FW27

FORECAST

# COLORS

LIVETREND

# Infrastructure of Agency

In a world that feels increasingly complex, agency becomes something we must consciously rebuild. Systems shift faster than we can process, truths feel negotiable, and the ground beneath our routines grows less certain. Within this atmosphere of constant negotiation, the search for stability becomes deeply personal. Agency, in this context, is no longer abstract power, it is something lived, practiced, and protected. It is found in the ways individuals regulate their exposure, choose their communities, and redefine what control means in a world that resists predictability.



FW27 marks a return to saturation, but in a grounded, mineral way rather than synthetic brights. Colors feel dense, pigmented, and rich instead of digital.

Browns evolve from background neutrals into leading shades, signaling warmth, stability. Same goes for khaki shades.

Yellows shift from acidic tones to botanical, pollen-inspired hues that feel restorative and natural. With a new focus on mustardy, offbeat olive tints.

Cranberrie gradatons offer a sophisticated rray of mauve and purple-tinted or fuchsia hues that offer an elevated but winter-ready look.

Greens split into two emotional directions: muted survivalist greens for resilience, and vibrant greens for renewal and rewilding.

Blues deepen into atmospheric, oceanic tones, moving from airy serenity toward immersion and introspection.

Neutrals soften into creamy, sedimented shades, replacing stark white with tactile, habitat-inspired warmth.

Overall, FW27 favors elemental intensity over gloss, depth over lightness, and stability over spectacle.
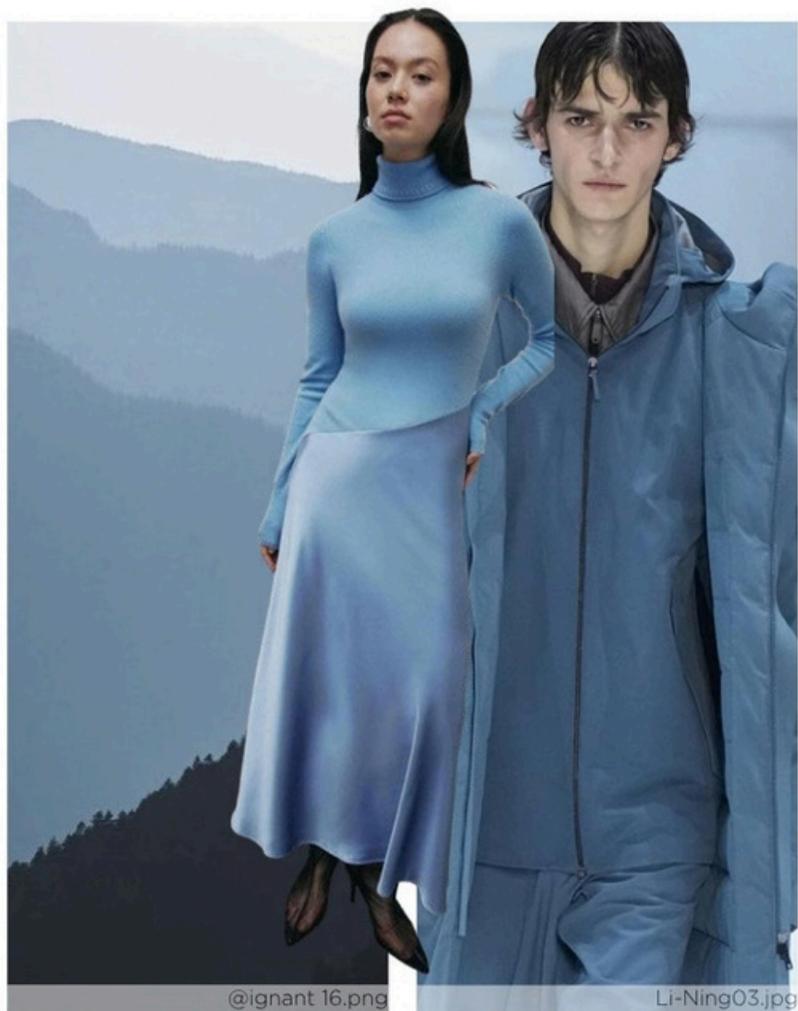


CLICK HERE FOR ALL IMAGES

*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.*

# FW27 **SEASONAL CORE PALETTE**



Bewildered Calm

| Very Grape | Magenta Purple | Polignac | Calcite | Beetroot Purple | Flame Scarlet | Rhubarb | Burnt Ochre | Orange Peel | Fondue Fudge | Calendula | Olivenite | Mojave Desert | Chardonnay | Green Sheen | Evergreen Sprig | Chive | Vibrant Green | Forest Biome | Pagoda Blue | Windward Blue | Turbulence | Blissful Blue | Dazzling Blue | Ocean Cavern |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

# ↗ COLOR SHIFT

# OXYGEN RESERVE



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Li-Ning03.jpg

brett johnson (11).jpeg

charlotte_lapalus (15).jpg

@_alexanderwieck3.png

**Blue Finch**

13-4016 TCX
#BECEE2 HEX

**Blissful Blue**

16-4121 TCX
#7198BB HEX

**Windward Blue**

17-4018 TCX
#708497 HEX

L7

THERE IS MORE!

DISCOVER LIVETREND

# LIVETREND TREND & MARKET ANALYTICS

## THE **TECHNOLOGY**



THE THIGH-HIGH BOOT — BIG TREND

+203%    +209%

BIG VISIBILITY

HOT MARKETS: USA, UK, RUSSIA, EUROPE

LIVETREND'S ALGORITHMS COLLECT AND ANALYZE OVER 1040 FASHION ATTRIBUTES THROUGH TEXT AND IMAGES FROM THE WEB. ALL THESE ATTRIBUTES ARE MAPPED WITHIN A TAXONOMY AND A TAG-BASED SYSTEM, CROSS-REFERENCED WITH MILLIONS OF DATA, TO IDENTIFY AND MONITOR TRENDS. THANKS TO THIS INNOVATIVE DATA-DRIVEN METHODOLOGY, LIVETREND EXPERTS ARE ABLE TO ANALYZE AND IDENTIFY TRENDS WITH 93% ACCURACY.

**E-COMMERCE**
+100KNEWINPRODUCTS PER WEEK

**FASHION SHOWS**
+15K LOOKS PER SEASONS

**SOCIAL MEDIA**
+3M IMAGES PER MONTH

**CONSUMER INTEREST**
VOLUMEGROWTHONCONSUMER ONLINE SEARCHES

## **DATA** TO DRIVE **CREATIVITY**



#OVERSHIRT
#BLURRY PRINT
#DENIM
#OVERSIZED

#HANDBAG
#RED LEATHER

#WIDE LEG
#PRINTED JEANS
#BELT DETAIL
#HIGH WAIST

LIVETREND IS THE FIRST TREND & MARKET ANALYTIC SOLUTION FOR FASHION, LEVERAGING BIG DATA AND ARTIFICIAL INTELLIGENCE TO HELP BRANDS CREATE, BUY AND SELL BEST-SELLING COLLECTIONS, OPTIMISING BUSINESS AND SUSTAINABILITY.

## **ALL-IN-ONE** PLATFORM

A COLLABORATIVE PLATFORM THAT ALLOWS DESIGNERS, PRODUCT MANAGERS, MERCHANDISERS, BUYERS, MARKETING AND SALES TEAMS TO WORK TOGETHER SHARING THE SAME INFORMATION.

**01**
**TRENDFEED**
TRENDS

**02**
**ANALYTICS**
MARKET

**03**
**RETAIL SEARCH**
PRODUCT

NEW!

**04**
**TREND SEARCH**
AI ASSISTANT

# DATA-DRIVEN APPROACH BENEFITS

| | DESIGN | MERCH | BUYING |
|---|---|---|---|

REDUCE UNSOLD GOODS
WITH BEST-SELLING PRODUCTS

STOP GUESSWORKING
MAKING CONFIDENT DECISIONS

STOP MARGIN-LOSS OF DISCOUNTS
INCREASING SELL OUT

REDUCE MANUAL RESEARCH
WITH A TIME-SAVING TOOL

| DESIGN | MERCH | BUYING |
|---|---|---|
| +25% | +45% | -50% |
| FREE TIME FOR CREATIVITY | PRODUCTIVITY | FORECAST ERRORS |

# TRANSFORM YOUR COLLECTIONS

## START NOW!

## CONTACTS

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