

tell me,
is she prettier
than she was on
the internet?

SS/27

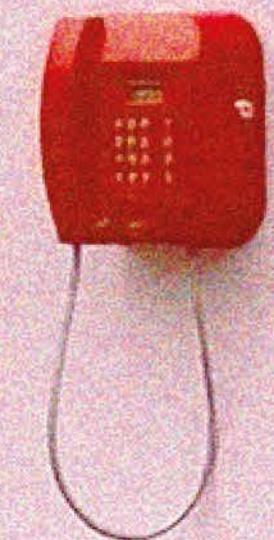
OFFLINE LOVE



WAVES

I JUST
CALL
TO SAY
I LOVE
YOU

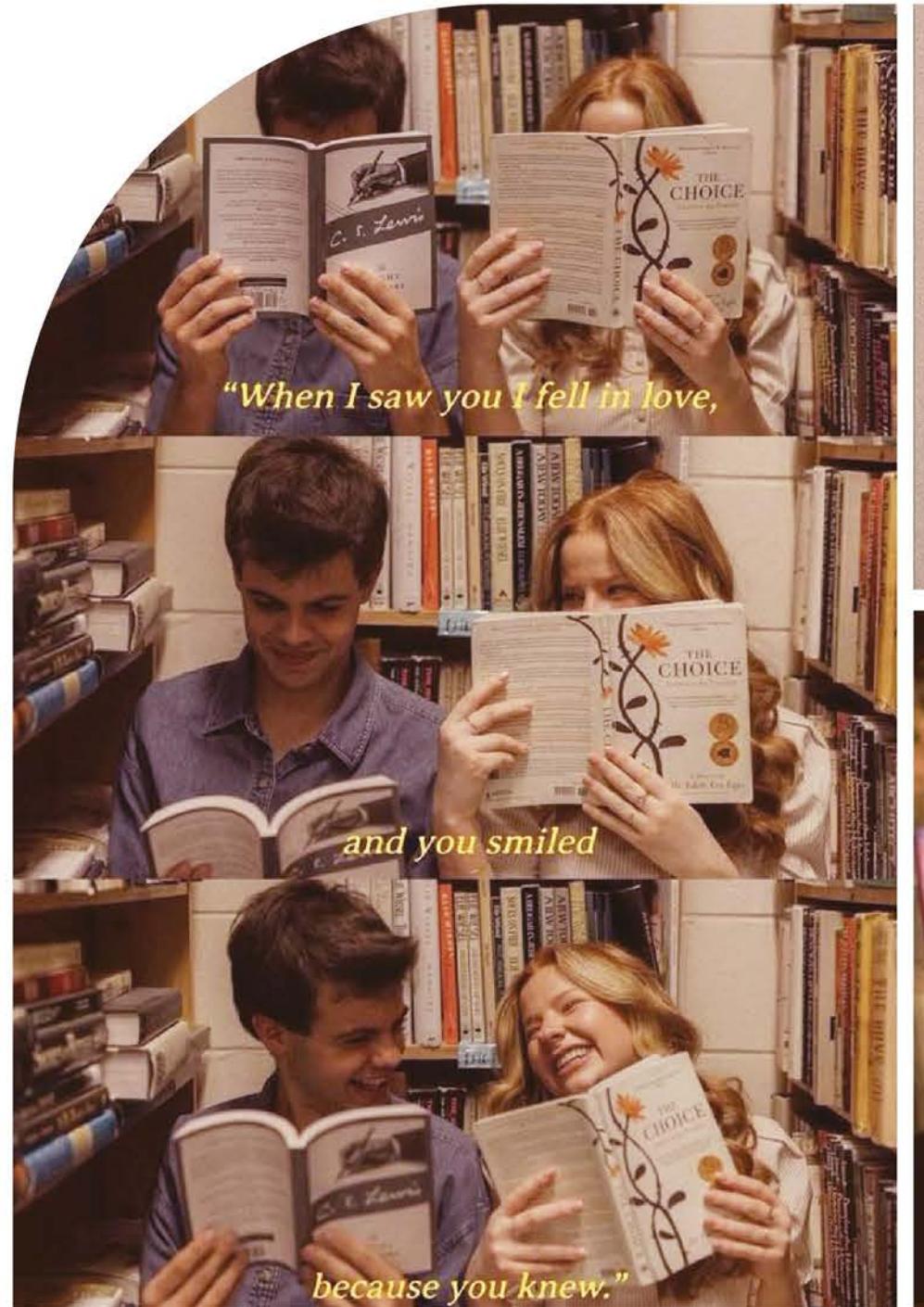
ME



TREND CONCEPTS // SS27

OFFLINE LOVE

MOOD | Embracing the authenticity of old-school romance in an offline setting.



*The rise of dating apps since 2017 has made real-life dating and 'meet-cute' a thing of nostalgia. Dating has become a game of mind tricks when it used to be simpler. Young generation are now looking for social interaction beyond the screen. A movement of **DIGITAL MINIMALISM**.*

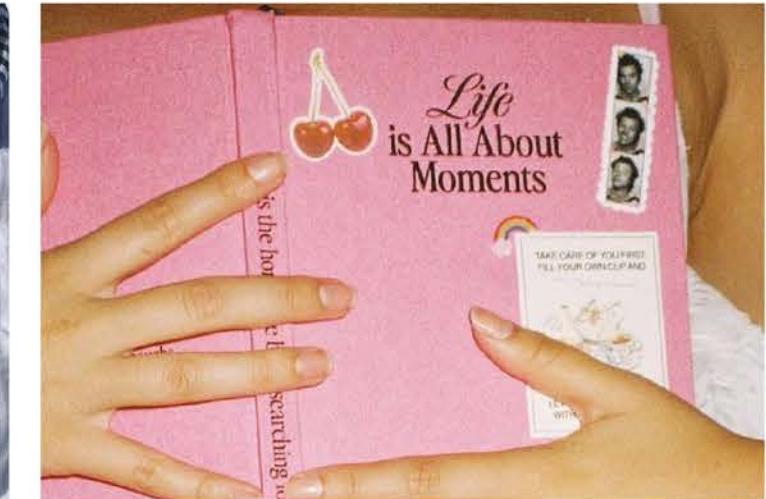
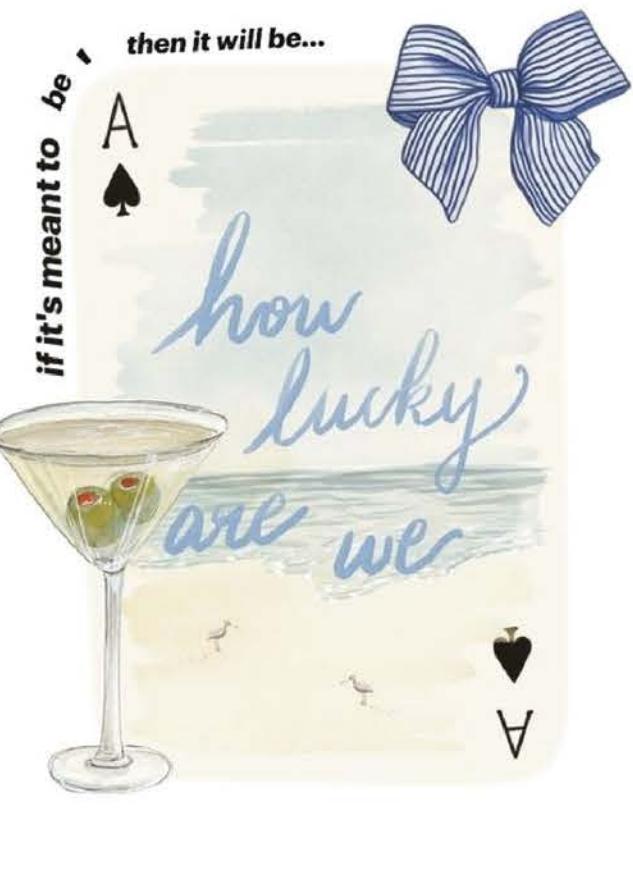
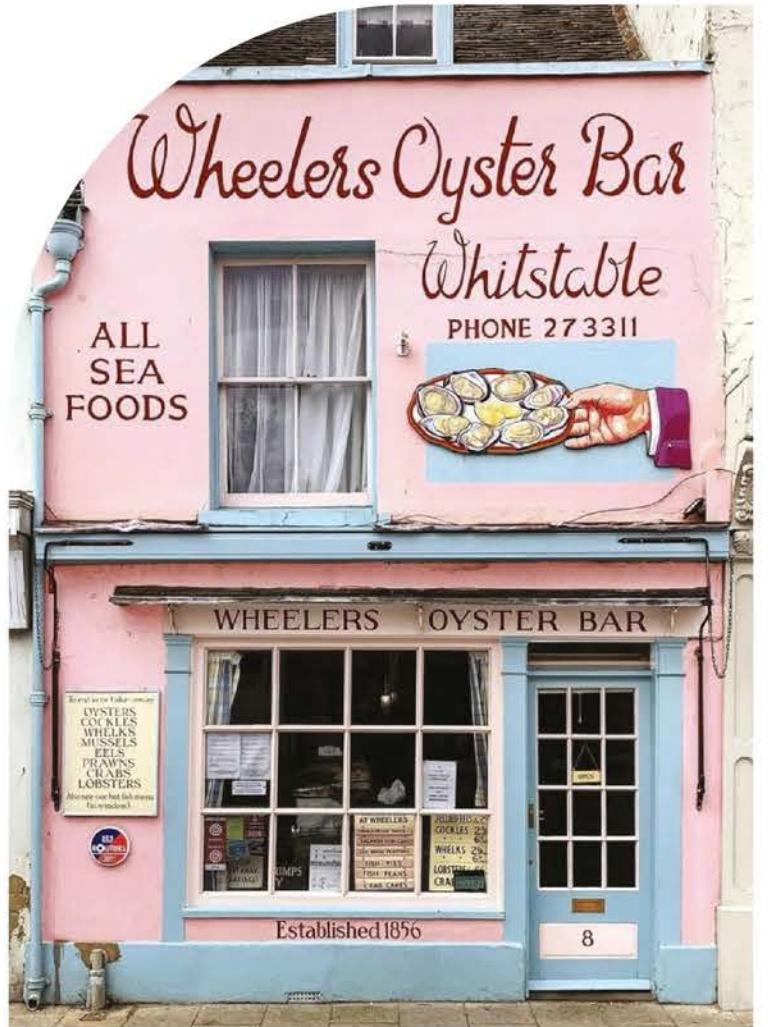
Perhaps it's time to reintroduce traditional romance into modern dating. A setting where there's no pressure to have a meticulously crafted profile, no predetermined swiping... just a genuine connection over drinks and meaningful eye contact. It's impromptu, imperfect, and authentic.

"Many younger consumers are seeking real-world experiences and deeper connections post-pandemic. " -WGSN

"Move over dating apps – Gen Z is now having meet-cutes at book club" - New York Post

LOVE NOTES

A combination of hues that create a playful and youthful ambiance perfect for celebrating love and romance. Whether you're writing heartfelt letters, going on a fun date, or simply enjoying each other's company, this color palette will add a touch of charm and warmth to your Valentine's Day celebrations IRL.



PANTONE
11-0601 TCX
Bright White

PANTONE
14-4112 TCX
Skyway

PANTONE
12-2807 TCX
Tender Touch

PANTONE
15-2213 TCX
Bonbon

PANTONE
18-2143 TCX
Beetroot Purple

PANTONE
18-1657 TCX
Salsa

LOVE IS IN THE DETAILS



URBAN OUTFITTERS



URBAN OUTFITTERS



WGSN



FRANKIES BIKINIS

Jersey tops, bras and panties with a lacey collar and waist that is threaded with a contrast-coloured ribbon is a major highlight. Combine with bow trims to pick up the rise of romantic detailing in feminine designs.

Choose a soft blend for the pointelle jersey and add the corded lacey touch or elevate the eyelet fabrics with this trend to add a touch of sweetness to this summer-look material, making the lingeries set an ideal look from Valentine's month to high summer.

COSY COME BACK: FIGHTING EMOTIONAL BURN OUT

Projected value of the global wellness economy by 2028

\$9tn

WGSN.com

Advocate for a softer and more intentional way of living, both online and offline, to combat the great exhaustion. The desire for comfort and coziness is seeping into product design across all industries, which will give rise to the trend of soft living and soft adventure.



'Dark mode' refers to people going offline and retreating into intimate spaces to engage with people in phone-free environments. In 2026, going offline will be seen as a signifier of luxury. (WGSN)

PRINTS TREND



VS PINK

Looking for a love-infused set for your date night? Or just a set of comfy PJ suited for rom-com movie marathons?

Trends in V'day prints go far to both ends of the spectrum, the low-key minimalist and the artsy maximalist.

On textured fabrics such as jacquard or pointelle, classic tiny heart, ribbon bow or cherry repeats are seen on the go-to pieces in every one's wardrobe. Collage work or hand-draw illustration styles on plain fabric is an extravagant feast for the eyes.

Always remember, the ultimate "Girl-itude" is to be fun and playful on this February celebration!



BOUX AVENUE

PRIMARK

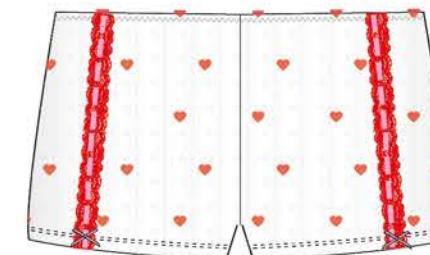
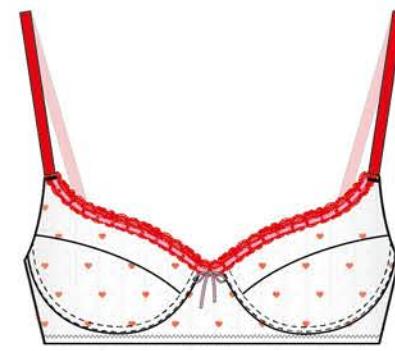
PINK

SEXY-SWEET: SHOWING UP IN SOFTNESS

Pointelle items continue to be trending in the underwear and sleepwear categories as the IT-girl brand “COU COU INTIMATES” are seen allover social medias and online&offline retailers. For both the single and in-a-relationship girls, pointelle pieces with heart elements and valentine’s day palette serve as the V-day nightwear and an everyday pieces, displaying sweetness and providing comfort.



POINTELLE SETS

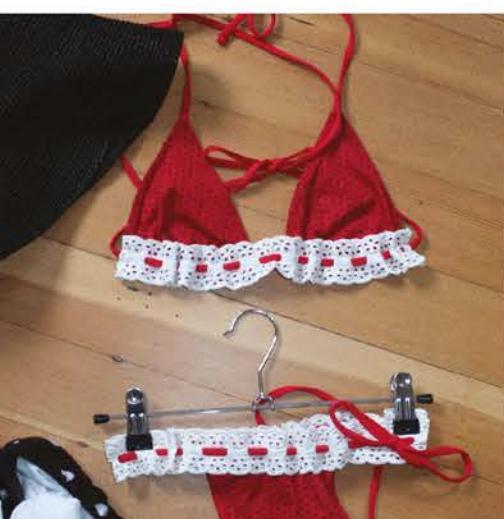


FABRIC DIRECTION

98% Polyester 2% spandex



CREATIVE DIRECTION

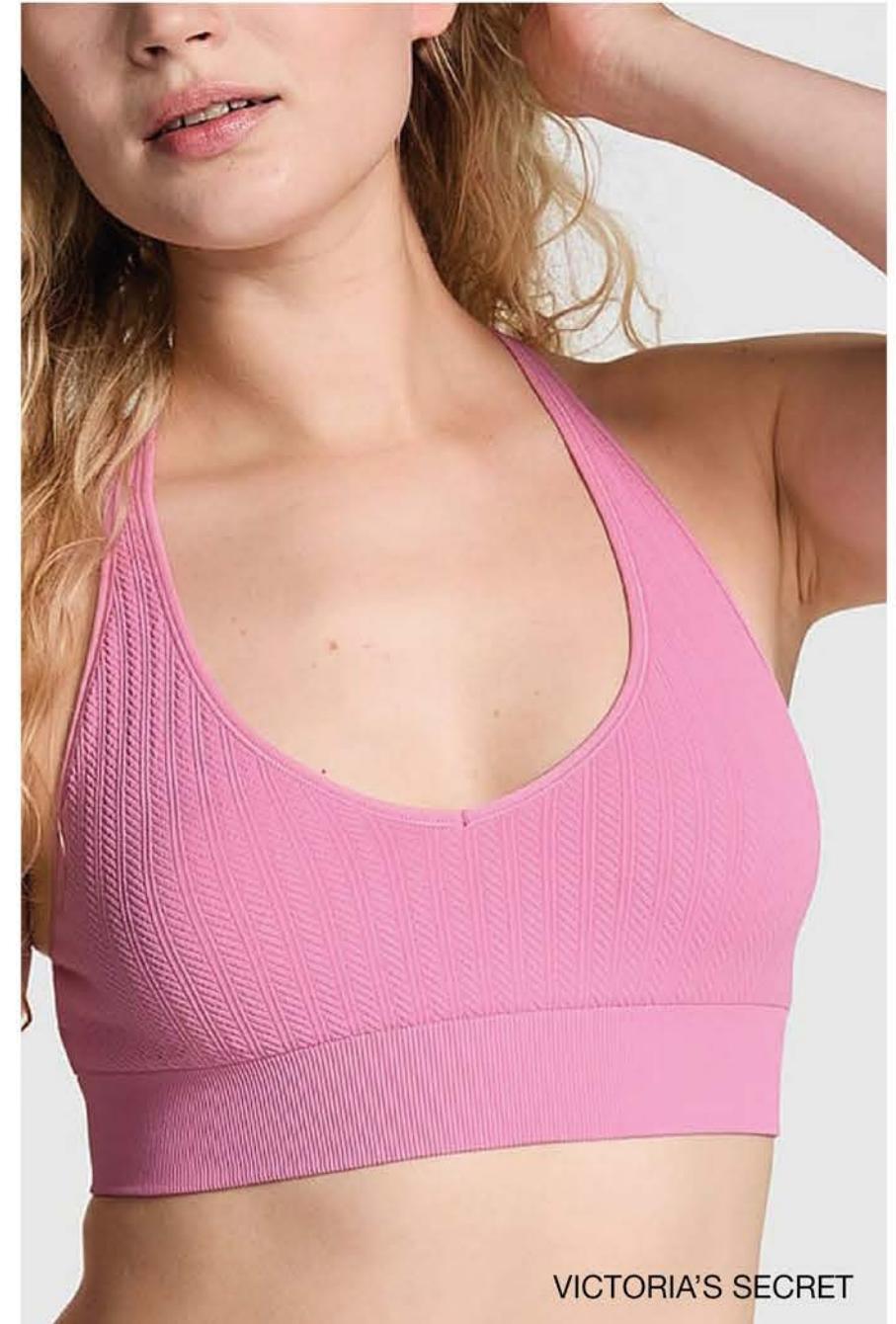


COLLECTION://

- 003-SS-00167 Underwired bra
- 003-SS-168 Cami
- 003-SS-00170 Boyshorts
- 003-SS00169 Cami dress

SEAMLESS KNITS

For girls looking for ultra stretch, high flexibility and maximum comfort, opt for fine seamless knits with skin-like hand feels and buttery softness. Customisable in wide range of desired patterns, seamless knit materials strike as a versatile pick for underwear.



SEAMLESS POINTELLE



FABRIC DIRECTION

Seamless Knitted Pointelle
92% Polyamide, 8% Elastane



CREATIVE DIRECTION

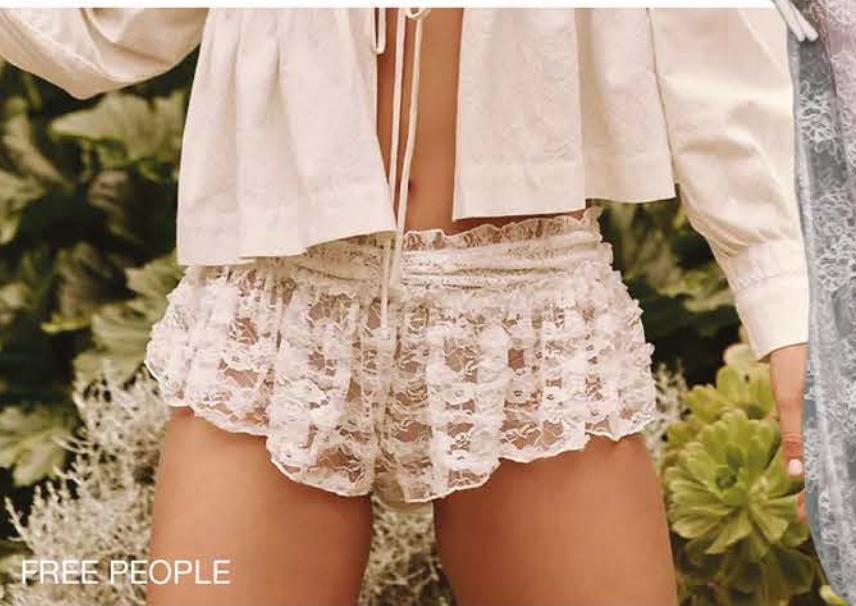


COLLECTION://

- 003-SS-00244 Scoop-neck Bralette
- 003-SS-00245 Boxer Briefs
- 003-SS-00246 Bodysuit

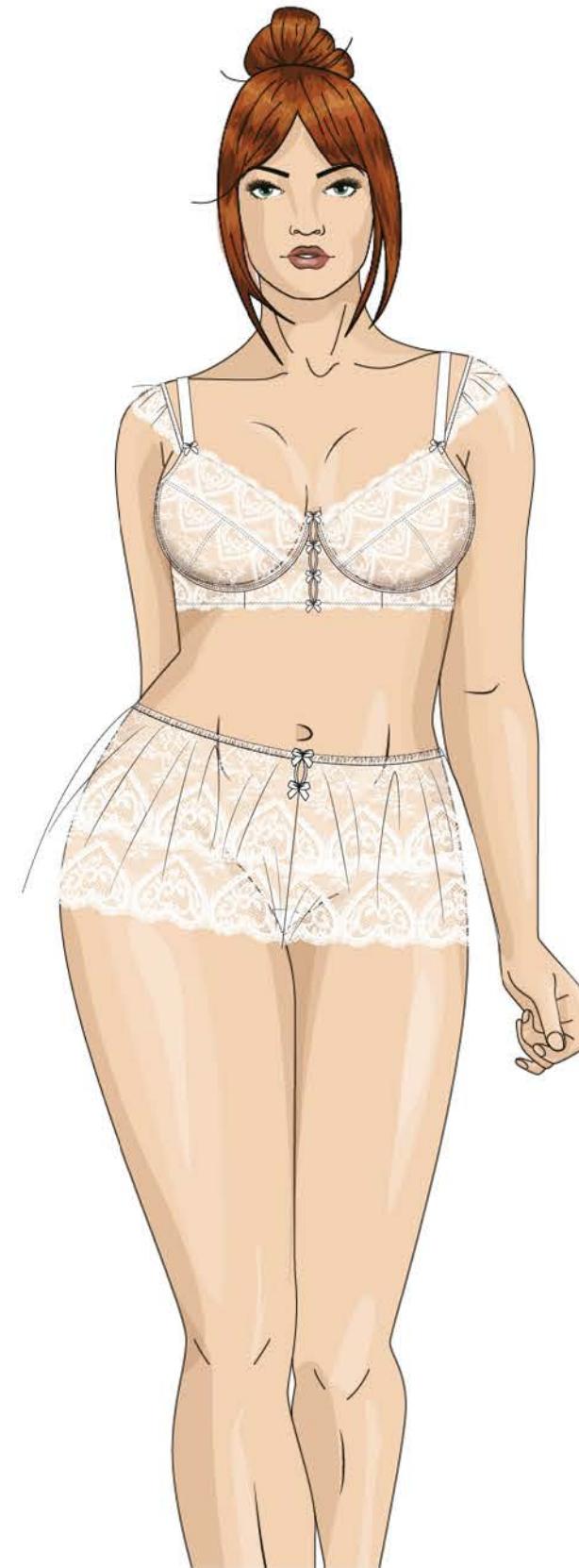
ROMANTIC PRAIRIE

Exploring the #RomanticLegacy and #NuBoheme trends, the focus turns to Valentine's lingerie sets crafted in vintage-inspired shapes and decorative details. Broderie & crochet-look laces, romantic ruffles and bows add a touch of whimsical femininity to the overall aesthetic.



TREND CONCEPTS //: SS27

HEART LACE (INTIMATES)



FABRIC DIRECTION
Heart Motif Stretch Lace



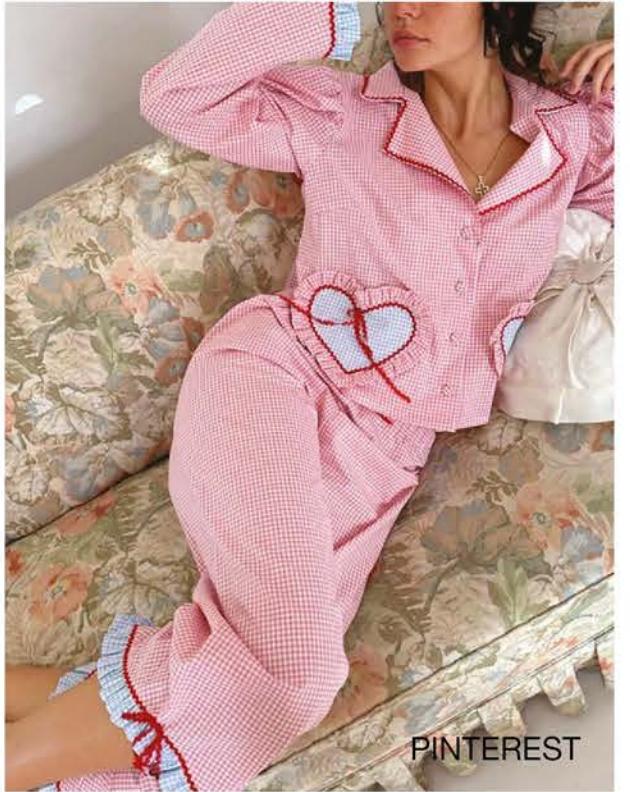
CREATIVE DIRECTION



COLLECTION://

- 003-SS-00189 Plus Size Underwire Bra
- 003-SS-00131 Underwire Bra
- 003-SS-00132 French Knicker

LOVE IS AN ART: CRAFTY MOTIFS



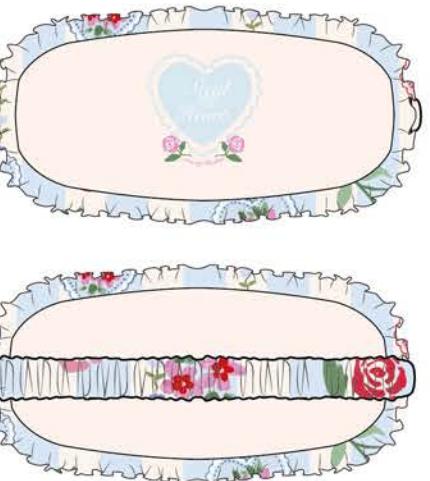
Sweet Hearts

Heart appliquéd has versatility and ability to add a touch of whimsy and romance to any piece. Hearts can be incorporated into designs in various ways, from subtle and understated to bold and eye-catching.

Embrace the nostalgic charm of the #Hearts and #Sweetiepie trends to create retro and crafty brand logo.



PRINTED PJ



COLLECTION://

003-SS-00148 Printed PJ Top

003-SS-00147 Printed PJ Pants

003-SS-00152 Eyemask

FABRIC DIRECTION

100% Rayon



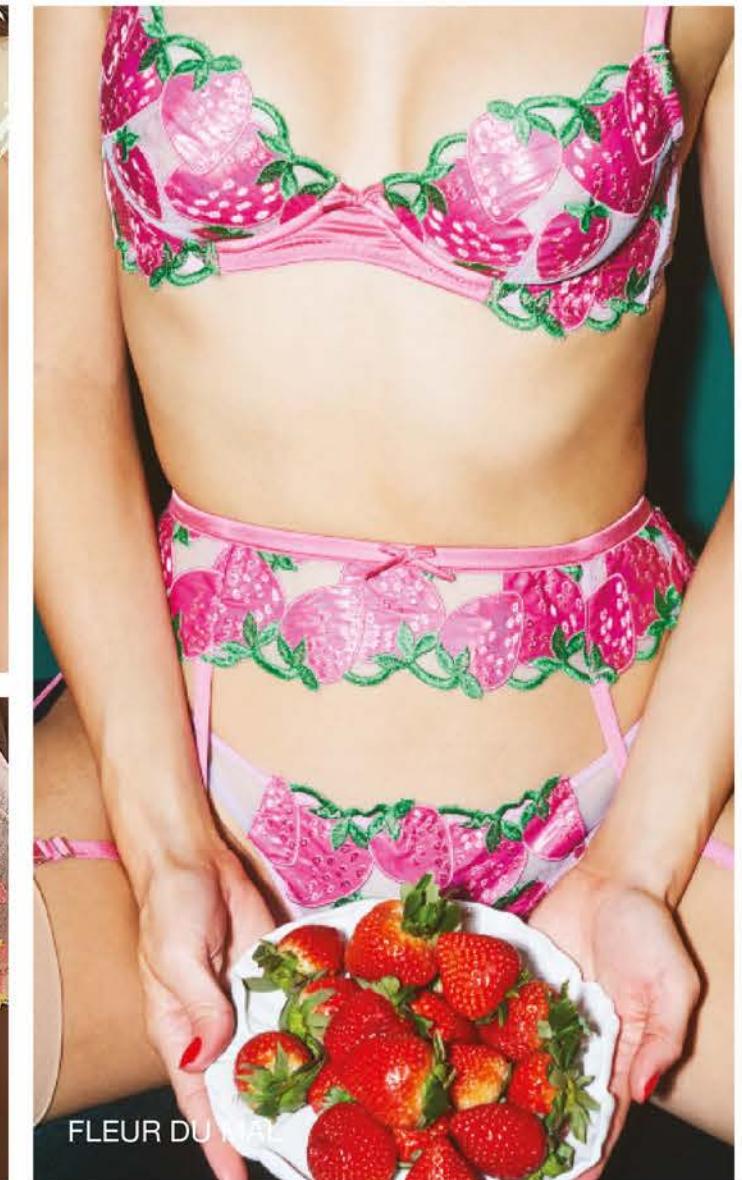
CREATIVE DIRECTION



TREND CONCEPTS //: SS27

PRETTY EXTRAVAGANZA

The concept of ultra-feminine modes of dressing, taking on the #OrnateMaximalism trend, crafting embroidery sets in sugary-sweet palettes, giving off strong 'GIRL-ITUDE' vibes. Brands like For Love & Lemons are showcasing surplus ribbons and trims on top of opulently designed lingerie crafted in a mixture of embroideries. Heart motifs are reinterpreted in crafty patchwork appliqués, whilst soft girly bows, mixed fruits (berries & cherries) and statement roses are perfect for a Sundaze Picnic.



FRUITS EMBROIDERY (INTIMATES)



COLLECTION://

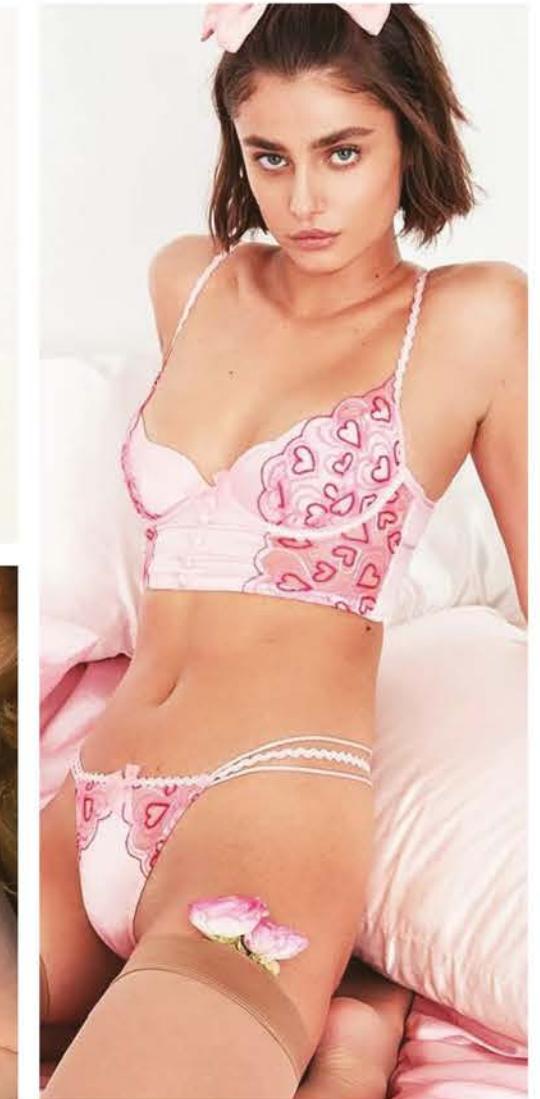
- 003-SS-00190 Plus Size Padded Balconnet
- 003-SS-00171 Wired Bra
- 003-SS-00172 Thong
- 003-SS-00173 Bodysuit

FABRIC DIRECTION

Fruits Embroidery



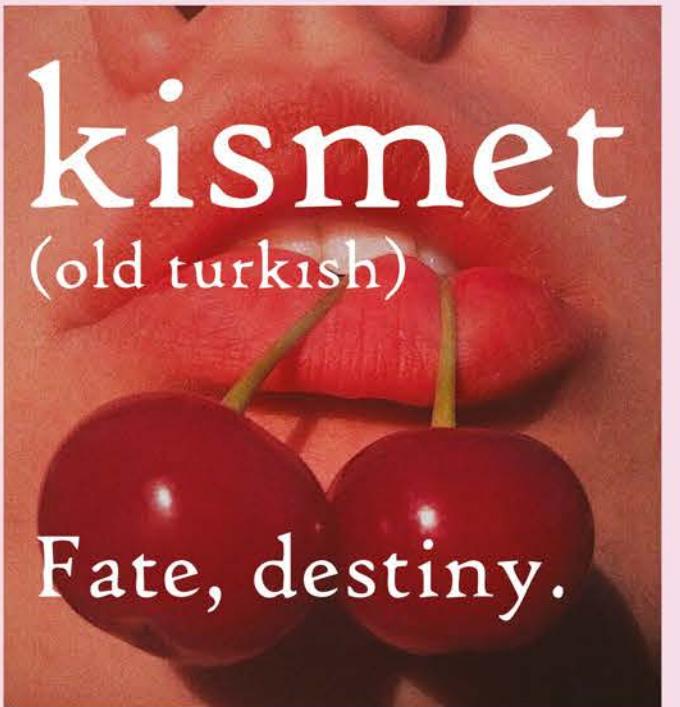
CREATIVE DIRECTION



TREND CONCEPTS //: SS27

"KISS-MET"

A playful blending of "kiss" and "kismet" (meaning fate or destiny), encouraging individuals to embrace spontaneity and organic romantic encounters. It's about stepping away from structured dates and perfect online profiles and instead embracing authentic, serendipitous connections.



Picking up the #SheerSets trend to create feminine #UnderwearOuterwear pieces in lightweight fabrics. Adding textural excitement with ruffles and embroidery on sheer tulle. Feature sweet and girly #KeyIcons core motifs like hearts, lips and cherries for a #PlayfulSimplicity injection.



CHERRY LIPS (INTIMATES)



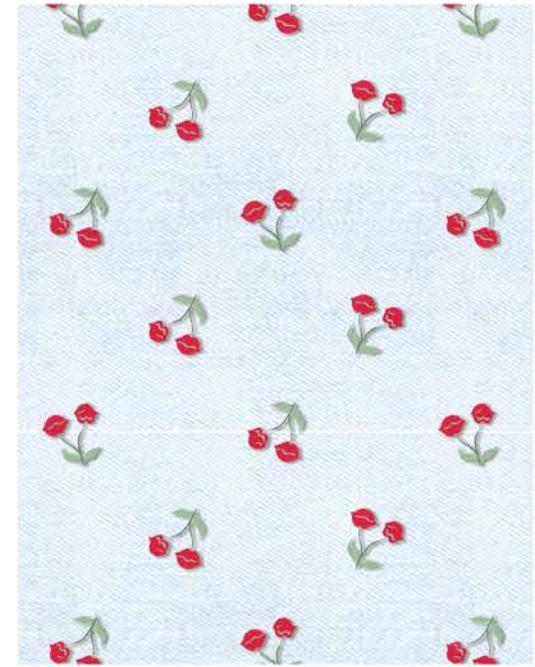
COLLECTION://

003-SS-00133 *Longline Bra Tank*

003-SS-00134 *Bikini Brief*

FABRIC DIRECTION

Allover Cherry Lips Embroidery

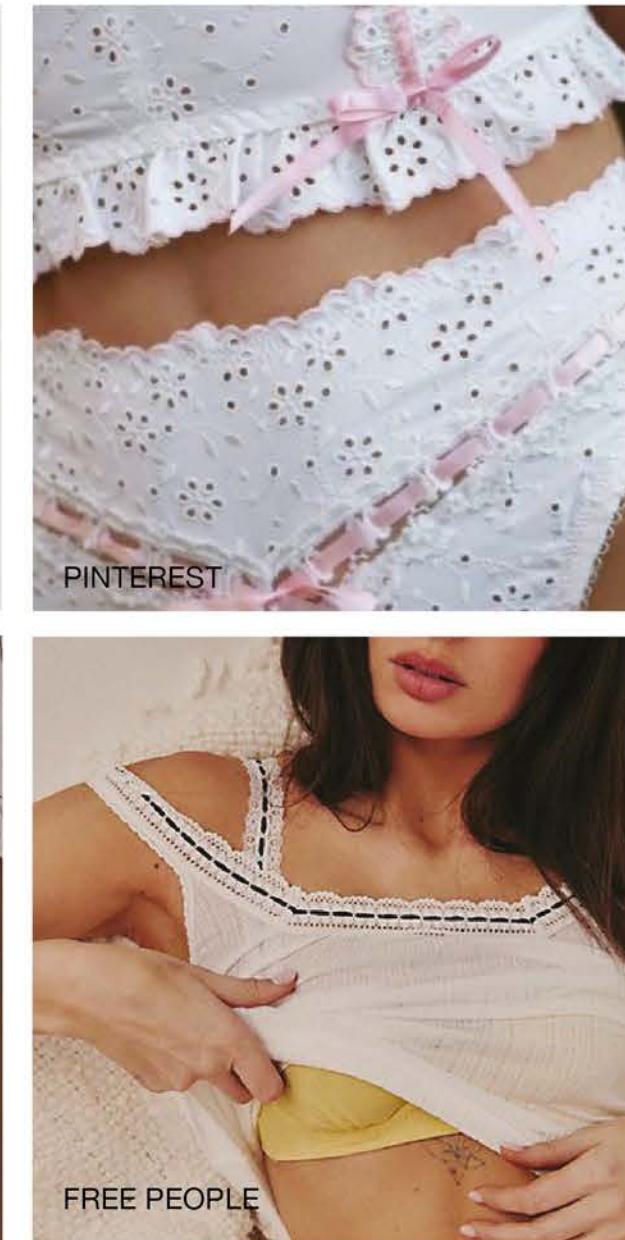
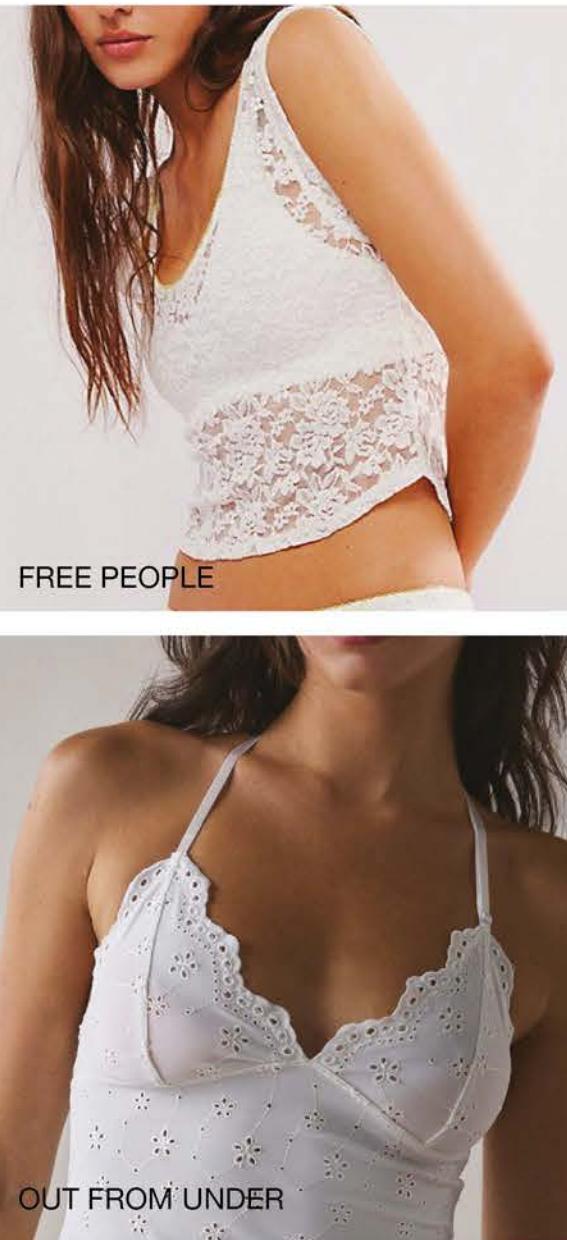


CREATIVE DIRECTION



THE VALENTINE'S BRAMI

Bra-cami hybrids that can be styled on show as #UnderwearOuterwear or be worn as part of a sleep sets. Adding length to traditional bralettes, constructed with removable or built-in pads to provide modest coverage and light support. #CottageCore eyelet trend updated with stretch lace for comfort and versatility, combined with ribbon slot details for a vintage appeal.

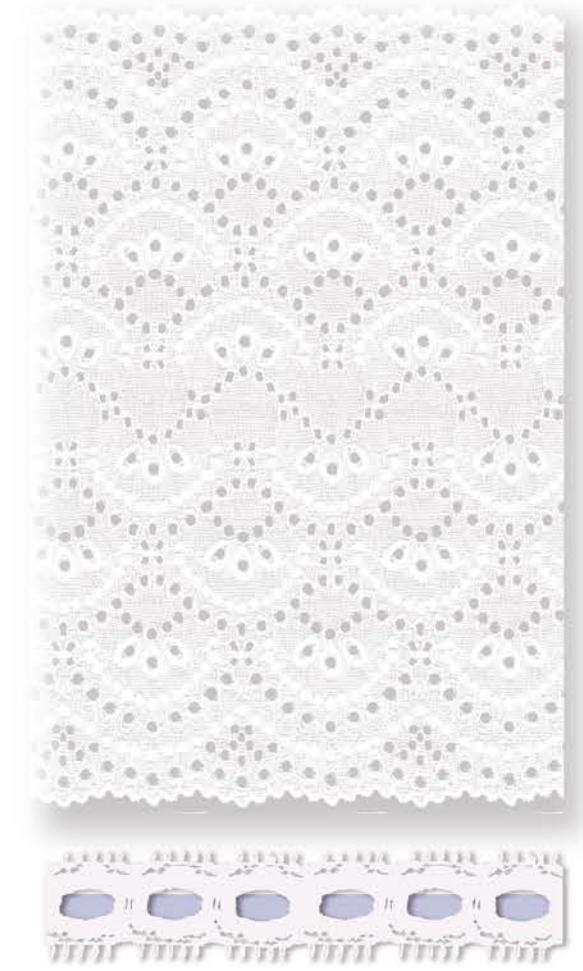


EYELET LACE (INTIMATES)



FABRIC DIRECTION

Stretch Eyelet Lace



CREATIVE DIRECTION



COLLECTION://

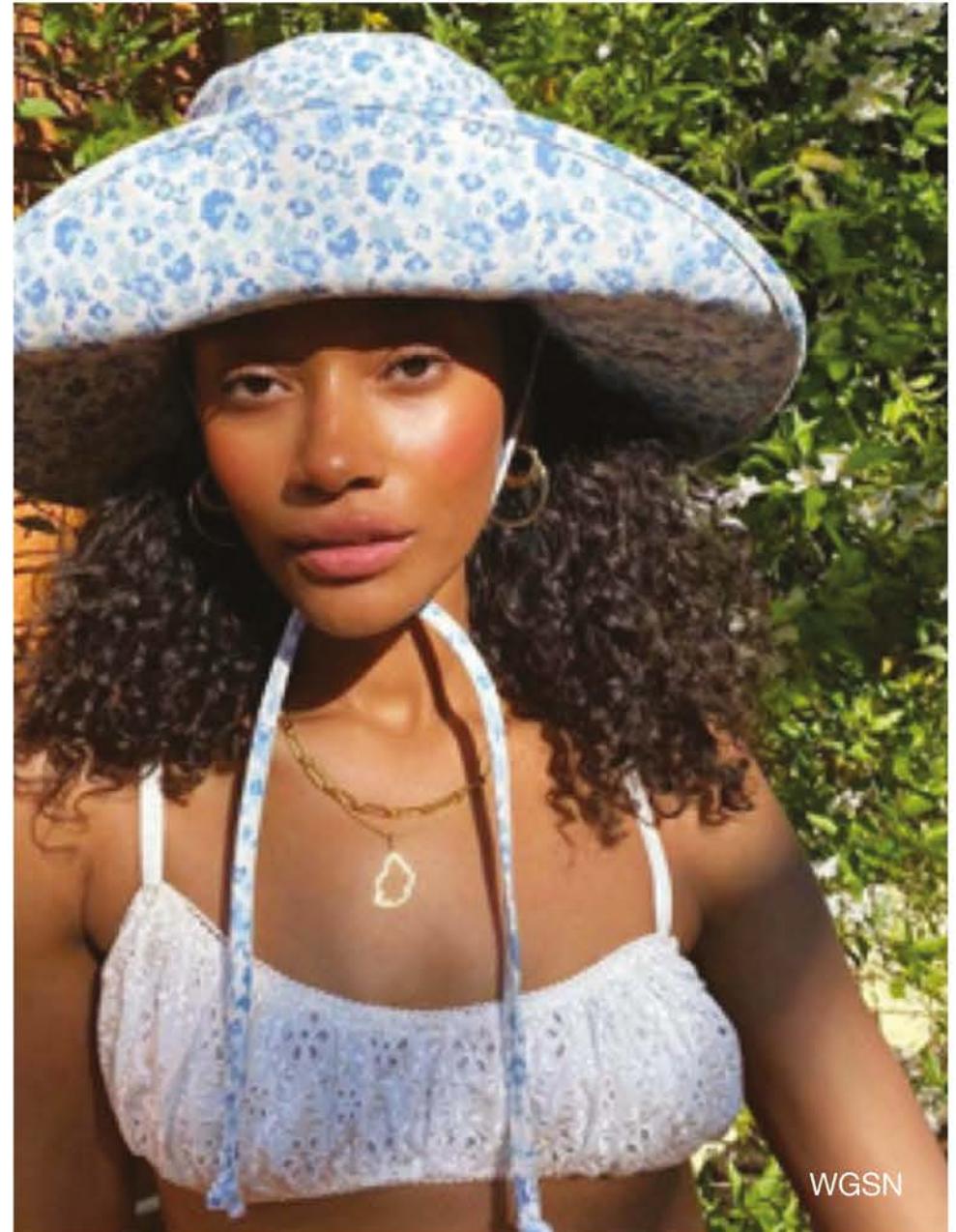
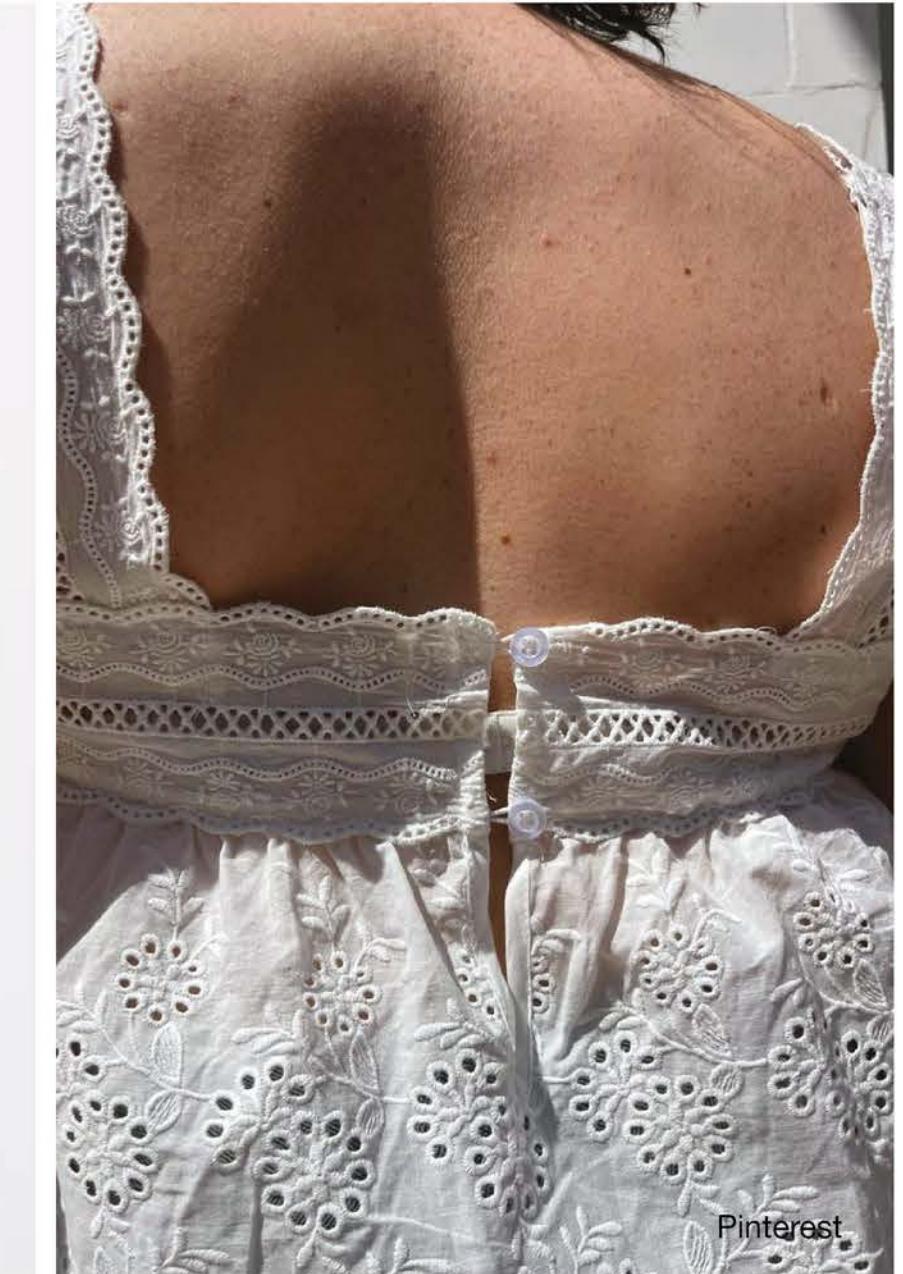
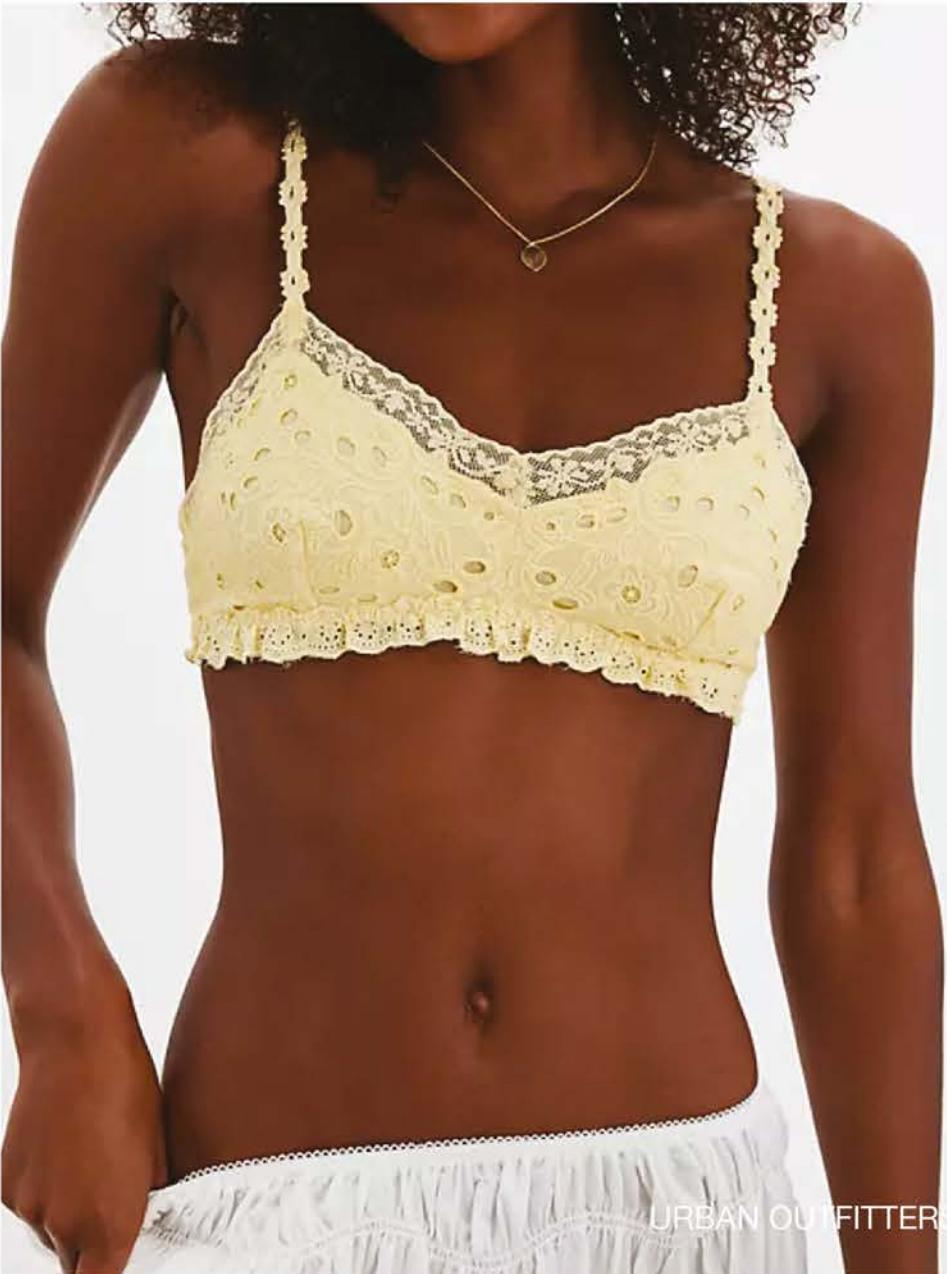
003-SS-00121 Padded Balcony Bra

003-SS-00122 Brazilian Brief

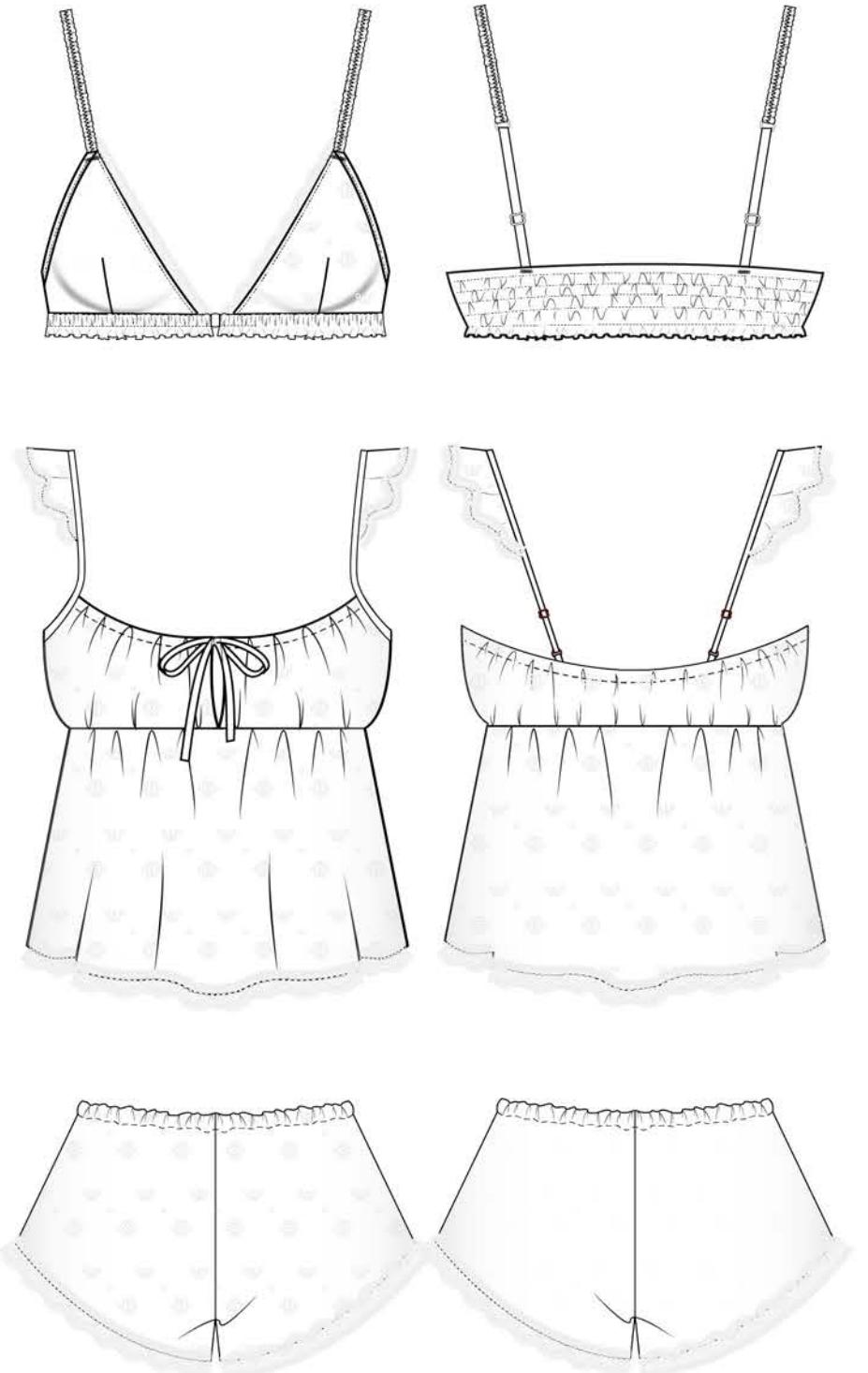
003-SS-00123 Cami with removable triangle pad

FIRST DATE IN THE PARK

Valentine's Day Pajamas are designed to catch the trend of “underwear as outerwear”. As the population of singleness grows globally, women are not shopping their V-Day sleepwear for the bedroom (indoor) but more for a casual hang-out (outdoor). #Cottagecore looks of girly dresses and structured separates come to life as romantic outdoor adventures and picnic parties inspire a playful approach to #newfemininity dressing.

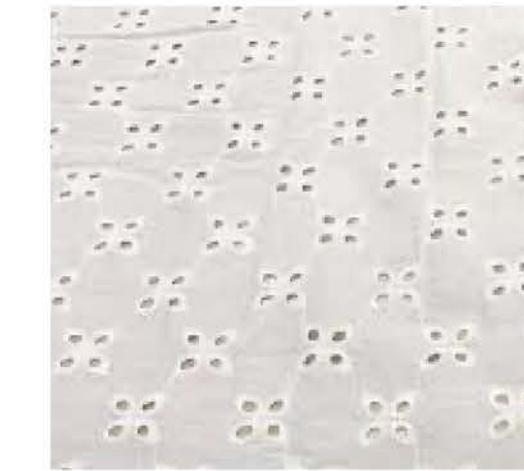


COTTON EYELET SET

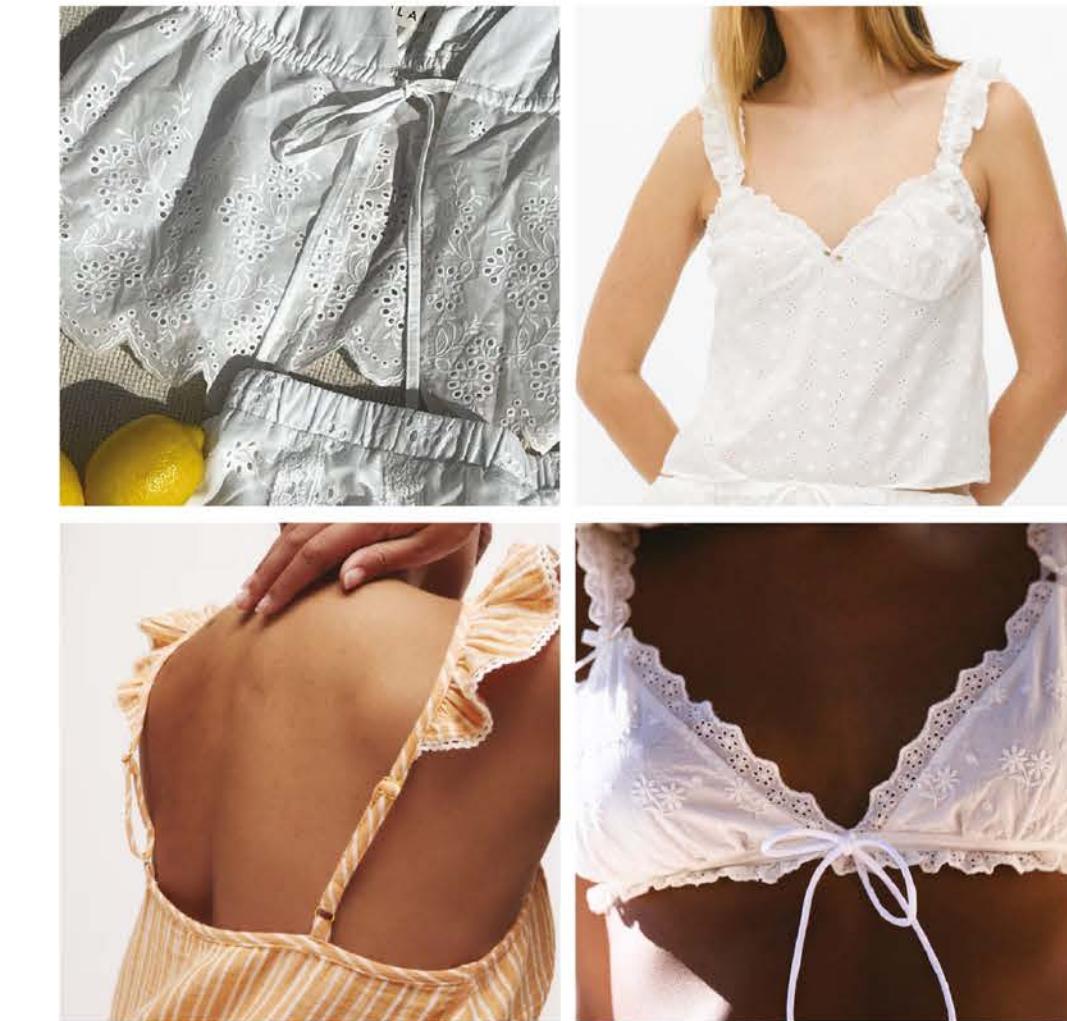


FABRIC DIRECTION

100% Cotton with eyelets



CREATIVE DIRECTION



COLLECTION://

- 003-SS-00163 Bralette with Smocking
- 003-SS-00166 Cami top with front tie
- 003-SS-00165 Sleep shorts
- 003-SS-00164 PJ Envelop

**PRINTED PJ**

003-SS-00148 Printed PJ Top
003-SS-00147 Printed PJ Pants
003-SS-00152 Eyemask

**HEART LACE**

003-SS-00189 Plus Size Underwire Bra
003-SS-00131 Underwire Bra
003-SS-00132 French Knicker

**CHERRY LIPS**

003-SS-00133 Longline Bra Tank
003-SS-00134 Bikini Brief
003-SS-00164 PJ Envelop

**COTTON EYELET**

003-SS-00163 Bralette with Smocking
003-SS-00166 Cami top with front tie
003-SS-00165 Sleep shorts
003-SS-00164 PJ Envelop

**FRUITS EMBROIDERY**

003-SS-00121 Padded Balcony Bra
003-SS-00122 Brazilian Brief
003-SS-00123 Cami with removable triangle pad
003-SS-00172 Thong
003-SS-00173 Bodysuit

**POINTELLE SETS**

003-SS-00167 Underwired bra
003-SS-168 Cami
003-SS-00245 Boxer Briefs
003-SS-00246 Bodysuit
003-SS-00169 Cami dress

SEAMLESS POINTELLE

003-SS-00244 Scoop-neck Bralette
003-SS-00245 Boxer Briefs
003-SS-00246 Bodysuit



Happy Valentine's!