



**WOMENSWEAR**  
**SS26 UPDATE**  
**PRINTS &**  
**PATTERNS**



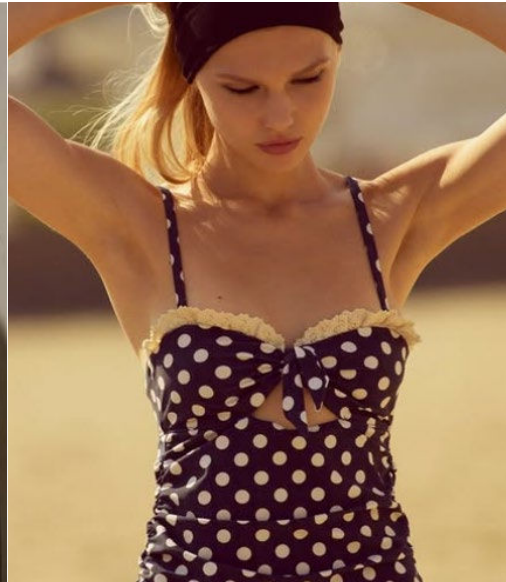
LIVETREND



# SS26 PRINTS & PATTERNS INTRODUCTION



@wolfandbarger2.png



@forloveandlemons.png



Sezane (2).avif



princess polly.webp



UPDATE

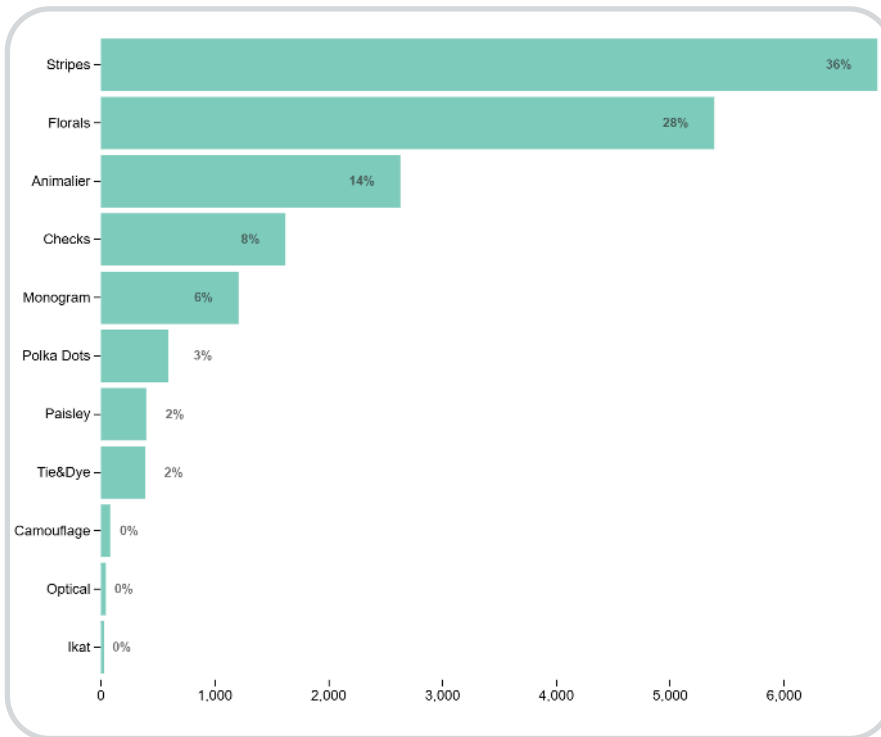
**Louder Motifs.** For SS26, prints step forward with renewed intention and attitude. The season shifts away from essentials, inviting a richer, more expressive visual language. Florals expand into multiple narratives: from granny couch nostalgia and ethereal bouquets to dense ditsy fields and oversized macro blooms. Stripes evolve into personality pieces: Riviera pinstripes meet artsy irregularities, offering both structure and spontaneity. Geometrics bring contrast with ladylike checkerboards and nods to retro interiors. Meanwhile, animal print keeps its place, led by leopard, reinterpreted in scale and palette, and cowhide motifs that feel grounded yet graphic. Prints in SSS26 are not just patterns; they're moods, memories and manifestos in motion.

*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.*

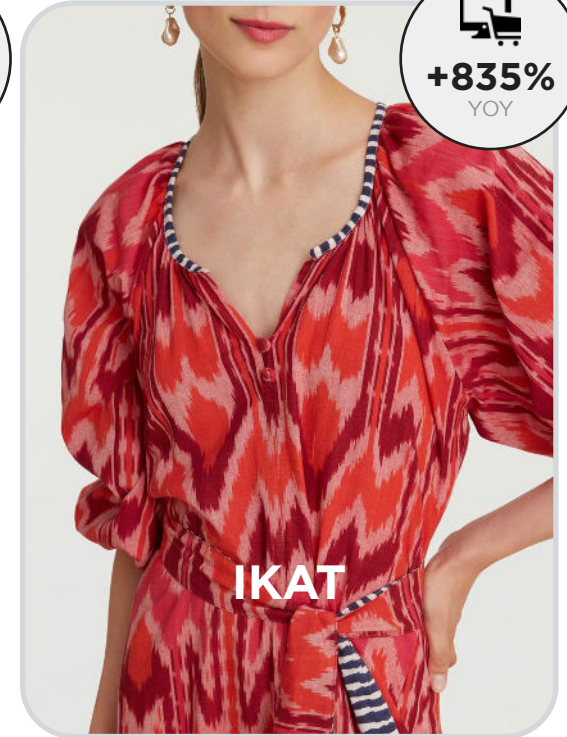
ACCESS ALL IMAGES  
CLICKING HERE

# SS26 PRINTS & PATTERNS **KEY DATA**

## TOP PRINTS & PATTERNS

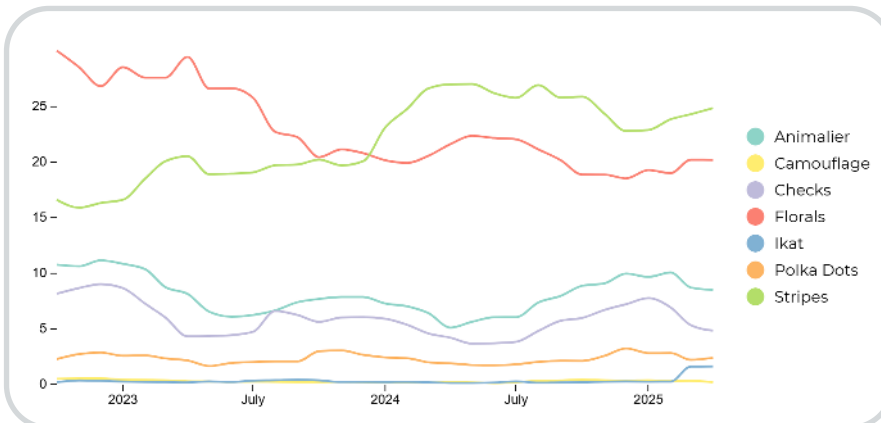


+209%  
YOY



+835%  
YOY

## TOP PRINTS & PATTERNS



SS26 marks a shift toward bolder, more expressive patterns, with stripes and florals continuing to dominate. Animal prints, especially leopard, maintain strong relevance with a +36% year-over-year growth, and snakeskin is showing increasing visibility. Meanwhile, ikat is rising motif, with an impressive +835% YoY increase, signaling a renewed interest in artisanal techniques and ethnic motifs. Checks and polka dots are stable trends, holding their ground across seasons. Tachist prints are on the rise gaining 209% yoy, showing more animal skin inspiration and biomimicry effects rather than tie&dye effects. SS26 favors prints with character, leaning into visual identity and storytelling.





**WOMENSWEAR**  
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**PATTERNS &**  
**PRINTS**



LIVETREND

BIG TREND

# FLORALS DITSY MEADOWS



Sezane\_1.avif



Zara\_1.jpg



@wolfandbarger2.png

#COTTAGECORE - ROMANTIC FLORALS - BUCOLIC SUMMER - BOUQUETS



EARLY SIGN

# FLORALS FADED ARCHIVES



@chloe.png



Mango.avif



Zara.jpg

#GRANNYCORE - NOSTALGIA - KITSCH CHIC



SAFE TREND

FLORALS **POSITIVE** **NEGATIVE**



Anthropologie.webp



@versace.png



@victoriabeckham.png

DUO TONE - FLORAL SHADOWS - IMPRINTING

EARLY SIGN

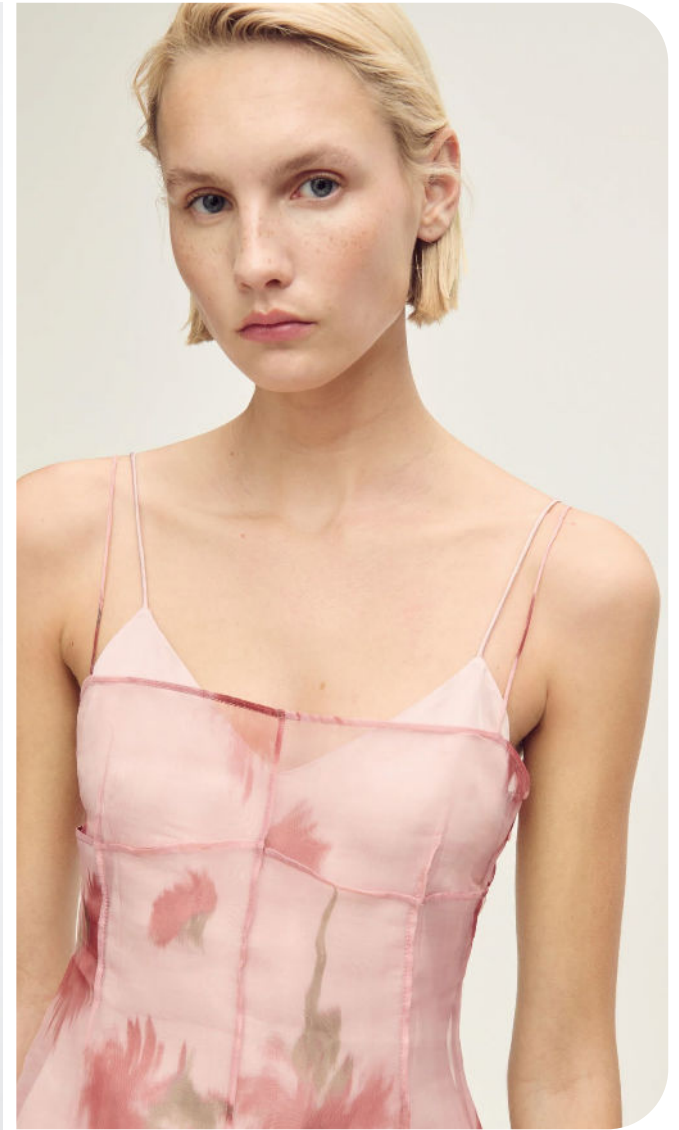
# FLORALS GHOST BOUQUET



Somerset Collection.webp



Zara\_2.jpg



Mango.webp

ETHEREAL FLOWERS - TONE ON TONE - DELICATE BLUR



SAFE TREND

STRIPES **RIVIERA STYLE**



Bondi Born.jpg



mango\_21.avif



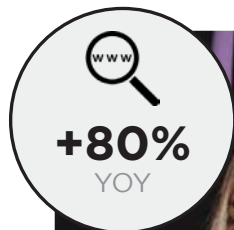
zara\_66.jpg

CLASSIC STRIPES - RIVIERA ESSENTIALS - EASY ELEGANCE



STABLE TREND

STRIPES ARTSY LINES



@wolfandbarger.png



@modaoperandi.png



COS (4).avif

BRUSHY STRIPES - BOLD COMBOS - ARTFUL



BIG TREND

# GEOMETRICS LADY'S GINGHAM



Sezane.avif



@anthropologie.png



@miumiu.png

PRIM & PROPER - RETRO CHECKERBOARD - SIXTIES - GEOMETRICS



EARLY SIGN

## GEOMETRICS RETRO INTERIORS



**+40%**  
YOY



@gabrielahearst.png



Zara (3)\_1.jpg



**+13%**  
YOY



Zara (2)\_1.jpg

GEOMETRIC INTERIORS - 70S ALLURE - RETRO TILES - OPTICAL



BIG TREND

CLASSICS **BIG DOTS**

www  
+170%  
YOY



mango\_29.avif



Reformation.webp

+18%  
YOY



&Otherstories.webp

MACRO DOTS - RETRO GEOMETRICS - LADYLIKE - TIMELESS



SAFE TREND

TACHIST **SAVAGE LEOPARD**



**+80%**  
YOY



Siedres.jpg



h&m.avif



**+20%**  
YOY



Zara (2).jpg

SUMMER SEDUCTION - ANIMALIER - FANCY LADY



EARLY SIGN

TACHIST COWGIRL



**+40%**  
YOY



&OtherStories.jpg



massimodutti\_7.jpg



**+209%**  
YOY



Zara\_3.jpg

WESTERN WIND - COW SKIN - CHIC TEXANA - ANIMAL CAMOUFLAGE



EARLY SIGN

TACHIST **PIXEL CAMO**



**+250%**  
YOY



acne studio.jpg



Cos (3).avif



**+83%**  
YOY



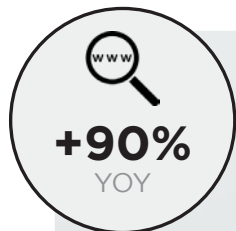
durazzi.jpg

ARMY CAMOUFLAGE - DIGITAL REINTERPRETATION - KHAKI



STABLE TREND

ARTSY NEO TIE & DYE



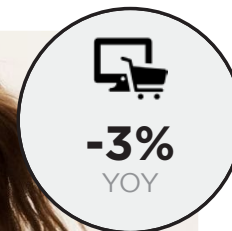
Zara (3).jpg



COS.avif



Bash.avif



BLURRED - DIGITAL TYE&DIE - NATURE INSPIRED



EARLY SIGN



+40%  
YOY



Farm Rio.jpg



Lisa Corti.jpg

ARTSY IKAT



+516%  
YOY



Sezane (2).avif

EXOTIC ARTISANAL - AUTHENTIC - ETHNIC - CRAFTY





**WOMENSWEAR**  
**SS26 UPDATE**  
**PLACED**  
**MOTIFS**



**LIVETREND**



STABLE TREND

PLACED MOTIFS **TAKE A BOW**



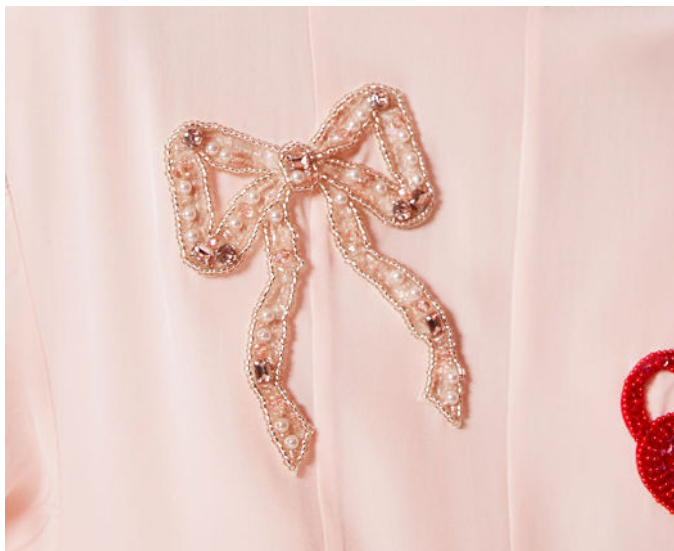
**+60%**  
YOY



@lisasaysgah.jpg



nicole didone.jpeg



&Otherstories\_1.jpg



**+21%**  
YOY



Dew e dew.png

DAINTY BOWS - #DELULU ROMANCE - #COQUETTECORE



EARLY SIGN

## PLACED MOTIFS LOBSTERAMA



+29%  
YOY



the bureau.jpg



ragabond (2).webp



@ofeliabotella.jpg



@boden.jpg

ARTSY LOBSTER - MARINE QUIRK - FUN NAUTICAL



EARLY SIGN

## PLACED MOTIFS JUST SARDINES



+160%  
YOY



h&m\_32.avif



@thouartmomo.jpg



h&m\_33.avif



wethefree.webp

MINIMAL SEASCAPE - BLUE - MARINE FAUNA - AUTHENTIC LIFE





+24%  
YOY



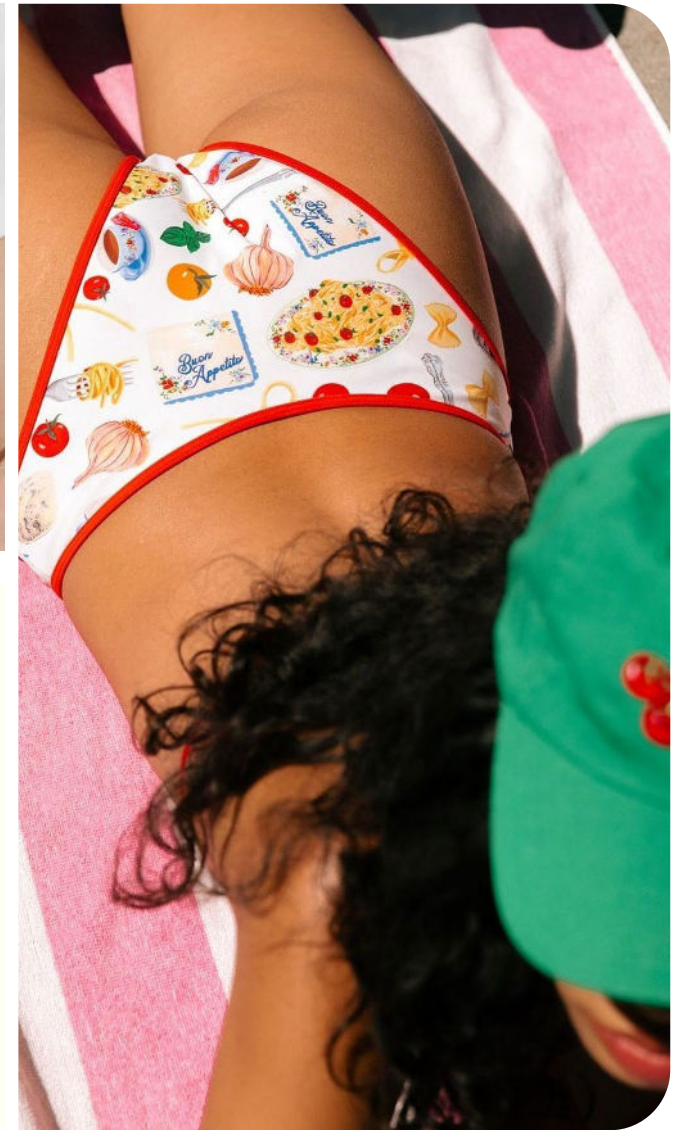
h&m\_10.avif



@urban revivo.png



@helloadrienne2.jpg



@lysasaysgah2.jpg

MEDITERRANEAN DIET - FOOD LOVERS - GROCERY SHOPPING - FIGURATIVE



EARLY SIGN

# PLACED MOTIFS **QUIET RIVIERA**



@agathemillustrations.png



@sandro.jpg



@ciaodiscotecaitaliana.png

HOLIDAY NOSTALGIA - SLOW LIFE - RIVIERA BLUES



SAFE TREND

PLACED MOTIFS **MORE AMORE**



@thesmithing.jpg



@lanapo.jpg



@marcorambaldi.jpg

LOVE LANGUAGE - ITALIAN LOVERS - POETIC DEDICATION - HEARTS



STABLE TREND

PLACED MOTIFS **HIGH SNOBIETY**



Urban Revivo2.png



mango\_27.webp



Zara\_4.jpg

STATUS QUO - EXCLUSIVE CLUB - OLD MONEY SOCIETY





Ponytail.png



Zara\_5.jpg



h&m\_35.avif

IVY LEAGUE - VARSITY CLAIM - TEAM MINIMAL



# 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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