

SS26 UPDATE PRINTS & GRAPHICS

LT LIVETREND

SPRING 26 PRINTS & GRAPHICS UPDATE INTRODUCTION



@zarakids (13).jpeg

@gaminetgamine (1).jpeg

@ao76 official

@main story uk (3).jpeg



UPDATE

Lovely Coolness.-For Spring 2026, kids' prints showcase a range of fun and graphic patterns. Stripes remain a very popular pattern in both girls' and boys' collections. Thin or wide, in bold or muted colors, sailor or rugby styles, stripes are definitely the season must-have. Girls can also enjoy floral prints, in tiny bouquets or romantic all-over blooms. Heart-shaped prints bring fun and love, twisted with pop colors for a cute and a graphic style. Boys and girls will see their favorite garments embellished with inspiring and optimistic messages, for a shot of good vibes; while fresh fruit prints are an ode to the upcoming summer. Strawberries, cherries, lemons... the collections are full of vitamins. In the other hand a retro vibe is infusing the prints & graphics so ginghams continue to stay popular bringing a early sixties allure. Cute and fun, cheeky animals are also making their way into kids' wardrobes, offering modern and figurative prints.

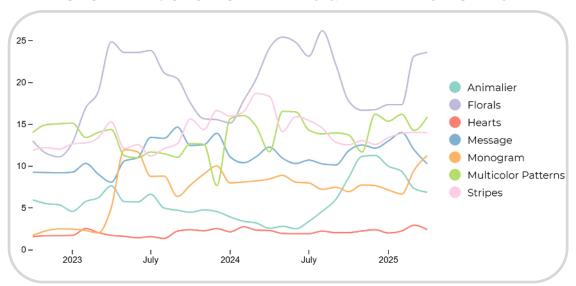
This report is based on Livetrend data extracted from Instagram & e-commerce from Spring25 collections, analysing the visibility and growth of the trends compared to te same period last year. The percentages show the visibility evolution year on year.

ACCESS ALL IMAGES
CLICKING HERE

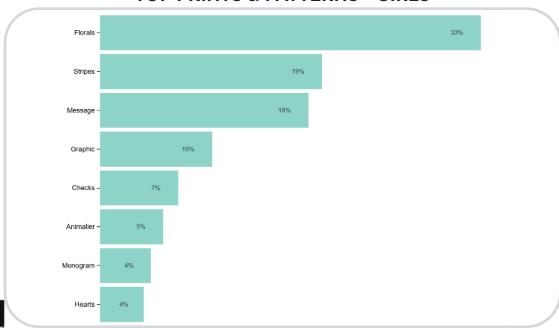


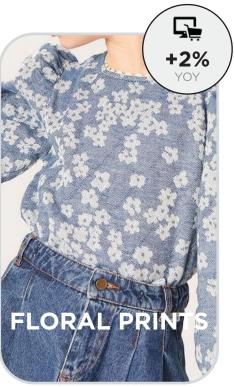
SPRING 26 PRINTS & GRAPHICS UPDATE KEY DATA

GLOBAL EVOLUTION PRINTS & PATTERNS - GIRLS



TOP PRINTS & PATTERNS - GIRLS







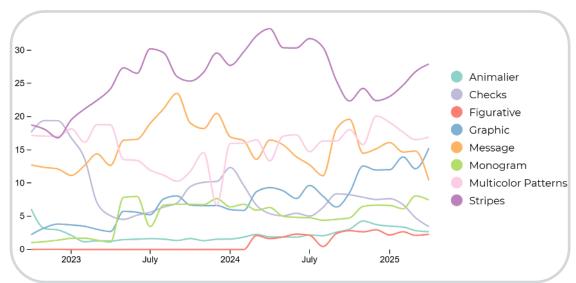
@mipounet (8).jpeg

@callmefrankiedotcom (12).jpeg

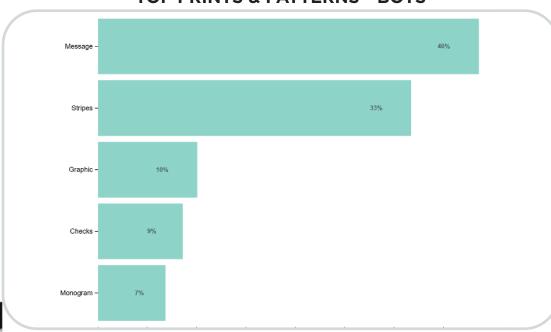
When we look at the girls' prints, we can see that floral prints are the must-have of the season, declined in all-over or placed motifs. We can see that they have remained stable since April 2024, with a slight increase of 2%. Floral patterns are particularly used in the dress (53%) and top (40%) categories. Stripes are also very popular, with a growth of 23% since last year. Indeed, they can be found in a wide range of styles in the collections, such as t-shirts. It's interesting to note that in girls' collections, stripes are particularly popular for knitwear (49%). Animal prints should also be highlighted, especially cheetah prints. This pattern is a big hit, especially with trendy brands, with an increase of 167% in girls' wardrobes. Finally, heart prints are very visible in the collections, declined in different colors and sizes, for a fun and lovely style, but without ever becoming too literal.

SPRING 26 PRINTS & GRAPHICS UPDATE KEY DATA

GLOBAL EVOLUTION PRINTS & PATTERNS - BOYS



TOP PRINTS & PATTERNS - BOYS







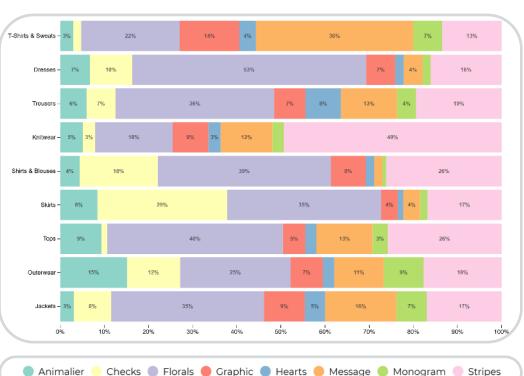
@tomandboy.JPG

@suabimimi (3).jpg

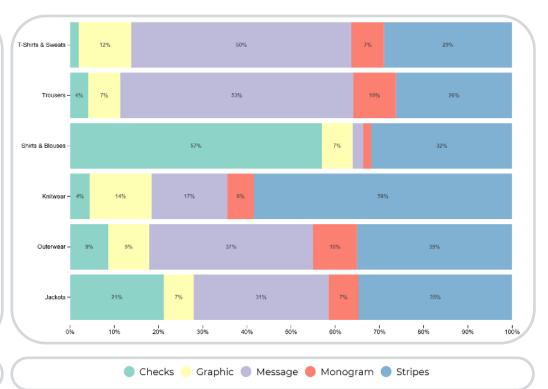
Looking at the boys' patterns, we can observe that inspiring message graphics remain the most popular prints for kids, with a growth of 37% since last year. Stripes are also very popular and can be seen vertical or horizontal, from mixed stripes for a retro allure, to wide rugby-style stripes. Although checks are on the decline compared to last year, they are quite visible in boys' collections. In fact, they can be found in rustic checks or timeless gingham, particularly used in shirts category (57%). Moreover, unisex prints such as cartoon prints or cute animal motifs are very popular with both boys and girls, bringing a sweet and playful touch to kidswear. Naive figuratives and typo styles are connecting to a more personal childhood, as each piece was handmade and crafted to achieve an individual unique style.

SPRING 26 PRINTS & GRAPHICS UPDATE KEY DATA

PRINTS & PATTERNS IN RTW CATEGORIES - GIRLS



PRINTS & PATTERNS IN RTW CATEGORIES - BOYS





SS26 PRINTS & GRAPHICS UPDATE MUST-HAVES SPOTLIGHT



CARTOON PRINTS





@fishandkids (3).jpeg



@sugar__kids (1).jpeg

BASIC MARINIÈRE



zara_164.jpg

LAVISH JUNGLE



@ao76_official (1).jpeg

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

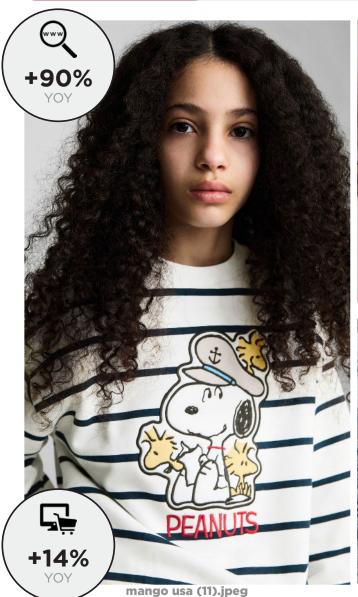




SS26 PRINTS & GRAPHICS 1. PLAYFUL PATTERNS

> LT LIVETREND

PRINTS & GRAPHICS CARTOONS









@stellakids.jpeg

FUN - PLAYFUL ATTITUDE - REGRESSIVE SPIRIT - GOOD MOOD





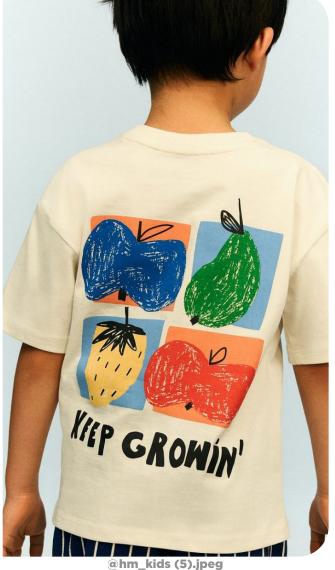
@@anonfashionkids.jpeg



@fosteredcollection (8).jpeg

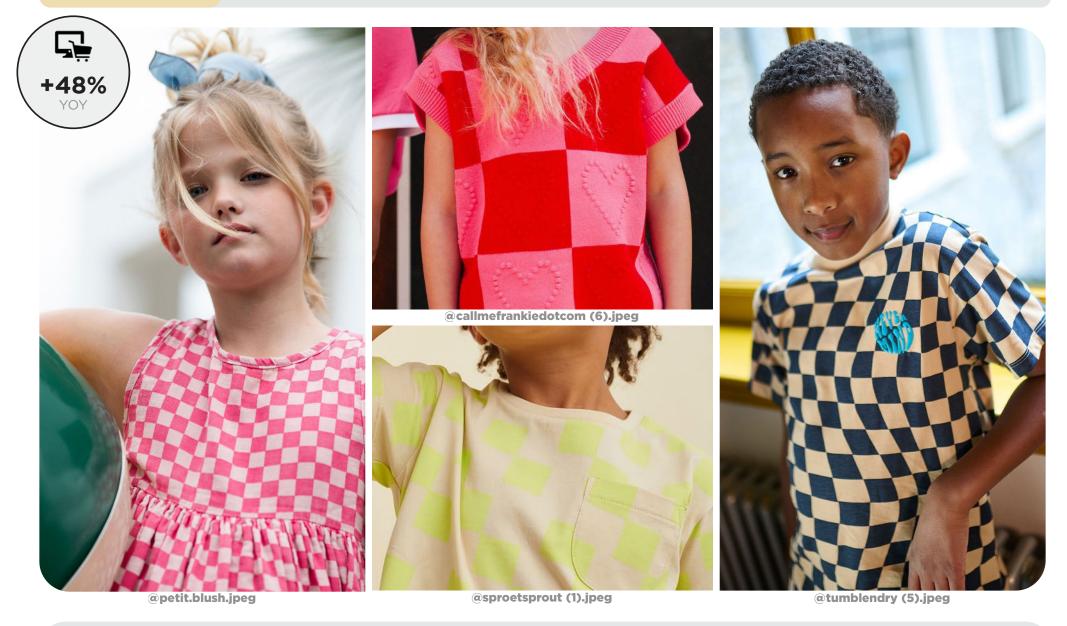


@shopmoncoeur (1).jpeg



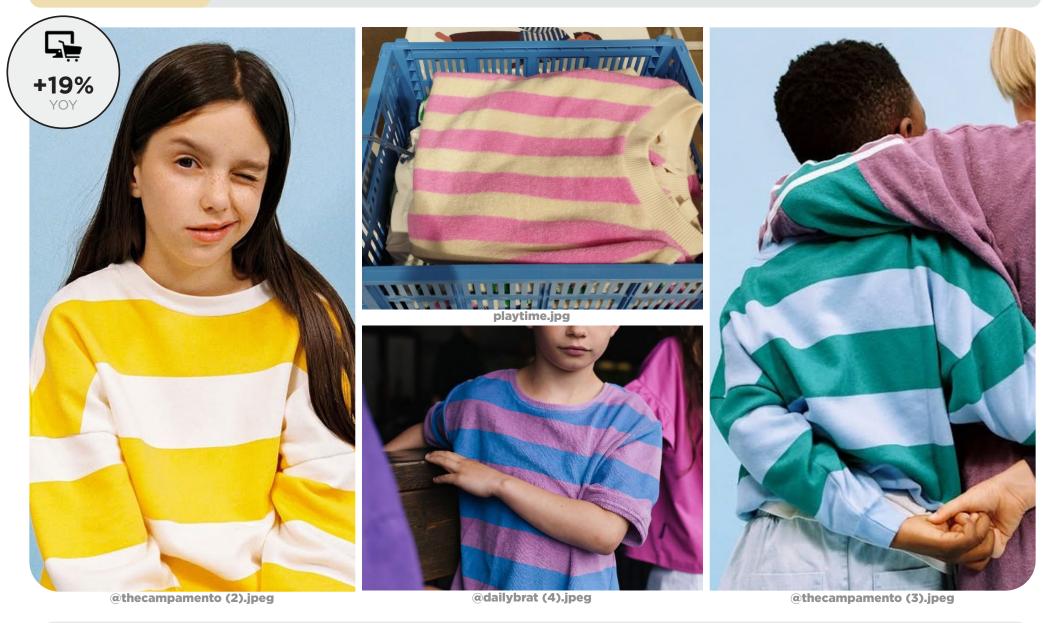
FIGURATIVE PRINTS - FUN COLORS - SWEET SUMMER - NAIVE

PRINTS & GRAPHICS CHECKBOARD



CHESSBOARD - OPTICAL IMPACT - GEOMETRIC PRINT





BOLD & WIDE STRIPES - BRIGHTNESS - OPTIMISM - HORIZONTAL STRIPES



PRINTS & GRAPHICS SWEET ANIMALS



@jellymallow_official_25.jpg







@mini_rodini (4).jpeg

@limitedoudou_official (5).jpeg

FRIENDLY PETS - LOVELY & NAIVE GRAPHICS - HAND-DRAWN STYLE



PRINTS & GRAPHICS GRAPHIC FLOWERS



mango usa (13).jpeg







@vauva_kids_ (3).jpeg

@limitedoudou_official (4).jpeg

ARTY TOUCH - HANDDRAWING - MINIMAL LINES - COLLAGE - NAIVE





PRINTS & GRAPHICS 2. SUMMER ROMANTICISM

LT LIVETREND



PASTORAL MOOD - DITSY FLOWERS - LIBERTY FLORALS - CUTE & ROMANTIC



PRINTS & GRAPHICS LOVELY HEARTS



@dailybrat (15).jpeg



@kongessloejd (3).jpeg



@franginfrangine (2).jpeg



@ryleeandcru (6).jpeg

GRAPHIC STYLE - PLACED & ALL OVER - CHILDLIKE ROMANTICISM - SPREAD LOVE











@kongessloejd (6).jpeg







@sproetsprout (3).jpeg

SOFTNESS & DELICACY - CHILDISH TENDERNESS - POETIC DRAWINGS

PRINTS & GRAPHICS SOFT SEASCAPE



bonpoint (1).jpeg







mango usa (18).jpeg

@fosteredcollection_6.jpg

AUTHENTIC SUMMER BREAK - MARITIME INSPIRATIONS - CALM & DREAMY MOOD - OCEAN LOVE





PRINTS & GRAPHICS 3. TIMELESS ESSENTIALS

LT LIVETREND

BIG TREND

PRINTS & GRAPHICS RUGBY POLO STRIPES













CASUAL CHIC - SPORTY STYLE - PREPPY & COOL - UNDERSTATED COLORS



STABLE TREND

PRINTS & GRAPHICS RETRO STRIPES



TRENDY ESSENTIALS - VINTAGE MOOD - CLASSIC COLLEGE - MIXED STRIPES



PRINTS & GRAPHICS OPTIMISTIC MESSAGES





@suabimimi (6).jpeg



@callmefrankiedotcom (2).jpeg



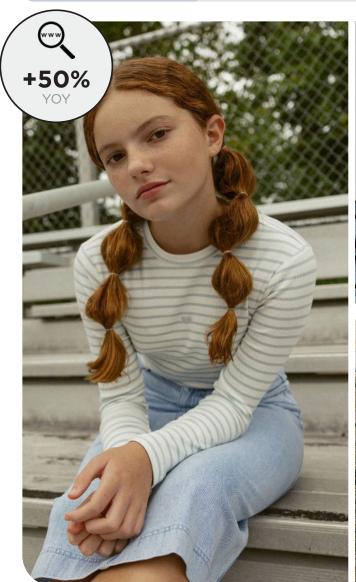
@sugar__kids (2).jpeg

@hm_kids (11).jpeg

INSPIRING MESSAGES - POSITIVE MOOD - OPEN MINDED - INCLUSIVITY - BETTER WORLD



PRINTS & GRAPHICS MARINIÈRE



@crewkidsny (2).jpeg







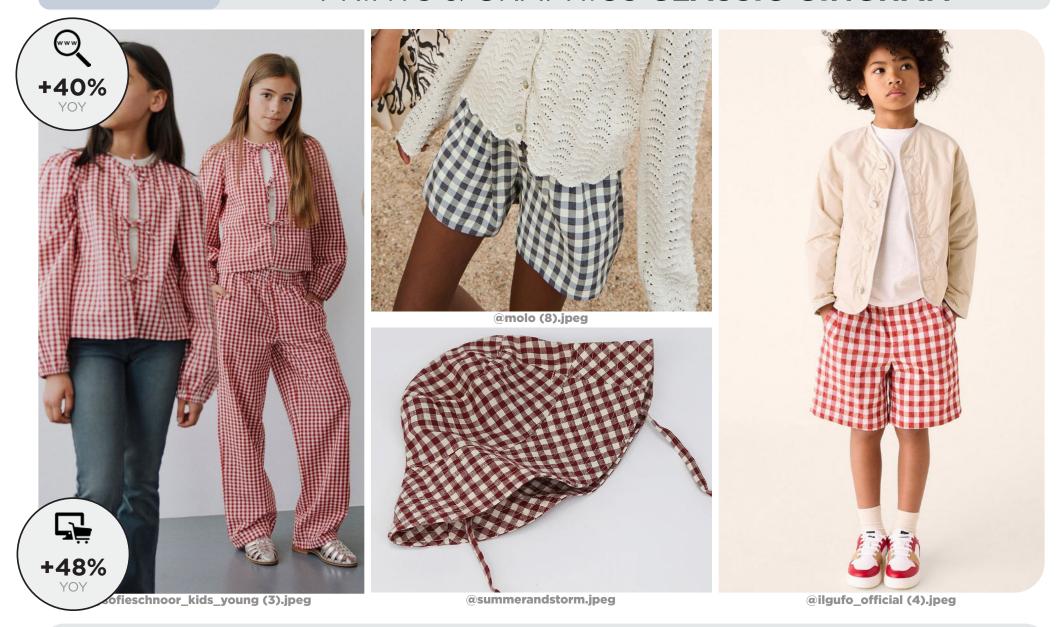
@arket_children (3).jpeg

@themellowgardener_13.jpg

TIMELESS BASICS - UNDERSTATED ESSENTIALS - BRETON STRIPES



PRINTS & GRAPHICS CLASSIC GINGHAM



BICOLOR CHECKS - SOFT MINIMALISM - TIMELESS COLORS - PREPPY CASUAL





PRINTS & GRAPHICS 4. TROPICOOL

LT LIVETREND

PRINTS & GRAPHICS CHEETAH PRINT









@simplekidsbelgium.jpeg

WILD TOUCH - ANIMAL PRINT - LEOPARD

STABLE TREND

PRINTS & GRAPHICS HAWAÏAN PARADISE



@tumblendry (11).jpeg







@zarakids (19).jpeg

RETRO INSPIRATIONS - SURF & BEACH - COOL ATTITUDE - ICONIC PALM TREES - HIBISCUS FLORALS

PRINTS & GRAPHICS LAVISH JUNGLE





@maisonmangostan (1).jpeg







@molo (5).jpeg

TROPICAL SUMMER - EXHUBERANT COLORS - OPULENT PRINTS - NEO CAMO -JUNGLE & ANIMAL PRINT



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 OWTH 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



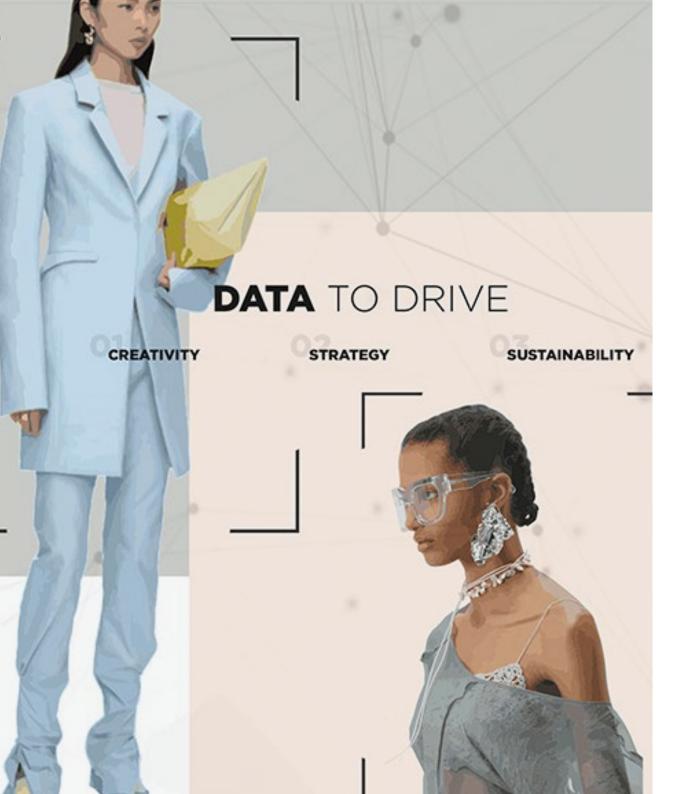
INVEST

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



LT LIVETREND

THANK YOU!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

If you have further needs, please contact us via chat.