

wanderlust \WAHN-der-lust\ noun. :
a strong desire to travel



SS/26

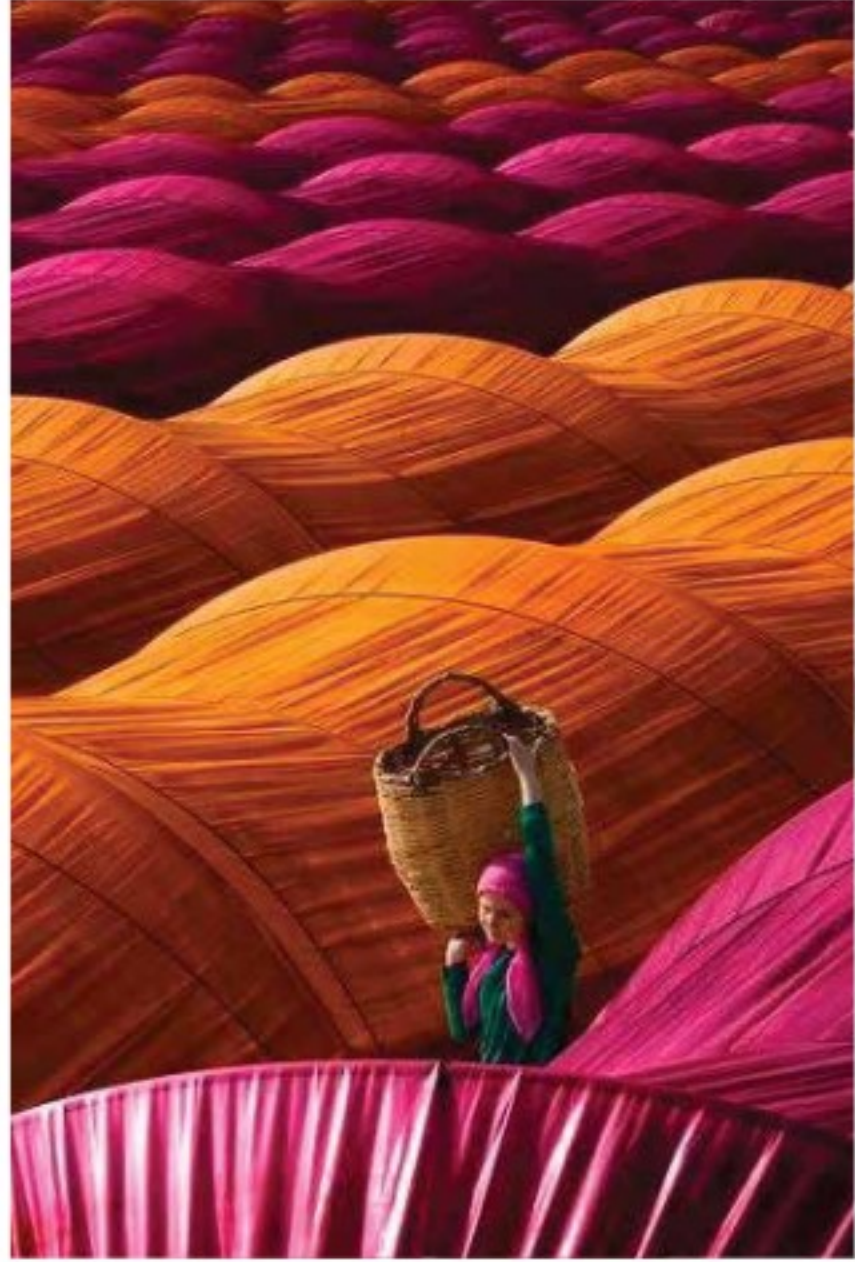
DESTINATION UNKNOWN

MOOD | The desire to immerse oneself in diverse cultures intensifies the excitement and enrichment of their travels, evoking a strong sense of wanderlust.



VIBRANT VACATION

Soaked, saturated, and sumptuous colors define this colour palette. Infused with an innate sense of seduction, it imbues summer styles with moody sensuality and mysterious decadence. Embracing the hedonistic joy and euphoria of vacationing or trying on new underwear, this aesthetic welcomes a tropical infusion to invigorate any collection with its visceral and vibrant appearance.



PANTONE
17-1663 TCX
Bittersweet

PANTONE
17-2034 TCX
Pink Yarrow

PANTONE
16-1343 TCX
Autumn Sunset

PANTONE
14-0226 TCX
Opaline Green

PANTONE
18-4630 TCX
Tahitian Tide

PANTONE
19-3952 TCX
Surf the Web

DESTINATION DRESSING

The post-pandemic revenge travel boom roars on, with 2024 predicted to be a banner year for international travel, set to return to pre-pandemic levels at \$25.7bn in revenue. Fashion brands have an opportunity to capture travellers' funflation spending by tapping into an emerging focus on the aesthetics of travel. According to Google data, searches for "travel aesthetics" have increased 81% in the last two years, with past trends such as #EuroGirlSummer directly translating consumers' travel plans into fashion aesthetics. In a digitally-driven world, consumers are hungry for immersive, world-building moments like taking their next holiday. Fashion brands should show how exploring a new aesthetic can help enrich these travel experiences.



VACATION MODE



“Summer of Intimates” campaign - a celebration of female freedom and adventure.



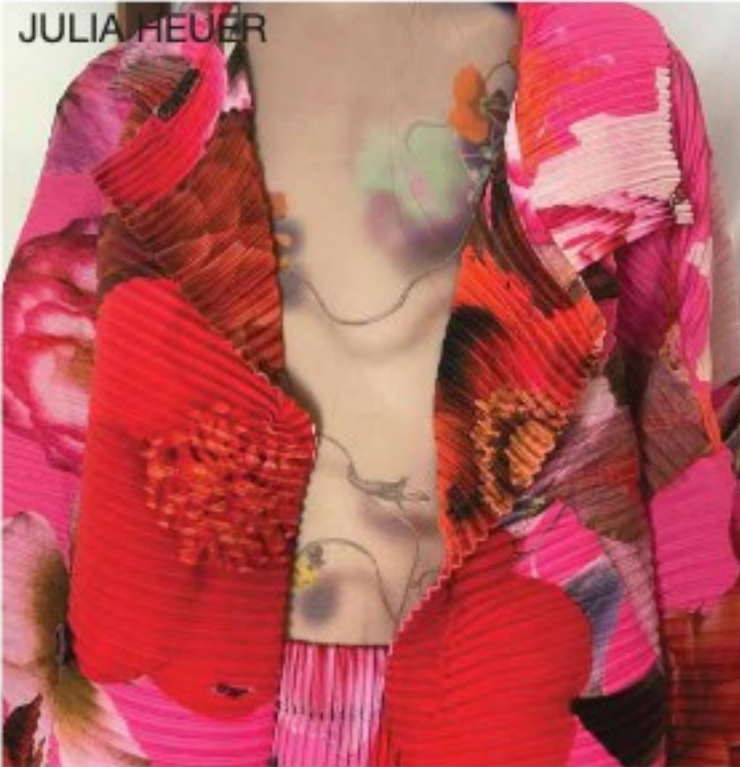
GRAPHIC INSPIRATION:

fuelled by a renewed interest in floral motifs following Met Gala 2024, statement flowers in bold colours, 3D renditions and hyper textures come to the fore, providing a fresh yet commercial direction.

MARNI



JULIA HEUER



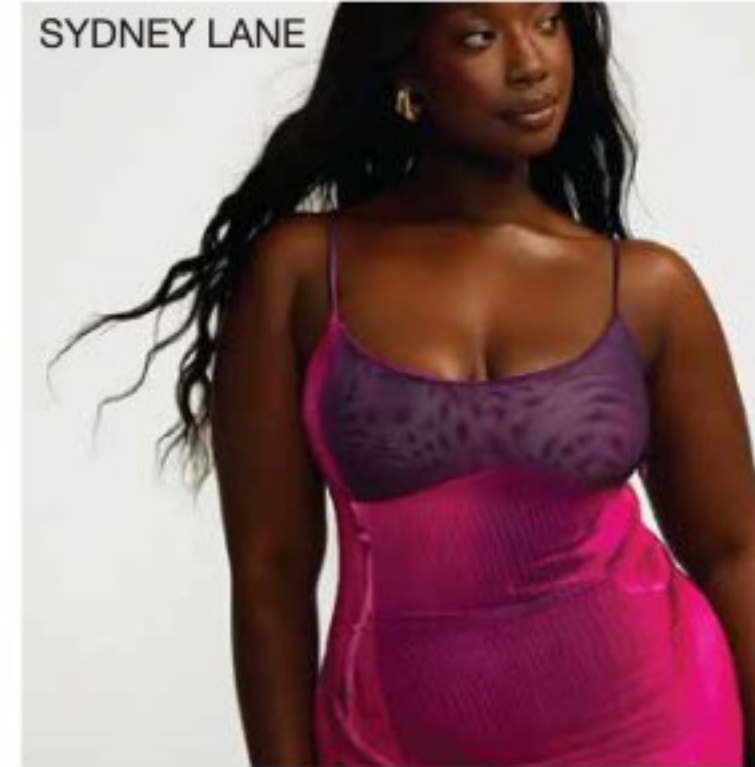
GRATACOS



OSCAR DE LA RENTA



SYDNEY LANE

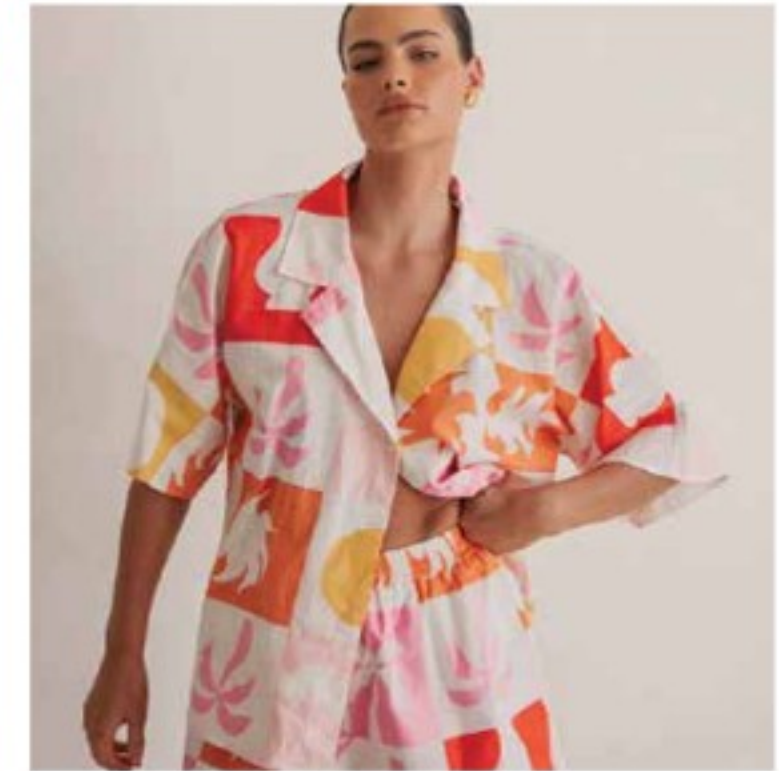


RAT AND BOA

HY BY KYLIE JENNER

BED TO BEACH\\

noun: to transition from a deep sleep to catch a morning sunrise



ALIGN PRODUCTS TO NEW TRAVEL TRENDS

Need to know:

Travel is a core component of young consumers' identities, with Business Insider's US survey finding Gen Zers rank travelling (43%) over advancing their education (39%) as a more important goal

84% of respondents in an American Express global travel study said they plan to spend the same or more money on travel in 2025 compared with the previous year

Strategies:

Curate travel aesthetics that lean towards quiet luxury with options for customisation, low-key branding and IYKYK nods to where travellers have been. Young travellers today prefer their trips to go off the beaten path, making them feel more personable and unique, and they will look for fashion travel essentials that do the same

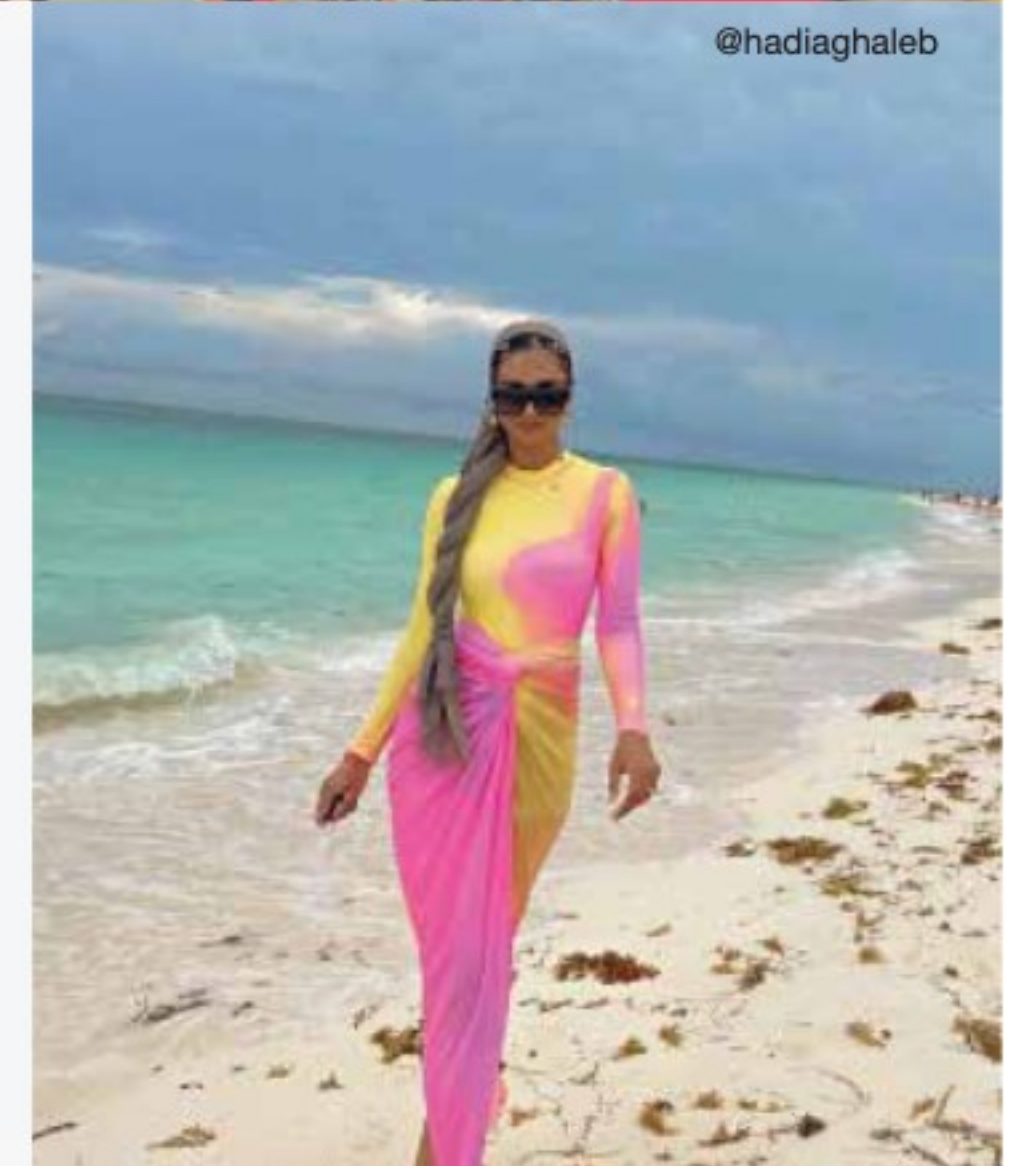


@hadiaghaleb

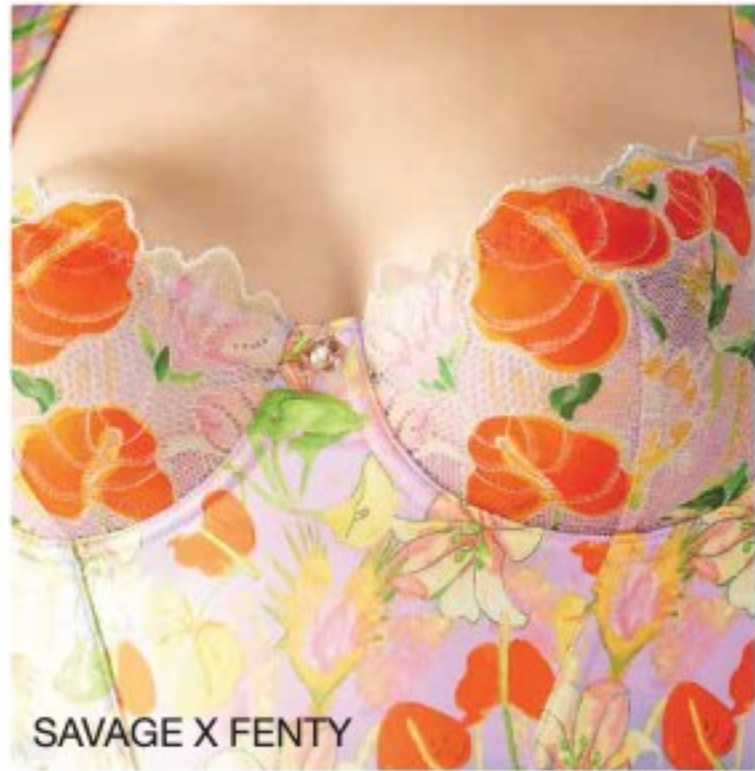
TikTok videos related to travel are rising

TikTok views YoY

#VacationDress	▲ +184%
#DreamVacation	▲ +116%
#Resortwear	▲ +104%
#VacationShopping	▲ +83%

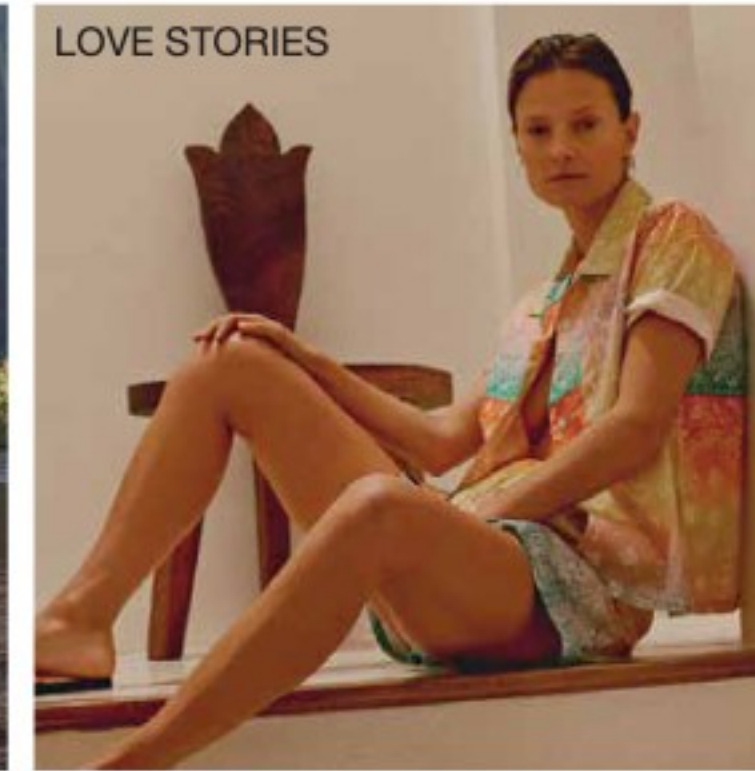


KEY DETAILS



CAROLINA HERRERA
SS25

KIM SHUI
SS25



GATHERS | SHEERING | BRIGHT EMBROIDERY | OMBRE | MATCHING SETS | PRINTED MESH

DESTINATION DRESSING

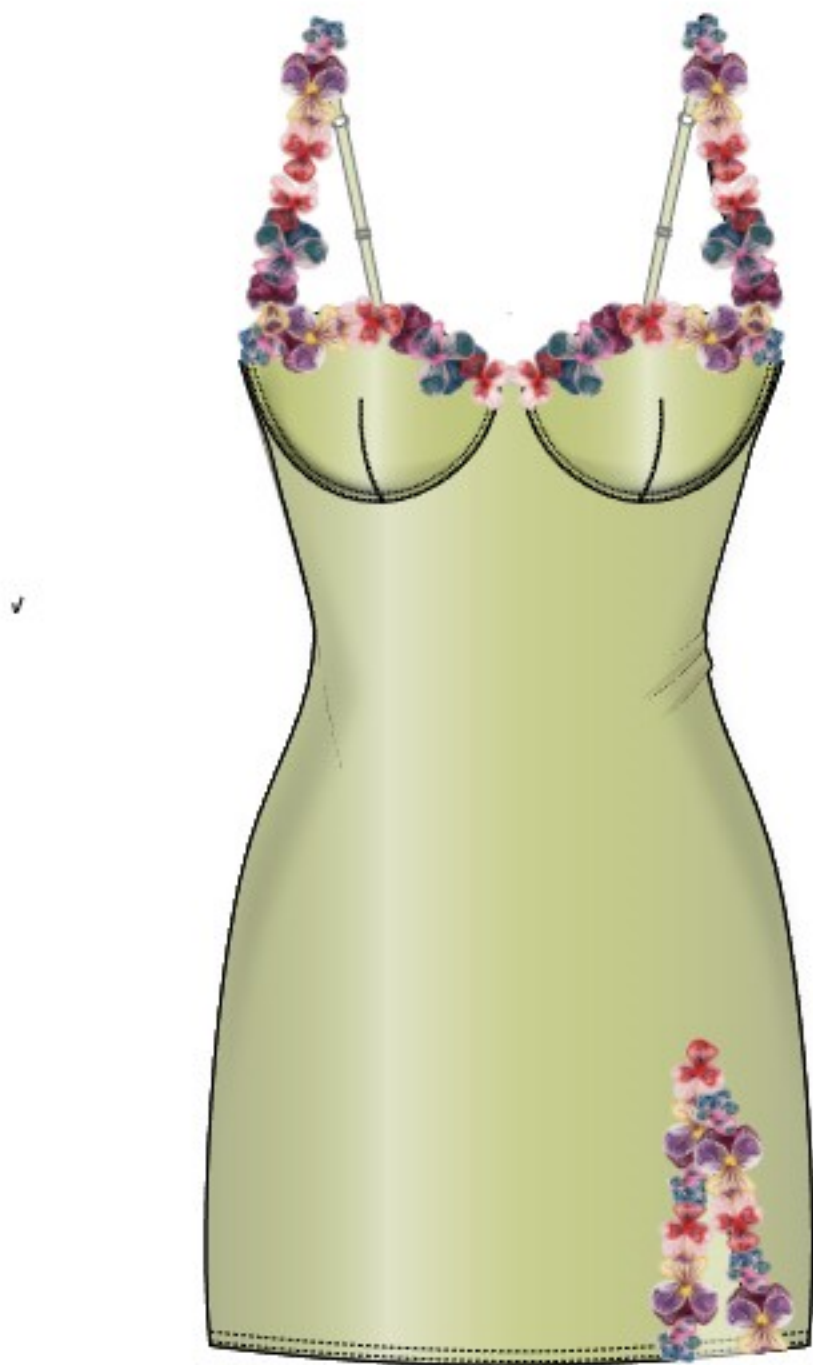


****CONCEPTS ONLY**

ARTISAN DESIGN

noun. ar-ti-san:// a person who is skilled at making things by hand, or who practices a trade or handicraft.





PRINTED EMBROIDERY TRIM RANGE
OIL CLOTH MICRO SLIP WITH EMBROIDERY TRIM
003-RR-00026
OIL CLOTH MICRO WIRE NON PAD BRA WITH EMBROIDERY TRIM
003-RR-00027
OIL CLOTH MICRO HIGH LEG BRAZILIAN WITH EMBROIDERY TRIM
003-RR-00028



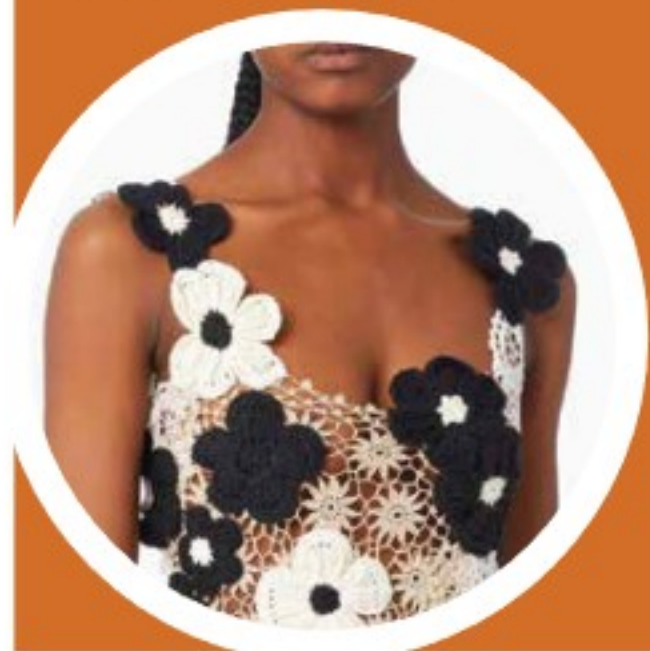
Satin look high shine micro



TIKTOK: THE RISE OF CRAFTOK

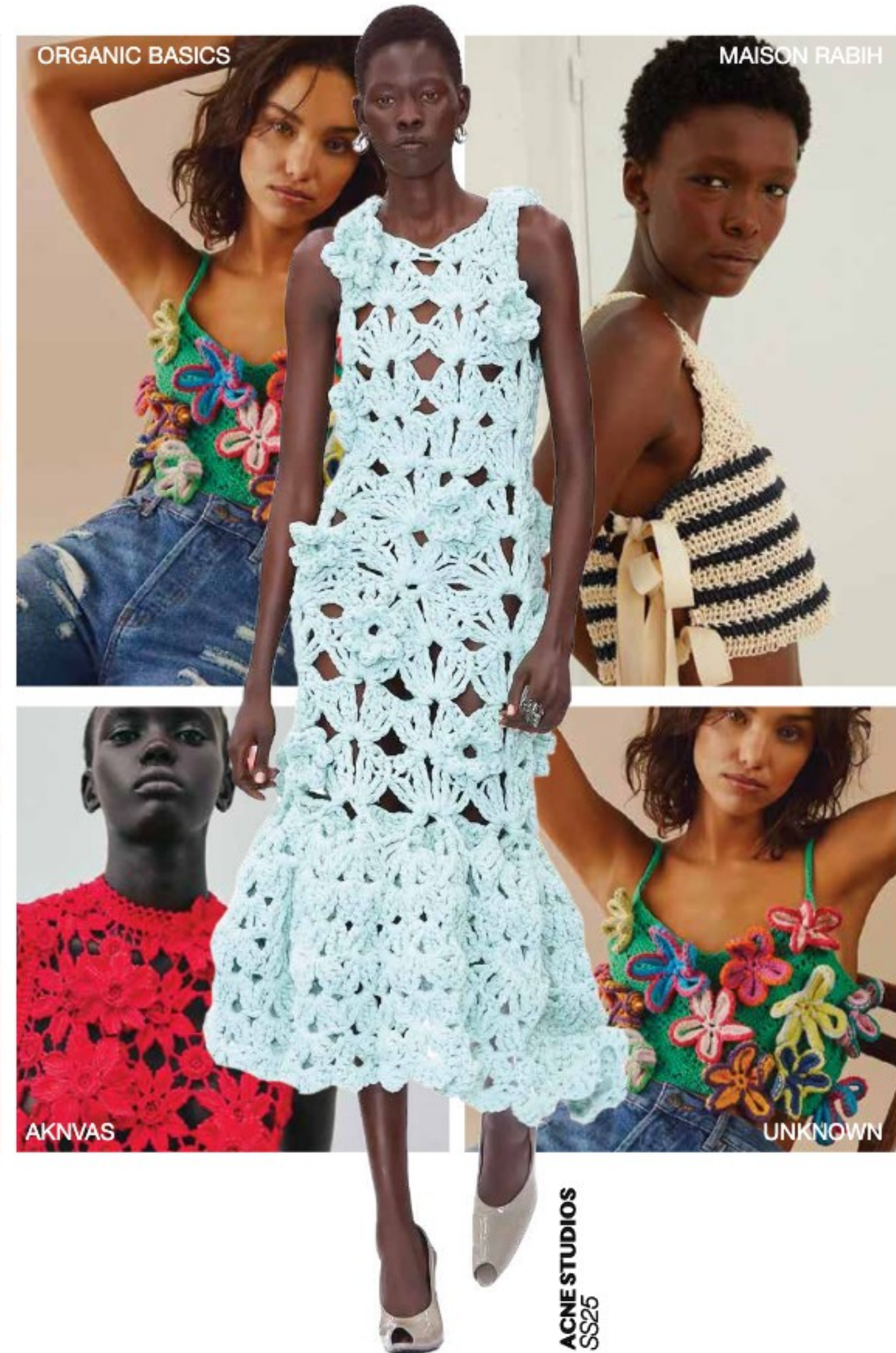
From fashion to technology, this generation is known for coveting (what they perceive to be) a simpler, golden past. The popularity of knitting, crochet and coin collecting slots into a broader social trend of young adults proudly embracing their “grandma era” and craving quiet nights in.

“We’re seeing a huge nostalgia trend among Gen Z,” Sinead Lambe, associate director of communications at London-based youth market research agency Imagen Insights. “Gen Z is an inquisitive generation, much more so than those before them. They’re reinventing older songs on TikTok, driving the return of fashion trends from the 90s and want to understand the history behind brands and cultural shifts.”



RALPH LAUREN
SS25

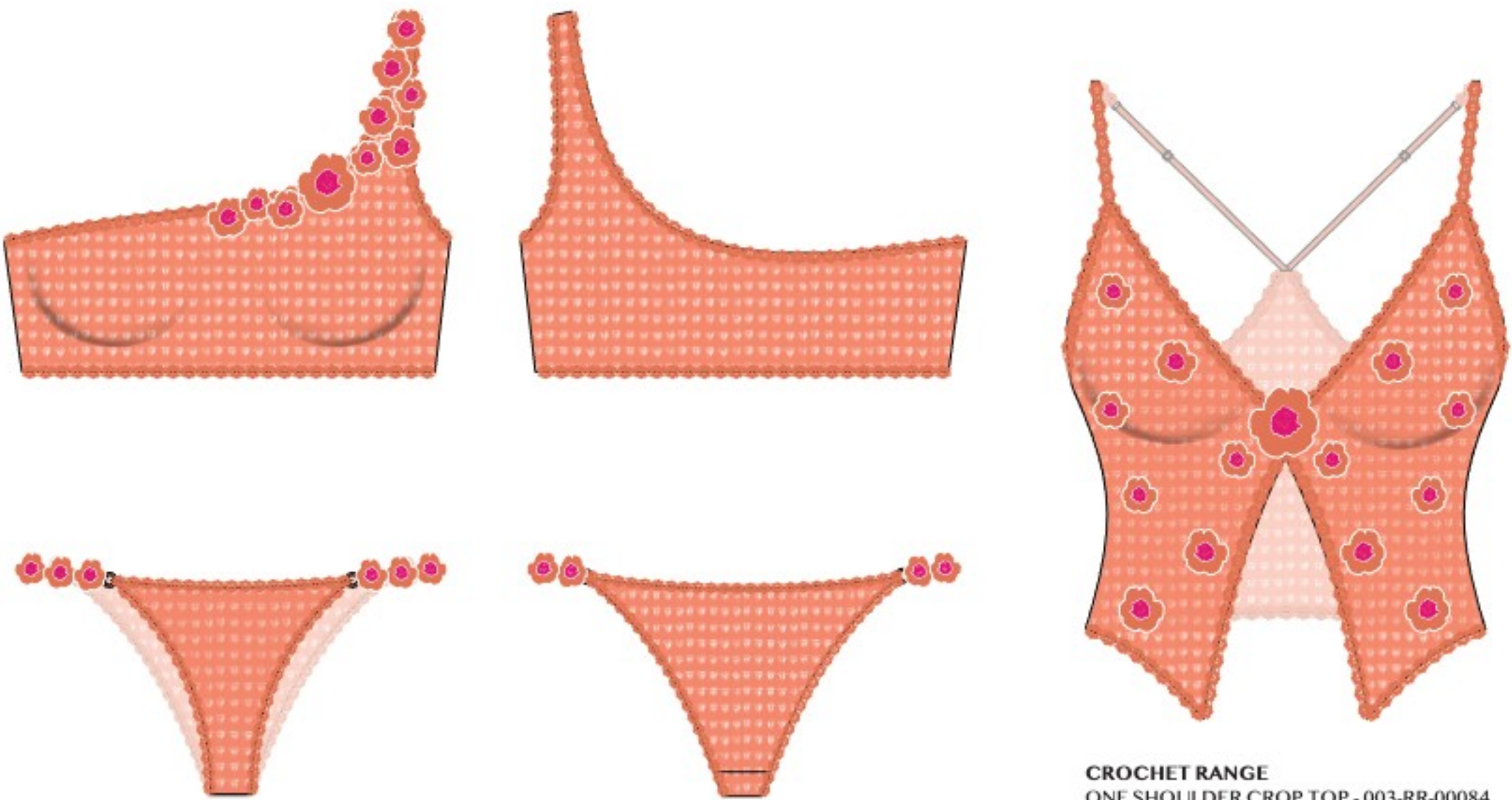
MIU MIU



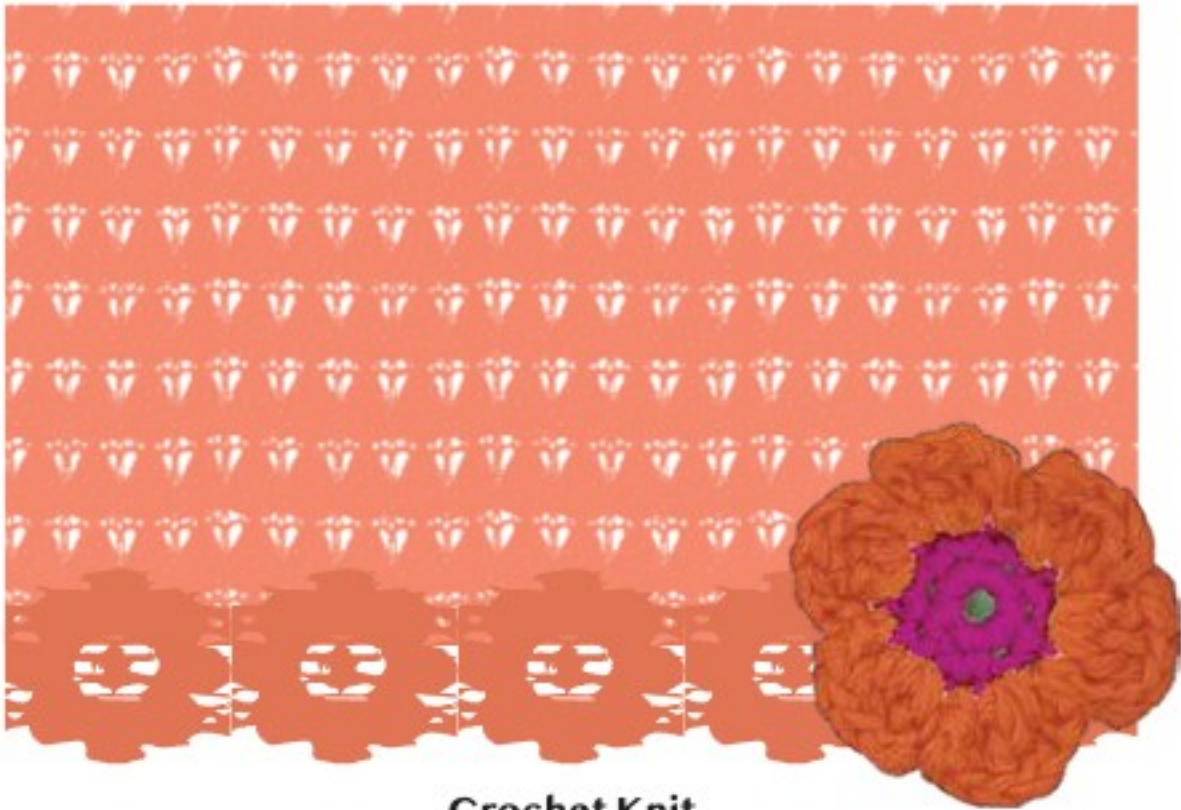
AKNVAS

ACNE STUDIOS
SS25

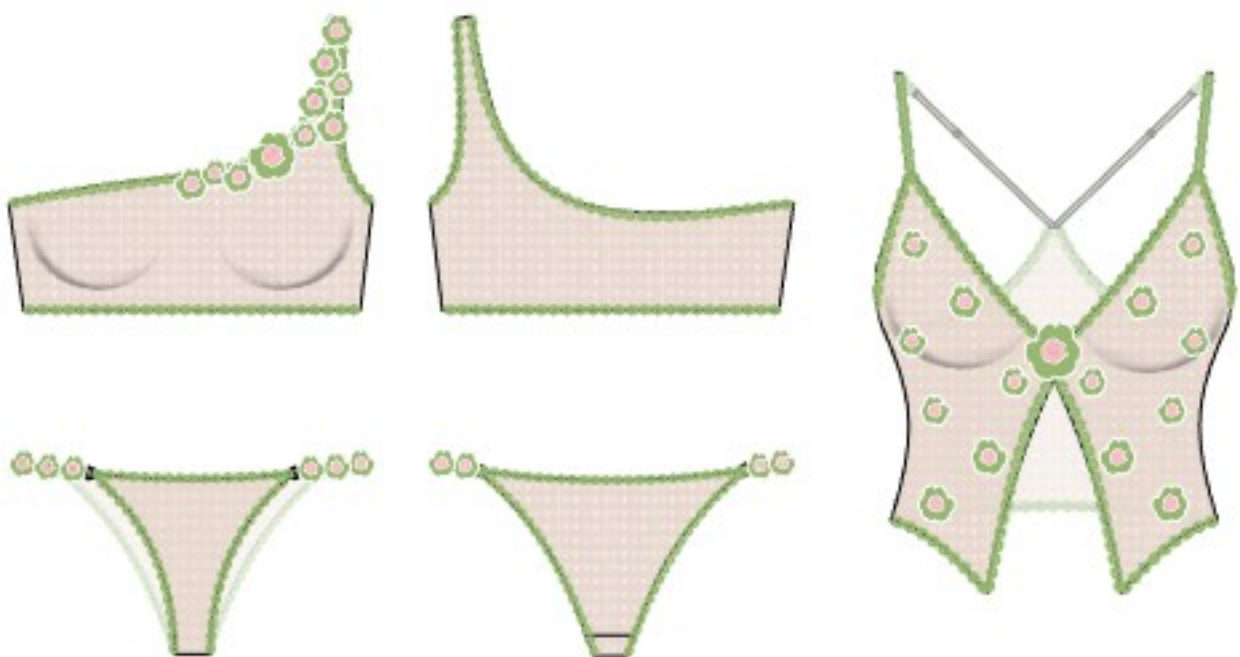
UNKNOWN



CROCHET RANGE
ONE SHOULDER CROP TOP - 003-RR-00084
CAMI TOP - 003-RR-00086
TANGA BRIEF - 003-RR-00085



Crochet Knit
Daisy Lace Trim
3D Crochet Daisy Applique



BEYOND INTIMATES

Underwear-as-outerwear is a playfully risqué styling trend that only continues to gain popularity, having a commercial impact across the high street and luxury market.



STREET STYLE



STREET STYLE



GUCCI SS25



WIEDERHOEFT SS25



COACHELLA



COACH S/S 24



STREET STYLE



STREET STYLE



FREE PEOPLE

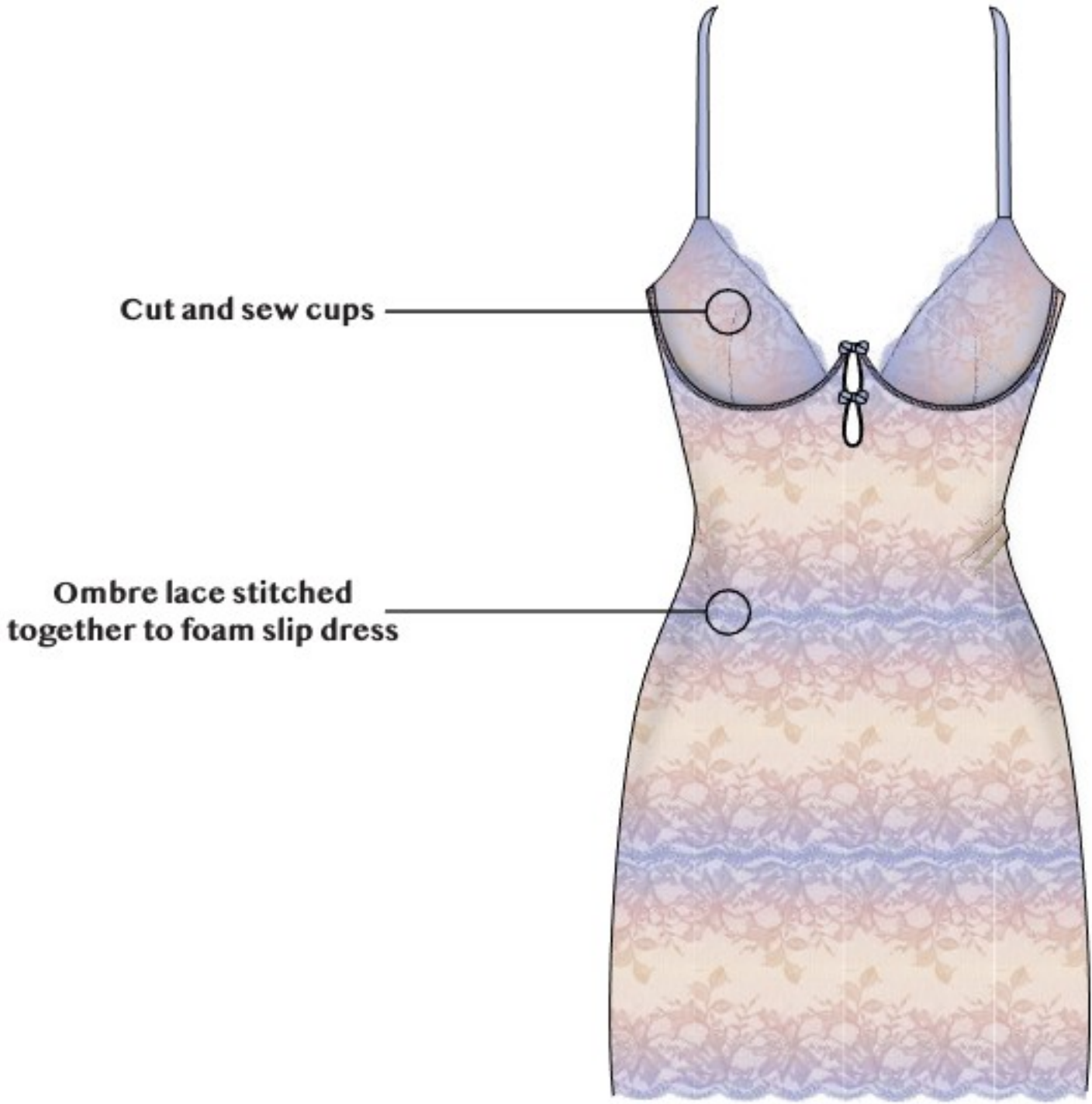


ERDEM S/S 24

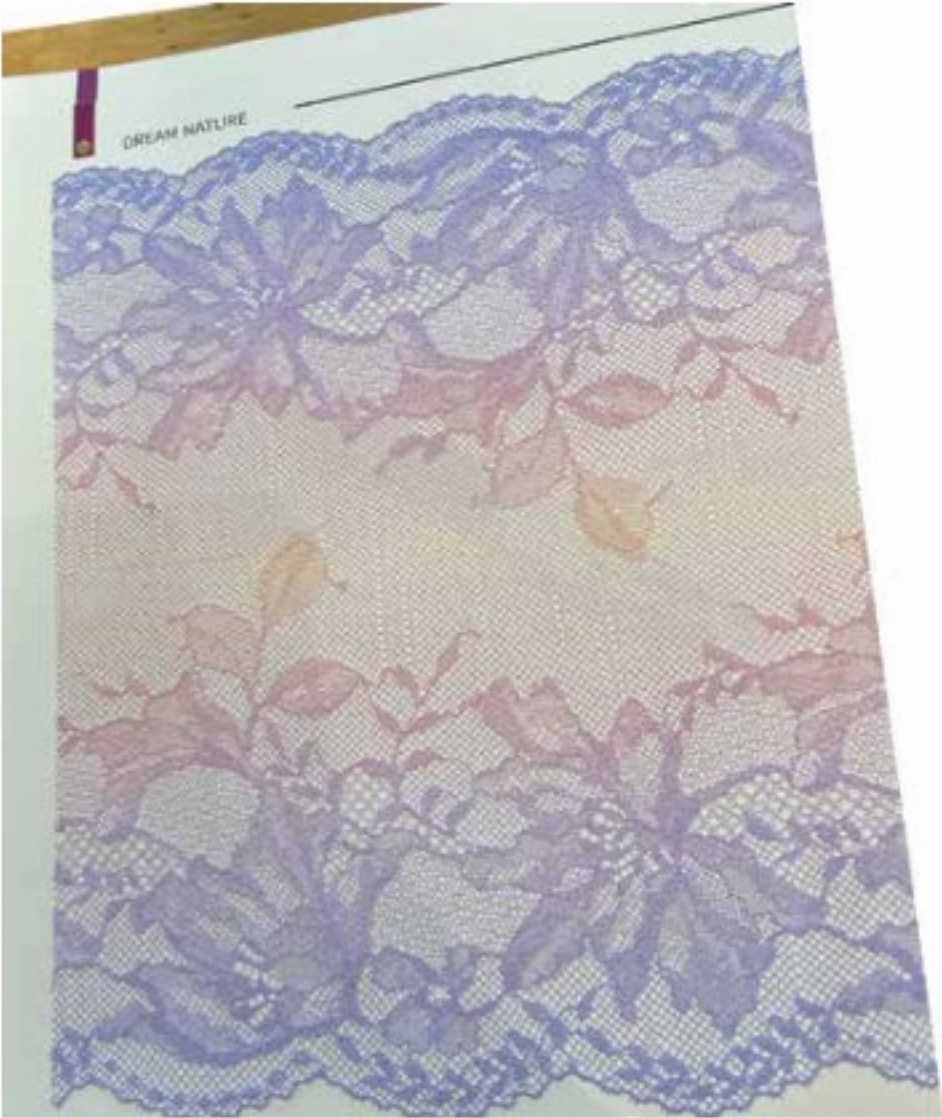


LAYERED PRINTED CHIFFON & CUT OUT LACE
LAYERED CHIFFON SLIP- 003-RR-00021
PADDED WIRED BASQUE- 003-RR-00019
HIGH LEG THONG - 003-RR-00020





OMBRE PRINTED LACE
LIGHTLY LINED WIRED OMBRE LACE SLIP
003-RR-00062
LIGHTLY LINED WIRED OMBRA LACE PLUNGE BRA
003-RR-00062
OMBRE LACE BOXER
003-RR-00061



Ombre Lace





GATHERED SHINY MICRO RANGE
GATHERED PADDED BRA WITH GATHERED WING
0003-QQ-00349
GATHERED MICRO STRING
003-RR-00009



Shiny Stretch Micro
Tassel Bow



HOTHOUSE

Concept:

Extend Plantopia narratives and demonstrate Fluid Ecology by exploring the full creativity of nature with tropical plants in saturated colours to really bring summer alive.

Print, pattern & graphics:

Large flowers evolve and refresh with different textures. Combine pink, red and orange into beach inspired prints for the perfect bed to beach look whilst keeping it feminine.

Materials & details:

Introduce impactful 3D Texture via ruching and frills to create interest, or repurpose scrap materials to make bold floral accents. Indian brand Guapa uses small fabric scraps to make 3D floral appliqués, as seen in its openwork coverup created from floral pattern pieces. Think about 3D elements as removable and interchangeable to create personalised styling possibilities and extend the wear of items. We see the use of beach fabric with towelling for the perfect underwear as outerwear look.





TEXTURED BUBBLE LACE & TERRY TOWEL

Textured 2-tone lace/ Loungy fabric sleep set

FABRIC DIRECTION



Bubble lace



BUBBLE LACE SLEEP SET
BUBBLE LACE FRONT-TIE CROPPED TOP
003-RR-00096
BUBBLE LACE HOT PANTS
003-RR-00099



TERRY TOWEL SLEEP SET
TERRY TOWEL FRONT-TIE CROPPED TOP
003-RR-00097
TERRY TOWEL HOT PANTS
003-RR-00100
TERRY TOWEL WRAPPED SKIRT
003-RR-00098

FABRIC DIRECTION



Terry Towel

CREATIVE DIRECTION



CRINKLED COTTON

A fashion piece to be styles with swimwear or bra tops. The ultimate from-bed-to-beach look.



CRINKLE COTTON OVERSIZE RANGE
CRINKLED COTTON OVERSIZED SLEEP SHIRT
003-RR-00049
CRINKLE COTTON SLEEP SHORT
003-RR-00050

FABRIC DIRECTION



CRINKLE COTTON

CREATIVE DIRECTION





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