

FW26 WOMENSWEAR

FASHION SHOWS COLORS



LIVETREND

core shades & bold accents

The FW26 womenswear runway palette shows a clear shift toward stronger and more expressive color usage, with several chromatic tones gaining momentum. Blue emerges as the standout color story, posting the strongest growth across the assortment, driven by both navy and lighter blue shades that introduce freshness to winter wardrobes. Burgundy and purple also increase, reinforcing the importance of rich, saturated hues that add depth and drama to seasonal looks.

Brighter accents gain visibility as well. Yellow and light blue grow noticeably, suggesting a move toward sharper color contrasts and more vibrant styling moments on the runway. Additionally, pink, fuchsia and lilac tones appear more frequently, supporting a more playful and expressive color narrative compared to previous seasons.

Earthier tones continue to support the palette, with brown and green maintaining a stable presence, while khaki and light green expand strongly, reflecting the influence of natural and utilitarian color stories. Overall, FW26 color direction balances deep jewel tones, fresh blues and vibrant accents, signaling a runway shift toward more dynamic and expressive palettes while maintaining winter depth and richness.

This season Livetrend has analyzed 91 shows with 2027 looks and 12000 products. The percentage describes the growth in visibility comparing FW25 to FW26.





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This forecast 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.

COLOR ASSORTMENT



NEUTRALS

Neutrals still dominate the FW26 palette. Black rises from 24% to 31%, while white (13%) and grey (11%) remain stable. Brown also holds steady at 8%, reinforcing the importance timeless base tones.

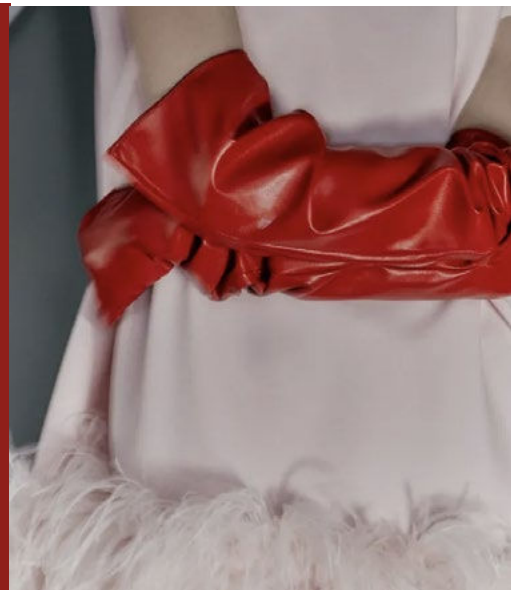


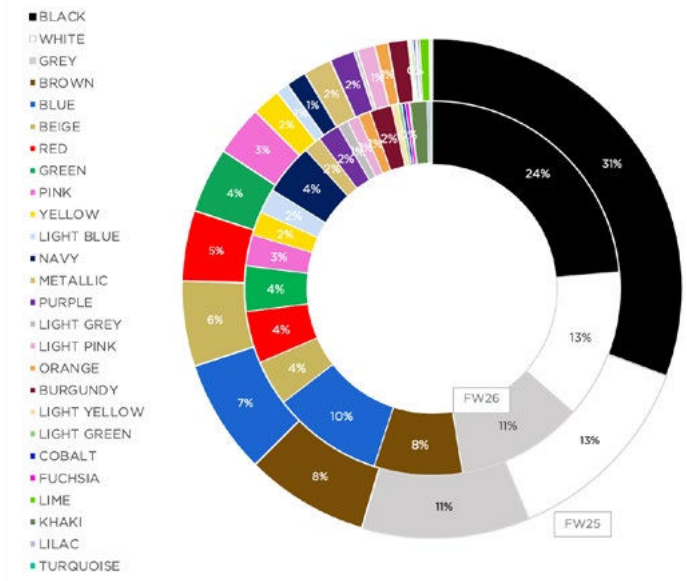
BLUES

Blue increases significantly to 10%, becoming one of the most notable shifts of the season. Navy grows moderately, reinforcing the importance of deeper blue tones as alternatives to black.

Red and Green hold stable positions around 4–5%.

Pink, yellow and lighter shades continue to appear in smaller proportions, maintaining a subtle decorative role.





GLOBAL COLOR ASSORTMENT FW25 TO FW26

CORE SHADES



NEW NUANCES



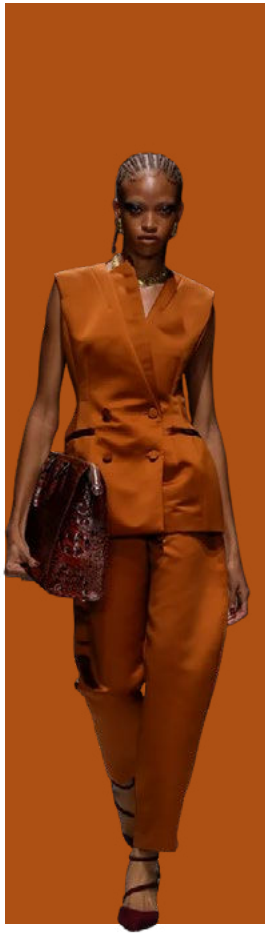
TEAL TINTS



PLUM PURPLE



BRIGHT GREEN



BURNT ORANGE



MAUVE



KHAKICODED



LUXE FUCHSIA



COLOR SHIFTS

FW26 FASHION SHOWS

MONOCHROMATIC


Co_20_02-03-2026.jpg


CultGaia_5.jpg

1802

LOOKS

+187%

YOY


JohannaParv_21_2nd.jpg


KimShui_6.jpg

BIG TREND


MiuMiu_2_10-03-2026.jpg

BLACK & WHITE


alainpaul1.jpg



AnnDemeulemeester_9_07-03-2026.jpg

593

LOOKS

+591%

YOY


Prada37.jpg


elisabetta-franchi01.jpg

BIG TREND


AlbertaFerretti_29.jpg

METALLIC SHINE


Kebuira 15.jpg


ferragamo-4.jpg

310

LOOKS

+23%

YOY


StellaMcCartney_40_04-03-2026.jpg


lanvin07.jpg

BIG TREND


bhibu mohapatra8.png

ECCENTRIC COLOR BLOCK


StellaMcCartney 14.jpg


UllaJohnson_34.jpg

144

LOOKS

+10%

YOY


Diesel 12.jpg


MSGM_27_3rd.jpg

BIG TREND


Prada_28_2nd (1).jpg



TOP 10 COLORS

FW26 FASHION SHOWS

NEUTRALS



BLACK

4817
LOOKS

-10%
YOY



BEIGE

804
LOOKS

-17%
YOY



GREY

2229
LOOKS

+17%
YOY



WHITE

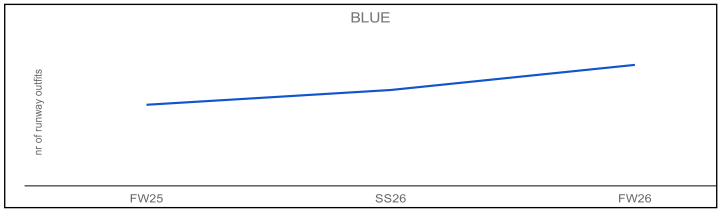
2636
LOOKS

+16%
YOY

COBALT DREAM


Mugler 066.jpg


Balenciaga 075.jpg



1953
LOOKS

+50%
YOY


stella-mccartney.jpg


AdamLippes_2.jpg

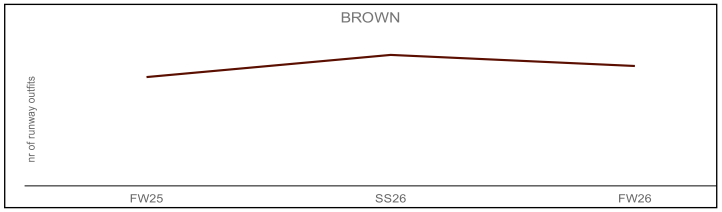
BIG TREND


bottega-veneta03.jpg

CARAMELIZED


BottegaVeneta_16_details_1_3rd.jpg


gabriela hearst43.jpg



1153
LOOKS

+11%
YOY


miumiu.jpg


BronxandBanco_1.jpg

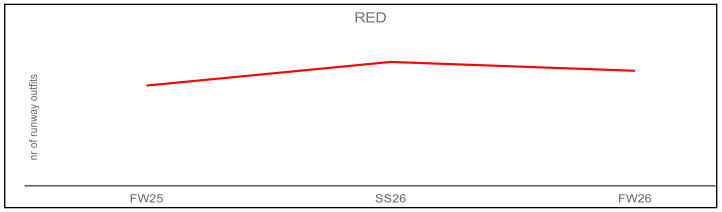
BIG TREND


gabriela-hearst.jpg

RED PASSION


Kors 10.jpg


Ermanno Scervino 28.jpg



919
LOOKS

+15%
YOY


Blumarine_8_3rd.jpg


lacoste01.jpg

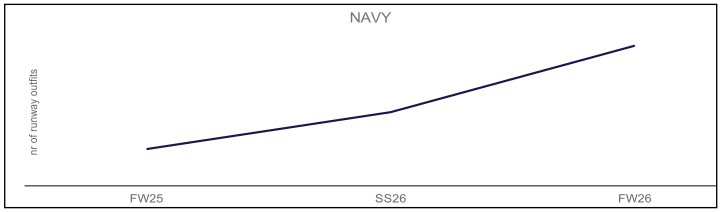
BIG TREND


jean-paul-gaultier1.jpg

NAVY BLUE


YSL-25.jpg


givenchy07.jpg



905
LOOKS

+293%
YOY


MM6MaisonMargiela_5_2nd.jpg


hermes1.jpg

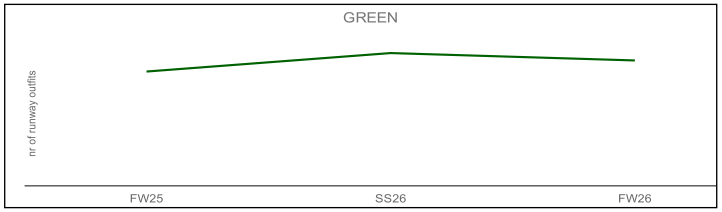
BIG TREND


SandyLiang_15.jpg

VIBRANT MOSS


Elie Saab 057.jpg


balmain 053.jpg



800

LOOKS

+8%

YOY


Staud_12.jpg


ChristopherJohnRogers_11_10-03-2026.jpg

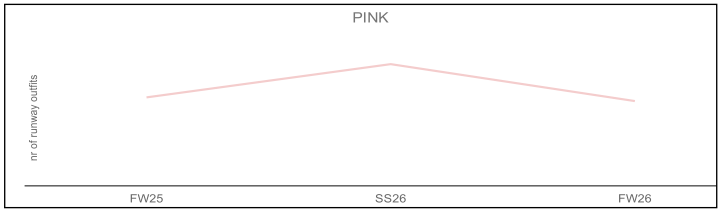
STABLE TREND


CultGaia_5_1.jpg

PIGMENTED BLUSH


No.21_35.jpg


Ermanno Scervino 25.jpg



552
LOOKS

-3%
YOY


Chanel_13_09-03-2026.jpg


ChristianDior_45_03-03-2026.jpg

STABLE TREND


miumiu46.jpg

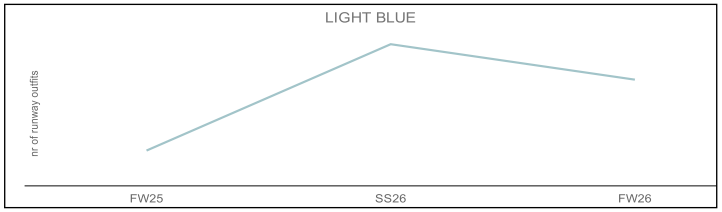
POWDER BLUE

Loewe_60_details_2_06-03-2026.jpg



UllaJohnson_1_details_1.jpg





435

LOOKS

+201%

YOY



OnitsukaTiger_29_2nd.jpg



Tibi_39.jpg

SAFE TREND

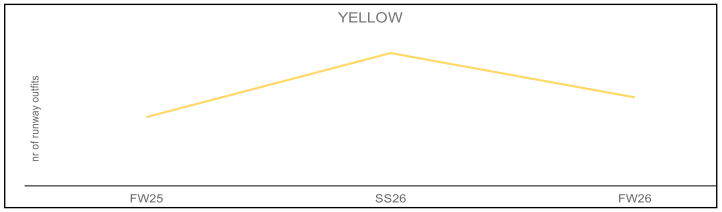


Prada34.jpg

RADIANT YELLOW


Prada49.jpg


Dior016.jpg



416
LOOKS

+29%
YOY



simon_cracker.jpg


Zankov_33.jpg

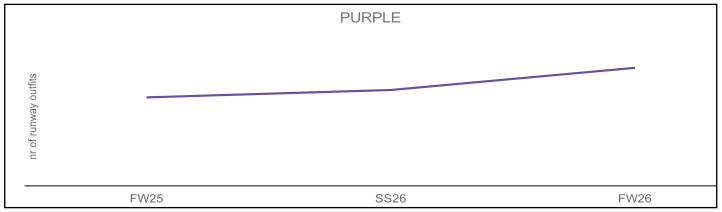
SAFE TREND


givenchy01.jpg

PURPPLE ROYAL


Area_22_details_2.jpg


Mugler_2_06-03-2026.jpg



391
LOOKS

+38%
YOY

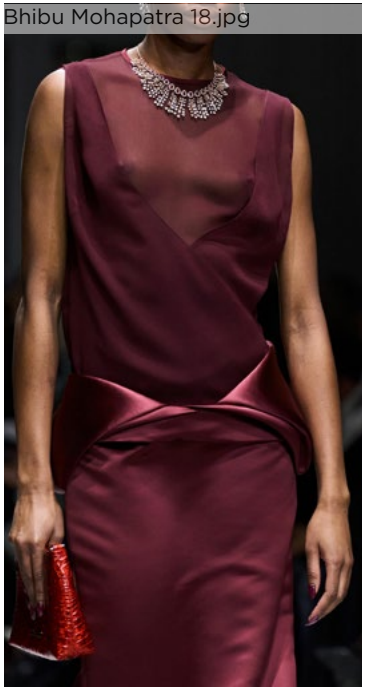

MSGM_8_3rd.jpg


Chloe -32.jpg

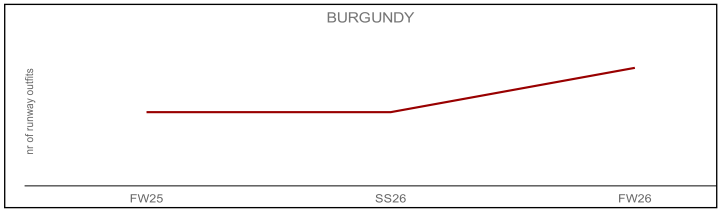
SAFE TREND


prabal-gurung1.jpg

BURGUNDY BLISS


Bhibu Mohapatra 18.jpg


Kors 29.jpg



386
LOOKS

+71%
YOY


jean-paul-gaultier.jpg


vivienne westwood.jpg

SAFE TREND


elie-saab.jpg

EDGY TREND

WEAK SIGNAL OF A POTENTIAL MICROTREND 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

A TREND WITH A BIG MAGNITUDE DUE TO HIGH COMMERCIAL POTENTIAL AND QUICK ADAPTION

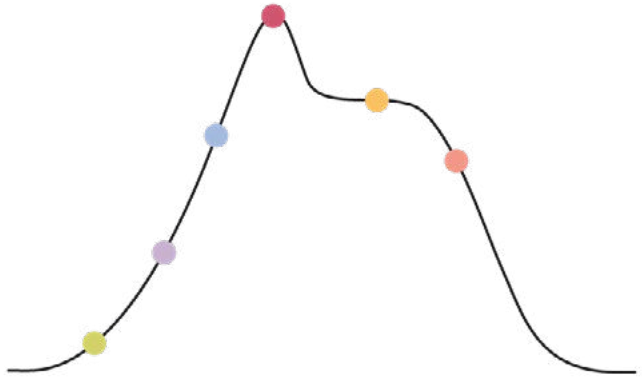
STABLE TREND

A TREND THAT IS ALREADY PRESENT IN THE MARKET WITH A FLAT GROWTH

LAST CALL

A TREND WITH DECREASING PERSPECTIVE BUT STILL HAVING COMMERCIAL POTENTIAL

TREND BEHAVIOR



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 TREND GROWTH OF ONLINE SEARCH VOLUMES

FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

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 COMMERCIAL POTENTIAL

TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGER RISK

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LIVE TREND

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