



FORECAST
SPRING/SUMMER
2026
FABRICS
& MATERIALS



LIVETREND

SS26 MATERIALS INTRODUCTION



Milano Unica



@philosophyofficial _5.png



diesel-083.jpg



mango



FORECAST

Dreamy Sensibility.

Spring/Summer 2026 fabrics and materials embrace bold contrasts and tactile richness. Sustainability and Recycling stay at the center of designers' concerns looking for stylish, enduring materials. Microbiological fibers, biofabricated leather and fabric-to-fabric recycling solutions are emerging as important, fundamental and viable responses, along with efforts to reuse agricultural and pollution wastes. The biggest stable trend remains transparency, translating consumer desire toward more transparency and clarity but also unveiling intimacy and fragility, embracing the human being and his frailties. From synthetic to natural fibers, sheer effects are also enhanced by the big comeback of lace. The season also sees a return of maximalism, contrasting successive seasons of minimalism and lack of creativity and celebrating vibrant patterns and extravagant embellishments. Texture is key, encouraging interaction and adding dimensional depth with new constructions, thermofixed volumes and rugged Imperfections, bringing authenticity, blending rough edges with artisanal charm.

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TREND **TRANSPARENCY**



The Garment3 Kopie.jpg



@johan_pertl.jpg



@marcokd4.png

AIRSPUN ALLURE

For Spring/Summer 2026, the concept of Transparency redefines lightweight protection and ethereal allure. At its core, this trend emphasizes ultra-light materials that create a barely-there feel, allowing the body to feel both protected and exposed in equal measure. Super lightweight nylon offers utopian coverage, its feather-like quality forming a thin yet effective barrier against the elements while adding an airy, futuristic touch. Layered sheers, in both clothing and accessories, invite an artistic play of opacity and dimension, crafting a blurred, dreamlike aesthetic that blurs the lines between reality and fantasy.

Perforated knits bring a functional edge to the trend, combining breathability with chic sophistication-ideal for high-performance, active looks that retain an air of elegance. Tulle enters as the more eccentric choice, adding volume and whimsical texture, playing on the see-through quality with exaggerated shapes that enhance the wearer's silhouette. Lastly, sheer sequins lend a "mermaid shimmer" effect, conjuring images of utopian underwater worlds, where the skin glistens with a subtle, otherworldly sparkle. Together, these materials create a trend that embodies lightness, fluidity, and the allure of transparency, projecting a vision of clothing that feels ephemeral yet undeniably captivating.

TREND TRANSPARENCY **FLOWY CHIFFON**



Stella-Mccartney.jpg



Ann-Demeulemeester.webp



Genny.jpg



Chanel.webp



Fendi.jpg



16arlington.webp

TENDER TRANSPARENCY - HYPERLIGHT WEIGHT - FLOWLY SILKS

TREND TRANSPARENCY **SUPER LIGHTWEIGHT NYLONS**



del-core-131.jpg



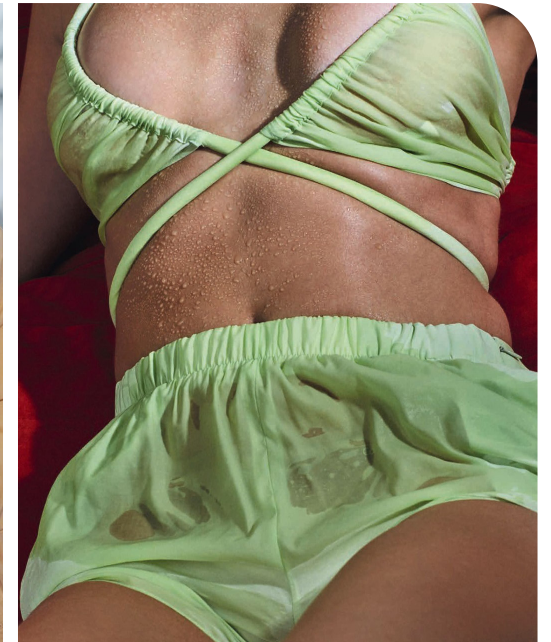
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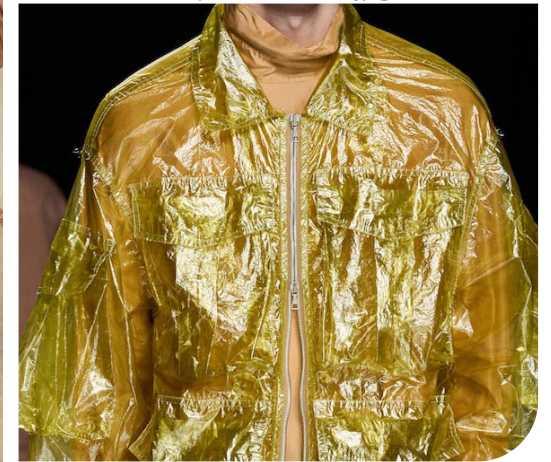
del core 65.jpg



lacoste 6.jpg



emporio armani.jpg



Dries van Noten 46.jpg

UTOPIAN SPORTSWEAR - AIRY VOLUMES - WINDPROOF - PERFORMING TEXTILES

TREND TRANSPARENCY **LAYERED SHEERS**



jason wu-10.jpg



Sportmax-SS-2025-Runway-The-Impression-022.jpg



saerom yuun.png



Qasimi 5.jpg



del-core-clp-s25-011.jpg



Fendi 9.jpg

TENDER VISION - MUTED COLOR GRADIENTS - VISIBLY INVISIBLE ORGANDIS- BLURRY LAYERS

TREND TRANSPARENCY MESH KNITS



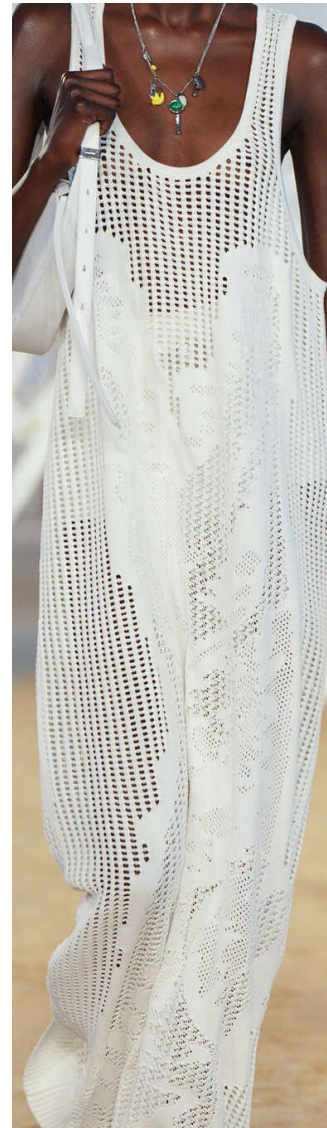
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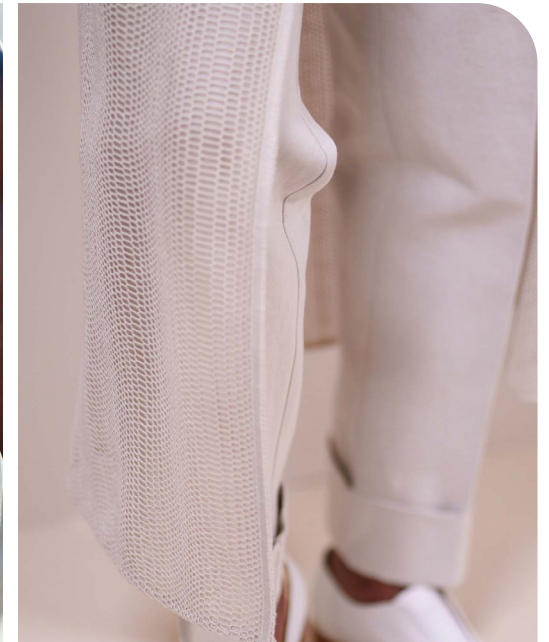
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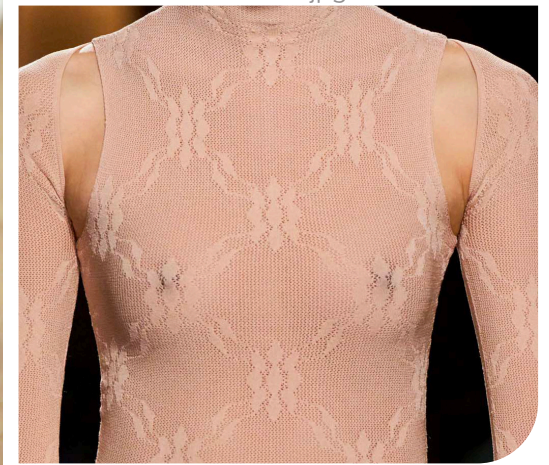
Burberry.jpg



Lacoste.jpg



akris-110.jpg



victoria-beckham8.jpg

BREATHABLE PERFORMANCE - ELEGANT ACTIVEWEAR - MICRO PATTERNS - CHIC LEISURE

TREND TRANSPARENCY **TULLE**



Chloe.webp



rocha-clp-s25-014.jpg



zara3.jpg



Ester Manas 5.jpg



Zara_25.jpg



rocha-clp-s25-024.jpg

ROMANTIC VOLUMES - ECCENTRIC ALLURE - COQUETTE TRANSPARENCY - STRUCTURED SHEERS

TREND TRANSPARENCY **SHEER SEQUINS**



David-Koma.webp



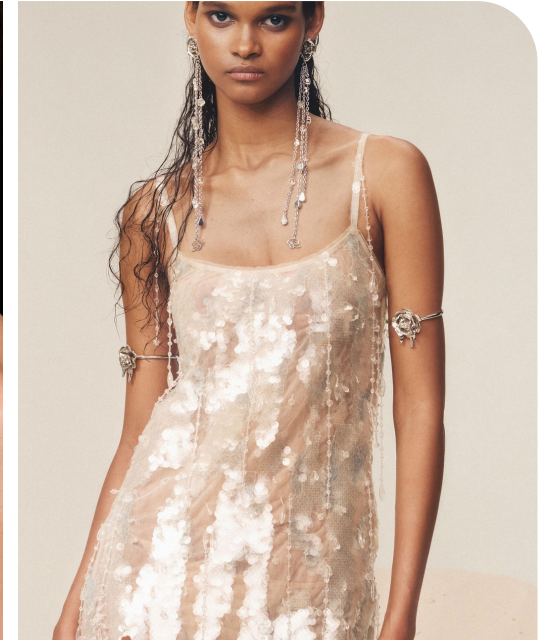
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pasqualetti-143.jpg



blumarine4.jpg



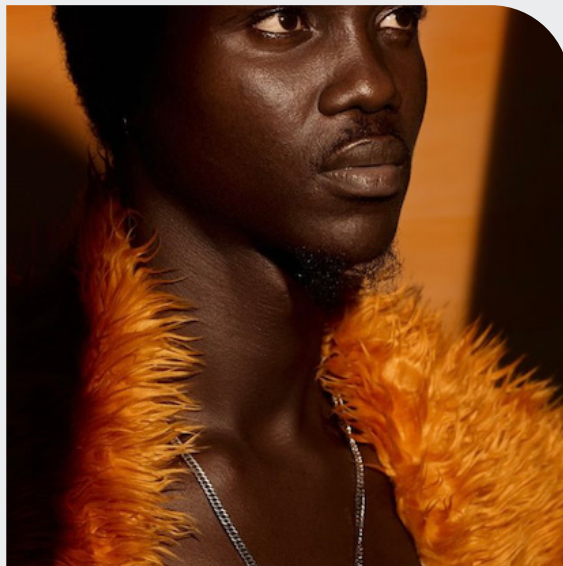
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UTOPIAN MERMAID - ILLUSIVE SHIMMER - MIRROR-LIKE SPARKLE - INVISIBLE MAGIC

TREND TACTILITY



Bottega Veneta_1.jpg



@eliteamsterdam1.png



Paris Design Week 12.HEIC

DREAMY TEXTURES

The Tactility trend for Spring/Summer 2026 materials, embraces a sensory-driven experience that redefines the relationship between fabric and form, celebrating touch and movement in fresh and imaginative ways. Key elements in this trend include long, sweeping fringes that introduce an artisanal yet fluid dynamic, lending garments a sense of handcrafted elegance and spirited motion. The use of irregular fringe yarns enhances the tactile appeal, offering a rustic texture that feels raw and earthy, balancing sophistication with a grounded, natural allure.

Adding a layer of opulence, summer furs are reimagined with a tender, plushy quality that introduces voluminous softness to the season. These materials are lightweight yet impactful, embodying a luxurious feel that invites interaction and evokes a sense of comfort. Feathers add to the ethereal atmosphere, conjuring images of mythical, dreamlike creatures. Whether as subtle accents or bold statements, these airy feathers evoke a sense of lightness and fantasy, inviting wearers into a world where touch and imagination intertwine. Together, these textures redefine tactile luxury for summer, creating a multidimensional, sensory landscape that invites both wearer and viewer to explore fashion through the lens of touch and texture.

TREND TACTILITY **LONG FRINGES**



16 arlington.webp



paris-m-str-s25-0805.jpg



Antonio Marras 17.jpg



diesel-bks-s25-059.jpg



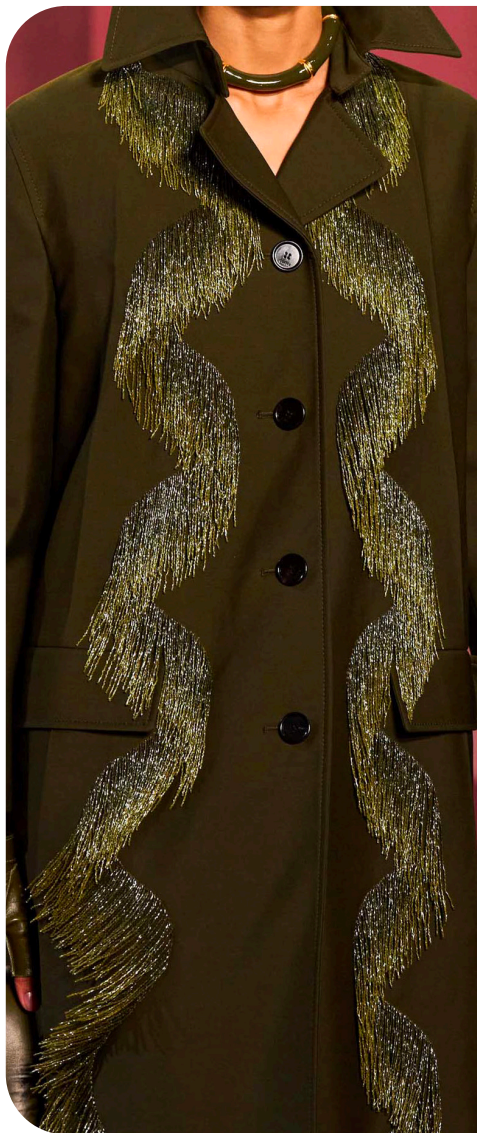
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@andreaityamah.jpg

DYNAMIC MOVEMENT - ETHNIC AND ARTISANAL FEEL - CRAFTY ELEMENT

TREND TACTILITY **FIL COUPÉ** & HAIRY FABRICS



gucci42.jpg



backstage2.png



Screenshot 2024-10-19 at 08.16.30.png



Lafayette_5.jpg



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HAIRY EFFECT - RUSTIC TEXTURE - RAW ALLURE - NATURAL FEEL - FIL FLOTTANTS - FIL COUPÉ

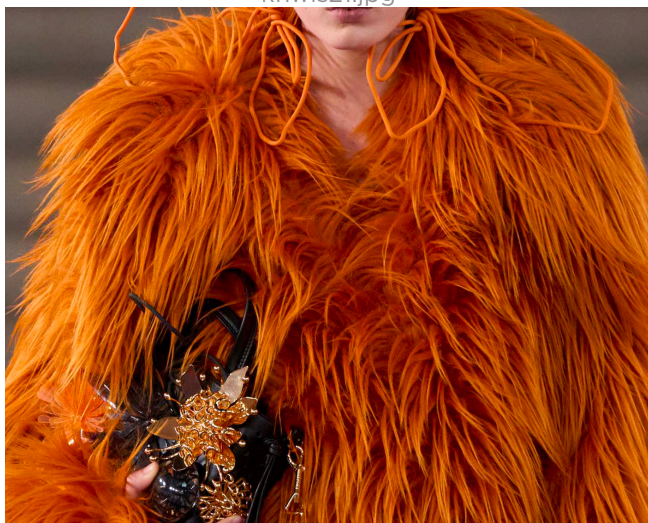
TREND TACTILITY **SUMMER FURS**



Dries van Noten 8.jpg



knwls21.jpg



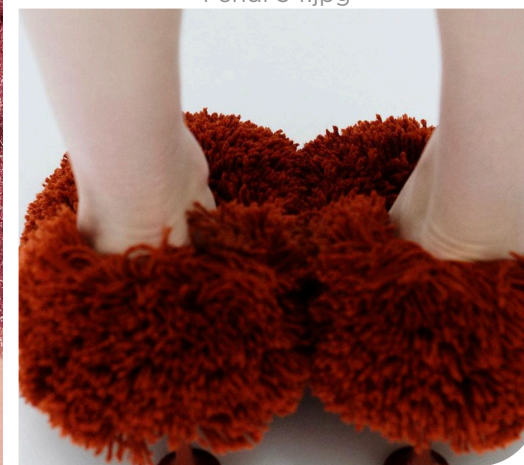
palomo-spain2.jpg



rocha16.jpg



Fendi 34.jpg



Maonamicud_1.png

PLUSHY HANDFEEL - HYPER SOFT - SUBTLE OR COCOONING VOLUMES

TREND TACTILITY **FEATHERS**



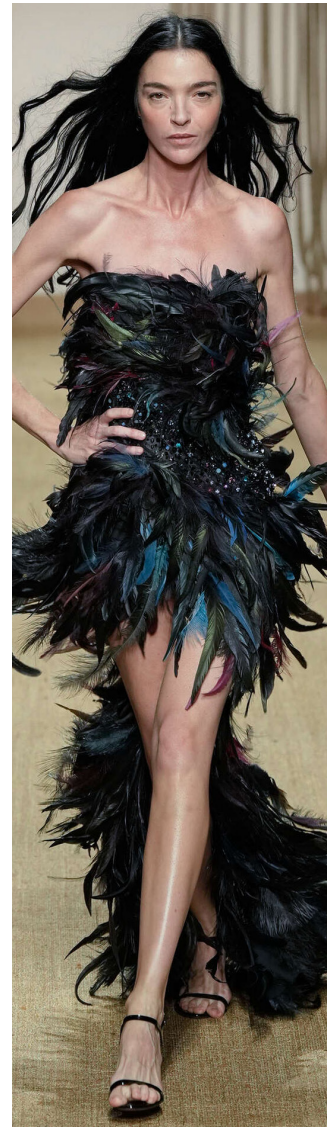
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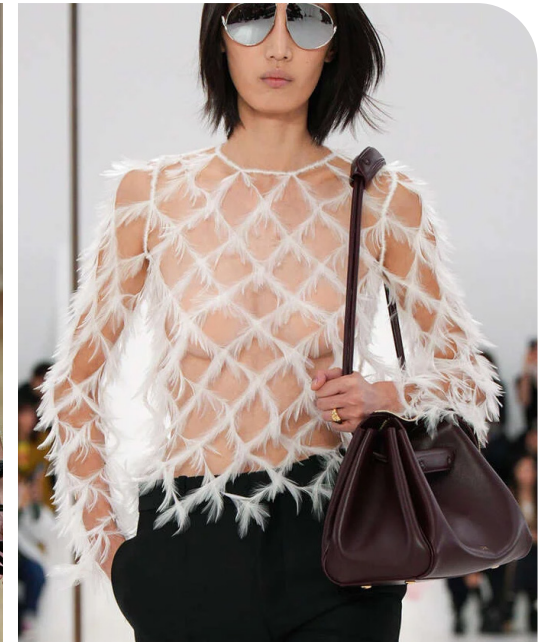
esber42.jpg



chanel35.jpg



Roberto-Cavalli.jpg



Loewe.webp



Loewe 29.jpg

EXPLORING WILDLIFE - DREAMY CREATURES - AVANT-GARDE APPEAL

TREND DIMENSION



alaia.webp



@mariustroy-10.png



Paris Desin Week_15.JPG

ADDING DEPTH

The Dimension material trend for Spring/Summer 2026 introduces an exploration of textures that redefine the sensory and structural possibilities of textiles. This trend emphasizes form and depth with materials designed to catch the light and create intrigue in every fold, line, and surface.

Plissé fabrics lead the way with clean, geometrically streamlined pleats, offering a modern, sculptural aesthetic.

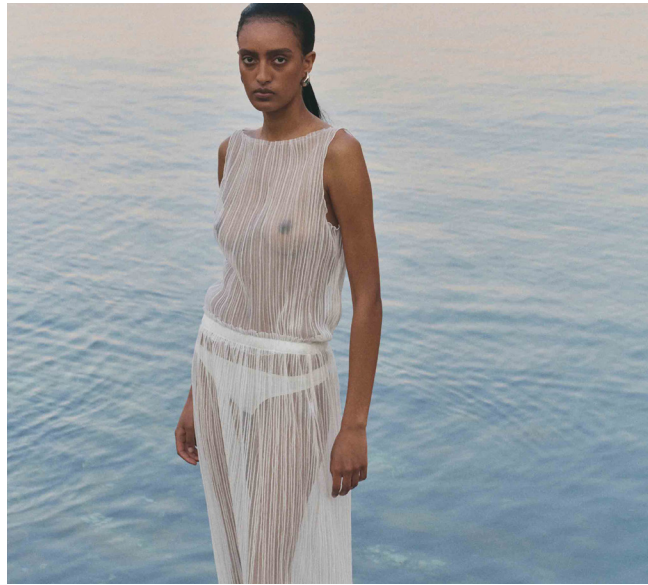
Complementing these are rib knits, which create a delicate linear texture that feels both understated and sophisticated. Embossed or printed croco leather adds a touch of refined edge with a subtle 3D effect. Meanwhile, crinkled fabrics embrace organic, imperfect surfaces that celebrate a “wabi-sabi” beauty, adding an earthy feel to the collection.

The trend also dives into the extreme, with hyper 3D fabric manipulations that push materials to their visual limits, delivering an almost architectural quality. Metallic yarns further enhance this sculptural dimension, catching the light for a striking, reflective effect. Finishing the look, wired hems create voluminous, floating silhouettes, adding a dynamic, airy movement. Together, these materials blend tactile allure and visual impact, creating a multi-dimensional fabric narrative for S/S 2026.

TREND DIMENSION **PLISSÉ**



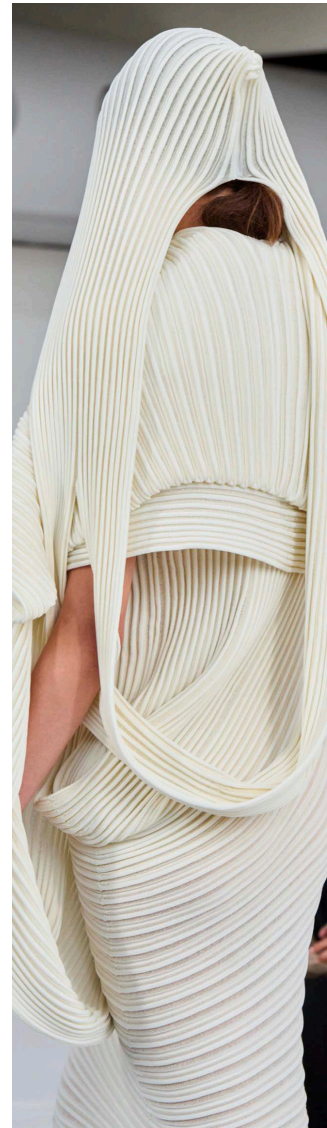
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miyake22.jpg



Victor Guerithault - KiteLab.jpg



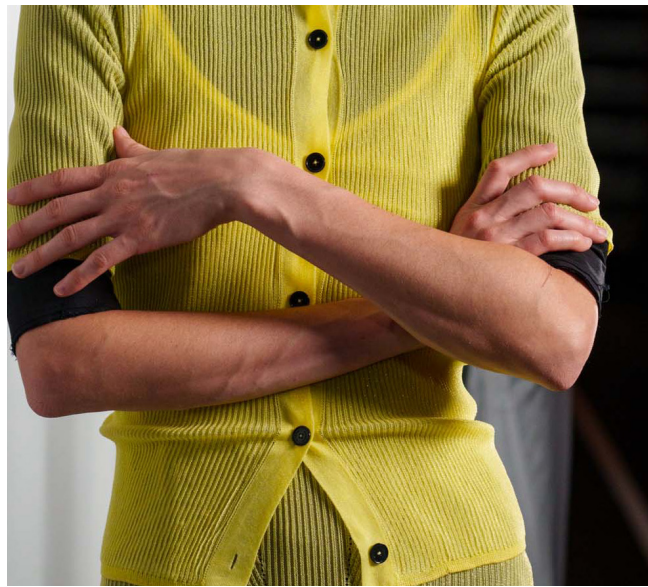
Miyake 12.jpg

ARTISANAL GEOMETRY - STREAMLINED SILHOUETTES - RYTHMIC PLISSÉ - MODERN MINIMAL

TREND DIMENSION **SOFT RIBS**



@vprojectmodels11.jpg



alainpaul-051.jpg



acne-058.jpg



sportmax.webp



bofred.webp



anyaholdstock2.png

TENDER LINES - ADDING DEPTH TO GAUZE KNITS - DELICATE FEEL - HYPERLIGHT YARNS

TREND DIMENSION **CRINKLED SURFACES**



Ferragamo 1.jpg



peter-do-071.jpg



Bottega Veneta.jpg



auralee 7.jpg



Hed Mayner 16.jpg



Ziggy Chen 9.jpg

LAYED-BACK ALLURE - CRISPY IMPERFECTIONS - METALLIC YARNS - THERMOFIXED PL MIX

TREND DIMENSION **EXTREME FABRIC MANIPULATIONS**



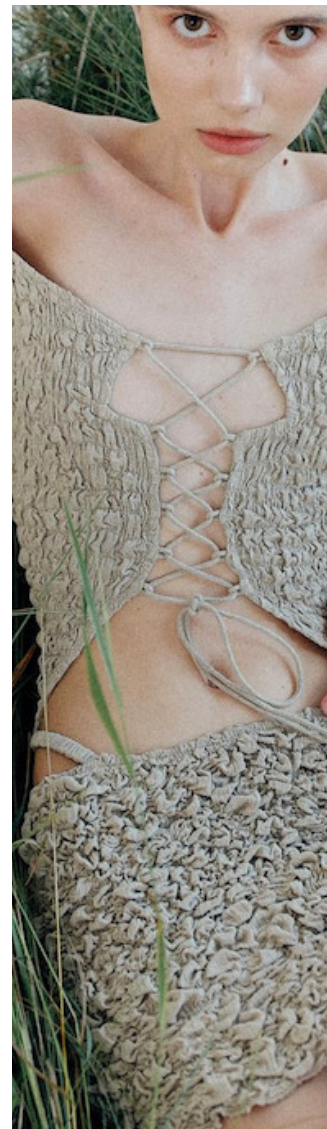
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tory-burch2.jpg



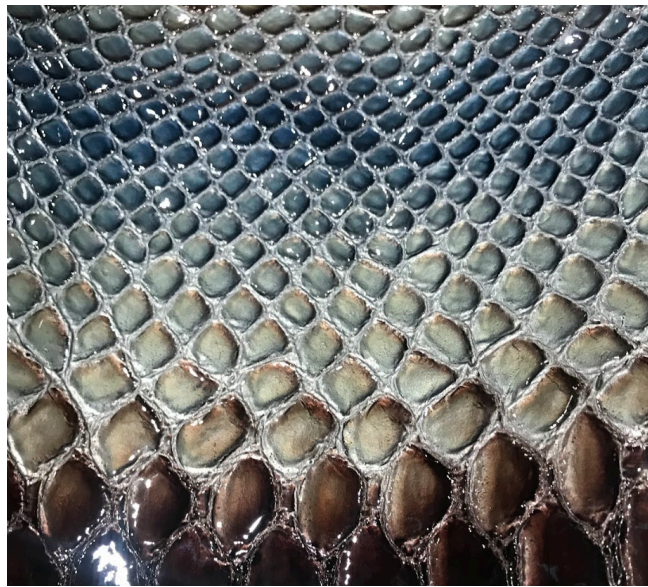
zara_lingerie_2.jpg

PLUCKERED TEXTURES - 3D EFFECT - ARTISTIC EMBROIDERIES - ELASTIC WEAVING - WASHED RESIN PRINTING

TREND DIMENSION **EMBOSSED & PRINTED LIZARDS**



Acne Studios 5.jpg



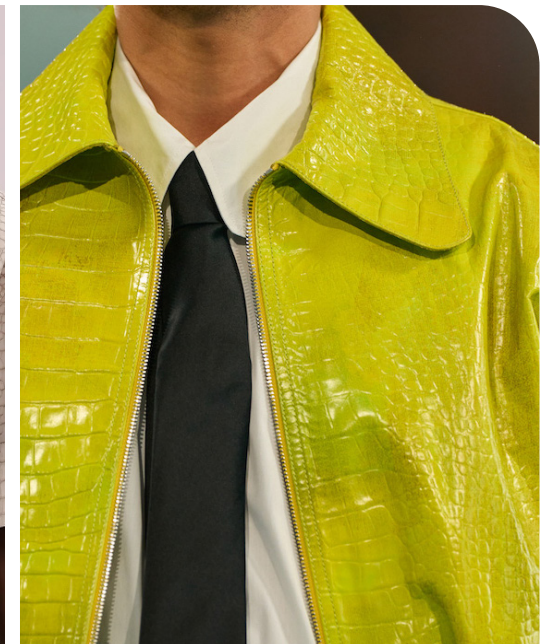
textile experiment



Situationist 5.jpg



fendi.webp



Paradis 2.jpg



Fendi 14.jpg

PRINTED COATINGS - CYLINDER ENGRAVINGS - ELEVATED ANIMAL - BIOMIMICRY JACQUARDS

TREND DIMENSION **METALLIC YARNS**



Emporio-Armani.jpg



Flavie Audi.jpg



Coperni_2.jpg



Dawei-Studio.jpg



Ottolinger.jpg



Screenshot 2024-10-19 at 08.16.14.png

ORGANIC STRUCTURES - KEEPING SHAPE - SCULPTURAL FABRIC QUALITY - CRUMPLED - SUBTLE METALLIC

TREND DIMENSION **WIRED HEMS**



Prada.webp



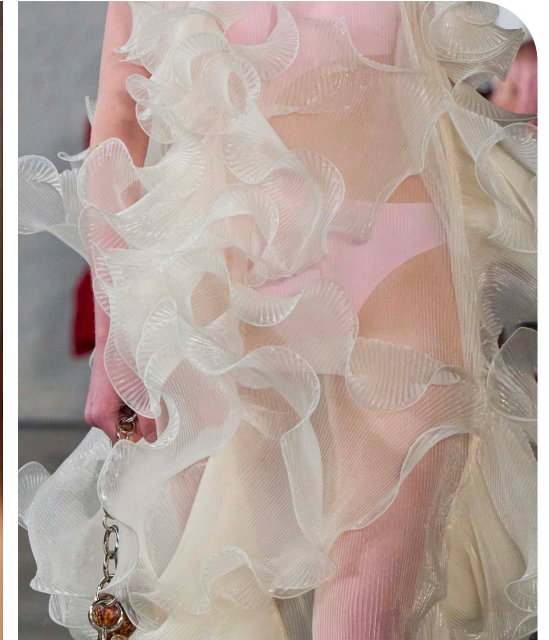
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del-core-064.jpg



pasqualetti10.jpg



vex lighting.jpeg

FRIVOLOUS ECCENTRICITY - DREAMY FORMS - FLOATING EFFECTS - SCULPTURAL NYLON WIRE

TREND **HIGH SHINE**



Martine Rose 3.jpg



@moomoosignatures.jpg



Simone Rocha 15.jpg

DIFFUSING LIGHT

The High Shine trend for Spring/Summer 2026 captivates with its radiant textures and intense luminosity, merging elements of opulence and futuristic glamour. Leading the way are placed crystal embellishments, evoking the elegance of chandeliers through intentional placements that add both a classic sparkle and contemporary boldness. Reflective glossy coatings create sleek, polished surfaces with an almost artificial, mirror-like sheen, ideal for structured garments that emphasize clean lines and a high-gloss appeal.

In softer applications, silk classics as satins add a luxurious, smooth luster, catching and diffusing light in a way that feels both fluid and intensely captivating. Similarly, iridescent organza contributes to the trend with a liquid, almost ethereal effect, enhancing its translucent shine. For a more structured look, metal knits and meshes bring a daring, armor-like effect, lending a “modern knight” aesthetic to High Shine pieces that embrace strength and sheen simultaneously.

Furthering the glow, all-over crystals creates a dazzling effect, perfect for evening wear. Finally, micro sequins introduce a subtle dance of light, creating a barely visible glimmer that feels understated yet mesmerizing, perfect for day-to-night transitions in this radiant material trend.

TREND HIGH SHINE **GLOSSY COATINGS**



chloe81.jpg



Loewe 36.jpg



Gucci 9.jpg



uma wang.webp



toryburch31.jpg



del-core-clp-s25-048.jpg

REFLECTIVE SHINE - SLEEK PATENTED LEATHERS - ARTIFICIAL LIQUID FEEL

TREND HIGH SHINE MICRO SHIMMERING



jw anderson_1.webp



loewe14.jpg



ralph-lauren35.jpg



ferragamo14.jpg



Federica Tosi.jpg



Philipp-Plein2.jpg

LIQUID LUSTER - TRANSPARENT MINI PAILLETES - ALL OVER SEQUIN EMBROIDED

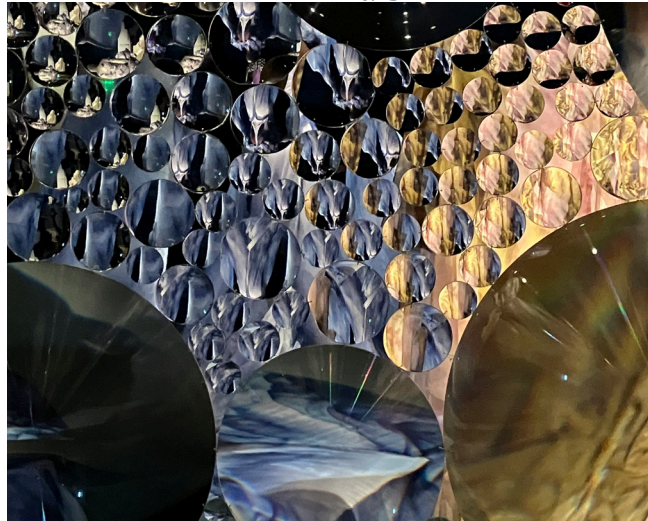
TREND HIGH SHINE **ALL-OVER STRASS**



roberto-cavalli94.jpg



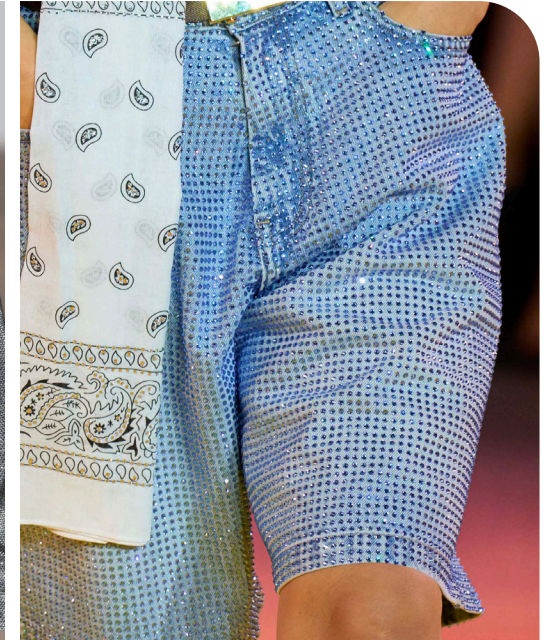
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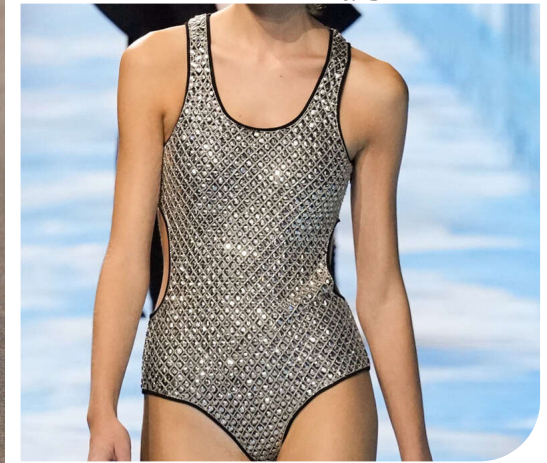
Livetrend.JPG



Stella-Mccartney.jpg



casablanca113.jpg



Dior.jpg

MICRO STRASS - CRYSTAL FOILS - EMBELLISHED CASUAL AND TAILORED MATERIALS

TREND HIGH SHINE **PLACED CRYSTAL EMBELLISHMENTS**



stella-mccartney5.jpg



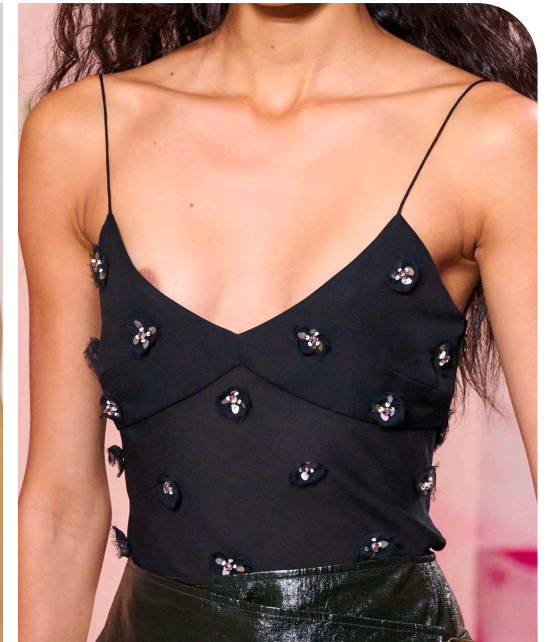
Fendi 3.jpg



Marco Rambaldi 10.jpg



fendi6.jpg



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JEWEL EMBROIDERIES - CHANDELIER EFFECT - SHIMMERING ADDED VALUE

TREND HIGH SHINE **SILKY CLASSICS**



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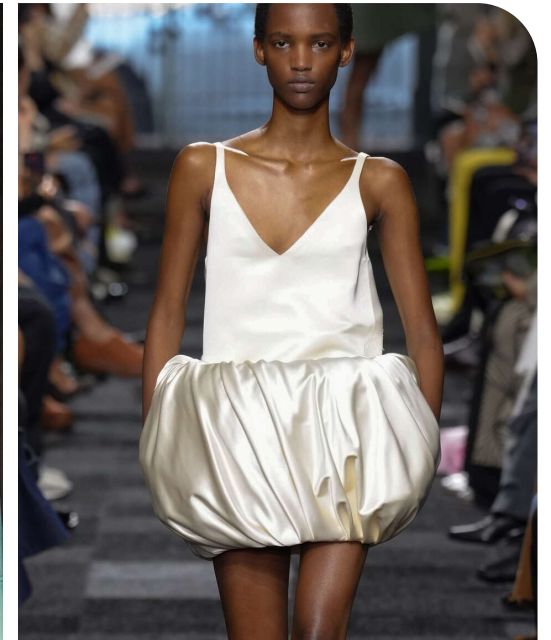
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@myiasylvia.jpg



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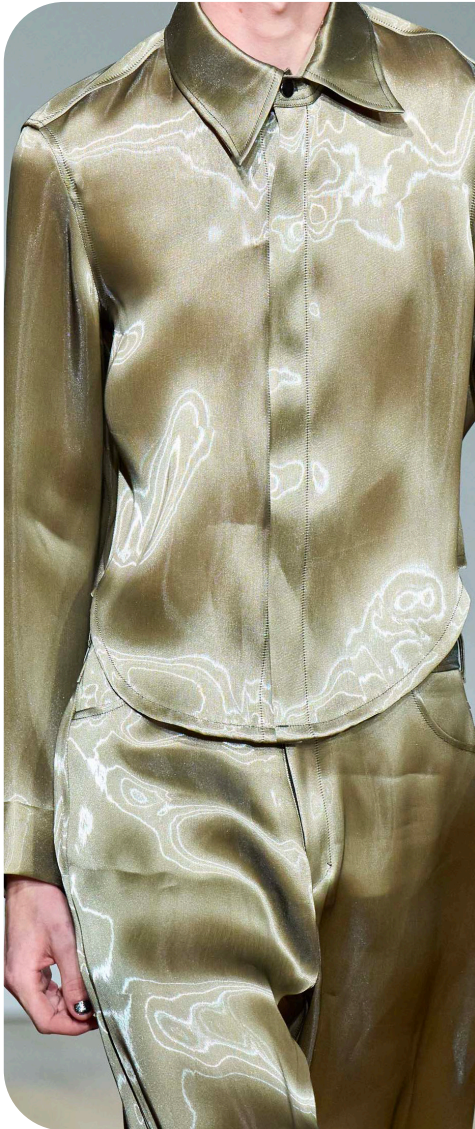
Jw-Anderson.jpg



Martine Rose 23.jpg

SATINS - MIKADO - DUCHESSE - DREAMY SILKIES - LUMINOUS LUSTER - COUTURE CLASSICS

TREND HIGH SHINE **IRIDESCENT ORGANDY**



untitled&co1.jpg



laquan-smith10.jpg



Bluemarble 30.jpg



zimmermann18_1.jpg



Vuitton 41.jpg



miyake10.jpg

LIQUID EFFECT - MOIRÉ - LIGHT REFLECTIONS - SHINY GLOSSY LOOK

TREND HIGH SHINE METAL MESH



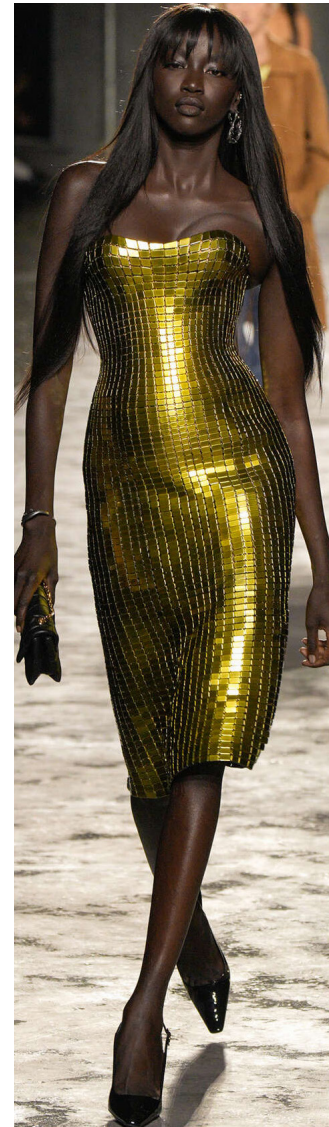
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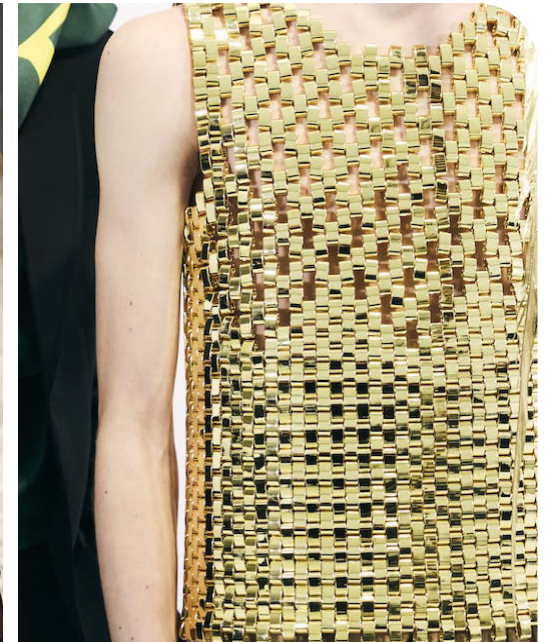
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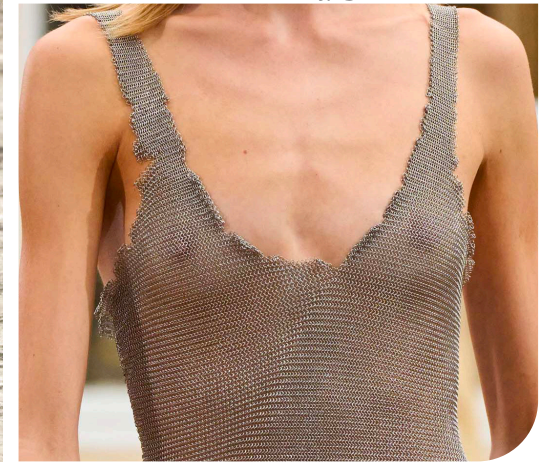
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Versace2 copy.jpg



Loewe 40.jpg



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MODERN KNIGHT - STAND-OUT CRAFTSMANSHIP - HEAVYWEIGHT SHEERS - DURABLE METALS

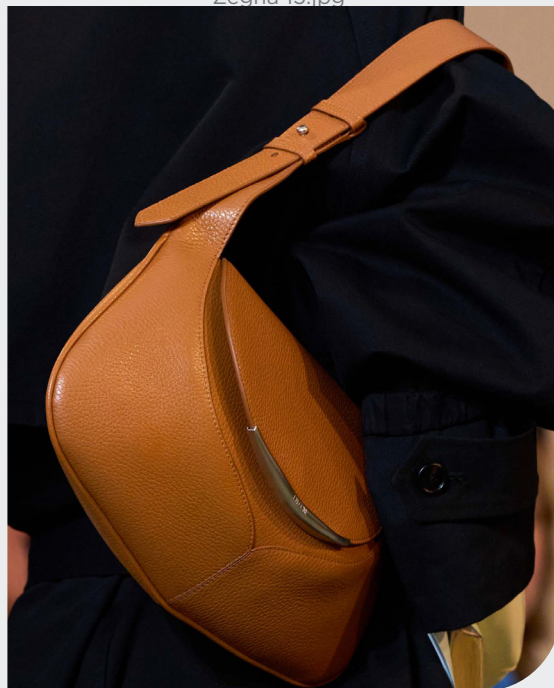
TREND RESILIENCE



Rachel Comey.jpg



Zegna 15.jpg



del-core 36.jpg

UNDERSTATED CHIC

The Resilience material trend for Spring/Summer 2026 emphasizes durability and adaptability while maintaining a refined aesthetic. This trend celebrates materials that withstand time and wear, balancing ruggedness with sophistication. At the heart of this trend is dry suede, offering a natural, soft touch that brings warmth and comfort without compromising resilience. Complementing this material is matte nappa leather, chosen for its modernist appeal. A sleek, understated leather that brings a contemporary edge and an effortlessly luxurious feel.

To enhance durability, waxed treatments are applied across various materials, offering a protective finish that not only reinforces but also adds a natural water-repellent dimension. Raw denim, celebrated for its structured form and historical roots, grounds the collection in textile heritage, giving a nod to craftsmanship while embracing a fresh, crisp appearance. Tailoring fabrics bring a final element of timeless elegance to the Resilience trend, ensuring that the look remains polished and adaptable across diverse styling needs.

Overall, Resilience combines strength and sophistication, using textures and finishes that resonate with longevity and an understated luxury, setting a grounded, enduring tone for Spring/Summer 2026.

TREND RESILIENCE **DRY SUEDE**



TIBI.webp



Simonetta-Ravizza.jpg



Niloufar Gallery.png



Marni.jpeg



Feng Chen Wang 7.jpg



JW Anderson 17.jpg

MATTE APPEAL - ABRADED LEATHERS - PEACH SKIN - VELVETY SURFACES

TREND RESILIENCE **LEATHER & FAKE**



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jw anderson.webp



gimmi magazine.jpeg



hermes.webp



Prada 46.jpg



System 19.jpg

HYPER SOFT LEATHERS - PLANT BASED - MYCELLIUM - BIOFABRICATED

TREND RESILIENCE **WAXED TREATMENTS**



acne-59.jpg



Dries van Noten 42.jpg



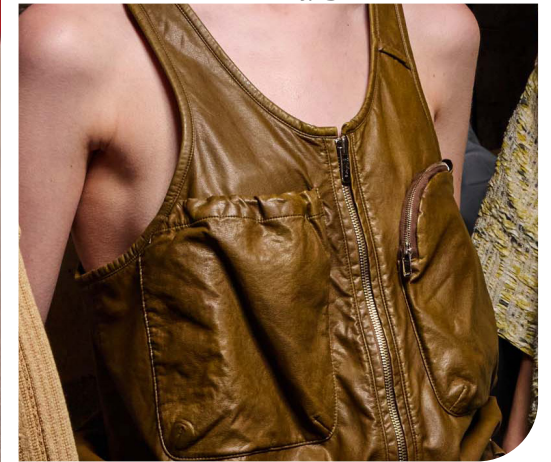
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-stella-mccartney-.webp



LGN 12.jpg



time-070.jpg

WATER REPELLENT - OILED LEATHERS - DURABILITY - MATTE OR SUBTLE GLOSS

TREND RESILIENCE **RAW DENIMS**



Simone Rocha.jpg



Sportmax_1.webp



acne.jpeg



16arlington.jpg



toga28.jpg



mdf retail.jpeg

HEAVY RAW DENIM - SARTORIAL ALLURE - TEXTILE HERITAGE - JAPANESE DENIM DESIGN

TREND RESILIENCE **TAILORED**



System 4.jpg



The Greatest Magazine .jpg



stella-mccartney-119.jpg



esber-103.jpg



Dries van Noten 37.jpg



@stagnistudio.jpg

TIMELESS ELEGANCE - GABARDINE - PINSTripES - POWERFUL BASICS - GENDERLESS BLENDS

TREND HOMESPUN



zimmermann.webp



Dior 58.jpg



acne-s25-055.jpg

CRAFTED CHARM

The Homespun trend for Spring/Summer 2026 combines artisanal nostalgia with a contemporary touch, creating materials that celebrates handcraft in rustic, refined ways. At the forefront is raffia, lending a structured, organic feel that brings rustic, sculptural integrity to pieces. Raffia in woven forms is infusing each look with an earthy, grounded charm.

Crochet plays a prominent role as well, reimagined to add sculptural volume and movement, moving crochet away from simple past forms into expressive new dimensions. This technique allows for intricate layering and eye-catching textures, emphasizing artisanal detail and form.

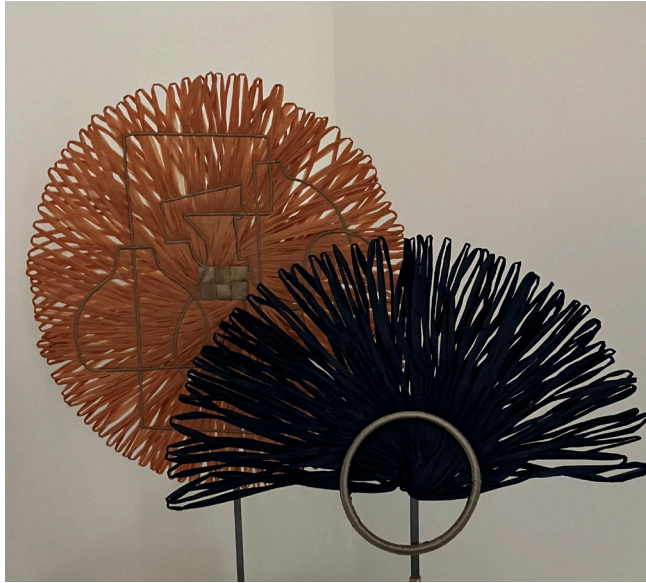
A sense of bucolic nostalgia emerges through openwork fabrics, which evoke pastoral daydreams reminiscent of countryside life. These openwork designs offer glimpses of the skin, while preserving a whimsical, lighthearted cottage aesthetic that feels both vintage and fresh.

Adding a sensual, intimate element is second-skin lace that sits close to the body, providing a delicate, barely-there layer. This lace brings ethereal softness to the trend, highlighting a balance between revealing and concealing. Together, these elements create a harmonious blend of craftsmanship and sensuality, perfect for the warmth and ease of summer.

TREND HOMESPUN **RAFFIA**



Antonio Marras 10.jpg



Livetrend_1.JPG



Dolce & Gabbana30.jpg



roberto cavalli88.jpg



Wooyoungmi_32.jpg



Zegna 32.jpg

NATURAL RAW MATERIAL - RUSTIC ARTISANAL - FROM STRUCTURED TO SOFT EFFECTS

TREND HOMESPUN **SCULPTURAL CROCHET**



acne studios2.webp



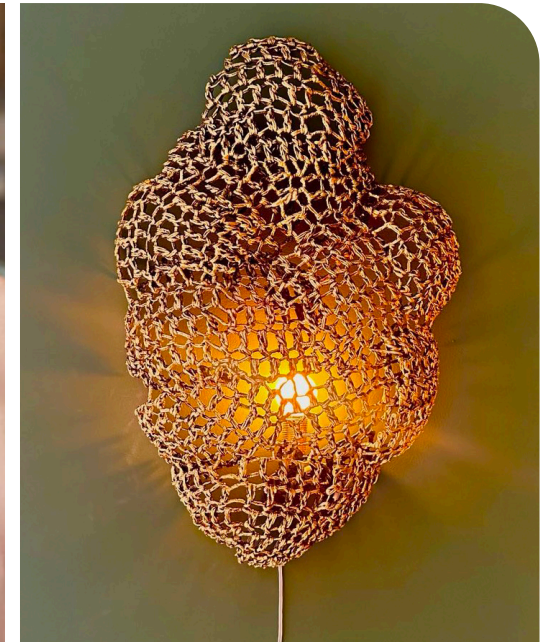
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zimmermann-100.jpg



Wooyoungmi_7.jpg



Allegra Hicks.jpg



ralph-lauren-094.jpg

MACRAMÉ - HIGH CRAFT - SCULPTURAL KNITTING - THICK EMBROIDERIES

TREND HOMESPUN **NOSTALGIC LACES**



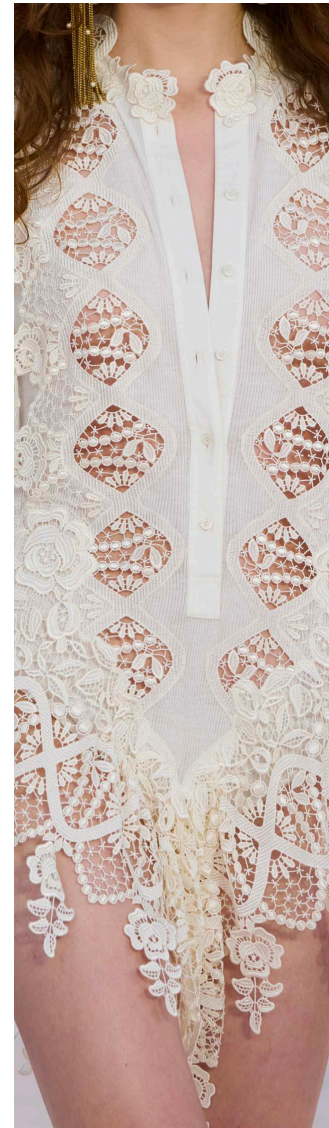
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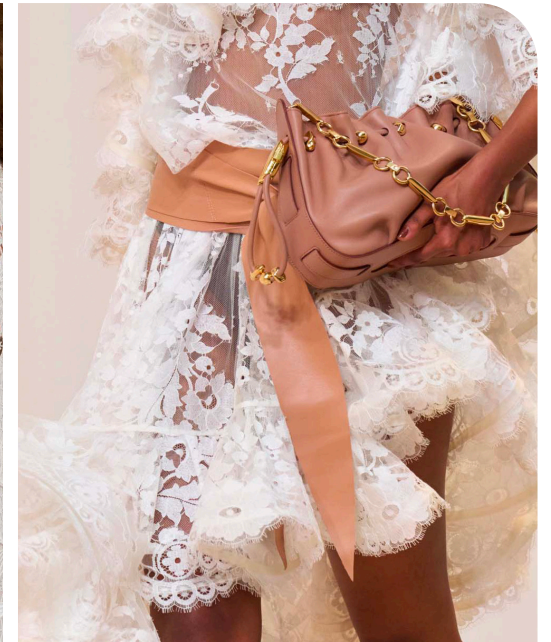
Phillip-Lim.jpg



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chloe58.jpg



zimmermann18.jpg



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BUCOLIC COTTAGE VIBE - DOILY - RETRO EMBROIDERIES - ADD-ON FEMININITY - BOBBIN LACE

TREND HOMESPUN **GUIPURE**



aniye-records-067.jpg



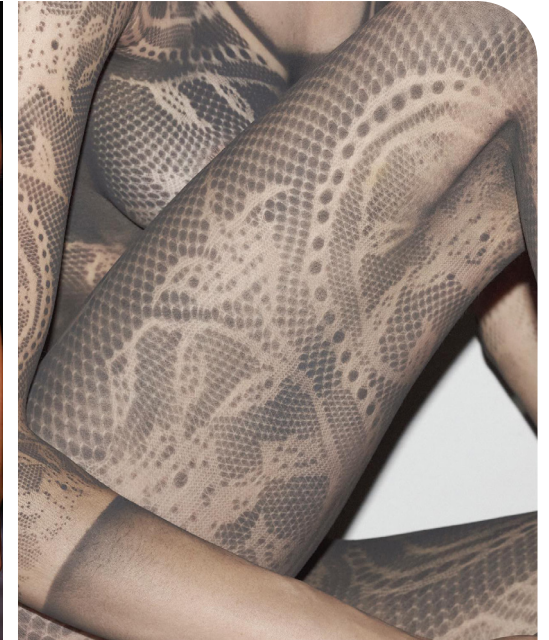
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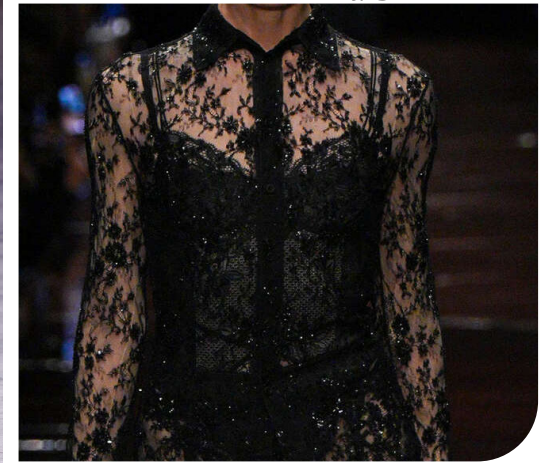
luis-de-javier-037.jpg



Nina Ricci.jpg



Marxel Montero.jpg



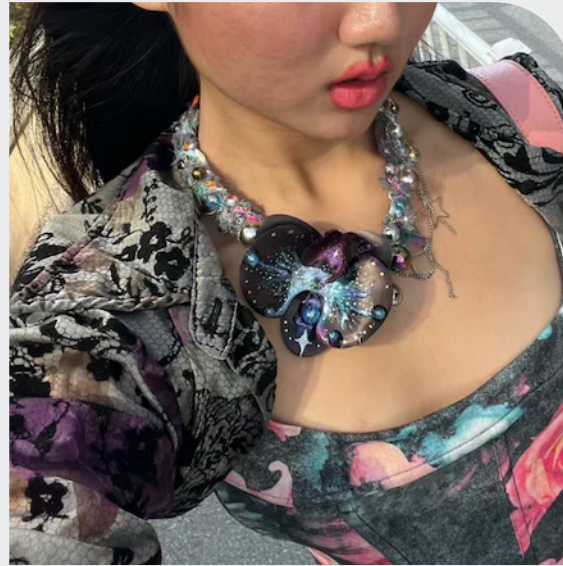
Balenciaga.jpg

SEDUCTIVE NYLONS - LINGERIE INSPIRED - SECOND SKIN - STRETCH LACE

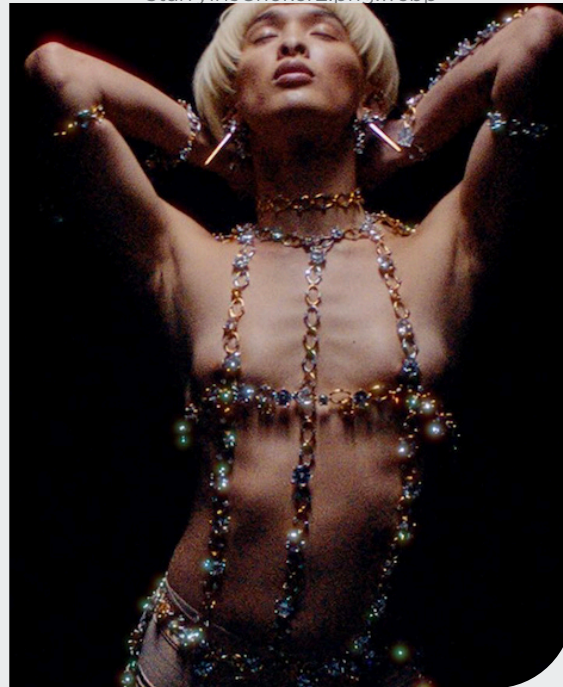
TREND MAXIMALISM



@hanakatoba.jpeg



StarryIrisChoker2.png.webp



@panconesi9.png

NEW OPULENCE

For Spring/Summer 2026, Maximalism in materials emphasizes rich textures, layered embellishments, and grandiose finishes that turn everyday fashion into wearable art. This trend is defined by luxurious jacquards with designs that echo mythical, nature-inspired motifs, adding an elegant, biomimetic quality. These jacquards are rich in intricate details, channeling inspiration from mythical gardens and dreamlike landscapes to enhance their ethereal allure.

Monochrome 3D florals offer another unique twist, creating textured surfaces that evoke scenes of lush, blooming gardens captured in soft, singular tones. This approach offers a dreamy, understated sophistication that remains bold through form rather than color. Similarly, 3D lace receives an avant-garde upgrade, blending classic romance with a structural modernity that reshapes lacework into sculptural forms with dimensional layering.

Adding a touch of hand-crafted opulence, bead embellishments bring a bold, artisanal flair to the Maximalist aesthetic. These beads range from refined micro-beads to larger, gem-like pieces, creating an eye-catching texture that speaks to the artisanal skill involved. Altogether, this Maximalist trend for Spring/Summer 2026 transforms materials into showcases of reativity and craftsmanship and exuberant design, capturing both nature's essence and mythical grandeur with an opulent touch.

TREND MAXIMALISM **DAMASK**



Dries Van Noten 47.jpg



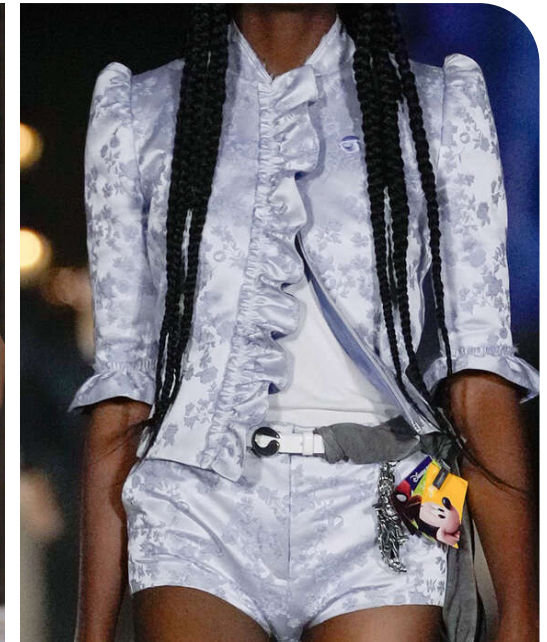
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pinterest 2.jpeg



Jil Sander.jpg



Coperni.jpg



sandy-liang20.jpg

RETRO INTERIORS - GRANDMACORE - LIGHT-DARK PATTERNS - BARELY THERE FLORALS

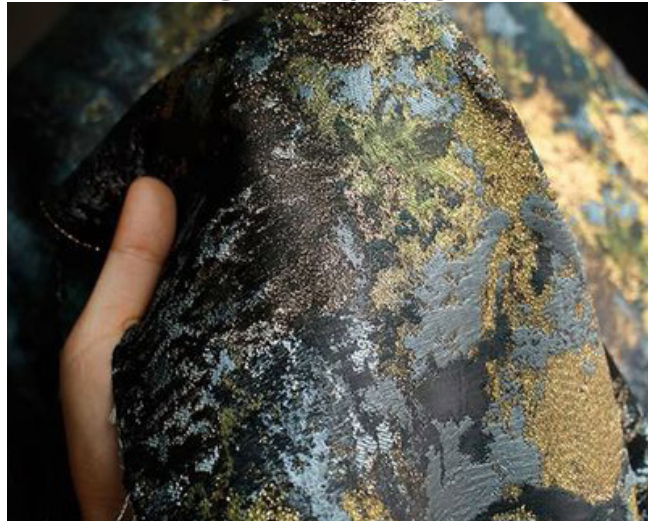
TREND MAXIMALISM **FANCY JACQUARDS**



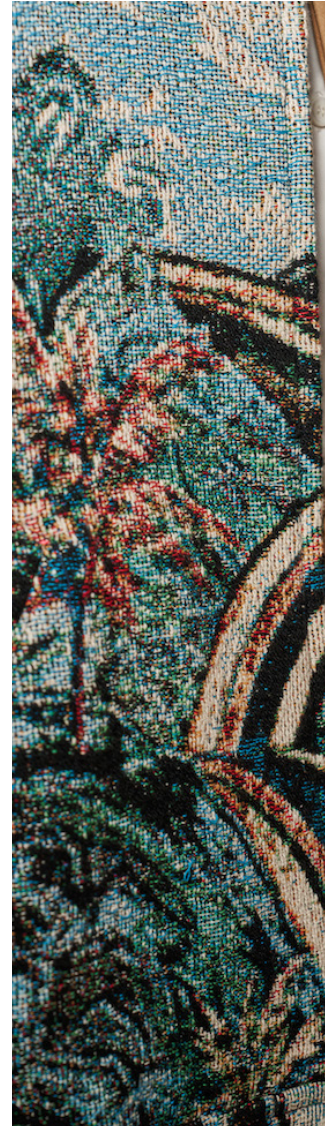
Chicco Mao 60.jpg



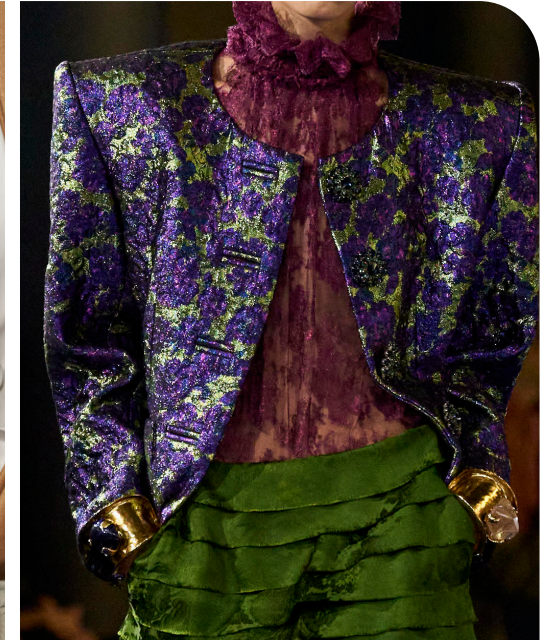
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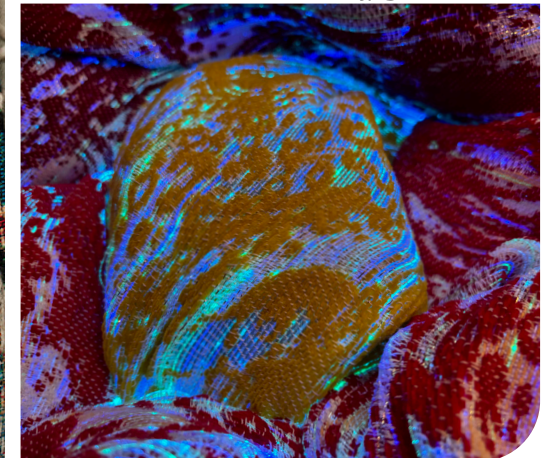
etsy.jpeg



Wooyoungmi_17.jpg



Saint Laurent 36.jpg



paris design week.jpg

IMMERSIVE BROCADE - LANDSCAPES - WOVEN GOBELIN - TAPESTRY - EIGHTIES MATELASSÉ

TREND MAXIMALISM **MONOCHROME 3D FLORALS**



Cecilie Bahnsen 25.jpg



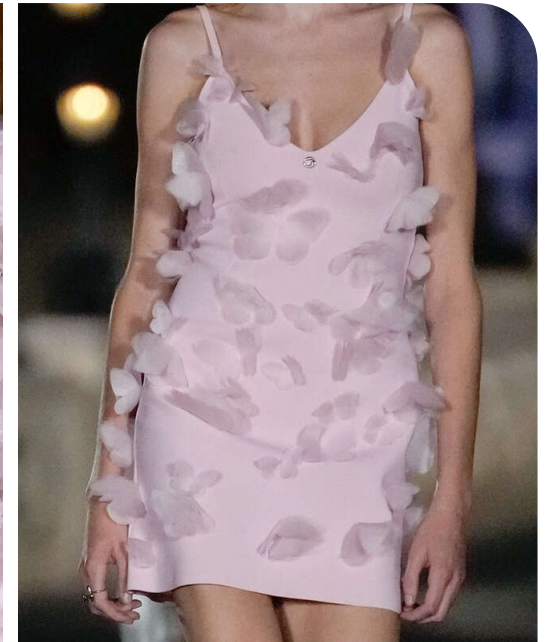
Giambattista-Valli.webp



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sandy-liang24.jpg



Coperni_1.jpg



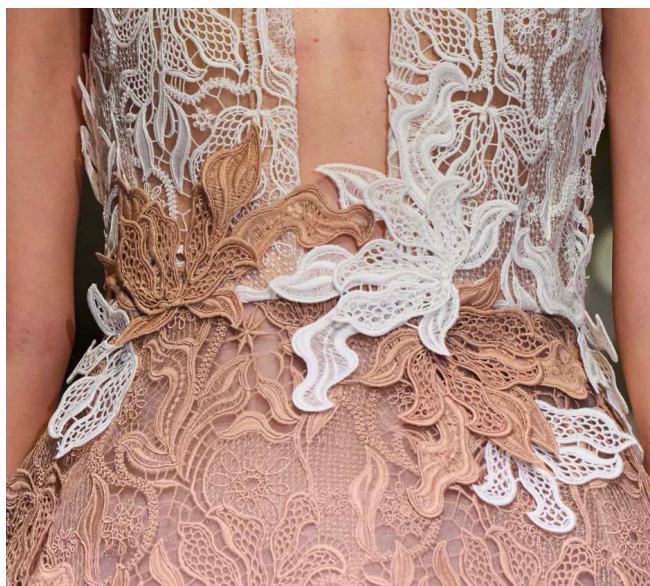
Simone Rocha.webp

SKILFUL EMBROIDERIES - HANDMADE - APPLIQUÉ - 3D FLOWERS AND PETALS

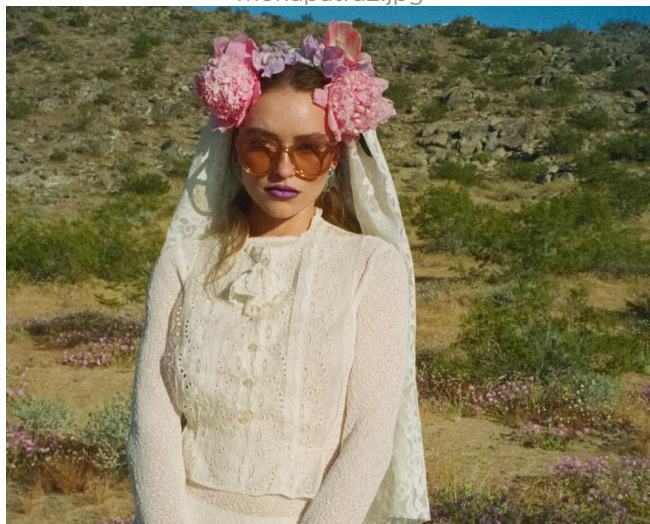
TREND MAXIMALISM **EMBROIDERED LACE**



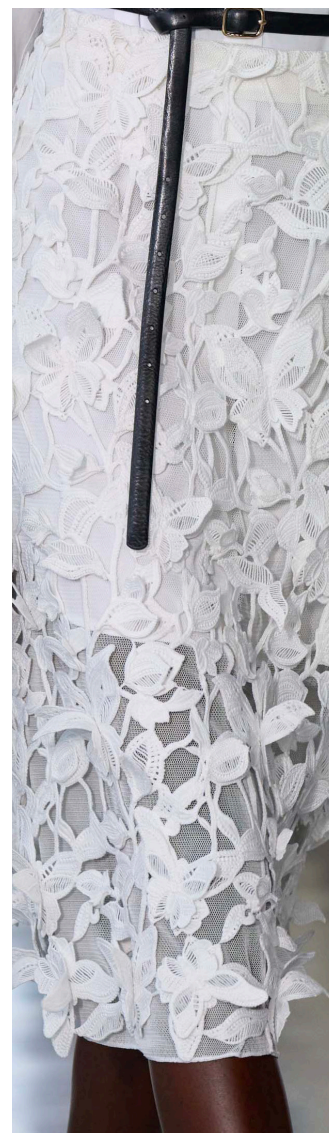
PhanDangHoang29.jpg



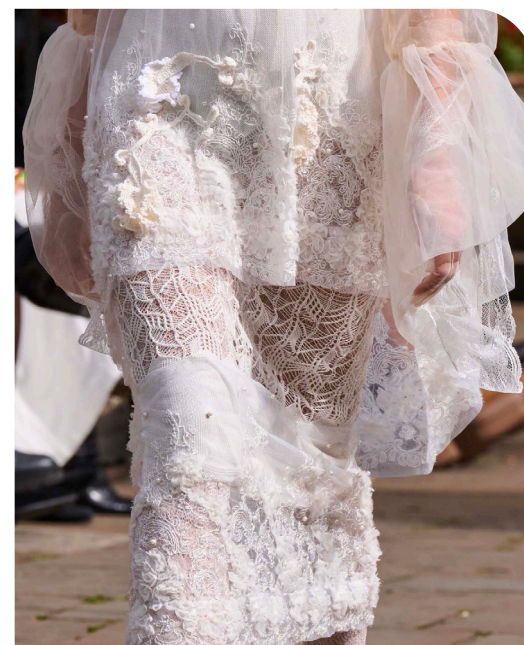
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@weddingmagazinerus.jpg



simkhai9.jpg



bora-aksu47.jpg



gucci-resort-2025-.webp

ELEGANT FLORAL UPGRADE - ROMANTIC ALLURE - SUBTLE ECCENTRICITY

TREND MAXIMALISM **BEAD EMBELLISHMENTS**



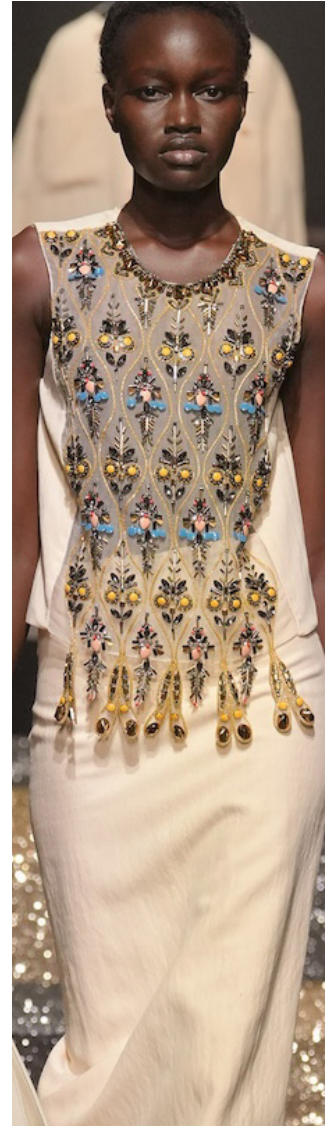
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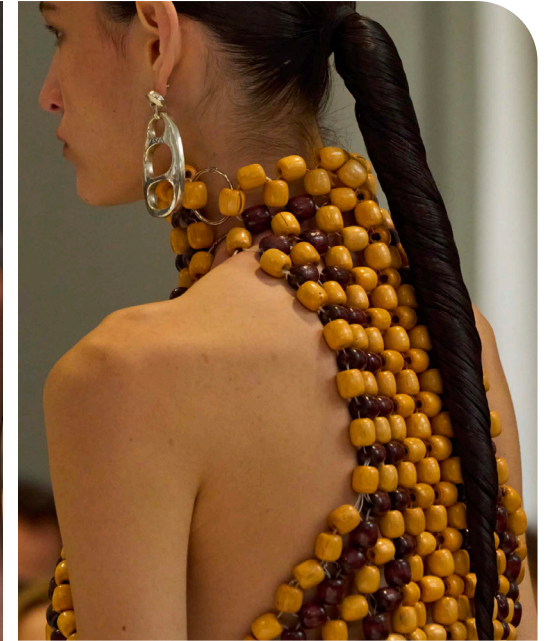
Feng Chen Wang 25.jpg



etro-clp-s25-034.jpg



Antonio Marras 8.jpg



duran lantink.jpg



zimmermann-172.jpg

ARTISANAL TOUCH - TRADITIONAL CRAFT - BOLD HERITAGE - HANDMADE SKILL

TREND **RUGGED**



Margiela17.jpg



@ourlegacy6.png



Vetements.jpg

IMPERFECT INTIMACY

The **RUGGED** material trend for Spring/Summer 2026 redefines texture and wear, bringing an artful, lived-in aesthetic to the forefront of fashion. Central to this trend are used and washed treatments that cultivate a worn, sun-faded appeal, reminiscent of items that have been well-loved and worn through seasons. These treatments add depth and authenticity, creating materials that feel approachable yet elevated.

A rebellious twist comes with distressed lace, giving a daring edge to traditionally delicate fabrics. This juxtaposition of fragility with roughness transforms lace into something unexpectedly bold—perfect for intimate wear that tells a story of resilience and elegance. The lace's frayed edges, worn-down details and upcycled effect embody the idea of beauty in imperfection.

Frays and unraveling threads contribute to a raw, web-like appearance across different textiles, showcasing a “beautifully distressed” look. These deliberate imperfections invite exploration of texture and pattern, as threads crisscross and create visual interest with a handcrafted, organic feel. **RUGGED** channels an earthy, tactile approach that feels simultaneously grounded and adventurous, perfect for a season where beauty is found in authenticity and rough, natural elegance.

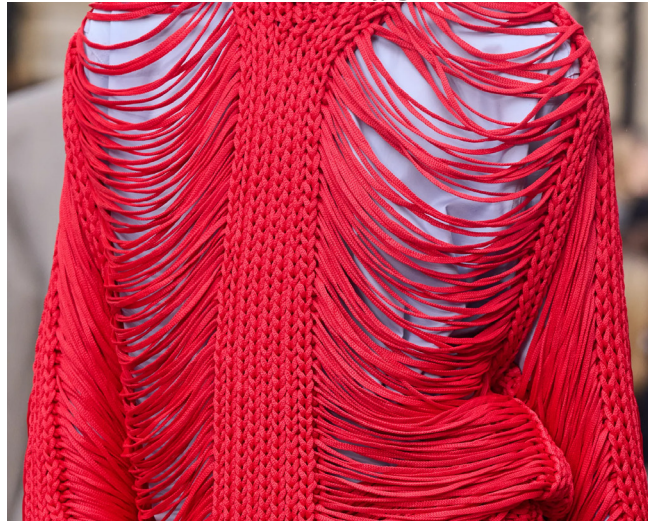
TREND RUGGED **FRAYED**



Mm6 Maison Margiela2.jpg



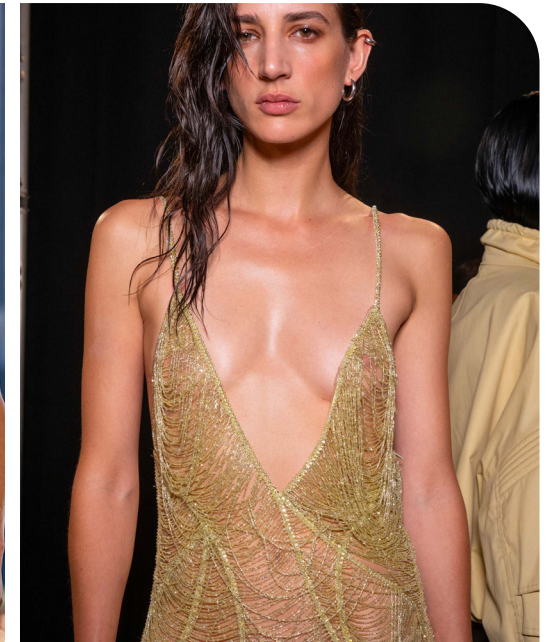
diesel-170.jpg



stella-mccartney.webp



off white.webp



attico-040.jpg



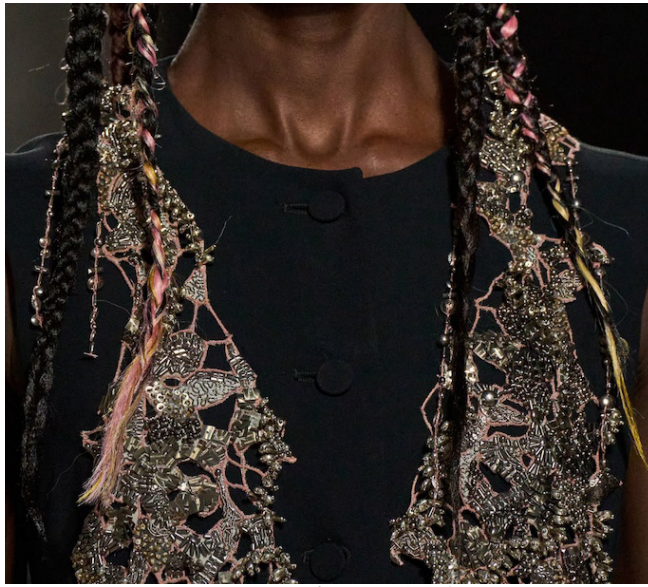
Jorge Lizarazo.jpg

WEB EFFECT - BEAUTIFULLY DISTRESSED - REBELLIOUS BEAUTY

TREND RUGGED **DISTRESSED** LACE



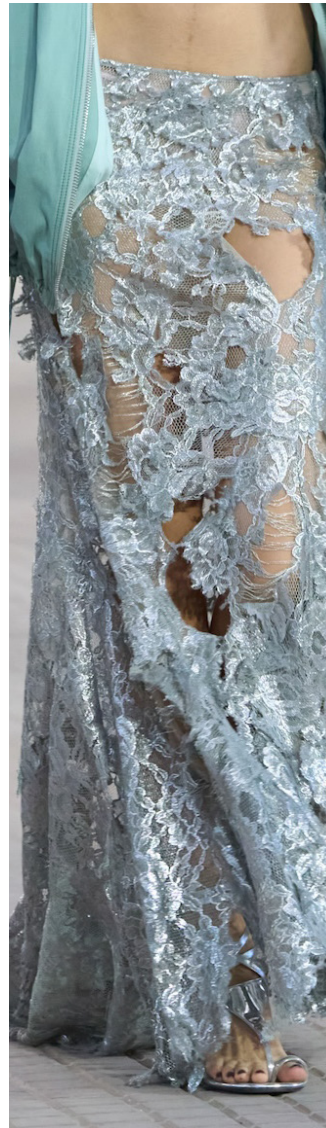
The-Attico.jpg



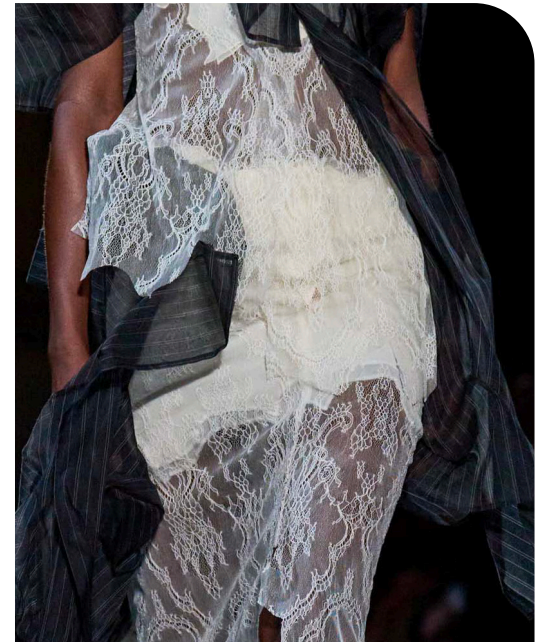
van-noten-clp-s25-014.jpg



Vetements10.jpg



attico-clp-s25-027.jpg



yamamot8.jpg



@florentinaleitner 5.jpg

REBELLIOUS ROMANTICS - FRAGILE EFFECT - UPCYCLED LACES - USED EFFECT

TREND RUGGED **WASHED & BRUSHED** TREATMENTS



popova-clp-s25-035.jpg



Bed Jw Ford 1.jpg



knwls 49.jpg



Roberto Cavalli 13.jpg



@marcforne 1.png



popova 49.jpg

WORN-OUT FINISHINGS - USED LOOK - EMOTIVE FADES

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 COM-
MERCIAL 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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