

SS 27

FASHION TREND

REPORT





INTRO TO THE SEASON

SS 27's aesthetic pivots are rooted in Gen Z's collective response to an uncertain future as they chart new and nuanced paths to break away from rules and expectations. For them, fashion is not just for personal expression but for emotional escape—embracing items that grant a sense of protection, calm, or joyful resistance.

Trend overwhelm and overacceleration push the cohort toward radical simplicity—bringing their attention to core basics and investment items that stand the test of time. Codes of activewear increasingly pop up in day-to-day street style as Gen Z-ers seek a level of technicality and comfort in their lounge dressing. At the other end of the spectrum, Gen Z expression combats the quiet sophistication of our current fashion landscape, rebelling against “safe” dressing with bold statement pieces that rely on adornment and bold shape play. Microdosing maximalist details, we see default items receive attention-seeking updates, whether achieved through asymmetry, hacking, or surface application.

Brewing tensions are addressed through a dark take on power dressing, where grit is the fashion language to engage the unapologetic, sexually liberated, and politically charged Gen Z-er. Where this emerging gothic aesthetic leans into the tough extremities, a more relaxed, Earth-coded style addresses the balance by speaking to Gen Z's holistic approach to well-being.

PERFORMANCE DEVELOPMENT



- brrr°
- Cocona 37.5® Technology
- COOLMAX® ALL SEASON
- LYCRA® DUAL COMFORT
- ReComfort™
- HeiQ Smart Temp
- HYDROCOOL®



- High IQ® Sun Protect
- LYCRA® DUAL COMFORT
- miDori® bioDry
- miDori® evoPel
- NATURAL STRETCH
- SILVERPLUS®
- STORM COTTON™
- THERMOLITE® CORE



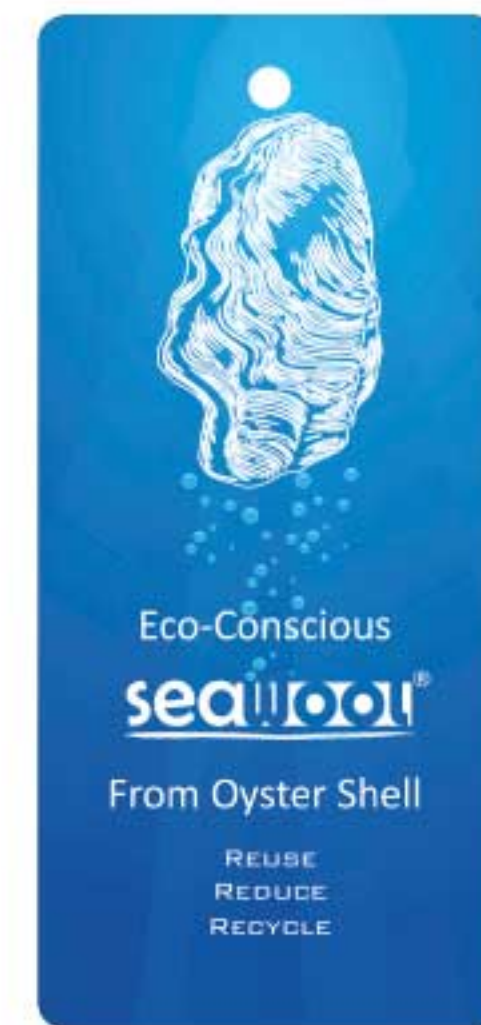
LYCRA® DUAL COMFORT technology



- Warmth performance
- Moisture management
- Water repellent
- Stain resistant
- Wrinkle resistant
- Anti-bacterial
- Sun Protect
- Durability & abrasion resistance
- Easy Care
- Cooling

- TOUGH COTTON™ Technology
- TransDRY® Technology
- High IQ® Lasting White
- Teflon EcoElite™ (CO)
- RUCO-THERM CMB COOL MENTHOL BOOST
- Smartcel® Sensitive
- ProTecht® Chill (SFC&NFC)
- PUREPRESS™ Technology

SUSTAINABLE DEVELOPMENT



- Asutex (Asufix del & Asuwash)
- Carbon-zero TENCEL™
- COOLMAX® EcoMade
- EcoCosy®
- ECOVERO™
- ECOVERO™ x REFIBRA
- FINEX™
- Hemp
- HIGH IQ® Lasting Black eco
- IndiDye®
- Matte TENCEL™ Lyocell fibers
- Nature Coatings
- Organic cotton
- REPREVE® Nylon
- Rose Fiber
- REFIBRA™ Technology TENCEL™
- REPREVE®
- COOLMAX® EcoMade
- Smartcel™ sensitive
- Sorona® Agile
- Sorona® Luxe
- Tubingal rise recycle softener (CHT)
- Texloop™ RECYCLING
- Undyed Fabric
- UMORFIL® Beauty Fiber®
- CELYS® Biodegradable
- Textile TAKEBACK™
- REPREVE® Our Ocean™
- REPREVE® SmartDye™
- TENCEL™ Lyocell Stretchy Comfortable Fabric

SUSTAIN & INNOVATION



TEN108 (Tencel Lyocell)



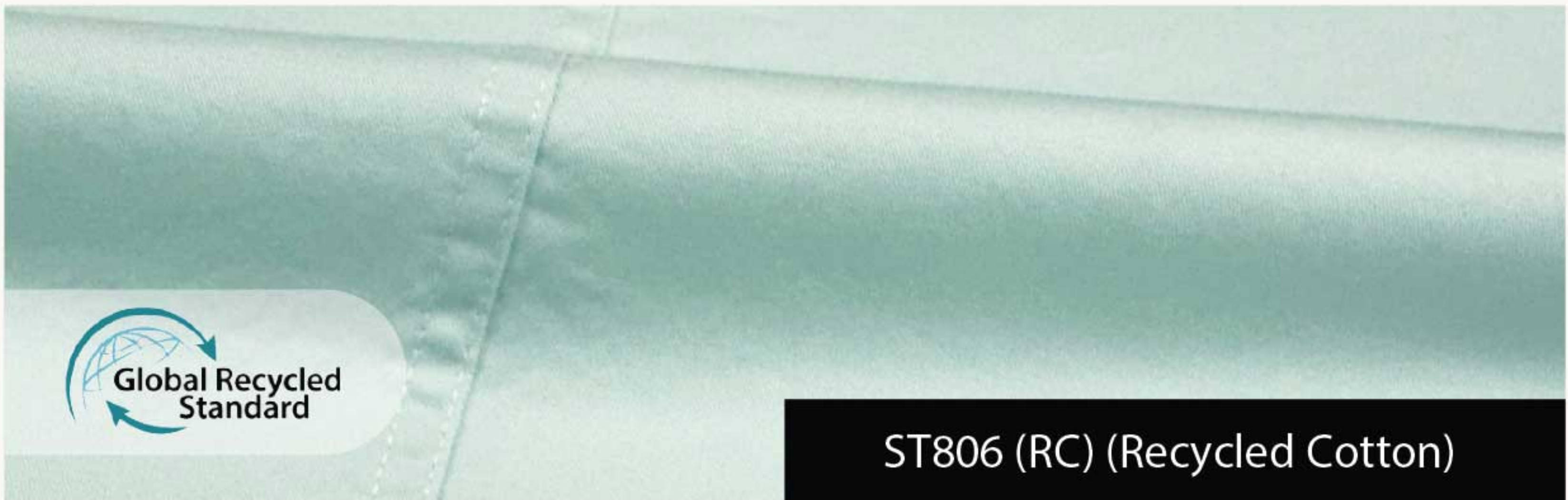
RS3168 DD (Repreve TakeBack)



JD827 THC (Tough Cotton)



TEN106 (Tencel Lyocell)



ST806 (RC) (Recycled Cotton)



JTS339 (RC) DD (Recycled Polyester)

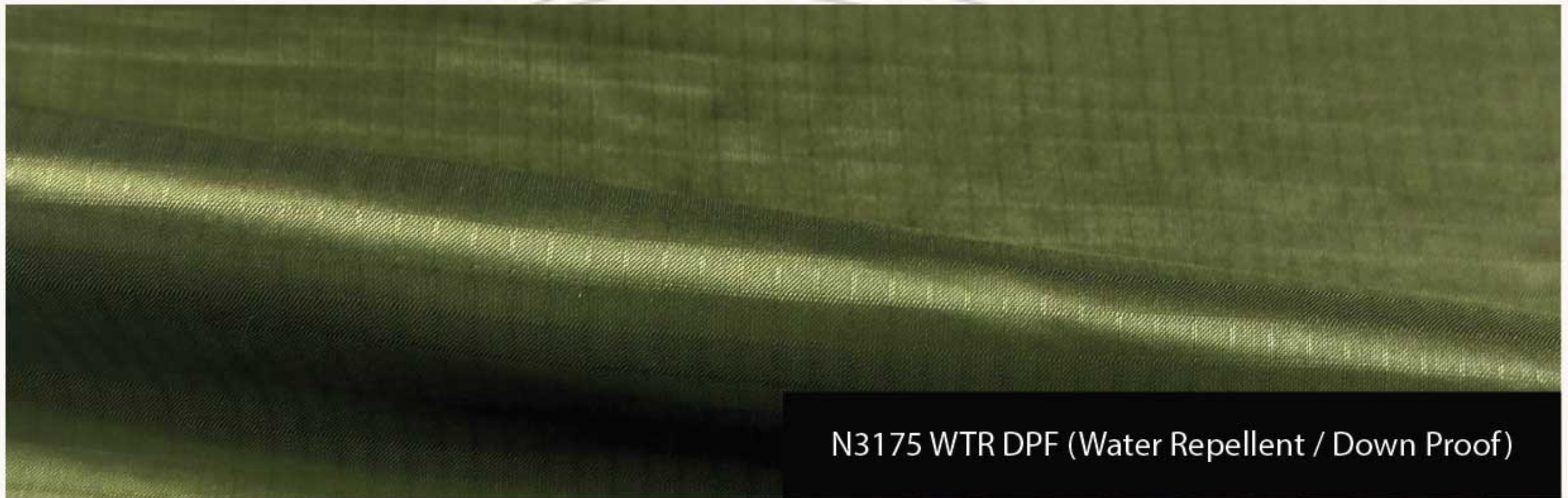


TEN107



JTS3095A (OR) (Organic Cotton / Repreve TakeBack)

SUSTAIN & INNOVATION



SUSTAIN & INNOVATION



JTS456 DD (Coolmax All Season)



JDT180A SD (Coolmax All Season)



JTS281A DD (Dual Comfort EcoMade)



JD235 CF (Cooling Finishing)



JD827A CF (Natural Stretch)



JDF711 CF (Cooling Finsih)



R143A (Ecovero X Refibra)

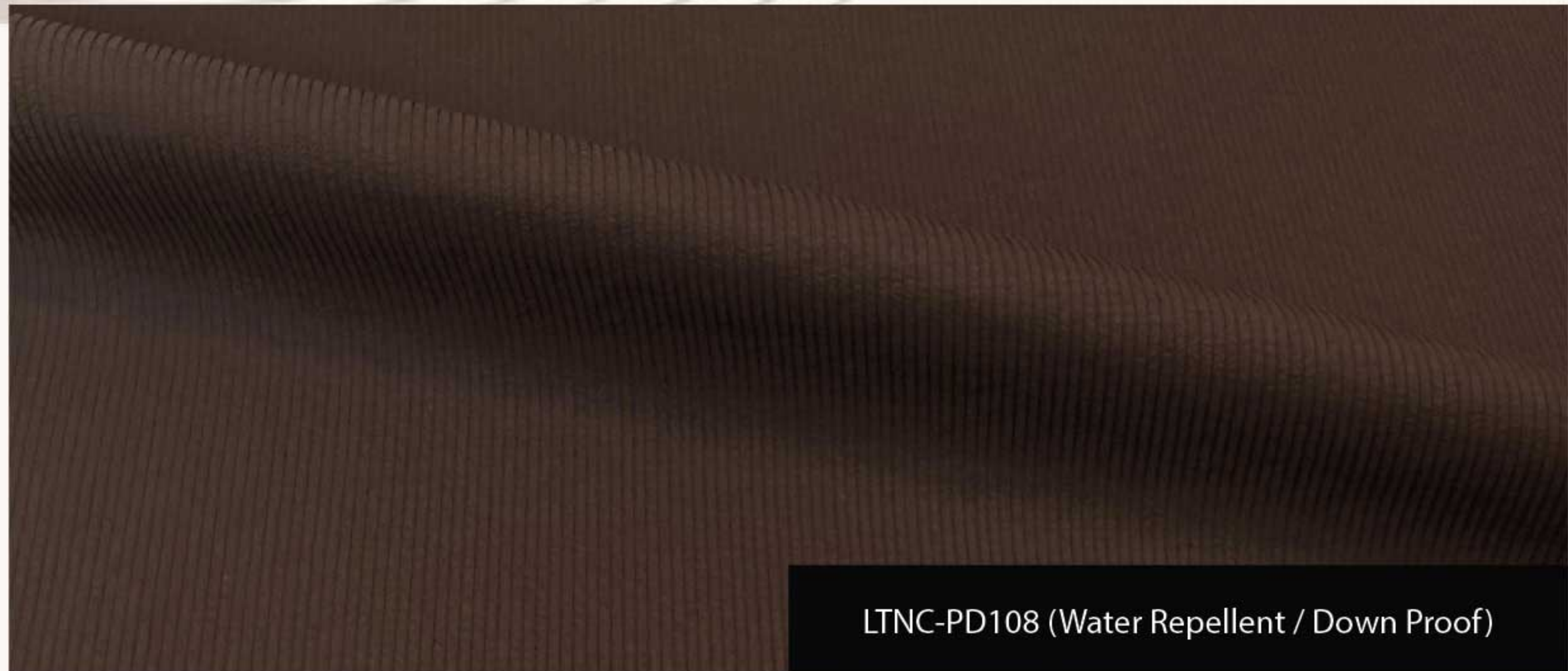


A3438 STF060A MM (Moisture Management)

SUSTAIN & INNOVATION



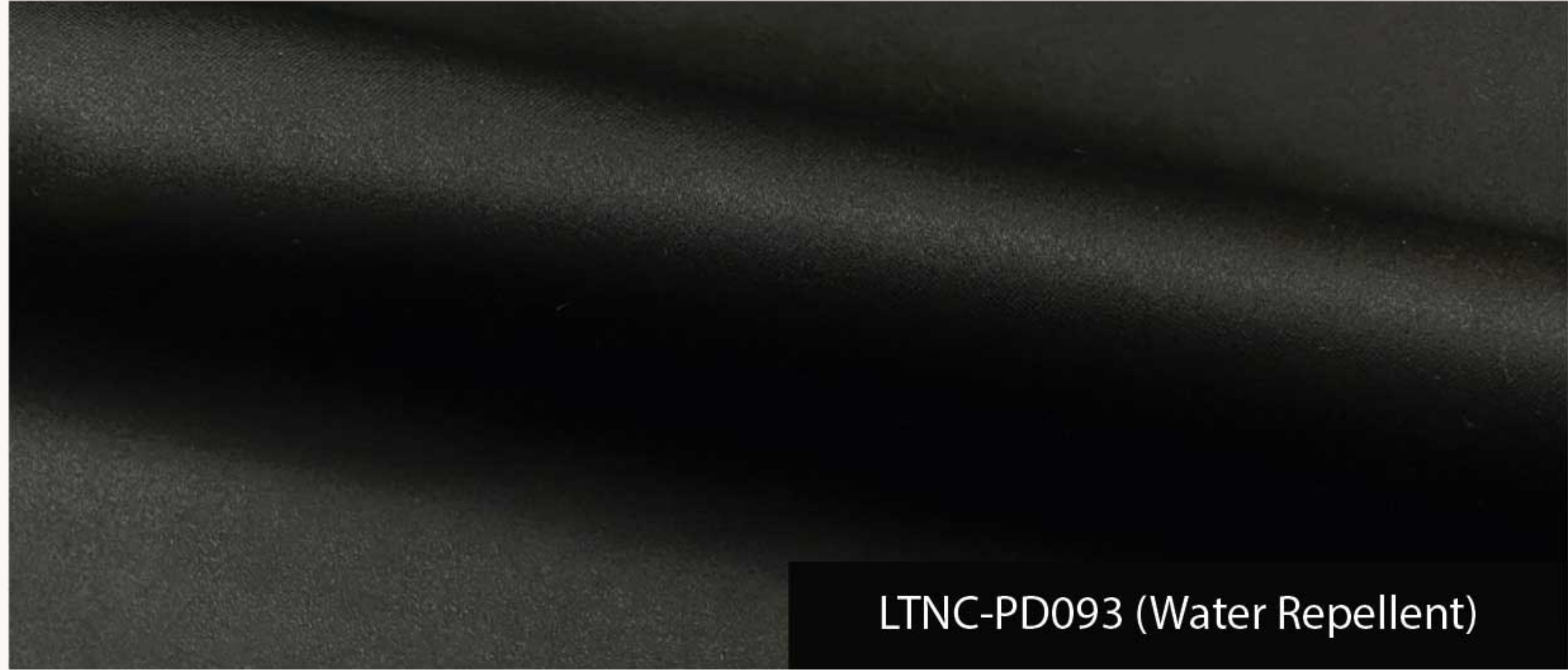
SUSTAIN & INNOVATION



LTNC-PD108 (Water Repellent / Down Proof)



JTS321C DD CF (Cooling Finish)



LTNC-PD093 (Water Repellent)



LTNC-PD109 (Moisture Management)



LTNC-PD092 (Durable Water Repellent)



ST327A MS CF (Cooling Finish)

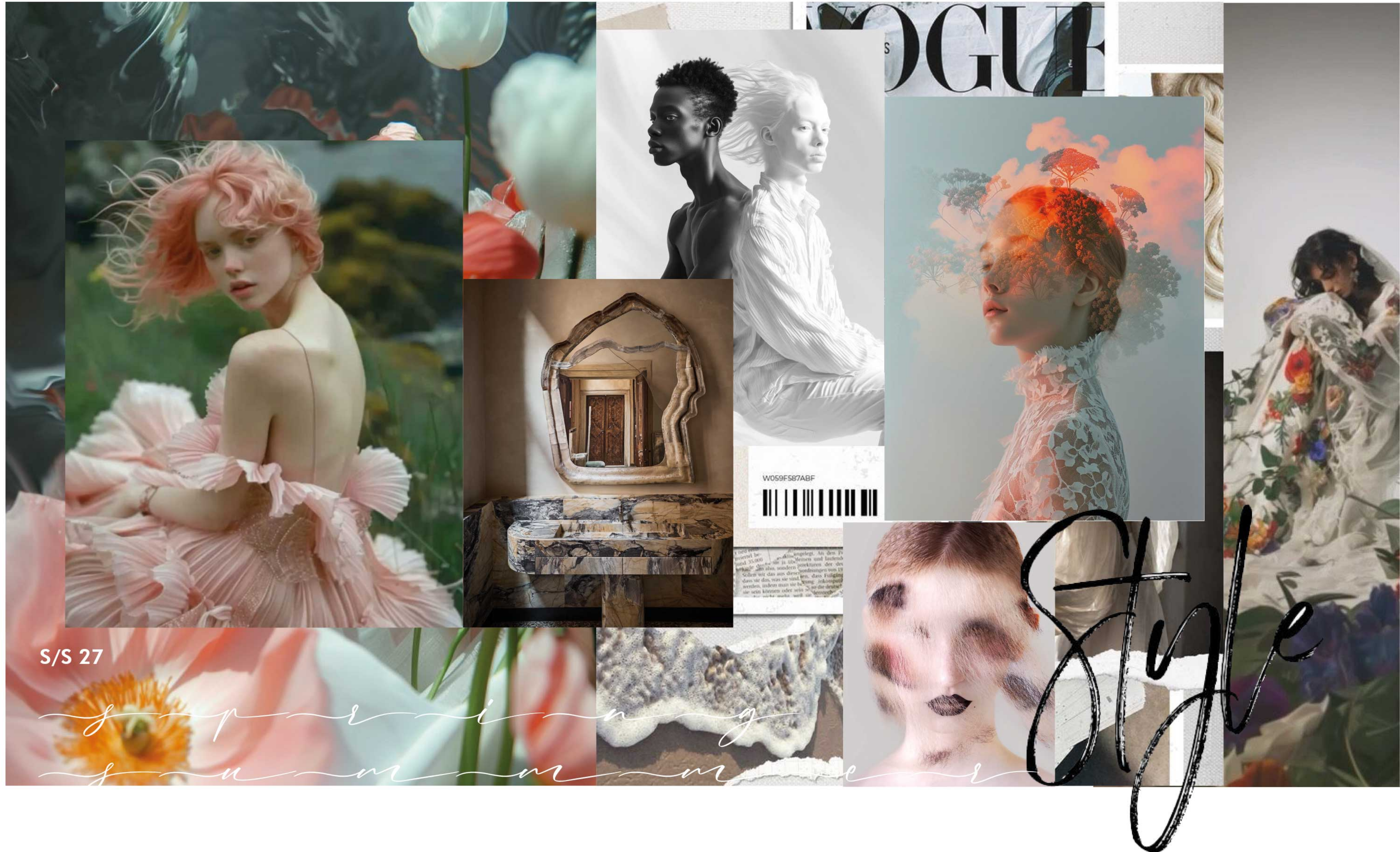


SENSORY TEXTURES

Long-term Colour
S/S 27

16-0532 TCX	
15-0956 TCX	
17-0956 TCX	
17-1125 TCX	
18-1250 TCX	
16-1362 TCX	
18-1445 TCX	

	18-2143 TCX
	16-3520 TCX
	14-3905 TCX
	17-3934 TCX
	15-3920 TCX
	17-4018 TCX
	18-4434 TCX

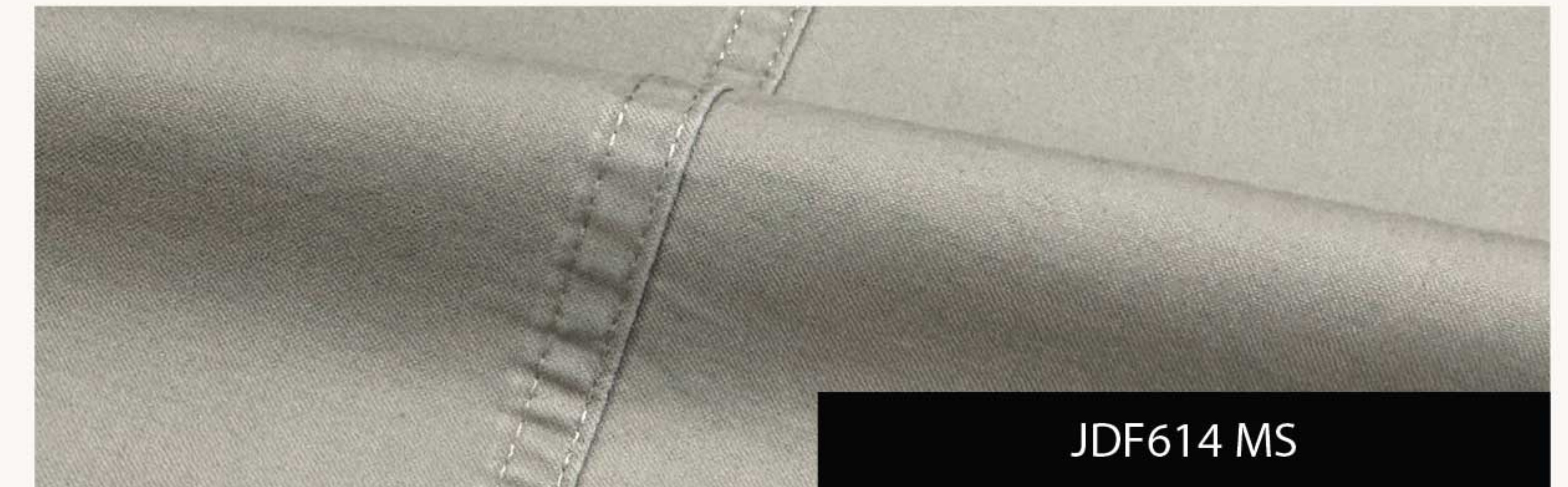


SENSORY TEXTURES

PIECE DYED



ST061D



JDF614 MS



TENS003A



JDF615



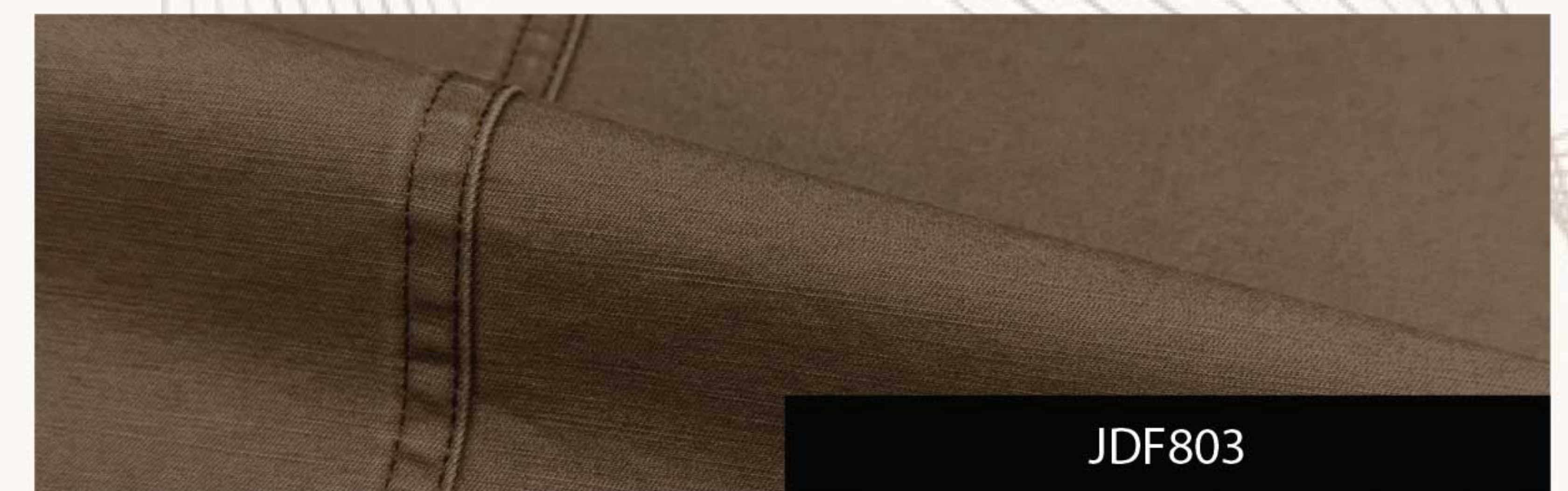
ST512 MS PD DD



JDF715 PD DD



ST164F MS



JDF803

SENSORY TEXTURES



LC052BN



TENS102



TENS102A PD



TENS093 MS



JDF239



JDF280



JDF234



JDF286

SENSORY TEXTURES

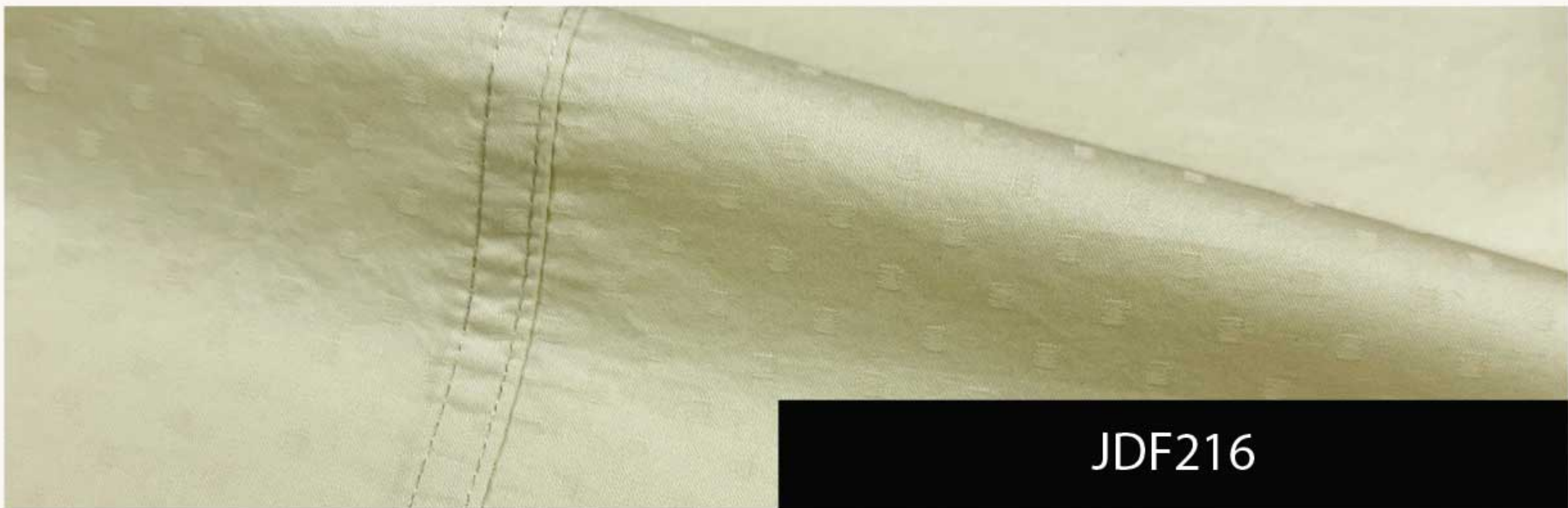
PIECE DYED



R010



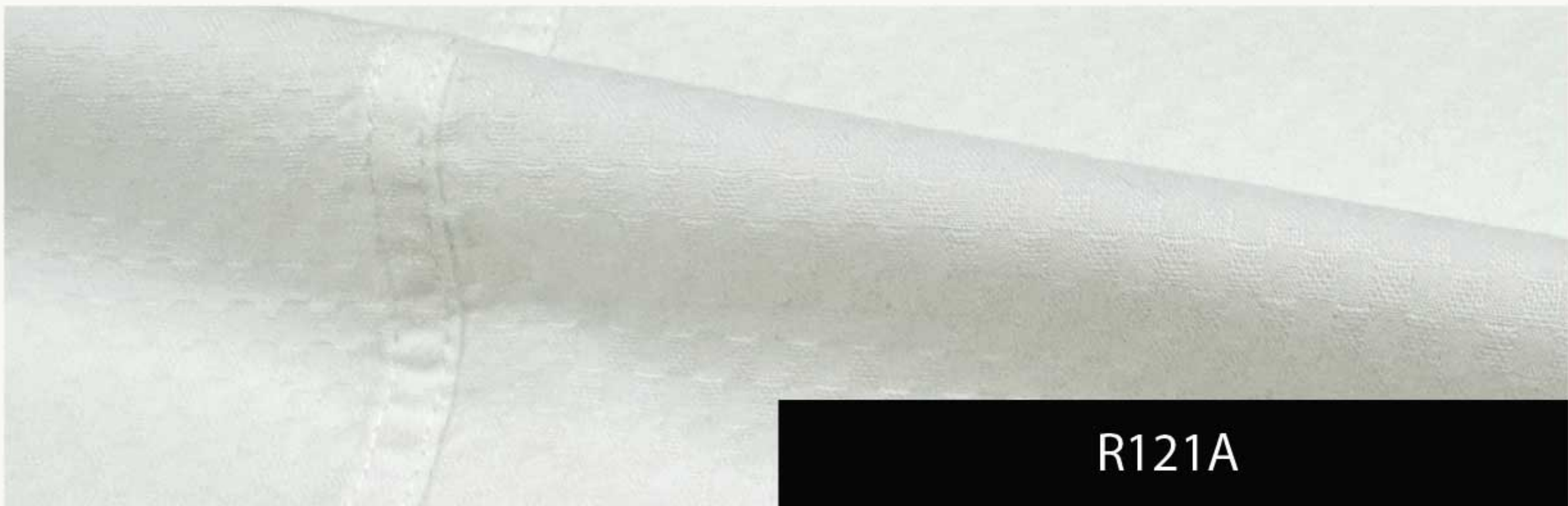
STF487L



JDF216



STF105 MS



R121A



ST402 SU



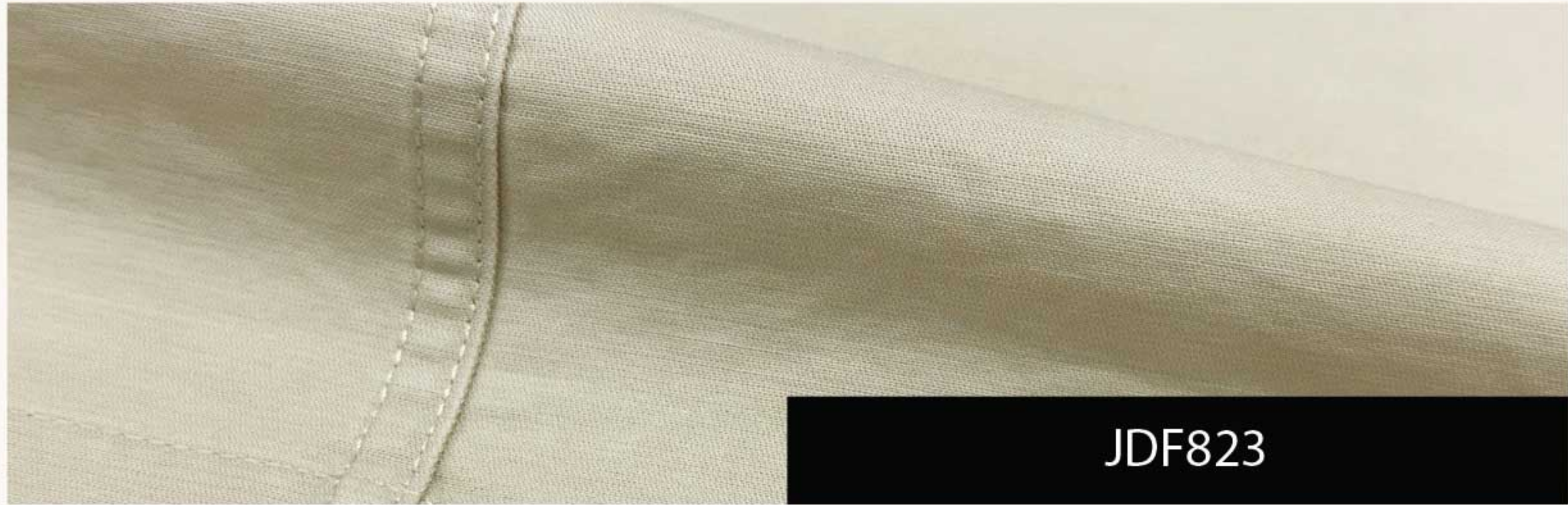
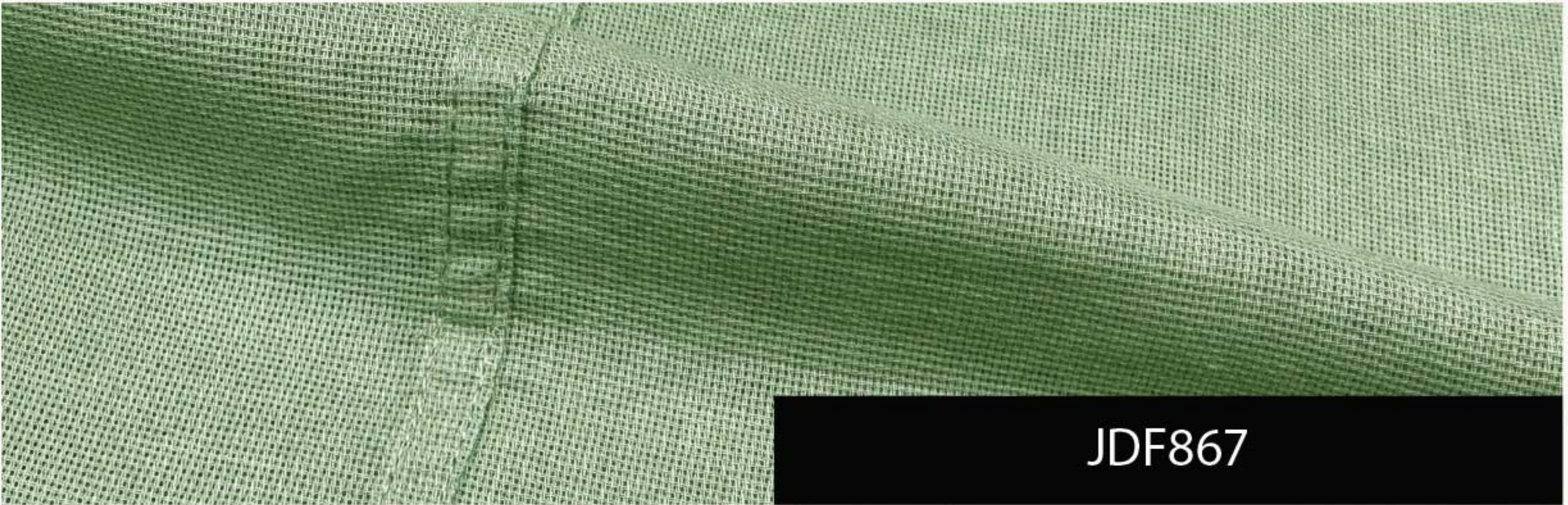
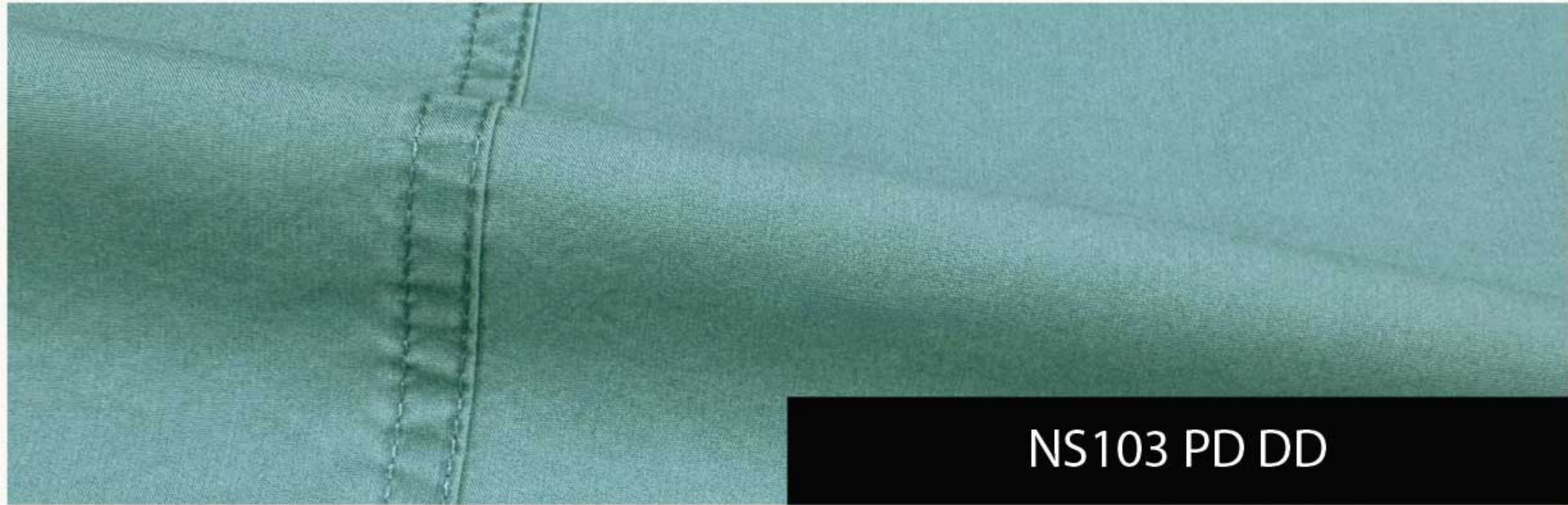
JDT3139A SU DD



TEN020

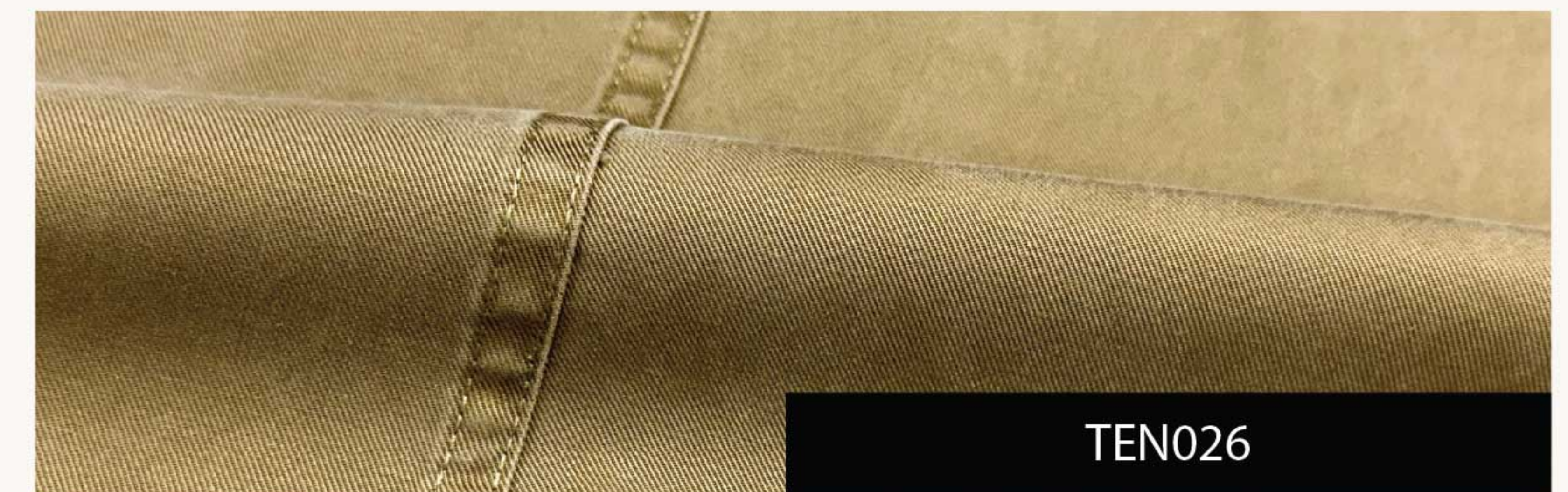
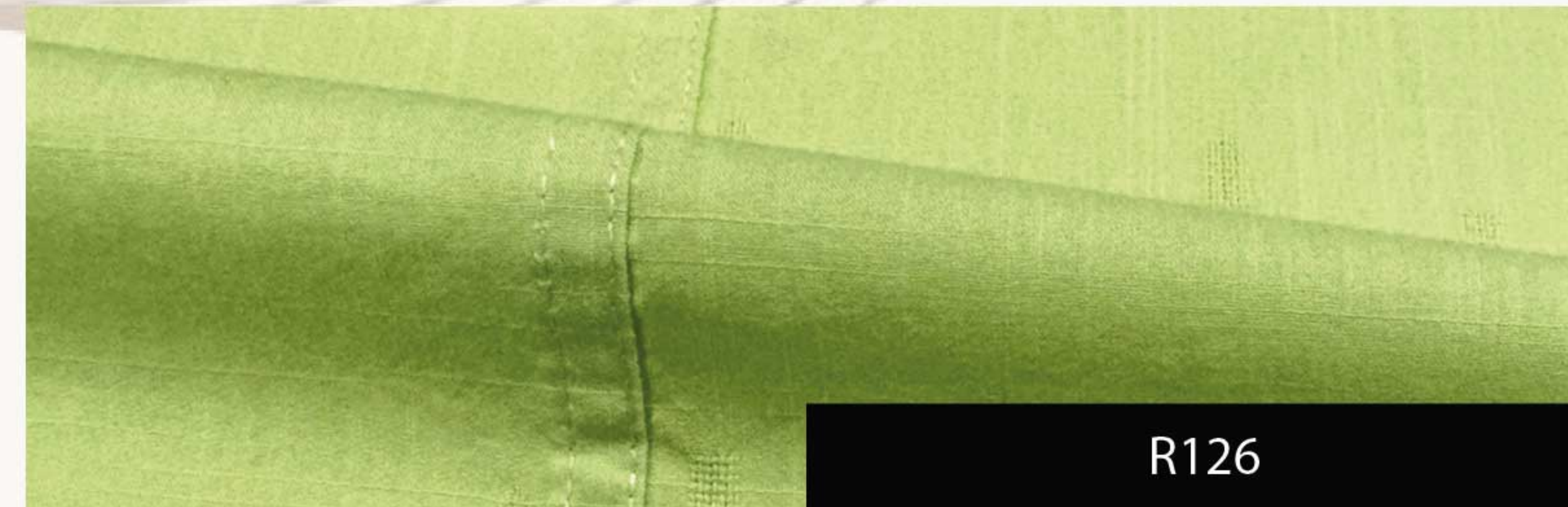
SENSORY TEXTURES

PIECE DYED



SENSORY TEXTURES

PIECE DYED

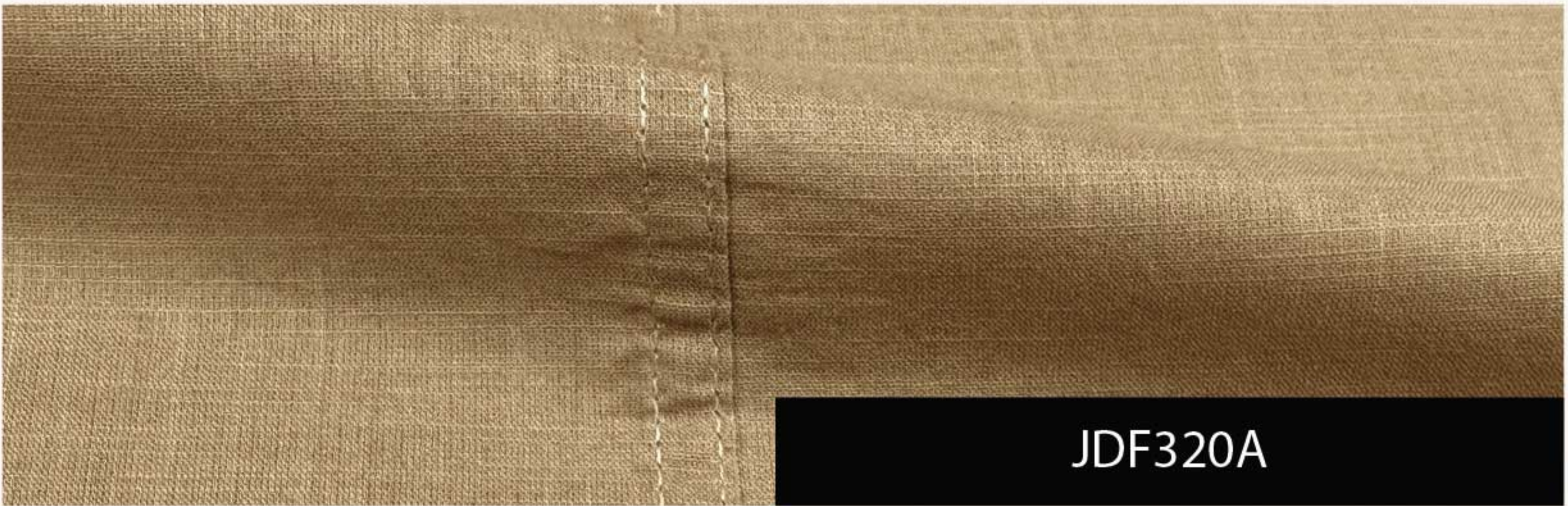


SENSORY TEXTURES

PIECE DYED



STF384



JDF320A



STF441



JDF367



STF119



JDF593



NS020 MS DD



JDF965

SENSORY TEXTURES

PIECE DYED



JDF736



LF041



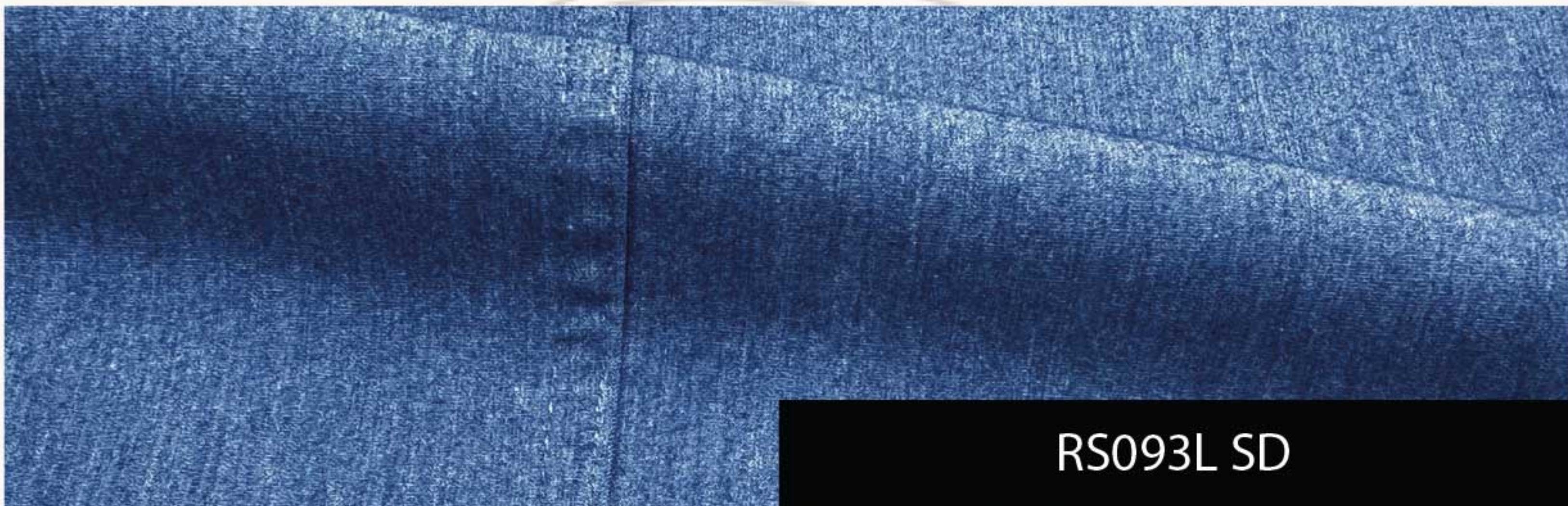
LC279



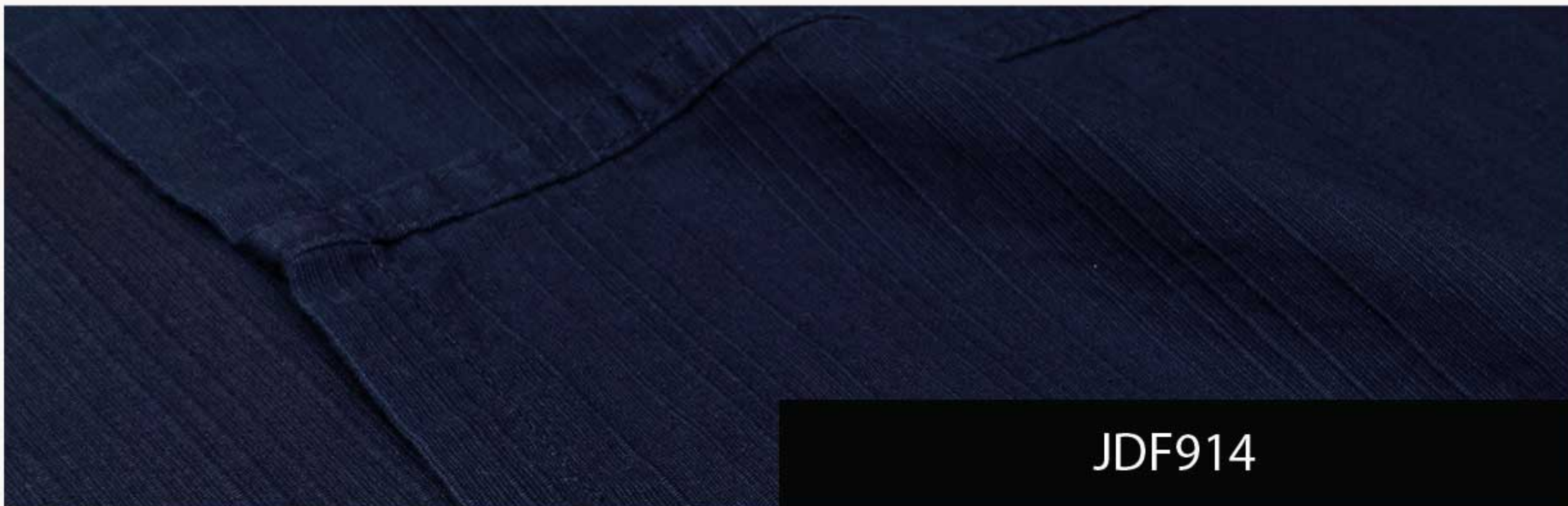
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N019 MS DD



RS093L SD



JDF914



JDF892

SENSORY TEXTURES

PIECE DYED



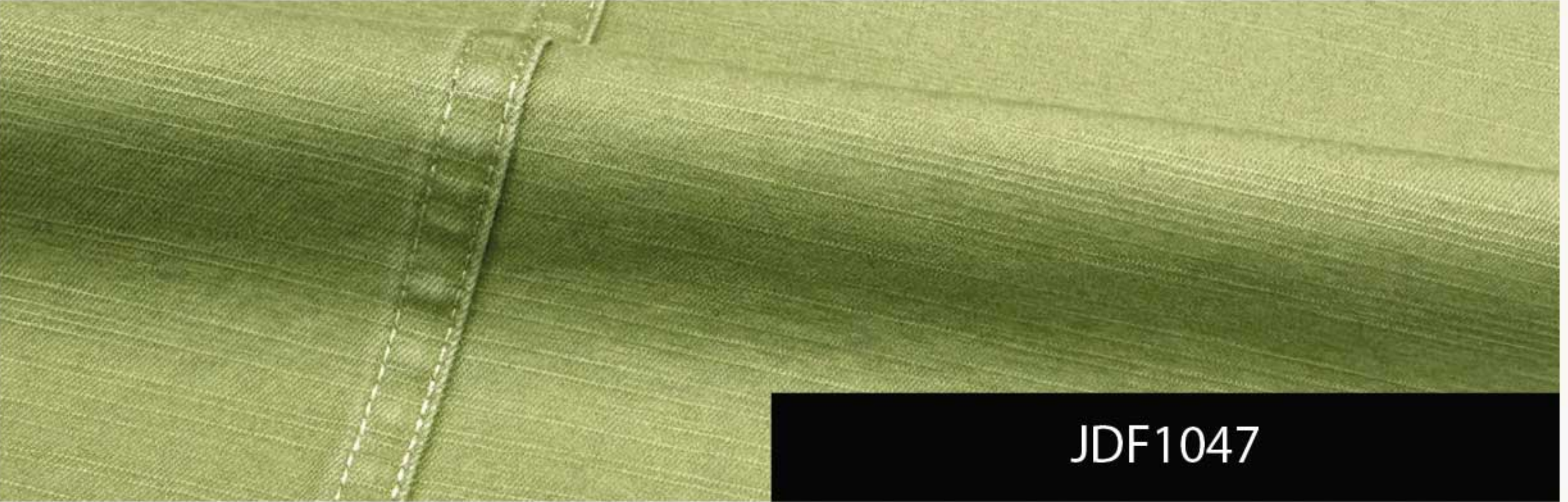
JD034 PD



TEN005



ST336



JDF1047



JD905



JD551 MS



TEN077 MS



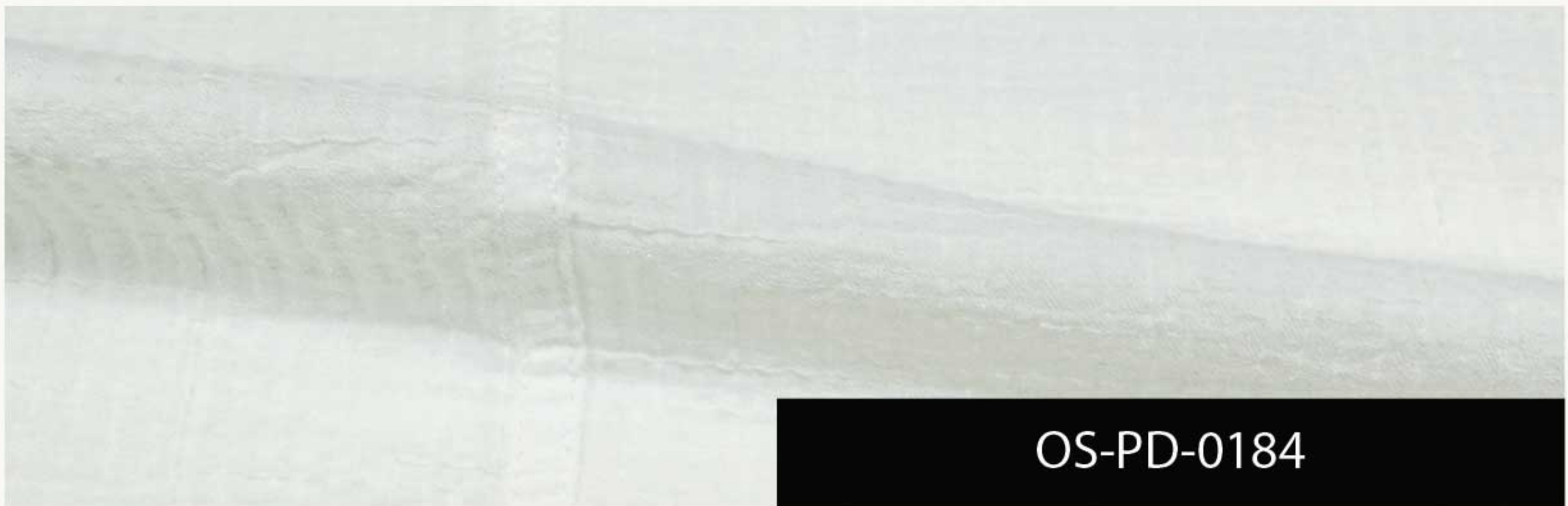
JDF144

SENSORY TEXTURES

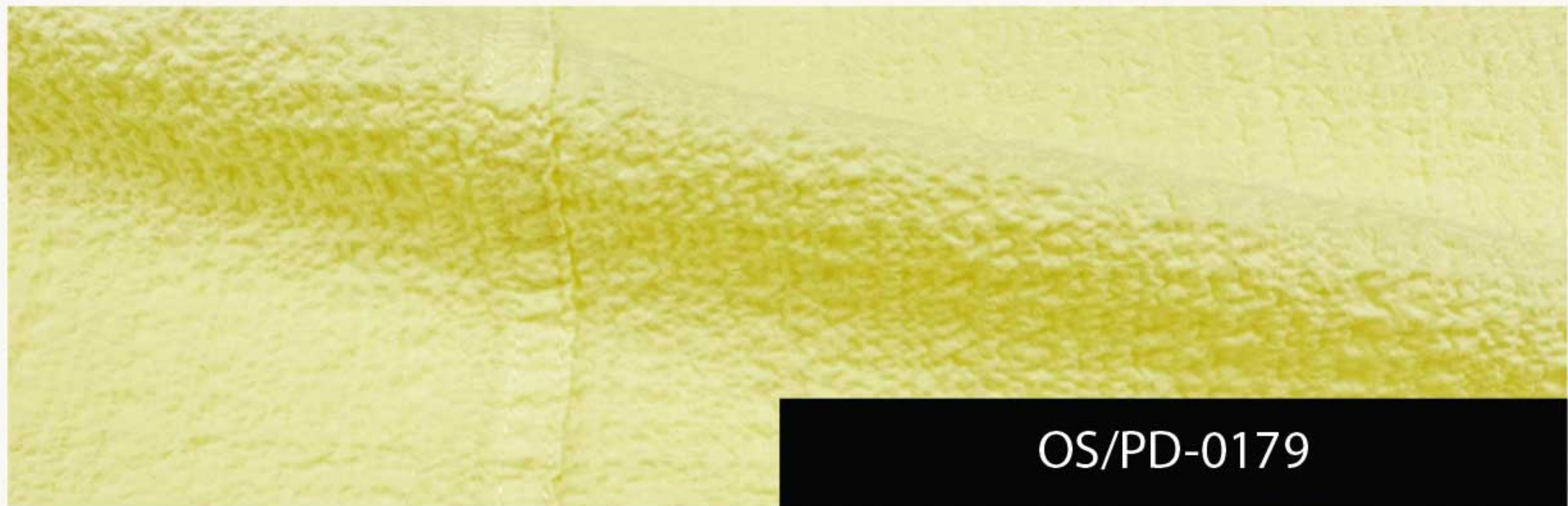
PIECE DYED



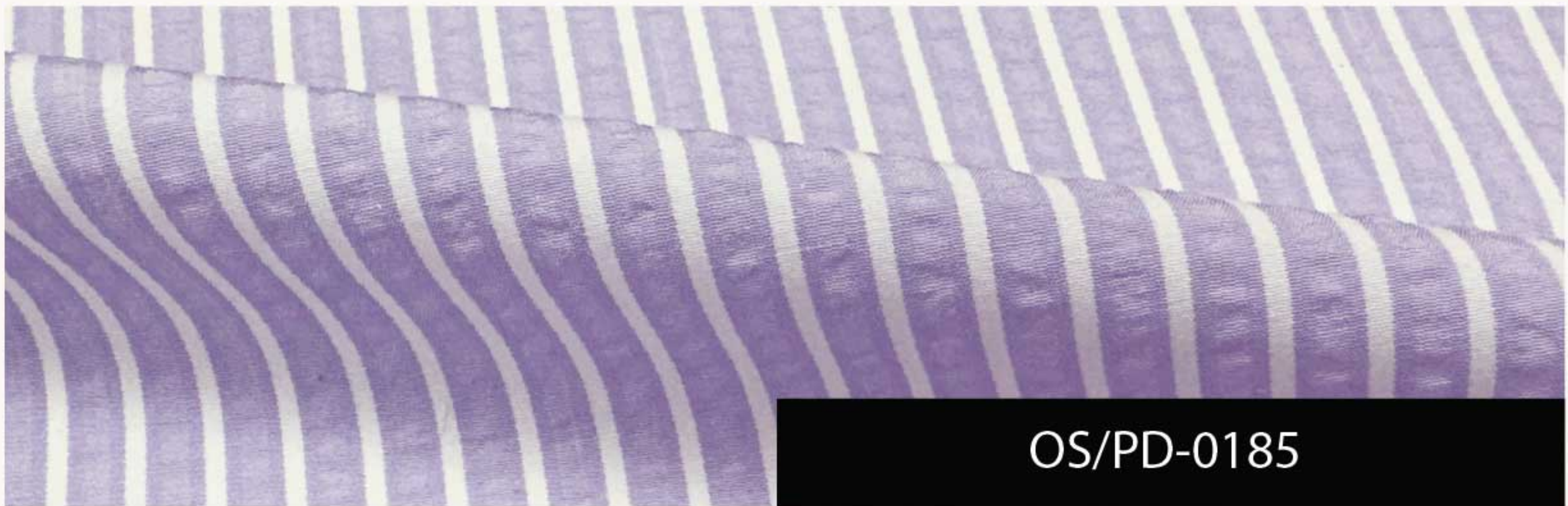
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OS-PD-0184



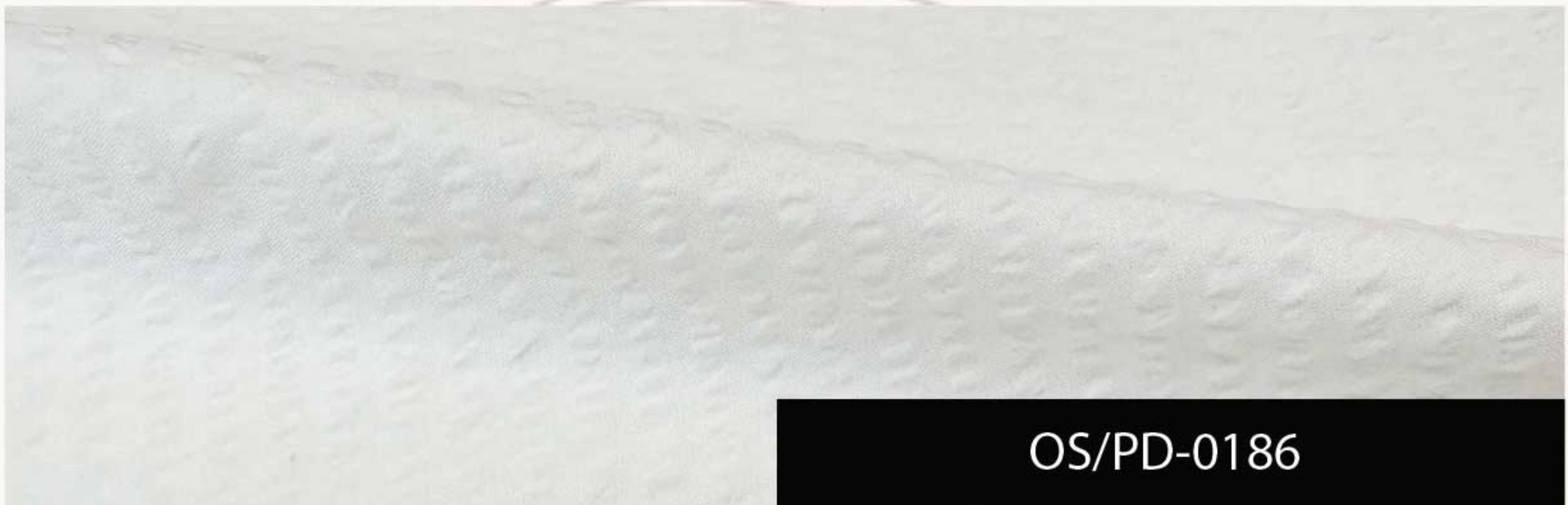
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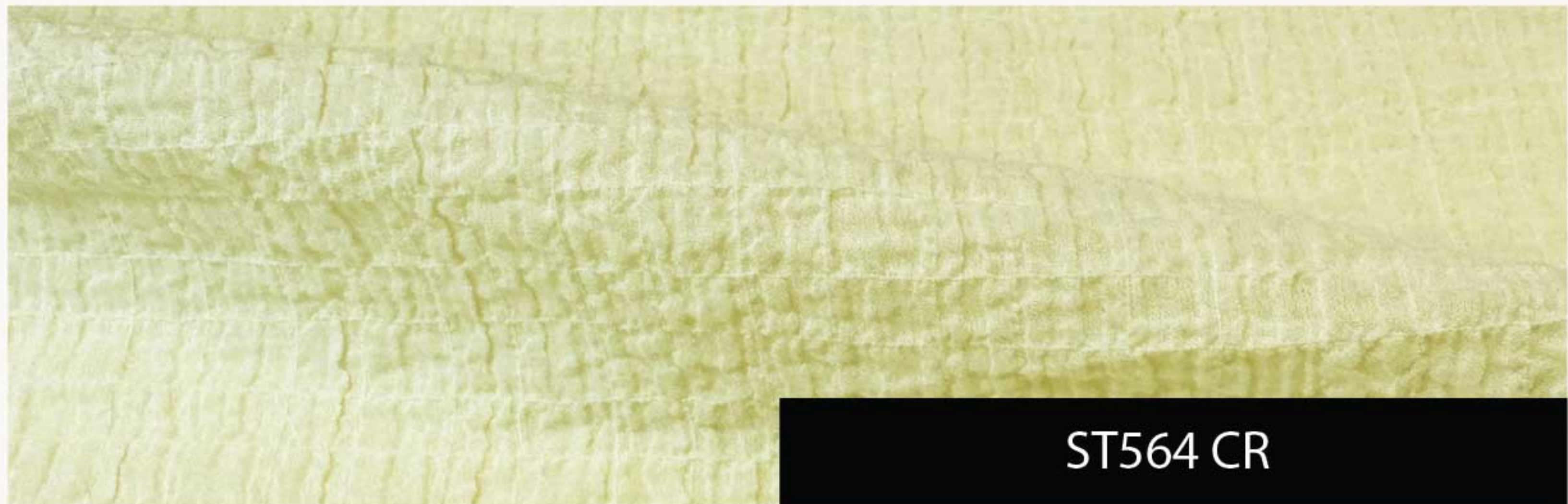
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OS/PD-0182



OS/PD-0186



ST564 CR



STF021B

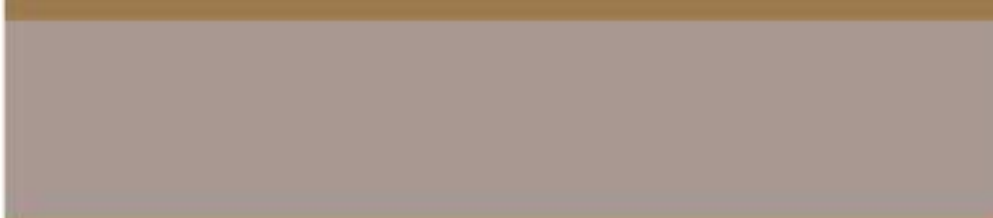


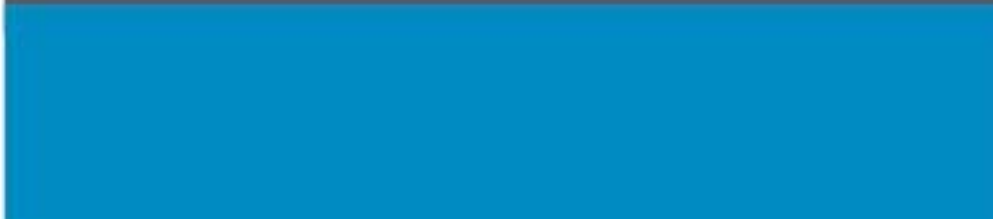
CLEVERLY TACTILITY

RNEY®

year old white woman with light brown hair, adorned with
t of pink and orange flowers around her head and neck. The
ed, creating a gentle glow that accentuates the texture of
details of the flowers. The composition focuses on her face

Annual colour
S/S 27

	16-0532 TCX
	15-0956 TCX
	17-0956 TCX
	17-1125 TCX
	18-1250 TCX
	16-1362 TCX
	18-1445 TCX
	16-1516 TCX
	17-1753 TCX

	18-2143 TCX
	16-3520 TCX
	14-3905 TCX
	17-3934 TCX
	15-3920 TCX
	17-4018 TCX
	18-4434 TCX
	14-6340 TCX
	16-0237 TCX
	16-0237 TCX



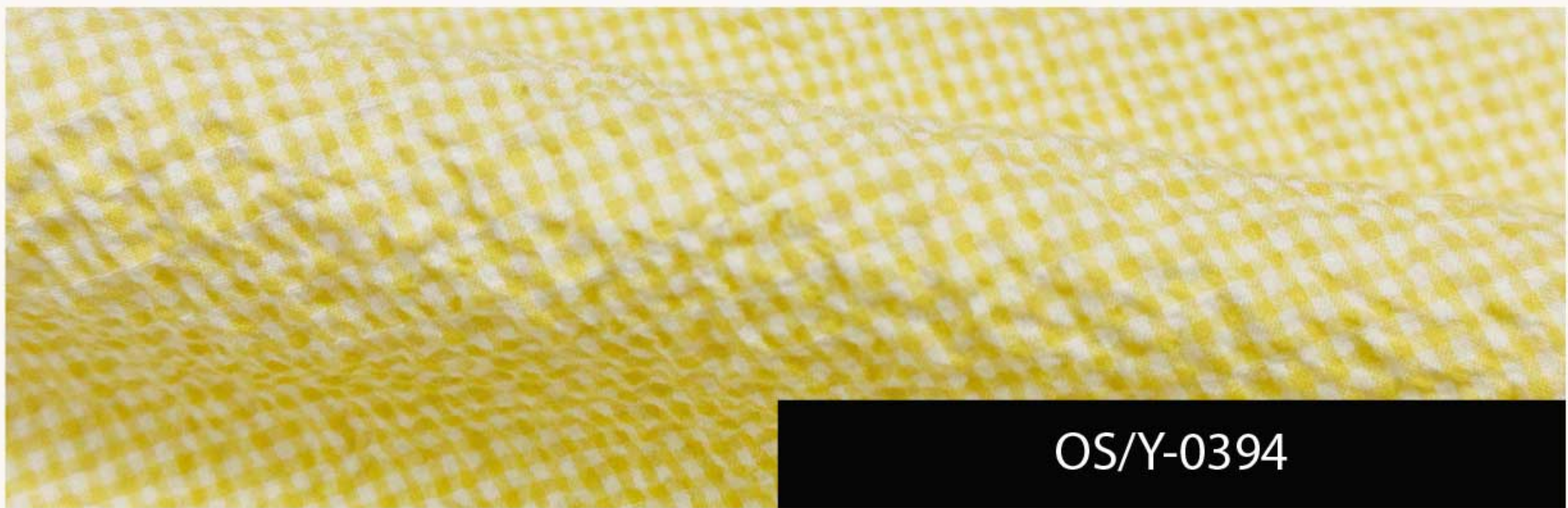
CLEVERLY TACTILITY



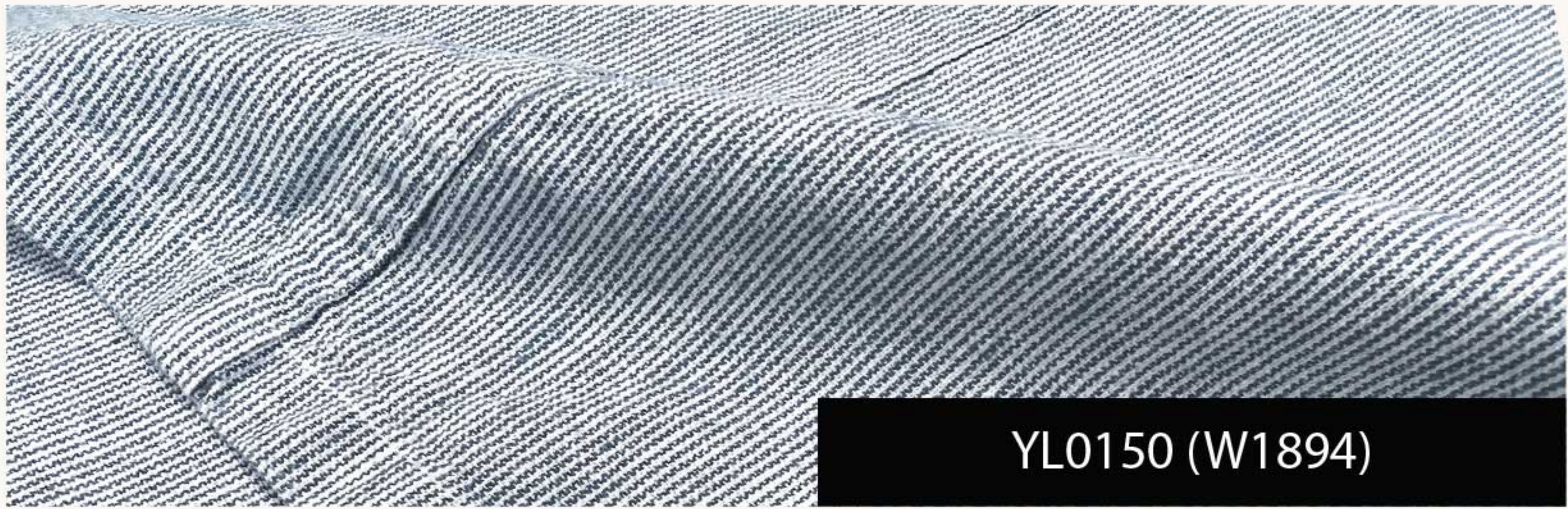
YARN DYED



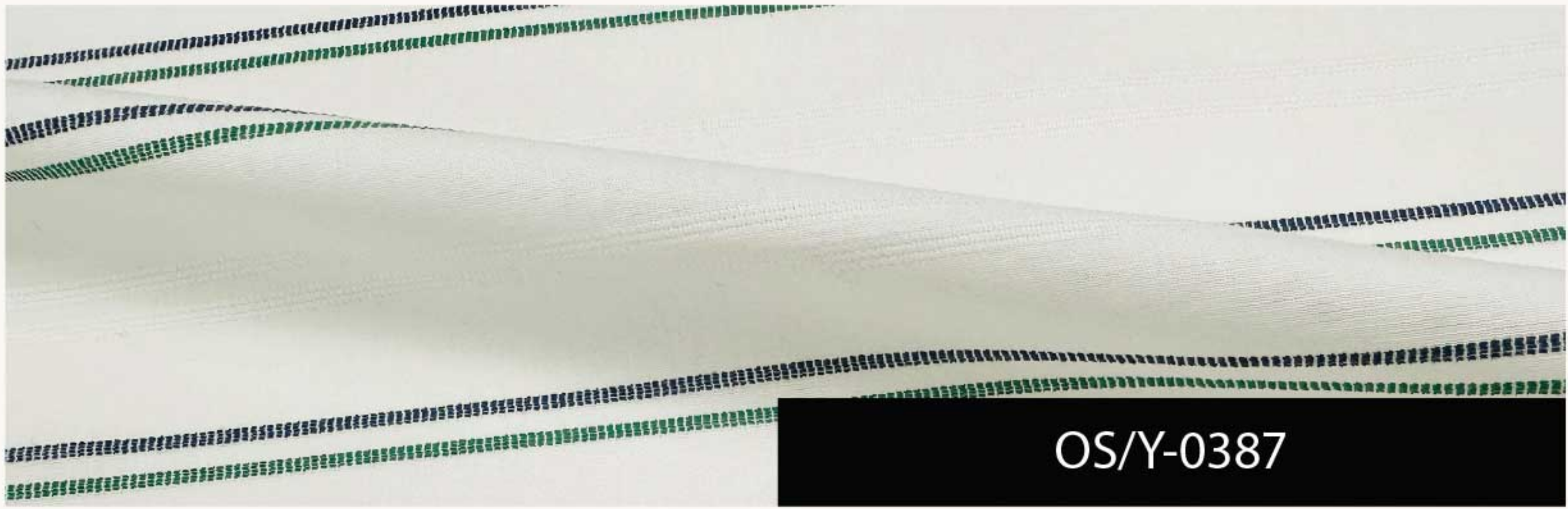
YS0217 (W0192)



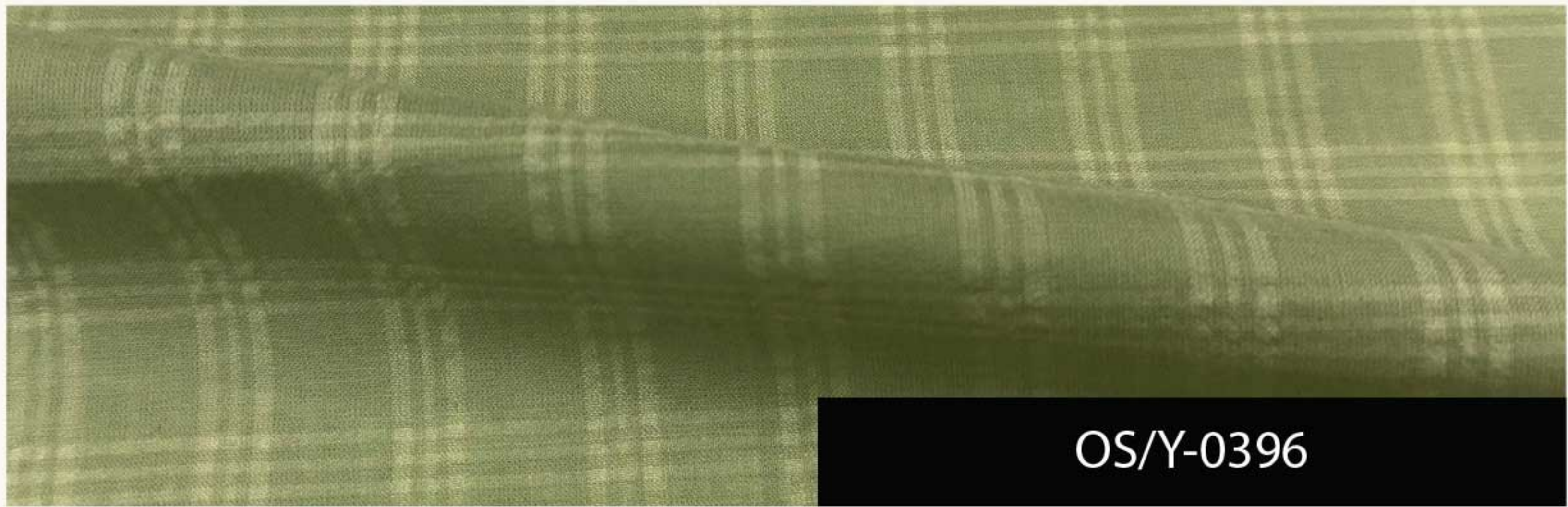
OS/Y-0394



YL0150 (W1894)



OS/Y-0387



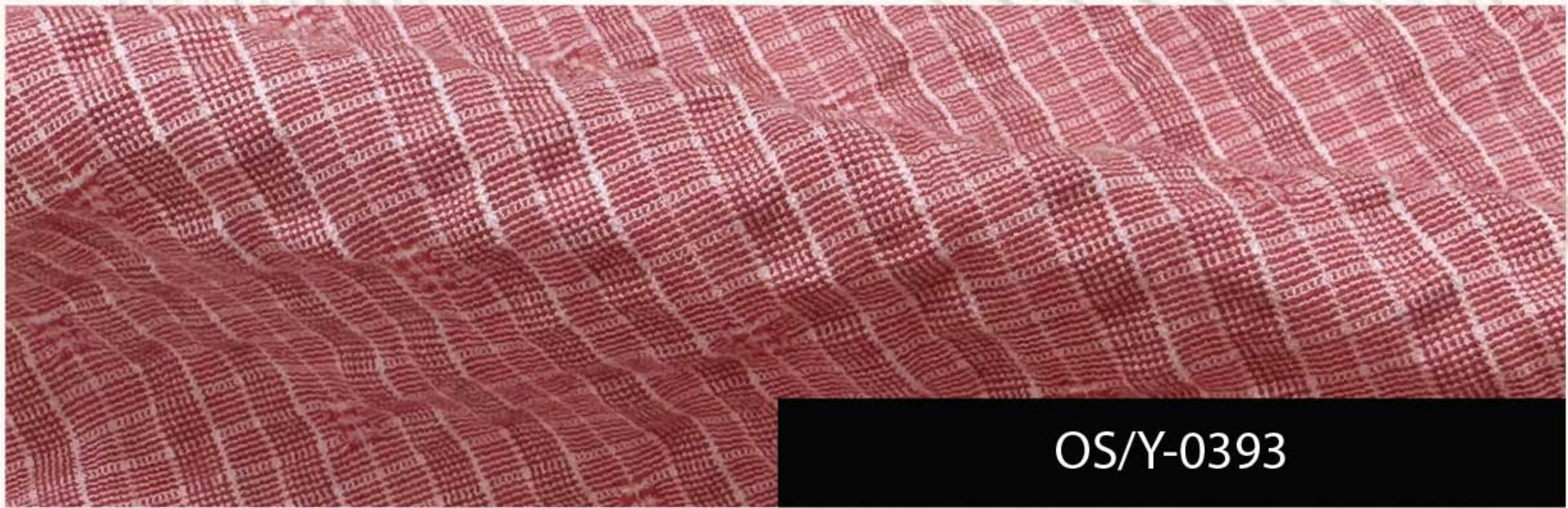
OS/Y-0396



YL3099A (W2249B)



YS0217 (0000)



OS/Y-0393

CLEVERLY TACTILITY



OS/Y-0390



Y0918 (W0362)



OS/Y-0389



YL0145 (W1696)

YARN DYED



YS0281 (W0653L)



Y0756 (0887)



YS0281 (W0653C)



OS/Y-0376

CLEVERLY TACTILITY



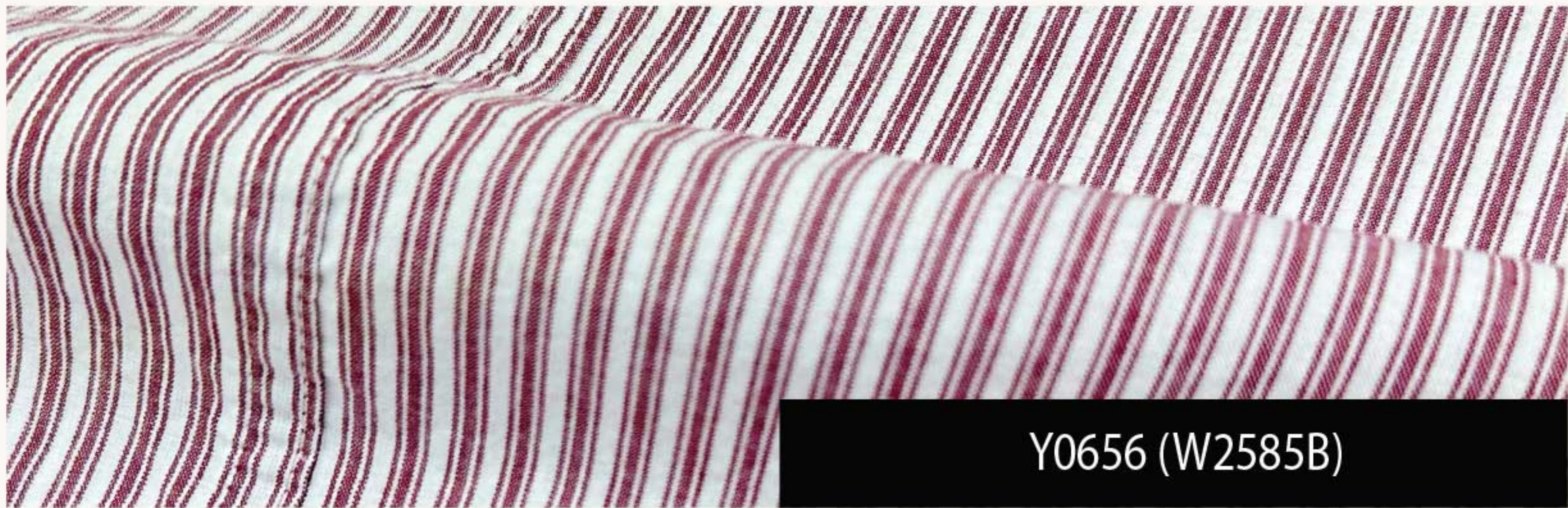
YARN DYED



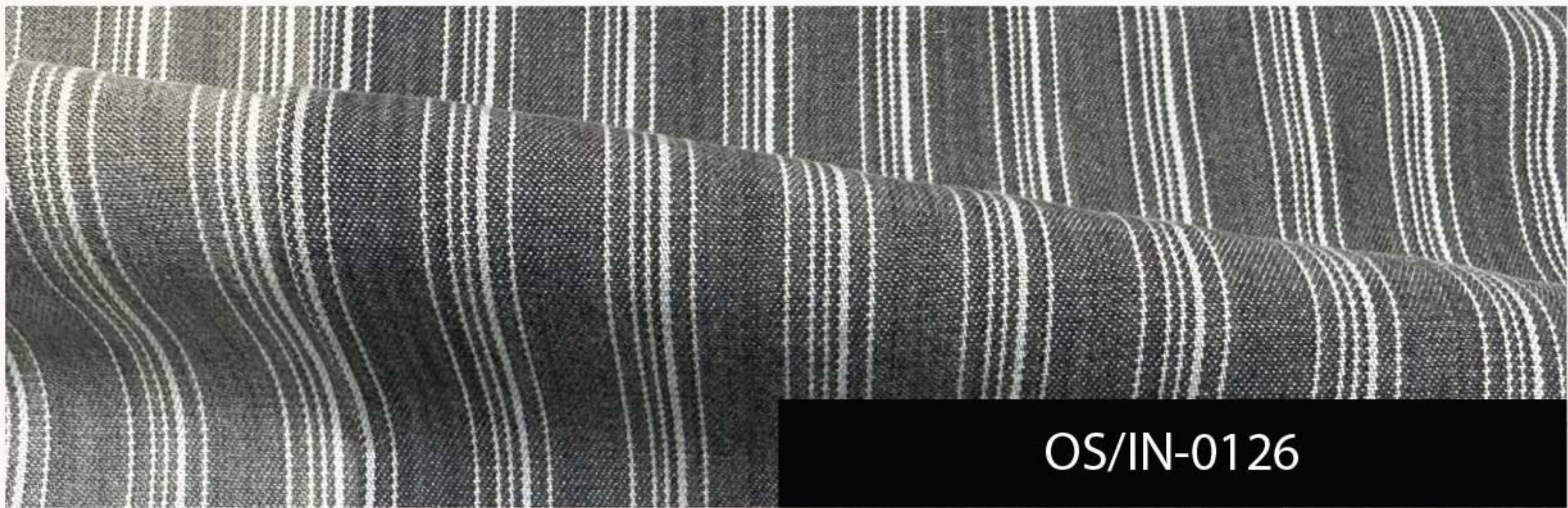
YL3099A (W2248)



YS0021 (W0278)



Y0656 (W2585B)



OS/IN-0126



Y0656 (W2142E)



YS0267(OR) (W2155)



Y1267 (W2245)



YS0267(OR)(W2155B)

CLEVERLY TACTILITY



Y0656 (W0166)



YL0154 (W2260G)



YR0069 (W2260D)



YL0155 (W2260H)



YR0071 (W2260F)



YR0067 (W2260B)



YL0147 (W1740)



YL0156 (W2260I)

CLEVERLY TACTILITY



YARN DYED



Y0656 (W2142E)



YT0197 (W1849B)



Y1219A (W2058)



A5114 Y3146



Y1268A (W2217)



JDT3205 CTD



Y0608 (4155)



Y1268A (W2146)

CLEVERLY TACTILITY



Y3164 (W2262)



OS/Y-0395



YS0366 (W1382C)



YT0075 (4177)

YARN DYED



Y0176 (4283)



Y0852 MS (W0220B)



Y0852 MS (W0206A)



Y1092(W1510A)

CLEVERLY TACTILITY

YARN DYED



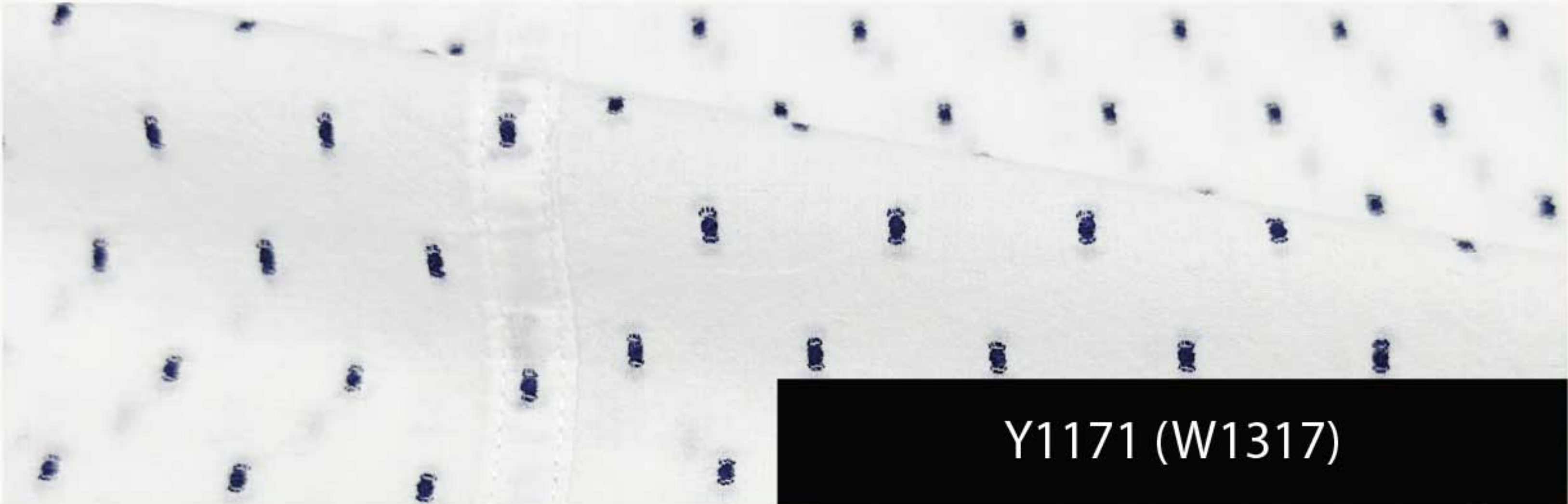
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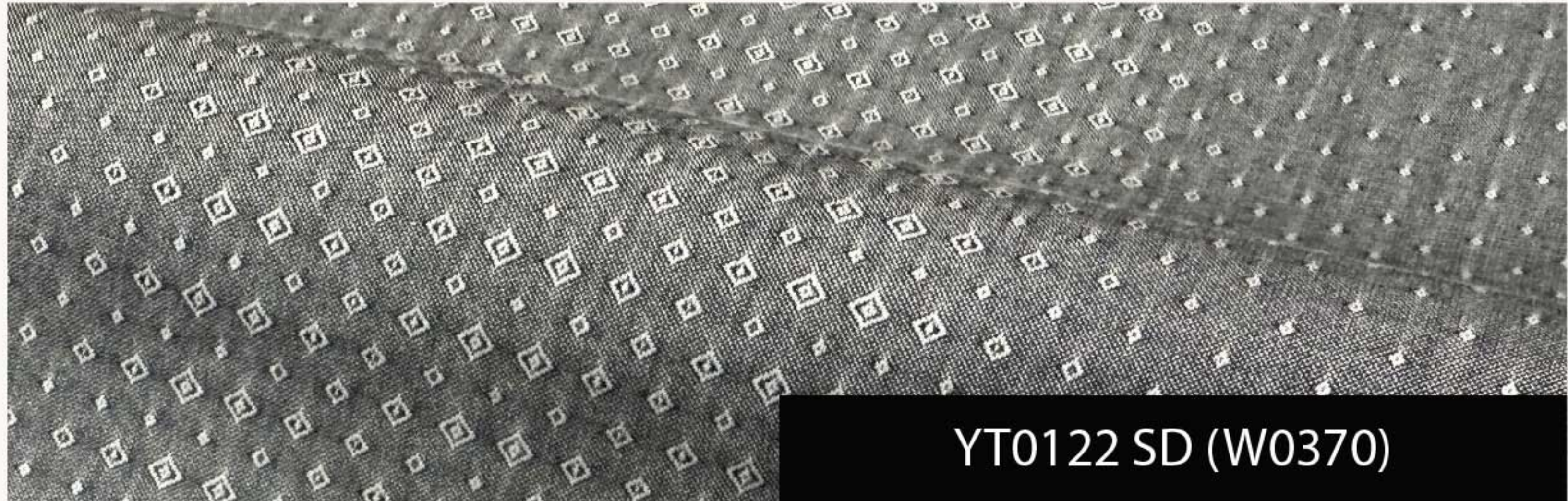
Y1217 (W1739)



OS/IN-0127



Y1171 (W1317)



YT0122 SD (W0370)



D1126 (W2251)



Y3002 (W1177)



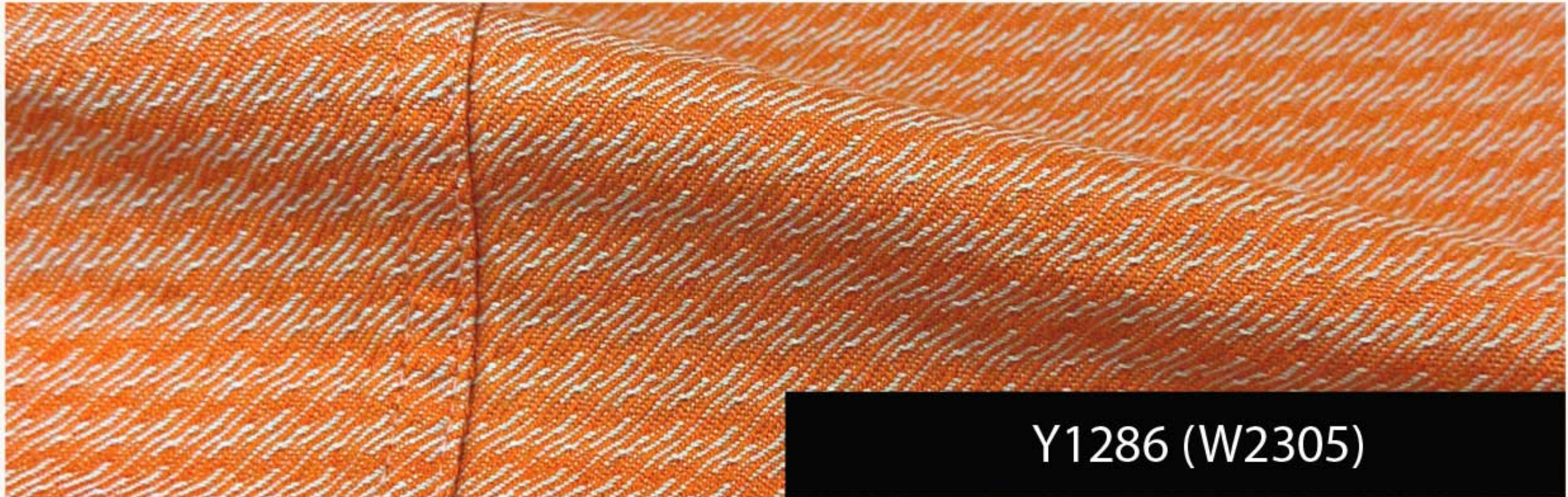
D1127 (W2252)

CLEVERLY TACTILITY

YARN DYED



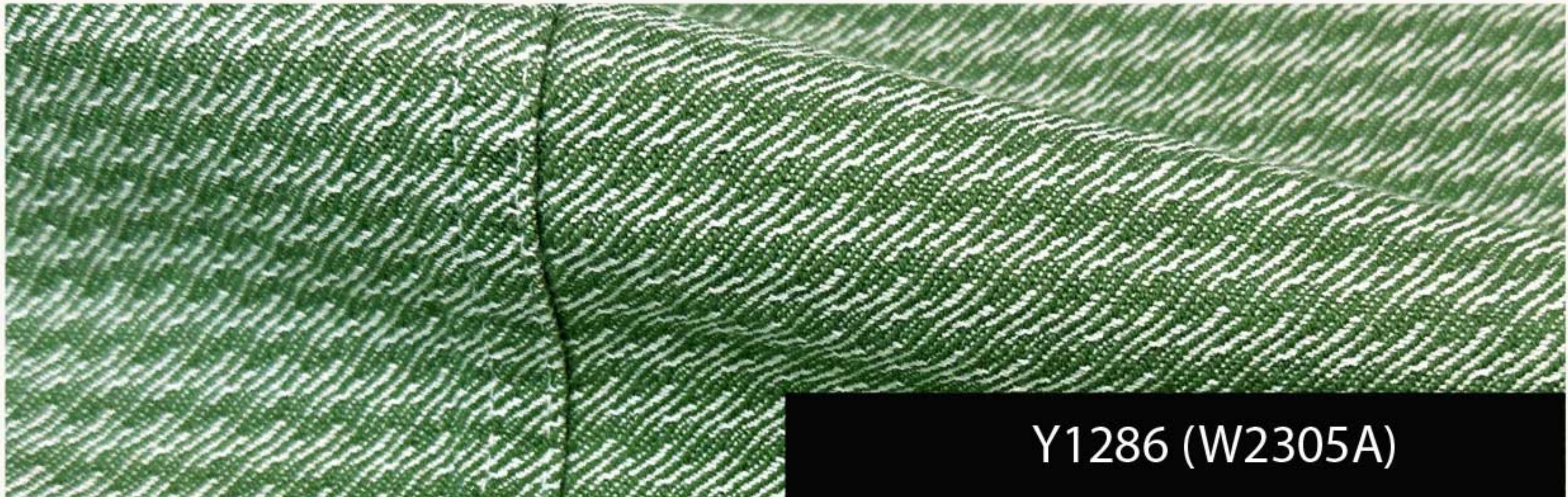
Y0852 MS (W0220A)



Y1286 (W2305)



Y1202(OR) (W1658B)



Y1286 (W2305A)



Y0886 (W0284)



YS0177 (4149)



YM0257 (W1397C)



Y0886 (W0256)

CLEVERLY TACTILITY

PRINT



A4315A ST602L WR (A4315A)



9091 ST602L WR



8633 JD266



A4366 JD878(OR) DP



A4315 ST602L WR (A4315)



7214 JD034



A0488 JD368



5757 JD516A

CLEVERLY TACTILITY

PRINT



A4061A JDF997



A5045A R121A



9097 ST602L WR



A4928A NS112 DD



A5133 TEN034 MS



A3263 JDF988



A4248 JD74A



A4346B R126



A3893A JD748(OR)



A4000 JD129 DP



A3983 JD129 DP



A5234 JDF988



A5179 JDF988



A4396A ST602L WR



A3417 ST602L WR



8088 ST282C MS

CLEVERLY TACTILITY

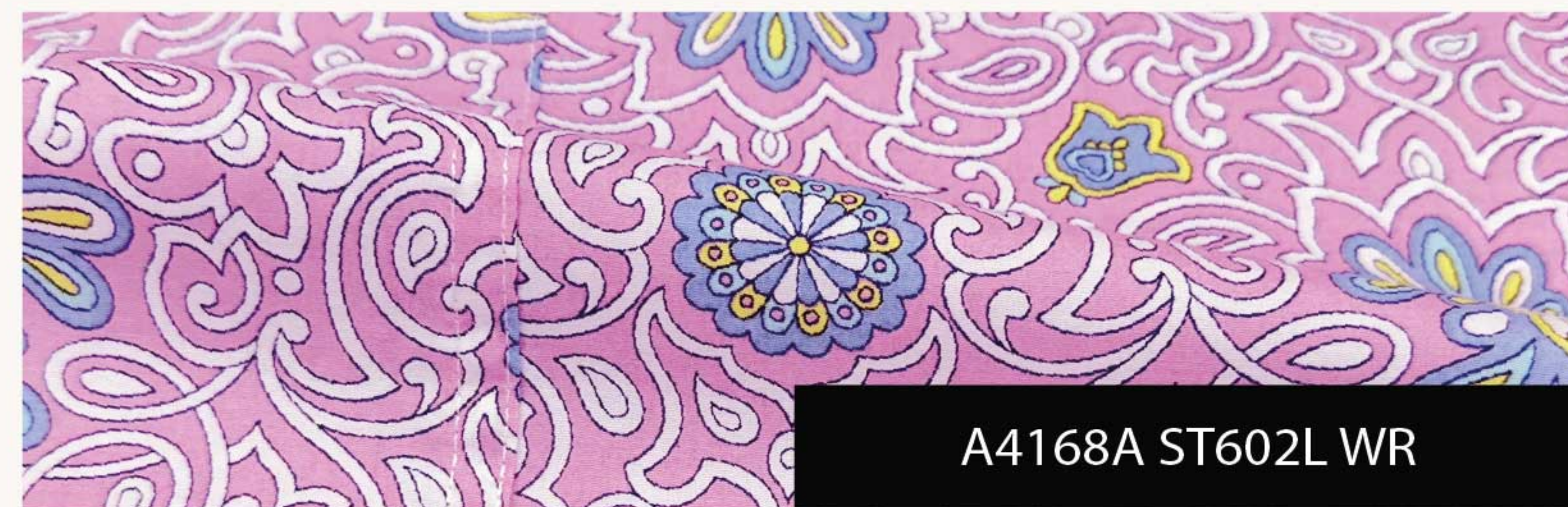
PRINT



OS/P-0041



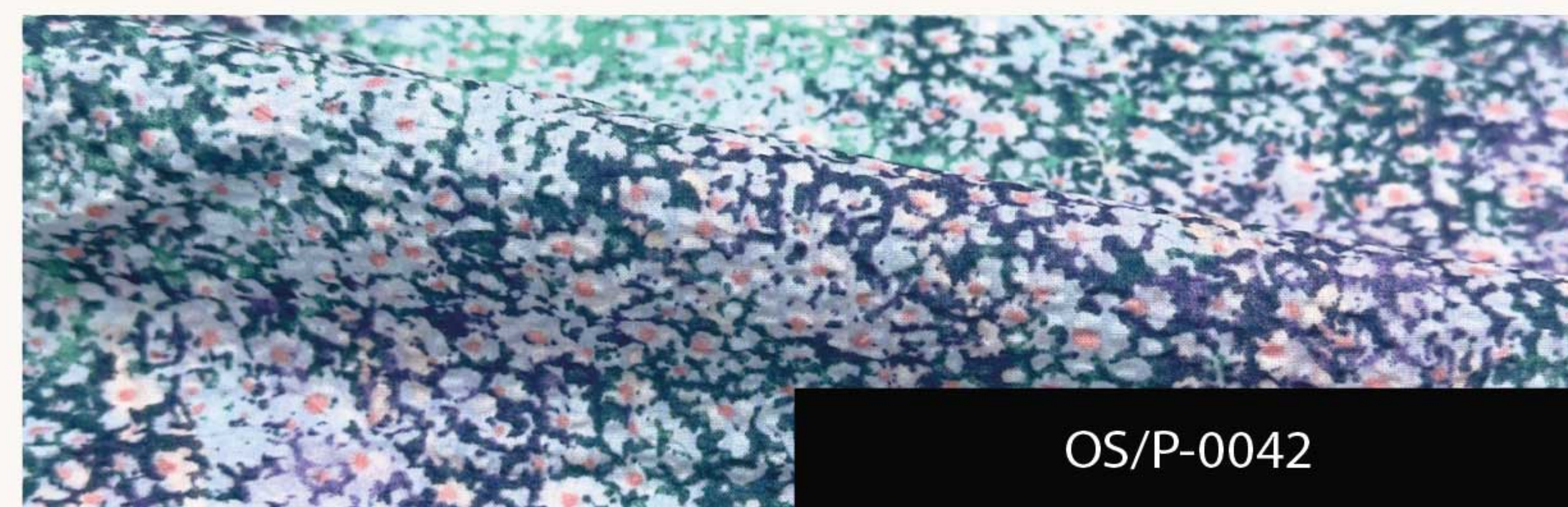
9090 ST602L WR



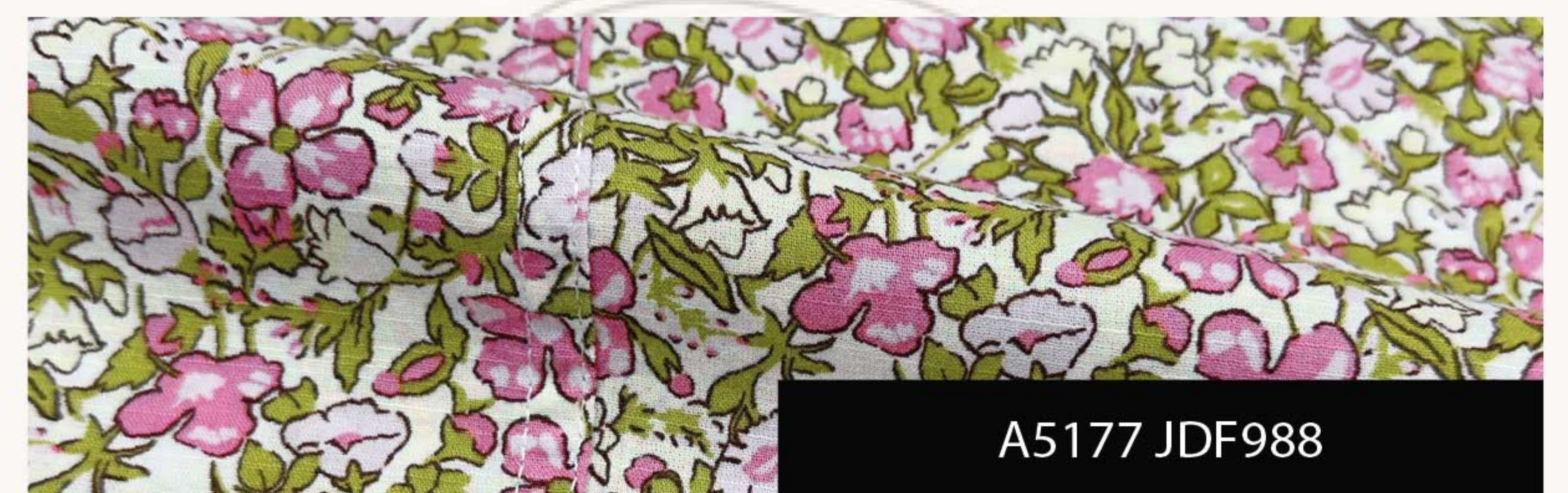
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A3984 D129 DP



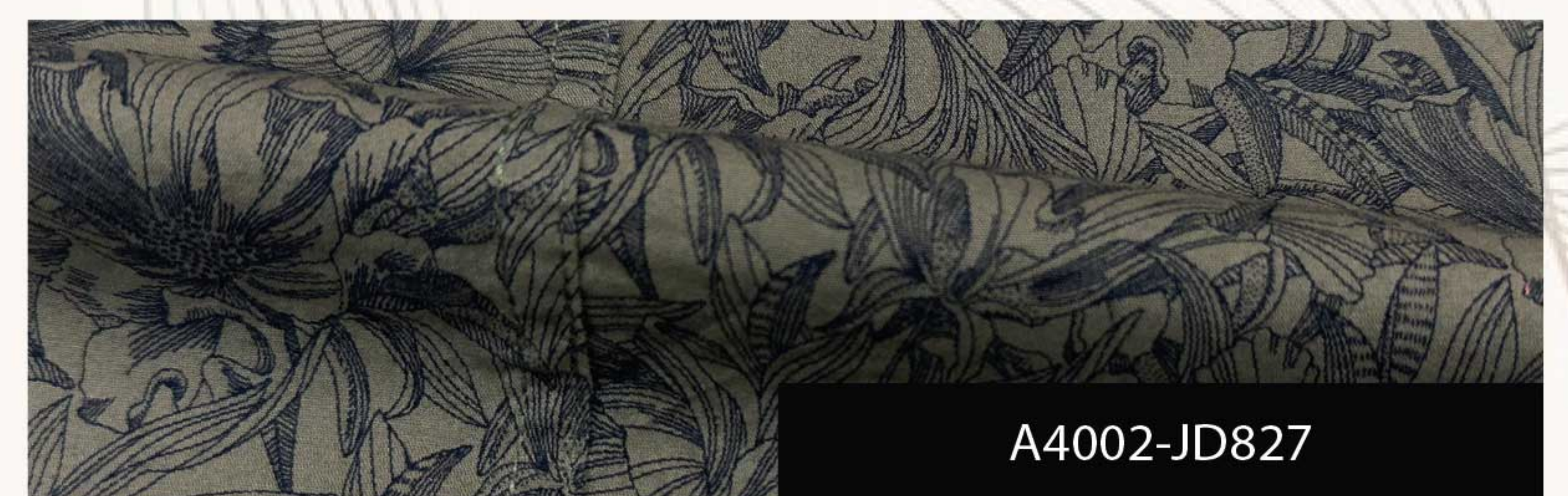
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A5177 JDF988



9763A ST602L WR



A4002-JD827

CLEVERLY TACTILITY

PRINT



A3102 JD198A



A5086 JDF988



A3985A JD129 DP



5861 JD516A



A4045-JD406



A5237 R018B



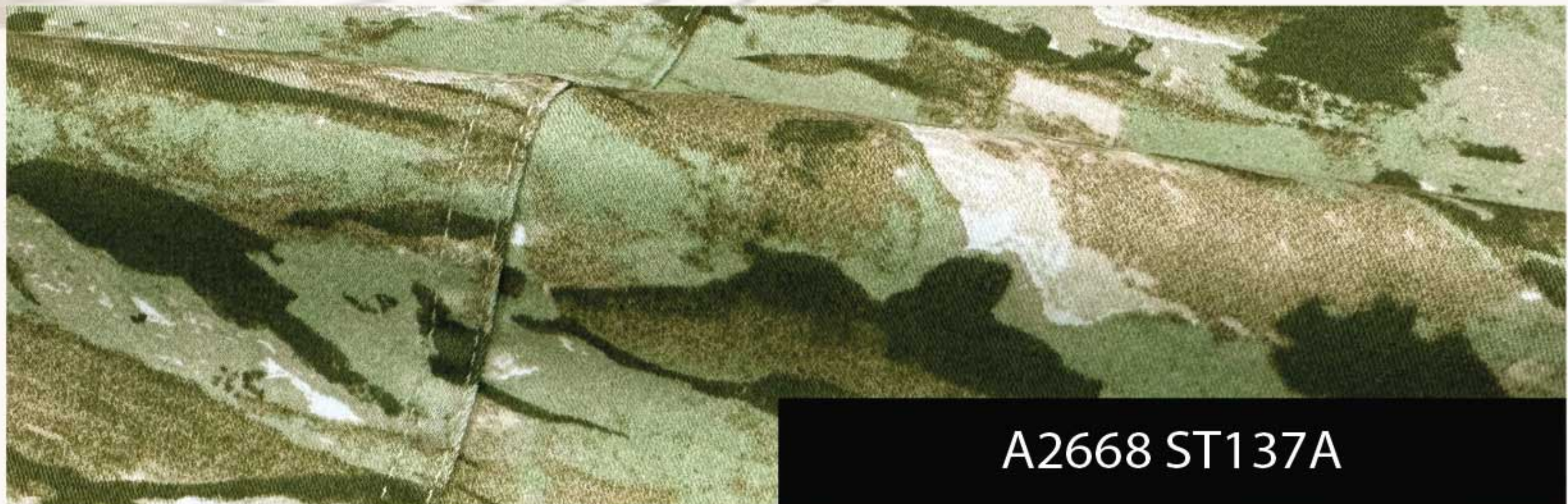
A4077 JD129 DP



8481 LC125 DP

CLEVERLY TACTILITY

PRINT



A2668 ST137A



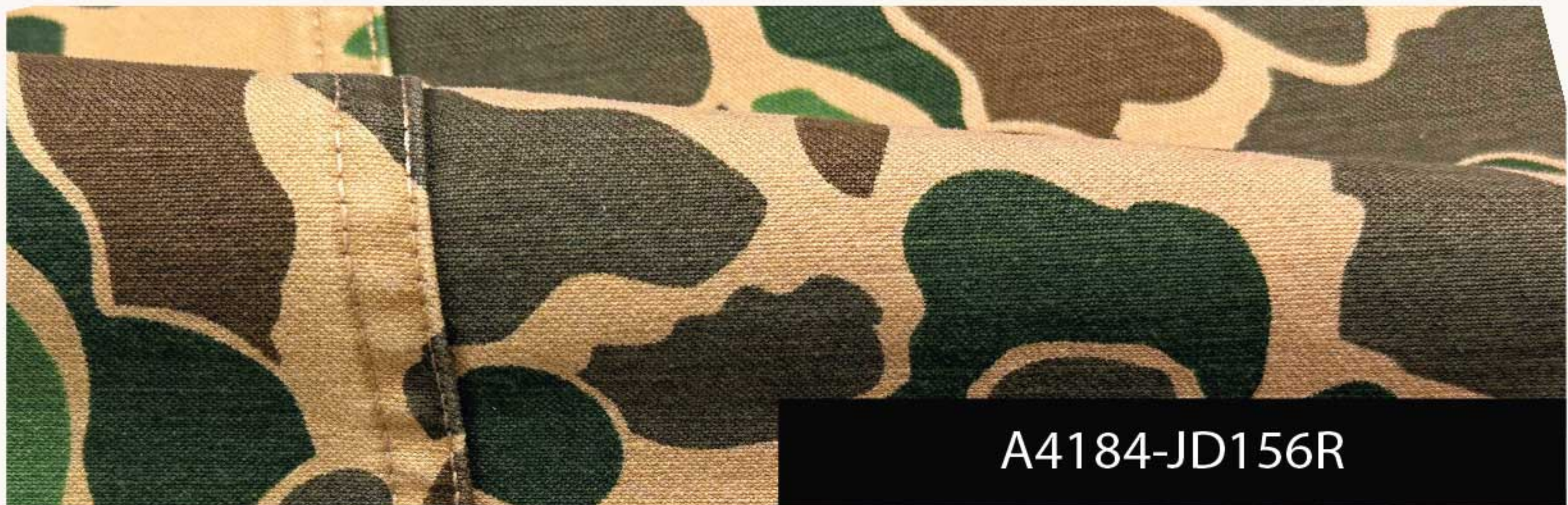
9945 JD774



A4135 JD195A MS



A5001 STF010 DP



A4184-JD156R



OS/P-0043



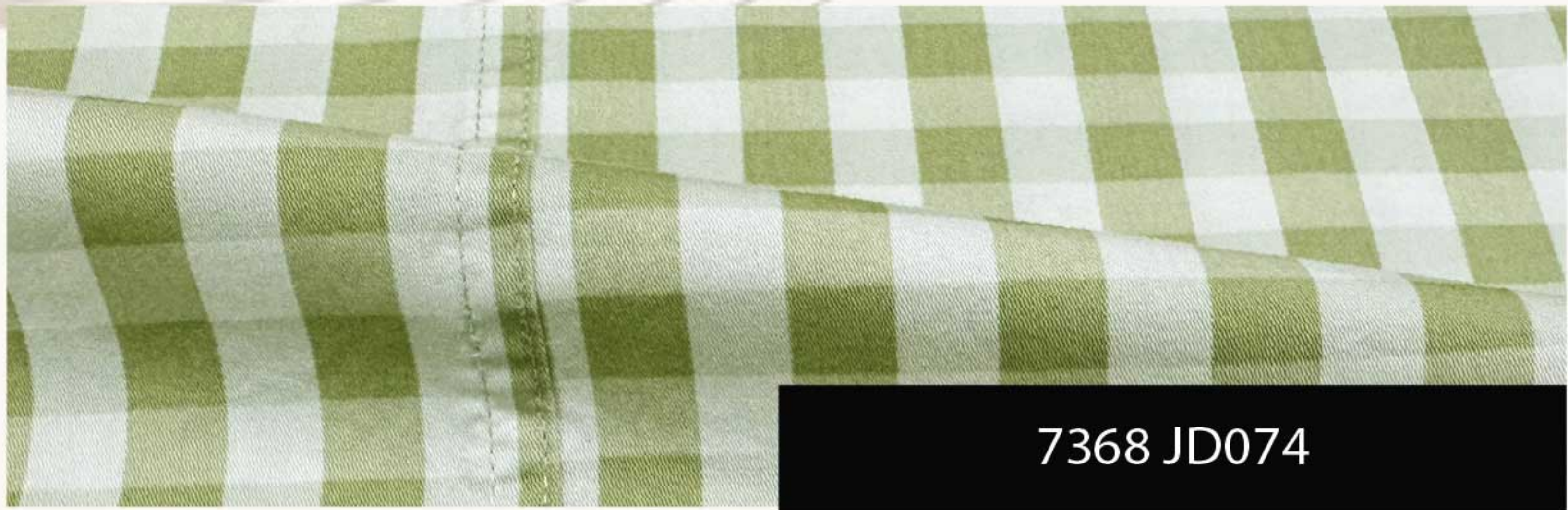
A3227A NS071 MS DD



A5143 JD107AR MSB

CLEVERLY TACTILITY

PRINT



7368 JD074



A5146 JD200



A4916 JD285



A4428-JD843



A4427 JD843



A5238 ST090



A2201 ST602L WR



A4182 ST602L WR

CLEVERLY TACTILITY

PRINT



A4050A-JD235



9449 JD440



A0929 ST602L WR



9195 Y1032 DCP



A3865C ST602L WR



A5280 JDT3205



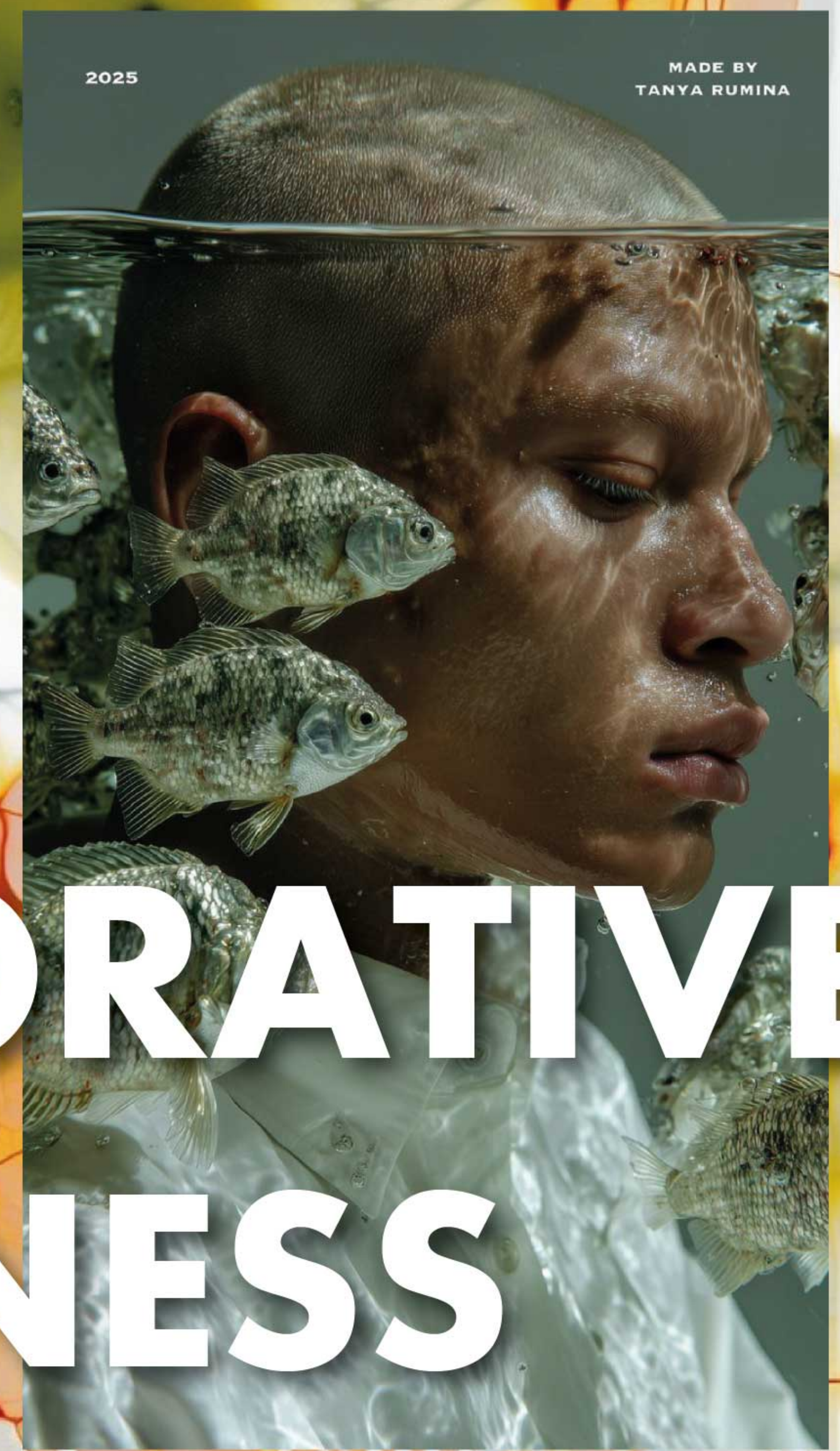
7998-STF301L MS



A4929 NS112 DD

inst: ellina.alt
makepromptai.ru

RESTORATIVE SOFTNESS



Seasonal colour
S/S 27

	18-0317 TCX
	12-0825 TCX
	15-0942 TCX
	13-4403 TCX
	16-1257TCX
	18-0317 TCX
	14-1418TCX
	19-1862 TCX
	17-1511 TCX

	18-2143 TCX
	16-3520 TCX
	14-3905 TCX
	17-3934 TCX
	15-3920 TCX
	17-4018 TCX
	18-4434 TCX
	14-6340 TCX
	16-0237 TCX



RESTORATIVE SOFTNESS

FASHION



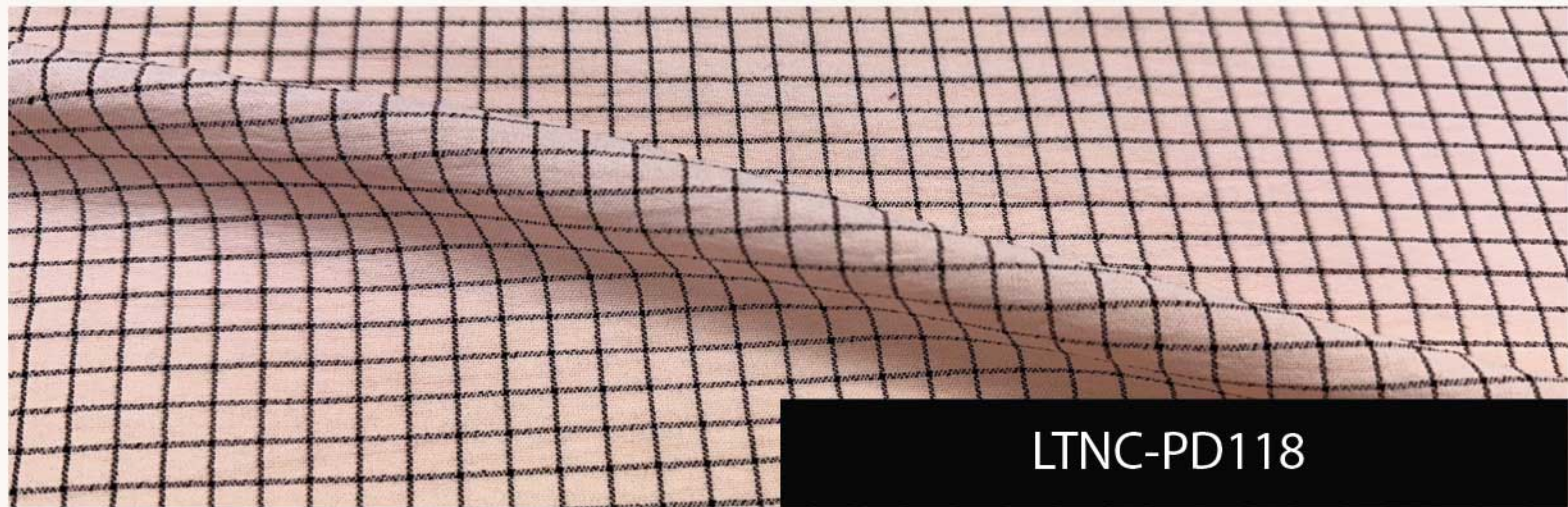
LTNC-PD096



LTNC-PD125



LTNC-PD117



LTNC-PD118



LTNC-PD005



LTNC-PD120



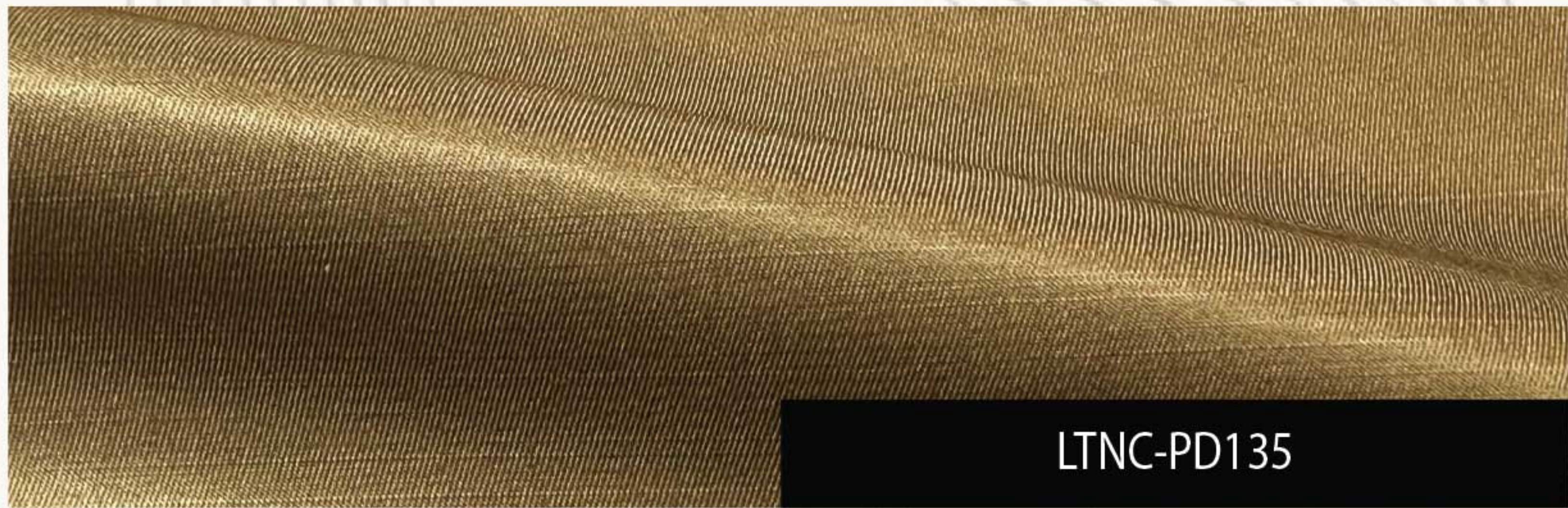
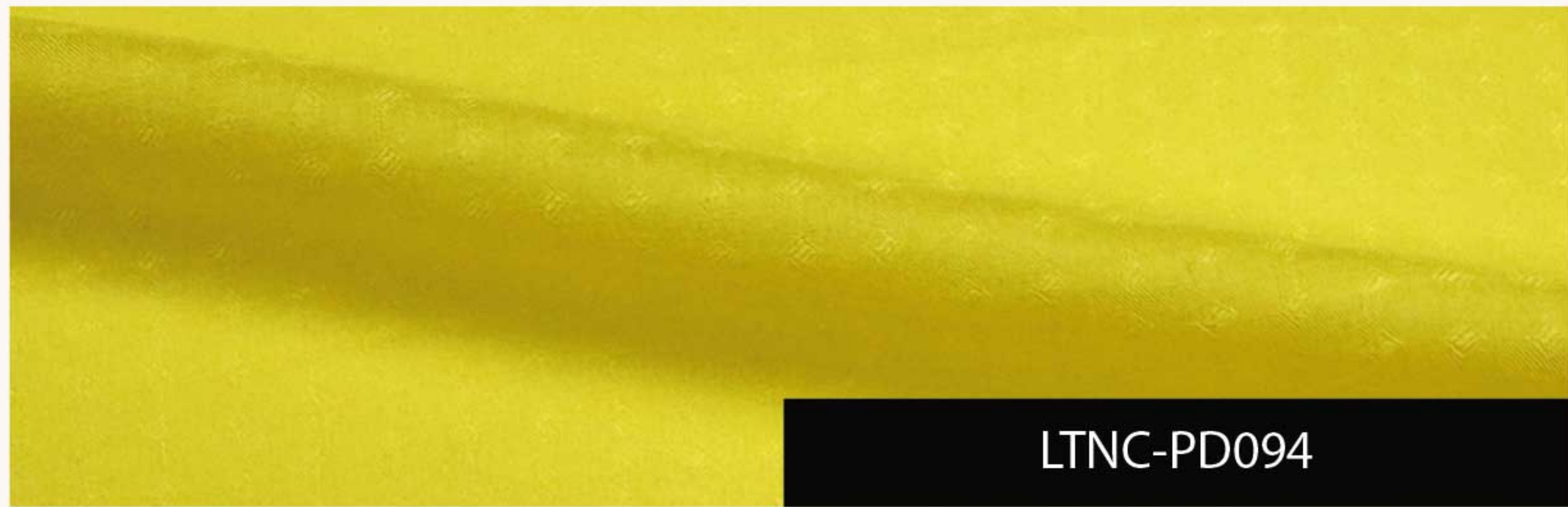
LTNC-P006



LTNC-P003

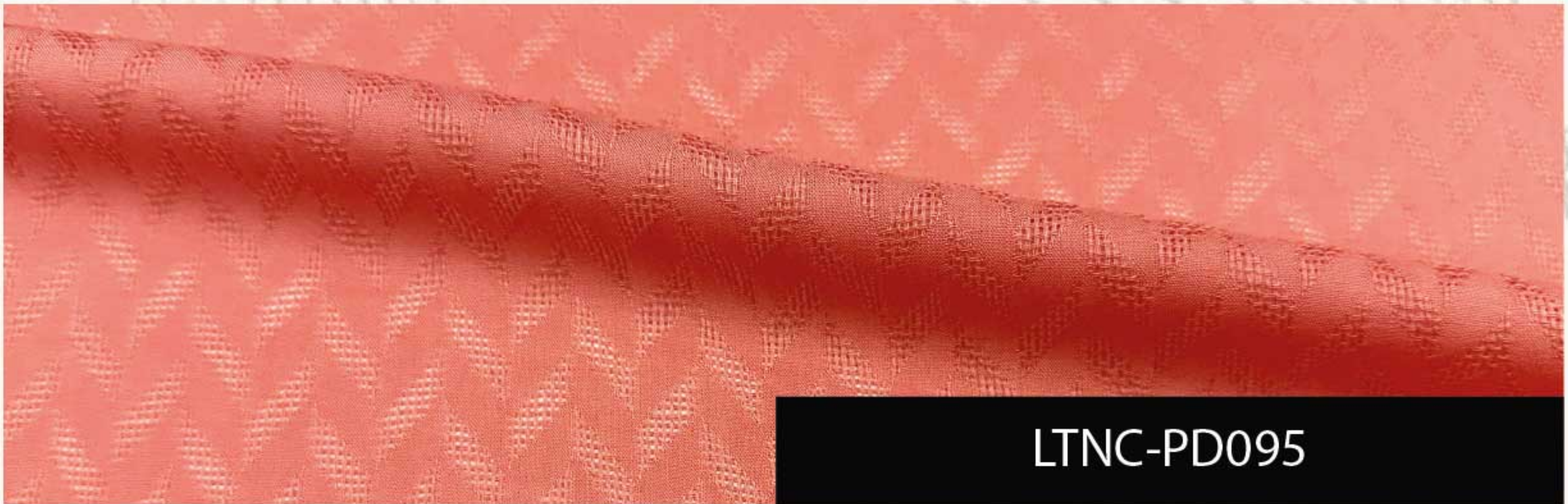
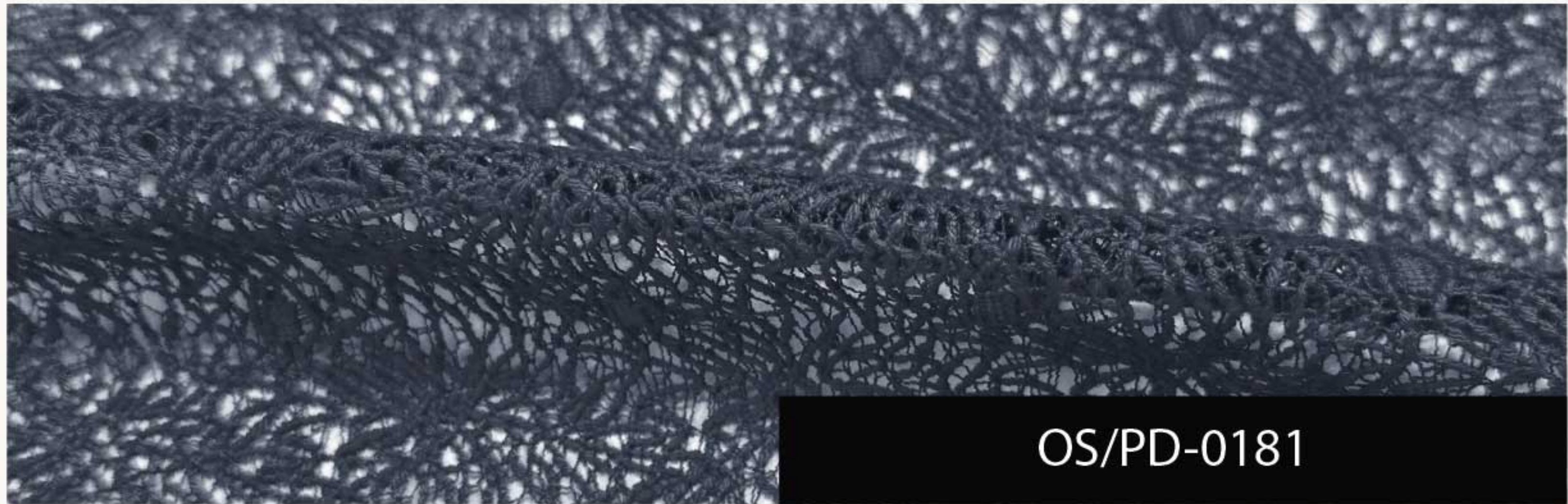
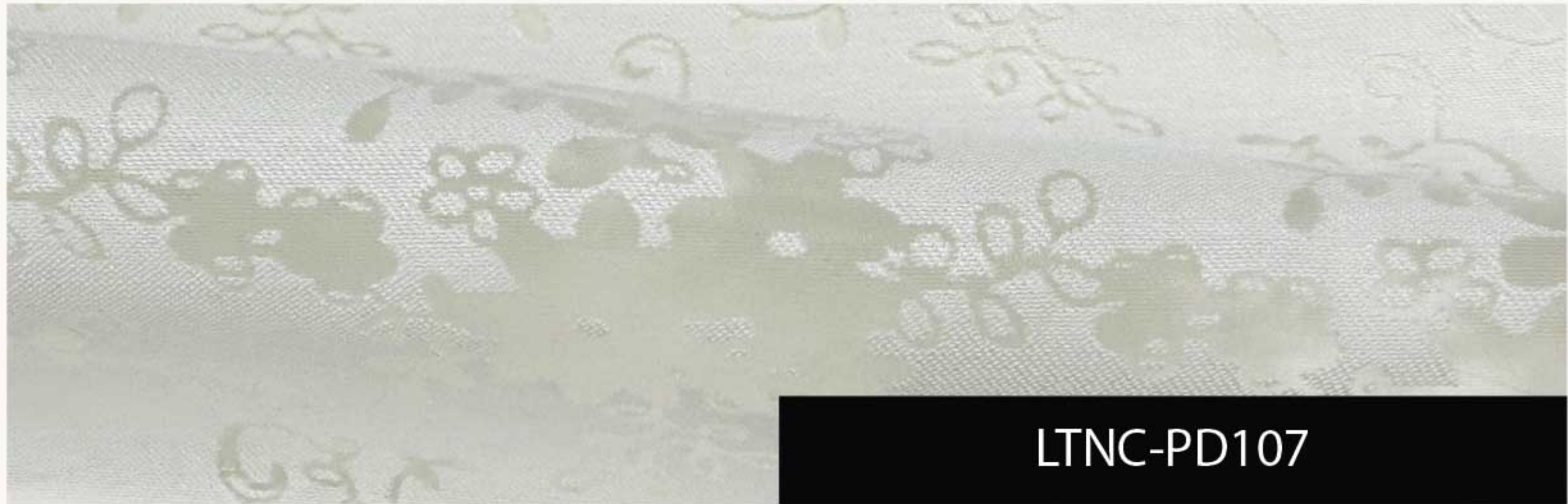
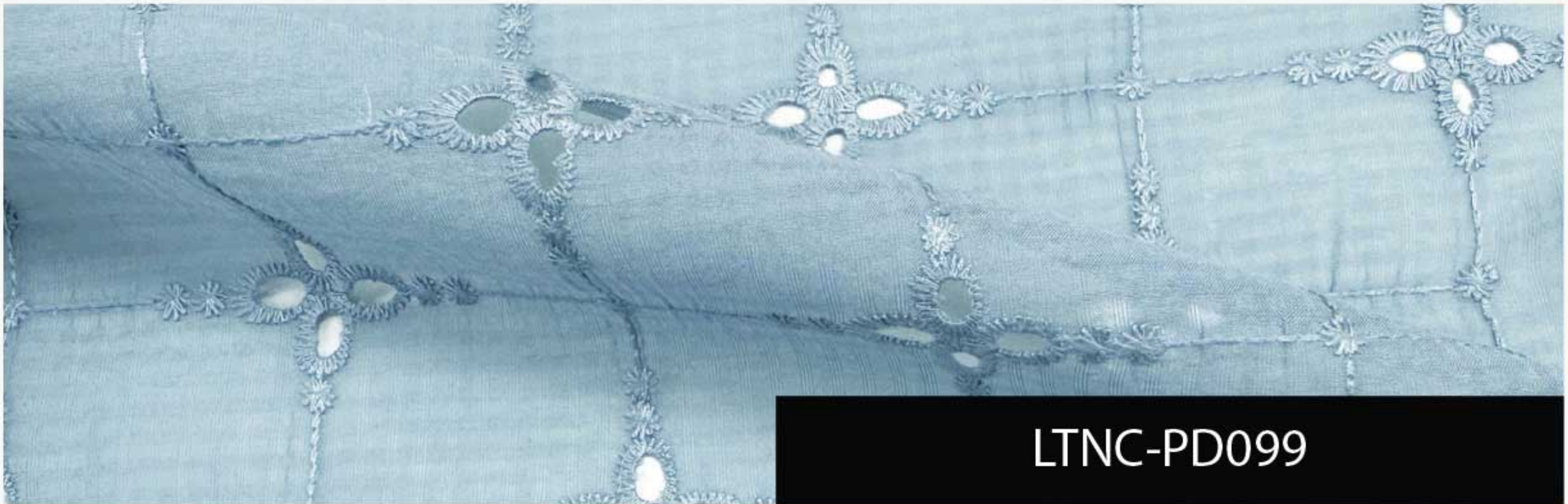
RESTORATIVE SOFTNESS

FASHION



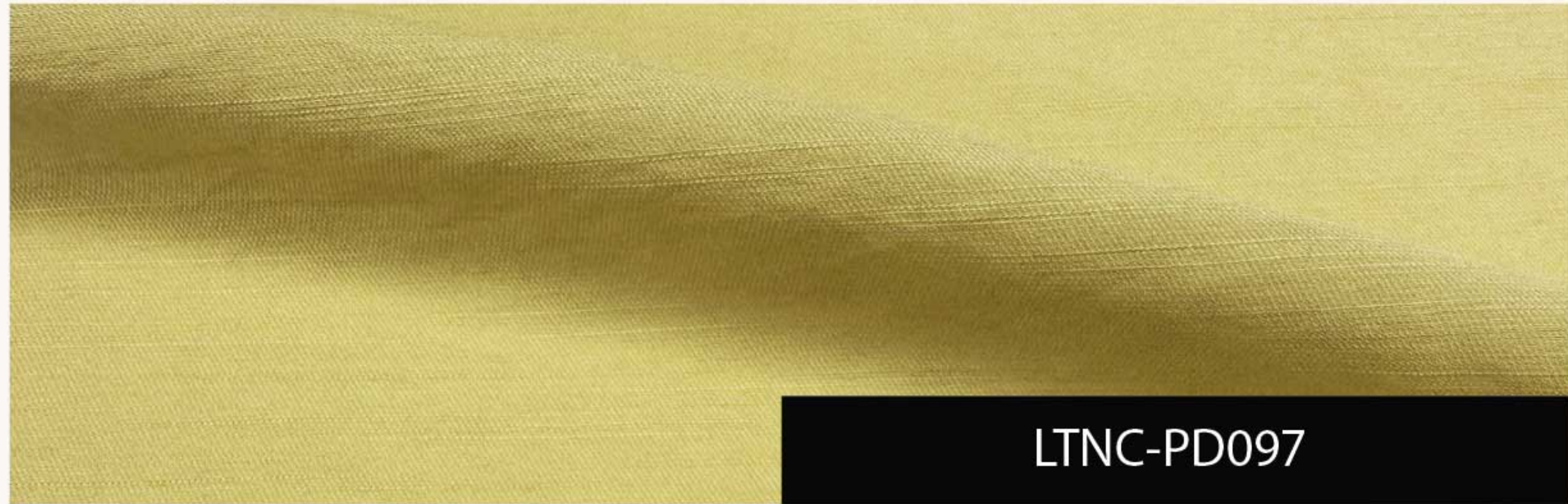
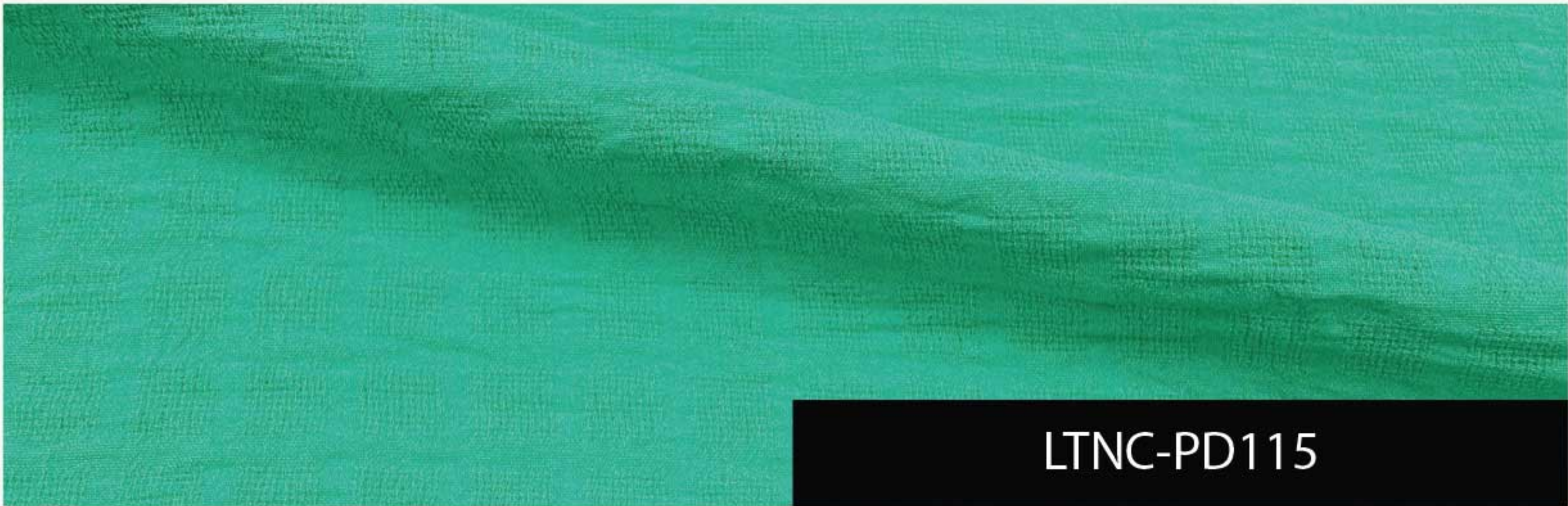
RESTORATIVE SOFTNESS

FASHION



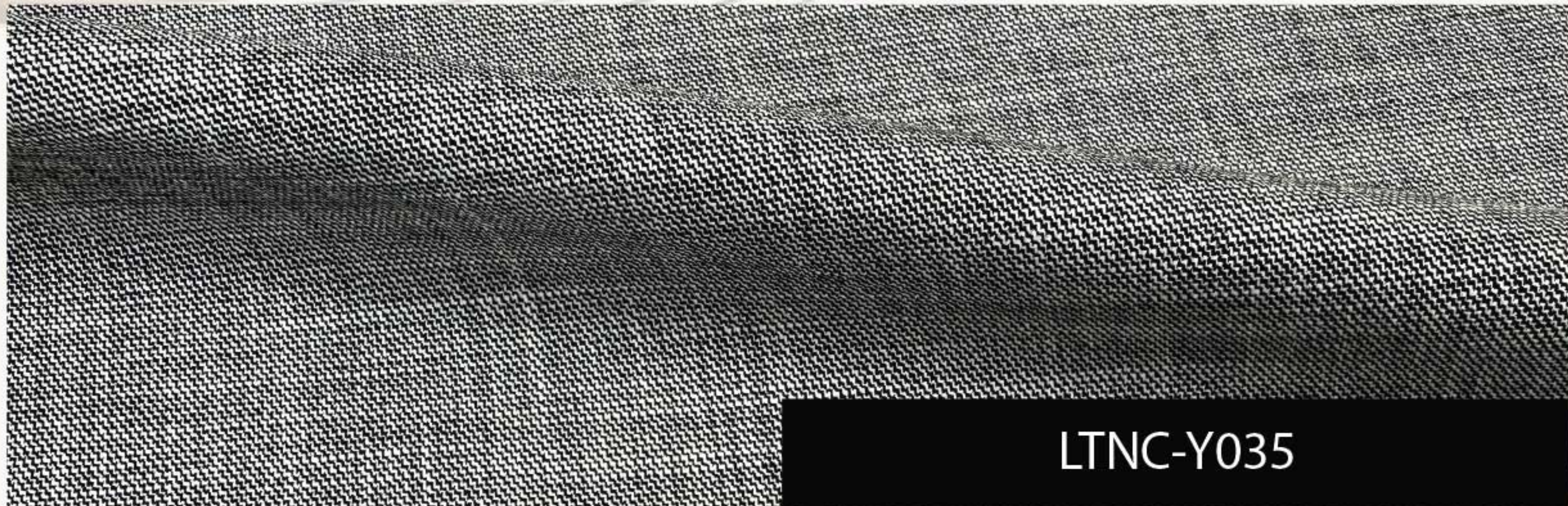
RESTORATIVE SOFTNESS

FASHION

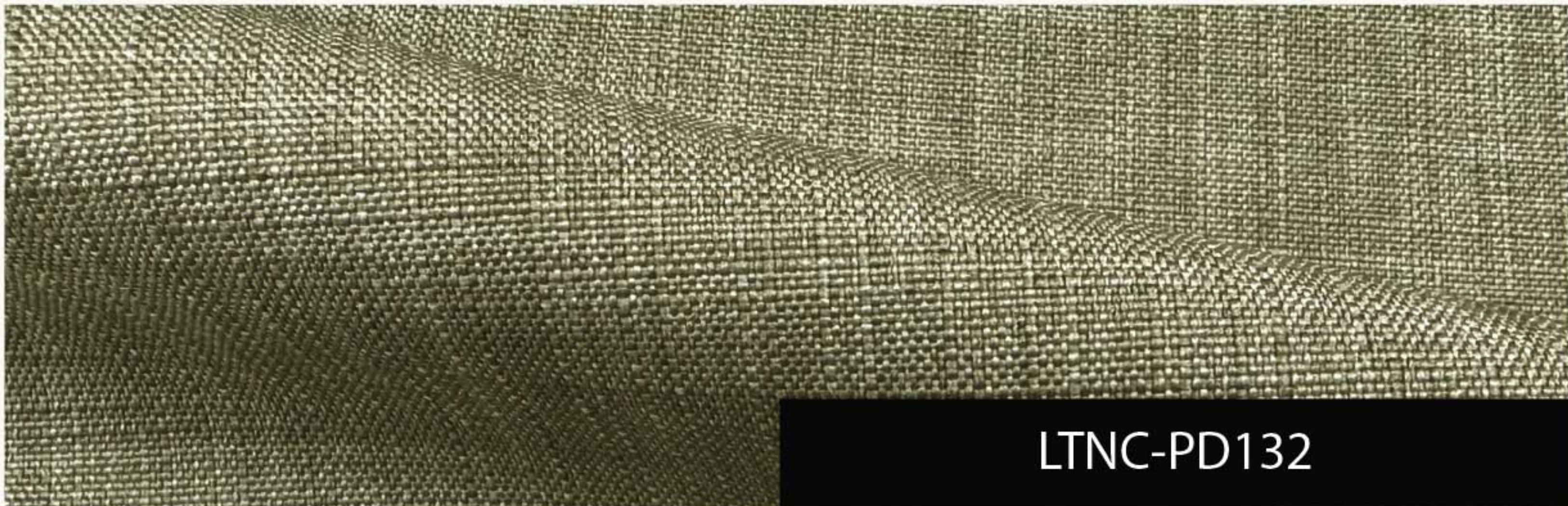


RESTORATIVE SOFTNESS

FASHION



LTNC-Y035



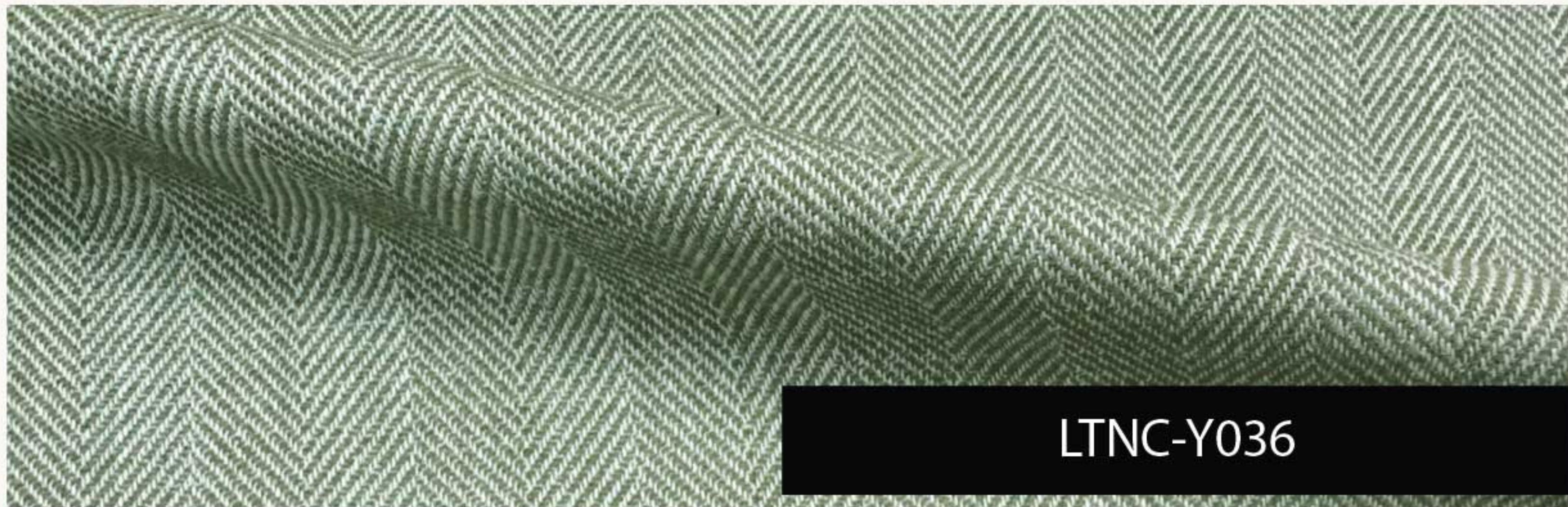
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LTNC-Y037



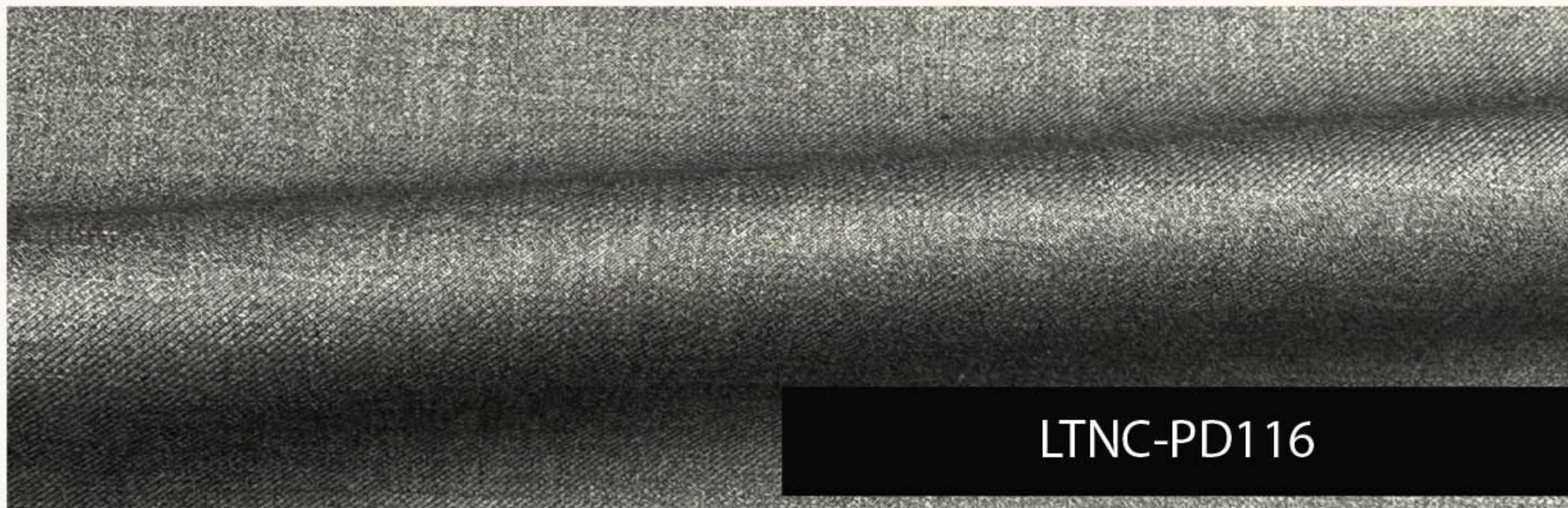
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LTNC-Y036



LTNC-PD134



LTNC-PD116



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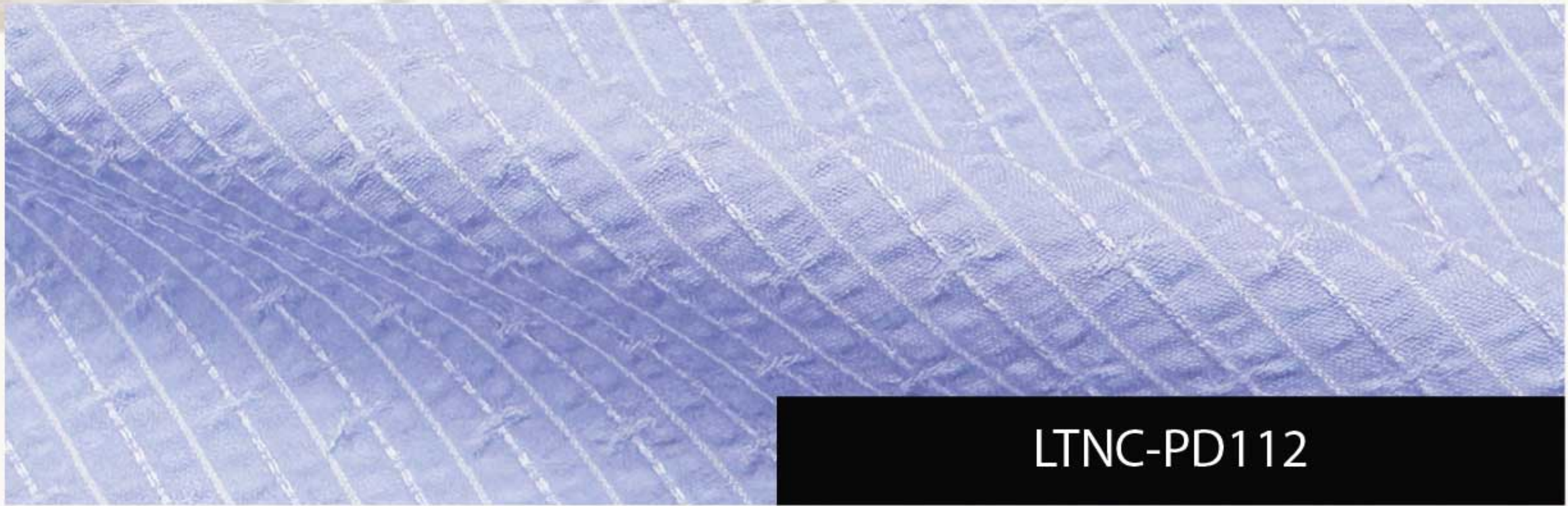
RESTORATIVE SOFTNESS

FASHION

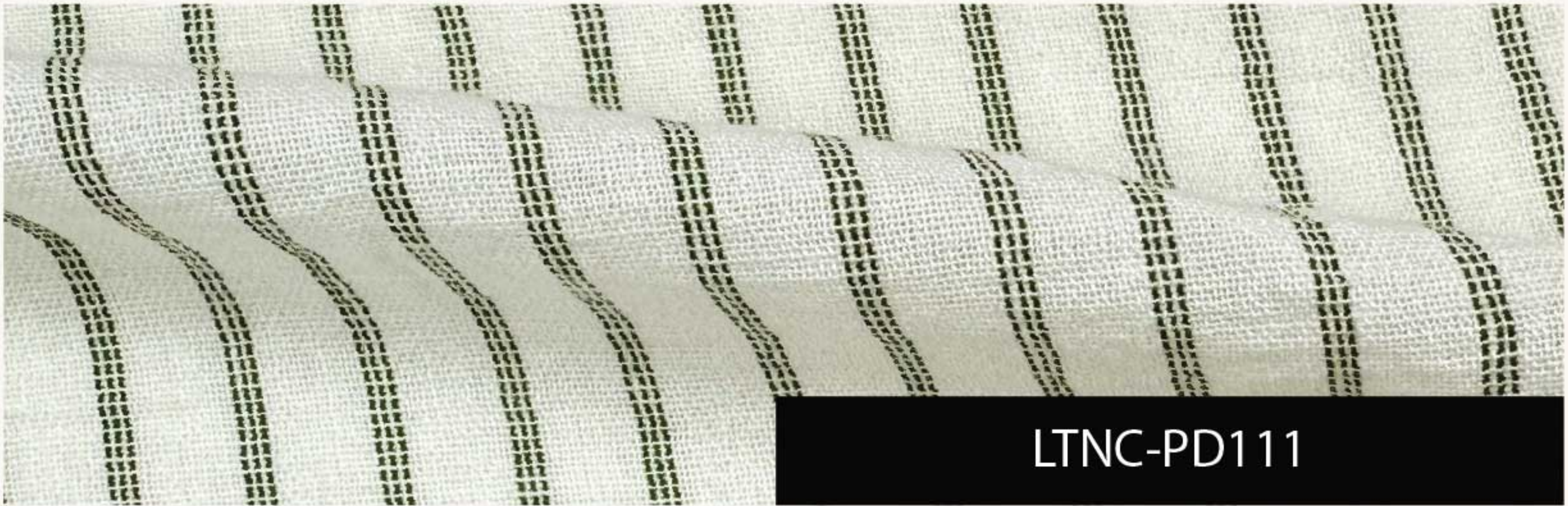


RESTORATIVE SOFTNESS

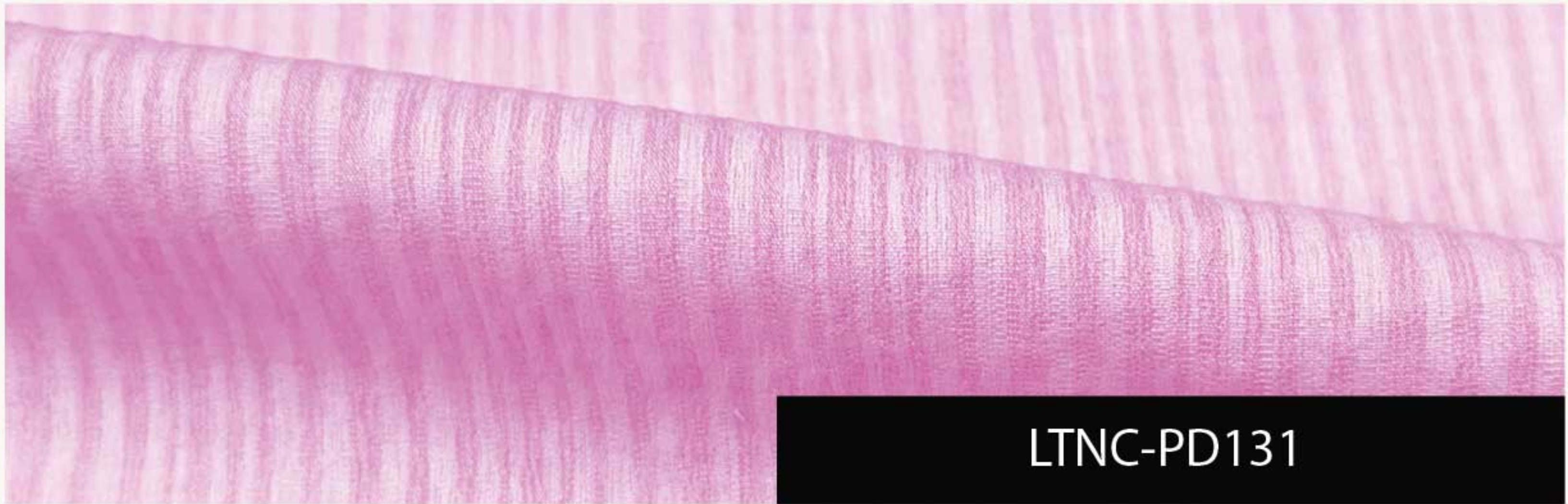
FASHION



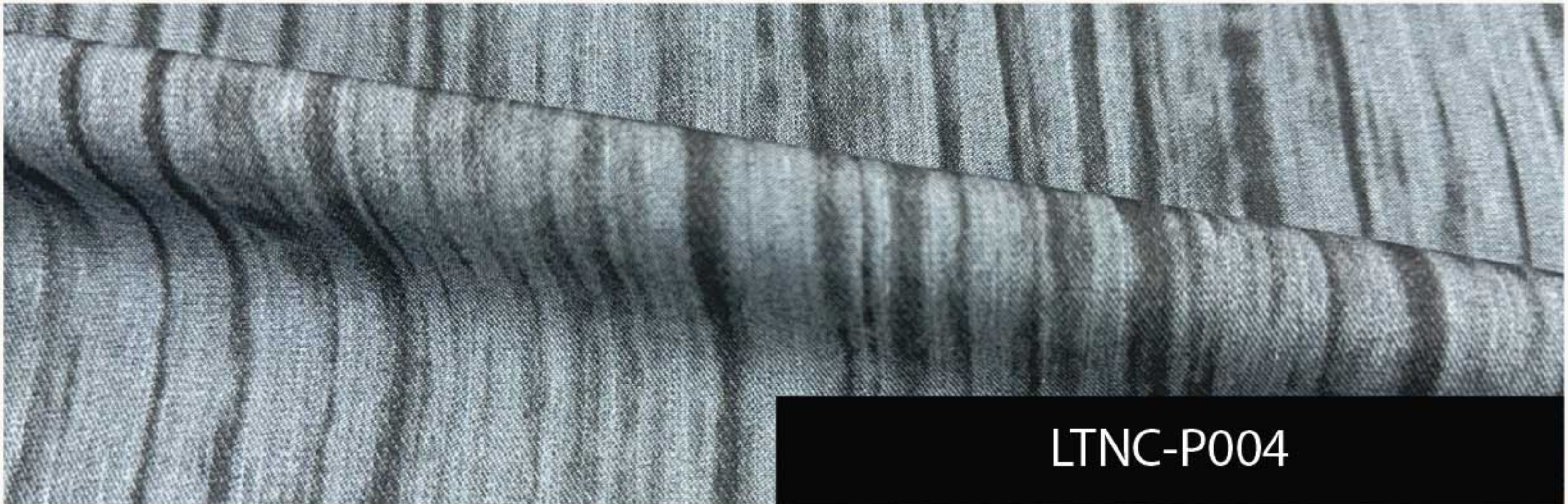
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LTNC-PD111



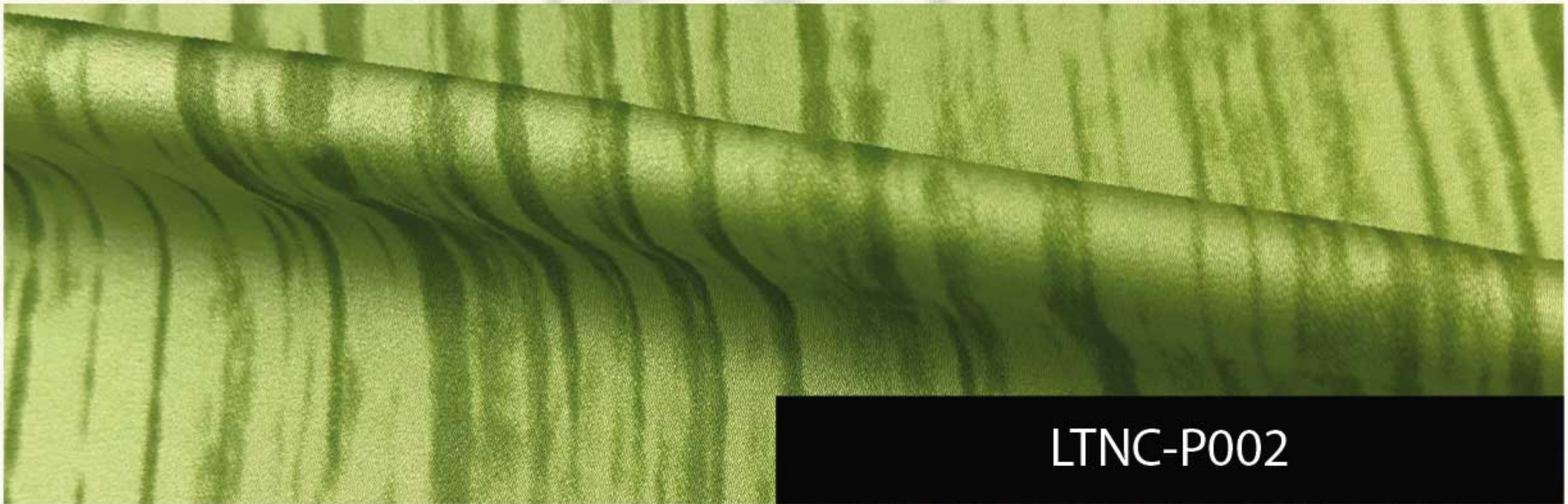
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LTNC-P004



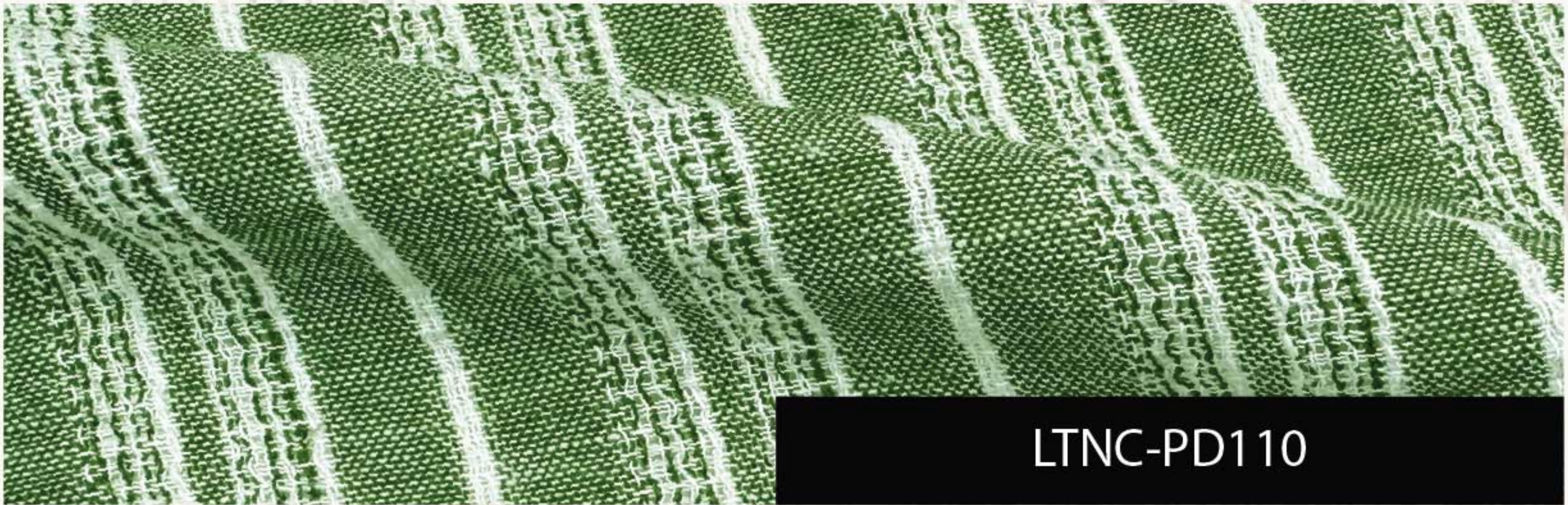
LTNC-PD113



LTNC-P002



LTNC-Y034



LTNC-PD110

Thank You !



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