THE RUNWAY ROUNDUP

style arcade

Trend Report

Womenswear Spring Summer 2027

Introduction

After years in flux, fashion's strategies are beginning to solidify. As the dust settles on the Spring Summer 2027 collections, the palpable focus on product is clear; a growing sense that designers are pushing back on creating all-new stories, all the time. Especially when the right ones are working.

The result has been a significant move away from novelty towards desirability, wearability and emotion. Customers want a strong point of view, but they also want to understand how the product fits into their lives.

From **Prada**'s deep dive on the skirt to **Jil Sander**'s continuation of slightly twisted minimalism, the freshest concepts of the season were those that lent themselves to endless merchandising opportunities.

The shift comes at a critical moment for luxury. According to Bain data, global luxury sales grew by 2% to 4% in the first half of 2026, with recovery driven by the US. However, the industry has lost about 70 million customers since 2022. Economic uncertainty aside, customers are overwhelmed by similar choices and underwhelmed by quality. Collections have lacked connection.

So, what makes a great collection? What does connection look like? Across New York, London, Milan and Paris, the answer increasingly came down to clothing for individual character. Because ultimately, consumers mostly want to feel like themselves, or an elevated version.

A new kind of maximalism is emerging, built through layering, personal references and seemingly unlikely combinations. Familiar wardrobe staples become more expressive through the way they are styled. Like at **Dries Van Noten**, where leopard skirts, smock tops, rugby jerseys and movie poster prints created a world of costumes for real people. Or the **Moschino** show, where models waded through 400 'pedestrians' to illustrate the concept of walking down the street, or commuting to work.

Over the years, the emphasis on prescriptive outfitting and this-goes-with-that has left very little room for getting it wrong. However, the best fashion often repels before its desirability begins to sink in. In a climate where perfection is so attainable, doing something wrong is extremely appealing – and invigorating. The appeal of undone undergarments, eccentric styling and unlikely combinations speaks to a commitment to human feeling, rather than another micro-trend to be adopted and discarded.

Yet, comfort remains central. Sports jerseys, tracksuits, windbreakers and capri pants proving their staying power beyond the trends that first brought them into focus. The strongest collections balanced imaginative styling with practical appeal, allowing consumers to experiment without abandoning the clothes they know.

At the luxury end of the market, the question is how to restore exclusivity, desirability and, ultimately, the potential for growth. Labels such as **Chanel** have demonstrated the power of a clear identity, emotional attachment and carefully managed scarcity. As **Burberry**'s Daniel Lee put it, "When buying a luxury product, we are searching for something we have an emotional attachment to. It is not a necessity product; it is an emotional thing."

In attempts to emulate this level of desirability, designers are being compelled to move out of the realm of safety. Labels like **Miu Miu, Celine, Rick Owens, Phoebe Philo** and **The Row** are continually proving consumers are smart: they appreciate styling notes and new silhouettes, and they still listen to the fashion editors.

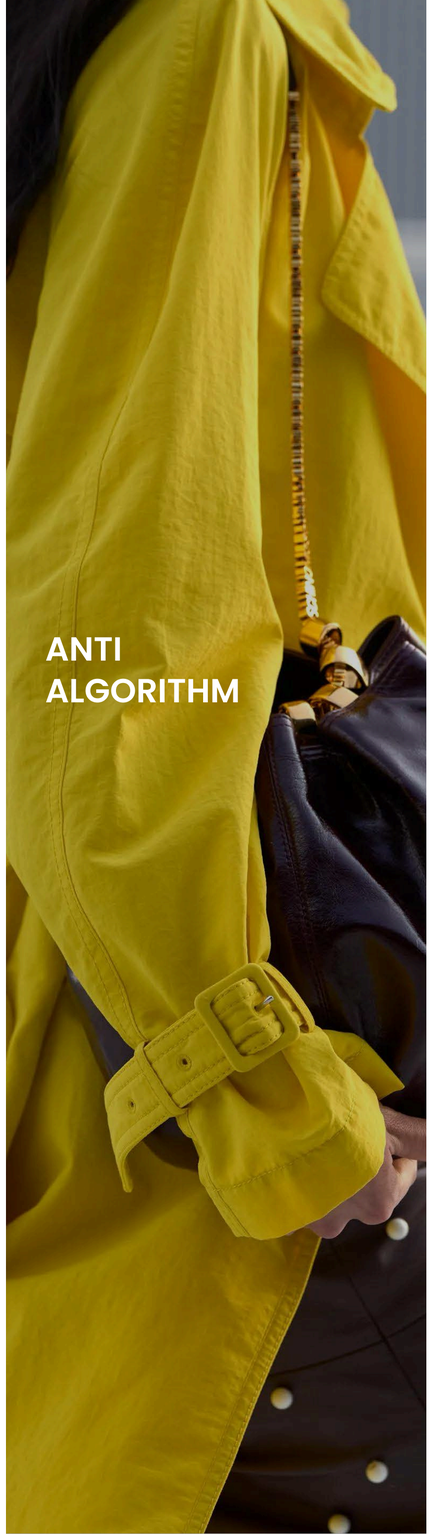
For Spring Summer 2027, the opportunity for retailers is in making familiar products feel new again, without losing sight of what makes them desirable in the first place. Less about creating all-new stories, all the time, and more about giving people a reason to care.

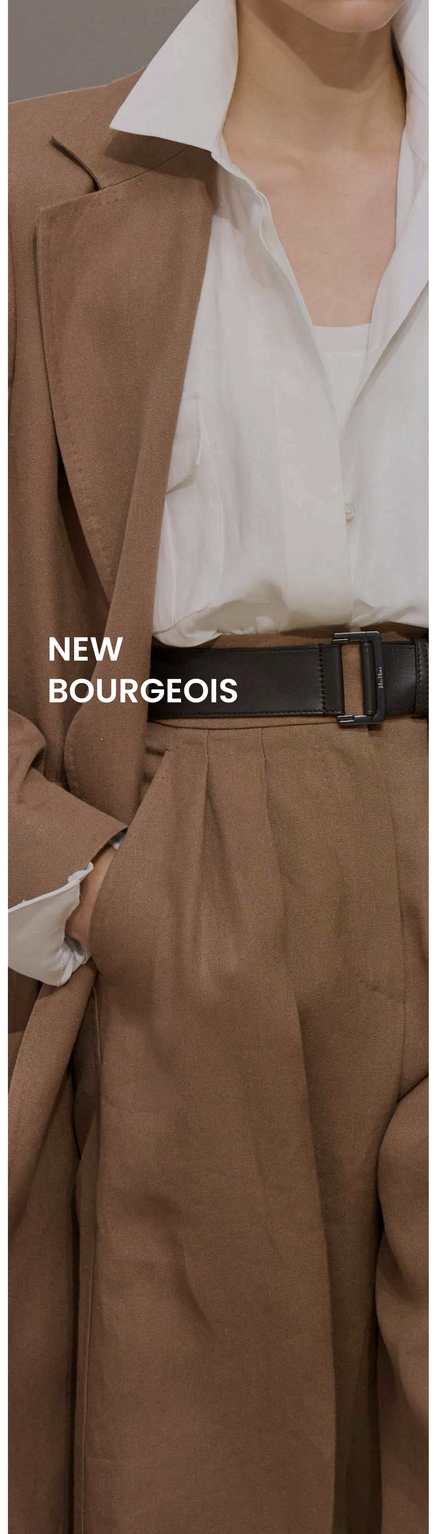
Here are the **20 biggest trends from the SS27 season**, with in-depth runway analysis backed by consumer insights and trend data.

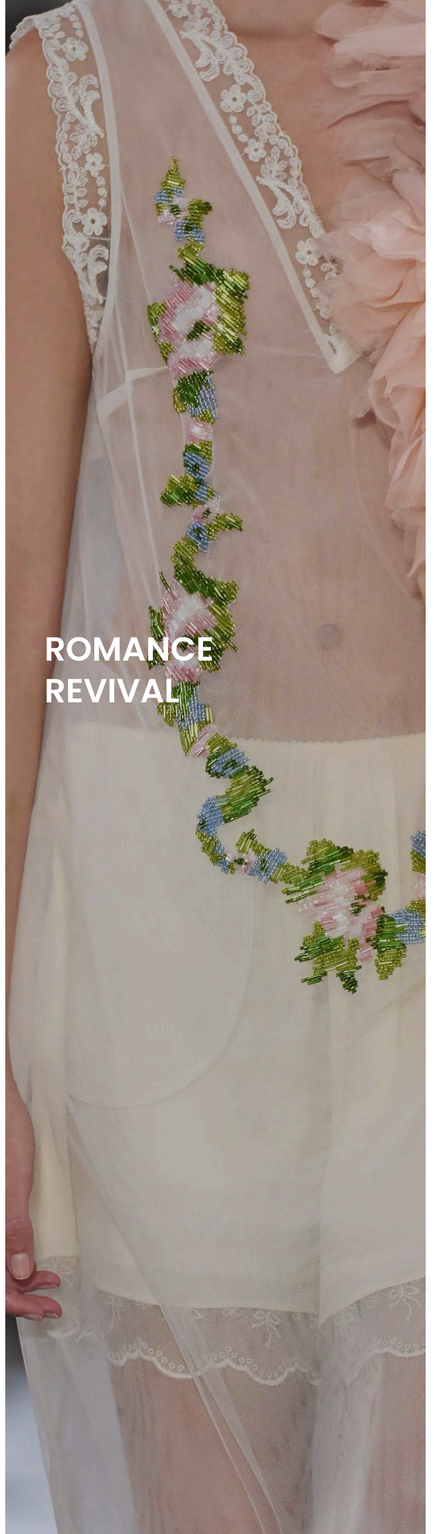


01 **Key Looks**
02 Key Pieces
03 Key Features
04 Key Shapes
05 Key Color + Prints









Print Chaos

This season's seemingly chaotic mish-mash of colors, prints and layers is actually a calculated attempt at the 'messy girl' direction fashion is moving toward. Across the fashion capitals, pairing prints and patterns went beyond simply putting two floral prints together; the look has evolved into a comment on the return of playfulness in fashion and more broadly acknowledges the many ways one can put together an outfit.

ON THE RUNWAY

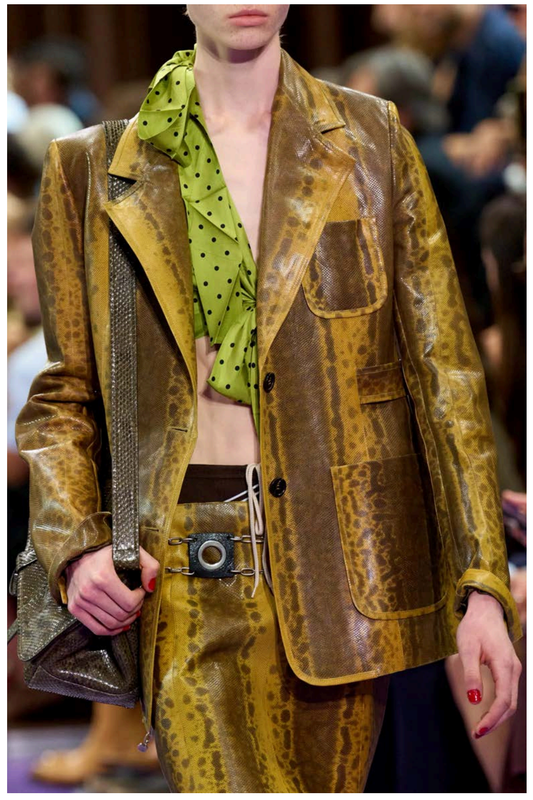
Chanel, **Valentino** and **Miu Miu** all tapped into offering customers personalized outfitting; their prints felt eccentric and collectible, rather than a passing moment. The appeal lies in the unexpected: florals against stripes, checks alongside animal prints, and contrasting textures that make an outfit feel assembled rather than prescribed. It's a continuation of the anti-algorithm mood seen throughout fashion month, where individuality takes precedence over formulaic styling.

INSIGHTS

- According to Trendalytics, searches for tartan increased **40% year-on-year,** while Argyle prints gained **24% among key influencers.**
- **Fawn print** has **climbed 176%** in search volume popularity over the past year.
- Tagwalk cited **'Pattern Mix'** was up **75% in the number of looks featured,** season on season during Milan Fashion Week.



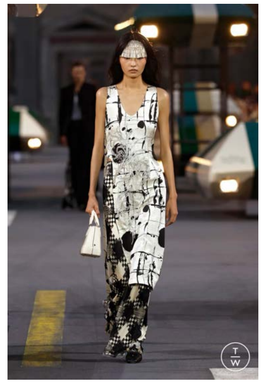
CHANEL



MIU MIU



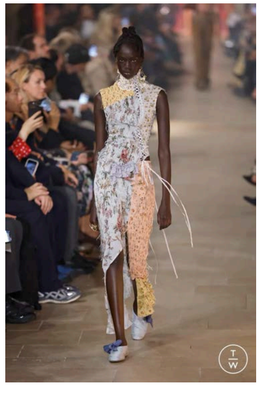
VALENTINO



LOUIS VUITTON



ZIMMERMANN



ACNE STUDIOS



DRIES VAN NOTEN

Anti-Algorithm

The voiceover at the **Dolce & Gabbana** show reminded audiences that there is 'no single way of dressing.' And it was a message that permeated through the month. Overall, collections felt bolder, more embellished and experimental in proportion and silhouette, with patterns and textures mixed and matched.

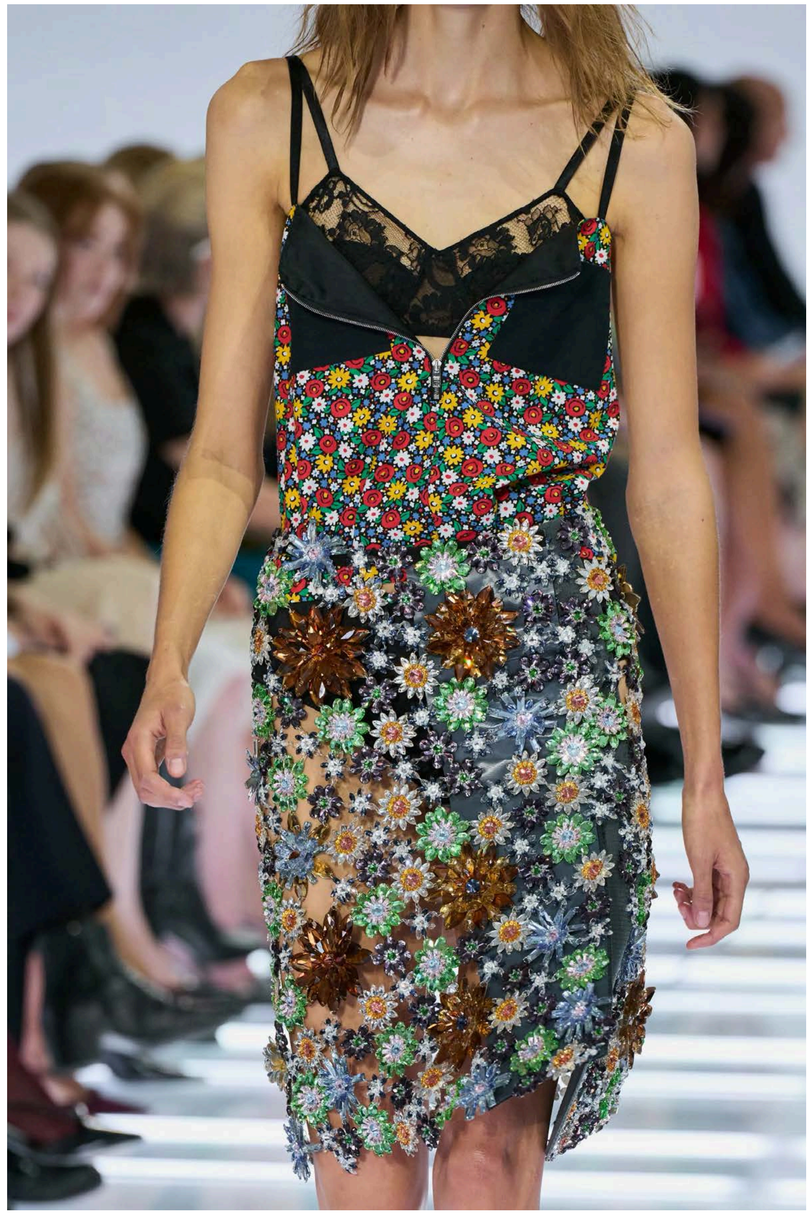
ON THE RUNWAY

In the search for the analog, imperfect and almost inconvenient, the overall styling at **Marni, Prada** and **Moschino** felt buoyant, ensuring onlookers took more than one glance to take in all the nuance.

It's a similar potion that Julien Klausner used at **Dries Van Noten** to create a movie set of everyday costumes for real people, merging maximalism and familiar shapes with heart: leopard skirts, smock tops, rugby jerseys and movie poster prints. It’s inspiring, in a world of naked dresses and formulaic 'fits', that people are increasingly drawn to this style of haphazard, eccentric dressing.

INSIGHTS

- As AI-generated imagery and increasingly formulaic social media aesthetics proliferate, the appeal lies in the evidence of a **person behind the outfit**.
- For retailers, the opportunity lies in demonstrating new ways to wear existing pieces, and encourage customers to experiment with **what they already own**.



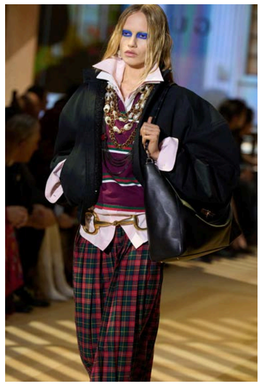
PRADA



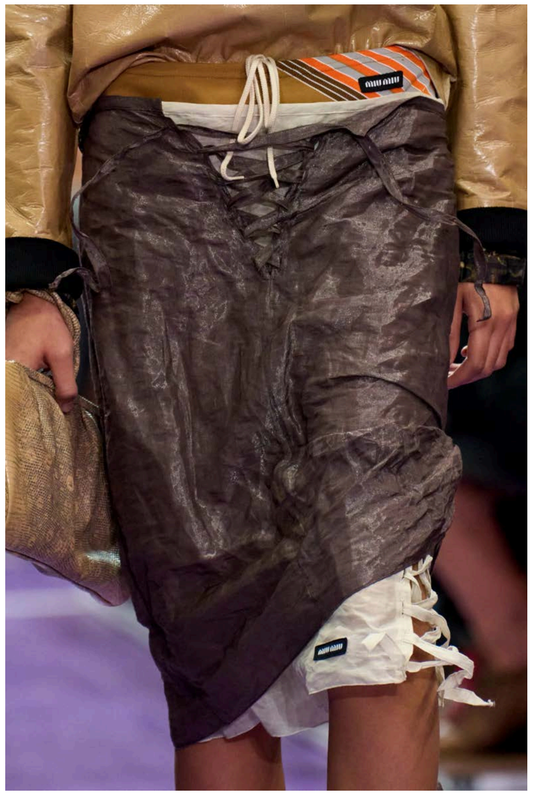
PRADA



ONITSUKA TIGER



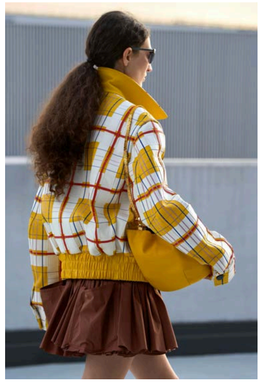
GUCCI



MIU MIU



ROBERTO CAVALLI



MOSCHINO

The New Bourgeois

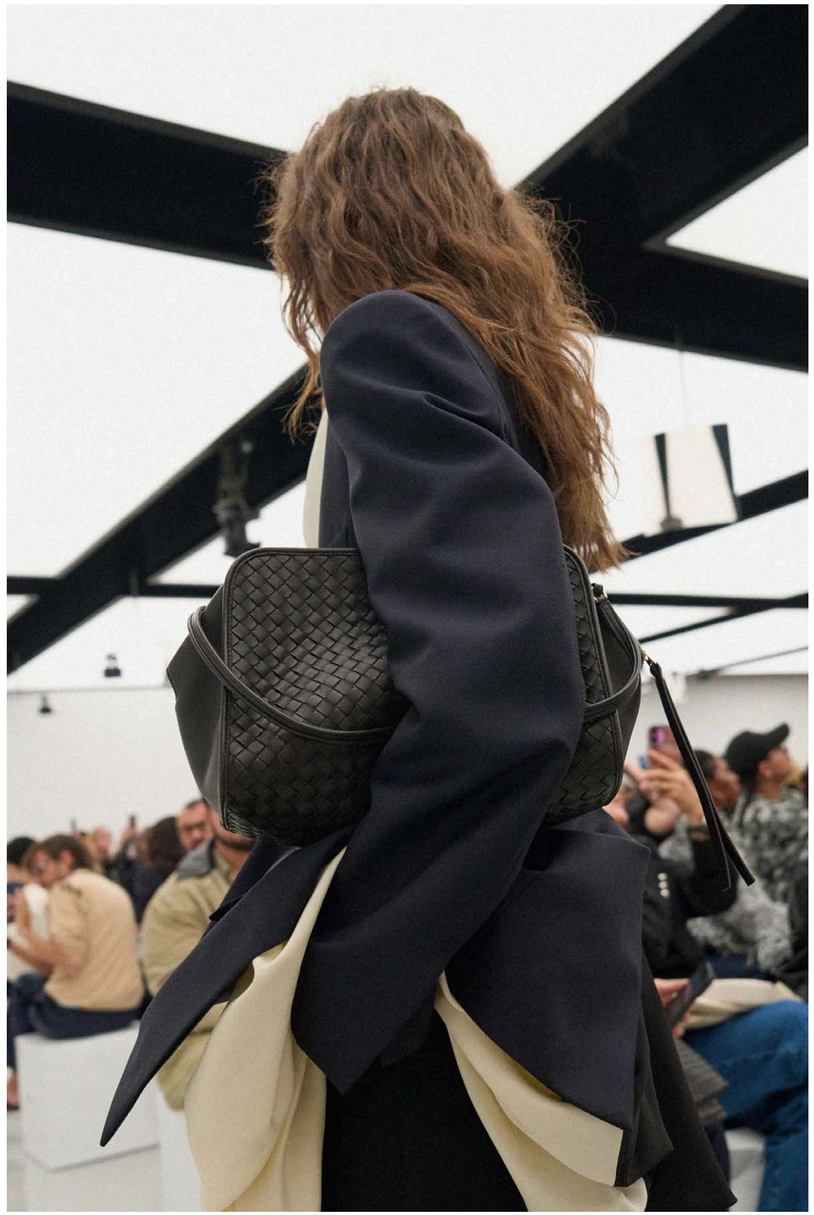
There's a party, and you're not invited. Exclusivity seems to be back on the table in fashion; bourgeois archetypes spoke to a certain level of living. There was a greater presence of an affluent wardrobe built from recognisable upper-class codes (crisp shirts, fine knits, trenches and equestrian references) but loosened up and made provocative for a more contemporary woman.

ON THE RUNWAY

The mood was present at **Gucci, Max Mara, Bottega Veneta** and **Tod's** where the appeal lies in the tension between established dress codes and a more irreverent approach to wearing them. Private-school staples, country-club sportswear and ladylike tailoring are removed from their traditional settings and reworked through unexpected proportions, playful styling and a touch of excess.

INSIGHTS

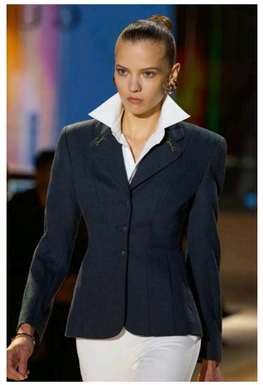
- According to LTK data reported by Glossy in October 2026, searches for **'rugby shirt'** increased **750% in one month,** while clicks on American Eagle's striped rugby shirt rose **142%.**
- Pinterest's Summer 2026 Trend Report recorded a **339% increase** in searches for **'oversized button down outfit'** and a **33% increase** for **'shirt on skirt'.**



BOTTEGA VENETA



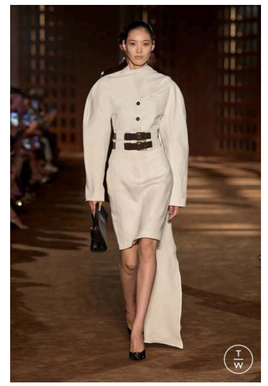
TOD'S



GUCCI



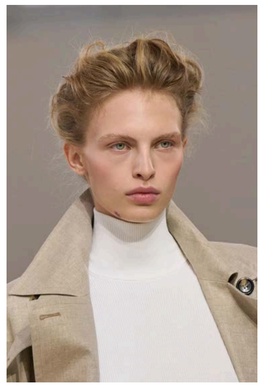
GIORGIO ARMANI



FERRAGAMO



SPORTMAX



MAX MARA

Romance Revival

Already, an ultra-feminine, vintage aesthetic is resonating with shoppers. In an increasingly AI world, anything that resembles the handmade, the lived-in, and old-worldly is gaining traction, particularly with Gen Z shoppers, with styles like bishop-sleeve tops, milkmaid shapes, and smocked peasant blouses gaining traction.

ON THE RUNWAY

This season, the romantic, lingerie codes take a more intimate turn, no better exemplified than at **The Attico,** where the audience sat along a long line of beds topped with pillows and rumpled sheets. The bralette obsession also appears to be at an all-time high this season, merging with nighties, slip dresses, lingerie fabrics and visible boning. The styling suggests a desire for a level of undone-ness and imperfection in putting an ultra-feminine ensemble together.

INSIGHTS

- Google searches for **'slip dress'** have increased **100%** over the past year, while searches for **'bralette'** are up **60%.**
- An ultra-feminine, vintage aesthetic is already resonating with shoppers, particularly Gen Z, as the handmade, lived-in and old-world gain traction in an increasingly AI-driven world.
- Styles including **bishop-sleeve tops, milkmaid shapes and smocked peasant blouses** are gaining traction, reflecting a broader appetite for romantic, tactile and nostalgic dressing.



KHAITE



RALPH LAUREN



MAGDA BUTRYM



CAROLINA HERRERA



CONNER IVES



ERDEM



AGRO STUDIOS



MCQUEEN



SIMONE ROCHA



THE ATTICO

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Technical Outerwear

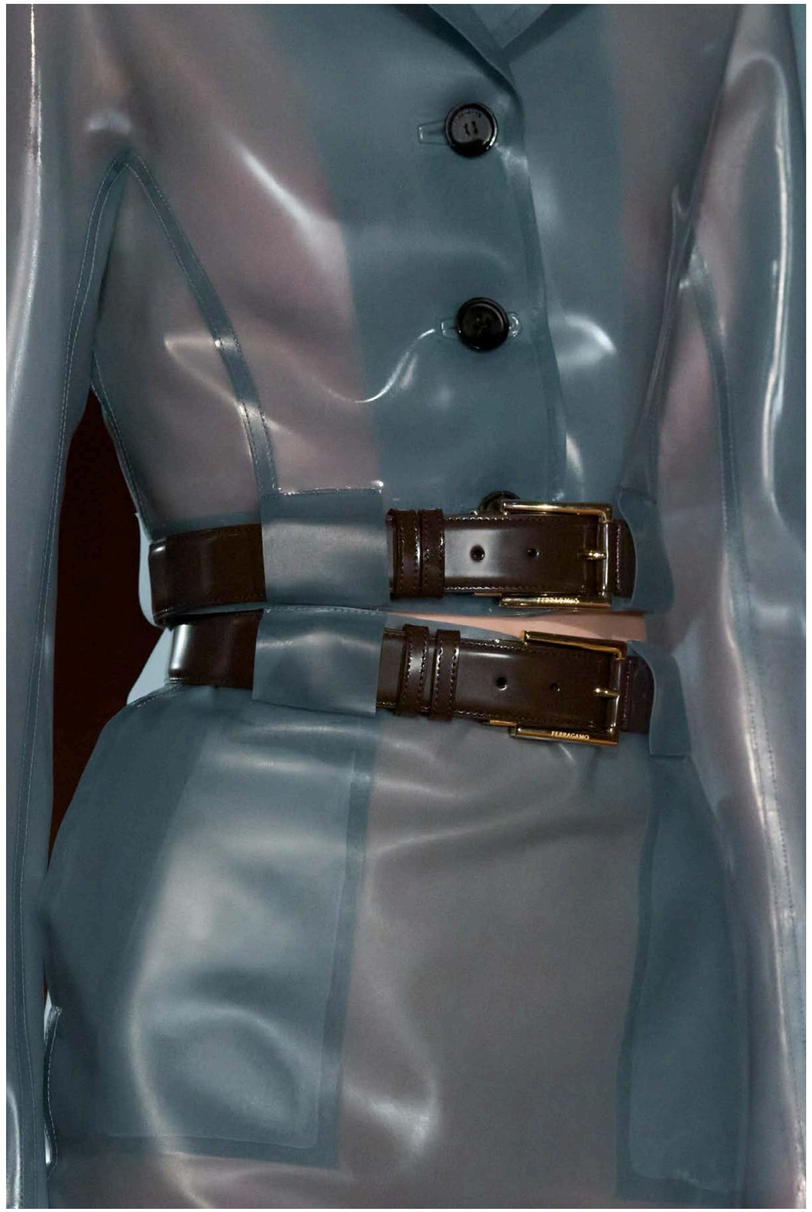
The technical outerwear trend continues to blur the boundaries between performance wear, weather-proof garments and everyday dressing. Part of the wider avant-garde sportswear movement seen on the street-style set and the runway over recent seasons, the look builds on last season's Sportif trend, when windbreakers and track jackets were paired with skirts and capri pants.

ON THE RUNWAY

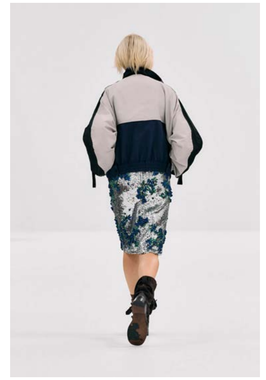
From **Burberry's** windbreakers, to **Chloé's** raincoats and the technical shells seen at **Prada, Jil Sander** and **Etro**, these garments are increasingly being treated as styling pieces rather than purely practical layers. Their sporty construction offers a counterpoint to more feminine silhouettes, while high-shine finishes, lightweight fabrics and oversized proportions make functional outerwear feel directional.

INSIGHTS

- Luxurynsight forecasts an **8% increase in the visibility of opaque rainproof materials** worldwide in womenswear in Q2 2027.
- Searches for raincoats are on an upward trajectory; the search term has increased 34% over the past year, with 1 million searches in September 2026.
- Similarly, 'windbreaker' has also seen a **34% increase,** with 1.6 million searches in September 2026.



FERRAGAMO



BURBERRY



JIL SANDER



TIBI



PRADA



SANDY LIANG



CHLOÉ



ETRO



SIMONE ROCHA



RALPH LAUREN

Sheer Skirts

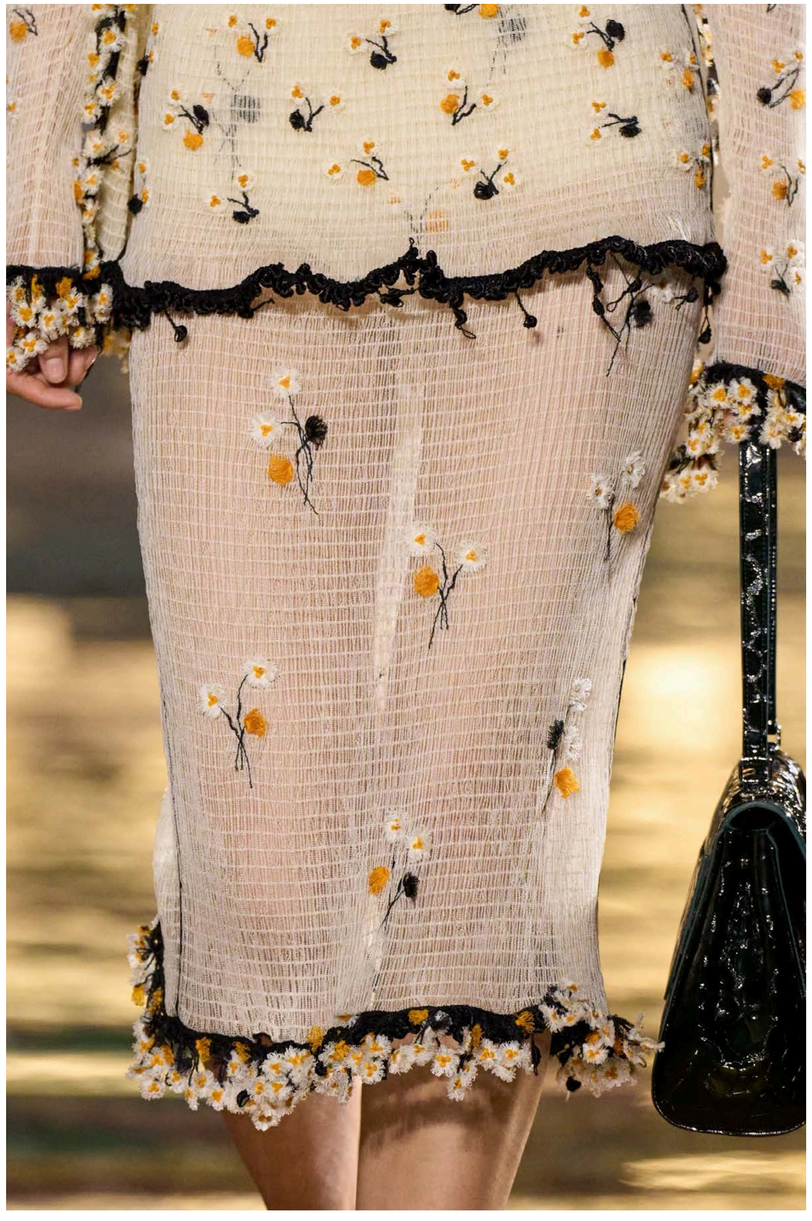
Sheer skirts have dominated recent seasons, fitting seamlessly into the exposed lingerie trend as well as street-to-beach dressing. But for SS27, the focus is shifting from transparency as a stand-alone statement to more considered layering. Double layers, beaded embellishments, unusual fabrics and styling over multiple garments are giving sheer skirts a renewed sense of purpose, transforming a once-tricky piece into something more versatile.

ON THE RUNWAY

Rather than asking one garment to do the legwork for an entire look, designers are building dimension both above and below the waist. Layering sheer skirts over other garments, or combining multiple translucent layers, adds texture, movement and coverage without losing the appeal of transparency. The best examples could be seen at **Prada, Loewe, Valentino**, and **Ann Demeulemeester**.

INSIGHTS

- Google searches for **'sheer skirts'** have **climbed 130% year-on-year**, signalling continued consumer interest in the category.
- **'Pleated skirt'** is a rising Google search query, with search volume increasing **180% over the past year.**
- Pinterest Trends data shows 'sheer skirt' trending upwards over the past six months, despite a slight decline over the full year, potentially signalling renewed interest as the category evolves.
- For retailers, **layering offers a way to extend the life of sheer separates**. Styling them over slips, tailored trousers or longer skirts creates multiple new outfit combinations.



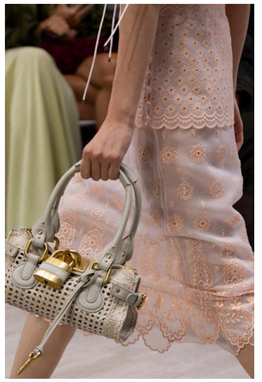
CHANEL



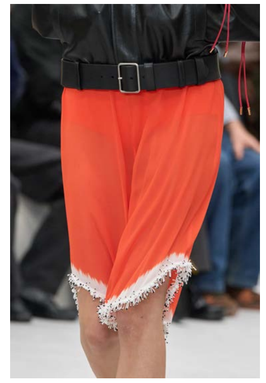
ISABEL MARANT



DIOR



CHLOÉ



LOEWE



ELIE SAAB



DIOR



DRIES VAN NOTEN



VALENTINO



HERMÈS

Afterdark Trench

What began a few seasons ago as a defiance of the algorithm has evolved into a more confident hybrid of eveningwear and outdoor-adjacent dressing. The idea is to pair traditionally party-ready pieces with practical outerwear, as if trudging home after a long night out, heels in hand. The result is a more irreverent approach to getting dressed, where utility meets occasionwear.

ON THE RUNWAY

The hybrid look took off once more in London, with **Simone Rocha, Burberry** and **Erdem** mixing day and night codes to offer a more humorous, yet practical, take on painting the town. However, the trench's appeal isn't necessarily its potential for a huge trend wave; it has long been a fixture of the working wardrobe. Rather, it was its ubiquity and mutability that stood out, with the classic coat treated almost as a canvas for other products to be noticed.

INSIGHTS

- Google searches for **'trench coat'** have increased **60% year-on-year, with 'parka' also up 60%.**
- Searches for **'anorak'** have surged **900% year-on-year,** signalling renewed interest in functional outerwear.
- The **afterdark trench** offers a commercially accessible way to tap into the day-to-night dressing trend, pairing familiar outerwear silhouettes with partywear, tactile fabrics and more expressive styling.
- The resurgence of practical outerwear may also be getting a boost from the **Oasis reunion tour,** with the intersection of Britpop nostalgia, utilitarian dressing and going-out culture adding another layer to the trend.



GIVENCHY



LOEWE



CELINE



CHANEL



DRIES VAN NOTEN



BALENCIAGA



CHLOÉ

Shape shifters

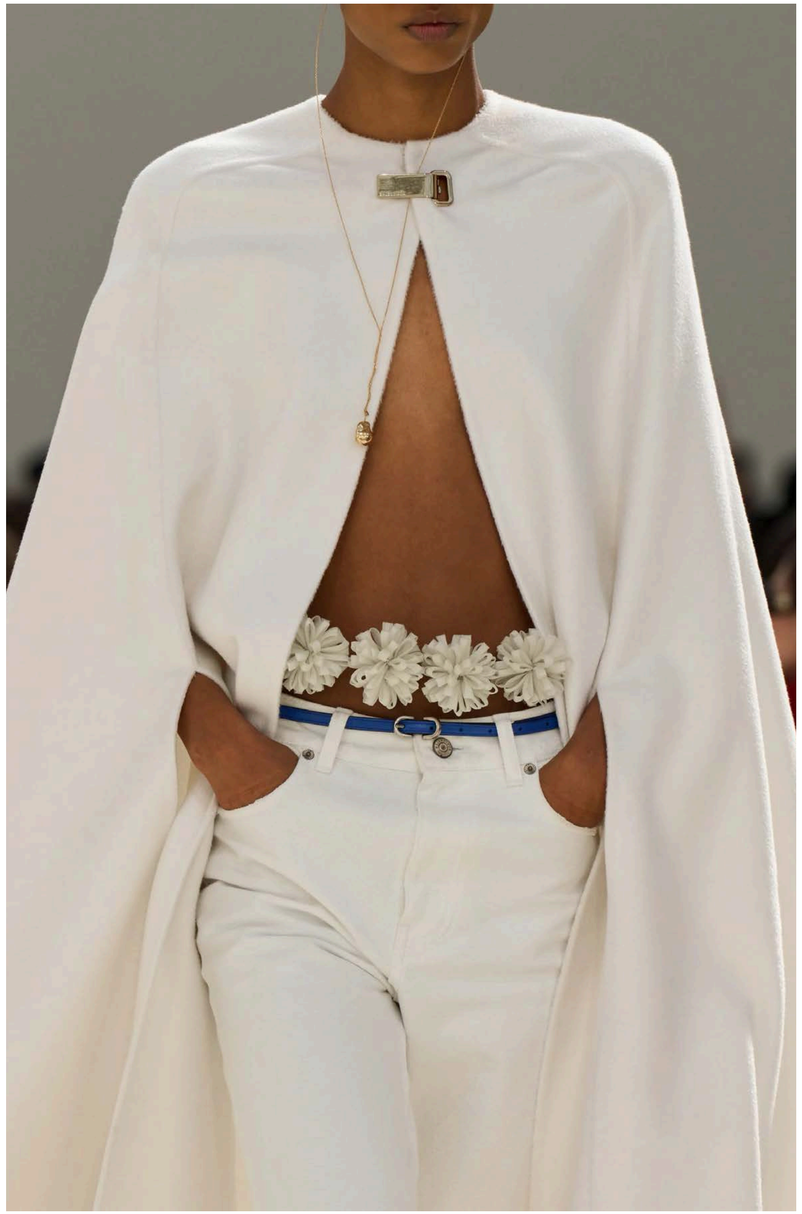
As the waistline shifts lower across high-end fashion, the statement belt and cummerbund have found their moment. Big belts, tiny belts, scarf belts, string belts and saucer-sized buckles: waist accessories have become one of the most pronounced stories of SS27, offering new ways to define the silhouette while adding a point of interest to familiar wardrobe staples.

ON THE RUNWAY

First highlighted in New York the low-rise belt and cummerbund are disrupting traditional tailoring. Originally a menswear staple designed to sit at the natural waist, the cummerbund has been loosened, enlarged and worn lower for a hip-swinging effect, as seen at **Mithridate, McQueen** and **Erdem.** In Paris, the statement belt took on myriad forms: **Celine's** Michael Rider showed supersized buckles and wide belts, **Isabel Marant** leaned into saloon-style, floral-encrusted versions that complemented its bohemian aesthetic, while **Dries Van Noten** used classic leather styles to snugly cinch paperbag trousers and skirts.

INSIGHTS

- The shift towards lower waistlines has created fresh opportunities for **low-slung belts and cummerbunds.**
- Commentators have linked the renewed focus on belts to the rise of GLP-1 medications, particularly in the luxury market, where shoppers may be looking to redefine their silhouette or adjust oversized clothing.
- Beyond their functional role, **statement belts offer a relatively accessible way to refresh an existing wardrobe**, adding personality, shape and a focal point to otherwise familiar pieces.



BALENCIAGA



HERMÈS



ISABEL MARANT



ACNE STUDIOS



CELINE

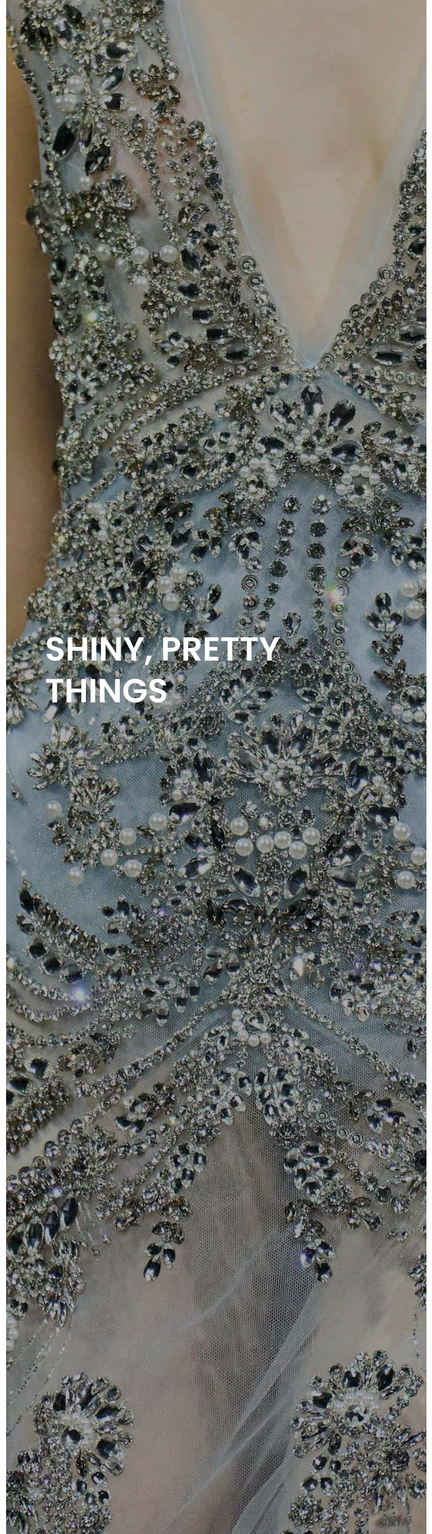


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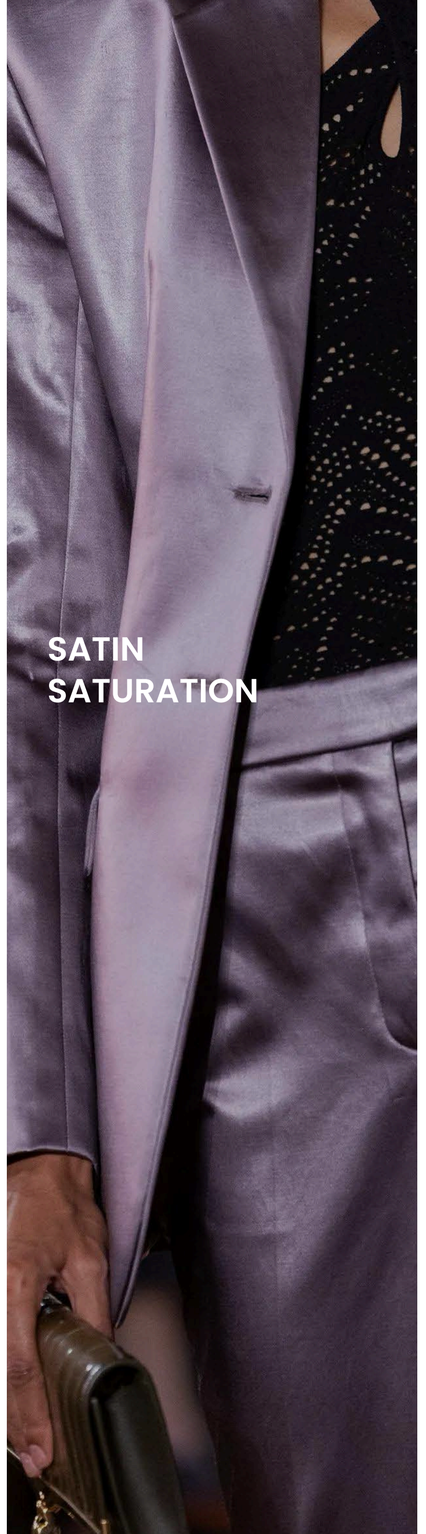


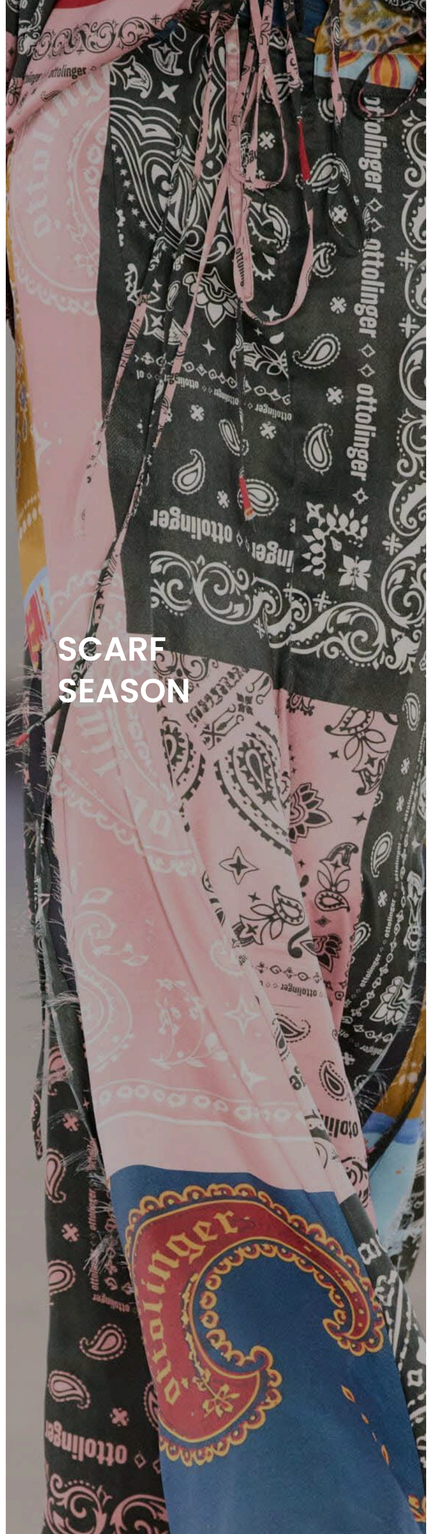
DRIES VAN NOTEN

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Shiny, Pretty Things

As always, embellishment played a key role in London's fashion collections, and this season it extended all the way to Paris. Designers doubled down on ensuring rhinestones, beading, ties, feathers and texture really brought the clothing to life. Embellishment moved beyond traditional occasionwear, acting as a way to bring personality and tactility to familiar silhouettes.

ON THE RUNWAY

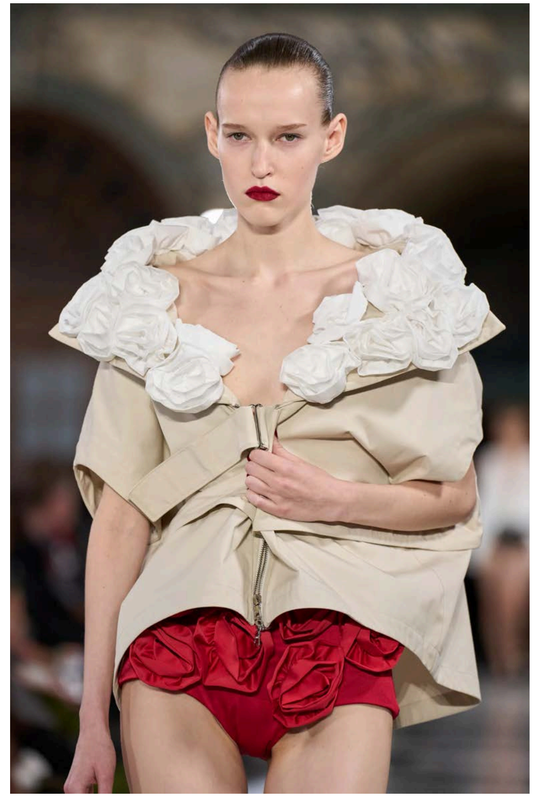
From **McQueen** to **Erdem,** crystals and sequins appeared as layers of jewellery, transforming otherwise classic black suiting, slip dresses and undergarments. **Simone Rocha's** signature rosettes framed jackets and deep V-necks, while **Pauline Doujancourt** used her knitwear prowess to create unexpected texture.

INSIGHTS

- Tagwalk cited a **122% increase in floral-embellished styles at London Fashion Week,** compared with the previous season.
- According to T-Fashion, across the SS27 womenswear runways, the share of looks tagged as 'glam' increased from **8.9% in SS26 to 11.8% in SS27**, a rise of 2.9 percentage points.
- Taffeta appeared in **6% of London SS27 looks,** up from 2% the previous season.
- McKinsey and Business of Fashion's State of Fashion 2026 report found that **75% of consumers associate jewellery with expressing their personality.**



MULBERRY



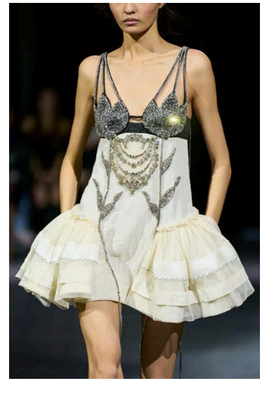
SIMONE ROCHA



BURBERRY



PAULINE DUJANCOURT



ERDEM



MITHRIDATE



MCQUEEN

Fringed Out

Fringing has been on the trend radar for several seasons now, spotted on the street-style set and gaining momentum online. But what will make it stick this summer? Glamour. Fringe is taking on a decidedly after-dark sensibility, with beading, crystals and embellishment amplifying its movement. There's something distinctly 1920s flapper-esque about the look, with a dose of the risqué.

ON THE RUNWAY

At **Roberto Cavalli, Giorgio Armani** and **The Attico,** fringing became an exercise in eveningwear drama, catching the light with every step. Rather than relying on texture alone, designers leaned into sparkle and movement, giving the finish a more opulent, party-ready feel.

INSIGHTS

- Trendalytics reported a **43% increase in fringe market adoption** during New York Fashion Week, signalling continued traction for the detail.
- **Crystal embellishment and beading** position fringe for occasionwear and after-dark dressing, elevating it beyond its festival and bohemian roots.
- **'Fringe top' has climbed 130%** in Google search volume year-over-year, while **'fringe belt' has increased 150%.**



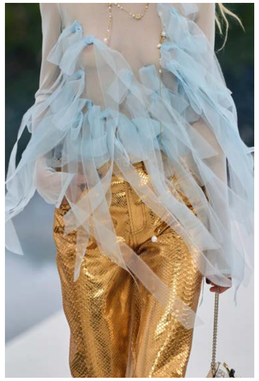
CHLOÉ



GUCCI



CHANEL



DIOR



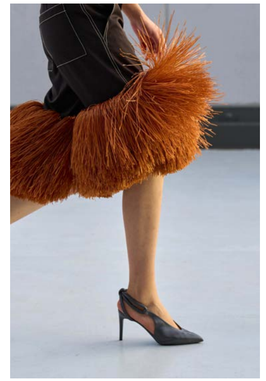
FENDI



BOTTEGA VENETA



HERMÈS



MOSCHINO



THE ATTICO



GIORGIO ARMANI

Satin Saturation

Satin is staking its claim in the day-to-day wardrobe. The glossy fabric appeared significantly across the womenswear shows, where pairing the traditionally luxe fabric with relaxed or utilitarian silhouettes helped it to slot neatly in the wearable category. The fabric's signature sheen offers a softer, more personal take on familiar silhouettes.

ON THE RUNWAY

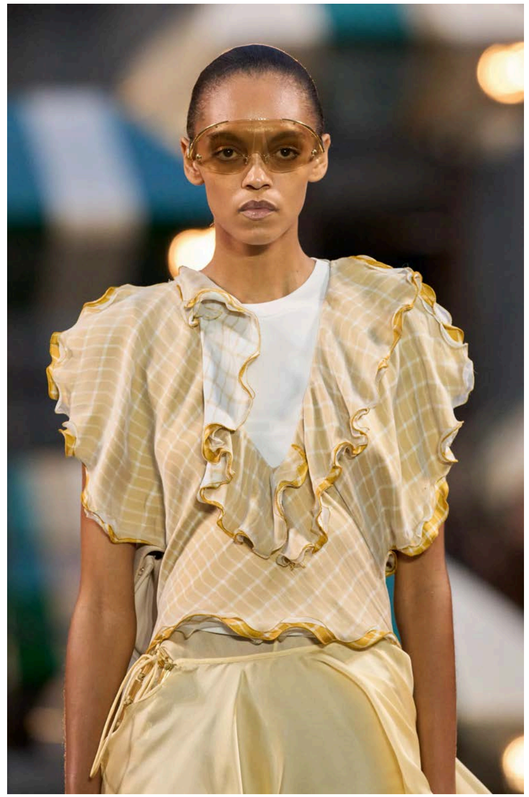
Jil Sander under Simone Belotti offered a great example of satin in ordinary contexts; the pared-back show of subverted corporate silhouettes placed a satin pencil skirt with a simple shirt and coat, which immediately added complexity to an otherwise classic combination. **Ann Demeulemeester** made the case for long boxer shorts, while **Zimmermann** and **Louis Vuitton** presented two-piece ensembles for everyday polish.

INSIGHTS

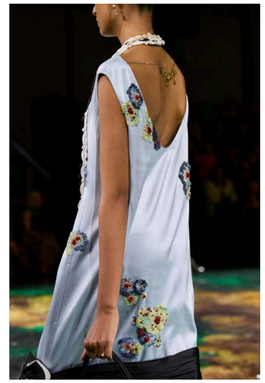
- Satin appeared in **20% of looks across the SS27 womenswear shows,** according to T-Fashion, up from 17.6% in SS26, with 288 designers featuring the trend across 2,048 looks.
- 'Satin top' **increased 150%** in search volume, while 'satin skirt' has **increased 130%** in Google search volume.



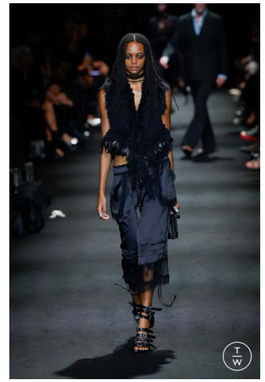
JIL SANDER



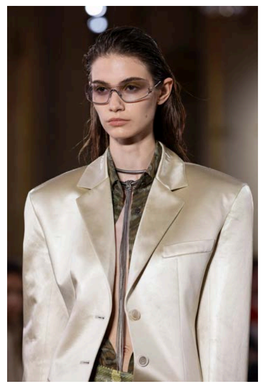
LOUIS VUITTON



CHANEL



ANN DEMEULEMEESTER



BALMAIN



ZIMMERMANN



GIVENCHY

Scarf Season

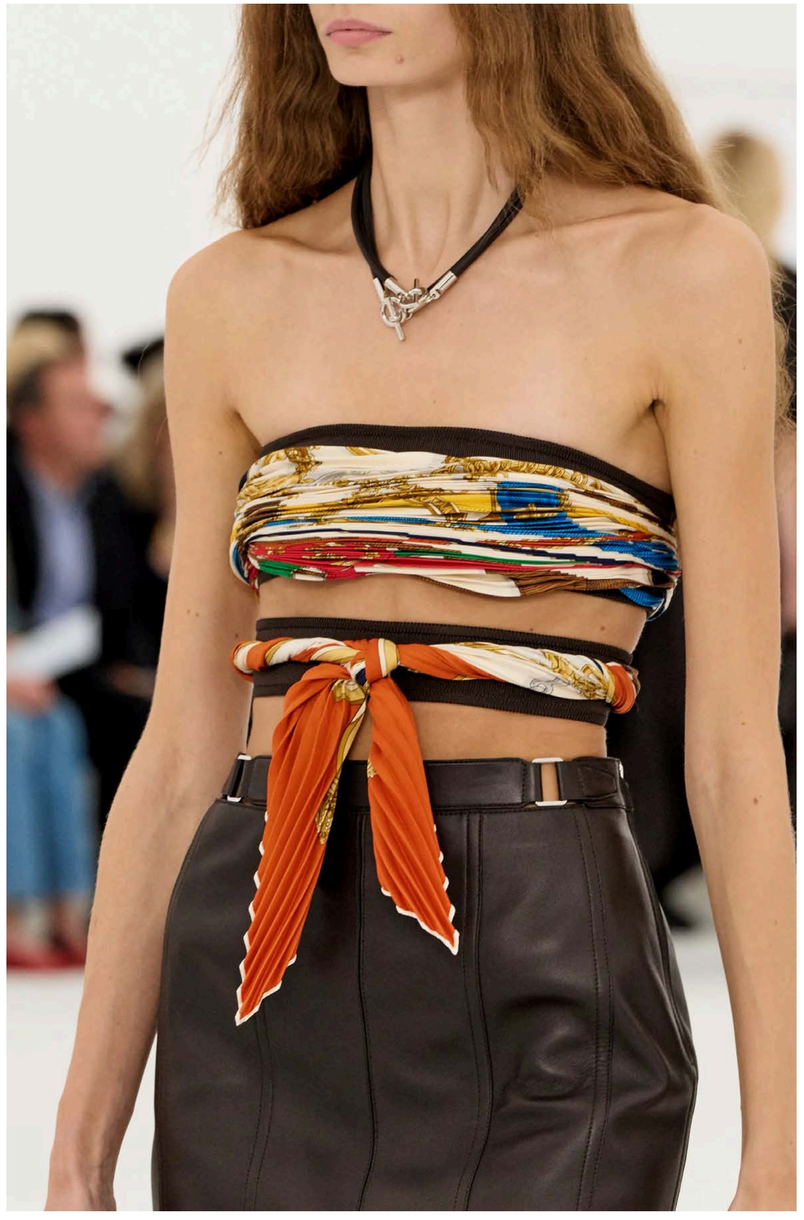
With designers looking to the ‘60s and ‘70s for key print inspiration, statement prints have continued to come through in scarf prints styles, in abstract, bordered, placement, floral and paisley prints. Paisley is key to this revival, with the bandana bag leading the trend thanks to the in-demand versions by **Marc Jacobs** and **Amiri**.

ON THE RUNWAY

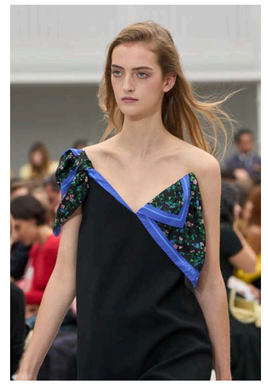
Seen at typically bohemian brands like **Etro** and **Isabel Marant,** scarf prints have infiltrated the once ‘quiet luxury’ brands such as **The Row** and **Celine.** Known for its luxury silk scarves, **Hermès** translated these traditional pieces to bandeau wraps for the modern consumer. Elsewhere, scarf styling is extending beyond the print to the item itself more experimental: hip and waist scarves offer a new way to introduce print and texture, while fringe, faux fur and tassels bring tactile interest.

INSIGHTS

- Trendalytics reported a **384% year-on-year increase in searches for bandana bags**, with hair bandanas, scarves and dresses in the 70s print poised to stick around through next year.
- Searches for ‘fringe scarves’ rose **340% year-on-year,** while searches for ‘scarf top’ and ‘scarf belt’ have risen **120% and 110% respectively** in search volume year-on-year.



HERMÈS



LOEWE



THE ROW



ISABEL MARANT



ETRO



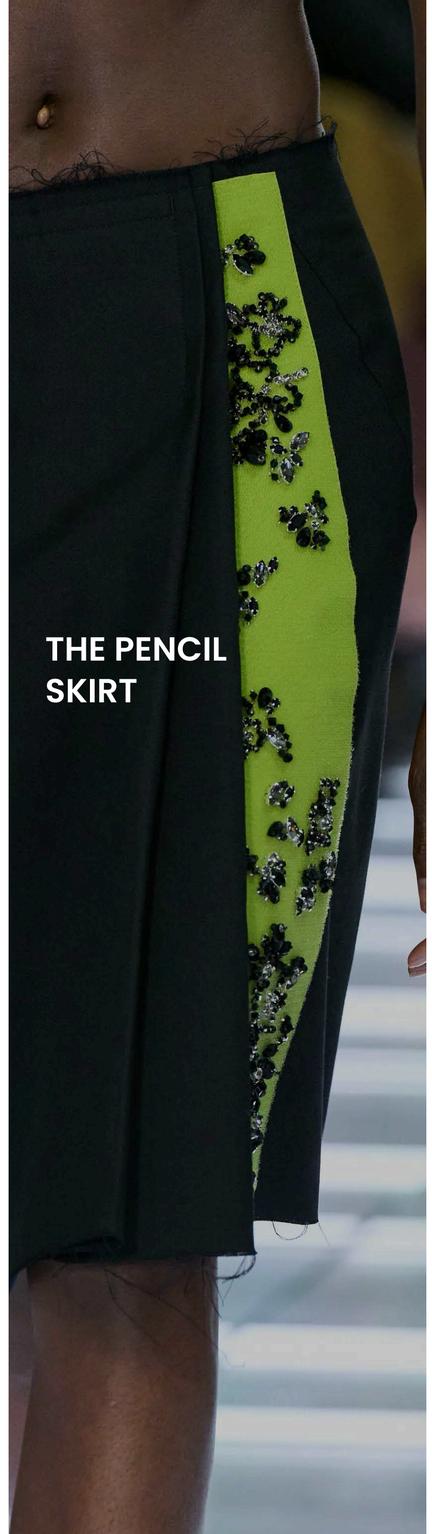
RALPH LAUREN

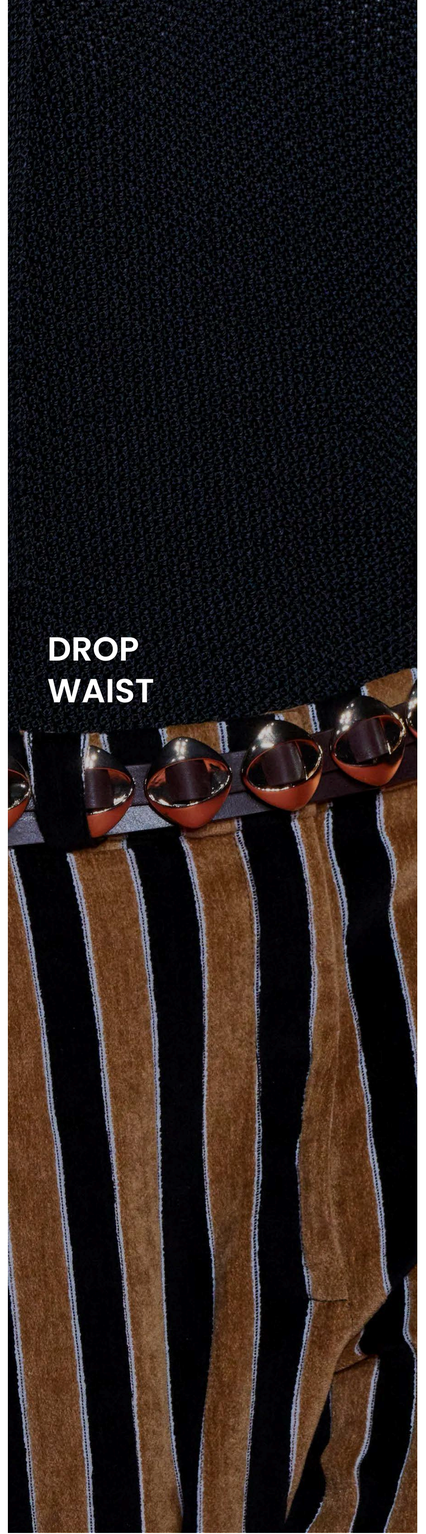


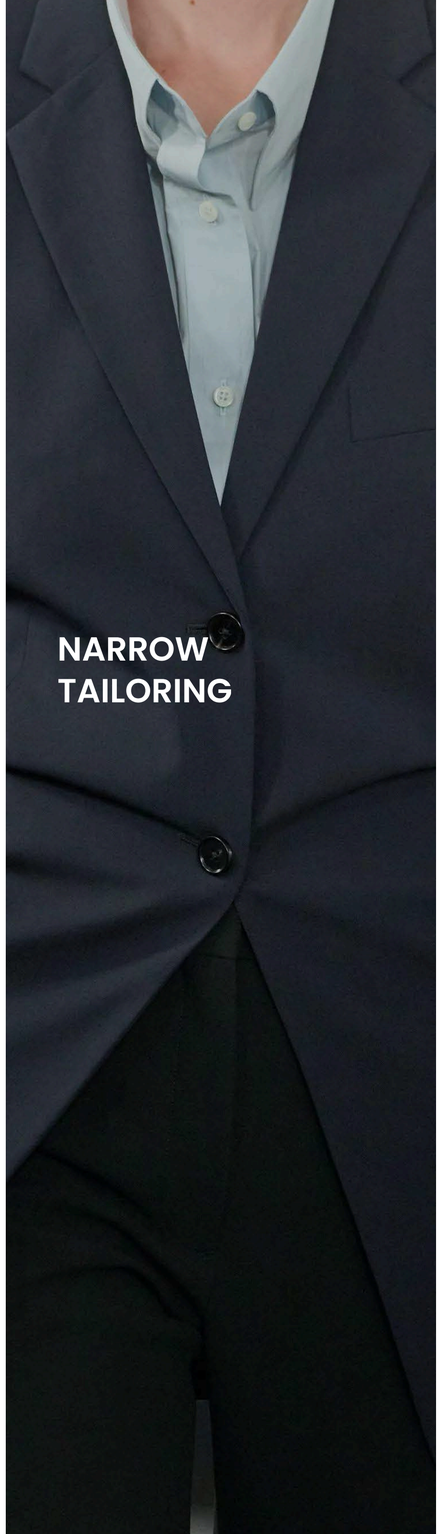
CELINE

01 Key Looks
02 Key Pieces
03 Key Features
04 Key Shapes
05 Key Color + Prints









The Dropped Shoulder

Traditional jacket silhouettes are being reworked through the most subtle of shifts. The dropped shoulder, simply extending the seam beyond its natural position to create a softer, more relaxed line, is emerging as a defining detail across everything from structured tailoring to leather bombers and trench coats.

ON THE RUNWAY

At **Dior,** playful new interpretations of the Bar jacket offered a fresh take on the house's signature silhouette, while **Elie Saab, Hermès** and **Chanel** explored the more relaxed silhouette, which came off as elegant and inherently more feminine, especially in skirt suits. The detail also extended into the leather bombers and trench styles offering a way to refresh classic jacket shapes without reinventing them entirely.

INSIGHTS

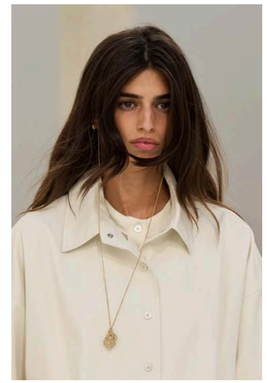
- According to T-Fashion, drop-shoulder jackets **appeared in 10.2% of looks,** with 49 designers featuring the silhouette across 177 looks.
- Searches for 'drop shoulder jacket' **increased 400% year-on-year,** reaching seasonal highs.
- The look **complements the wider dropped-waist silhouette trend,** creating an effortless, elongated overall silhouette that bridges casual and occasion.



DIOR



CHANEL



BALENCIAGA



MIU MIU



ELIE SAAB



HERMÈS



ACNE STUDIOS

The Pencil Skirt

The pencil skirt continues its domination, with renewed interest in the silhouette taking it well beyond traditional office wear. Miuccia Prada has long favoured the style, and for SS27, the contrast compared to the voluminous skirts seen in previous seasons points to an obvious fact running through the month: longer lines and slimmer shapes.

ON THE RUNWAY

At **Prada,** a 63-look exploration of the skirt offered mischievous takes on the pencil silhouette, worn over shirtdresses and paired with easy bralettes. Rather than adhering to its corporate associations, across the month the pencil skirt became a vehicle for experimentation, playing with layering, proportion and unexpected combinations. The result is a more relaxed, expressive interpretation of a classic shape.

INSIGHTS

- T-Fashion identified the straight skirt as one of SS27's leading trends and most consistent risers, appearing in **4.8% of looks,** with its runway presence climbing **4.2 percentage points.**
- Trendalytics reported a **16% increase** in market adoption for pencil skirts during New York Fashion Week.
- WGSN recorded a **1.4-percentage-point increase** in pencil-skirt runway presence at NYFW SS27.



JIL SANDER



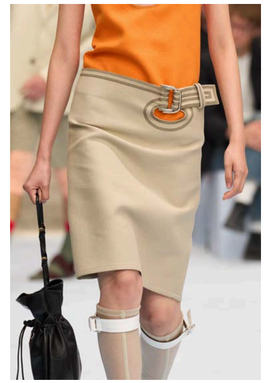
FERRAGAMO



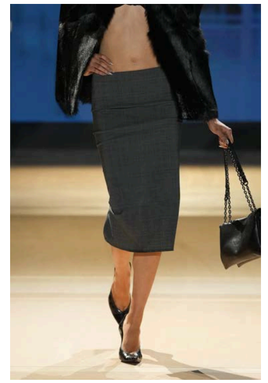
MAX MARA



ANTEPRIMA



MARNI



GUCCI



PRADA

Drop Waist

After several seasons of strict corsetry and exaggerated bell shapes defining the waistline, designers are shifting the point of definition lower. The result is a departure from the traditional hourglass silhouette, favouring elongated proportions and a more relaxed approach to shaping the body.

ON THE RUNWAY

At New York Fashion Week, dresses, skirts and jackets hung from a much lower point, creating a longer, column-like silhouette that elongates the torso. From **Tory Burch** and **Michael Kors** to **Tibi** and **Kallmeyer,** the dropped waist emerged as a defining design direction, working in tandem with the return of hip-slung trousers and skirts to reposition the visual waistline. It also speaks to the more maximal, expressive mood emerging this season, where proportion and silhouette offer new ways to make a statement.

INSIGHTS

- Google searches for **'low rise'** have **increased 20%** over the past year, climbing a further **20% in the past three months.**
- The shift away from the hourglass silhouette reflects a broader move towards **elongated proportions and lower-set waistlines,** spanning dresses, skirts, tailoring and trousers.
- The dropped waist offers a way to tap into the low-rise revival without relying solely on hip-slung bottoms, extending the trend into **one-piece dressing and contemporary tailoring.**



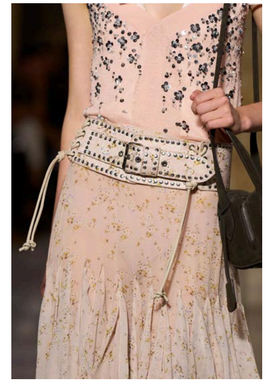
RALPH LAUREN



TIBI



PROENZA SCHOULER



ALTUZARRA



TORY BURCH



MICHAEL KORS



KALLMEYER

Narrow Tailoring

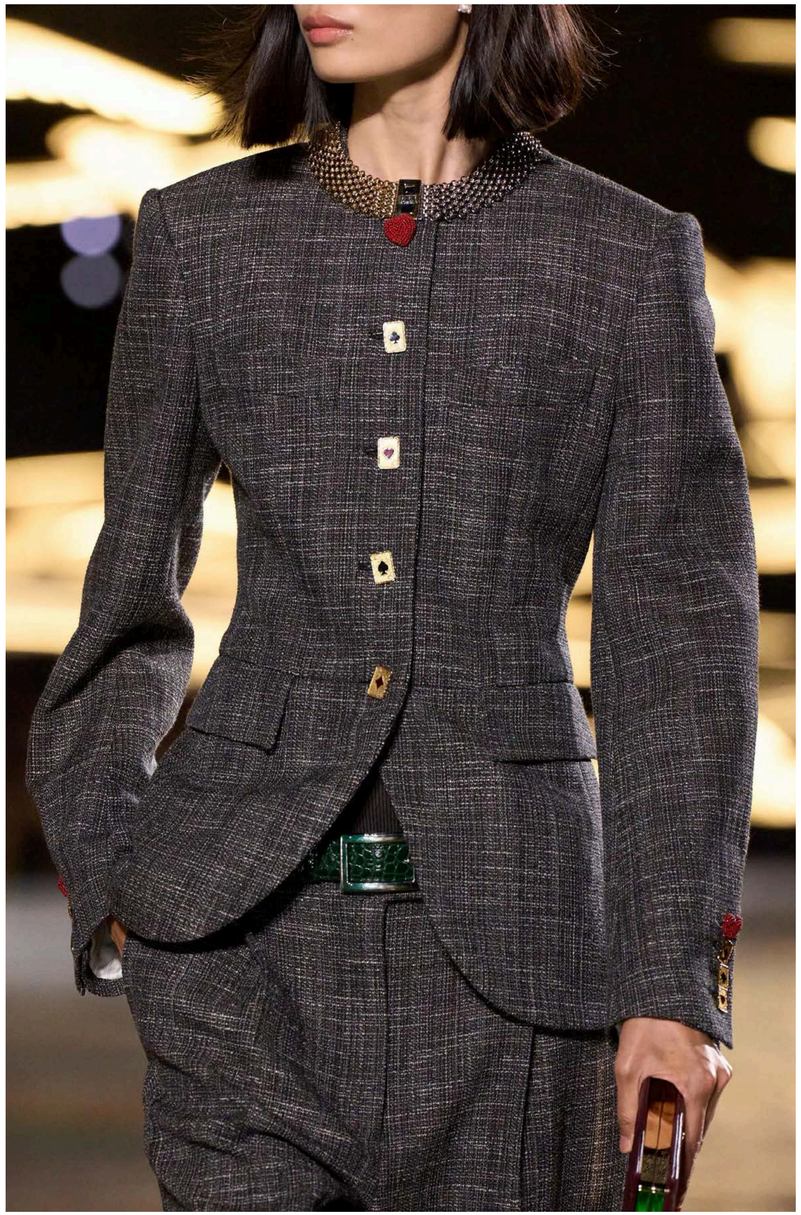
After seasons of oversized blazers and exaggerated proportions, tailoring is drawing back in. Slimmer jackets, waist-defining belts and skirt suits are bringing a more feminine sensibility to suiting, without returning to the restrictive, almost severe silhouettes of SS26. The emphasis is on a closer fit that feels elegant, and not so serious.

ON THE RUNWAY

Where last season's military blazers and sharply cut silhouettes leaned into severity, this iteration feels more refined. Waist-defining belts bring shape even to tailored looks, while skirt suits reinforce the return to a more considered, coordinated wardrobe. Tweed jackets also offer a natural fit for the trend, lending structure and polish without relying on oversized proportions.

INSIGHTS

- Google search volume for **'slim jacket'** increased **900% year-on-year,** signalling a notable shift in interest towards closer-fitting outerwear and tailoring.
- **Belts and cinched silhouettes** bring a more feminine line to tailoring, creating opportunities for both standalone jackets and coordinated suiting.
- The skirt suit remains a key factor for womenswear as the coordinated sets and a renewed interest in elevated everyday dressing continues. **Skirt suits have increased 250% year-over-year** in search volume.



CHANEL



CELINE



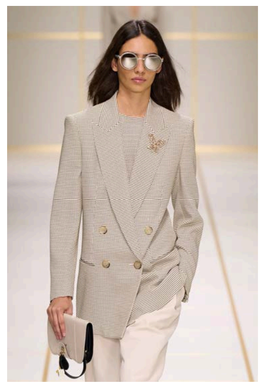
FFORME



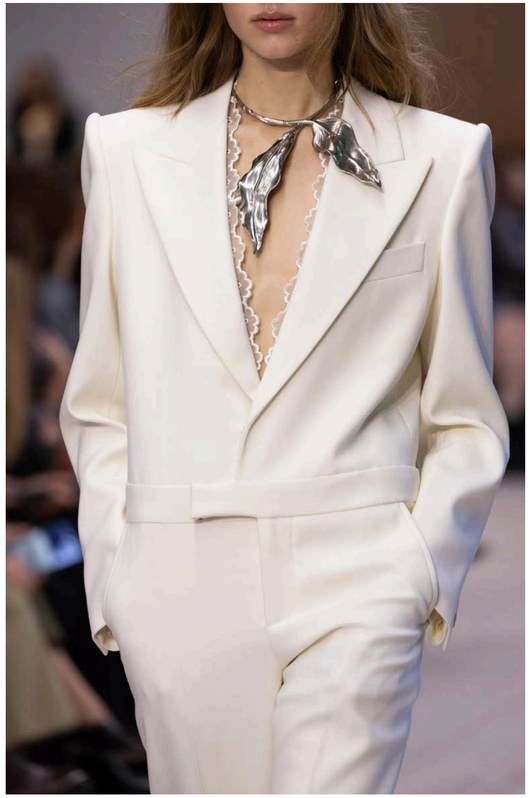
JIL SANDER



GIVENCHY



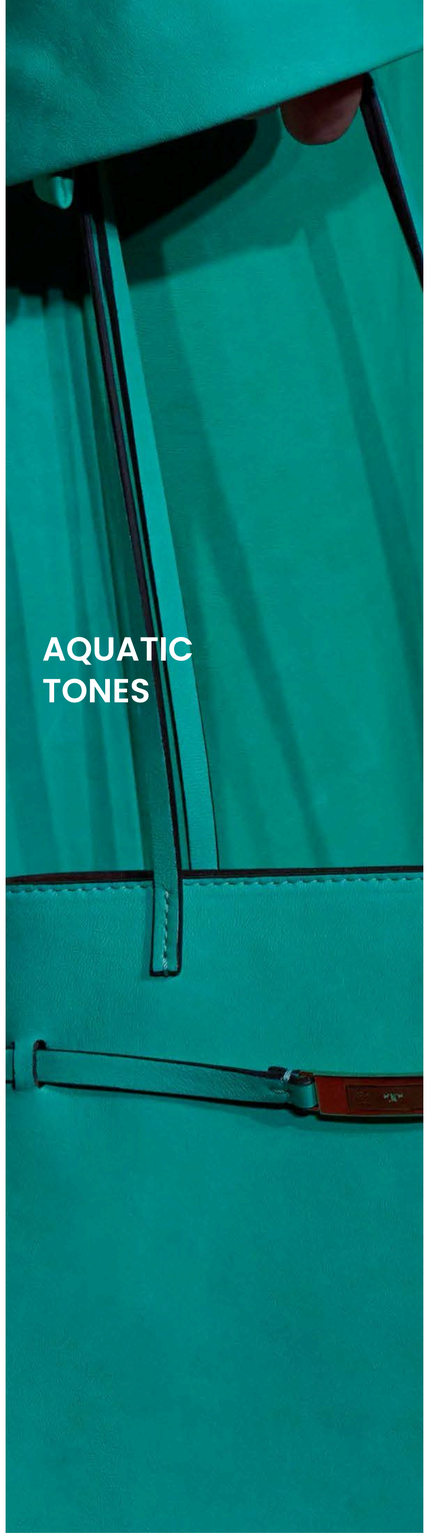
GIORGIO ARMANI

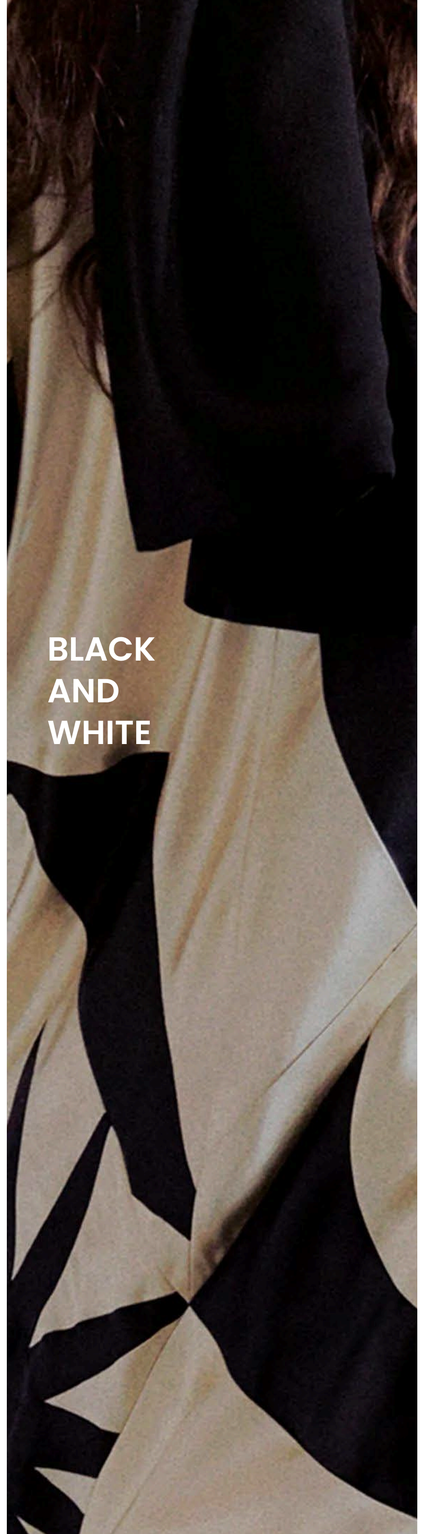


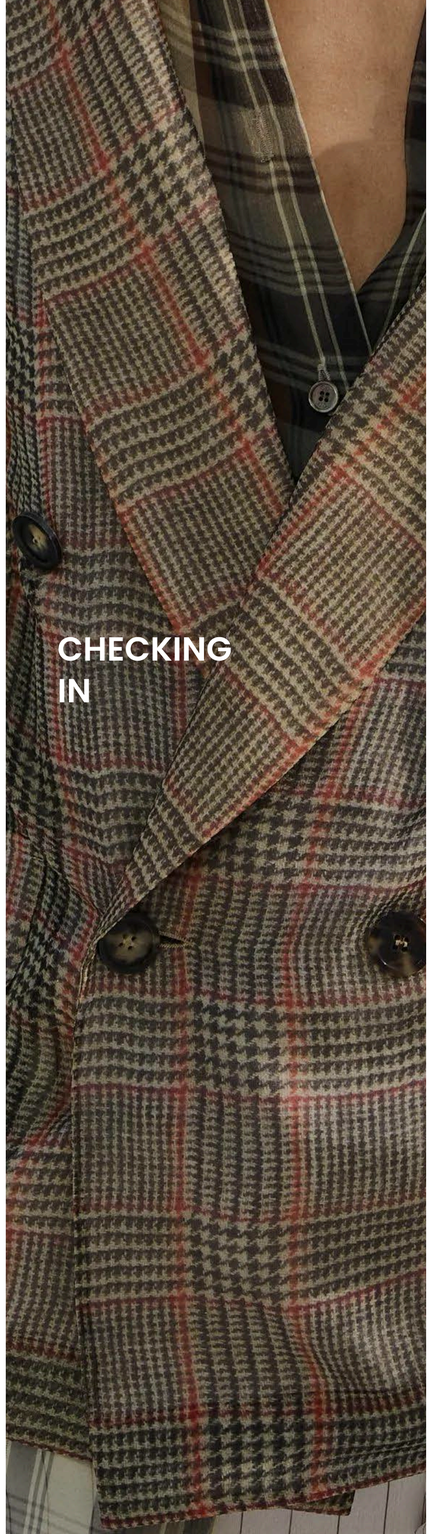
CHLOÉ

01 Key Looks
02 Key Pieces
03 Key Colors
04 Key Shapes
05 Key Color + Prints









Modernist Color Blocking

Color blocking isn't new to the fashion lexicon; however, this season at New York Fashion Week and beyond, it appears to have taken up a renewed interest in 1960s modernism. After several seasons of restrained neutrals and tonal dressing, designers are returning to primary-color palettes for a restored approach to bold dressing.

ON THE RUNWAY

This was particularly visible during **Michael Kors'** show, which drew explicitly on modernist artists including Alexander Calder and Ellsworth Kelly. A 1960s thread ran through several collections, including **Prabal Gurung, Ashlyn** and **Diane von Furstenberg**, evoking **Yves Saint Laurent's** landmark 1965 Mondrian dresses. This idea of translating grid-based compositions and geometric divisions of primary colors directly into clothing.

INSIGHTS

- Luxurynsight data classes **contrast color blocking** as one of the season's comeback trends, this time taking on a sporty angle. It forecasts 6% growth in Europe over the next year.
- WWD reported buyers at Paris Fashion Week, "were drawn to **bold colors,** especially **red, turquoise, blue and yellow**" and "Color, whether bold, blocked in unexpected mixes or in pops, will **gain momentum across categories**."



MIU MIU



CHLOÉ



DIANE VON FURSTENBERG



ASHLYN



MICHAEL KORS



TORY BURCH



PRABAL GURUNG



MICHAEL KORS



CHANEL



ALTUZARRA

Aquatic Tones

Just like in menswear, fashion is moving towards aquatic shades like turquoise, teal and sea glass. The newer iterations are more washed, mineral and translucent, tapping into the broader fascination with oceanic colors, from watery blues and algae greens to shell, pearl and iridescent finishes.

ON THE RUNWAY

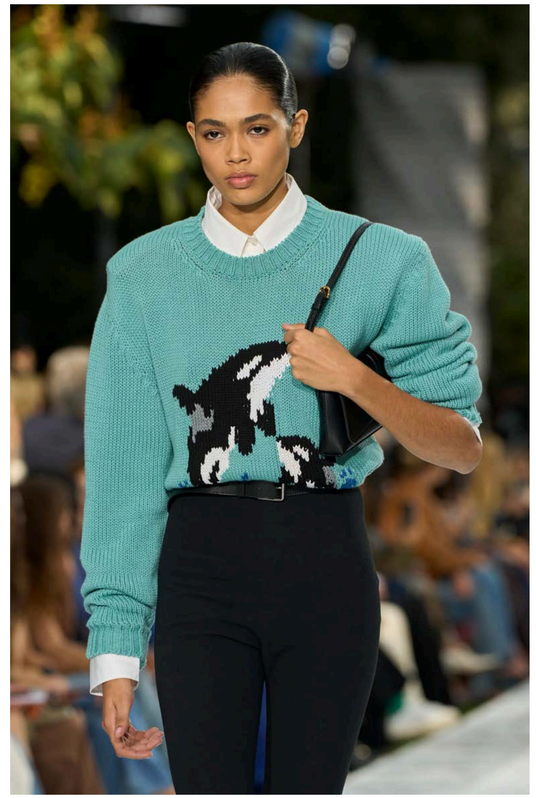
Aquatic tones continued to surface across the SS27 collections, from **Dries Van Noten** and **Issey Miyake**, to **Stella McCartney, Prada** and **Ferragamo**. In New York, aqua and deeper turquoise stood out across collections like **Rachel Comey,** while **Tory Burch** paired teal with purple, showing how well, and unexpectedly, these aquatic hues can play into a wider breadth of the palette.

INSIGHTS

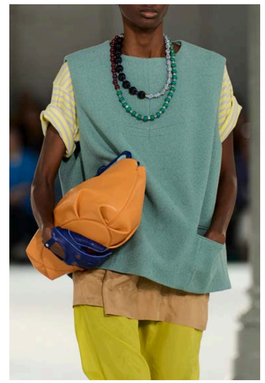
- Google search metrics reported by The New York Times showed increased interest in ‘aqua blue dress’, ‘aquamarine dresses’ and ‘turquoise top’ during 2026, signalling growing consumer curiosity around the color family.
- According to Luxurynsight, **Blue Green has a ‘massive’ magnitude,** forecasted to grow 6% year-over-year across the EU and have cited **Blue Green Skirts** as a strong story.
- Google Trends shows ‘teal’ as a search term has **increased 42% over the past year**, with 4.3 million searches in June 2026.



LOEWE



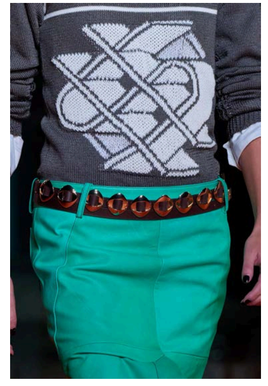
STELLA MCCARTNEY



DRIES VAN NOTEN



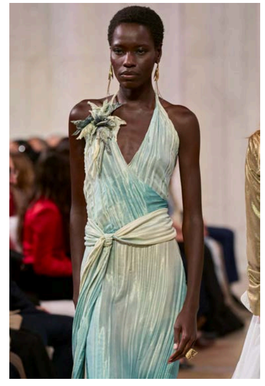
MOSCHINO



TORY BURCH



PRADA



RALPH LAUREN

Black and White

In a season exploring everything from aquatics to modernist color blocking, black and white is still compelling. For SS27, monochrome dressing will work when it feels less like a minimalist default and more like a deliberate styling choice - expressed through sharp tailoring, optical prints and contrasting textures.

ON THE RUNWAY

Across the collections, black and white proved that a limited palette needn't mean limited expression. At **Chanel**, the enduring codes of monochrome were reworked through modernized suiting, while **Bottega Veneta** explored the palette through tailored silhouettes. Elsewhere, designers leaned into graphic contrast and more experimental constructions, demonstrating how fabric, proportion and finish can bring depth to a two-color story. Whether expressed through crisp shirting, sculptural dresses or sharply defined separates, the effect was confident and considered.

INSIGHTS

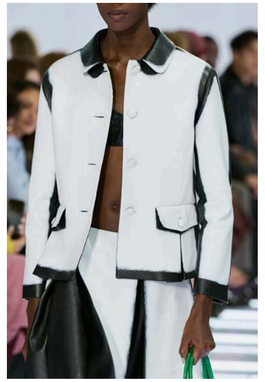
- T-Fashion recorded **black in 35.4% of SS27 womenswear looks**, up from 32.4% in SS26. White appeared in 28.9% of SS27 looks, placing it second among the 71 colors.
- **Black-and-white** dressing sits within a broader monochrome story, which appeared in **19.6% of SS27 looks.**
- Contrasting matte and glossy finishes, sheer layers, crisp cottons and structured tailoring can give familiar black-and-white a more directional feel.



CELINE



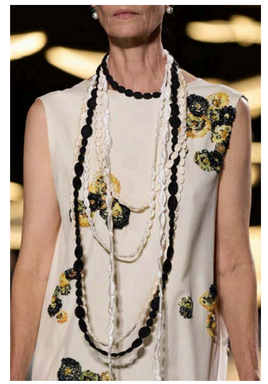
CARVEN



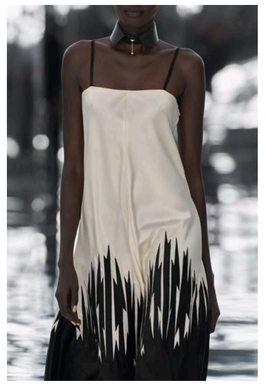
PRADA



CHRISTOPHER ESBER



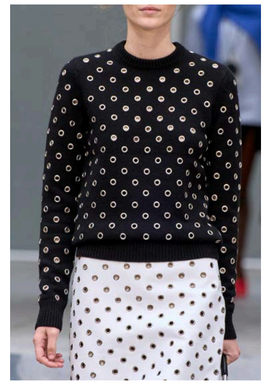
CHANEL



FENDI



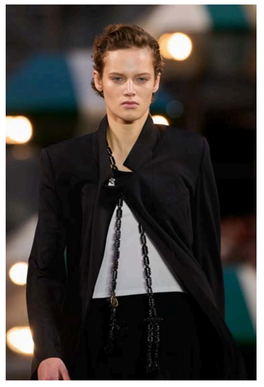
DIOR



MICHAEL KORS



GIORGIO ARMANI



LOUIS VUITTON

Checking In

Following on the ‘Poetcore’ and preppier incarnations of the trends of the last few seasons, check prints aren’t going anywhere. Plaids, ginghams, Prince of Wales checks came in all sizes and fabrics pointing to its revival not just in general, but as a print that can work just as well during the warmer months, without the reliance on flannel and heavier fabrics.

ON THE RUNWAY

The long plaid skirts at **Gucci** and **Miu Miu’s** calf-length A-line versions brought a light touch of humour and certainly a lot more fun to what could quickly turn into a fusty heritage print when styled incorrectly. Elsewhere, transparent checks in skirts, trousers and blazers stole the show at **Dior,** while suiting styles were refreshed at **Givenchy, Loewe,** and **Chanel.**

INSIGHTS

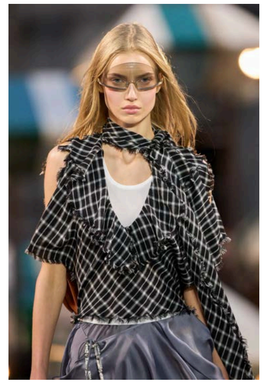
- Luxurynsight forecast a 10% increase in visibility in Europe over the next year, with **plaid and gingham** the fastest growing prints.
- ‘Plaid’ has seen **4.5M searches** in September 2026, a 73% increase year-over-year.
- Plaid sweaters and adjacent images of **argyle prints are up 9000%** month-over-month on Pinterest moodboards.
- Styling is key, with unexpected proportions, mixing with other prints and lighter fabrics assisting to reimagine the print for SS27.



MIU MIU



GIVENCHY



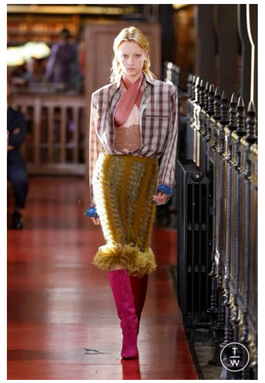
LOUIS VUITTON



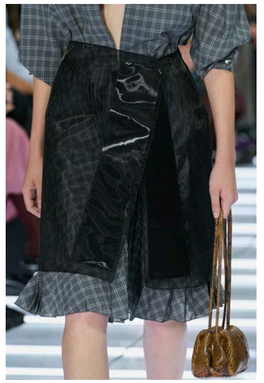
LOEWE



ZIMMERMANN



VALENTINO



PRADA



MARNI



DRIES VAN NOTEN



GUCCI

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THE RUNWAY ROUNDUP

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