



WOMENSWEAR
SS26
RETAIL RADAR
CEREMONY
COLLECTION
THEMES



LIVETREND

CEREMONY COLLECTIONS **INTRODUCTION**



@annaoctober2.png



Ba&sh (7).avif



Urban Revivo.png



UPDATE

Beyond Beauty. Spring/Summer 2026 marks a quiet revolution in ceremony dressing — where femininity steps away from hyperbole and reclaims its complexity. Sensuality is no longer performed through exaggerated codes but revealed through purism, exotic whispers, and the nostalgic echoes of bygone eras. The collection moves through primal earthiness, sun-soaked nostalgia, veiled romance, and soft conceptual minimalism, composing a wardrobe that feels more intimate, introspective, and profoundly modern. Shapes are fluid but grounded, details are poetic yet essential, and every garment seems to belong to a memory already lived. This season, occasionwear becomes a personal ritual: an act of self-expression that embraces strength and vulnerability in equal measure. SS26 draws a new horizon for womenswear, where the true allure lies not in spectacle, but in quiet confidence, nuanced beauty, and stories stitched into every fold.

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

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CEREMONY COLLECTIONS **TERRA FORMA**



PURISM - NATURAL NUANCES - BRUTALIST FEST - PRIMAL PARTY - DESERT MINIMALISM

Rooted in purism and primal instinct, Terra Forma celebrates a brutalist vision of summer — where linen breathes under a desert sun and asymmetries define a new, effortless elegance. Dark brown, sandy neutrals, and sun-baked ochres mold cape tops, sculptural dresses, and grounded flat shoes that seem to rise naturally from the earth itself. Clean yet raw, architectural yet organic, this is a desert minimalism where the primal and the refined merge into a new, essential purity. A summer of elemental rituals and stripped-back sophistication.

TERRA FORMA **KEY LOOKS & ELEMENTS**



LINEN
+10%

DARK BROWN
+660%



CAPE TOP
+71%



ASYMMETRIC
+11%

NATURALS
+10%



FLAT SHOES
+53%



CEREMONY COLLECTIONS **LACE & LULLABIES**



DIRTY WHITES - SLEEPING BEAUTIES - VEILED SOFTNESS - ROMANTIC DECAY - BOUDOIR NOSTALGIA

A dreamlike ode to faded beauty, Lace & Lullabies drifts between dirty whites and dusty florals, capturing the fragile romance of sleeping beauties wrapped in veiled softness. Wrinkled textures, sheer lace dresses, balloon sleeves, and light pink hues weave a languid, nostalgic tale of tender imperfection. This is a world of beds left unmade, forgotten gardens, and whispered stories; where decay becomes a new kind of bloom, and fragility is celebrated as the highest form of grace. Romanticism, seen through a misted glass.

LACE & LULLABIES **KEY LOOKS & ELEMENTS**



zara.jpg

WRINKLED
+64%

SHEER DRESS
+25%



mango (22).avif

BALLOON
SLEEVES
-2%



Otherstories (2).jpg

DITSY FLORALS
+2%

LIGHT PINK
+27%



Spell (2).webp

LACE DRESS
+22%



zara (25).jpg

CEREMONY COLLECTIONS **SIGNORINA**



RETRO CHARM - COASTAL NOSTALGIA - MEDITERRANEAN CHARM - 50S FLAIR - GELATO GLAM

As sweet sigh of retro charm floats along the Mediterranean coast in Signorina, where coastal nostalgia meets glamorous daydreams. Checks, polka dots, dropped waist cottage dresses, and buttoned lady-like midis evoke an eternal summer of 50s flair and seaside flirtations. It's a world of sun-warmed terrazze, vintage sunglasses, and laughter carried on the salt breeze. Playful yet impeccably polished, Signorina is the sign of a youth that lingers like a kiss at golden hour. An ode to eternal femininity, with a wink and a twirl.

SIGNORINA **KEY LOOKS & ELEMENTS**



Maeve.webp

CHECKS
+0%

MIDI DRESS
+4%



Jonathan Simkhai.webp

VEST TOP
+20%



zara (29).jpg

POLKA DOTS
+0%

DROPPED WAIST
DRESS
+275%



mango (6).avif

BUTTONED
LADY DRESS
+900%



River Island (3).avif

CEREMONY COLLECTIONS **PURA MUSA**




MINIMAL MUSE - CONCEPTUAL - QUIET SOPHISTICATION - SOFT DRAPING - CLEAN CHIC

Sculpted by quiet sophistication and the poetry of simplicity, Pura Musa drapes the body in soft, conceptual elegance. Satin long dresses, sleek cropped pants, and fluid draping in luminous yellows whisper a story of intellectual sensuality. Clean forms and airy volumes create a wardrobe where every curve, every asymmetry, feels intentional and effortless. Here, minimalism isn't about absence — it's about a profound, intelligent presence. A movement of thought, translated into fluid form.

PURA MUSA **KEY LOOKS & ELEMENTS**




CROP
PANTS
+10%


SATIN
+19%


zara (35).jpg




LONG DRESS
+21%


Mango (6).avif




BERMUDA
+8%

Massimo Dutti (2).jpg




BLAZER
JACKET
-3%


LIGHT YELLOW
+125%

Oltre.webp



Cos.avif

CEREMONY COLLECTIONS **BOHO BLOOM**



SUN-SOAKED - GLOBAL GIPSY - BOHEMIAN LUXURY - WANDERLUST

Sun-drenched and soul-wandering, Boho Bloom is a hymn to the modern gypsy spirit and the irresistible pull of distant horizons. Yellow bursts across mini and long dresses, flowing cape details, ruffled blouses, and endless skirts, conjuring a festival of handcrafted textures and nomadic elegance. The silhouettes are airy, barefoot-ready, and rich with artisanal detail. In this blooming summer, freedom is stitched into every seam. A celebration of movement, sunlight, and untamed beauty.

BOHO BLOOM KEY LOOKS & ELEMENTS




YELLOW
+18%


RUFFLES
+0%

Asos3.png




MINI DRESS
+9%

Lipsy.webp




BOHO
BLOUSE
+95%


LONG SKIRT
+5%

Zara (6).jpg




CAPE DRESS
+1100%

Fara.webp



Zara.jpg

CEREMONY COLLECTIONS **CHARLESTON CHIC**



GATSBY ECHOES - FRINGES & SPARKLES - CHAMPAGNE CHARM - 20S REVIVAL - FLAPPER FLAIR

In Charleston Chic, the echoes of Gatsby shimmer into a new, hushed kind of glamour. Fringes flutter, sparkles dance, and champagne tones caress easy slip dresses, embroidered midis, and fluid slip camisoles. Silhouettes draw from the wild spirit of the roaring twenties but are softened for today's understated luxury. Every movement catches the light in a quiet dazzle, every step feels dipped in liquid gold. A whispered party, where elegance roars without ever raising its voice.

CHARLESTON CHIC **KEY LOOKS & ELEMENTS**



Urban Revivo.png



zara (2).jpg



SLIP SKIRT
+11%



Parfois (2).webp



zara (46).jpg

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND
GROWTH ON E-COMMERCE



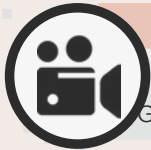
SOCIAL MEDIA

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



LIVETREND

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