

MENSWEAR FORECAST SPRING/SUMMER 2026 MACROTRENDS

> LT LIVETREND

### MACROTRENDS SS26 INTRODUCTION





**FORECAST** 

#### **SS26: POWERSHIFTS**

As we navigate towards 2026, our global context is still marked by profound challenges that threaten the balance of our societies and our planet. And our daily life becomes increasingly difficult amid environmental degradation, socio-economic instabity, and rapid technological changes, embodying a cultural erosion of certainties. In this turbulent landscape, confronting critical issues is becoming not only necessary but essential. In 2026, we are invited to redefine our difficulties as opportunities to push back limits. The SS26 Powershifts encourages a transformative journey towards a more balanced, emotionally enriched, an purpose-driven existence, leveraging discomfort and change to achieve true well-being.

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 **MEDITATIVE OUTDOORS**







ziyuuwang1.png

### **Soft Restauration**

The SS26 menswear trend, "Meditative Outdoors," embodies a vision of harmonious living, merging human progress with a sustainable, nature-focused future. This trend embraces a low-tech, mindful approach, where innovation is guided by nature's rhythms rather than disrupting them. Rooted in poetic exploration, the aesthetic navigates the balance between modernity and the organic world, valuing outdoor experiences that subtly reconnect individuals with their environment. The protopian aesthetic suggests a soft restoration, evoking the idea of progress as a regenerative force that fosters calm and abundance.

Colors play a key role in this trend, with rejuvenating pastel hues that fluctuate between natural tones and digitally enhanced shades. Elevated color combinations blend stone neutrals, dusty pastels, and bold accents, offering a fresh palette that exudes serenity. Fabrics feature airy transparency, performance-driven nylons, and barely-there floral prints, with soft textures adding layers of comfort.

Details are focused on subtle utility and transformative function, incorporating lightweight zippers, minimal workwear pockets, and soft pullers for ease of use. The looks revolve around airspun layering, capturing a sense of weight-

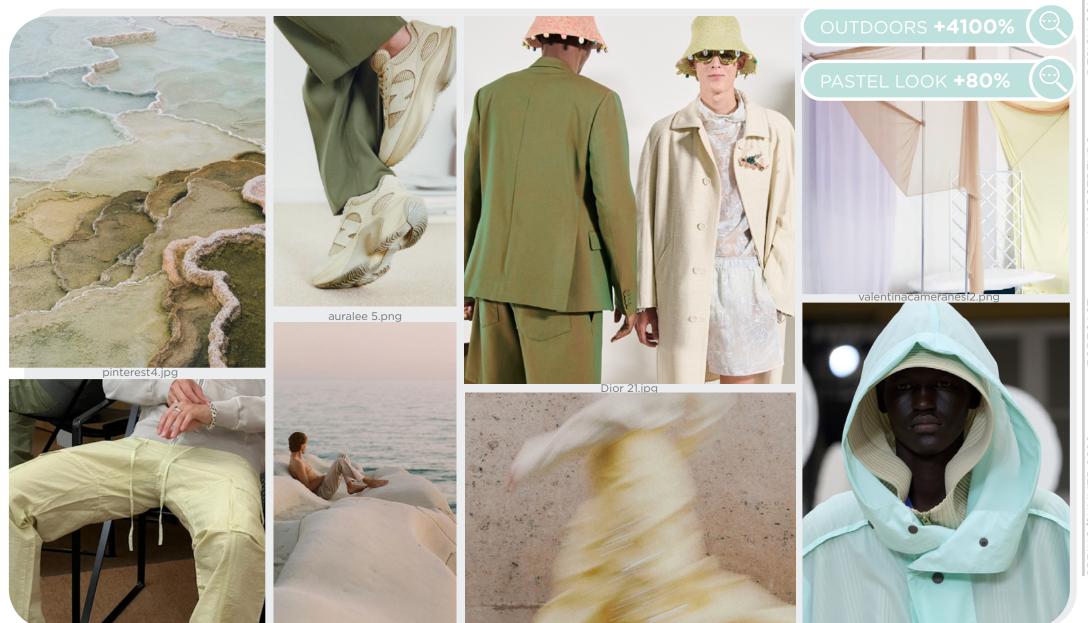
lessness and adaptability. Silhouettes like the "utopian gardener," "quiet utility," and "zen uniforms" reflect a meditative spirit, offering balance and simplicity for the wearer. Whether it's the "soft explorer" look or a "zen uniform," this trend fuses functionality with a mindful, techscape-inspired aesthetic, inviting individuals to live with intention and grace in a rapidly evolving world.

ACCESS ALL IMAGES
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Miyake 12.jpg

### MOOD MEDITATIVE OUTDOORS



RADICAL SIMPLICITY - POETIC EXPLORER - CALL OF NATURE - WEIGHTLESS - TECH-TURE

@ignant \_6.png

choux.ru\_9.png

@voostore3.png

### COLOR PALETTE MEDITATIVE OUTDOORS















designmilk7.png

14-1110 TCX

Cornstalk 16-1315 TCX Violet Ice 15-2706 TCX Shark 18-1703 TCX

The color palette evokes a tranquil and restorative ambiance, blending soft, nature-inspired hues with subtle enhancements. Aqua Haze emerges as a dusty mint, offering a calm, refreshing backdrop, while Fair Agua and Fairest Jade provide minty pastel tones that introduce a gentle, airy quality. Charlock, a green-tinted pastel yellow, adds warmth and brightness without overwhelming the senses, creating a harmonious link between earth and light. Neutral tones like Boulder and Cornstalk, reminiscent of dusty stone beiges, ground the palette with an understated, natural elegance. These shades evoke a connection to nature's raw beauty. Violet Ice, a muted mauve, injects a delicate touch of color, while Shark, a violet-tinted dark grey, adds depth and sophistication, offering contrast and refinement. Together, these colors create a serene, contemplative mood, enhancing the sense of balance between modernity and nature in the trend's aesthetic.

@driesvannoten16.png



Aqua Haze

15-5209 TCX

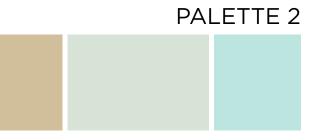
## COLOR HARMONIES MEDITATIVE OUTDOORS



dior 3.jpg



PALETTE 1





oamc6.png



PALETTE 3



## KEY LOOKS MEDITATIVE OUTDOORS







System 1.jpg









## KEY LOOKS MEDITATIVE OUTDOORS







dior 2 Kopie.jpg



lacoste 6.jpg



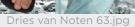




## KEY MATERIALS MEDITATIVE OUTDOORS









hermes.jpg

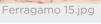






Neil Barrett 3.jpg







Kolor 20.jpg



versace 7.jpg



virgile biosa2.png

## KEY ELEMENTS MEDITATIVE OUTDOORS



tods 1.jpg









@lookwhatyoumademesee6.png

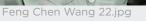
#### Kolor 12.jpg













Burberry 9.jpg



## KEY ACCESSORIES MEDITATIVE OUTDOORS



Jil Sander \_9.jpg



Feng Chen Wang 29.jpg







@marcforne 5.png

AMi Paris22.jpg



Fendi 2.jpg











Kenzo -31.jpg



## **@** AI INTERPRETATIONS **MEDITATIVE OUTDOORS**











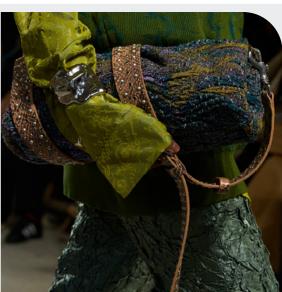






### TREND **PLANTCESTRAL**





van-noten-clp-s25-090.ipg



@arianna.lago 3.png

### **Mystical Tech-scapism**

The SS26 trend, "Plantcestral," embodies a harmonious fusion of nature and technology, forging a deep reconnection to the natural world through mystical, futuristic lenses. At its heart, this trend honors elemental forces—botanic, wind, and sea—while reimagining the biosphere as a symbiotic relationship between humans and nature. By blending the organic with the virtual, "Plantcestral" redefines biomimicry, using nature's design principles to inspire conscious and sustainable innovation.

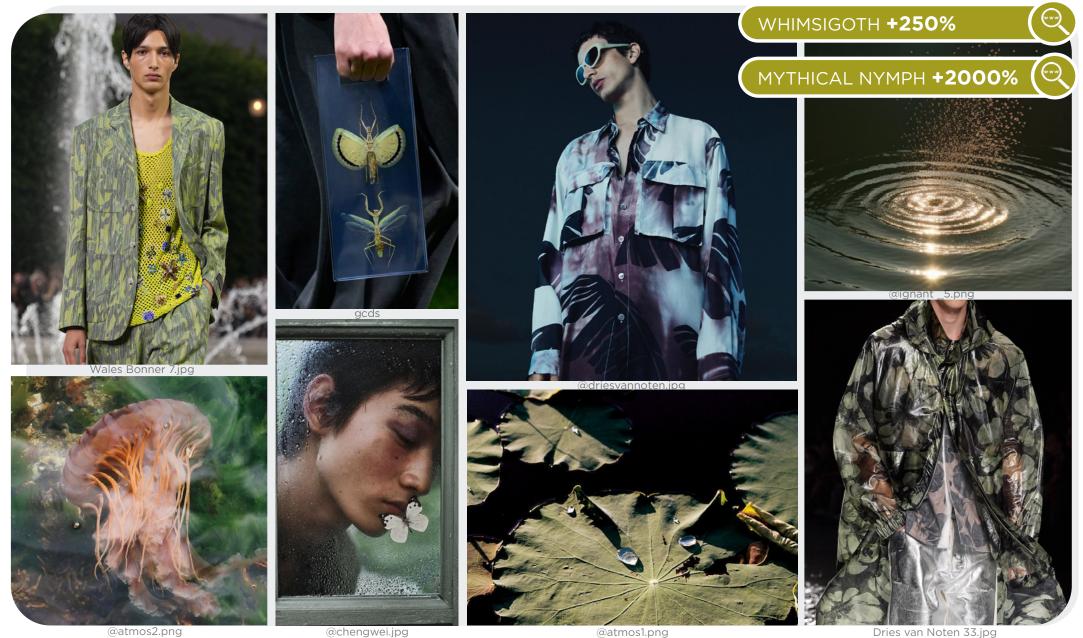
The aesthetic of this trend is a dynamic interplay between the real and virtual, capturing the fluidity and unpredictability of nature. It draws inspiration from fairy core's mythical undertones, creating a whimsical, ethereal sensibility. Colors like neo olives, mystical jewel tones, and swampy, fermented shades invoke an earthy yet otherworldly palette, elevating the designs with a nymph-like mystique. These darker, mythical hues are paired with faded mid-tones for an enchanted, natural vibe.

Material choices further enhance the narrative. Sleek leathers, camouflaging biomimicry, nightshade floral prints, and faded stains create a rugged yet elegant texture. Details like botanical 3D elements, draped asymmetries, mythic hoods, and rugged hems add to the trend's layered complexity, infusing it with a raw, untamed energy. Key looks such as cyber garden, goblin core, and urban camouflage reflect this juxtaposition of nature and tech, offering an otherworldly yet wearable aesthetic. "Plantcestral" invites a transformative reconnection with the natural world, guided by both ancestral wisdom and futuristic innovation.

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### MOOD PLANTCESTRAL



NATURE REIMAGINED - SYMBIOSIS - GRUNGE NOUVEAU - MYSTICAL TECH - CHANGE OF STATE

### COLOR PALETTE PLANTCESTRAL



The Plantcestral Tech-scapism color palette brings a harmonious blend of nature's ruggedness and mystical allure. Earthy tones like Raisin, Green Moss, and Sea Turtle create a grounded, swamp-like essence, invoking the wild, untamed beauty of forests and wetlands. These muted browns and khakis evoke a sense of calm and raw authenticity. In contrast, vibrant accents like Pear Liqueur lime and Celosian Orange add a zesty, energetic burst, reminiscent of nature's boldest elements—lush foliage and radiant sunsets. Soft pastels like Lime Cream provide a refreshing, airy lightness, balancing the darker shades. The jewel tones of Shaded Spruce and Purple Coralites add a mystical, nocturnal vibe, infusing the palette with depth and elegance. This combination of earthy and magical hues creates a rich, transformative effect, evoking the fluid interaction between the organic world and a tech-enhanced reality, resulting in a futuristic yet nature-connected aesthetic.

## COLOR HARMONIES PLANTCESTRAL



Wales Bonner 30.jpg



PALETTE 1





riverside.jpeg



PALETTE 3

## KEY LOOKS PLANTCESTRAL

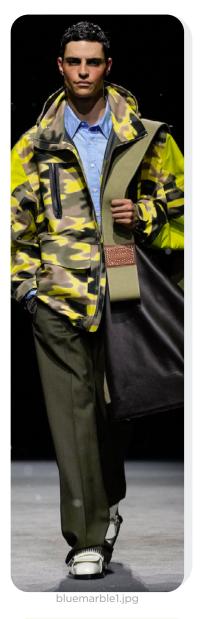












CYBER GARDEN

TEXTURED NATURE

MYSTICAL SLEEK

**GOBLINCORE** 

**URBAN CAMO** 



## KEY LOOKS PLANTCESTRAL











collina strada 2.jpg



MYSTICAL SLEEK

**GOBLINCORE** 

**URBAN CAMO** 



### KEY MATERIALS PLANTCESTRAL



### **OFF-GRID FADES**







### **SLEEK LEATHERS**





Hed Mayner 26.jpg

### **CAMOUFLAGING BIOMIMICRY**





### VIRTUAL BLOOM







@driesvannoten.jpg





### KEY ELEMENTS PLANTCESTRAL



### **3D GARDEN ELEMENTS**



dazedmag 5.png



Kenzo -16.jpg

### **DRAPED ASYMMETRY**





paola carzana 6.jpg

palomo spain 7.jpg

### **MYSTICAL HOODS**







Kenzo5.jpg

### **RUGGED HEMS**







EgonLab 24.ipg





### KEY ACCESSORIES PLANTCESTRAL



### **MULTIBAGS**

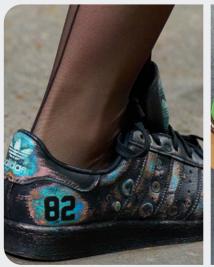


Dhruv Kapoor 43.jpg



Gucci 13.jpg

### **CREATIVE CAMO SNEAKERS**





popova-049.jpg

dazedmag 9.png

### **COMBAT STYLES**







JW Anderson 14.jpg

#### **WEARABLE MINI BAGS**







Dhruv Kapoor 41.jpg



# **@**AI INTERPRETATIONS **PLANTCESTRAL**







VIRTUAL SAFARI



NATURAL GRUNGE



**NEO GARDEN** 





### TREND RETRO SURREALISM







### **Immersive Holiday Memories**

The SS26 trend, Retro Surrealism, embraces the beauty of idleness, positioning it as a path to creativity rather than an obstacle to productivity. Rejecting the pressure of constant performance, this trend celebrates stillness, allowing inspiration to emerge organically. It evokes anemoia, a nostalgic longing for a past never experienced, blending the luxurious, understated retro vibes of the 1950s and ,60s with elements of surrealism, crafting a dreamlike atmosphere where time feels suspended. This aesthetic is reminiscent of vintage seaside resorts, conjuring postcard-perfect scenes of laid-back summers where the mind can wander freely and creativity thrives.

Color palettes for SS26 offer a fusion of dreamy pastels with bold, juicy tones, creating fresh, invigorating combinations. Maritime blues provide a timeless touch, grounding the palette in a nostalgic nod to the oceanic spirit. Materials evoke a vintage holiday mood, with satin scarves, optical motifs, and dandy stripes adding flair and texture. Classic maritime stripes are reimagined, while dandy knits bring sophistication to the trend's laid-back appeal.

Details such as retro polo features, modern sailor collars, resort club piping, and decorative military buttons enhance the playful yet refined look. Key styles within this trend include iconic sailor outfits, casual beach boy ensembles, quirky retro combinations, and minimal prep looks. Retro Surrealism merges formality and whimsy, inviting wearers to explore a whimsical, serene past where imagination reigns supreme, creating a nostalgic yet forward-thinking summer aesthetic.

ACCESS ALL IMAGES
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gucci9.jpg

rowenrose9.png

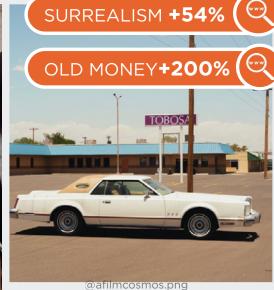


### MOOD RETRO SURREALISM

















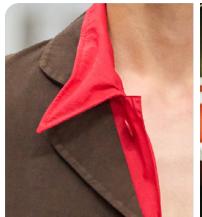
milano streetstyle

@bisquebistro.jpg

@fernandomerinounomodels.png

TIME SUSPENDED - QUAINT RESORT - FUN NAIVITY - TIMELESS - WIDE-EYED - BOLD PREP

## COLOR PALETTE RETRO SURREALISM











Prada 60.ipg ៣រប





@miumiu 7.png

**Downtown Brown** 19-1223 TCX

**Celosia Orange** 17-1360 TCX

Lavender Blue 14-3905 TCX

Malibu Blue 17-4435 TCX **Dutch Canal** 14-4124 TCX

Deep Ultramarine 19-3950 TCX

The color palette of Retro Surrealism evokes both nostalgia and dreamlike whimsy, blending bold and soft tones for a unique, imaginative effect. Vibrant shades like Poppy Red and Celosia Orange bring a playful energy to the mix, infusing the trend with a lively, almost surreal feel. These bold hues are balanced by the warmth of Downtown Brown, a retro shade that adds depth and a vintage charm. Dreamy pastels such as Charlock and Lavender Blue introduce a delicate softness, while Dutch Canal lends an ethereal, sun-faded touch. These lighter tones create a feeling of suspended time, enhancing the trend's nostalgic essence. Ocean-inspired shades like Malibu Blue and Deep Ultramarine complete the palette, grounding the aesthetic with a serene, timeless maritime influence. Together, these colors evoke a playful yet calming mood, offering a perfect balance between energetic creativity and peaceful, retro-inspired davdreams.

**Poppy Red** 

17-1667 TCX

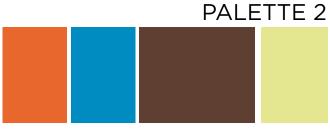
## COLOR HARMONIES RETRO SURREALISM







PALETTE 1









PALETTE 3



## KEY LOOKS RETRO SURREALISM







Wales Bonner 3.jpg







ICONIC SAILOR

**BEACH BOYS** 

**DANDY DAYS** 

**QUIRKY RETRO** 

**MINIMAL PREP** 



## KEY LOOKS RETRO SURREALISM













**ICONIC SAILOR** 

**BEACH BOYS** 

**DANDY DAYS** 

**QUIRKY RETRO** 

**MINIMAL PREP** 



### KEY MATERIALS RETRO SURREALISM



**HOLIDAY SATINS** 





### **OPTICAL PRINTS**



versace-bks-s25-102.jpg

**ELEGANT FINE KNITS** 



Prada 56.jpg



Loewe 2.png

#### **RETRO STRIPES**





@scottfrasercollection.jpg

## KEY ELEMENTS RETRO SURREALISM



### **RETRO POLO COLLARS**





DDM.webp

### **FANCY MILITARY BUTTONS**



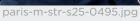


@mytheresamen 4.png

palomo spain 2.jpg

#### **CLUB-LIIKE PIPING**







@charlinelumiere\_8.png

#### **MODERN SAILOR COLLARS**







## KEY ACCESSORIES RETRO SURREALISM



#### **SAILOR HATS**







#### **CHIC WEEKENDER**

**NECKERCHIEFS** 





Hermes 41.jpg

### **BOAT SHOES**





Loewe 15.jpg





MSGM 14.jpg

# **@** AI INTERPRETATIONS **RETRO SURREALISM**



**BOLD PREP** 













**QUIRKY BEACH** 

**URBAN SAILOR** 



### TREND **BLUE SUMMER**







urban outfitters32.webp

@aitorlaspiur3.png

### **Homespun Counrtyside**

The SS26 trend, "Blue Summer," channels a wistful nostal-gia for simpler, rural living, offering a serene escape from the hectic pace of modern life. It captures the essence of lazy summer afternoons spent under the shade of a grand old oak tree, where time feels slower and life more grounded. With a deep sense of homesickness for the tranquility of past summers, this trend evokes memories of warm family traditions, carefree moments, and the peaceful hum of nature. The atmosphere is filled with the scent of fresh linen drying in the breeze, the sound of cicadas buzzing softly, and the tender daydreams of childhood, creating a soothing yet melancholic summer reverie.

The color palette embraces light and easy summer hues—gentle rose, blues, and greens—infused with a soft, naive feel. Materials feature a homespun charm, with patterns like delicate florals, waxed gardening fabrics, picnic plaids, and bucolic paintings, all reinforcing the nostalgic undertones. Key details include quaint homespun embroideries, ivy-league badges, and cabin-inspired finishes that ground the aesthetic in tradition.

The overall looks reflect a harmonious blend of styles: blue-collar workwear, garden picnic ensembles, grandpa's closet staples, and tender prep pieces. Intimate basics form the foundation of this wardrobe, with each outfit telling a story of quiet comfort and connection to the past. In SS26, "Blue Summer" invites a return to innocence and simplicity, evoking a longing for the tranquil beauty of bygone summer days.

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## MOOD BLUE SUMMER

















cabana magazine\_5.png foret.jpg.avif

@hannahschonberg4.png

dazedmag 20.png

SUMMERTIME SADNESS - MELANCHOLIA - HUMBLE NOSTALGIA - HOMESPUN - COUNTRYSIDE

### COLOR PALETTE BLUE SUMMER











Dries Van Noten @serpentil.png

Namesake 20.jpg





Shell Pink 16-1632 TCX

14-1110 TCX

14-4215 TCX

Deep Ultramarine 19-3950 TCX

sarahespeute2.png

**Green Moss** 17-0636 TCX

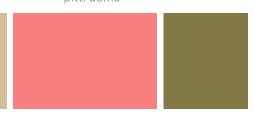
The "Blue Summer" color palette creates a nostalgic, tranquil atmosphere through a blend of soft and retro hues. Shell Pink and Peachy Keen bring a gentle warmth with their dusty rose tones, evoking a sense of faded memories and vintage charm. Primrose Yellow and Deep Ultramarine add classic retro accents, reminiscent of old family photos and sun-faded summer garments. These colors carry a comforting familiarity, grounding the palette in the past. Boulder, a timeless beige, offers a neutral foundation, providing stability and an earthy connection to nature, while Green Moss (cabin khaki) adds a rustic, outdoorsy feel, reminiscent of quiet forest retreats. Skyride and Fair Aqua, dreamy pastel shades, evoke the serene, endless skies and shimmering lakes of summer days, filling the palette with an ethereal lightness. Together, these colors capture a soothing, nostalgic essence, transporting the wearer to a simpler, more peaceful time.



## COLOR HARMONIES BLUE SUMMER



pitti uomo



PALETTE 1





Fendi 32.jpg





PALETTE 3

## KEY LOOKS BLUE SUMMER







Bottega Veneta 16.jpg









BLUE COLLAR

GARDEN PICNIC

**GRANDPA'S CLOSET** 

INTIMATE BASICS

TENDER PREP



# KEY LOOKS BLUE SUMMER



BLUE COLLAR



Moschino 5.jpg



walesbonner3.jpg





GARDEN PICNIC

**GRANDPA'S CLOSET** 

INTIMATE BASICS

TENDER PREP



### KEY MATERIALS BLUE SUMMER



#### **NAIVE FLOWERS**



#### **WAXED GARDENING**





barbour4.png

time-070.jpg

#### PICNIC PLAIDS



Hermes 46.jpg



#### **BUCOLIC PAINTINGS**



Bianca Saunders 23.jpg



paris streetstyle





## KEY ELEMENTS BLUE SUMMER

### **CABIN DETAILS**







#### **HOMESPUN MOTIFS**





Dior 86.jpg

/ (Kilvas.j)

#### **PRIM BUTTON-UPS**







drole de monsieur

#### **IVY-LEAGUE LOGOS**







magliano.jpg



## KEY ACCESSORIES BLUE SUMMER



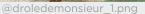
fiorucci 7.jpg

### **ROMANTIC MARY-JANES**





Vuitton 12.png



### **HEADSCARF FEATURES**





fendi13.png

guang yu tim 2.jpg

### **GLOVE-LIKE LEATHER SHOES**





System 3.jpg

#### **SOFTBOY FLAT CAPS**







drole de monsieur'



# **®** AI INTERPRETATIONS **BLUE SUMMER**











DREAMY PREP







### TREND **SLOW CRAFT**







cabana magazine 7.png

### **Profound Heritage**

The SS26 trend, Slow Craft, heralds a significant shift towards a celebration of heritage and the beauty of handmade craftsmanship. This movement embodies a rediscovery of human creativity, where the calming practice of meditative artistry is not just valued but cherished. Slow Craft melds raw power with spiritual renewal, harmonizing the unrefined with the polished to create a modern boho aesthetic that feels both grounded and ethereal. Each piece in this trend carries profound meaning, reflecting a deep sense of purpose that connects us to a more thoughtful way of living.

Central to this trend is the influence of neo-spiritualism, which bridges tradition and modernity. It celebrates authenticity and encourages a richer, more meaningful engagement with our surroundings. The color palette features earthy tones, including neutral clay, rusty browns, dazed blue, and fermented yellows, evoking the warmth of nature. Materials like natural linen, handcrafted nets, dry suede, and spiritual symbolism further enhance this aesthetic, embodying a tactile and sensory experience.

Key design details include beads and trims, monastic necklines, kaftan-like openings, and artisanal embroideries, all of which contribute to the layered textures and visual narratives. The overall look encompasses various styles, such as raw tailoring, soft muse, new tribe, minimal monastic, and artisanal craft. Together, these elements create a fashion statement that invites introspection and fosters a deep connection to the art of crafting, encouraging wearers to embrace a slower, more intentional way of life.

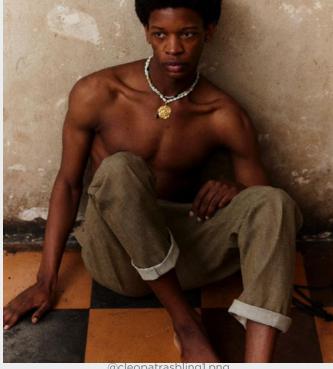
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### MOOD SLOW CRAFT





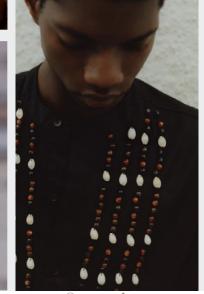




SYMBOLISM**+1200**%

TRIBE **+150%** 







@commas1.png @kinfolk1.png @commas-12.png

NEO-PRIMAL - SACRED TREASURES - TRUTH SEEKER - SPIRITUAL ARTISAN - ANCIENT FLOW

### COLOR PALETTE SLOW CRAFT



@ignant 19.png















@ombredansleau1.png

@paulinoechardin24.png

Aqua Haze 15-5209 TCX Oak Buff 16-1144 TCX

Rattan 14-1031 TCX Downtown Brown 19-1223 TCX Pormegranate 19-1930 TCX Arabian Spice 19-1245 TCX Burnt Ochre 18-1354 TCX Lemon Curry 15-0751 TCX

The Slow Craft color palette exudes a calming yet rich aura, reflecting the movement's essence of heritage and handmade artistry. Aqua Haze introduces a dazed aqua tone that evokes serenity, encouraging mindfulness and introspection. Complementing this is Oak Buff and Rattan, which provide warm beige shades that create a cozy and inviting atmosphere. Downtown Brown offers a grounding presence with its wooden holy brown hue, while Pomegranate infuses depth through its rich burgundy, symbolizing creativity and passion. The rusty tints of Arabian Spice and Burnt Ochre add warmth and a sense of earthiness, reminiscent of natural materials. Lastly, Lemon Curry, with its fermented yellow, introduces a playful brightness, evoking the joy found in crafted simplicity. Together, these colors foster a tranquil yet vibrant environment, encouraging a deeper connection to nature and self, perfectly aligning with the Slow Craft ethos of thoughtful living and creative expression.

## COLOR HARMONIES SLOW CRAFT













PALETTE 3



## KEY LOOKS SLOW CRAFT







todd snyder



@songforthemute.jpg





**RAW TAILORING** MALE MUSE **NEW TRIBE** 

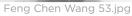
MINIMAL MONASTIC

ARTISANAL CRAFT



## KEY LOOKS SLOW CRAFT







armani10.jpg







RAW TAILORING

MALE MUSE

**NEW TRIBE** 

MINIMAL MONASTIC

ARTISANAL CRAFT



## KEY MATERIALS SLOW CRAFT



#### **LIGHT LINENS**



nanushka 10.jpg



Ziggy Chen 9.jpg

### **HANDCRAFTED NETS**





Dolce & Gabbana30.jpg

#### **DRY SUEDES**



**SPIRITUAL SYMBOLISM** 





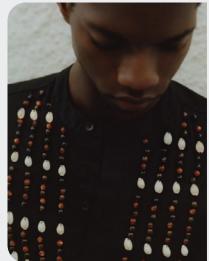


emporio armani.jpg

## KEY ELEMENTS SLOW CRAFT



#### **BEADS & TRIMS**







Bed Jw Ford 6.jpg

### **CEREMONIAL NECKLINES**



@mytheresamen 16.png



#### **CRAFTY STITCHING**







#### **KAFTAN OPENINGS**











## KEY ACCESSORIES SLOW CRAFT



#### **NATURAL HOBO**



Zegna 27.jpg Emporio Armani37.jpg

#### **TALISMAN HANDBAG**







Feng Chen Wang 31.jpg

### **BRAIDED SANDALS**





Hermes 49.jpg

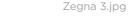
#### **RAFFIA DERBY**



Dior 84.jpg



Dolce & Gabbana9.jpg





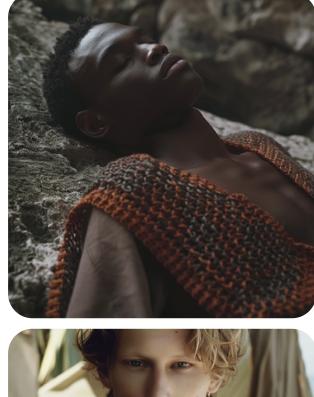
# **®** AI INTERPRETATIONS **SLOW CRAFT**













NATURAL TAILORED СНІС ВОНО

TRUTH SEEKER





### TREND **MOONBATH**







alemais14.png

### **Glooming Tropics**

The Moonbath trend for SS26 redefines fulfillment by celebrating micro-joys and reclaiming happiness found in everyday moments. It invites individuals to sunbathe at night, offering a refreshing escape from the heat of the day and encouraging exploration in a sunless world. This trend immerses us in a dark, tropical imaginary that is both earthy and sensual, drawing inspiration from the allure of summer spices and a psycho-spiritual essence that resonates with truth seekers.

The aesthetic captures the mystery of night, blending introspection with a primal desire to connect deeply with oneself and the natural world. The color palette is rich and varied, featuring nocturnal jewel tones, aquatic shades, and zesty lime, creating a vibrant yet moody atmosphere. Materials play a significant role in this trend, showcasing blurred stripes and nets that evoke a sense of fluidity, alongside solar elements that hint at the warmth of summer even in darkness.

Key details include baggy low-rise silhouettes, holiday polos adorned with sparkling embellishments, and bohemian craft accents that enhance the laid-back vibe. The looks embody a fusion of moon bathing, psychedelic chic, cyber hippie, tropic holiday, and island rave aesthetics, reflecting a diverse yet harmonious style. In this celebration of night, the Moonbath trend offers an enchanting invitation to indulge in life's simple pleasures and forge connections that transcend the ordinary.

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### MOOD MOONBATH









@commas12.png

воно **+1200%** 

TROPISM+400%

kultaustralia6.png





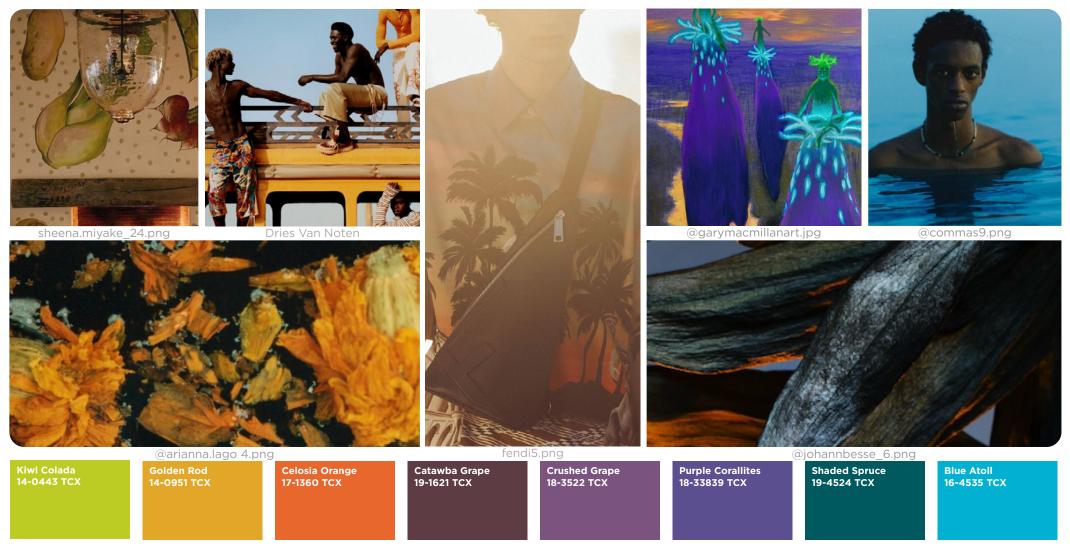


@acidmemories.png



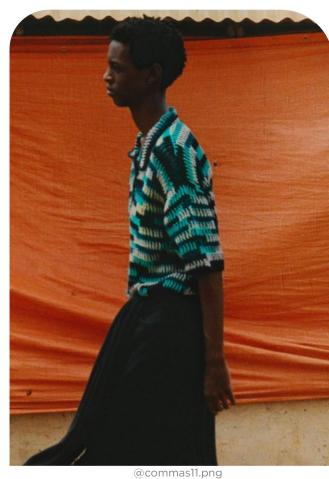


### COLOR PALETTE MOONBATH



evoke a sense of joy and exploration. Zesty Kiwi Colada, a lively lime, energizes the senses, while Golden Rod and Celosia Orange provide warming hues that evoke the warmth of summer evenings. The introduction of Catawba Grape adds a rich, dark tone, creating depth and intrigue. Crushed Grape and Purple Corallites present a spectrum of mythic purples, inviting a sense of wonder and imagination. These colors tap into a dreamlike quality, resonating with the enchanting themes of the trend. Shaded Spruce, a nocturnal teal, introduces a calming, earthy element, reminiscent of lush, tropical landscapes at night. Finally, Blue Atoll, a vibrant ocean blue, enhances the palette with a refreshing touch that reflects the allure of water under moonlight. Together, these colors create a dynamic interplay that encourages self-expression and connection to nature.

# COLOR HARMONIES MOONBATH





PALETTE 1







PALETTE 3

## KEY LOOKS MOONBATH













**MOONBATHING** 

**CYBER SLEEK** 

PSYCHEDELIC RAVE

IMMERSIVE TROPICS

**ISLAND CRAFT** 



## KEY LOOKS MOONBATH





8on8 9.webp







**MOONBATHER** 

**CYBER SLEEK** 

PSYCHEDELIC RAVE

IMMERSIVE TROPICS

**ISLAND CRAFT** 



## KEY MATERIALS MOONBATH



#### **BLURRED STRIPES**





SPORTY MESH



### **SOLAR ELEMENTS**





### **IMMERSIVE HOLIDAY SCAPES**





Wales Bonner 11.jpg

## KEY ELEMENTS MOONBATH



#### **BAGGY LOW-RISE**





### **HOLIDAY POLOS**





**BOHEMIAN PATCHWORKS** 

### SPARKLING DENIM













eliou.jpeg

## KEY ACCESSORIES MOONBATH



helen-anthony-s25-097-11431666.jpg

#### **RETRO AVIATORS**



Vuitton 23.jpg



MAISON MIHARA YASUHIRO 19.jpg

### **CROCHET BEANIES**



Wooyoungmi 19.jpg



angelecr4.png

#### **SURFER FLIP-FLOPS**



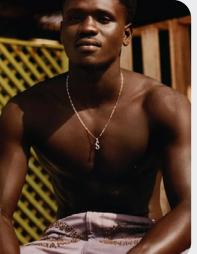
Auralee 27.jpg



White Mountaineering 10.jpg

#### **BEACH NECKLACES**





@bluemarble 7.png

# **@**AI INTERPRETATIONS **MOONBATH**



















TROPIC SKATER



### TREND ROMANTIC MISCHIEF







### The Complex Beauty of Human Emotion

The SS26 trend titled Romantic Mischief celebrates emodiversity, emphasizing the full spectrum of human emotions as essential to understanding the complexities of life. This trend thrives on contrasts—minimal versus maximal, restraint versus eccentricity—creating a vibrant interplay between opposites. Influences from indie sleaze and various subcultures inject an edgy, rebellious attitude, while an urban romantic aesthetic conveys a sense of yearning and raw emotion.

Driven by desire and emotional exploration, Romantic Mischief reflects a new sensuality that embraces imperfection, honoring the messy yet beautiful tapestry of human experiences. The color palette features nude and ghostly pinks, alongside vibrant red and fuchsia berry shades, creating a striking visual dichotomy. Complementary hues such as beige, violet-tinted grays, and khaki ground the collection, enhancing its depth.

Materials play a pivotal role in this trend, incorporating rebellious portraits, rugged leathers, glam rock cheetah prints, and rough paintings that speak to its multifaceted nature. Key design elements include shrunken fits and slinky deep V-necklines, alongside romantic tie-up details and raw edge finishes, which imbue the pieces with a sense of effortless chic. Looks inspired by metrosexuals, romantic grunge, indie sleaze, rebel poets, and soft club kids offer an eclectic yet harmonious style. This trend invites wearers to embrace their emotional complexity, merging elegance with rebellion to create a fresh narrative that resonates with the heart of modern life.

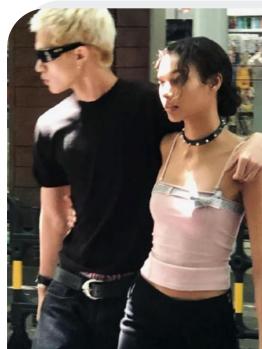
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atxv 3.jpg

mood pinterest.jpeg



## MOOD ROMANTIC MISCHIEF







dazedmag 7.png





demeulemeester-bks-s25-034.jpg





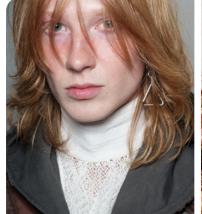




Random Identities -7.png

DISRUPTIVE CHIC - MINIMAL/MAXIMAL - URBAN ROMANCE - SENSUALITY - INDIE SLEAZE

### COLOR PALETTE ROMANTIC MISCHIEF













@florentinaleitner 19.png

Lazoschmidl8.png

Prada 44.jpg

Shark 18-1703 TCX Raisin 19-1606 TCX **Beetroot Purple** 18-2143 TCX

**Poppy Red** 17-1667 TCX

Green Moss 17-0636 TCX

The Romantic Mischief color palette is a captivating blend of emotional depth and visual impact. Violet-tinted grays, paired with Raisin and Shark, create a moody yet sophisticated backdrop, evoking a sense of introspection. The passionate bold shades of Beetroot Purple and Poppy Red inject energy and intensity, symbolizing raw emotion and desire. In contrast, Carinaria and Pink Tint offer soft, ghostly rose tones that evoke tenderness and nostalgia, inviting a sense of calm within the chaos. Boulder serves as a grounding neutral, balancing the palette and providing versatility, while Green Moss adds an urban khaki touch, representing the blend of nature and city life. Together, these colors create a dynamic interplay of softness and strength, encouraging wearers to embrace their emotional complexity and express themselves with a mix of romanticism and mischief. This palette ultimately enriches the aesthetic, celebrating both the serene and the rebellious aspects of the human experience.



### COLOR HARMONIES ROMANTIC MISCHIEF



magliano-m-atm-s25-017.jpg



PALETTE 1





CKNWEIGHT MUNICH

@attiresaint 10.png



PALETTE 3



## KEY LOOKS ROMANTIC MISCHIEF





masha popova-9.jpg







METROSEXUALS

ROMANTIC GRUNGE

INDIE SLEAZE

REBEL POETS

SOFT CLUBKIDS



## KEY LOOKS ROMANTIC MISCHIEF







demeulemeester 4.jpg







METROSEXUALS

ROMANTIC GRUNGE

INDIE SLEAZE

**REBEL POETS** 

SOFT CLUBKIDS

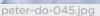


## KEY MATERIALS ROMANTIC MISCHIEF



#### **POETIC FLOWERS**







ludovic saint sernin.jpg

### **RUGGED LEATHERS**



@marcforne 1.png



Bed Jw Ford 1.jpg

### **GLAMROCH CHEETAH PRINTS**



Tom Ford 1.png



@jellyallan2.jpeg

#### **ROUGH PAINTINGS**



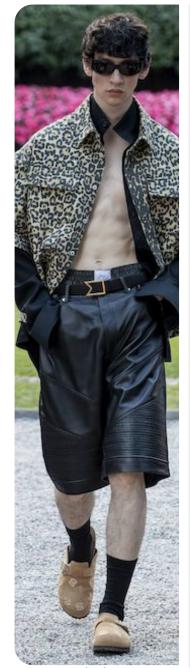




prada7.jpg



## KEY ELEMENTS ROMANTIC MISCHIEF



#### **SHRUNKEN FITS**





onitsuka tiger 4.jpg

### **ROMANTIC TIE-UPS**











Margiela14.jpg

# KEY ACCESSORIES ROMANTIC MISCHIEF



Margiela5.jpg

#### **ROCKSTAR CAT-EYES**



#### **FEMININE FOULARD SCARFS**



0002lon factoire 2025 mens vea reselectamente in non-benefasy velop

Bottega Veneta 13.jpg

#### **EATEHR TOTES**



Prada 32.jpg



Vuitton 75.Jpg

### **NEO LACE-UP DERBYS**



rocha-clp-s25-050.jpg



litkovska-clp-po-s25-003-552x828.jpg



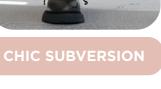
# **@**AI INTERPRETATIONS **ROMANTIC MISCHIEF**





**SLEEK REBELS** 













2010 BOYBAND



### TREND OUT OF OFFICE







japan concept knit.jpeg

@attiresaint 16.png

### **Embracing Individuality**

The SS26 trend: Out Of Office celebrates a vibrant and eclectic fusion of styles that embrace uniqueness and "otherness." This trend thrives on the collision of subcultural influences, creating a rich tapestry of aesthetics that defy traditional boundaries. At its core, bloke-core emerges as a sporty casual aesthetic that cleverly merges elements of mass culture with feminine codes, resulting in a playful and refreshing visual dialogue.

Self-irony is a cornerstone of this trend, adding a layer of humor and personality that resonates with a youth-driven audience. With a strong leisure focus, Out Of Office draws inspiration from the 2010s, reimagining past styles with a contemporary twist. This approach allows for bold statements while celebrating individuality. The color palette is a striking mix of primary bolds—like vibrant greens, yellows, and reds—paired with classic hues such as dark navy and burgundy. Fresh light cyan blues and soft pastels provide an option for more subdued looks, ensuring versatility in expression.

Materials play a significant role in defining this trend, featuring ironic graphics, striped shirting, and sporty prints that add a playful edge. Key details include sporty piping, layered items, cropped tops, and baseball-inspired cuts, contributing to the overall casual vibe.Looks associated with this trend include normcore basics, 2010s frat boy aesthetics, jogging 2.0, and grunge school influences, showcasing a balance of slim basics with relaxed silhouettes. Ultimately, Out Of Office invites a spirited exploration of style, celebrating individuality and self-expression in everyday fashion.

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### MOOD OUT OF OFFICE















kanyon.jpeg



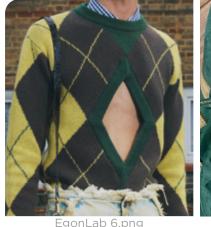
mina barrio pinterest.jpeg

romeo hunte-6.ipa

jw anderson.jpg

KIDULT - LEISURE - BLOKE CORE - FRAT BOY REFERENCES - CLASH & COLLIDE - 2010S

### COLOR PALETTE OUT OF OFFICE





Dries Van Noter







@mytheresamen 6.png



**Deep Mint** 17-59 TCX

14-1110 TCX

Pormegranate 19-1930 TCX

Poppy Red 17-1667 TCX

Patriot Blue 19-3925 TCX

14-4215 TCX

prada

Malibu Blue 17-4435 TCX

The Out Of Office color palette is a vibrant and dynamic fusion that reflects individuality and self-expression. Boulder, a timeless beige, serves as a versatile base, providing warmth and neutrality. Deep Mint introduces a bold green, energizing the palette with a fresh, lively essence. Primrose Yellow and Poppy Red are striking basic shades that inject brightness and playfulness, evoking a sense of fun and spontaneity. Darker classic shades like Pomegranate and Patriot Blue offer depth and sophistication, grounding the overall aesthetic while enhancing the visual interest. These richer tones create a perfect contrast to the lighter, more vibrant colors, allowing for versatile styling options. Finally, Malibu Blue, a refreshing cyan tint, adds a crisp, invigorating touch that embodies a youthful spirit. Together, this palette celebrates diversity and encourages bold fashion choices, making it perfect for a trend that embraces uniqueness and "otherness."

## COLOR HARMONIES OUT OF OFFICE















PALETTE 3

## KEY LOOKS OUT OF OFFICE









Milan Streetstyle 3.jpg





**NORMCORE** 

2010s FRAT BOYS

**JOGGING 2.0** 

**GRUNGE SCOOL** 

**SLIM BASICS** 



## KEY LOOKS OUT OF OFFICE







willy chavarria







**NORMCORE** 

2010s FRAT BOYS

**JOGGING 2.0** 

**GRUNGE SCHOOL** 

**SLIM BASICS** 



## KEY MATERIALS OUT OF OFFICE



#### **MICROCHECKS**





@andreafacccio 2.png

### **IRONIC STATEMENTS**





Doublet 19.jpg

#### **STRIPED SHRITING**







### **SPORTS REFERENCES**









## KEY ELEMENTS OUT OF OFFICE



**SPORTY PIPING** 



gucci-.jpg



romeo hunte-1.jpg

### **BASEBALL INSPIRED**





**CROPPED TOPS** 





0008tralejile, beboyairg 2025mers værædigaurvajøyndap 00029erl spring-2025mers værædil-brandjog velap



#### **LAYERED BASICS**



Casablanca Brand 8.jpg

## KEY ACCESSORIES OUT OF OFFICE



#### **PLASTIC SHOPPING BAG**





bottega-veneta-062.jpg fi



### **CHARMED-UP BAG**



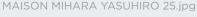


Acne Studios.jpg

versace-101.jpg

### **INDIVIDUALIZED SNEAKER**







gazelle custom.jpeg

### **BASEBALL CAPS**







White Mountaineering 26.jpg



## AI INTERPRETATIONS OUT OF OFFICE

















**SKATECLUB** 





### **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 ROWTH 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**

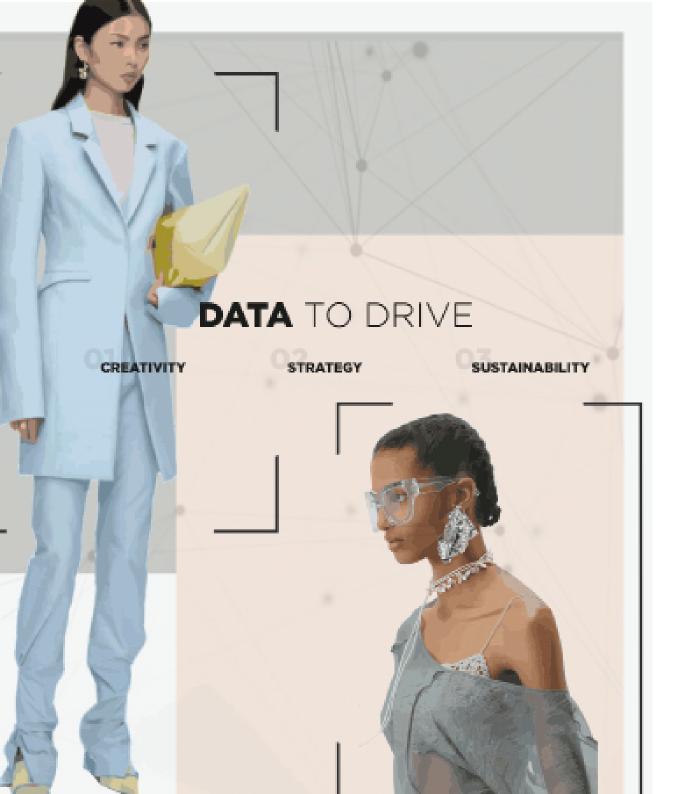
A CORE PRODUCT REPRESENTING
A STEADILY GROWING TREND OF
MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



#### **TEST**

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK





### L7 LIVETREND

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