



SS26 UPDATE **COLORS**



LIVETREND

SS26 COLORS UPDATE **INTRODUCTION**



@miumiu3.jpg



Ulla Johnson.webp



@ratandboa.png



@veronicaferraro.jpg

PANTONE ® 19-3925 TCX Patriot Blue	PANTONE ® 17-44435 TCX Malibu Blue	PANTONE ® 12-0530 TCX Charlock	PANTONE ® 13-0822 TCX Sunlight	PANTONE ® 17-0636 TCX Green Moss	PANTONE ® 19-1223 TCX Downtown Brown	PANTONE ® 18-1354 TCX Burnt Ochre	PANTONE ® 13-1208 TCX Peachy Kean	PANTONE ® 19-1528 TCX Windsor Wine	PANTONE ® 17-1633 TCX Holly Berry
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UPDATE

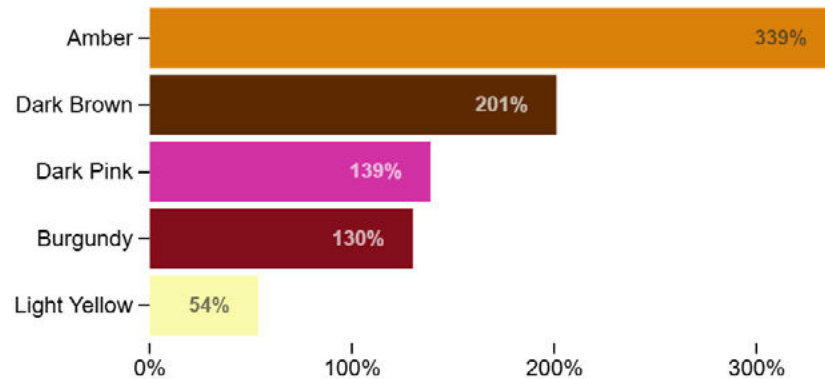
Sophisticated Shifts. After seasons dominated by muted, nearly colorless palettes, SS26 will mark a return to richness but with restraint. Instead of the bold dopamine brights of post-pandemic years, this shift embraces a sophisticated harmony between timeless neutrals and deep, expressive pigments. Earthy browns, warm beiges, and deep navy form a grounded, versatile base, while refined shades of olive, soft yellow, and sultry reds infuse character without overwhelming. This season's colors are neither loud nor fleeting; they are intentional, wearable, and poetic—bringing depth and emotion back into the wardrobe with quiet confidence.

This report is based on Livetrend data extracted from Instagram & e-commerce from Spring 2025, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**

SS26 COLORS UPDATE **KEY DATA**

RTW Top colors growth YoY



Enriched Tones

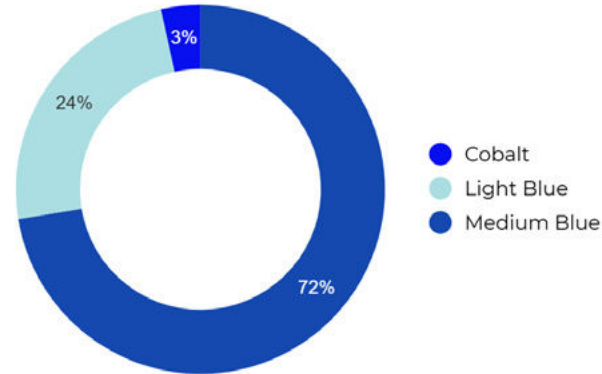
SS26 will witness a transformation in color dynamics, where pigmented shades evolve into deeper, more sophisticated variations of earthy and berry hues. Dark brown and burgundy will assert their presence as grounding shades, while dark pink emerges with a rich intensity, bridging the gap between femininity and depth. Amber, despite its striking growth, will play a supporting role, injecting warmth and luminosity into the palette. Light yellow, though subtler in impact, will serve as a balancing note, offering contrast to these saturated, sensorial tones. This season's chromatic shift will not be about isolated statement shades but rather an interplay of richness—earth meeting pigment, natural tones becoming heightened and expressive.



New Lens: UV-tinted Aura

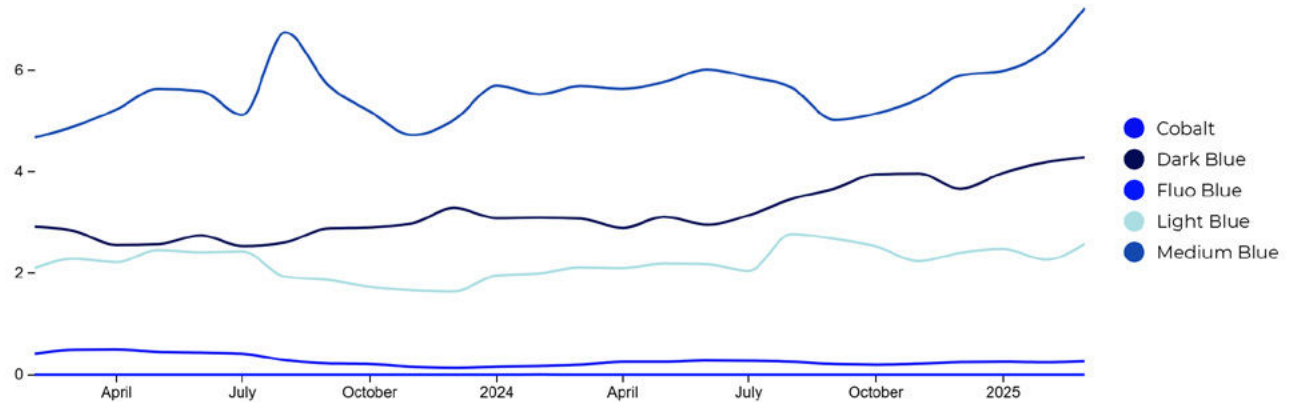
A subtle yet pervasive filter will cast a transformative glow over the SS26 palette, infusing classic hues with an almost ultraviolet undertone. Burgundy, dark pink, and enriched berry tones will act as a chromatic veil, lending a conceptual, slightly surreal aura to traditional feminine shades. No longer just soft or romantic, these colors will take on a more intellectual, sophisticated depth—pigments that feel both sensuous and cerebral. This tinted effect will blur the lines between past and future, nostalgia and innovation, offering designers a unique spectrum where rich warmth and contemporary refinement coexist.

SS26 COLORS UPDATE **KEY DATA**

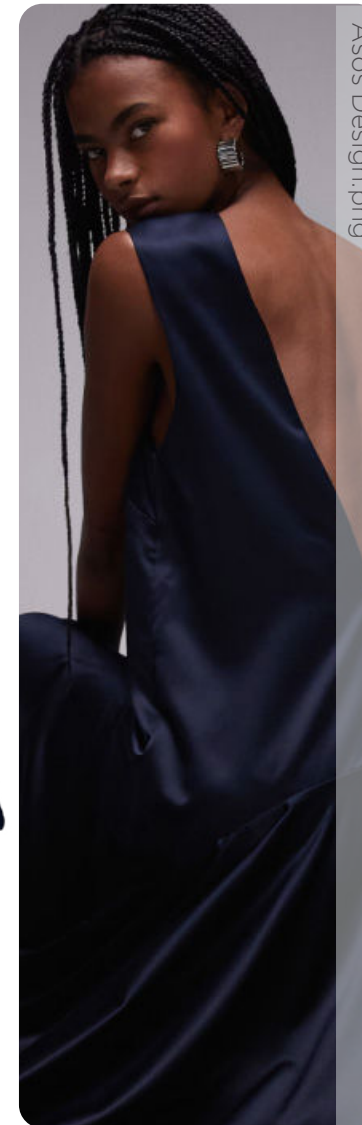
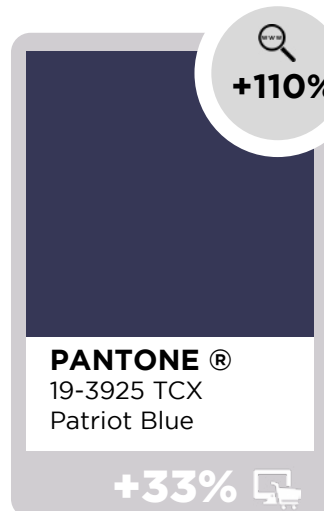
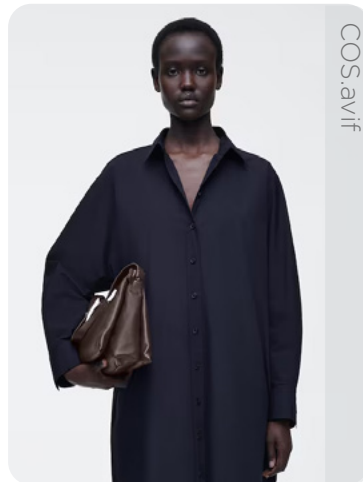


Depth & Contrast

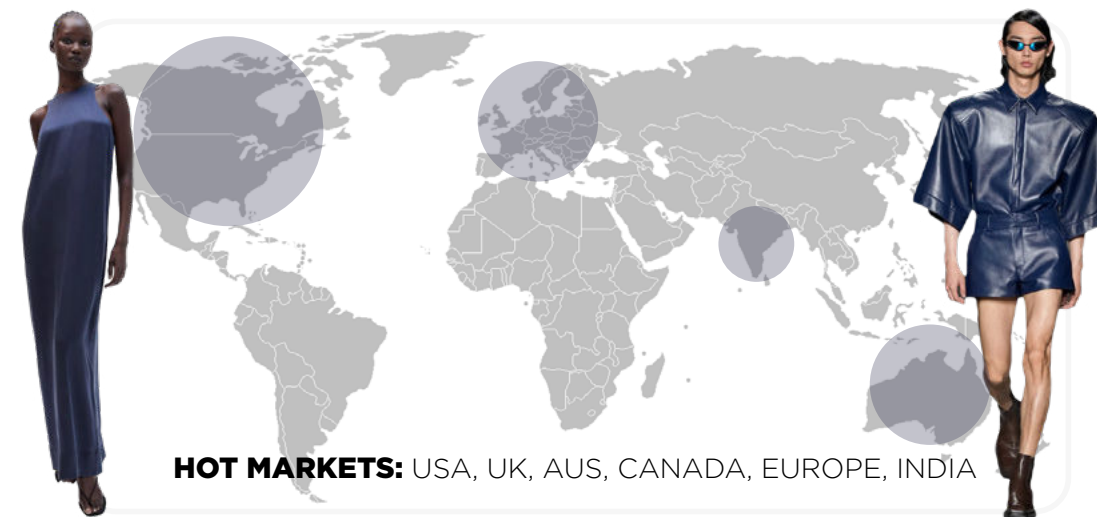
Navy blue will reign as the dominant shade, infused with an astral, almost luxurious allure—offering timeless elegance with a refined edge. Meanwhile, light blue will shift toward a cooler, grey-tinted spectrum, evoking the depth of lagoon waters with a subtle, moody sophistication. An emerging cyan hue will rise to counterbalance these more commercial tones, injecting a bold yet elevated presence into the palette. This interplay of deep, muted, and striking blues will shape a season where classic refinement meets modern vibrancy.



SS26 COLORS UPDATE **LUXE NAVY**



DEEP NAVY



SPRING 26 COLORS UPDATE **AQUATICORE**

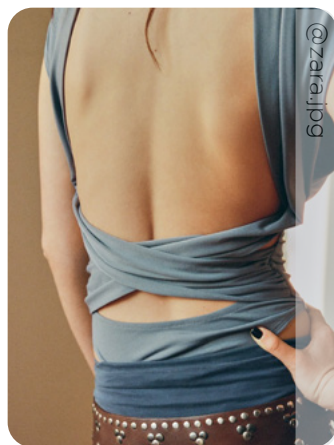


@theattico.jpg

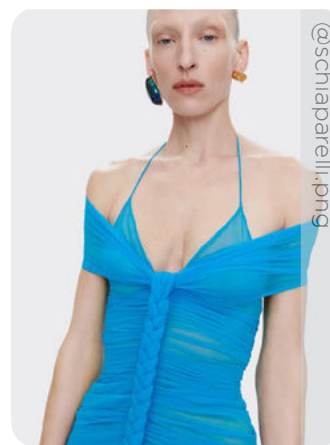
+50%

PANTONE®
14-4215 TCX
Skyride

+11%



@zara.jpg



@schiaparelli.png

+70%

PANTONE®
17-44435 TCX
Malibu Blue

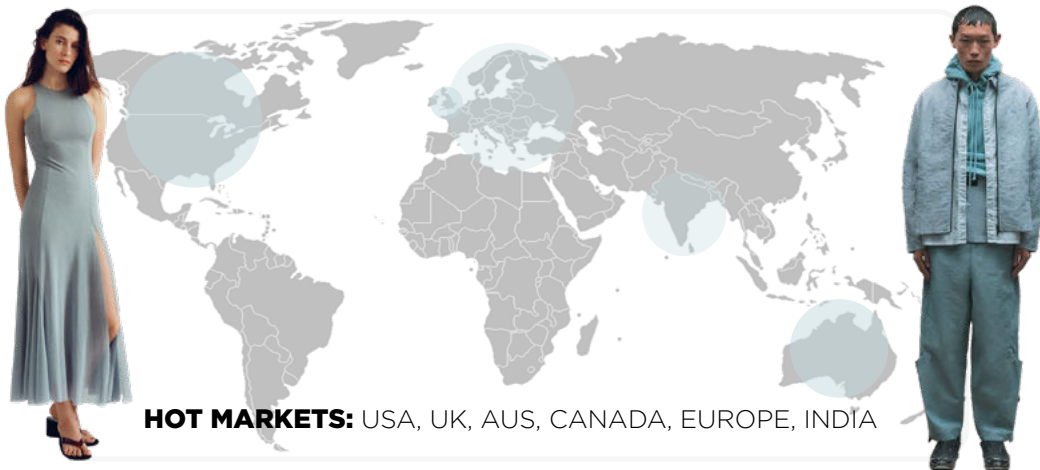
+13%



Miu Miu.webp

LAGOON

CYAN

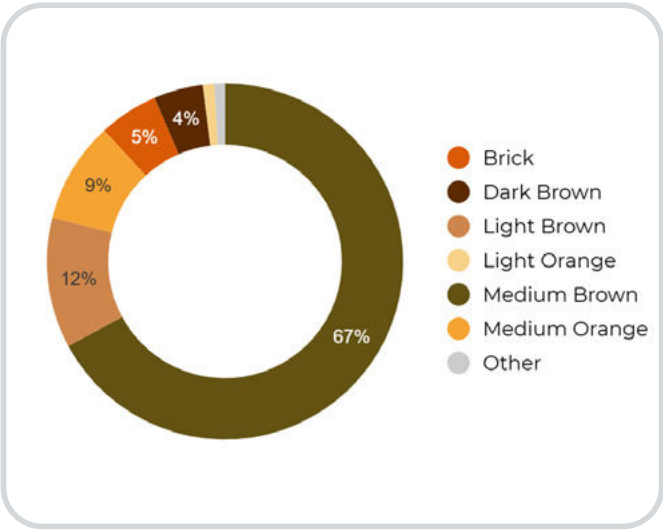


HOT MARKETS: USA, UK, AUS, CANADA, EUROPE, INDIA

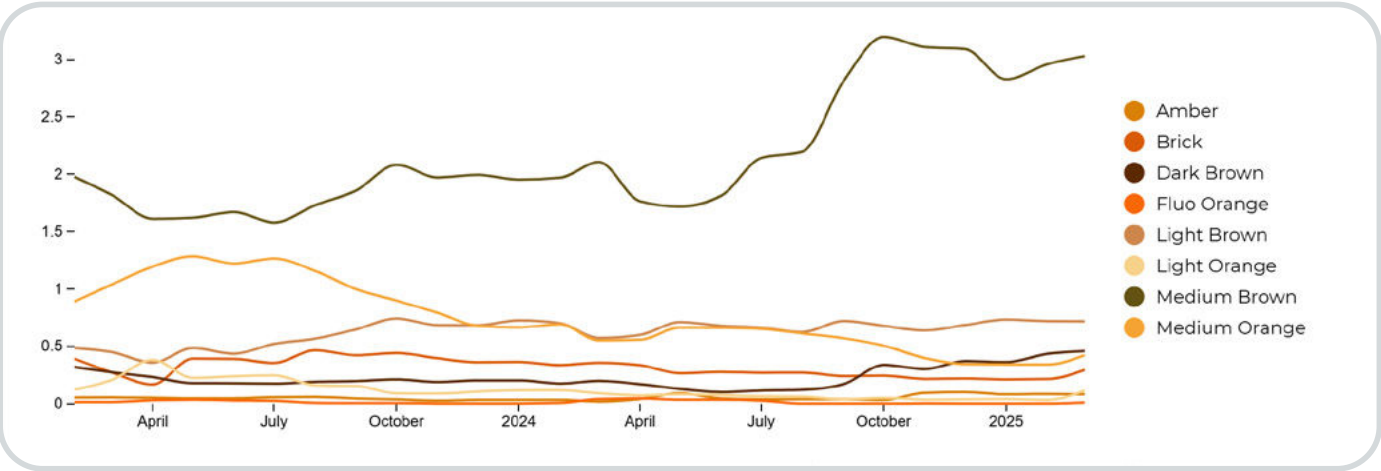


HOT MARKETS: INDIA, AUSTRALIA, CANADA, USA

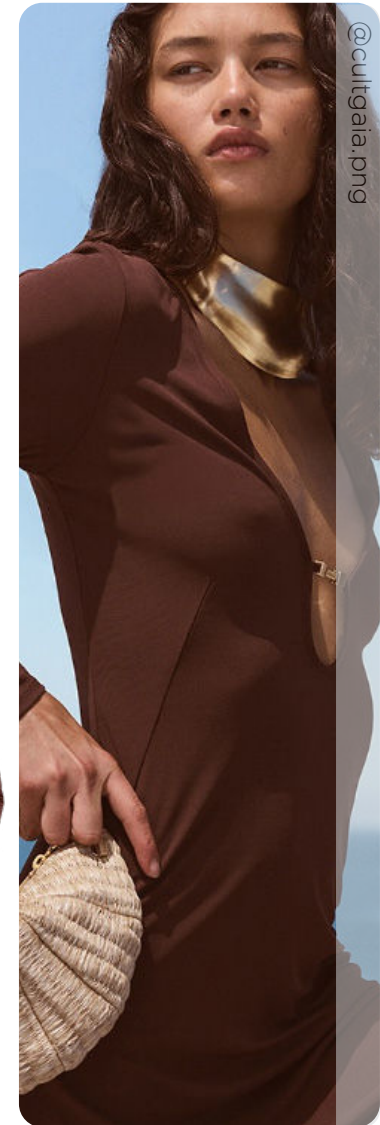
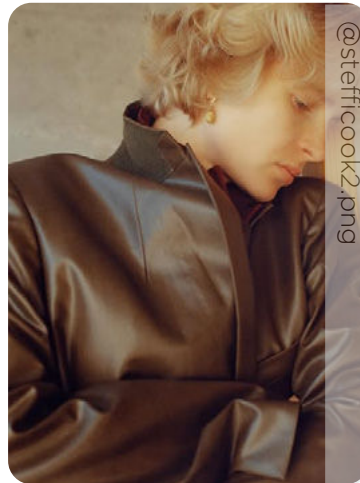
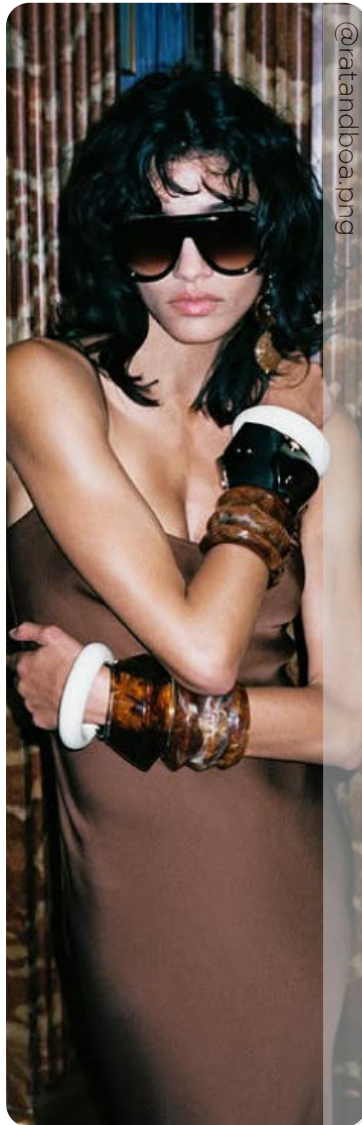
SS26 COLORS UPDATE **KEY DATA**



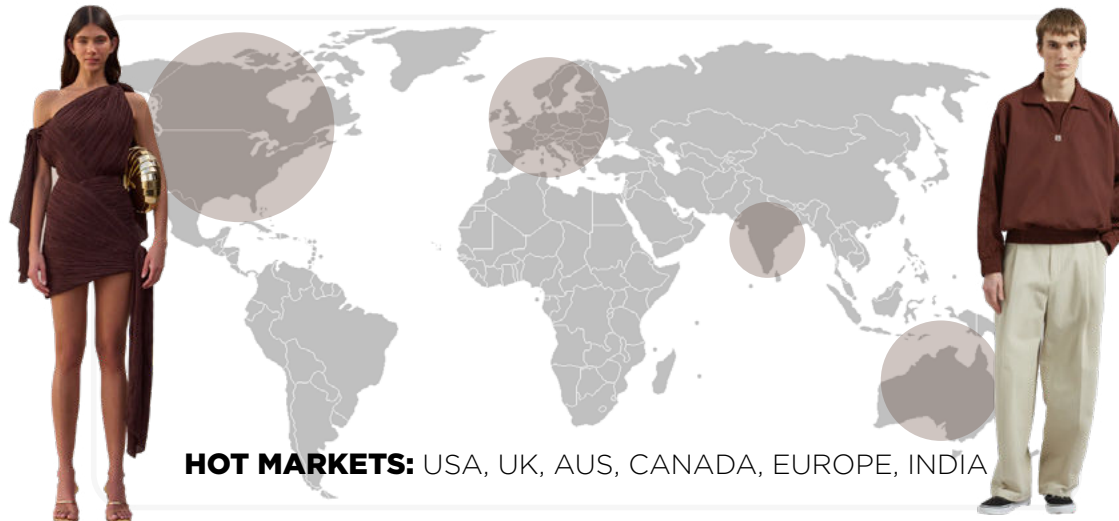
Earthy Depth & Spiced Accents
Brown will continue its reign as a key protagonist in SS26, its growing presence intertwined with the resurgence of leather, suede, and the ever-evolving Texan influence in fashion. Dark brown will take on a rich moka undertone, deepening its luxurious appeal, while a warm, spicy sienna will bring vibrancy and dimension to the palette. Adding an unexpected twist, a fresh tangerine orange will emerge, infusing an exotic, sunlit energy that balances the grounded, tactile essence of the season's browns.



SS26 COLORS UPDATE **DARK BROWN**



MOKA BROWN



SPRING 26 COLORS UPDATE **SPICY WARMTH**

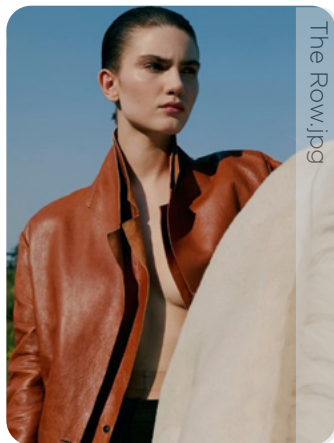


@ferragamo (2).png



PANTONE®
18-1354 TCX
Burnt Ochre

+339%

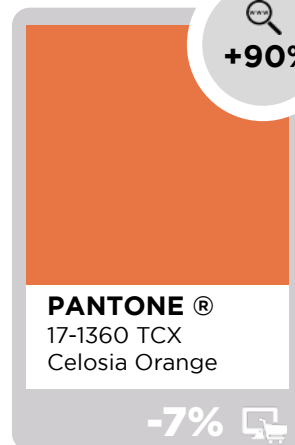


The Row.jpg

SIENNA



@thesignificantother.jpg



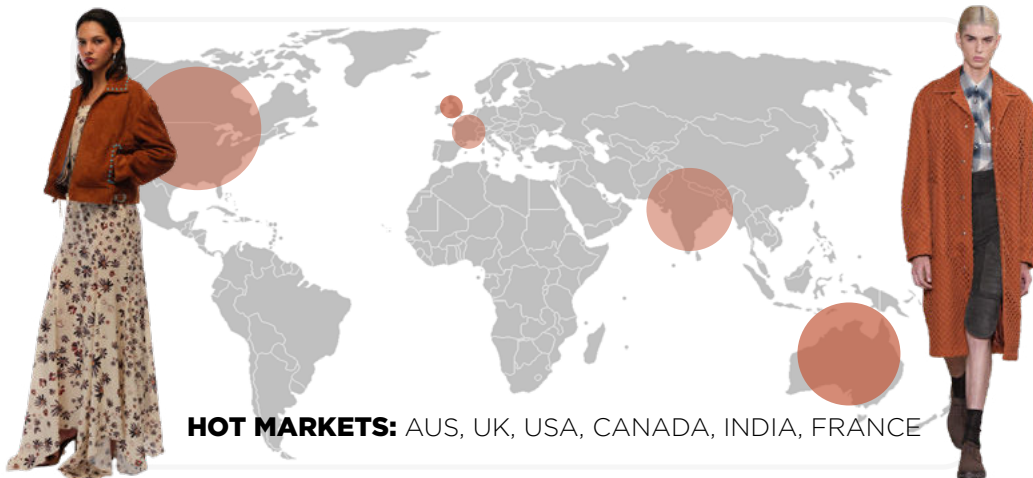
PANTONE®
17-1360 TCX
Celosia Orange

+90%



Zara.jpg

TANGERINE

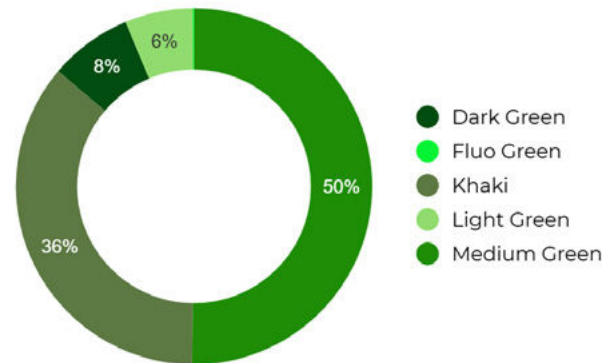


HOT MARKETS: AUS, UK, USA, CANADA, INDIA, FRANCE



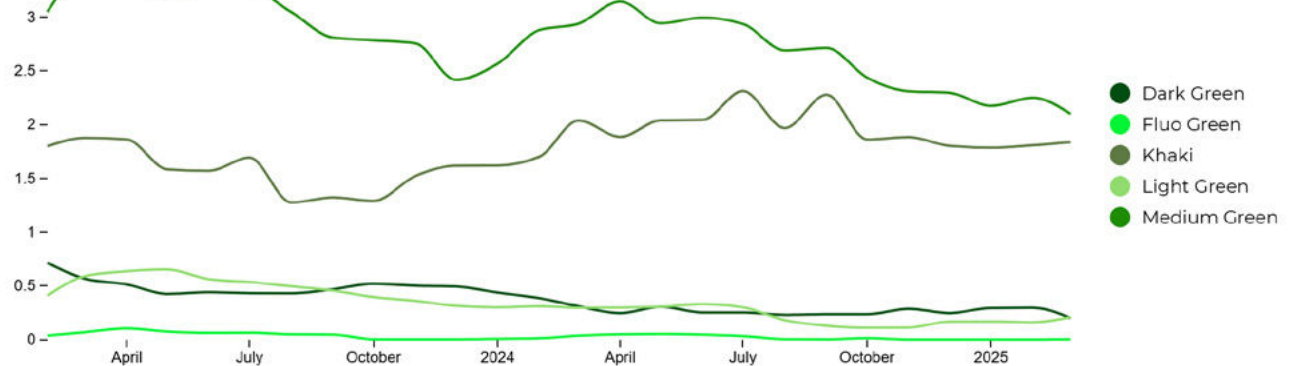
HOT MARKETS: AUS, USA, UK

SS26 COLORS UPDATE **KEY DATA**



Zesty Brights & Muted Depth

As the presence of vivid mint green softens, its energy will be counterbalanced by an acidic chartreuse—a bold yet measured accent that injects vibrancy into the palette. Meanwhile, khaki tones will make a quiet but steady return, with olive green reclaiming its place as a versatile essential. On a deeper, more directional level, a greyer, darker taupe-infused green will emerge, offering an edgier alternative that bridges utilitarian aesthetics with modern sophistication. This season's greens will oscillate between electrified brightness and muted earthiness, creating a dynamic yet harmonious evolution.



SS26 COLORS UPDATE **GREENENERGY**



+60%

PANTONE®
17-5937 TCX
Deep Mint

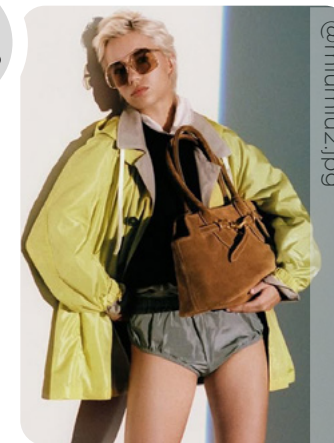
-26%



+60%

PANTONE®
12-0530 TCX
Charlock

+8%



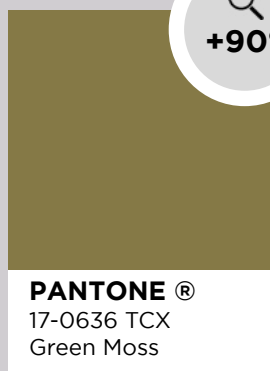
BOTTLE GREEN

LEMON SORBET

HOT MARKETS: AUS, UK, USA, CANADA, INDIA

HOT MARKETS: AUS, UK, USA, CANADA, INDIA

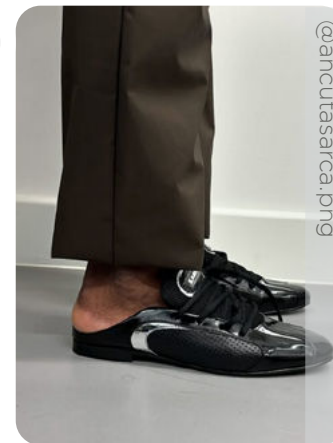
SS26 COLORS UPDATE **KHAKI**



+71%

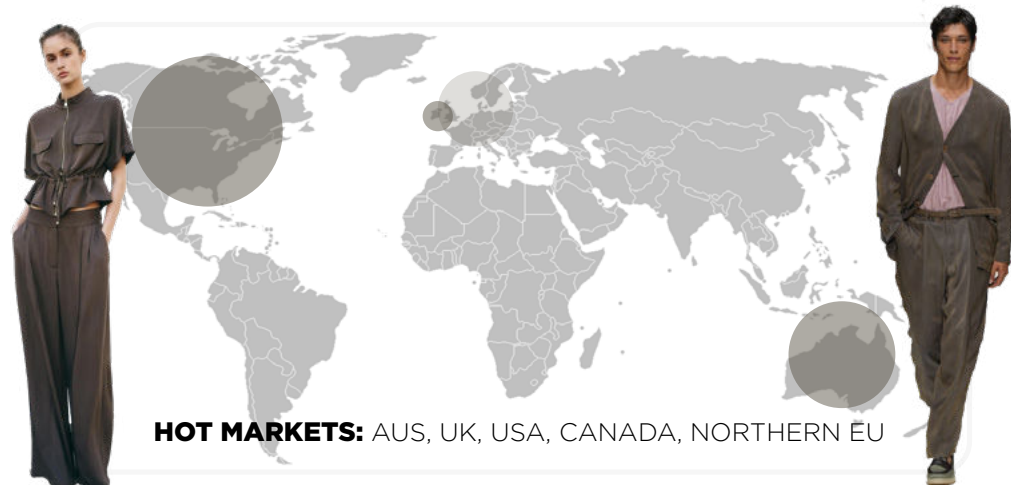
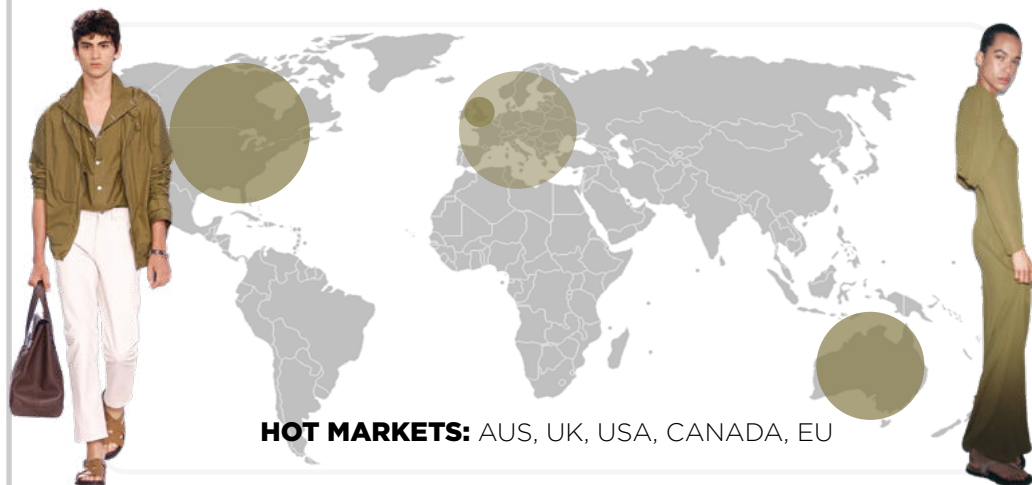


-35%

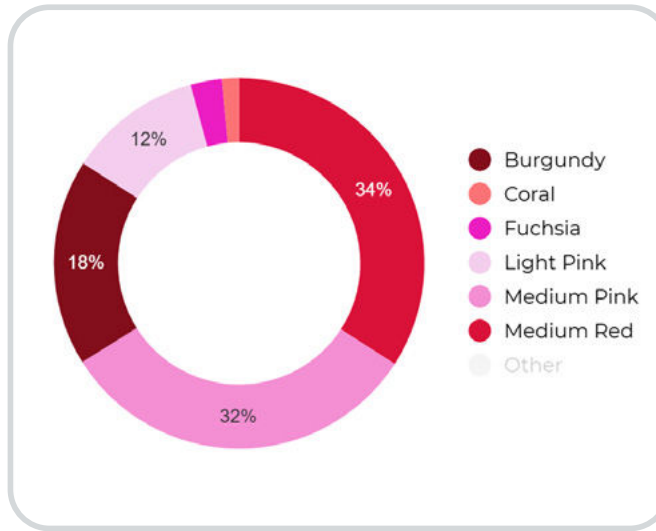


OLIVE GREEN

TAUPE GREEN

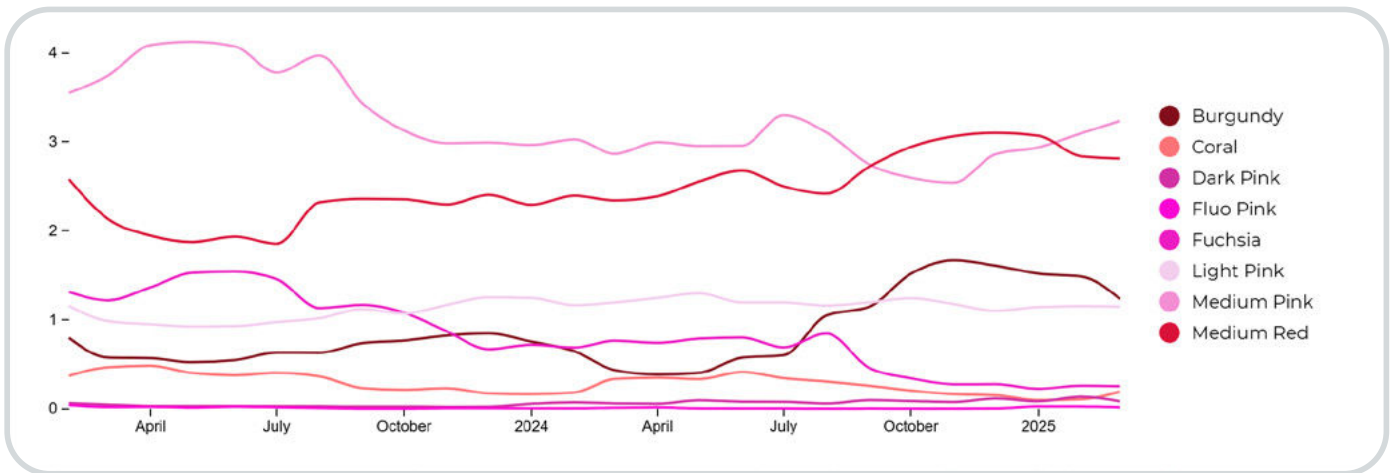


SS26 COLORS UPDATE **KEY DATA**



Refined Undertones

Red has dominated past seasons, evolving alongside the rise of deep burgundy—but for SS26, this spectrum will expand into its richest, most sophisticated form. Red will take on warm coral nuances, while burgundy will shift toward a pinker, more delicate depth. Meanwhile, pinks will cool down, embracing a nostalgic, almost ethereal quality. No longer just about splashy, feminine vibrancy, this season's reds and pinks will be defined by a refined interplay of undertones—designed for layering, blending, and creating depth with quiet yet striking intensity.



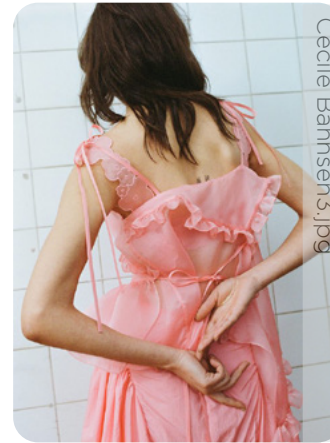
SS26 COLORS UPDATE **FLIRTY REDS**



+60%

PANTONE®
17-1664 TCX
Poppy Red

+10%



+80%

PANTONE®
16-1632 TCX
Shell Pink

-10%



PASSION RED

CORAL

HOT MARKETS: AUS, UK, USA, CANADA, EU, RUSSIA

HOT MARKETS: AUS, UK, USA, CANADA, EU

SS26 COLORS UPDATE **BERRY REDS**



@veronicaferraro.jpg

+120%

PANTONE®
19-1528 TCX
Windsor Wine

+201%



@mumiui.jpg

DARK PLUM

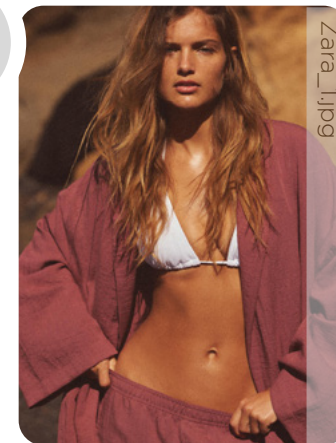


&Otherstories (2).jpg

+70%

PANTONE®
17-1633 TCX
Holly Berry

+139%



Zara_1.jpg

PIGMENTED PINK

HOT MARKETS: AUS, UK, USA, CANADA, INDIA, EU, RUSSIA

HOT MARKETS: AUS, UK, USA, CANADA, INDIA, FRANCE

SS26 COLORS UPDATE **PINK POWDER**



@miaou.jpg

+40%

PANTONE®
12-1303 TCX
Carinaria

+7%



@toptoprui.jpg

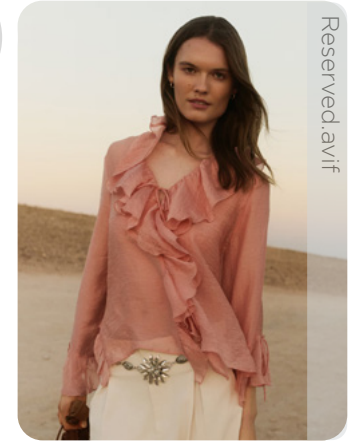


Maison123 (2).avif

+110%

PANTONE®
13-1208 TCX
Peachy Kean

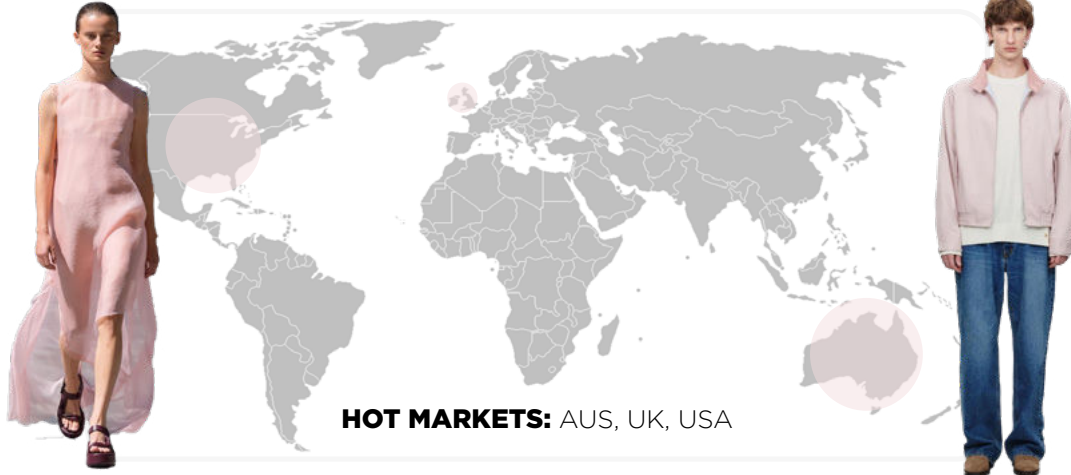
+6%



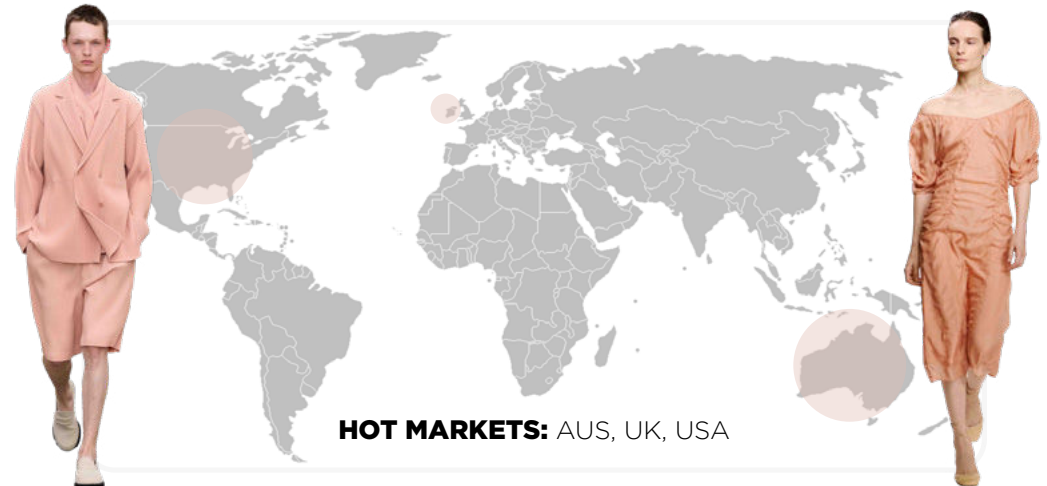
Reserved.avif

BLUSH

ANTIQUÉ PINK

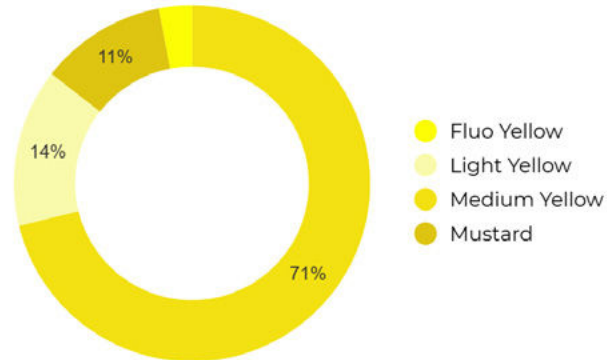
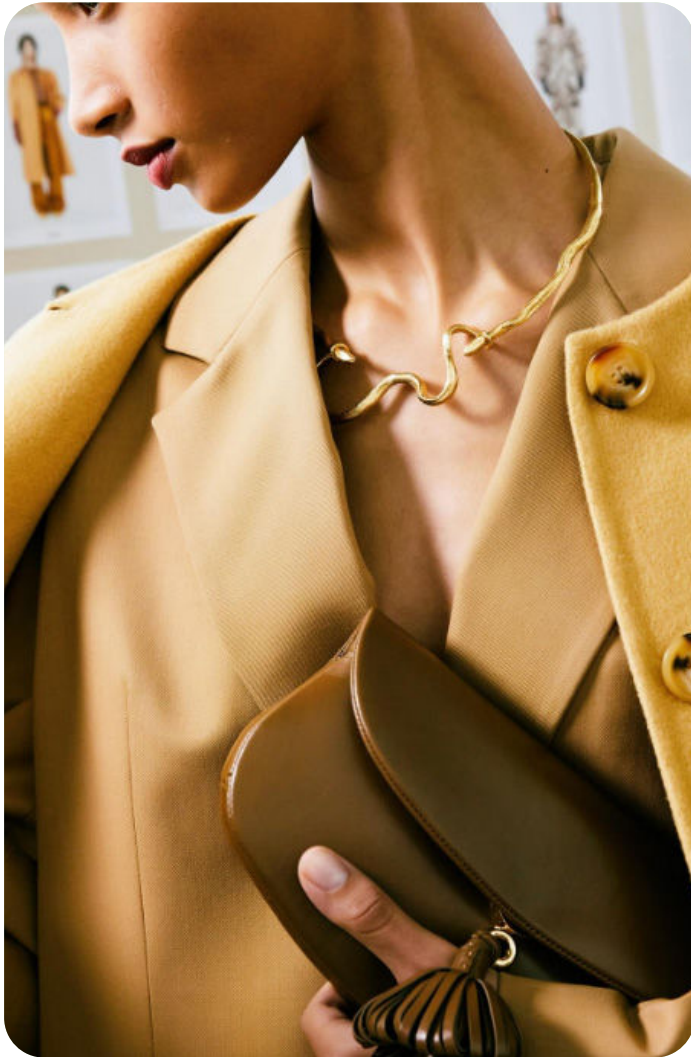


HOT MARKETS: AUS, UK, USA



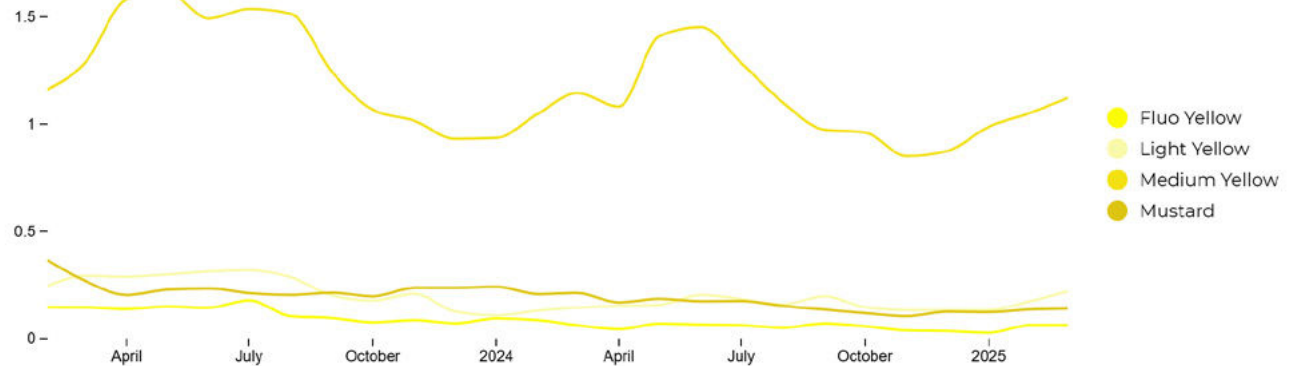
HOT MARKETS: AUS, UK, USA

SS26 COLORS UPDATE **KEY DATA**



Soft Radiance & Evolving Naturals

Despite being hailed as a necessary hue to revive optimism in fashion, yellow has struggled to take center stage in recent seasons—and its presence continues to decline. However, a lighter, more nuanced yellow will emerge, championed by key runway players like Chloé. This fresh take on yellow will shift towards a tonal interplay of mustard and buttery shades, offering a sophisticated alternative that seamlessly blends into the evolving landscape of neutral, greyish hues. Rather than bold vibrancy, SS26's yellow will exude a soft, understated radiance, signaling a quiet yet impactful transformation.



SPRING 26 COLORS UPDATE **SOLARIUM**



@steffcook.png

+60%

PANTONE®
14-0951 TCX
Golden Rod

-21%



the attico.jpg



@elizgordeeva.png

+90%

PANTONE®
13-0822 TCX
Sunlight

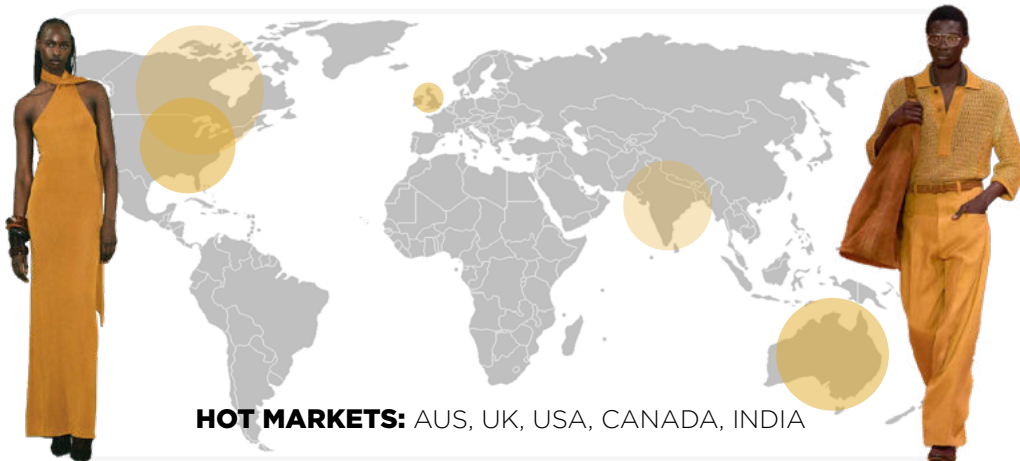
+54%



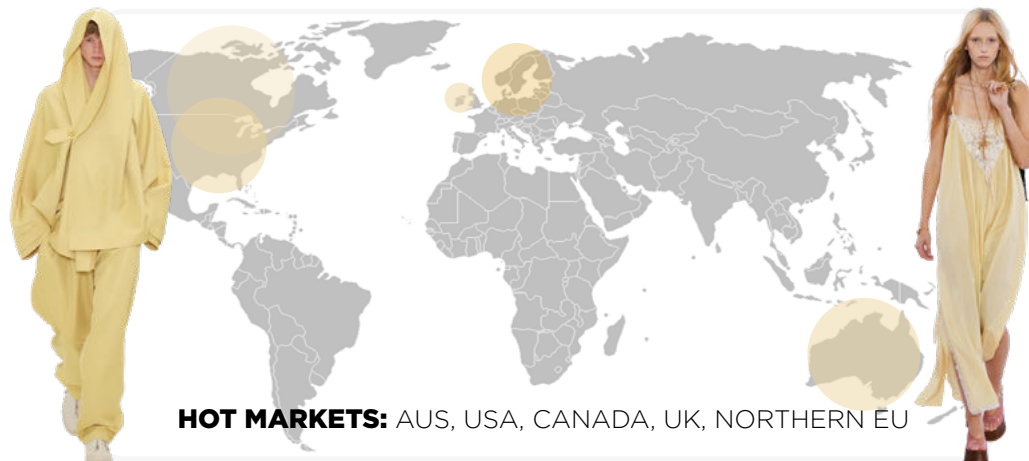
@posse.png

MUSTARD

PALE SUN



HOT MARKETS: AUS, UK, USA, CANADA, INDIA



HOT MARKETS: AUS, USA, CANADA, UK, NORTHERN EU

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

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