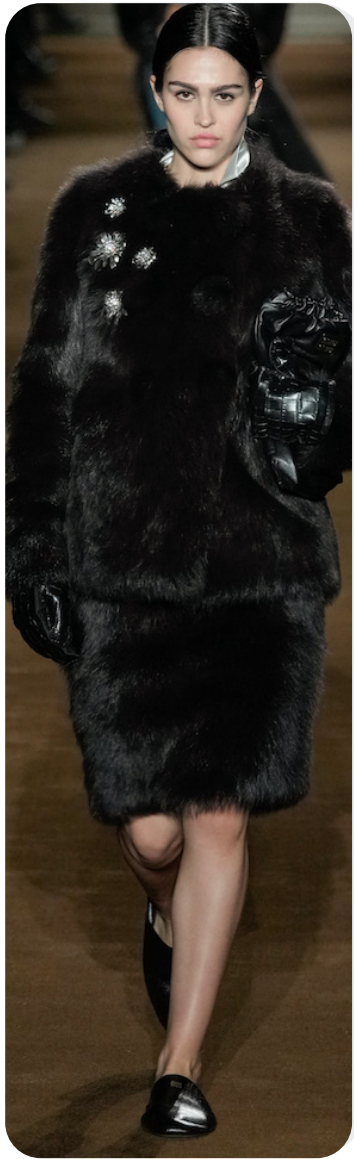
REBEL MADAME



no21_4.jpg

60S MODS

KEY LOOKS AVANT-GARDE CLASSICS



MiuMiu 15.jpg

MOB WIFE MAXIMAL



prada 2.jpg

VINTAGE LADIES



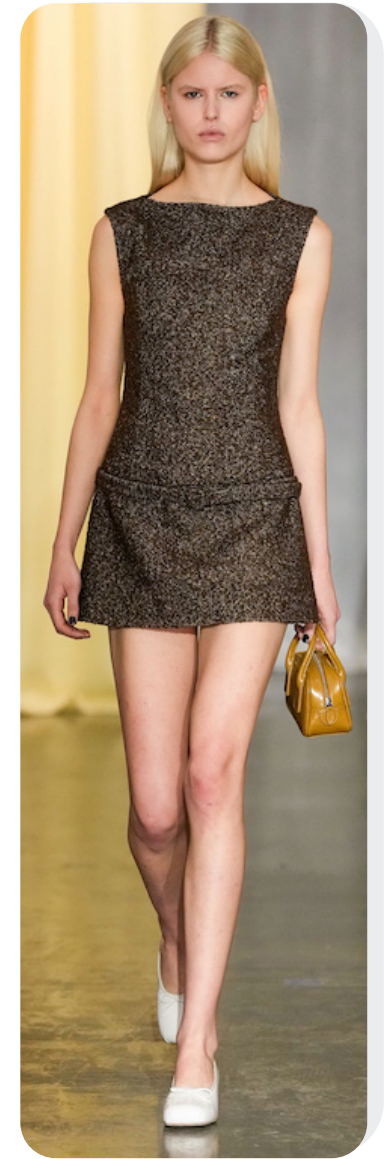
shushu tong -4.jpg

QUIRKY LAYERING



ganni.jpeg

REBEL MADAME



sandy liang9.jpg

60S MODS

KEY MATERIALS AVANT-GARDE CLASSICS



@altuzarra3.png

QUIRY LEOPARD LADIES



rowenrose 2.png



n-21.jpg

ON POINT PRINTS



alaia -13.png



_MSMG1.jpg

CLASSIC WOOLENS



LaFame1.jpg

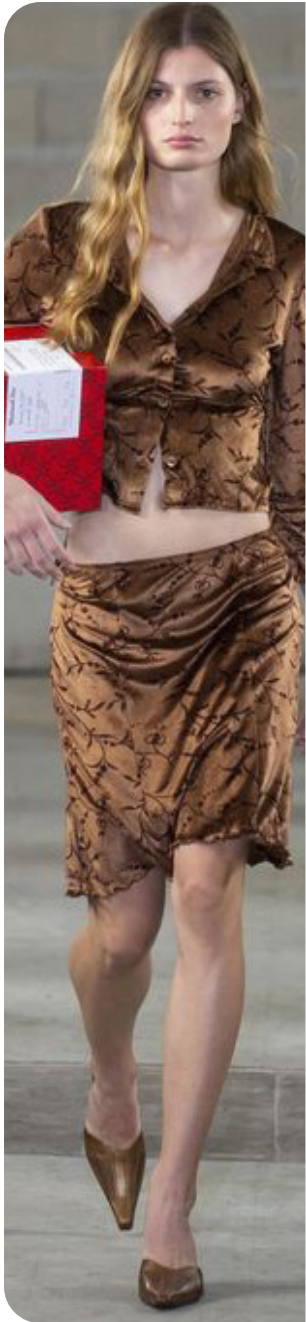


sandy liang10.jpg

Rebellious meets timeless.

Leopard prints are both timeless and playful, adding a touch of rebellious sophistication. Whether it's a statement coat or a chic accessory, leopard prints never fail to make a bold statement while exuding a sense of timeless allure. Dalmatian and polka dots remain as fun, feminine print staples, injecting a sense of whimsy and charm. These playful patterns offer a nod to retro fashion while adding a twist for those who embrace their inner vintage lady. Classic woolen fabrics are the cornerstone of the trend's tailored styles that take us back in time. From coats to structured skirts, these timeless fabrics evoke a sense of nostalgia, transporting us into a bygone era of elegance and refinement.

KEY ELEMENTS AVANT-GARDE CLASSICS



maisoncleo9.jpeg

FANCY FUR TRIMS



_MSMG2.jpg



prada 4.jpg

CURATED EMBELLISHMENTS



n-21_1.jpg



shushu tong -2.jpg

LADYLIKE NECKLINES



rotate.jpg

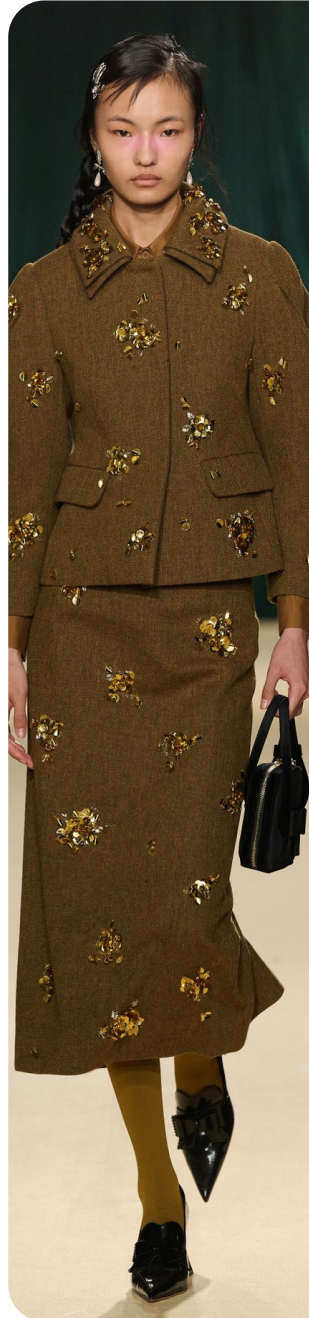


MiuMiu 17.jpg

Whimsy and Grace.

Fancy fur trims add a touch of vintage First Lady allure in timeless elegance and sophistication. These luxurious accents elevate the look, offering a touch of opulence and eccentricity that evokes old glamour codes. Ladylike necklines reign supreme, exuding femininity and grace. Whether it's a demure boat neckline or a more romantic sweetheart shape, these necklines enhance the overall elegance. Curated embellishments provide a glitzy and playful add-on, infusing the style with a sense of whimsy and fun. From delicate sequins to intricate strass, these embellishments offer a dazzling finishing touch that captures attention and enhance the eccentric hint of sparkle of the narrative.

KEY ACCESSORIES **AVANT-GARDE CLASSICS**



shushu tong -7.jpg

EAST-WEST BAGS



alaia -18.png



n-21-.jpg

VINTAGE PUMPS



kronthaler-westwood-.jpg



moschino.jpg

CONTEMPORARY SLINGBACK



stella-mccartney.jpg



knwls.jpg

Old-world Glamour.

Sleek east-west bags epitomize timeless elegance with their elongated look, offering a sophisticated touch to any ensemble. Whether carried by hand or slung over the shoulder, these bags exude an air of refinement. Contemporary sling backs feature slightly curved heels or hyper pointy toes, adding a modern twist to a classic silhouette. With their sleek design and avant-garde details, these shoes are the perfect choice for forward yet timeless footwear. Similarly, lady-like vintage pumps evoke a sense of nostalgia with block and cone heels and closed décolletés. These shoes exude sophistication and femininity. With their retro-inspired design, they add a touch of old-world glamour to the look.



AI INTERPRETATIONS AVANT-GARDE CLASSICS

CLASSIC

LADY-LIKE

CHIC

FEMININE

COLOR-BLOCK



QUIRKY CHIC



FIRST LADY



FLIRTY 60S



TREND PLAYFUL HOMAGE



rabanne.jpg



@Voque.Polska3.png



@thibautmathieuad1.png

The Divergent Consumer Shift

The trend encapsulates a mindset of youthful rebellion and singularity, where individuality reigns supreme. It's a celebration of unapologetic self-expression and the journey of growing up and (re-)defining oneself, drawing inspiration from an past, present and future. An eccentric weekend at a highland estate becomes the backdrop to combine elements of tradition with a playful twist, creating a mix-and-match playground of nostalgia and whimsy.

At its core, the aesthetic embraces personal style and celebrates the joy of fashion experimentation. Grandpa's masculine vintage pieces, hunting gear, more romantic feminine fashion, and intimate nightwear collide into a bold patchwork of style and decades. Heritage knits and tweeds are revived, blending seamlessly with old-money prep and chic, slightly rebellious undone spirit or eccentric glitz.

Each piece tells a story of authenticity and creativity. This trend is an ode to individuality, inviting bolder notions after seasons of quietude, and encouraging the expression of multifaceted characters through fashion.

[ACCESS ALL IMAGES
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MOOD PLAYFUL HOMAGE



lolsingyoutothecrowd.jpeg



rabbane.jpeg



@Vogue.Polska1.png



pusspuss4.webp



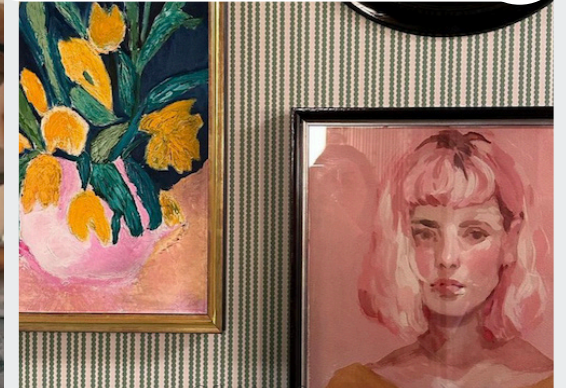
Vogue Uk - April 2024.jpeg



@bode7.png

GRANDPACORE +350%

MAXIMALISM +200%



@fiableus2.png



@yannikschuette4.png

MANOR-BORN - NOSTALGIA - MASC/FEM - ECLECTIC - INDIVIDUAL - PREPPY

COLOR PALETTE PLAYFUL HOMAGE



@charlottekrieger5.png



chloe.webp



chloe (2).webp



sea ny -7.png



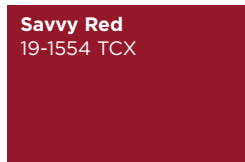
@charlottekrieger2.png



@thibautmathieuad1.png



@Vogue.Polska4.png



Savvy Red
19-1554 TCX



Golden Flame
16-1449 TCX



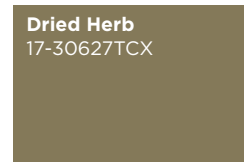
Taos Taupe
15-1119 TCX



White Jade
12-0315 TCX



Pale Pansy
17-3310 TCX



Dried Herb
17-30627TCX



Climbing Ivy
19-0307 TCX



Bellwether Blue
19-3943 TCX

Cooling Biosphere Tints. The Playful Homage palette is a celebration of elegance and whimsy, blending highland neutrals like Dried Herb and Climbing Ivy with bold and luxurious hues. Aristocratic Bellwether Blue commands attention with its regal allure, while Pale Pansy as a mauve pink adds a soft and romantic touch. Pastel green shade White Jade infuses the palette with a sense of freshness, while Taos Taupe is a beige that proposes neutral lightness. Cognac hue Golden Flame evokes a feeling of luxury and sophistication and Savvy Red, with its almost burgundy tint, adds a refined but bold twist. Together, these colors create a dynamic palette that pays homage to classic elegance while embracing a sense of whimsy and creativity. The palette inspires a feeling of nostalgia and excitement, inviting to infuse wardrobes with a touch of timeless charm and playful sophistication.

COLOR HARMONIES **PLAYFUL HOMAGE**

PALETTE 1

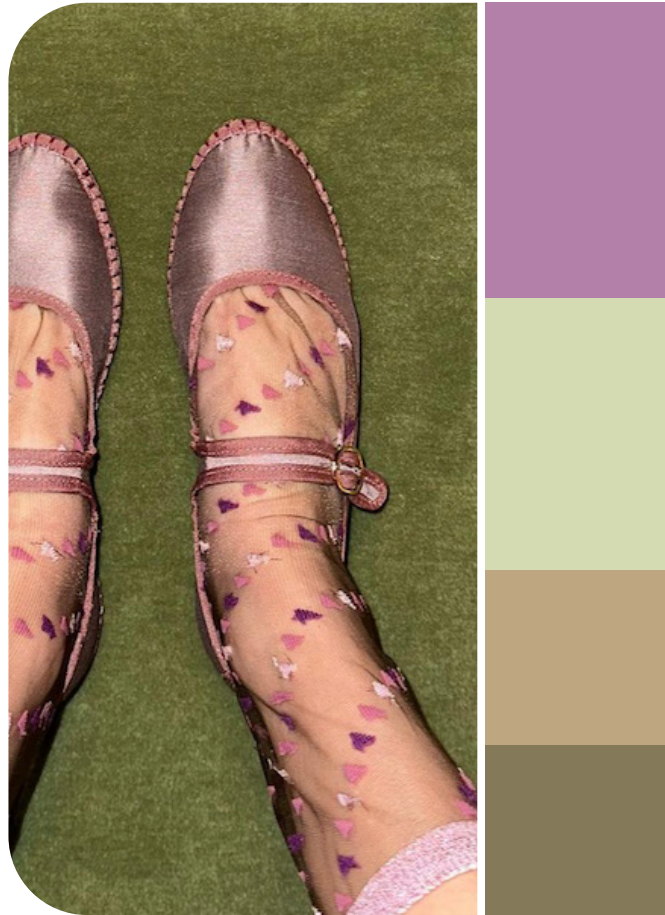


London Streetsyle_26.jpg

The color palette combines dark khaki, beige, rusty brown, and pink mauve, crafting a harmonious and comforting ambiance. Dark khaki exudes earthiness, while beige offers a neutral backdrop of warmth and tranquility. Rusty brown adds richness, evoking a rustic and nostalgic atmosphere. Pink mauve infuses a soft touch, bringing a hint of romance and femininity to the palette. This versatile palette is vintage but refreshed in its hues.

The color palette features pastel green, muted pink, beige, and olive, creating a natural but playful vibe. Pastel green brings rejuvenation, reminiscent of new beginnings. Muted pink adds a soft and romantic touch. Beige and Olive add subtle earthiness and grounding neutrality, reminding of tranquil landscapes. The colors are versatile yet invigorating, perfect for transitional collections.

PALETTE 2



@flableus1.png

PALETTE 3



@freelanceasker3.png

The color palette merges navy blue, rust, and khaki olives, cultivating a refined and sophisticated atmosphere. Navy blue exudes a timeless elegance, invoking a sense of depth. Rust adds a touch of luxury and warmth, evoking images of fine leather and aged spirits. Khaki olives infuse the palette with a natural and earthy highland tone. These colors create a versatile palette that is both classic and contemporary, for a chic and polished look.

KEY LOOKS **PLAYFUL HOMAGE**



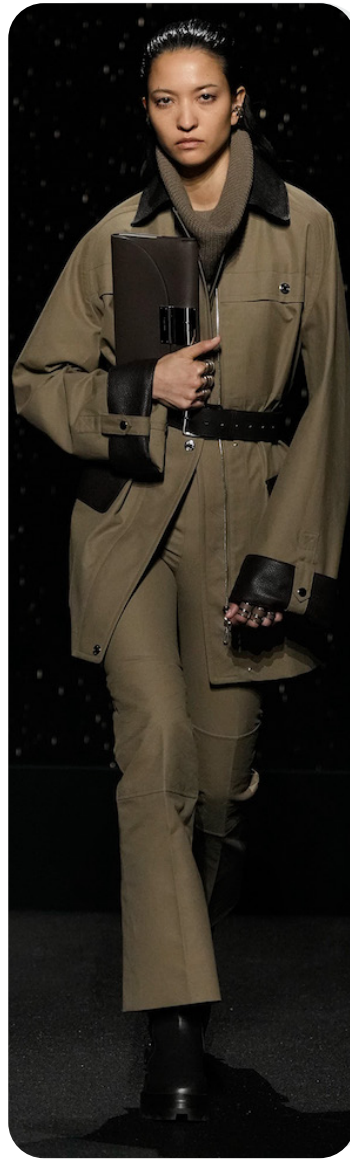
rabbane1.jpg

MASC/FEM MASH-UP



versace1 Kopie.jpg

MANOR BORN



hermes1.jpg

HUNTING CABIN



shushu tong -12.jpg

CREATIVE BUCOLIC



wickstead.jpg

GRANDPACORE

KEY LOOKS **PLAYFUL HOMAGE**



shushu tong -19.jpg

MASC/FEM MASH-UP



gucci 3.jpg

MANOR BORN



stella mc cartney.webp

HUNTING CABIN



anna-sui_1.jpg

CREATIVE BUCOLIC



tory burch6.jpg

GRANDPACORE

KEY ELEMENTS **PLAYFUL HOMAGE**



rabane2.jpg

HIGHLAND KNITS



n 21



n-21_1.jpg

CLASSIC TWEEDS



versace1.png



kors9.jpg

CURATED ANIMALS



Loewe.jpg



bode -30.png

Genderless Tradition.

Highland knits draw inspiration from the rugged landscapes and rich heritage of the Scottish Highlands. Whether it's a cozy sweater or a versatile scarf, the classic knits exude warmth and authenticity. At the same time, Classic tweeds and tailoring styles are a symbol of heritage and craftsmanship, renowned for their tactile quality and timeless elegance. The intricate weaves and fancy yarns, result in garments that are both luxurious and durable. For placed prints, curated animal motifs like horses, birds etc can add a naive countryside feel and take us to dreamy country estates, incorporating a youthful sense of irony.

KEY ELEMENTS **PLAYFUL HOMAGE**



wickstead (2).jpg

OLD-MONEY BUTTONS



tom ford-2.jpg



loewe4.jpg

TIED-UP ECCENTRICITY



YSL -2.png

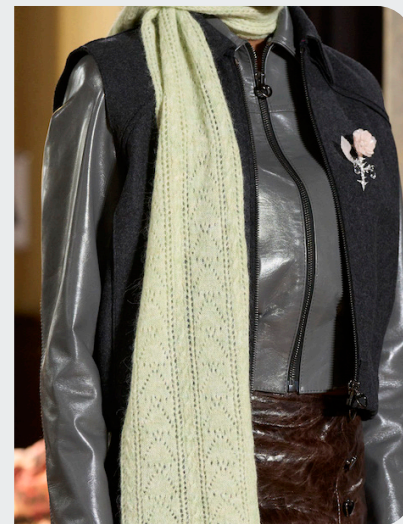


ming ma2.jpeg

ELABORATE LAYERING



rabbane



marco-rambaldi.jpg

Timelessness made Creative.

For the look, old money buttons evoke a sense of fancy military aesthetics, adding a touch of aristocratic charm. These ornate buttons exude opulence and sophistication, reminiscent of classic styles favored by the upper class. Tied-up necklines offer a fancy foulard effect, adding a touch of elegance and sophisticated twist to any style, elevating it to new heights of vintage chic. Eccentric layering is characterized by a playful mix and match of various textures and patterns, including checks, woollens, glitters, sheers, florals, and furs. This bold approach to layering creates a dynamic and eclectic look that celebrates individuality and creativity.

KEY ACCESSORIES **PLAYFUL HOMAGE**



rambaldi7.jpg

HERITAGE BOOTS



tods.jpg



fendi-.jpg

CLASSIC TOPHANDLES



hui-.jpg



gucci-.jpg

REWORKED MARY-JANES



huishan-zhang (2).jpg



miu-miu-.jpg

Reworked Heritage.

Heeled heritage boots offer a modern interpretation of traditional riding gear, blending classic elements with contemporary style. These boots exude elegance with a hybrid design that seamlessly merges heritage aesthetics with modern sensibilities. Reworked Mary-janes feature a pointier toe shape, adding a sleek and edgy twist to this classic silhouette. With their contemporary design, these shoes are the perfect to appreciate timeless elegance and modern fashion. Classic top-handle bags are the epitome of timelessness, offering an appeal that transcends trends. With their structured design and refined details, these bags exude sophistication and class. In a variety of colors and materials, allowing for endless possibilities to explore and express personal style.

AI INTERPRETATIONS **PLAYFUL HOMAGE**

PREPPY

QUIET UTILITY

CHIC

OLD MONEY

ARISTOCRATIC



RIDING CABIN



FEM/MASC PREP



MILITARY CHIC



TREND **MEDITATIVE ARTISANAL**



chloe9.jpg



@kinbykin2.png



beambk.jpeg

The Sacred Consumer Shift

The macrotrend channels a mindset of restorative contemplation, drawing inspiration from austere ancestral traditions. Here, prevailing rigor and restraint are reviewed through more surreal lenses. It evokes a sense of reverence for past traditions while embracing the present moment with inner peace and mindfulness. The aesthetic narrative unfolds from monk to priestess, where simplicity and modesty intertwine with a sense of splendor.

Surreal modest dressing takes center stage. In black and whites, minimal monk-like silhouettes exude a sense of sacred elegance. While sacred nomads come in caped styles to add a touch of drama and mystique to the story. Heirloom additions of lace, openwork, or crafted knits and fringes add a touch of artisanal craftsmanship and heritage. Primal elements and ceremonial minimalism are underlining new looks and connect us to earth and spirituality.

Each piece exudes a sense of active zen, inviting wearers to find plenitude in movement and stillness alike. This trend puts a focus on artisanal craftsmanship and heritage, creating a sense of connection to our roots.

Overall, it offers a sanctuary in a fast-paced world, embracing the beauty of simplicity and finding solace in the timeless traditions of the past. It's a reminder to slow down, reflect, and find beauty in the quiet moments of life.

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MOOD MEDITATIVE ARTISANAL



@sacai7.png



beaufile.jpeg



@the.garment6.png



@milkmagazine-8.png



@laurenbamford11.png



Grounds.jpg

HEIRLOOM +400%

SURREALISM +40%



ad5.png



NY Streetsyle_3.jpg

AUSTERITY - SURREALISM - KNOW-HOW - CEREMONIAL - CALM PLENTITUDE - MODESTY

COLOR PALETTE MEDITATIVE ARTISANAL



@bymarlenebiger-3.png



@ftaylor c.jpeg



@marcodevincenzo4.png



dior



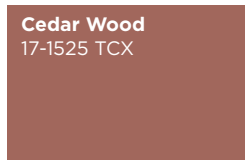
@sightunseen-9.png



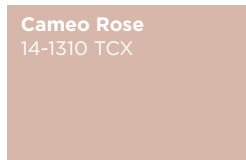
van-noten.jpg



ignant.jpeg



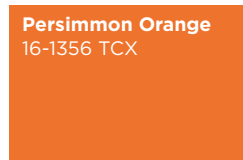
Cedar Wood
17-1525 TCX



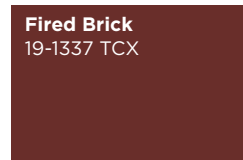
Cameo Rose
14-1310 TCX



Antique Moss
16-0840 TCX



Persimmon Orange
16-1356 TCX



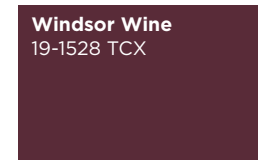
Fired Brick
19-1337 TCX



Shrimp
15-1523 TCX



Taos Taupe
15-1119 TCX



Windsor Wine
19-1528 TCX

Introspected Spirituality. The Meditative Artisanal trend color palette is a serene journey through hues that evoke both tranquility and warmth, inviting a sense of introspection and artisanal creativity. Blush neutrals like Cedar Wood and Cameo Rose provide a soft and comforting backdrop, in a gentle, calming embrace. Reddish darks such as Windsor Wine and Fired Brick infuse the palette with richness, adding sophistication and grounding. Apricot-hued Shrimp offers a delicate and uplifting nude option, while the green of Antique Moss and Taos Taupe beige add a sense of connection to nature for extra balance. Persimmon orange acts as a bright spiritual hue, radiating positivity and vitality, infusing a sense of enlightenment and renewal. Together, these colors create a harmonious palette that encourages mindfulness and self-expression for looks that inspire craft, introspection and spirituality.

COLOR HARMONIES **MEDITATIVE ARTISANAL**

PALETTE 1



van-noten-m-clp-f24-061.jpg

The color palette blends bold orange, warm beige, and blush rose, creating a natural yet vibrant look. Orange injects energy and excitement, adding a pop of color that commands attention. Warm beige offers coziness and natural calmness. Blush rose adds a soft touch for softer elegance. Together, these colors create a balanced palette that is both bold and soothing, reflecting a journey of enlightenment.



The palette combines beige, moss green, burgundy, and black in a sophisticated and rich aesthetic. Rosy beige offers a delicate and understated warmth backdrop. Moss green introduces a natural element, infusing the palette with earthy indulgence. Burgundy adds opulence and sophistication. Black provides a dramatic contrast, adding a touch of elegance.

PALETTE 2



@givenchy6.png

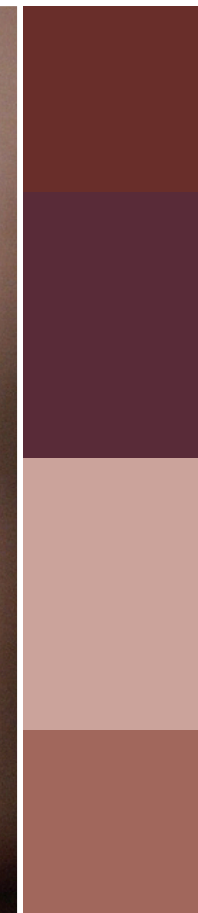


PALETTE 3



@thefrankieshop3.png

The color palette combines rich browns, wine shades, red clay tones, and blush rose, creating a warm mystical atmosphere. The browns evoke comfort and earthiness. Wine shades add depth and richness for a touch of luxury and sophistication. Red clay tones offer a rustic and organic vibe, evoking sun-baked terracotta. Blush rose adds a delicate touch, bringing a hint of softness to the ensemble. They make an elegant, cozy look.



KEY LOOKS **MEDITATIVE ARTISANAL**



the row4.jpeg

MONK MOMENTS



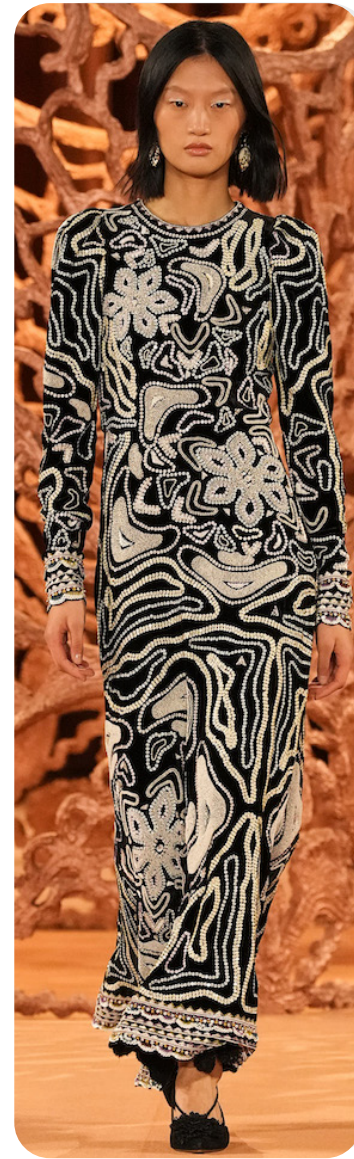
the-garment Kopie.jpg

MODEST MINIMAL



chloe15.jpg

LUXE NOMAD



ulla johnson--5.jpg

ARTISANAL



Yulia Mekhralieva .jpeg

PRIM & PROPER

KEY LOOKS **MEDITATIVE ARTISANAL**



aeron.jpg

MONK MOMENTS



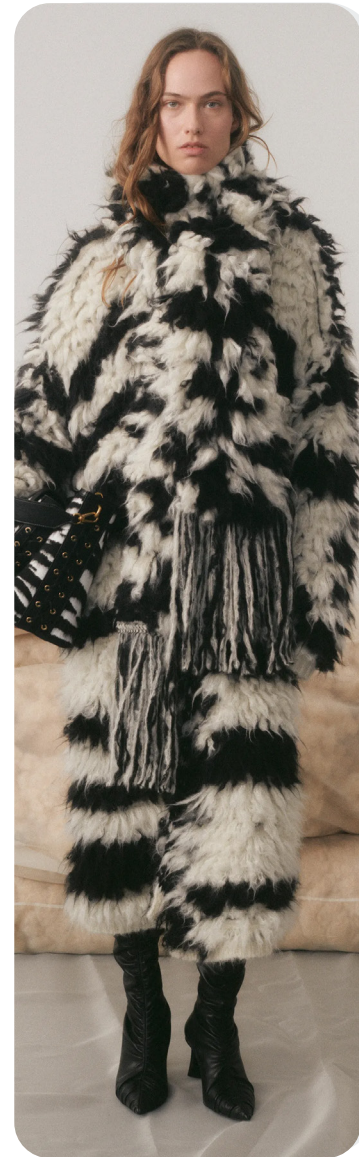
victoria-beckham.webp

MODEST MINIMAL



chloe11.jpg

LUXE NOMAD



stella-mccartney.webp

ARTISANAL



the-garment.jpg

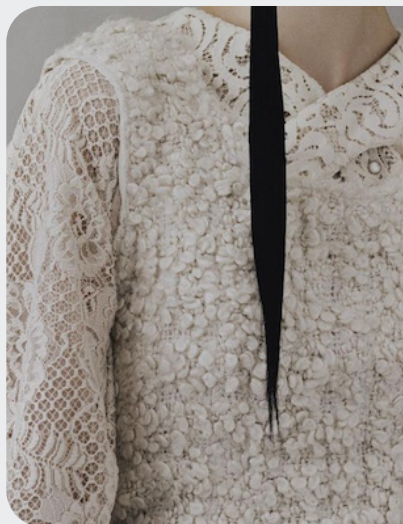
PRIM & PROPER

KEY ELEMENTS **MEDITATIVE ARTISANAL**



ulla johnson--1.jpg

HEIRLOOM OPENWORK



@pafillaire6.png



mohapatra

FANCIFUL FIL COUPE



carven -16.jpg

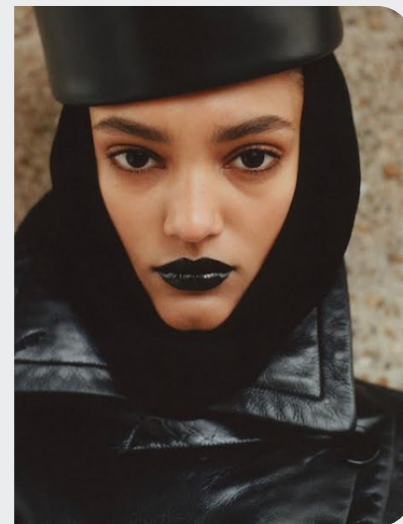


erdem 3.png

AUSTERE LEATHERS



@acnestudios4.png

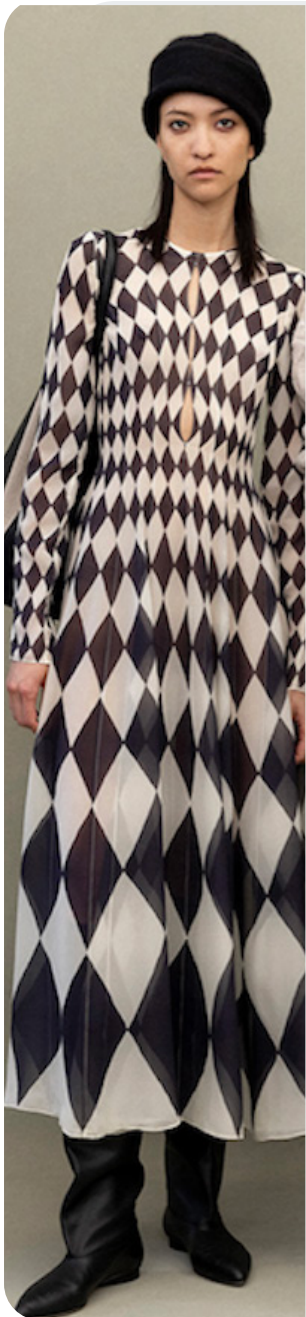


@kulesza_pik1.png

Understated Luxury.

Heirloom openwork textiles evoke a nostalgic handmade feel, reminiscent of cherished pieces passed down through generations. With intricate patterns and delicate craftsmanship, they exude a timeless charm that resonates with history and tradition. Fil coupe fabrics offer crafted authenticity and traditional warmth, boasting rich textures and intricate designs that speak to their artisanal quality. This technique creates a sense of depth and dimension, adding a touch of luxury to any garment. Austere luxe leathers embody high quality and sophistication, featuring a soft yet matte handle that exudes understated elegance.

KEY ELEMENTS **MEDITATIVE ARTISANAL**



@altuzarra4.png

DRAPED & CAPED



erdem2.jpg



eudon choi-4.jpg

PRIM & PROPER COLLARS



Ambush 6.png



mikageshin.jpg

ARTISANAL FRINGE



alpha



the row

Sacred Wanderers.

Draped and caped, these new sacred wanderers traverse grounds with an air of ancient reverence, billowing with the whispers of tradition and ritual. Giving a ceremonial character to looks. Meanwhile, modest collars embody simplicity and sleekness, evoking a sense of understated elegance that speaks volumes in its subtlety. On the other hand, prim and proper collars exude a surreal black-and-white vibe, as if channeling a timeless elegance that transcends the confines of ordinary reality and takes us to strange alluring looks of the past.

KEY ACCESSORIES **MEDITATIVE ARTISANAL**



chloe8.jpg

AUSTERE HAMMOCK



christian-dior.jpg



ulla-johnson.jpg

MINIMAL HERITAGE FLAT

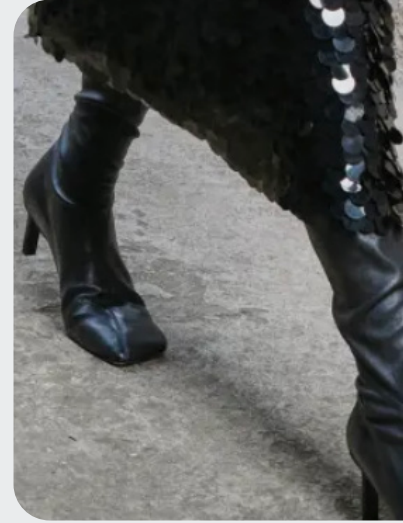


versace-.jpg



mame-kurogouchi.jpg

SECOND-SKIN SOCK BOOT



christian weijnants -11.png



christopher esber -16.png

Ceremonial Minimalism.

Austere hammock bags offer a ceremonial allure with their soft feel, evoking a sense of ritual and reverence. These bags provide a luxurious touch to any ensemble, combining elegance with comfort. Minimal flats draw inspiration from monk and babouche shoe heritage, embracing simplicity and tradition. With clean lines and understated design, these shoes offer a timelessness that is both versatile and chic. Second skin sock boots provide a soft, comforting feel with their snug fit and luxurious materials. Offering a sense of warmth and coziness, these boots exude a luxe charm that adds an extra layer of comfort and style to any outfit.

AI INTERPRETATIONS **MEDITATIVE ARTISANAL**

MONASTIC

ARTISANAL

LUXURY

QUIET BOHO

LAYERING



MODEST MINIMAL



BOHO NOTION



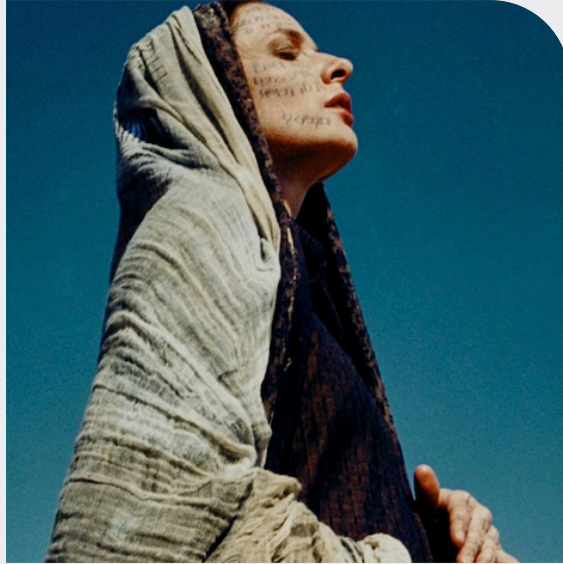
LUXE NOMAD



TREND MYTHIC WANDERER



etro.webp



jbtalbourdet16.png



cafe denadine.jpeg

The Sacred Consumer Shift

The macrotrend embraces a nurturing and restorative mindset of holistic healing and wonder, weaving together elements of spirituality and ancestral wisdom. It seeks to reconnect with the natural world and tap into the healing energies of the earth and cosmos. Drawing inspiration from ancient traditions and mystical practices, this trend embodies the role of the alchemist, blending elements of the past with a bohemian flair. Each piece becomes a vessel for awe and exploration, inviting wearers on a journey of self-discovery and spiritual awakening.

The aesthetic narrative fuses earthy stories and celestial notions, crafting new nomadic silhouettes in maxi length that billow with the whispers of ancient wisdom. Primal bohemian patterns embellish textiles, while layering and drapes create a sense of mystery. Chic silhouettes are juxtaposed with wilderness textiles and color palettes, marrying urban sophistication with the raw beauty of the untamed wilderness.

It's a celebration of the mystical and the magical, with a focus on finding beauty in the interconnectedness of all things. This trend offers a sanctuary of healing and rejuvenation, inviting an inner alchemist to reconnect with our roots and find solace in the beauty of the natural world.

[ACCESS ALL IMAGES
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MOOD MYTHIC WANDERER



@freelanceasker5.png



burberry14.jpg



ulla-johnson 1.jpg

HERBALIST **+300%**

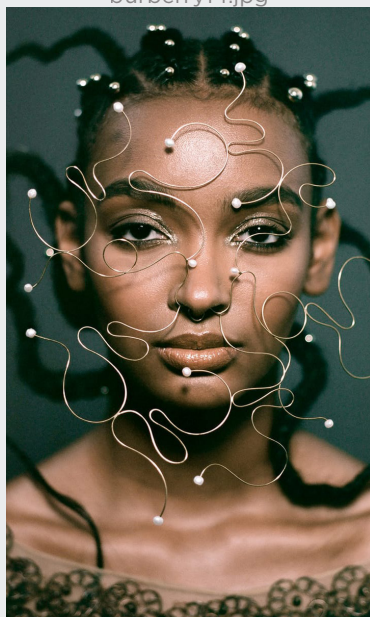
MYSTICISM **+100%**



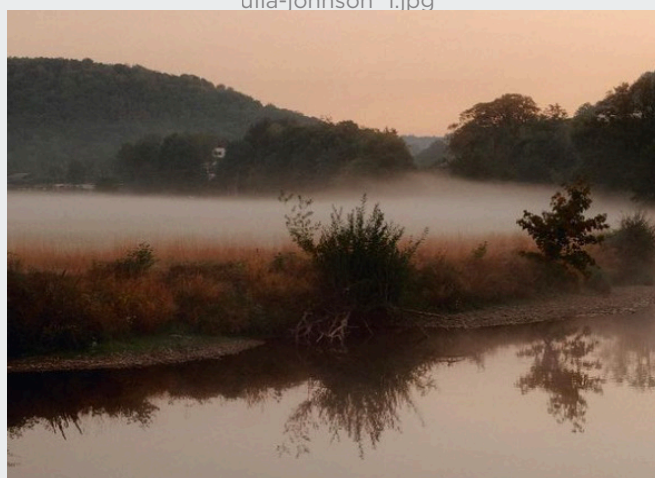
London Streetsyle 8.jpg



@korno.mx.jpeg



estrada-4.jpg



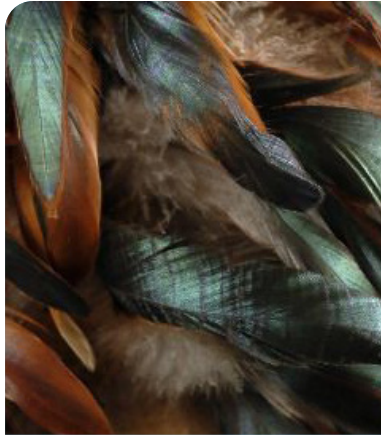
kinfolk2.png



etro8.jpg

ANCESTRAL - MYSTICAL - PRIMAL NOMADS - WARMTH - BOHEMIAN ALCHEMY - HOLISM

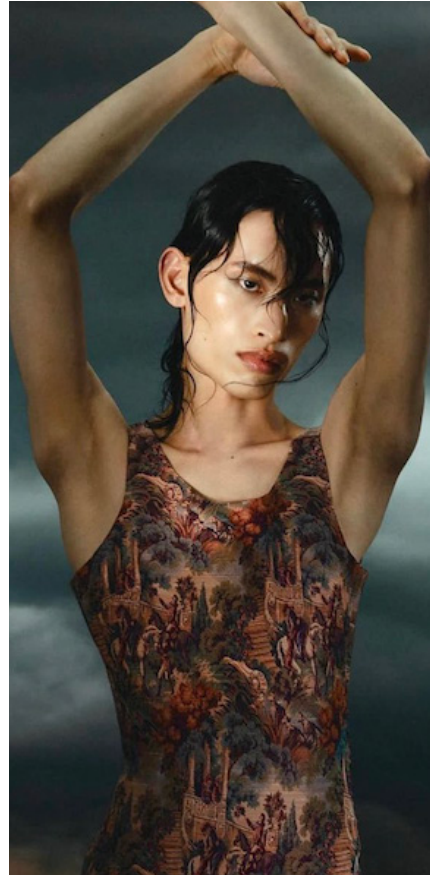
COLOR PALETTE MYTHIC WANDERER



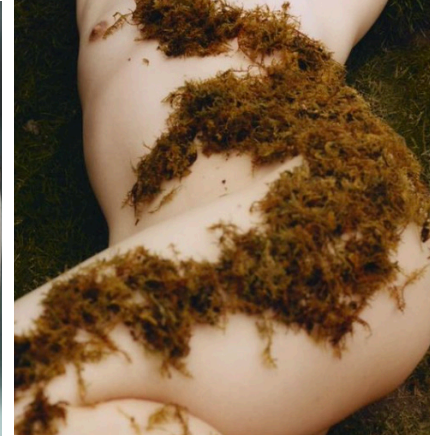
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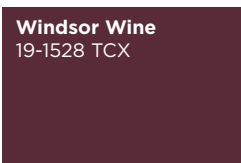
madison kelly.jpeg



atmos5.png



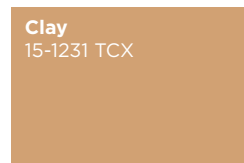
cafe denadine.jpeg



Windsor Wine
19-1528 TCX



Gold Flame
16-1449 TCX



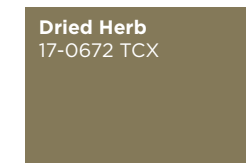
Clay
15-1231 TCX



Red Clay
18-1454 TCX



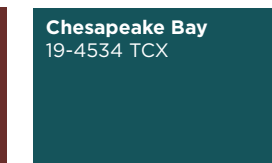
Daffodil
14-0805 TCX



Dried Herb
17-0672 TCX



Fired Brick
19-1337 TCX



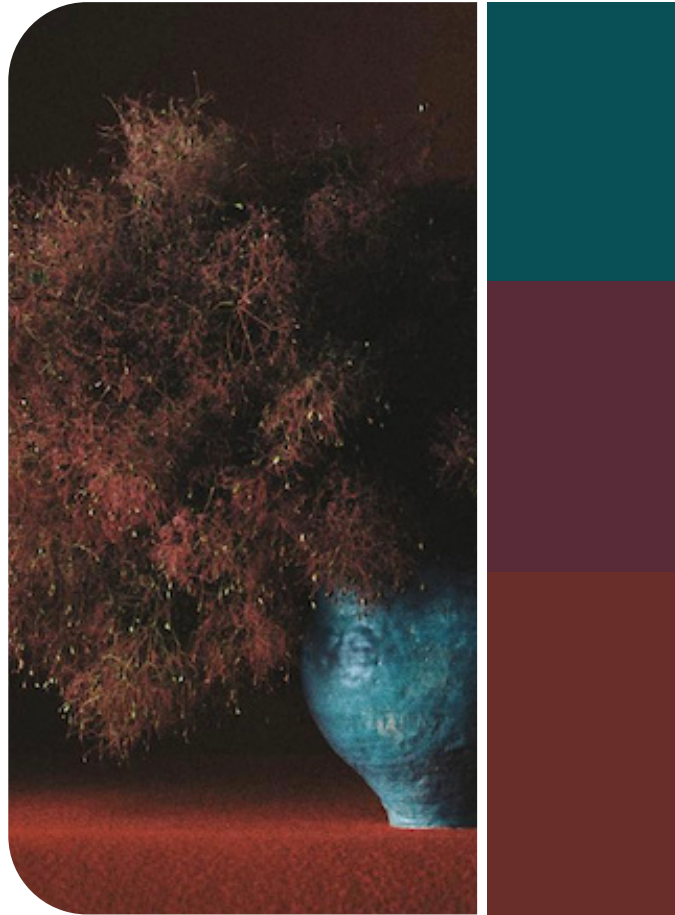
Chesapeake Bay
19-4534 TCX

Spiritual Connection. The Mythic Wanderer palette is a captivating fusion of earthy tones and rich hues, evoking a sense of spiritual adventure. Orange-tint browns like Gold Flame and Fired Brick illuminate the palette with a fiery intensity, reminiscent of ancient flames and distant sunsets. Burgundy shade Windsor Wine adds depth and sophistication, infusing the palette with a mysterious allure. Clay beige provides a grounding presence, offering a sense of stability. Red clay emerges as a copper shade, imbuing the palette with warmth and rustic charm. Dried Herb introduces an olive khaki, evoking the rugged beauty of untouched landscapes. Daffodil yellow brings brightness, infusing the palette with energy and vitality. Spiritual Spruced-Up Tile adds a mystical and ethereal dimension, inspiring spiritual connection. Together, these colors create an evocative palette that transports individuals on a mythic journey of discovery and self-exploration, inviting to embrace the beauty and mystery of the world around them.

COLOR HARMONIES MYTHIC WANDERER

PALETTE 1

The color palette blends rich burgundy red with soft beige and warm yellow, crafting a warm dynamic mood. Burgundy adds luxury and sophistication, infusing the palette with depth. Beige offers a calming backdrop, tranquility. Warm yellow injects energy and an uplifting element to the ensemble. These colors create a bold yet versatile mix, perfect for a stylish natural vibe.



juliettezakowetz4.png

The color palette combines rich red browns with a tile hues, creating a bold and luxurious mood. The red browns exude warmth and sophistication, adding depth and richness to the palette. And deep tile introduces a sense of bold opulence, providing a striking contrast that commands attention. Together, these colors create an elegant palette that is timeless and captivating for chic ensembles.

PALETTE 2



etro (3).webp

PALETTE 3



@johannbesse4.png

The color palette features a harmonious blend of olive, rusty brown, beige, and burgundy, creating a rich and earthy mix. Olive infuses the palette with natural tranquility, evoking serene forests. Rusty brown is reminiscent of autumnal hues and rustic charm. Beige offers a neutral backdrop, grounding the palette in subtle elegance. Burgundy introduces sophistication and opulence. The mix offer timelessness and versatility.

KEY LOOKS MYTHIC WANDERER



scervino-4.jpg

ETHNIC WANDERER



ulla johnson_6.jpg

PRIMAL BOHO



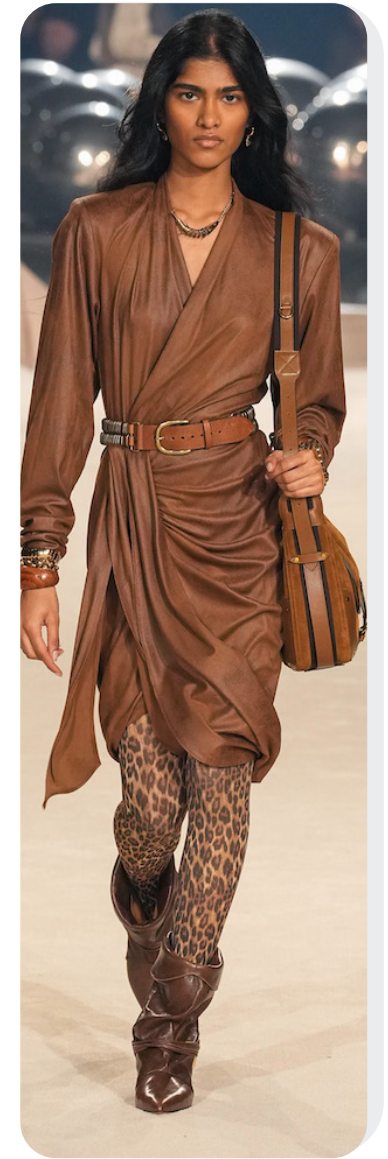
etro5.jpg

GYPSY SOURCERER



burberry2.jpg

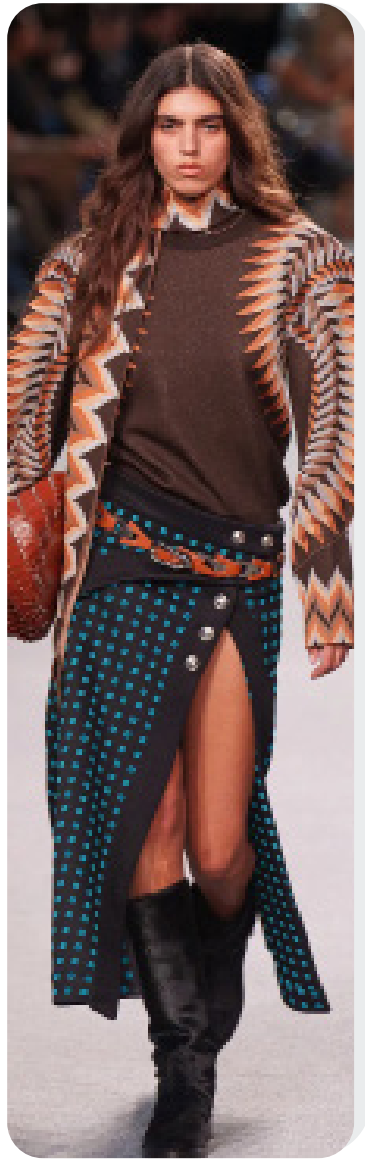
NEW NOMADS



isabel marant -10.jpg

CHIC WILDERNESS

KEY LOOKS MYTHIC WANDERER



pacorabanne.webp

ETHNIC WANDERER



ulla johnson--8.jpg

PRIMAL BOHO



etro_3.jpg

GYPSY SOURCERER



bottega veneta (2).webp

NEW NOMADS



roksanda2.jpg

CHIC WILDERNESS

KEY ELEMENTS MYTHIC WANDERER



etro_3.jpg

NOMADIC FUZZINESS



hearst2.jpg



London Streetsyle_2.jpg

GYPSY SHAGGY KNITS



stella-mccartney-.jpg



burberry5.jpg

MYSTICAL TRIBALISM



roberto-cavalli.jpg



etro.jpg

Natural and Nomadic Essence.

Nomadic fuzzy and furry textiles bring a natural essence and tactile allure to the forefront, embracing wearers in a cocoon of comfort and warmth. Shaggy knits weave a textured narrative onto garments, evoking a Y2K gypsy vibe that's both nostalgic and contemporary. Meanwhile, mystical tribalism emerges as new ornamental motifs, infusing each piece with a sense of ancient wisdom and cultural depth.

KEY MATERIALS MYTHIC WANDERER



ulla johnson--3.jpg

FUZZY FEATURES

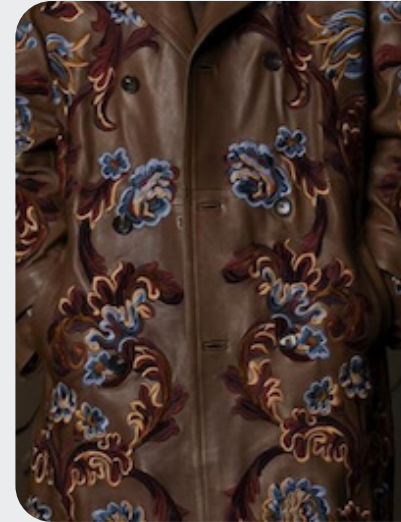


hermes-.jpg



burberry6.jpg

BOHEMIAN EMBROIDERIES



@etro7.png



etro -6.png

MYSTIFIED HOODS



etro (2).webp



London Streetsyle_7.jpg

Bohemian Dimensions.

For the trend's details, fuzzy features line hemlines and or adorn in shearling-like elements, adding a cozy yet chic dimension to ensembles. Bohemian embroideries, whether on leather or textiles, infuse each piece with a gypsy-inspired allure, celebrating artisanal craftsmanship and cultural richness. Completing the ensemble, mystical hoods lend a spiritual and nomadic feel, inviting wearers to embark on a journey of introspection and exploration

KEY ACCESSORIES MYTHIC WANDERER



KNWLS3.jpg

ALCHEMIST MESSENGER



Burberry-.webp



chloe (3).webp

SLOUCHY BOOTS



iro 2.png

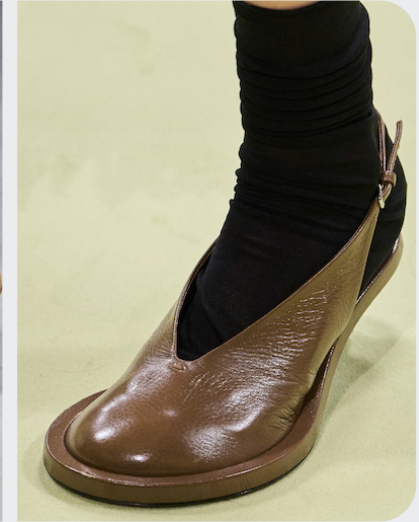


adam leenardt4.png

NATURAL TOE HEELS



diesel.jpg



jil-sander-_1.jpg

Modern Alchemist.

Alchemist messenger bags blend practicality with luxury, featuring sumptuous leathers and intricate utility details for the modern wanderer. Slouchy boots add a natural and bohemian touch, echoing the spirit of free-spirited journeys. They can come in soft leathers and velours and vary from knee to edgy over-the-knee length. Natural toe mules and heels feel slightly heftier and evoke a nomadic feel, grounding looks in bohemian authenticity.



AI INTERPRETATIONS MYTHIC WANDERER

BOHEMIAN

WARM HUES

NOMAD

MYTHICAL

CRAFTED



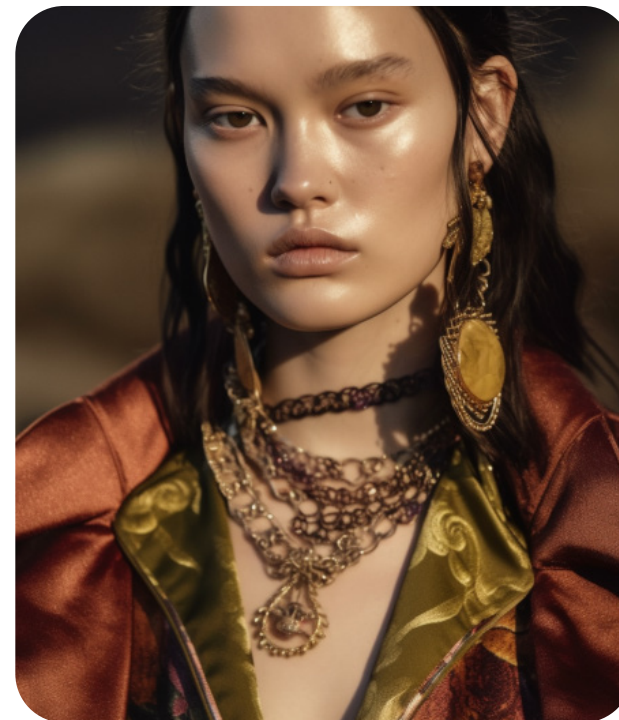
ECCLECTIC CRAFT



MYTHIC NOMAD



GYPSY BOHO



TREND POETIC DAZE



ann demeulemeester-9.png



@kulesza_pik2.png



@admagazine5.png

The Dreamer Consumer Shift

This macrotrend delves into a mindset that is sensitive, stimulating, and deeply explorative of our contrasting and diffuse human emotion. It celebrates the complexities of the human experience, inviting wearers to embrace their vulnerabilities and delve into the depths of their feelings. The aesthetic narrative unfolds like a tale of strange romance, where a dichotomy of emotion meets like punk and poetry.

Styles exude a seductive allure, drawing us into a world of sensual depth and unconventional beauty. In this trend, uncovering the layers of emotion becomes an art form, in a soft take on punk where leather and sheers collide, while indie sleaze updates grunge for a contemporary twist. Intimate sleepwear prevails, adding a super sensual notion that blurs the lines between public and private spheres.

Masculine outerwear juxtaposed with feminine lingerie dressing creates an effective contrast, enhancing the tension between strength and vulnerability. It's an intimate exploration of the self, where vulnerabilities and flaws are celebrated. Overall, the trend offers a space for individuals to explore sensitivity and sensuality, where every garment tells a story of love, loss, and the richness of our emotions.

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MOOD POETIC DAZE



@antoniomarras-11.png



@lampoonmagazine3.png



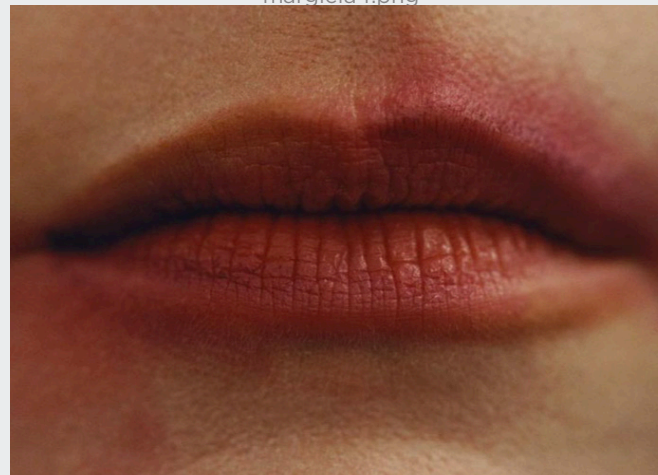
margiela4.png



@davidabraahams.jpg



@markgong3.png



@kulesza-pik6.png

ROMANTICISM +100%

PUNK +250%

@lesfleursstudio.jpg



anndemeulemeester1.jpg

STRANGE ROMANCE - HEROINE CHIC - SENSUAL - PUNK POETRY - DECONSTRUCTED

COLOR PALETTE POETIC DAZE



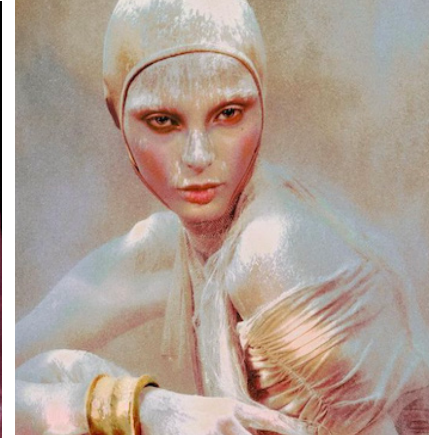
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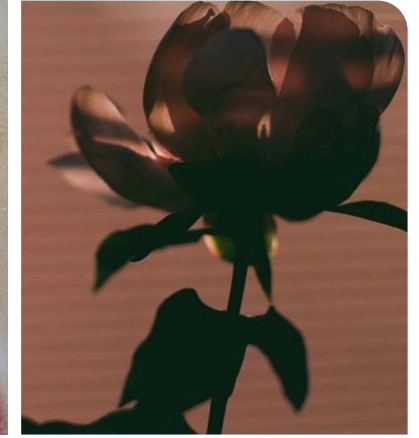
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demeulemeester.jpg



@elizaveta porodina-1.png



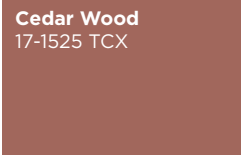
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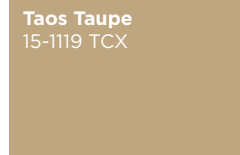
Cedar Wood
17-1525 TCX



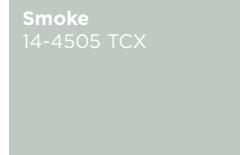
Pale Lilac
13-2803 TCX



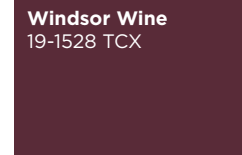
Misty Rose
15-1512TCX



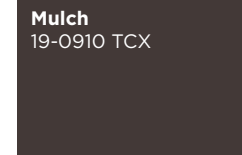
Taos Taupe
15-1119 TCX



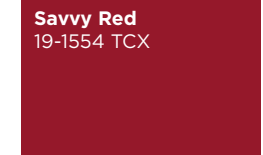
Smoke
14-4505 TCX



Windsor Wine
19-1528 TCX



Mulch
19-0910 TCX



Savvy Red
19-1554 TCX

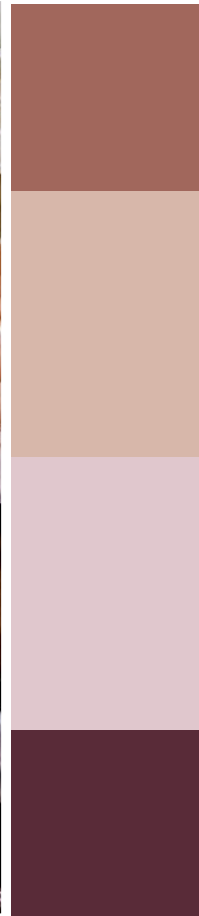
Deconstructed Beauty. The Poetic Daze palette invites a dreamy and ethereal realm, where soft powdery and blush nudes reign supreme. Cedar Wood, Pale Lilac, and Misty Rose paint a canvas of delicate elegance, evoking softness and intimate skin. Dusty beige Taos Taupe adds understated sophistication, grounding the palette with its subtle warmth. Blue-tinted Smoke introduces a hint of mystery that captivates the imagination. Berry shades like Windsor Wine and Savvy Red infuse the palette with passion and drama, adding a bold and vibrant energy. Almost-black Mulch provides depth and intensity, anchoring the ensemble with its darkness. These colors create a harmonious palette that inspires introspection, inviting to lose us in a poetic daze of color and emotion. This palette transports to a world where imagination and dazed beauty intertwine.

COLOR HARMONIES **POETIC DAZE**

PALETTE 1



@johannbesse3.png



The color palette intertwines blush rose, brown-black, beige, and berry red. Blush rose delicately softens the ensemble, imparting soft romance. Brown-black infuses depth and sophistication, adding a touch of mystery. Beige offers a neutral foundation, grounding the palette with its subtle warmth. Berry red injects vibrancy and drama with its bold and passionate energy. The mix exudes a subtly darkened charm.

PALETTE 2



@admagazine4.png

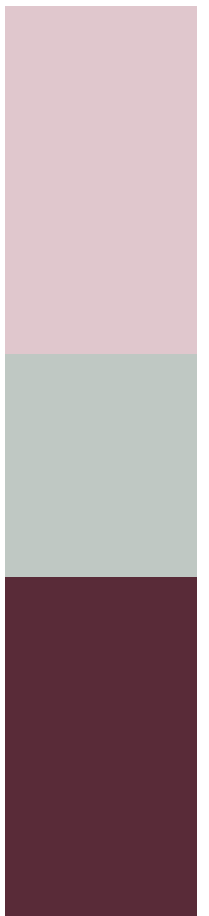


The color palette harmonizes rich burgundy with delicate rose and nude tones, crafting a dramatic feminine ambiance. Wine exudes opulence and depth, infusing luxury and sophistication. Rose adds a soft touch, evoking feelings of affection. Blush tones provide a subtle and understated backdrop, offering a sense of tranquility and elegance. Together, these colors create a refined palette that is timeless and chic.

PALETTE 3



touche--touche4.png



The color palette features a captivating blend of burgundy, rose, and blue-tinted, almost-pastel grey. Burgundy exudes richness, infusing the palette with depth. Rose adds a romantic touch, evoking femininity and grace. Blue-tinted grey introduces a modern and refreshing contrast, offering a cool and calming element to the ensemble. Together, these colors create a versatile palette that is chic and alluring.

KEY LOOKS POETIC DAZE



anndemeulemeester1.jpg

INDIE SLEAZE



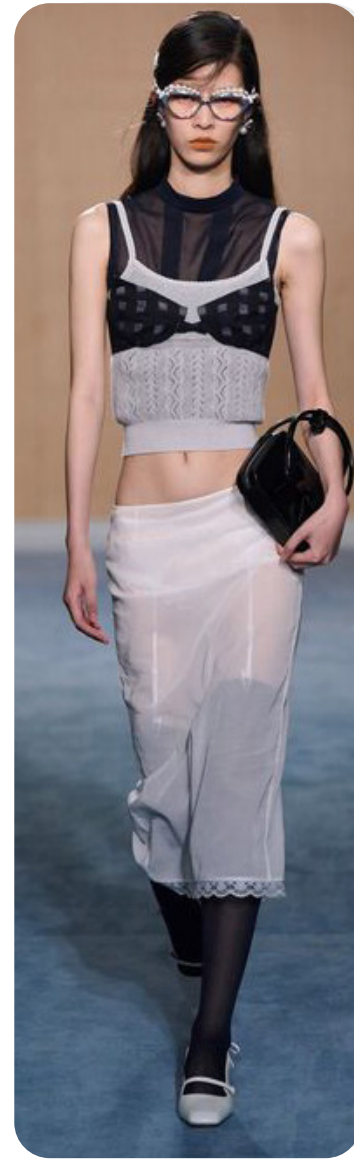
gucci7.jpg

INTIMATE TOUCH



mun.jpeg

SOFT PUNK



Shu shu Tong

UNDER-OUT-WEAR



Markgong-18.jpg

SLEEPING BEAUTY

KEY LOOKS POETIC DAZE



ann_demeulemeester-12.png

INDIE SLEAZE



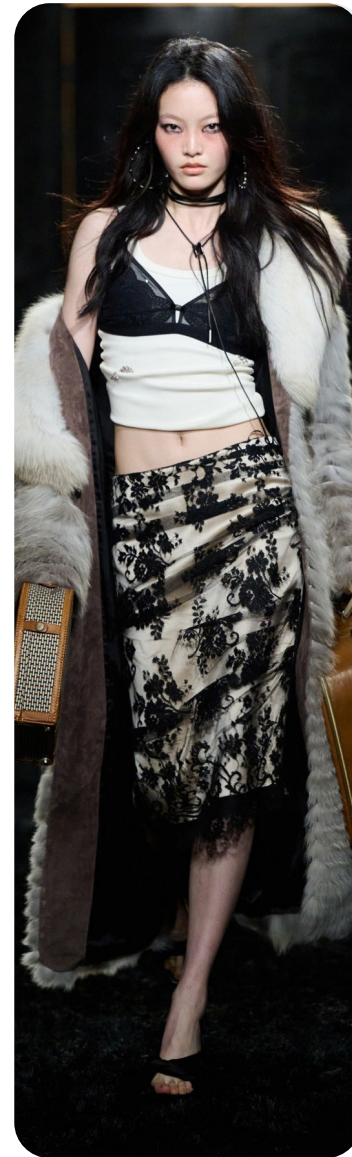
rotate-2.jpg

INTIMATE TOUCH



coach3.jpg

SOFT PUNK



Markgong-26.jpg

UNDER-OUT-WEAR



filippa.jpg

SLEEPING BEAUTY

KEY MATERIALS POETIC DAZE



ann demeulemeester-13.png

JACQUARD SATINS



rocha-.jpg



sarawong-clp-080.jpg

SUBCULTURAL LEATHERS



Markgong-9.jpg

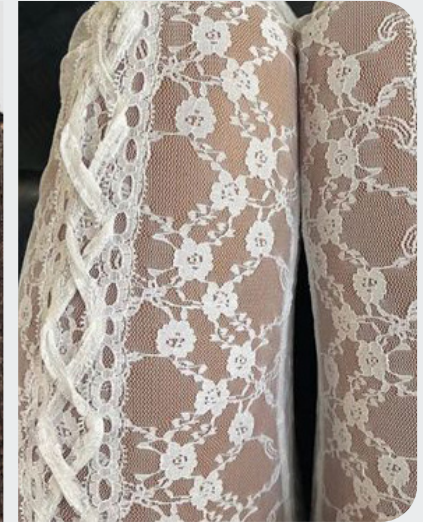


gcds-.jpg

REWORKED LACE



aniye-records.jpg



@stephmood2.jpeg

Tough Romance.

Rough leathers add a heavy-duty feel and striking contrast when paired with satins, creating a dynamic interplay between ruggedness and luxury. Satins add luminosity and lightness and offer a take on a new dimension with jacquard styles, delicately weaving soft micro motifs that evoke a subtle sleepwear vibe. Meanwhile, reworked lace breathes new life into the classic and trendy materials, repurposing deadstock elements or infusing creativity into traditional designs. Together, these textures and materials offer a harmonious blend of strength, elegance, and tough romance.

KEY ELEMENTS **POETIC DAZE**



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DAINTY BOWS



prada-.jpg

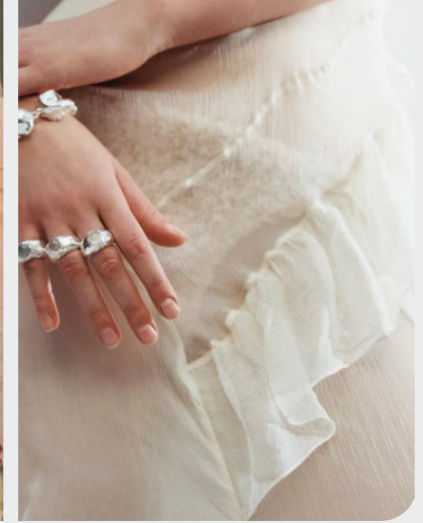


ParisStreetsyle_33.jpg

RUFFLES AND FLOUNCES



del-core.jpg



@simuero_3.png

POUFFY FEATURES



@morganecamillenicolas2.png



puss puss

Rebellious whimsy.

Dainty bows take center stage as a successful coquettish feature, adorning garments in more maximalist applications now. Now they add a strangely eccentricity and flirty youthfulness. Meanwhile, ruffles and flounces are employed to enhance the feminine vibe, yet they come with a slightly grungy interpretation, adding an edge to the delicate aesthetic with asymmetries and cascading or slashed styles. Pouffy featured take balletcore further and add a soft new feature to feminine looks. Together, these elements create a dynamic fusion of whimsy and rebellion, inviting wearers to embrace both their sweet and daring sides.

KEY ACCESSORIES **POETIC DAZE**

STRAPPY FLAT



valli (2).jpg



chloe-.jpg

2010s BIKER BOOTS



coach-.jpg



valentino-.jpg

Y2K SHOPPER



Balenciaga.jpg



Burberry.webp

Heroine Chic Icons.

Biker boots reminiscent of the 2010s era make a bold statement with buckle details and distressed leathers, evoking a sense of rugged sophistication and heroine chic looks. Strappy flats offer a rebellious update to the classic Mary Jane style, adding a touch of edgy charm to any ensemble. Y2K-inspired shoppers feature pockets and hardware, providing a striking contrast to delicate aesthetics while nodding to the fusion of utility and style that defined the turn of the millennium.



demeulemeester -1.jpg

AI INTERPRETATIONS **POETIC DAZE**

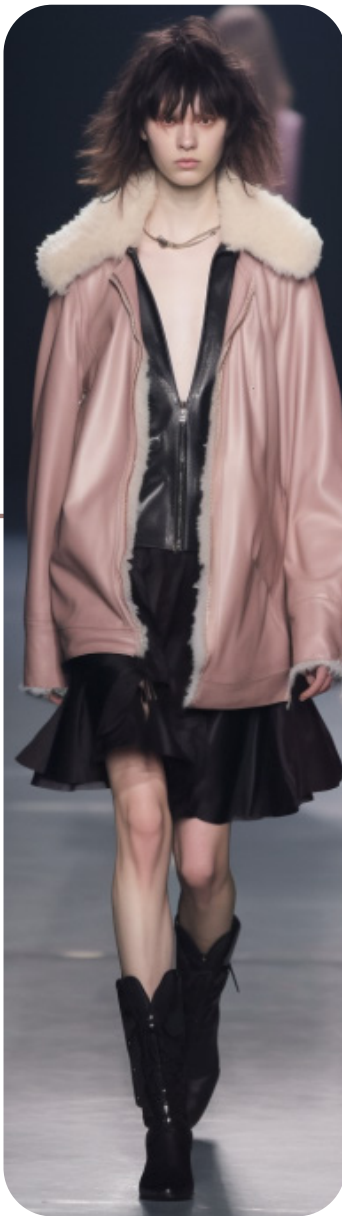
ROMANTIC

SOFT PUNK

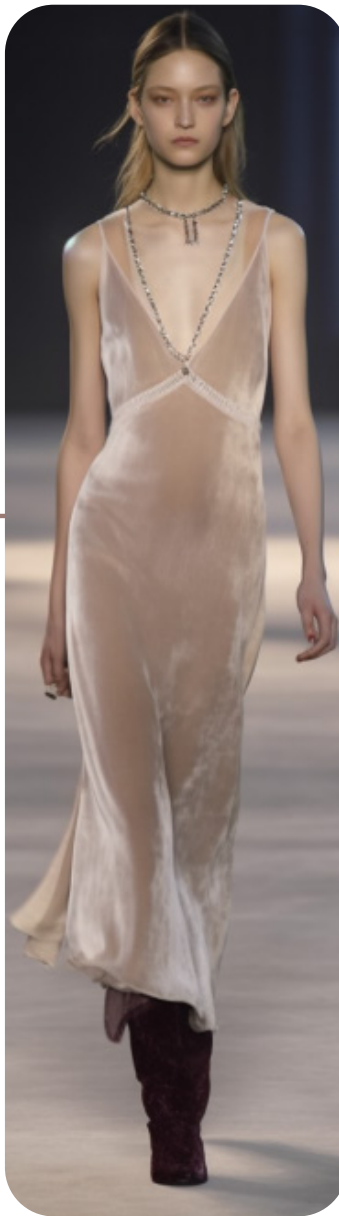
SLEAZE

REWORKED

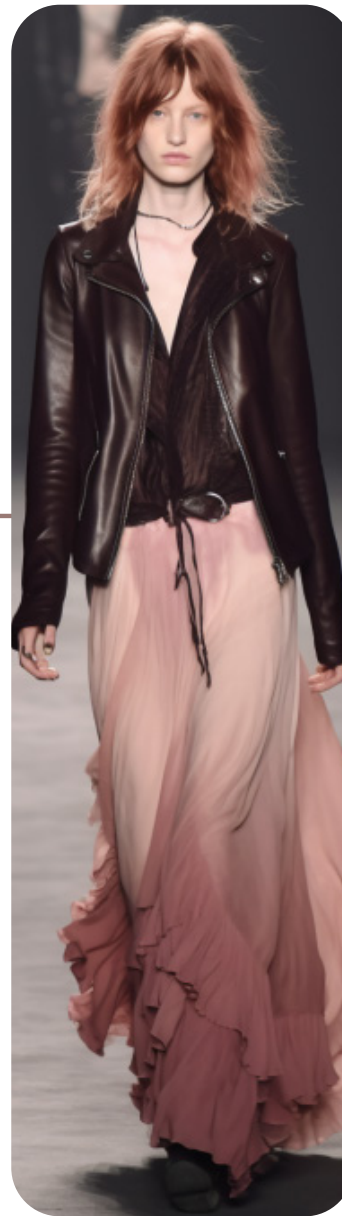
UNDRESSING



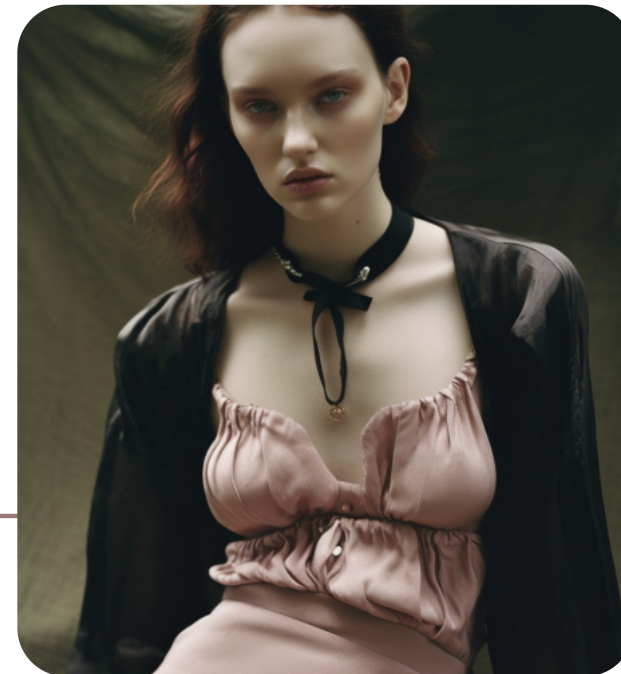
ROMANTIC PUNK



UNDONE INTIMATE



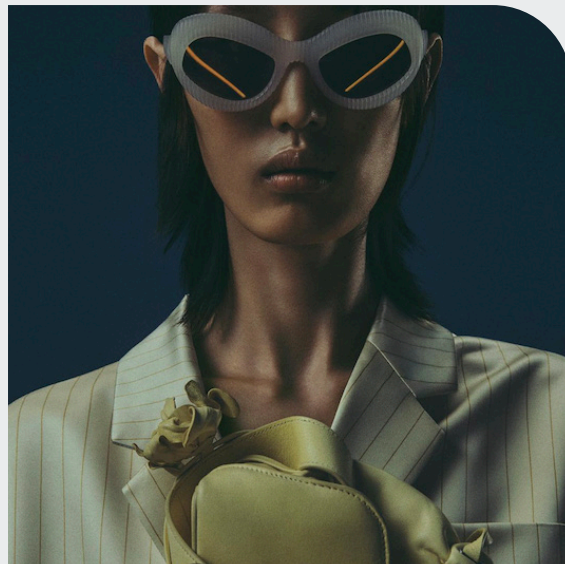
INDIE SLEAZE



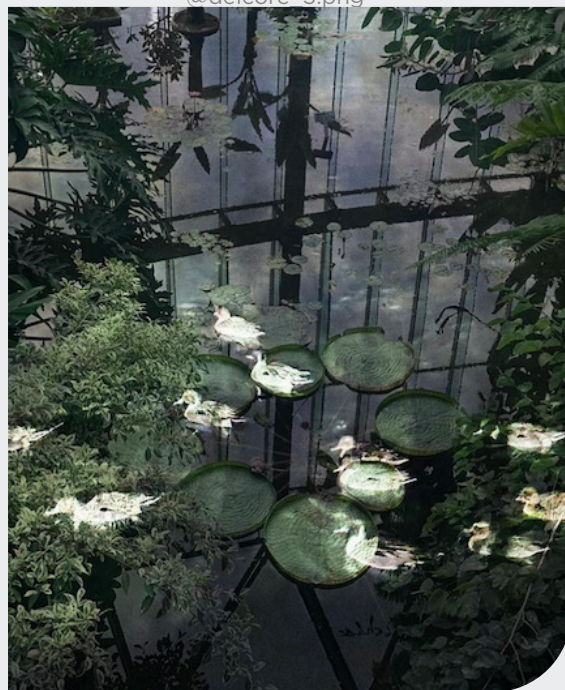
TREND WONDROUS WORLD



coperni 5.jpg



@delcore 3.png



@sayaka_maruyama_1.png

The Dreamer Consumer Shift

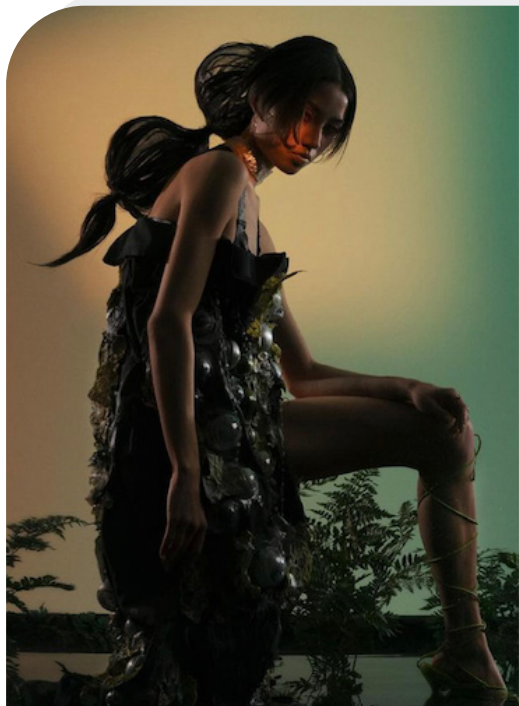
This macrotrend captures a mindset that is fantastical, stimulating and inspired by a future nature. It invites to embark on a creative journey into imagination, where reality blurs with fantasy and the ordinary transforms into the extraordinary. At the heart of this trend lies an avant-garde dreamscape, where the boundaries of possibility are redefined.

The aesthetic narrative of phantasmagorical nature intertwines elements of the natural world with the surreal to create a world of enchantment. In this trend, reality is seen through the lens of fiction, where cyber dark creatures roam in goblin core and fairy looks, and a sleek, sharp allure proposes more edgy designs. Bio mimicry is essential and allows to explore new worlds and bio innovations but comes in more rough interpretations for an undone and grungy look. Dark vixens emerge from the shadows, adorned in a nocturnal palette with bold highlights that accentuate their mysterious allure.

Each piece is a work of hybris, blending the familiar with the unexpected to create something truly mesmerizing. The morphing nature of this trend invites wearers to explore the beauty of transformation. Imperfection is celebrated, strange beauty revered, and magic infuses every look. In this trend, reality is but a canvas for infinite possibilities.

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MOOD WONDROUS WORLD



@sickymag-15.png



diesel-bks-f24-117.jpg



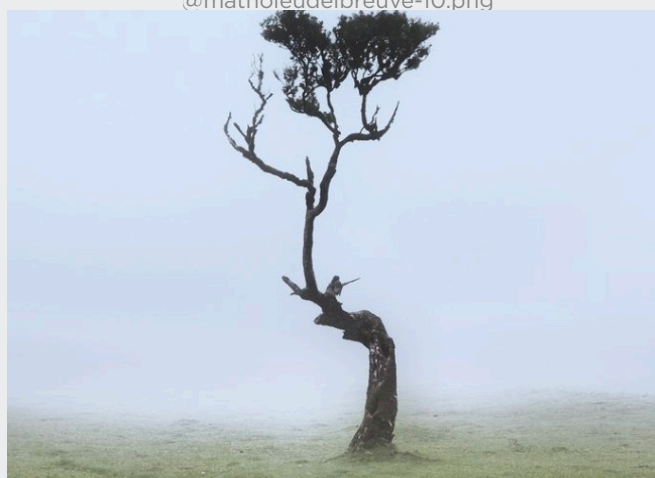
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acne studios -6.jpg



ignant2.png

GOBLINCORE +160%

EDGY +300%



@beaudestudio 4.png



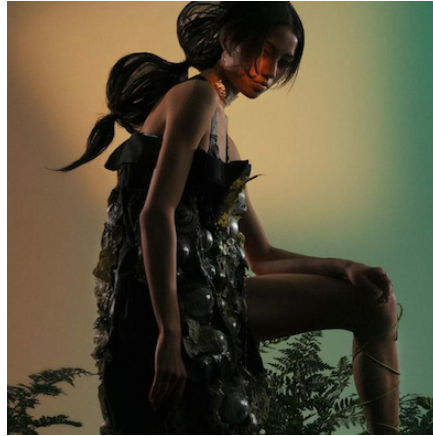
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AVANT-GARDE DREAMSCAPE - PHANTASMAGORIC - FAIRYCORE GRUNGE - STRAGE BEAUTY

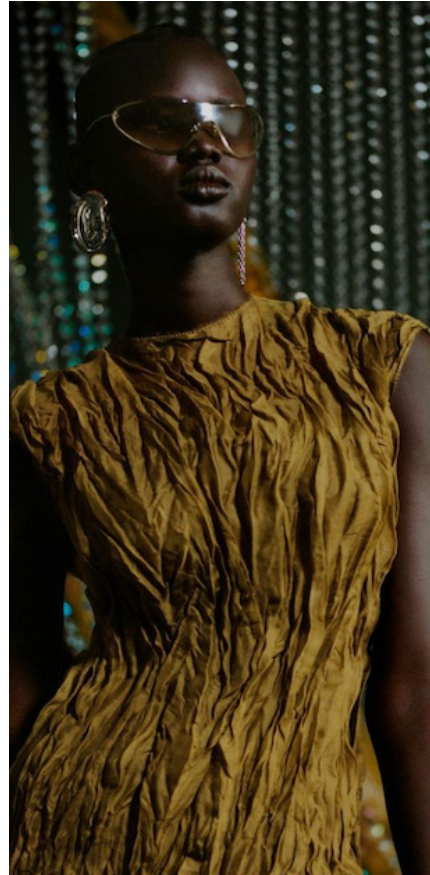
COLOR PALETTE WONDROUS WORLD



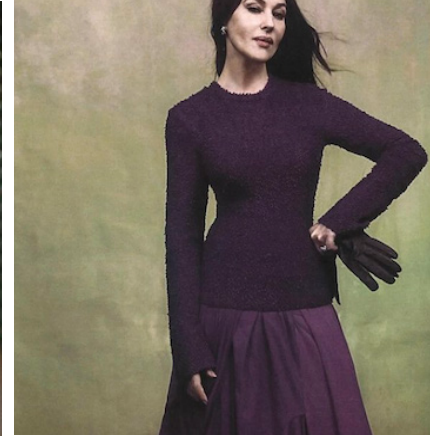
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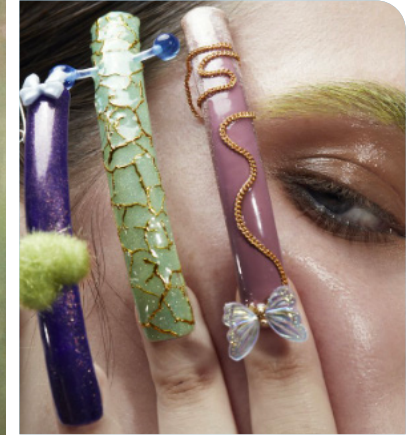
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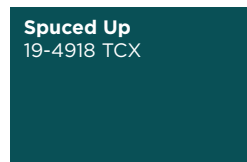
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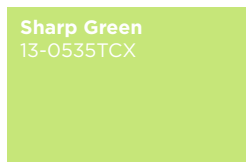
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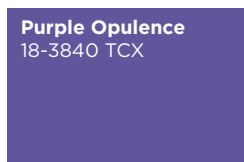
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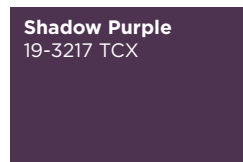
Spuced Up
19-4918 TCX



Sharp Green
13-0535TCX



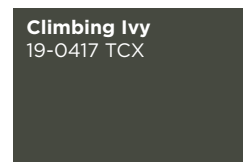
Purple Opulence
18-3840 TCX



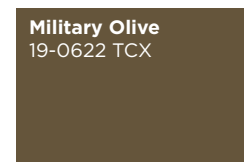
Shadow Purple
19-3217 TCX



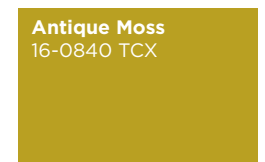
Spring Bouquet
14-6340 TCX



Climbing Ivy
19-0417 TCX



Military Olive
19-0622 TCX



Antique Moss
16-0840 TCX

Mysterious Allure. The Wondrous World palette unveils a mesmerizing blend of hues that transport into fantastical realms and enchanted landscapes. Cyber greens like Sharp Green and Spring Bouquet illuminate the palette with a vibrant and futuristic energy, evoking images of neon-lit cityscapes and digital realms. Purple indulgence takes center stage with Shadow Purple and Purple Opulence, casting an aura of mystery and allure, reminiscent of magical twilight skies. Swampy greens like Climbing Ivy, Military Olive, and Antique Moss envelop the palette with a sense of untamed wilderness and natural beauty, inviting exploration and adventure. The magical tile shade of Spuced-Up adds a touch of whimsy and enchantment, infusing the palette with wonder and imagination. These colors create a spellbinding palette that sparks imagination and invites to travel through a wondrous world of possibilities and magic.

COLOR HARMONIES **WONDROUS WORLD**

PALETTE 1



ujoh-clp-f24-022.jpg

The color palette merges nocturnal purple, bold purple, and muddy greens, evoking a mysterious and captivating ambiance. Deep purple adds depth and intrigue, conjuring images of the night sky. Bold purple injects vibrancy with its rich hue. Muddy greens introduce an swampy element for connection to nature. Together, these colors create an enigmatic palette that is dramatic and alluring for creating a striking combo.

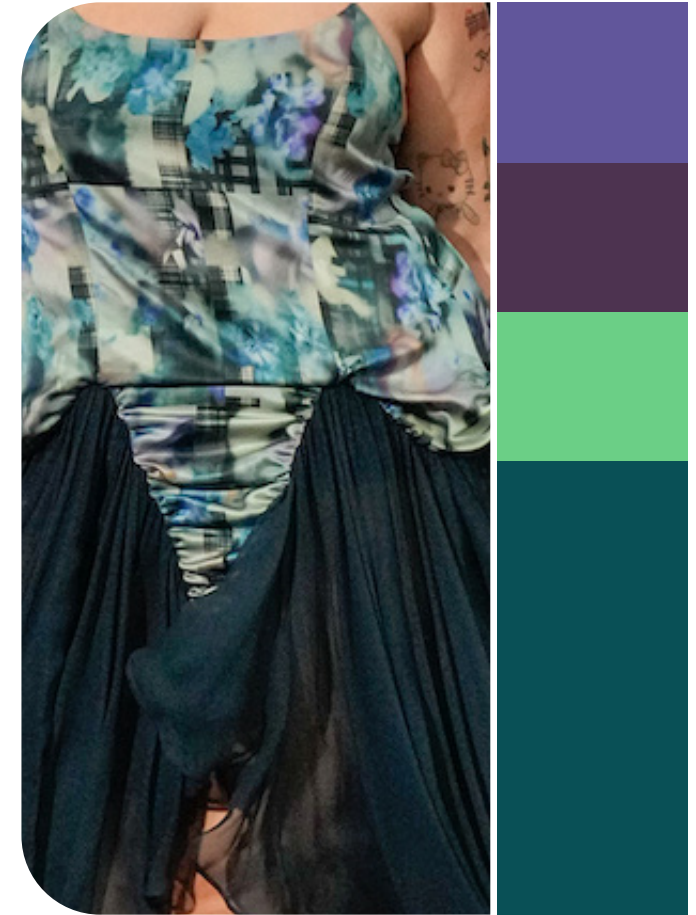
The color palette features swampy tones, acid green, and dark purple, for a captivating and mysterious mix. Swampy greens evoke images of untamed wilderness, instilling a sense of depth. Acid green adds a vibrant energy, infusing a cyber twist. Dark purple introduces sophistication and drama. Together, these colors create a dynamic palette that is intriguing and awe-inducing.

PALETTE 2



paulinemonnierparis5.png

PALETTE 3



collina strada2.jpg

The color palette showcases dark turquoise, bold mint, and nocturnal purples, crafting an enchanting and mysterious ambiance. Mythical turquoise exudes wonder, evoking images of hidden seas and mystical realms. Bold mint adds a refreshing and invigorating twist. Nocturnal purples bring depth and intrigue. Together, these colors create a captivating palette that is both striking and ethereal, perfect for creating a dreamy and enchanting look.

KEY LOOKS **WONDROUS WORLD**



margiela7.jpg

CYBER DARK



collina strada2.jpg

GOBLINCORE



bally 4.jpg

SLEEK ALLURE



oude waag-6.jpg

BIO MIMICRY



etro11.jpg

DARK VIXEN

KEY LOOKS **WONDROUS WORLD**



monse_3.jpg

CYBER DARK



masha popova2.jpg

GOBLINCORE



acne studios -7.jpg

SLEEK ALLURE



marashin

BIO MIMICRY



prabal-gurung-.jpg

DARK VIXEN

KEY MATERIALS **WONDROUS WORLD**



oude waag-7.jpg

PHANTASMIC GRADIENTS



bottega veneta -13.jpg



issey miyake -7.jpg

ROUGH BIO-MIMICRY



maison jehia2.png



antonio marras-3.jpg

CAMOUFLAGING ORCHARDS



diesel-.jpg



ulla johnson

Artificial nature.

Phantasmic gradients are updated in this narrative via new color combinations, daringly eschewing subtlety for boldness. Here eccentric cyber tints are key. Rough bio-mimicry takes center stage with a camouflage effect, evoking an undone and swampy vibe that blurs the lines between natural and artificial. Similarly, camouflaging floral prints emerge with a nocturnal orchard inspiration, weaving a mysterious tapestry of hidden places and create a new phantasmical, blurred yet ethereal idea of beauty.

KEY ELEMENTS WONDROUS WORLD



aknvas7.jpg

BLOOMING FEATURES



calcaterra-.jpg

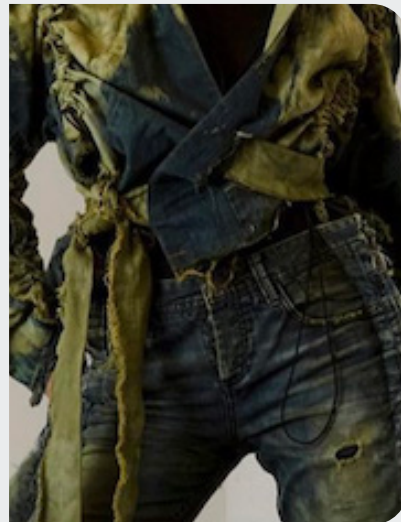


rokh-.jpg

ROUGH EDGES



collina strada

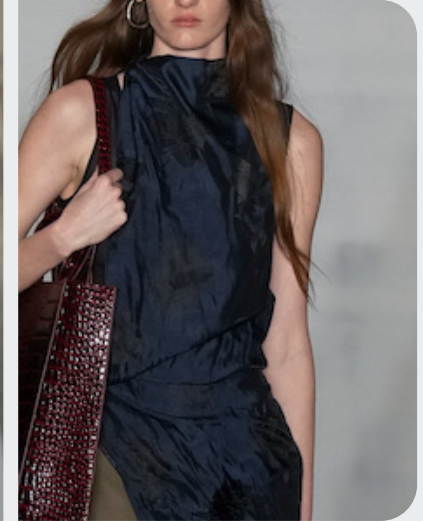


@ruovale.png

SLEEK NECKLINES



tods10.jpg



puppets & puppets6.jpg

Sensorial Journey.

Immersive gardens come to life with 3D blooming elements, offering a sensorial journey through eccentric and abstract blooms and more tender elements. Deconstructed and textured layers meticulously recreate the intricate layers of nature, adding depth and dimension to every ensemble. Sleek necklines provide a sharp contrast, enhancing the allure of the modern vixen with their clean and sophisticated lines. Together sleek and natural imperfections collide into an avant-garde new phantasy.

KEY ACCESSORIES **WONDROUS WORLD**

PYTHON BOOTS



knwls_1.jpg



roberto-cavalli-.jpg

SHARP ANKLE STRAP HEEL



valentino.jpg



versace

TACTILE BAGS



jil-sander-.jpg



van-noten-.jpg

Venomous energies.

Python boots, with their pointy wide fits, evoke a villainous aesthetic, exuding a sense of danger and intrigue as they immerse wearers in a world of venomous allure inspired by nature's predators. Similarly dangerous, ankle strap pumps featuring sharp heels and pointed toes, adorned with embellished elements, add a hint of menace to any ensemble. Tactile bags seamlessly fuse into their surroundings, incorporating playful elements that further blur the lines between fashion and the natural world.



antonio marras-1.jpg

AI INTERPRETATIONS **WONDROUS WORLD**

FAIRYCORE

DREAMY

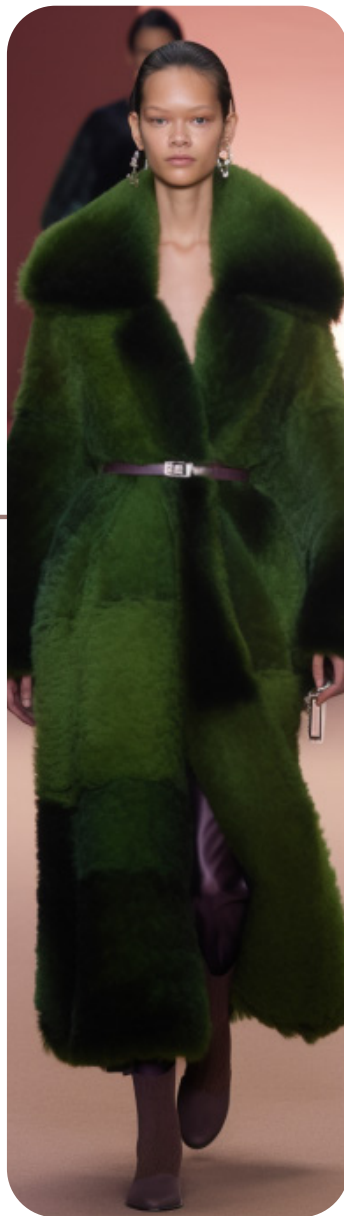
MAGIC

NOCTURNAL

VIXEN



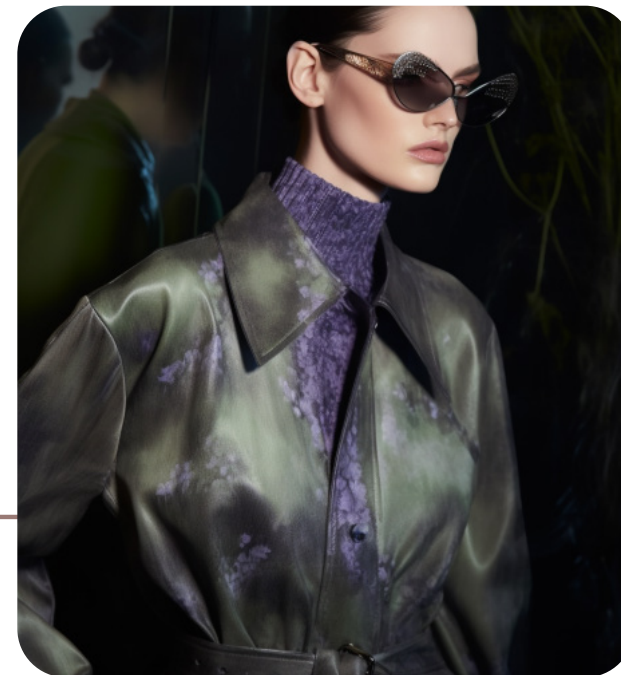
EDGY VIXEN



DARK WITCH



NEO BOTANICA



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 COMMERCIAL 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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