



FORECAST
SPRING/SUMMER
2026
DENIM
FABRICS &
FINISHINGS



LIVETREND

SS26 DENIM INTRODUCTION



Milano Unica

diesel-076.jpg

roberto-cavalli-clp-s25-094.jpg

mango



FORECAST

Celebrating Heritage and Novelty.

The SS26 denim season celebrates diversity, exploring innovative ways to blend durability with self-expression. Denim remains a versatile canvas, embracing new surface treatments that elevate its character and appeal. From poetic imperfections like textured fraying and uneven washes to coated finishes that add a sleek, modern edge, each piece tells a story of authenticity and experimentation. Color integration takes center stage with unexpected utopian hues, natural subtle tints, and brushstroke effects enhancing classic styles. Vintage workwear influences bring nostalgic charm, with durable designs rooted in heritage aesthetics. Raw yet refined yarns emphasize sustainability and craftsmanship, creating denim that feels both rugged and polished. This season embraces individuality through tactile surfaces and artisanal techniques, offering timeless yet innovative pieces. Whether it's reimagining tradition or breaking new ground, SS26 denim is a testament to the fabric's ability to adapt, endure, and inspire creative expression.

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

**ACCESS ALL IMAGES
CLICKING HERE**

SS26 DENIM TREND DIRECTIONS

BLUE COLLAR



SLEEK REBEL



DREAMSTATE



ARTSCAPE



**WORKWEAR
WORN-OUT
RUSTIC**

**SARTORIAL
SUBCULTURAL
EDGY**

**ROMANTIC
TENDER
UTOPIAN**

**CRAFTY
COLORFUL
INDIVIDUAL**



@nofaithstudio 4.png



carhartt6.png



we11done5.png



SS26 DENIM **BLUE COLLAR**

The Blue Collar trend for SS26 pays homage to the rugged charm of vintage workwear, blending utility with authenticity. Denim takes on a used, worn-out aesthetic that celebrates imperfections, evoking a sense of history and craftsmanship. Key features include creased textures, distressed finishes, and a weathered appeal that reflects the resilience of laborers' garments.

Natural and rustic tones, such as earthy browns, faded and sun-washed neutrals, ground the palette, while vintage-inspired workwear stripes add character. The focus is on simplicity with a nod to functionality—patch pockets, visible stitching, and utilitarian cuts emphasize practicality.

This trend merges nostalgia with modern sensibilities, inviting a sustainable perspective where aged effects are prized rather than discarded. Blue Collar transforms denim into a canvas of enduring style, perfect for those who value the beauty of lived-in, purpose-driven clothing.

BLUE COLLAR TREND **DIRT EFFECT**



Roberto Cavalli 13.jpg



kiko-kostadinov-043.jpg



North_Maison_Mihara_Yasuhiro_Blakey_kaki_2.webp



JADEDWW30-18602.webp



acne



acne studios.avif

STABLE TREND

DIRTY STAINED DENIM LOOK - WHISKERS - PIGMENT WASHING

BLUE COLLAR TREND **WORKWEAR BEIGE**



lovechild-s25-001.jpg



diesel3.png



urban outfitters 10.webp



zara 64.jpg



@citizen of humanity5.png



diesel7.png

STABLE TREND

HEMP - LINEN - RAW COTTONS - NATURAL DYEING - RECYCLED PIGMENTS

BLUE COLLAR TREND EARTHY BROWNS



Zara 8.jpg



demeulemeester7.jpg



jaded london2.jpg.webp



haikure-.jpg



PhanDangHoang30.jpg



@siedres_8.jpg

STABLE TREND

NATURAL DYEING - PP SPRAY - WASHED AND ACID DENIMS

BLUE COLLAR TREND **VINTAGE WORKWEAR STRIPE**



ganni.avif



carhartt.avif



@shootingpeople 6.png



carhartt8.png



jacquemus.avif



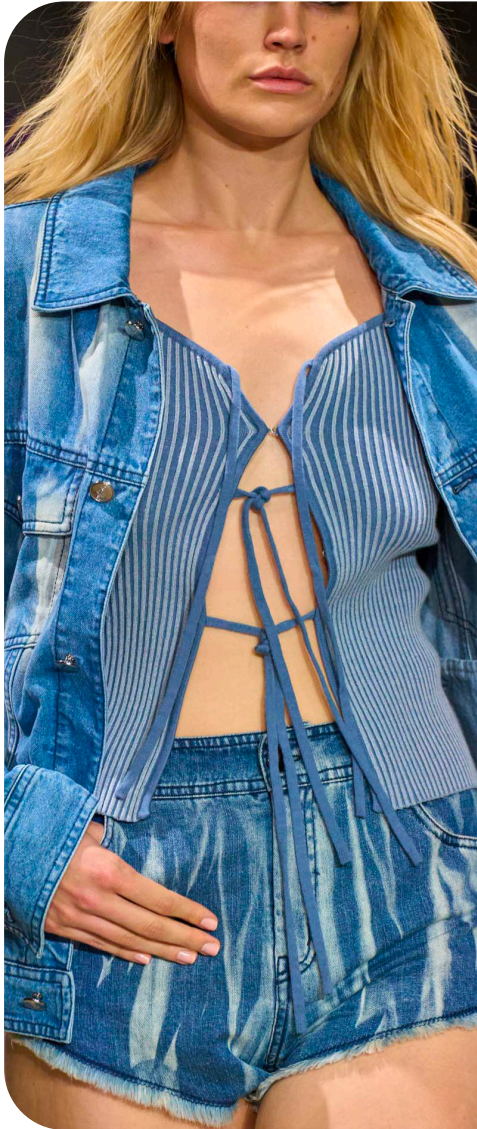
vintage 40s engineer .jpeg

SAFE TREND

VINTAGE WORKWEAR INSPIRED STRIPES - WOVEN - LASERED STRIPES - WASHED DENIMS



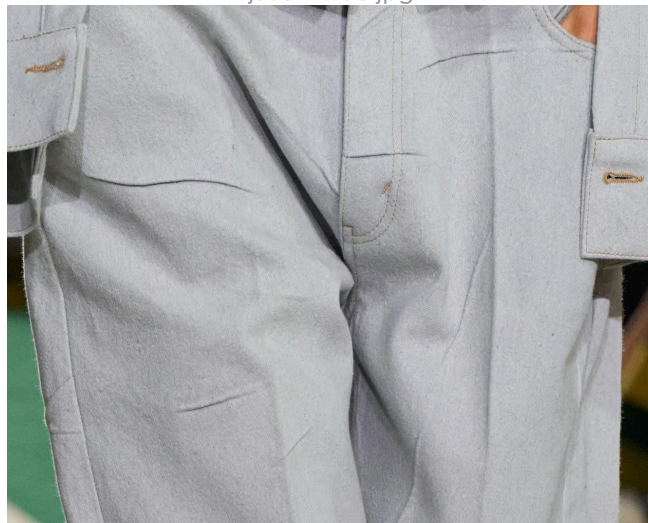
BLUE COLLAR TREND **CREASED APPEARANCE**



mark-fas31.jpg



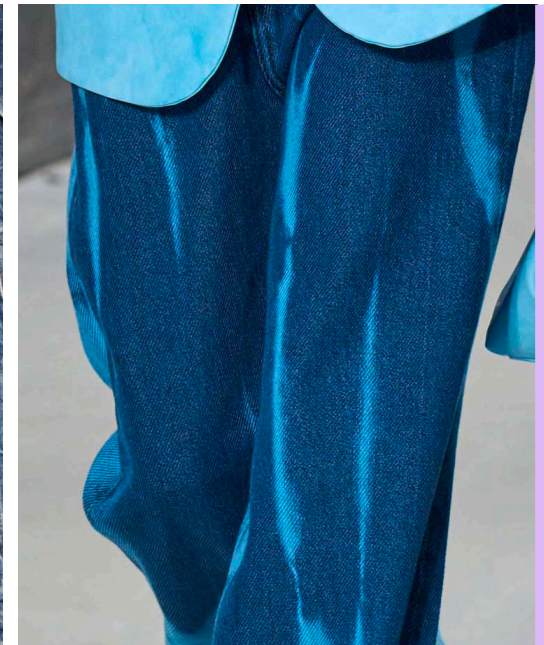
jason-wu3.jpg



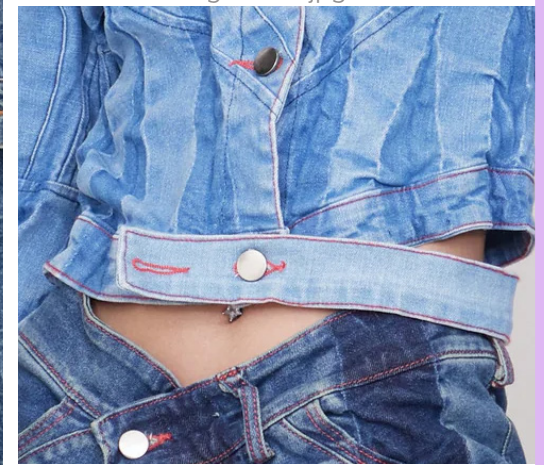
0028vidrabedhamspring2025readytowearclassicalgounway.jpgwebp



margiela.avif



ganni89.jpg



popova.webp

EARLY SIGN

CREASED APPEARANCE - TIE DYE TECHNIQUES - HEAT FIXED CRINKLES

BLUE COLLAR TREND SPRECKLED CAMO



cavalli2.png



cavalli1.png



@diesel 7.png



Freepeople -8.webp



lemaire.avif



bathing_ape.avif

EARLY SIGN

PRINTED DENIM - PP SPRAY - ACID WASH - BLEACH TREATMENTS - LASER CAMO PRINTS



Dsquared2 -5.jpg



@acnestudios 3.png



beckhaml



SS26 DENIM **SLEEK REBELS**

The SS26 season embraces Sleek Rebels, a denim trend defined by edgy sophistication and defiant charm. Anchored in darker hues, the focus shifts to rigid raw denims that exude timeless durability and a bold, structured appeal. This sartorial sleekness is elevated with subtle leather finishes that introduce a muted, enigmatic shine, evoking a rebellious elegance.

Unexpected embellishments take center stage, with metal studs and tattoo-inspired motifs adding a subversive twist. Illusion prints and Y2K-driven micro or pinstripes infuse the collection with a nostalgic yet futuristic energy, creating depth and intrigue.

These elements merge seamlessly to celebrate individuality and freedom of expression, making denim the ultimate canvas for creative rebellion.

Whether in tailored silhouettes or avant-garde designs, Sleek Rebels offers a fresh, defiant take on denim, perfect for those who challenge convention with refined style.

SLEEK REBELS TREND RAW DENIM



shao5.jpg



@shootingpeople 15.png



16Arlington3.jpg



new-york-str-s25-0613.jpg



london streetstyle 5.jpg



@claireguillon11.png

BIG TREND

RAW DENIMS - NATURAL INDIGO - COTTON & HEMP - LINEN

SLEEK REBELS TREND SARTORIAL



urban outfitters 1.webp



urban outfitters 2.webp



beckham



Zara 14.jpg



we1ldone3.png



we1ldone4.png

SAFE TREND

NEW COMPOSITIONS - TAILORED DENIMS - MERCERIZED COTTON BLENT - SARTORIAL LOOKS



SLEEK REBELS TREND **CLEAN PINSTripES**



the frankie shop 1.jpg.webp



reborn4.jpg



@claireguillon17.png



7forallmankind.webp



urban outfitters 20.webp



diesel3.jpeg

STABLE TREND

LASERED OR WOVEN PINSTRIPE DENIMS

SLEEK REBELS TREND **SUBCULTURE STUDS**



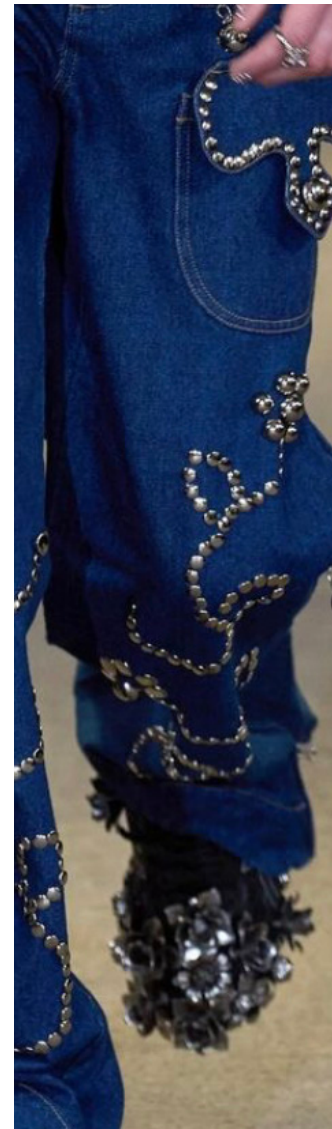
london streetstyle 10.jpg



paco-rabanne-dark-wash-embellished-denim-jeans.jpg



jaded3.jpg.webp



@denimdudes 5.png



jaded london10.jpg.webp



urban outfitters 21.webp

SAFE TREND

METAL STUDS - MAXIMALIST EMBELLISHMENTS

SLEEK REBELS TREND **LIQUID LEATHER EFFECT**



@acnestudios 7.png



vaquera39.jpg



diesel13.png



@versacejeanscouture1.png



@diesel 8.png



esber59.jpg

EARLY SIGN

GLOSSY COATINGS - SHINE EFFECT - FAKE LEATHERS - PLACED OR ALLOVER

SLEEK REBELS TREND Y2K MICROLINES



urban outfitters 18.webp



@jadedmen6.png



urban outfitters 22.webp



diesel 3.avif



@diesel 5.png



diesel2.png

EARLY SIGN

COTELÉ - VINTAGE Y2K INSPIRED - WOVEN - WASHED



SLEEK REBELS TREND **PANEL MASH-UP**



@shootingpeople 11.png



@shootingpeople 16.png



reborn13.jpg



jaded london3.jpg.webp



zara 58.jpg



nofaith.avif

EDGY TREND

UPCYCLING - EXTREME PANELLING - PATCHWORK - NEW CUT-LINES & SHAPES

SLEEK REBELS TREND **TATTOO EFFECTS**



rta3.png



Taakk 7.jpg



urban outfitters 17.webp



urban outfitters 14.webp



Dsquared2 4.png



we1ldone1.png

EDGY TREND

PRINTED - LASER - EMBELLISHED TRIBALS AND TATTOO MOTIFS - Y2K URBAN LOOK



SS26 DENIM **DREAMSTATE**

The SS26 denim trend, Dreamstate, immerses wearers in a surreal romance that bridges fantasy and reality. Ethereal pastel hues, from misty lavenders to whispering blushes, envelop denim in a utopian glow, exuding calm and optimism. Lightweight, fluid fabrics imbue garments with a breezy softness, ideal for warm, sunlit days. Subtle microglitters and shimmering sequins add a celestial sparkle, reflecting a dreamy, otherworldly essence.

Distressed surfaces embrace poetic delicacy, where frayed edges and soft abrasions evoke a sense of timeless beauty. Florals bloom gracefully across denim canvases and velvety flocking introduces a tactile dimension of softness. The result is an effortlessly romantic aesthetic that feels both contemporary and nostalgic. Dreamstate invites a reimagining of denim as a medium for poetic self-expression, where craft meets imagination, and lightness meets luxury. This is denim for dreamers—delicate, serene, and touched by utopia.



Marques Almeida3.jpg



stella-mccartney-124.jpg



zara 67.jpg

DREAMSTATE TREND UTOPIAN PASTELS



Milan Streetstyle 19.jpg



erdem24.jpg



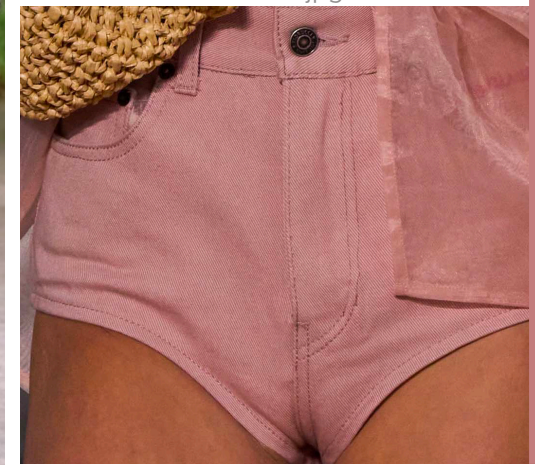
gucci4.jpg



zara 56.jpg



knwls



fiorucci82.jpg

BIG TREND

GARMENT DYE SOFT PASTELS - SOAP HANDLE - WASHED COTTON STRETCH

DREAMSTATE TREND **COLORED ACID WASH**



Paradis 6.jpg



Ganni 8.jpg



mark-fast43.jpg



london streetstyle 13.jpg



Freepeople -12.webp



dynamo.jpg

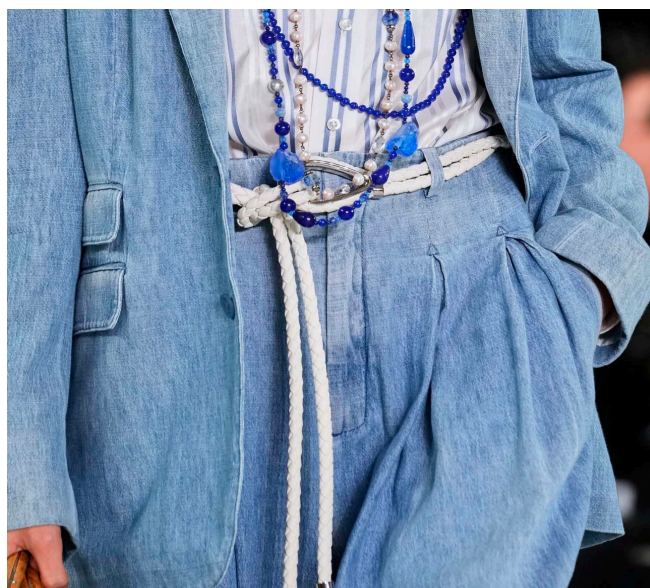
STABLE TREND

ACID WASH - COLOR CONTRAST - SATURATED PASTELS

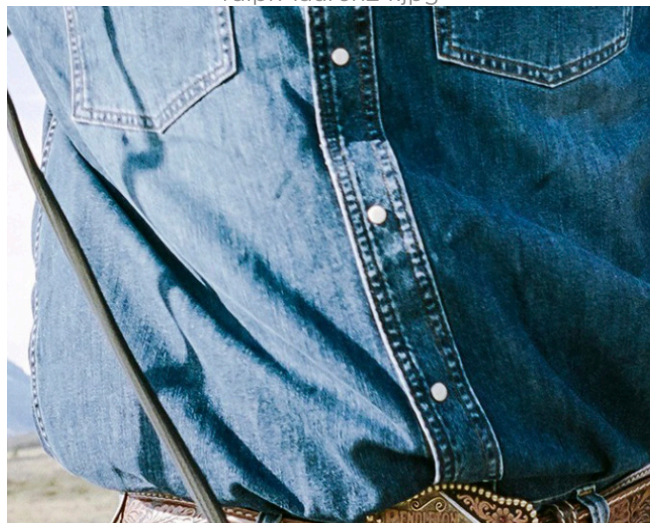
DREAMSTATE TREND **TENCEL FLUIDITY**



Magliano 46.jpg



ralph-lauren24.jpg



carhartt7.png



and-hello-again-9253142800



MSGM 40.jpg



erl.png

SAFE TREND

FORECAST

DENIM

SPRING/SUMMER 2026

LIGHTWEIGHT - TENCEL DENIM - OZONE WASH

DREAMSTATE TREND **SHEER SEQUINS**



diesel.lebwiteseq.infraredjeans_22704492_535172_800.jpg



chanel42.jpg



ami.webp



@diesel 3.png



charlesjeffrey.avif



the frankie shop 3.jpg

EARLY SIGN

FORECAST

DENIM

SPRING/SUMMER 2026

MICRO SEQUINS - LIQUID LOOK - HEAT-SEALED SEQUINS

DREAMSTATE TREND **DISTRESSED TEXTURE**



-ferrari-spring-2025-.webp



diesel-099.jpg



amiri 2.avif



@kseniaschnaider 2.png



@denimdudes 14.png



diesel11.png

SAFE TREND

FORECAST

DENIM

SPRING/SUMMER 2026

TENDER TEXTURE - REPEATED DISTRESS TREATMENTS - EMBROIDERIES

DREAMSTATE TREND **RETRO INTERIOR FLORALS**



Freepeople -3.webp



@shootingpeople 12.png



warrewoodchaitanhdhbfacqadfan_23060284_5359436_800pg



@claireguillon2.png



dream denim.webp



-acne-studios-spring25-.webp

EARLY SIGN

FORECAST

DENIM

SPRING/SUMMER 2026

PRINTED DENIM - INTERIOR FLORAL DESIGNS - JACQUARDS

DREAMSTATE TREND **VELVETY**



kgl-po-s25.jpg



Freepeople -32.webp



@claireguillon4.png



luar19.jpg



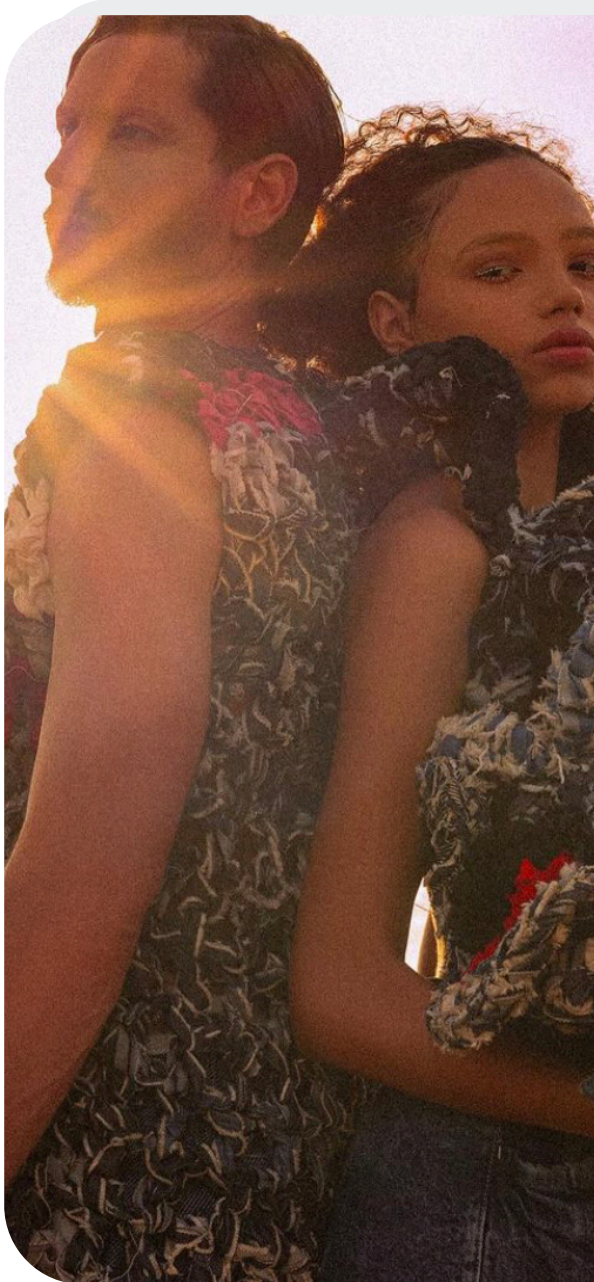
masha popova 6.jpg



casablanca men.webp

EARLY SIGN

FLOCK - CHENILLE YARN- VELVET FEEL - SOFT USED EFFECT



@denimdudes 18.png



KNWLS SS24 Harley Top Crease Red 2 2000x.jpg.webp



near chimica.jpg



SS26 DENIM ARTSCAPE

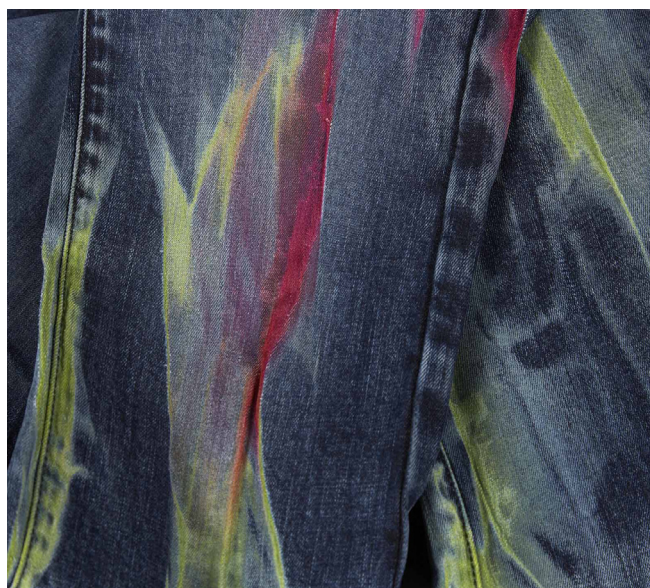
The SS26 denim trend, Artscape, embodies youth-driven self-expression, celebrating individuality and creativity. Inspired by a fusion of artistry and craft, this trend transforms denim into a canvas for personal storytelling. Bold brushstroke prints and painted effects lend a hand-crafted charm, while colorful washes infuse playful energy into classic silhouettes. Intricate all-over micro embroideries and vibrant patches add layers of texture and whimsy, reflecting the spirit of customization.

Extreme webbed fraying introduces a rebellious edge, evoking raw, unfinished creativity. Sculptural treatments push boundaries, redefining denim as a medium for avant-garde design. Each piece tells a story of spontaneity and imagination, offering wearers the freedom to explore their artistic identity. From DIY-inspired patchworks to the daring interplay of colors and textures, Artscape is a celebration of youthful creativity, designed to inspire bold, expressive fashion statements in Spring/Summer 2026.

ARTSCAPE TREND **COLOR BLEEDING**



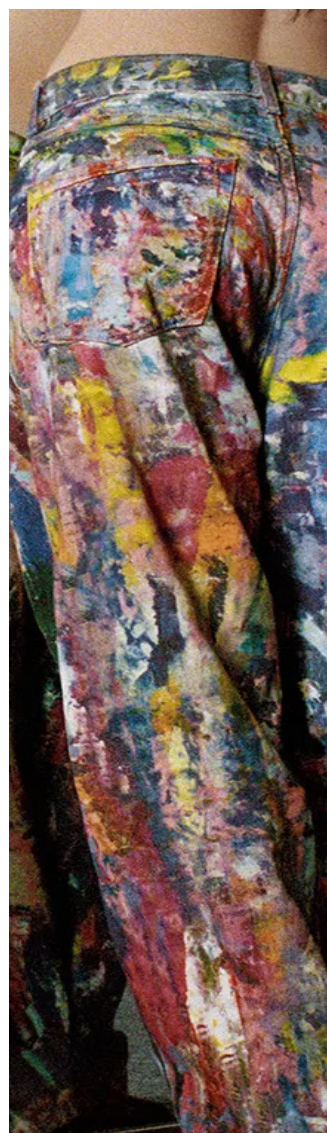
indigo textile.jpg



near chimica.jpg



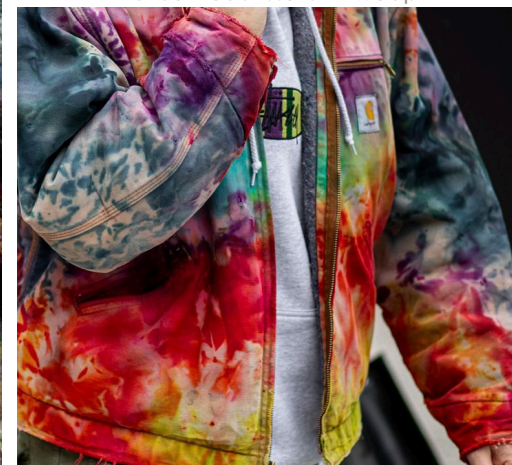
denim de l'ile.jpg



acne-studios-charli-xcx-webp



urban outfitters 12.webp



@shootingpeople 3.png

EARLY SIGN

RECYCLED PIGMENT DYES FROM FABRIC SCRATCHES - DECORATIVE WASHES - PRINTING

ARTSCAPE TREND GRADIENT DYE



jaded london6.jpg.webp



KNWLS SS24 Harley Top Crease Red Detail_2000x.jpg.webp



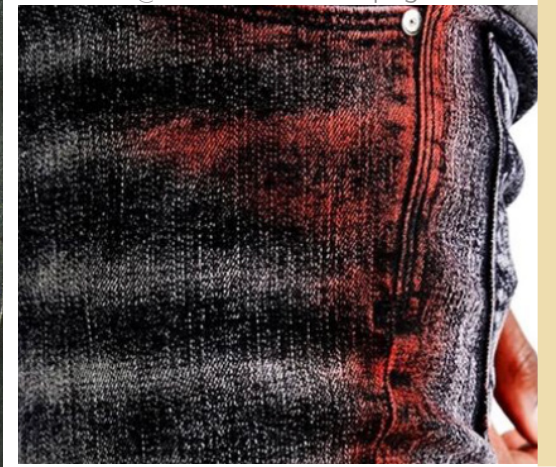
PDF 6.jpg



elie-saab5.jpg



@kseniaschnaider 7.png



rta1.png

STABLE TREND

COLOR SPRAY - WARP AND WEFT IN CONTRASTING COLORS - OVERDYE

ARTSCAPE TREND **WEBBED FRAYING**



MM6MaisonMargiela12.jpg



PPlein7.jpg



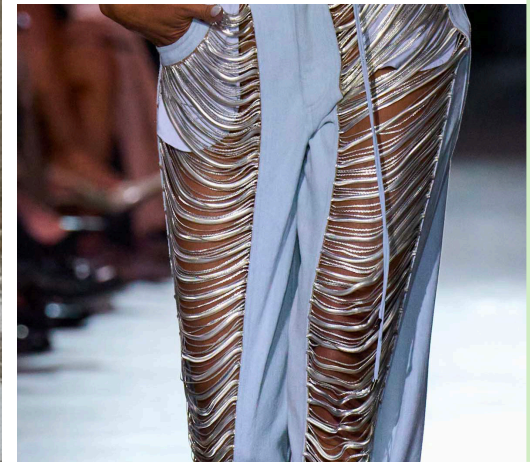
@diesel 10.png



@nofaithstudio 1.png



rickowens.avif



laquan-smith30.jpg

EDGY TREND

EXTREME FRAYED DENIM - SPECIAL WEFT YARNS - PLACED DÉVORÉ

ARTSCAPE TREND ALL-OVER MICRO EMBROIDERIES



@nahmias 4.png



glass.cypress.brown.woman.embroidered.jeans_23704729_55686141_800.jpg



farm rio.png



casablanca men2.jpeg



fiorucci61.jpg



Our legacy 5.png

STABLE TREND

QUIRKY MICRO EMBROIDERIES - ARTY COLLAB - PERSONALIZED



ARTSCAPE TREND SCULPTURAL EFFECTS



@diesel 14.png



@denimdudes 3.png



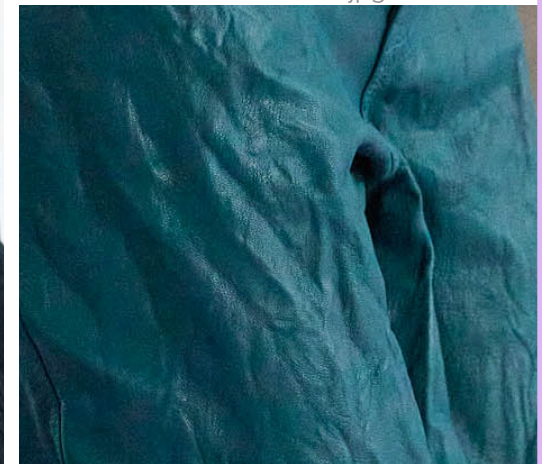
fabric sample.png



@acnestudios 5.png



duran-lantink11.jpg



burberry-055.jpg

EARLY SIGN

DENIM WOVEN WITH METALLIC YARNS

ARTSCAPE TREND ILLUSIONS



Bluemarble 37.jpg



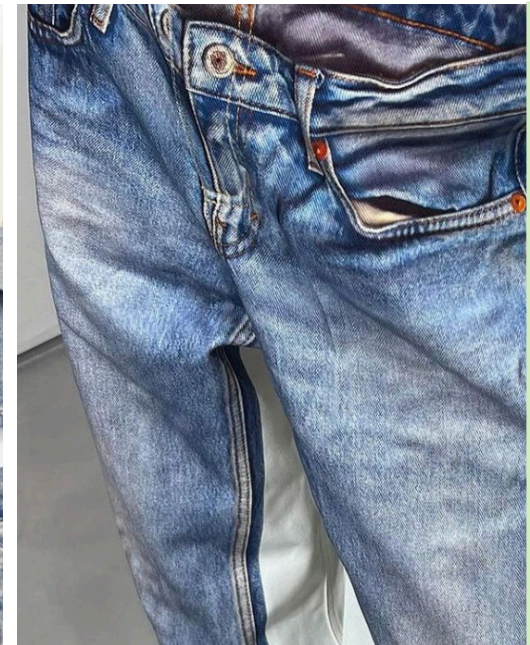
@shootingpeople 7.png



acnestudios7.jpg



ottolinger2.avif



@kseniaschnaider 8.png

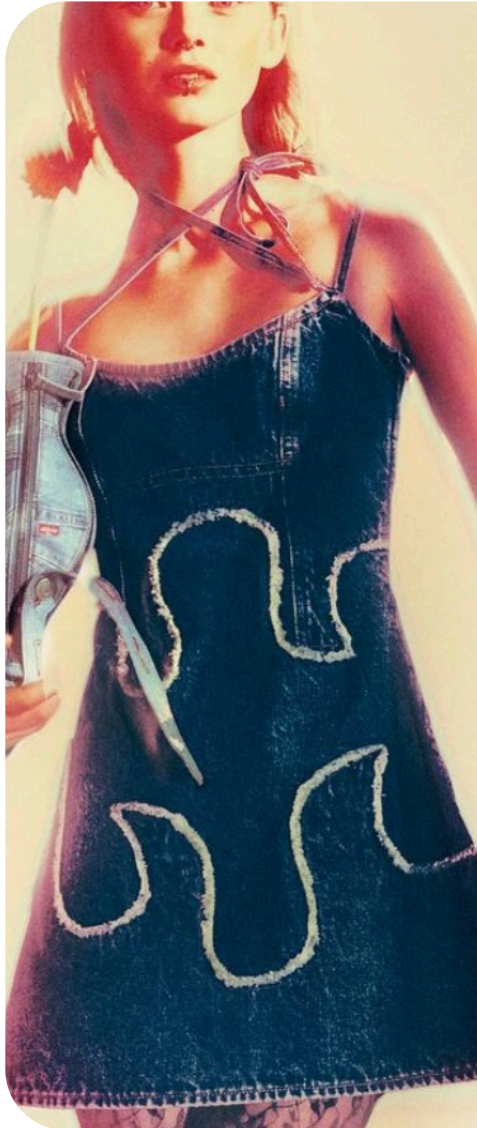


CAMPERLAB.avif

EDGY TREND

TACKING TECHNIQUE - PLACED PRINTS - LASER PRINT - COATINGS- TROMPE L'OEIL EFFECT

ARTSCAPE TREND **FRAYED PATCHES**



@denimdudes 11.png



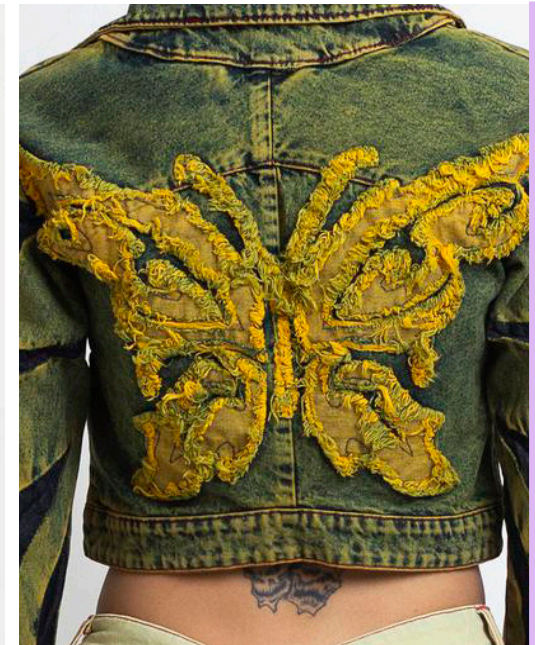
jaded london8.jpg.webp



y-project-evergreen-paris-best-jeans_25064892_55836700_800.jpg



Freepeople -10.webp



masha popova 3.jpg



anderson bell.avif

EARLY SIGN

FORECAST

DENIM

SPRING/SUMMER 2026

DENIM EMBELLISHED WITH LARGE-SCALE FRAYED DENIM PATCHES FOR LOGOS OR MOTIFS

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

THANK YOU!

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