



FORECAST
SPRING/SUMMER
2026
COLORS



LIVETREND

COLORS SS26 INTRODUCTION



@joyeflorin_7.png



FORECAST

Sensitive Invigoration. This report decodes the Spring/Summer 2026 color shifts and proposes a key palette based on the most important colors of the season. As the previous season's focus on monochromes is met with a sense of fatigue, SS26 comes with a focus on sophisticated color-combinations, where colors find meaning especially in their combination of one another. The season offers new barely-there or grey-tinted pastels with invigorating hues to capture the season's dynamic essence. Misty pastels set a serene tone, while lagoon blues and blue-tint mint offer a refreshing contrast. Mystical tropic teals and versatile olives add depth, while zesty green-tinted yellows and fermented shades bring vibrant energy. New primal darks provide an alternative to classic brown, and seductive berry pinks add a sultry pop. Ghostly rose emerges as a fresh take on nudes, combining spectral elegance with a hauntingly beautiful allure. This palette harmonizes tranquility with bold exploration for a captivating seasonal look.

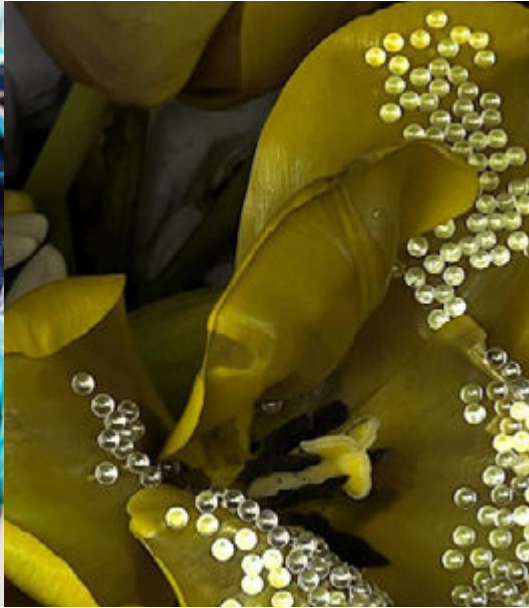
*This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts.
Find the relating icons & stamps on the last slides.*

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SS26 SEASONAL CORE PALETTE



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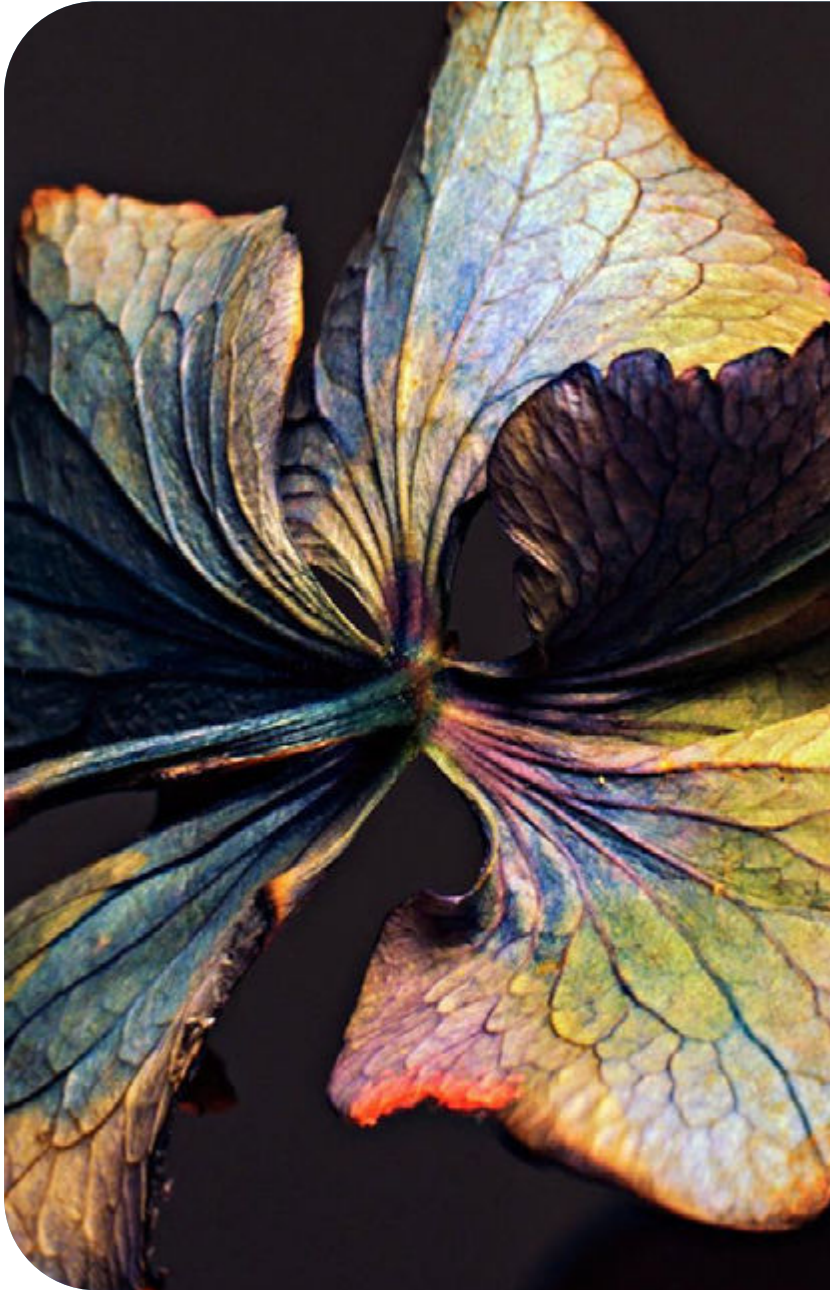


@hisuzanne3.png

Skyride 14-4215 TCX	Malibu Blue 17-4435 TCX	Cabbage 13-5714 TCX	Fairest Jade 12-6206 TCX	Shaded Spuce 19-4524 TCX	Pear Licqueur 12-0542 TCX	Charlock1 2-0530 TCX	Sulphur Spring 13-0650 TCX	Golden Rod 14-0951 TCX	Celosia Orange 17-1360 TCX	Catawba Grape 19-1621 TCX	Beetroot Purple 18-2143 TCX	Peachy Keen 19-2045 TCX	Boulder 14-1110 TCX
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SS26 SEASONAL CORE PALETTE



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The Spring/Summer 2026 color palette is an enchanting blend of soft pastels and invigorating hues, capturing the essence of the season's dynamic spirit. Dominated by **misty and barely-there pastels**, the palette evokes a sense of ethereal calm and subtle elegance. These delicate shades provide a serene foundation, perfect for creating airy and light-hearted looks.

Lagoon blues emerge as a standout, reminiscent of tranquil, tropical waters. Their depth and clarity evoke a sense of escape and adventure, seamlessly blending with an exploration of **blue-tint mint colors**. This fusion offers a refreshing twist, marrying the calm of mint with the richness of deeper blues for a cool, invigorating effect. Mystical **tropic teals** make a dramatic return, infusing the palette with an otherworldly charm. These vibrant hues echo the lush, mysterious beauty of tropical landscapes, adding a bold and enchanting touch.

„Sensitive Invigoration“

Complementing these are various **shades of olive**, ranging from muted earth tones to rich, complex greens. Olive's versatility allows it to harmonize with both subtle pastels and more intense colors, providing a grounding element. The palette also introduces **sour and zesty green-tinted yellows**, offering a lively contrast with their vibrant, tangy appeal. **Fermented yellow and orange** shades add a warm, vintage touch, evoking the richness of aged materials and the deepening of summer's glow.

New primal and **mythical darks** replace the classic brown, introducing deeper, more complex tones that add a sense of mystique and sophistication. **Seductive berry pinks** provide a sultry pop of color, while **ghostly rose** emerges as a contemporary alternative to traditional nudes and beiges. This new nude offers a spectral elegance, blending seamlessly into a range of looks with a hauntingly beautiful allure.

Overall, the SS 2026 palette combines tranquility with vivid exploration, offering a diverse array of colors that are both serene and striking.

COLOR SHIFT SEASIDE HAZE



oamc10.png



stella.jpeg



alaia



Aeron6.jpg



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prada.jpeg



archiproducts.jpg



Fairst Jade
12-6206 TCX



Ice Castle
11-4606 TCX



Skyride
14-4215 TCX

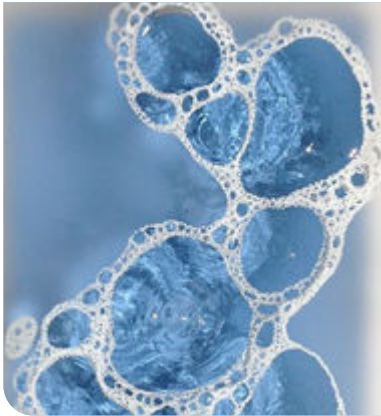
Dreamy Morning Breeze. The Spring/Summer 2026 Hazy Pastels color shift evokes a sense of graceful and dreamy lightness, reminiscent of seaside mornings bathed in the gentle glow of dawn. This palette features Fairst Jade, a mystical fog mint shade that conjures a serene, ethereal quality. Skyride completes the ensemble with a grey-tinted pastel blue, adding depth and sophistication. And Ice Castle adds an airspun turquoise pastel blue that seems barely-visible. Together, these hues create a luminescent breeze of colors, perfect for capturing the serene and magical essence of a seaside dawn. They are enhancing the tranquil mood with a soft and elusive charm.



COLOR SHIFT NOSTALGIC BLUES



@malvinakelpraska.jpg



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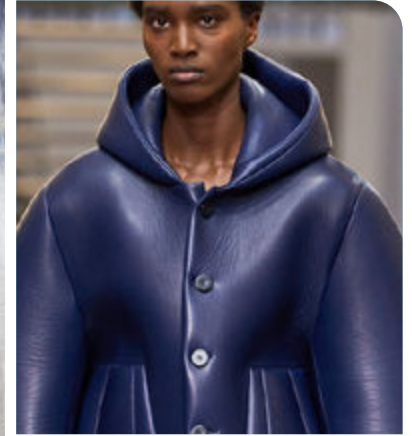
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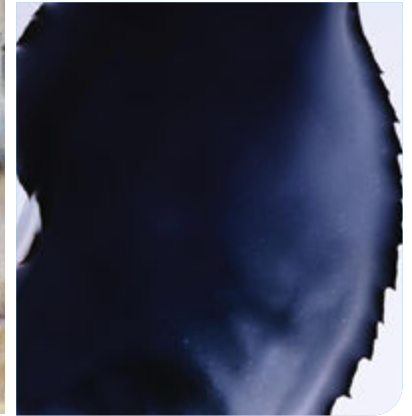
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JW Anderson 29.jpg



@joyeflorian8.png

Dutch Canal
14-4124 TCX

Deep Ultramarine
19-3950 TCX

Patriot Blue
19-3925 TCX

Summer Melancholia. The Spring/Summer 2026 Nostalgic Blue Color Shift embodies a rich palette that evokes enduring nostalgia and a sense of melancholic summer blues. Dutch Canal offers a resort light blue that channels a tranquil, sunlit ambiance. Deep ultramarine emerges as a classic retro tone, infusing the collection with a timeless, sophisticated allure. Patriot Blue adds depth with its rich, oceanic navy, reminiscent of profound sea voyages and heritage. Together, these shades create a harmonious narrative of wistful reminiscence and elegant timelessness, perfectly suited for both casual and formal wear. The Nostalgic Blue Color Shift captures the essence of a sun-drenched summer day intertwined with the serenity of past days, offering a stylish and emotionally resonant experience for the season.



COLOR SHIFT AZURE LAGOON



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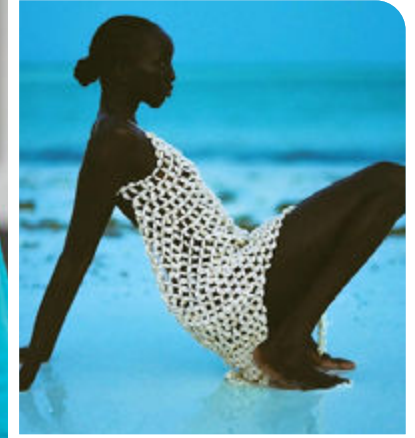
Bec & Bridge -9.jpg



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Prada 35.jpg



@allminimal_10.png



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Campanula
18-4141 TCX

Malibu Blue
17-4435 TCX

Blue Atoll
16-4535 TCX

Blissful Bay. For Spring/Summer 2026, the Azure Lagoon color shift introduces a captivating range evoking an aquatic dream. Campanula Blue embodies the essence of serene waters with its turquoise-tinted blue, creating a vibrant resort feel that refreshes and invigorates. Malibu Blue captures a sense of aquatic bliss —a cyan shade that exudes elegance and calm, perfect for a touch of sophisticated tranquility. Blue Atoll stands out with its bold and energetic azure hue, offering a striking, dynamic presence reminiscent of a sunlit tropical paradise. This shift provides a spectrum of aquatic wonders, blending luxurious vibrancy with the allure of the ocean and is transforming fashion into an immersive aquatic escape.



COLOR SHIFT LUMINESCENT MINT



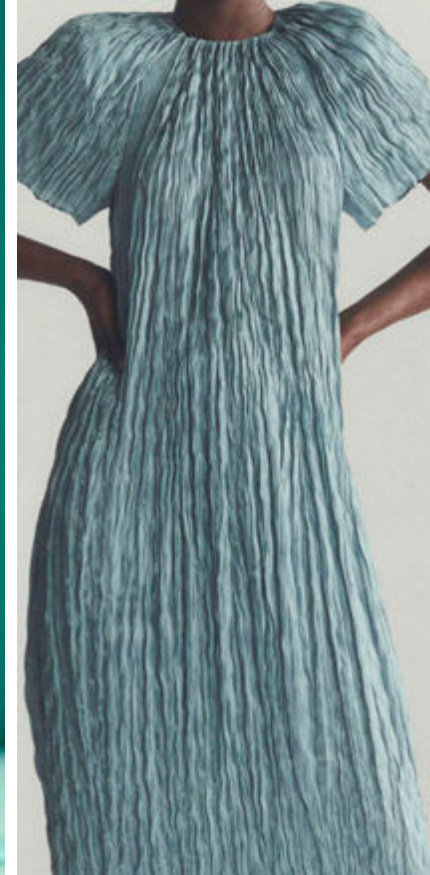
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Homme Plisse Issey Miyake.jpg



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Lafayette.jpg



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van noten

Fair Aqua
12-5409 TCX

Cabbage
13-5714 TCX

Aqua Haze
15-5209 TCX

Rejuvenating Tints. For Spring/Summer 2026, Luminescent Mint emerges as a captivating color shift, embodying the essence of rejuvenation and clarity. This palette features Fair Aqua, a delicate light mint that mirrors the gentle freshness of spring meadows. Cabbage, with its vibrant and bold mint hue, invigorates with a lively splash of nature's exuberance. Aqua Haze introduces a more muted, sophisticated touch with its blue-tinted undertone, offering a refined contrast to its bolder counterparts. Together, these shades weave a narrative of renewal and serenity, capturing the essence of a season brimming with new beginnings and invigorating freshness. Luminescent Mint reflects the revitalizing spirit of spring, bringing a refreshing breath of clarity and a touch of elegance to the season.



COLOR SHIFT **PLANTCESTRAL GLOOM**



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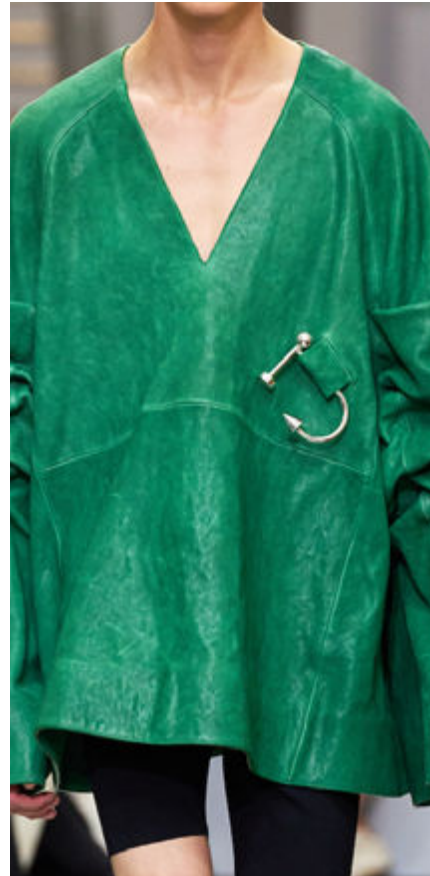
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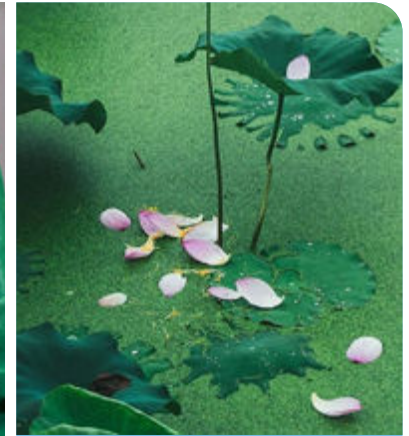
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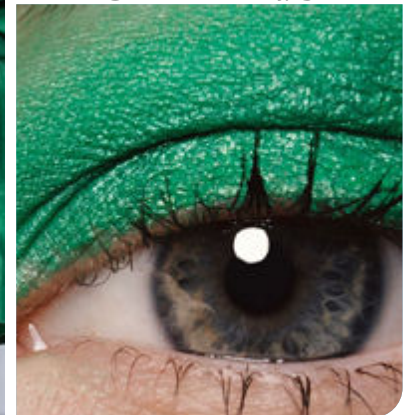
jessiefrench.jpg



JW Anderson 26.jpg



@nownessasia.jpg



van noten

Shaded Spruce
19-4524 TCX

Deep Mint
17-59 TCX

Opulent Greenery. For Spring/Summer 2026, the Plantcestral Gloom color shift introduces a trio of captivating hues that evoke a sense of majestic jungle and organic renaissance. Spruced-Up is a deep, mystical teal that conjures visions of lush, ancient forests and hidden, enchanted groves. Deep Mint bursts onto the scene with a bold, energetic green, infusing vitality and a refreshing burst of nature's exuberance into any setting. Evergreen grounds the palette with its rich, dark Amazonian green, embodying the depth and mystery of the untamed wilds. Together, these colors celebrate a powerful bio-reconnection, blending a sense of reverence for the natural world with a modern twist. The overall effect is a harmonious balance of deep, vibrant tones that invite exploration and evoke the splendor of a verdant, untamed landscape.

COLOR SHIFT OLIVE MIMESIS



botter



@hisuzanne30.png



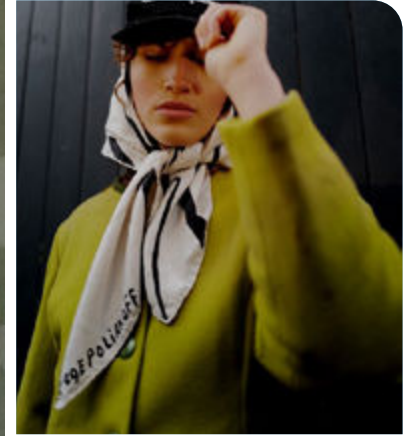
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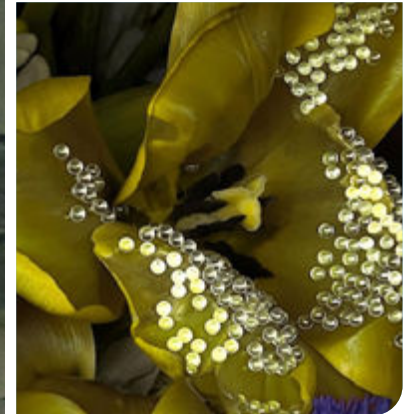
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@danieltarcher1.png



theparisianvintage.jpeg



van noten

Sea Turtle
19-0403TCX

Green Moss
17-0636 TCX

Pear Liqueur
12-0542 TCX

Muddy Metamorphosis. For Spring/Summer 2026, Olive Mimesis introduces a color shift that embodies a sophisticated swampy allure. The Sea Turtle hue emerges as a deep, earthy green, reminiscent of fertile wetlands, evoking a sense of serene opulence. Complementing this is Green Moss, a yellow-tinted mid-tone that adds a refreshing contrast with its vibrant, yet subdued character. Pear Liqueur further enhances the palette, offering a soft, golden touch that infuses warmth into the overall composition. Together, these colors create a visual narrative of muddy metamorphosis, celebrating the lush and dynamic essence of fertile terrain. Olive Mimesis' combination of Sea Turtle, Green Moss, and Pear Liqueur results in a rich, opulent palette that reflects nature's hidden depths and transformative beauty.



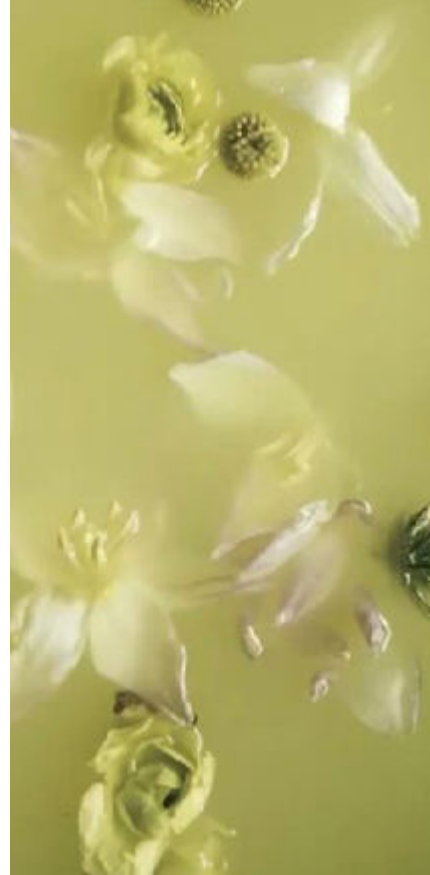
COLOR SHIFT **SOUR SPIRIT**



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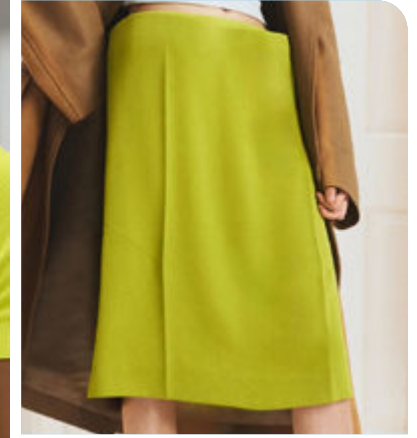
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Prada 58.jpg



Christopher Esber 6.jpg



Bed Jw Ford 12.jpg



@ragnar_schmuck-3.png

Lime Cream
12-0312 TCX

Charlock
12-0530 TCX

Sulphur Spring
13-0650 TCX

Kiwi Colada
14-0443 TCX

Unripe Undertones. The Spring/Summer 2026 Sour Spirit color shift is an electrifying celebration of vibrant, unripe hues, embodying a playful contrast between freshness and the untamed. Lime Cream introduces a rejuvenating shift between mint and lime, offering a smooth, creamy green with a hint of zest. Charlock emerges as a green-tinted pastel yellow, blending soft and vivid tones for a touch of whimsical elegance. Sulphur Spring dazzles with its sour citrus green, evoking a tangy, invigorating essence that refreshes the palette. Finally, Kiwi Colada bursts forth with an electrifying zesty lime, its vibrant charge radiating energy and dynamism. Together, these colors create a palette that is as refreshing as it is bizarre, combining radiance and a sense of unripe beauty to define a unique summer aesthetic.



COLOR SHIFT FERMENTED YELLOW



coloro1.png



Ulla Johnson.jpg



jil sander



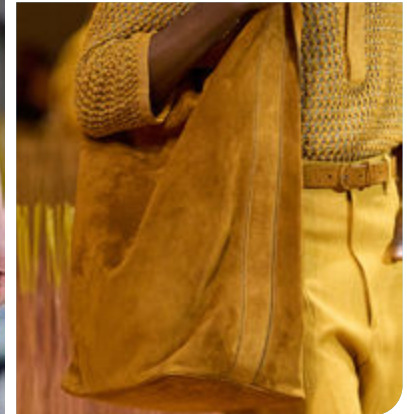
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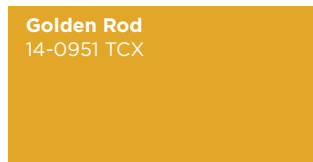
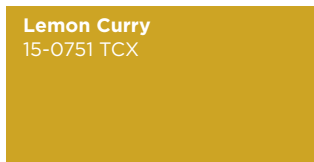
@matsysdesign.jpg



Dawei Studio.jpg



Zegna 28.jpg



Ancestral Ambers. The Spring/Summer 2026 Fermented Yellow color shift evokes a vibrant and sensorial journey through tropical treasures. This captivating hue blends the fermented ochre essence of Lemon Curry with the rich warmth of Golden Rod, which transitions into a zesty Mango yellow with hints of orange. Primrose Yellow adds a sunlit, golden finish to the palette, creating a harmonious and radiant glow. This color shift is inspired by the rich, fermented spice tones and amber hues, reminiscent of sun-drenched landscapes and exotic markets. The resulting effect is a delightful interplay of golden and amber shades, reminiscent of tropical spices and sunlit warmth, evoking a sensory experience that is both exotic and inviting. This collection celebrates the lush, spicy vibrancy of summer and the rich, golden undertones of a tropical paradise.



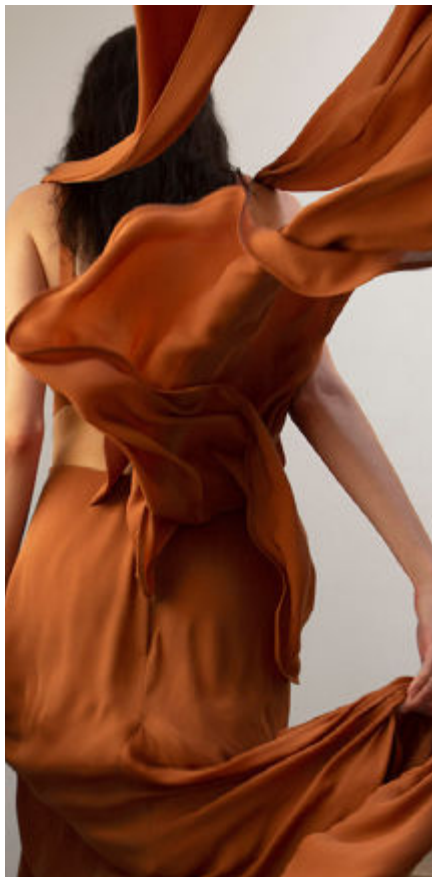
COLOR SHIFT **BURNT GLOW**



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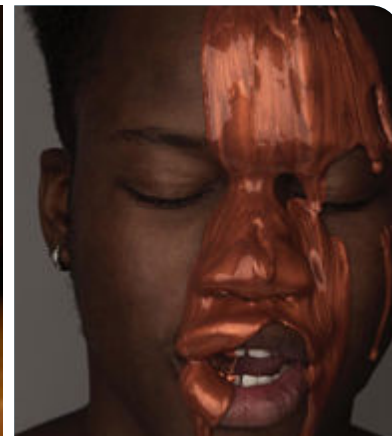
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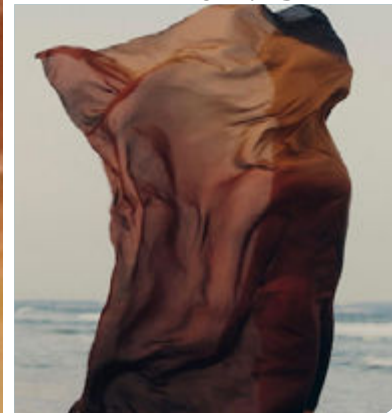
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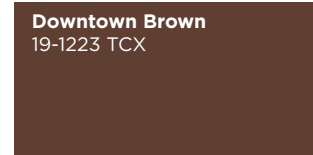
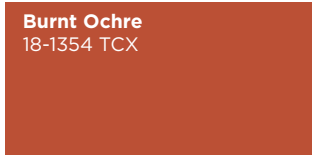
Zegna 3.jpg



cassiezyz2.png



@charlottelalapus-1.png



Spiritual Glow. The Spring/Summer 2026 Burnt Glow color shift collection embodies a transformative palette that melds raw pigments with earthy sophistication. At the heart of this range is Celosia Orange, a spiritual shade that radiates warmth and vibrancy, evoking a sense of inner illumination. Complementing this is Burnt Ochre, a rusty mid-tone that conjures the rich, weathered essence of ancient soils. Arabian Spice adds a touch of exotic allure with its deep reddish-brown hue, reminiscent of sun-drenched spice markets. Finally, Downtown Brown grounds the collection with its classic woody tone, echoing the enduring strength of natural timber. Together, these colors create a sultry, evocative blend that captures the raw beauty of the earth and the mystical glow of spiritual enlightenment.



COLOR SHIFT **FLIRTY REDS**



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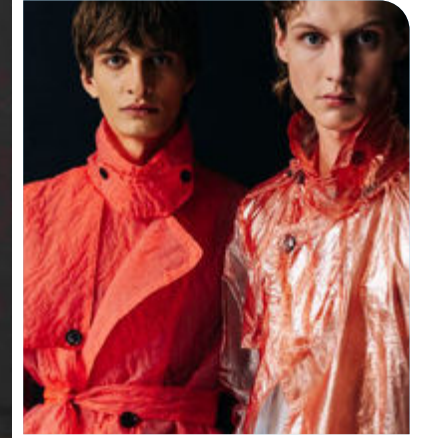
Armarium1.jpeg



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Azulu azul.jpg



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@hisuzanne27.png

Pomegranate
19-1930 TCX

Poppy Red
17-1667 TCX

Shell Pink
16-1632 TCX

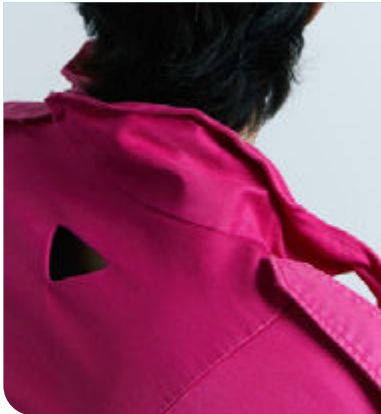
Timeless Charm. The Spring/Summer 2026 A Flirty Red color shift embodies a captivating blend of romance and vitality, perfect for summer's radiant embrace. This collection presents Pomegranate, a deep red-tint burgundy that exudes an air of sophisticated allure, while Poppy Red offers a rejuvenating burst of bold, naive red, infusing each piece with youthful exuberance. Complementing these hues is Shell Pink, a delicate rose-tinted coral that adds a touch of soft, timeless elegance. Together, these shades weave a narrative of summer love dreams, effortlessly balancing flirty ease with classic charm. This color shift is designed to evoke feelings of warmth and joy, making it ideal for those who wish to embrace the season's carefree spirit with a sophisticated edge.



COLOR SHIFT **SULTRY BERRIES**



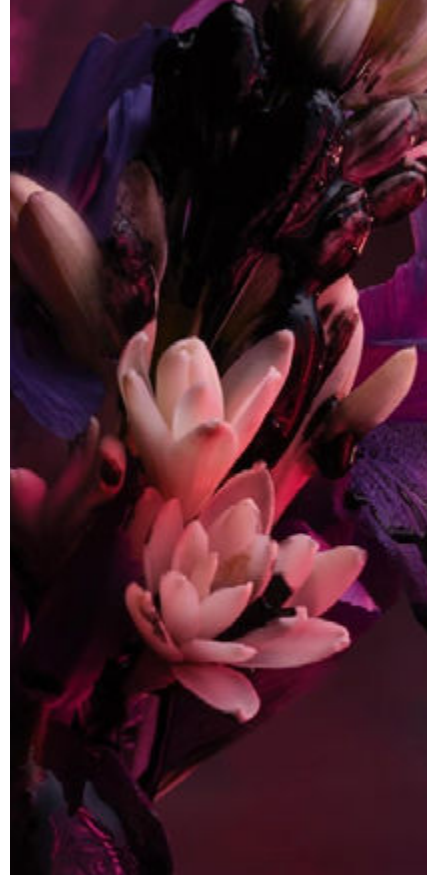
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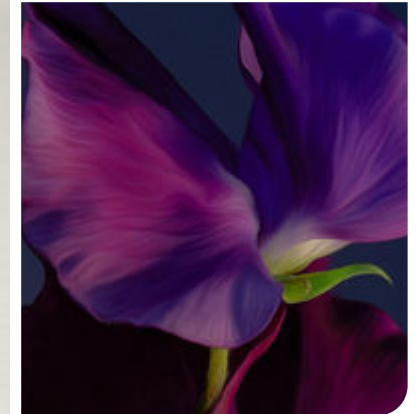
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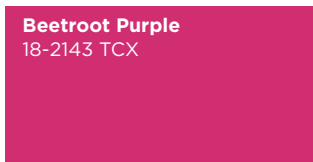
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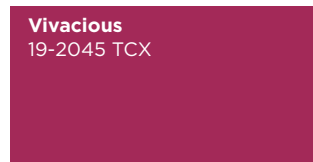
esber6.png



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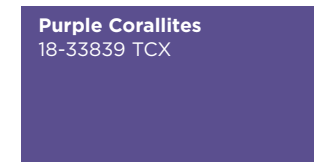
Beetroot Purple
18-2143 TCX



Vivacious
19-2045 TCX



Crushed Grape
18-3522 TCX

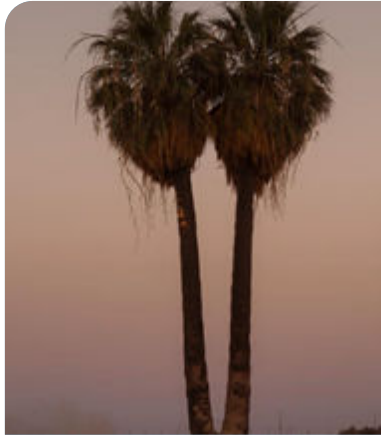


Purple Corallites
18-33839 TCX

Seductive Exoticism. The Spring/Summer 2026 Sultry Berries color shift brings a tantalizing array of hues designed to evoke a sense of nocturnal allure and dark vibrancy. At its heart is Beetroot Purple, a captivating blue-tinted fuchsia that shifts with every angle, offering a rich, almost otherworldly glow. Vivacious, a sultry dark pink, enchants with its deep, seductive tone, perfect for adding a touch of mystery. Crushed Grape introduces a red-purple shade, ideal for creating exotic, nocturnal palettes with a hint of drama. For those craving high-impact vibrancy, Purple Corallites delivers a striking, bright purple that commands attention and adds an element of intense allure. Collectively, these colors embody a nightshade-inspired essence, blending erotic darkness with vibrant, exotic charm, making them perfect for creating an unforgettable, dynamic presence in any ensemble.



COLOR SHIFT HOLY WOODS



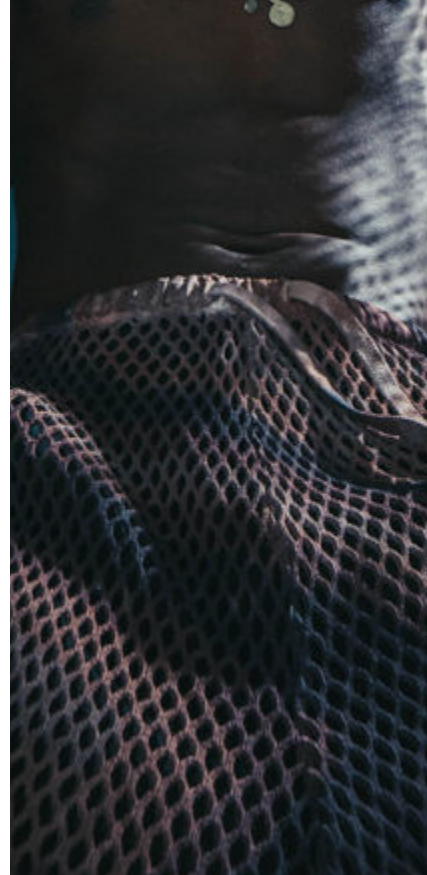
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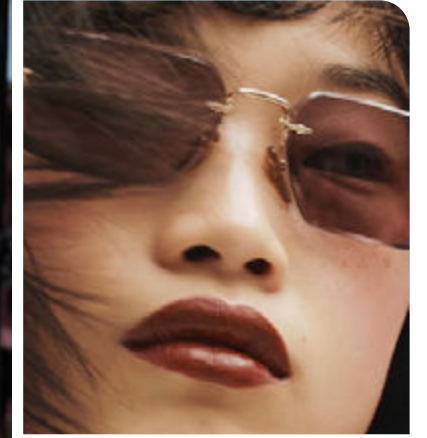
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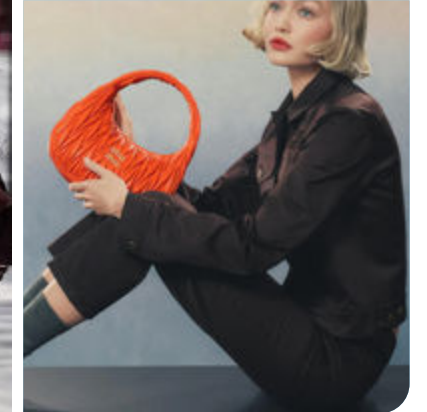
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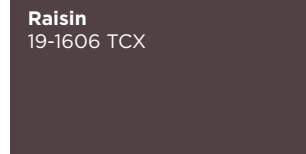
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miumiu 2.webp



Shark
18-1703 TCX



Raisin
19-1606 TCX



Catawba Grape
19-1621 TCX

Primal Mysticism. The Spring/Summer 2026 Holy Woods color shift unveils a captivating palette of opulent browns and ancient shadows, deeply rooted in primal mysticism. Central to this collection is the enigmatic Shark, a mauve-tinted dark that exudes sophistication and depth. Raisin complements with its deep violet brown, evoking a sense of rich, timeless elegance. Catawba Grape introduces a burgundy-tinted brown, blending warmth with a hint of regal allure. Together, these hues create a harmonious blend of new darks that exude a powerful, luxurious aura. Perfectly suited to combine with the season's new bold, vibrant shades, this shift offers a different darks and balances the mystical and the modern.

COLOR SHIFT GOSSAMER HUSH



Paris Design Week 33.jpg



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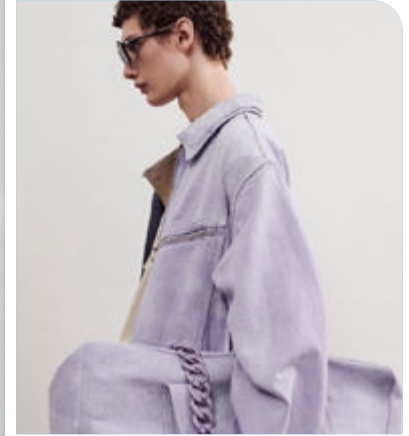
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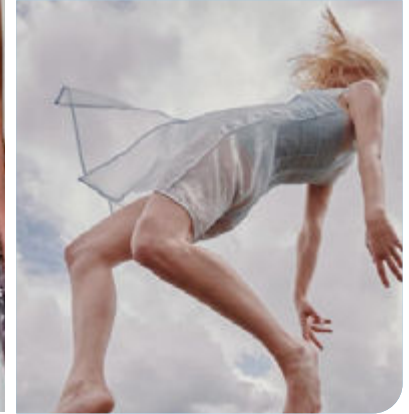
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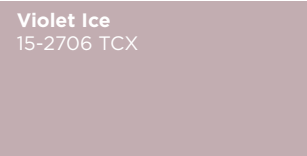
kate barton_1.jpg



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Violet Ice
15-2706 TCX



Lavender Blue
14-3905 TCX



Mirco Chip
14-4105 TCX

Understated Tranquility. The Spring/Summer 2026 Gossamer Hush color shift captures an ethereal palette that embodies a serene, dreamy aesthetic. The collection introduces Micro Chip, a cool light grey that evokes a sense of modern elegance. Lavender Blue enchants with its mystic lilac hue, offering a whisper of enchantment. Violet Ice, a rose-tinted mauve, adds a touch of romantic sophistication as a new neutral. This color shift is characterized by light grey-tinted neutrals, creating an overall feeling of a hushed awakening. The palette suggests a gossamer airiness, with hazy, dreamy tones that blend seamlessly into one another. Each shade harmonizes to produce an ethereal, almost otherworldly quality, perfect for the delicate transition of seasons. The Gossamer Hush color shift invites a sophisticated, tranquil atmosphere, ideal for a fresh, understated look.

COLOR SHIFT GHOSTLY ROSE



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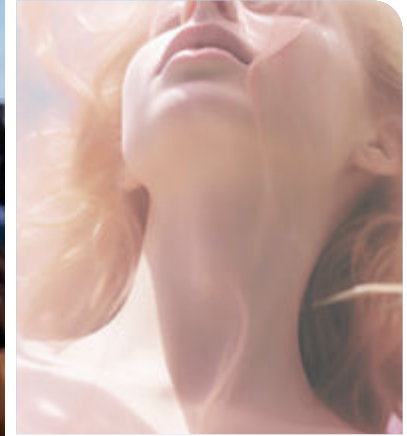
Alberta Ferretti 6.jpg



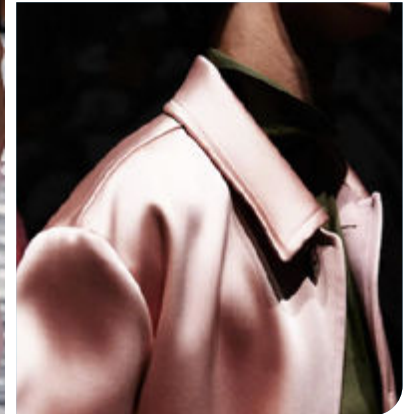
Denzilpatrick 10.jpg



jason wu-6.jpg



pantone3.png



valentino



Gentle Awakening. The Spring/Summer 2026 Ghostly Rose color shift introduces a captivating palette of ethereal hues, blending delicate sophistication with understated charm. Central to this collection is Carinaria Rose, a red-tinted rose that evokes a sense of bold elegance. Complementing it, Silver Peony offers a subdued peach pastel, adding a gentle warmth to the spectrum. Peachy Keen presents a muted peachy rose, striking a balance between softness and vibrancy. The inclusion of Pink Tint brings a nearly imperceptible, neutral touch. Collectively, these shades redefine modern neutrals with their barely-there nudes and emerging light. This palette radiates a faint, yet captivating glow, embodying the essence of new beginnings and subtle grace. The Ghostly Rose color shift promises to illuminate the season with its serene, refined, and delicate color effects.

COLOR SHIFT ANCESTRAL NEUTRALS



@gleesonpaulino_7.png



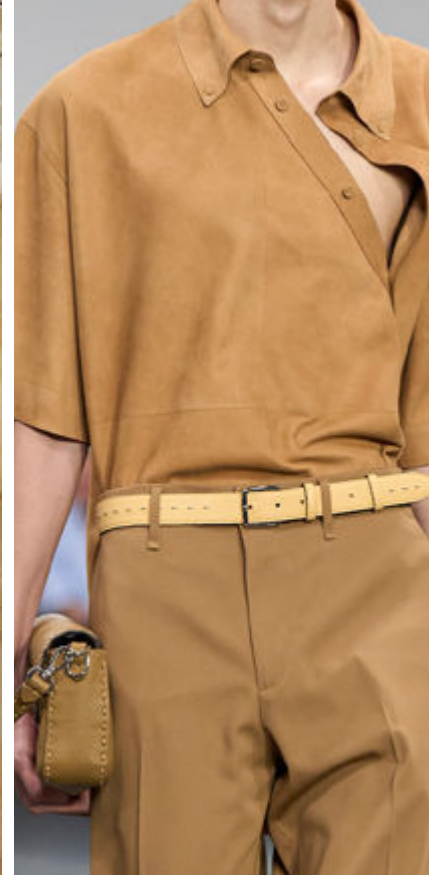
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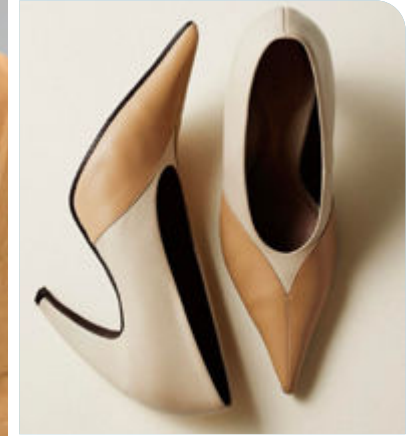
Undercover.jpg



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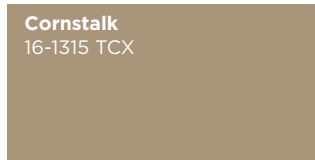
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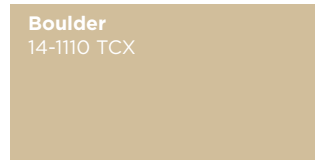
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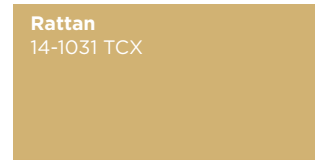
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Cornstalk
16-1315 TCX



Boulder
14-1110 TCX



Rattan
14-1031 TCX



Oak Buff
16-1144 TCX

Rooted Tones. The Spring/Summer 2026 Ancestral Neutrals color shift embodies a return to timeless, earthy tones with an emphasis on an untouched, handcrafted essence. This palette features Cornstalk, a muted dark beige that evokes the quiet strength of natural grains, while Boulder introduces a soft stone beige, reminiscent of weathered surfaces that tell a story of endurance. Rattan enriches the collection with a warmer, clay-like neutral, imbuing a sense of organic warmth and artisanal craftsmanship. Oak Buff rounds out the ensemble with its clay-colored shade, offering a grounding, rustic touch. Overall, these slow neutrals are designed to evoke a nostalgic, ancestral feel, celebrating the beauty of handmade textures and the quiet elegance of nature's palette. Each color works harmoniously to create a serene, sophisticated aesthetic that feels both timeless and deeply rooted in traditional craftsmanship.



OVERVIEW COLORS

FASHION COLORS

Dutch Canal 14-4124 TCX	Deep Ultramarine 19-3950 TCX	Campanula 18-4141 TCX	Malibu Blue 17-4435 TCX	Blue Atoll 16-4535 TCX	Fair Aqua 12-5409 TCX
Aqua Haze 15-5209 TCX	Cabbage 13-5714 TCX	Shaded Spruce 19-4524 TCX	Deep Mint 17-59 TCX	Lime Cream 12-0312 TCX	Charlock 12-0530 TCX
Sulphur Spring 13-0650 TCX	Kiwi Colada 14-0443 TCX	Pear Licqeur 12-0542 TCX	Green Moss 17-0636 TCX	Lemon Curry 15-0751 TCX	Golden Rod 14-0951 TCX
Primrose Yellow 13-0755 TCX	Celosia Orange 17-1360 TCX	Poppy Red 17-1667 TCX	Burnt Ochre 18-1354 TCX	Arabian Spice 19-1245 TCX	Shell Pink 16-1632 TCX
Peachy Keen 19-2045 TCX	Carinaria 12-1303 TCX	Beetroot Purple 18-2143 TCX	Vivacious 19-2045 TCX	Crushed Grape 18-3522 TCX	Purple Corallites 18-33839 TCX

NEUTRAL NUDES

Oak Buff 16-1144 TCX	Cornstalk 16-1315 TCX
Rattan 14-1031 TCX	Boulder 14-1110 TCX
Pink Tint 12-1404 TCX	Silver Peony 13-1208 TCX

DARK NEUTRALS

Sea Turtle 19-0403TCX	Downtown Brown 19-1223 TCX
Shark 18-1703 TCX	Catawba Grape 19-1621 TCX
Raisin 19-1606 TCX	Pomegranate 19-1930 TCX
Patriot Blue 19-3925 TCX	

BARELY PASTELS

Fairest Jade 12-6206 TCX	Ice Castle 11-4606 TCX
Mirco Chip 14-4105 TCX	Skyride 14-4215 TCX
Lavender Blue 14-3905 TCX	Violet Ice 15-2706 TCX



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

CREATIVITY

STRATEGY

SUSTAINABILITY



LIVETREND

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