

SS27

WOMENSWEAR

COLORS UPDATE

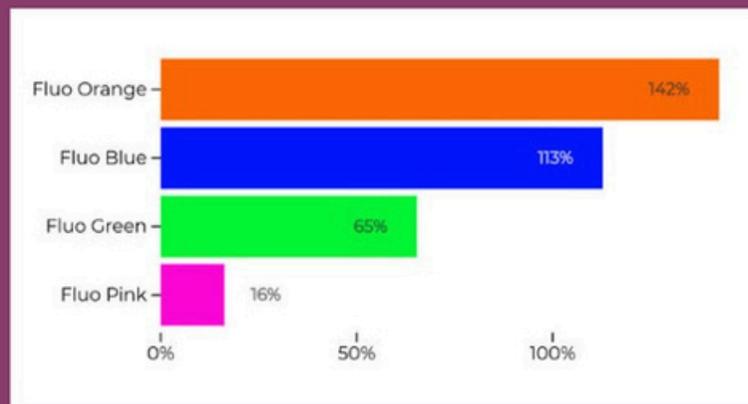


LIVETREND

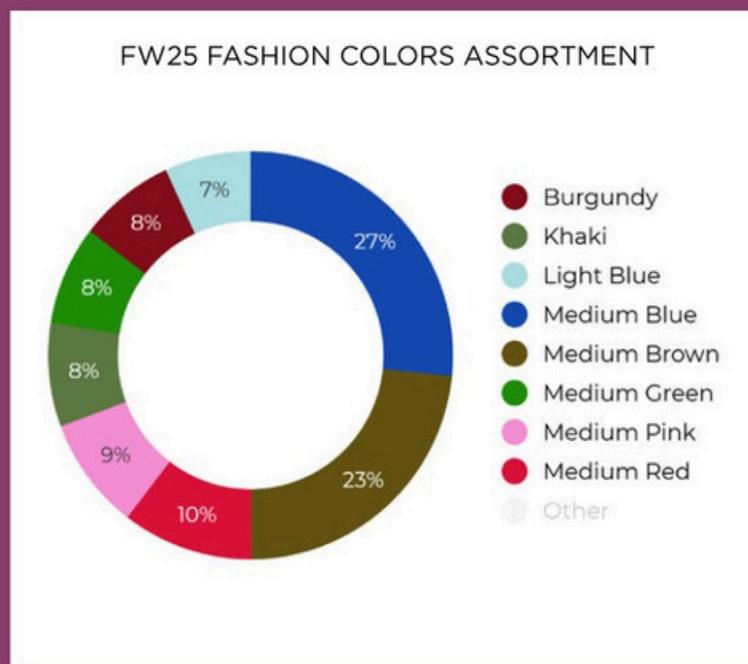
HYPER HUES

Beyond the consolidation of core neutrals, SS27 is being shaped by the acceleration of small yet meaningful color signals. Fluo-inflected shades, still niche in absolute volume, are registering significant growth rates within their micro-segments, indicating a renewed appetite for expressive accents. At the same time, deeply pigmented hues, saturated burgundies, inky blues, forest greens and dense aubergines, continue to strengthen, confirming a shift toward richer chromatic depth.

The coexistence of hyper-bright accents and lush, enveloping tones signals a subtle revival of 80s-inspired color culture. However, this is not a return to random dopamine dressing. Instead, it reflects a more mature reinterpretation: vibrant notes are embedded within sophisticated, structured palettes, paired with dark, substantial bases. The result is a move away from the flat minimal wave toward layered, intentional color combinations that balance intensity with refinement. FW26 will therefore not celebrate excess, but calibrated contrast.



FLUO COLORS



[CLICK HERE FOR ALL IMAGES](#)

This report is based on LIVETREND data extracted from Instagram, e-commerce and consumer interest on Spring Collections 2026, analyzing the visibility and growth of the trends compared to the same period last year. The percentages show the evolution year on year. Find the related icons & stamps on the last slides.

SS27 MARKET COLOR FAMILY EVOLUTION



YEARLY GROWTH ON E-COMMERCE



THE COLOR FAMILIES ABOVE ARE DISPLAYED BY DESCENDING SHARE OF ASSORTMENT

SS27 WINERY



Cos.png



zara.jpg



milano-stre26-0861.jpg

FIG
19-1718 TCX



+43%

YOY



H&M (2).avif



mango (12).avif

PURPLE PENNANT
19-3519 TCX

+40%



YOY



&otherstories.png



**THERE IS
MORE!**

DISCOVER LIVETREND

LIVETREND TREND & MARKET ANALYTICS

THE TECHNOLOGY



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

+100K NEW PRODUCTS PER WEEK



FASHION SHOWS

+15K LOOKS PER SEASONS



SOCIAL MEDIA

+3M IMAGES PER MONTH



CONSUMER INTEREST

VOLUME GROWTH ON CONSUMER ONLINE SEARCHES

DATA TO DRIVE CREATIVITY



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 TREND FEED TRENDS



02 ANALYTICS MARKET



03 RETAIL SEARCH PRODUCT



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



+25%

FREE TIME FOR
CREATIVITY

+45%

PRODUCTIVITY

-50%

FORECAST
ERRORS

TRANSFORM YOUR COLLECTIONS

START NOW!

CONTACTS

HEAD OF PARTNERSHIP



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