

WOMEN SET ESSENTIAL  
TIMELESS ESSENTIALS  
WOMEN'S SELECTION

# TIMELESS ESSENTIALS



A COLLECTION OF  
REFINED PIECES MADE  
WITH PREMIUM MATERIALS  
TO BUILD A TIMELESS  
ESSENTIAL WARDROBE.

**TREND CONCEPTS //: FW26/27**

# CLASSIC 365 COLOUR PALETTE

*This perfect 365-day colour palette for a classic wardrobe consists of versatile neutrals like cream and shades of gray, complemented by timeless hues such as dark brown and pale pink. This palette allows for a effortless mix-and-match outfit, ensuring styles and sophistication throughout the year.*



|                                                |                                             |                                        |                                          |                                                 |                                            |
|------------------------------------------------|---------------------------------------------|----------------------------------------|------------------------------------------|-------------------------------------------------|--------------------------------------------|
| <b>PANTONE</b><br>11-0907 TCX<br>Pearled Ivory | <b>PANTONE</b><br>19-4014 TCX<br>Ombre Blue | <b>PANTONE</b><br>13-1405 TCX<br>Shell | <b>PANTONE</b><br>18-1321 TCX<br>Brownie | <b>PANTONE</b><br>19-1419 TCX<br>Chicory Coffee | <b>PANTONE</b><br>19-0303 TCX<br>Jet Black |
|------------------------------------------------|---------------------------------------------|----------------------------------------|------------------------------------------|-------------------------------------------------|--------------------------------------------|

# COLOUR ON THE CATWALK



**+Increase**  
BROWN



FW25 CATWALK  
VS  
FW24 CATWALK

Brown was a prominent color trend on the runways as noted by Karis Munday, an analyst at retail intelligence platform EDITED. Miu Miu, Gucci, and Saint Laurent were highlighted as the key fashion shows that featured the color brown in their Autumn/Winter 2024 collections. According to this season's data, Saint Laurent increased its use of brown by 7 percentage points compared to the previous year, making up 19% of their collection, while Gucci saw a 5 percentage point increase to 13% brown items. Brown was the most heavily featured color at Miu Miu, comprising 19% of their new styles.

**TREND CONCEPTS //: FW26/27**

# SILVER GENERATION OPPORTUNITY

The fashion industry has typically focused on youth. But the shoppers over 50 representing a growing share of global spend, smart brands are showcasing their inter-generational appeal.

**KEY INSIGHTS:**

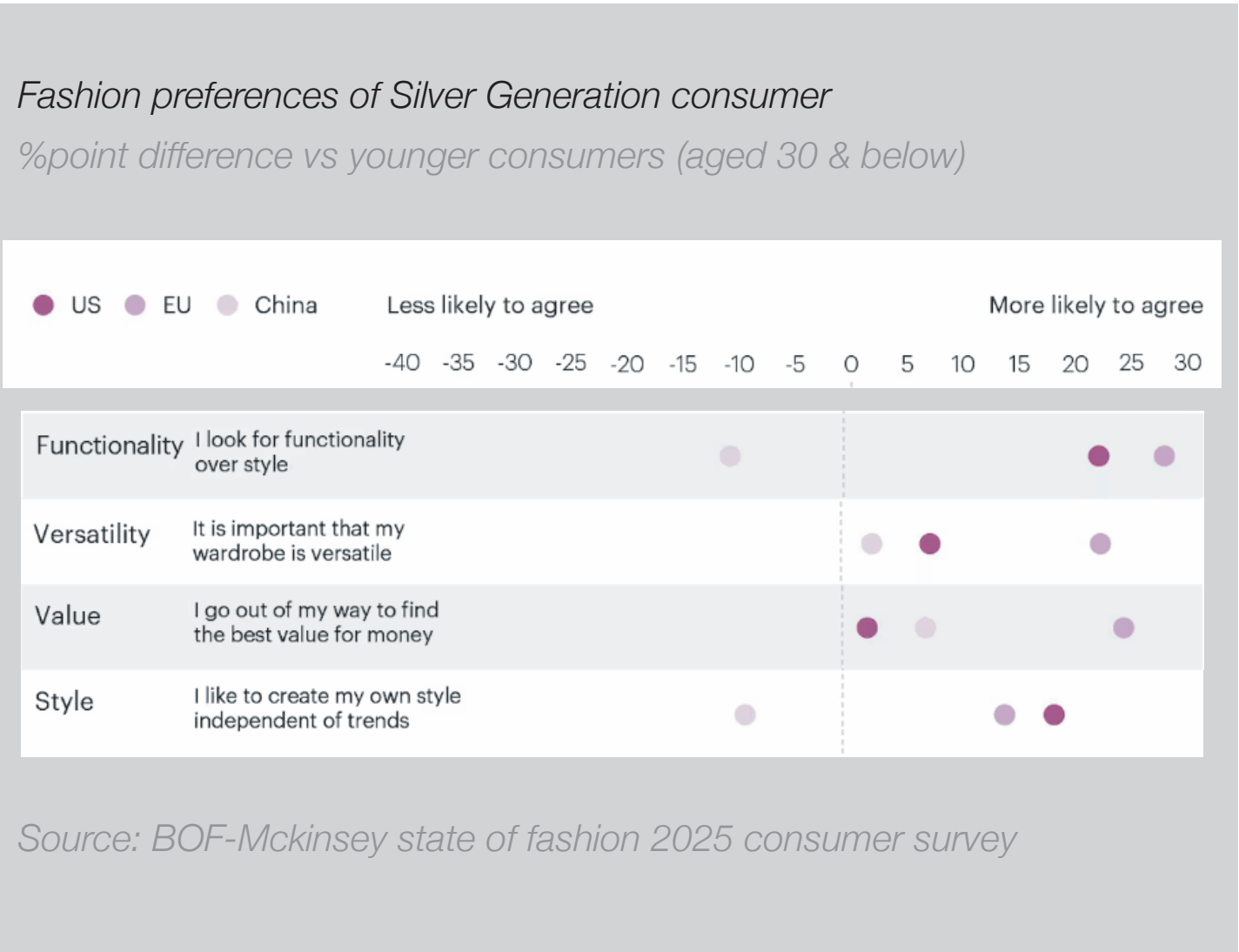
- 1. In 2025, people aged 50 and older will drive 48% of incremental growth in global spending.
- 2. Those aged 55 and over in the US accounted for 72% of the population’s wealth in 2024.
- 3. Shopping habits for the silver generation is different to Gen Z.

Thanks to years of accumulated wealth and steady income, older generations have more disposable cash to spend on fashion. The Silver generation represents a greater share of total fashion spend than younger shoppers, with those aged 59 and over representing 37% of 2023 retail apparel spend in the US.

Retailers need to reflect these different shopping habits of the silver generation:

Focus on:

- 1. Value is more important than price
- 2. Functionality comes first
- 3. Classic not trend driven



# GEN Z's 'No Buy 2025' TREND

**Globally, 69% of people say they are actively looking to buy or own less stuff as a lifestyle choice,** VML 2025

## KEY INSIGHTS:

- 1. More websites/apps, like RE:STYLE are popping up that encourage people to curate new looks with current wardrobes rather than shopping for new.**
- 2. There is a movement to buy better and less, rather than cheap and more. Gen Z look at building a wardrobe of looks that are based on great classics essential pieces that work through multiple seasons.**

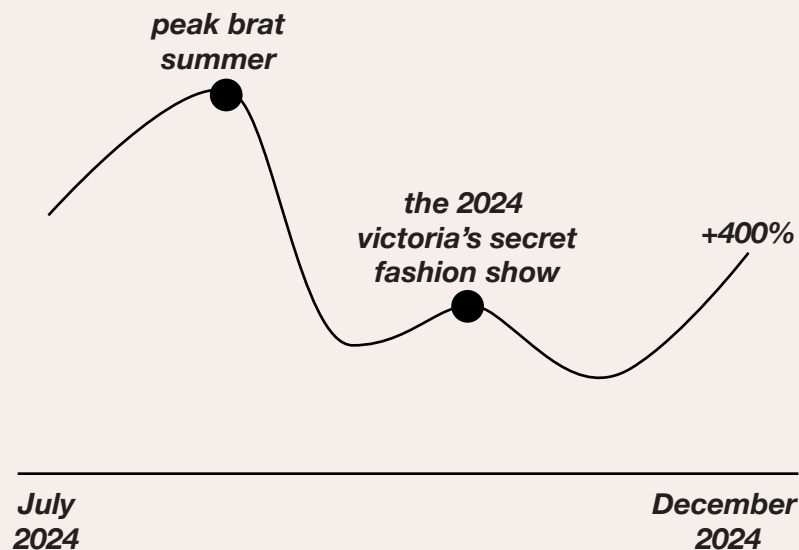
A sea of change in the spending habits of the world's consumer-driven economies appears to be gathering momentum, presenting an ominous challenge for the retail industry, most recently in the luxury space. The Gen Z 'underconsumption' trend that was big last summer, has expanded into this year's broader social media meme- 'No Buy 2025'. Younger consumers, especially in the U.S, have been embracing the movement which encourages people to buy as little new merchandise as possible. Just the essentials.



# RETURN OF THE PUSH-UP BRA

## return of push up bra's: the data

popularity of push-up bras based on analyses  
ran on 12k+ online posts + google search data

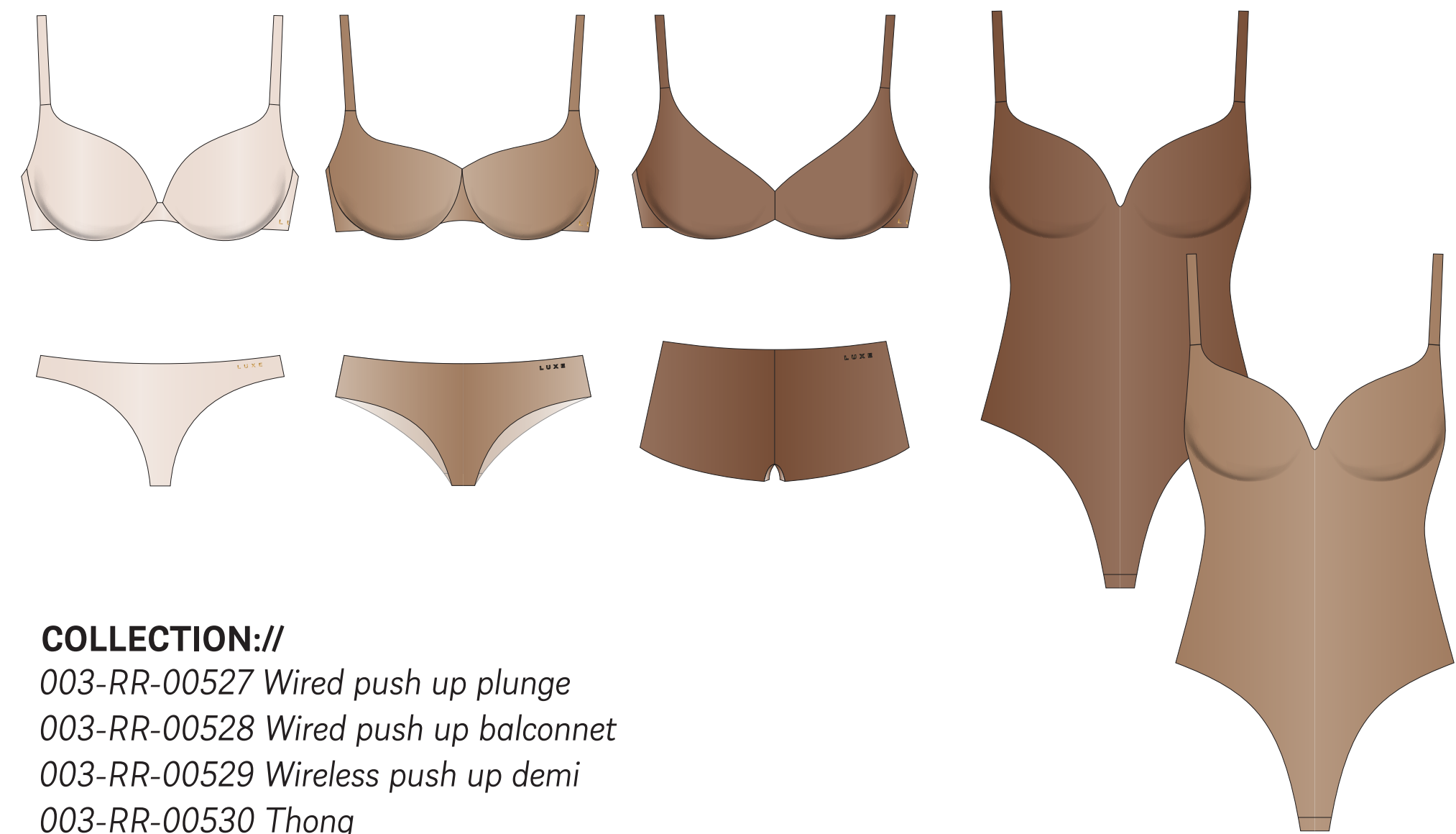


## Is the return of the push-up bra a massive step backwards for women?

The resurgence of underwired bras evokes nostalgia for the push-up bra era of the '90s, epitomized by the Wonderbra ad featuring Eva Herzigová. While recent trends favored bra-free comfort at home, the return to structured bras, exemplified by Kim Kardashian's Skims brand, signals a shift towards a more defined silhouette. Sales of underwired bras have surged post-pandemic, reflecting a renewed interest in a "return to sexy". The history of underwired bras dates back to the 19th century, evolving with changing fashion ideals and women's needs. The debate over bra-wearing for comfort or aesthetics continues, with a growing emphasis on individual choice and body positivity. The inclusivity and comfort-focused approach of modern underwired bras suggest a more feminist and empowering direction in lingerie fashion. This balance between traditional underwired support and the bra-free movement represents a shift towards embracing diverse preferences and styles in undergarments.

**TREND CONCEPTS //: FW26/27**

# SUEDE SATIN (INTIMATES)



**COLLECTION://**

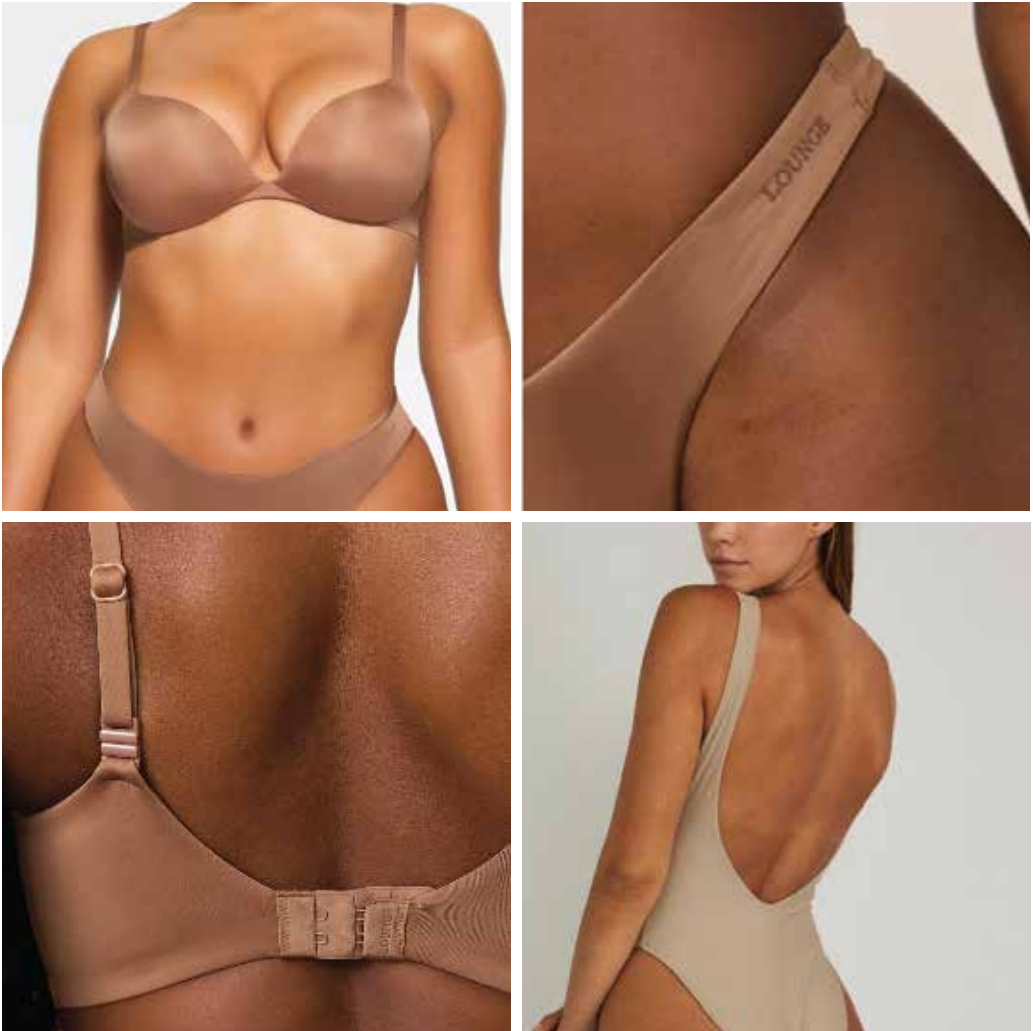
- 003-RR-00527 Wired push up plunge
- 003-RR-00528 Wired push up balconnet
- 003-RR-00529 Wireless push up demi
- 003-RR-00530 Thong
- 003-RR-00531 Brazilian
- 003-RR-00532 Boyshorts
- 003-RR-00533 Push up bodysuit

**FABRIC DIRECTION**

*Brushed Micro Satin*  
66% Recycled Polyamide,  
34% Elastane  
/120g/m2



**CREATIVE DIRECTION**



# KEY FABRIC: SATIN

KIKI DE MONTPARNASSE



LA PERLA



ROSILY



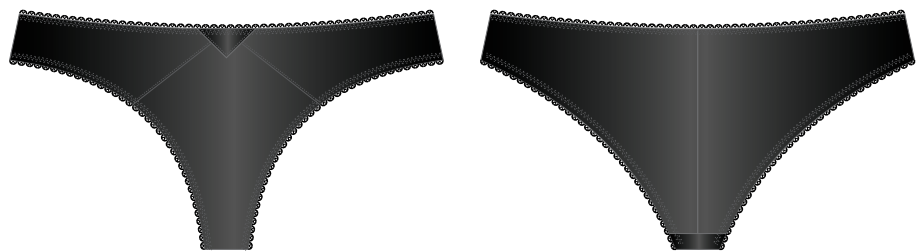
MIU MIU



**KEY SHAPE**  
**THE CLASSIC SATIN SET//:**  
**Choose to shine**

SATIN EMERGES AS A PIVOTAL FABRIC FOR THE AUTUMN/WINTER 2026 SEASON IN THE REALM OF LINGERIE AND SLEEPWEAR, EMBODYING CLASSIC AND ESSENTIAL STYLES. RECOGNIZED AS A STAPLE IN THE CORE COLLECTION, SATIN OFFERS A LUXURIOUS AND SOPHISTICATED TOUCH TO ELEVATE ONE'S WARDROBE EFFORTLESSLY. ITS SMOOTH AND LUSTRIOUS TEXTURE EXUDES ELEGANCE AND COMFORT, MAKING IT A FAVORED CHOICE FOR INTIMATE APPAREL. WHETHER INCORPORATED INTO DELICATE LINGERIE PIECES OR COZY SLEEPWEAR ENSEMBLES, SATIN ADDS A TIMELESS ALLURE AND A TOUCH OF OPULENCE. EMBRACING SATIN AS A KEY FABRIC FOR AW26 IS A SUREFIRE WAY TO ENHANCE ONE'S STYLE WITH A TOUCH OF GLAMOUR AND REFINEMENT.

# NUIT DE LUXE (INTIMATES)



## FABRIC DIRECTION

Stretch Satin



## CREATIVE DIRECTION



## COLLECTION://

003-RR-00402 Triangle bralette with removable pad

003-RR-00403 Underwire bra

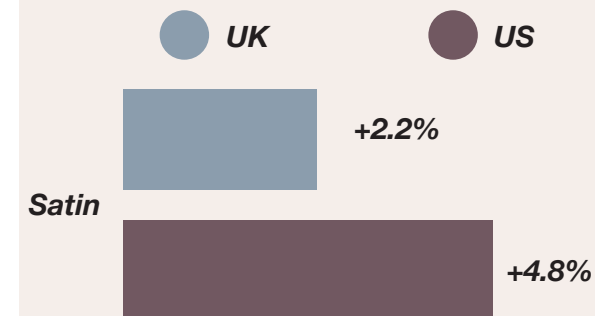
003-RR-00404 Brazilian brief

# SLIP INTO SLEEPWEAR



## Satin grows its share of the sleewear mix

% mix of category and YOY ppt change



**Embrace the adaptable slip trend as satin gains traction in e-commerce and demonstrates strong results.**

Focus on highlighting the #SlipDress trend, emphasizing the romantic longer-length slips showcased at the S/S 25 fashion shows. In the UK, slips exhibit excellent performance with an above-average FPOOS rate of 18.5% and a below-average markdown rate of 49.6%. Conversely, slips in the US have an average performance with an above-average FPOOS rate of 17.5% and an above-average markdown rate of 46.3%. Opt for affordable satin and silk alternatives as satin becomes more popular in intimate wear compared to silk. Additionally, slips outperform nightdresses, indicating a preference for alluring aesthetics and materials.

# NUIT DE LUXE (SLEEPWEAR)



## FABRIC DIRECTION

97%Polyester  
3%Spandex  
90g/m2



## CREATIVE DIRECTION



## COLLECTION://

- 003-RR-00393Open-back cami
- 003-RR-00392 French knickers
- 003-RR-00394 Maxi cami dress
- 003-RR-00395 Mid-waist skirt

# /SIMPLE: Clean Cut Cotton

**The "Cotton Underwear market" is anticipated to experience significant growth, with a projected CAGR of 5.2% from 2025 to 2032. This market expansion is driven by increasing demand and innovative advancements in the industry.**

*Cotton underwear is a popular type of undergarment made primarily from cotton fabric, known for its softness, breathability, and comfort. The primary purpose of cotton underwear is to provide a comfortable layer of clothing that promotes hygiene and supports natural body movement. Its benefits include moisture-wicking properties that help maintain dryness, a soft texture that reduces skin irritation, and hypoallergenic qualities that minimize allergic reactions.*

*The increasing awareness of health and wellness, along with a growing preference for natural fabrics, can positively impact the cotton underwear market. As consumers increasingly prioritize comfort and sustainability, the demand for cotton underwear is expected to rise. This trend opens avenues for innovative designs and eco-friendly production methods, enhancing market growth. Additionally, the global push for sustainable fashion can further boost the popularity of cotton underwear, expanding its market scope as brands align with environmentally conscious values.*



# INVISIBLE LAYERS/ CLEAN CUT COTTON



## FABRIC DIRECTION

82% Supima Cotton  
18% Spandex  
145g/m2



## CREATIVE DIRECTION



## COLLECTION://

- 003-RR-00502 Scoopneck bodysuit
- 003-RR-00506 Turtle-neck sleeveless top
- 003-RR-00505 Squareneck tank
- 003-RR-00503 V-neck long sleeve bodysuit
- 003-RR-00504 Scoop neck tee

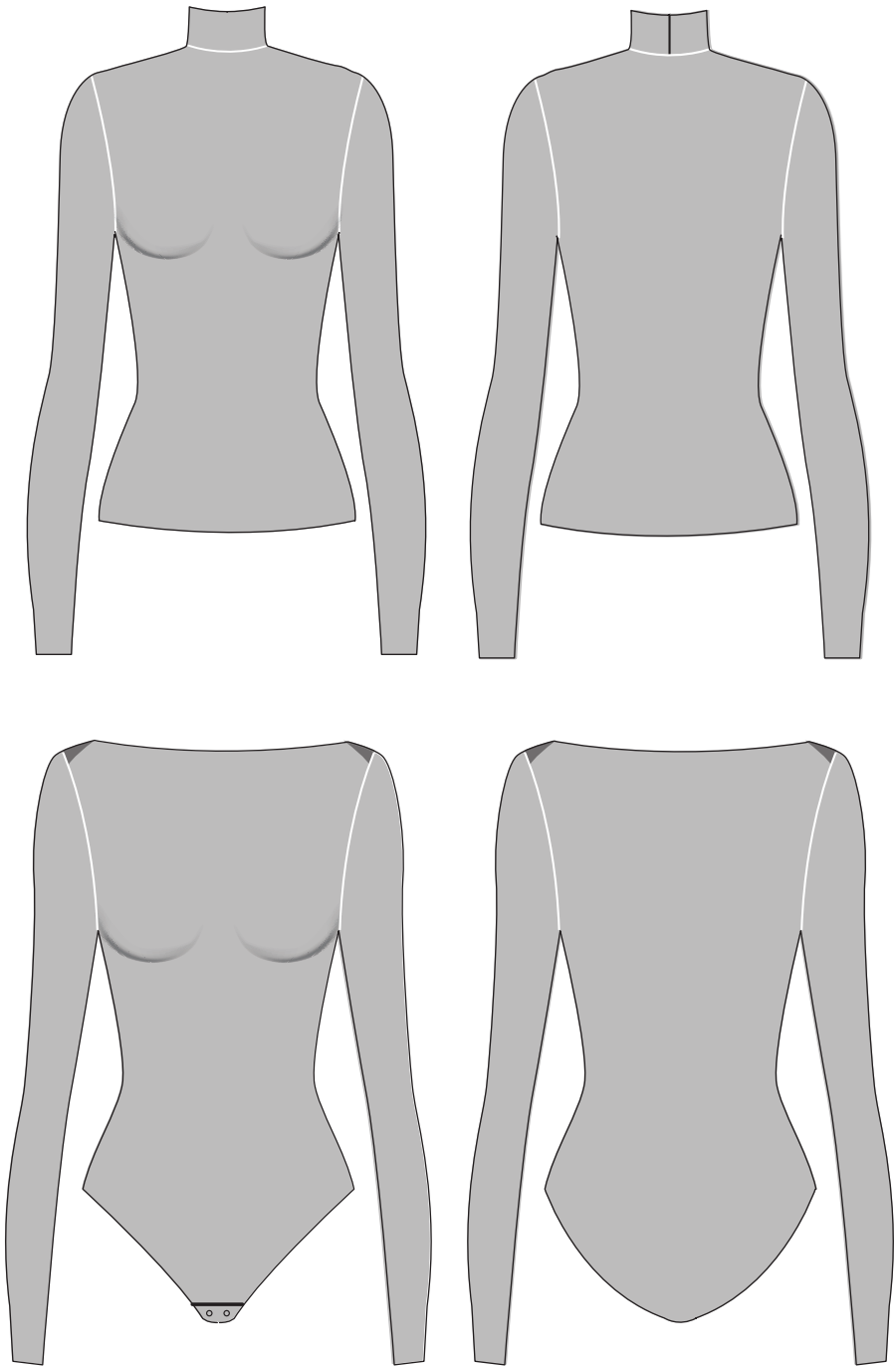
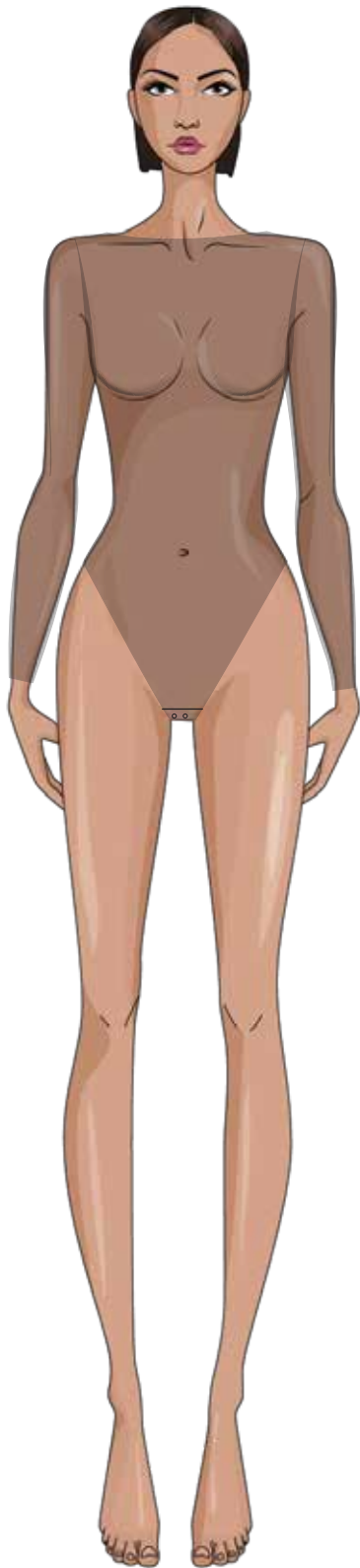
## INVISIBLE DRESSING

*Brands are jumping on lightweight layers, whisper-thin mesh, clean lines, and subtle shine, all tapping into a growing appetite for minimal simplicity. These pieces are designed for styling flexibility and built for instant impact. To push this look further, go high fashion with exaggerated leg lines and tie-waist detailing. Silhouettes that elongate, define, and elevate sheer into statement territory..*



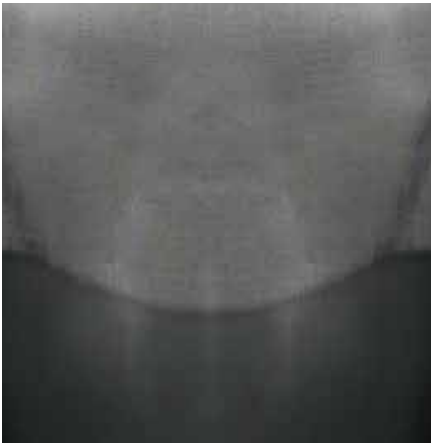
**TREND CONCEPTS //: FW26/27**

# INVISIBLE LAYERS



**FABRIC DIRECTION**

Sheer Micro  
56%Nylon/44%Spandex  
55g/m2



**CREATIVE DIRECTION**



**COLLECTION://**  
003-SS-00054 Turtleneck top  
003-SS-00053 Boat-neck bodysuit

# CLASSIC PYJAMAS

**Retailers in the UK and US update popular #PipingDetails with #RadiantReds and pinks, tapping into #Valentines Day spending and TikTok's #Old-Money trend. On Google Search, a top-searched brand related to “pink pyjamas” (+32.4% YoY) includes Australian sleepwear brand Peter Alexander Pyjamas (+300% YoY), which recently expanded into the UK with three new stores at the end of 2024.**



CALVIN KLEIN COLLECTION  
F/S 25



VICTORIA'S SECRET



GAP



ANTHROPOLOGIE



SKIMS



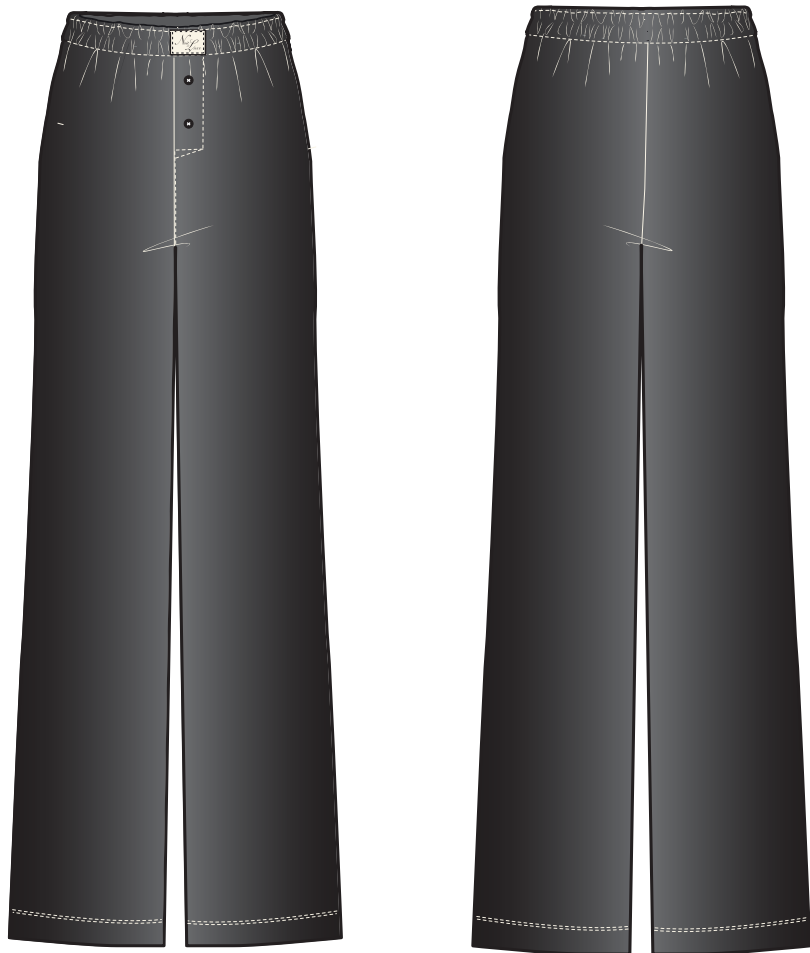
RILEY ROSE



PETER ALEXANDER

**TREND CONCEPTS //: FW26/27**

# NUIT DE LUXE (SLEEPWEAR)



## FABRIC DIRECTION

92%Polyestr  
8%Spandex  
245g/m2



Velour

## CREATIVE DIRECTION



## COLLECTION://

003-RR-00397Classic PJ shirt

003-RR-00396 Classic PJ pants



SUEDE SATIN

- 003-RR-00527 Wired push up plunge
- 003-RR-00528 Wired push up balconnet
- 003-RR-00529 Wireless push up demi
- 003-RR-00530 Thong
- 003-RR-00531 Brazilian
- 003-RR-00532 Boyshorts
- 003-RR-00533 Push up bodysuit



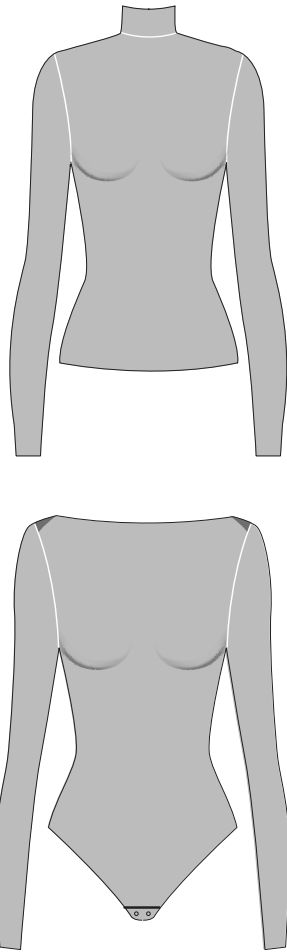
NUIT DE LUXE (SATIN)

- 003-RR-00402 Triangle bralette with removable pad
- 003-RR-00403 Underwire bra
- 003-RR-00404 Brazilian brief
- 003-RR-00393 Open-back cami
- 003-RR-00392 French knickers
- 003-RR-00394 Maxi cami dress
- 003-RR-00395 Mid-waist skirt



CLEAN CUT COTTON

- 003-RR-00502 Scoopneck bodysuit
- 003-RR-00506 Turtle-neck sleeveless top
- 003-RR-00505 Squareneck tank
- 003-RR-00503 V-neck longleeve bodysuit
- 003-RR-00504 Scoop neck tee



INVISIBLE LAYERS

- 003-SS-00054 Turtleneck top
- 003-SS-00053 Boat-neck bodysuit



NUIT DE LUXE (VELVET)

- 003-RR-00397Classic PJ shirt
- 003-RR-00396 Classic PJ pants

