



**WOMENSWEAR
FORECAST**
FW 2026/2027
MACROTRENDS
PRIMAL
FUTURISM



LIVETREND

MACROTRENDS FW26 INTRODUCTION



FW26: PRIMAL FUTURISM

FORECAST

Primal Futurism is a macrotrend shaped by a yearning to reconnect with the earth, with others, and our instinctive selves. In an age marked by hyper-acceleration and digital overload, it offers a grounded counterpoint: a vision of the future that emerges from the sediment of memory and the pulse of primal wisdom. This is not about escape, but deep reconnection. The mood is elemental, introspective, and fiercely intuitive. It channels survivalist beauty through tactile materials, weathered textures, and silhouettes that drape like geological formations—layered, raw, and ritualistic. Think of clothing as modern relics, drawing on fossilized forms, tribal echoes, and nomadic gestures. At its core, Primal Futurism is a sensory rebellion: against excess, against artificiality. It celebrates emotional endurance, adaptability, and the sacred act of feeling deeply in a world that often demands numbness. It's a trend for the woman who moves slowly but with purpose—rooted in her past, shaping her future with instinct, elegance, and elemental strength.

*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



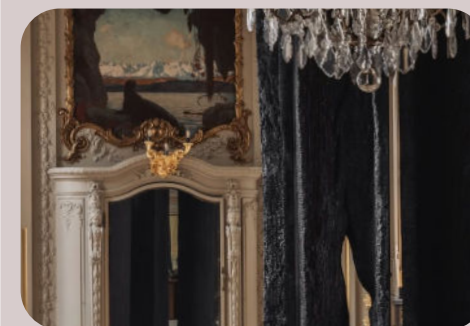
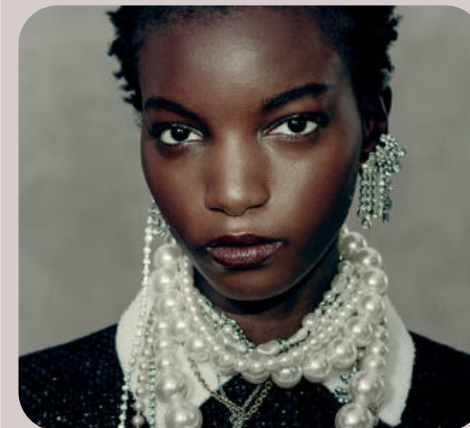
**COASTAL WHIMSY
STILLWATER DIARIES
PRE-COFFEE**

PRIMAL FUTURISM

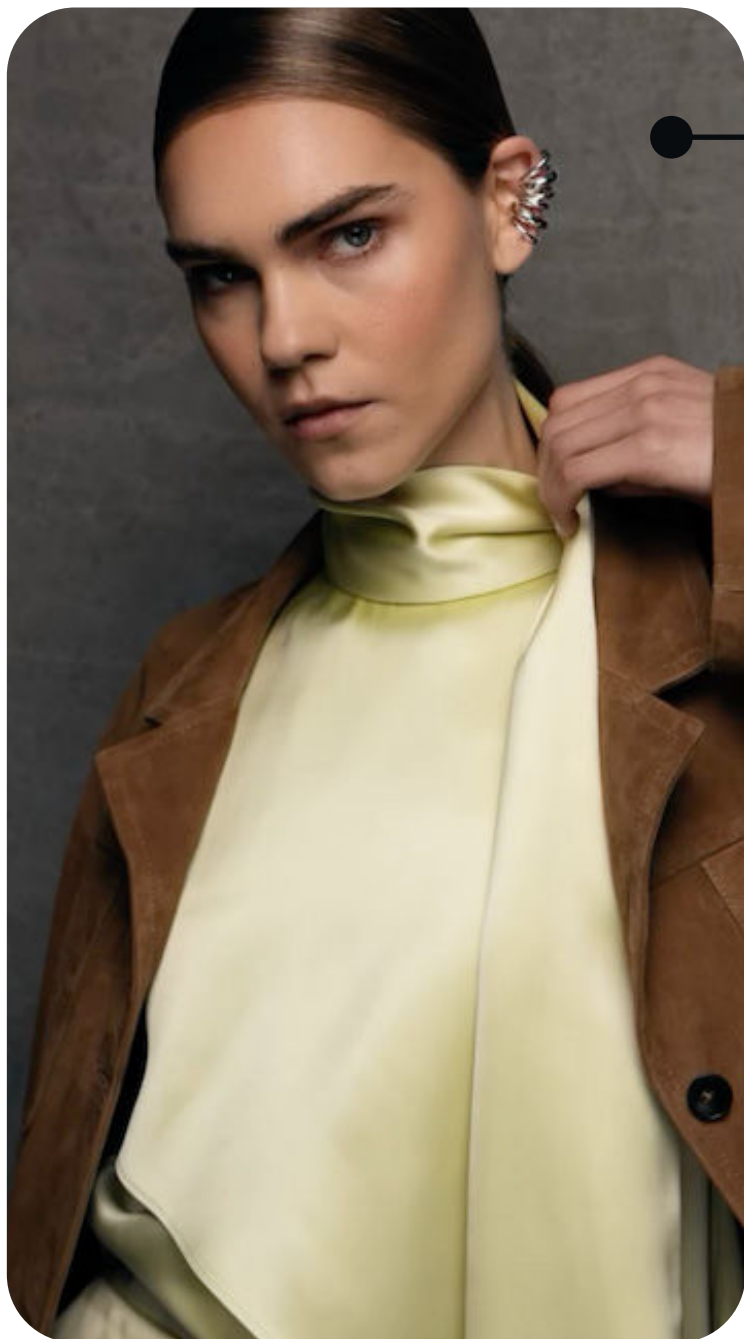


**POST-NATURE
NOMADIC WHISPER
SHADOWS OF THE LAND**

DARK HISTORY



**RE-HISTORICAL
SANCTUM
SHADOW CIRCUIT**



herskind 1.png



pusspuss 8.png



@blackmancruz.jpeg

POST-NATURE

PRIMAL FUTURISM

“Post-Nature” explores a future where the boundary between the organic and the synthetic has blurred—where nature isn’t emulated but reinterpreted. The mood is grounded in elemental strength and quiet force, drawing from geological formations, fossilized surfaces, and mineral modernism. It’s an aesthetic of reduction and elevation, where rawness meets hyper-functionality.

This post-natural mindset is shaped not by nostalgia for untouched landscapes but by the realism of adaptation. Forms are monolithic, silhouettes are sculptural, and materials carry the weight of time: weathered leathers, matte finishes, speckled textures, and wadded nylons speak to resilience and permanence. There’s a purity in its restraint, a fossilized grace rendered in chalked neutrals and soft industrial greens.

Details like high necks and abstract openings suggest shelter, clarity, and purposeful form. Accessories channel utilitarian minimalism—structured, ergonomic, and quietly futuristic.

“Post-Nature” is not about returning to the wild but building a future in its shadow. It reflects a world redefined by erosion and memory—where elegance is honed through elemental tension, and style becomes a new kind of architecture: adaptive, enduring, and mineral-born.



FUTURISM **+144%** PRIMAL **+10%**

POST-NATURE MOOD



peppejeans17.png



@karl_monies.jpeg



herskind 5.png



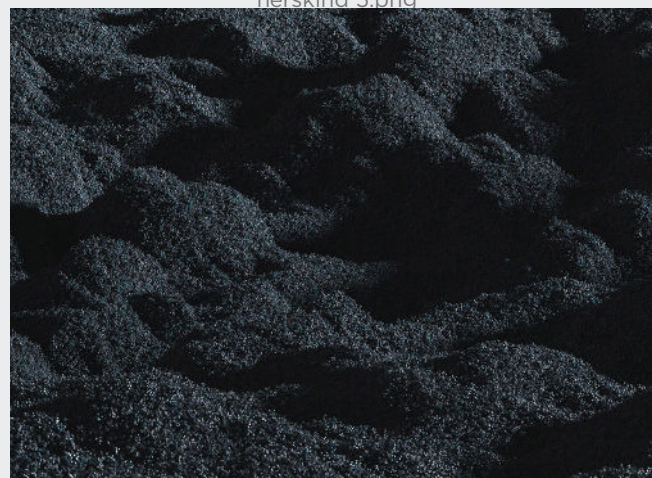
@bodyamplificatordevices_2.jpg



@ax.scho.jpg



Copenhagen Streetstyle 10.jpg



theleoissallinthemind tumblr10.jpg



Christian Wijnants 49.jpg

POST-NATURE COLORPALETTE



@delcore5.png



pinterest 2.jpeg



@anestcollective (2).jpeg



@lise__dupont8.png



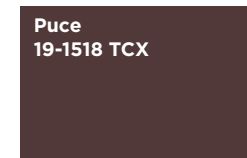
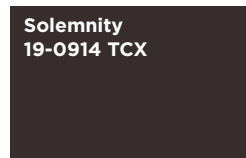
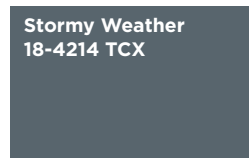
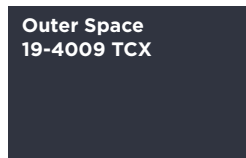
@itsracheleigh.jpeg



theleoisallinthemind tumblr2.jpg



olivershapton.jpg



The Post-Nature color palette balances synthetic serenity with grounded subtlety, evoking a world where nature meets innovation. Muted mineral tones—chalky blues, ash greys, and soft stone neutrals—set a calm, architectural foundation. These are interrupted by sharp moments of synthetic life: citronelle, canary yellow, and clinical puce inject a jolt of engineered energy. The palette feels both fossilized and futuristic, referencing oxidized landscapes, ceramic tactility, and diffused light. Together, the colors create a mood of restrained intensity—cool, cerebral, and quietly radical. It's a palette for a world reimagined through design logic, where nature is remembered in soft echoes, not saturated excess.

POST-NATURE COLOR HARMONIES



peppejeans9.png

Pale Blue 13-4804 TCX	Outer Space 19-4009 TCX	Stormy Weather 18-4214 TCX
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PALETTE 1

PALETTE 2

Citronelle 15-0548 TCX	Outer Space 19-4009 TCX	Stormy Weather 18-4214 TCX
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Sunnei 15.jpg



@jilsander (3).jpeg

Puce 19-1518 TCX	Abbey Stone 14-6408 TCX	Canary Yellow 12-0633 TCX
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PALETTE 3

KEY MATERIALS & PRINTS

PADDED NYLONS



Tory Burch 60.jpg



Toga 26.jpg



MSGM 2.jpg

SUBTLE LUSTER



Akris 25.jpg



Nanushka 20.png

MATTE & DRY LEATHERS



Givenchy 16.jpg



@stoulsparis1.png

SPRECKLED NON-PRINTS



Christian Wijnants 26.jpg



Calvin Klein 11.jpg

KEY DETAILS

MINIMAL HIGH NECKS



Adam Lippes 14.png



Gauchere 3.png



oude wag4.jpg

MILITARY COLLARS



colangelo .png



balmain 52.jpg

SEDUCTIVE PLUNGE NECKLINES



@stoulsparis7.png



peppejeans11.png

ABSTRACT OPENINGS



ALC 14.png



Tory Burch 31.jpg

KEY ACCESSORIES

SQUARED TOE BOOT



Sportmax 80.jpg



Sportmax 81.jpg

HIGH VAMP PUMP



studioroche3.png



@svdae 10.png

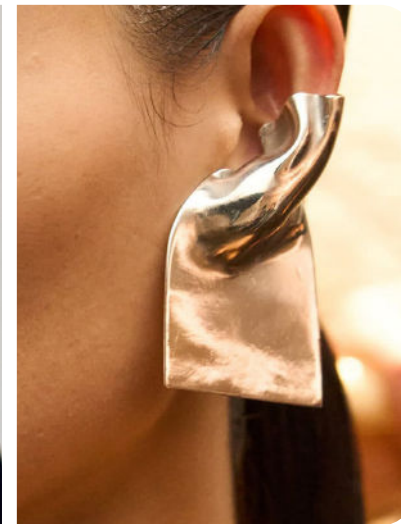


Christian Wijnants 69.jpg

ABSTRACTED METALS



sportmax4.png

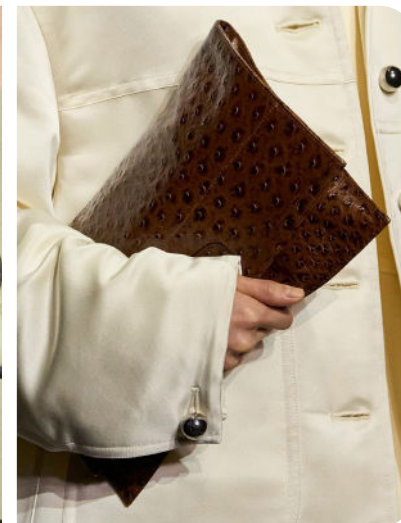


Uma Wang 37.jpg

FOLDED CLUTCH



Christian Wijnants 22.jpg



Jil Sander 44.jpg

TRENDSTORY



herskind 5.png

SLEEK INDUSTRIAL



Milano Streetstyle 78.jpg



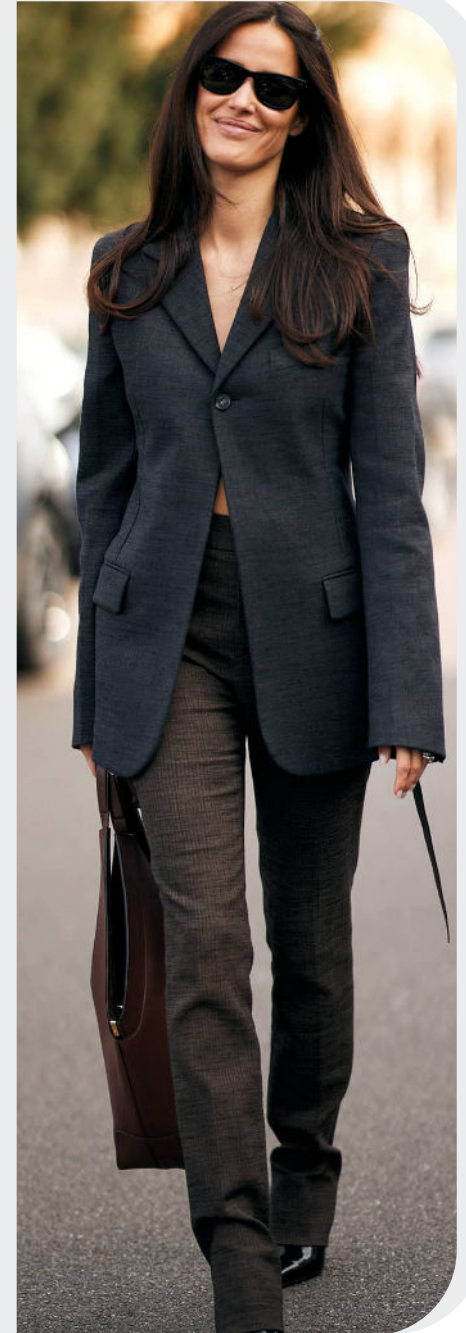
@5elevenmag (1).jpeg



@darya_kryzhanovskaya6.png



peppejeans16.png



Milano Streetstyle 18.jpg

TRENDSTORY



@hannahschonberg38.png

PRIMAL OUTDOORS



dahyeshka1.png



@steezyy_steve_5.png



@Ella Karberg1.png



dahyeshka7.png

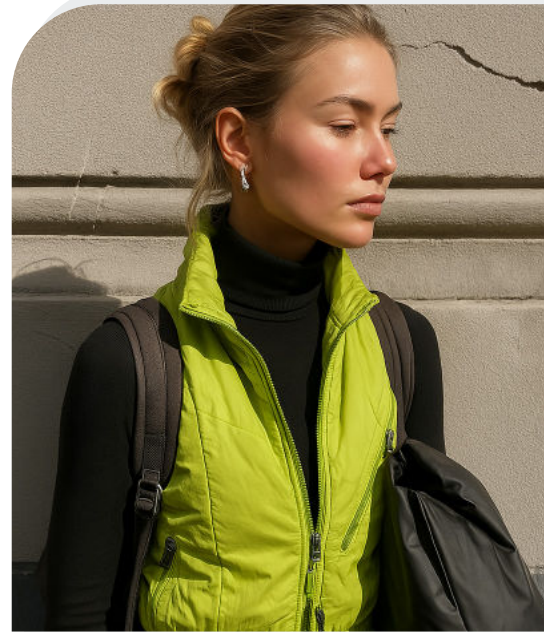


Charlie Constantinou (1).jpg

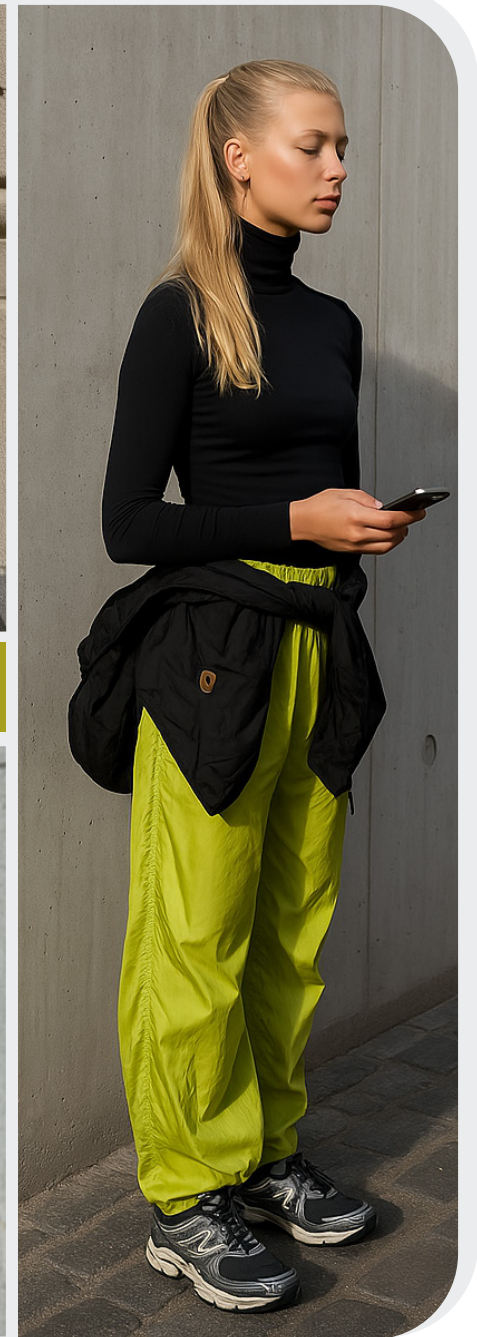
AI-GENERATED



SLEEK INDUSTRIAL



PRIMAL OUTDOORS





dries vannoten8.png

NOMADIC WHISPER

PRIMAL FUTURISM

“Nomadic Whisper” is a grounded, spiritual exploration of movement, memory, and the raw intimacy between body and earth. This trend merges ancient echoes with elemental futurism, celebrating the strength of women who walk softly but carry the weight of worlds. It’s not a fantasy of escape—but of belonging: to land, to lineage, to self.

The aesthetic is ruggedly poetic, blending tactile heritage with elevated silhouettes. Draped asymmetries, tribal jewelry, cape scarves, and worn-in suedes evoke a nomadic elegance—fierce, layered, and instinctively styled. Soft hoods, dropped waistlines, and fuzzy knits suggest comfort born from adaptability. Hairy yarns, primitive paisleys, and shaggy textures anchor the look in handcrafted imperfection.

The mood is introspective, resilient, and deeply connected. Colors draw from wind-swept hills and sun-warmed soil—burnt sienna, chili oil, peat moss, and golden palm—imbuing the palette with a sense of sacred geography.

“Nomadic Whisper” invites us to slow down, to carry less and feel more. It speaks to a holistic future shaped by primal knowing, where clothing becomes a second skin, a ritual, a return. At once spiritual and survivalist, it’s a whisper from the wild: steady, wise, and impossible to ignore.



@nue.paris8.png



norlha.jpg

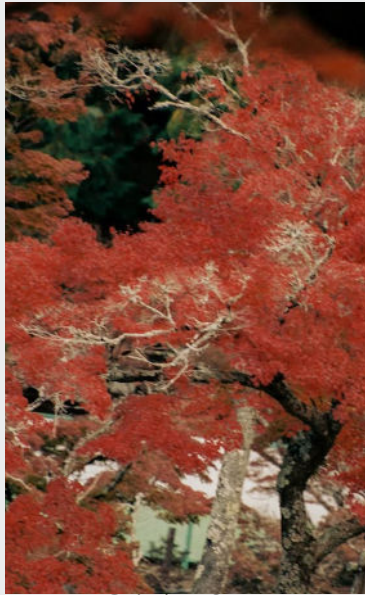


ELEMENTAL **+200%** HOLISM **+50%**

NOMADIC WHISPER MOOD



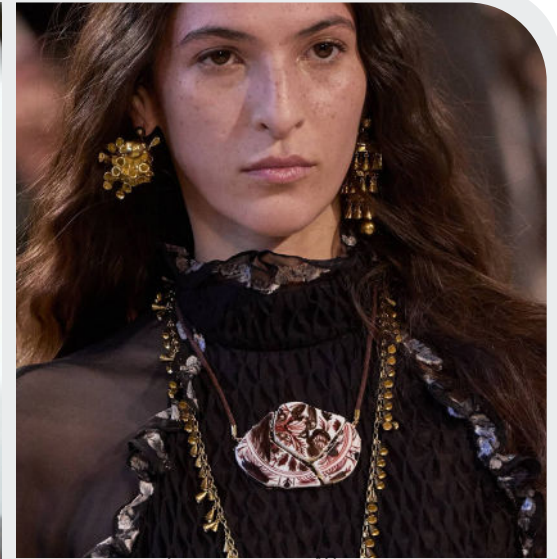
dries van noten 7.jpg



@siedres 6.png



@ignant3.png



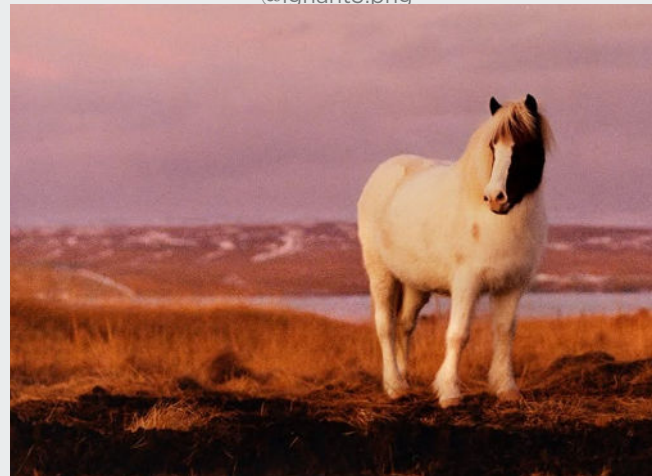
Zimmermann 49.jpg



@purplehazemagazine13.png



Tods 15.jpg



atmos 16.png



Etro 97.jpg

MOUNTAIN WOMAN - EARTHEN MYSTICISM - NOMAD LUXE - GOLDEN HERMITAGE - TRIBAL TOUCHES
PRIMAL DECORUM - SHEPHERD CHIC - EARTH-BORN - TRIBAL LUXE- HINTERLAND - OXIDIZED

NOMADIC WHISPER **COLORPALETTE**



@deadhungry 4.png



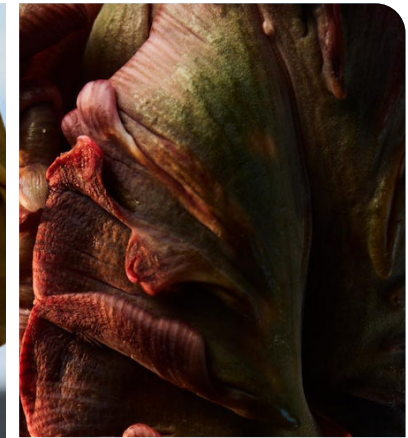
Giambattista Valli 32.jpg



dries van noten 31.jpg



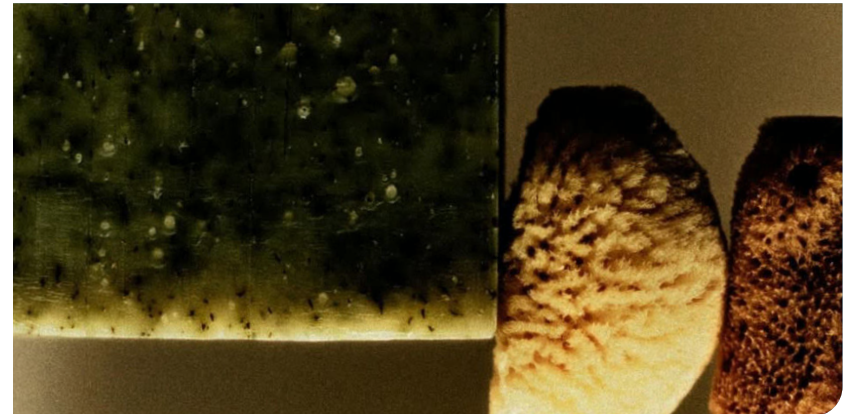
Ulla Johnson 40.jpg



@joyeflorian 6.png



@jefferson.fouquet1.png



@adam.friedlander 7.png

Brunette
19-1235 TCX

Puce
19-1518 TCX

Tibetan Red
19-1934 TCX

Koi
17-1452 TCX

Chili Oil
18-1440 TCX

Golden Palm
17-0839 TCX

Peat Moss
18-0428 TCX

Khaki
16-0726 TCX

The Nomadic Whisper color palette evokes a sense of ancestral grounding and elemental richness. Rooted in earth and fire, it combines warm clay tones, deep forest greens, oxidized golds, and mineral reds with grounding neutrals like khaki and brunette. These shades feel sun-warmed and timeworn—like pigments drawn from soil, bark, and stone. The palette conveys strength without harshness, wrapping the wearer in tones of ritual and resilience. It suggests movement through wild terrain, but always with an inner calm. The effect is quietly powerful and tactile, reflecting a deep connection to land, memory, and a nomadic spirit that's both primal and elegant.

NOMADIC WHISPER **COLOR HARMONIES**



Jason Wu 4.jpg

Chili Oil
18-1440 TCX

Tibetan Red
19-1934 TCX

Golden Palm
17-0839 TCX

PALETTE 1

PALETTE 2

Puce
19-1518 TCX

Koi
17-1452 TCX

Golden Palm
17-0839 TCX



dries van noten 37.jpg



Fendi 19.jpg

Puce
19-1518 TCX

Koi
17-1452 TCX

Khaki
16-0726 TCX

PALETTE 3

KEY MATERIALS & PRINTS

SHAGGY KNITS



Burberry 89.jpg



Etro 95.jpg



Etro 7.jpg

HAIRY YARNS



Christian Wijnants 27.jpg



Rabanne 19.jpg

PRIMITIF PAISLEYS



pinterest predicts80.jpg



Dhruv Kapoor 9.jpg

WORN-IN SUEDE



munthe 2.png



MiuMiu 60.jpg.webp

KEY DETAILS

CAPE EFFECTS



courreges 13.jpg



Christian Wijnants 33.jpg



Khaite 10.jpg

DRAPED ASYMMETRIES



dries van noten 37.jpg



Andreadamo 12.png

NOMADIC HOODS



@dalilaslimani_6.png



@hannahschonberg17.png

DROPPED WAISTLINES



Tods 33.jpg



Zimmermann 25.jpg

KEY ACCESSORIES

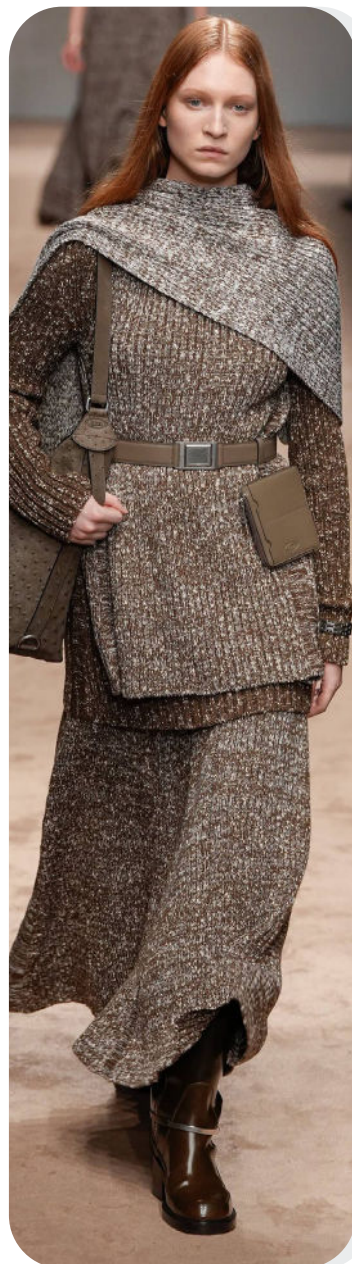
SOFT SOCK BOOTS



MiuMiu 113.jpg.webp



Leroy 27.jpg



Tods 5.jpg

TRIBAL NECKLACES & TALISMANS



Zimmermann 63.jpg



@leandramcohen11.png

FUZZY SHOULDERBAG



Sara Wong 81.jpg



ganni 19.jpg

CAPE SCARFS



Paris Streetstyle 18.jpg



Sara Wong 45.jpg

TRENDSTORY



@cristinachenii8.png

SPIRITUAL HERMIT



Milano Streetstyle 11.jpg



@leandramcohen9.png



zara 81.jpg



Burberry 2.jpg



Gabriela Hearst 11.jpg

TRENDSTORY



@xkinsk3.png

ECCLECTIC SHEPARD



pinterest predicts99.jpg



ganni 47.jpg



@xkinsk1.png



@natashahmedx6.png



Etro 20.jpg

AI-GENERATED



SPIRITUAL HERMIT



ECCLECTIC SHEPARD



SHADOWS OF THE LAND

PRIMAL FUTURISM

“Shadows of the Land” for FW26 is a return to the rawness of origin—where design emerges from the sediment of memory and the contours of survival. This concept leans into primal futurism, blending ancient earth codes with brutalist simplicity, forming a tactile, grounded aesthetic that feels both ancient and avant-garde. It’s not a revival of the past, but a re-wilding of the future—where garments echo cave textures, natural erosion, and the spirit of nomadic resilience.

The aesthetic is elemental and intuitive. Shapes are unstructured, windswept, and layered like geological strata. Think rough hems, reptile embossing, ghostly chiffons, and post-nature leathers etched with memory. Nomadic layering and scavenged silhouettes suggest a world rebuilt by hand, where beauty is found in decay, distortion, and the artifacts of the land.

The mood is instinctive, resilient, and softly fierce. It speaks to the woman as gatherer, as seer, as shapeshifter—anchored in instinct, but always in motion. This is fashion shaped by stone and bone, sand and wind—a sedimental story of survival and soul. “Shadows of the Land” invites wearers to dress like the land remembers: imperfect, weathered, and deeply alive.



@nue.paris1.png



@anyaholdstock4.png



@mathieutrautmann 9.png



NEO BRUTALISM **+2700%**

PALEO **+52%**

SHADOWS OF THE LAND MOOD



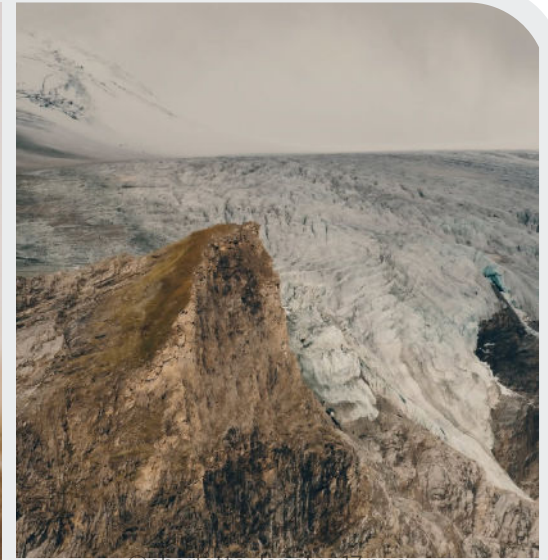
chloe 9.jpg



theinteriorphotographer.jpeg



ronanksm.jpeg



@charlotte_lapalus 17.png



_pinterest15.JPG



helsa 6.png



E2-SERVICESTILVER-MAC.jpg



Ann Demeulemeester 49.jpg

PRIMAL BOHO - GHOSTLY EARTH - MODERN SCAVENGER - STONE AGE REDUX - PRIMITIVE LUXE - POST-NATURE
ASHEN ORACLE - EARTH LORE - SEDIMENTAL STYLE - DECONSTRUCTED BOHO - WIND-WASHED

SHADOWS OF THE LAND **COLORPALETTE**



@momentsabloom 16.png



@ignant 14 Kopie.png



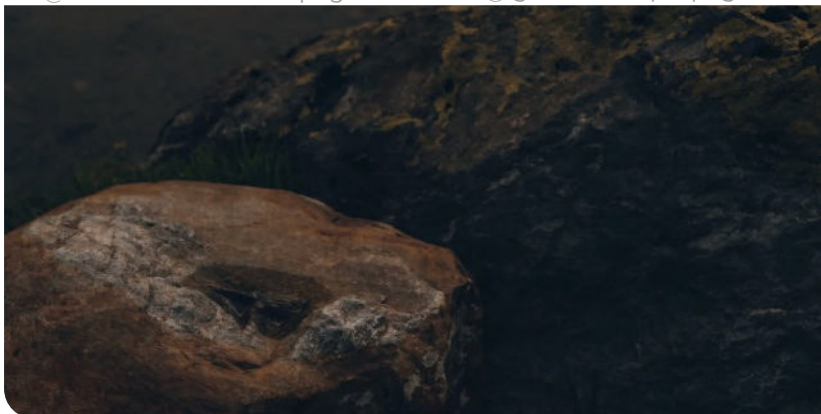
@matcullen_3.jpg



@elizabeth.jpeg



esber.png



@charlotte_lapalus 16.png



jadepaton.jpg

Solemnity
19-0914 TCX

Brunette
19-1235 TCX

Wood Thrush
17-1129 TCX

Khaki
16-0726 TCX

Peat Moss
18-0428 TCX

Seacrest
13-0111 TCX

Pale Blue
13-4804 TCX

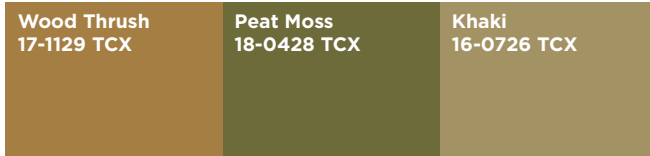
Fog
13-0607 TCX

The “Shadows of the Land” color palette evokes a sense of quiet resilience and ancient grounding. Deep earth tones—muddy browns, stone blacks, mossy greens—anchor the aesthetic in raw naturalism, while washed-out blues, soft fog, and clay-like ochres introduce a fossilized elegance. There’s a tension between cool erosion and warm decay, creating a palette that feels both excavated and forward-reaching. These hues conjure a world shaped by elemental forces—wind, water, time—blurring the line between what’s organic and what’s sculptural. The result is a visual atmosphere that’s introspective, worn-in, and texturally rich, inviting a primal softness within a stark, modern context.

SHADOWS OF THE LAND COLOR HARMONIES



@nue.paris2.png



PALETTE 1

PALETTE 2



Jil Sander 11.jpg



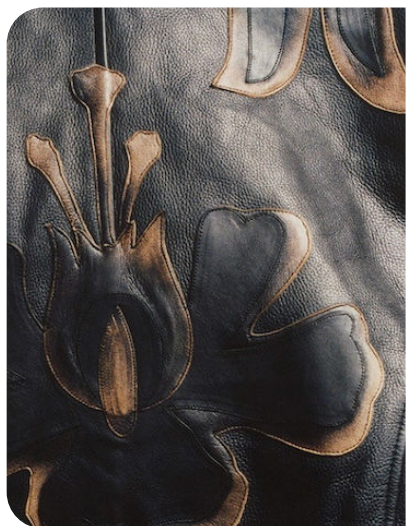
jadedlondon5.png



PALETTE 3

KEY MATERIALS & PRINTS

STURDY HEIRLOOM LEATHERS



miumiu16.png



Dolce & Gabbana 61.jpg



Pasqualetti 31.jpg

REPTILE SKINS



balmain 16.jpg



Zimmermann _20.jpg

SLINKY CHIFFONS

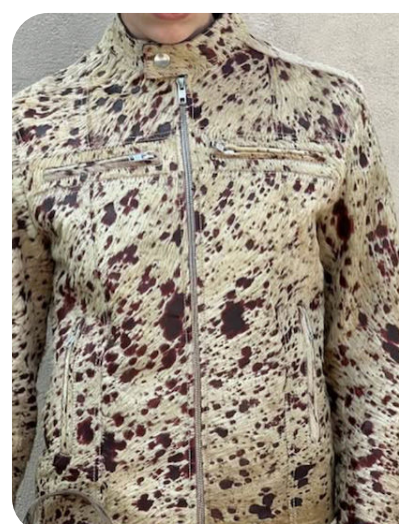


Nina Ricci 53.jpg

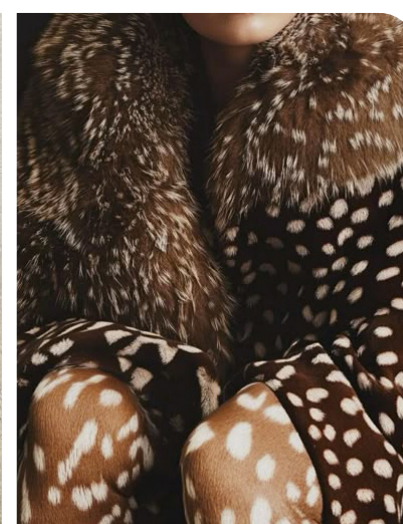


Paris Streetstyle 28.jpg

ABSTRACT WILDLIFE PATTERNS



jadedlondon10.png



commode.jpeg

KEY DETAILS

PRIMAL FUR COLLARS



Elie Saab 76.jpg



@lundlundagency4.png



acne studios 12.jpg

NOMADIC LAYERING



Zimmermann 70.jpg

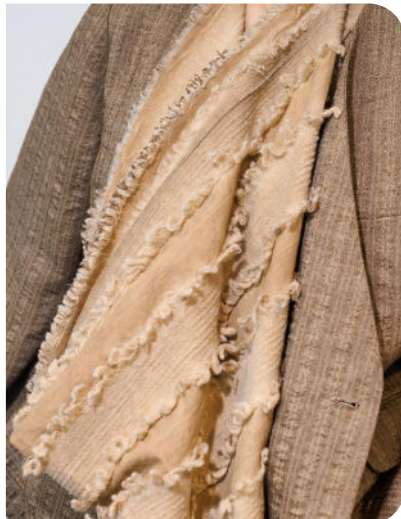


Sara Wong 10.jpg

ROUGH & UNFINISHED SEAMS



OffWhite 10.jpg



Uma Wang 43.jpg

HANDKERCHIEF HEMLINES



Lafayette 148 _8.jpg



julie kegels11.png

KEY ACCESSORIES

WIDE VIXEN BOOTS



Aniye Records 73.jpg



balmain 9.jpg

WILD CREATURE FOOTWEAR



@louisethornfeldt 9.png



Fendi 72.png

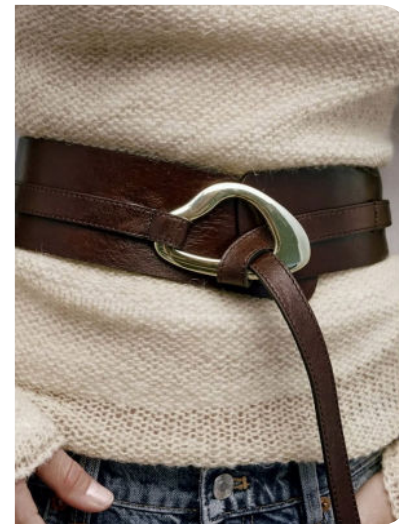


Christopher Esber52.jpg

LARGE TRAVELER BELTS



Zimmermann 71.jpg



@svdae 6.png

NOMADIC ADD-ONS



@forthesoup_3.png



chloe _30.jpg

TRENDSTORY



ulla johnson14.png

PURE NOMADS



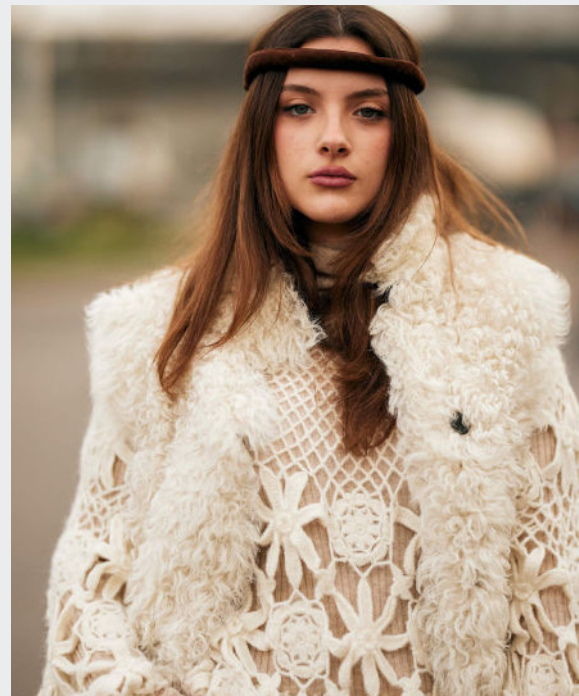
Etro 69.jpg



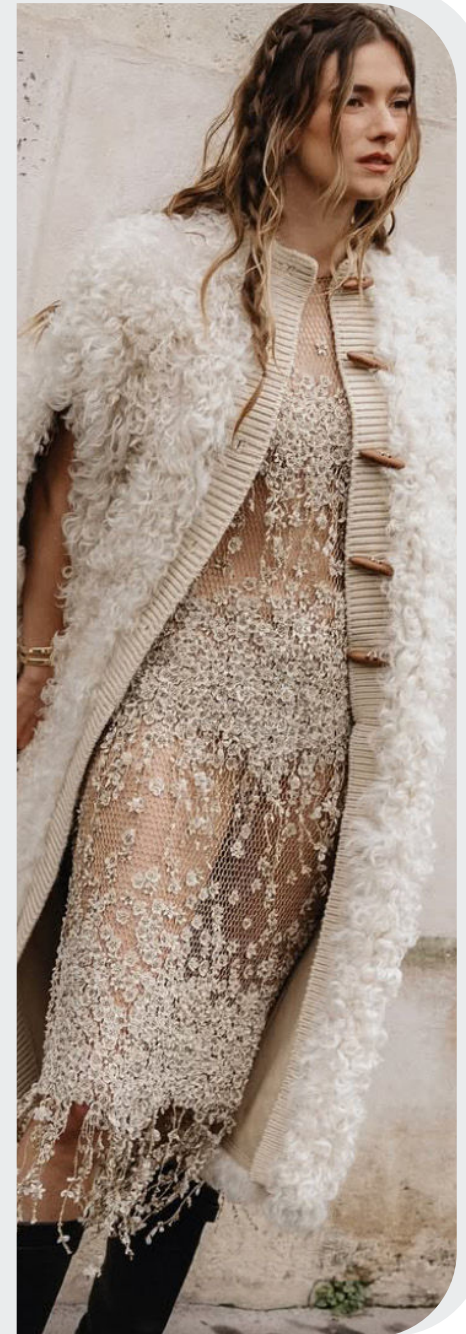
@fannyamandanilsson11.png



@_frida_my_(3).jpeg



Milano Streetstyle 61.jpg



nikagunchakphotography2.png

TRENDSTORY



jadedlondon3.png



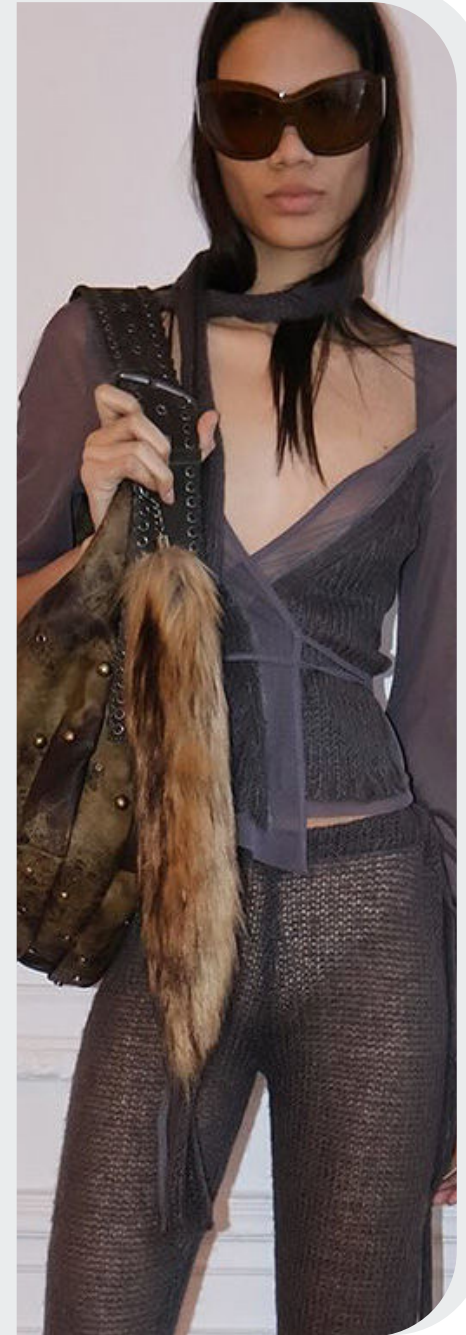
@momentsabloom 22.png



jadedlondon7.png



_pinterest12.jpg



@jaded 3.png

RURAL HUNTRESS



@laraaceliaa1.png

AI-GENERATED



PURE NOMADS



RURAL HUNTRESS



DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



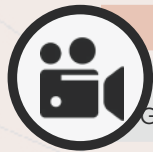
SOCIAL MEDIA

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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