



**MENSWEAR
FORECAST**

FW 2026/2027
MACROTRENDS

BUCOLIC
SLUMBER



LIVETREND

MACROTRENDS FW26 INTRODUCTION



FORECAST

FW26: BUCOLIC SLUMBER

Bucolic Slumber is a soft retreat into slowness, presence, and quiet resistance to urgency. It embraces the in-between moments: half-awake mornings, messy rooms, breakfasts unfinished. Life here is unpolished, but intentional. Nothing is rushed, and nothing tries too hard. It's a return to the beauty of the everyday—creased sheets, warm socks, undone routines. The ordinary becomes sacred when there's time to notice it. There's comfort in things that don't need fixing: chipped mugs, wrinkled linens, pauses that last longer than they should. Bucolic Slumber rejects the need for constant achievement. It values being over doing, feeling over proving. In a world obsessed with progress, it whispers the radical idea that slow is enough. It's about simple living, not as a trend, but as a way of finding ease in what already exists. The message is quiet, but powerful: you don't need to be ready—you just need to be here.

*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**



@brut_archives (5).jpeg

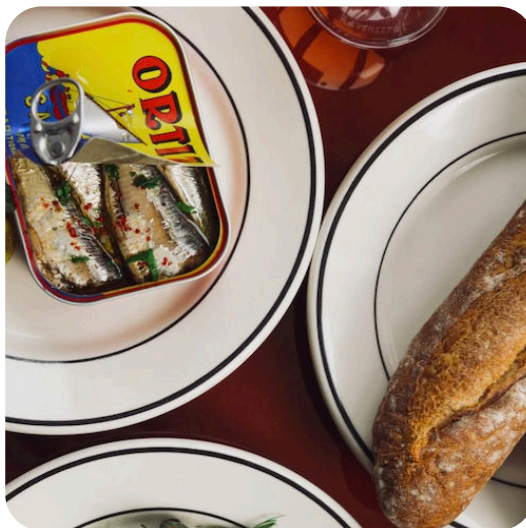
COASTAL WHIMSY

BUCOLIC SLUMBER

Coastal Whimsy is a lighthearted celebration of seaside nostalgia and countryside charm, viewed through a rugged, playful lens. Rooted in fishermancore with a touch of Scandi-inspired practicality, this trend embraces the simple pleasures of the outdoors: long days on the coast, layering heavy wool sweaters, and grabbing a quick bite while the wind cuts through. It's raw, relaxed, and full of character—like preparing for an impromptu adventure that never really ends.

The vibe is spirited, offbeat, and a bit whimsical, with echoes of youthful exploration and domestic coziness. Picture woolen beanies, plaid shirts layered over Fair Isle knits, Boy Scout patches on worn-in jackets, and retro bandanas fluttering in the breeze. Every look feels like a mix of hand-me-down tradition and unexpected color stories—functional, familiar, yet full of surprise.

The color palette pulls from stormy skies and windswept shores: mustard yellows, seaweed greens, maritime blues, faded reds, and weathered browns. Textures tell the story—dense corduroy, brushed flannel, rustic wool, and canvas softened by time. There's a charming clash of the old and new: zip-up necks and metallic toggles meet retro prints and utility vests, while vintage cookware, checked tablecloths, and tins of sardines set the domestic scene.



@portermagazine3.png



kinfolk1.png



FISHERMANCORE **+2900%** SCANDI STYLE **+100%**

COASTAL WHIMSY MOOD



@paulbinam (5).jpg



richardgaston (4).jpg



@aimeleondore 29.png



ikoleherriott5.png



natahrankina1.png



@matteomaggini (2).jpeg



@kestin7.png



@barbour (2).jpeg

PRACTICAL WHIMSY- HERITAGE STYLE - VINTAGE OUTDOORS- LOW-TIDE LOOKS - VILLAGE VACATION
HOMETOWN HIKER - DOMESTIC TEXTURES - RURAL COASTAL - FISHING CULTURE - WEATHER-READY

COASTAL WHIMSY COLORPALETTE



SS Daley 11.jpg



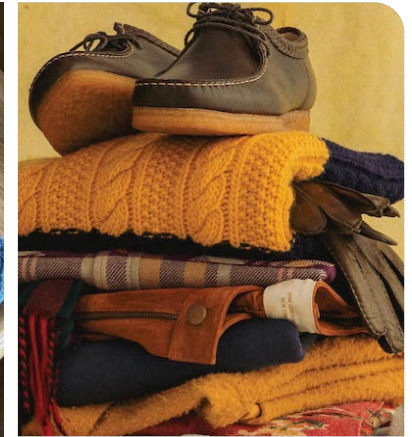
@paulbinam (15).jpeg



@paulbinam (10).jpg



kirsikkasimberg (8).jpg



@aimeleondore 2.png



@foretstudio7.png



@__abask__ 8.png

Fiesta
17-1564 TCX

Wood Thrush
17-1129 TCX

Sunflower
16-1054 TCX

Green Bee
17-6154 TCX

Dark Olive
19-0516 TCX

Puce
19-1518 TCX

Blissful Blue
16-4121 TCX

Estate Blue
19-4027 TCX

The palette in this image blends nostalgic charm with utilitarian warmth. Bold accents like Fiesta red, Sunflower yellow, and Green Bee add playful energy, while grounded hues like Wood Thrush, Dark Olive, and Puce create a cozy, lived-in feel. Estate Blue and Blissful Blue offer a maritime calmness, evoking coastal cottages and outdoor simplicity. The contrast between muted earth tones and bright pops gives the palette a quietly eclectic balance—practical yet whimsical, vintage yet vibrant. Together, the colors suggest seaside picnics, cabin interiors, and rugged countryside life, stitched into a visual story that's both spirited and comforting, like well-worn favorites.

COASTAL WHIMSY HARMONIES



@aimeleondore 28.png

PALETTE 1

Green Bee
17-6154 TCX

Sunflower
16-1054 TCX

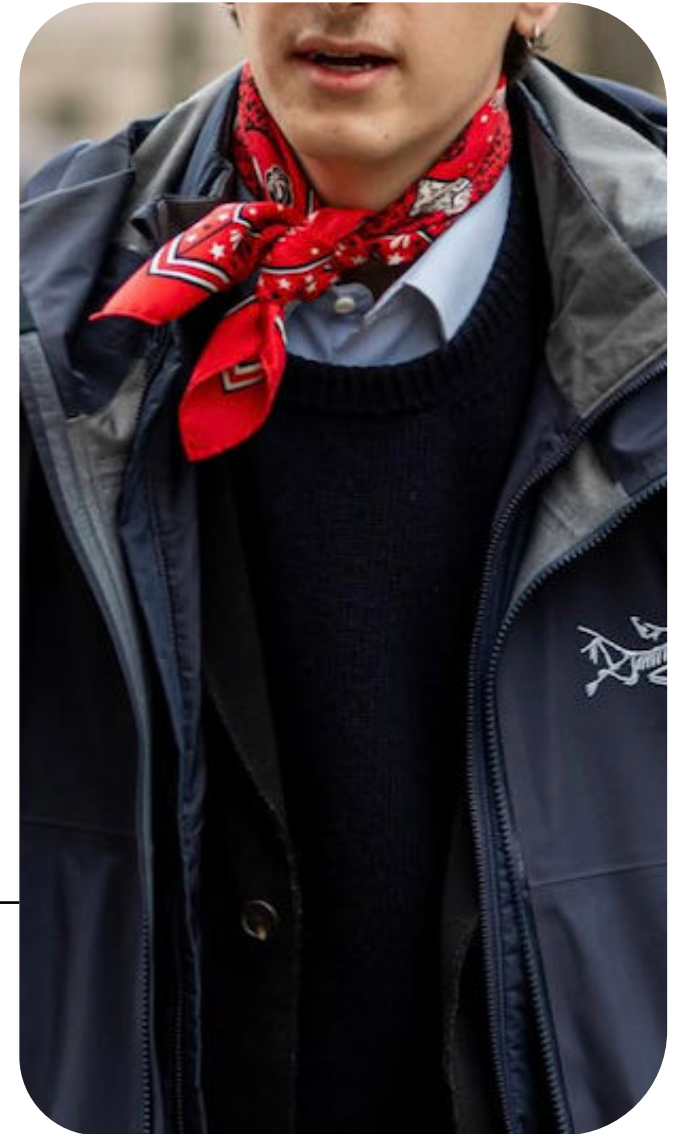
Estate Blue
19-4027 TCX

Fiesta
17-1564 TCX

Blissful Blue
16-4121 TCX

Estate Blue
19-4027 TCX

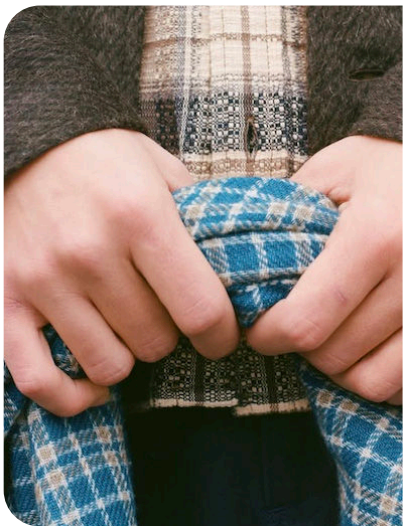
PALETTE 2



@shootingpeople 20.png

KEY MATERIALS & PRINTS

RUSTIC PLAIDS



corridor 13.png



@hellosunflower 4.png

MODERN FAIR ISLE



@holzweiler 11.png



@boontheshop 14.png



corridor 1.png

WATER REPELLER NYLON



@ald community 1.png



Kronthaler Westwood 31.jpg

BLUE-COLLAR DENIM



Pitti Uomo fw25 15.jpg



@aimeleondore (1).jpeg

KEY DETAILS

ZIP-UP NECKS



@auralee_tokyo (9).jpeg



@marcforne 6.png



@extreme (7).jpeg

WORKWEAR POCKETS



@barbour (1)_1.jpeg



@barbour (11).jpeg

METALLIC DUFFLE CLOSURES



@albertoortizrey (3).jpeg



@magnus (2).jpeg

BOYSCOUT BADGES



@aimeleondore (6).jpeg



zara men7.jpg

KEY ACCESSORIES

RETRO BANDANAS



@shop_amomento (2)_1.jpeg



@shootingpeople 20.png

SUEDE HIKING SHOES



@attiresaint (108).jpg



hiking patrol2.png

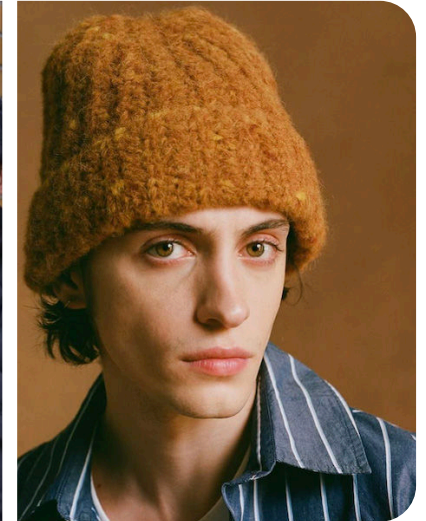


@barbour (17).jpeg

WOOLEN BEANIES



@brut_archives (10).jpeg



corridor 6.png

OUTDOOR BOAT SHOES

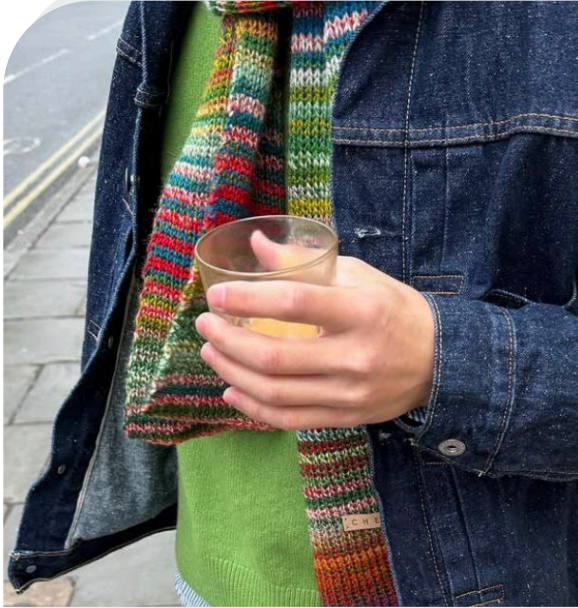


@ald community 9.png



@collegium 2.png

TRENDSTORY



@jellyallan4.png

WHIMSICAL SCANDI



@carlottamuscaritoli.jpg



@thebrokenarm (10).jpeg



bode6.png



@__abask__.jpeg



corridor 12.png

TRENDSTORY



@armani25.png

BLUE-COLLAR BLUES



@aimeleondore (2).jpeg



@barbour (3).jpeg



@mytheresamen 13.png



@barbour (16).jpeg



@foretstudio14.png

AI-GENERATED



WHIMSICAL SCANDI



BLUE-COLLAR BLUES



STILLWATER DIARIES

BUCOLIC SLUMBER

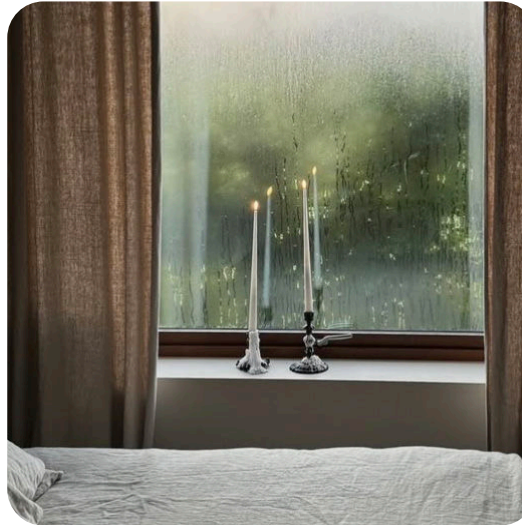
Stillwater Diaries is a refined return to rural elegance, shaped by British heritage, quiet luxury, and the melancholic beauty of highland life. It's a world of soft-spoken style: tea-stained tweeds, candlelit rooms, and mist rolling across the moors. Anchored in the codes of Old Money and timeless academia, this trend is less about fashion bravado and more about thoughtful layering, long walks, and living well in slowness.

The mood is contemplative and steeped in nostalgia. Think long wool coats in earthy houndstooth, belted trenches with military collars, and chunky knits worn over pressed trousers. Accessories matter—leather gloves, metallic buttons, polished riding boots, and oversized scarves with aristocratic flair. It's clothes as comfort and craft, evoking cottage interiors, antique books, and the ritual of getting dressed for nothing more than a walk to the village pub or an hour by the fire.

The palette is deep and grounded. Materials feel intimate—brushed wool, flannel, leather, suede—all soft to the touch yet durable, heirloom-like. It's about preserving warmth and dignity, where even the smallest detail (a button, a collar, a scarf) carries the weight of memory and meaning. Stillwater Diaries channels a literary sense of longing—a world built on restraint, subtlety, and windswept grace. sam e



@aimeleondore 24.png



@fannyamandanilsson8.png



@glassmagazine 19.png



OLD MONEY **+110%** ENGLISH COTTAGE **+40%**

STILLWATER DIARIES MOOD



@picante 5.png



@ignant2.png



@shootingpeople 3.png



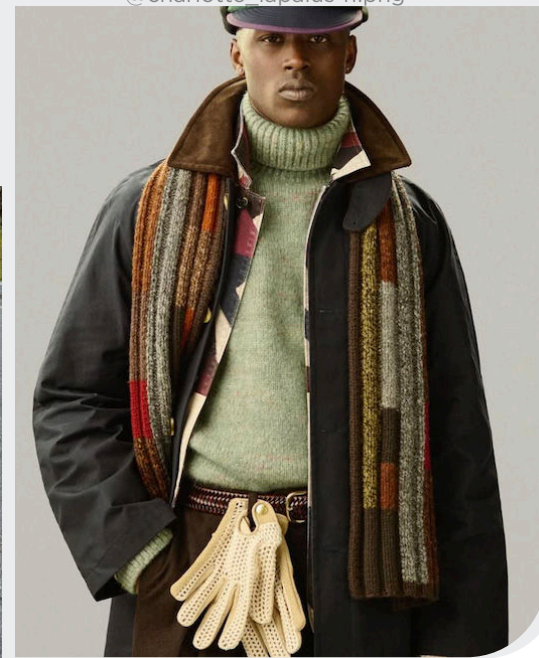
@shootingpeople 4.png



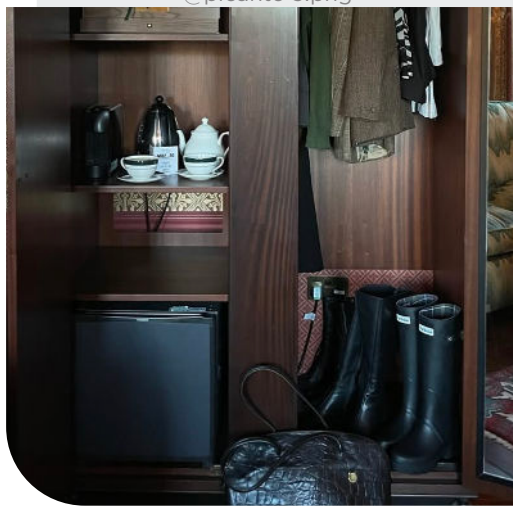
dahyeshka2.png



@charlotte_lapalus 11.png



@aimeleondore 15.png



@katarinakrebs1.png

BRITISH HERITAGE - TWEED CLASSICS - TEA-STAINED - STILLWATER FOLK - RURAL ELEGANCE -
OLD MONEY VIBES - LITERARY LONGING - CABIN SOFTNESS - TIMELESS COMFORT - WINDSWEPT LAYERS

STILLWATER DIARIES COLORPALETTE



norseprojects (5).jpeg



@fannyamandanilsson7.png



@zaraman_3.jpg



kinfolk7.png



@adam.friedlander 9.png



attiresaint (9).jpg



@milkdecoration_magazine (1).jpg

Charcoal Gray
18-0601 TCX

Dark Olive
19-0516 TCX

Green Jacket
19-6027 TCX

Khaki
16-0726 TCX

Peat Moss
18-0428 TCX

Koi
17-1452 TCX

Puce
19-1518 TCX

Tibetan Red
19-1934 TCX

The “Stillwater Diaries” palette is rich, introspective, and rooted in earthy elegance. Anchored by Charcoal Gray, Dark Olive, and Peat Moss, it evokes misty mornings, worn leather, and countryside quiet. Deep reds like Koi and Tibetan Red add warmth and emotional depth, while Green Jacket and Khaki provide grounding natural tones. There’s a timeless, almost cinematic mood to this selection—melancholic yet warm, understated yet tactile. The balance between weathered neutrals and muted vibrancy creates a palette that feels both nostalgic and quietly sophisticated. It’s ideal for storytelling grounded in memory, craft, and a slow, reflective way of living.



lesdeux 2.png

PALETTE 1

Koi 17-1452 TCX	Peat Moss 18-0428 TCX	Dark Olive 19-0516 TCX
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Khaki 16-0726 TCX	Green Jacket 19-6027 TCX	Charcoal Gray 18-0601 TCX
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PALETTE 2



@shootingpeople 7.png

KEY MATERIALS & PRINTS

WAXED COATINGS



Amiri 40.jpg

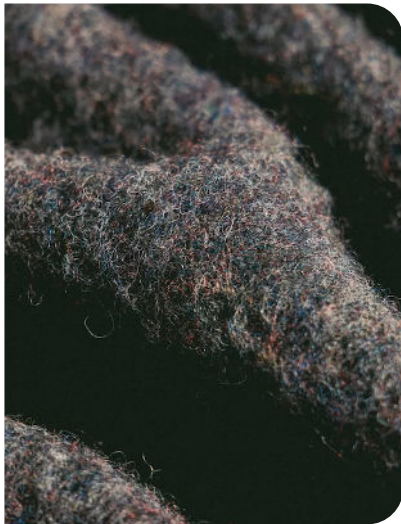


Dhruv Kapoor 15.jpg

RUSTIC WOOLENS



@cmmn_swdn3.png



@kestin19.png

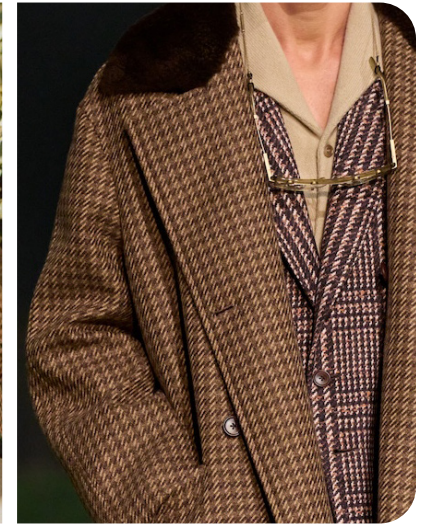


lanvin.jpg.webp

BRITISH TAILORING CHECKS



lesdeux 5.png

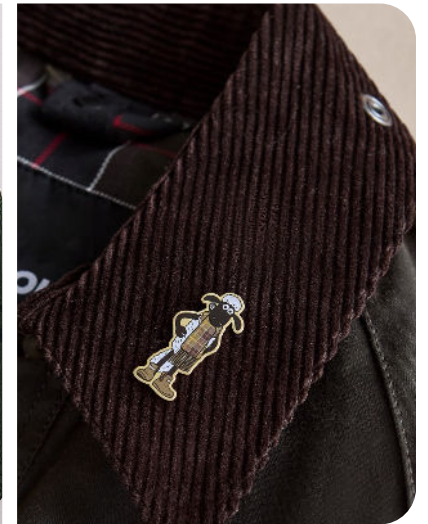


Zegna 41.jpg

VELVETY & CURDOROY



@apc_paris.jpeg



@barbour (8).jpeg

KEY DETAILS

CONTRAST COLLARS



@barbour (4).jpeg



mmagazine4.png



Tods 27.jpg

METALLIC HERITAGE BUTTONS

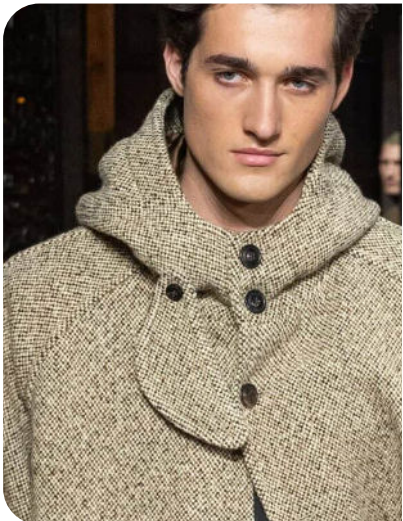


Tods Snyder Fall Runway 2025 04 The Impression-scaled.jpg



Dunhill 3.png

MILITARY COLLARS



Tods Snyder Fall Runway 2025 02 9 The Impression-scaled.jpg

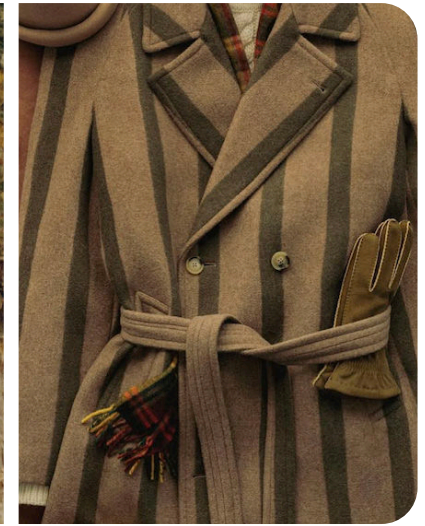


@barbour (1).jpeg

BELTED WAISTS



@burberry 1.jpeg



@aimeleondore 6.png

KEY ACCESSORIES

CLASSIC RIDING BOOTS



Dries van Noten 11.png



fendi (2).jpeg



Valstar _4.jpg

FANCY SCARVES



@shootingpeople 2.png



urban outfitters 51.jpg.webp

APRON-TOE DERBIES

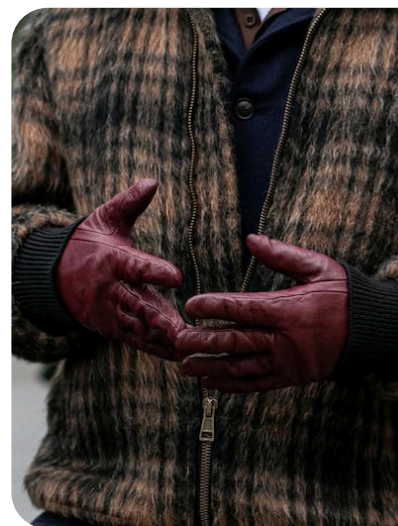


@aimeleondore 35.png



darya_kryzhanovskaya1.png

LEATHER GLOVES



@shootingpeople 9.png



shaquillerw3.png

TRENDSTORY



@about.blank6.png

LANDLORDS



@railsmens5.png



Dunhill



@shootingpeople 2.png

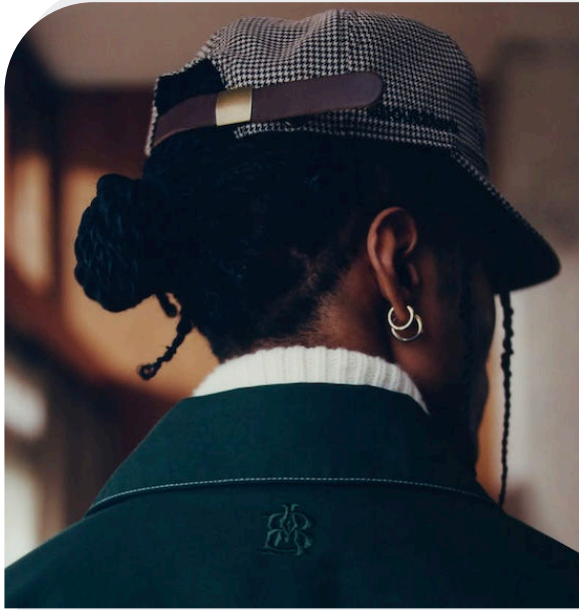


bode7.png



@aimeleondore 25.png

TRENDSTORY



@about.blank10.png

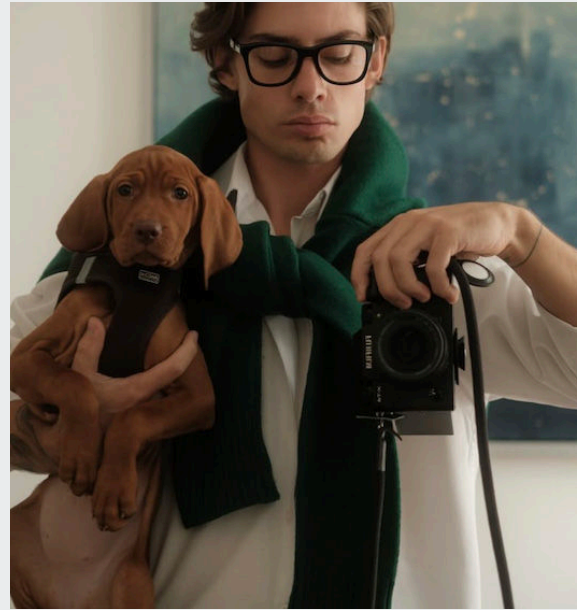
BOOKCLUB BOYS



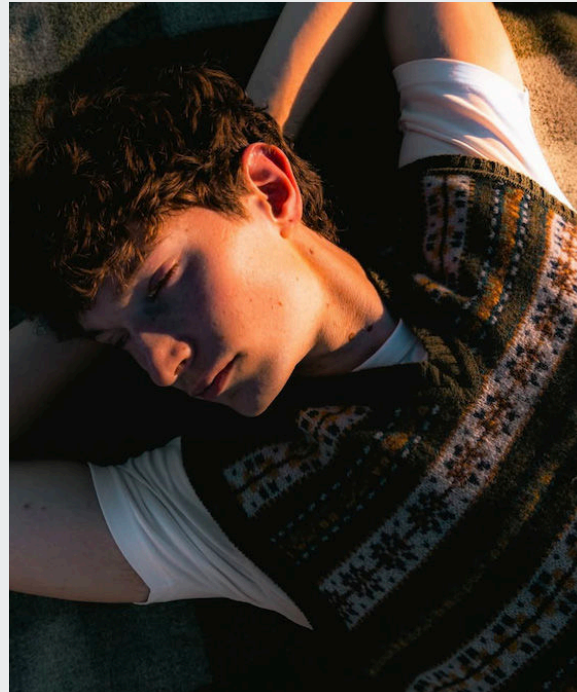
cos3.png



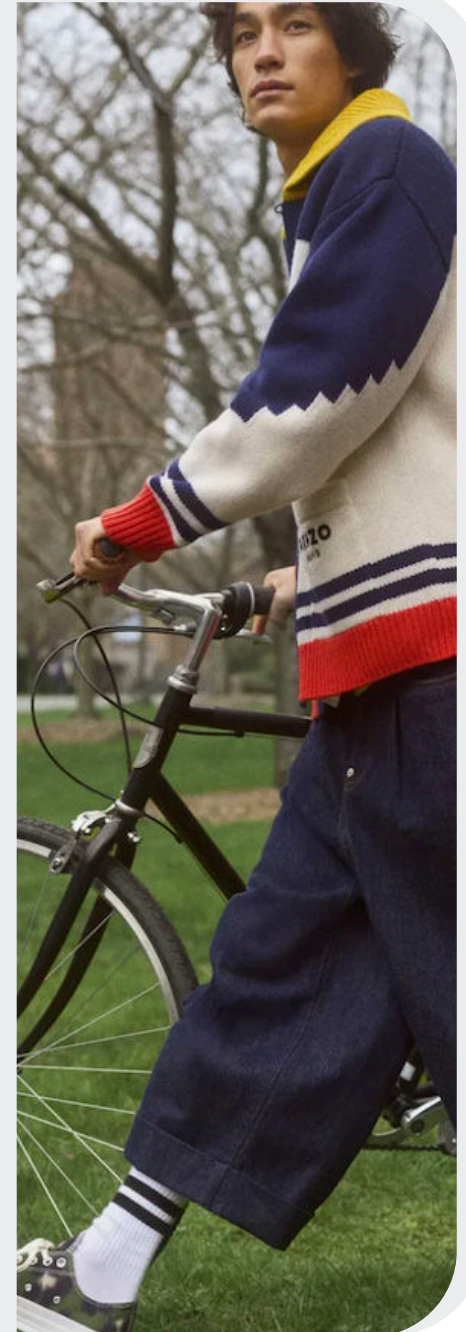
kenzo 10.png



@lepetitarnd 2.png



@kestin8.png



kenzo 16.png

AI-GENERATED



LANDLORDS



BOOKCLUB BOYS





@lepetitarnd 6.png



@seenlibrary.jpeg



@merzbschwanen2.png

PRE-COFFEE

BUCOLIC SLUMBER

Pre-Coffee is a menswear mood built around softness, stillness, and the sacred slowness of early morning. It's what happens before the world expects anything of you—when the light is dim, the coffee's still brewing, and comfort is a quiet priority. This trend captures the calm in chaos, blending lo-fi luxury with gentle functionality. The silhouette is unstructured and quietly elegant—think wrinkled cotton shirts, relaxed trousers, slouchy cardigans, and socks pulled halfway up.

It's a look that leans into undone uniforms and soft masculinity. Pajama-inspired collars, overslept knits, lightweight layering, and cardigans worn like armor against the world. Ribbed textures, crinkled shirting, and subtle micro-lettering tell stories of stillness and inner focus. Accessories remain understated: classic basecaps, leather totes, normcore ties, and retro sneakers suggest a life pared down to essentials—stylish, but unbothered.

The color palette feels like morning light filtering through linen curtains: washed-out neutrals, chalky blues, espresso browns, soft greys, and muted greens. Materials are tactile and familiar—organic cotton, cashmere blends, overwashed . Pre-Coffee is about dressing for your most authentic self—groggy, thoughtful, and unfiltered. It's post-productivity style: slow, intuitive, and inward-looking. A sartorial pause button where self-care meets subtle elegance.



MINIMAL LIVING **+250%** SLOW PRODUCTIVITY **+200%**

PRE-COFFEE MOOD



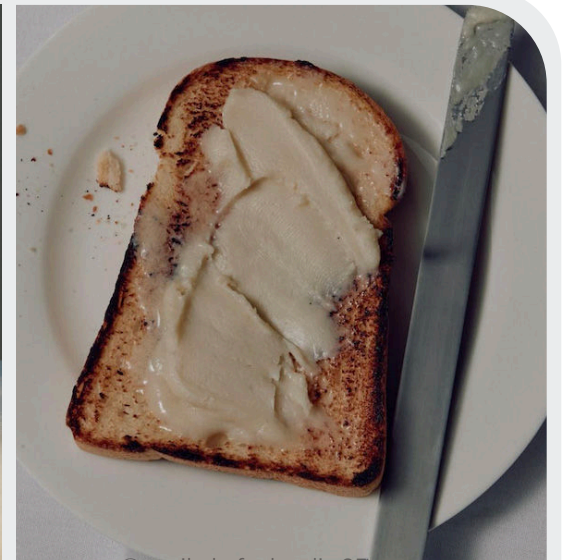
@aimeleondore 7.png



@uniformdisplay (1).jpeg



@matteomaggini (3).jpeg



@annikakafcaloudis 25.png



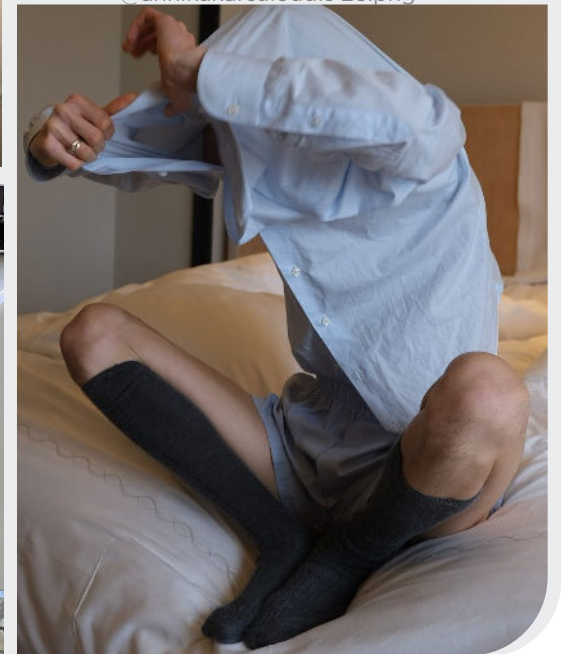
@foretstudio3.png



@attiresaint 1.jpeg



@byhumankind.jpeg



@666nikos (2).jpeg

POST-PRODUCTIVITY - GENTLE FUNCTIONALITY - SILENT SELF-CARE - FRESHLY WRINKLED - LAYERED SIMPLICITY - TENDER NONCHALANCE - UNDONE UNIFORMS - PAUSE STATE - SOFT MASCULINITY - LO-FI LUXURY

PRE-COFFEE COLORPALETTE



@brownsfashion6.png



@alexsezdemora.jpg



@marcforne 19.png



@driesvannoten 5.png



@merzbschwanen4.png



alohas13.png



@ tomgirl_kr18.png

Abbey Stone
14-6408 TCX

Skyride
14-4215 TCX

Windward Blue
17-4018 TCX

Charcoal Grey
18-0601 TCX

Peppercorn
18-1409 TCX

Outer Space
19-4009 TCX

Fog
13-0607 TCX

Dark Olive
19-0516 TCX

The Pre-Coffee palette is a soft, introspective blend of hazy neutrals, muted blues, and grounded darks—like the quiet moments before the day begins. Tones like Abbey Stone, Fog, and Charcoal Grey create a sense of calm and ease, while Windward Blue and Skyride add a washed-out coolness, reminiscent of morning light on stone or denim. Earthy shades like Peppercorn, Dark Olive, and Outer Space anchor the palette with cozy depth. The overall mood is understated and tactile—perfect for layered textures, comfortable classics, and slow routines. It feels thoughtful and unfussy, like a favorite outfit worn while the coffee brews.

PRE-COFFEE HARMONIES



@kith 13.png

PALETTE 1

Windward Blue 17-4018 TCX	Fog 13-0607 TCX	Outer Space 19-4009 TCX
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Charcoal Grey 18-0601 TCX	Peppercorn 18-1409 TCX	Dark Olive 19-0516 TCX
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PALETTE 2



urban outfitters 56.jpg.webp

KEY MATERIALS & PRINTS

ESSENTIAL RIBS



essentials.jpeg



Glass-Editorial-2023-004.jpeg

CRINKLED TEXTURE



@shop_amomento (2).jpeg



@thaleszoli.jpg



@auralee_tokyo (10).jpeg

SIMPLE STRIPES



Dior 6.jpg

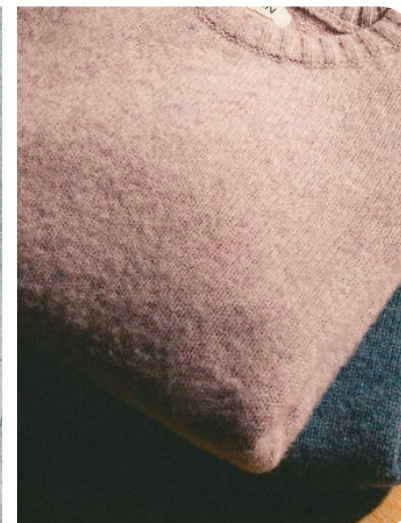


garmentory.jpeg

OVERWASHED KNITS



@brownsfashion10.png



@kestin20.png

KEY DETAILS

PJ COLLARS



Prada 31.jpg



Kiko Kostadinov 8.jpg

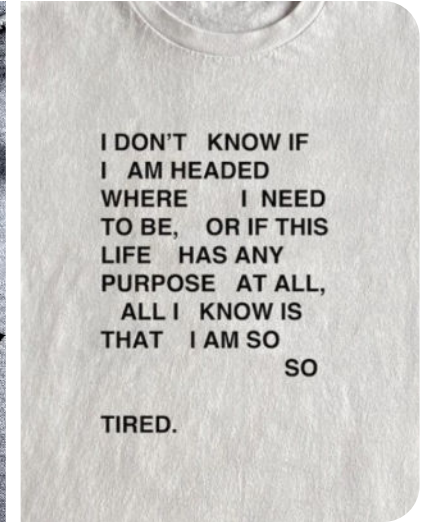


@auralee_tokyo (5).jpeg

MINIMAL MICRO LETTERING



@goodhood.webp

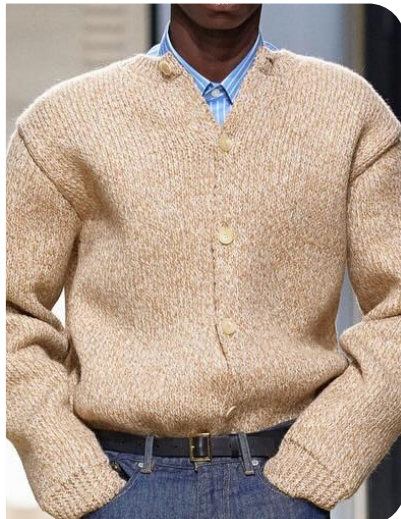


maison90.jpeg

TEDNER CREW-NECKS



@about.blank3.png

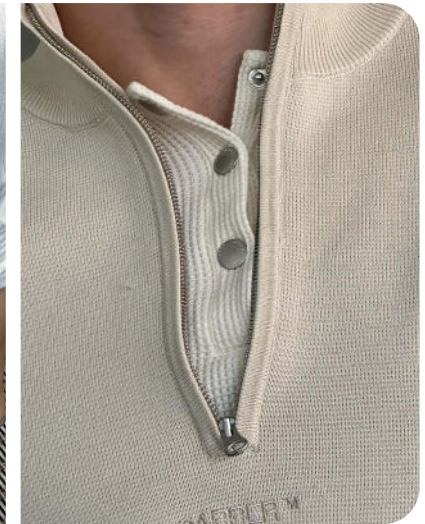


@auralee_tokyo (8).jpeg

TENDER HENLEY BUTTON-UPS



@jjanp_ (2).jpg



@carrer (7).jpg

KEY ACCESSORIES

LEATHER EVERYDAY TOTES



Dhruv Kapoor 34.jpg



Kenzo 47.jpg

BASIC LACE-UP SNEAKERS



officine générale.jpg



@mytheresamen 41.png



zara men9.jpg

MINIMAL SPORTY BASECAPS



@about.blank11.png



@apc (2).jpeg

NORMCORE TIES

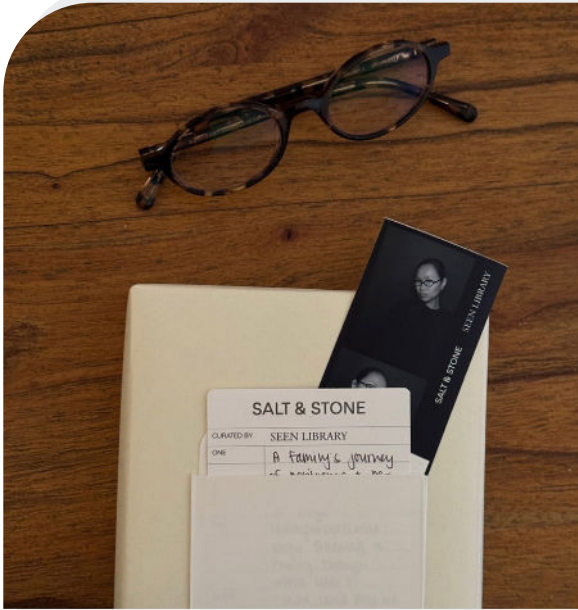


@hellosunflower 6.png



@fuckingyoung 21.png

TRENDSTORY



SEENLIBRARY.jpg

NORMCORE LAYERING



dunst (9).jpg



Neil Barrett 5.png



@jjanp_ (1).jpg



@weiyi_quan (1).jpeg



Auralee 5.jpg

TRENDSTORY



Prada 31_1.jpg

BED-TO-BUSINESS



@uniformdisplay 3.png



@lepetitarnd 6.png



@whyme.brand.jpg



@lemonateantwerp4.png



@carrer (4).jpeg

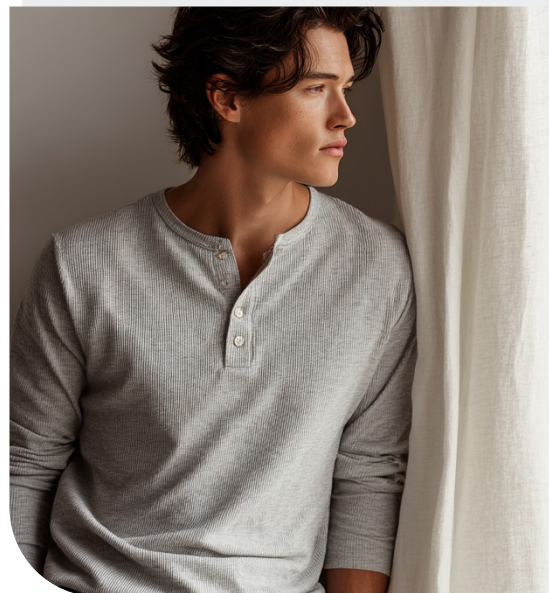
AI-GENERATED



NORMCORE LAYERING



BED-TO-BUSINESS



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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