



**WOMENSWEAR  
FORECAST**  
FW 2026/2027  
**MACROTRENDS**  
BUCOLIC  
SLUMBER



LIVETREND



# MACROTRENDS FW26 **INTRODUCTION**



## **FORECAST**

### **FW26: BUCOLIC SLUMBER**

Bucolic Slumber is a soft retreat into slowness, presence, and quiet resistance to urgency. It embraces the in-between moments: half-awake mornings, messy rooms, breakfasts unfinished. Life here is unpolished, but intentional. Nothing is rushed, and nothing tries too hard. It's a return to the beauty of the everyday—creased sheets, warm socks, undone routines. The ordinary becomes sacred when there's time to notice it. There's comfort in things that don't need fixing: chipped mugs, wrinkled linens, pauses that last longer than they should. Bucolic Slumber rejects the need for constant achievement. It values being over doing, feeling over proving. In a world obsessed with progress, it whispers the radical idea that slow is enough. It's about simple living, not as a trend, but as a way of finding ease in what already exists. The message is quiet, but powerful: you don't need to be ready—you just need to be here.

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

# MACROTRENDS FW26 **OVERVIEW**

## LAVISH SUBVERSION



**BOURGEOIS REBELS  
ENCHANTED EVERYDAY  
VELVET HOUR**

## BUCOLIC SLUMBER



**COASTAL WHIMSY  
STILLWATER DIARIES  
PRE-COFFEE**

## PRIMAL FUTURISM



**POST-NATURE  
NOMADIC WHISPER  
SHADOWS OF THE LAND**

## DARK HISTORY



**RE-HISTORICAL  
SANCTUM  
SHADOW CIRCUIT**





@tessavmontfoort9.png



@katarinakrebs11.png



@katarinakrebs8.png

# COASTAL WHIMSY

## BUCOLIC SLUMBER

“Coastal Whimsy” is a lighthearted celebration of seaside nostalgia and countryside charm, seen through a wide-eyed, playful lens. Rooted in fishermancore with a dose of Scandi storybook sweetness, this trend captures the joy of simple pleasures: collecting shells, layering knits, and eating toast with too much butter on a windy porch. It’s naive, cozy, and full of personality—like dressing for a school field trip that never ends.

The mood is spirited and a bit silly, with a wink of childhood reverie. Think sailor collars with oversized bows, scout patches on puffers, mismatched socks in muddy boots, and vintage sweaters with lobsters or penguins. Practicality meets pure whimsy—nothing is too precious, but everything is loved.

The palette plays like a beachside memory box: faded pastels, cheerful reds, mustard yellow, grassy greens, and picnic blues. Patterns and textures feel handmade or hand-me-down, from vintage Fair Isle to duffle coats with toggle buttons.

Coastal Whimsy is nostalgic without being sentimental, functional but never boring. It’s weather-ready wear for misty mornings, boat rides, and the kind of days you hope never grow up.



FISHERMANCORE **+2900%** SCANDI STYLE **+100%**



# COASTAL WHIMSY MOOD



@ineslovesunicorns 2.png



@copperstadinterior8.png



@momentsabloom 7.png



ikoleherriott5.png



natahrankina1.png



Louis Vuitton 72.jpg



lukeedward hall3.png



@freepoeple 6.png

PRACTICAL WHIMSY- CAMPGIRL CORE - NAIVE OUTDOORS - SALT & STRIPES - LOW-TIDE LOOKS - VILLAGE VACATION  
HOMETOWN HIKER - DOMESTIC TEXTURES - SCHOOLBOY SILHOUETTES - COASTAL MORNINGS - WEATHER-READY



# COASTAL WHIMSY COLORPALETTE



SS Daley 11.jpg



fredgauthier4.png



SeaNewYork\_25PreFall\_003.jpg



@anyaholdstock1.png



mafalda.jpg



corridor 4.png



@copperstadinterior7.png

**Khaki**  
16-0726 TCX

**Brunette**  
19-1235 TCX

**Green Jacket**  
17-6154 TCX

**Sweet Taffy**  
12-2900 TCX

**Fiesta**  
17-1564 TCX

**Tender Yellow**  
11-0710 TCX

**Blissful Blue**  
16-4121 TCX

**Estate Blue**  
19-4027 TCX

The Coastal Whimsy color palette is a cheerful yet grounded mix of sun-faded pastels, maritime blues, and earthy utility tones. It balances playful hues like tender yellow, sweet lilac, and cherry red with workwear greens, khaki, and rich brunette, creating a sense of lived-in joy. These shades evoke nostalgic seaside towns, cottage interiors, and countryside picnics, bringing to life a mood of relaxed charm and outdoor innocence. Pops of fiesta red and estate blue inject energy, while muted tones soften the overall feel. The result is quietly eclectic—cozy yet spirited, practical yet poetic, like a weathered quilt stitched from coastal memories.



# COASTAL WHIMSY COLOR HARMONIES



@linda.sza9.png

<b>Brunette</b> 19-1235 TCX	<b>Fiesta</b> 17-1564 TCX	<b>Sweet Taffy</b> 12-2900 TCX
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## PALETTE 1

## PALETTE 2

<b>Blissful Blue</b> 16-4121 TCX	<b>Brunette</b> 19-1235 TCX	<b>Tender Yellow</b> 11-0710 TCX
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@rebeccaferrazwyatt1.png



@lioness\_official3.png

<b>Khaki</b> 16-0726 TCX	<b>Estate Blue</b> 19-4027 TCX	<b>Green Bee</b> 17-6154 TCX
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## PALETTE 3



# KEY MATERIALS & PRINTS

## WILDLIFE INTARSIA



KEBURIA 6.jpg



labeye.jpeg

## VINTAGE FAIR ISLE



freepeople\_2.jpeg



@momentsabloom 5.png



@lioness\_official5.png

## RAIN REPELLERS



London Streetstyle 1.jpg



Kronthaler Westwood 31.jpg

## BLUE-COLLAR PLAIDS



@momentsabloom 31.png



Missoni16.jpg



# KEY DETAILS

## WORKWEAR DETAILS



@6397 \_17.png



zara 70.jpg



Copenhagen Streetstyle 13.jpg

## DUFFLE CLOSURES



no 21 44.jpg



chiclara2.webp.jpeg

## SAILOR DETAILS



@freepeople 2.png



@rebeccaferrazwyatt2.png

## GIRLSCOUT BADGES



@tessavmontfoort10.png



undercover 21.jpg



# KEY ACCESSORIES

## NAUTICAL FOULARDS



Simone Rocha 14.png



Paris Streetstyle 70.jpg



Polo Ralph Lauren 32.png

## SAILOR HATS



pin\_.jpeg



Calvin Klein 48.jpg

## TRADITIONAL BOAT SHOES



Monse 43.jpg



pinterest predicts103.jpg

## OUTDOOR BOOTS



Missoni27.jpg



Thom Brown36.jpg



# TRENDSTORY



@momentsabloom 7\_1.png

## WHIMSICAL SCANDI



@Olivia Hirst1.png



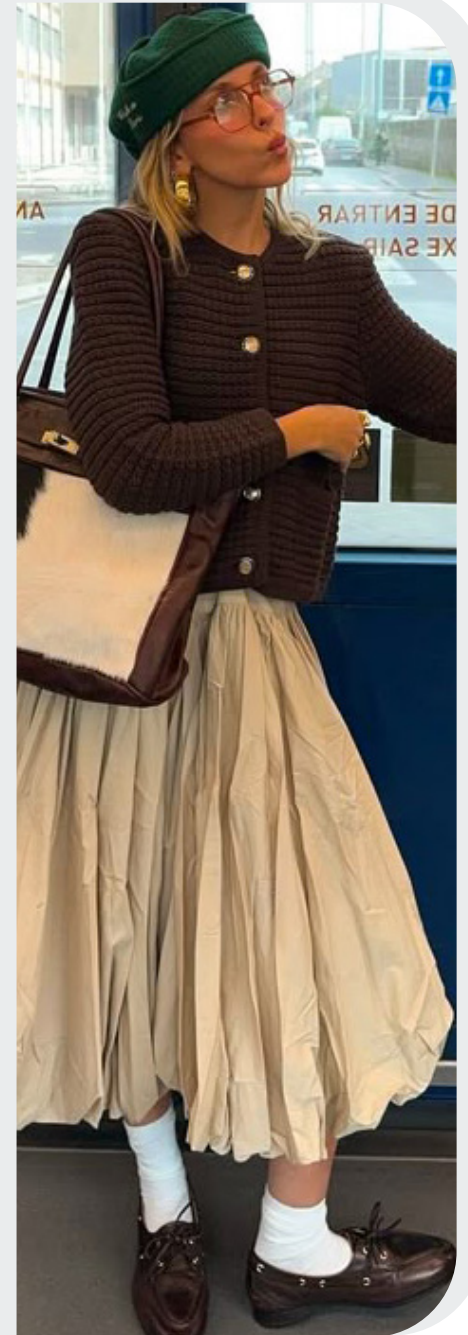
@miatequeiroz1.png



@manondevelder6.png



copenhagen5.jpeg



sophia coelho.jpeg



# TRENDSTORY



@momentsabloom 42.png

## BLUE-COLLAR BLUES



@svdae 9.png



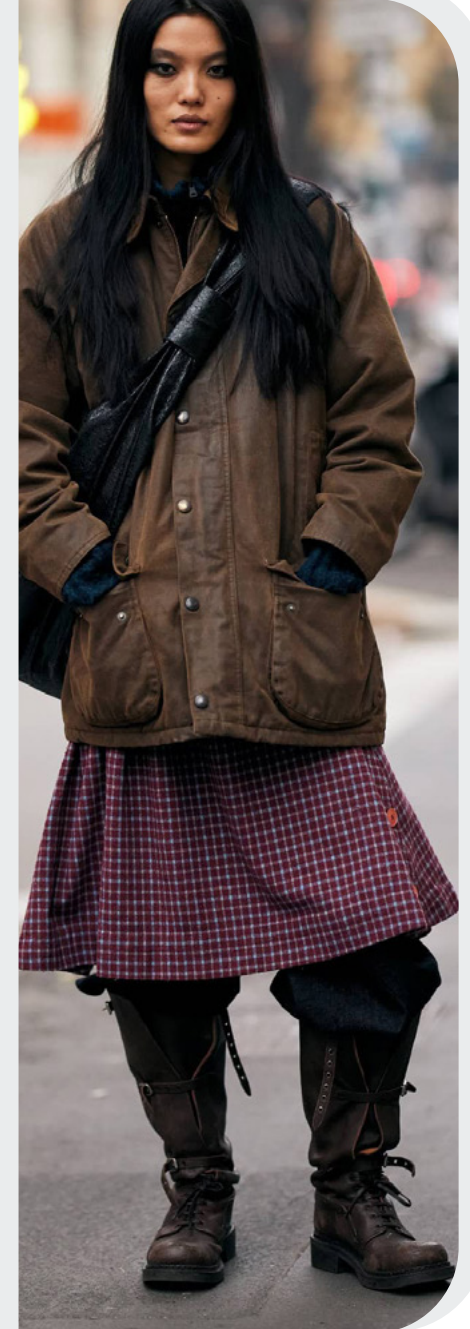
@Olivia Hirst12.png



@sina.anjolie4.png



@lirisaw2.png



Milano Streetstyle 125.jpg



# AI-GENERATED



WHIMSICAL SCANDI



BLUE-COLLAR BLUES





# STILLWATER DIARIES

## BUCOLIC SLUMBER

“Stillwater Diaries” is a soft-focus escape into rural reflection—where tweed meets tenderness, and every outfit tells a quiet story. Rooted in frazzled Englishwoman aesthetics and twee nostalgia, this trend evokes misty mornings, dog-eared novels, and the romantic haze of countryside solitude. It’s an ode to introverts, bookworms, and the quietly dramatic. Think windswept layers, velvety textures, and wistful color palettes inspired by muddy fields, mossy woods, and vintage buttons in forgotten drawers.

The mood is cozy but complex—equal parts proper and undone. Structured tailoring in checks and wool is paired with rustic knitwear and ruffled blouses, capturing the feeling of dressing up to stay in. It’s heritage with a human touch: scuffed riding boots, bookclub berets, and oversized coats that feel like borrowed comfort. There’s elegance, but it’s wrinkled. There’s polish, but it’s softened by rain.

Accessories—chunky loafer pumps, old-school leather bags, and in-boots-business trousers—nod to academic classics with a countryside twist. “Stillwater Diaries” romanticizes the mundane, who finds magic in routine and poetry in pockets. It’s a wardrobe for quiet confidence—literary, layered, and steeped in slow beauty. A love letter to the season of stillness.



kinfolk6.png



@fannyamandanilsson8.png



@charlinelumiere3.png



FRAZZLED ENGLISH **+70%**

TWEE **+23%**



# STILLWATER DIARIES MOOD



@maudchalard.jpg



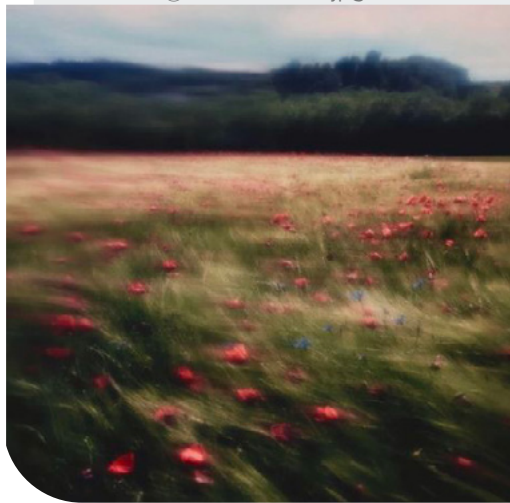
@mansurgavriel10.png



@rebelmag 7.png



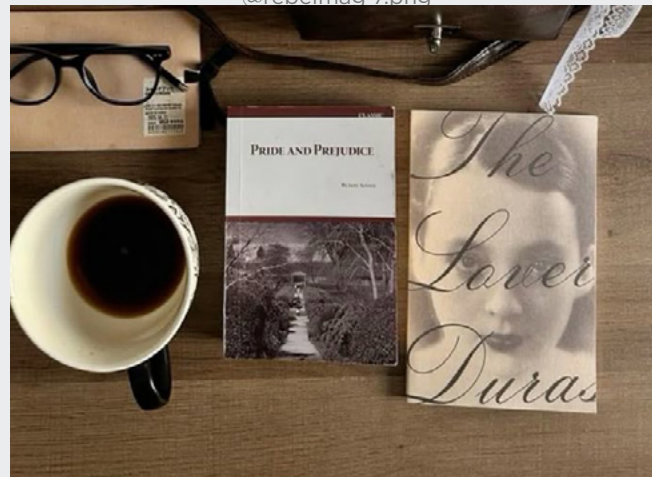
@charlinelumiere4.png



pinterest predicts72.jpg



cphg fw.jpeg



pinterest predicts16.jpg



New York Streetstyle 39.jpg

FRAZZLED ENGLISHWOMAN - BOOK BLUB ENERGY - TEA-STAINED - STILLWATER FOLK - SOFTROOTED -  
HERITAGE HAZE - LITERARY LONGING - CABIN SOFTNESS - RURAL ROMANCE - WINDSWEPT LAYERS



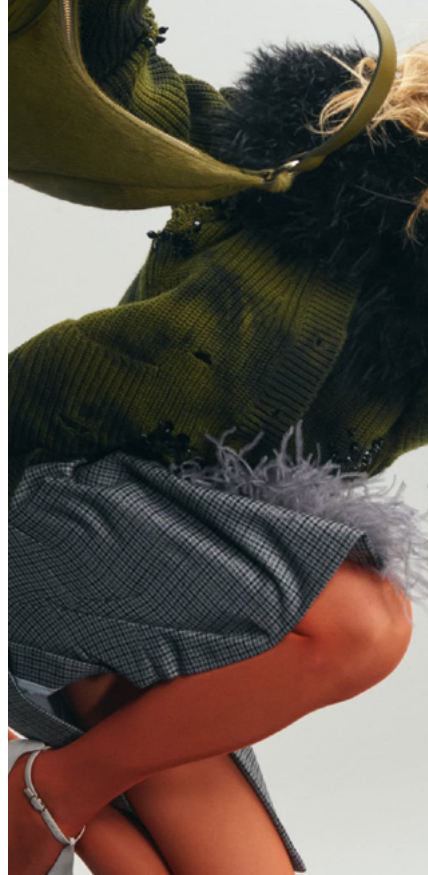
# STILLWATER DIARIES COLORPALETTE



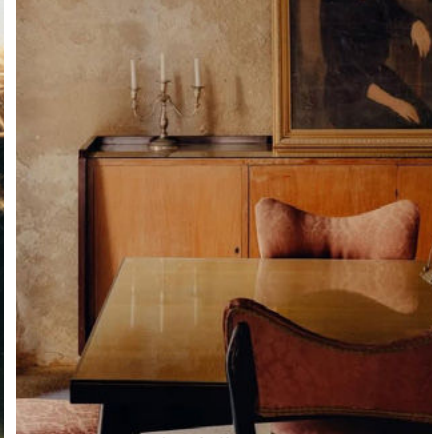
@cristinachenii2.png



@fannyamandanilsson7.png



Des Phemmes 12.jpg



kinfolk7.png



@adam.friedlander 9.png



Stephan Lisowski - Harper\_sBazaar.jpg



@charlinelumiere6.png

Pale Blue  
13-4804 TCX

Estate Blue  
19-4027 TCX

Green Jacket  
19-6027 TCX

Khaki  
16-0726 TCX

Peat Moss  
18-0428 TCX

Koi  
17-1452 TCX

Puce  
19-1518 TCX

Tibetan Red  
19-1934 TCX

The Stillwater Diaries color palette is a rich blend of earthy depth and poetic melancholy, evoking misty mornings, faded countryside textures, and old library interiors. Muted greens, peat moss, and khaki ground the mood in rustic realism, while accents of puce, koi orange, and Tibetan red add a sense of lived-in warmth. Estate blue and pale blue offer crisp contrast—like cool air over damp soil. There's a storybook sensibility to the palette, recalling pressed flowers, wool coats, and handwritten letters. It's nostalgic yet grounded, evoking quiet introspection and rural elegance. A palette for slow days, layered thoughts, and windswept paths.



# STILLWATER DIARIES COLOR HARMONIES



Polo Ralph Lauren 11.png

Peat Moss 18-0428 TCX  
Koi 17-1452 TCX  
Puce 19-1518 TCX

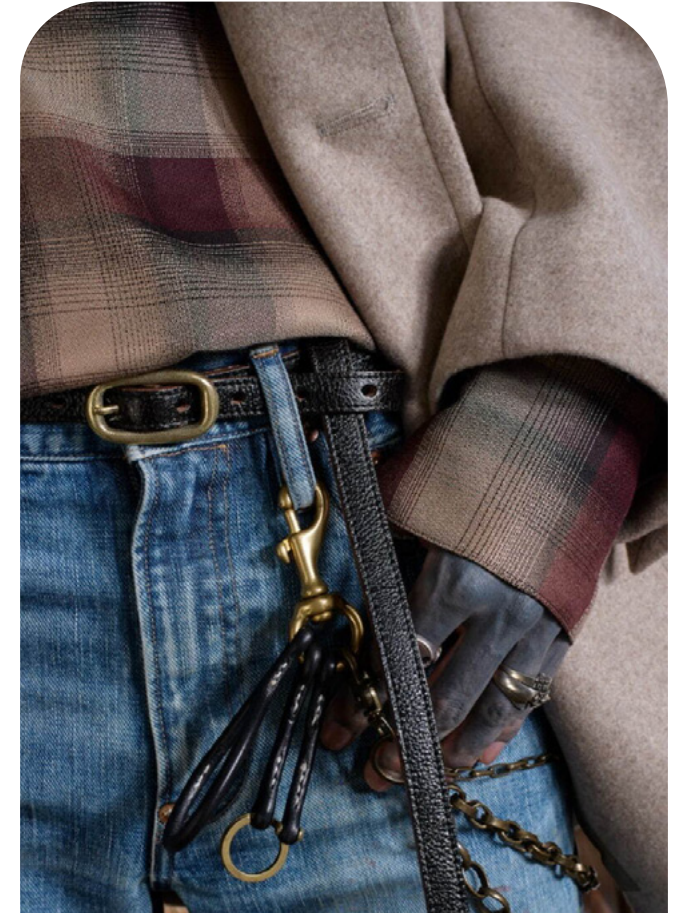
## PALETTE 1

## PALETTE 2

Khaki 16-0726 TCX  
Peat Moss 18-0428 TCX  
Puce 19-1518 TCX



MiuMiu 50.jpg.webp



sugerhill\_25-26aw\_030.jpg

Pale Blue 13-4804 TCX  
Khaki 16-0726 TCX  
Tibetan Red 19-1934 TCX

## PALETTE 3



# KEY MATERIALS & PRINTS

## FANCY WOOLEN YARNS



Gucci 67.jpg



Valentino 43.jpg

## RUSTIC TEXTURED KNITS



Leroy 12.jpg



@momentsabloom 36.png



MiuMiu 151.jpg

## TAILORING CHECKS



Coach 35.jpg



Juzui 10.jpg

## VELVETY & CURDOROI



BaumundPferdgarten\_2025ss\_019.jpg



no 21 9.jpg



# KEY DETAILS

## SINGLE BUTTON-UP COLLARS



@inalevystudio 2.png



margauxchiara5.png



@lena\_kechiyan.jpg

## METALLIC HUNTSMAN BUTTONS



venit\_25\_fw\_001.jpg



@altuzarra1.png

## IN-BOOT-BREACHES



@svdae 4.png

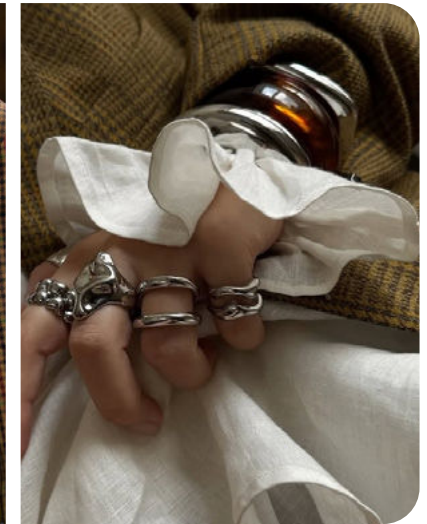


Onitsuka Tiger 3.png

## OLD ENGLISH RUFFLES



Copenhagen Streetstyle 24.jpg



@svdae 8.png



# KEY ACCESSORIES

## HERITAGE RIDING BOOTS



@kassl editions1.png



Simkhai 2.jpg

## CHUNKY LOAFER PUMP



Enfants Riche et Deprimes 10.jpg

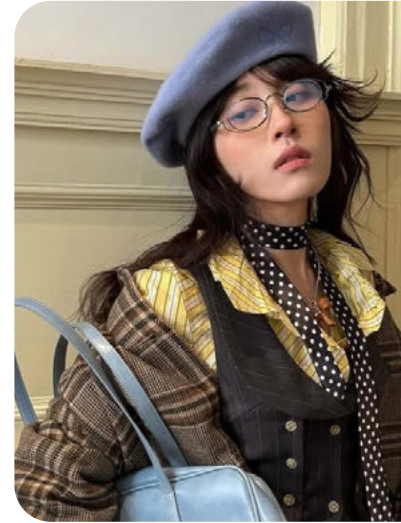


MAX MARA 27.jpg



@linda.sza1 Kopie.png

## BOOKCLUB BERETS



@lovjfann 9.png



@linda.sza8.png

## VINTAGE LEATHER BAGS



pinterest inspo7.jpg



chloe \_41.jpg



# TRENDSTORY



@elen\_sheva5.png

ESTATE LADIES



@torivanbreugel4.png



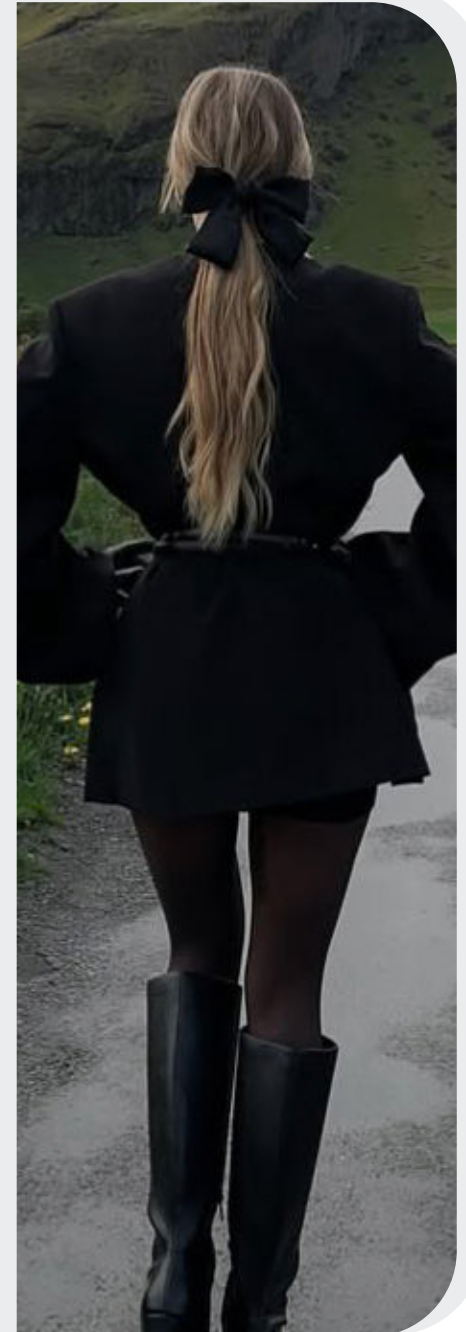
@hoskelsa\_4.jpg



@manondevellder8.png



@katarinakrebs5.png



@hannahschonberg29.png



# TRENDSTORY



@charlinelumiere1.png

## BOOKCLUB BABES



@katyaklema2.png



@tessavmontfoort5.png



@laraaceliaa9.png



@svdae 1.png



@linda.sza12.png



# AI-GENERATED



ESTATE LADIES



BOOKCLUB BABES







@olgasokal 9.png



@CHARLOTTETAYLR.jpeg



@lundlundagency (4).jpeg

# PRE-COFFEE

## BUCOLIC SLUMBER

“Pre-Coffee” for FW26 is a soft-spoken ode to slowness, comfort, and anti-form dressing. It captures the in-between space of waking—where thoughts are fuzzy, clothes are wrinkled, and intention is gentle. This trend resists urgency and perfection, embracing a post-productivity ethos. It’s not about looking ready; it’s about feeling present. Think undone uniforms, bed-to-breakfast styling, and garments that move with you, not against you.

The mood is tactile and lived-in: ribbed socks scrunched at the ankle, oversized henleys, soft loafers, and house slippers shaped like childhood nostalgia. Layered basics and minimal labels create an aesthetic of functional quietude, while overwashed knits and crinkled textures hint at intimacy and ease. There’s a quiet luxury in its normcore minimalism—every piece feels borrowed, remembered, or instinctively chosen.

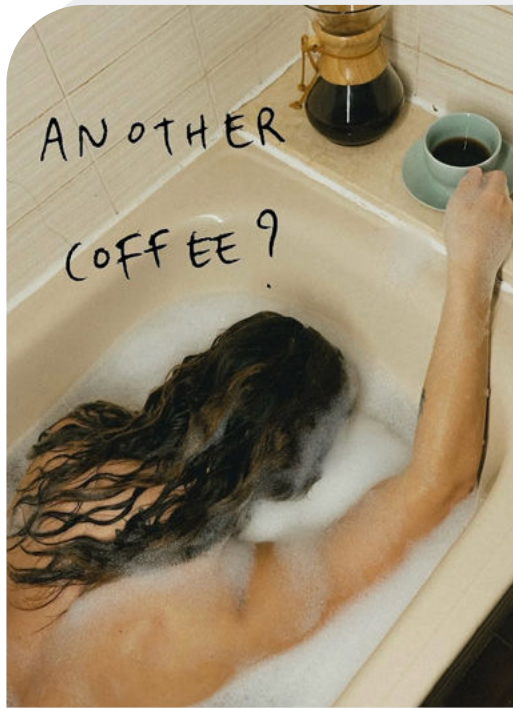
This is clothing for the pause state—for women who find empowerment in presence rather than performance. It’s the gentle rebellion of staying soft in a world that demands sharpness. With a palette of muted browns, dusty pastels, and cloudy greys, Pre-Coffee conjures mornings that don’t rush, bodies that breathe, and a mood that whispers: it’s okay to begin slow.



MINIMAL LIVING **+250%** SLOW PRODUCTIVITY **+200%**



# PRE-COFFEE MOOD



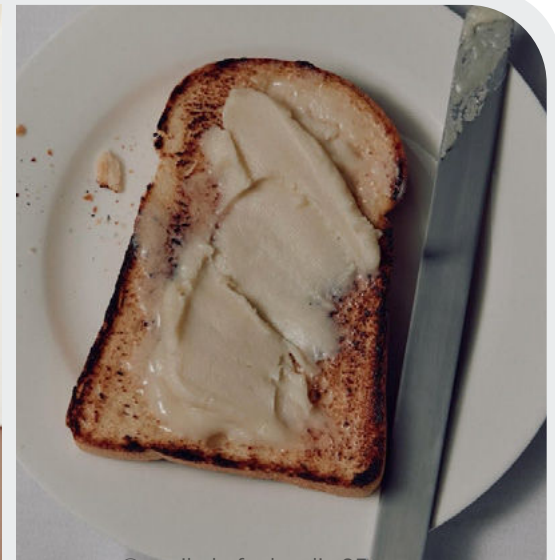
allminimal1.png



@sina.anjuli1.png



@eka.models.jpg



@annikakafcaloudis 25.png



@thefrankieshop.jpg



@pia\_mbd (2).jpeg



miumiu12.png



@katarinakrebs17.png

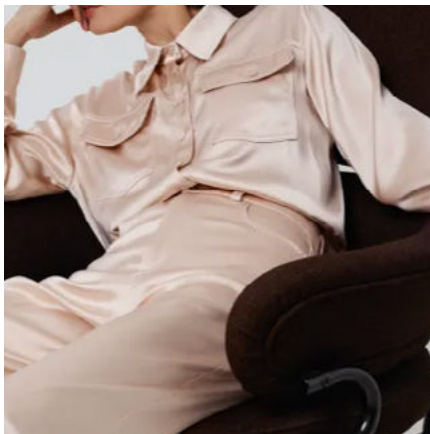
POST-PRODUCTIVITY - BED TO BREAKFAST - PILLOW THOUGHTS - FRESHLY WRINKLED - LAYERED SIMPLICITY -  
TENDER NONCHALANCE - UNDONE UNIFORMS - PAUSE STATE - ANTI FORM



# PRE-COFFEE COLORPALETTE



teklafabrics4.png



Mantu 4.png



@kat\_in\_nyc3.png



@driesvannoten 5.png



@dalilaslimani\_7.png



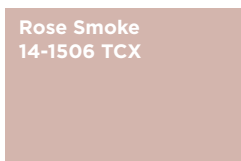
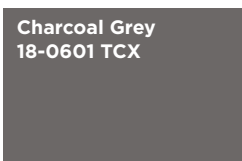
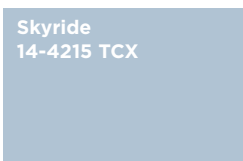
@Olivia Hirst9.png



@kat\_in\_nyc3.png



teklafabrics3.png



The Pre-Coffee color palette captures the tender inertia of early morning through a serene blend of muted pastels and grounded neutrals. Soft shades like aquifer, sky blue, and rose smoke evoke the feeling of just-woken skin and filtered light, while gentle tones of fog and cloud gray suggest linen sheets and quiet spaces. Richer hues like peppercorn and brunette add comforting depth, like a warm drink in hand. The overall effect is calming, nostalgic, and effortlessly intimate—an emotional palette that whispers instead of shouts. It invites slowness, softness, and a return to the self before the day begins.



# PRE-COFFEE COLOR HARMONIES



@aeronstudio2.png



## PALETTE 1

## PALETTE 2



max\_attila\_bartsch2.png



Prada 43.jpg



## PALETTE 3



# KEY MATERIALS & PRINTS

## TENDER PUFFERS



tekla.png



mame kurogouchi 3.jpg



MSGM.jpg

## SLEEPWEAR STRIPES



wconcept 1.png



@inspolias2.png

## CRINKLED TEXTURE



acne studios 7.jpg



MiuMiu 5.jpg.webp

## OVERWASHED KNITS



Bally 12.jpg



@anyaholdstock 7.png



# KEY DETAILS

## MINIMAL LABELS



MSGM 24.jpg



Vettesse 9.jpg

## DECONSTRUCTED BASICS



Paris Streetstyle 2.jpg



Monse 6.jpg

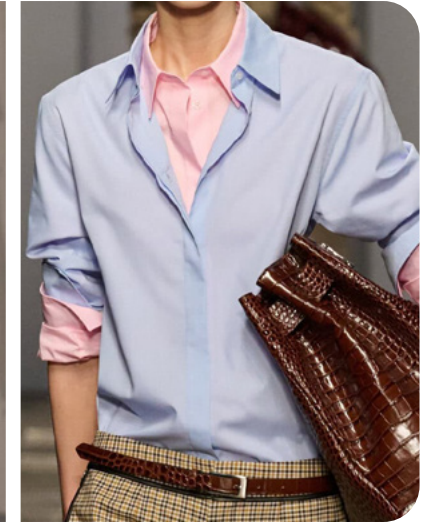


Mithridate 9.jpg

## MULTILAYERS

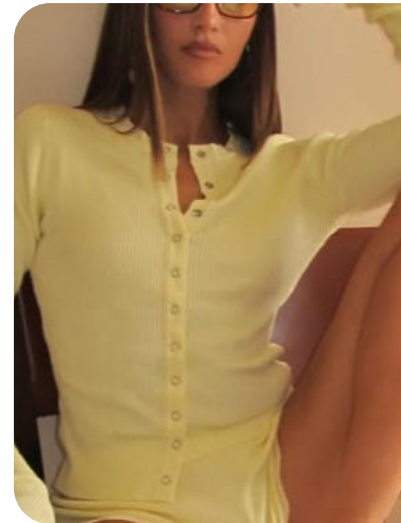


Mithridate 10.jpg

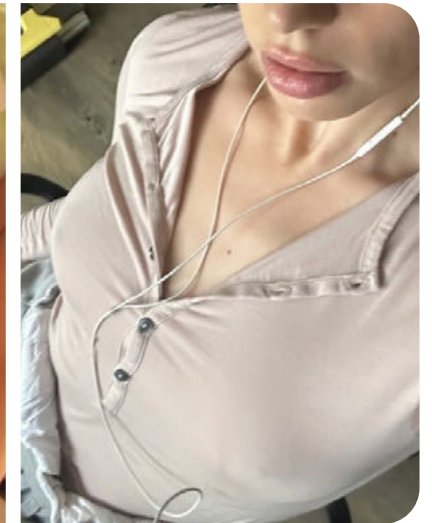


Iceberg 5.jpg

## TENDER HENLEY BUTTON-UPS



@lioness\_official10.png



@priveaffair 14.png



# KEY ACCESSORIES

## RIBBED SOCKS



MiuMiu 38.jpg.webp



@recto 4 Kopie.png

## SOFT PENNY LOAFERS



MiuMiu 148.jpg.webp



@lioness\_official14.png

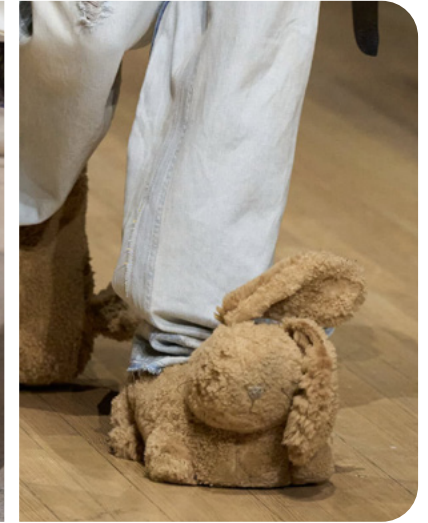


Carven 14.png

## HOUSE SLIPPERS



Kenzo 4.jpg



Coach 62.jpg

## NORMCORE SHOPPERS



MiuMiu 55.jpg.webp



stella mccartney 36.jpg



# TRENDSTORY



GRAVERAVENS.jpeg

## NORMCORE LAYERING



wconcept 2.png



aiyao1.jpg.webp



linda.sza4.png



bonbon hcic1.png



julie kegels1.png



# TRENDSTORY



@hannahschonberg25.png

## BED-TO-BUSINESS



@emilisindlev 16.png



@inspolias3.png



@hannahschonberg26.png



@prohoda15.png



julie kegels10.png



# AI-GENERATED



NORMCORE LAYERING



BED-TO-BUSINESS





# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND  
GROWTH ON E-COMMERCE



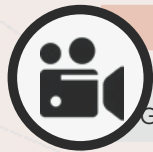
### SOCIAL MEDIA

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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