



**WOMENSWEAR
FORECAST**
FW 2026/2027
MACROTRENDS
LAVISH
SUBVERSION



LIVETREND

MACROTRENDS FW26 INTRODUCTION



FORECAST

FW26: LAVISH SUBVERSION

Lavish Subversion is a call to reclaim pleasure in a world gripped by uncertainty. As crises blur the boundaries of time and routine, this mood invites us to slow down and feel again—deeply, sensually, playfully. It's about turning inward and savoring the present, creating beauty not for display, but for the joy of experience itself. In a culture obsessed with control and productivity, Lavish Subversion is quiet rebellion. It finds power in softness, in irony, in emotional honesty. The world may be unraveling, but here—within texture, color, nostalgia, and intuition—there's space to breathe, to flirt with contradiction, to laugh, to dress up just because. This is not escapism, it's resistance through authenticity. A refusal to be flattened by headlines. A celebration of the tactile, the romantic, the absurd. Whether in a velvet armchair or a chaotic city street, Lavish Subversion reminds us: life is still rich, strange, and worth feeling. .

*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



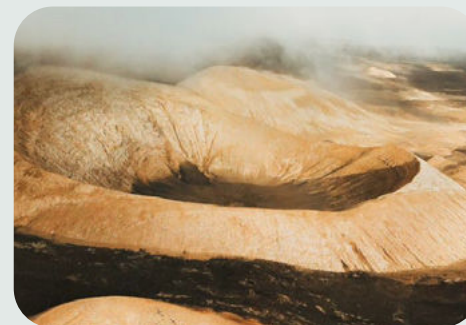
**BOURGEOIS REBELS
ENCHANTED EVERYDAY
VELVET HOUR**

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**



@desphemmes 3.png

BOURGEOIS REBELS

LAVISH SUBVERSION

“Bourgeois Rebels” is a bold fusion of polished preppiness and eccentric fantasy. This trend playfully subverts codes of upper-class propriety, creating a world where dollhouse aesthetics collide with cocktail-hour decadence. There’s an intentional mismatch at its core—lace slips under tweeds, satin bows on leopard trims, and prim pumps with playful socks. It’s all about dressing like you raided your grandmother’s closet and a vintage toy box.

The mood is sugar-fueled and slightly surreal: tea-party prim with a punk heart. Think pastel florals, polka dots, animal furs, and embellished knits—all mixed with frills, off-shoulders, lingerie elements, and juvenile accessories. There’s a wink of satire in every look—girly, but knowing. A sort of spoiled, stylish rebellion.

This aesthetic toys with memory and nostalgia but spins it into something exaggerated and maximalist. Its world is pastel-lit and velvet-draped, part Wes Anderson, part Versailles, part teenage bedroom shrine. There’s sophistication, yes—but it’s tangled in irony and opulence.

It’s a mood of self-aware softness: a delicate protest in pink, a coquette in combat. “Bourgeois Rebels” is elegance turned eccentric, where glamour meets giggles and every outfit feels like a carefully curated contradiction.



@suzanne koller 5.png



pinterest inspo18.jpg



DOLLCORE +3500% MAXIMALIST +190%

BOURGEOIS REBELS MOOD



Sandy Liang 4.jpg



MiuMiu 17.jpg.webp



@thelabmodels3.png



pinterest australia2.jpeg



@himichelli2.png



@linda.sza14.png



pinterest predicts37.jpg



@suzanne koller 7.png

TEA PARTY - SECOND-HAND ROYALTY - ECLECTIC OPULENCE - PRETTY PECULIAR - UPPER MIDDLE KITSCH
DRESSED IN THE DARK - SILLY GIRL ENERGY - JUVENILE EDGE - SOFT SURREALISM - SUGAR-FUELED

BOURGEOIS REBELS COLORPALETTE



n-21.jpg



@priveaffair 9.png



PRADA 2.jpg



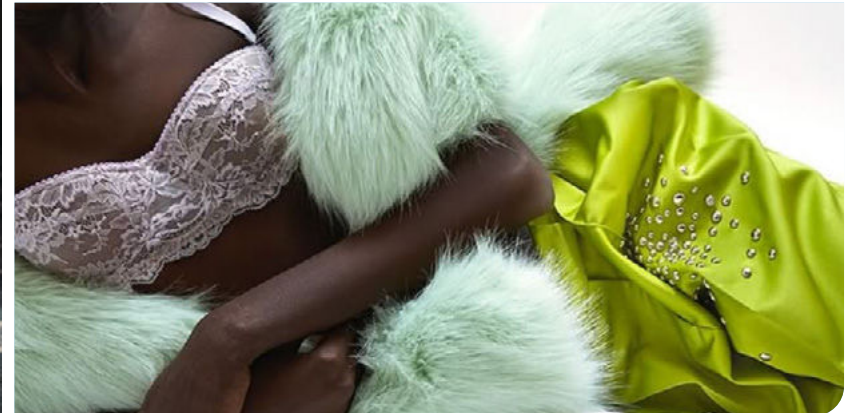
lukeedward hall2.png



MiuMiu 116.jpg.webp



@annikakafcaloudis 15.png



@desphemmes 11.png

Tender Yellow
11-0710 TCX

Brunette
19-1235 TCX

Rubicondo
18-1563 TCX

Fig
19-1718 TCX

Smoky Grape
16-3110 TCX

Cactus Flower
18-2326 TCX

Wild Lime
13-0540 TCX

Seacrest
13-0111 TCX

The Bourgeois Rebels color palette is a playful clash of sweet nostalgia and eccentric refinement. Pastel tones like Tender Yellow, Wild Lime, and Seacrest bring a soft, doll-like innocence, while rich hues like Fig, Smoky Grape, and Brunette add moody depth and maturity. Punchy shades like Rubicondo and Cactus Flower inject bursts of maximalist energy, creating tension between sugar and spice. Together, the palette evokes a dreamlike opulence—part afternoon tea, part after-hours rebellion. It's both charming and subversive, using color as a tool to destabilize tradition and reframe elegance with irony. The result is mischievous, coquettish, and defiantly pretty.

BOURGEOIS REBELS COLOR HARMONIES

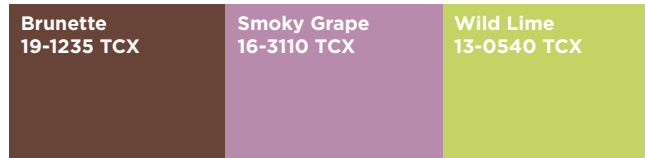


Collina Strada 26.jpg

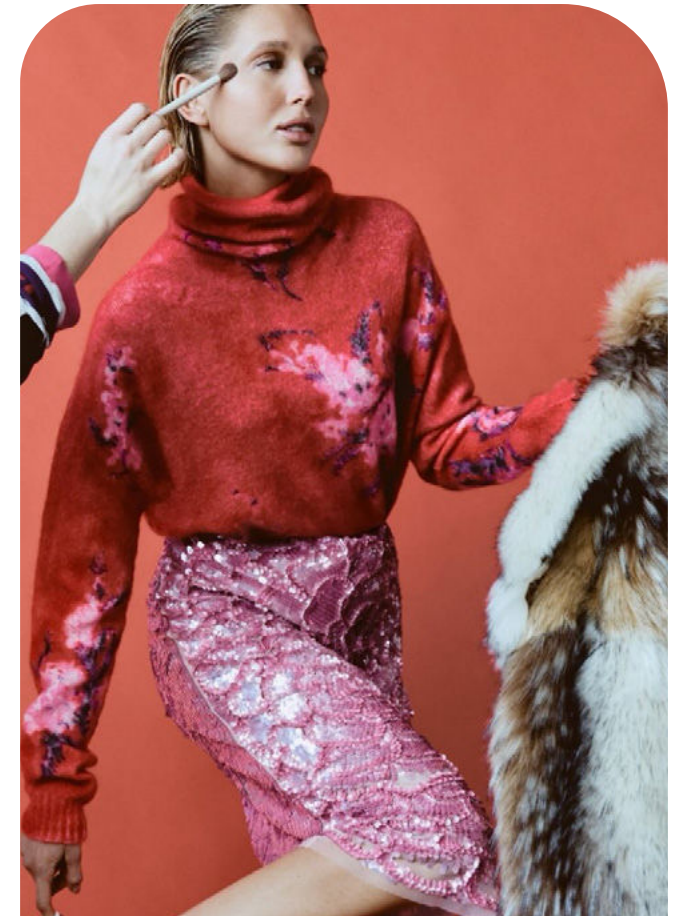


PALETTE 1

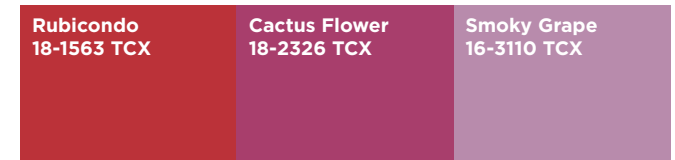
PALETTE 2



pinterest predicts65.jpg



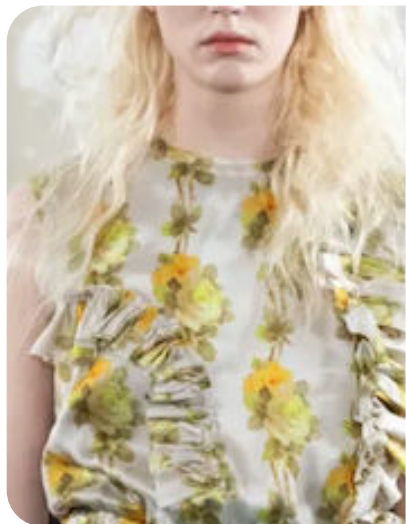
@desphemmes 6.png



PALETTE 3

KEY MATERIALS & PRINTS

ROMANTIC FLORALS



Meryll Rogge 2.png



Simone Rocha 7.jpg

POLKA DOTS



@ganni 2.png

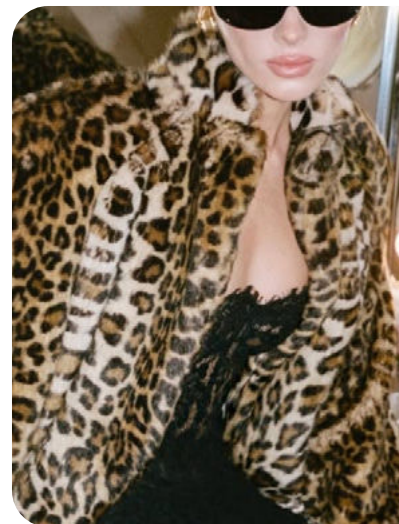


@suzanne koller 6.png

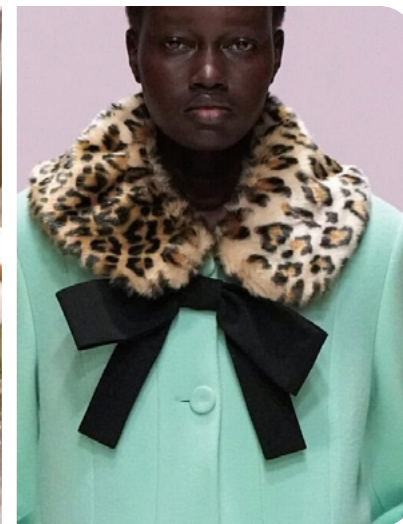


MiuMiu 129.jpg.webp

ANIMAL FURS



helsa 15.png



Vivetta 3.jpg

DAZZLING EMBELLISHMENTS



intend.jpeg



Fendi 8.png

KEY DETAILS

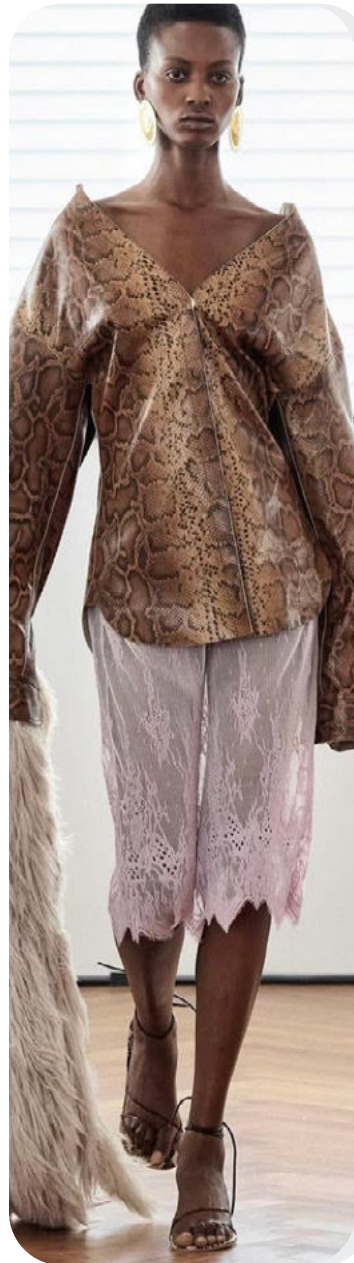
COQUETTE FRILLS



@lovjfann 1.png



alexander mcqueen 25.png



jacques wei 13.png

FEATHERY & FUZZY TRIMS



Bally 7.jpg



@suzanne koller 8.png

LINGERIE FEATURES

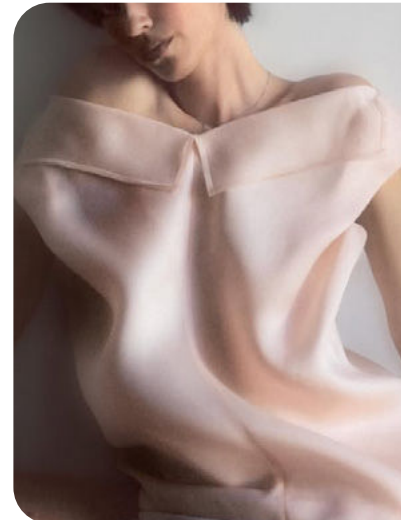


Milano Streetstyle 22.jpg



Kenzo 50.jpg

ELEGANT OFFSHOULDERS



@glassmagazine 25.png



MiuMiu 33.jpg.webp

KEY ACCESSORIES

LADYLIKE FOULARD



Gucci 58.jpg



@elen_sheva7.png

BOA SCARF



Des Phemmes



@lovjfann 3.png

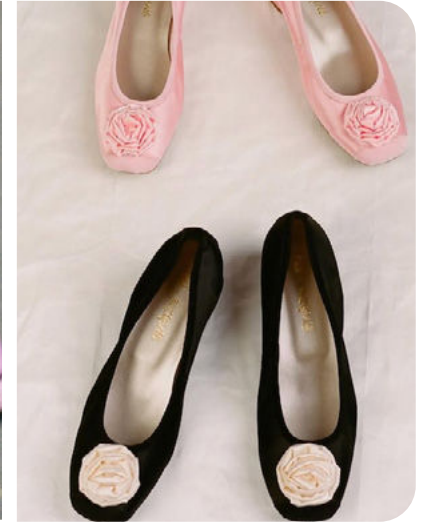


no 21 12.jpg

VINTAGE PUMPS



homeofhai1.png



homeofhai4.png

GIRLY BOWLING BAG



Sandy Liang 40.jpg



Prada 74.jpg

TRENDSTORY



@katyaklema11.png

MISMATCHED LADIES



Milano Streetstyle 102.jpg



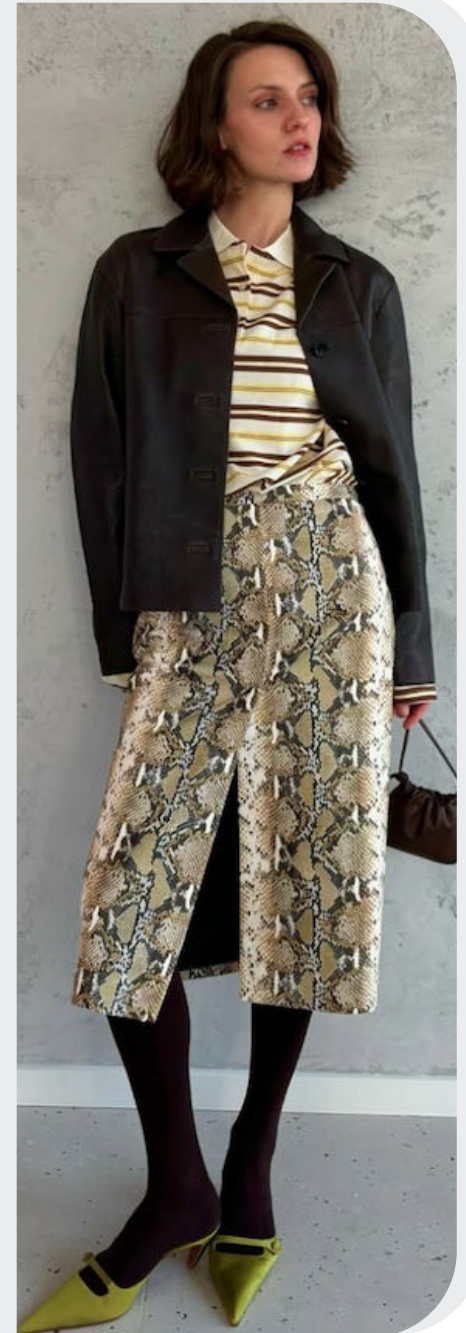
MiuMiu 109.jpg.webp



@katyaklema8.png



@desphemmes 12.png



darya_kryzhanovskaya4.png

TRENDSTORY



@lovjfann 7.png

DOLLED-UP



Des Phemmes 11.jpg



Milano Streetstyle 9.jpg



@xkinsk8.png



@ph_enrina_.jpeg



Benmoyal 19.jpg

AI-GENERATED



MISMATCHED LADIES



DOLLED-UP



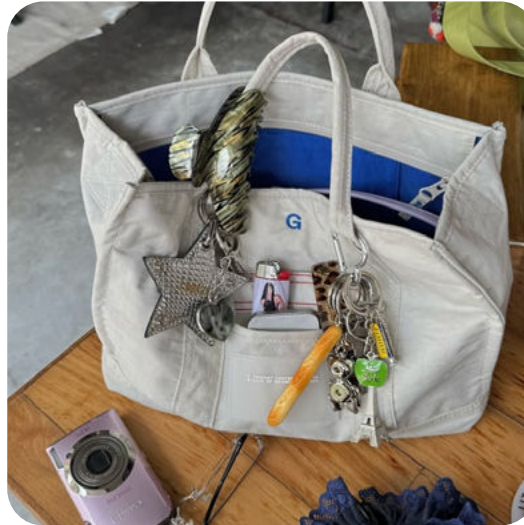
ENCHANTED EVERYDAY

LAVISH SUBVERSION

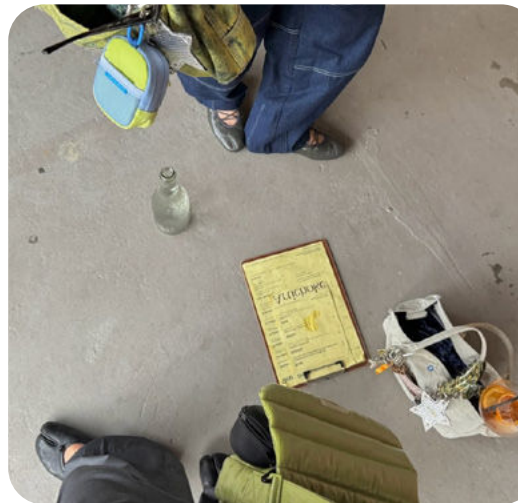
“Enchanted Everyday” is a FW26 trend rooted in playful disruption and nostalgic irreverence. It champions an anti-aesthetic that rebels against polished perfection by embracing the eccentric, the offbeat, and the intentionally unrefined. At its core is the concept of “chaos dressing”—a Y2K revival infused with brat energy and lo-fi charm, where clashing textures, hyper-layered basics, and oddball proportions rule. This is fashion that feels like art-school spontaneity and thrift-store serendipity, curated with an eye for irony.

The mood is equal parts naïve and knowing: varsity meets kitsch, kidult accessories meet structured tailoring, and normcore gets twisted with surrealist flourishes. Graffiti doodles, bold zips, provocatively loud slogans, and retro runners create an off-duty look that refuses to behave. There’s an undercurrent of self-expression through contradiction—a deliberate embrace of cringe turned cool.

Accessories lean into absurdity with hair clips shaped like utensils, puffed-up beanies, and teddy bear keychains. Details like sporty piping and extreme color pops add speed and sarcasm. It’s a celebration of individuality through curated randomness, where the everyday becomes enchanted by the act of not caring too much—until it looks like you cared a lot. Delulu is no longer a delusion; it’s a creative philosophy.



@gemjem4.png



dahyeshka4.png



Y2K LOOK **+300%**

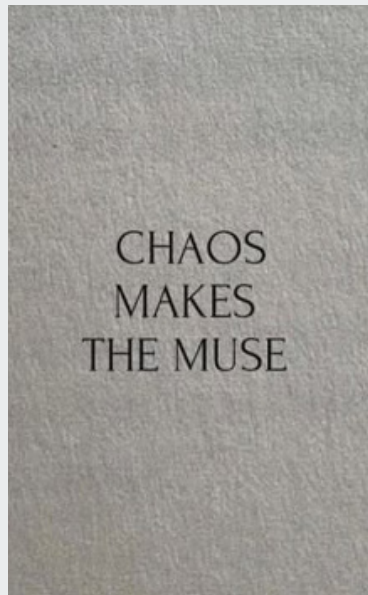
BRAT **+72%**

Paris Streetstyle 8.jpg

ENCHANTED EVERYDAY MOOD



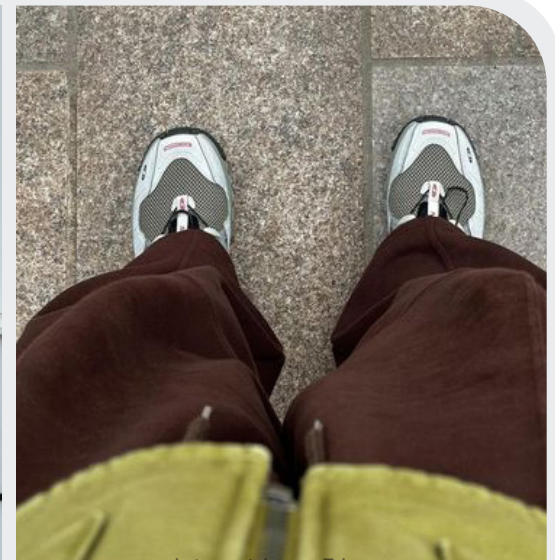
chloe.felopulos10.png



cliodhna doherty.jpeg



@laraworthington (2).jpeg



pinterest inspo3.jpg



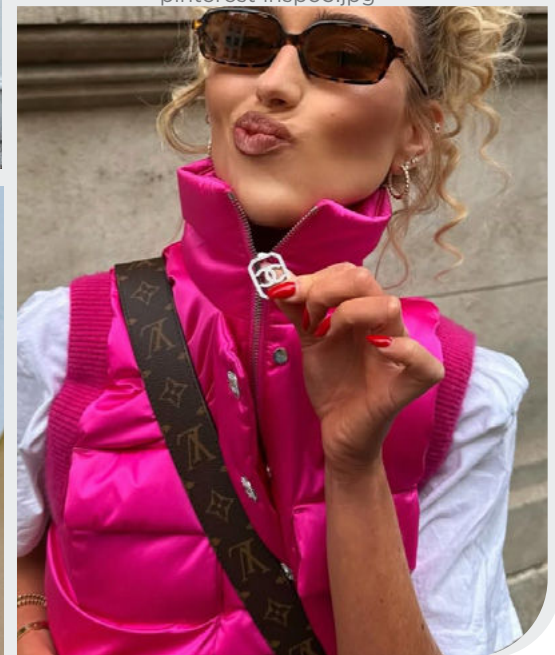
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hatakeyama_chiaki1.png



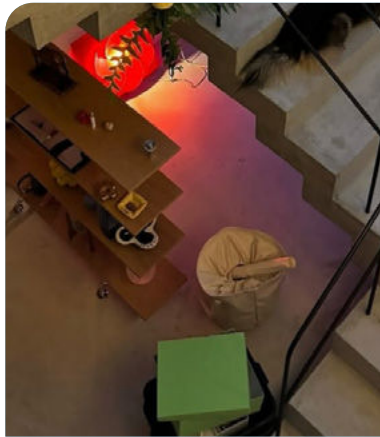
@lise__dupont7.png



@emilisindlev 21.png

CHAOS DRESSING - BRAT AESTHETIC - NONDESCRIPT ICON - COMFORT-CODED - INTENTIONALLY OFF -
EVERYDAY ECCENTRIC - DELULU - PLAYSTATE - LO-FI MAXIMALISM - ART SCHOOL ODDITY

ENCHANTED EVERYDAY COLORPALETTE



dahyeshka3.png



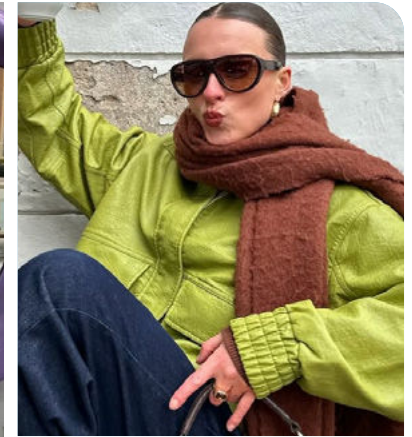
MiuMiu 34.jpg.webp



MiuMiu 97.jpg.webp



@objectsofcommoninterest14.png



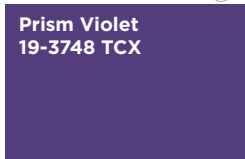
@larabsmm7.png



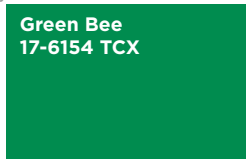
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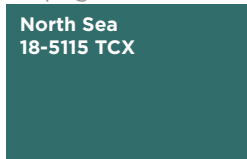
@laraworthington (3).jpeg



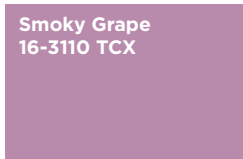
Prism Violet
19-3748 TCX



Green Bee
17-6154 TCX



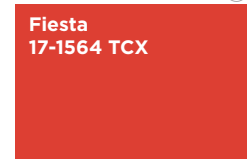
North Sea
18-5115 TCX



Smoky Grape
16-3110 TCX



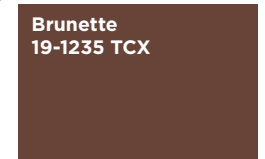
Blissful Blue
16-4121 TCX



Fiesta
17-1564 TCX



Wild Lime
13-0540 TCX



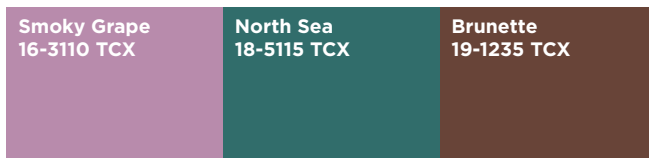
Brunette
19-1235 TCX

The “Enchanted Everyday” color palette is a chaotic celebration of saturated playfulness and offbeat nostalgia. Vivid tones like Prism Violet, Fiesta red, and Wild Lime spark visual rebellion, while grounding hues like Brunette and North Sea provide necessary tension. Smoky Grape and Blissful Blue introduce softness without dulling the punch, and Green Bee keeps the energy grounded in a retro-quirky optimism. Together, these colors evoke a sense of joyful absurdity and curated randomness—perfect for the trend’s brat-meets-art-student vibe. This palette doesn’t whisper, it yells in mismatched harmony, creating an environment where clashing hues feel intentional, and color itself becomes the loudest statement.

ENCHANTED EVERYDAY COLOR HARMONIES



@amalienielsenn 5.png



PALETTE 1

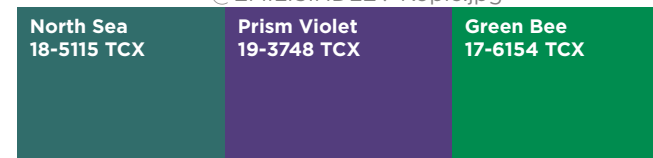
PALETTE 2



Tory Burch 11.jpg



@EMILISINDLEV Kopie.jpg



PALETTE 3

KEY MATERIALS & PRINTS

SPORTY PERFORMERS



London Streetstyle 29.jpg



Sandy Liang 29.jpg



julie kegels14.png

PROVOCATIVE STATEMENTS



Marco rambaldi 25.jpg



stella mccartney 56.jpg

ABSTRACT LINEARS



@cordera (1).jpeg



zomer 31.jpg

SCRAPBOOK DOODLES



@acnestudios 6.png



New York Streetstyle 17.jpg

KEY DETAILS

EXTREME COLOR POPS



Staud 24.png



stella mccartney 70.jpg

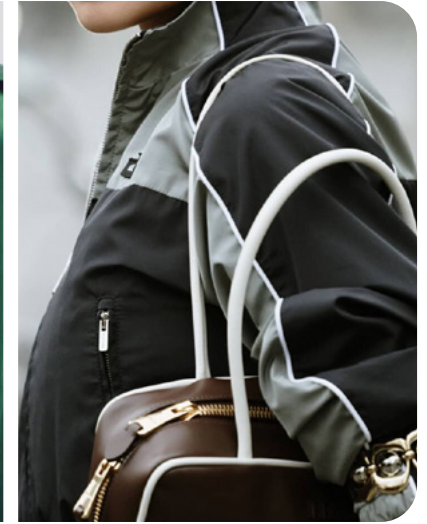


Tibi 12.png

SPORTY PIPING

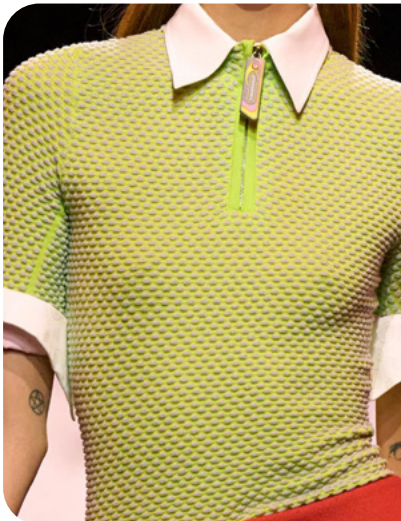


@recto 1.png



Paris Streetstyle 9.jpg

ATHLETIC ZIP-UPS



casablanca brand 17.jpg



Sandy Liang 26.jpg

SUPERPOSED BASICS



MSGM 19.jpg



chloe.felopulos9.png

KEY ACCESSORIES

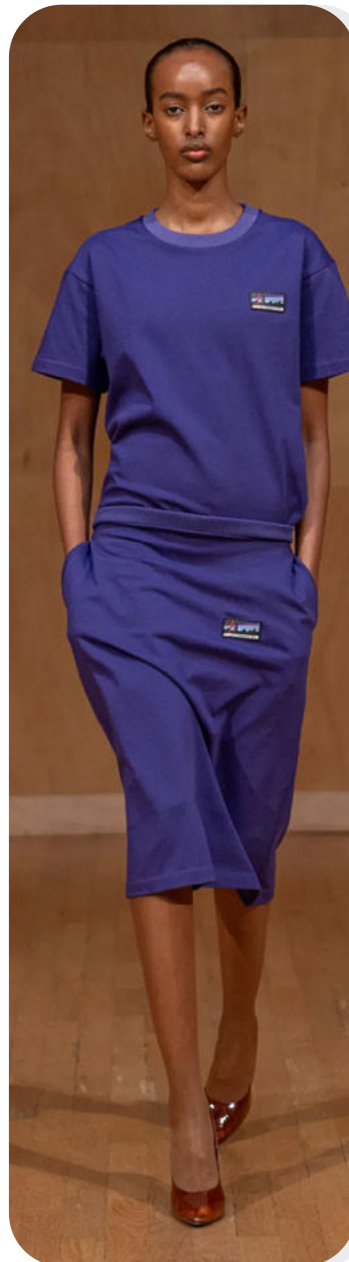
RETRO RUNNERS



MiuMiu 76.jpg.webp



zomer 7.jpg



julie kegels12.png

STREETWEAR BEANIES



casablanca brand 23.jpg



undercover 14.jpg

SURREAL ACCESSORIES



@kluidmagazine3.png



@kat_in_nyc4.png

KIDULT CHARMS



rebeccaferrazwyatt5.png



@wuzgo0d.png

TRENDSTORY



@torivanbreugel2.png

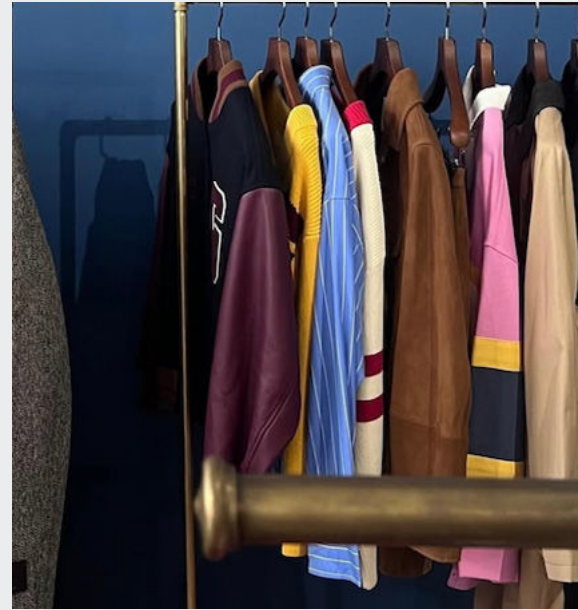
IMPACT BASE



Milano Streetstyle 33.jpg



Tory Burch 79.jpg



tommyymayy3.png



Sunnei 2.jpg



undercover 25.jpg

TRENDSTORY



@mayashabann1.png

URBAN DELULU



rebeccaferrazwyatt4.png



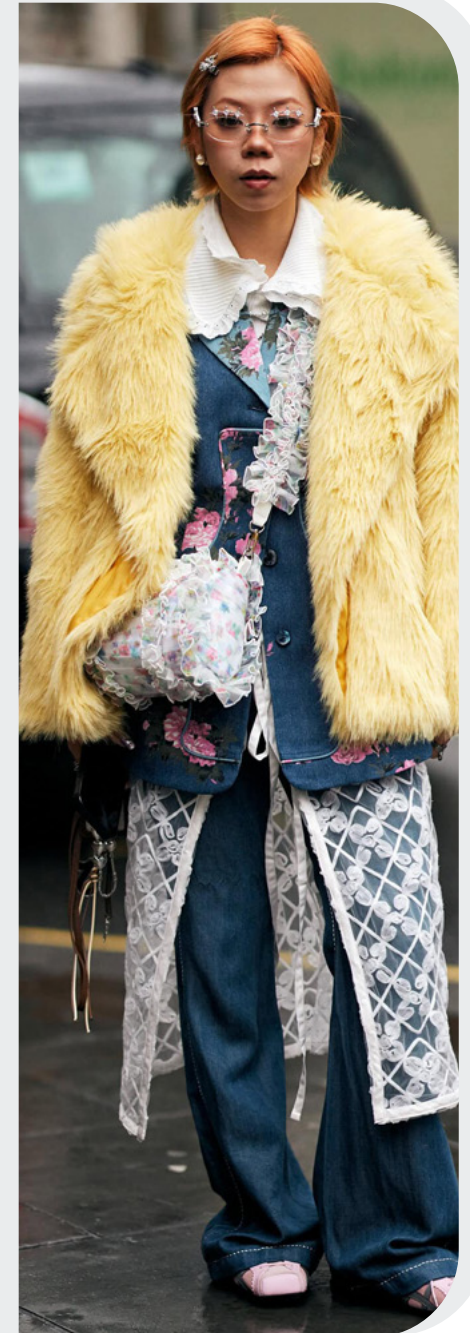
New York Streetstyle 21.jpg



yoly castillo.jpeg



@irisloveunicorns7.png



London Streetstyle 36.jpg

AI-GENERATED



IMPACT BASE



URBAN DELULU

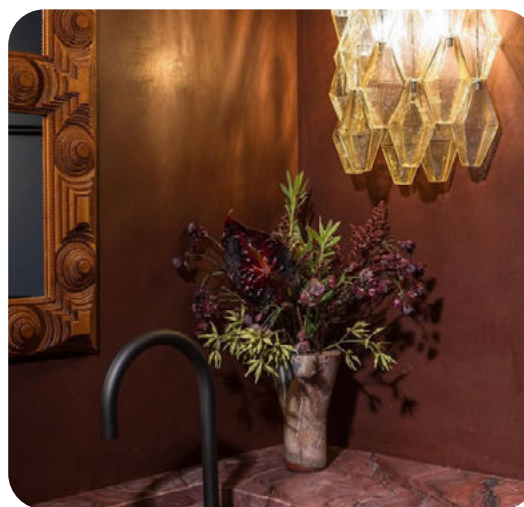




@hannahschonberg31.png



@alessandraalba_5.png



@sss__edit2.png

VELVET HOUR

LAVISH SUBVERSION

“Velvet Hour” embodies a rich, cinematic elegance infused with a rebellious spirit. This trend steps into the twilight of maximalism, where opulence meets mischief and tradition is reimagined through a lens of lavish subversion. It borrows the codes of retro glamour and old-money extravagance, but disrupts them with ironic sensuality and unexpected twists—where a ballroom silhouette might be paired with a leather jacket or delicate pearls worn with smudged kohl.

The mood feels indulgent and knowingly theatrical: a whispered toast in a velvet lounge, the echo of jazz in a dimly lit bar, the hush of a private elevator ride to nowhere. There’s nostalgia here, but it’s been twisted—melancholic opulence layered with sensual defiance. Key details like dramatic drapes, fur-trimmed coats, and rich textures in jacquard or velvet signal a return to tactile luxury, while accessories nod to bygone eras, from brooches to dainty dancing shoes.

Saturated tones and dimmed lighting guide the palette, while the materials glisten softly in candlelight. “Velvet Hour” isn’t about excess for its own sake—it’s about savoring indulgence with restraint, power dressed in softness, and old-world charm charged with quiet, magnetic tension. It’s glamour—rewound, reframed, and unapologetically felt.

🔍 RETRO GLAM **+2500%** SOPHISTICATION **+50%**

VELVET HOUR MOOD



STREET STYLE MILANESE BY MAURICIO SIERRA EDITORIAL.jpg



@goodmoods (3).jpeg



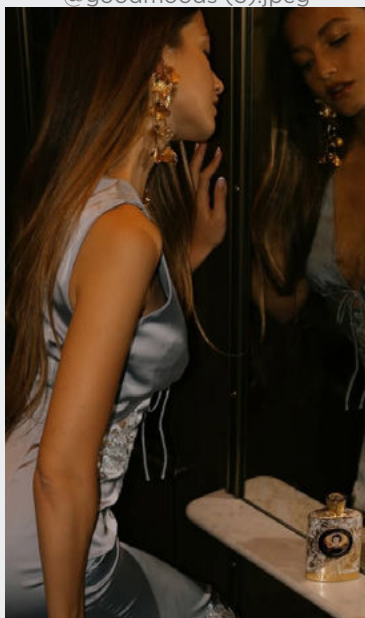
saint-laurent-atm-f25-051.jpg



@pag_pierrealexisguinet7.png



@deadhungry 6.png



@zoepastelle8.png



@cupro.png



@hannahschonberg32.png

GOLDEN HOUR GLAMOUR - PENTHOUSE ENERGY - VELVET SHADOW - HOTEL NOIR - MELANCHOLIC OPULENCE -
SULTRY DECADENCE - ARCHITECTURAL FEMME - MIDNIGHT ELEGANCE - POISED MEMORIES

VELVET HOUR COLORPALETTE



@priveaffair 3.png



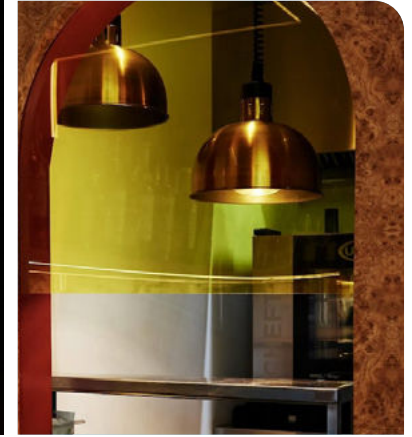
@alessandraalba_1.png



Tory Burch 53.jpg



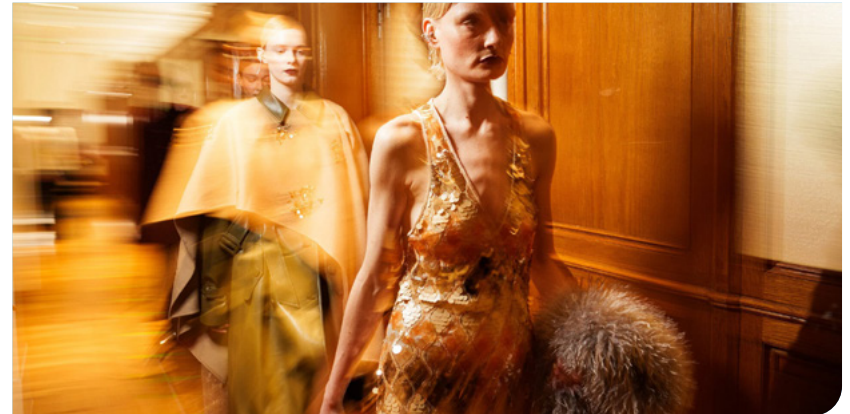
Saint laurent 24.jpg



@alessandraalba_10_1.png



guccibeauty.jpg



Sara Wong 20.jpg

Chili Oil
18-1440 TCX

Puce
19-1518 TCX

Cloud Gray
13-3802 TCX

Tibetan Red
19-1934 TCX

Koi
17-1452 TCX

Sunflower
16-1054 TCX

Golden Palm
17-0839 TCX

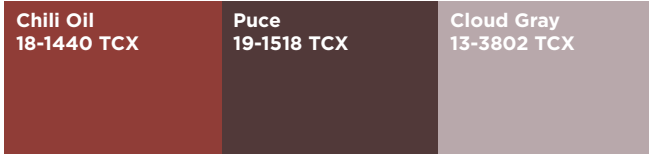
Peat Moss
18-0428 TCX

The Velvet Hour palette is a lush collision of golden warmth and decadent dusk. It weaves together burnished reds, smoky browns, muted olives, and glints of amber and sunflower, conjuring a world where glamour meets shadow. The tones feel cinematic—like a dim-lit room steeped in memory, luxury, and quiet drama. Cloudy grays and dusky purples lend softness, while earthy yellows and Koi orange punctuate with opulence. The effect is sultry and layered, echoing retro interiors, golden-hour silhouettes, and vintage indulgence. It's a palette that feels intimate and extravagant all at once—seductive, nostalgic, and dripping in after-dark sophistication.

VELVET HOUR COLOR HARMONIES

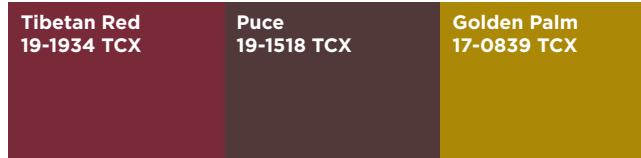


Fendi 46.png



PALETTE 1

PALETTE 2



RetroFete 1.png



dries van noten 38.jpg



PALETTE 3

KEY MATERIALS & PRINTS

HIGH-LUSTER SATINS



@zoepastelle9.png



Sportmax 45.jpg

REAL-LOOKING FUR



jacques wei 4.png



MiuMiu 19.jpg

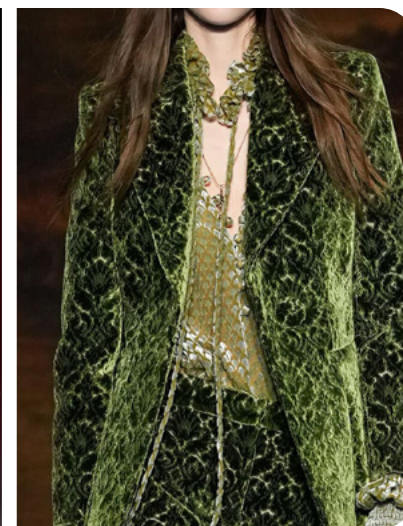


Christopher Esber47.jpg

VELVETY INDULGENCE



cavalli.jpg



Burberry 8.jpg

OPULENT JACQUARDS



@suzanne koller 9.png



Valentino 87.jpg

KEY DETAILS

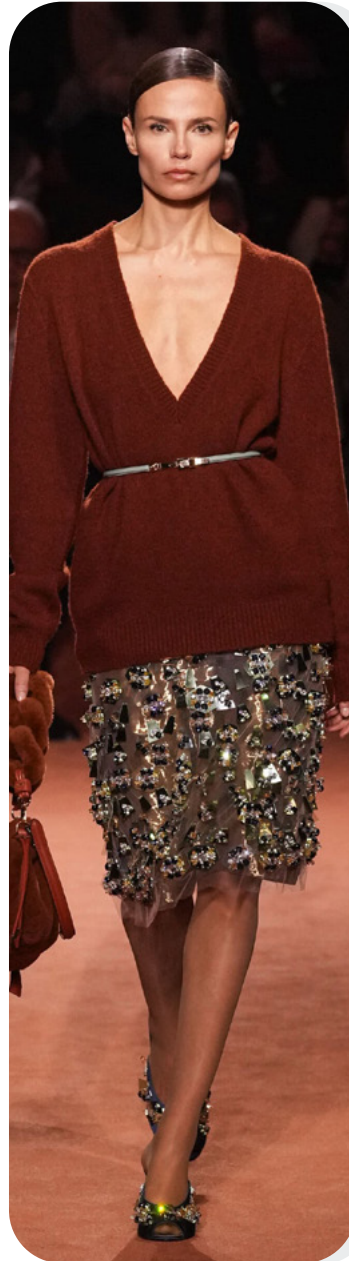
ELEGANT NECKLINES



Paris Streetstyle 31.jpg



Emilia Wickstead 4.jpg

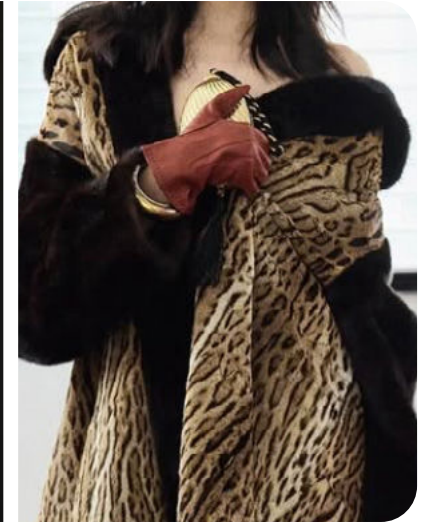


Fendi.jpg

BOUGIE FUR-TRIMS



helsa 17.png



jacques wei 12.png

DRAMATIC DRAPERY



stella mccartney 21.jpg



lanvin (12).jpg

TIE-UP NECKS



yvmin_official3.png



burberry (7).jpg

KEY ACCESSORIES

LUXURIOUS BROOCHES



Carolina Herrera 23.jpg



Sara Wong 39.jpg



Bernadette 15.png

DANCING SHOES



jacques wei 3.png



tory-burch115.jpg

UPPER CLASS FUR RUFFS



jacques wei 3.png

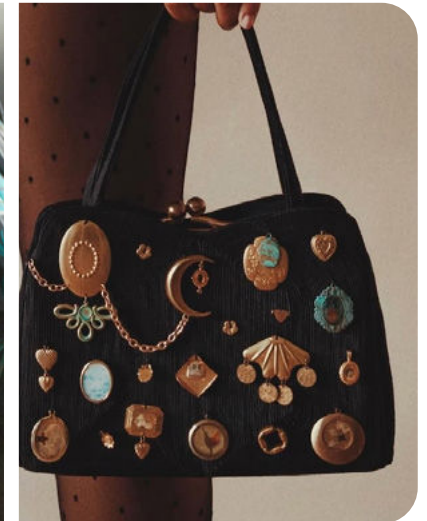


Sara Wong 8.jpg

DAZZLING FRAME BAGS



Etro 56.jpg



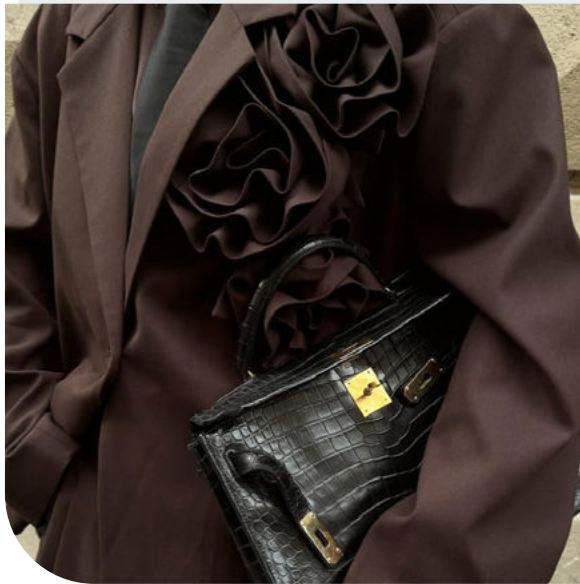
@sirraharchive1.png

TRENDSTORY



@annikakafcaloudis 8.png

SLEEK SUITE



@emilisindlev 23.png



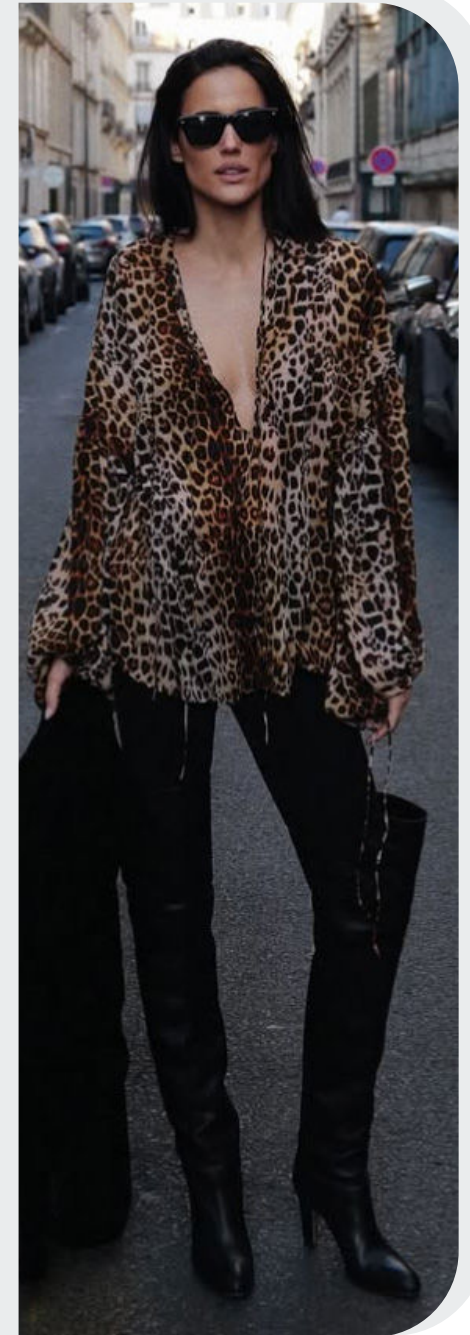
cavalli 3.jpg



@chloelectureux_2.jpg



zara6.png



@ariviere 5.png

TRENDSTORY



Dsquared2 40.jpg

ROARING SOIREES



jacques wei 14.png



jacques wei 3.jpg



pinterest inspo5.jpg



@handinfire 12.png



Fendi 1.jpg

AI-GENERATED



SLEEK SUITE



ROARING SOIREES



DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



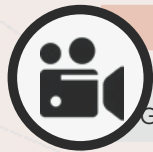
SOCIAL MEDIA

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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contact us via chat or at barbara@livetrend.co**