



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



LIVETREND

# MACROTRENDS FW25/26 INTRODUCTION



@amondayincopenhagen



fish&kidsl.png



zara



@chmizzi\_and\_the\_kids



## 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 BTS - CLEAN SPORTS



lesfillesdejeanne3.png



jcrew



bellerose7.png

## CLEAN SPORTS

The Clean Sport - Back to School trend seamlessly blends sporty elements with classic school uniform styles, creating a collection that is both elevated and essential. This trend features genderless and timeless pieces that offer a clean and versatile aesthetic while maintaining a sporty bond.

The casual uniform approach combines contemporary designs with traditional inspirations, resulting in a fresh take on back-to-school fashion.

Key pieces include classic cable knits and sports jerseys, merging comfort with a nod to heritage. Trench coats add a touch of sophistication, while jogging sets ensure practicality and ease, perfect for the dynamic school environment. This trend focuses on creating elevated essentials that are both functional and stylish, ensuring students are ready for both academic and extracurricular activities.

The Clean Sport - Back to School trend celebrates the best of both worlds, offering a wardrobe that is modern yet rooted in classic design principles. It's about embracing a contemporary look that respects tradition, providing students with outfits that are not only versatile and clean but also embody the spirit of sport and casual elegance. This trend ensures that back-to-school style is effortlessly chic and ready for anything.

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# MOOD BTS - CLEAN SPORTS



kith kids--2.png



pacsun.jpg



cosisaids.png



ikea.jpeg



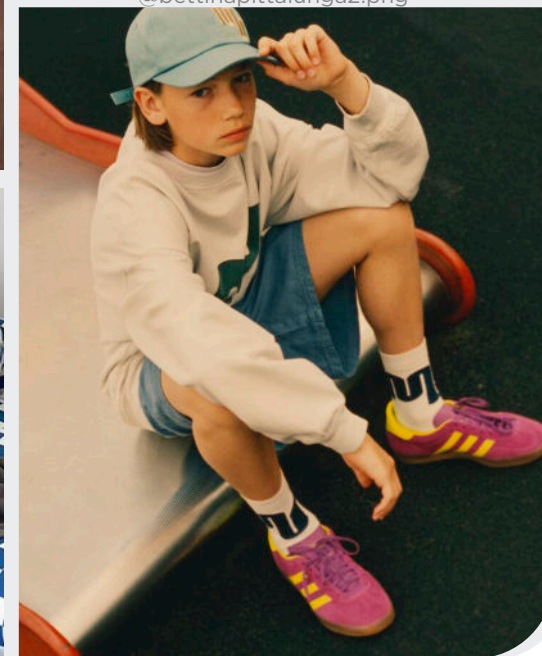
auralee



kanyon shop.jpeg



@bettinapittalungaz.png



MAINSTORY\_SS24\_31-1024x1536.jpg

PREP SPORTSWEAR +300%

OLD MONEY +500%

SPORTING - ESSENTIALS - CLASSICS - GENDERLESS - CASUAL UNIFORM - CONTEMPORARY COOL

KIDS

MACROTRENDS

FORECAST

FALL/WINTER 2025



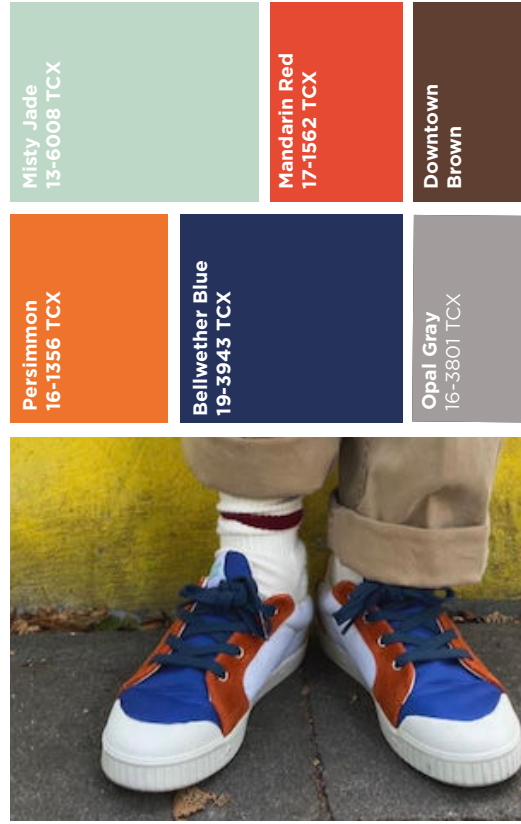
# COLOR PALETTE **BTS - CLEAN SPORTS**



z a r a .jpg



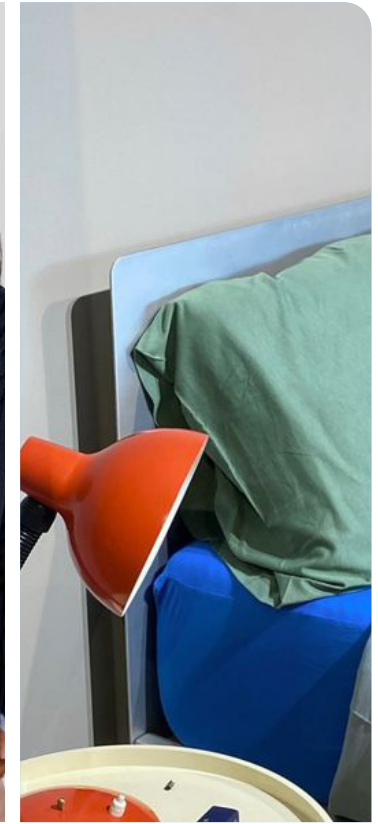
ad.jpeg



belleroseplay3.png



aspesi2.jpg



dahei co.jpeg

**Contemporary Classics.** The Clean Sport - Back to School trend color palette combines vibrant energy with nostalgic charm, perfect for a fresh and dynamic start to the school year. Retro Brown offers a warm and grounding base, evoking a sense of timeless sophistication and reliability. Misty Jade introduces a refreshing touch, reminiscent of morning dew and new beginnings, adding a subtle yet invigorating energy to the mix. Bold Mandarin Red injects a burst of vitality and confidence, ensuring a bold statement that captures attention and ignites enthusiasm. Retro Persimmon Orange adds a playful and lively dimension, harkening back to nostalgic school days while infusing the palette with a modern twist. Bellwether Navy Blue, a classic and enduring shade, anchors the palette with its depth and versatility, symbolizing trust and tradition. Together, these colors create a balanced and dynamic palette that evokes feelings of excitement, confidence, and a touch of nostalgia. The Clean Sport - Back to School palette is designed to inspire both students and educators to embrace the new school year with a sense of boldness and creativity, blending classic elements with contemporary flair.



# KEY ELEMENTS **BTS** - CLEAN SPORTS



\_zara44.jpg

## HERITAGE CABLES



letterfrommoon5.png



mellowgardener-36.png

## COUNTRY CLUBBING



kith



icebuiscuit.jpeg

## IMPACT LETTERING



@ritamontezuma



arket Kopie.jpeg

## SPORTING STYLES



morsel store



@amodayincopenhagen-9.png



# KEY ELEMENTS **BTS** - CLEAN SPORTS



\_zara54.jpg

## POLO PERFECT



@trendhub.jpeg



mollyblutstein.jpeg

## RETRO STRIPES



simon cracker



mellowgardener-4.png

## CLASSIC TAILORED



rojas



\_zara46.jpg

## BASIC LAYERING



simon cracker



mellowgardener-10.png



# GIRL'S LOOKS **BTS** - CLEAN SPORTS



@zarakids36.png

**BLEISURE CHIC**

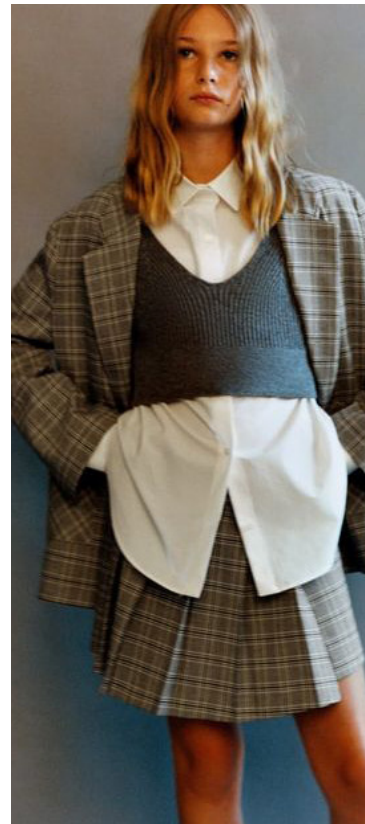


@oorykids3.jpg

**GENDERLESS SPORT**



alfred



zara.jpeg



airfish

**Modern Girls.** The Clean Sports Girl's Trend embodies a Bleisure Chic aesthetic, seamlessly blending simplicity with sophistication. It celebrates versatility with simple dresses, pleated sports, and leisure polos paired effortlessly with trenches. Embracing Genderless Sport, the trend introduces team jerseys and essential sweaters, marrying prep with urban vibes. Experimental layering takes center stage, as cropped pieces elevate the ensemble, offering a contemporary twist to traditional styles. This trend encapsulates the spirit of youthful energy and effortless style, allowing girls to express themselves with confidence and flair as they transition seamlessly from classroom to playground.



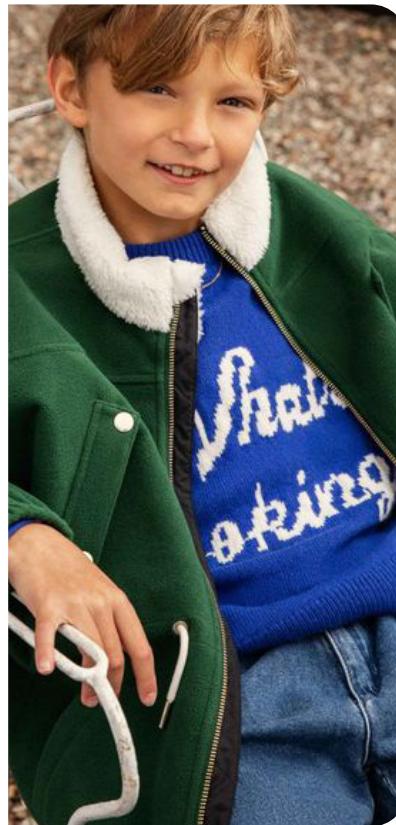
# BOY'S LOOKS **BTS** - CLEAN SPORTS



shan & toad



@loomknits2.png



mini rodini.jpeg



@zarakids.jpg



@oorykids2.jpg

**Effortless Cool.** For the back-to-school season, the Clean Sports boy's look offers a blend of Bleisure Chic and Genderless Sport styles, ensuring a versatile and fashionable wardrobe. Incorporating classic denims, shirts, and blazers or trench coats exudes sophistication, while leisure polos add a touch of relaxed elegance. Embracing a Genderless Sport aesthetic, team jerseys and lettering prints make a statement, echoing a retro high school vibe. Essential sweater sets and hoodies complete the ensemble, providing both comfort and style. This combination of sleek silhouettes and sporty elements offers a dynamic wardrobe suitable for both casual outings and school activities, feeling confident while staying on-trend.

**BLEISURE CHIC**

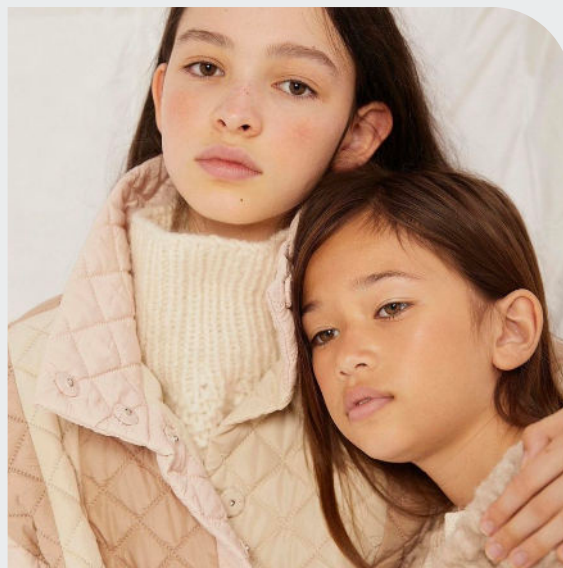
**GENDERLESS SPORT**



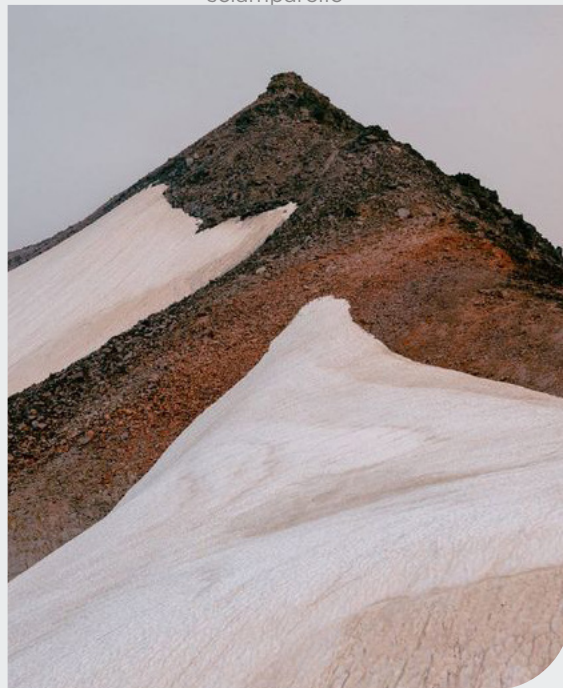
# TREND POETIC OUTDOORS



Boys-Clothes-ZARA.png



sciamparello



cody cobb.jpeg

## POETIC OUTDOORS

The Poetic Outdoors trend embodies the essence of serene adventures and tranquil retreats, merging the quiet utility of functional design with the cozy comfort of home. Inspired by serene nature and the simplicity of the outdoors, this trend emphasizes tranquility and purity through subtle, textural details. Subtle mouliné knits and soft wadding offer a comforting embrace, while brushed yarns and polar fleece provide warmth and softness, perfect for exploring or unwinding.

Dreamy fair-isle patterns evoke a sense of nostalgia and heritage, bringing a touch of whimsy to the collection.

Corduroy adds a classic, tactile dimension, while nomadic toggles enhance the trend with a nod to rustic, adventurous journeys. This combination of materials and textures creates a harmonious blend of practicality and coziness, ideal for those seeking solace in nature or the comfort of a well-loved home environment.

The Poetic Outdoors trend captures the essence of a quiet, reflective lifestyle, where the boundaries between indoor comfort and outdoor exploration blur. It invites individuals to embrace a slower pace, reconnect with nature, and find tranquility in the simple, timeless elements of their surroundings.

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# MOOD POETIC OUTDOORS



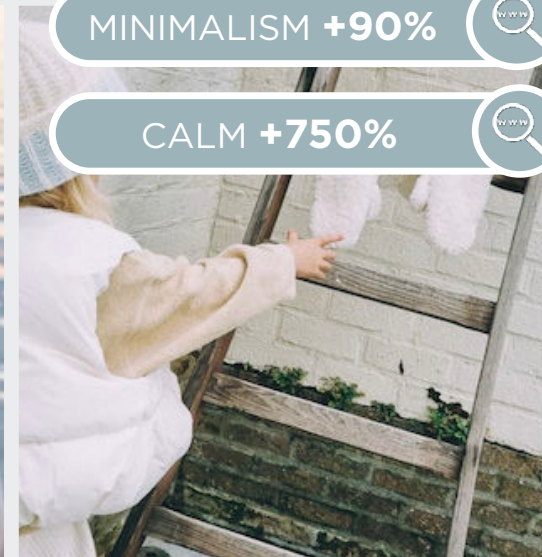
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@loomknits18.png



@loomknits12.png



MINIMALISM +90%

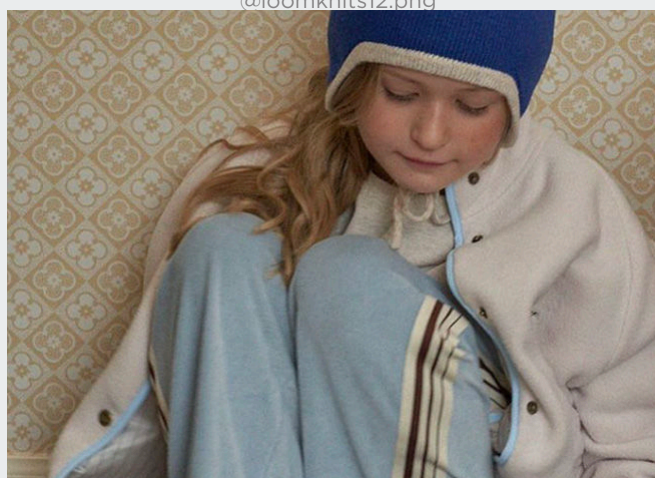
CALM +750%



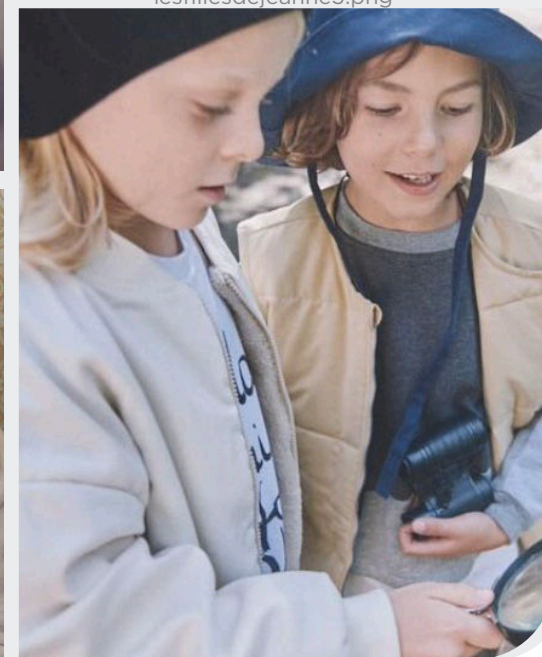
urbanoutfitters4.jpeg



auralee



mellowgardener-13.png



@anofashionkids7.png

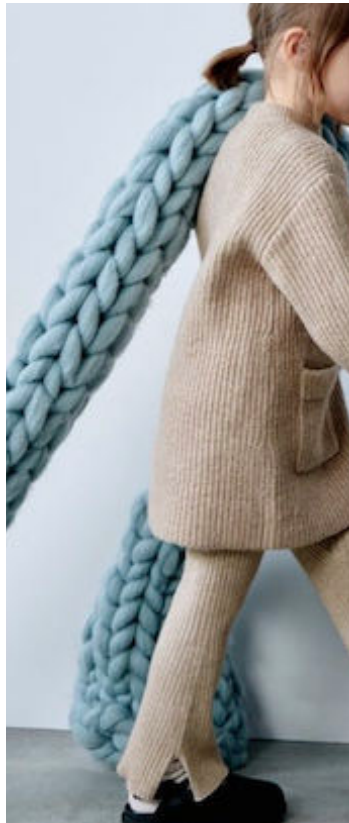
QUIET UTILITY - SOFT OUTDOORS - COZY HOME - SERENE NATURE - CALM NOSTALGIA



# COLOR PALETTE **POETIC OUTDOORS**



@loomknits25.png



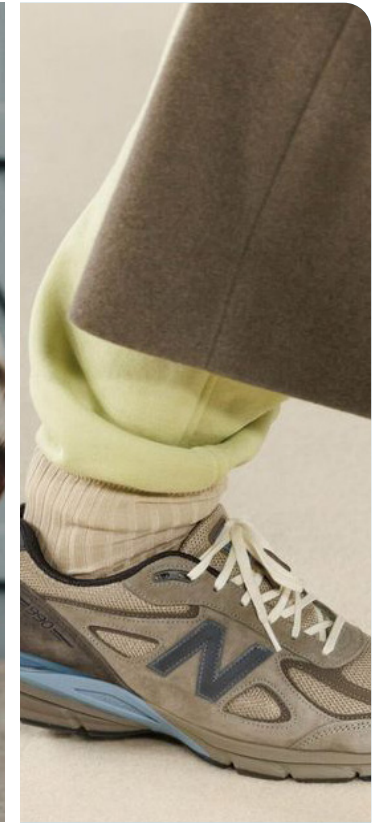
@zarakids19.png



\_zara17.jpg



@bajestudio12.png



auralee.jpeg

**Tranquil Meadows.** The Poetic Outdoors color palette for FW 2025 invites on a journey through a harmonious blend of earthy and ethereal hues. At its core are khaki browns like Lemon Pepper and Mulch, evoking the rugged beauty of natural landscapes and the grounding essence of the earth. These tones provide a strong, stable base that feels timeless and enduring. Complementing these are vitalizing pastels such as Chardonnay and Pale Lilac which breathe life and freshness into the palette. These soft, invigorating colors bring a sense of renewal and tranquility, reminiscent of dawn breaking over a serene horizon. Subtly warmer neutrals like Fog add layers of comfort and sophistication, bridging the gap between the robust khaki browns and the airy pastels. These hues offer a sense of warmth and stability, making the palette versatile and balanced. Finally, Airy Pastel Blue ties the palette together with its calming presence, evoking open skies and endless possibilities. This serene hue adds a touch of lightness and tranquility, inspiring introspection and creativity. Together, these colors create a cohesive palette that is both inviting and inspiring, encouraging a poetic journey of exploration, blending the rustic charm of the earth with the delicate beauty of the sky.



# KEY ELEMENTS POETIC OUTDOORS



\_zara8.jpg

## SUBTLE MOULINE KNITS



@zarakids22.png



arseneetlespipettes6.png

## SOFT WADDING



@mipounet



fostered collection00.jpeg

## TENDER PLAIDS



loomknits



abercrombiekids4.png

## COZY POLAR FLEECE



loomknits



\_zara57.jpg



# KEY ELEMENTS POETIC OUTDOORS



@sciamparellomagazine19.png

## NOMADIC TOGGLES



maankids2.jpg



@oorykids--17.png

## INFLATED COCOONS

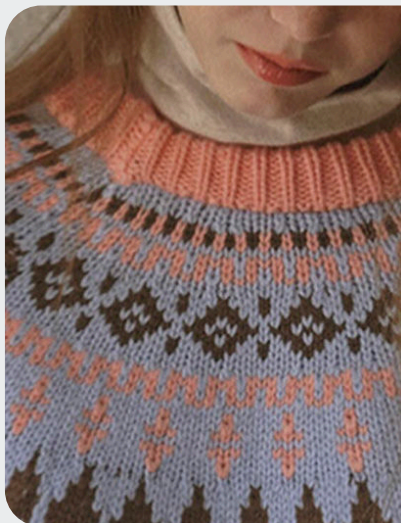


true artists



mellowgardener-15.png

## DREAMY FAIR-ISLE



the mellow gardener



ekroth.jpg

## TENDER CORDUROY



studio boheme



nickies.jpg



# GIRL'S LOOKS **POETIC OUTDOORS**



\_zara58.jpg

**MINIMAL NOMAD**



minjoo park6.png

**SOFT HOMEWEAR**



zara



wconcept.jpg



fish&kids3.png

**Soft Modernity.** The Poetic Outdoors girl's look embraces Minimal Nomad styles, reinventing outerwear layering with a tender touch. Soft padding and clean nylons redefine the conventional, offering a contemporary twist to classic pieces. Meanwhile, Soft Homewear introduces cozy basics with subtle textures and brushed yarn, creating a cocoon-like embrace that exudes comfort and warmth. This fusion of minimalist nomadic elements with soft, homely comforts epitomizes the essence of the Poetic Outdoors aesthetic. It's blending practicality with tenderness, and adventure with coziness, to create a look that is both cozy and inviting, perfect for the modern-day explorer seeking comfort and style in every journey.



# BOY'S LOOKS **POETIC OUTDOORS**



rojas



\_zara20.jpg



alfred 299.jpeg



@shan-and-toad22.jpg.webp



@oorykids--15.png

**Soft Adventure.** The Poetic Outdoors boy's look embraces the essence of minimal nomad styles, effortlessly blending functionality with tender aesthetics. New outerwear pieces take center stage, offering a soft cocooning sensation with plush puffers, vests, and woolen duffle coats. Fuzzy details and slouchy silhouettes add a touch of relaxed elegance to the ensemble, perfect for outdoor adventures or casual outings. Soft Homewear complements the look with cozy basics featuring subtle textures and brushed yarns in knits, creating a snug yet elevated home atmosphere. This fusion of comfort and sophistication allows boys to navigate their outdoor and indoor environments with ease and style, embracing the poetic charm of nature wherever they go.

**SOFT HOMEWEAR**

**MINIMAL NOMAD**



# TREND NOSTALGIC COAST



mellowgardener-25.png



a monday in copenhagen



onekinddesign.jpeg

## NOSTALGIC COAST

The Nostalgic Coast Kids trend captures the essence of timeless coastal living and rustic charm, blending elements from various nostalgic inspirations to create a unique and heartwarming style. This trend brings together coastal rustic vibes with workwear durability, estate sophistication, retro flair, and Nordic simplicity. It features a palette of earthy tones and vintage hues, evoking a sense of warmth and familiarity.

Key design elements include rustic patchworks that add a handcrafted touch, reminiscent of cozy cabin interiors. Hunting utility styles and military buttons bring a rugged, functional edge, while gardener motifs and dungaree elements highlight a connection to nature and outdoor activities. Traditional fair isle patterns infuse a sense of heritage and craftsmanship, adding to the nostalgic appeal.

The trend embodies the spirit of adventure and exploration, perfect for kids who love to discover and create. It's a celebration of the simple, enduring pleasures of coastal and countryside life, combining practical, comfortable clothing with a touch of whimsy and historical references. Whether it's through the sturdy workwear-inspired pieces or the intricate fair isle knits, Nostalgic Coast Kids offers a charming, versatile, and timeless wardrobe that encourages imagination and play.

[ACCESS ALL IMAGES  
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# MOOD NOSTALGIC COAST



@zarakids3.png



@marceladutra.jpeg



@bonmotorganic5.png



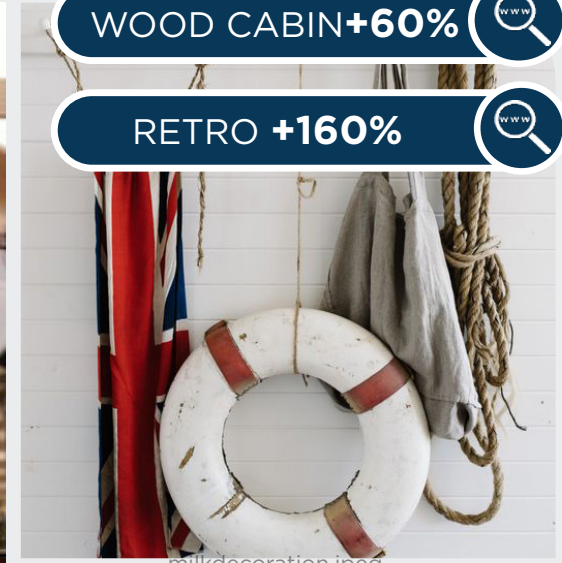
belleroseplay7.png



auralee

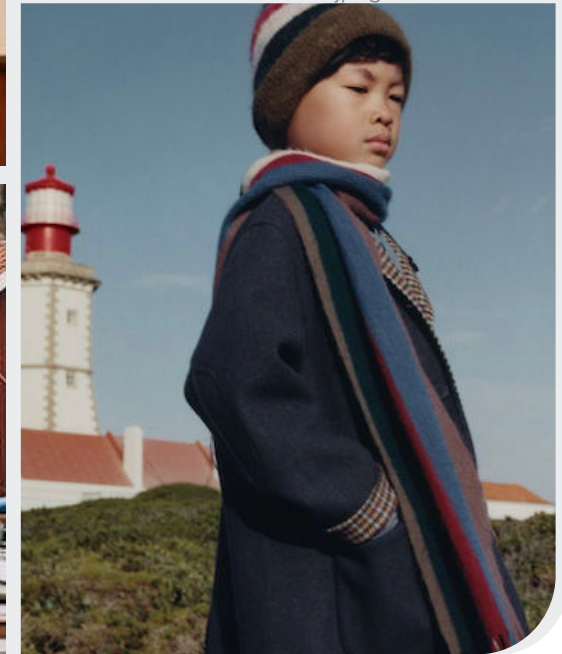


belleroseplay6.png



WOOD CABIN+60%

RETRO +160%



@zarakids13.png

WORKWEAR - COASTAL - RETRO - RUSTIC - HIGHLANDS - ESTATE - NORDIC

KIDS

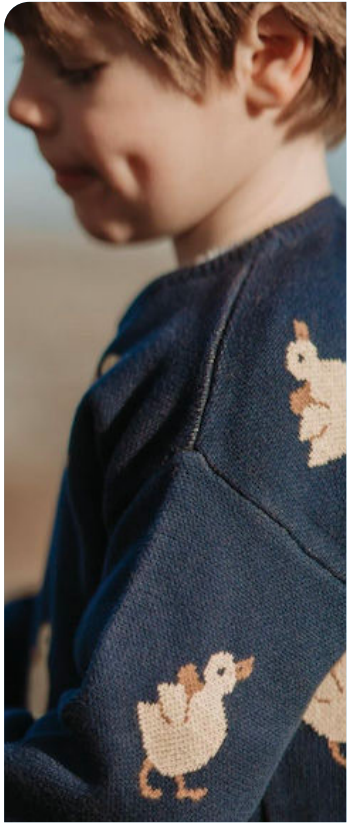
MACROTRENDS

FORECAST

FALL/WINTER 2025



# COLOR PALETTE NOSTALGIC COAST



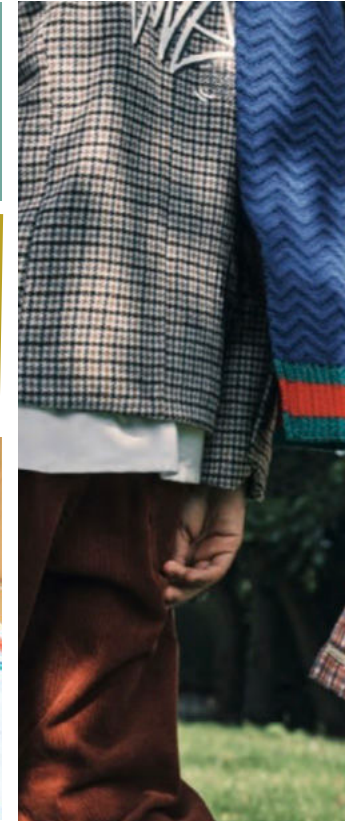
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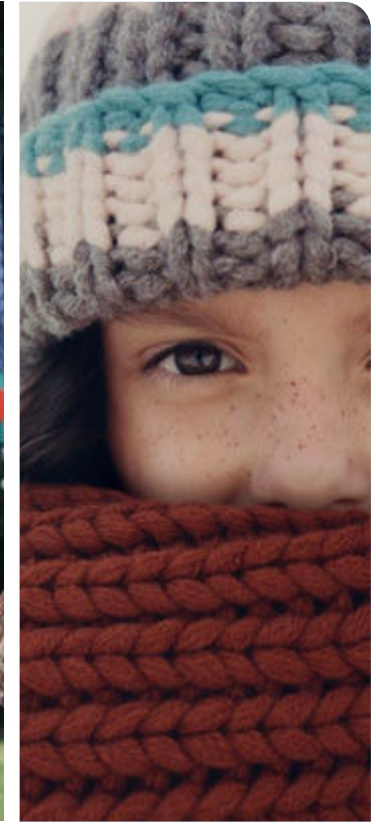
@zarakids14.png



nesting`.jpeg



@kiddingpresse2.png



@zarakids15.png

**Coastal Adventures.** The Nostalgic Coast color palette evokes a sense of timeless coastal charm, blending earthy and vibrant tones that mirror the rugged beauty of seaside landscapes. Fired Brick and Golden Flame bring rusty browns into the mix, exuding warmth and a rustic, weathered appeal reminiscent of aged wood and sun-baked stones. These hues provide a grounded, comforting foundation that speaks to the natural elements of coastal living. Deep Dive, a washed-out navy, introduces a cool and serene element, capturing the essence of the sea and sky with a calming, nostalgic effect. This shade balances the palette, adding depth and a sense of tranquility. Gold Flame Scarlet Red injects a vibrant, energetic note, reminiscent of classic maritime signals and seaside adventures. It adds a striking contrast that enlivens the palette, symbolizing both passion and vitality. Wasabi, a dusty turquoise, rounds out the palette with its subtle yet refreshing hue. It evokes the weathered patina of coastal artifacts and the serene beauty of seaside flora, adding a unique and calming touch. These colors create a harmonious and dynamic palette that reflects the rugged yet inviting essence of coastal life. They blend with Antique Moss to form a nostalgic, inviting atmosphere, perfect for evoking memories of seaside and coastal adventures.



# KEY ELEMENTS NOSTALGIC COAST



@znamkidscolore.png

## HUNTING UTILITY

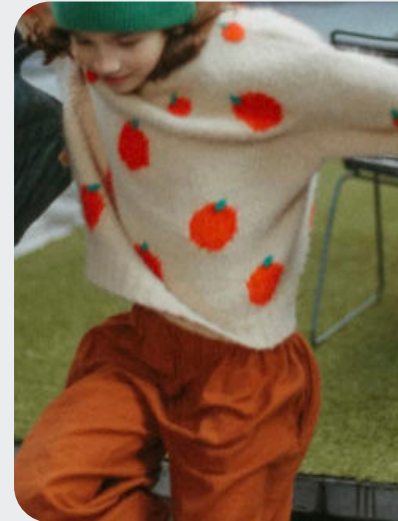


\_zara40.jpg



mango

## GARDENER MOTIFS



a monday in copenhagen



mikakids5.png

## RUSTIC PATCHWORK



gingersnaps



caetanaba13.png

## HERITAGE CHECKS



mellowgardener



@sciamparello magazine23.png



# KEY ELEMENTS NOSTALGIC COAST

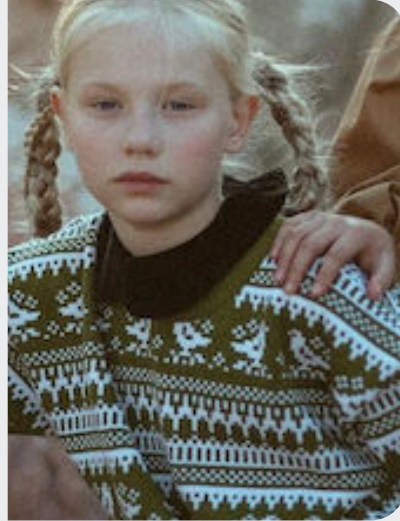


@shan-and-toad3.jpg.webp

## TRADITIONAL FAIR ISLE

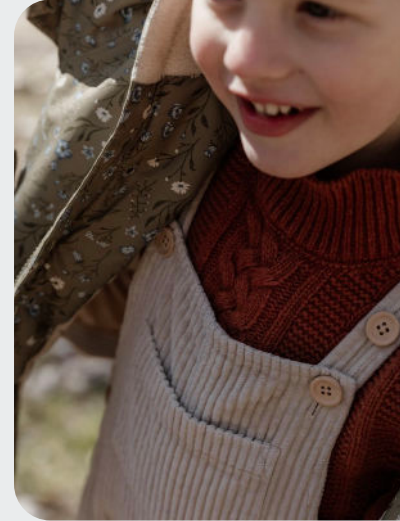


boostudio.jpeg



@paade5.png

## DUNGAREE STRAPS



garbo & friends



\_zara35.jpg

## WILDLIFE WATCHING



lilparadisopenhagen



gingersnaps

## MILITARY BUTTONS



mellow gardener



@zarakids8.png



# GIRL'S LOOKS **NOSTALGIC COAST**



@shan-and-toad17.jpg.webp

**CABIN COOL**



mellowgardener-11.png

**CHIC ESTATE**



mango



@loomknits15.png



arseneetlespipettes5.png

**Coastal Living.** The Nostalgic Coast girl's look captures the essence of vintage seaside charm with a modern twist. Embracing Cabin Cool silhouettes, she dons tailored plaid pants paired with riding tweeds and knee-high heritage boots, exuding timeless elegance. Complementing the look are sweater vests and dungaree pants, offering a blend of comfort and style reminiscent of coastal retreats. Alternatively, she effortlessly transitions into chic estate styles, adorned in military jackets, preppy skirts, and checked fall coats, exuding sophistication and refinement. With a nod to classic coastal aesthetics and a contemporary flair, her style evokes a sense of nostalgia while embracing the allure of the present-day coastal lifestyle.



# BOY'S LOOKS **NOSTALGIC COAST**



omibinatural



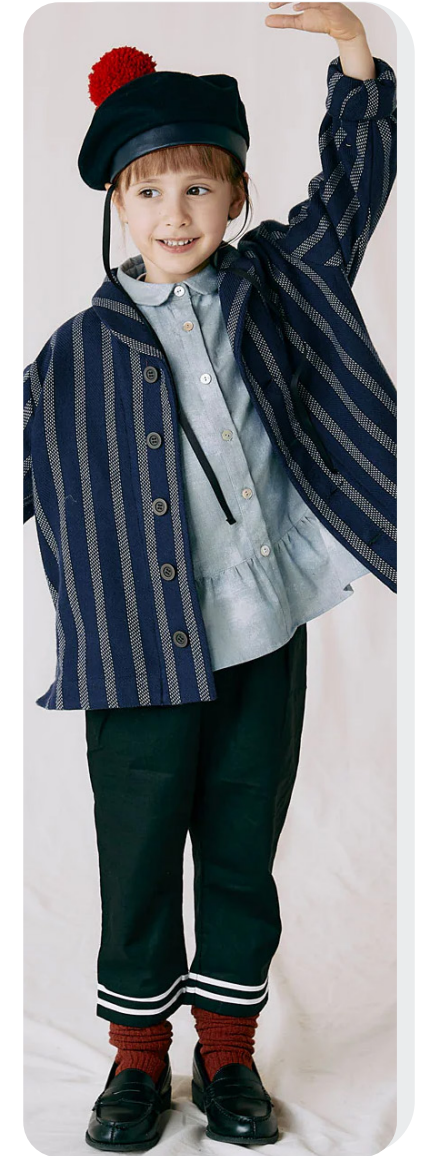
@loomknits27.png



@loomknits23.png



@zarakids9.png



@shan-and-toad7.jpg.webp

**Elevated Maritime.** The Nostalgic Coast boy's look captures the essence of seaside charm and adventure with its blend of Cabin Cool and Chic Estate styles. Think carpenter pants and denim paired effortlessly with rustic heritage knits and cozy cabin jackets, exuding a rugged yet stylish appeal. For a touch of sophistication, opt for chic estate pieces like military jackets, preppy blazers, and cropped chino pants, offering an elevated sailor aesthetic that nods to classic maritime attire. Whether you're exploring the rugged coastline or strolling along the pier, this look effortlessly combines comfort and style, evoking memories of carefree days spent by the sea.

**CABIN COOL**

**CHIC ESTATE**



# TREND **NEW HABITAT**



@kiddingpresse7.png



bebeorganics



theapollo box.jpeg

## **NEW HABITAT**

The New Habitat Kids trend fuses elements of biomimicry, realistic fiction, and workwear, creating a unique and innovative tranquil trek aesthetic for children's fashion. This trend embraces Neo Nature with utility elements, blending the natural world with practical design. Dreamy workwear denims provide a comfortable and durable foundation, perfect for adventurous play and exploration. Cyber camos and new bio-mimicry introduce futuristic patterns that mimic the intricacies of nature, allowing kids to blend seamlessly into their surroundings while igniting their imaginations.

Immersive scape prints transport children to fantastical environments, sparking creativity and a sense of wonder. These prints depict realistic fictional landscapes, combining the familiar with the extraordinary. Tender phantasmic gradients add a soft and ethereal touch, creating a soothing visual experience that is both calming and enchanting.

The New Habitat trend encapsulates a harmonious blend of nature and technology, encouraging kids to connect with the environment while exploring their creativity. Utility elements ensure functionality and ease of movement, making these designs perfect for active, curious children. This trend is a celebration of the natural world, reimaged through a modern lens, providing a balanced and inspiring aesthetic for the next generation of explorers.

**ACCESS ALL IMAGES  
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# MOOD NEW HABITAT



urban outfitters3.jpeg



harpers bazae.jpeg



vanessabarrago.jpeg

GORPCORE +300%

BIOMORPHISM +120%



moto\_1.jpeg



\_zara61.jpg



auralee



freepeopleblog.jpeg



bebeorganics3.png

GORPCORE - TRANQUIL TREK - WORKWEAR - BIOMIMICRY - REALISTIC FICTION - NEO NATURE





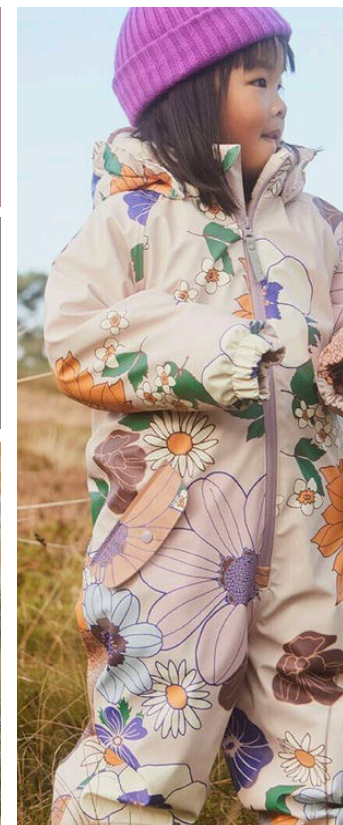
# COLOR PALETTE **NEW HABITAT**



trueartists6.png



urbanoutfitters3.jpeg



@molo11.png



@shan-and-toad18.jpg.webp

**Nature-inspired Imagination.** The New Habitat Kids trend color palette brings together a delightful mix of earthy and vibrant hues, creating a playful yet calming atmosphere perfect for children's spaces. Antique moss green introduces a touch of nature, evoking a sense of adventure and curiosity. This grounding shade is complemented by the earthy tones of swampy dried herb, adding depth and a rustic charm reminiscent of woodland explorations. Pale Pansy pink infuses the palette with a gentle warmth and sweetness, creating a soft and comforting environment that encourages relaxation and creativity. The inclusion of spring bouquet bright green adds a burst of energy and vitality, reminiscent of fresh grass and blooming flowers, sparking joy and liveliness in the space. Reed, as a sage pastel shade, balances the vibrant and earthy tones with its soothing and tranquil presence. This soft green hue promotes a sense of calm and well-being, making it ideal for fostering focus and serenity. Together, these colors create a harmonious and dynamic palette that is both invigorating and soothing. The New Habitat Kids trend color palette inspires a connection to nature and nurtures a sense of wonder and imagination, making it perfect for creating inviting and stimulating environments where children can thrive and grow.



# KEY ELEMENTS **NEW HABITAT**



\_zara9.jpg

## PERFORMANCE ZIP-UPS



arseneetlespipettes9.png



milk teeth.jpeg

## CREATIVE QUILTING



simon cracker



@molo2.png

## CYBER CAMOS



rojas



rekl\_pirted\_fired\_parts\_173400043-386\_0024.jpgwep

## DREAMY BLEACHED WORKWEAR



simon cracker



auralee--2.jpg



# KEY ELEMENTS **NEW HABITAT**



thenewsociety\_11.jpeg

## PHANTASMIC GRADIENTS



ritamontezuma23.png



@molo16.png

## CAMOUFLAGING MIMICRY



zara boys

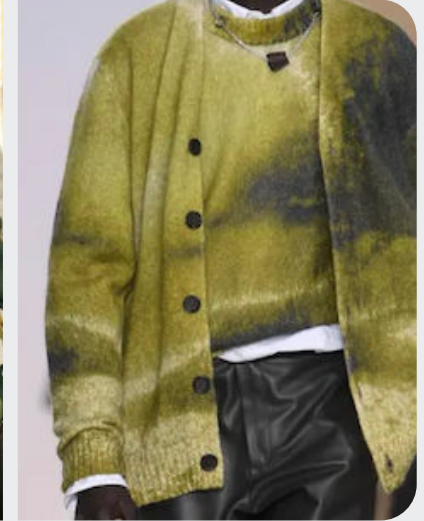


diesel.jpeg

## IMMERSIVE SCAPES



kith

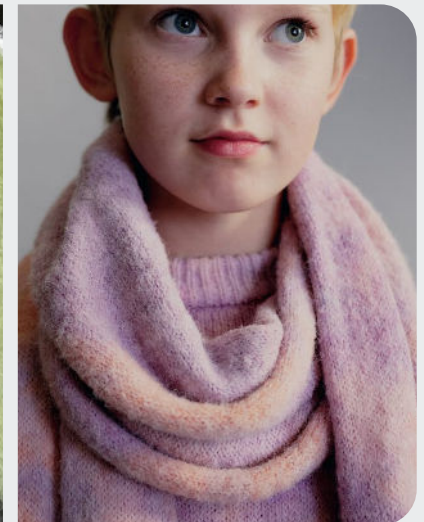


hermes6.png

## PHANTASMIC FUZZ



dries van noten



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# GIRL'S LOOKS **NEW HABITAT**



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**UTOPIAN BASICS**



@shan-and-toad29.jpg.webp

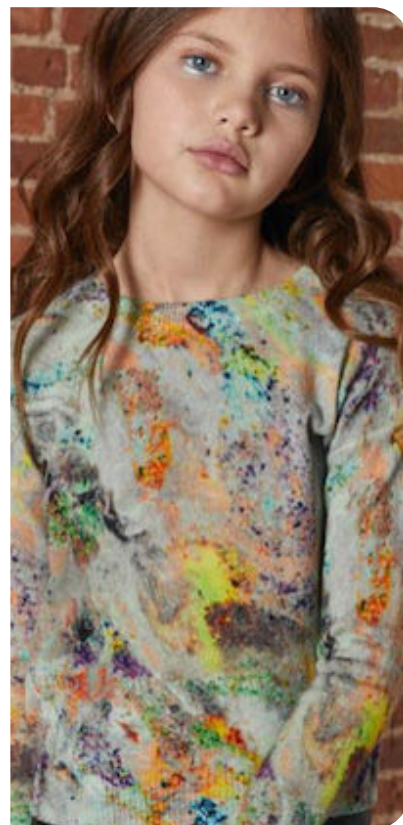
**NEO GARDENER**



molo



@molo18.png



@autupmncashmere2.png

**Artificial nature.** The New Habitat girl's look epitomizes a fusion of comfort and style, blending Utopian Basic silhouettes with Neo Gardener elements. Utopian Basic showcases casual pieces infused with new gradients and brushed, fuzzy yarns, creating a cozy yet contemporary aesthetic. Vitalizing color combinations add vibrancy and energy to the ensemble, elevating everyday wear to new heights. On the other hand, Neo Gardener silhouettes seamlessly blend cargos and gorpcore pieces with biomorphic florals, marrying functionality with floral elegance. This juxtaposition of styles offers a fresh and dynamic approach to fashion, empowering the modern woman to express herself effortlessly while embracing the beauty of both virtual and natural environments.



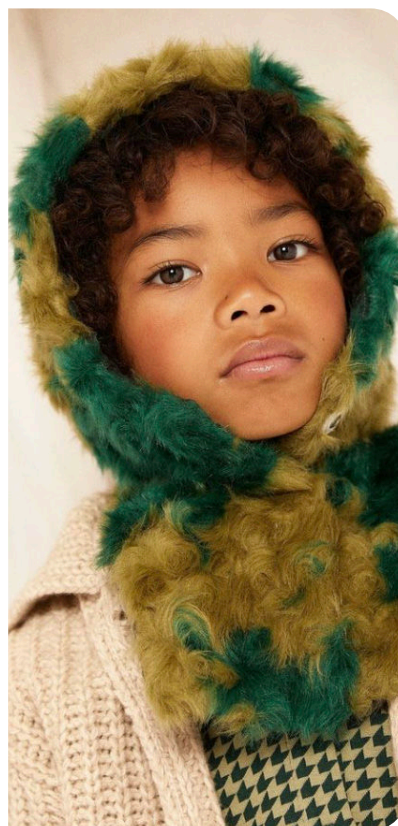
# BOY'S LOOKS **NEW HABITAT**



molo



@shan-and-toad8.jpg.webp



sciamparello mag



molo



@shan-and-toad6.jpg.webp

**Exploring a new nature.** The New Habitat boy's look embraces Utopian Basic silhouettes, blending casual pieces with innovative gradients, yarns, and color combinations. This approach revitalizes everyday wear, infusing it with fresh energy and modern appeal. Complementing this is the Neo Gardener silhouette, which merges cargos, parkas, and other gorpcore essentials with a biomorphing feel and contemporary edge. This fusion of utility and style creates a dynamic aesthetic that resonates with the modern explorer. It's a nod to practicality and innovation, where functionality meets fashion, catering to the adventurous spirit while staying ahead of the style curve.

**UTOPIAN BASICS**

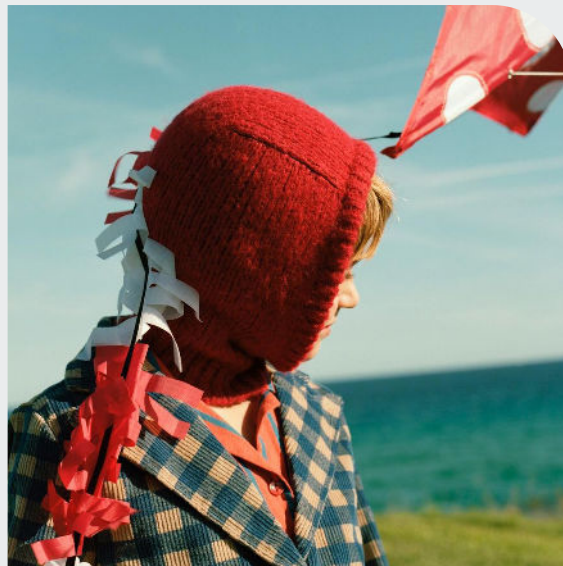
**NEO GARDENER**



# TREND ECLECTIC CAMP



@fishandkids5.jpg



milkmagazine



@kiddingpresse6.png

## ECLECTIC CAMP

The Eclectic Camp Kids trend brings a whimsical and nostalgic charm to children's fashion, merging the eclectic grandpa look with a playful and contemporary twist. This trend embraces a mix-and-match ethos, creating an engaging and quirky aesthetic that feels both nostalgic and modern. Creative patchworks are at the heart of this look, blending naive florals, babushka foulards, and picnic gingham in a delightful fusion of patterns and textures.

Layering is key to achieving this eclectic style, with dainty bouquet prints peeking out from under playful fair-isle sweaters and bold grandma collars adding a touch of vintage flair. The result is a modern bucolic vibe that captures the carefree spirit of childhood while paying homage to the past. Each outfit becomes a canvas for storytelling, combining elements of nature-inspired prints, handcrafted details, and a joyful sense of discovery.

This trend celebrates individuality and creativity, encouraging kids to express their unique personalities through their clothing. It's a style that's both endearing and imaginative, perfect for little ones who love to explore and play. The Eclectic Camp Kids trend is a charming blend of the old and the new, offering a fresh take on nostalgic fashion that's as endearing as it is stylish.

[ACCESS ALL IMAGES  
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# MOOD ECLECTIC CAMP



fish&kids4.png



clarybrooks.jpeg



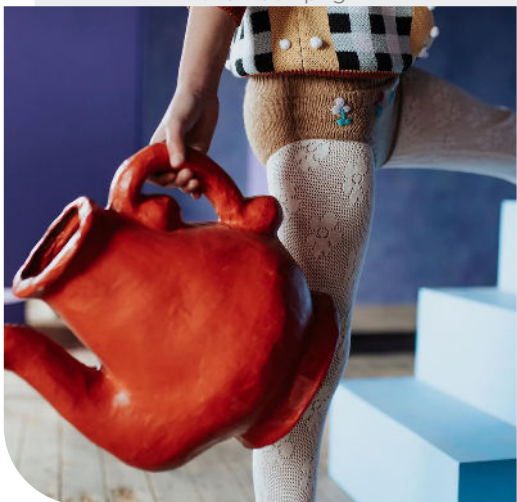
@fishandkids7.jpg

MAXIMALISM +200%

GRANDPACORE +350%



@autupmncashmerel.png



@milkamagazine.jpg



auralee



Ligne-noireFW2300062-1536x1024.jpg

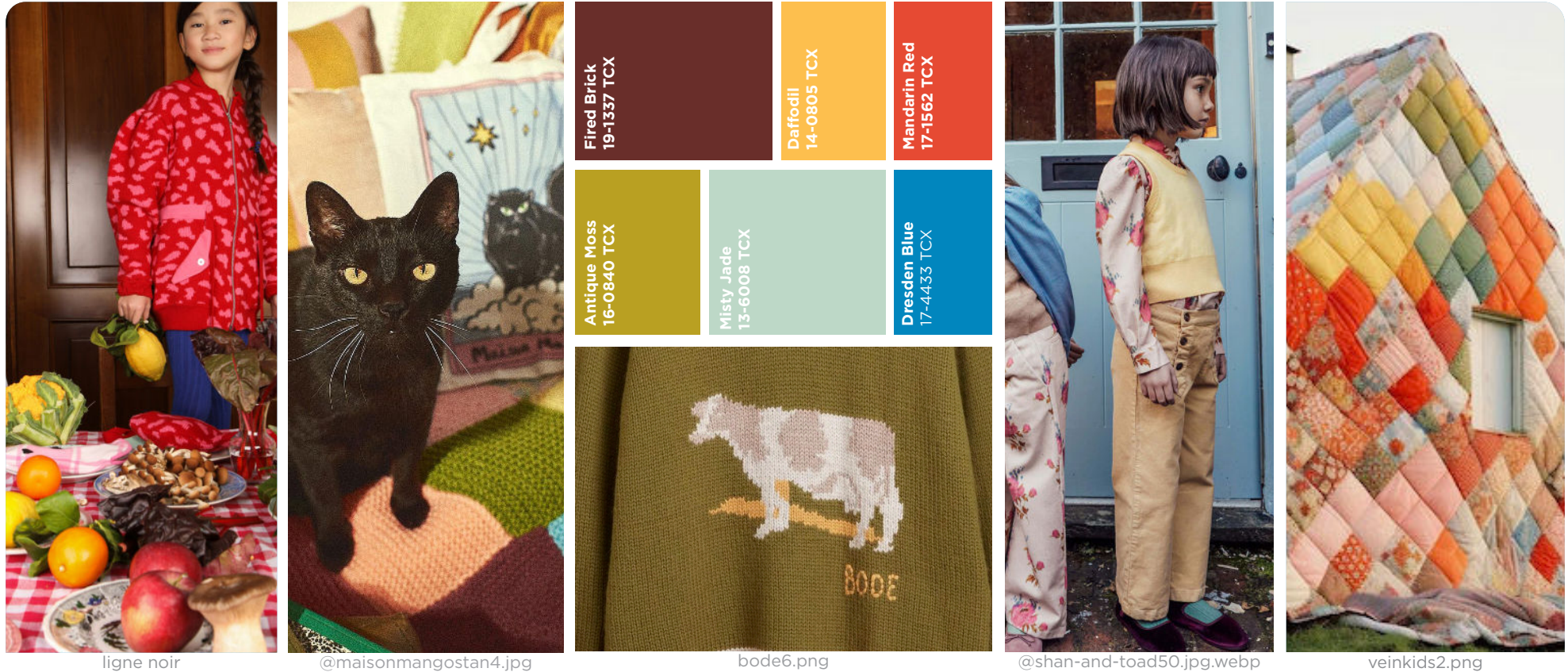


@chmizzi\_and\_the\_kids7.png

ECLECTIC GRANDPA - MIX & MATCH - PLAYFUL - NOSTALGIA - QUIRKY - MODERN BUCOLIC



# COLOR PALETTE ECLECTIC CAMP



ligne noir

@maisonmangostan4.jpg

bode6.png

@shan-and-toad50.jpg.webp

veinkids2.png

**Joy & Wonder.** The Eclectic Camp Kids trend color palette is a vibrant and playful mix that captures the adventurous spirit of childhood. This palette blends antique moss green, fired brick brown, daffodil yellow, bold mandarin red, and fresh misty jade to create an environment brimming with energy and creativity. Antique moss green grounds the palette with a touch of nature, evoking the feeling of exploring the great outdoors. Fired brick brown adds a sense of warmth and earthiness, reminiscent of campfires and rustic adventures. Daffodil yellow brings a burst of sunshine and joy, illuminating the palette with its bright and cheerful hue. Bold mandarin red injects a dynamic and lively energy, sparking imagination and excitement. Fresh misty jade introduces a cool and calming element, balancing the vibrant tones with a touch of tranquility. Together, these colors create a harmonious yet eclectic mix that encourages playful exploration and creativity. The palette is perfect for creating lively and inspiring spaces for kids, whether in playrooms, classrooms, or outdoor areas. It fosters a sense of adventure and discovery, inviting children to engage with their surroundings and let their imaginations run wild. The Eclectic Camp Kids trend color palette is all about celebrating the joy and wonder of childhood through a vibrant and dynamic array of colors.



# KEY ELEMENTS ECLECTIC CAMP



fish&kids5.png

## NAIVE FLORALS



@amondayincopenhagen-11.png



etsy33.jpeg

## CREATIVE PATCHWORKS



boostudio



@fishandkids.jpg

## BABOUCHKA DETAILS



mellow gardener



anonfashionkids.png

## PICNIC GINGHAMS



a monday in copenhagen



studioboHEME3.png



# KEY ELEMENTS ECLECTIC CAMP



@fishandkids7.jpg

## ECLECTIC LAYERING



@caramellondon3.jpg



@chmizzi\_and\_the\_kids4.png

## DAINTY BOUQUETS



mellowgardener



tinycottons4.jpeg

## PLAYFUL FAIR-ISLE



@vicmontanari



caetanaba8.png

## GRANDMA COLLARS



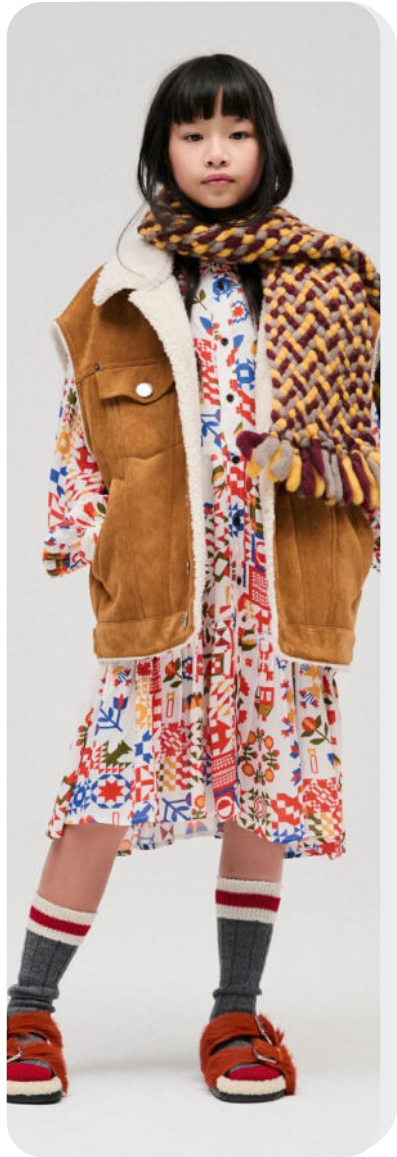
@caetanaba



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# GIRL'S LOOKS **ECLECTIC CAMP**



Dsqzred2

**BOHO MIX**



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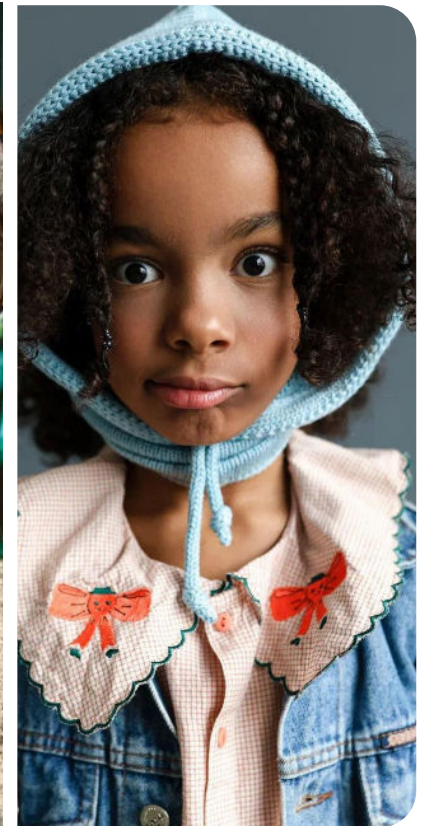
**COZY CAMPER**



mellow gardener



tinycottons0.jpeg



@madisonkidsmodel.jpg

**Mix & Match Allure.** The Eclectic Camp girl's look embodies a fusion of Boho Mix and Cozy Camper styles, blending free-spirited silhouettes with playful bohemian accents. Boho Mix embraces the clash of maxi skirts and boho dresses with gypsy shearling vests and jackets, creating a whimsical and eclectic ensemble. Babushka headscarfs and knit shawls add a touch of vintage charm and individuality. Alternatively, Cozy Camper offers utility basics with a bohemian twist, incorporating prints and patchworks for a fun and vibrant aesthetic. Whether embracing the mix-and-match allure of Boho Mix or the cozy charm of Cozy Camper, the Eclectic Camp girl's look exudes a sense of adventurous spirit and carefree creativity, perfect for embracing the great outdoors with style.



# BOY'S LOOKS **ECLECTIC CAMP**



maison mangostan



@chmizzi\_and\_the\_kids1.png



@bobochoses.jpg



dsquared

**COZY CAMPER**



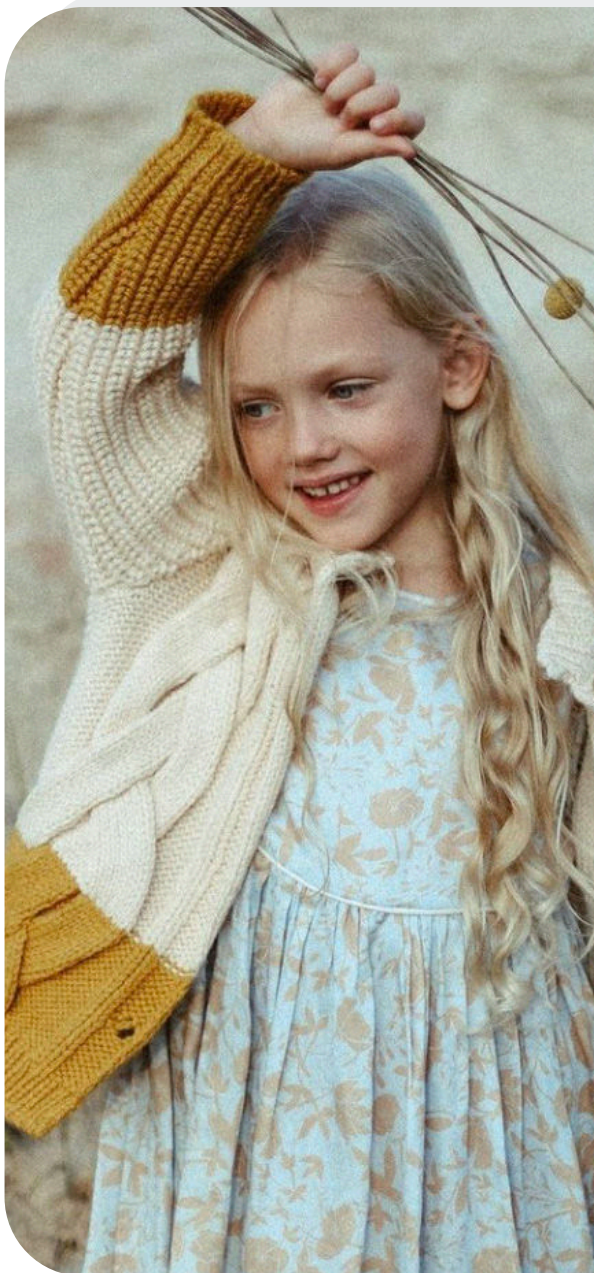
tinycottons--4.jpg.webp

**BOHO MIX**

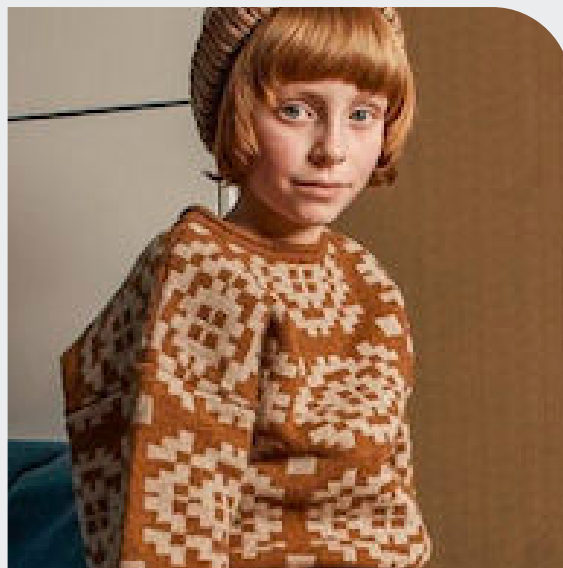
**Cozy Self-Expression.** The Eclectic Camp boys' look embraces a fusion of Boho Mix silhouettes with Cozy Camper vibes, offering a dynamic and playful style. Mixing denim with crafty outerwear and patchworks, along with boho shearling vests and jackets, creates an eclectic and adventurous aesthetic. Cozy Camper looks add a quirky twist to utility basics, infusing them with fun and personality. Heritage knitwear pieces are reinvented with colorful and ironic fair isle patterns or vibrant plaid designs, injecting a sense of nostalgia and whimsy into the ensemble. This blend of eclectic elements brings a sense of adventure and individuality to the boys' wardrobe, perfect for embracing creativity and self-expression in their everyday style.



# TREND NURTURING HEIRLOOM



@sciamparello magazine7.png



mabliknits



cafe denadine.jpeg

## NURTURING HEIRLOOM

The Nurturing Heirloom kids trend captures the essence of a modern nomadic lifestyle, celebrating the gypsy spirit and the importance of community and connection to Mother Nature. This trend emphasizes heritage craft and the soulful art of storytelling through textiles and patterns, bringing warmth and a sense of belonging to children's spaces. Cozy plaids evoke the comfort of home and the beauty of traditional craftsmanship, while communal heart and bird motifs symbolize unity and freedom.

Heirloom stripes add a touch of timeless elegance, reminiscent of treasured family heirlooms passed down through generations. Indulgent velvets provide a luxurious and tactile experience, perfect for creating cozy nooks and comforting spaces. Bohemian florals bring a touch of whimsy and natural beauty, reflecting the free-spirited nature of the trend. Ethnic geometrics add a layer of cultural richness and diversity, celebrating the global influences that shape our world.

Nomad and boho elements, such as embroidered accents and handcrafted details, infuse the look with a sense of myth and wanderlust, encouraging children to phantasize and embrace their creativity. The Nurturing Heirloom trend creates an inviting and nurturing environment, where the stories of the past inspire the dreams of the future, fostering a deep connection to heritage, community, and the natural world.

[ACCESS ALL IMAGES  
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# MOOD NURTURING HEIRLOOM



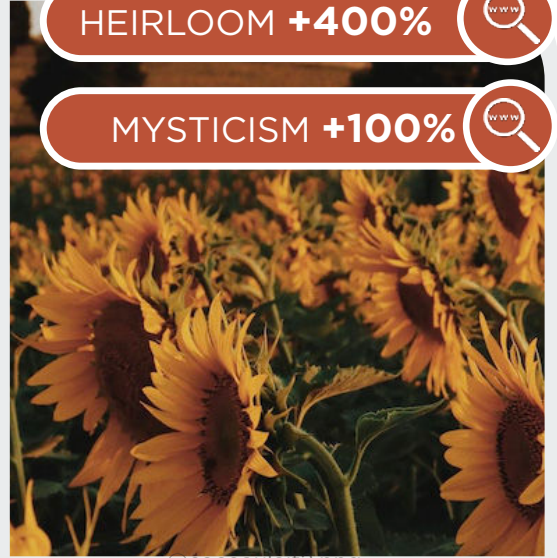
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@louisemisha10.png



trueartists7.png



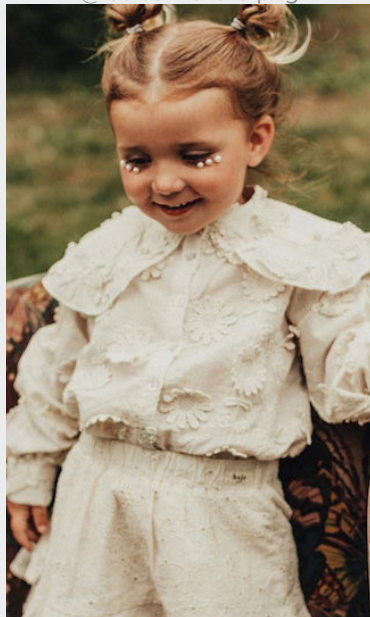
HEIRLOOM +400%

MYSTICISM +100%

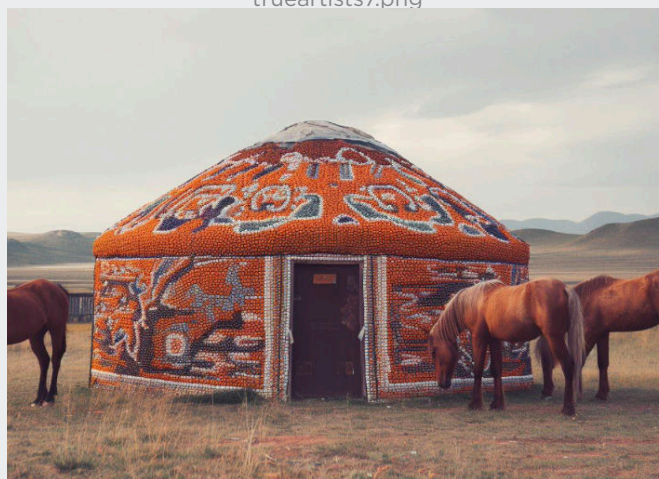
@cocoalait2.png



@anonfashionkids9.png



auralee



halfoften.png



@paade11.png

SPIRITUAL - GYPSY - MODERN NOMAD - COMMUNITY - WARMTH - MOTHER NATURE - HERITAGE



# COLOR PALETTE **NURTURING HEIRLOOM**



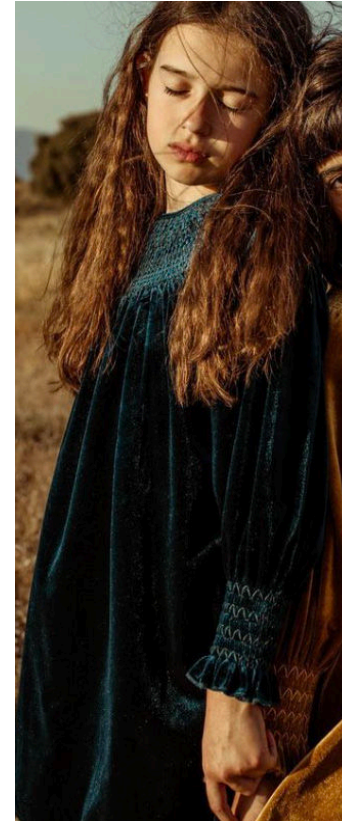
\_zara11.jpg



@sightunseen-9.png



toast.jpeg



ceraunavoltabambini2.png



--zara5.jpg

**Stimulating Warmth.** The Nurturing Heirloom kids trend color palette is a heartwarming blend of nature-inspired hues and comforting tones, creating a nurturing and imaginative environment for children. Fired Brick and Red Clay, with their Sienna tint browns, provide a grounding and earthy foundation, evoking a sense of warmth and stability reminiscent of cozy, rustic spaces. Antique Moss Green introduces a touch of natural serenity, fostering a connection to the outdoors and encouraging a calm, peaceful atmosphere. Spruced-Up, a mystical tile color, adds an element of enchantment and curiosity, inspiring children to explore and dream within their surroundings. This mystical hue brings a playful yet soothing quality to the palette, making it perfect for creating whimsical and engaging spaces. Persimmon Orange injects a burst of vibrant energy and enthusiasm, stimulating creativity and a sense of adventure. Together, these colors create a harmonious and balanced palette that nurtures both the body and mind. The Nurturing Heirloom palette is designed to foster a sense of security, creativity, and connection to nature, making it ideal for children's spaces that are both comforting and inspiring. This trend celebrates the timeless charm of heirloom pieces while embracing the lively spirit of childhood, resulting in spaces that feel both familiar and wonderfully new.



# KEY ELEMENTS **NURTURING HEIRLOOM**



@bajestudio9.png

## COZY PLAIDS



thenewsociety\_0.jpeg



trueartists10.png

## COMMUNAL HEARTS



mipounet



thenewsociety\_1233.jpeg

## HEIRLOOM STRIPES



ceraunavoltabambini



mango

## INDULGENT VELVETS



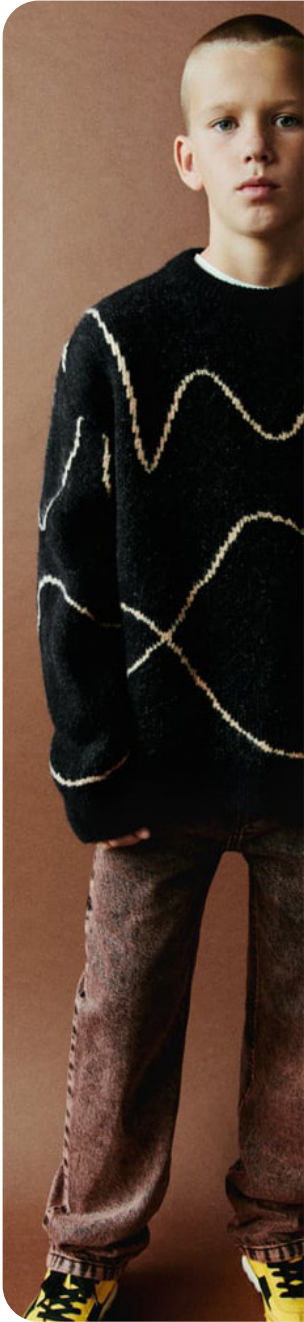
mango



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# KEY ELEMENTS **NURTURING HEIRLOOM**



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## BOHEMIAN FLORALS



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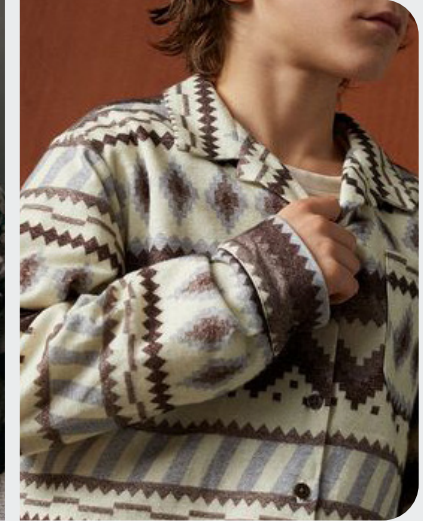


minimo.jpeg

## ETHNIC GEOMETRIC



zara



thenewsociety\_443.jpeg

## NOMADIC SHEARLING FEATURES



zara



@louisemisha7.png

## BIRDS OF FREEDOM



mipounet



thenewsociety\_123.jpeg



# GIRL'S LOOKS **NURTURING HEIRLOOM**



@shan-and-toad41.jpg.webp

**NEW HERBALIST**



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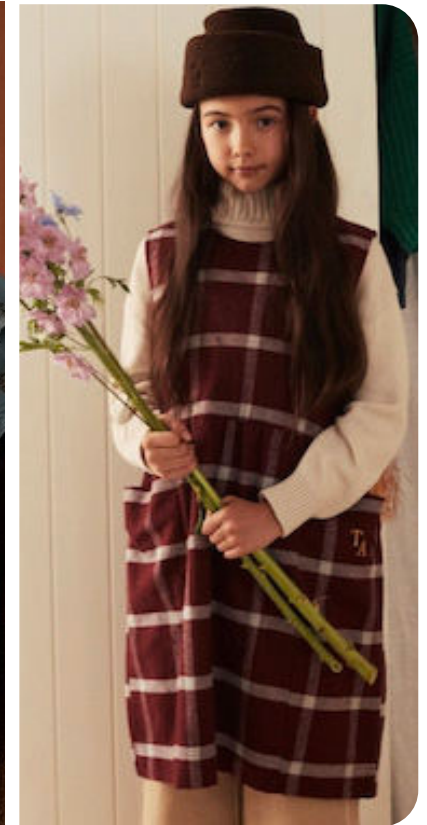
**SOFT BOHO**



bajestudios



thenewsociety\_40.jpeg



trueartists8.png

**Relaxed but Magical.** The Nurturing Heirloom girls' look embraces a blend of Soft Boho and New Herbalist styles, offering a fusion of comfort and elegance. Soft wash denim styles and casual ruffle blouses define the Soft Boho silhouette, creating a relaxed yet chic vibe. Soft, understated florals and tie-dye effects add a whimsical touch, enhancing the Bohemian aesthetic. Meanwhile, the New Herbalist styles feature minimal gypsy-inspired designs, characterized by layering maxi boho skirts and dresses with knitwear pieces and long cardigans. This combination of styles creates a look that is effortlessly feminine, exuding a sense of timeless charm and bohemian allure. Perfect for those seeking comfort without compromising on style.



# BOY'S LOOKS NURTURING HEIRLOOM



rojas



ceraunavoltabambini6.png



trueartists7.png



thenewsociety\_PPP.jpeg



@shan-and-toad23.jpg.webp

**Grounded Boys.** The Nurturing Heirloom boys' look embraces soft Boho silhouettes, featuring gently tailored pieces like banana-shaped corduroy pants and softly padded jackets. Tie-dye and ethnic prints lend a free-spirited vibe, while rustic knitwear adds cozy texture in warm hues. Alternatively, the New Herbalist styles offer a more minimalist take with gypsy-inspired layering and artisanal craftsmanship. These looks prioritize comfort and self-expression, effortlessly blending timeless elegance with contemporary flair. Whether embracing the Boho aesthetic or the New Herbalist ethos, boys can exude confidence and individuality while feeling nurtured and grounded in their personal style journey.

SOFT BOHO

NEW HERBALIST





## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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