



FORECAST
SPRING/SUMMER
2026
PRINTS &
PATTERNS



LIVETREND

SS26 PRINTS & PATTERNS INTRODUCTION



Milano Unica



Namesake 29.jpg



Loewe 3.png



mango



FORECAST

Humble meets Expressive.

SS26 Pattern trends embrace bold creativity and a deep connection to nostalgia, natural forms, and playful illusions. Florals appear with a fresh twist, exploring molten macros that bring out the organic fluidity of nature, expressive poppies in vibrant tones, and dreamy, vintage-inspired patterns perfect for summer outings. Summer plaids create a cozy, picnic-ready aesthetic, while retro stripes transition seamlessly from sporty to maritime looks, adding a touch of coastal charm. Optical illusions and immersive scenic prints bring a transformative, almost surreal edge, making garments appear as extensions of landscapes or abstract forms. This season also introduces structural prints like kaleidoscopic effects, gritty stains, and distorted geometrics, reflecting a modernist, urban appeal. Timeless patterns are revived through all-over geometrics and updated animal prints, giving a classic style a contemporary refresh. For a more personal touch, SS26 celebrates an artistic vibe with rough brushstrokes, sketch-like precision, and scattered graphics like portraits, birds, and naïve paintings. These placed graphics feel thoughtful and intimate, embodying an artisanal look that feels both humble and expressive.

This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts. The trends in this report are organized by their magnitude and impact. Find the relating icons & stamps on the last slides.

**ACCESS ALL IMAGES
CLICKING HERE**



Dries van Noten 49.jpg



Noon by Noor 18.jpg



Versace 65.jpg

SS26 PRINTS&PATTERNS **FLORALS**

FLORALS RETRO INTERIOR FLORALS



-loewe- .webp



prada-ecom-avif



reformation.webp



Chloe2.jpg



rabanne.webp



Loewe_.webp

INTERIOR FLORALS - WALLPAPER ARCHIVE - CLASSIC FLOWER DESIGN



FLORALS MELTING MACRO FLOWERS



collina strada 28.jpg



stine goya 9.jpg



rebecca kuskelly pinterest.jpeg



erdem.jpg



032c 2.jpg



copenhagen-str-s25-0758.jpg

PAINTED EFFECT - DRIPPING EDGES - UNDEFINED OUTLINES

FLORALS SHADOWBLOOM



Versace 42.jpg



virgile biosa2.jpg



svenskt II.jpeg



Ermanno Scervino 5.jpg



Paul Costelloe.jpg



zara 27.jpg

TENDER COLORWAYS - BARELY-THERE LOOK - SHADOWY

FLORALS ARTY POPPIES



loewe 4.jpg



Wales Bonner.jpg



prada18.jpg



Dhruv Kapoor 35.jpg



sarah graham.jpeg



ritamontezuma1.jpg

COLORFUL AND JOYFUL LOOK - ARTISTIC TECHNIQUES - BOLD EXPRESSION

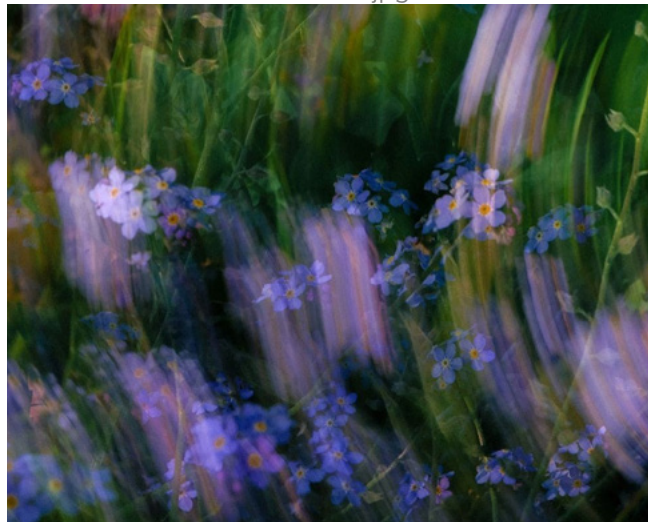
FLORALS **BLURRED MEADOWS**



KNWLS 8.jpg



Lela Rose.jpg



@nowness.jpg



beckham 3.jpg



Vêtements 53.jpg



Zara_38.jpg

VIRTUAL DITSY FLORALS - DIGITAL PRINT - REWORKED PHOTOEFFECTS

FLORALS **DAINTY NIGHTGOWNS**



Bed Jw Ford 30.jpg



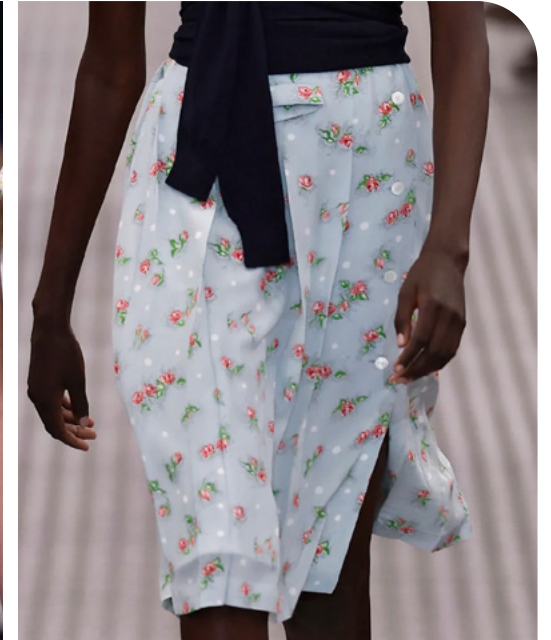
valli1.jpg



guang yu tim 4.jpg



Prada.jpg



miu miu2.webp



maison raphaelle.png

DITSY BOUQUETS - LARGE SPACING - NOSTALGIC REFERENCES - VINTAGE VIBE

FLORALS GRAPHICS HIBISCUS



dipetsa8.jpg



creative market.jpeg



Abra 20.jpg



Dries van Noten 49.jpg



Gucci 4.jpg



16Arlington 31.jpg

MACRO BLOOM - EXOTIC FEEL - OPTICAL PLAY - CONTRAST

ILLUSIVE DREAMY RETRO TROPICS



zimmermann41.jpg



zimmermann88.jpg



pierre frey.jpeg



Woolrich 7.jpg



elie-saab-030.jpg



Genny8.jpg

LIGHT TONES - PAINTED POSTCARD PRINTS - EXOTIC BOTANICS - BLURRED EFFECT

FLORALS PRIMAL BOHEMIA



@altuzarra_5.jpg



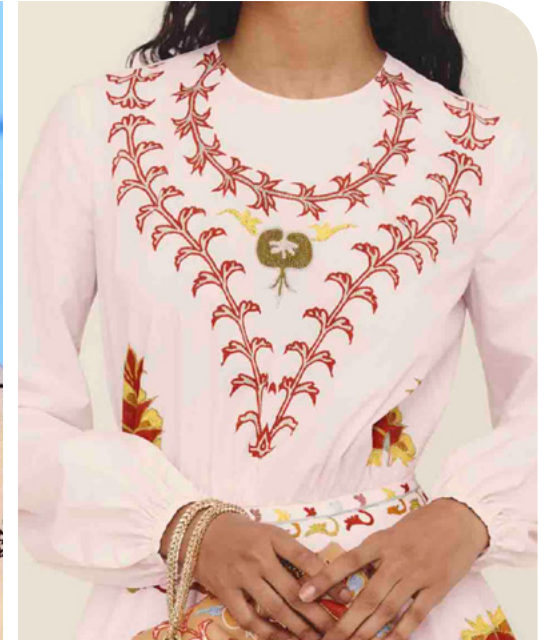
nakd 32.jpg



amir shariff pin.jpeg



Max Mara.jpg



Giambattista Valli4.jpg



Officine Generale 7.jpg

BOTANICAL LINES - PRIMAL ETHNIC - FLORALS AND LEAVES - SWIRLS

FLORALS BOHEMIAN PAISLEY



JW Anderson 9.jpg



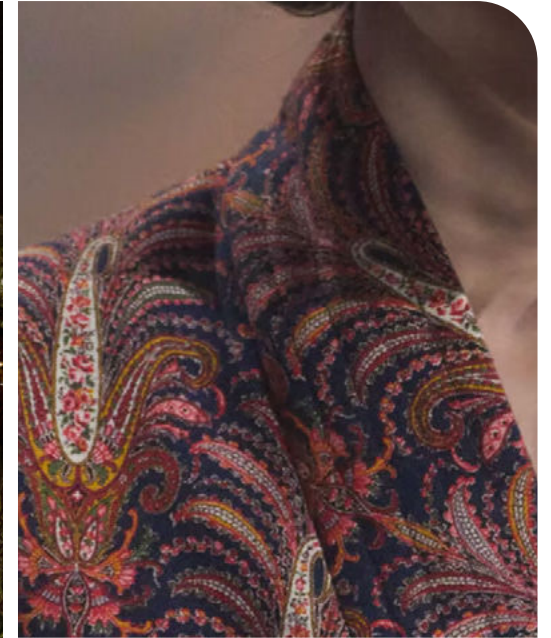
etsy.jpeg



Undercover -35.jpg



saint laurent (2).jpg



Valentino2.png



etro 34.jpg

TEXTILE ARCHIVE - MAXIMALIST HERITAGE - LUXURY BOHEMIAN ALLURE



streetstyle paris 16_1.jpg



Rabanne 12.jpg



@lookwhatyoumademese2.png

SS26 PRINTS&PATTERNS **STRIPES & CHECKS**

STRIPES BOLD BLOCK STRIPES



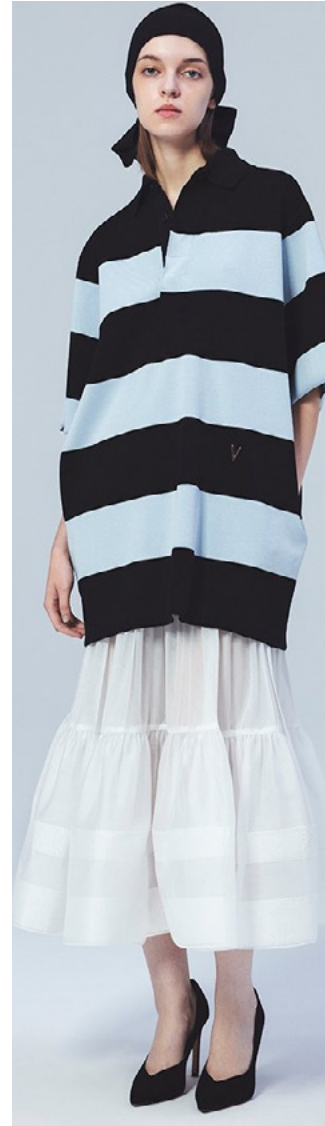
monse 17.jpg



notans.jpeg



mö&co.jpeg



vent 3.jpg



dazedmag 12.jpg



fendi16.jpg

CLEAN COLOR CONTRASTS - SPORTY FEEL - COUNTRY CLUB EFFECT

STRIPES RETRO HORIZONTALS



Bottega Veneta 4.jpg



ERL 10.png



Wales Bonner 33.jpg



Monse 9.jpg



hysaltrimg20206fctms25piumme25abtblkcolpaf



Prada 15.jpg

2010 HORIZONTAL STRIPES - PLAYING WITH COLORS AND THICKNESS

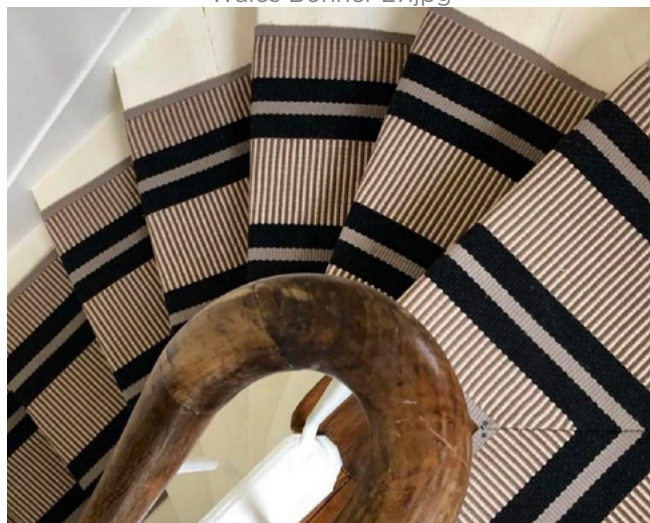
STRIPES CLEAN MARITIME



Sacai2.jpg



Wales Bonner 27.jpg



michalinamurawska8.jpeg



Dior.jpg



Lurçat, Les Baigneuses, 1933.jpg



walesbonner5.jpg

PLACED OR ALL-OVER - BICOLOR STATEMENT - BRETON STRIPES - OLD MONEY

STRIPES HERITAGE VERTICALS



mordecai.jpg



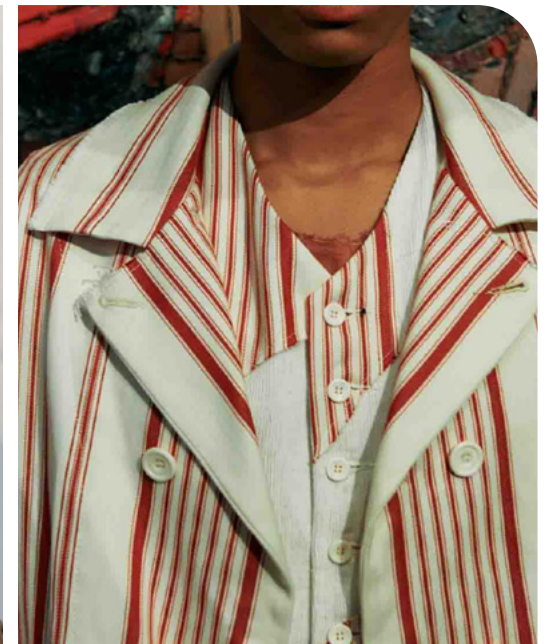
@inttui.jpg



streetstyle paris 13.jpg



@commas4.jpg



Nataal.jpg



marche commun.jpeg

MATTRESS STRIPES - MUTED COLORWAYS - NATURAL FIBERS

CHECKS SUMMER CHECKS



Acne Studios 9.jpg



Auralee 19.jpg



bottega



Burberry 16.jpg



Fendi 32.jpg



Bottega Veneta 5.jpg

REJUVENATED HERITAGE - TARTAN - SUMMERY PRINCE OF WALES



miu miu 43.jpg



Gucci 33.jpg



Oscar de la Renta 15.jpg

SS26 PRINTS&PATTERNS **GRAPHIC & GEO**

GRAPHIC & GEO ON REPEAT



Ashley Williams29.jpg



Gucci 19.jpg



gucci44.jpg



No 21 42.jpg



Gucci 40.jpg



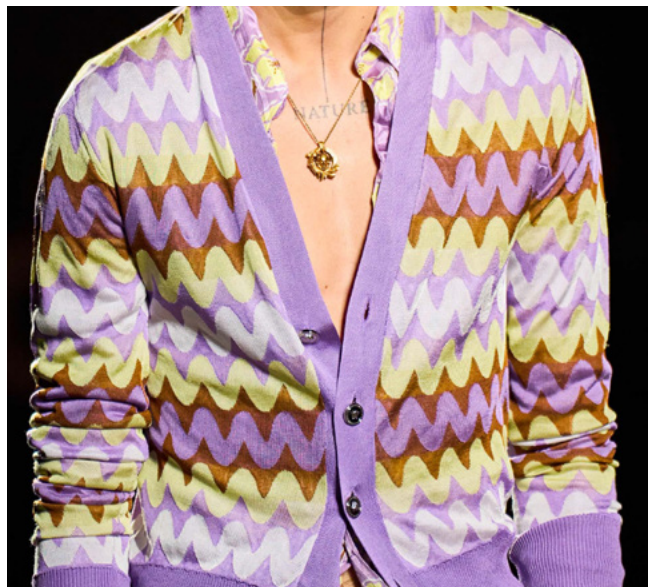
bode.jpg

HOLOGRAMS - ALL-OVER EVERYTHING - ABSTRACTION THROUGH SCALE

GRAPHIC & GEO RETRO GEOMETRICS



miu miu 43.jpg



versace-027.jpg



DDM.webp



Emilia Wickstead 6.jpg



google images.jpeg



Miu Miu 32.jpg

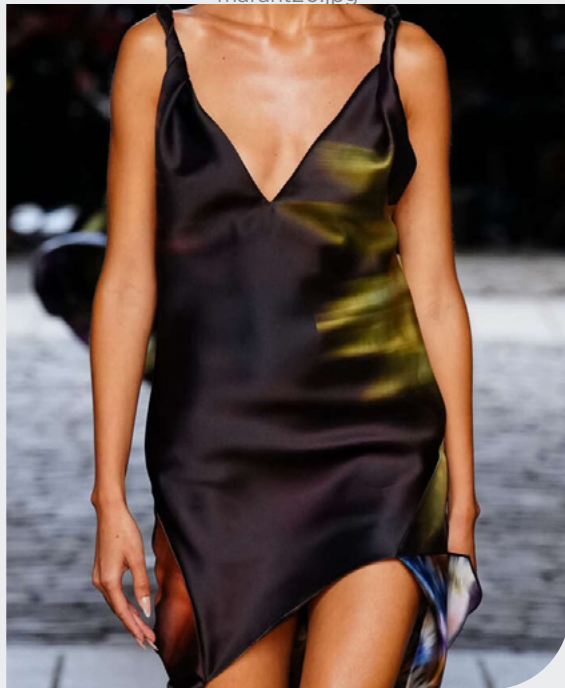
QUIRKY RETRO - INTERIOR INSPIRATIONS - GEOMETRIC REPETITIONS



pasqualetti-080.jpg



marant20.jpg



Prabal-Gurung2.jpg

SS26 PRINTS&PATTERNS **BIOMIMICRY**

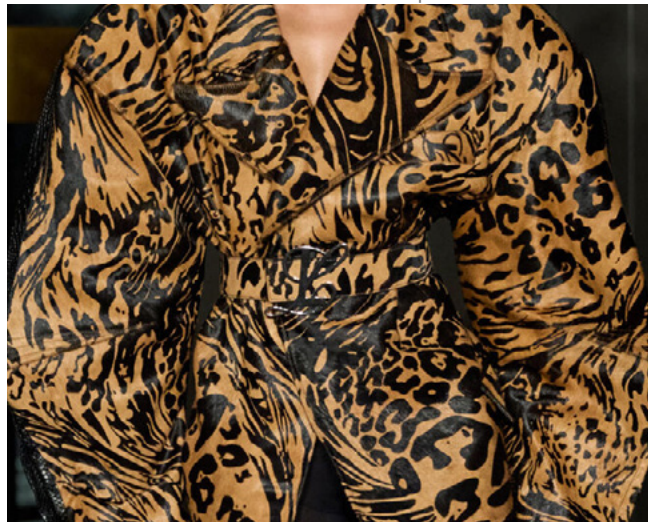
BIOMIMICRY REBEL ANIMALS



Blumarine 14.jpg



Situationist.webp



Luar 53.jpg



Kidill 2.jpg



Dries van Noten 55.jpg



Tory Burch 16.jpg

DIGITAL ANIMALS - ENHANCED SKINS - NATURE CAMOUFLAGE

BIOMIMICRY KALEIDOSCOPIC NATURE



ulla-johnson116.jpg



marant20.jpg



volusia.jpeg



van noten80.jpg



Bottega Veneta 61.jpg



isabel marant.webp

BUTTERFLIES - MAGNIFYING EFFECT - MACRO ANIMAL SKIN - COLORFUL EXPLOSIONS



BIOMIMICRY BEAUTIFIED DIRT



Vivienne_Westwood 7.jpg



mm6.webp



Feng Chen Wang 21.jpg



Moschino 12.jpg



Dries van Noten 52.jpg



Joao Marashin -15.jpg

GRADIENT EDGES - STAINED & GRADIENTS - OVERPAINTED LOOKS - EARTHY

BIOMIMICRY ROUGH SOILS



Undercover -51.jpg



Hermes 50.jpg



theattico1.jpg



joeone-m-s25-053-11364992.jpg



https://static-images.2024/06/20/240625.jpg



Undercover -16.jpg

SPRECKLED EFFECT - FAUX-UNIS - ABSTRACT - MARBLE & STONES

BIOMIMICRY SHADED BLUR



Anteprima.webp



Noon by Noor 21.jpg



@designmilk1.png



Collina-Strada2.jpg



Salon Design.jpg



BYOUNGCOLLAGES13.jpg

VIRTUAL BLUR - GRADIENTS - OVERLAYERING - FUTURISTIC TIE&DYE



Hermes 10.jpg



<https://hypebeast.com/image/2024-06-21-OAMC-Reveals-SS25-Collection-21.jpg>



Nardos 1.jpg

SS26 PRINTS&PATTERNS **ARTSY**

ARTSY ABSTRACT BRUSHSTROKES



Dries-Van-Noten.jpg



Bottega Veneta 3.jpg



ulla-johnson88 copy.jpg



Prada 41.jpg



stine goya 4.jpg



@acnestudios 4.jpg

MODERN ART - ARTISTIC EXPRESSION - STREET ARTIST - UNIQUE PIECE

ARTSY MAGAZINE COLLAGES



kiko-kostadinov-033.jpg



diesel-156.jpg



Bottega Veneta.jpg



Mithridate033.jpg



ottolinger33 copy.jpg



behance.jpeg

MIX & MATCH AESTHETIC - DIGITAL PHOTOGRAPHIC PRINT - ABSTRACT

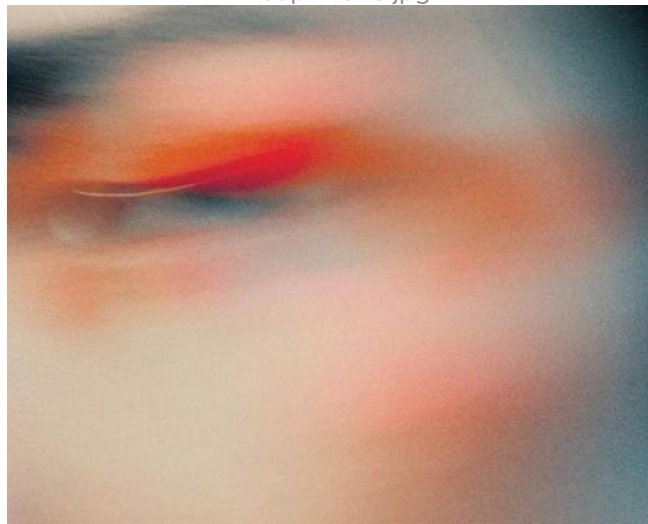
ARTSY BLURRED PHOTOPRINTS



Roksanda 7.jpg



Theophilio 16.jpg



selfportrait.jpeg



Jil Sander 56.jpg



roberto-cavalli-081.jpg



campillo4.jpg

SCENIC DEPICTIONS OR PORTRAITS - BLURRED MOVEMENT - VAGUE REALISM

ARTSY NEW WORLDS



vuitton 135.jpg



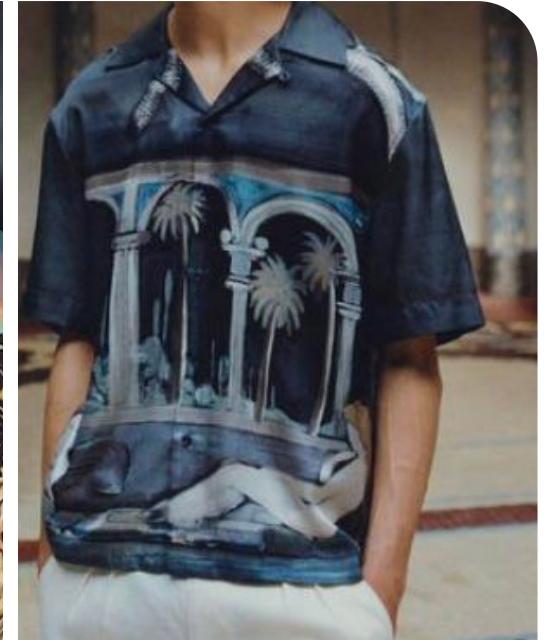
Dhruv Kapoor 27.jpg



Bottega Veneta 1.jpg



fendi3.jpg



@commas-6.png



of disruption

SURREAL SPACES - COLLAGED SCENERIES - PHANTASY VACATION SETTINGS

ARTSY ARTIST'S SKETCHBOOK



Kidsuper 29.jpg



Hermes 21.jpg



oamc.jpg.avif



System 13.jpg



Dries van Noten 28.jpg



Third Form.jpg

TENDER LINES - UNFINISHED LOOK - POETIC SKETCHES - LINE ART

ARTSY PRIMAL ART



etsy Kopie.jpeg



@songforthemute.jpg



sheena.miyake_6.png



nanushka 10.jpg



John Alexander Skeleton 3.png



@yuthanan.jpg

PRIMAL ABSTRACT - SPIRITUAL SYMBOLISM - CAVE ART - RAW FIBERS

ARTSY STYLIZED NARRATIVES



milano-m-str-s25-0164.jpg



@spotlighttime.jpg



streetstyle paris 16.jpg



alemais9.jpg



Bottega Veneta 2.jpg



@attiresaint 6.png

WHITE BACKGROUNDS - FAMILIAR MOTIFS - STYLIZED PATTERNS - EMBROIDERY



gcds26.jpg



Bianca Saunders 8.jpg



Kidsuper 33.jpg

SS26 PRINTS&PATTERNS **PLACED MOTIFS**

GRAPHICS NAIVE PAINTINGS



glasette.jpeg



Dior 12.png



milano-m-str-s25-00/5.jpg



maudsmith.com.jpg



Dior 43 copy.jpg



Dior 40.jpg

BUCOLIC SCENERIES - NAIVE SYMBOLS - HOMY & FAMILIAR OBJECTS - JACQUARDS

GRAPHICS PEOPLEPLEASER



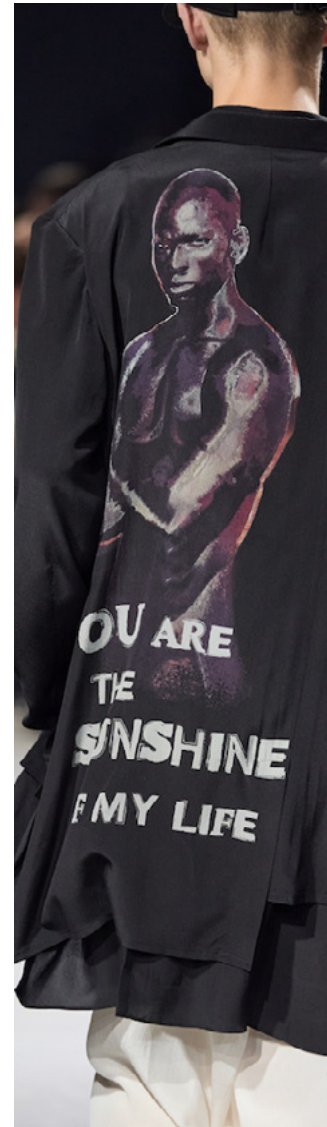
rocha 20.jpg



Songzio10.jpg



Masu 20.jpg



Yamamoto 4.jpg



Sacai14.jpg



copenhagen-str-s25-0762.jpg

PAINTED PORTRAITS - CELEBRITY ICONS - PHOTOGRAPHIC MEMORIES

GRAPHICS FREEBIRDS



stella-mccartney56.jpg



Gentle 1.jpg



art.com.jpeg



Buerlangma bue4.jpg



Paradis 20.jpg



zara 37.jpg

IDYLLIC COUNTRYSIDE SWANS & GEESE - EPHEREAL DOVES - PEACE SYMBOL

GRAPHICS SOLAR SPIRITUAL



danshan 2.jpg



bluemarble6.jpg



@ninasandbech10.jpg



danshanstudio.jpg



dashan.jpg



vuori clothing.jpeg

HIPPIE-INSPIRED SUN MOTIFS - CELESTIAL CONSTELLATIONS - SYMBOLISM

GRAPHICS SPORTS CLUB



Willy Chavarria 33.jpg



ricenineten2.jpg



Rabens Salone.webp



No 21 15.jpg



Vuitton 14.jpg



@bode 1.jpg

VARSITY LETTERING - SPORT'S CLUB - SOCCER TEAM - BASEBALL LEAGUE - RUGBY

ILLUSIVE TROMPE L'OEIL



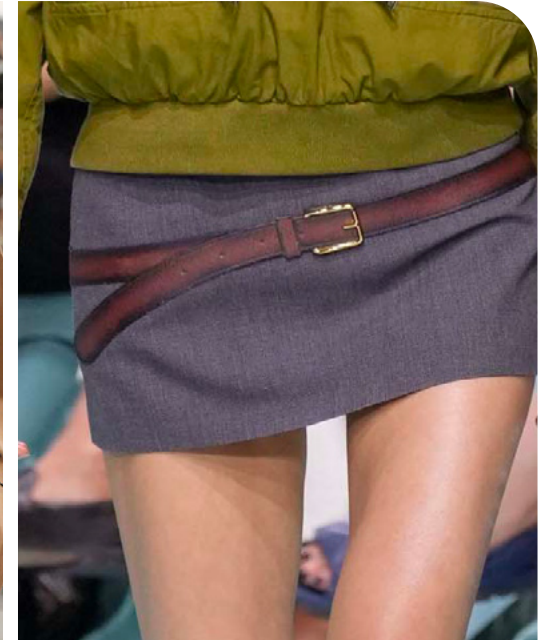
moschino-s25-084.jpg



acnestudios4.jpg



IFM7.jpg



Prada28.jpg



IFM2.png



Moschino2.jpg

SURREALIST ILLUSIONS - PRINTED GARMENTS & DETAILS

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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