



**KIDS  
FORECAST**  
SPRING/SUMMER  
2026  
**MACROTRENDS**



LIVETREND

# MACROTREND SS26 INTRODUCTION



**FORECAST**

## SS26: POWERSHIFTS

As we look forward to 2026, the world around us feels a bit tricky and challenging, with things like changing weather, money worries, and new technology. Life can feel uncertain and fast-paced, and even the adults don't have all the answers! But instead of seeing challenges as just problems, SS26 Powershifts encourages kids to turn them into chances to grow, learn, and discover new strengths. This season is about finding balance and building a world filled with kindness, creativity, and meaning. It reminds us that change might feel uncomfortable, but it can also be an exciting way to unlock our true potential. It's like going on an adventure where every twist and turn helps us become braver and more thoughtful. By embracing the ups and downs, we can create a happier, healthier world—one that's filled with joyful, real connections and a sense of purpose for everyone.

*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.*

# TREND **BLUE SUMMER**



kiddopermits 9.png



Fish & Kids



anthropolgy2.webp

## **PLAYFUL COUNTRY LIFE**

The SS26 kids' trend „Blue Summer“ transports young wearers to a dreamy, nostalgic countryside filled with playful innocence and simple joys. Inspired by idyllic rural life, this trend embodies a vision of gentle farming and cheerful days spent exploring gardens and fields. The palette is soft yet vibrant, with pastel blue and rose adding a calming, serene quality, while poppy red, juicy lime green, and sunny yellow infuse a sense of energy and warmth reminiscent of sunlit meadows and fresh fruit.

Design elements draw on classic rural motifs, grounding the trend in timeless, vintage aesthetics. Gingham and plaid patterns evoke traditional farm life, while naive florals and strawberry field prints lend a touch of whimsy and wonder. Vintage stripes add a familiar, nostalgic charm, and 3D flowers create a playful, tactile experience for kids, inviting curiosity and interaction. Bucolic collars and blue-collar utility pieces, like vintage tie-up details, bring a touch of rural practicality, blending style with comfort and durability.

The essence of „Blue Summer“ is the delight of simpler times and an unstructured, joyful connection with nature. It encourages children to imagine themselves as gentle farmers and explorers of their own dreamlike countryside, fostering a sense of calm and creativity. With its blend of pastels, lively colors, and retro-inspired designs, „Blue Summer“ provides a soft, whimsical world where kids can express themselves freely, celebrating the playful beauty of nature and the nostalgic allure of classic country life.

**ACCESS ALL IMAGES  
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# MOOD **BLUE** SUMMER



@veinkids5.png



@yaarnhandmade.jpg



CocoAulait\_SS24\_8-1024x1536.jpg

NOSTALGIA **+600%**

FARMER **+1150%**



ucas du Tertre.jpeg



Studio Hagel.jpg



@bonton21



@natahorinkova2.jpeg



milkmagazine8.jpg

GENTLE FARMERS - NAIVE COUNTRYSIDE - PLAYFUL GARDEN - BUCOLIC MOMENTS

# COLOR PALETTE **BLUE SUMMER**



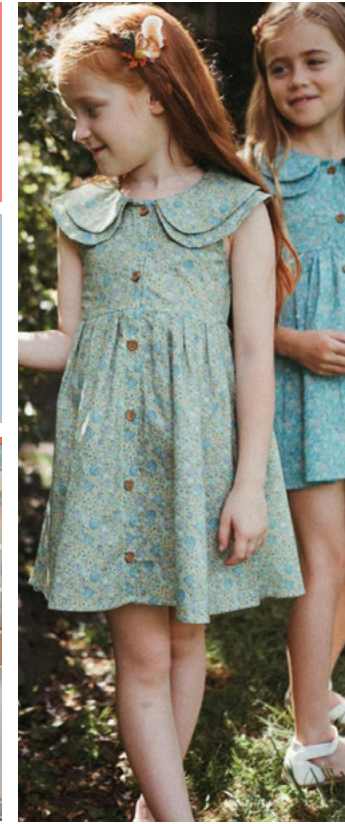
@jwhorner.jpg



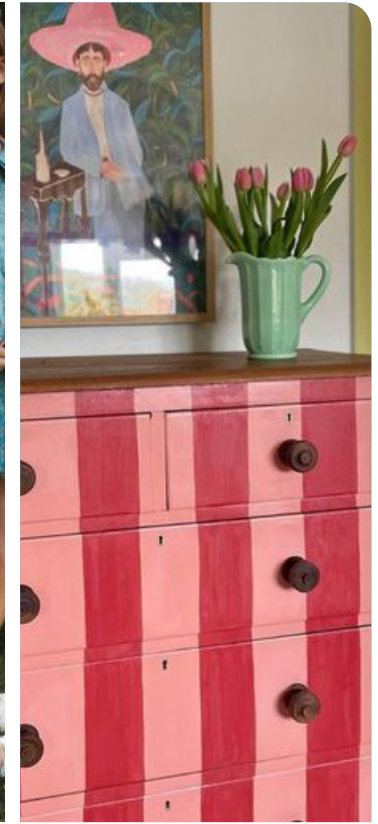
@thecampamento.jpg



design milk.jpeg



iminkids 5.jpg



pin Kopie.jpeg

## Joyful Gardening.

The Blue Summer color palette for kids' fashion brings a delightful and cheerful vibe, perfect for celebrating the joys of childhood. Vintage Poppy Red adds a warm, nostalgic touch, evoking the charm of summer blooms and playful adventures. Carinaria, a soft pastel rose, introduces a gentle sweetness, creating an inviting and nurturing atmosphere. Refreshing Shell Pink radiates a nostalgic and positive energy and introduces a new shade of pink here. Complementing this brightness, Skyride, a soothing pastel blue, evokes the clear skies and endless possibilities of summer adventures. Finally, Lime Cream, a refreshing minty green, brings a burst of vitality, like the fresh greenery found in gardens. Together, these colors create a bucolic mood that encourages creativity, exploration, and a connection to nature. The palette inspires joy and warmth, making every piece not just a garment, but a canvas for fun and imagination during the carefree days of summer.

# KEY ELEMENTS **BLUE SUMMER**



@dailybrat 14.png

## CLASSIC GINGHAMS & PLAIDS



@trueartist5.jpg



@urbanoutfitters9.png

## NAIVE DITSY FLORALS



hebe.jpg



@bonton22.png

## STRAWBERRY FIELDS



@dailybrat 7.png



arket children11.png

## VINTAGE STRIPES



@aout\_official.jpg



arket\_R\_5.jpg

# KEY ELEMENTS **BLUE SUMMER**



coco au lait 10.jpg

## BUCOLIC COLLARDS



bebedepinot 7.jpg



26A7937-1024x1536.png

## NOSTALGIC TIE-UPS



@apolina2.jpg



CocoAuLait\_SS24\_3-1024x1536.jpg

## 3D GARDENS



GiroQuadro\_SS24\_18-1024x1536.jpg



@ilovepero.jpg

## BLUE COLLAR UTILITY



Zara 6.jpg



the new society.jpg

# GIRL'S LOOKS **BLUE SUMMER**



OXOX Club.jpg

MINI GARDENER



@themellowgardener 2.png

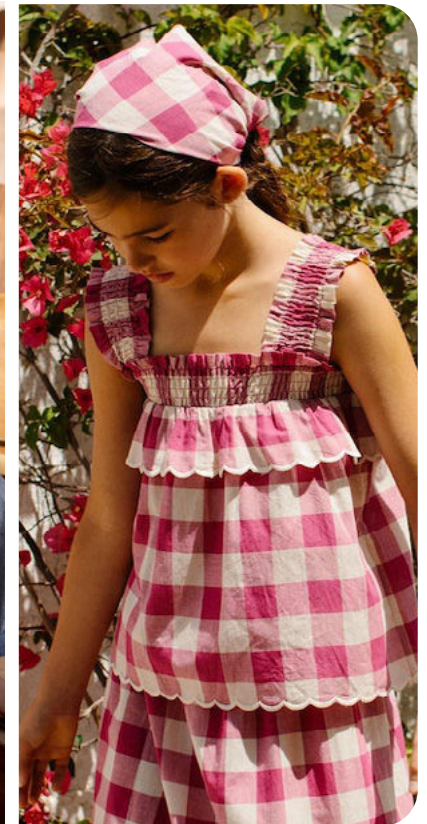
PICNIC READY



@elizabethhiesh.jpg



Ocra152-1024x1536.jpg



kiddopermits 8.png

**Country Girls.** The SS26 Blue Summer girls' looks embody a charming blend of utility and countryside boho styles. Inspired by a gardener's aesthetic, dungarees and workwear sets offer practical yet stylish options for adventurous play. Ruffled cotton dresses exude a relaxed, feminine vibe, perfect for warm days in the sun. Vintage collar blouses paired with headscarves add a touch of nostalgia, while blouses adorned with bucolic embroideries celebrate nature's beauty. Bloomer shorts provide comfort and ease, making them ideal for movement and fun. This collection captures the essence of carefree summer days, merging functionality with whimsical elegance for young fashionistas.



# BOY'S LOOKS **BLUE SUMMER**



bebedepinot 8.jpg



carmen ordóñez.jpg



NEXT kids 28.jpg.webp



carmen-ordonezq5.jpg



OXOX 2.jpg

**Counrty Boys.** The SS26 Blue Summer collection for boys embraces a charming gardener aesthetic, seamlessly blending utility and style. Key pieces include practical dungarees and workwear shirts that embody a hands-on spirit. Gingham tops and shorts add a playful twist, perfect for warm days spent outdoors. The collection features delightful gardening prints and patches, celebrating nature and exploration. For a classic country vibe, shirts paired with jeans provide a timeless look that is both comfortable and versatile. This trend encourages boys to embrace their adventurous side while looking effortlessly cool, ready for sunny summer days filled with outdoor fun.

MINI GARDENER

PICNIC READY

# TREND MOONBATH



Zara 54.jpg



learncalifornia.org.jpeg



MARNI\_SS24\_9-1024x1536.jpg

## SUNSET CELEBRATIONS

The SS26 kids trend: Moonbath is a celebration of exoticism, vivid imagination, and joyful craft. This trend is all about capturing the magical essence of sunset dreams and tropic nights, evoking an atmosphere that blends mystery and vibrant energy. Moonbath pulls kids into an enchanting, colorful paradise filled with elements that feel both grounded in nature and imaginatively out of this world.

The color palette is striking and deeply immersive, featuring shades like dark teal that mimic the depths of the ocean, vibrant pink and orange that capture the glow of a tropical sunset, juicy lime for a zesty, tropical punch, and cooling turquoise for a refreshing balance. Together, these colors create a palette that feels both soothing and lively, mirroring the tranquil yet electric feel of dusk in paradise.

Design elements enhance this magical vision, with solar motifs and sunset gradients creating a dreamy, otherworldly effect. Colorful stonewash and fruit elements bring playful, natural textures, while tie-dye and hippie crochet add a sense of handcrafted warmth and nostalgia. Bold tropic prints and mermaid motifs transport young wearers to a fantasy-like realm where land and sea collide.

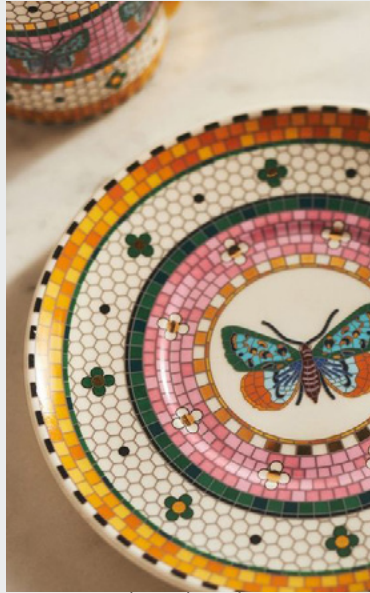
This trend's aesthetic is both joyful and mysterious, inviting kids to explore a glooming paradise where the beauty of tropical nature meets whimsical imagination. Moonbath combines the natural and surreal, inspiring kids to revel in a world of vibrant colors, playful textures, and a spirit of endless adventure.

[ACCESS ALL IMAGES  
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# MOOD MOONBATH



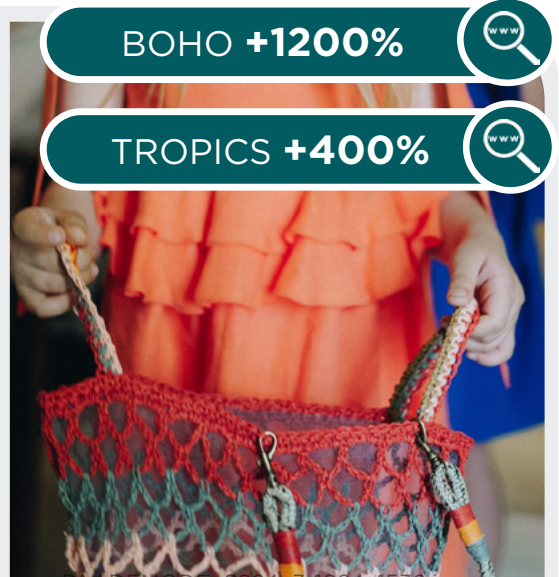
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anthropology.jpeg



Zara 53.jpg



PAADEMODE\_SS24\_3-1024x1536.jpg



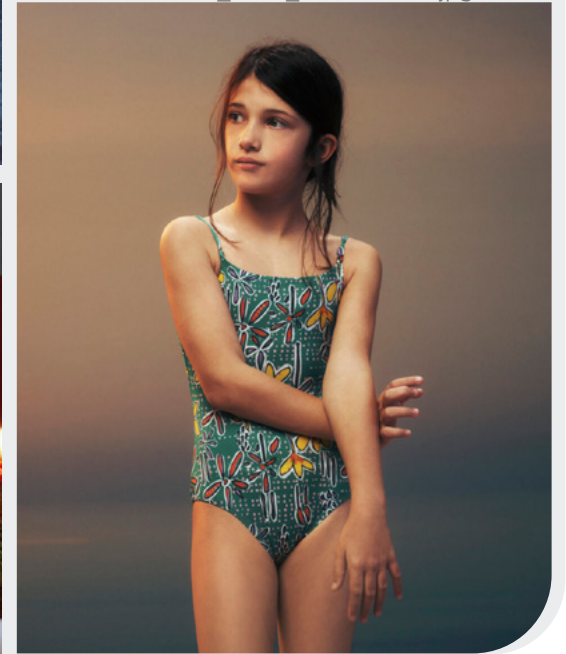
Marjolaine Hintz.jpeg



MaisonMangostan



@blancamiro2.png



MARNI\_SS24\_24-1024x1536.jpg

TROPIC NIGHTS - ENERGETIC EXOTICISM - JOYFUL CRAFT - GLOOMING PARADISE

# COLOR PALETTE MOONBATH



mirror mirror.jpeg



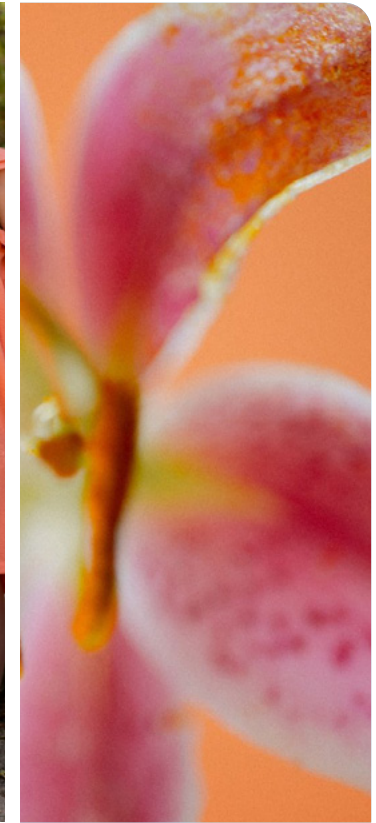
MaisonMangostan\_SS24\_42-1024x1536.jpg



ruggabale .webp



SUUKY00037-1024x1536.jpg



@paulacodoner3.jpg

## Sunset Hippies.

The Moonbath color palette for kids is a vibrant and playful collection that evokes the mood of an exotic paradise. Sulphur Spring, a gloomy dark teal, brings a sense of depth and mystery, reminiscent of twilight skies. Celosia Orange, a bold summer shade, adds an exciting burst of energy, capturing the essence of sun-drenched days and joyful adventures. Beetroot Purple, a warm fuchsia, infuses a sense of whimsy and fun, encouraging creativity and self-expression. Meanwhile, Cabbage, a bold mint, provides a refreshing and cool contrast, perfect for brightening any outfit. The zesty Sulphur Spring lime shade rounds out the palette, adding a lively pop that sparks joy and excitement. Together, these colors create a lively and cheerful atmosphere that transports kids to a world filled with sunsets and hippie vibes. The Moonbath palette encourages exploration and imagination, making everyday clothing feel like a tropic dream.

# KEY ELEMENTS MOONBATH



DSQUARED\_SS24\_23-1024x1536.jpg

## HIPPIE CROCHETS



@zarakids43.png



@themellowgardener12.jpg

## MAGICAL MERMAIDS



MaisonMangostan\_SS24\_30



MaisonMangostan\_SS24\_2-1024x1536.jpg

## SUMMERY TIE-DYES



County-of-Milan00012

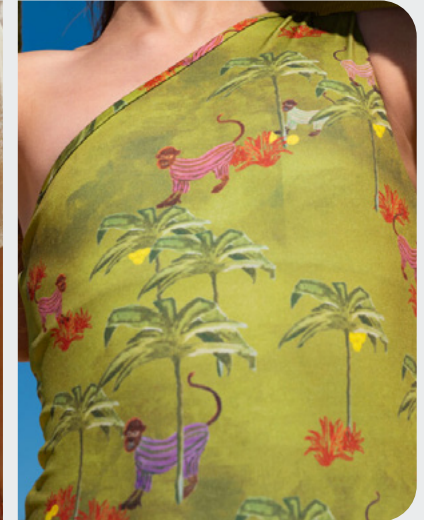


@dailybrat 8.png

## IMMERSIVE TROPICS



molo-1



SUUKY00021-1024x1536.jpg

# KEY ELEMENTS MOONBATH



MaisonMangostan\_SS24\_841024x1536.jpg

## SUNSET GRADIENTS



Zara 44.jpg



We Are the New Society.jpg

## COLORFUL STONE-WASH



NEXT kids 35.jpg



hm9.jpg.avif

## SOLAR MOTIFS



Zara 32.jpg



fresh dinasours.jpg

## FRUITY FRIENDS



@zarakids54.png



MaisonMangostan\_SS24\_42-1024x1536.jpg

# GIRL'S LOOKS MOONBATH



the new society 9.jpg

TROPIC VACATION



DSQUARED\_SS24\_29-1024x1536.jpg

CYBER HIPPIE



@zarakids42.png



MARNI\_SS24\_8-1024x1536.jpg



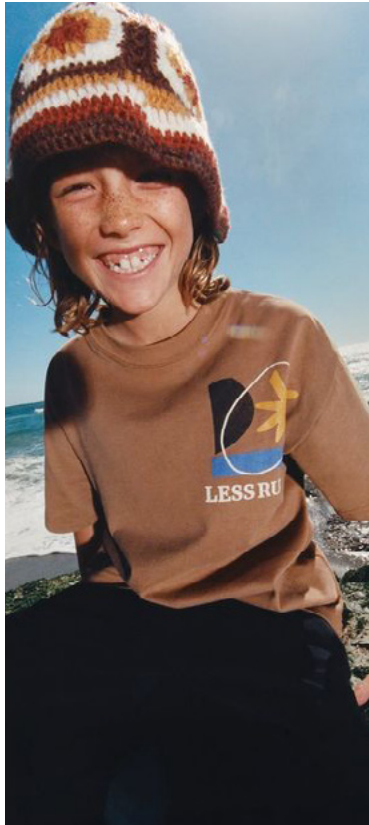
240423\_M\_06\_192\_WORK\_sRGB\_Hgh1067x536.jpg

**Modern Hippies.** The SS26 Moonbath girls' looks capture the essence of a vibrant tropic vacation, blending playful beachwear with modern tropic prints. These styles feature relaxed silhouettes perfect for sun-soaked days, incorporating crochet pieces that evoke a nostalgic summer vibe. Layered outfits inspired by cyber hippies fuse elements from the 70s and rave culture, offering a unique twist on festival fashion. Urban tees adorned with bold tropic motifs add a fun, casual flair, making them ideal for both beach outings and city adventures. This trend celebrates a carefree spirit, inviting girls to express their individuality while enjoying the vibrant colors and patterns of summer.

# BOY'S LOOKS MOONBATH



DSQUARED\_SS24\_24



zara.jpeg



Molo.jpg



County-of-Milan00004-1229x1536.jpg



SUUKY00036-1024x1536.jpg

**Tropic Surf & Skate.** The SS26 Moonbath boys' looks are all about capturing the spirit of a tropical vacation with fun and flair. Holiday shirts and swimwear shorts bring a relaxed vibe, perfect for sunny days. The cyber hippie aesthetic shines through with gradient and tie-dye prints, complemented by playful crochet elements that add texture and warmth. Oversized skater tees and sleeveless tops provide comfort and style, while Bermudas offer a laid-back fit for active days. For a sporty twist, neoprene surfer tops elevate the look, blending function with fashion. This trend embodies a carefree, adventurous spirit that encourages self-expression and creativity.

CYBER HIPPIE

TROPIC VACATION



# TREND **RETRO SURREALISM**



bonniemob-ss2423



@katetheo69 2.jpeg



@esthergeuskens6.jpeg

## **MARITIME FUN**

The SS26 kids trend: Retro Surrealism reimagines classic maritime themes through a playful, surreal lens that speaks to summertime nostalgia and whimsical seaside charm. This trend brings a youthful spin to traditional nautical motifs, capturing a sense of innocence and imagination that appeals to both kids and parents alike. The color palette is rooted in classic blues and turquoise, evoking the freshness of ocean waters, complemented by classic red and soft rose tones for a touch of warmth and contrast. These hues create a vibrant yet balanced look, setting the stage for playful expressions of summertime fun.

Design elements add a distinct retro-preppy flair, with contrast hems and collars introducing a polished touch. Breton stripes nod to classic nautical style, while quirky prints like naive shellfish and ice cream cones inject whimsy and humor. Nautical knot prints and sailor collars give an extra layer of maritime nostalgia, appealing to a sense of adventure and play.

Retro-inspired details like embroidered text and optical seaside patterns round out the aesthetic, grounding the collection in a distinctively vintage yet imaginative feel. Together, these elements foster a playful preppy look that remains fresh and engaging. Retro Surrealism for kids is a story of carefree, seaside days infused with quirky, surreal elements that invite children to explore their creativity and embrace the joyous spirit of summer. The result is a lively, nostalgic trend that marries classic and contemporary influences in an effortlessly charming way.

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# MOOD RETRO SURREALISM



SUUKY00016-1024x1536.jpg



Zara 74.jpg



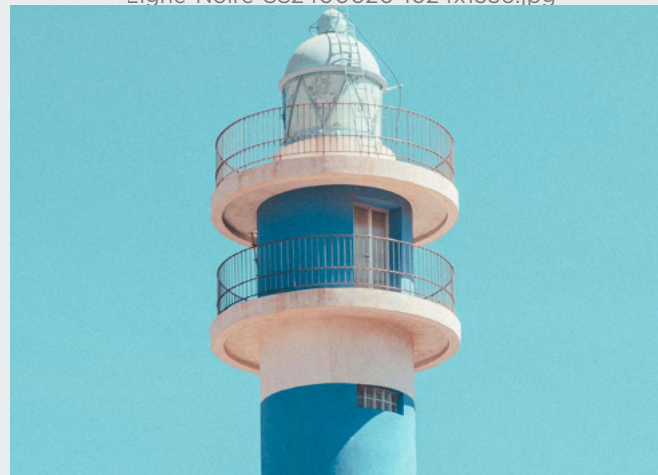
Ligne-Noire-SS2400020-1024x1536.jpg



@kenzo.jpg



@trueartist4.jpg



unsplash8.jpg



SURREALISM +54%

NAUTICAL +100%

boden4.png



Pomponcucu4.png

MARITIME NAIVITY - QUIRKY SEASIDE - SUMMERTIME FUN - PLAYFUL PREPPY

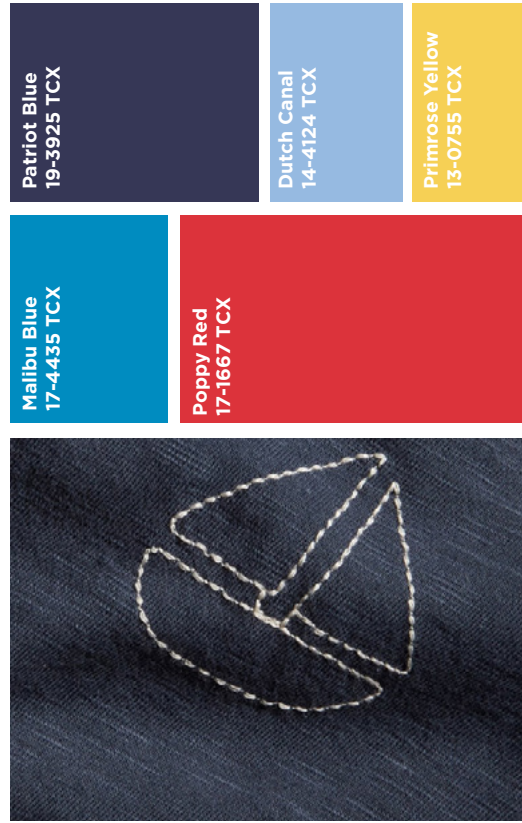
# COLOR PALETTE **RETRO SURREALISM**



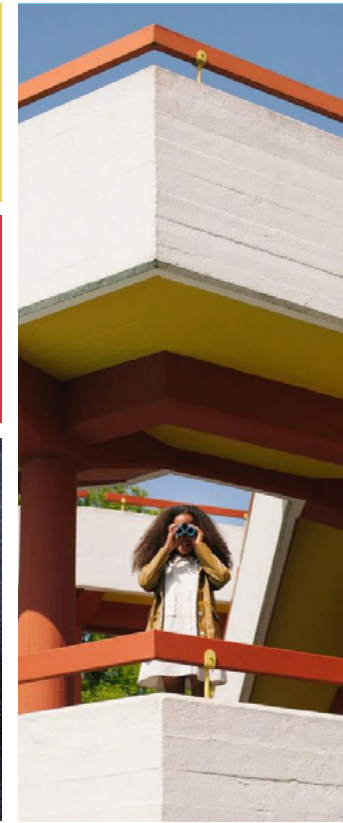
arket children9.png



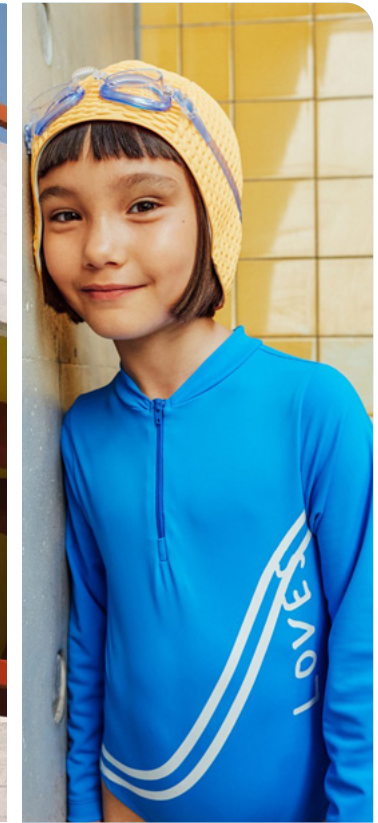
Ligne-Noire-SS2400029-1024x1536.jpg



newbie2.jpg



@esthergeuskens7.jpg



@bealoves2.jpg

## **Quirky Classic.**

The Retro Surrealism kids' color palette captures the essence of whimsy and nostalgia, infusing playful energy into children's fashion. Vintage Poppy Red brings a bold and cheerful vibe, reminiscent of classic summertime fun. Paired with Primrose Yellow, an optimistic warm hue, the palette offers a delightful contrast that evokes feelings of retro playfulness. Malibu Blue, a turquoise-tinted shade, adds a refreshing touch, reflecting the vibrant spirit of beach days and outdoor adventures. This is complemented by Dutch Canal, a serene resort blue that brings a calm, dreamy quality, perfect for seaside escapades. Finally, Patriot Blue, a deep maritime shade, grounds the palette with its nautical flair, echoing classic boat-inspired themes. Together, these colors create a mood that is both quirky and classic, inviting children to explore their imaginations while enjoying the playful, carefree essence of summer days spent by the sea. This palette encourages creativity and self-expression, making it perfect for adventurous young spirits.

# KEY ELEMENTS **RETRO SURREALISM**



Raquel Chicheri.jpg

## RETRO EMBROIDERED WORDS

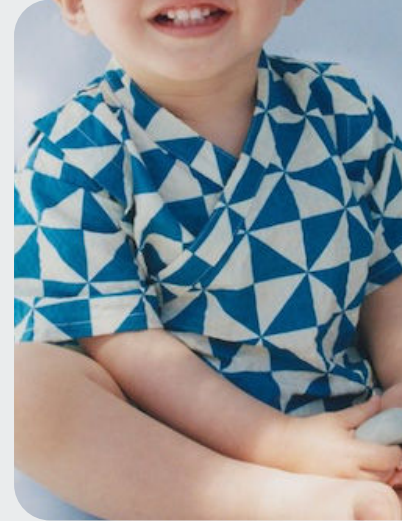


@bonton17.png



Pomponcucu7.png

## OPTICAL SEASIDE PRINTS



@zarakids37.png

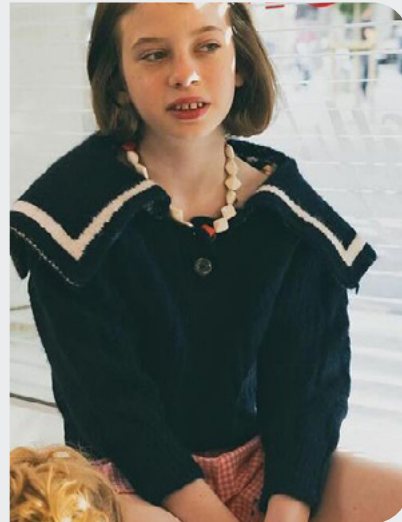


palava.jpg

## SAILOR COLLARS



@themellowgardener 8.png



@fishandkids6.jpg

## NAUTICAL KNOTS



kiddopermits 2.png



@wynken7.png

# KEY ELEMENTS **RETRO SURREALISM**



Ligne-Noire-SS24000194024x1536.jpg

## PREPPY CONTRAST COLLARS & HEMS



bebedepinot 3.jpg



belitaandboys 3.jpg

## BRETON STRIPES



NEXT kids21.jpg



hm7.jpg.avif

## NAIVE SHELLFISH



@zarakids64.jpg



Zara 26.jpg

## TIME FOR TREATS



piupiuchick2.png



boden3.png

# GIRL'S LOOKS **RETRO SURREALISM**



@wynken4.png

**RETRO SAILOR**

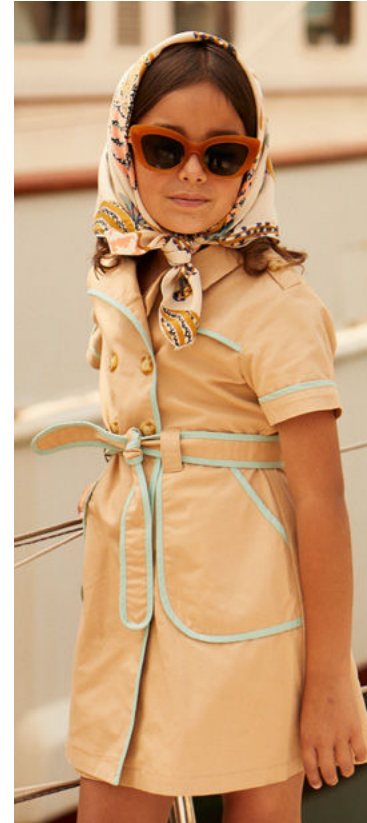


pepess2400019-1024x1536.jpg

**MARITIME MANIA**



maison mangostan 3.jpg



26A7167-1024x1536.png



Beams.jpg

**Seaside Darlings.** The SS26 Retro Surrealism girls' looks are a delightful blend of nostalgia and whimsy, embracing maritime themes with a contemporary twist. Retro sailor dresses and coordinating sets evoke a playful charm, while striped pants and blouses add a touch of maritime mania to the mix. Preppy shirts paired with vintage dresses featuring nautical trims create an effortlessly chic style that captures the essence of carefree summers by the sea. Each outfit celebrates individuality, allowing girls to express their creativity through vibrant colors and unique patterns. This trend perfectly balances classic aesthetics with modern flair, inspiring playful explorations of fashion.

# BOY'S LOOKS **RETRO SURREALISM**



PLAY.jpg



@zarakids21.png



bebedepino.jpg



maison mangostan 7.jpg



belitaandboys 2 copy.jpg

**Seaside Heros.** The SS26 Retro Surrealism trend for boys embraces a playful nautical theme, blending classic holiday vibes with whimsical flair. Retro Sailor looks feature timeless holiday sets adorned with maritime trims, evoking a sense of adventure. Maritime Mania takes center stage with bold clashes of Breton stripes and quirky nautical motifs, creating eye-catching ensembles. Accessories like bandanas and sailor hats add charm, while preppy collars elevate the style. Stand-out graphics transform basic pieces into statement outfits, infusing fun and creativity into everyday wear. This trend encourages boys to explore their individuality while celebrating the nostalgic essence of seaside adventures.

**MARITIME MANIA**

**RETRO SAILOR**

# TREND **SLOW CRAFT**



@zarakids17.png



BelleChiaraSS2400035-1024x1536.jpg



pin.jpeg

## **NATURAL ARTISANS**

The SS26 kids trend, Slow Craft, centers on a soulful connection to both the planet and people, emphasizing a thoughtful approach to fashion inspired by raw craft and artisanal heritage. This trend pays homage to nature and evokes a sense of belonging to a “new tribe” that values sustainability and mindful creativity. The palette draws from earthy and organic tones like brown, beige, burgundy, and orange, complemented by fermented yellow and muted turquoise, echoing natural landscapes and materials.

Design elements in Slow Craft include artisanal stripe knits and traditional embroideries, both evoking timeless craftsmanship and generational skill. Minimal tropic motifs and rustic linen fabrics underscore a back-to-basics aesthetic, promoting comfort and a grounded sense of style. Ethnic stripe patterns bring cultural richness, while textured muslin adds softness and a tactile quality that aligns with the trend’s connection to nature.

Motifs are primal and symbolic, reflecting themes that feel ancient yet universal, and natural openworks offer breathable, airy qualities that are both practical and visually appealing for warm weather. Slow Craft creates a harmonious blend of tradition and innovation, encouraging children to feel connected to their clothing, which becomes an expression of heritage and environmental respect.

Ultimately, Slow Craft fosters a gentle, mindful aesthetic, inspiring a generation of children to engage with fashion that respects and celebrates the earth. This trend resonates with families seeking style that embodies authenticity, artistry, and a shared commitment to sustainable living.

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# MOOD SLOW CRAFT



@zarakids31.png



@ceciliarenard\_11.png



@zarakids14.png

TRIBE +150%

CRAFT +160%

laurenbamford2.png



BelleChiaraSS2400033-1016x1536.jpg



lattementa.jpg



Belle Chiara.jpg



BelleChiaraSS2400008-1016x1536.jpg

RAW CRAFT - ARTISANAL HERITAGE - NEW TRIBES - HOMAGE TO NATURE

# COLOR PALETTE **SLOW CRAFT**



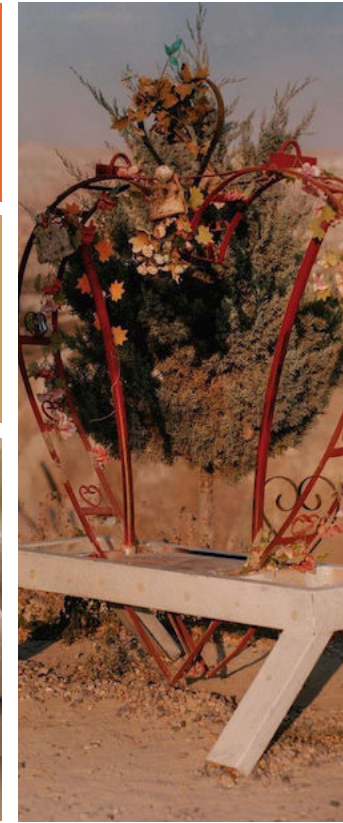
Cara Marie Piazza2.png



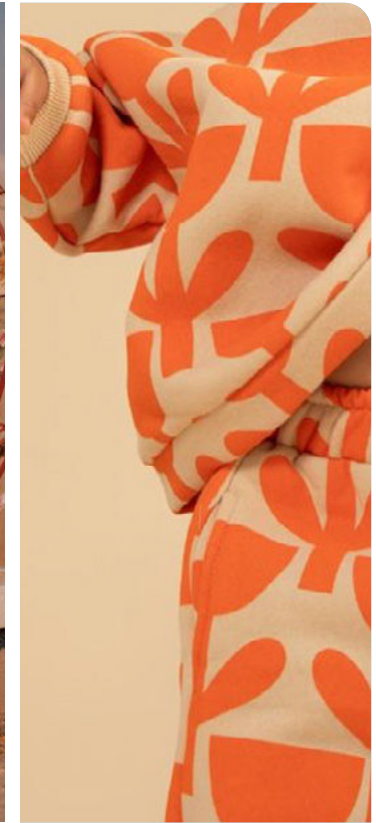
kamso kids 3.jpg



@ombredansleau1.png



ziyuuwang4.png



gaminetgamine1.png

## **Traditional Charm.**

The Slow Craft color palette for kids' fashion introduces a warm and inviting array of hues that evoke a sense of natural beauty and creativity. Lemon Curry, a fermented yellow, brings brightness and cheer, adding a playful touch that sparks joy. In contrast, Aqua Haze offers a dusty pastel mint, creating a calming effect that feels soft and serene. Celosia Orange, a warm bold tone, injects energy and warmth, while Pomegranate, an almost-dark burgundy, adds depth and richness, encouraging self-expression and uniqueness. Lastly, Oak Buff, a clay beige, grounds the palette with its earthy, raw quality, reminding us of nature's textures and tones. Together, these colors foster a mood that feels raw, natural, and artisanal, reflecting the importance of craftsmanship and authenticity. This palette encourages kids to embrace their individuality while connecting with the beauty of the world around them, celebrating creativity and the joy of craft.

# KEY ELEMENTS **SLOW CRAFT**



Zara 88.jpg

## ARTISANAL STRIPED KNITS



we are knitters.jpg

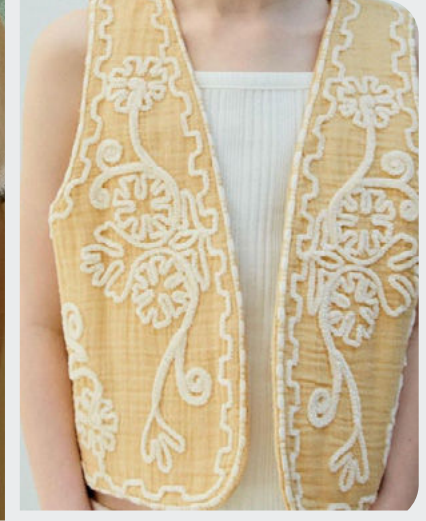


@zarakids11.png

## TRADITIONAL EMBROIDERIES



@mipounet



@zarakids27.png

## MINIMAL TROPICAL MOTIFS



petitropit3png



the new society 6.jpg

## RUSTIC LINENS



Zara 86.jpg



academy brand.webp

# KEY ELEMENTS **SLOW CRAFT**



FUB\_SS24\_19-1024x1536.jpg

## ETHNIC STRIPES



daily brat 21.jpg

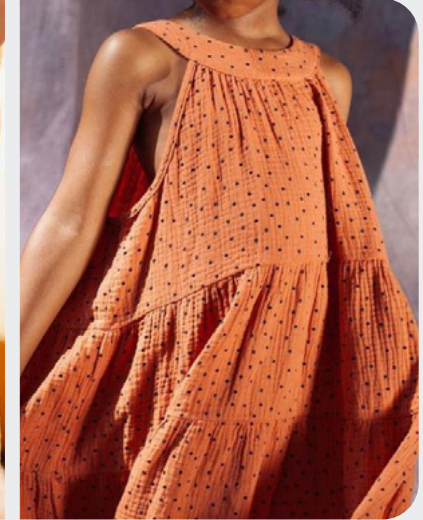


hm20.jpg.avif

## TEXTURED MUSSELIN



@bonton9.png



daily brat 8.jpg

## SYMBOLIC PRIMAL PRINTS

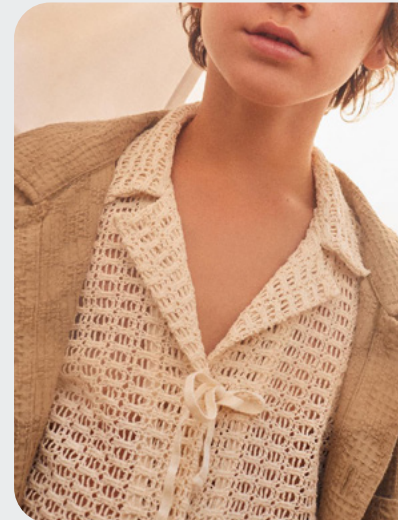


Zara 70.jpg

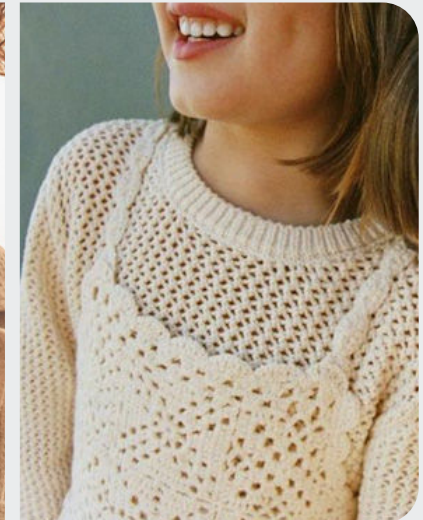


gaminetgamine2.png

## NATURAL OPENWORKS



@weare\_thenewsociety.jpg



@zarakids4.png

# GIRL'S LOOKS **SLOW CRAFT**



eggy

**SOFT ARTISAN**



Apolina.jpg

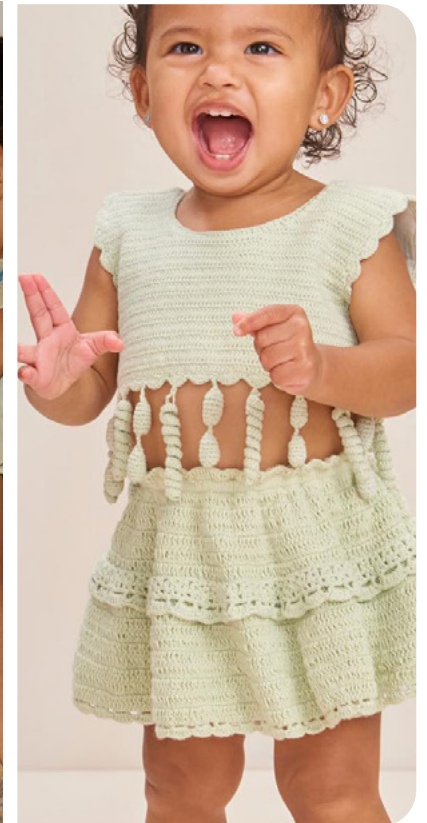
**NATURAL BOHO**



oxox-photoshoot-ZS-00576



Apolina 2.jpg



Cult Gaia.jpg

**Natural Muse.** The SS26 Slow Craft girls' looks embody a dreamy, soft artisan aesthetic that celebrates individuality and craftsmanship. Bohemian dresses feature voluminous silhouettes and puffy sleeves, offering a whimsical touch to everyday wear. Natural boho sets, crafted from traditional prints and organic fabrics, embrace comfort and sustainability. Ruffled blouses adorned with intricate embroidery details add a feminine charm, perfect for layering. Knit and crochet pieces, enhanced with playful fringe details, provide warmth and texture while highlighting artisanal skills. Together, these elements create a relaxed yet stylish wardrobe that encourages self-expression and an appreciation for timeless, handcrafted fashion.

# BOY'S LOOKS **SLOW CRAFT**



@zarakids30.png



County-of-Milan00003-1229x1536.jpg



academy brand.png



@zarakids16.png



hm19.jpg.avif

**Stylish Artisans.** The SS26 Slow Craft boys' looks embrace a soft, artisan vibe that combines comfort with bohemian flair. Traditional linen pants and kaftan shirts create an effortlessly stylish silhouette, while natural textured cotton and linen short sets offer a relaxed, laid-back aesthetic perfect for warm days. Primal print holiday shirts add a playful touch, bringing a sense of adventure to the wardrobe. Ethnic striped casual pants enhance the collection's cultural richness, promoting a sense of heritage. Additionally, jersey pieces featuring primal patterns provide comfort and versatility, making them ideal for active play. Together, these elements create a cohesive and stylish boho look that celebrates individuality and craftsmanship.

**SOFT ARTISAN**

**NATURAL BOHO**

# TREND LEISURELAND



@smudgetikka.jpg



Ocra126-1024x1536.jpg



@zarakids2.jpg

## SPORTY BASICS WITH A TWIST

The SS26 kids trend: Leisureland brings an exciting twist to children's basics and sportswear by adding elements of fun, individuality, and team spirit for an elevated leisure look. Designed to capture the energy and playfulness of childhood, this trend combines nostalgic influences with a fresh, modern aesthetic. Leisure Clubs and sport-inspired themes run through the trend, giving kids' clothing a sense of community and team identity. From personalized basics to unique patches and charms, each piece reflects a sense of unique identity while promoting self-expression.

The color palette is lively yet balanced, featuring primary shades of yellow, green, and blue with playful accents like purple and muted rose for a fresh, sporty feel. These shades create a fun yet cohesive look that suits both active and everyday wear.

Design elements such as layered basics, classic club logos, and checkerboard hologram effects add depth and dynamism to the trend. Contrasting panels, sporty piping, and hems provide structure, while retro stripes channel a nostalgic feel that resonates with parents and appeals to kids alike. Iconic details like these enhance the leisurewear's aesthetic, blending comfort with playful sophistication.

This trend aims to make kids' fashion both engaging and versatile, allowing easy mix-and-match options. Leisureland represents a new chapter in kids' clothing where elevated basics meet athletic influence, creating a look that's ready for any adventure while celebrating the fun of self-expression and belonging.

[ACCESS ALL IMAGES  
CLICKING HERE](#)

# MOOD LEISURELAND



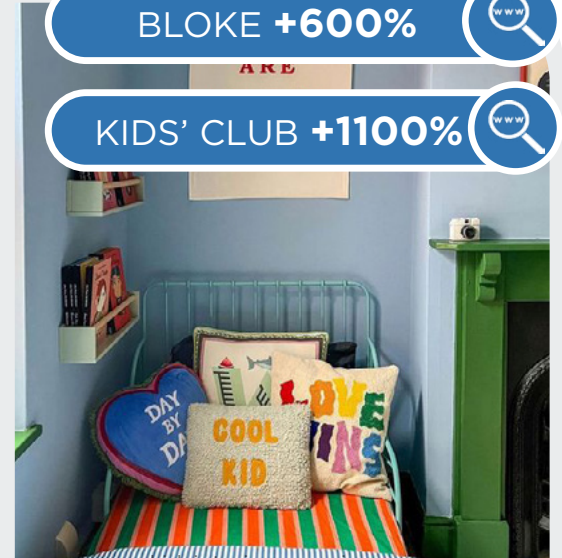
@beauloves.jpg



urbanoutfitters-9.webp



MAINSTORY SS24 2-1024x1536.jpg



BLOKE +600%

KIDS' CLUB +1100%

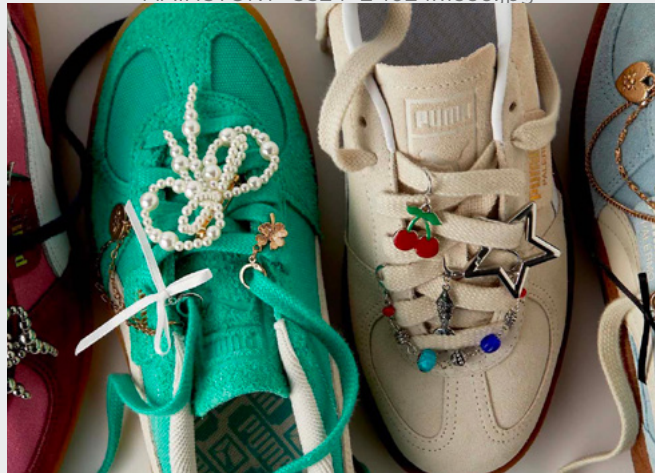
kidsinteriors.com.jpeg



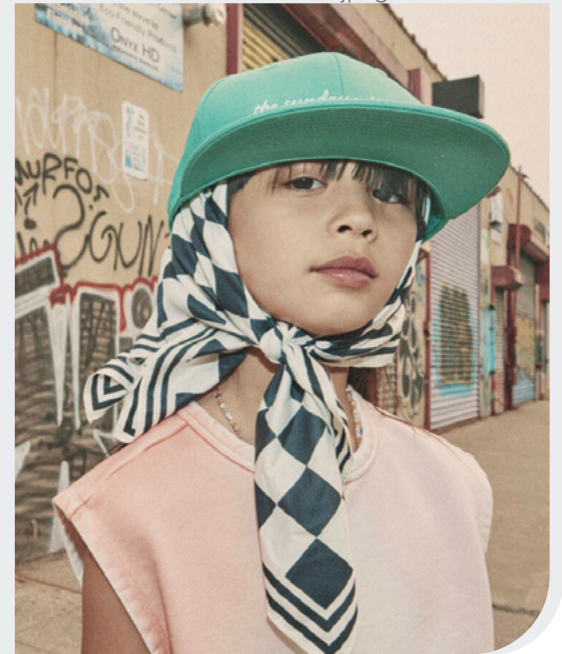
@zarakids4.jpg



@themellowgardener4.jpg



freepeopleblog.jpg



thesundaycollective-ss24-8-1536x1024.jpg

LEISURE CLUBS - SPORT'S TEAMS - PERSONALIZED BASICS - UNIQUE IDENTITY



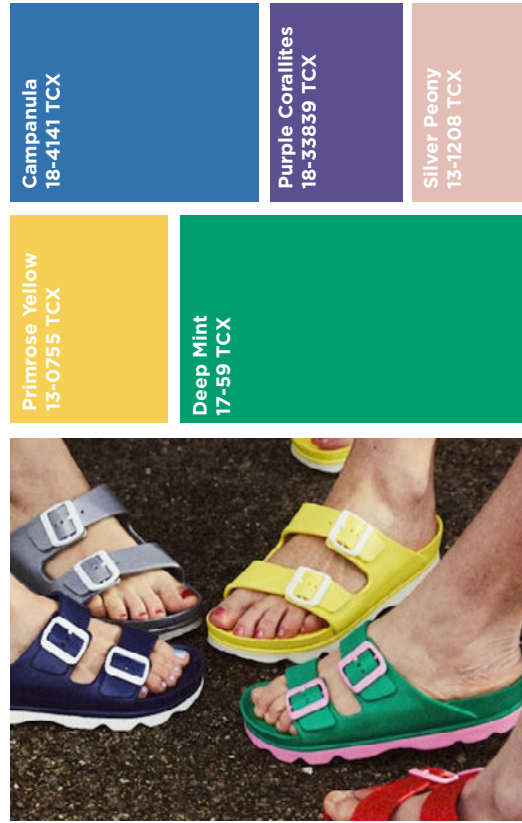
# COLOR PALETTE **LEISURELAND**



Make My Lemonade .jpeg



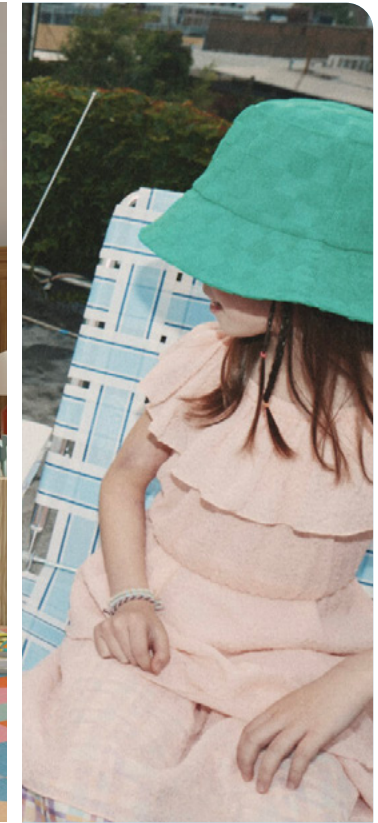
sticky lemon



boden5.png



ruggable.webp



the sunday collective

## **Active Adventures.**

The Leisureland kids' color palette is a vibrant mix that captures the spirit of playfulness and individuality. Campanula, a sportive blue, evokes a sense of energy and excitement, making it perfect for active adventures. Deep Mint, a retro bold green, adds a nostalgic twist, encouraging kids to embrace their unique style while feeling refreshed. Purple Corallites, a dark purple, introduces depth and a hint of mystery, inviting creativity and imagination. In contrast, Primrose Yellow serves as a bright, sunny shade that radiates happiness and joy, inspiring fun and lively interactions. Finally, Silver Peony, a muted rose pink, softens the palette while maintaining an air of sophistication, allowing for versatility in mixing and matching. Together, these colors create a twisted sporty aesthetic that celebrates individuality and self-expression. The combination encourages kids to mix and match their outfits, creating playful looks that reflect their unique personalities while staying stylishly comfortable.

# KEY ELEMENTS LEISURELAND



NEXT kids 11.jpg.webp

## SPORTY PIPING



DSQUARED\_SS24\_58-1024x1536.jpg

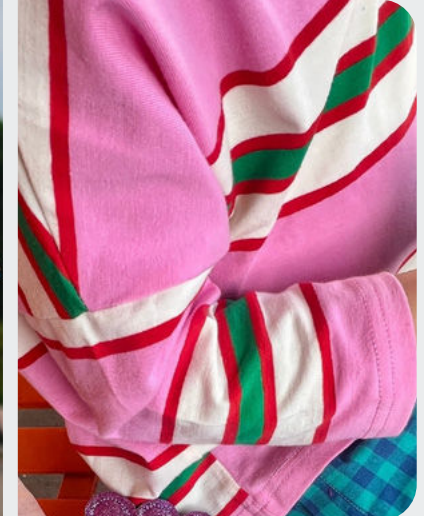


thesundaycollective-ss24-9-1024x1536.jpg

## RETRO STRIPES



@dailybrat9.png



@allsmallco4.png

## CONTRASTING PANELS

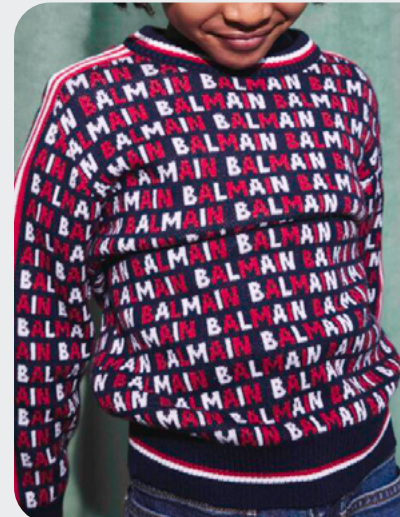


NEXT kids33.jpg



Maison Tadaboum.jpg

## CHECKRBOARD HOLOGRAMS



Balmain



@kithkids3.jpg

# KEY ELEMENTS LEISURELAND



@cosisaidso2.jpg

## FUN BREAST PATCH



belitaandboys.jpg



RunRabbit\_1.jpg

## CLASSIC CLUB LOGOS



true artists



@beauloves\_1.jpg

## UNIQUE PATCHES & CHARMS



PEro-FW24-Scimparelllo



@urbanoutfitters8.png

## LAYERED BASICS



@main\_story\_uk1.png



Look-39-1152x1536.jpg

# GIRL'S LOOKS **LEISURELAND**



@main\_story\_uk5.png

**URBAN FUN**



NEXT kids 10.jpg.webp

**CLEAN SPORT**



Shan and Toad 3.jpg



hm1.jpg.avif



MAXCO\_SS24\_325-1024x1536.jpg

**Sporty Girlgang.** The SS26 Leisureland girls' looks combine urban silhouettes with a nod to skate culture, featuring layered basics and oversized t-shirts styled as dresses for a relaxed, trendy vibe. Clean sport looks emerge in toned-down color combos, seamlessly blending casual and elevated styles. Outfits pair stylish shirts with joggers for a laid-back yet chic appearance. Classic polo shirts are complemented by sporty print sweaters and tees, adding a playful touch. Boxer-inspired shorts bring a touch of comfort and movement, perfect for active days. This trend celebrates versatility and individuality, allowing girls to express their unique style while staying effortlessly cool.

# BOY'S LOOKS LEISURELAND



@zarakids22.png



@zarakids66.png



thesundaycollective-ss24-15-1024x1536.jpg



DSQUARED\_SS24\_39-1024x1536.jpg

URBAN FUN



thesundaycollective-ss24-20-1024x1536.jpg

CLEAN SPORT

**Playful Sportsmen.** The SS26 Leisureland boys' looks blend urban silhouettes with influences from skate culture, featuring layered basics and comfortable Bermudas for a relaxed yet stylish vibe. Clean sport aesthetics shine through in toned-down color combinations that allow for easy mixing and matching. Sporty patches add flair to classic jersey basics, while versatile windbreakers and joggers with sporty trims enhance the overall look. Sports jerseys complete the ensemble, celebrating team spirit and casual comfort. This collection encourages boys to express their individuality through dynamic, functional outfits that seamlessly transition from the skate park to everyday adventures.

# TREND DREAMY MEADOWS



arket children5.png



minimalism 7.jpg



20230909\_Loud\_Apparel\_SHOT\_01\_0042-1536x1024.jpg

## PEACEFUL COUNTRYSIDE BEAUTY

The SS26 kids trend Dreamy Meadows captures a gentle, nostalgic essence, inspired by serene moments spent in blossoming fields under soft, midsummer skies. This trend weaves a whimsical tapestry where quiet utility meets the charm of a midsummer night's dream—perfect for creating a wardrobe that feels like a calm, romantic picnic in a meadow. The color palette reflects this tranquility with vintage pastels like mauve lilac, rose, and sage, paired with fresh, bold pastel yellow and grounded khaki, creating a soft yet vibrant atmosphere that appeals to kids and parents alike.

Design elements are infused with a romantic sensibility, featuring wild floral bouquets and tender textures that evoke the gentle beauty of nature. Delicate details such as homespun quilting and bucolic eyelets offer a hand-crafted feel, enhancing the trend's connection to nature and simplicity. Dreamy daisy embroideries and pointelle knits bring a touch of fairy-tale elegance, while soft rib knits add comforting warmth and texture to pieces designed for play and exploration.

Dreamy Meadows encourages kids to feel a connection with nature, blending romantic aesthetics with everyday functionality. The result is a line that captures the peaceful beauty of a countryside escape, transforming clothing into a gentle, dreamlike experience for young wearers.

[ACCESS ALL IMAGES  
CLICKING HERE](#)

# MOOD DREAMY MEADOWS



@annarellaph.jpg



@newbie9.png



minimalisma.jpg

OUTDOORS +4100%



PASTEL LOOKS +80%



Lalaby.jpg



@milkmagazine.png



newbie11.png



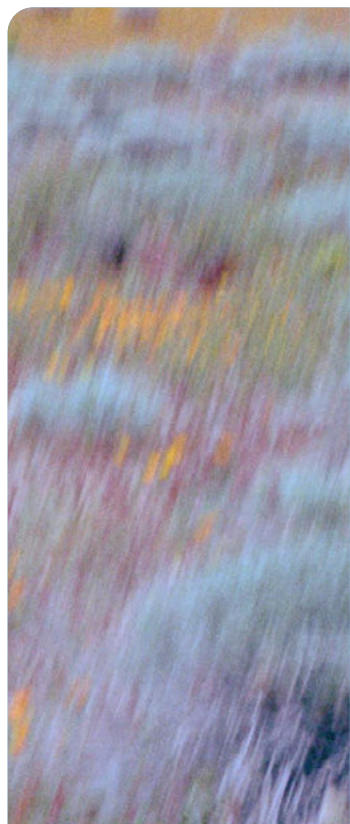
@annarellaph2.jpg



@newbie1.png

QUIET UTILITY - MIDSUMMER NIGHT'S DREAM - SERENE PICNIC - ROMANTIC FIELDS

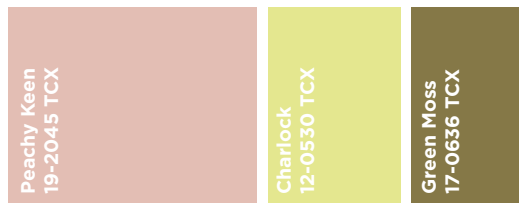
# COLOR PALETTE **DREAMY MEADOWS**



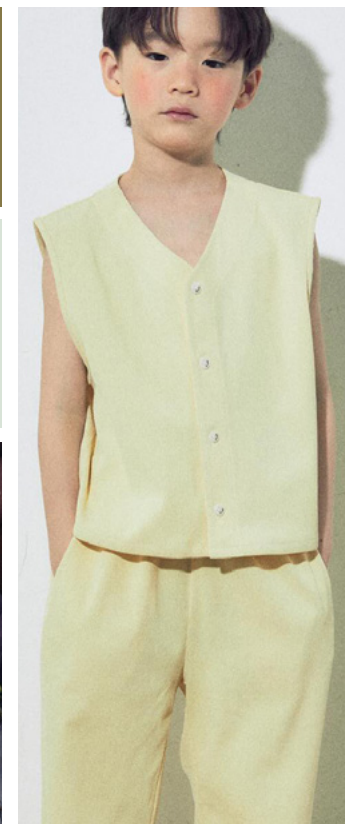
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@raspberrypum.jpg



minimalisma 8.jpg



Runrabbit.jpg



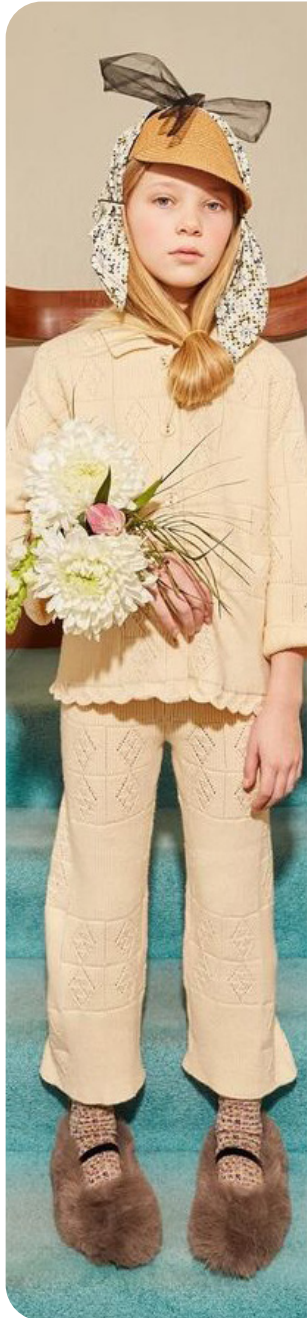
milena.jarjour.jpeg

## **Serene flower picking.**

The Dreamy Meadows color palette for kids' fashion is a delightful celebration of softness and serenity, inspired by the beauty of the outdoors. Peachy Keen introduces a gentle pastel rose that evokes warmth and comfort, while Violet Ice adds a touch of mauve lavender, bringing a whimsical charm to any outfit. Charlock, a vibrant sorbet yellow, infuses energy and joy, reminiscent of sunny days spent flower picking. Complementing these lively hues, Green Moss serves as a calming meadow neutral, grounding the palette in nature's embrace. Finally, Fairest Jade, a soothing pastel sage, adds a refreshing, tranquil touch, creating a sense of harmony and balance. Together, these colors foster a dreamy and serene atmosphere, encouraging imaginative play and exploration. The Dreamy Meadows palette not only brightens kids' wardrobes but also inspires a connection to nature, creating a sense of peace and joy in everyday adventures.



# KEY ELEMENTS **DREAMY MEADOWS**



@fishandkids4.jpg

## ROMANTIC WILD BOUQUETS



newbie7.jpg.webp



bonton.jpg

## HOMESPUN QUILTING



PAADEMODE\_SS24\_.jpg



newbie1.jpg.webp

## TENDER TEXTURES



Zara 13.jpg



newbie3.jpg.webp

## BUCOLIC EYELETS



@bonton14.png



@zarakids7.png

# KEY ELEMENTS **DREAMY MEADOWS**



Zara 14.jpg

## DREAMY DAISY EMBROIDERIES



Zara 41.jpg



tinycottons1.png

## POINTELLE KNITS



Copenhagen.jpg



Knit Planet.jpg

## ELEVATED RIB KNITS



Serendipity 2.jpg

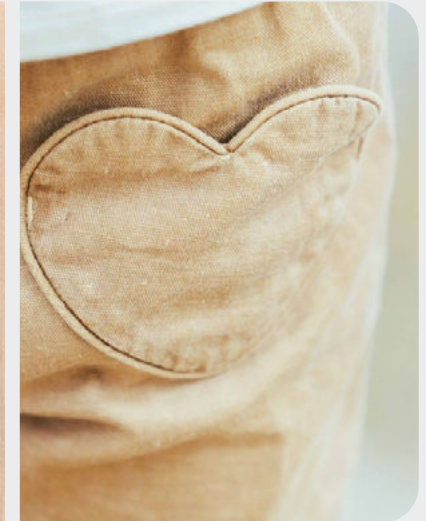


FUB\_KIDS\_SS24204934-1024x1536.jpg

## SOFT UTILITY ELEMENTS



@betagna.jpg



@bonton3.png

# GIRL'S LOOKS **DREAMY MEADOWS**



SUUKY00025-1024x1536.jpg

**FLORAL DREAMER**



@zarakids6.png

**MINIMAL BOHO**



kiddopermits 4.png



newbie4.jpg.webp



@newbie4.png

**Dreamy Boho.** The SS26 Dreamy Meadows look for girls embraces a minimal boho aesthetic characterized by soft volume dresses that evoke a sense of carefree elegance. Denim pieces paired with classic floral blouses create a charming balance between casual and chic. The collection showcases delightful floral prints and embroideries, complemented by ruffle trims and flounces that add playful detail. Openwork designs enhance the garments, introducing delicate texture and airy movement. Overall, the soft silhouettes foster a sense of comfort and freedom, making these looks perfect for exploration and whimsical adventures in nature, all while maintaining a stylishly relaxed vibe.

# BOY'S LOOKS **DREAMY MEADOWS**



GrechCo



trueartist\_official1.png



minimalisma 9.jpg



LATITTA\_SS24\_37-1024x1536.jpg



newbie5.jpg.webp

**Serene Adventurer.** The SS26 Dreamy Meadows boys' looks embrace a minimal boho aesthetic, perfect for the young floral dreamer. Striped linen combinations offer a relaxed vibe, while floral print ensembles add a playful touch, creating a whimsical yet effortless style. Lightweight tanks and button-up shirts provide versatility, allowing for easy layering and comfort. Soft knits in pastel shades enhance the gentle, dreamy feel, inviting exploration and creativity. The combination of these elements captures a serene essence, encouraging boys to express their individuality with a blend of laid-back charm and floral inspiration, making every day feel like a sun-soaked adventure.

**MINIMAL BOHO**

**FLORAL DREAMER**

# 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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