

RE DIREC TION

AUTUMN/WINTER 2026-27



HONG KONG - LOS ANGELES - NEW YORK - PARIS - SHANGHAI



STRIKING A NEW BALANCE

2025 appears to be a pivotal year of redirection worldwide, a lapse of time when the better and the worse can emerge, a year of tensions between autocracy and democracy, territory conflicts, political and economic activism, and reactions against authority leaders. This will also undoubtedly be a year when many issues will need to be addressed – immigration, colonization, the accuracy of what the media and leaders feeds us, and the reality that after Covid 19, the concept of globalization needs to be reviewed.

Innovation and progress are also on the horizon, and we can expect many advances in communication, medicine, and technology.

There is a growing demand from all countries for a mixture of bold individuality and grounded resilience in a politically and economically challenging climate. We aim to reach stability and restoration and recognize the need to adjust and adapt to what we feel is coming and potentially change what is ahead. It cannot be achieved with tranquility. We must change our objectives considering a rapidly evolving global landscape, societal and borders shifts, climate concerns, and economic challenges due to a change in geopolitics. This is uncomfortable but necessary.

We are working on AW 26-27, a season that speaks of individuality and escapism but also of sustainability, connections, and optimism. Digitalization is now essential to our modern life and helps significantly reduce overproduction and excessive inventory.

In this context, colors are crucial in consumers' lives and choices. They drive consumer behavior and define a season; they speak to the emotional undercurrents shaping customers' preferences, the profound cultural shifts, and the emotional nuances shaping the future of fashion. There is also a growing demand for simpler garments that are more technically shaped and effortlessly transition between urban and outdoor living.

WARM

NATURAL & NOBLE FIBERS QUIET LUXURY

Timeless fashion and quiet luxury show a shift toward intentional investment pieces over trend-driven items. Premium fibers and timeless designs do not need to be overly dull. Adapting a simple, timeless, flattering cut to a more interesting knitwear piece or total look is challenging. Fully fashioned, refined knitwear requires specific craftsmanship skills while speaking of versatility, comfort, and timeless appeal.

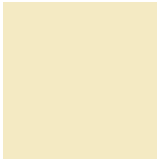
From layers for lightweight sweaters over tank tops to long cardigans over shirts, the possibilities are endless. A modern twist is brought by various textures such as bouclé, ribbed, and cable-knit or the use of color blocking and playing with color combinations, mixing different weights or lengths of fabric for added dimension.

The idea is to make statement-bold or oversized new silhouettes that can easily transition from day to night.



RESTORATIVE

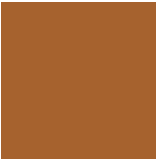
Restorative’s color palette shows a desire for slow fashion, stability, grounded luxury, positivity, comfort, and reconnecting to essentials. It fits those who look for quality pieces that last. It speaks of heritage, resilience, and quality—rich natural fibers suited for cozy outerwear and structured knitwear for a narrative journey back to nature and comfort



11-0615 TCX
PEAR SORBET



18-1108 TCX
FALLEN ROCK



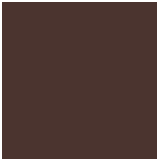
18-0950 TCX
CATHAY SPICE



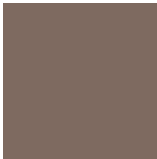
18-1130 TCX
CACAO NIBS



14-1031 TCX
RATTAN



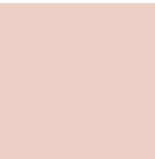
19-1419 TCX
CHICORY COFFEE



17-1409 TCX
BROWN LENTIL



18-1541 TCX
BRANDY BROWN



13-1504 TCX
PEACH BLUSH



19-1532 TCX
ROSEWOOD



Dries Van Noten



Givenchy cardigan



Iris Van Herpen



McQueen



Chanel



Chanel

restorative



Photo: Daniel Archer



Fendi



Schiaparelli



Lemaire



Christopher Kane



A trend that evokes authenticity, heritage, quality, nostalgia, cozy memories, a need to slow down, and a reconnection with our roots, a search for a feeling of slow living and retro charm. It shows an oscillation between what is familiar and what is forward-thinking, vintage with a modern twist, slow living, and mindful consumption, a revival of imperfect rural craft or traditional elements mixed with contemporary designs.



Stone_Cold_Fox



Yves Saint Laurent



Jason Wu



Onrushw23th



Dion Lee

restorative



Dion Lee



Jean Paul Gaultier



Olesia in Design



Key words – Grounded in Nature, crafted with intention, designed to last.

A fusion of heritage craftsmanship and modern innovation.

Silhouettes that balance fluidity with structure. A study of contrasts

This is the home for luxury natural fibers, cashmere, yak, alpaca, angora, and merino.

Natural dyed cashmere or merino, or undyed cashmere and yak, precious blends.

restorative



Ann Demeulemeester



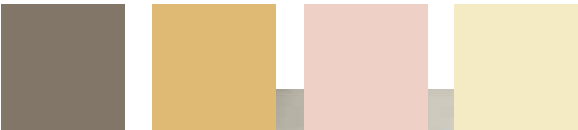
Christian Dior



Acne Studios



DZHU



Ann Demeulemeester



Ann Demeulemeester



Véronique Leroy



Rick Owens



Chanel



INCLUSIVITY

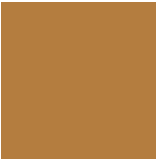
Inclusivity speaks of empowerment, creative freedom, and subtle and unexpected associations of colors and materials but with opulence and sophistication, a feeling of dolce vita, bringing pop codes and sophistication together. It redefines luxury with simple designs and a slower approach to consumption.



14-0418 TCX
BOG



13-0640 TCX
ACACIA



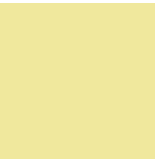
17-1129 TCX
WOOD THRUSH



19-4218 TCX
VULCAN



19-0622 TCX
MILITARY OLIVE



12-0721 TCX
LEMONADE



15-0751 TCX
LEMON CURRY



18-0403 TCX
DARK GULL GRAY



15-0953 TCX
GOLDEN YELLOW



18-3710 TCX
GRAY RIDGE



15-1309 TCX
MOONLIGHT



Auralee



Marfa Stance



Max Mara



Miu Miu

inclusivity



Marni



Sabine Marcelis

Mariko Wada



Moncler



Alena Akhmadullina



Moncler

This palette is an outlet for self-expression, joy, and defiance. Their duality is key here; looking at the future optimistically is necessary. The vibrant and visually impactful yellows light up the winter and carry a strong sense of identity; self-expression has cross-generation appeal. It is a trend for home textiles, redefining luxury in the home, merging with fashion items in a mix of luxurious and technical fibers that outline comfort and modern style.



Babaa Knitwear



Stella McCartney



Bottega Veneta



Burberry

Gummy lounge chair



Bottega Veneta

inclusivity



Raf Simons



Stand Studio

White Dress



Moon J



ArtsKoreanMan



Zankov



Maxi sweaters, essentials in winter fleece, soft tailoring, nostalgic silhouettes, and harmonious layering offer a sense of control and comfort. Details are essential: zippers, hoods, pockets, and simple but striking details. Knitwear enters casualwear with fleece knitted parkas and puffer jackets. Knitwear is illustrated through individual knit pieces, total looks, or outerwear and house items and accessories.



Studio Guberan



Iceberg



Christian Wijnants - Nicolas Brulez



Zuzanna Wójcik

inclusivity



Hilde Trip



Alaia



Alaia



Ganni's Bou bag



Althild-Küelper



Key words – focus on color, new fancy yarns with texture and movement, blend of synthetic and natural fibers.
Tufted yarns contrasting with ribs and smooth layers, loop yarns and terry textures, puffy paddings.
All fibers in blends, luxurious or man-made, technical fancy, not immediately visible.



VERSATILITY

Versatility's part is a bridge between nostalgia and optimism, mixing retro charming memories with contemporary constructions, blending lingerie formalwear, outerwear and sport-inspired elements.



18-1346 TCX
BRUSCHETTA



19-2816 TCX
BLACK BERRY WINE



18-1547 TCX
BOSSA NOVA



16-1149 TCX
DESERT SUN



19-1321 TCX
RUM RAISIN



12-1706 TCX PINK
DOGWOOD



19-1554 TCX
SAVVY RED



18-1355 TCX
ROOIBOS TEA



18-1559 TCX
RED ALERT



15-0955 TCX
OLD GOLD



Cucculelli Shaheen



McQueen



Selam Fessahaye



Blindness

versatility

Jean Paul Gaultier



Stella McCartney



Bottega Veneta



An optimistic direction experimenting with unexpected yet simple silhouettes, comforting pieces with a twist, and a balance between retro charm and modern technological advancements.



Faustine Steinmetz



Loeil



Haider Ackerman



Adam

versatility

Marfa Stance



Dries Van Noten



Byborre



Wear



Artificial Intelligence enters the dialogue for unforeseen shapes or details in knits. A more modern dynamic approach to design, with complex knit structures, color blocks and vintage-inspired elements, mixing precision and creative freedom.



Thornton Bregazzi



Balenciaga

Maison Margiela



Caitlin Charles-Jones

versatility



Stella McCartney



WWDJapan



Verner Panton



Jil Sander



Key words – a trend that works as a bridge between familiar items or shapes and forward-thinking knitwear.
Waxes or ripstop cottons, wool blends with a vintage feel, brushed wools or cashmere pair with sustainable fibers such as Nylon or Polyester. High shine, wet and plastic look.

COLD

URBAN ENDURANCE

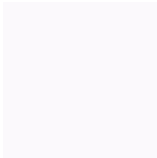
This part of the AW 26/27 trend offers a more rational and pragmatic approach to fashion and home textiles. Functionality meets designs to fit today's needs for new essentials.

Elegant and comfortable, it merges sporty, urban, and casual wear in a search for movement and easy care.

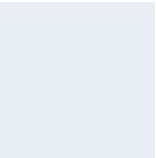


PURITY

Urban minimalism is linked to a connection with nature, but the palette goes far beyond neutrality. It reflects a city’s timeless and balanced elegance, is subtly expressive, and aims at sustainability. Simplicity goes together with quality.



11-4001 TCX
BRILLIANT WHITE



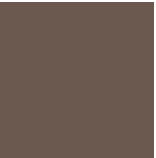
12-4305 TCX
SPA BLUE



17-5102 TCX
GRIFFIN



15-4312 TCX
FORGET-ME-NOT



19-0820 TCX
CANTEEN



14-4105 TCX
MICRO CHIP



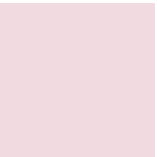
19-4534 TCX
CHESAPEAKE BAY



17-0115 TCX
OIL GREEN



19-4024 TCX
DRESS BLUES



13-3406 TCX
ORCHID ICE



Ferragamo



Harpers Bazar



Burberry



Massimo Dutti

purity



Anteprima



Innocentia



Rubina Marchiori



Vivienne Westwood



Endurance and environmentally minded, it is ideal for unisex structural pieces, brushed wools, and soft suedes with matt finishes. Seasonless. Opposing weights and layers of tonal colors, knots, bows and ties are used with an androgynous aesthetic. Fully fashioned detailing and structured details for a twist on tradition. Mesh stitches and new cut-outs. Transitional – mid season.



Zara



Boheme



Brandon Maxwell



Rory William Docherty



Grailed Japanese Brand



Grace Eun Hai Kim

purity



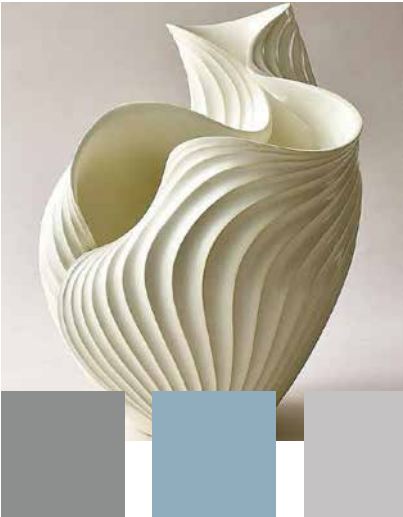
Onathan Simkhai



Chikako Inaba



DZHUS



Antonio Berardi

Key words – Silhouettes in this trend reflect a pared-down aesthetic, prioritizing simplicity while showcasing intricate, thoughtful details. New cashmere/synthetic blends, or cashmere/cottons, ultrafine merino -woolen or worsted-, bouclés and felted, wool blends and silk.



Tse



Bottega Veneta



Houzhou Korean Sweatshirts



Tan



Saint Laurent



Fendi



Moon Choi



Tse



Cult Gaia for Reversible



The Frankie Shop



Sandra Munier - Sculpture Luwana



Central Saint Martins



Joseph

purity



ESCAPISM

Escapism's slightly surreal palette reflects a moment of technological advancement and digital escapism. It reimagines the intersection of luxury technology and urban mobility, a futuristic elegance and functional beauty. It blurs the lines between professional environments and active pursuits, and shows a fascination with science fiction, Star Trek, and the boundless possibilities of technology.

| | | |
|---|---|---|
|  |  |  |
| 19-1106 TCX MOLÉ | 14-1307 TCX ROSE DUST | 19-1617 TCX BURGUNDY |
|  |  |  |
| 18-4440 TCX CLOISONNÉ | 19-3712 TCX NIGHT SHADE | 12-4300 TCX WHITE ONYX |
|  |  |  |
| 19-3952 TCX SURF THE WEB | 14-4318 TCX SKY BLUE | 17-4041 TCX MARINA |

escapism



Moncler x Rick Owens



Heliot Emil



Mordecai



Stella McCartney

Moncler



Collection Andaman



Daily paper

Ferrari

It is ideal for enduring and environmentally mindful fashion.
It also fits the wellness trend, the garments of those who travel to improve their physical
and mental well-being through their journeys.



Kenzo



Wenbo Li



Stella McCartney



Hyke



LadyBoss Boutique



Nike



Heliot Emil

escapism



Issey Miyake



The Well

Craig Green



Issey Miyake



Byborre



Key words – an exploration of patterns and underlying blocks and linear geometrics.

Ultramodern urban look. Importance of the hoods.

Light, high shine, iridescent, or translucent materials are keys to innovative, boundary-pushing designs. Technical properties and high-end performance materials, textured yarns in silk, nylon or silk/linen. Touches of true indigo cottons.



Hyke



Pre



8Division



Sun Mu Lee

escapism



Wear



Cote & ciel nile backpack



Gauchere



Acne Studios



Lexus Design





CONNECTIVITY

This is the newest and most avant-garde direction with a focus on telescoping and retractable structures, developing adaptive, protective and flexible fabrics that respond to dynamic environments.



15-3412 TCX
ORCHID BOUQUET



17-2623 TCX
FIJI FLOWER



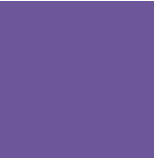
18-2109 TCX
GRAPE SHAKE



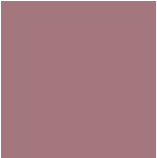
17-5937 TCX
DEEP MINT



18-5424 TCX
CADMIUM GREEN



18-3737 TCX
PASSION FLOWER



17-1512 TCX
NOSTALGIA ROSE



19-3915 TCX
GRAYSTONE



13-0535 TCX
SHARP GREEN



Enfin Levé



Dries Van Noten



Adidas by Stella McCartney



Amazing Architecture Lunar Horizon

connectivity



Enfin Levé



leManoosh.com

Techwear



Techwear Storm



Connectivity's shows how the rising popularity of high-tech athleisure is overtaking resale-driven sneaker culture focused on sporting and wellness communities, head-to-toe "gorpcore" looks have fizzled out. Iridescent, metallics or reflective finishes, tactile appeal, bonded to create unique effects. Rigid stretch and compression wear. Layered and overlapping structures



Vidur



Stella McCartney



Techverse Leggings



Lululemon



Zwin



Enfin Levé

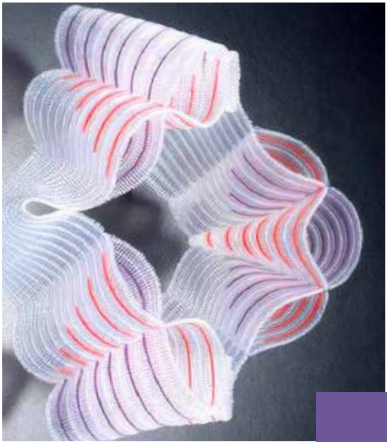


Nike



Rick Owens

Cifra



Anastasia Azure



Nike



Dwd



Key words – material innovations, an intersection between modern city life and outdoor lifestyle. Performance-oriented yarns, recycled synthetic, elastic fibers, machine-washable elastic cottons and wools blends.



Rebecca Marsden



Off-White Alaïa Off-White

connectivity



Johanna_Parv



Stella McCartney



Above.se



New Dawn by Ignant production

