



KIDSWEAR
SS26 UPDATE
OUTERWEAR



LIVETREND

SPRING 26 OUTERWEAR UPDATE **INTRODUCTION**



@ilgufo_official (5).jpeg



@arket_children (2).jpeg



@zarakids (12)



zara.png



UPDATE

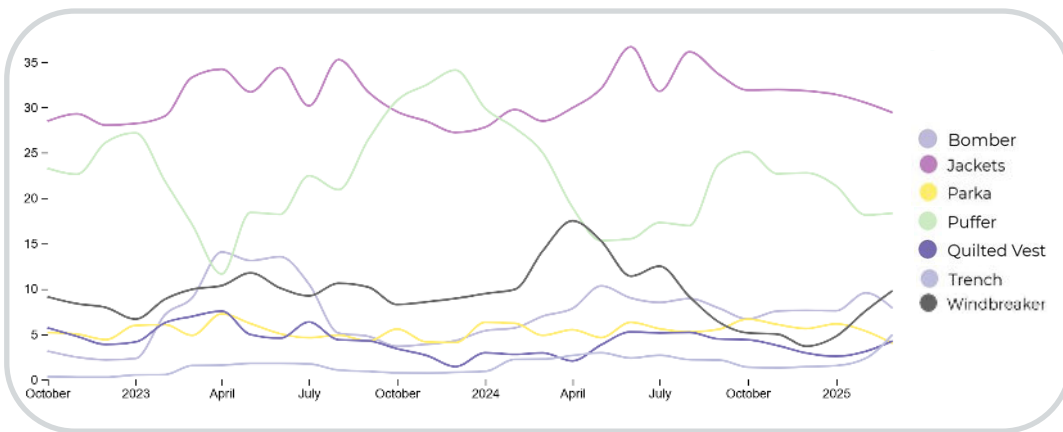
Cool kids. For spring 2026, kids' outerwear expresses a casual look for an assumed cool attitude. However, some pieces stand out, creating a chic sense of style. For girls, next spring the trench coat will be proposed in a cropped length or in a flared doll-style, for a cute and girly allure. Outerwear with delicate details will be very popular, such as coats with peter-pan collars or embellished with romantic bows. For casual and urban style, as workwear is influencing the trends, dry canvas jackets are the season's must-have, with their raw edge that breaks the wise image of kidswear. Transitional jackets are early spring essentials, as lightweight quilted jackets or vests, that are easy to wear and versatile playing with overlay effects. Technic fabrics are also in the spotlight, represented by airy waterproof nylon windbreakers. For a vintage touch, varsity jackets are staying as a stable trend for girls and boys, with their unisex retro twist. Finally, denim remains the iconic material of spring, with denim bombers, cabin jackets and denim blousons following us through the years.

This report is based on Livetrend data extracted from Instagram & e-commerce from Spring25 collections, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

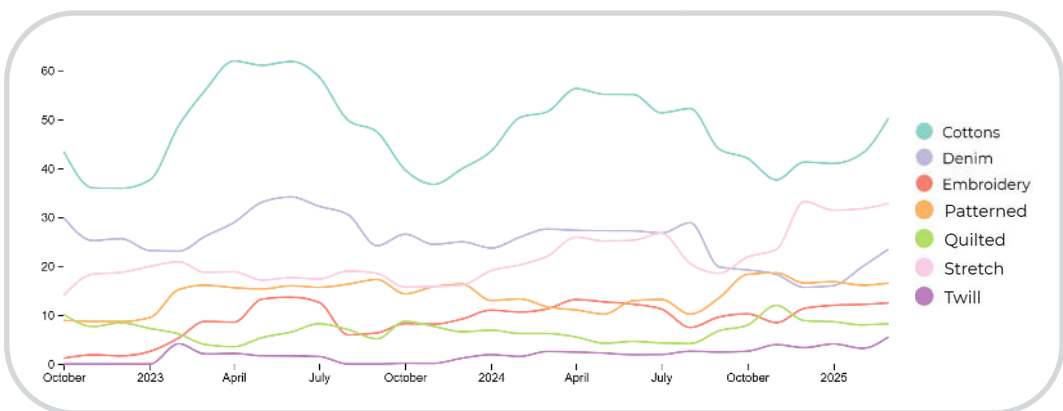
**ACCESS ALL IMAGES
CLICKING HERE**

SPRING 26 OUTERWEAR UPDATE **KEY DATA**

OUTERWEAR EVOLUTION

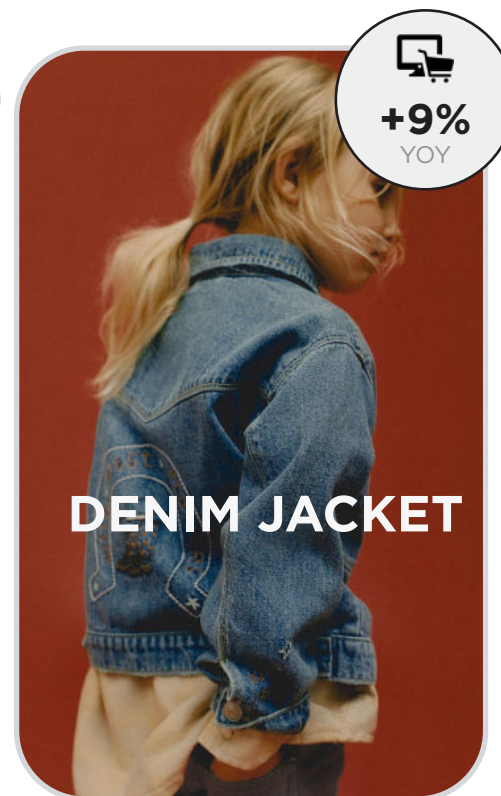


JACKETS FABRICS



@wendyandkids.jpeg

+25%
YOY



@zarakids (17).jpeg

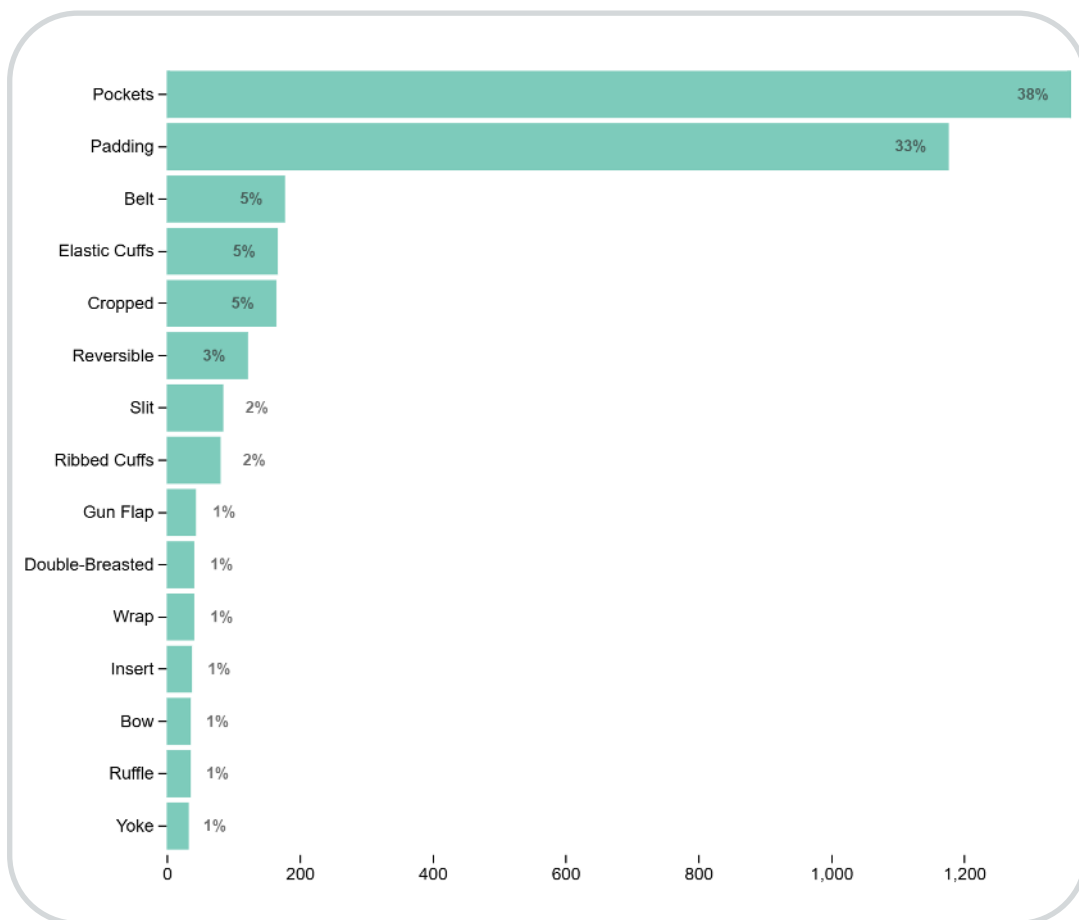
+9%
YOY

For Spring 2026, casual and functional items will be on the rise as quilted jackets and lightweight nylon windbreakers, which have been on the rise since last year. But timeless and elegant designs such as the iconic trench coat will be still very visible. New cropped style will renew the offer.

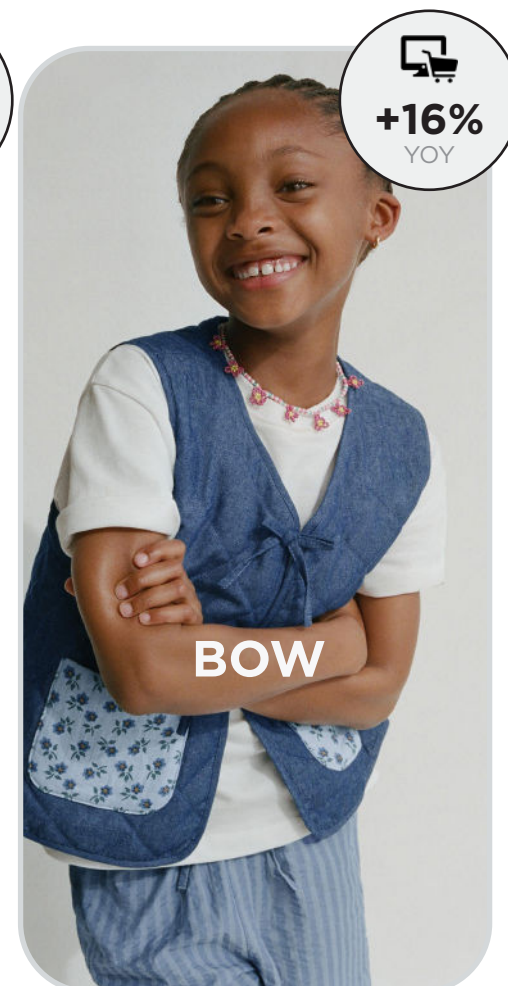
When we look at fabrics, denim remains spring's must-have, while waterproof and technic materials are spring's essential, perfect for transitional rainy seasons. Corduroy will be also very popular, for overshirts and urban jackets. Raw canvas jackets will be spring trendy pieces, surfing the #bluecollar trend inspired by workwear.

SPRING 26 OUTERWEAR UPDATE **KEY DATA**

OUTERWEAR TOP DETAILS



mango



m&s

For SS26 kids' outerwear, the most prominent details will focus on practicality, comfort, and adaptability. Pockets lead as the most significant feature, appearing in 38% of designs, emphasizing utility. Padding follows closely at 33%, highlighting a preference for comfort, insulation, and possibly protective elements. Other notable details include belts, elastic cuffs, and cropped styles, each at 5%, adding trendy silhouettes and adjustable fits. Reversible designs make up 3%, indicating a focus on versatility. Smaller yet noteworthy elements like slits and ribbed cuffs, both at 2%, contribute to flexibility and fit. Less common but still present features such as gun flaps, double-breasted styles, wrap designs, inserts, bows, ruffles, and yokes, each at 1%, suggest a touch of aesthetic diversity. Overall, SS26 kids' outerwear will balance functional elements with trendy accents.

SS26 OUTERWEAR UPDATE **MUST-HAVES SPOTLIGHT**



LIGHTWEIGHT NYLON



@theanimalsobservatory1.jpeg

CABIN DENIM



@owleybarn.co (2).jpeg

QUILTED JACKET



zara (4).jpeg

SLEEVELESS PUFFER



@oopsmyboy_official(1).jpeg

DOLL TRENCH



@lolobole_712.jpeg

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.



SS26 KIDSWEAR
OUTERWEAR
UPDATE
CORE ITEMS



LIVETREND

SPRING 26 OUTERWEAR **THE ICONIC TRENCH**

SAFE TREND

DOLL STYLE

BIG TREND

CROPPED LENGTH



@lolobole_712.jpeg



konges slodj.JPG



bardot junior.jpeg



h&m.jpeg



zara.png



mango.jpeg

BIG TREND

SPRING 26 OUTERWEAR **THE WORKWEAR CANVAS**



@hm_kids (5).jpeg



@eastendhighlanders(2).jpeg



@hm_kids (6).jpeg



bonton.jpeg



zara.jpeg



h&m (4).jpeg



buho barcelona.jpeg

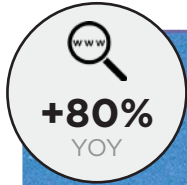
SPRING 26 OUTERWEAR **THE WINDBREAKER**

BIG TREND

POP OVER

BIG TREND

LIGHTWEIGHT NYLON



@thecampamento.jpeg



@sofieschnoor_kids_young(1).jpeg



@facade.apr.jpeg



@ilgufo_official (5).jpeg



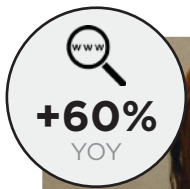
thesundaycollective (3).jpeg



@theanimalsobservatory.jpeg

BIG TREND

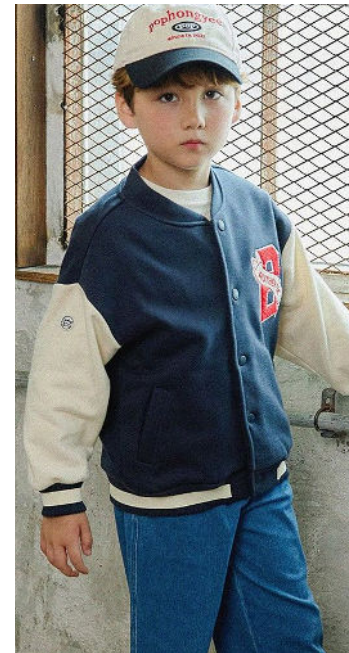
SPRING 26 OUTERWEAR **THE VARSITY JACKET**



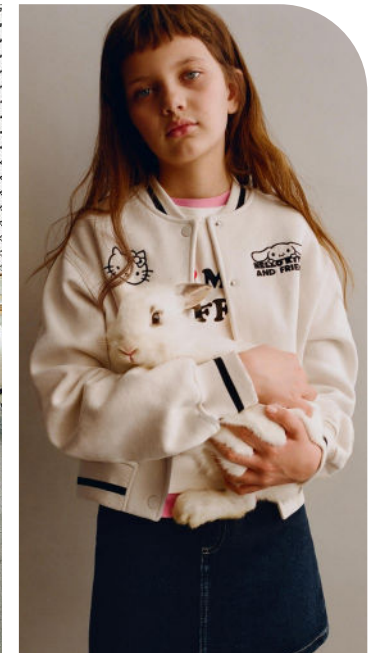
@zarakids (12).jpeg



@zarakids (14).jpeg



@owleybarn.co (3).jpeg



zara (2).jpeg



h&m (2).jpeg



@weare_thenewsociety(2).jpeg



kkami.jpeg

BIG TREND

SPRING 26 OUTERWEAR **THE CORDUROY OVERSHIRT**



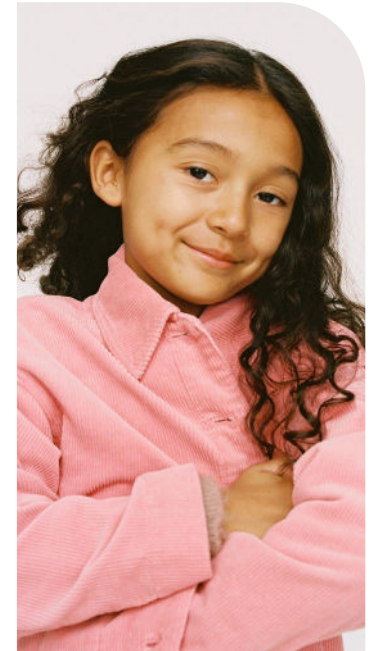
@cozmobrand (2).jpeg



thesundaycollective (4).jpeg



@aniaonopiuk (2).jpeg



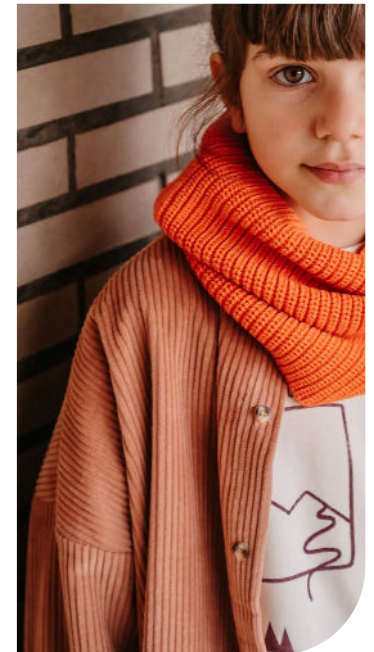
@arket_children (3).jpeg



@mipounet (2).jpeg



@bonmot_organic.jpeg



@bonnieandthegang.jpeg

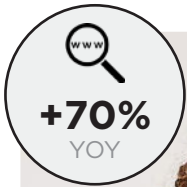
SPRING 26 OUTERWEAR **DETAILS**

BIG TREND

PETER PAN COLLAR

STABLE TREND

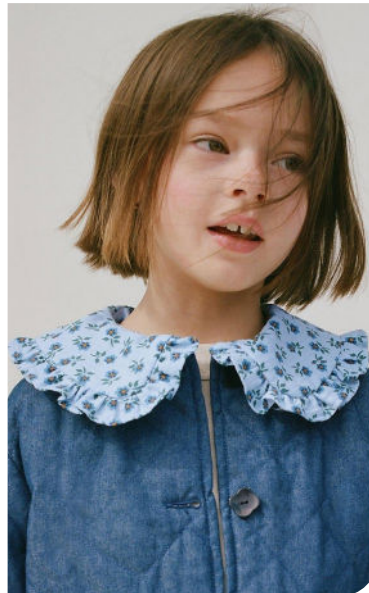
BOWS FASTENING



molo.jpeg



@liebello.official.jpeg



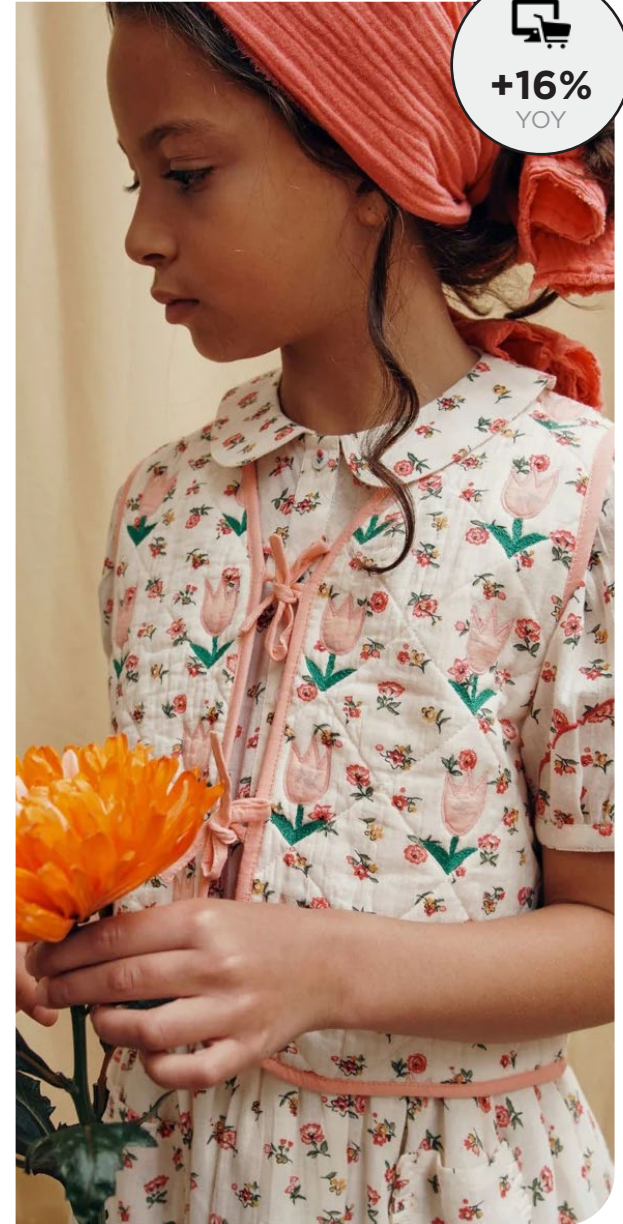
zara (2)_2.jpeg



zara (2)_1.jpeg



m&s.jpg



emile & ida.jpeg

SPRING 26 OUTERWEAR **THE DENIM JACKET**

SAFE TREND

DENIM BOMBER

STABLE TREND

DENIM CABIN JACKET



@zarakids (11).jpeg



kkami 2.jpeg



@goldieandace (1).jpeg



@ilgufo_official (1).jpeg



@hm_kids (3).jpeg



@owleybarn.co (2).jpeg

EARLY SIGN

SPRING 26 OUTERWEAR **THE FISHERMAN JACKET**



marc & janie.jpeg



zara (2)_3.jpeg



molo_1.jpeg



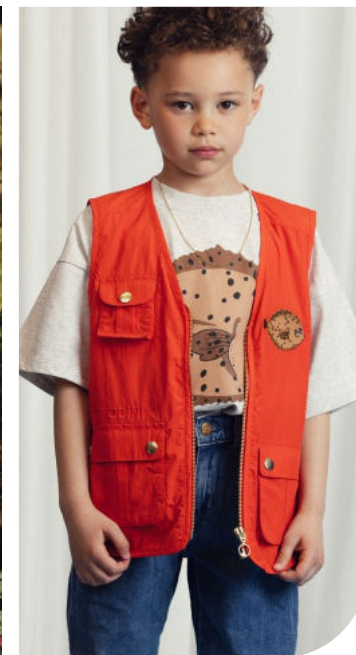
cotton on kids (2).jpeg



fishandkids.jpeg



@msgmkids (4).jpeg



mini rodini.jpeg

SAFE TREND

SPRING 26 OUTERWEAR **THE QUILTED JACKET**


+44%
YOY



arket.jpeg



@kongessloejd.jpeg



@bachaa.official.jpeg



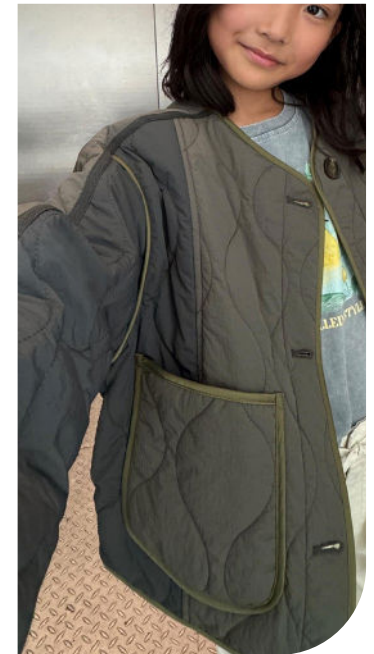
@arket_children (8).jpeg



@fishandkids (3).jpeg



@sofieschnoor_kids_young(2).jpeg



zara (3).jpeg

SPRING 26 PANTS **THE SLEEVELESS TRANSITIONAL JACKET**

SAFE TREND

SLEEVELESS PUFFER

SAFE TREND

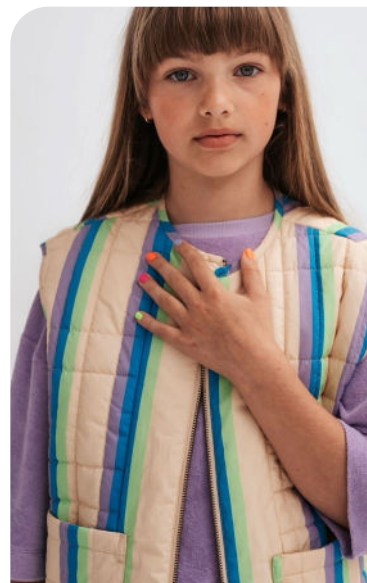
QUILTED VEST



@goldieandace (2).jpeg



mango (1).jpeg



@repose.ams.jpeg



@_bobochoses_.jpeg



@arket_children (4).jpeg



@arket_children (9).jpeg

STABLE TREND

SPRING 26 OUTERWEAR **THE TIMELESS BLAZER**



@mangokids (2).jpeg



mango (2).jpeg



h&m usa (2).jpeg



@msgmkids (2).jpeg



hugo boss.jpeg



zara (5).jpeg



@paademode (4).jpeg

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



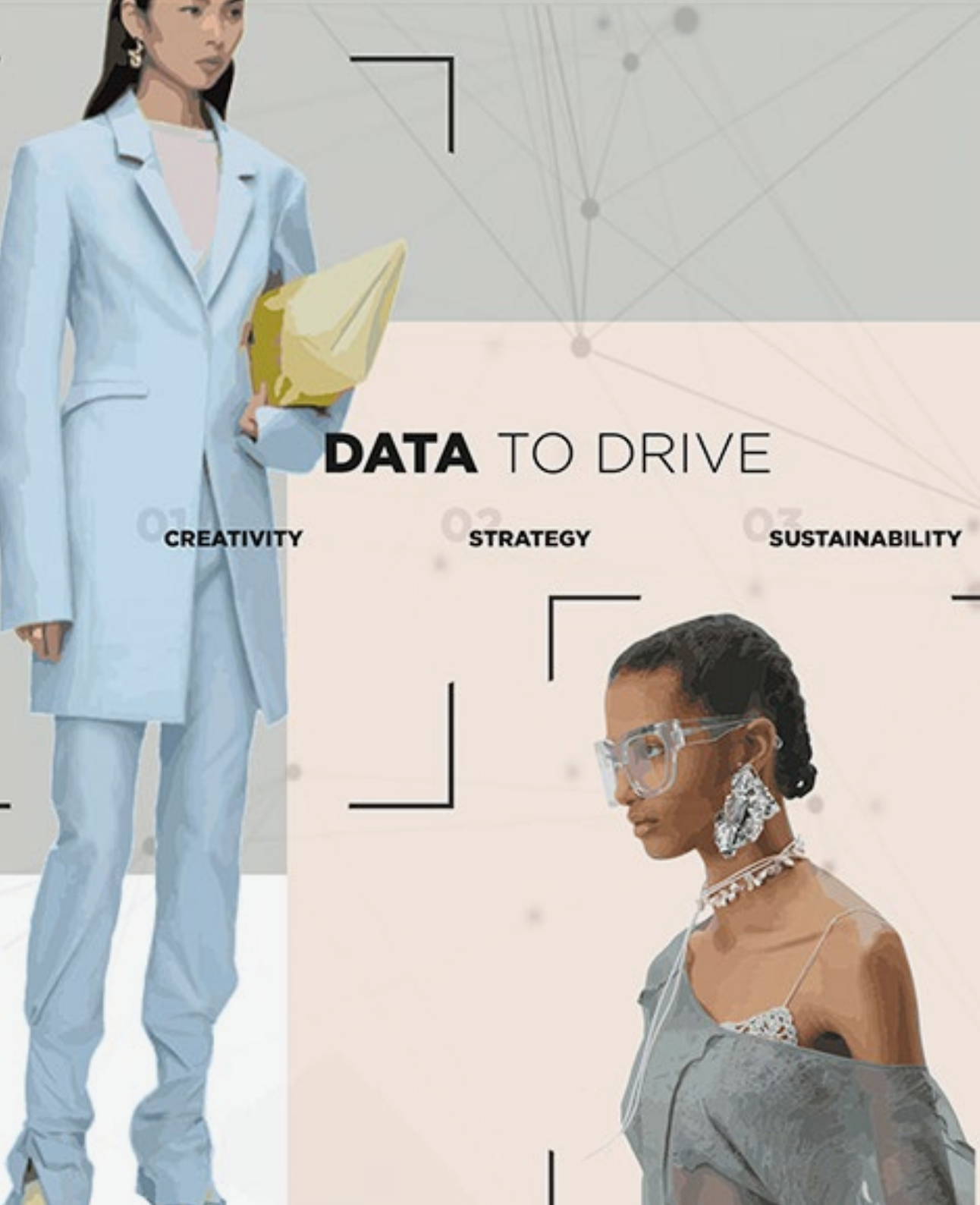
INVEST

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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