



Staying ahead in the dynamic world of fashion requires foresight and innovation. To assist exporters in navigating global market demands, AEPC has consolidated WGSN's Autumn/Winter 2025 Fashion Trends. These trends focus on sustainability, cutting-edge aesthetics, and consumer-driven narratives, enabling exporters to craft collections that resonate across diverse markets. By leveraging these insights, exporters can ensure they remain competitive, relevant, and prepared for the future of fashion.



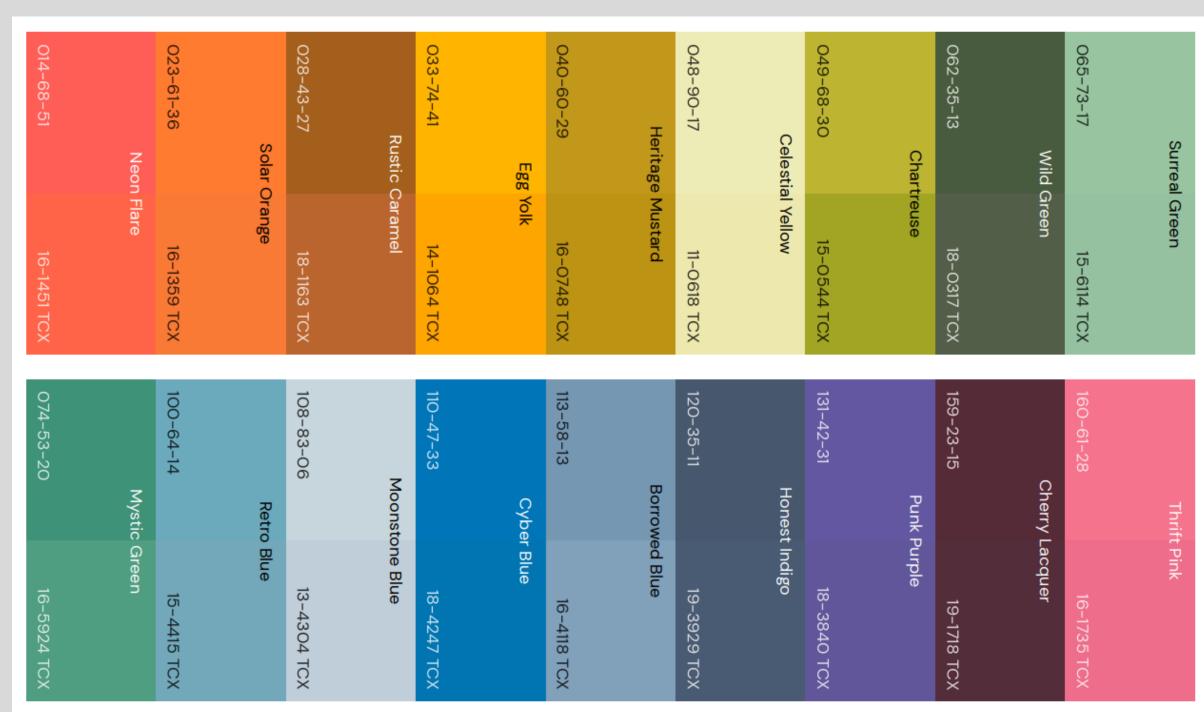


GLOBAL COLOUR FORECAST A/W 25/26



Seasonal colour A/W 25/26

These 18 global colours will drive newness and create seasonal impact in A/W 25/26. The palette includes a mix of tinted pastels and cool brights, which offer a more nuanced evolution of the dopamine brights from previous seasons



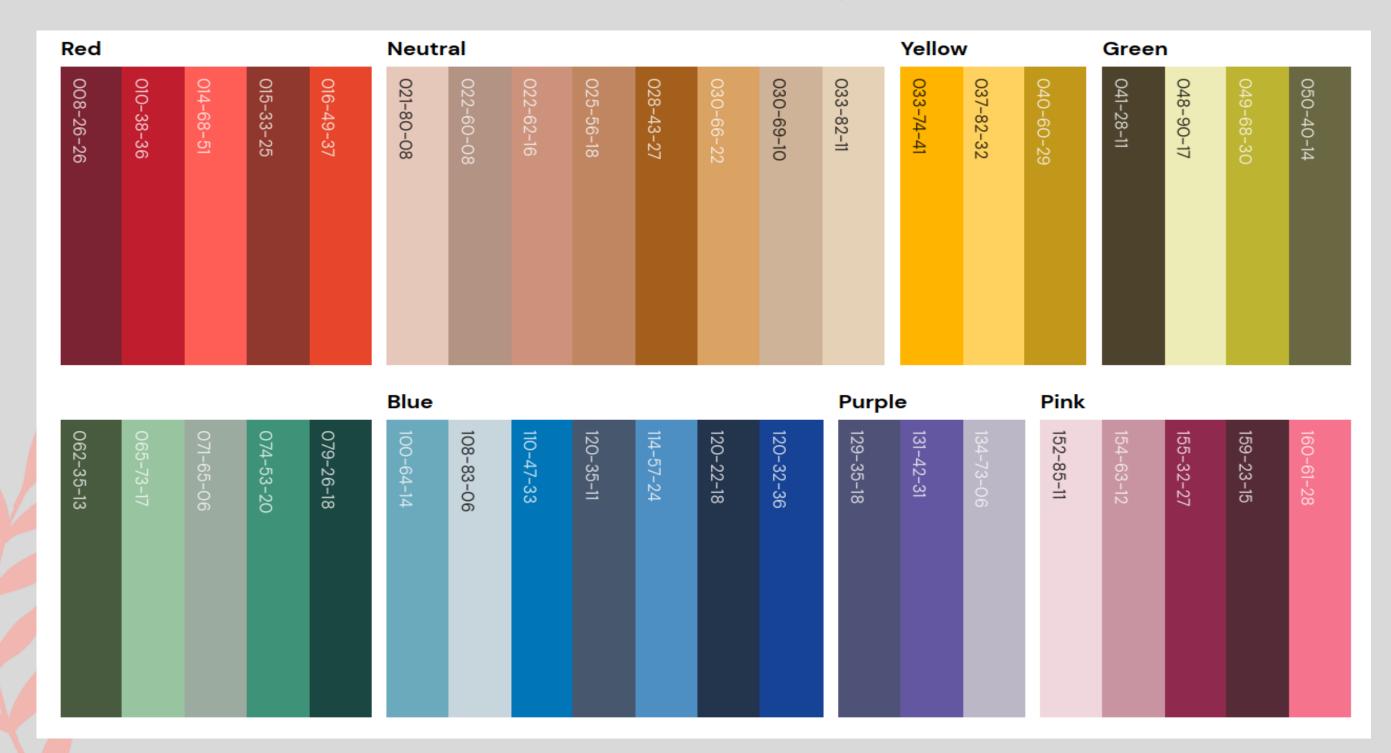
Annual colour S/S 25 and A/W 25/26

These 18 colours will have broader relevance for both S/S 25 and A/W 25/26. The palette includes four of our five Key Colours from S/S 25: Future Dusk, Transcendent Pink, Aquatic Awe and Ray Flower. This transseasonal palette also carries over three tones from A/W 24/25 forecast (Intense Rust, Flame and Deep Emerald), which WGSN expects to have increased longevity



Colour hues A/W 25/26

Here, the Seasonal, Annual and Long-Term palettes are grouped together by hue to highlight the colour families for A/W 25/26. Blues are the dominant hue this season as consumers accept and embrace worn, pre-loved and dusted colours, overtaking the greens revival. Reds feature a range of contrasting darks and brights, and there is a rise in barely- there neutrals. Purples are more grounded this season, with the inclusion of tinted shades, and pinks feature a range of berry tones



A/W 25/26 Key Colours

Introducing the new Key Colours for A/W 25/26. These five hues will define the mood of the season, and will have a broad impact across multiple industries



Future Dusk 19-3936 TCX

Celestial Yellow 11-0618 TCX

Cherry Lacquer 19-1718 TCX

Retro Blue 15-4415 TCX

Neon Flare 16-1451 TCX

WOMEN



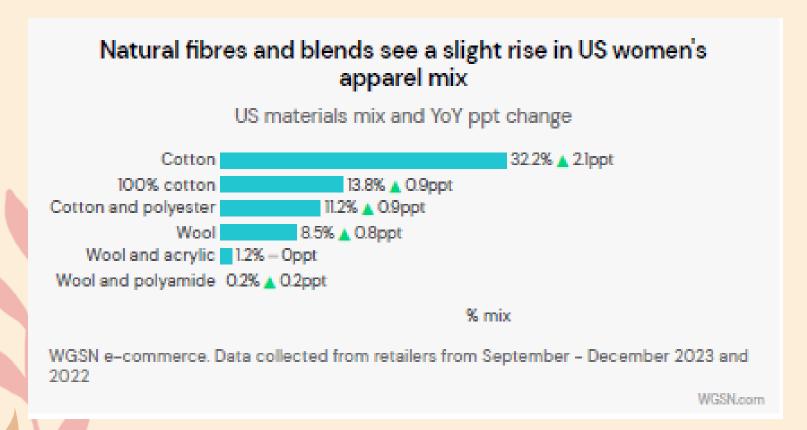


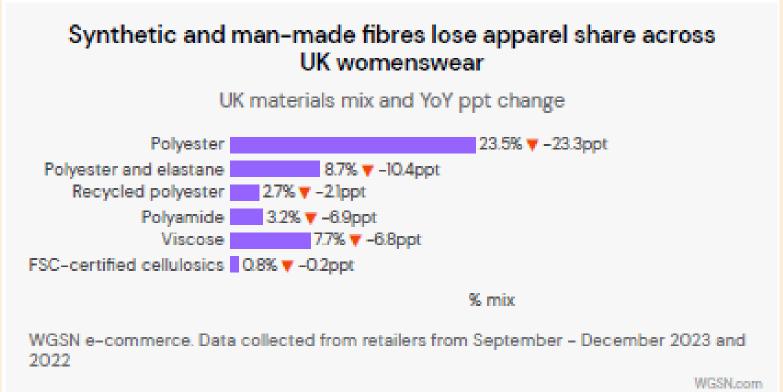
Textile Sourcing Guide: Women's A/W 25/26



MARKET ANALYSIS

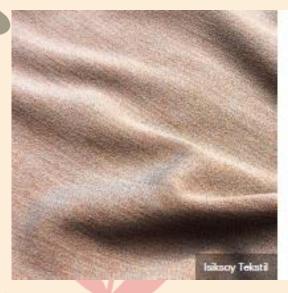
- > "Cotton" searches on Google within women's clothing have continued to increase over time, up 5% year-on-year during A/W seasons
- > Retailers have increased the share of cotton and natural fibres, as cotton styles account for 32% of the womenswear apparel mix in the US, up 2.1ppt year-on-year.
- > Synthetic fibres lost share across the womenswear apparel mix in the UK during the last autumn/winter season. Polyester decreased its share by -23ppt YOY to 23.5% of the apparel mix.
- ➤ Interest in polyester women's clothing on Google has remained flat





Textile Sourcing Guide: Women's A/W 25/26 Nuanced Tailoring

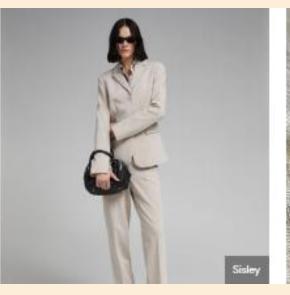
- Fibre and yarn: Look for fine RWS and Zqcertified merino wool and cashmere, alpaca wool, FSC-certified viscose, and peace silk, blending with GRS-certified polyester when necessary. Symphony Fabrics (India) blends hemp and organic cotton, embracing the natural slubs in the yarns
- > Construction and finish: play with matte and shine stripes. Add crosshatched texture to plain and twill weaves with mottled two-tone effects, applying fabrics to minimalistic and contemporary styled garments
- > Relevant for: tailoring, shirting, dresses, loungewear, soft accessories













Textile Sourcing Guide: Women's A/W 25/26 Ornate Decoration

- Fibre and yarn: source GRS-certified polyester, ahimsa silk, FSC-certified viscose, Tencel and GOTS-certified cotton
- ➤ Construction and finish: add decoration with high shine brocades and damask jacquards, giving a metallic sheen. Use large-scale floral designs for a grand feel
- > Relevant for: shirting, jackets, outerwear, bottoms, soft accessories













Textile Sourcing Guide: Women's A/W 25/26 Youthful Checks

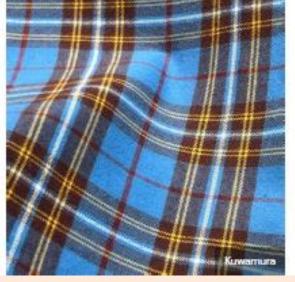
- Fibre and yarn: source GOTS-certified and recycled cotton, FSC-certified viscose and Tencel and RWS and ZQ-certified and recycled wool
- Construction and finish: use classic Prince of Wales, plaid and tartan patterns in bold primary and earth-toned colours. Add texture with crumpled finishes and seersucker constructions. Subvert patterns with draping and clean spliced and patchwork techniques for a "Refined Punk" look
- > Relevant for: shirting, jackets, separates, outerwear, soft accessories













Textile Sourcing Guide: Women's A/W 25/26 Structured Volume

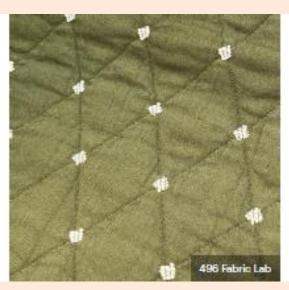
- Fibre and yarn: GRS-certified and biobased polyester and nylon, GOTS-certified and recycled cotton and FSC cellulosic
- Construction and finish: build supreme comfort through layered Contemporary Quilting, opening the technique up to new designs. 3D Texture comes through with bonded, seersucker, ripstop and dobby designs for elevated utility. As padded coats/jackets become a slow riser in the UK, WGSN highlights abstract stitching on ripstop and double cloth recycled nylon blend
- Relevant for: outerwear, jackets, shirting, separates, outerwear, accessories













Textile Sourcing Guide: Women's A/W 25/26 Heritage Layouts

- Fibre and yarn: use GOTS-certified, Fairtrade and recycled cotton, traceable linen, RWS and ZQ-certified and recycled wool and FSCcertified viscose
- Construction and finish: as relaxed tailored trousers are a sustained riser in the US and UK and plaid/check increases
 (trousers) small-scale houndstooth, ginghams and gun club tweeds, highlighting newness with reversible bonded base and
 overlaid embroidery
- **Relevant for:** shirts, jackets, bottoms, accessories, outerwear











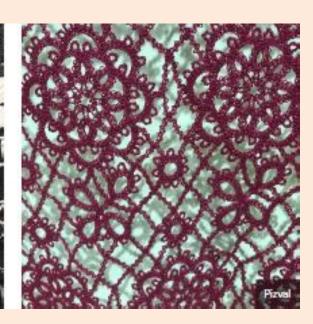


Textile Sourcing Guide: Women's A/W 25/26 Sheer Layers

- Fibre and yarn: GRS-certified nylon and polyester, FSC-certified viscose and Tencel, ahimsa silk and GOTS-certified cotton
- ➤ Construction and finish: play with lightweight, intertwining floral, organic and checked patterns. Use Lace and Sheers for a transparent feel. Translate into Jacquard patterns, using thick and thin yarns and layered designs. Lace increased YoY between 2022 and 2023 by +1.5ppt to 7.4% of the women's e-commerce apparel market in the UK whilst staying flat in the US
- > Relevant for: shirting, jackets, suits, loungewear, separates, soft accessories













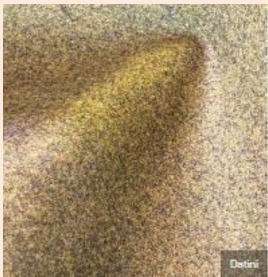
Textile Sourcing Guide: Women's A/W 25/26 Timeless Warmth

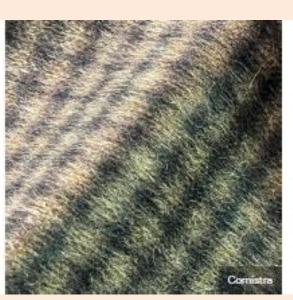
- Fibre and yarn: RWS and ZQ-certified merino wool, cashmere, alpaca, RMS-certified mohair, GOTS-certified cotton, ahimsa silk and FSC-certified cellulosics
- Construction and finish: Tactile surfaces take on a minimalistic approach with felted and corduroy constructions and Brushed Texture finishes. Ensure qualities have a supple drape, allowing them to be applied to multiple end uses. The keyword "soft" increased YoY in the UK from 2022 to 2023 by 3.7ppt to 27.1%, while decreasing slightly in the US from -2.6ppt to 19.4%
- Relevant for: outerwear, bottoms, separates, soft accessories, jackets, dresses







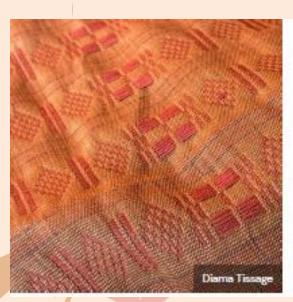






Textile Sourcing Guide: Women's A/W 25/26 Crafted Pattern

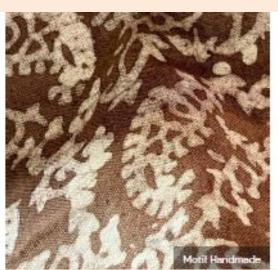
- Fibre and yarn: opt for GOTS-certified, Fair Trade and recycled cotton, traceable linen, hemp and nettle, and ahimsa silk
- ➤ Construction and finish: Explore batik, Tie Dye, dobby and Jacquard motifs, layering paisley, stylised florals, stripes and checks over one another, tufted 3D Texture. The keyword "craft" increases in the UK by 1.0ppt YoY from 2022 to 2023 and stays flat in the US
- Relevant for: shirts, jackets, outerwear, dresses, loungewear, denim, accessories













Textile Sourcing Guide: Women's A/W 25/26 New Monochrome

- Fibre and yarn: look for RWS and ZQ-certified wool, recycled wool, GOTS-certified and recycled cotton, and FSC-certified viscose, blending with GRS-certified polyester when necessary
- Construction and finish: play with Monochrome combinations of subverted classic Prince of Wales checks and plaids, houndstooth and herringbone patterns for Work Experience adaptions
- > Relevant for: shirting, jackets, separates, outerwear, soft accessories













Textile Sourcing Guide: Women's A/W 25/26 Dusted Workwear

- Fibre and yarn: look for traceable linen, hemp, nettle and banana fibre, recycled, regenerative and GOTS-certified cotton and FSC-certified viscose and lyocell. Add low percentages of elastane for comfort, as 'stretch' increased by 1.9ppt in the UK to 12.3% and 1ppt in the US to 1.0%
- Construction and finish: durable twill, drill, and canvas constructions keep function at the core. Overdyeing, low-impact washing, two tone weaves and crosshatched effects achieve a chalky Elevated Utility finish, slubbed organic cotton, Indigo's garment-dyed twill and organic cotton crosshatch base
- Relevant for: shirting, outerwear, bottom, jackets, soft accessories













Textile Sourcing Guide: Women's A/W 25/26

Vivid Shine

- Fibre and yarn: source silky FSC-certified viscose, modal, Tencel and cupro, ahimsa silk and recycled silk, Naia, and GRS-certified polyester for a synthetic option
- Construction and finish: look for High Shine satins and silkies, allowing light to bounce off with dense constructions and hammered, crumbled and slubbed finishes. Add pattern through organic jacquards and Tie Dye effects, glossy finish. Ensure drape in bases to tap into sculpted volume for more silhouette variety
- Relevant for: occasion dresses, separates, jackets, shirting, soft accessories

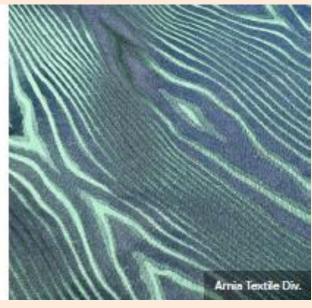










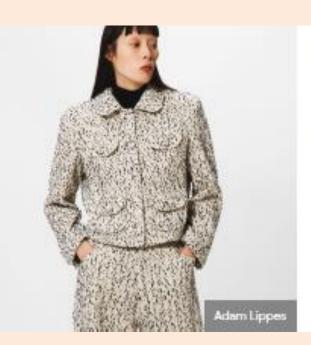


Textile Sourcing Guide: Women's A/W 25/26 Thready Craft

- Fibre and yarn: GOTS-certified and recycled cotton, FSC-certified viscose, RWS and ZQ-certified and recycled wool and dead stock yarns. Blend with GRS-certified polyester when needed, being mindful of onward recycling
- Construction and finish: keep tweed constructions crafty and haptic, incorporating muted, multicolour combinations.

 Alternate between thick and thin yarns for Subtle Texture. The keyword "texture" sees an increase YoY from 2022 to 2023 in the UK and US, with 1.6ppt to 4.3% in the UK and 0.6ppt to 3.7% in the US
- Relevant for: dresses, tops, jackets, separates, soft accessories











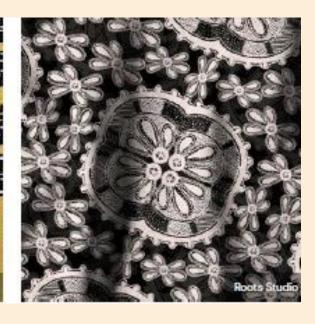


Nod To Western

- ✓ Buy into subdued decorative designs, from scattered pastoral florals to bandana inspired designs, for a more commercial route into Western
- ✓ Dotting that emulates stud work and linear styles that mirror chain stitch are key details to buy into to add delicacy and authenticity to designs
- ✓ Back a black, ecru and golden yellow palette for widespread appeal
- ✓ **Relevant for:** tops, blouses, dresses, skirts, bottoms, modest wear, jackets, accessories, matching sets













Speckled Skins

- ✓ Cow prints and appaloosa spots are the new True Leopard as Western themes capture the zeitgeist
- ✓ Painterly and speckled markings that resemble animal fur are the newest iteration. The more realistic the better
- ✓ Buy into digital prints for natural results without ethical concerns
- ✓ **Relevant for:** tops, blouses, dresses, cut and sew, skirts, denim, bottoms, jackets, accessories













Spirals

- ✓ Organic spirals (noted in jewellery) migrate to apparel, echoing the desire to connect deeper with nature. Use them to evolve popular Natures Textures.
- ✓ Mystical and spiritual details that draw on ancient wisdom are key for 2025-2026 print
- ✓ Apply to trans seasonal items and market its year-round appeal
- ✓ **Relevant for:** tops, blouses, cut-and-sew, dresses, skirts, bottoms, accessories, activewear

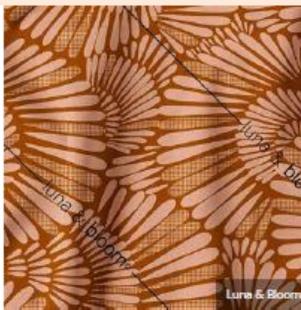










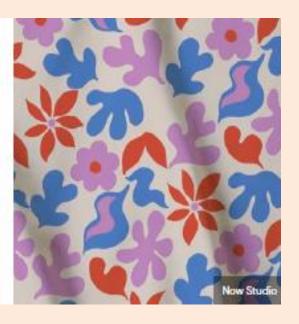


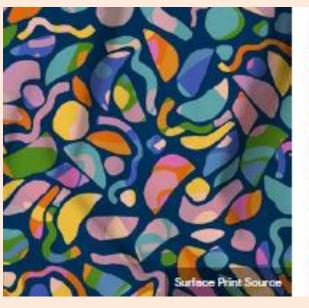
Kidult Collage

- ✓ Matisse-like cutouts work best for youth party ranges, while collage designs have a broader appeal for everyday wear
- ✓ Nostalgic colour pops and Kitsch Brights are key
- ✓ Relevant for: tops, blouses, cut-and-sew, dresses, accessories, activewear













Back to the Office

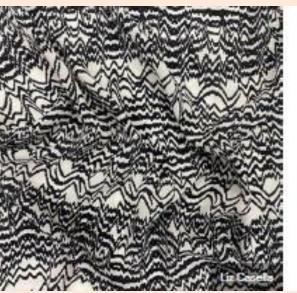
- ✓ Prints typically associated with office wear, like foulards, polka dots and stripes, are making a formal comeback for everyday wear
- ✓ Invest in small-scale iterations in neutral tones
- ✓ This is a great direction for more minimalist ranges
- ✓ Relevant for: tops, blouses, dresses, accessories, activewear







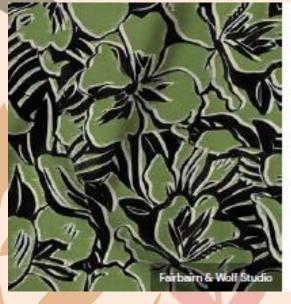






Plantopia Camo

- ✓ Capitalise on the consumer demand to be at one with nature and blend in with the natural surroundings via organic camouflage
- ✓ Florals that are intertwined with painterly textures will broaden the audience
- ✓ Relevant for: tops, blouses, dresses, accessories, activewear, jackets, denim









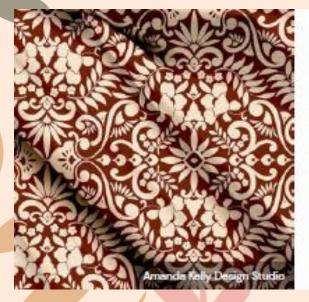






Earthern Boho

- ✓ Trending Fired Earth palettes collide with the prevalent boho spirit to create a perfect marriage for the first autumn drops
- ✓ Market its versatility as a print trend that boasts year-round wear
- ✓ Florals, flourishes and ornate patterning are key details in Oxide Orange, Rusty Red and Tobacco Brown
- ✓ Relevant for: tops, blouses, dresses, bottoms, accessories

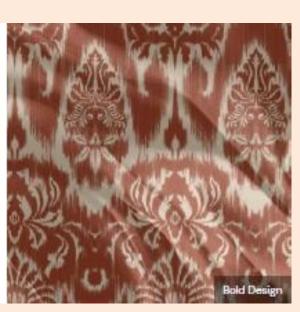












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Fairytale Florals

- ✓ Florals are revamped, think larger-than-life scales and contrasting Dopamine Brights
- ✓ Realistic depictions and even photographic florals are best buys for this Modern Romantic story
- ✓ Limit to occasion wear and explore rental opportunities as consumers find ways to reduce their consumption
- ✓ For a safer option, buy into Dark Ground Florals with vivid motifs on top
- ✓ Relevant for: tops, blouses, dresses, skirts, accessories













Nu Eclecticism

- ✓ A wave of retro patterns emerges, as consumers crave nostalgia and individualism, thanks to a newfound love for thrift and the rejection of record-speed social media micro-trends
- ✓ More is more. This is about backing geometrics spliced with stripes, checks and stylised florals in lots of vintage hues
- ✓ Buy for partywear dresses and blouses
- ✓ Relevant for: tops, blouses, dresses, skirts, accessories















Fired Blooms

- ✓ Charred, scorched and burnt tie-dyed effects become the latest must-have update to both small-scale and mid-sized florals
- ✓ Partywear prints that stand out in the darkness and shine in videos and photos will be demanded by Gen Z as they document their nighttime socials
- ✓ This is a key way to refresh the Dark Ground Floral perennial print
- ✓ Relevant for: tops, blouses, dresses, skirts, activewear, accessories













Ornamental Botanics

- ✓ Structured repeats of flourishes and florals bring calm and serenity to everyday wardrobes
- ✓ Buy into designs with hidden fruits and vegetable motifs to capture the bucolic mood
- ✓ **Relevant for:** tops, blouses, dresses, skirts, activewear, modest wear, loungewear, accessories













Women's Woven Tops A/W 25/26

The future heirlooms shirt

- Crafted lace, crochet, openwork and embroidery applications are the hero details, with panel and insert placements serving as the entryway
- A mix of these techniques with vintage floral and striped bases builds a personalized Nu Eclecticism aesthetic
- Consider skilfully tailored feminine cuts, complete with sculptural florals, with recycled and upcycled fabrics adding authenticity and





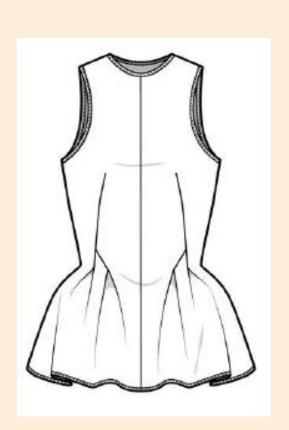






The Peplum top

- The toned-down approach gives this item more easy-to-wear potential and daywear appeal
- Balance out retailored layerable versions with occasion-ready spaghetti straps.
- Offer size-inclusive and Maternity-friendly fits with empire-line cuts
- Play with Bubble Hem's volume and proportion for youth-focused Modern Romantic looks
- Consider the Modest consumer with gentle fit and flare cuts that work well for Long Over Long Matching Sets
- Progress the peplum as Modular Design detail that can transform Collection Essential vests/tank tops with directional multi-purpose











Women's Woven Tops A/W 25/26

The sculpted volume top

- While the Bubble Hem, Statement Collar, Statement Bow and Caped Details characterise this direction, retain a level of playful minimalism with luxurious softly toned fabrics and mono material application
- Play with weightless volume in crisp and lustrous taffeta, or explore Draping via crepe-back satin, sourcing low impact options
- Make this item stand the test of time with hues like Berry Tones, as WGSN predicts a move towards darker shades for eveningwear





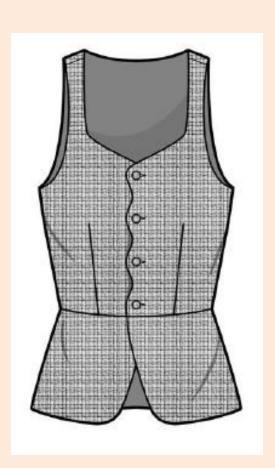






The waistcoat vest

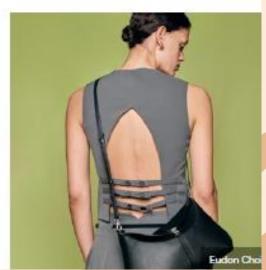
- Not So Classic and Robust Luxury tailoring alterations are the cornerstone, with a playful minimalism approach to cuts and hardware details driving the fashion-forward but wearable direction
- For Modern Occasion, explore Back Feature and Cut Out details
- Keep this item grounded with sartorial weights in RWS worsted, tweed and bouclé wools









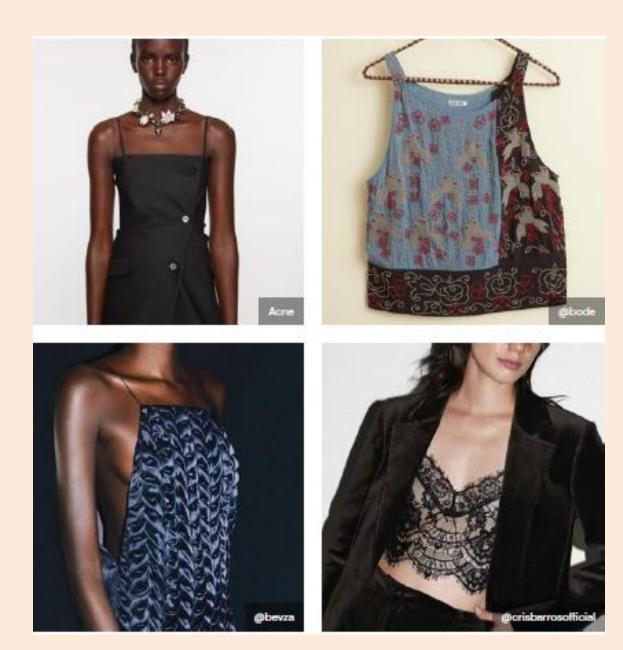




Women's Woven Tops A/W 25/26

The # GoingOutTop cami

- Asymmetric and one-shoulder tailored ideas play into Reworked Classics and work as City Dressing under layers
- Update classic silhouettes with Elegant Simplicity, fabric Manipulation, opulent embroidery and jewellery-inspired ornaments.
- Off-kilter cuts, unfinished edges in Sheers and Lace qualities update the aesthetic with Feminine Grit and Girl-itude quirkiness





Women's Dresses A/W 25/26

The #ModernAcademia #MiniDress

- Use elegant suiting to create a structured shell silhouette that loosely moulds to the body's line
- Create Texture Blocking effects or for additional inspiration for styling details
- Look to Mod-inspired detailing like retro utility patch pockets and a more A-line silhouette











The #SupremeComfort dress

- Comfort-led dressing shows no sign of abating, with tactile finishes and cocooning
- Hybrid styling that draws from comfy Hoodies and jumpers injects newness in the dress category
- Update bodycon and Column Dress styles with hooded or sweat inspired necklines
- Look to simple warm handle jerseys and knits or Velvet for extra tactility











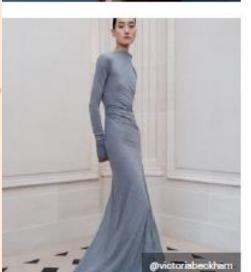


Women's Dresses A/W 25/26

The #ComfyParty dress

- Fluidity emerged as a key trend direction on the A/W 24/25 catwalks, and it's set to continue into A/W 25/26 via draped jerseys with a sensual appeal for comfort-focused dresses for Day To Night
- Mono Material style has a Low-Key Luxury feel that relies on the expert Ruching and Draping of Lustrous Sheen cut-and-sew to achieve an occasion-ready feel
- Play with Asymmetric sleeve styling for skin-reveal alternatives











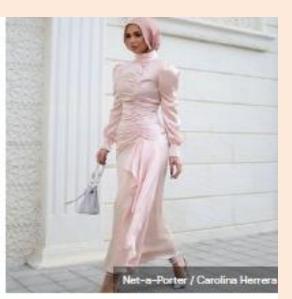
The historical hybrid

- A-line and #SoftVolume dresses are given a subtle Nod To Nostalgia through the inclusion of Voluminous Sleeves, historical waist cutlines and full skirts
- Materials with a Lustrous Sheen like Satin and Velvet give off an opulent feel, while new angularity ribs and cotton combos lend themselves to everyday wear

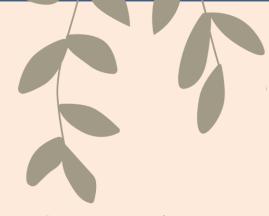












Women's Dresses A/W 25/26

The opulent heritage dress

- Voluminous and fluid silhouettes are trimmed, and embellished with details that authentically and respectfully represent the past
- Robust Luxury materials like Velvet give off opulence and luxurious warmth
- Incorporate Sheers as modernizing agents, and Texture Blocking velvet with reconstructed lace













Women's Trousers & Shorts A/W 25/26

The re-tailored trouser

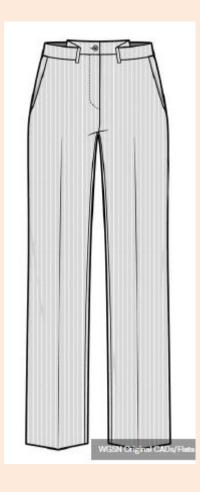
- Give trusted loose fits a fresh angle via overlapping and unfinished panels or warped and mock seam splits
- Balance new silhouettes with classic suiting weights for Sartorial Styling wearability and longevity
- With the help of styling, unusual and warped fabric angles or Raw Edge finishes make for modern evening and party wear details





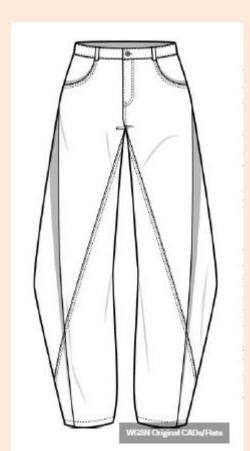




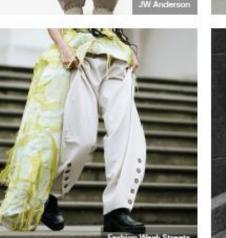


The #SoftVolume cargo trouser

- With the cargo shape starting to plateau at retail, the softly sculpted and curved silhouette offers a new fashion-led direction to rejuvenate the style
- Manipulate Soft Volume into barrel and carrot leg shapes with a tapered ankle via engineered fold and pinch pleats
- Match overstated Draping and longer hems with soft handle cotton and wool qualities for relaxed Elevated Utility and Easy Dressing looks
- Exaggerated darts and panelling offer a more sculpted youthful look, ideal in hardwearing cotton drills, denim as well as leather qualities with distressed and Aged Appeal finishes
- Unexpected qualities like velvet offer an occasion-ready angle
- Add further interest with utility and Playful Minimalism details











Women's Trousers & Shorts A/W 25/26

The plush focus trouser

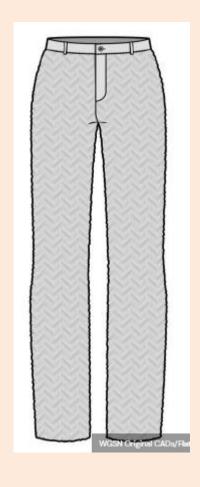
- Explore the diversity of plush qualities, from teddy fleece and eyelash yarn bouclé to feather-like fil-coupé fringing
- Allover applications are statement-making, while accents worked into engineered placements, Statement Pockets, Modular Design panels and seam trims offer entryway ideas. Responsible and bio-degradable fibres are imperative for plush looks
- Opt for RWS woollens and low impact cottons that deliver comfort with practicality











The evening glamour short

- While lingerie-inspired silhouettes remain relevant, bubble hem and tailored tuxedo waistbands emerge as most notable shape updates
- Relaxed fits keep this direction fresh and modern, ensuring commercial appeal
- Velvet, novelty tweed and leather-look developments offer seasonal relevance, perennial satin and lace will carry over into S/S season











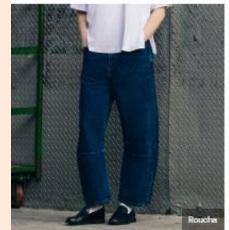
Women's Denim A/W 25/26

The curved carrot leg jean

- The Barrel leg is increasingly popular at Retail
- Design into curved legs that taper slightly at the ankle for an exaggerated take on 80s carrot jeans
- Leave hems long to stack them for a more nonchalant Easy
 Dressing look, or turn them into a deep cuff for a more structured silhouette
- High and mid-rises are essential for women's wear in clean washes and thrifted blues
- Work into creating structure through panelling and darts and incorporating Utility Details and Aged Appeal washes











The denim trench coat

- Play on classic double-breasted Trench Coat styling in ankle-lengths with raglan sleeves and a wrap tie belt
- Minimize military details such as epaulettes to streamline it
- Work into mid-blues for authentic denim character, or embrace rinse wash and Raw denim for a more structured and polished look
- Experiment with Acid Wash, Distressed Textures and Raw Edges for the youth market













Women's Denim A/W 25/26

The blouson button-through top

- New takes on the classic shirt continue, from reworked versions to bomber inspired styles, with Soft Volume key for newness. Take inspiration from 80s T-shirt shapes and design into round-necked, neat-fitting styles with drop-shouldered sleeves
- Opt for mid-weight denim to give the silhouette more structure and versatility to be worn as a jacket or a top
- Merchandise back with jeans or a skirt for a Denim-On-Denim look





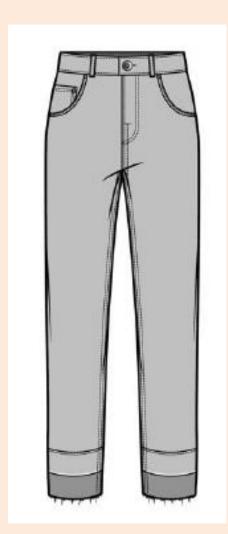






The slim straight-leg jean

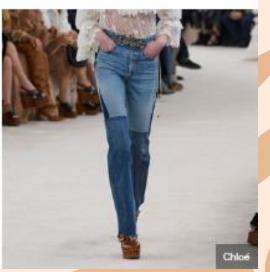
- Embrace drain pipe Straight Leg styles, with narrow fits that are straight from the knee to the ankle
- Mid-rise is key, as mid-rises continue to take share from high-rises. Lean into authentic-looking Vintage Fades and play with released hems to add detail
- Experiment with hi-lo contrast wash effects or Upcycled, Patchwork for a statement piece
- Style and visual merchandise with boots tucked into jeans to nod to the Western trend











Women's Denim A/W 25/26

The maxi A-line skirt

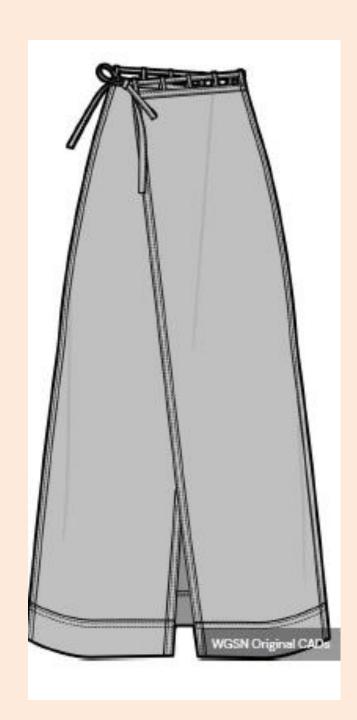
- Design into classic high rise, ankle-length A-line, Maxi Skirt shapes, adding asymmetrical wrap styling for newness
- Embrace Vintage Fades, thrifted blues, rinse wash and Raw Denim for womenswear
- Play up Low Rises, Utility styling, Cargo Pockets, Modular Design details and slubbed denim for the youth market

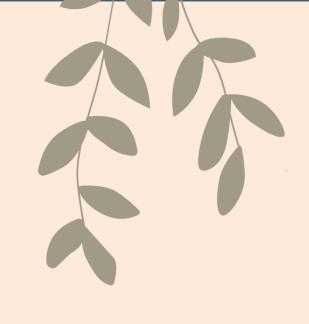












Women's Knitwear A/W 25/26

The crew

- For youthful updates, look at slightly shorter lengths, with the rib at the waist or update with a colour refresh
- Loungewear influences, slouchy fits and soft, heathered or slightly napped finishes emphasise the desire for cosy pieces that can be used for multiple occasions











The cardigan

- After a period of rapid growth, the cardigan is set to plateau
 Develop trans seasonal pieces that offer versatility
- Tap into tweed, brushed and marl yarns for cosy handles or work in texture such as small-scale cables and ribs
- Relaxed comfort is key with boxy silhouettes in both informal and smart designs, while the tight fit drives youthful updates











Women's Knitwear A/W 25/26

The roll-neck

- The Roll neck emerged on the A/W 24/25 catwalks as a key item in oversized Supreme Comfort looks
- Explore the A-line silhouette as a new update or look at rolled edges for casual pieces, while the funnel-neck, fully fashioned seams and crisp rib hems work well for smarter looks









The vest

- Simple pared-back designs make this piece ideal for smart-casual layering, particularly relevant for contemporary workwear
- Updates include a waist highlight via belts or a shorter silhouette Layered-up items work well for matching sets and #Cosy winter warmth









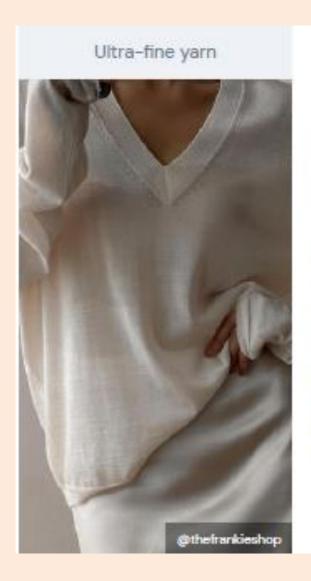


Women's Knitwear A/W 25/26

The V-neck

- The V-neck style is seen in both formal and relaxed styles. For sophisticated Work Leisure looks team with a pleated or tailored skirt and keep finishes pared back
- For more casual iterations explore the open-collar













Women's Skirts A/W 25/26

The sporty full skirt

- Accent full Bubble Hem skirts with drawcords, Utility pockets and exposed zips to combine sporty details and soft femininity
- Eco-nylon is the base material for this style and amplifies the sports influence
- Include Way finding-inspired straps and ties to emphasise the functional elements of this skirt

The retro classic circle skirt

- Embrace 60s full circle skirts
- Use unconventional materials like leather with a Subtle Texture to modernise the look















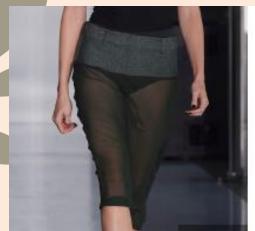




Women's Skirts A/W 25/26

The semi-sheer pencil skirt

- Block woven Seductive Sheers with knit for a Comfy Party skirt
- This pencil style sits just over the knee, playing on a retro demure
- Add Rose Revival-inspired embroidery and Reconstructed Lace in sombre colours











The asymmetric pleated skirt

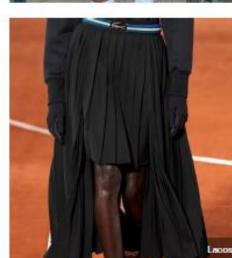
- Adopt Modular Design and layering pleats of various lengths to create a detachable mock Asymmetric style
- Experiment with Pleated Details by combining pleats of diverse widths to create dynamic styling
- Work in a warped or stylised belt in step with the Playful minimalism and Beltification trends

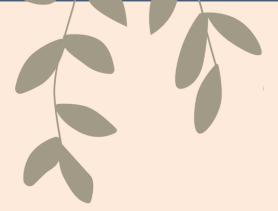












Women's Jackets & Outerwear A/W 25/26

The cropped #HyperTexture bomber

- Combine the Shaggy Coat and Cropped Jacket and pair with exaggerated sleeves for a directional and fresh appeal
- Continue to design into the trend for Hyper Texture in outerwear
- Opt for recycled lower-impact PET, Faux Fur or fur effect natural fibres such as certified wool, RWS merino, RMS mohair and RAS alpaca yarns
- Consider Material Mix renditions, pairing Responsible Leather or Leather Alternatives with faux Shearling
- Add an elasticated cuff and waist to enhance the cropped silhouette











The sculptural #TopCoat

- Design with intention via subtly exaggerated details, differentiating from classic styles such as rounded sleeves, strong shoulders and cocooned silhouettes
- Add pleats or darts to the waist of oversized fits or adjustable narrow sleeves to create a sculpted shape that also aligns with Soft Futurism
- For colour, stick to Everlasting neutrals such as Sustained Grey to tap Low Key Luxury and Minimalist design aesthetics
- Use high-quality fabrications such as RWS and ZQ merino wools and cashmere
- Keep fastenings hidden or make a feature out of buttons with sculptural geometric shapes











Women's Jackets & Outerwear A/W 25/26

The #Asymmetric blazer

- Play with varying proportions and scales, from boxy to Waisted Blazer, to upend traditional dress codes in line with our Twisted Tailoring trend
- The key update here is an asymmetric closure, which can be applied to collarless styles as well as those with lapels
- Choose suiting fabrics with an elevated, traditional slant, such as mulesing-free wool, RWS-certified wool or GRS-certified recycled wool
- Explore Everlasting neutrals or Berry Tones for ease of wear,
 adding a pop of colour to buttons and trims to bring newness











The built-in scarf coat

- Take the classic camel coat and add detachable scarves or add Cape Detail to the neckline to fuse Blanket Dressing and Modular Design with a sense of Elegant Comfort
- Explore wide shawl constructions that can be draped across the shoulder, or longer slimmer styles that can be wrapped around the neck
- Prioritise investment in materials such as RWS/ZQ woollen and worsted wool and cashmere, RMS mohair, camel and alpaca hair fibres
- Apply scarf detailing to the Trench Coat for a trans seasonal update









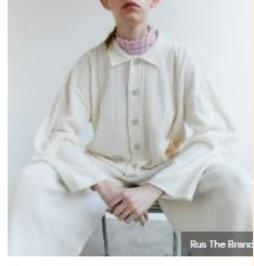


Women's Sleepwear & Loungewear A/W 25/26

The knitted lounge set

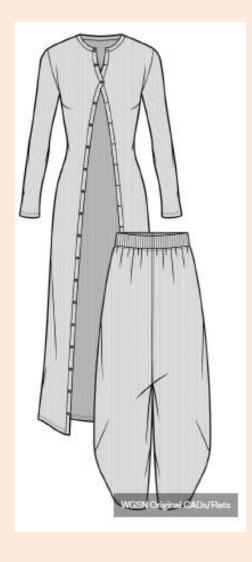
- A comfy ribbed knit Matching Set made in a soft blend of GRS or GOTS cotton with peace silk
- The relaxed barrel-leg pants with elastic ribbed waistband are matched with a minimalistic, elongated Aline cardigan containing skinny sleeves and a buttoned front placket











The padded robe

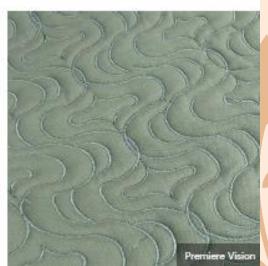
- A warm and comfy padded robe with Soft Volume wavy stitch pattern, featuring two front pockets, a removable belt and contrast bindings contouring the edges
- Opt for GRS or GOTS-certified cotton with recycled, biobased fillings or GOTS cotton for wadding
- Make it versatile by investing in a reversible piece that can be worn on both sides, adding two-in-one value for consumers











Women's Sleepwear & Loungewear A/W 25/26

Luxe Lounge set

- Co-ord Luxe Lounge set, including a maxi kimono with wide three-quarter sleeves and a removable belt, matched with comfy palazzo pants featuring an elastic waistband, in a highwaist fit
- Give it a glam touch using lustrious peace silk, biosynthetic silk, FSC-certified cellulosic lyocell satin, Tencel Modal or ECOVERO viscose

The circus pyjama

- Silk pyjama set in contrasting circus-inspired wide stripes
- Buttoned shirt with slightly gathered shoulders and cuffs, and three front pockets
- Relaxed pants with an adjustable elastic waistband. Both pieces feature contrasting binding detail in a classic pyjama style
- Opt for muted sheen-printed ahimsa silk or FSC-certified cellulosic lyocell satin





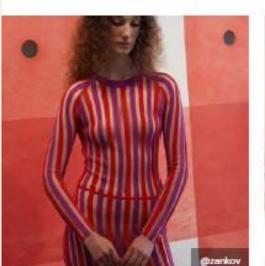
















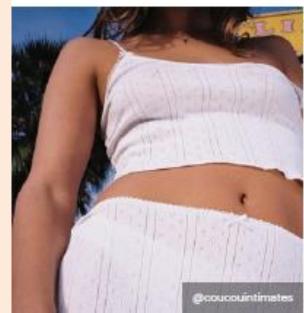
Women's Sleepwear & Loungewear A/W 25/26

The boudoir skirt set

- Silk boudoir Matching Set in a romantic floral-printed motif featuring a short-sleeved top with a V neckline, a two-button front placket and decorative lace trim
- The miniskirt includes a trimmed waist in delicate scalloped elastic, and the edges are decorated with lace trim. Prefer printed ahimsa silk or FSC-certified cellulosic lyocell satin



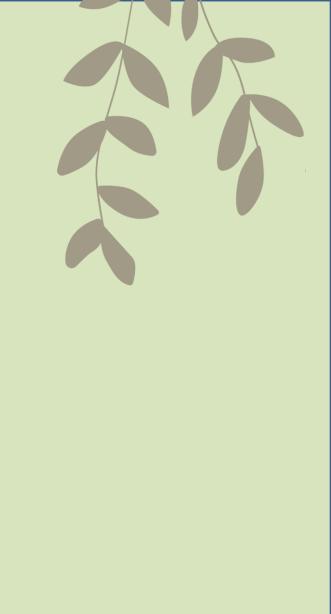










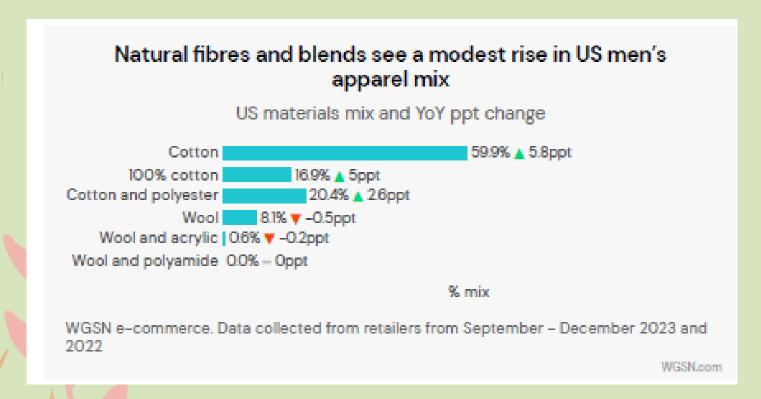


Textile Sourcing Guide: Men's A/W 25/26



MARKET ANALYSIS

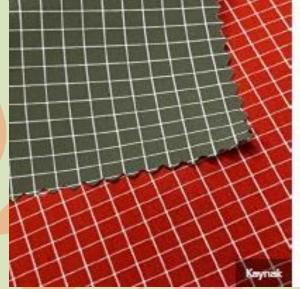
- > Recent trends in menswear show a shift towards natural fibres, with Google searches for 'cotton' in men's clothing up 11% year on year (YoY) during the autumn/winter seasons
- > Retailers have responded by increasing the share of cotton in their apparel mix. Cotton now accounts for 59.9% in the US, up 5.8ppt YoY and 56.3% in the UK, up 0.6ppt YoY
- Conversely, synthetic fibres like polyester have lost ground, dropping to 40% of the mix in the US, down 0.9ppt YoY and at 23.3% in the UK, a significant decrease of 12.5ppt YoY
- This trend is further reflected in a 6% YoY decrease in Google searches for polyester men's clothing, indicating a growing consumer preference for natural materials





Playful Function

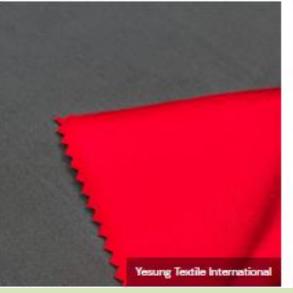
- Fibre and yarn: source Global Recycled Standard (GRS)-certified and bio-based polyester and nylon, Global
 Organic Textile Standard (GOTS)-certified cotton and Forest Stewardship Council (FSC)-certified cellulosic,
 blending with recycled elastane for comfort stretch
- Construction and finish: keep constructions to simple ripstop, canvas and twills, focusing on durability and comfort with weather-resistant finishes. Apply winter bright tones and protective primaries to garments for mood boosting colour
- > Relevant for: shirts, jackets, separates, matching sets, accessories













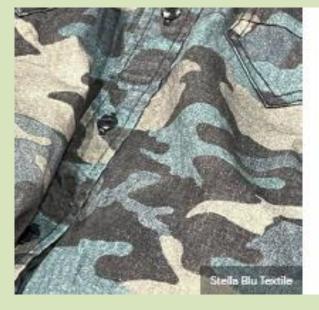
Nature's Shapes

- Fibre and yarn: Regenerative, GOTScertified and recycled cotton, blending with GRS-certified recycled synthetics when necessary for jacquard designs
- Construction and finish: play with different dyeing, printing and laser techniques on simple canvas, twill and drill fabrics. For more complex designs, use jacquard techniques. Finish bases with low-impact outdoor finishes of Durable Water Repellent (DWR) and natural waxes and oils, with earthy colours to feed into Outdoors themes
- > Relevant for: shirting, bottoms, denim, tailoring, jackets, soft accessories













Heritage Layouts

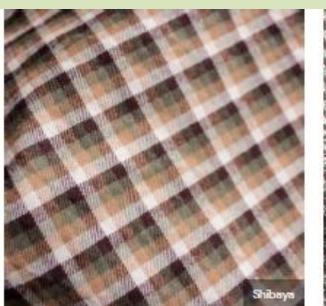
- Fibre and yarn: use traceable linen and hemp, Responsible Wool Standard (RWS) and Zqcertified and recycled wool, GOTS-certified and regenerative cotton and FSC-certified viscose
- ➤ Construction and finish: Develop small-scale repeat patterns in warming traditional checks, with gradient colour ginghams and grid-checks coming through. Speckled twills and herringbones are also key
- > Relevant for: tailoring, jackets, shirts, outerwear, bottoms, accessories

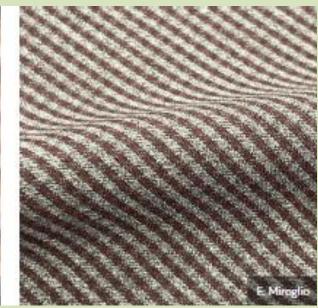












Quilted Comfort

- Fibre and yarn: GOTS-certified and recycled cotton and GRS-certified polyester and nylon
- ➤ Construction and finish: Build texture through quilting, double cloth and cloqué blister techniques to create comforting Layering pieces. Use contemporary stitch patterns on fabrics ranging from denim to technical qualities for Elevated Utility. Finish with low impact weather-resistant properties. The keyword 'texture' increased by 3.1ppt to 5.6% in the UK and by 1.7ppt to 3.7% in the US
- > Relevant for: jackets, shirting, separates, outerwear, accessories

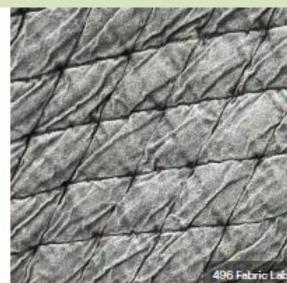






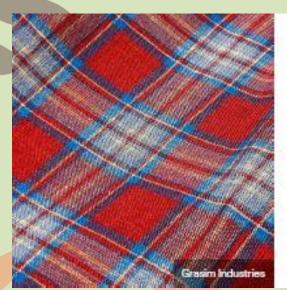


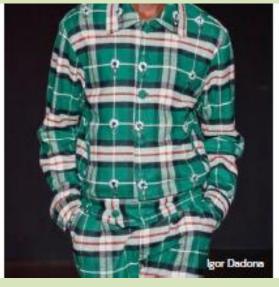




Primary Checks

- Fibre and yarn: look for traceable linen and ramie, FSC-certified cellulosic, GOTS-certified and recycled cotton
 and RWS and ZQ-certified wool
- Construction and finish: Build out large-scale Madras and Tartan plaids and checks in bold primary tones to keep patterns fresh and playful. Finish surfaces with washed or brushed effects for Layering warmth. With plaid flannel in shirting declining in both the UK and the US, focus on innovation by subverting traditional patterns
- > Relevant for: shirting, jackets, separates, outerwear, soft accessories







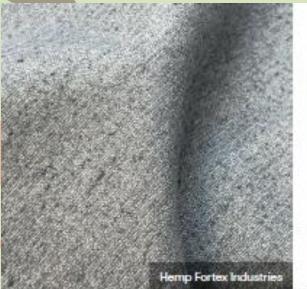






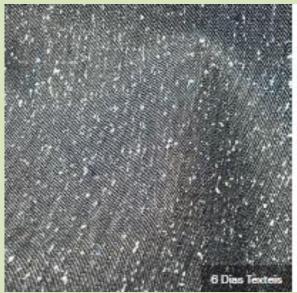
Tailored Greys

- Fibre and yarn: Source RWS and ZQ-certified and recycled woollens and worsteds, GOTScertified and recycled cotton, cashmere, traceable linen and hemp and FSC-certified viscose. Add mélange, slub, mouliné and jaspé fibres for Subtle Texture
- Construction and finish: Keep constructions simple with plain weaves, twills and herringbones for a clean, suiting finish. Style Grey On Grey with a tailored Matching Set for Sartorial Styling and Elegant Comfort. Incorporate subtle tonal stripes and checks for extra surface interest, giving definition to bases while bringing a timeless appeal
- > Relevant for: shirts, tailoring, jackets, outerwear, tops, denim







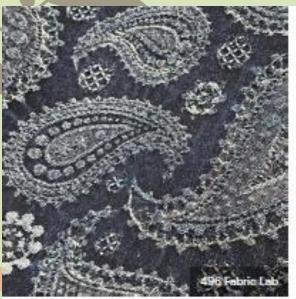






Crafted Pattern

- Fibre and yarn: Use regenerative, GOTS certified and recycled cotton, traceable linen and hemp, ahimsa silk, FSC-certified lyocell and RWS and ZQ-certified wool
- ➤ Construction and finish: For a Modern Romantic feel, work with muted earthy tones, layering small-scale dobby patterns over checks and stripes. For larger scale designs, look at detailed jacquards and laser techniques on denim.
- > Relevant for: shirts, jackets, trousers, separates, soft accessories













Sartorial Classics

- Fibre and yarn: Source GOTS-certified cotton, traceable linen, hemp, bamboo and Tencel lyocell. GRS-certified
 polyester can also be used. Prioritise natural fibres
- ➤ Construction and finish: Subvert classic pinstripe and check patterns with a focus on New Angularity for a fresh take on Sartorial Styling. Develop navy and white layouts with clean lines alongside matte and shine details As the dress shirt stays flat in the UK and is a sustained decliner in the US, focus on details with refreshed angular patterns and contemporary cuts for a distinctive Work Experience look
- > Relevant for: shirting, bottoms, tailoring, jackets, soft accessories













Brushed Warmth

- Fibre and yarn: Source GOTS-certified and recycled cotton, FSC-certified viscose, RWS and ZQ-certified wool,
 traceable linen and hemp
- Construction and finish: Source subtle stripe and checkerboard weaves in Enhanced Neutrals for Smarten Up patterns and mono and two-tone cords, as done by some brands
- > Relevant for: shirting, jackets, outerwear, loungewear, soft accessories











Chalked Utility

- Fibre and yarn: Source regenerative, GOTS certified and recycled cotton, traceable linen, hemp and Tencel,
 blending with elastane for a comfortable stretch. Embrace neps and slubs in yarns
- ➤ Construction and finish: Washing techniques, overdyeing, laser and waxed finishes create chalky finishes on drills, twills, canvas, corduroys and seersucker. When worn down, these finishes create a weathered, crackled surface. Look for Soft Utility pastel hues
- > Relevant for: shirting, jackets, outerwear, bottoms, separates, denim, accessories

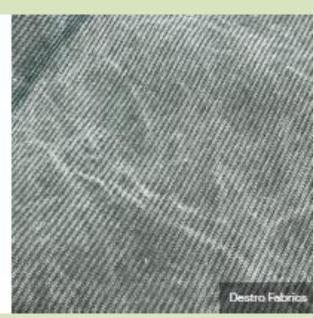












Stylised Florals

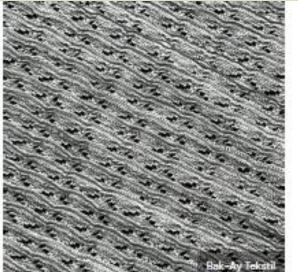
- Fibre and yarn: GOTS-certified cotton, ahimsa silk, Tencel and RWS and ZQ-certified wool, blending with GRS-certified polyester when necessary
- Construction and finish: Work florals into refined jacquard, laser-etched, and printed designs. Layer stylised floral patterns on textured crosshatched surfaces and highlight Indian brand Bharat Silks. With the keyword 'lace' increasing by 8.5ppt in the US to 9.8% and 1.4ppt in the UK to 3.2%, these decorative patterns nod to a delicate, Modern Romantic feeling while appealing to a more commercial market
- > Relevant for: shirting, jackets, denim, loungewear, separates, soft accessories













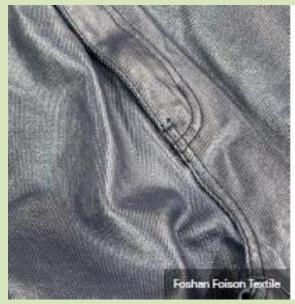
Digital Reflection

- Fibre and yarn: GOTS-certified cotton, Tencel lyocell and modal bases and GRS certified polyester and nylon
- ➤ Construction and finish: Create a High Shine surface through either the yarn or the finish. Look at low-impact, water-soluble, or recycled material coatings and natural waxes for a hint of digitally influenced supernatural darks and illuminated brights. Incorporate weather-resistant finishes, as the keyword 'protect' increased YoY from 2022 to 2023, by 2.5ppt to 5.5% in the UK and by 1.2ppt to 7.1% in the US
- > Relevant for: bottoms, jackets, outerwear, active, soft accessories













Earthy Skins

- ✓ Look into tree bark, lichen and stone surfaces to create Real Tree Camo and organic textures
- ✓ For single-colour artwork, adopt botanical and food dyes for low-impact printing, or opt for textural jacquard to add a sensory touch
- ✓ Create head-to-toe camouflage looks for outdoor and active cross-selling













Farm Merch

- ✓ Focus on educational harvest graphics and take cues from flour bags and seed packets for inspiration
- ✓ Play with wheat, stems and vine motifs to create Trellis Florals
- ✓ Partner with local farms and implement a give-back system to elevate the collection



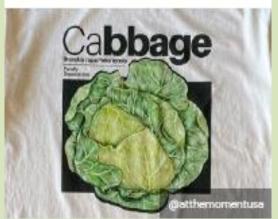


















Nocturnal Animals

- ✓ Opt for shadowy florals and bioluminescent botanicals that tap into the trending Dark Night themes
- ✓ Take a surreal approach to update animal skins and graphics, drawing inspiration from nocturnal animals and Creepy Critters that appeal to youth
- ✓ Choose digital printing to achieve a high level of detail and colour while reducing water and energy usage







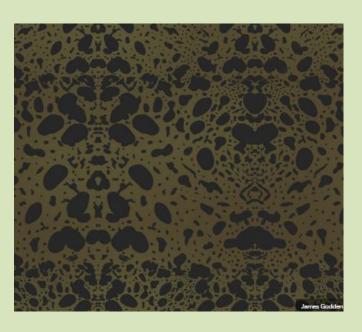












Work in Progress

- ✓ This is an essential trend to update basic graphic tops, jackets and denim, suitable for streetwear and utility items
- ✓ Create statement graphics featuring construction tools and gear motifs
- ✓ Choose pocket placement for utility items
- ✓ Focus on simple micro-identities slogans that showcase their #MakeDoAndMend attitude
- ✓ Expand offering to workwear accessories to increase purchase value. Think tote bags, caps, socks, and branded commodities like toolboxes and measure tapes

















Work in Progress

- ✓ Simple design details add interest and entice consumers to stray from plain minimalism
- ✓ Focus on reworked classics and variegated designs for stripes and checks
- ✓ Explore unusual placement for Branding, and utilise craft such as patchwork and needlework to enhance product value Make care labels your canvas to convey seasonal messages and encourage consumers to maintain the product for a longer lifespan and circularity

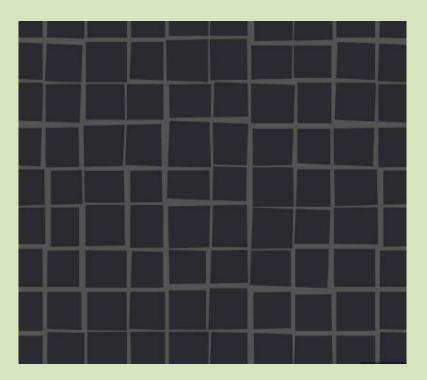
















Key Prints & Graphics: Men A/W 25/26

Circus Act

- ✓ Focus on playtime for graphic inspirations rather than animal performances to avoid the circus's historical association with animal cruelty
- ✓ Take cues from retro circus posters, mystical motifs and playing cards
- ✓ Opt for optical geometrics for a playful touch and bold harlequins as a commercial option

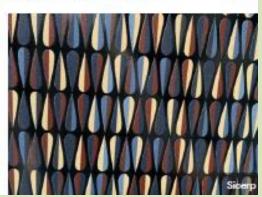


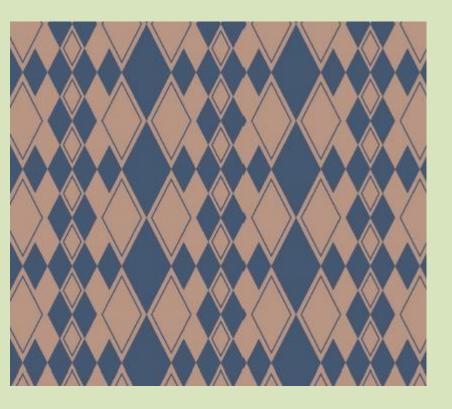














Men's Shirts & Woven Tops A/W 25/26

The camp-collar shirt

- Lean into restorative darks for changeant fabrics
- On plainer styles, look to less-expected trims, such as otherworldly metallics for a standout piece
- For extra texture and depth, look to themes that evoke global crafts, such as Everyday Heirlooms or Natural Craft











The utility chest-pocket shirt

- Utility Details continue to dominate as consumers' appetite for cleaner lines, and practicality remains consistent
- The added pockets for storage offer functionality and purpose, making it ideal for commuters and festival-goers
- Source drills and rip stops for a durable base, or explore softer textiles like RWS-certified merino and FSC-certified lyocells for a premium edge
- Use tactile hardware for an Elevated Utility look
- Consider adaptive design, building in accessibility where possible











Men's Shirts & Woven Tops A/W 25/26

The overshirt

- Smarter and more versatile, it aligns with the Work Experience trend as consumers return to the office with modernised dress codes that touch on cleaned-up workwear references
- The two-way zipper is key here, as this piece is generally layered over another top
- For a cleaner look, opt for a welt pocket instead of the traditional patch
- Textured and tweedy fabrics add a further update, while monochrome versions are a link to classic tailoring











The casual buttondown

- City Dressing is prominent in street style, giving rise to looks that infuse #SmartenUp, #WorkLeisure and #NewPrep themes
- This commercial proposition relies on subtle 3d Textures, plush textiles and unorthodox colours that shift this piece away from its dull office wear roots
- Use Minimalist fabric selections to drive the narrative, as Gen Z's interest in these looks is piquing







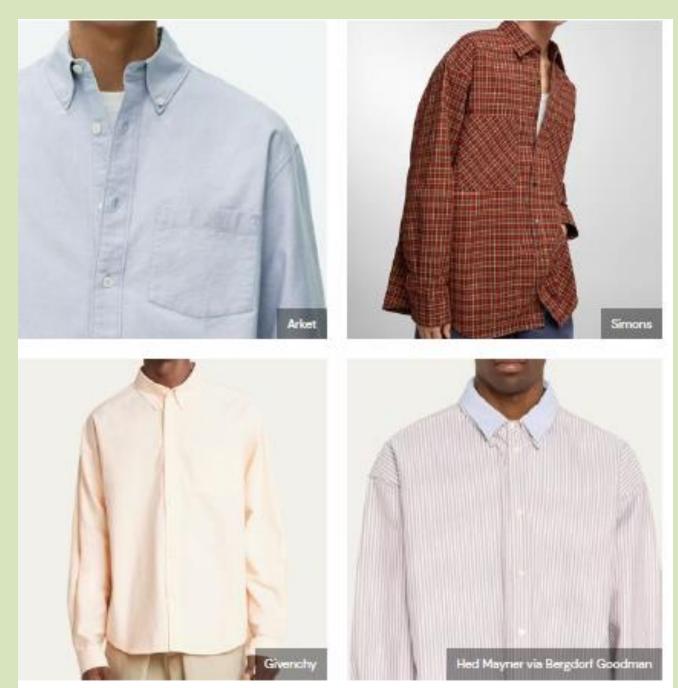




Men's Shirts & Woven Tops A/W 25/26

The oversized buttondown

- Rely on Not So Classic themes to drive your commercial directive here, and lean into playful minimalism and new dimensional checks for a modern take
- The oversized shape should be boxy with a dropped shoulder Play with contrasting stitching and colour-blocked elements
 via cuff, collar or patchwork







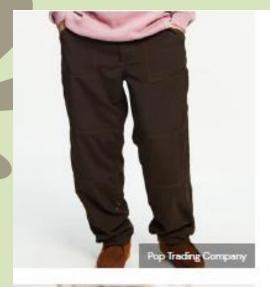
Men's Trousers A/W 25/26

The carpenter pant

- Rely on functional-feeling detailing like Top stitching and robust fabric to create a quieter, straight-leg pant that combines functionality and style
- Use dyed-to-match bar tacks as reinforcements, and play with stitch placement and snap buttons with a matte finish

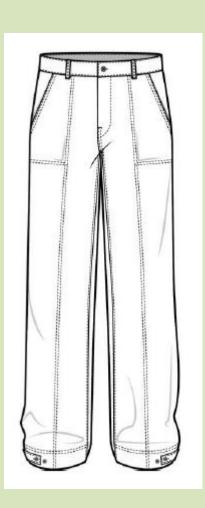
The overdyed trouser

- Aged Appeal elements drive the narrative here
- Use contrast stitching to add to the visual appeal
- Bull denim or 10oz cotton canvas are ideal fabrics to achieve a weathered look but ensure a soft handfeel
- Place seam lines and pocket mouths strategically to show off the fatigued finish





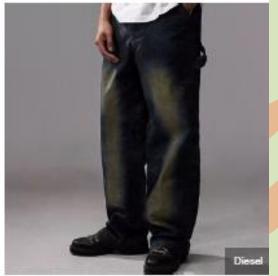












Men's Trousers A/W 25/26

The textured trouser

- Use staple yarns that allow intense brushing, and explore speckled patterns with marled and nepped yarns
- Create new variations with embossing or embroidery
- Choose textures with depth that use certified BCI, GOTS and GRS cotton fibres, RWS and ZQ wool, traceable viscose and GRS polyester
- For colour, look to shadowy darks for asophisticated appeal

The track pant

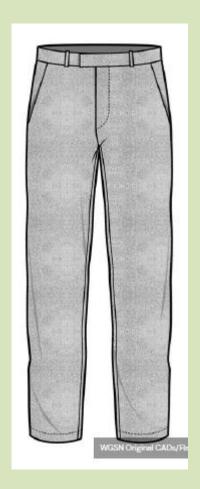
- Capitalise on adjustable features and panelling, allowing for the placement of pockets that make this piece practical and inclusive
- Use a cotton nylon blend for a stiffer but breathable fabric, and rely on organic cotton for circular knit styles
- Colourfastness is critical here, but experiment with softer colours as well as more core tones
- Branded trims like zipper pullers, piping or logo placement add purposeful decoration

















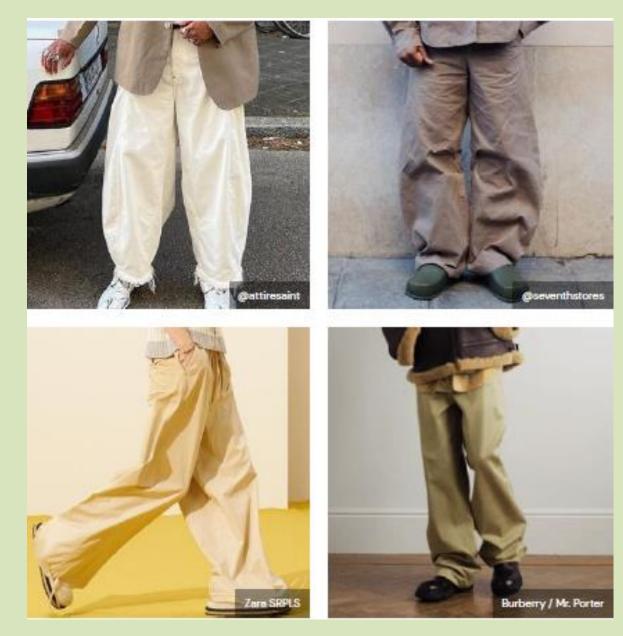


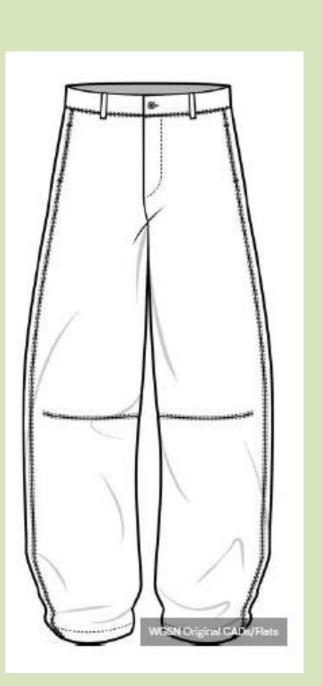


Men's Trousers A/W 25/26

The cotton wide-leg trouser

- Proportion and fit are key for youthful and adventurous Consumers
- Flat front styles require a J shaped pant leg for that roomy feel, but play with pleating placement and width to add more Volume
- Dyed-to-match top stitching keeps the focus on the silhouette, and contrast rivets nod to denim heritage
- Play with raw edges, knee darts, and surface treatments like waxed finishes to differentiate your brand





Men's Denim A/W 25/26

The hooded bomber

- Update Collection Essential, the Hoodie in oversized Bomber
 Jacket shapes for A/W 25/26, with dropped shoulders, a boxy
 80s-inspired silhouette and minimal Utility detailing
- Add transitional versatility with midweight denim to wear the piece as a top or light layer, or add liners and Pillow Padding to winter-proof





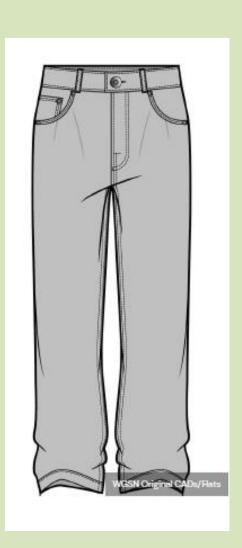






The relaxed Straight Leg

- Update core #StraightLeg styles for the season by taking inspiration from Wide Leg jean styling
- Work into 90s-inspired relaxed fits with straight legs and a stacked hem to offer the comfort and ease of a baggy jean in a more streamlined silhouette
- Embrace Responsible Raw and rinse wash denim for a cleaner, Smarten Up look or experiment with Aged Appeal tints and Fired Earth finishes











Men's Denim A/W 25/26

The padded #Workwear jacket

- Work into boxy jacket shapes with dropped shoulders
- Utilise Work wear and Soft Utility detailing, including rounded square patch pockets and angled welted button pockets
- Play with padding and lightweight liners to create Soft Volume and an extra layer of warmth, providing multi-use opportunities, greater value per wear and a longer-term lifespan to garments – key consumer considerations



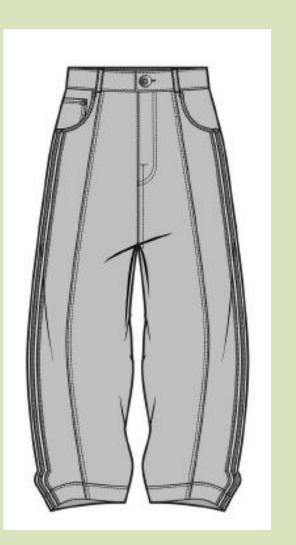






The #SportCore wide-leg jean

- Update best-selling Wide Leg jean styles by adding side panelling and playing up sportswear styling via coloured fabric inserts, layered flat felled seams or contrasting tapes and trims
- Utilise fabric scraps or offcuts where possible
- Refresh this Youth Essential item with mid to Low Rise relaxed fits and keep hems long to create a stacked effect, which is key for the youth and young men's markets







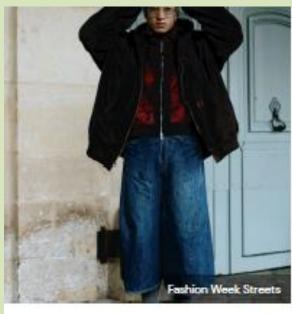




Men's Denim A/W 25/26

The winter jort

- Design into below-the-knee longline denim 'jorts' in relaxed and baggy fits
- Wide Leg silhouettes work best for the youth market and more trend-forward menswear brands, while Straight Legs have broader commerciality
- Play with twisted seams, panelling and Characterfull slubs, or use rinse wash or raw denim to lend a Smarten Up edge
- Style with a long sock or boot to show how the item can transition into winter











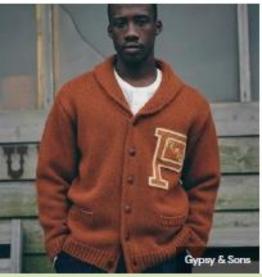
Men's Knitwear A/W 25/26

The preppy cardigan

- Worked in a 5-3gg RWS yarn, this item has a small shawl collar with a high break point, worked in a garter stitch with matching oval elbow patches
- It has twin pockets with rib trims, fully fashioned sleeves and Preppy Stripes at the hem and cuff











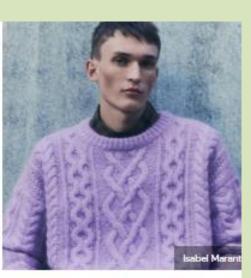
The cable crew

- Source undyed, regenerative wool or brands that promote native breed sheep and look for certified RWS, RAS and RMS fibres
- Use softly napped, brushed and boiled qualities for a tactile feel. This
 item works well as a cosy winter piece in a mid-gauge weight such as 57gg or chunkier 3gg yarn
- Feature latticework and rope cables with a comfortable, relaxed fit
- Explore Statement Cables, traditional aran looks and add soft pastel hues for a more directional effect











Men's Knitwear A/W 25/26

The textured polo

- Subtle texture is added to this 7-12gg piece via racking and 1x1 ribs
- It has a contrast colour collar, placket and a loose-fit
- Work in an RWS, GRS recycled wool or cashmere, or blend with BCI or GOTS-certified organic cotton

The cosy roll-neck

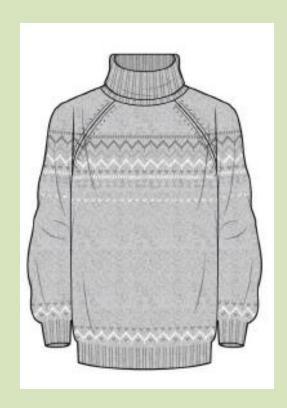
- Its cocooning, relaxed silhouette and soft 12-10gg yarns in Softly Brushed RWS, RAS, and RMS yarns gives a cosy effect
- Explore single jacquard designs in rustic earth tones





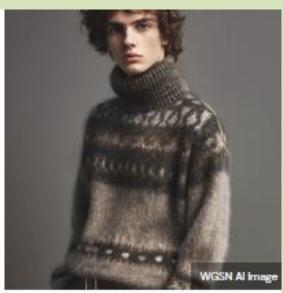














Men's Knitwear A/W 25/26

The sportif V-neck

- This 12gg V-neck is pared-back and updated with graphic trims
- It features a wide 2x2 rib and tipping at the neck and stripes along the cuff and hem as a low-key Winter Stripe detail













Men's Jackets & Outerwear A/W25/26

The #DarkNights topcoat

- Collar and lapel tailoring adjustments are the entry point
- Choose luxurious fabrics with an edge
- Pair low break and collarless cuts with medium-weight smooth calendered or nepped pinstripe wools
- Skew these looks towards evening and occasionwear with the help of tonal embroidered accents inspired by Redefining Masculinity and architectural Metal Hardware details that draw on the polished side of our Rebellious Resistance forecast story
- Give this direction more depth through a Dark Nights palette with
 French Navy and Berry Tones











The duffel coat

- Keep to hip length for the youthful look that works well with nostalgic Heritage Checks, Aged Appeal leather and leather-like qualities
- Draw on Supreme Comfort with longer hems, Hyper Texture borg, fleece surfaces and linings
- Natural fibre-based developments are the most responsible material choices
- Choose wadded technical weights to focus on the youth market's utility aesthetic
- Toggle-and-loop fastening is essential to turn the duffel coat into a statement piece.











Men's Jackets & Outerwear A/W25/26

The duvet puffer

- Replace high-impact surfaces with softly coloured matte-surface cottons and comfortable technical weights
- Wadded, stitched or heat-bonded baffelled insulation will complement slouchy and oversized silhouettes
- Prioritise low-impact insulation qualities
- Provide simplicity-driven details like Soft Utility straps and Playful
 Minimalism hardware and closures for the younger audience











Supreme Comfort jacket

- Work into short, boxy shapes for an approachable, easy-to-understand silhouette
- Sporty panelled matted fleece jackets are the most retail-friendly and familiar look
- Solid outer layers like leather offer a way to progress in this direction
- Pick between all-over retro inspired shaggy borg or two-tone long-pile fleeces that harness Digital Real aesthetics for a directional delivery
- Natural fibres are imperative for faux-fur textures











Men's Jackets & Outerwear A/W25/26

The smart #BomberJacket

- Subtle tailoring details will go a long way
- Sharper, more pronounced front plackets and collar peaks echo the New Angularity trend
- Collarless looks and darted rather than elasticated waistbands enable a subtle, smart adjustment
- Take the bomber silhouette out of a casual context with luxurious fabric finishes that disguise built-in practicality and performance
- Channel Modular Design through detachable add-ons like hoods
- Tonal appliqué will also look at home here













Men's Tailoring A/W 25/26

The conversation starter blazer

- Focus on hand-feel and medium weights
- Corduroys are ideal, but you can experiment with silk wool blends or double-faced qualities
- Dyed-to-match stitching and trims help balance the rest of the jacket, as the wider and elongated lapel is the key feature







The embellished blazer

- Metal Hardware takes the place of embroidery
- Decorate style lines with clean or erratic zippers or twill tape as a closure
- reinforcement
- An uptight silhouette won't work here; rely on a relaxed fit base for Relaxed Formal styling
- Keep to traditional core darks that juxtapose the contrasting embellishment
- Consider end-of-life recycling and the easy removal of trims.





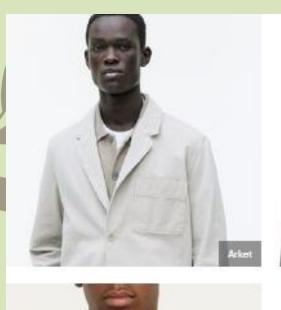
Men's Tailoring A/W 25/26

The high peak high stance jacket

- Smarten Up codes call for dyed to-match top stitch
- Use waterproof coatings on futuristic qualities with robust trims
- Cotton nylon mixes or heavyweight gaberdines with wicking properties serve for workwear looks. Mix the two via Soft Utility

The quiet luxury blazer

- This piece has a relaxed shoulder, longer hem and exaggerated sleeves
- Create a minimalist look with a hidden placket, welt pocket and enhanced mid-tones or emotive darks on a mercerised medium-weight cotton gabardine
- Continued trend for standalone blazers that can be paired with smart or casual trousers or denim















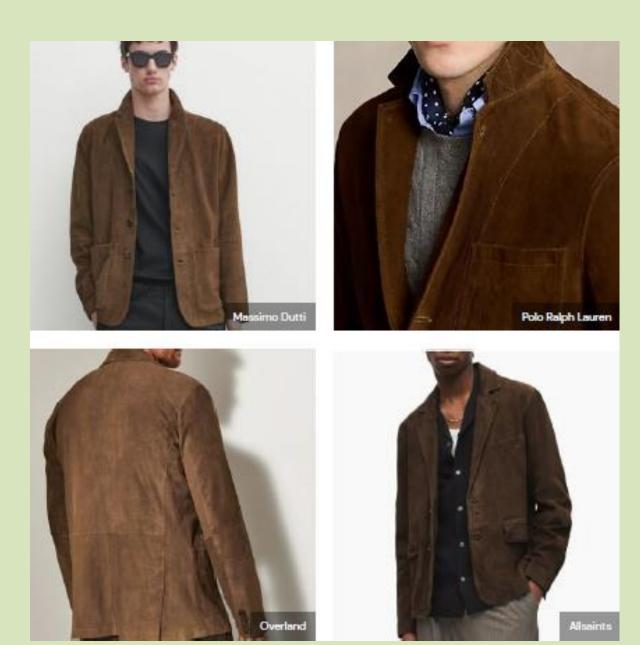




Men's Tailoring A/W 25/26

The SB suede blazer

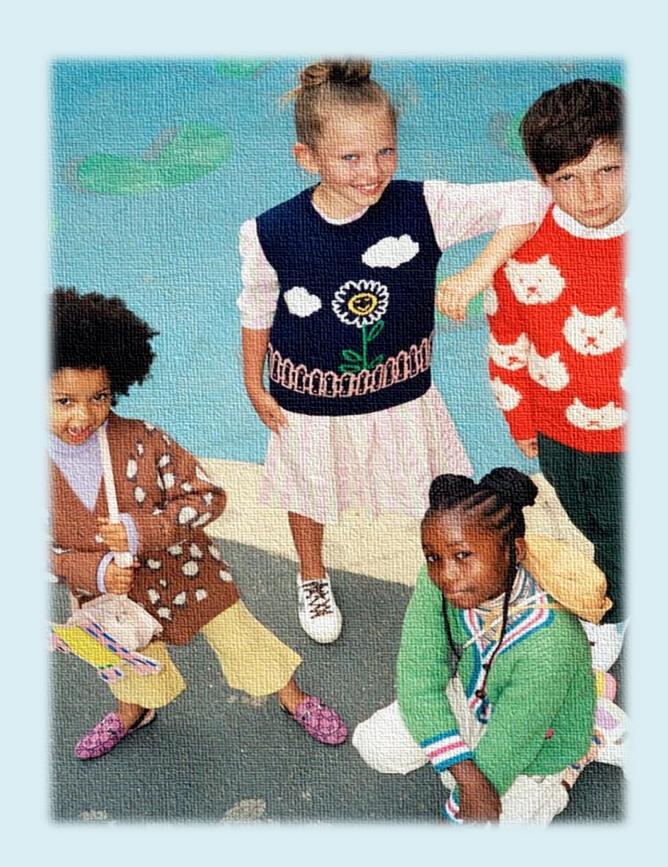
- Use sustainably sourced suede with a dark brown patina for a worn-in look
- Unlined versions will allow for a more relaxed shape, while lined one's aid form and structure
- Choose a 1.5mm or 4oz suede for a refined shell
- Opt for eclectic trims like Material Reset and Natural Grains







KIDS





Celestial pastels

- Apply them to textures that are shaggy, tactile and cosy, as this palette brings a restorative yet surreal narrative to life
- ✓ Use glowing pastels as your base, with pops of energetic Flame, Ray Flower and Mystic Green as accents









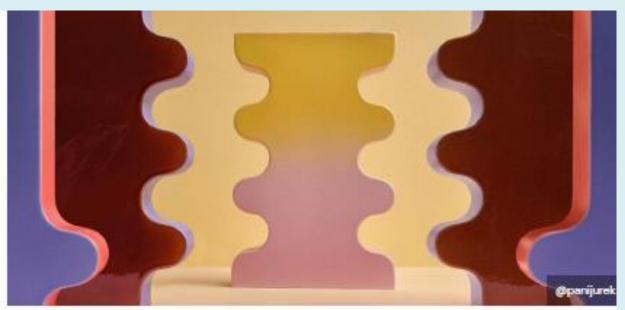




Cherry-infused prep

- ✓ Mix of cool brights, vibrant vintage hues and neon inform an eclectic take on traditional A/W stories
- ✓ Update plaids, prints and intarsia patterns with these shades and add heathers for a twist on classic sporty directions













Spiced neutrals

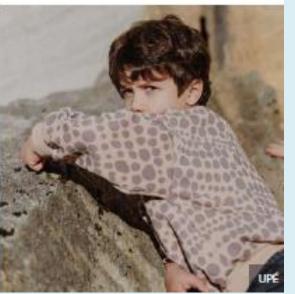
- Choose Rustic Caramel to enrich this palette, complemented by the warmth of our annual neutrals balanced by cooling greens
- ✓ Apply it to natural fibres using low-toxic and botanical certified dyes
- Emphasise textured materials like corduroy, fleece, ribbed fabrics and waffle knits













Grounded primary

- ✓ Apply to heritage, prep and thrift-culture-inspired directions
- ✓ Combine these colours in print and knit motifs, or explore solid-on-solid styling
- ✓ Introduce Egg Yolk for a dynamic flash of colour















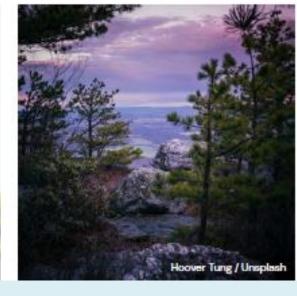
Twilight forest

- ✓ Add Galactic Lilac and Future Dusk, our 2025 Colour of the Year, for a sense of mystery and escapism that complements the bright energy of Punk Purple
- ✓ Move on the A/W 24/25 purple palette with the rich warmth of Intense Rust











A: Future Dusk	D: Galactic Lilac
B: Sea Kelp	E: Punk Purple
	F: Sustained Grey
C: Oat Milk	G: Intense Rust

Mystical flora

- ✓ Upgrade cold-weather accessories, cosy knits and partywear with stimulating Neon Flare, while allowing the gentle charm of tinted pastels to shine through
- ✓ Black adds a mystical element to the palette, while Retro Blue feels authentic











A: Neon Flare

E: Tea Stain

B: Retro Blue

F: Transcendent Pink

C: Moonstone Blue

G: Black

Retro midtones

- ✓ This retro palette offers comfort through a sense of authenticity and charm, with nostalgic hues informing apparel, footwear, accessories and outerwear
- ✓ Add Punk Purple to refresh heritage and retro directions







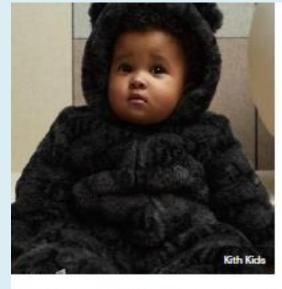






Nocturnal darks

- ✓ These deep tones work well for all ages and genders, with outerwear, casual separates and partywear all key categories
- ✓ Lift dark shades with key colours, Celestial Yellow and Neon Flare as fashion solids or in prints and patterns













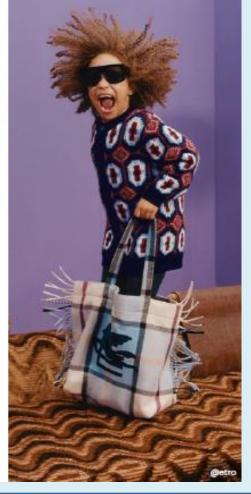
Dimensional Classics

- Fibre and yarn: source BCI, GOTS and recycled cotton, FSC viscose and lyocell, RWS or ZQ merino worsted and cashmere
- Construction and finish: clash and combine geometric and plaid motifs with amped-up colour in flannels, shirtings and shacked weights. For intarsia and printed geometrics, play with proportion and scale and include popcolour Accents
- **Relevant for:** shirting, knitwear, separates, allin-ones, dresses, matching sets, soft accessories









Fired Earth

- Fibre and yarn: Aim for biodegradability. Use GOTS and BCI cotton, hemp, linen, organic wool, FSC lyocell and bio-based biodegradable synthetics
- > Construction and finish: Fiery tie-dye, dip dye and mottled effects give elemental textures. Develop cracked, creased and abraded-look jacquards. Use silty, stained, oxidised and rustlook mineral prints or dyes, especially for denim and bottom-weight materials. Experiment with clay, soil and mineral
- > pigments to solidify overarching sustainable colour messages

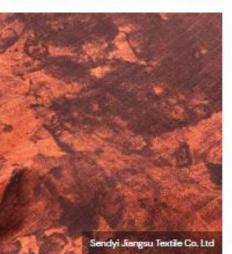
Relevant for: jackets, bottoms, denim, knitwear, shirting, separates, soft accessories











Soft Utility

- Fibre and yarn: GOTS and fair-trade cottons are key, with linen, hemp, ramie, RWS merino and FSC lyocell additions
- Construction and finish: Focus on botanical colour for washed-down checks and plains on drill, twill, canvas and corduroy weights for bottoms and jackets; chambrays and poplins for shirting
- Relevant for: shirting, jackets, separates, all-inones, dresses, soft accessories









Unconventional Quilting

- Fibre and yarn: Source fair trade or GRS cotton, polyester and nylon. Test cellulosics lyocell and Liva Reviva for sheeny softness. Look to sustainable insulation options, recycled foams and bio-based wadding
- Construction and finish: Create puffy and rounded surfaces via stitching and heatpressing techniques in creative pattern designs for an adventurous approach to quilting. For a lower-cost alternative, create vibrant screen-printed designs that give off the same energy
- > Relevant for: outerwear, gilets, bottoms, soft accessories, skiwear









Rustic Spirit

- Fibre and yarn: Use insulating RWS wool and cashmere, RAS alpaca or camel hair. Source vegetal local agro-waste fibres such as Agraloop,
- ➢ linen, flax, hemp, banana leaf and nettle and GOTS or fair trade cotton.
 Add texture with slub, marl and mélange yarns
- Construction and finish: Create perfect imperfection with artisanal-feel plains, slubs and mélanges, embracing uneven surfaces and the natural characteristics of yarns. Focus on fibre in minimal designs of earth-shaded plains with cables and pattern interest alongside biofleece
- Relevant for: knitwear, separates, all-in-ones, loungewear, outerwear, soft accessories











Everyday Heirlooms

- Fibre and yarn: Use fair trade, BCI, GOTS and GRS cotton, natural organic linen, ramie, nettle and hemp fibres. Add slub, marl and mélange yarn textures
- Construction and finish: Prioritise fabrics that support and protect textile communities, with traditional tapestry, jacquards, ikat and embroidery honoured and celebrated. Mix-and match patterns in garments or styling for eclectic looks
- > Relevant for: shirts, jackets, outerwear, gilets, dresses, separates, denim, soft accessories











Felted Softness

- Fibre and yarn: GRS cotton, RWS and ZQ wools, FSC viscose and lyocell, GRS polyester, GOTS leather and suedes and supple plant-based bioleather-look textiles. Use plant and mineral dyeing to create softened dusty finishes with minimal environmental impact
- Construction and finish: Muffled softness shapes flocked, suedes, moleskins and matte mélange felts. Reclaimed fibres add flecked aspects to tonal blends. Prioritise closed-loop, low-impact dye processes
- Relevant for: jackets, matching sets, separates, gilets, loungewear, footwear, soft accessories









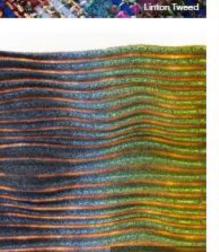


Recrafted Rainbow

- Fibre and yarn: Use reclaimed mélange and mouliné yarns, slubs and bouclés compatible with onward recyclability. Use GRS Ecotec and Re-Verso cotton, wool or cashmere and closedloop Refibra and Liva Reviva lyocells
- Construction and finish: Upcycle multicoloured fibres and yarns into tweeds, checks and stripes, update shirtings with waste-fibre flecks, and use deadstock yarns for fil-coupé or ombré weaves
- > Relevant for: jackets, outerwear, separates, allin-ones, soft accessories





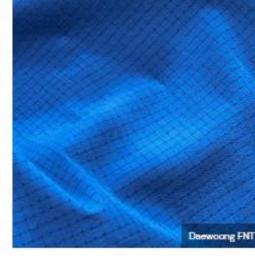




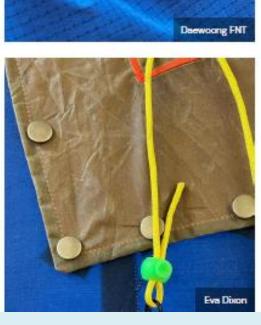
Wayfinding

- Fibre and yarn: Look for GRS polyester and nylon such as Newlife, Econyl, Seaqual and Repreve, biodegradable synthetics and BCI and GOTS cotton
- > Construction and finish: Create ripstop, poplins and two to three-layer proofs with breathable coatings, waterproofing, tear-proof and quickdry
- > attributes. Increase longevity with reversible designs; use patchedtogether deadstock fabric for pattern and colourblocking
- > Relevant for: outerwear, skiwear, activewear







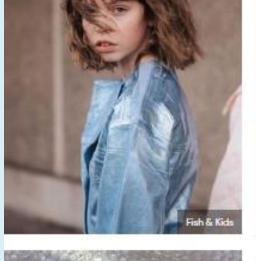


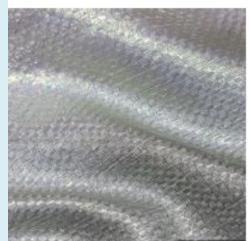


Crystalline Translucence

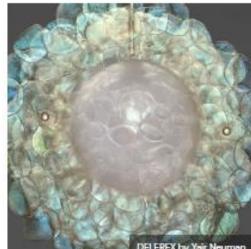
- Fibre and yarn: Use FSC cupro, Tencel, EcoVero and Livaeco for sustainable sheen. Source GRS nylon and polyester with low-impact finishes. Use recycled cotton, cottonised hemp and Tencel for jackets and denim
- > Construction and finish: Use lower-impact recycled-ingredient iridescent and metallic coatings. For structured items use mid-weight denim in 12 ounces in traditional twill structures
- Relevant for: shirts, dresses, separates, denim, jackets, tops, soft accessories

















Super-Tactile

- Fibre and yarn: Look for mélange RWS, ZQ certified and postproduction recycled wool, RMS mohair and cashmere, adding BCI and GOTS cotton and GRS polyester for lofty transseasonal blends
- Construction and finish: Create soft, plush and brushed weaves or lofty tweeds in cloudy spaceprint yarns. Blur colours with brushed, tufted and felted finishes for a soft take on Hyper Texture
- ➤ Relevant for: knitwear, dresses, tops, separates, matching sets, soft accessories







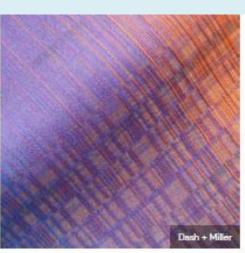




Digital Glow

- Fibre and yarn: Source nylon and polyester including branded GRS fibres Q-Nova, Newlife, Econyl, Seaqual and Repreve, and recycled PU
- Construction and finish: Evolve Dopamine Brights with glossy polyester and nylon sheen with low-impact coatings in waterbased and biodegradable films. Add painterly ombrés or use holographic materials that shift in the light
- > Relevant for: outerwear, active, separates, skiwear, soft accessories









Key Prints & Graphics: Kids' A/W 25/26

Farm Merch

- A shift of interest toward agriculture and agritourism evolves commercial themes with a mindful approach
- ✓ Use a rustic hand-drawn style to create farm posters and educational harvest graphics
- ✓ Adopt food dye in your collection and offer DIY workshops to connect the farm-to-closet story





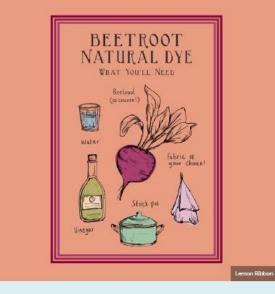






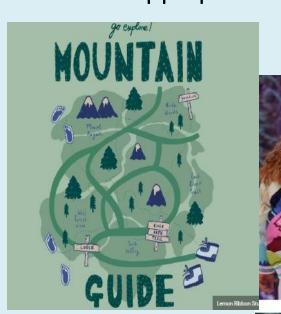






Expedition Bigfoot

- ✓ This direction offers an adventurous mood that encourages kids to explore the outdoors, ideal for family skiing and treks during winter
- ✓ Incorporate cute Yeti-style characters and footprints to update Abstract Camo, mountain range prints and map graphics
- ✓ Illustrate nature's textures and furry skins through linear markings and tactile appliqués such as Plush and woolly textures

















Key Prints & Graphics: Kids' A/W 25/26

Playful Minimalism

- Use geometric shapes to reinvent classic prints, brand carriers and slogan graphics
- ✓ Joyful Polka Dot works best for partywear. Pair high-octane brights with dark grounds to add commercial appeal
- ✓ Utilise archived fabrics to create bold cutout appliqués and explore unusual placements to add interest
- ✓ Offer surplus offcuts and yarn as a DIY kit for creative mending. on consumers' existing pieces, making appliqué purposeful and allowing Customisation











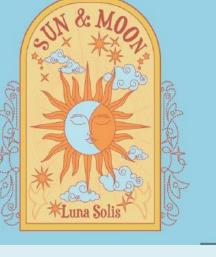




Astro Ranch

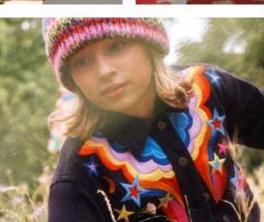
- Take cues from tarot cards and astrology for motifs and graphic inspiration Opt for crafted aesthetics such as paper cutout, Airbrush and hand-painted illustrations
- Add a touch of Western details via intricate stitching and panelling
- Cosmic themes are no longer confined to sci-fi aesthetics but refreshed with mysticism, alongside the resurgence of Western looks among youth, adding a fresh perspective



















Key Prints & Graphics: Kids' A/W 25/26

Little Cities

- Be mindful of licensing issues when featuring transportation signage as motifs, and partner with classic car brands to feature cars as graphics
- ✓ Otherwise, opt for a naive style and incorporate cute characters and animals to broaden the appeal
- ✓ Utilise fabric offcuts to create movable and peek-a-boo appliqué to add interest

BTZ / Zozotown

















Punk Heritage

- ✓ Draw inspiration from comics and scrapbooks and utilise Photocopy and scanned images to craft collages with stickers, doodles, and classroom graffiti
- ✓ Opt for bold plaid shirts with removable badges as commercial options
- ✓ Offer DIY value sets with plain items and fabric markers for Customisation and encourage multigenerational co-creation

















GIRLS





Girls' Apparel A/W 25/26

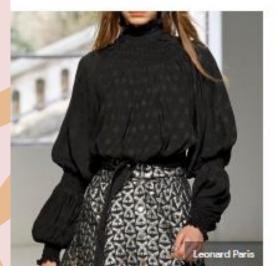
The modern poet blouse

- Aim for a minimalistic look with elasticised cuffs, dropped shoulder seams, and a ruffled neckline for everyday wear
- ✓ Add toggles at the neckline or waist to contrast the femininity of the silhouette with adjustable details remain a key investment area
- ✓ Shimmering materials, Puff Sleeves and shirring details take this in a partywear direction













The side-tie knitted vest

- ✓ Multifunctional and adjustable updates make the item more adaptable for a broader consumer base
- ✓ Update the knitted vest with a wider neck opening and adjustable selffabric ties at the waist
- ✓ Use sustainable monomaterials, such as Agraloop, linen, flax, hemp, banana leaf and nettle, GOTS or fair trade cotton
- ✓ Add intarsia patterns or 3D trims that tie back to your chosen theme













Girls' Apparel A/W 25/26

The bubble hem dress

- Lean into this voluminous silhouette by combining it with comfort-driven materials in Crystalline Translucence or soft metallic
- ✓ Add loft through low-impact wadding, structured gussets or tubular quilting with a centre-front zip











The 3-in-1 skirt/trouser set

- ✓ Create Matching Sets consisting of three coordinating styles that can be sold separately or together
- ✓ Capitalise on the pleated skirt's success and team it with a straight-leg or bootcut trouser silhouette
- ✓ Design with Mono Material in either woven or knit, and use elastic at the waist of the trousers for a pull-on style and an adjustable flat-lay skirt to

minimize bulkiness









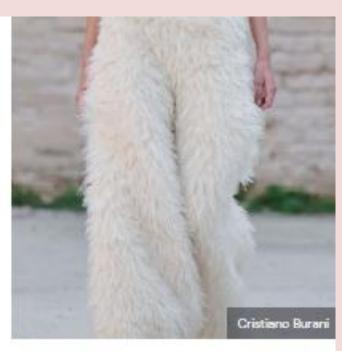


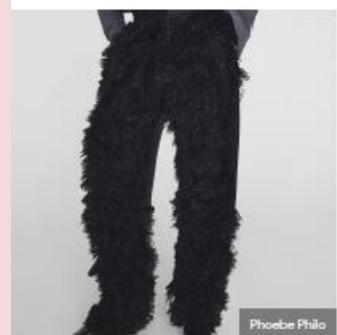
Girls' Apparel A/W 25/26

The plush trouser

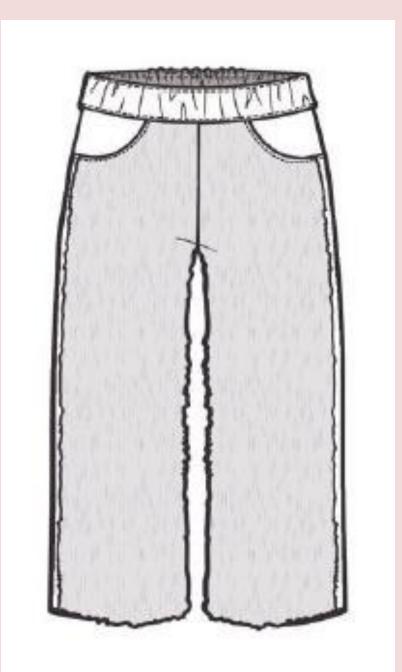
- ✓ To achieve comfort and sustainability in your designs, choose RWS certified wool, recycled polyester and low impact cotton
- ✓ Use plush teddy fleece or Felted Softness for the front while keeping the back and pockets clean in either denim or twill
- ✓ For a more commercial take on this trend, create a statement with strategically placed plush materials, such as Statement Pockets, Panelling or tactile cuffed hems











The padded jacket

- ✓ The padded jacket continues to be important, with shorter silhouettes dominating and facilitating layered looks
- ✓ Onion quilting taps into Utility themes, with boxy genderless silhouettes inviting extended wear and resale
- ✓ Allover prints, embroidered motifs and frill collars lend personality to this perennial style, while pieced constructions and upcycled materials champion sustainability







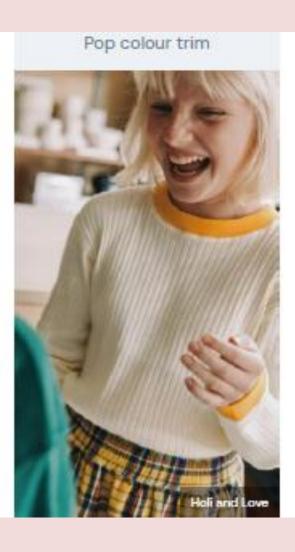




The tee

- Comfort and longevity drive development for the perennial tee profile, with textural fabrics and roomy fits updating the core tee
- ✓ Opt for cosy ribbed and waffle-textured GOTS cotton for long-sleeved tees, adding contrasting pop-coloured ribbed cuffs and striped inserts to present a sporty aesthetic
- ✓ As mock neck silhouettes gain popularity, add interest to basic tees with feminine neck details such as gathers or smocking.











The sweatshirt

- Refresh the girls' sweatshirt profile with feminine details
- ✓ Self-fabric frills are a key commercial update, applied to oversized dropped-shoulder silhouettes that reflect the trend for comfort dressing
- ✓ Apply blanket stitched trims and schiffli embroidered Statement Collar details to tap into a Considered Craft direction











The casual dress

- ✓ The smock dress evolves A/W 24/25's casual dress with nostalgic details and easy-to-wear, comfortable silhouettes
- ✓ Adopt roomy A-line profiles for ease of movement, with long sleeves and Crafted Details such as smocking and ruching
- √ Tap into the commercial checked fabrics, frilled sleeves and hems











The legging

- ✓ Leggings continue to be a commercial must-have, owing to their versatility and trans seasonal appeal
- ✓ Flared profiles are confirmed as a key silhouette, sitting in both active and nostalgic collections
- ✓ Introduce leggings as part of mix-and-match basics ranges, and add youthful energy via Ombre effects, playful geometric and abstract prints







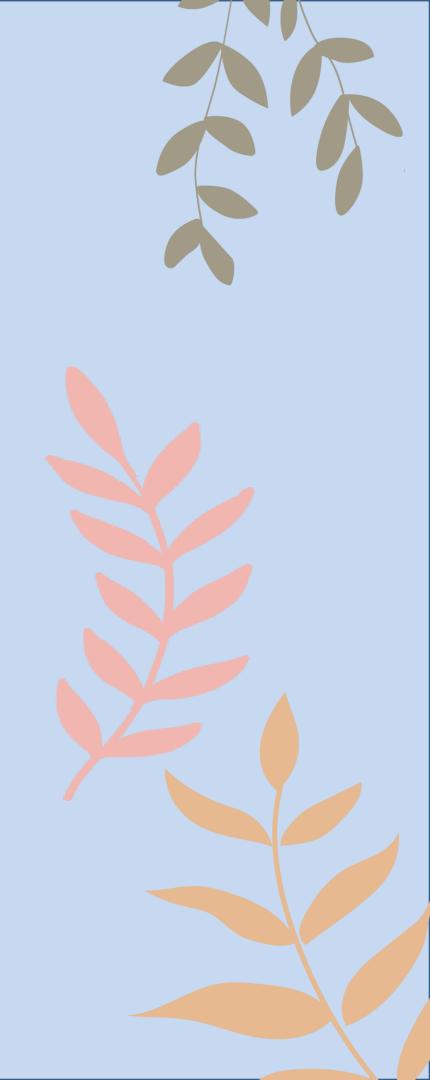






BOYS





Boys' Apparel A/W 25/26

The pop-over reflective jacket

- Half-zip or quarter-length zips help minimise cold zones and allow for large front-position storage pockets that give a '90s streetwear feel
- ✓ For practical longevity, stick to wind- and water-proof materials with a PFC free membrane
- ✓ Look to kids' Way finding material message and include reflective prints and trims to help for nocturnal visibility













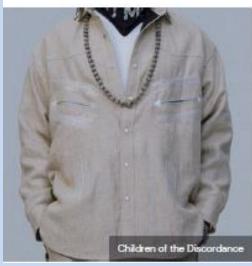
The thick ranger shirt

- ✓ Use brushed-cotton plaids and corduroy combinations evoking a robust utility aesthetic
- ✓ Subtle rodeo-inspired design details, such as shaped yokes and pockets, filter down from youth and menswear
- ✓ Pop-stud finishes assist in easy dressing
- ✓ Opt for a Spiced Neutral combination













Boys' Apparel A/W 25/26

The textured utility sweatshirt

- Introduce functional woven contrast details like chest pockets, shoulder yokes and placket details to add interesting twists that provide added robustness alongside creating a less bulky finish
- ✓ Sustainable Fibre development is key, with a focus on natural and recycled mono-materials and fuzzy wool bouclé materials









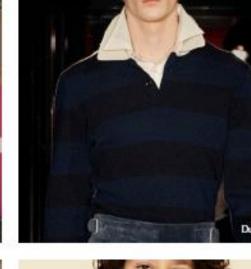




The clubhouse sweater

- ✓ Translate the Polo for cooler climates, leaning into premium merino wools to create an insulated, smartened-up and vintage-inspired silhouette
- ✓ Opt for bold engineered stripes in retro mid-tones, contrast tipping details and statement buttons













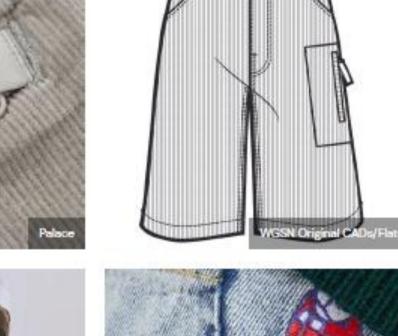
Boys' Apparel A/W 25/26

The winter jort

- ✓ Work up the jort in relaxed canvas, denim and corduroy options
- ✓ Zipped placket pockets and flat Utility Pockets complete the look
- ✓ Style with long skate socks and chunky trainers
- ✓ Small Badged icons reflect a streetwear look















The puffer coat

- ✓ The puffer coat remains a staple item, with cocooning oversized and longer-line silhouettes emerging to refresh this perennial style
- ✓ Metallic finishes reflect galactic themes, while all-over printed ombré effects and statement colours are a commercial way to inject youthful exuberance











The hoodie

- ✓ Nostalgic aesthetics influence hoodie designs, with varsity-inspired graphics, contrast overlock stitching and a collegiate palette highlighted as must-haves
- ✓ Invest in heathered yarns to elevate this core item with timeless athletic appeal, prioritising oversized, comfortable fits, roomy raglan profiles and dropped shoulder seams as essential details that tap into the consumer desire for kids' products with longevity











The polo shirt

- ✓ Preppy trends continue to influence boyswear, with the polo shirt becoming a key commercial item
- ✓ Opt for relaxed cotton jersey and lightweight French terry versions, with contrast collar, placket and ribbed cuffs
- ✓ Printed or cutand-sew stripes add collegiate flair, as highlighted in the Kidswear Forecast A/W 25/26: Alt-Optimism











The tee

- ✓ Update the tee for A/W 25/26 with subtle design evolutions that will stand the test of time
- ✓ Relaxed fits remain important, with dropped shoulder seams, contrast cuffs and sporty raglan profiles lending themselves to collegiate looks
- ✓ Introduce long-sleeved colour-blocked designs to evoke a aesthetic, applying neutral Preppy Stripes to put a contemporary twist on this classic style











The sweatpant/jogger

- ✓ Refresh the classic jogger with athletic contrast panelling and reinforced knees that evoke a Soft Utility aesthetic
- ✓ Focus on a comfortable straight-leg profile, with extra length in the leg to encourage extended wear, opting for tactile brushed and fleece-backed materials that feel cosy and reassuring













Baby & Toddler Apparel A/W 25/26

The fleece jacket

- ✓ Use Responsible Wool Standard (RWS) wool fleece, recycled polyester and plush cotton fabrics putting a sustainable spin on the fleece jacket profile
- ✓ Wide-fitting, boxy silhouette allows for growth and easy movement
- ✓ Incorporate modular details to offer trans- seasonality. Zip-off hoods and sleeves allow the jacket to be worn throughout the year
- ✓ Built-in scarves and Add On Accessories provide extra cosiness
- ✓ Embrace rustic texture and earthy neutral tones to accentuate the sustainable narrative













The heirloom knit vest

- ✓ Adopt a boxy vest silhouette, investing in RWS wool, ZQ merino and cashmere yarns
- ✓ Opt for dimensional popcorn knits, heavy cables and crocheted constructions to tap into nostalgic themes
- ✓ Apply Variegated Stripes, rustic intarsias or plaid knit patterns to tap into a preppy look
- ✓ To aid recycling, pursue mono-materiality













Baby & Toddler Apparel A/W 25/26

The tulle skirt dress

- The textile is particularly relevant for partywear drops, to steer occasion designs away from sequins and glitter for sustainability reasons
- ✓ Combine a stretch cotton jersey or plush velvet top with a tutuinspired tulle skirt made of Layered Sheers, blending casual comfort with party-ready frivolity
- ✓ Forego sequins in favour of embroidered appliqués or printed embellishments







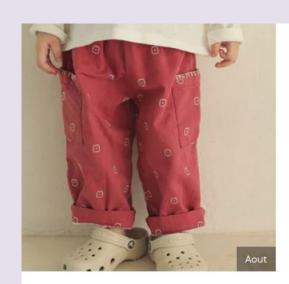






The pull-on cargo

- ✓ Opt for a wide-legged, roomy silhouette to allow for growth and movement
- ✓ Add technical-inspired bungee cord trims to reflect utility themes for a directional look
- ✓ Apply statement cargo pocketing to the legs and add blanket stitched edges for an artisanal finish, using surplus textiles to evoke a sustainable narrative













Baby & Toddler Apparel A/W 25/26

The crafted romper

- Yeay homage to artisanal crafs such as embroidery, lacework and smocking to embellish robust rompers and create everyday heirlooms
- ✓ Choose durable Global Organic Textile Standard (GOTS) cotton, natural organic linen and hemp fibres for voluminous bubble silhouettes that provide babies and toddlers with room to grow and ease of movement
- ✓ Juxtapose traditional plaids with delicate cutwork and ditsy floral embroideries to evoke a Craft core aesthetic
- ✓ Present Statement Collar designs and opt for square-edged, oversized iterations decorated with self-fabric bows and ruffles













The tee

- ✓ Take a minimalist approach to update the core tee profile, designing in a sustainable and circular manner
- ✓ Focus on timeless, relaxed-fit versions, backing mono-materiality to aid recycling
- ✓ Replace extraneous trims with self-fabric pockets and envelope neckline











The bodysuit/romper

- ✓ The romper is a versatile and universal silhouette that appeals to consumers seeking longevity and value for money
- ✓ Opt for comfortable, robust materials such as corduroy, which has resale potential and reflects the trend for comfort-driven design
- ✓ Apply crochet trims and lace-embellished statement collars to turn this perennial item into a future heirloom











The all-in-one

- ✓ Easy dressing is key for the core all-in-one, with comfort remaining the main focus. Implement eco-conscious interventions such as recycled cotton and mono-materiality to ease circularity, ensuring trims are sustainably sourced where necessary
- ✓ Keep the design minimal, updating this essential gender-inclusive style with playful self-fabric frills or collars











The casual dress

- Pull-on, comfortable dress profiles are essential, with the smock dress emerging as a commercial must-have for baby girls
- ✓ Adopt long-sleeved versions with a roomy fit and feminine details such as frill collars, layered hems and hand-smocked detailing for dressing across occasions that taps into the Future Heirlooms direction

Comfortable cotton jersey



Matching accessories



Trapeze silhouette



#StatementCollar



Minimalist linen



The sweat set

- ✓ Evolve the perennial jersey sweat set with GOTS-certified organic cotton and tactile velour
- ✓ Boxy silhouettes are key for kids to grow into
- ✓ Design sweatshirts with wide hems and dropped shoulder seams for a comfort-driven look
- ✓ Add subtle embellishments such as embroidered logos and crafted trims













For any query / suggestion and for WGSN access please feel free to contact-

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