

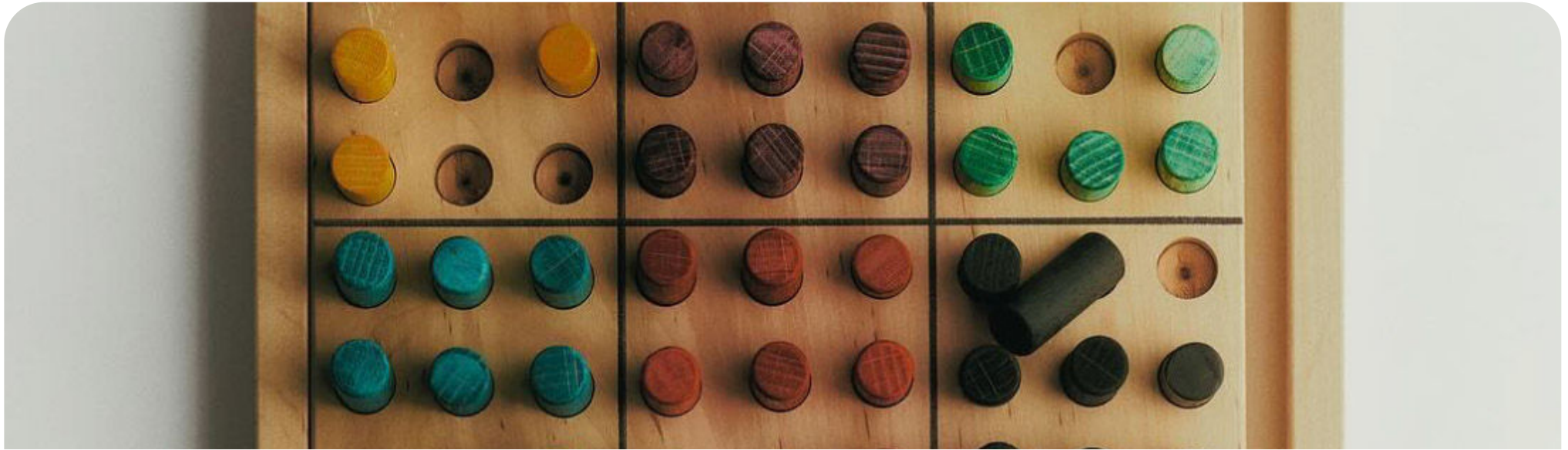


FORECAST
FALL/WINTER
2026/2027
COLORS



LIVETREND

COLORS FW26 INTRODUCTION



@mansurgavriel1.png



FORECAST

Primal Renaissance.

The FW26 color story embodies a deep shift toward emotional resonance, material richness, and primal connection. In a world marked by uncertainty and transformation, color becomes more than visual—it becomes visceral. This season's palette reflects a collective desire to reconnect with what feels real: grounded tones, earthy warmth, and expressive vibrancy that awaken the senses. There's a return to instinct, to raw beauty, to hues that feel lived-in and layered with meaning. FW26 embraces tension—between darkness and light, heritage and tomorrow, control and surrender. It's a palette designed not for perfection, but for presence. Color becomes a tool for storytelling, for grounding the body and igniting the spirit. Whether applied in monochrome statements or tactile contrasts, this season's hues support fashion's role as a medium of emotional depth and sensory indulgence. It's not about escape—it's about returning to the core of our human truth.

This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts.

Find the relating icons & stamps on the last slides.

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FW26 SEASONAL CORE PALETTE



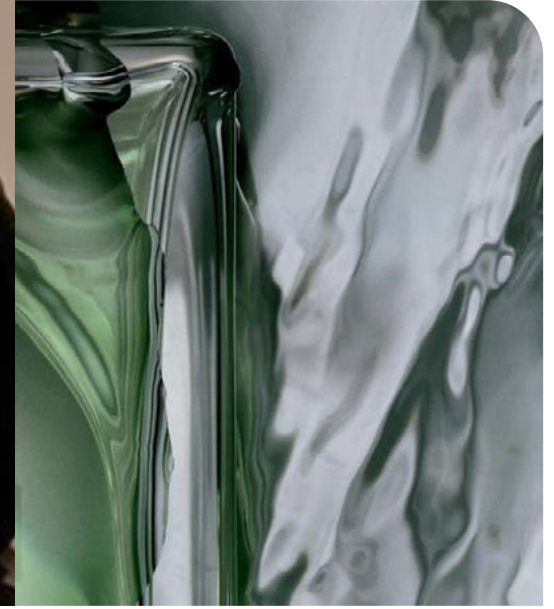
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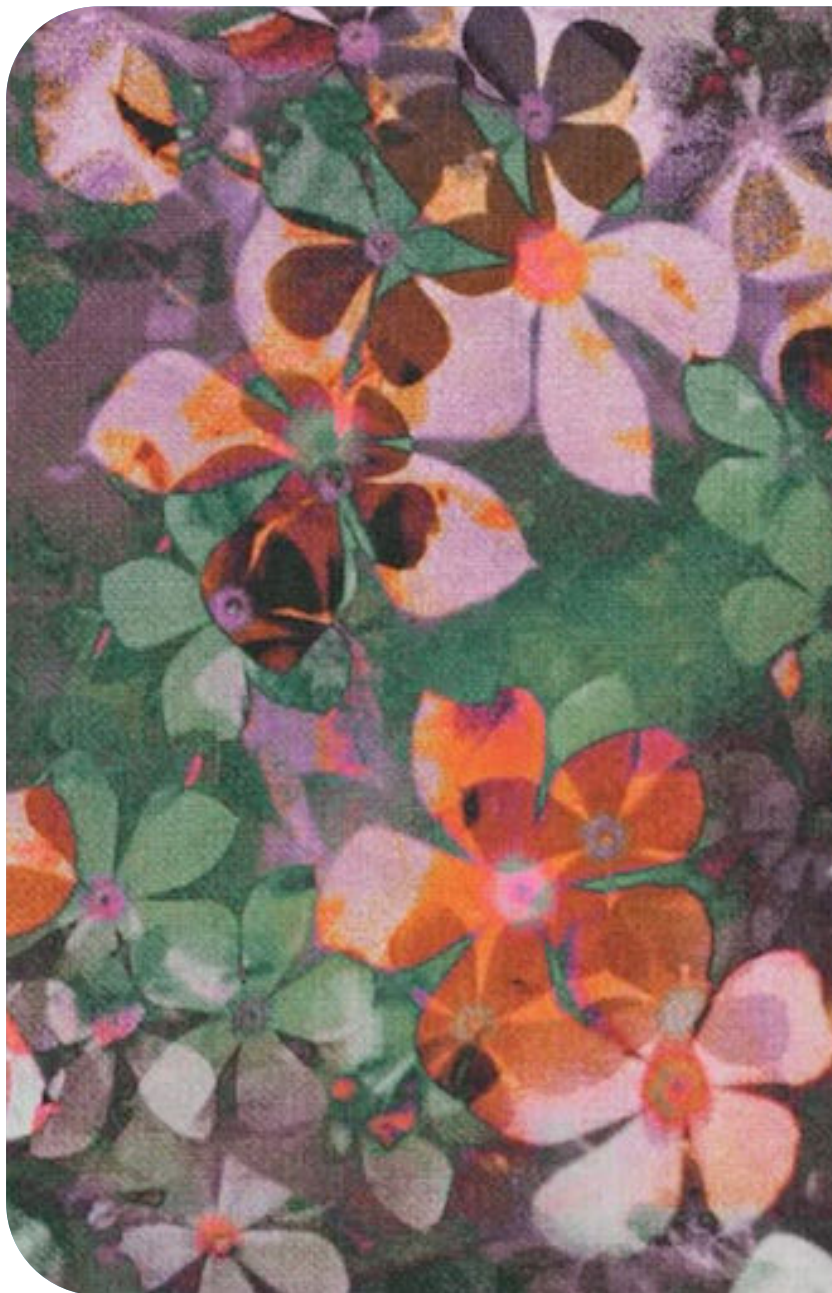
@hisuzanne 3.png



@inesdieleman26.png

Prism Violet 19-3748 TCX	Purple Pennant 19-3519 TCX	Peppercorn 18-1409 TCX	Tibetan Red 19-1934 TCX	Fiesta 17-1564 TCX	Koi 17-1452 TCX	Sunflower 16-1054 TCX	Golden Palm 17-0839 TCX	Peat Moss 18-0428 TCX	Wild Lime 13-0540 TCX	Green Bee 17-6154 TCX	Seacrest 13-0111 TCX	North Sea 18-5115 TCX	Skyride 14-4215 TCX
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FW26 SEASONAL CORE PALETTE



@amberlauderphot 2.png



The FW26 Seasonal Core Palette embodies the essence of the Primal Renaissance, a season where fashion responds to chaos with depth, sensuality, and emotional truth. In a world grappling with crisis and over-saturation, this palette reflects a collective return to what is raw, grounded, and viscerally human. The colors are not passive—they demand engagement, echoing our instinctual need for meaning and materiality.

From the bruised sensuality of Purple Pennant and Prism Violet to the iron-rich grounding of Peppercorn and Tibetan Red, these shades evoke ancient ritual, bodily warmth, and spiritual depth. Fiesta, Koi, and Sunflower radiate with untamed energy—sun-baked, carnal, and alive—while tones like Peat Moss, Golden Palm, and Green Bee recall organic growth, ancestry, and earthy resilience. The cool clarity of North Sea and Skyride offers emotional reprieve, while Seacrest and Wild Lime introduce a sensory freshness that feels almost mythological.

“Color is no longer surface—it’s sensation. It grounds us, ignites us, and reminds us what it feels like to be truly alive.”

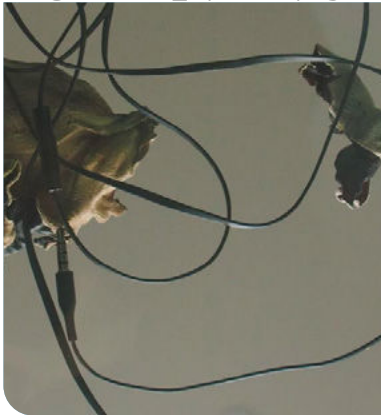
Each hue carries emotional weight and tactile association, reflecting a season where color is not decorative, but transformative. In the context of the Primal Renaissance, color becomes a tool of expression—of softness and strength, memory and momentum. Textural pairings are key: plush velvets, cracked leathers, glazed silks, and mossy knits amplify the sensory impact of each tone.

For the fashion industry, this core palette offers a dynamic, layered foundation that bridges heritage with futurism. It invites bold monochromes, disrupted harmonies, and material-led storytelling. As consumers move away from sterile minimalism toward tactile and emotional authenticity, these colors offer a pathway back to the body, to the earth, and to the self. FW26 is not about retreat—it’s about revival. This is color as connection, indulgence, and instinct.

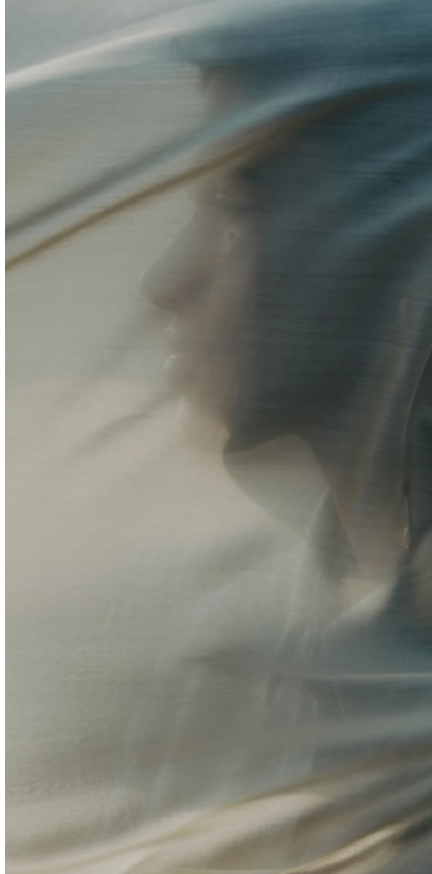
COLOR SHIFT **MISTY NEUTRALS**



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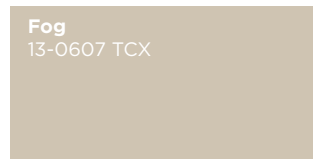
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@adam.friedlander 11.png



Snowfall
11-0002 TCX



Fog
13-0607 TCX



Abbey Stone
14-6408 TCX

Whispering Stones. The Misty Neutrals shift is a hushed, ethereal glimpse into softness—where minimalism meets nature. Inspired by blurred boundaries, winter air, and weather-worn textures, this color story speaks in quiet tones of restraint and tactile depth. At its lightest, Snowfall (11-0002 TCX) evokes diffused light and powdered terrain, while Fog (13-0607 TCX) brings the softness of overcast horizons into tactile, grounded wearability. Anchoring the palette, Abbey Stone (14-6408 TCX) introduces a cool, earthen note—elegant yet elemental. Worn and windblown, these hues feel like memory: sculptural fabrics, raw edges, windswept landscapes, and timeless silhouettes. This shift isn't about standing out—it's about blending in, gracefully. It's restraint as richness.

COLOR SHIFT **EERIE BLACK**



@charlotte_lapalus 18.png



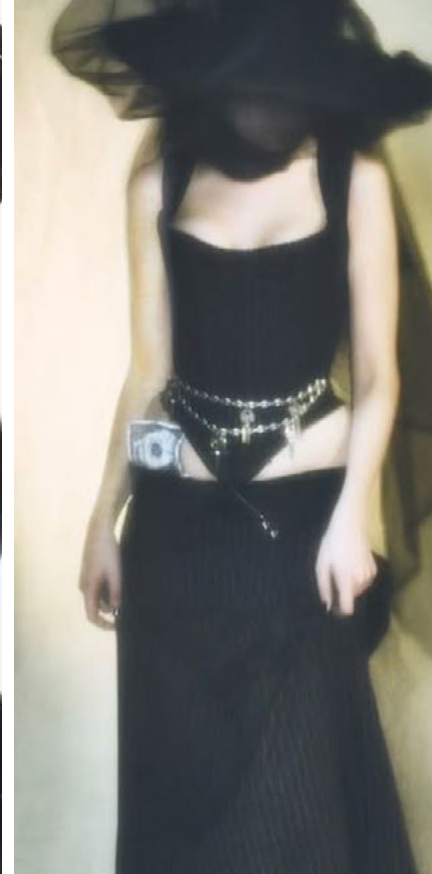
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Black Beauty
19-3911 TCX

Charcoal Gray
18-0601 TCX

Papyrus
11-0107 TCX

Obsidian Mood. For FW26, the Color Shift: Eerie Black taps into shadow play and seductive surrealism, crafting a dark narrative that is both elegant and unsettling. The palette centers on Black Beauty (19-3911 TCX), Charcoal Gray (18-0601 TCX), and the contrasting softness of Papyrus (11-0107 TCX). Black Beauty grounds the story in glossy depth and liquid-like opacity, while Charcoal Gray adds textured neutrality and softness to the darkness. Papyrus, an unexpected pale neutral, acts as a spectral highlight—almost ghostly against the noir backdrop. This contrast drives a tension between concealment and exposure, vulnerability and control. Silhouettes appear haunted and hyper-feminine, draped in sheer layers, latex shine, and hardware accents. Eerie Black isn't just about darkness—it's about mood, mystery, and quiet provocation, where gothic elegance meets future fetish.

COLOR SHIFT **MIDNIGHT TEMPEST**



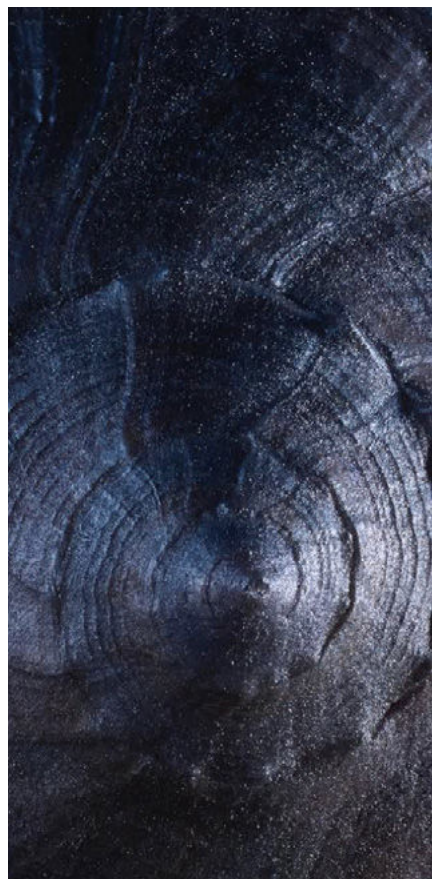
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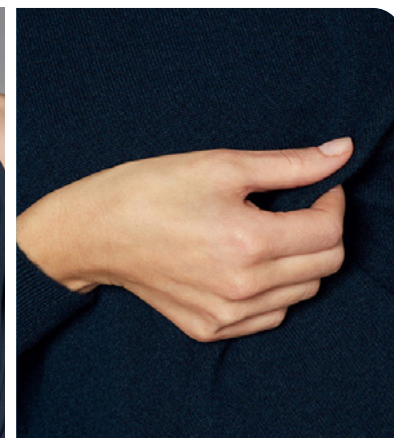
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Francesco Murano 17.jpg



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Stormy Weather
18-4214 TCX

Outer Space
19-4007 TCX

Estate Blue
19-4027 TCX

Wake of Night. For FW26, the Color Shift: Midnight Tempest channels mystery, strength, and sensual minimalism through a palette of Stormy Weather (18-4214 TCX), Outer Space (19-4007 TCX), and Estate Blue (19-4027 TCX). These shadowy, inky tones evoke a nocturnal calm disrupted by moments of power and edge. Stormy Weather brings a moody, steel-cast base that feels grounded yet atmospheric. Outer Space deepens the narrative with a near-black blue, ideal for sharp tailoring, technical surfaces, and elevated basics. Estate Blue introduces a regal touch—rich and confident with quiet intensity. Together, they shape a dark, refined vision that leans into tactile contrasts: matte vs. gloss, fluid vs. rigid, conceal vs. reveal. Whether expressed in sculptural silhouettes, textured knits, or polished leather, Midnight Tempest is both poetic and primal—a study in elegance that simmers with tension and allure.

COLOR SHIFT **WEATHERED BLUES**



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oamc 3.png

Skyride
14-4215 TCX

Blissful Blue
16-4121 TCX

Windward Blue
14-4018 TCX

Tranquil Horizon. For FW26, the Color Shift: Weathered Blues explores softness, depth, and quiet resilience through a refined palette of Skyride (14-4215 TCX), Blissful Blue (16-4121 TCX), and Windward Blue (14-4018 TCX). These nuanced tones move away from bold saturation, embracing a more introspective and emotional approach to color. Skyride brings a light, powdery softness that feels nostalgic and serene, while Blissful Blue introduces a clear, uplifting brightness perfect for sleek tailoring and icy textures. Windward Blue adds a stormy, grounded depth, offering structure and quiet strength. Together, they create a poetic, wintry mood that feels both protective and elevated. From washed velvets and tonal layers to soft-focus beauty and weathered finishes, these blues reimagine cold-season classics with a modern, emotive lens—perfect for a season where fashion becomes both a cocoon and a statement.

COLOR SHIFT **EARTH NOIR**



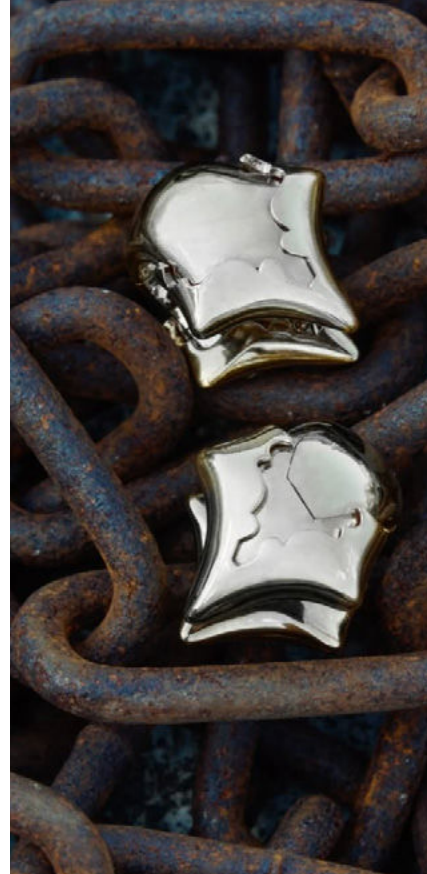
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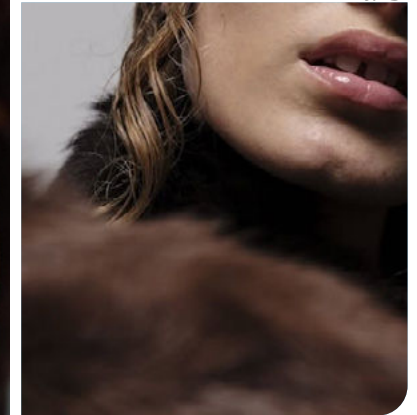
@aeyede 4.png



Giuseppe Di Morabito 9.jpg



theleoissallinthemind tumblr6.jpg



@herskind 3.png

Solemnity
19-0914 TCX

Puce
19-1518 TCX

Brunette
19-1235 TCX

Primitive Luxe. For FW26, the Color Shift: Earth Noir explores the tension between grounded richness and industrial strength. Rooted in Solemnity (19-0914 TCX), Puce (19-1518 TCX), and Brunette (19-1235 TCX), this palette redefines earthy tones through a noir lens—sensual, polished, and emotionally complex. Solemnity anchors the story with a near-black brown, exuding depth and authority. Puce introduces a bruised, oxidized softness, while Brunette brings warmth and fleshiness with a vintage edge. These tones converge in a narrative that feels both tactile and psychological—where leather, satin, and rusted metals become vessels of tension and quiet opulence. Earth Noir speaks to intimacy and armor, nostalgia and futurism, through materials that shimmer, wrinkle, and reflect. It's a palette for shadows and surfaces, for modern rituals dressed in primal elegance.

COLOR SHIFT **BRUISED SKIN**



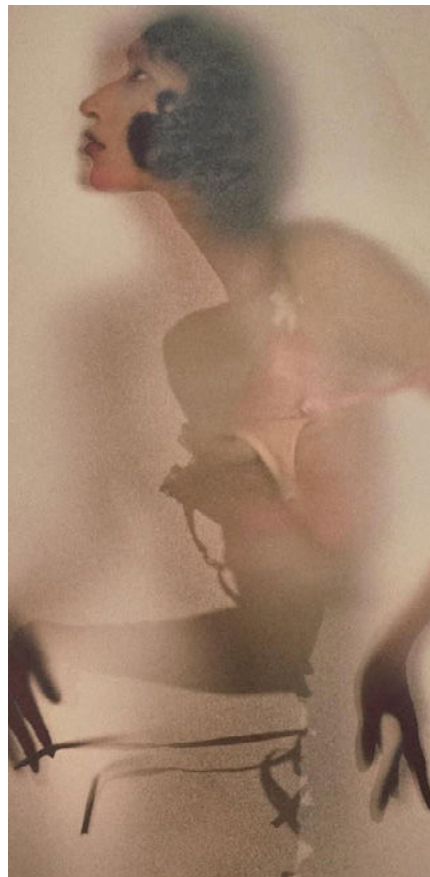
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Christian Wijnants 41.jpg



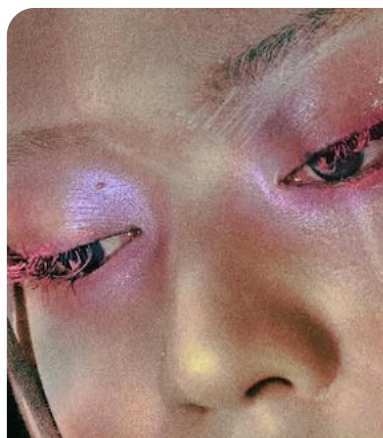
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Rose Smoke
14-1504 TCX

Roebuck
16-1221 TCX

Second Surface. For FW26, the Color Shift: Bruised Skin explores the beauty of vulnerability through a palette that's intimate, quiet, and hauntingly tender. Anchored in Rose Smoke (14-1504 TCX) and Roebuck (16-1221 TCX), these soft, bruised nudes blur the line between fashion and flesh. Rose Smoke brings a powdery, romantic softness, evoking faded memory and muted sensuality. Roebuck adds warmth and grounded realism, like worn leather or bare skin under winter light. Together, these tones speak to emotional armor—offering softness not as weakness but as resilience. Textures are central: raw edges, second-skin knits, and sheer layering create a blurred boundary between body and garment. Bruised Skin reflects a shift toward skin-conscious minimalism—personal, protective, and quietly defiant.

COLOR SHIFT **TENDER BEETS**



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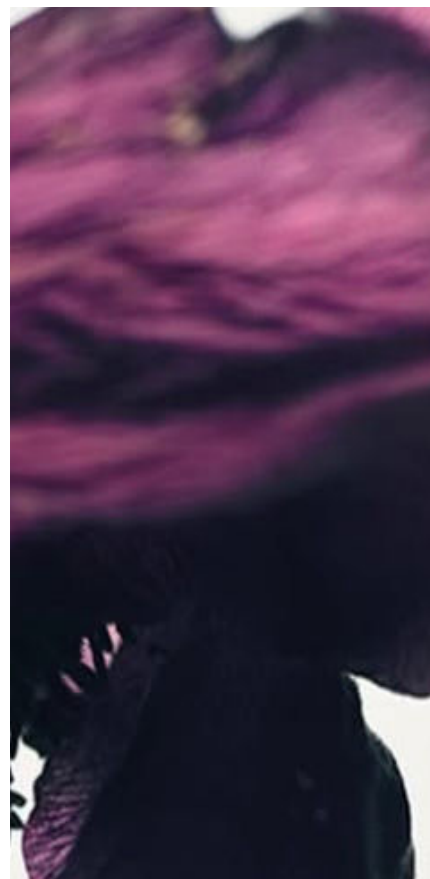
Alena Pauts.jpeg



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Sweet Taffy
12-900 TCX

Smoky Grape
16-3110 TCX

Cactus Flower
18-2326 TCX

Pink Noise. TFor FW26, the Color Shift: Tender Beets explores the expressive side of hyper-femininity, blending softness with surreal intensity. This palette is rooted in Sweet Taffy (12-2900 TCX), Smoky Grape (16-3110 TCX), and Cactus Flower (18-2326 TCX)—tones that feel both edible and emotional. Sweet Taffy offers a nostalgic, almost synthetic pink that evokes innocence and digital blur. Smoky Grape adds a moody sophistication, while Cactus Flower cuts through with vibrance and vitality—punchy yet poetic. The mood is dreamlike and heightened, with a touch of erotic distortion. Fabrics flow like glossed petals, filtered through a haze of softness and saturated light. Tender Beets is about sensual surrealism, where fashion becomes a feast for the senses and femininity is filtered through layers of touch, taste, and fantasy.

COLOR SHIFT GOSSAMER MIST



@dimorestudio.jpeg



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Maria McManus 13.png



max_attila_bartsch2.png



Tory Burch 33.jpg



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Tory Burch 45.jpg

Cloud Gray
15-3802 TCX

Antler
17-1510 TCX

Peppercorn
18-1409 TCX

Neutral Drift. For FW26, the Color Shift: Gossamer Mist captures a whisper-soft minimalism rooted in tactile depth and tonal complexity. This serene palette is composed of Cloud Gray (15-3802 TCX), Antler (17-1510 TCX), and Peppercorn (18-1409 TCX)—dusty, desaturated neutrals that feel both ephemeral and grounded. Cloud Gray evokes cool stillness and foggy light, Antler adds a soft mushroom-like warmth, while Peppercorn brings earthy density with a muted, sophisticated finish. These hues unfold in delicate layers across brushed wool, felted textures, and frosted faux furs, creating a cocooned elegance that leans into softness without sacrificing strength. Gossamer Mist is less about presence and more about atmosphere—a quiet luxury that blends precision tailoring with plush tactility and sensory calm.

COLOR SHIFT **ELECTRIC PLUM**



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Michael Kors 25.jpg



Christopher Esber26.jpg



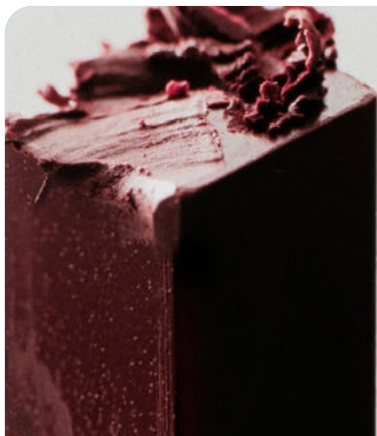
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Prism Violet
19-3748 TCX

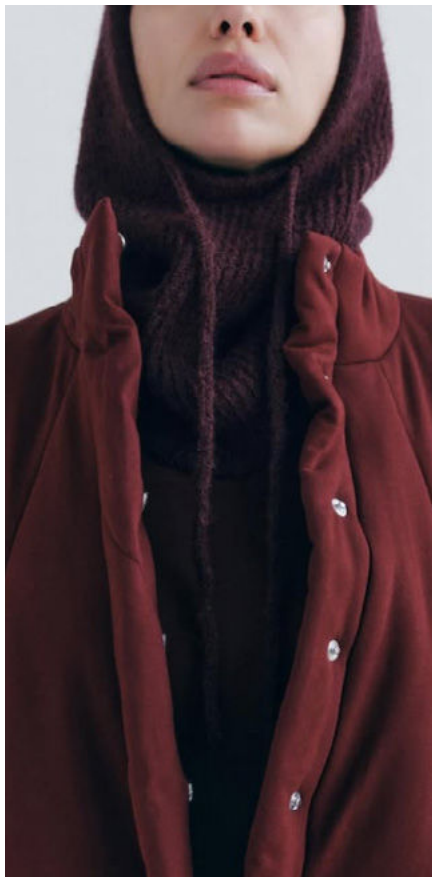
Purple Pennant
19-3519 TCX

Afterglow. For FW26, Electric Plum dives into the liminal space where seduction meets signal. Anchored in Prism Violet (19-3748 TCX) and Purple Pennant (19-3519 TCX), this shift conjures a violet spectrum that hums with after-dark energy and cinematic tension. These shades flicker between digital pulse and ancient ritual—half nightclub, half nebula. Surfaces are treated like skins: lacquered, sheer, veiled in static. There's a tension between control and release, between synthetic shine and soft decay. This is not just a color story—it's a chromatic mood swing, a lucid dream charged with emotional voltage. Electric Plum evokes a kind of intimate futurism: magnetic, enigmatic, and unafraid to glow.

COLOR SHIFT **BLOODTONE**



@adam.friedlander 10.png



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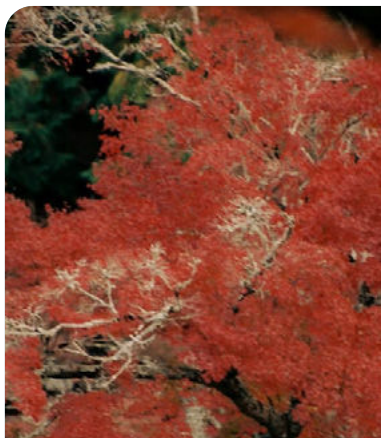
Fig
19-1718 TCX

Tibetan Red
19-1934 TCX

Rubicondo
18-1563 TCX

Oxblood Archive. For FW26, the Color Shift: Bloodtone explores intensity through restraint, blending sensuality, heritage, and quiet power. Centered around Fig (19-1718 TCX), Tibetan Red (19-1934 TCX), and Rubicondo (18-1563 TCX), this palette unfolds in wine-dark shades that feel both visceral and composed. Fig offers a deep, shadowed plum with elegance and mystery. Tibetan Red intensifies the mood with a burnished warmth, while Rubicondo injects an arterial vibrancy—alive, assertive, and deeply rooted. Materials range from glossy patent and leather to dense knits and structured wool, reinforcing a sense of protective sophistication. Bloodtone is not just about color—it's about presence: a palette that evokes intimacy, power, and primal memory. It's a rich, commanding shift perfect for sculpted silhouettes, monochrome layering, and accessories that speak in low, luxurious tones.

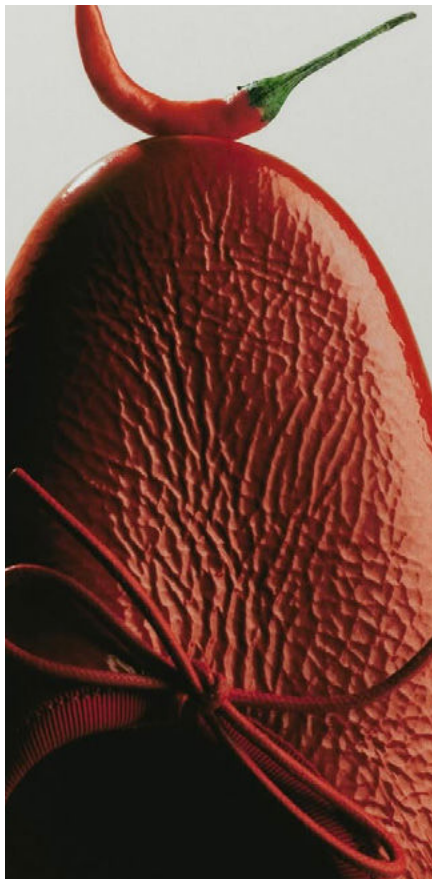
COLOR SHIFT **CRIMSON HEAT**



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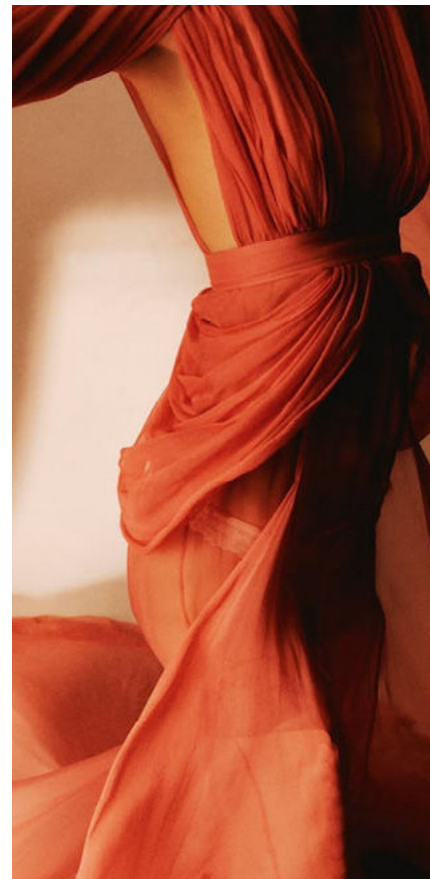
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Chili Oil
18-1440 TCX

Fiesta
17-1564 TCX

Koi
17-1452 TCX

Spice State. For FW26, the Color Shift: Crimson Heat ignites the palette with emotion, energy, and elemental boldness. Rooted in Chili Oil (18-1440 TCX), Fiesta (17-1564 TCX), and Koi (17-1452 TCX), this story radiates warmth and confidence. Chili Oil delivers a rich, earthy red with grounded elegance, while Fiesta adds a burst of celebratory intensity. Koi infuses the mix with a sun-baked orange, evoking movement and sensuality. Together, these hues create a chromatic heatwave—raw yet refined, fiery yet tactile. Materials range from high-sheen synthetics to wrinkled silks and fuzzy knits, enhancing the sensory experience. Crimson Heat is a call to ignite—through color, presence, and power. It's passion as statement, wrapped in sculptural silhouettes and second-skin textures.

COLOR SHIFT **AMBER EARTH**



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Sportmax 45.jpg



Versace 9.jpg



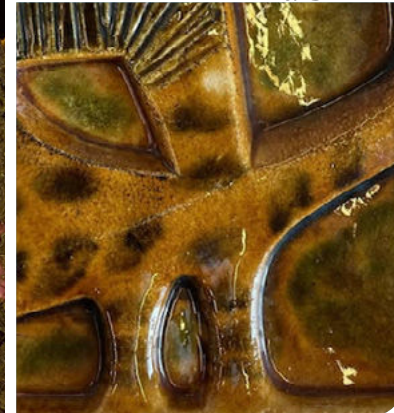
@adam.friedlander 3.png



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Ulla Johnson 24.jpg



@juliakunin 6.png

Sunflower
16-1054 TCX

Wood Thrush
17-1129 TCX

Golden Palm
17-0839 TCX

Botanical Burnish. The Color Shift: Amber Earth draws from golden light, sun-dried botanicals, and earthen textures to evoke a sense of grounded radiance. Built around Sunflower (16-1054 TCX), Wood Thrush (17-1129 TCX), and Golden Palm (17-0839 TCX), the palette bridges warmth and patina, optimism and tradition. Sunflower brings a burnished brightness with retro undertones. Wood Thrush adds an aged, organic richness, while Golden Palm leans into oxidized greens and ochres, evoking antique finishes and botanical dyes. Together, these tones form a palette that feels both ancestral and forward-looking—where tactile depth meets cultural memory. In velvet, silk, and distressed cottons, Amber Earth becomes a sensory landscape—ripe for layered drapery, ornate textures, and golden utility. It's warmth worn as armor, sun captured in fabric.

COLOR SHIFT **ZESTY RESET**



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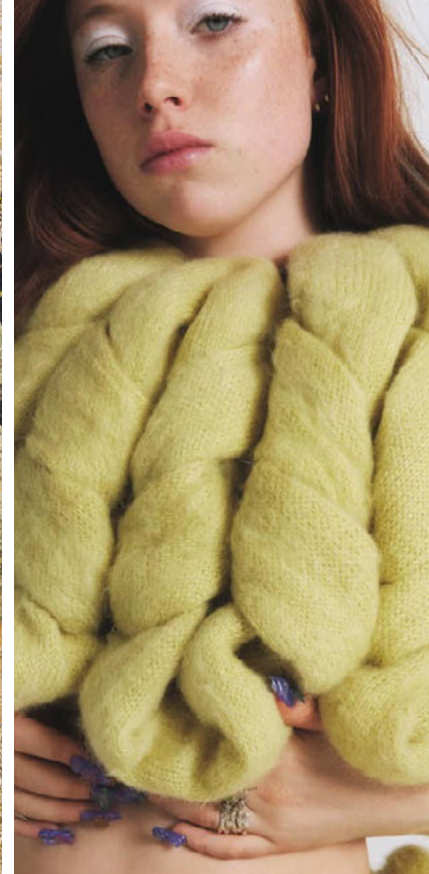
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Tender Yellow
11-0710 TCX

Canary Yellow
12-0633 TCX

Wild Lime
13-0540 TCX

Citronelle
15-0548 TCX

Fresh Peel. For FW26, the Color Shift: Zesty Reset bursts with brightness and sensory clarity, recharging the season with citrus-toned optimism. Built around Tender Yellow (11-0710 TCX), Canary Yellow (12-0633 TCX), Wild Lime (13-0540 TCX), and Citronelle (15-0548 TCX), this palette is all about uplift and new energy. Tender Yellow introduces a soft, powdery lightness, while Canary Yellow zings with nostalgic boldness. Wild Lime adds a green-flecked freshness, and Citronelle rounds it out with an earthy, botanical punch. Together, they form a palette that feels clean, juicy, and quietly radical—designed to awaken the senses and strip back visual clutter. Seen across fluffy knits, layered transparencies, and surreal minimalist shapes, Zesty Reset is less about decoration and more about vitality. It's dopamine dressing, redefined—with nuance.

COLOR SHIFT **EARTHBOUND**



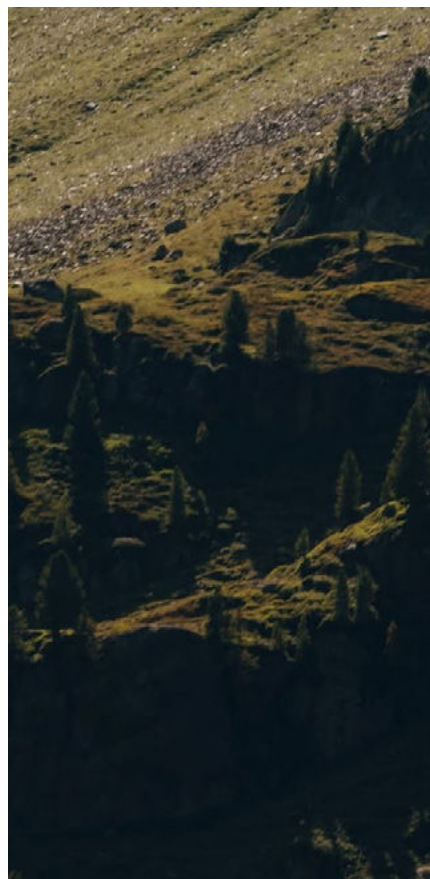
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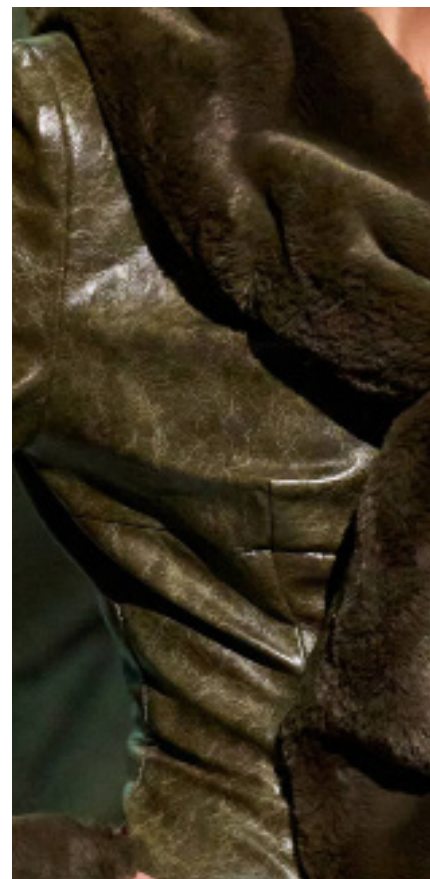
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Elena Velez 19.jpg



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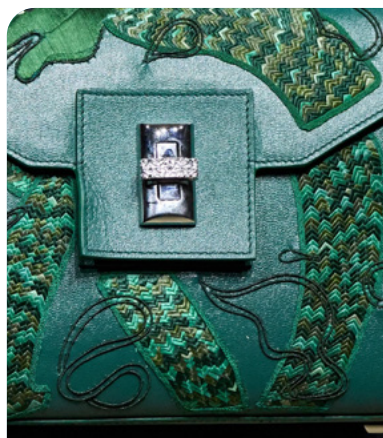
Khaki
16-0726 TCX

Peat Moss
18-0428 TCX

Dark Olive
19-0516 TCX

Lichen Logic. For FW26, the Color Shift: Earthbound reconnects fashion with grounding forces, embracing elemental textures and tonal depth. Centered on Khaki (16-0726 TCX), Peat Moss (18-0428 TCX), and Dark Olive (19-0516 TCX), this palette draws from sediment, moss, bark, and weathered terrain. Khaki brings dry, sandy neutrality, while Peat Moss adds a vegetal depth rooted in forest layers. Dark Olive completes the story with a shadowed richness—tactile, dense, and protective. These hues come alive through heavyweight wools, distressed finishes, matte metallics, and tactile coatings. Earthbound speaks to a return to instinct, to shelter, to legacy. It invites reflection, resilience, and slow power—wrapped in a palette that feels both ancestral and sharply current. This is nature, not romanticized—but lived in. Worn in. True.

COLOR SHIFT **VERDANT TENSION**



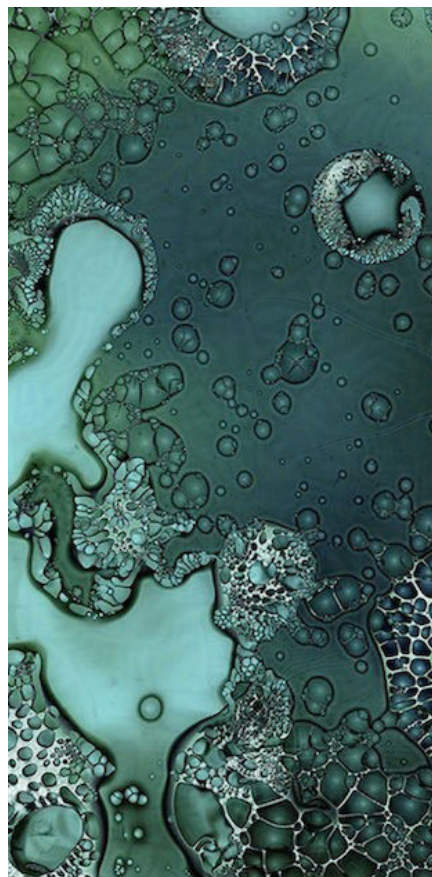
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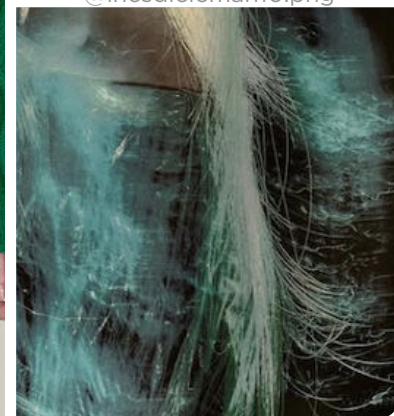
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Toga 8.jpg



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@elizavetaparodini 3.png

Green Jacket
19-6027 TCX

Green Bee
17-6154 TCX

North Sea
18-5115 TCX

Dynamic Greens. For FW26, the Color Shift: Verdant Tension explores the dynamic pull between nature's calm and its underlying power. Grounded in Green Jacket (19-6027 TCX), Green Bee (17-6154 TCX), and North Sea (18-5115 TCX), this palette captures both botanical richness and mineral coolness. Green Jacket leads with a dense, forested depth, while Green Bee adds a sharp, juicy edge—fresh but not naive. North Sea softens the contrast with a moody teal that feels serene and cerebral. Together, these greens create an immersive visual experience—cool yet emotive, familiar yet futuristic. Materials shift from velvets and wools to glossy synthetics and microtextural knits, enhancing the sense of duality: lush and restrained, grounded and ethereal. Verdant Tension is a study in green as a force—not just of nature, but of attitude. It signals a new kind of luxury—rooted, complex, and quietly electric.

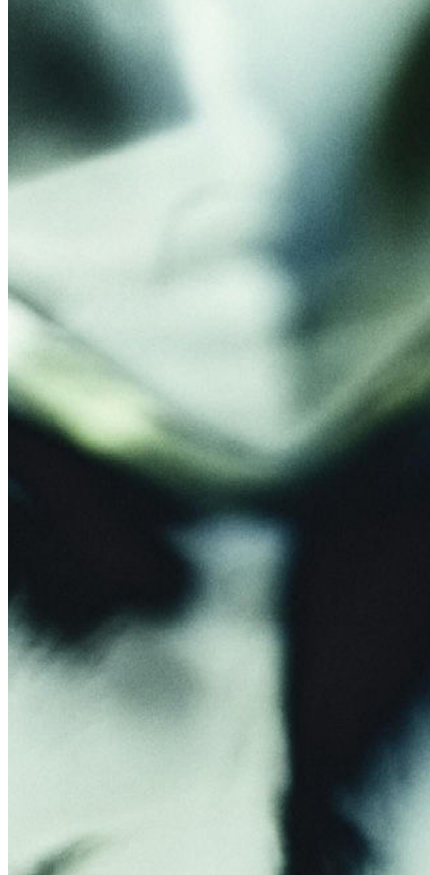
COLOR SHIFT **NU BREEZE**



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LaPointe 22.jpg



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alexander mcqueen 29.png



@inesdieleman3.png



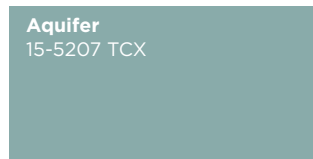
@driesvannoten 12.png



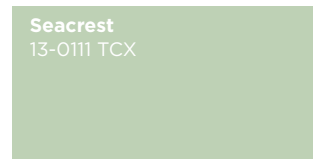
Coach 24.jpg



Pale Blue
13-4804 TCX



Aquifer
15-5207 TCX



Seacrest
13-0111 TCX

Weightless Codes. TFor FW26, the Color Shift: Nu Breeze offers a refreshing take on minimalism, merging softness with futuristic clarity. Anchored in Pale Blue (13-4804 TCX), Aquifer (15-5207 TCX), and Seacrest (13-0111 TCX), this palette feels ethereal and fluid, yet grounded in tactility. Pale Blue introduces an icy freshness that feels both tech-leaning and delicate. Aquifer, with its soft aqua-green tone, bridges clean sophistication and sensory calm. Seacrest adds a botanical softness, evoking quiet luxury and renewal. Together, these hues create a serene yet directional atmosphere, where light plays a key role—on satin sheens, sculptural accessories, and dreamlike silhouettes. From barely-there layers to futuristic tailoring and surrealist detailing, Nu Breeze speaks to a shift in femininity: weightless, sensory, and quietly empowered.



FALL/WINTER
2026/2027
**COLOR
STORIES**



LIVETREND

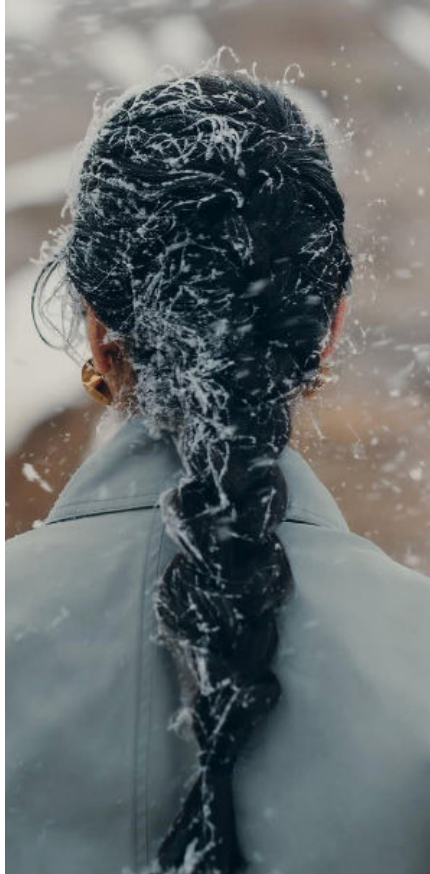
COLOR COMBO **WINDWASHED**



@ribbonbit.png



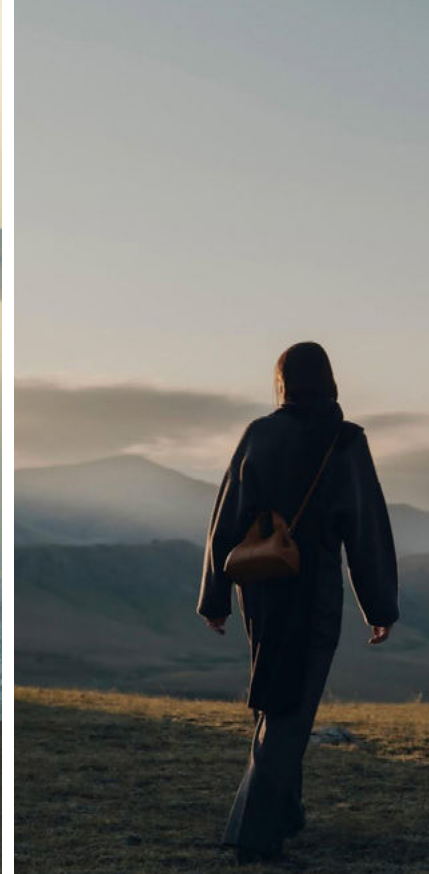
teklafabrics4.png



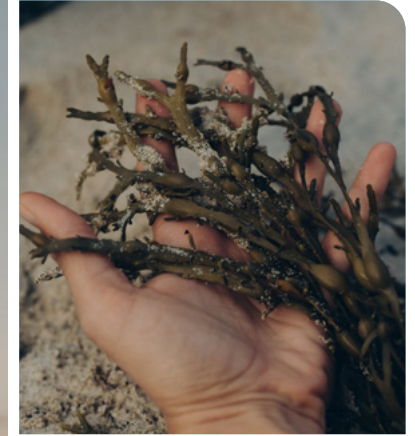
@charlotte_lapalus 3.png



@atmos.jpeg



@polene 4.png



@charlotte_lapalus (2).jpeg



Tanya Smirna.jpeg

Brunette
19-1235 TCX

Solemnity
19-0914 TCX

Khaki
16-0726 TCX

Abbey Stone
14-6408 TCX

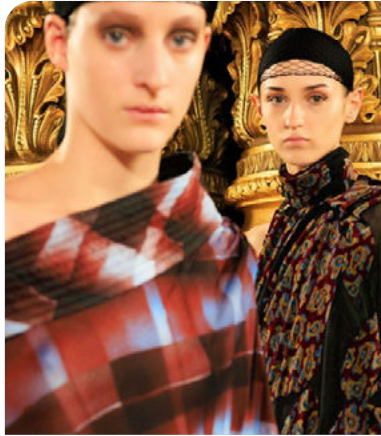
Fog
13-0607 TCX

Pale Blue
13-4804 TCX

Windward Blue
17-4018 TCX

SALTED AIR SOFTENED ELEMENTS **ICE-LIT MINIMALISM** DRIFTWOOD GRAVITY **WHISPERED EARTH** CLOUDSTAINED BROWN **MISTED**

COLOR COMBO **OPULENCE REVIVAL**



dries vannoten5.png



Wooyoungmi 10.jpg



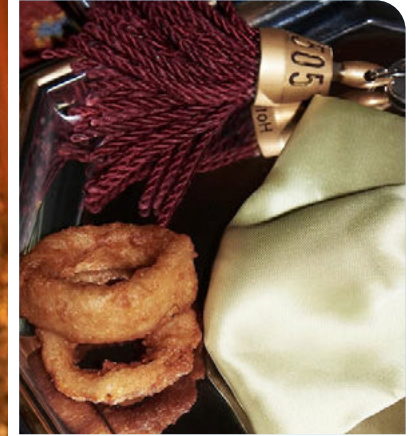
fendi 5.jpg



@pag_pierrealexisguinet7.png



dries vannoten9.png



@alessandraalba_5.png



sean suen 8.png

Tibetan red
19-1934 TCX

Fig
19-1718 TCX

Koi
17-4252 TCX

Sunflower
16-1054 TCX

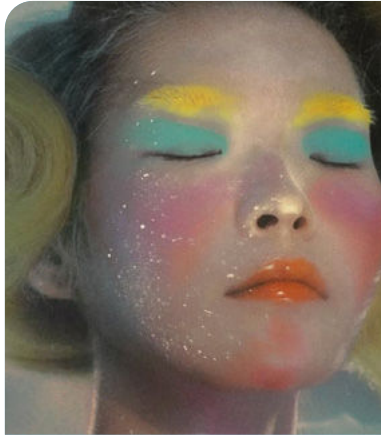
Seacrest
13-0111 TCX

North Sea
18-5115 TCX

Puce
19-1518 TCX

BURNT VELVET BAROQUE TEXTURE **AGED CINNABAR** SATURATED HERITAGE **VINTAGE LUXE** OPULENCE **GARNET LUXE**

COLOR COMBO **DELULU POP**



elizavetaporodina6.png



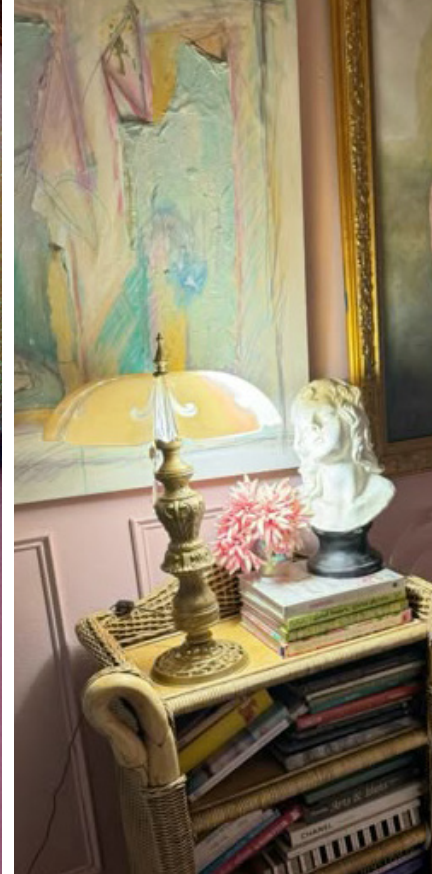
yuhanwang2.png



pinterest predicts65.jpg



@guillame_millet.jpg



pinterest australia2.jpeg



simonmartin_3.jpg



agapanthus.jpg

Black Beauty
19-3911 TCX

Aquifer
15-5207 TCX

Wild Lime
13-0540 TCX

Cactus Flower
18-2326 TCX

Smoky Grape
16-3110 TCX

Purple Pennant
19-3519 TCX

Prism Violet
19-3748 TCX

PLASTIC BLOOM WHIMSY IN TECHNICOLOR **PASTEL REBOOT** PIXIECORE **HYPER CUTE** AUGMENTED BLUSH **HYPER CUTE FANTASY**

COLOR COMBO **STONE TO SKIN**



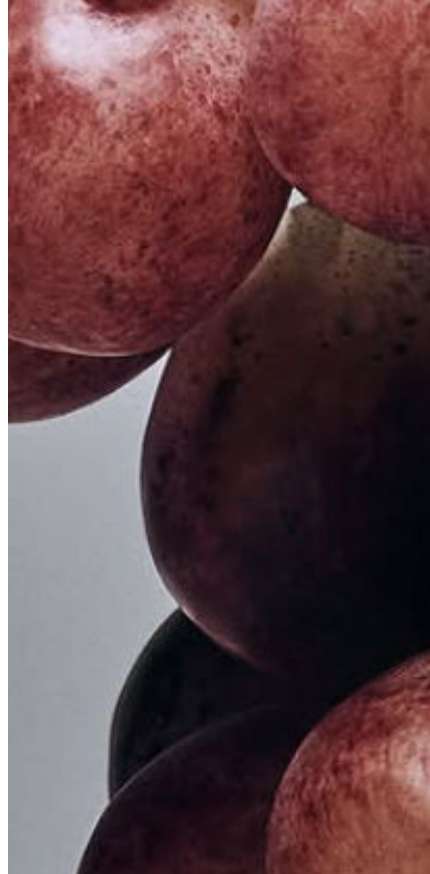
@objectsofcommoninterest9.png



@driesvannoten 5.png



@flanelle1.png



@ugerubio.png



@inalevystudio 8.png



Boyy flagship (2).jpeg



pusspuss 14.png

Charcoal Gray
18-0601 TCX

Khaki
16-0726 TCX

Roebuck
16-1221 TCX

Peppercorn
18-1409 TCX

Chili Oil
18-1440 TCX

Fig
19-1718 TCX

Cloud Gray
15-3802 TCX

CLAY VEIL GRAINED NUDE **SHADED HUSK** RAW ELEGANCE **SOFT GRIT** DUSKED MARBLE **PLUMED CONCRETE**

COLOR COMBO **EASY ESTATE**



boysbygirls7.png



@svdae 8.png



@adam.friedlander 9.png



@rebeccaferatwyatt7.png



@fuuckingyoung 14.png



@svdae 5.png



@partnershipeditions6.png

Green Jacket
19-6027 TCX

Brunette
19-1235 TCX

Estate Blue
19-4027 TCX

Wood Thrush
17-1129 TCX

Dark Olive
19-0516 TCX

Rubicondo
18-1563 TCX

Solemnity
19-0914 TCX

LUXE UTILITY FOREST TWEED **FLANNEL EDGE** WOOLEN FORMALITY **BRIDLE LEATHER** COUNTRY NOBILITY **TACK ROOM ELEGANCE**

COLOR COMBO **MODERN INDUSTRIAL**



@lise_dupont8.png



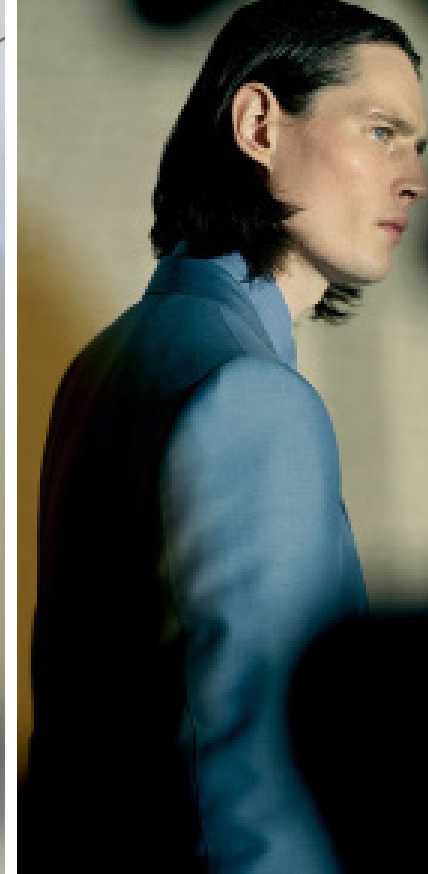
@adam.friedlander 2.png



@fashiiongonerouge.jpeg



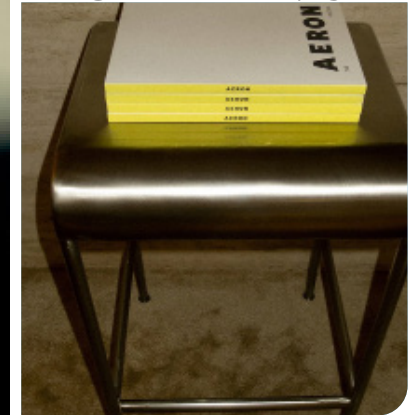
Plan C10.png



@anestcollective (2).jpeg



@maonamicoud 1.png



@aeronstudio.jpeg

Stormy Weather
18-4214 TCX

Solemnity
19-0914 TCX

Wild Lime
13-0540 TCX

Puce
19-1518 TCX

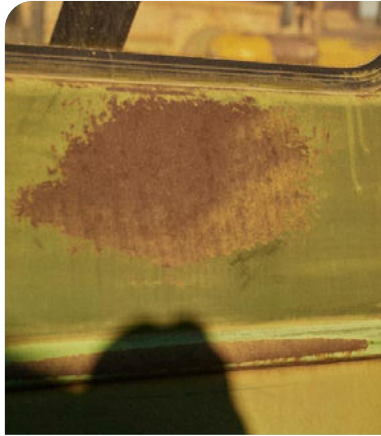
Canary Yellow
12-0633 TCX

Aquifer
15-5207 TCX

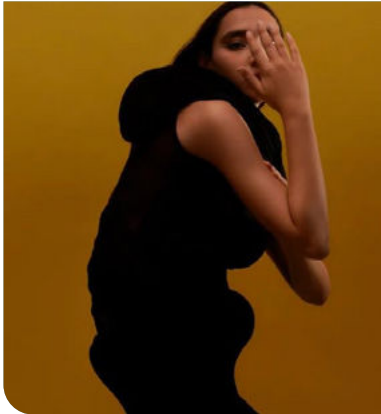
Black Beauty
19-3911 TCX

FUNCTIONAL LUXE GRAPHITE ELEGANCE **OBSIDIAN EDGE** SLICK MINIMALISM **URBAN STILLNESS** ACID NEUTRALITY **FUTURE FOSSIL**

COLOR COMBO **BRINY TINTS**



zara 3.png



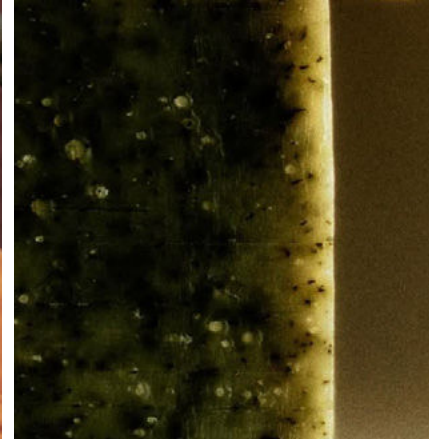
@jessbrohier4.png



@oscar_calleja_14.png



@stools 7.png



@adam.friedlander 7.png



miumiu14.png



@loeweperfumes3.png

Wood Thrush
17-1129 TCX

Solemnity
19-0914 TCX

Dark Olive
19-0516 TCX

Citronelle
15-0548 TCX

Peat Moss
18-0428 TCX

Koi
17-1452 TCX

Chili Oil
18-1440 TCX

FADED HARVEST MUDDLED GLOW **SALTY DUSK** DIMMED CITRUS **SUNBURNT MOSS** TIMEWORN TEXTURES **WEATHERED WARMTH**

COLOR COMBO **NAIVE PLAY**



@luisaviaroma (2).jpeg



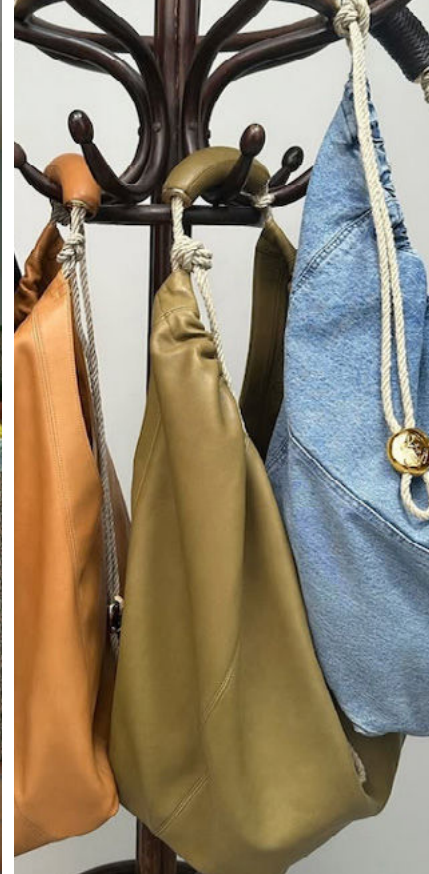
ulla johnson6.png



@i_doctor_qin (3).jpeg



@archdigest 3.png



@driesvannoten 7.png



@goodmoods (2).jpeg



@matcullen (2).jpeg

Khaki
16-0726 TCX

Fiesta
17-1564 TCX

Tender Yellow
11-0710 TCX

Blissful Blue
16-4121 TCX

Sweet Taffy
12-2900 TCX

Sunflower
16-1054 TCX

Green Bee
17-6154 TCX

LO-FI HAPPINESS **CHILDLIKE CHIC** RETRO FLIRTE **QUIET COLOR BURST** SOFA DAYLIGHT **BOLD WHIMSY**

COLOR COMBO **GLEAMING SUNSET**



@chemena 4.png



@inesdieleman28.png



Lanvin 16.jpg



lachlan-turczan.jpg



zara 61.jpg



Emporio Armani _31.jpg



atmos 16.png

Purple Pennant
19-3519 TCX

Cactus Flower
18-2326 TCX

Sweet Taffy
12-2900 TCX

Koi
17-1452 TCX

Prism Violet
19-3748 TCX

Citronelle
15-0548 TCX

Brunette
19-1235 TCX

MOLTEN AURA **TWILIGHT GLAZE** SOLAR SURRENDER **VELVET DUSK** SUNDOWN SHADES **COSMIC SHADOWS**

OVERVIEW COLORS

Cactus Flower 18-2326 TCX	Smoky Grape 16-3110 TCX	Sweet Taffy 12-2900 TCX	Rose Smoke 14-1506 TCX	Roebuck 16-1221 TCX	Fog 13-0607 TCX
Cloud Gray 13-3802 TCX	Antler 17-1510 TCX	Peppercorn 18-1409 TCX	Solemnity 19-0914 TCX	Puce 19-1518 TCX	Brunette 19-1235 TCX
Purple Pennant 19-3519 TCX	Prism Violet 19-3748 TCX	Fig 19-1718 TCX	Tibetan Red 19-1934 TCX	Rubicondo 18-1563 TCX	Chili Oil 18-1440 TCX
Fiesta 17-1564 TCX	Koi 17-1452 TCX	Sunflower 16-1054 TCX	Wood Thrush 17-1129 TCX	Golden Palm 17-0839 TCX	Citronelle 15-0548 TCX
Wild Lime 13-0540 TCX	Tender Yellow 11-0710 TCX	Canary Yellow 12-0633 TCX	Khaki 16-0726 TCX	Peat Moss 18-0428 TCX	Dark Olive 19-0516 TCX
Green Jacket 19-6027 TCX	Green Bee 17-6154 TCX	North Sea 18-5115 TCX	Aquifer 15-5207 TCX	Seacrest 13-0111 TCX	Pale Blue 13-4804 TCX
Skyride 14-4215 TCX	Blissful Blue 16-4121 TCX	Windward Blue 17-4018 TCX	Estate Blue 19-4027 TCX	Outer Space 19-4009 TCX	Stormy Weather 18-4214 TCX
	Snowfall 13-0607 TCX	Papyrus 11-0107 TCX	Abbey Stone 14-6408 TCX	Charcoal Gray 18-0601 TCX	Black Beauty 19-3911 TCX

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



SOCIAL MEDIA

YEAR ON YEAR TREND
GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF
ONLINE SEARCH VOLUMES



FASHION SHOWS

YEAR ON YEAR TREND
GROWTH ON FASHION SHOWS

TREND BEHAVIOR

EDGY TREND

weak signal of a potential micro
trend with very high risk

EARLY SIGN

emerging trend with growing
perspective but higher risk

SAFE TREND

announced trend with
growing perspective and safe risk

BIG TREND

trend with a big magnitude due to high
commercial potential and quick adaption

STABLE TREND

trend that is already present in
the market with flat growth

LAST CALL

trend with decreasing perspective but
still having business potential

TREND MAGNITUDE



MANIFEST

AN ICONIC PRODUCT THAT IS
A STABLE TREND OF LARGE
MAGNITUDE WITH CONFIRMED
COMMERCIAL SUCCESS



INVEST

A CORE PRODUCT REPRESENTING
A STEADILY GROWING TREND OF
MODERATE MAGNITUDE WITH COM-
MERCIAL POTENTIAL



TEST

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



LIVETREND

THANK YOU!

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