

A person wearing a mustard yellow jacket is shown from the chest down, holding the fur collar of the jacket. The background is a blurred beach scene with waves and a cloudy sky. The text is overlaid on the image.

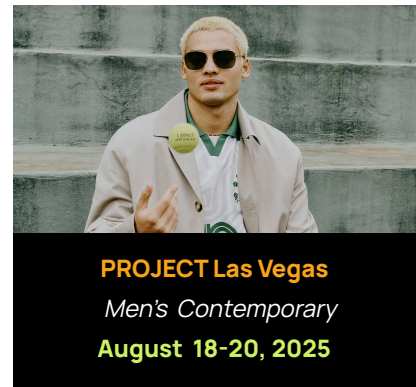
FW26/27 MATERIAL SOURCING

Report

FASHION
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SHOP *THE* TRENDS

Shop SS26 + FW26/27 trends at upcoming **Fashion by Informa** live events



FW26/27 DESIGN AESTHETICS



INDUSTRY OVERVIEW

1 REGENERATIVE FOCUS

The onset of legislations like the EPR and ecological concerns are spearheading the shift towards not just natural but regenerative materials that benefit people as well as nature's eco-systems.



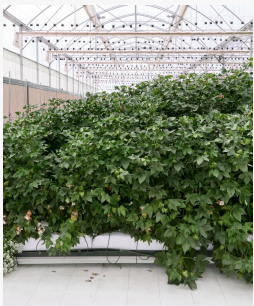
2 REUSED AND RECYCLED

Circular thinking is a growing smart materials strategy that reduces waste into high value, ensures resource efficiency in line with regulatory measures and builds stronger, longer-term relationships with consumers.



3 AGILE SOURCING

As geo-political and ecological instability continues to fracture sourcing and manufacturing, regional and diversified supply chains are explored to limit risks but also to support storytelling around origin and community.



4 ADAPTABLE MATERIALS

Adaptable hyper-functional materials support the shift toward conscious consumption and longer product life cycles. Expect to see hybrids and adaptive textiles that respond to movement, temperature, wellness needs and the fast-changing environments.



A woman with blonde hair, wearing a white dress, is positioned behind a large, gnarled red branch that arches across the frame. The background is dark, and the lighting highlights the woman's face and the texture of the branch. The overall mood is mysterious and elegant.

TOUGH & TENDER

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CULTURAL SIGNALS

DARK EDGES



Social turmoil and unrest are pushing us into the shadows and giving us the room to explore darker truths and uncomfortable feelings.

Amidst polarization and a tiring pace of change, rooting in basic human values and familiar touch points provides a means for people to recenter and reconnect.



NEW FASHIONED VALUES

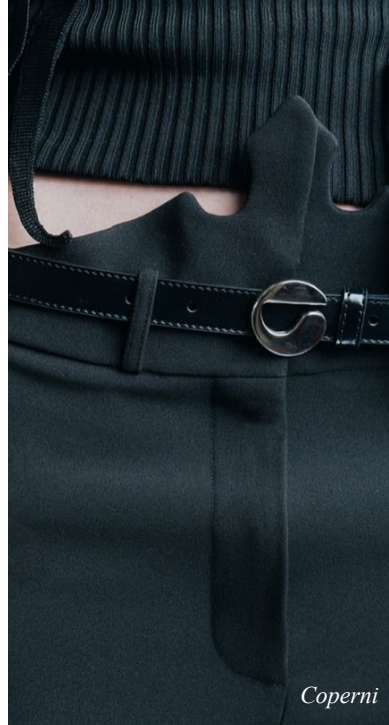


Joshua Vermillion

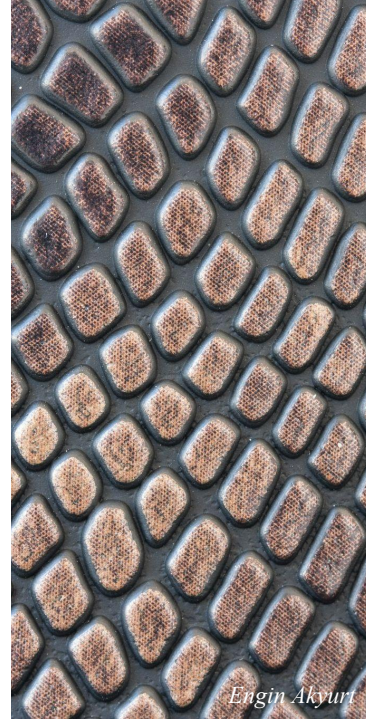
Pomegranate Juice	Caramelized	Velvet Truffle	Asteroid	Evening Mist	Wilted Petal	Oracle	Subtle Umber	Black Jam	Black	Soaked Violet	Sour Milk	Elemental Pink	Weathered Greige	Emotive Grey	Black Sand
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LIQUID DRAPE



AUGMENTED TRIMS



EMBOSSED GRAINS



ROBUST LACE

The background is an abstract composition of flowing, organic shapes. A prominent, thick, red, velvet-like band curves across the frame from the top left towards the bottom right. Behind this, there are lighter, cream-colored or off-white shapes that also flow and curve, creating a sense of depth and movement. The overall effect is one of soft, sculptural forms.

FUNCTIONAL FLAIR

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CULTURAL SIGNALS

DEFINITION DEFYING



In pursuit of original expression amidst the rabid commoditization of 'self,' people are actively resisting categorization and instead embracing the unexpected.

Market volatility is making it imperative for brands to become clear and focused in their value proposition—so that the customer can be clear about it, too.

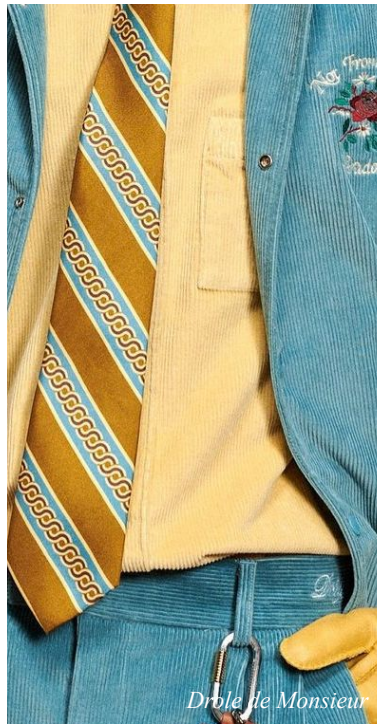


**MEANINGFUL
DIFFERENTIATION**



Joshua Vermillion





CORDUROY SOFTNESS



PYJAMA STRIPE SHIRTINGS



PANELLED RIPSTOPS



INTRECCIO LEATHER WORK



STILL POWER

CULTURAL SIGNALS

LUXURY OF LIVING



In a world where overconsumption and instant gratification have become the norm, the ability to slowly savor and experience fully are turning into the ultimate luxury.

Fatigued by infinite wellness hacks and societal pressure to optimize well-being, people are seeking balanced regimens that nourish the body's complex functioning and honor its connection to mind and spirit.



BODY COMPLEX



Composure	Emotive Grey	Tender Peach	Sentimental Yellow	Diffused Light	Unearthed	Pear Skin	Weathered Greige	Stable Grey	Eggshell	Sour Milk	Macadamia	Pale Heather	Sprout	Velvet Truffle	Fired Earth
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LOFTY BOUCLÉ TWEEDS



SARTORIAL PINSTripES



LAYERED DIMENSIONS



HAND-STITCHED PATCHWORK



FUTURE HERITAGE

FASHION
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CULTURAL SIGNALS

PROTECTIVE PROSUMERISM



Acceptance of our climate reality is moving organizations and individuals to adopt a prosumer mindset—or taking active steps to achieve self-sufficiency and a stabler future for all.

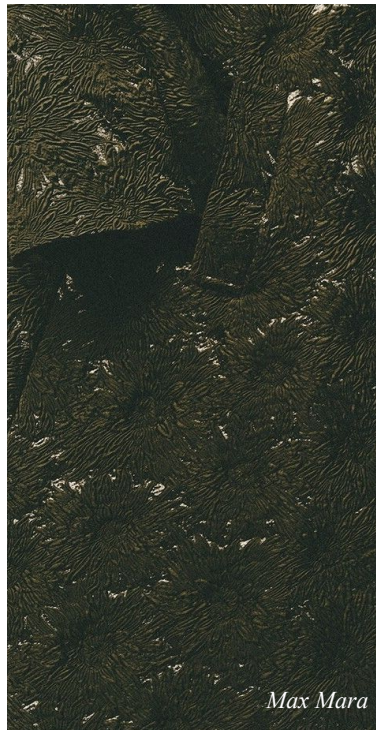
To match the growing consumer desire for novelty and deeper experience, we'll have to engage in a 'rewilding' on all fronts and re-ignite the spontaneity and intrepid spirit foundational to who we are as humans.



RE-WONDERING



Oracle	Asteroid	Pear Skin	Olive Brine	Bulbous Yellow	Macadamia	Caramelized	Pale Heather	Velvet Truffle	Fired Earth	Steeped Sage	Eggshell	Minted Blue	Emotive Grey	Enduring Red	Pomegranate Juice
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Max Mara

WEATHERPROOF JACQUARDS



Niccolo Pasqualetti

MODULAR ADD-ONS



Zimmerman

BEADED FRINGING



Loewe

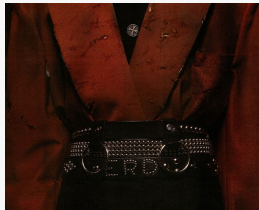
FADED FLORAL IMPRESSIONS

KEY STRATEGIC OPPORTUNITIES

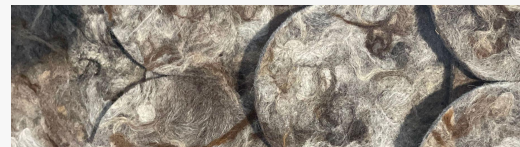
1

TRANSLATE RESILIENCE INTO LUXURY

In uncertain times, provide a sense of empowerment and resilience with sensorial and experimental fibres and finishes that are both luxurious and protective. Evolve classic luxury with bio-based developments and use fabric mimicry to entice and emotionally engage the consumer.



4



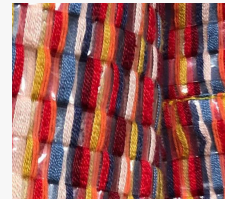
FUTURE-PROOF HERITAGE

Stay firm in brand identity - invest in core / fundamental offerings as customers return to heritage labels and nostalgic iconic design. Focus on natural fibres and textiles that have a synthetics-like durability and protection, and tell a preserving story with raw textures and legacy handcrafted decoration.

PROMOTE INDIVIDUALITY

2

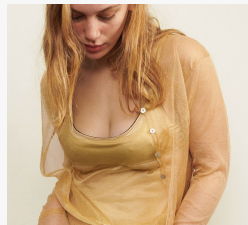
Provide joyful escapism to consumers who are craving clearer representations and a personalised approach to style with playful colors, imperfect textures, and spontaneous Craft that defy fabric and dress-code categorizations.



3

INVEST IN MULTI-LAYERED FUNCTIONALITY

Provide much-needed versatility with hybrid developments that adapt to daily weather and lifestyle routines. Evolve comfort-driven performance with hard-working features like wellness benefits to connect with consumer on quality, longevity and meaningfulness.



LEAD WITH INNOVATION

5

Innovation in material science can unlock regenerative, toxin-free, plant-based materials and diversify natural fiber use—shifting perceptions from scarcity to abundance, while securing supply chains, and complying with the onset of eco-regulations.

