



**WOMENSWEAR**  
**SS26 UPDATE**  
**ACCESSORIES**



LIVETREND

# SS26 ACCESSORIES UPDATE **INTRODUCTION**



Nice Cream London.avif



Bershka.jpg



Naked Surf Club.png



Zara\_3.jpg



## UPDATE

**Wearing A Character.** In the ongoing wave of basics and minimalism, accessories have stepped into the spotlight as the true game-changers. For Spring/Summer 2026, they're no longer just add-ons: they're statements. From elevating timeless classics to becoming the ultimate expression of personality, accessories are the tools the new generation uses to wear a character. The cowboy heat shows no sign of cooling off, but it's taking a more rustic turn. Think sun-worn hats and soft caps, roped and fabric belts, layered pendant necklaces—a boho-tinged ode to craftsmanship that whispers adventure and soul. Meanwhile, the old-money aesthetic flexes through embroidered caps, pearls with a twist, and girly scrunchies that keep the clean girl energy pristine yet playful. This season, it's not just about finishing a look—it's about starting one with the right detail.

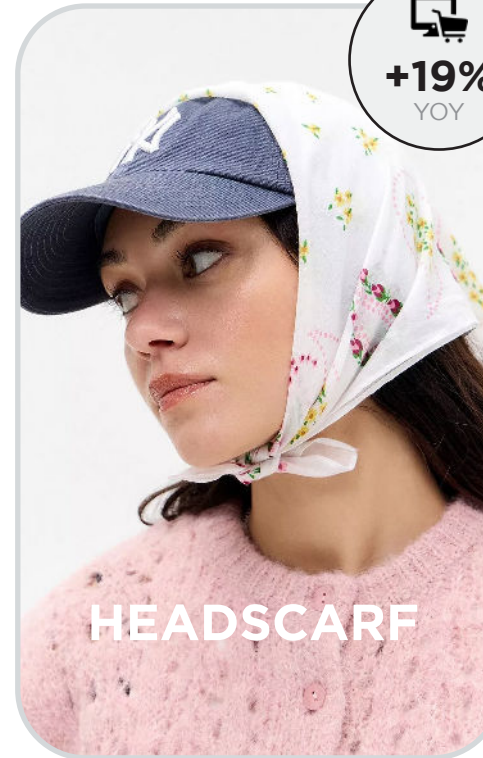
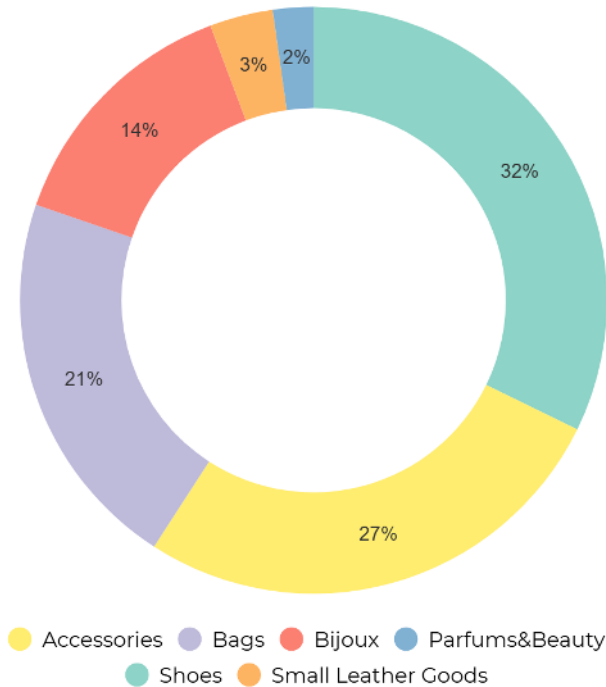
*This report is based on Livetrend data extracted from Instagram, e-commerce and consumer interest on Spring Collections 2025, analyzing the visibility and growth of the trends compared to the same period last year. The percentages show the evolution year on year.*

**ACCESS ALL IMAGES  
CLICKING HERE**

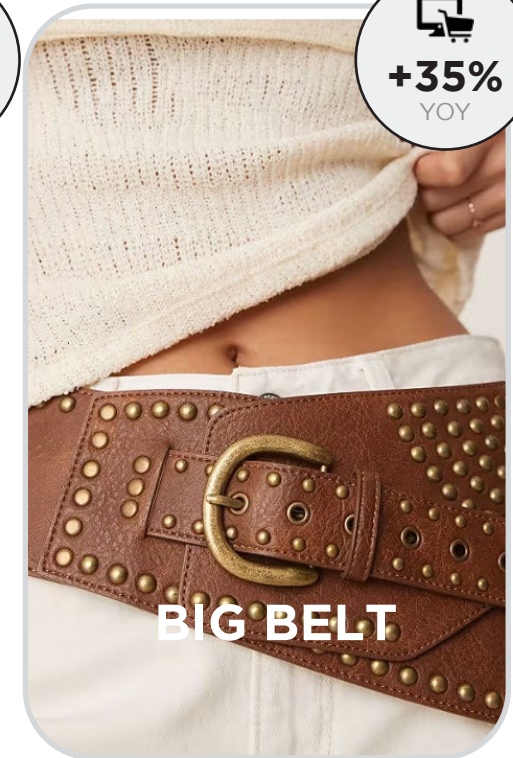


# SS26 ACCESSORIES UPDATE **KEY DATA**

## ACCESSORIES GLOBAL ASSORTMENT



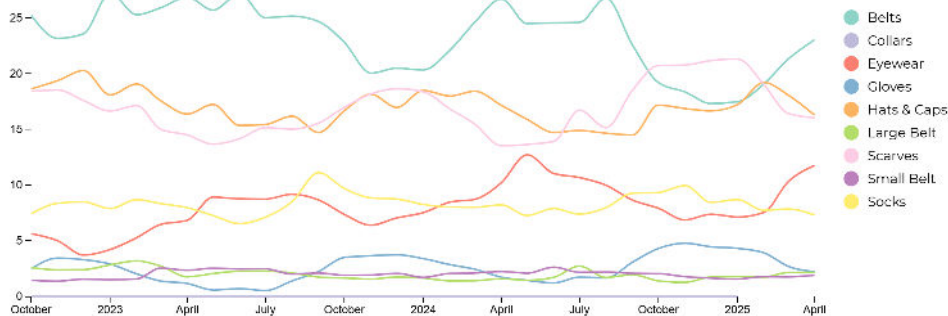
Urban Outfitters\_1.webp



Asos2.png



Accessories and bijoux now account for 27% and 14% respectively of the overall accessories assortment, proving their central role in defining today's looks. Among subcategories, scarves show a steady evolution, especially foulards, which ride the retro wave with a 19% growth, fueled by the rising appetite for vintage flair. At the same time, bold western belts are making major moves, up 36%, confirming that statement pieces with character are shaping the season's direction.





**WOMENSWEAR**  
**ACCESSORIES**  
**UPDATE**  
**HATS & HAIR**  
**ACCESSORIES**



LIVETREND



STABLE TREND

## SS26 HATS **THE COWBOY**

WWW  
+250%  
YOY



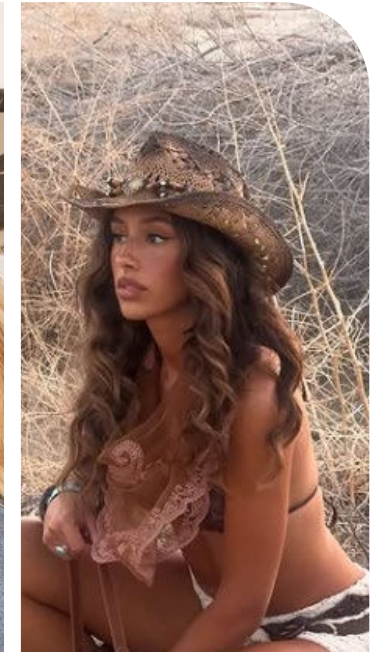
@sarafructuoso-2.png



@kimschiele.png



Asos.png



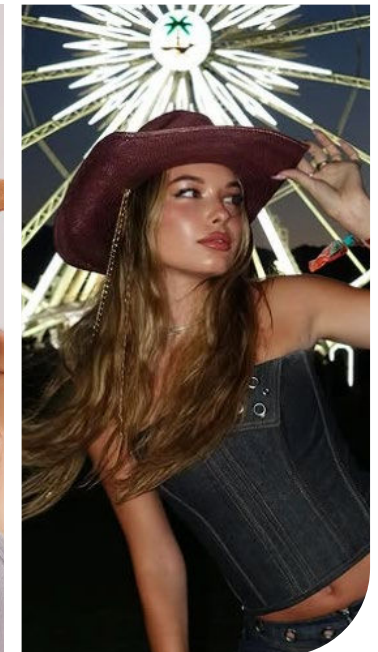
@ameliamarni2.png



@noemihopper.png



All Lovely Bird.webp



@onagonfaus2.png



SAFE TREND

## SS26 HATS **THE OLD MONEY CAP**



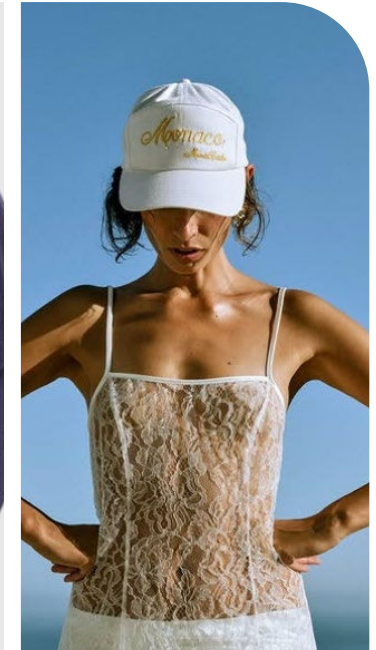
Till I die.png



Nice Cream London.avif



Urban Revivo.png



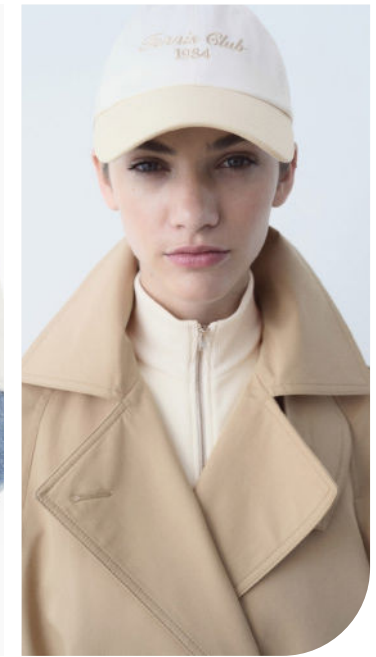
@forloveandlemons.png



Hacie (2).png



H&M\_2.avif



Mango.avif



EDGY TREND

## SS26 HATS THE CROCHET CLOCHE

+150%  
YOY



Naked Surf Club.png



Marchen.png



Misu a Barbe.png



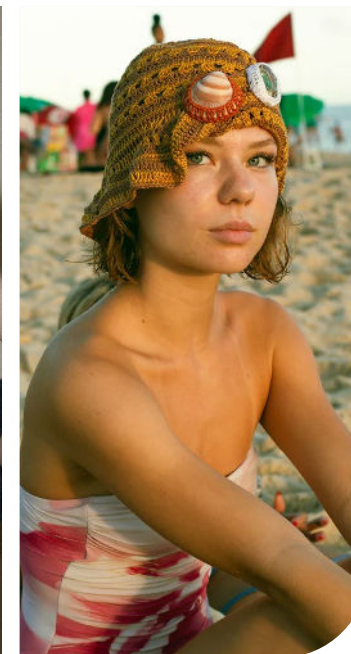
Freepeople (6).webp



Raju.png



Slowslowly.png



Pardo hats.webp



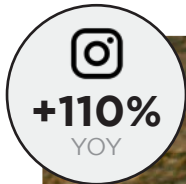
# SS26 HATS

## EDGY TREND

## THE SAHARIAN STYLE

## SAFE TREND

## THE CHIC VISOR



Pardo Hats\_1.webp



White Sand.png



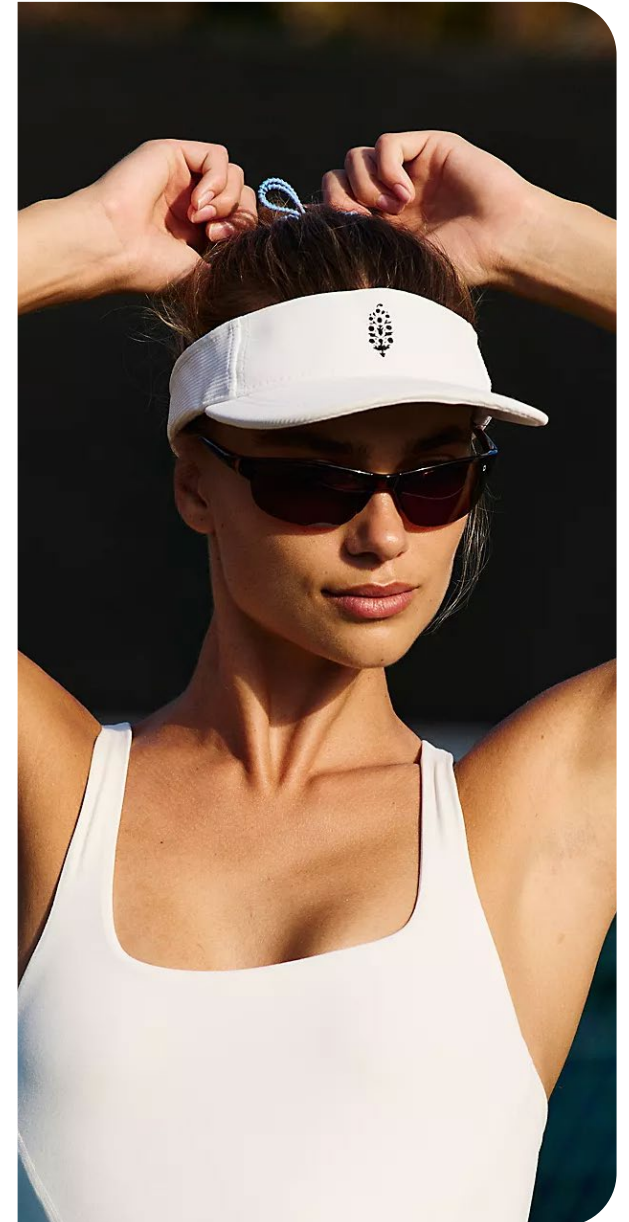
Kersun.webp



gunmoja.png



Urban Revivo\_1.png



Arebesk.webp



# SS26 HATS

## EARLY SIGN

## THE NEWSBOY

## EDGY TREND

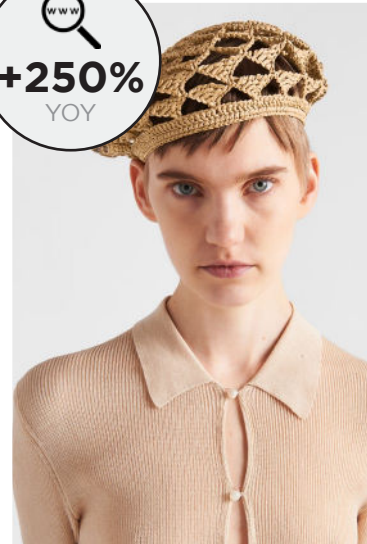
## THE CRAFTY BERET



Agolde.webp



Brown Hat.png



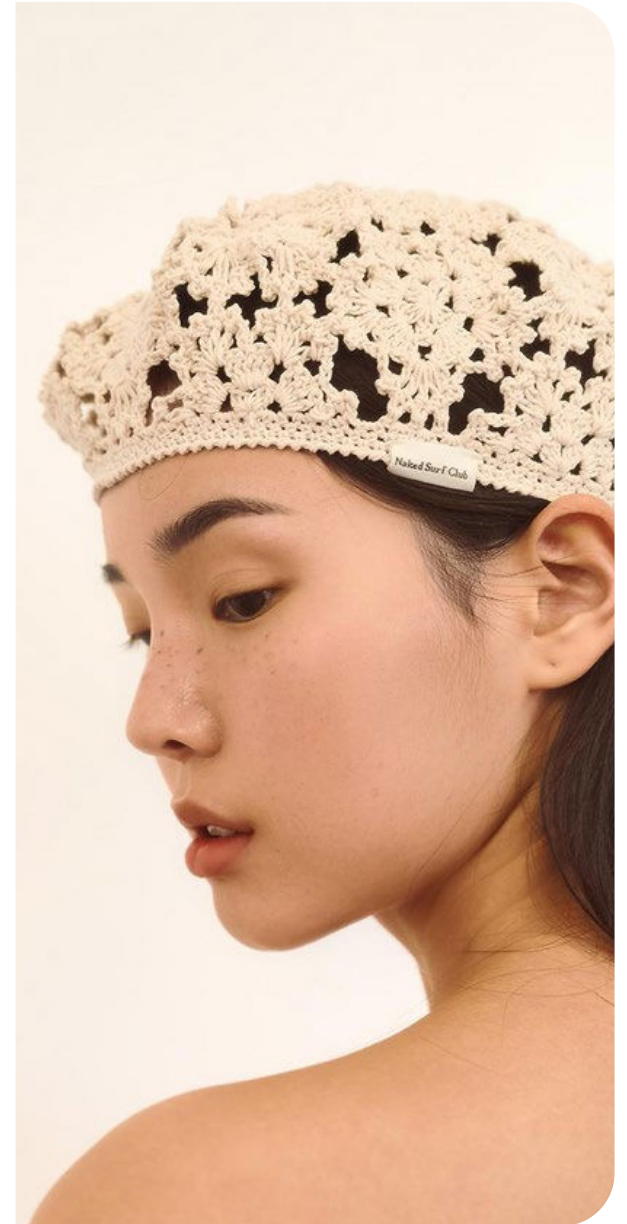
Prada.avif



Freepeople (5).webp



Borsalino.avif



Naked Surf Club (2).png



# SS26 HEADSCARVES

## BIG TREND

  
**+500%**  
YOY

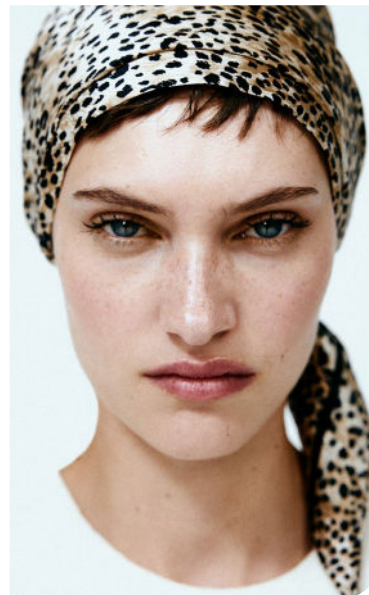


Celandine.webp

## THE VINTAGE




Urban Outfitters (2).webp



H&M.avif

## EDGY TREND

  
**+50%**  
YOY



pink pineapple.png



L'essai.png

## THE COTTAGE



Raive.png



SAFE TREND

## SS26 HAIR ACCESSORIES **THE XL SCRUNCHIE**



Depound (2).png



Jkichi.png



Maison Creme.png



Parfois.webp



Mangomanyplease.png



Urban Outfitters.webp



August Harmony.png



SAFE TREND

## SS26 HAIR ACCESSORIES **THE DAINTY BOW**



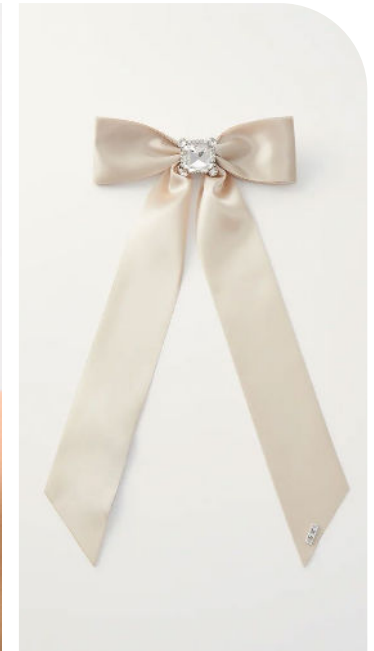
Marquement.png



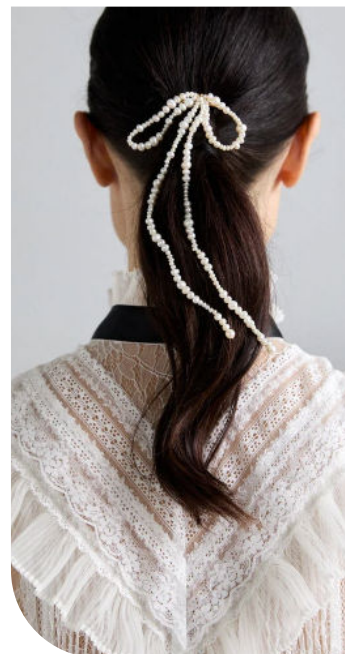
H&M (2).avif



Parfois (2).webp



Eugenia Kim.webp



Completedworks.webp



True Decadence.png



Urban Outfitters (2)\_1.webp



# SS26 HAIR ACCESSORIES

## STABLE TREND

## THE HEADBAND

## EARLY SIGN

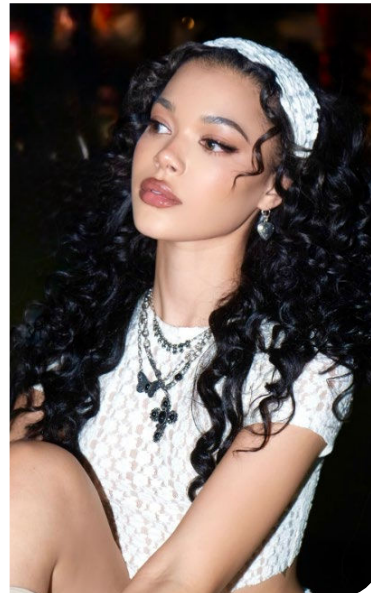
## THE HAIR CLIPS



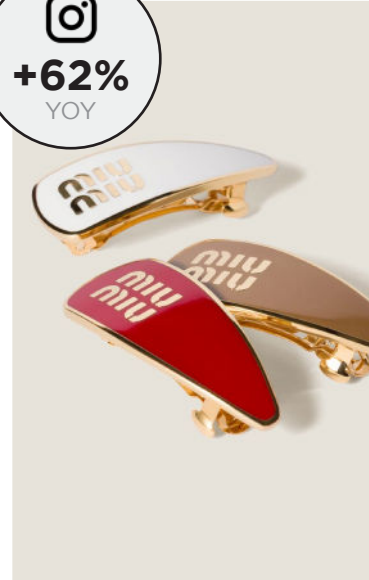
Sollow.png



H&M\_1.avif



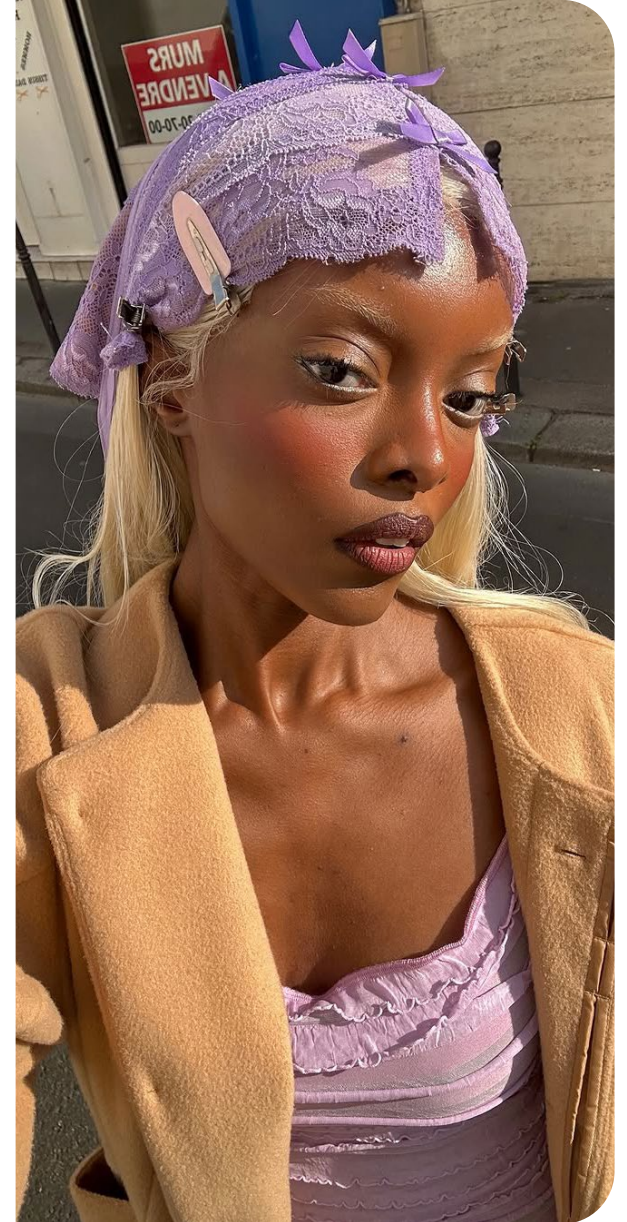
@sadesisi.png



Miu Miu.avif



Bershka.jpg



@elviedesuu.jpg





**WOMENSWEAR**  
**ACCESSORIES**  
**UPDATE**  
**BELTS &**  
**BIJOUX**



**LIVETREND**

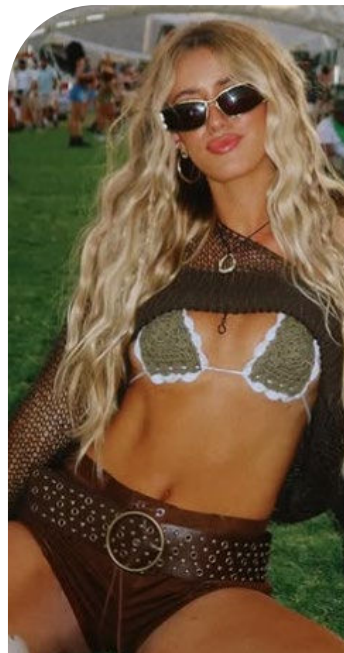


STABLE TREND

## SS26 BELTS THE BOLD TEXAN



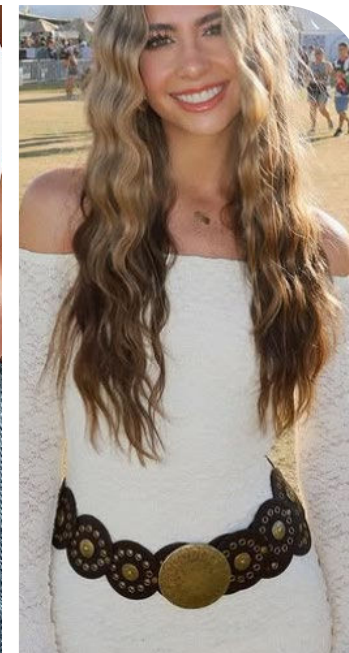
@taniadeniz.png



@taylorbond.png



Freepeople.webp



@halleeand.png



Zara.jpg



Urban Revivo\_2.png



Freepeople (4).webp



+36%  
YOY



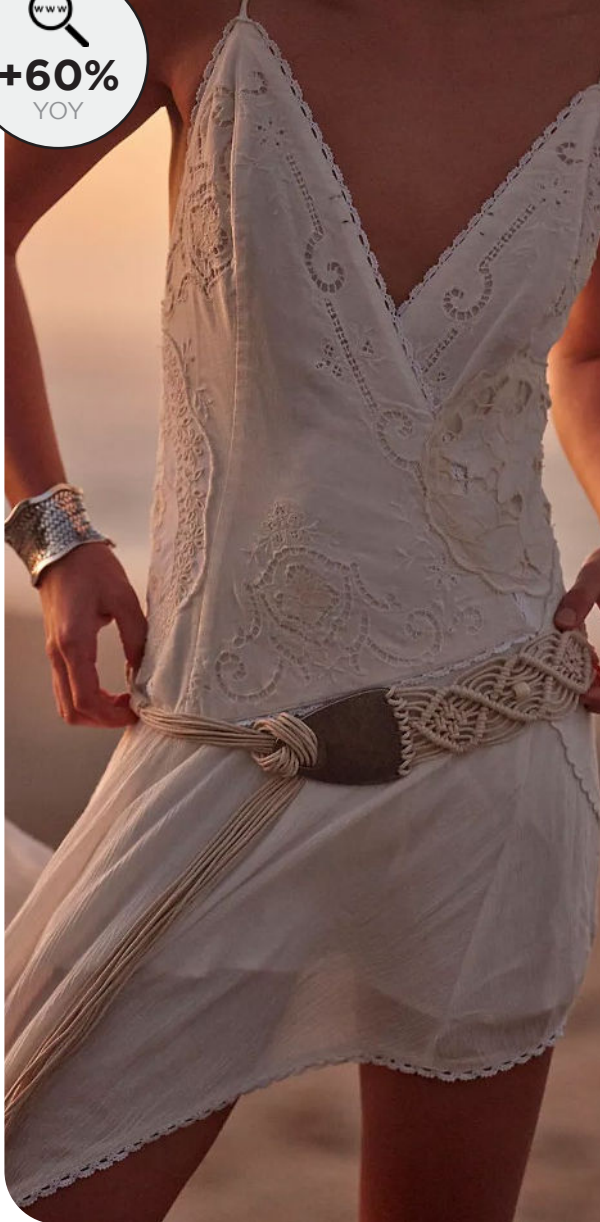
# SS26 BELTS

## EARLY SIGN

## THE CRAFTY ROPE

## EARLY SIGN

## THE TEXTILE BELT



Freepeople (5)\_1.webp



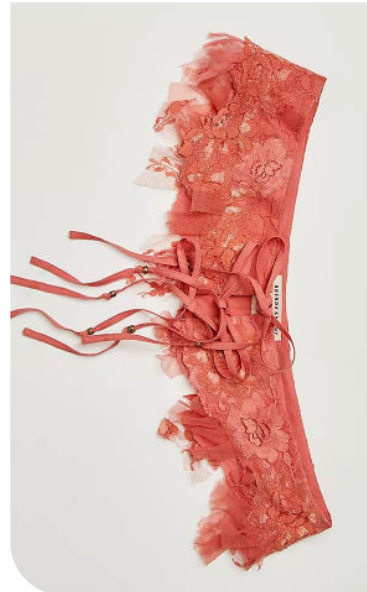
Freepeople (3).webp



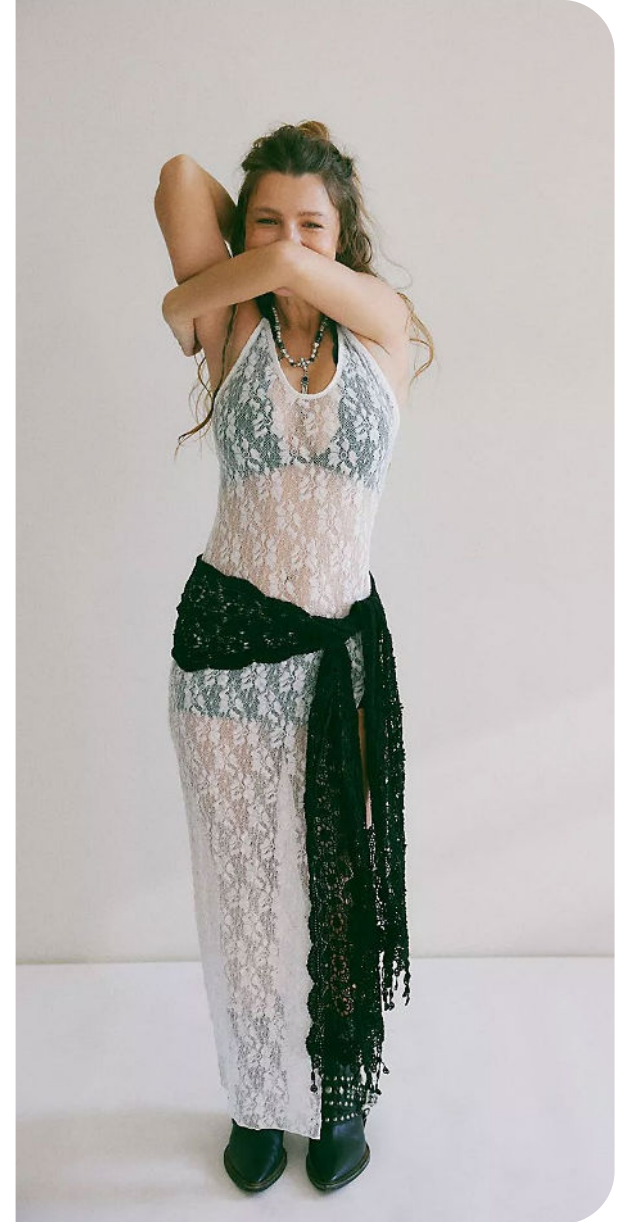
@anthropologie.png



Motel Rocks.webp



Brenda Knight.webp

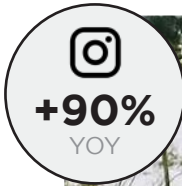


Freepeople (2).webp



BIG TREND

## SS26 BELTS THE CHAIN STYLE



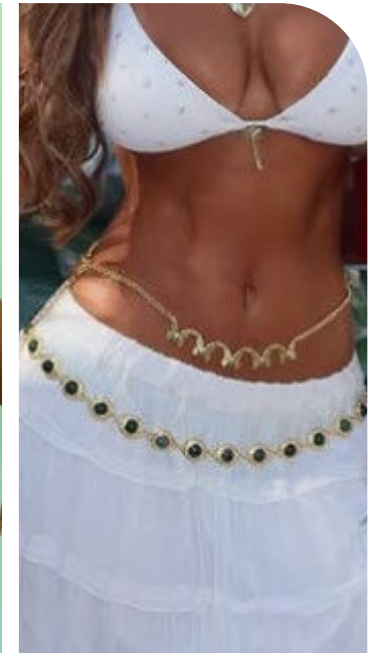
@taylorbondd.jpg



Silence+noise.webp



@mollyfaye.png



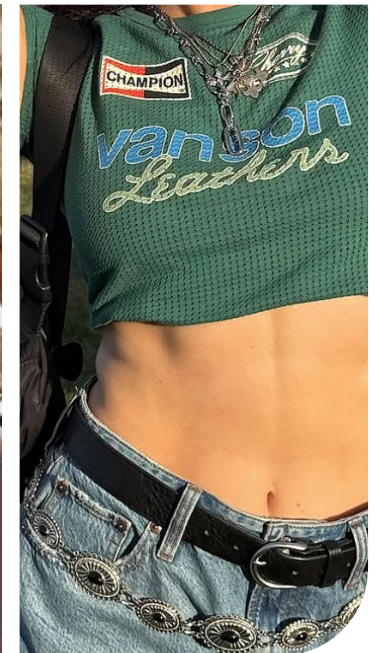
@gabimfmoura.png



@addykate.png



@taylorbondd4.png



@kelseylapolla.png



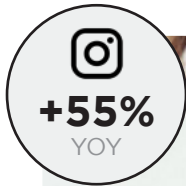
# SS26 NECKLACES

## BIG TREND

## THE BOHO PENDANT

## STABLE TREND

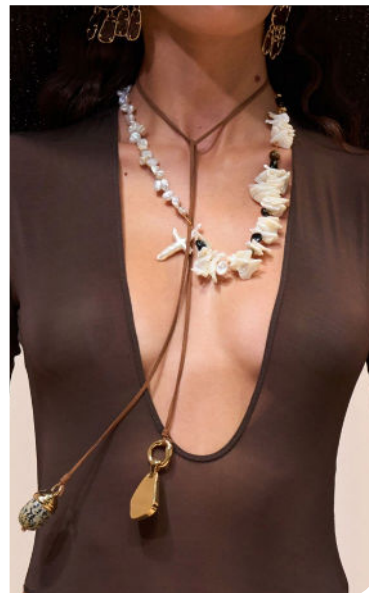
## THE LADY'S PEARLS



Zara (2).jpg



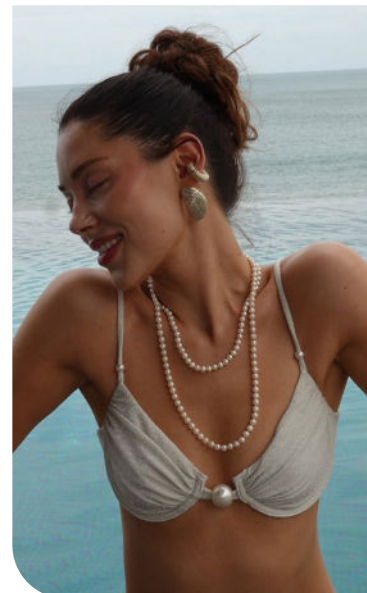
August Harmony (2).png



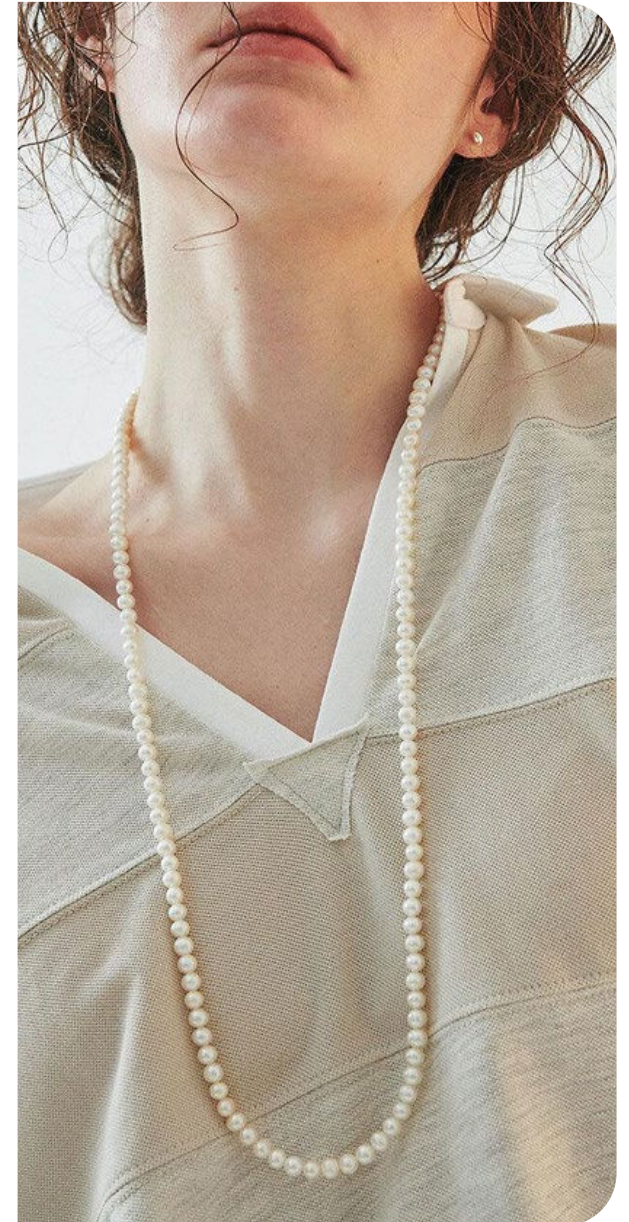
zimmerman\_6.jpg



zara\_1.jpg



@jourdansloane.jpg



August Harmony (3).png



# SS26 NECKLACES

## EDGY TREND THE CASCADING COLLIER

WWW  
+60%  
YOY



Parfois (3).webp



Zara (4).jpg



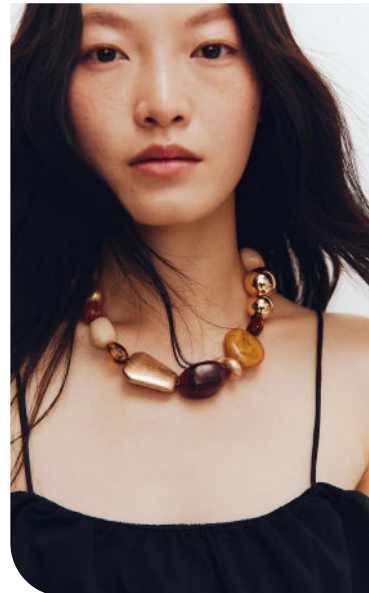
Miista.webp

## SAFE TREND

WWW  
+51%  
YOY

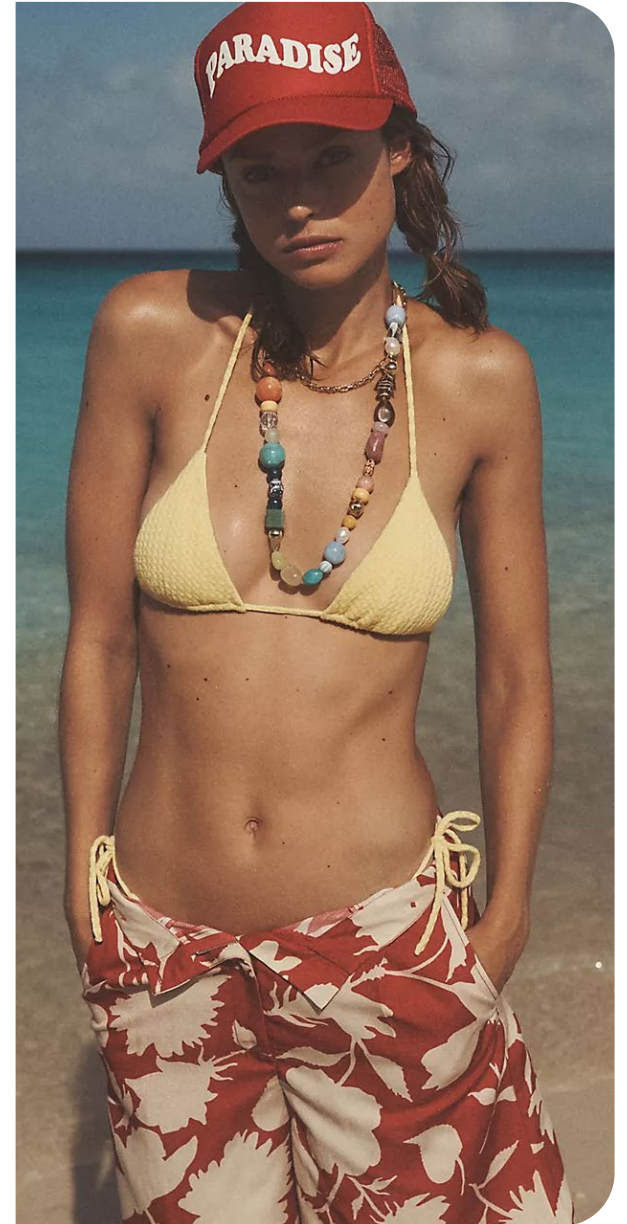


@indahclothing.png



H&M\_3.avif

## THE SHORE STONES



Anthropologie (2).webp



# SS26 CHARMS

EARLY SIGN

THE SARDINE CHARM



Parfois\_1.webp



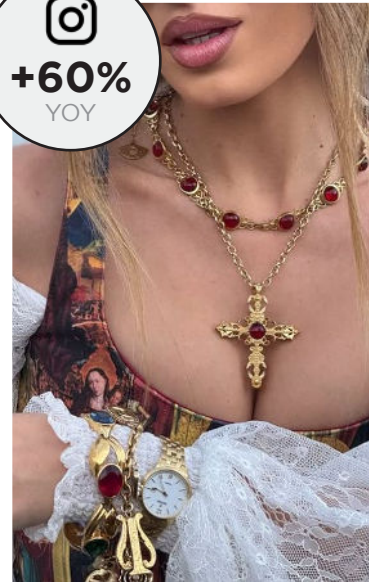
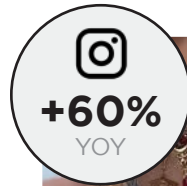
@eliou\_.jpg



H&M (3).avif

EARLY SIGN

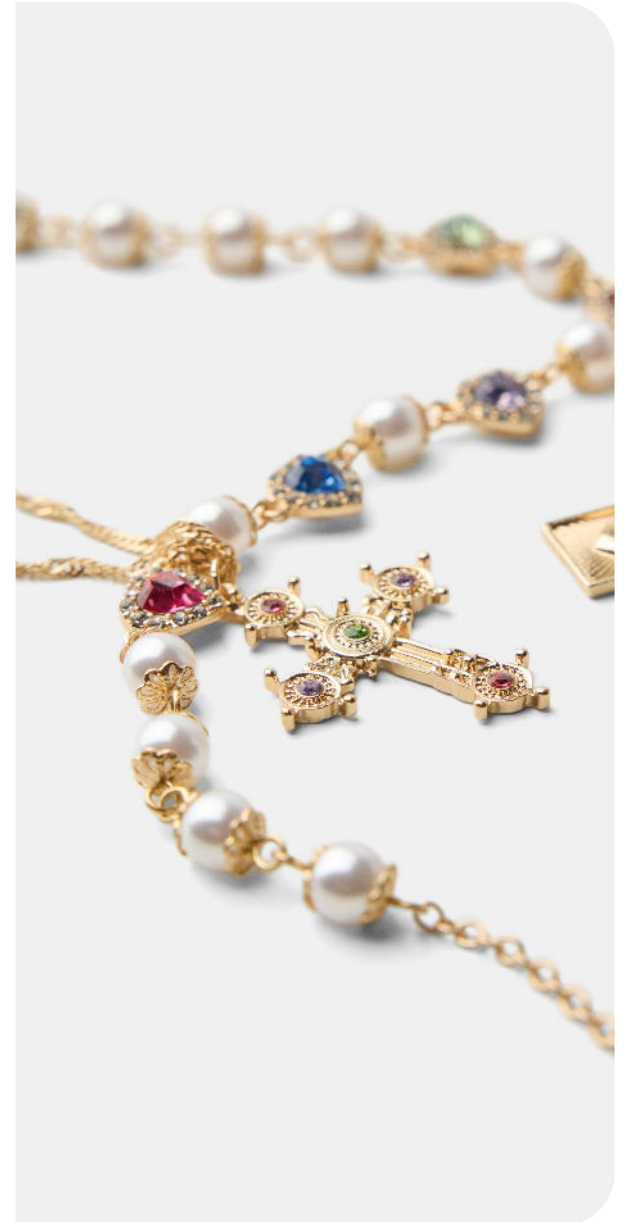
THE HOLY CROSS



@sarafructuoso.png



UO.webp



Bershka\_1.jpg



# SS26 EARRINGS

## STABLE TREND

WWW  
+100%  
YOY



H&M (5).avif

## THE FLOWER



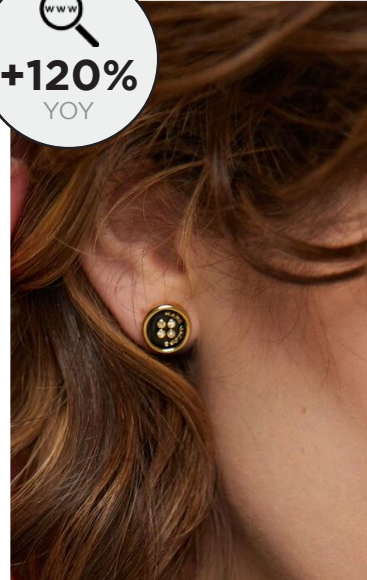
Zara\_2.jpg



@nudestory.jpg

## SAFE TREND

WWW  
+120%  
YOY



Marc Jacobs.webp



Loewe.webp

## THE PREPPY BUTTON



Miu Miu\_1.avif



# SS26 BRACELETS

## SAFE TREND

## THE BIG LINK

## SAFE TREND

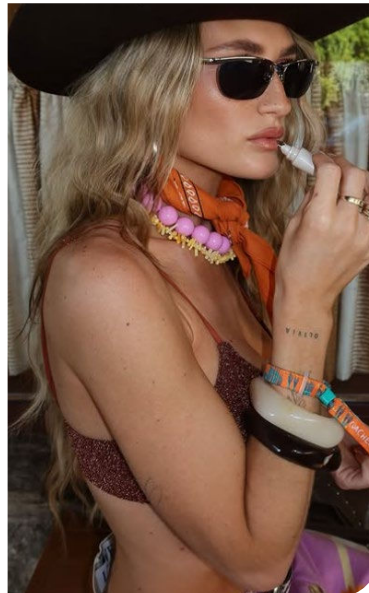
## THE CHARM BRACELET



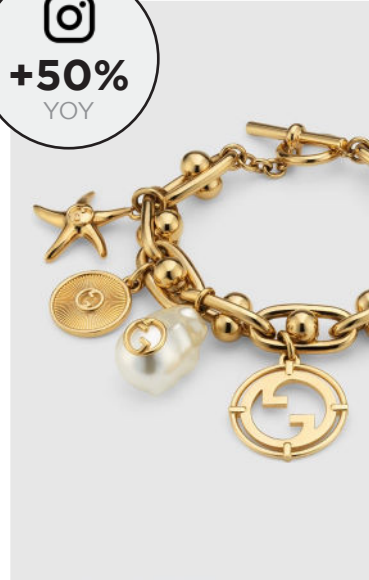
Zara (3).jpg



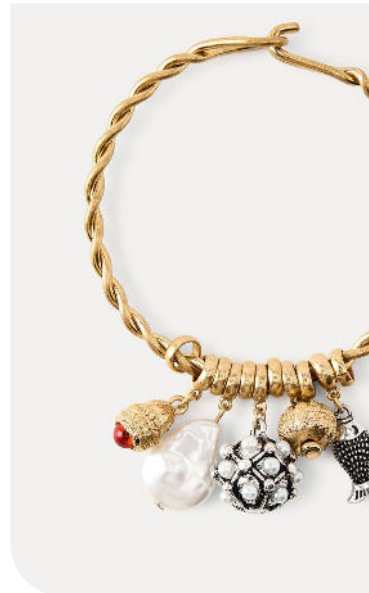
Anthropologie.webp



@tessavmontfoort.png



Gucci.avif



Zara (2)\_1.jpg



Monica Vinader.webp



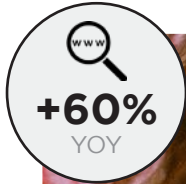
# SS26 RINGS

## SAFE TREND

## THE KARMA STONE

## EARLY SIGN

## THE MAXI RESIN STYLE



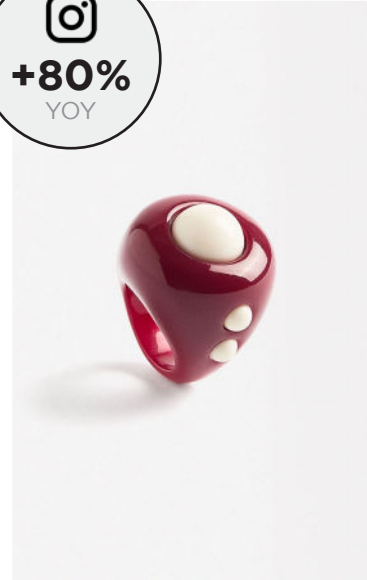
Spell.webp



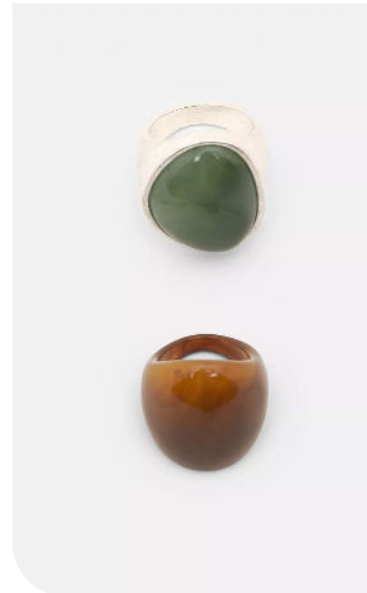
Sezane.avif



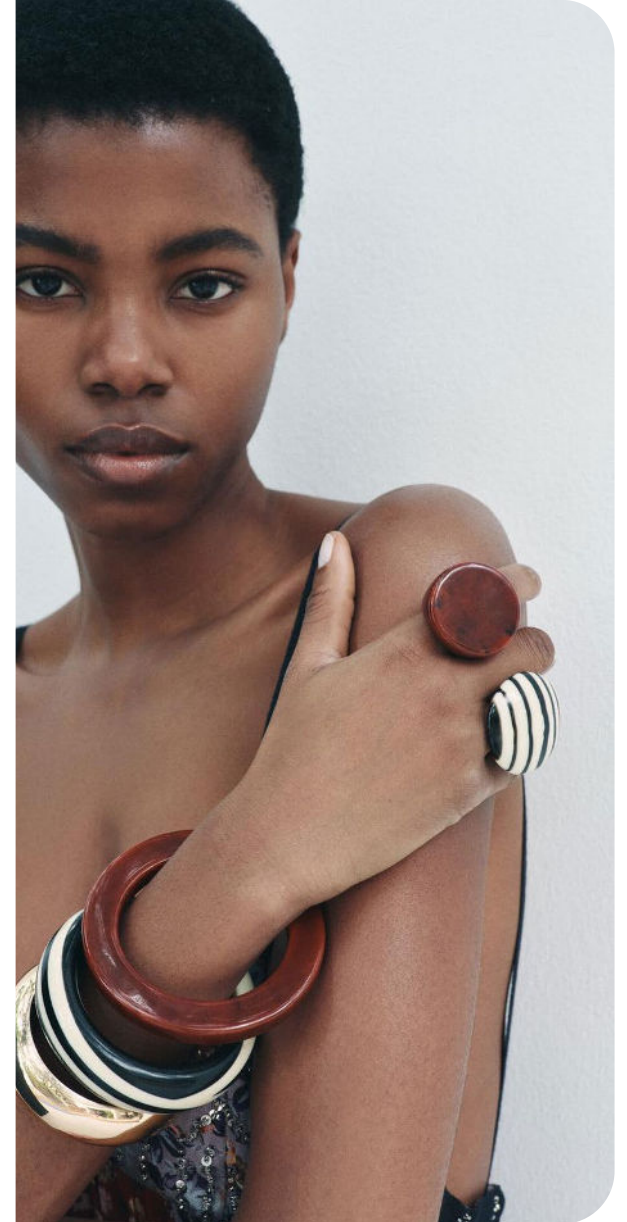
&OtherStories.jpg



Parfois\_2.webp



Pull&Bear.webp



Zara (5).jpg



# 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

**THANK YOU!**

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