



**WOMENSWEAR
FORECAST**
SPRING/SUMMER
2026
**SWIMWEAR
MACRO TRENDS
& KEY ITEMS**



LIVETREND

MACROTRENDS SS26 INTRODUCTION



FORECAST

SS26: POWERSHIFTS

As we head toward 2026, swimwear emerges as a statement of resilience and harmony with nature, embodying the spirit of SS26 Powershifts. This collection embraces vibrant tropical hues and lush patterns, reflecting the beauty and strength of our natural world. With timeless, retro-chic silhouettes, each piece connects us to both past inspiration and a hopeful future, grounding us amid rapid change. The season encourages us to see swimwear as more than seasonal wear—it becomes a celebration of purpose and balance. Tropical colors and bold designs evoke a powerful, serene connection to nature, inspiring us to find beauty and harmony in a complex world. The retro-chic styles offer a sense of nostalgia, reminding us of the importance of stability and the comforting allure of the familiar. SS26 swimwear transforms discomfort into expression, offering styles that encourage us to navigate life's turbulence with poise and purpose. This collection isn't just fashion; it's an invitation to embrace a balanced existence, finding peace within change and confidence in redefining limits.

*This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts.
Find the relating icons & stamps on the last slides.*

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CLICKING HERE](#)

PALETTE SWIMWEAR



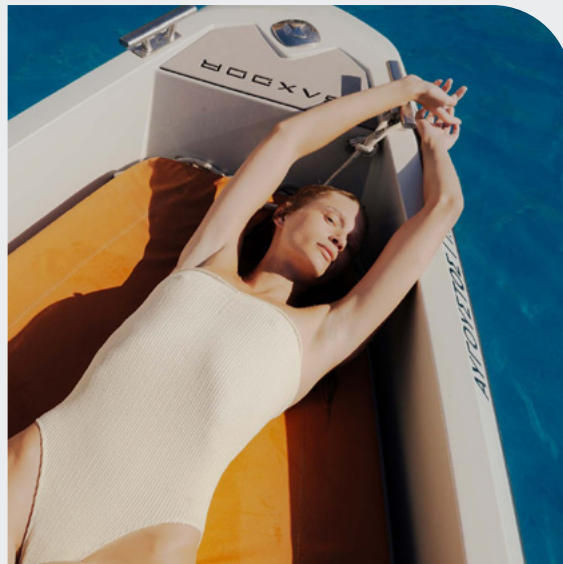


SWIMWEAR **MACRO TRENDS**

TREND **SIMPLE LEISURE**



CDLP



Sorbet island



Medina

SIMPLE LEISURE

“Simple Leisure” is a theme that celebrates the charm of vintage vacationing, bringing together the easy elegance of clubhouse days, nautical coolness, and a dash of sporty nostalgia.

It draws from a trending old-money aesthetic, combining timeless style with a fresh, laid-back approach to sporty chic. Imagine leisurely afternoons spent on the tennis courts, boating excursions, and afternoons at coastal clubs where the sun-drenched deck is adorned with effortless, chic pieces, evoking a sense of understated luxury.

This theme embraces a sporty summer in style, pairing refinement with relaxation, capturing the timelessness of a quaint bygone era while remaining chic and effortlessly stylish.

MOOD SIMPLE LEISURE



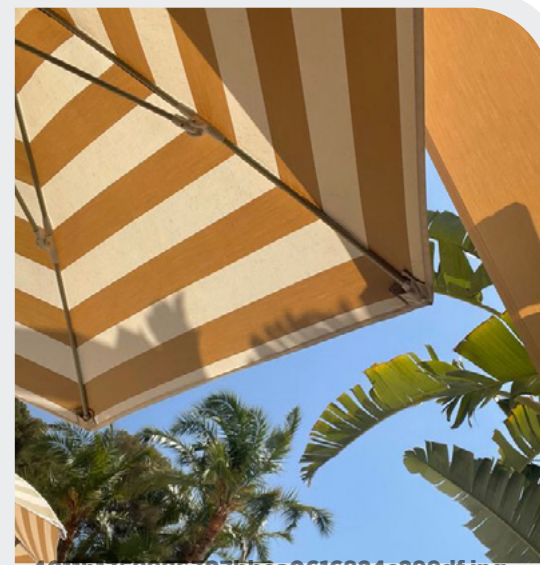
revelreyswim.jpg



Sorbet island



Ephemera (8).jpg



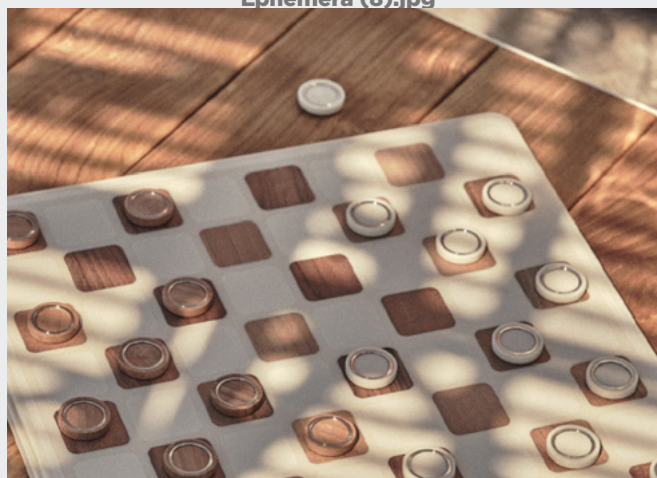
4011b1359996307bba0616824c299df.jpg



With Jean (1).jpg



Haight



Brunello_Cucinelli.jpg



Chantelle

VINTAGE VACATIONING - CLUBHOUSE DAYS - COOL NAUTICAL - SPORTY NOSTALGIA

COLOR PALETTE **SIMPLE LEISURE**



rowenrose13.jpg



@ronnykobo 3.jpg

Banana Crepe
13-0815 TCX

Deep Mint
17-59 TCX

Poppy Red
17-1667 TCX

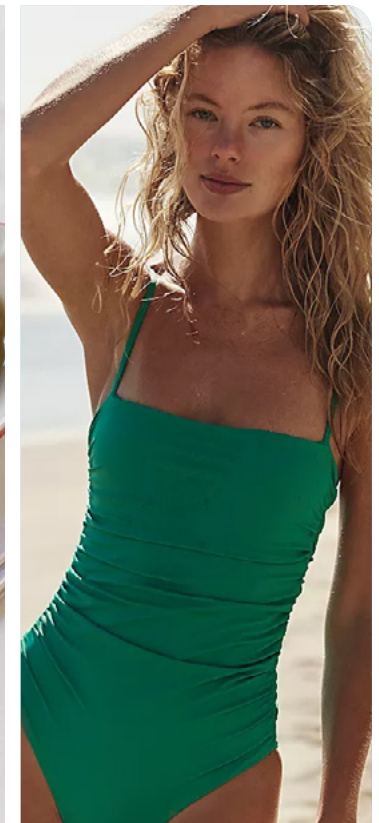
Celosia Orange
17-1360 TCX

Fair Aqua
12-5409 TCX

Gibraltar Sea
19-4038 TCX



@bisquebistro.jpg

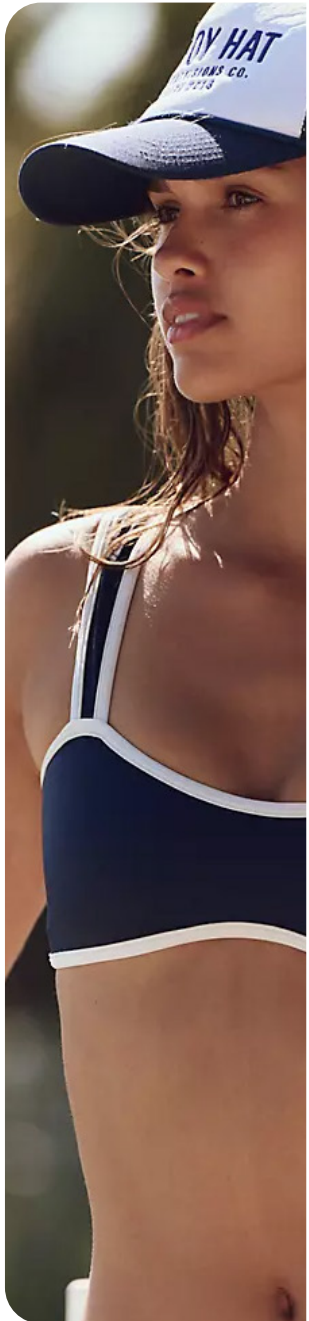


freepeople30.webp

Preppy Coastals.

The preppy coastal color palette combines classic seaside hues with a fresh, vintage twist, embodying an understated luxury perfect for neo-preppy looks. Poppy Red brings a crisp pop of color reminiscent of nautical flags, while Fair Aqua offers a soft yet lively accent, evoking coastal breezes and refreshing ice cubes. Celosia Orange adds retro warmth. Deep Mint adds a bold, timeless vibe, pairing effortlessly with Gibraltar Sea—a deep, tranquil blue that anchors the palette with elegance. Together, these colors create a harmonious, effortlessly chic aesthetic that feels both nostalgic and modern, perfect for coastal-inspired, refined styles.

KEY MATERIAL **SIMPLE LEISURE**



TERRY JERSEY



Nenes.webp

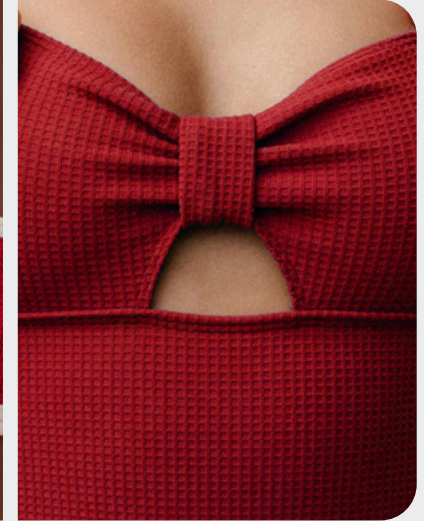


esber-clip-s25-011.jpg

MICROTEXTURES



Hunza g



Yse (12).jpg

RIB JERSEY



eres

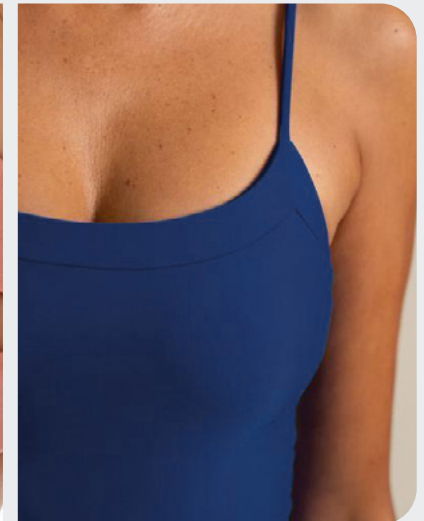


lcone.webp

SOFT STRETCH



image



cphcartel.jpg

KEY PRINTS **SIMPLE LEISURE**

BEACH CLUB INSPIRATION



urban outfitters 20.webp

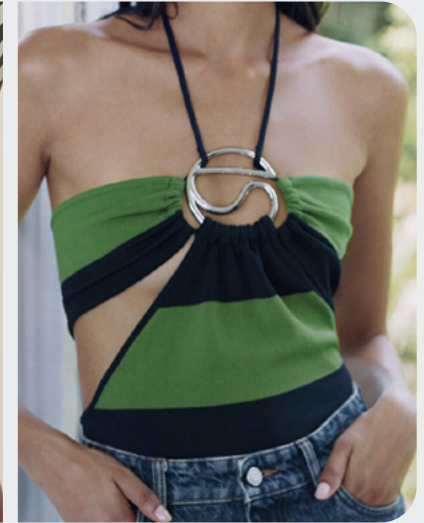


Love stories (12).webp

NAUTICAL BLOCK STRIPES



anemone

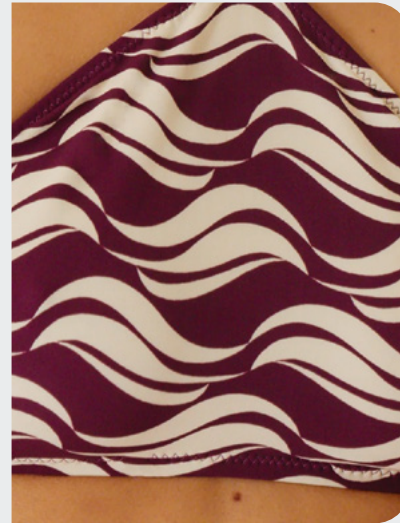


Coperni

GRAPHIC IMPACT



Sir Pre



Noo

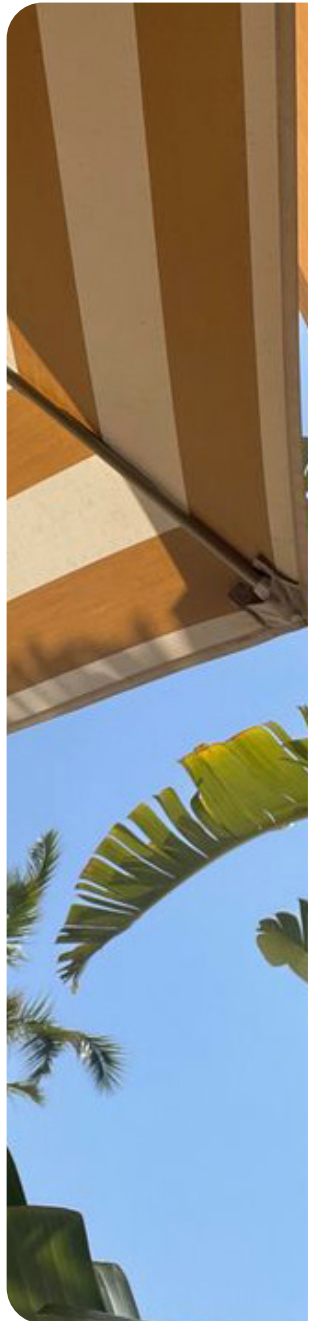
RETRO LINES



djerf avenue



urban outfitters



KEY DETAILS **SIMPLE LEISURE**



RTW POCKET DETAILS



jonathan-simkhai-2.jpg



eres-.jpg

GRAPHIC PIPING



One piece sage



Ephemera

MODULABLE SHAPES

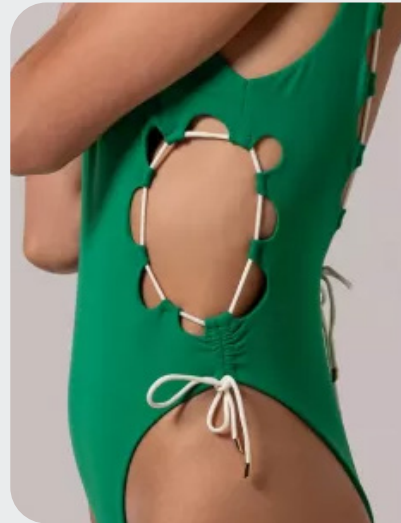


Medina



Medina

NAUTICAL ROPES



aanoukis (14).webp

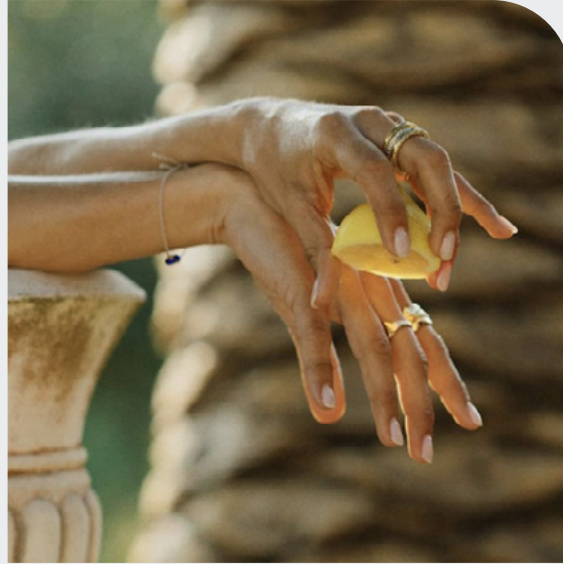


Maaji

TREND **FANTASTIC RESORT**



image



image



Roxy

FANTASTIC RESORT

This theme captures the pure pleasure of summer—a burst of joy like the first sip of a dreamy cocktail on a golden beach.

It's an atmosphere filled with the vibrancy of lush, tropical colors, an invitation to embrace life with the warmth and optimism of endless sunny days. Here, every breeze is scented with sweets and citrus, every moment bathed in hues that make the soul feel alive. This theme is the vitamin of summer, a radiant celebration of luxurious ease where everything feels brighter, bolder, and deliciously carefree.

In this idyllic paradise, beachwear feels richer, more vibrant and even a little more magical, allowing our mind to wander into new exotic escapes.

MOOD FANTASTIC RESORT



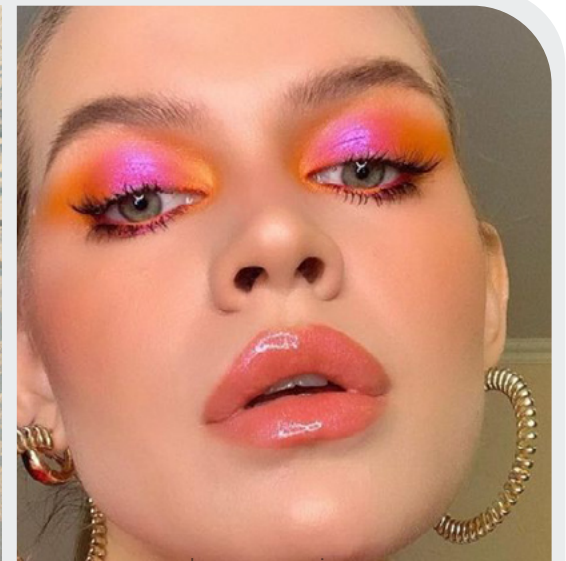
Farm rio



colored decor.jpg



Kourb-



glamourmag.jpeg



@studiovegete2.png



@charlinelumiere_14.jpg



zimmermann



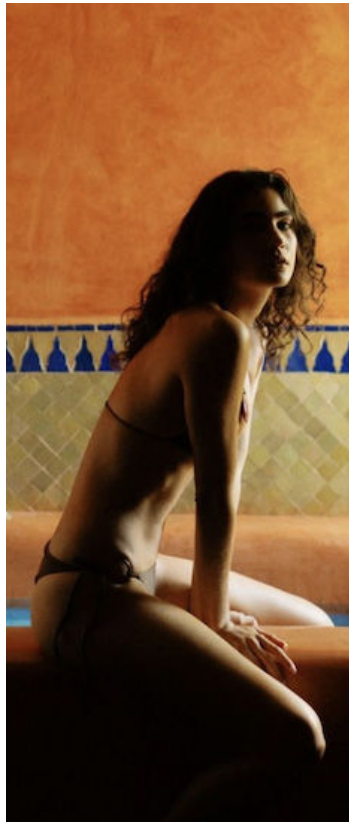
Alemais

TROPICAL BOOST - WONDERFUL DESTINATION - DREAMY COCKTAILS - VIBRANT FEMININITY

COLOR PALETTE **FANTASTIC RESORT**



@piariverola 8.jpg



@charlinelumiere_16.png

Shaded Spruce
19-4524 TCX

Cabbage
13-5714 TCX

Beetroot Purple
18-2143 TCX

Celosia Orange
17-1360 TCX

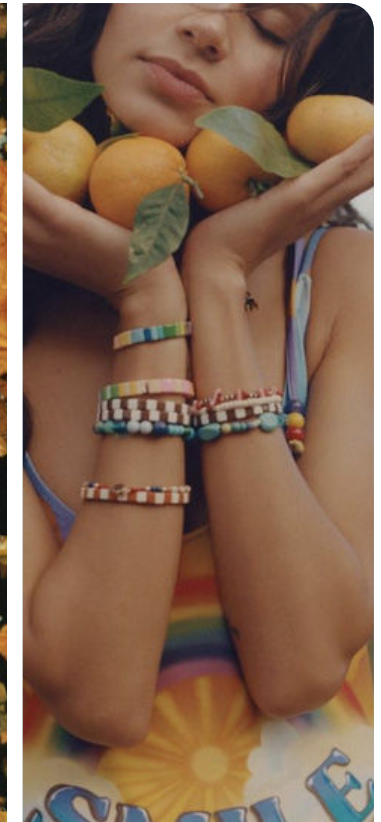
Golden Rod
14-0951 TCX

Crushed Grape
18-3522 TCX

Catawba Grape
19-1621 TCX



@arianna.lago 4.jpg

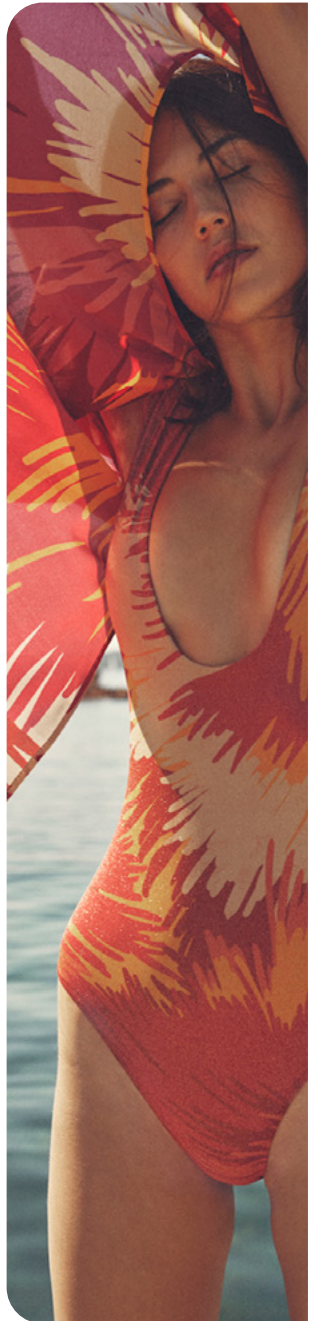


@eliteamsterdam7.png

Blissful paradise.

This range is combining Celosia Orange and Golden Rod to capture the fiery warmth of a tropical sunset, while Beetroot Purple adds a feminine vibration, reeffrencing hibiscus petals under the sun. Those warm and sunny shades are balanced by the tranquil tones of Shaded Spruce and Cabbage, evoking the depth of tranquil waves in a laguna. Crushed Grape and Catawba Grape intensify the rich momentum of the look and add glooming jewel darks to the range. Together, the palette resonates tropical heat and exotic fun, perfect for a beachwear range.

KEY MATERIAL **FANTASTIC RESORT**



EMBELISHED MOTIFS



patbo-bks-s25-123.jpg

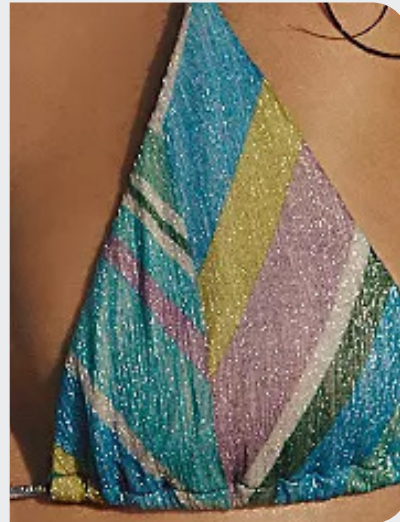


jaded 21.jpg.webp

GLIMMERING SHINE



The Attico



freepeople2.webp

SATIN JERSEY

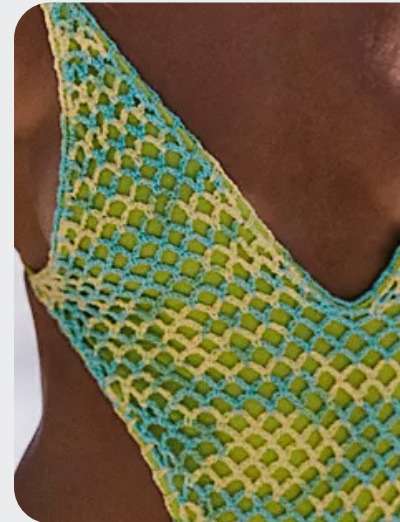


Ester Manas



Lulamabot-

FANCY CROCHETS



Kim Shui



urban outfitters 13.webp

KEY PRINTS **FANTASTIC RESORT**



INTENSE TROPICAL



urban outfitters 3.webp



freepeople20.webp

TROPICAL STRIPES



Solid & Stripes

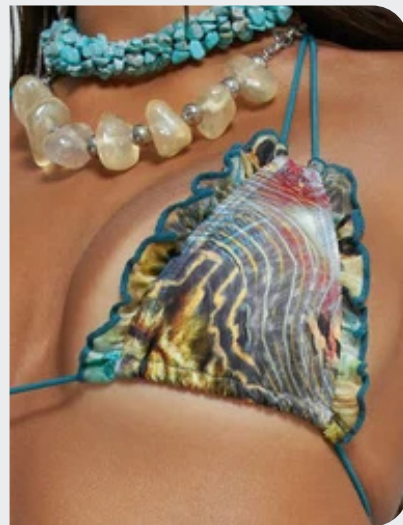


Lido

Y2K ABSTRACTS



angelys balek (3)



jaded

WILD ANIMAL

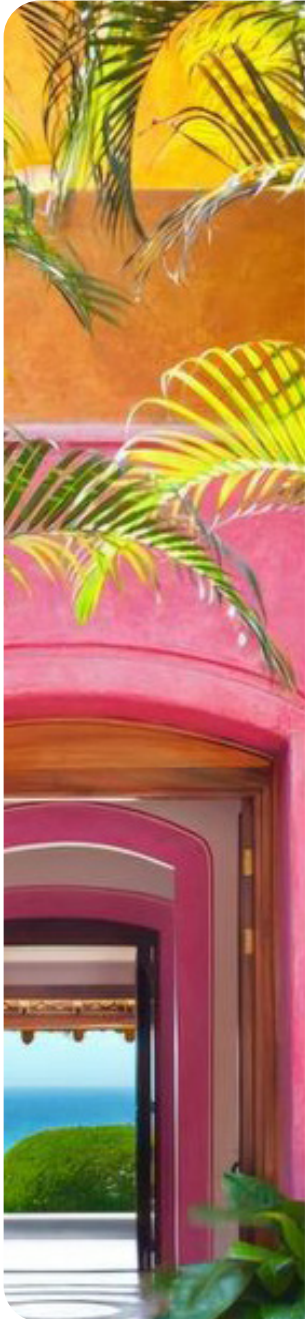


Beach Cult



Isabel marant

KEY DETAILS **FANTASTIC RESORT**



JEWELLERY STRAP



sir-t.jpg



jaded 20.jpg.webp

COQUETTE RUFFLES



Shawna Wu



jaded.jpg.webp

3D FLOWERS



Coperni



Leslie Amon

DANGLING DETAILS



Dorne_xodorne_



Agent provocateur

TREND COASTAL DREAM



Medina



ilage



Dreaming po

COASTAL DREAM

Coastal Dream encapsulates a dream of serenity and calm, embracing a feminine and indulgent vibe that celebrates a divine and splendid connection to the earth.

This beachwear look invites to drift into a whimsical ocean of serenity, in the soothing rhythms of the natural world. Inspired by the beauty of unspoiled coastlines and the endless spirit of free-spirited wanderers, each piece reflects a harmonious blend of comfort and elegance.

This beachwear style draws inspiration from the enchanting essence of a natural goddess, celebrating the beauty of organic textures and flowing silhouettes that mimic the gentle rhythm of the tide.

MOOD COASTAL DREAM



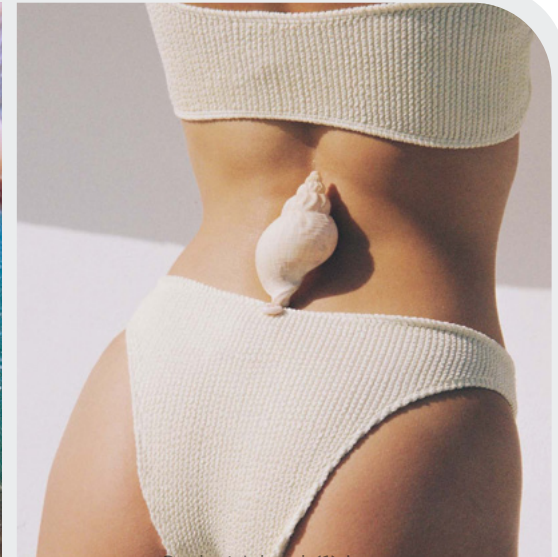
Cult Gaia



Stella McCartney



Medina (7).jpg



Sorbet Island (1).jpg



Alighieri-CASA-9.jpg



jaded



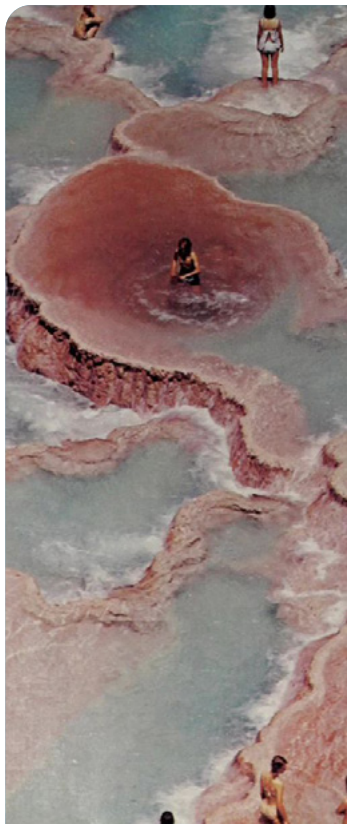
Montce



Chloé

BOHEMIAN FAIRY - WHIMSICAL OCEAN - NATURAL MERMAID - ORGANIC BEAUTY

COLOR PALETTE COASTAL DREAM



@acidmemories.jpeg



@arianna.lago 19.png

Cornstalk
16-1315 TCX

Shell Pink
16-1632 TCX

Peachy Keen
19-2045 TCX

Fairest Jade
12-6206 TCX

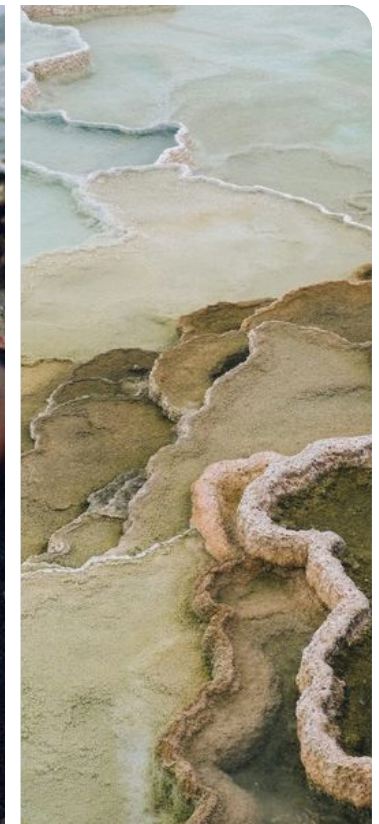
Charlock
12-0530 TCX

Banana Crepe
13-0815 TCX

Arabian Spice
19-1245 TCX



@arriwei6.png



pinterest4.jpg

Organic Mirage.

Soft, earthy tones that evoke a tranquil, serene atmosphere, in a tranquil and bohemian aesthetic. Peachy Pinks, like Peachy Keen and Shell Pink emerge for a gentle blush, lending feminine innocence to the range. Arabian Spice and Banan Crepe mirror the delicate hues of sandy shores and muted sunsets, creating a warm sense of calm. Cornstalk introduces mineral depth that evokes the essence of natural landscapes. Fairest Jade is reminiscent of misty ocean mornings and adds a cooling icy vib and with its understated glow, embodies the quiet light of dawn. As a boost of energy, Charlock is taking over as a new sorbet tint, adding a sense of rejuvenation to the mix. Alltogether, the luminous palette is creating a tranquil yet magical atmosphere for divine and magical looks.

KEY MATERIAL COASTAL DREAM



SUMPTUOUS VELVETS



jade.jpg



freepeople25.webp

NATURAL TEXTURES

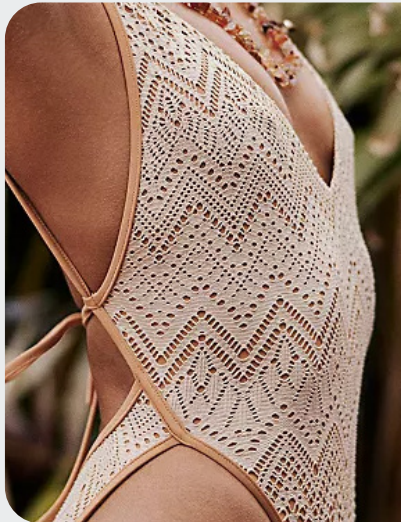


nette rose



juillet-.jpg

DREAMY OPENWORK



Julia et Vincent



juillet.jpg

PEARLY JERSEY

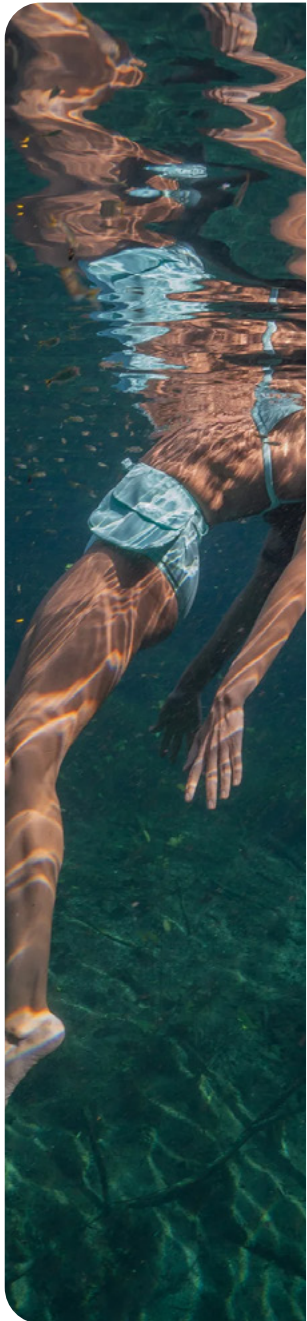


Miu Miu



jade-.jpg

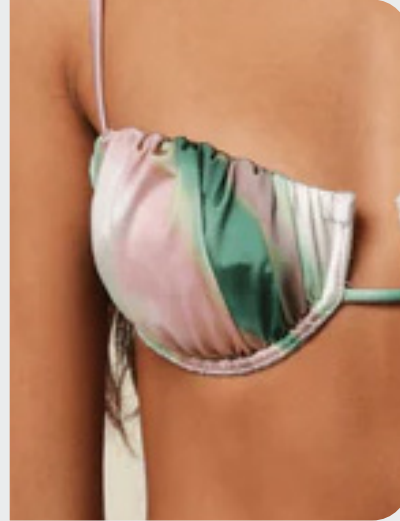
KEY PRINT COASTAL DREAM



DREAMY TIE & DYE



andrea-lyamah.jpg

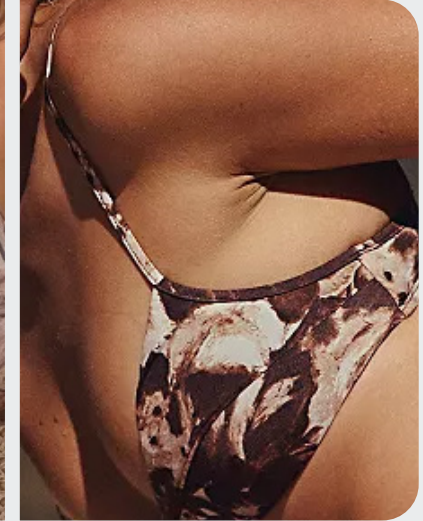


Montce (3).webp

MARVELLOUS MINERALS



agua de coco



freepeople5.webp

FADED FLORALS



Julia et Vincent

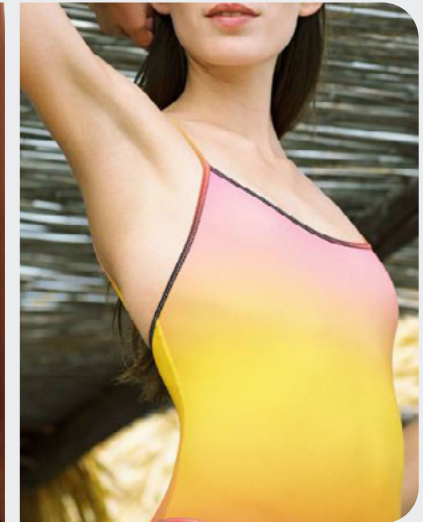


toteme-.jpg

TENDER OMBRE

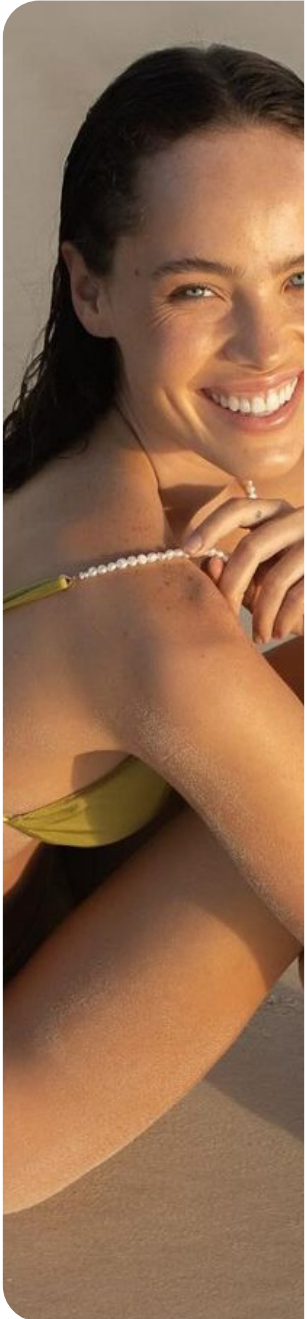


image



Lido 3.JPG

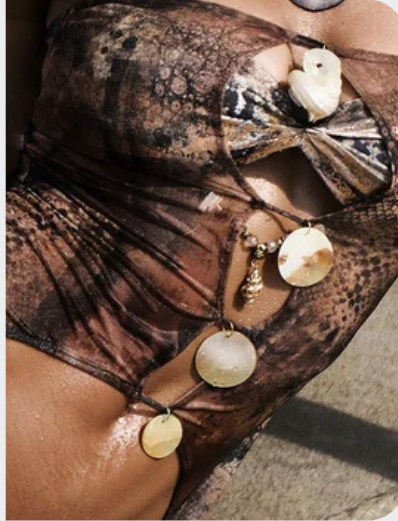
KEY DETAILS COASTAL DREAM



PRECIOUS SHELLS



Adriana_Degreas.jpg



jaded 7.jpg.webp

LUXURIOUS METALWARE



Cult Gaia



cult gaia4.jpg.webp

GRACEFUL GATHERING



Dorne_xodorne_

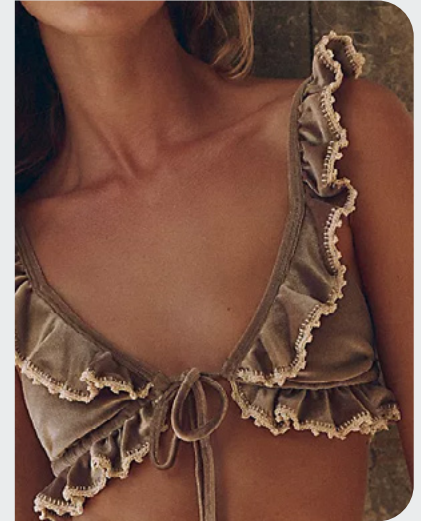


Agent provocateur

DREAMY FLOUNCES



Dior



freepeople25.webp



SWIMWEAR

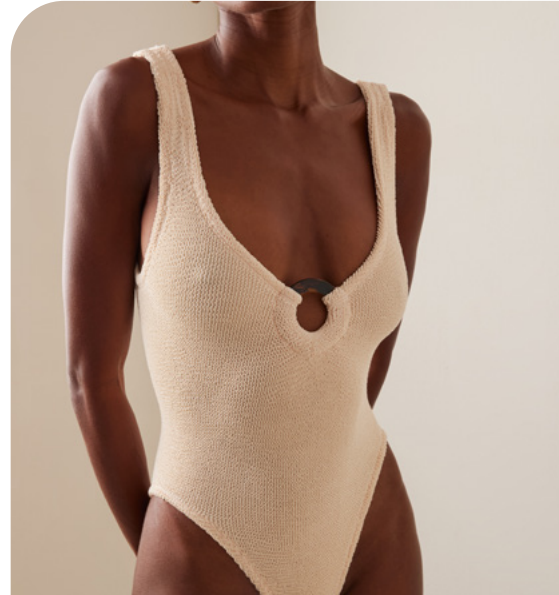
KEY ITEMS

BIG TREND

SS26 PLUNGING V



Noo (3).webp



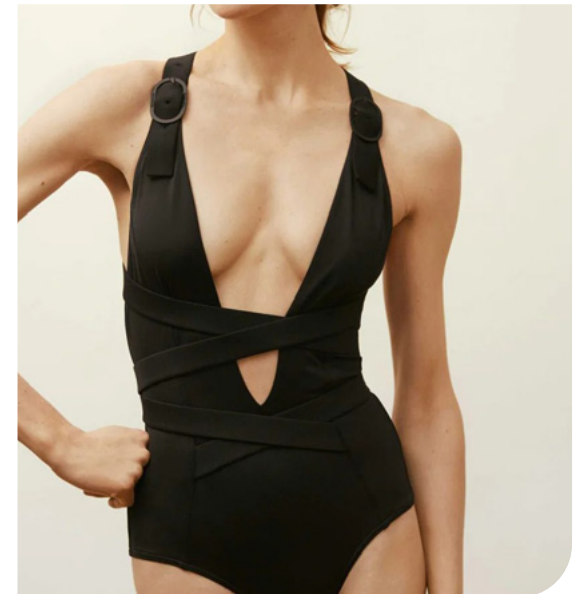
hunza-.jpg



coperni.jpg



urban outfitters 5.webp



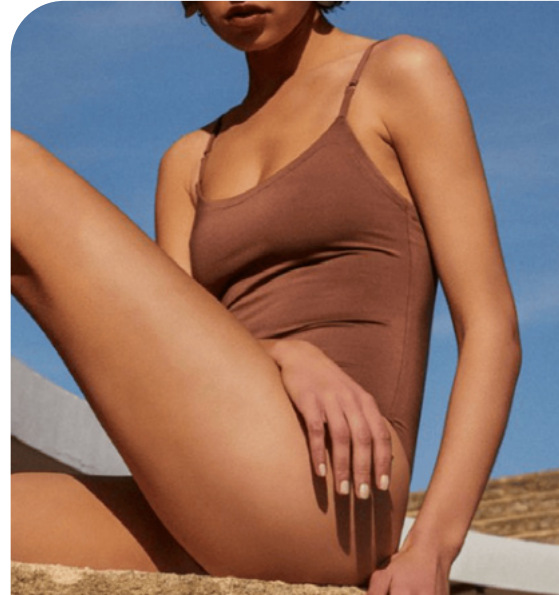
Medina (3).jpg

STABLE TREND

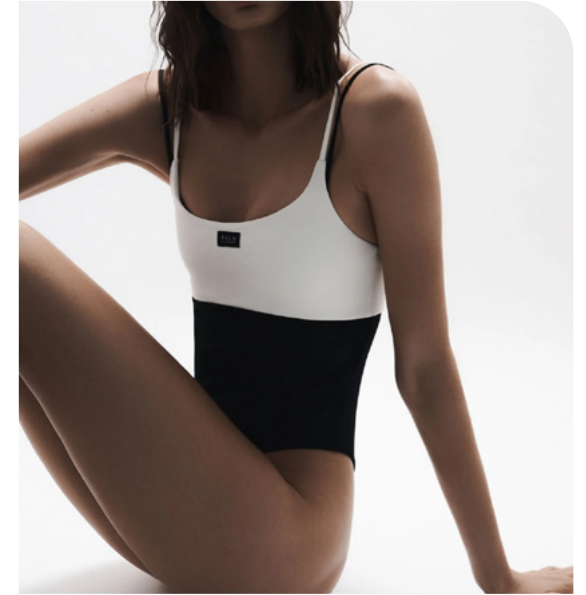
SS26 SQUARED SWIMSUIT



Carioca.jpg



club-orangee.png



palm



bondi-born.jpg



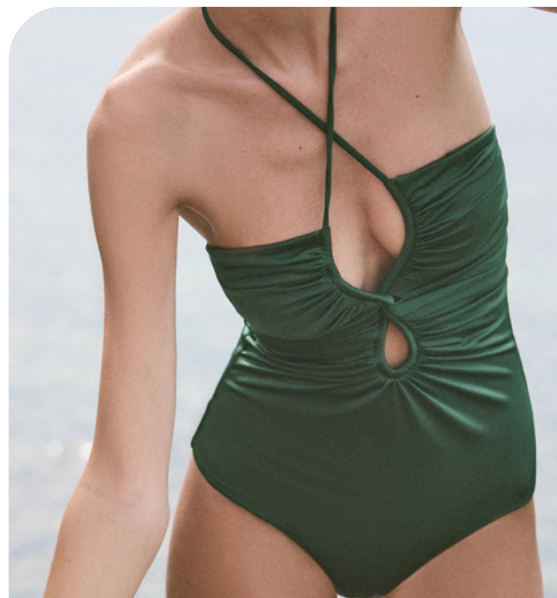
eres-3.jpg

STABLE TREND

SS26 CREATIVE HALTERNECK



Cult Gaia (13).webp



johanna-ortiz5.jpg



freepeople19.webp



zimmermann



more-noir3.jpg



Calarena (8).jpg



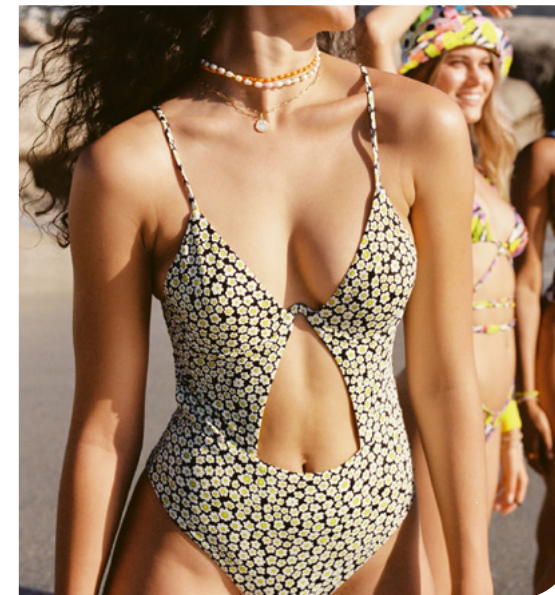
Cult Gaia (26).webp



anemone-3.jpg



johanna-ortiz-4.jpg



Maaji (27).webp

EARLY SIGN

SS26 POOL SWIMSUIT



[lisa-marie-fernandez-.jpg](#)



[freepeople8.webp](#)



[attico-.jpg](#)



[Solid and stripes \(4\).webp](#)

EDGY TREND

SS26 BANDEAU SWIMSUIT



mare perputa.jpeg



freepeople14.webp



eres-.jpg



johanna-ortiz-2.jpg



marlies-grace.jpg

EDGY TREND

SS26 **BOLD ASYMMETRY**



Beach Cult (3).webp



dior-clp-s25-051.jpg



Oseree (2).webp



Moeva (30).webp



Cult Gaia (6).webp

BIG TREND

SS26 UNSTRUCTURED BIKINI



aanoukis (15).webp



freepeople10.webp



hunza-g.jpg



urban outfitters 18.webp



freepeople13.webp



SAFE TREND

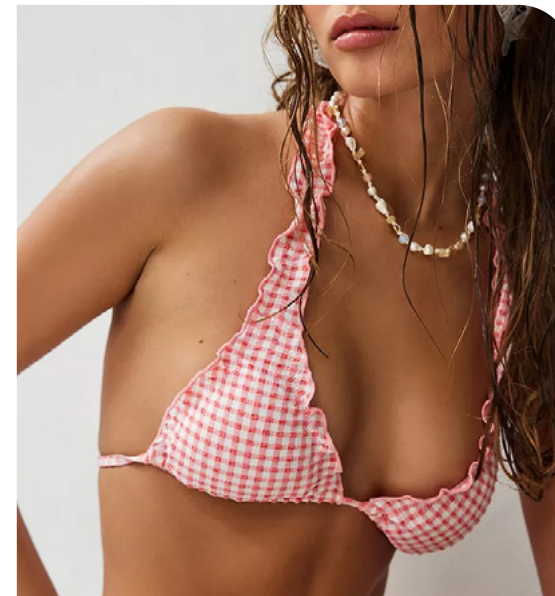
SS26 PLUNGE BIKINI



sara-cristina-.jpg



haight-.jpg



urban outfitters 2.webp



jaded 23.jpg.webp



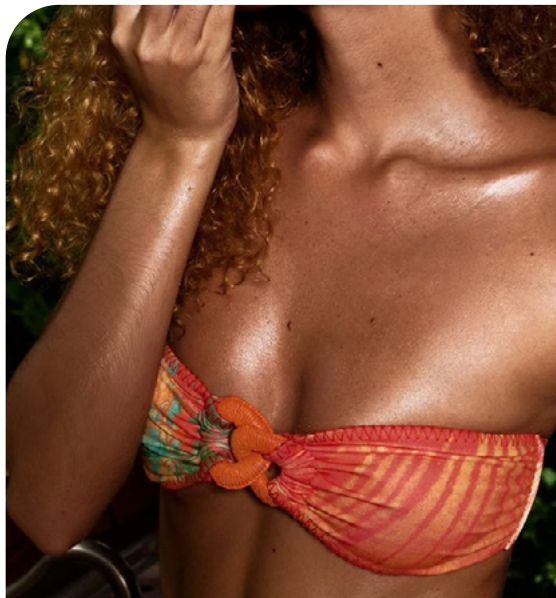
freepeople26.webp

SAFE TREND

SS26 **BANDEAU TOP**



jdcd lndn.jpg.webp



jaded 6.jpg.webp



juillet.jpg



cult gaia4.jpg.webp



urban outfitters 1.webp

SAFE TREND

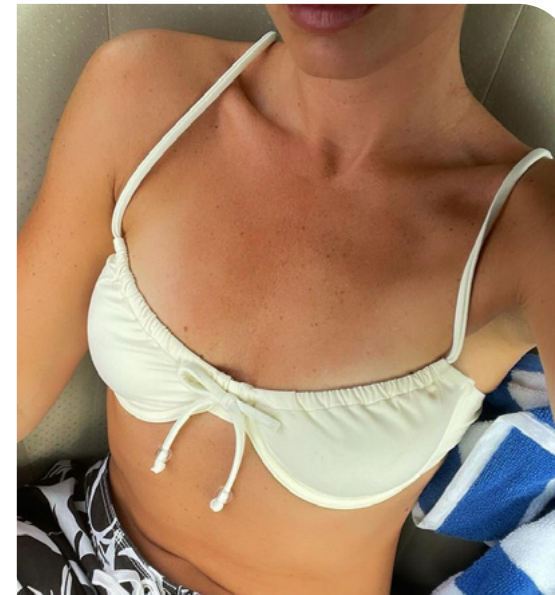
SS26 DRAWSTRING BALCONNETTE



Solid and stripes.jpg



Nenes_swimwear_top_Capucine_strawberry_1.webp



@sashita_bonita.jpg



urban outfitters 9.webp



yasmine-eslami (2).webp

STABLE TREND

SS26 HALTER NECK



freepeople15.webp



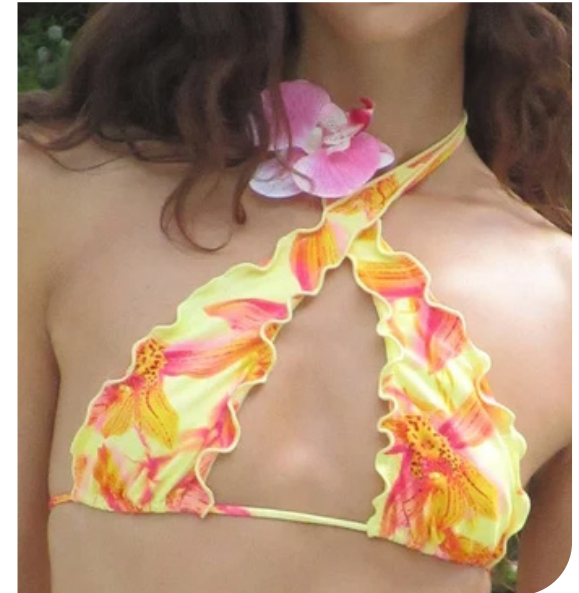
watercult.jpeg



eres--.jpg



freepeople17.webp



jaded 13.jpg.webp

EDGY TREND

SS26 CREATIVE CUPS



Beach Cult (2).webp



@mollybsims.jpg



andrea-lyamah-3.jpg



Cult Gaia (19).webp



PALM_SWIM.webp

EDGY TREND

SS26 FANCY OPENINGS



christopher esber (2).webp



Cult Gaia (17).webp



Noo (13).webp



aanoukis (8).webp



Moeva (22).webp

BIG TREND

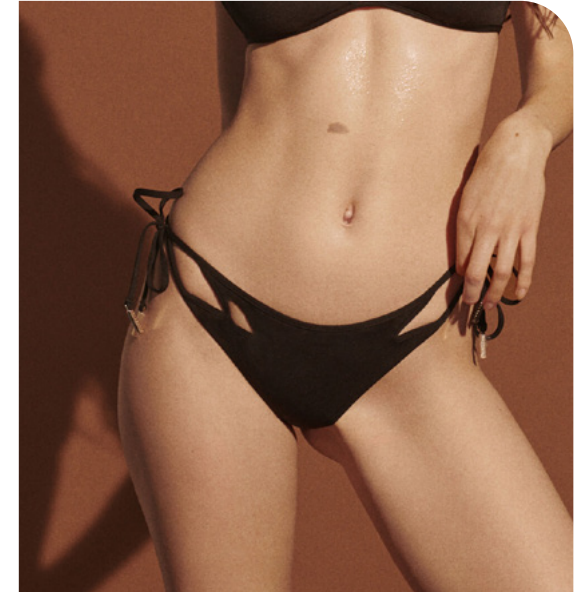
SS26 TIE-UP TANGA



urban outfitters 6.webp



jaded 10.jpg.webp



Livy (1).jpg



PALMSUMMER_ADEWHITERED_310661424_089125_20800.webp



With Jean (8).webp



STABLE TREND

SS26 HIGHWAIST BRIEF



Angelys Balek-4-3-592-790-1717688593.png



Maaji (14).webp



Agua de coco (8).webp



24B-ALIA-BOT-F12-ecom-1.webp



freepeople10.webp

SAFE TREND

SS26 SIDE JEWEL TANGA



Livy (11).jpg



lenny.jpg



aanoukis (6).webp



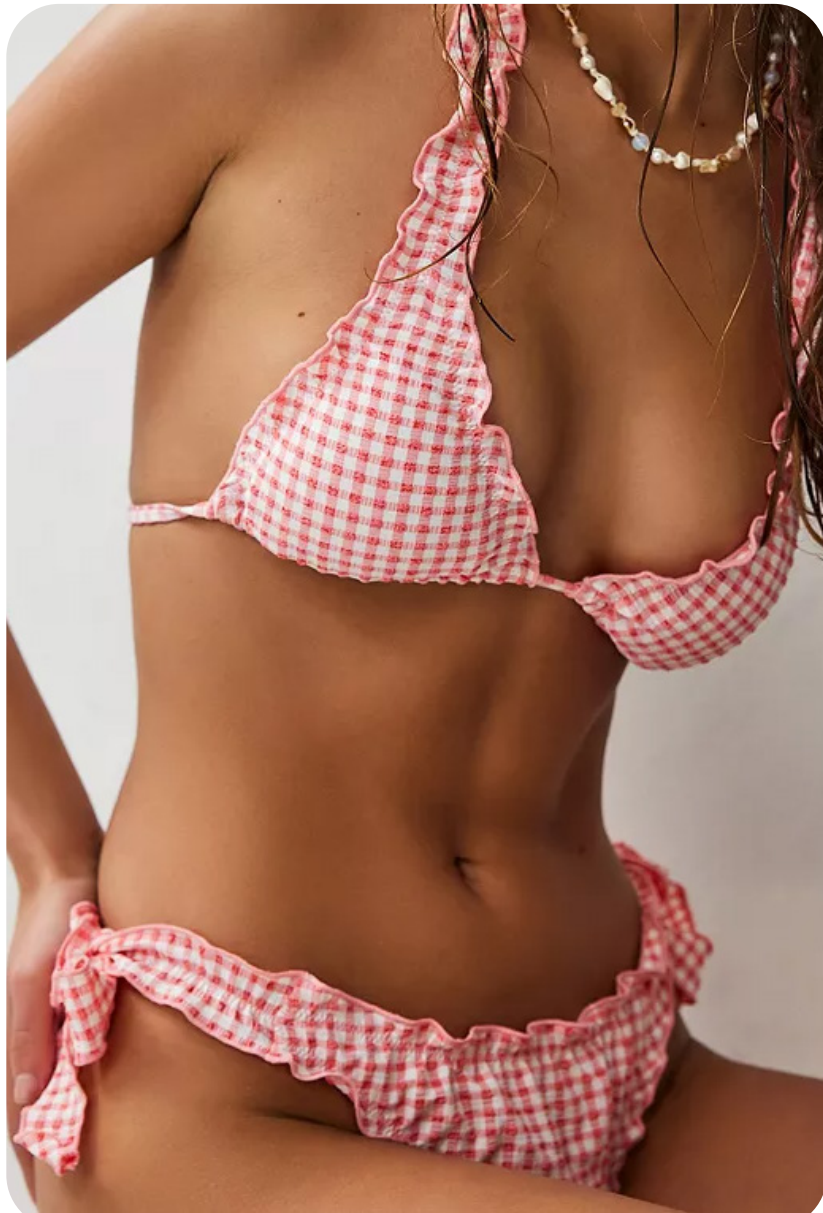
selia richwood (1).webp



jaded 17.jpg.webp

EARLY SIGN

SS26 LETTUCE HEM BRIEF



urban outfitters 2.webp



juillet-swimwear-.jpg



urban outfitters 12.webp



jaded 12.jpg.webp



freepeople17.webp

EDGY TREND

SS26 BELTED HIPSTER



Arabella (1).webp



Medina (25).webp



aanoukis (1).webp



Montce (10).jpg



Medina (30).webp



DATA TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



LIVETREND

THANK YOU!

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