

Style 311 *Trend Report*

Fall 2026

the
Colors

the
Fashions

the
Accessories

Lola Swedlund

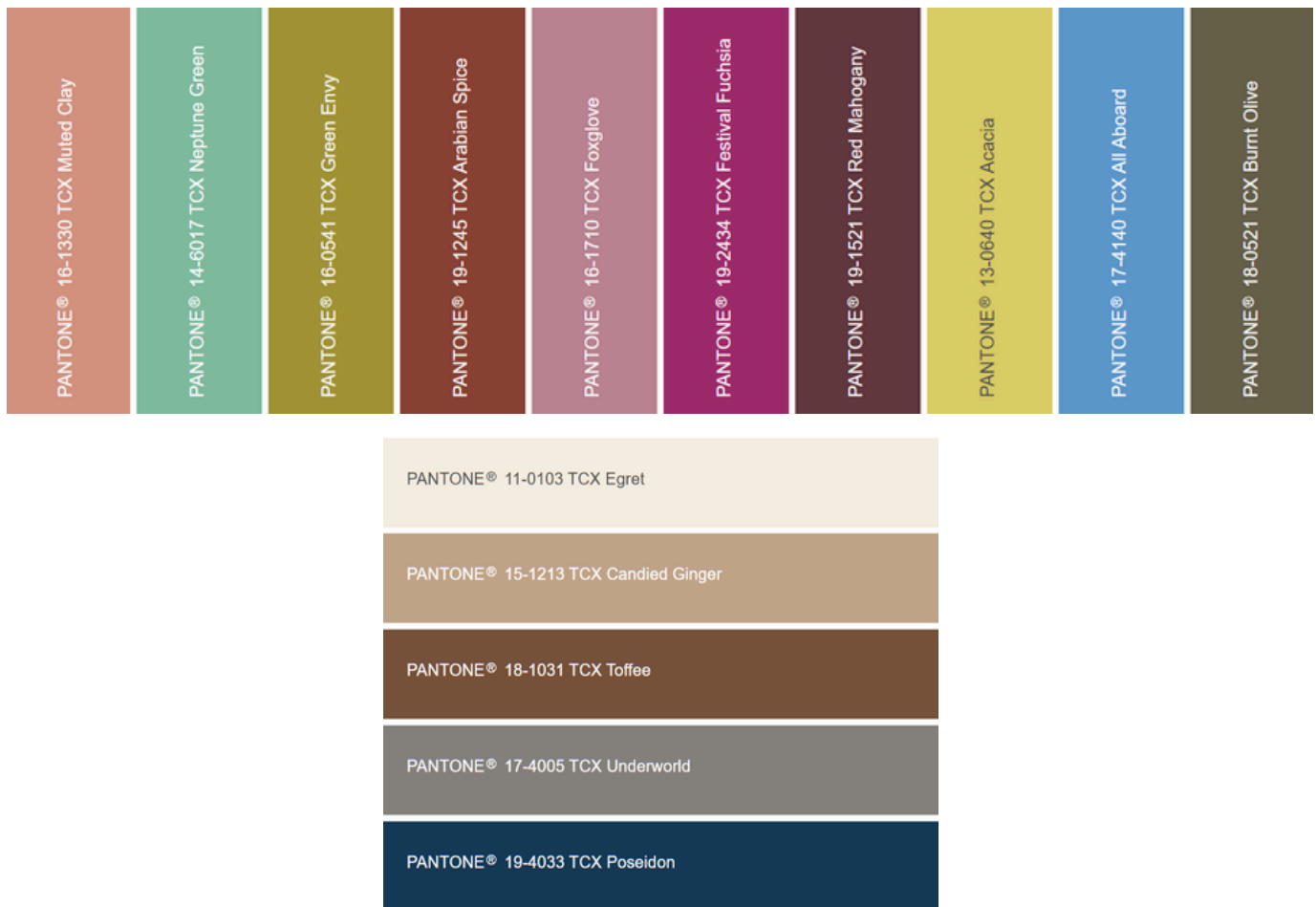
Style 311

Certified Color + Style Specialist



FALL 2026
Trend Report
Colors & Fashions

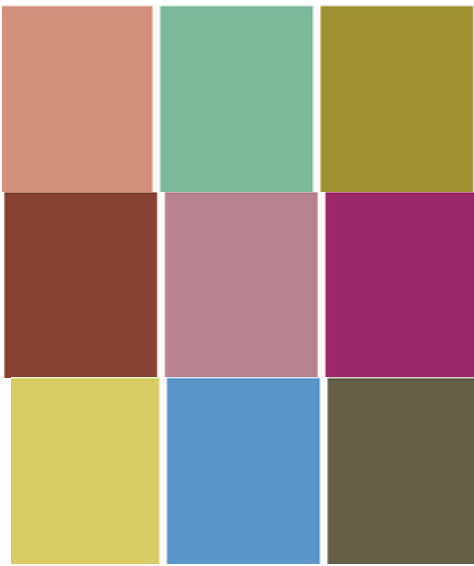
Pantone is the fashion color authority and each season reports the top colors seen at New York Fashion Week.



**Not all colors
work for
everyone**

Wearing the correct colors is the **first key to looking your best**. Each of us is in a certain **Color Code** based on our hair color, skin tone and eye color.

To determine your **Color Code** and be sure you are wearing the best colors that really make you shine, schedule a Color Experience with Style 311 today. Call Lola at 308.641.2068 or email lola@style311.com.



FALL 2026 *Color Notes*

SURPRISES

So many pretty colors for fall!
They will make interesting
color combinations this season.

COLOR & INTENSITY

The key to making the fall trend colors
really work for you is to wear the right
colors in the right intensity.

Your best color intensity is determined
by your **Color Code** which is based on
your hair color, skin tone and eye color.



THERE ARE SIX COLOR CODES

Soft: Medium blonde to medium brown hair, light to medium skin tone
and light to medium eye color.

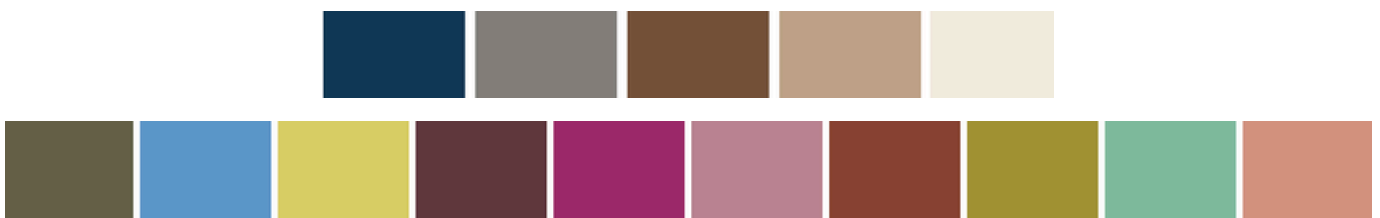
Clear: Dark hair, fair skin and bright or very dark eye color.

Light: Light blonde hair, fair skin and light to medium eye color.

Deep: Dark hair, medium to dark skin tone and medium to dark eye color.

Warm: Red hair, any skin tone and any eye color.

Cool: Silver, gray or white hair, any skin tone and any eye color.



FALL 2026

Color Codes

We can appreciate all the colors of this new fashion season,
but certain ones look best on each one of us.

It all comes down to your Color Code

LISTED BELOW ARE THE BEST TREND COLORS FOR EACH COLOR CODE

Deep

Arabian Spice
Burnt Olive
Festive Fuchsia
Green Envy
Muted Clay
Poseidon
Red Mahogany
Toffee

Warm

Acacia
Arabian Spice
Burnt Olive
Candied Ginger
Egret
Green Envy
Muted Clay
Poseidon
Red Mahogany
Toffee

Soft

Acacia
All Aboard
Candied Ginger
Egret
Foxglove
Muted Clay
Neptune
Poseidon
Toffee

Light

All Aboard
Candied Ginger
Egret
Festive Fuchsia
Foxglove
Neptune
Poseidon
Underworld

Cool

All Aboard
Festive Fuchsia
Foxglove
Neptune
Poseidon
Underworld

Clear

Festive Fuchsia
Poseidon
Red Mahogany

If you've had a Style 311 appointment you have your digital color swatches. They have been updated with these fall trend colors!

FALL 2026 *Color Code Show & Tell*

Do the right colors really matter? The short answer is **YES!**
Below is a great example of the power of the correct colors.

These two beautiful models are showing the same fall 2026 cardigan from Target.com in different colors.

Top Row: Cardigan color fights against her natural coloring



Bottom Row: Mimics her natural coloring



See the Difference?

Wearing the right colors is so powerful!

The Style 311 Color Experience is the best way to discover your very best colors.

FALL 2026 *Style 311 Color Experience*



The Color Experience with Style 311 is just what you need to discover your best pop colors, your best neutrals, which colors to avoid and more.

Color analysis is all the rage and it's easy to see why. Knowing your best colors simplifies getting dressed each day, plus it saves your time, energy and money while shopping.

The virtual Color Experience is a 90-minute Zoom appointment where you work with me, a Style By Color certified Color + Color Specialist. Together we learn your best colors and how to use them to highlight your beauty and boost your confidence every day.

The Color Experience includes your digital swatches so you always have your best colors at your fingertips.



Call Lola at 308.641.2068 or email lola@style311.com to book your Style 311 Color Experience today.

Now on to the Fall 2026 Color Details!



2026 Color of the Year *Cloud Dancer*

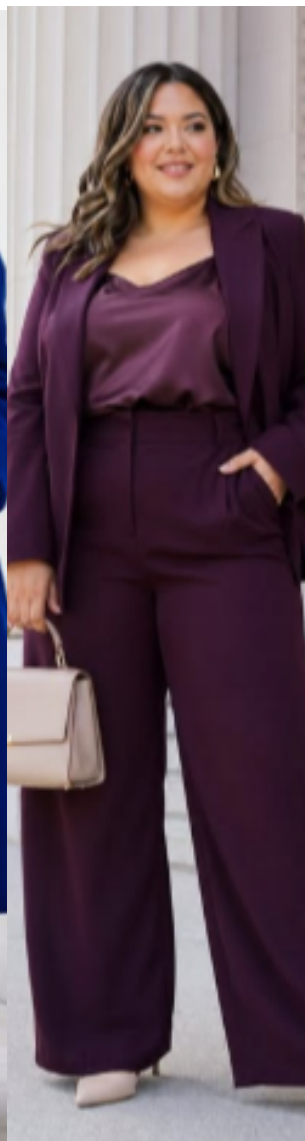
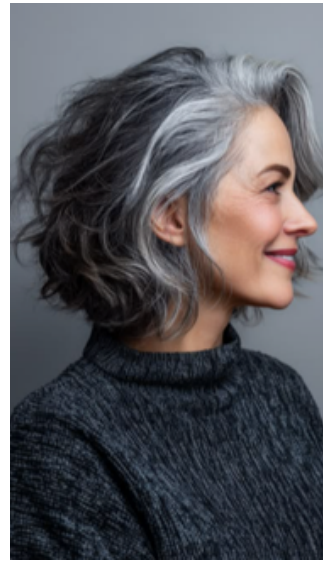
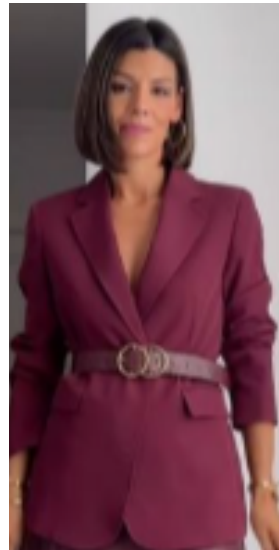
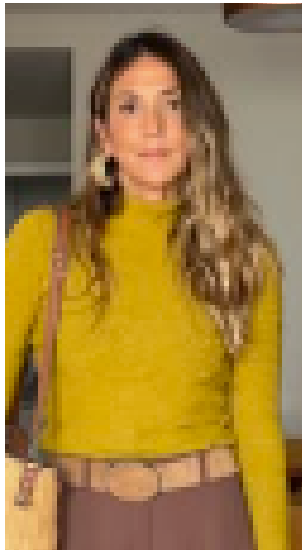
**The 2026 Color
of the Year is
Cloud Dancer!**

The Pantone website calls Cloud Dancer a calming white encouraging relaxation and creativity. This white shade makes a wonderful base for creativity with your outfits.



FALL 2026 *Color Stories*

So many shades in the top ten Color Stories of Fall 2026





FALL 2026
Fashion Trends

Shaped Blazers

Ruffles

Column Skirts

Simple Knits

Argyle



FALL 2026
Fashion Trends

Vests

Soft Shapes

Suits

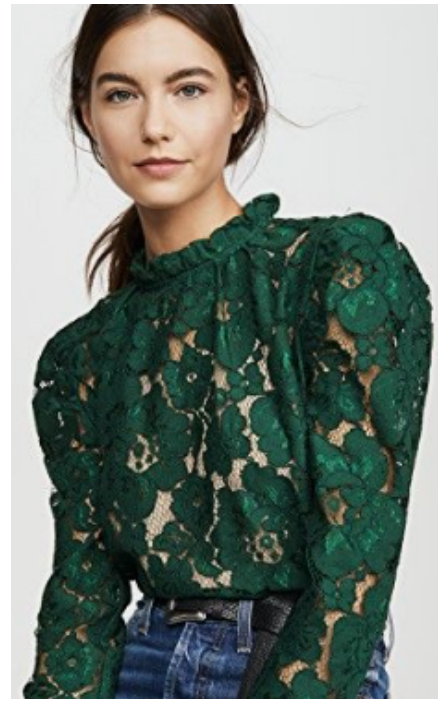
Sheer Elements

Midi Skirts





FALL 2026
Fashion Trends
Shimmer
Feminine Blouses
Wide Leg Trousers
Texture
Suede



FALL 2026
Fashion Trends
Peplum
Tweed
Leather
Lace
Effortless Layers



FALL 2026
Fashion Trends

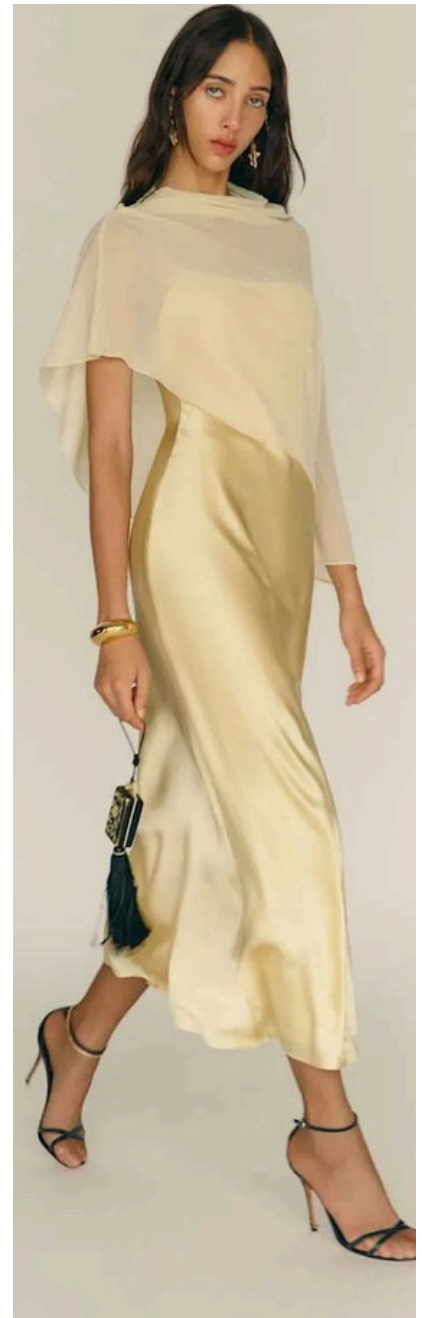
Modern Skirt Suits

Velvet

Statement Jackets

Romantic Pieces

Capes



FALL 2026
Denim Trends

Wide Leg

Long & Loose

Slim Straight

Barrel Leg

Dark Indigo

Denim on Denim



FALL 2026

Shoe Trends

Slim Derby

Updated Ballet Flats

Suede Shoes

Modern Loafers

Slim Retro Sneakers

Pop of Color

Sleek Ankle Boots

Tall Riding Boots





FALL 2026

Accessory Trends

Sculptural Bangles

Modern Pearls

Statement Belts

Patterned Hosiery

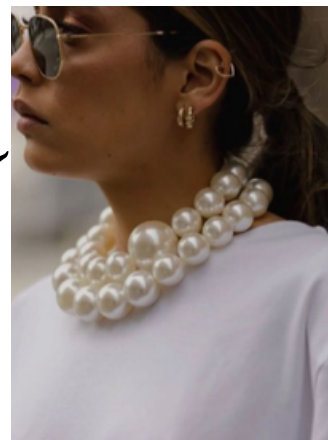
Layered Necklaces

Big Brooches

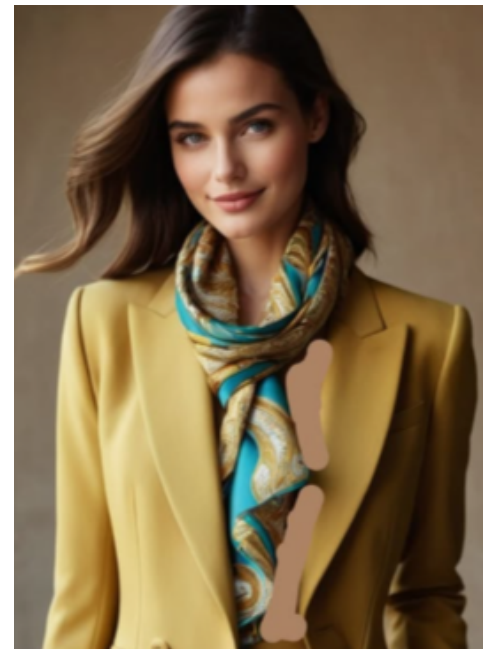
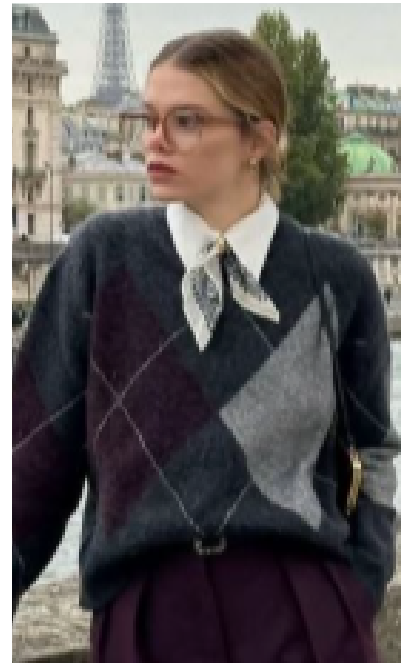
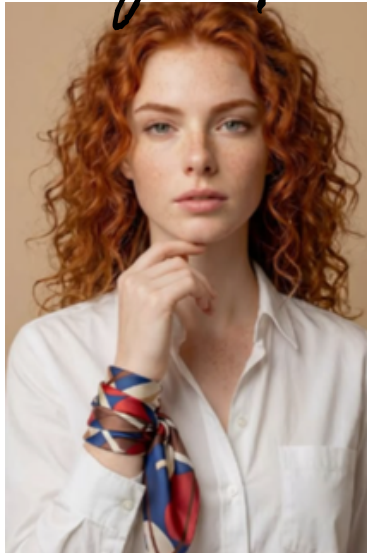
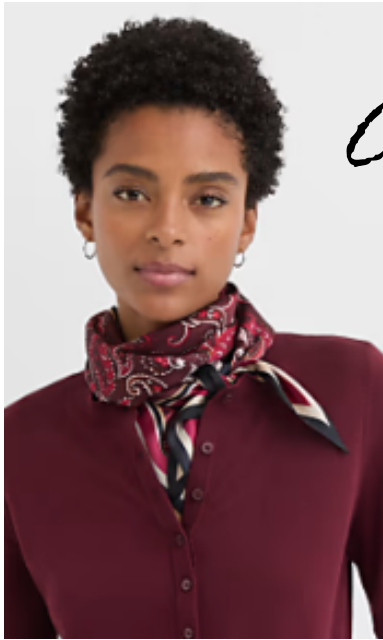
Fashion Gloves

Statement Earrings

Bold Gold & Silver



FALL 2026
Accessory Spotlight



FALL 2026
Bag Trends

Modern Clutch

Slouchy Shoulder Bag

East-West Bag

Oversize Shoulder Bag

Soft Leather Bag

Burgundy Bag

Croc-Embossed Bag

Top Handle Bag

Little Black Bag

Suede Bag



Chunky Chains
Crisp Buttondown

Cigarette Pants

Plaid

High Rise Slim Flares

Colorful Accessories

Updated Animal Print

Funnel Neck

FALL 2026 *Notable Mentions*



Trend Tips

- Choose trends that work with your current wardrobe
- Don't overdo it - chose one or two per outfit
- Make sure to style trends in an age-appropriate way
- Don't overspend on trends since they come and go quickly
- Find something new, be creative and have fun!

Simple Trends to Get You Started for Fall 2026

- Your favorite piece in burgundy
- Dark indigo denim
- Silk Scarf

Not all trends work for everyone. The trick is to match all your choices to your Color Code, body type and personal style.

Book your virtual Personal Style Appointment today.

Schedule today! Call 308.641.2068 or email lola@style311.com

FALL 2026 *Now What?*

There is more to developing your style than just the latest trends

Style 311 offers many tools to dive deep into your personal style

♥ Lipstick Sets for your Color Code		\$32.10
♥ Color Card Deck		\$53.50
♥ 27 Hanger Closet Method		\$27.00
♥ Virtual Color Experience		\$175
♥ Virtual Personal Style Appointment		\$250

**Call 308.641.2068 or email lola@style311.com
to continue your Color + Style Journey.**

A Final Reminder



God has made everything beautiful in its time. He has set eternity in the hearts of men,
yet that cannot fathom what he has done from beginning to end. ~ Ecclesiastes 3:11

All My Best As You Dress Your Best,

Lola

Certified Color + Style Specialist

308.641.2068

lola@style311.com

style311.com

