

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



SS/27

OFFLINE LOVE

VALENTINE'S

I JUST  
CALL  
TO SAY  
I LOVE  
YOU

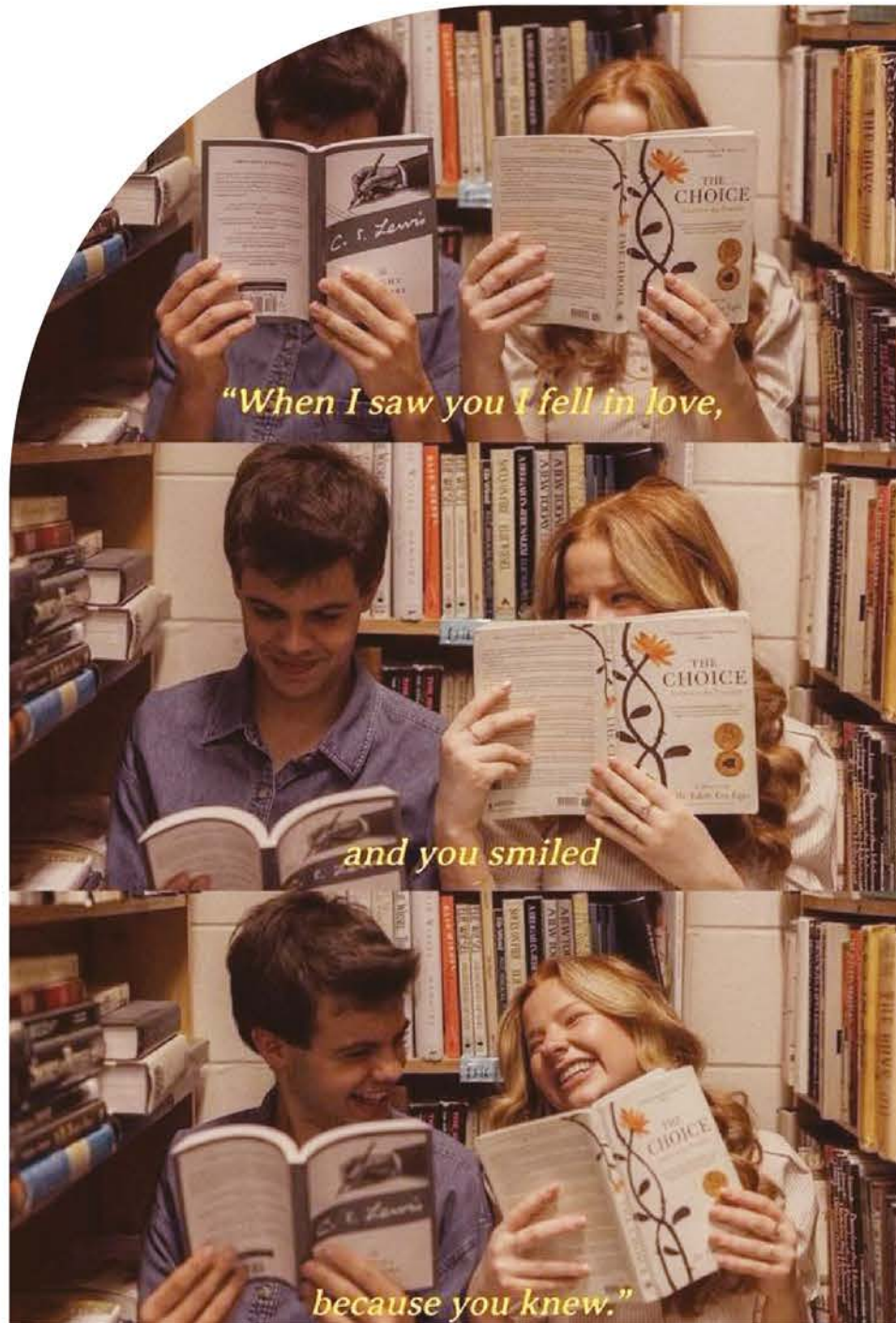


TREND CONCEPTS //: SS27



# 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.*

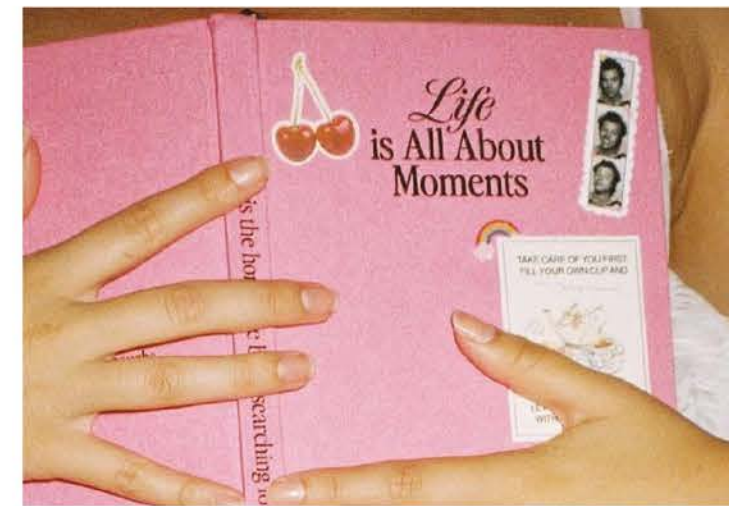
*"Many younger consumers are seeking real-world experiences and deeper connections post-pandemic." -WGSN*

*"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

*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 lingerie set an ideal look from Valentine's month to high summer.*



URBAN OUTFITTERS



URBAN OUTFITTERS



URBAN OUTFITTERS



WGSN



FRANKIES BIKINIS



# 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

**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.*

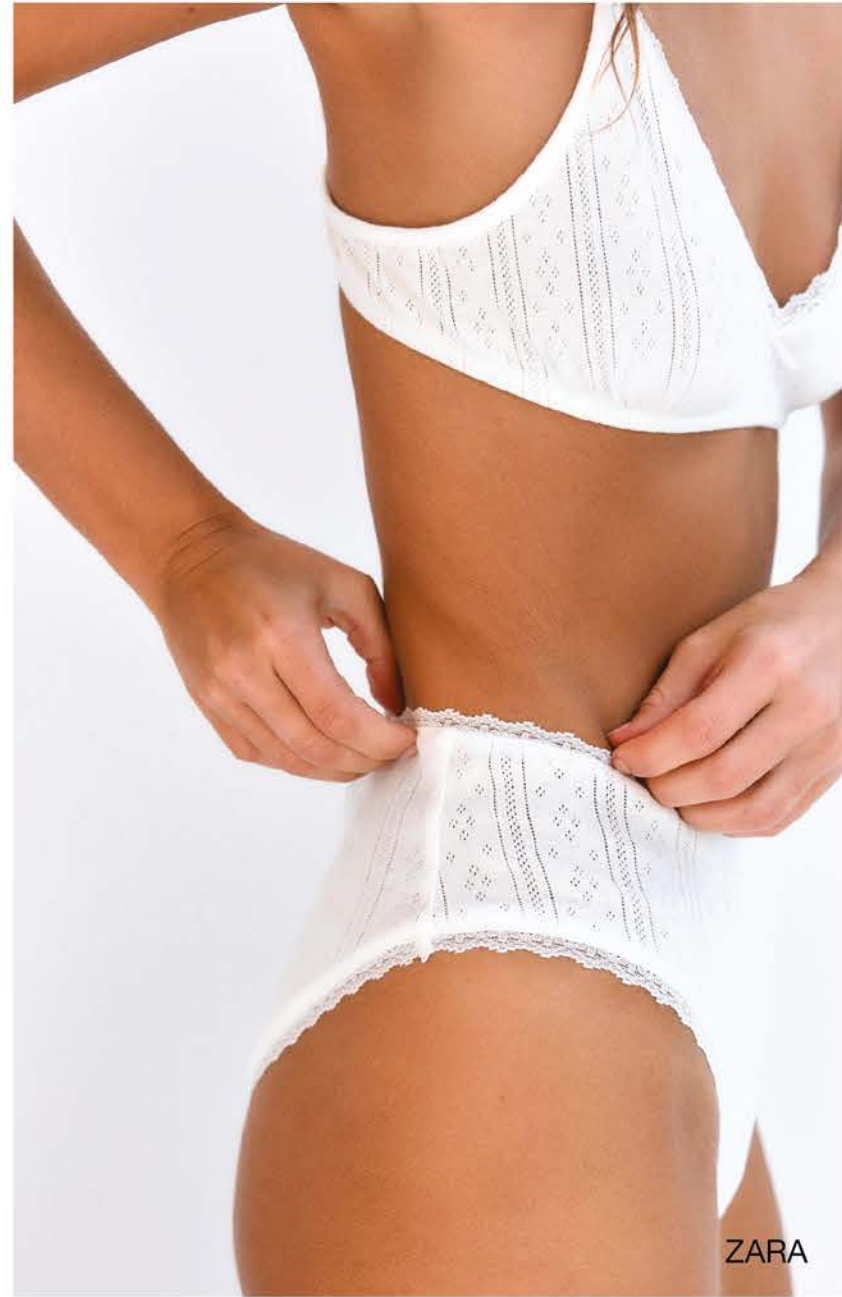
*Always remember, the ultimate "Girl-itude" is to be fun and playful on this February celebration!*





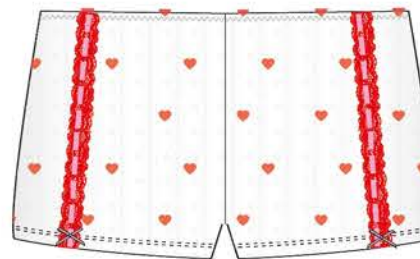
# SEXY-SWEET: SHOWING UP IN SOFTNESS

*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

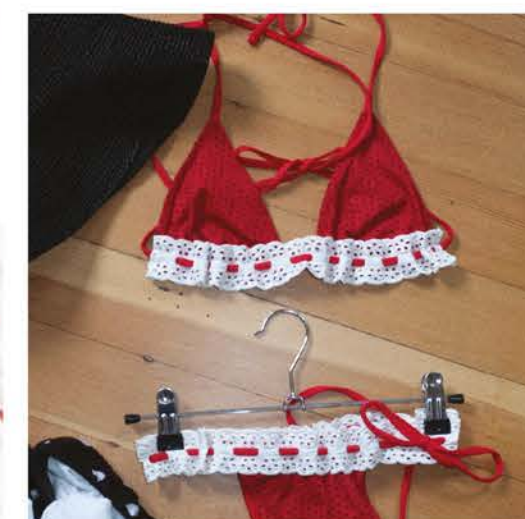


## FABRIC DIRECTION

98% Polyester 2%  
spandex



## CREATIVE DIRECTION



## COLLECTION://

003-SS-00167 Underwired bra

003-SS-168 Cami

003-SS-00170 Boyshorts

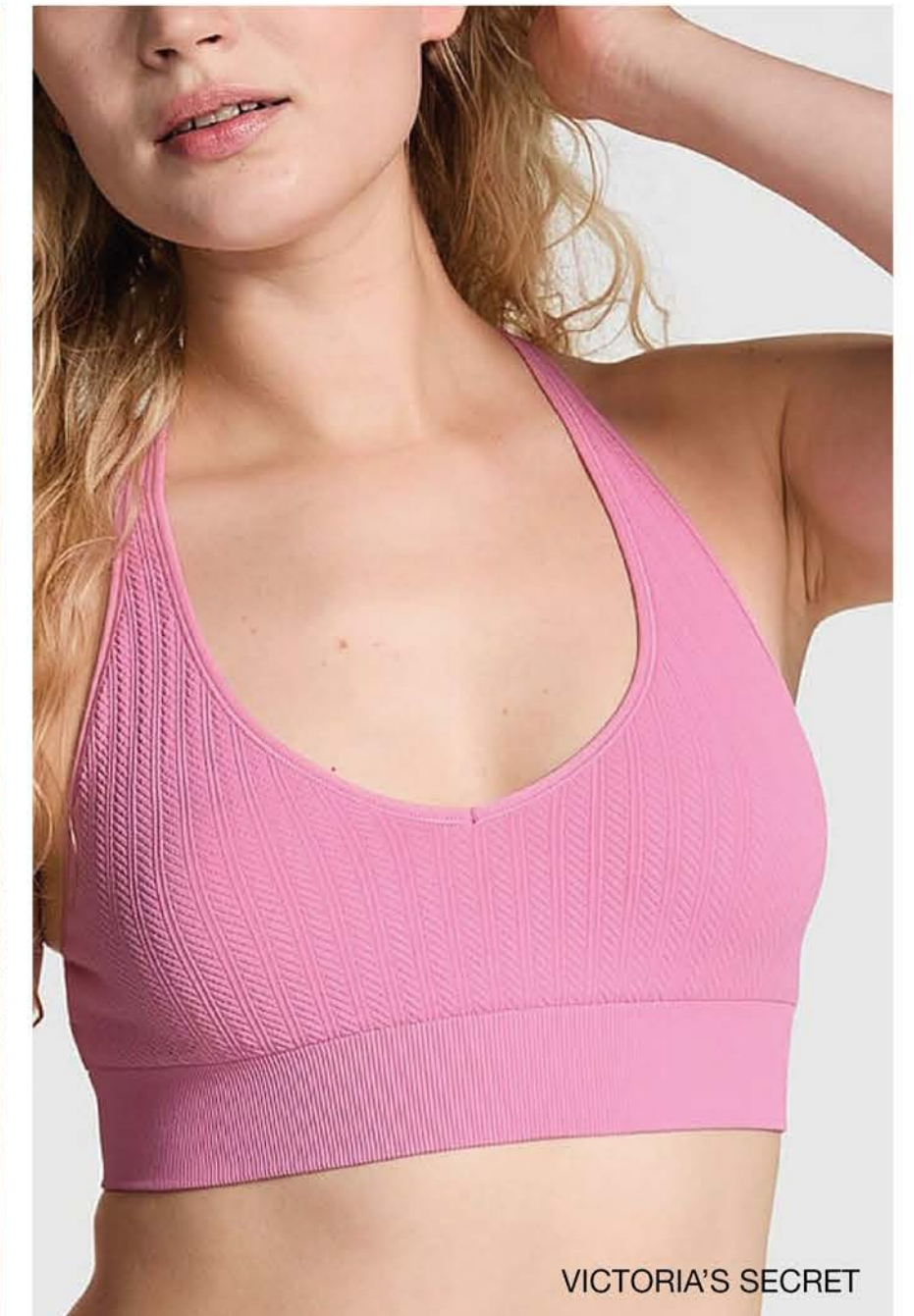
003-SS00169 Cami dress

**TREND CONCEPTS //: SS27**



# 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

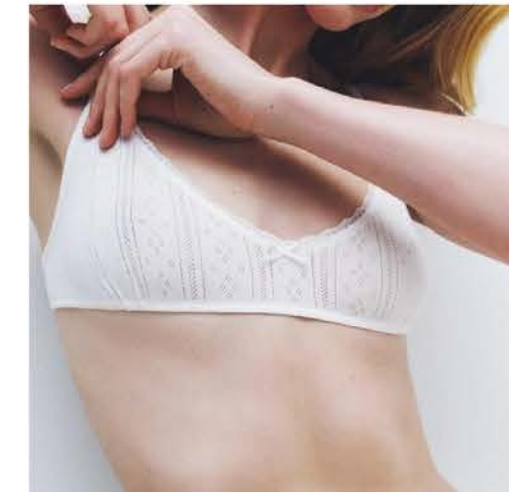
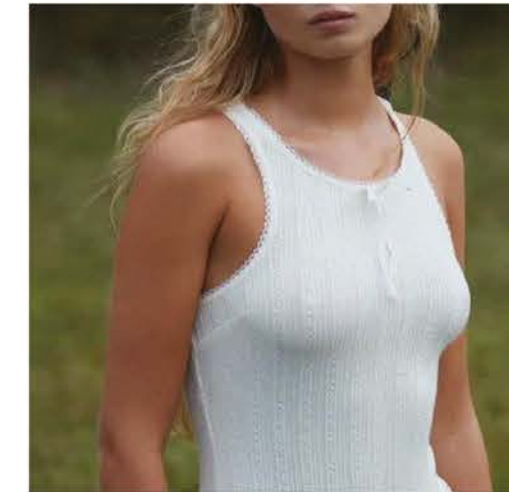


## FABRIC DIRECTION

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



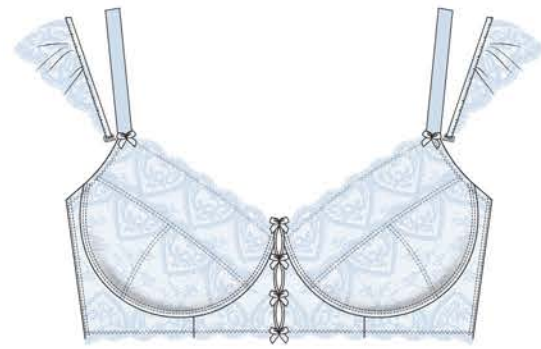
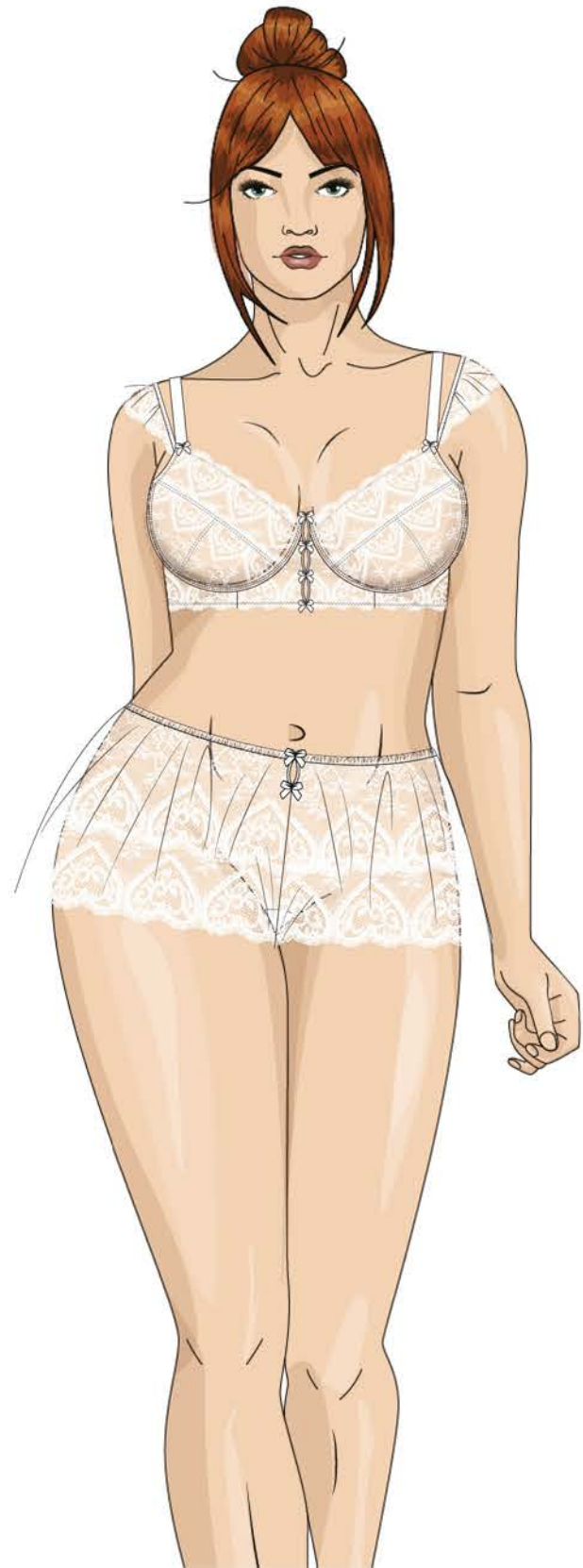
# ROMANTIC PRAIRIE

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.





# HEART LACE (INTIMATES)



## **COLLECTION://**

003-SS-00189 Plus Size Underwire Bra

003-SS-00131 Underwire Bra

003-SS-00132 French Knicker

## **FABRIC DIRECTION**

*Heart Motif Stretch Lace*



## **CREATIVE DIRECTION**





# LOVE IS AN ART: CRAFTY MOTIFS



L'AGENT



FOR LOVE & LEMONS

## *Sweet Hearts*

*Heart appliqué 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.*



OUT FROM UNDER



LUQUIDE



PINTEREST



RONRON



JOHN LEWIS





# 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

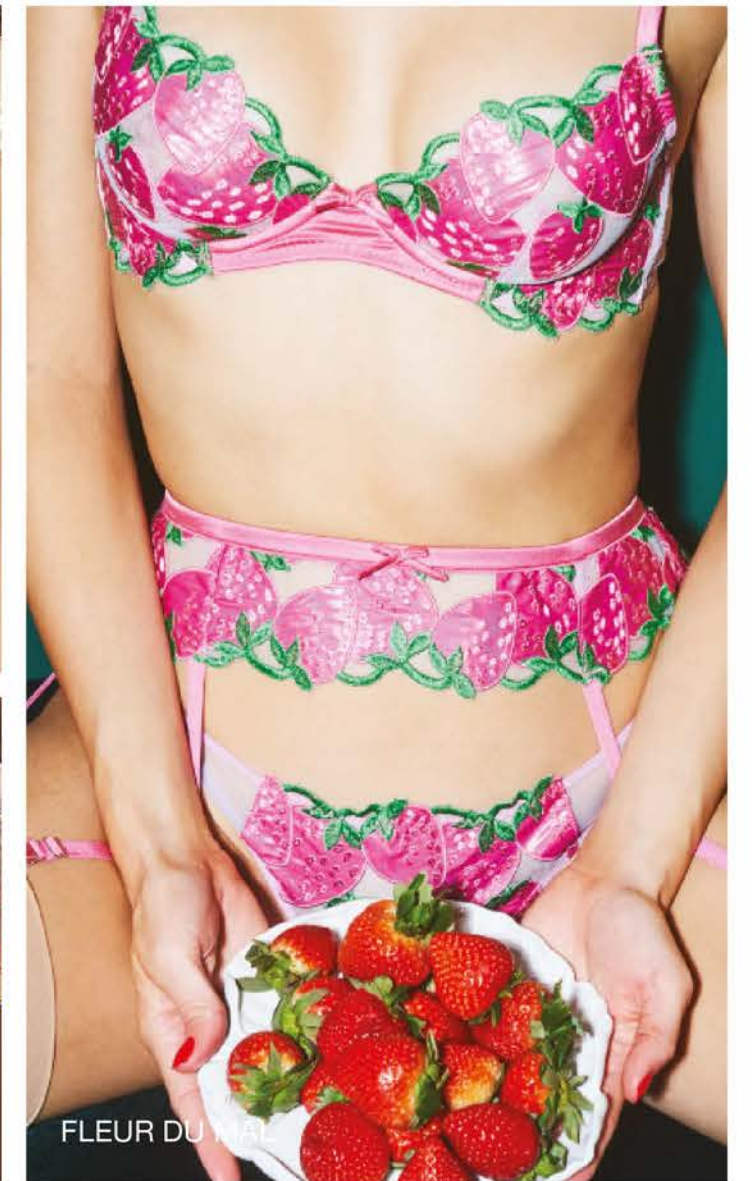
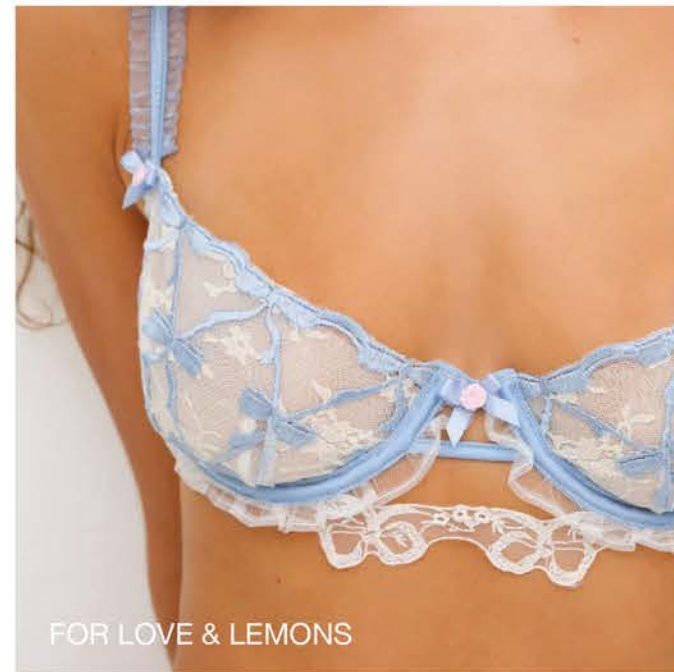


TREND CONCEPTS //: SS27



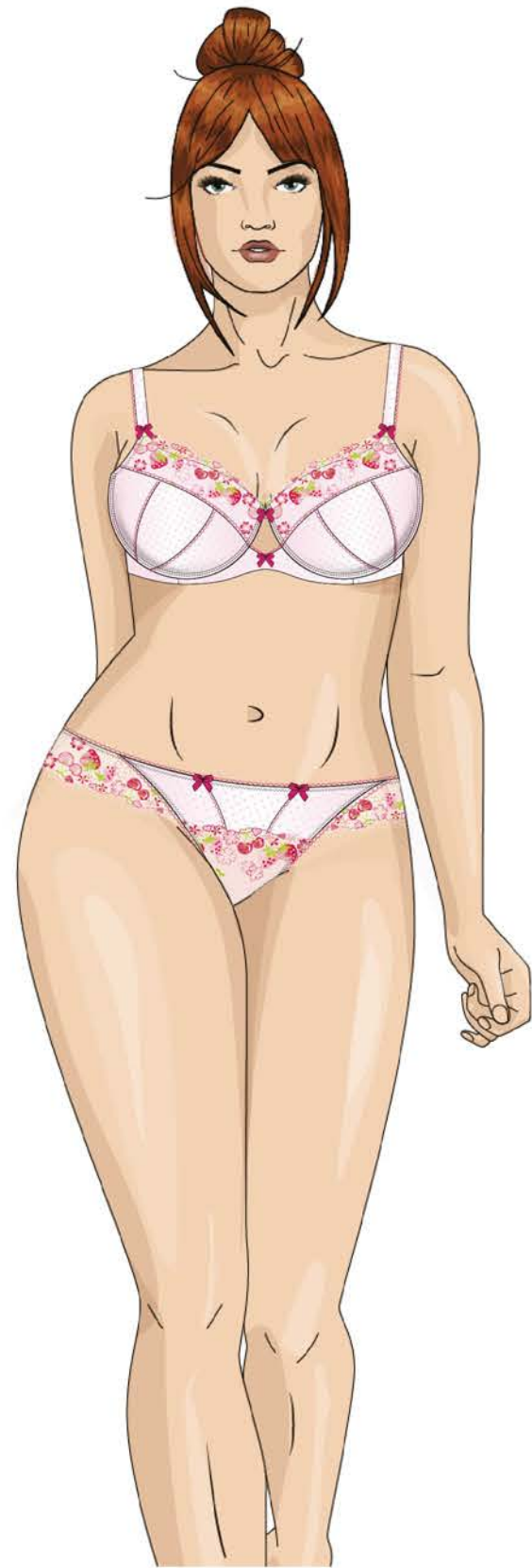
# PRETTY EXTRAVAGANZA

*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)

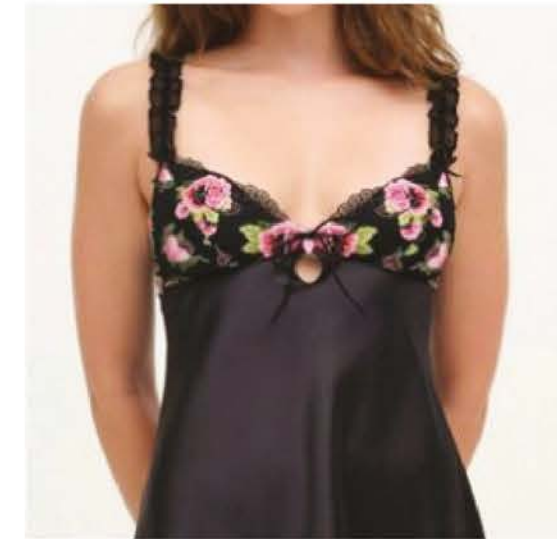


## FABRIC DIRECTION

*Fruits Embroidery*



## CREATIVE DIRECTION



## COLLECTION://

003-SS-00190 Plus Size Padded Balconnet

003-SS-00171 Wired Bra

003-SS-00172 Thong

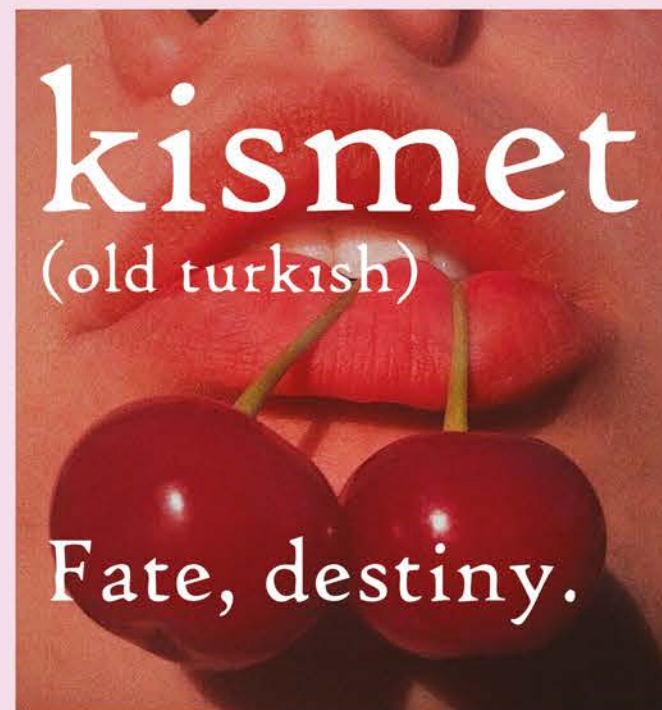
003-SS-00173 Bodysuit

**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.

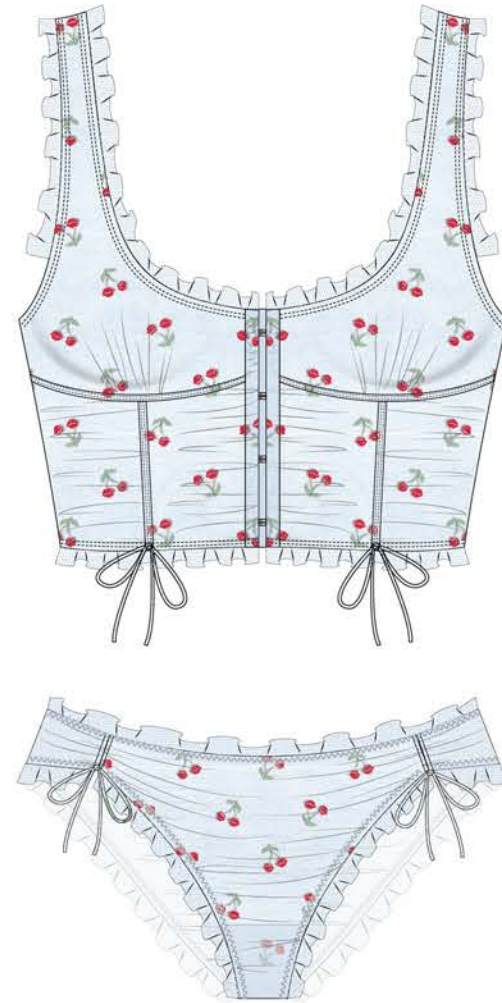


*Picking up the #SheerSets trend to create feminine #UnderwearOuterwear pieces in lightweight fabrics. Adding textural excitement with ruffles and embroidery on sheer tulle. Feature sweet and girly #Keylcons core motifs like hearts, lips and cherries for a #PlayfulSimplicity injection.*





# CHERRY LIPS (INTIMATES)



## COLLECTION://

003-SS-00133 Longline Bra Tank

003-SS-00134 Bikini Brief

## FABRIC DIRECTION

*Allover Cherry Lips Embroidery*



## CREATIVE DIRECTION

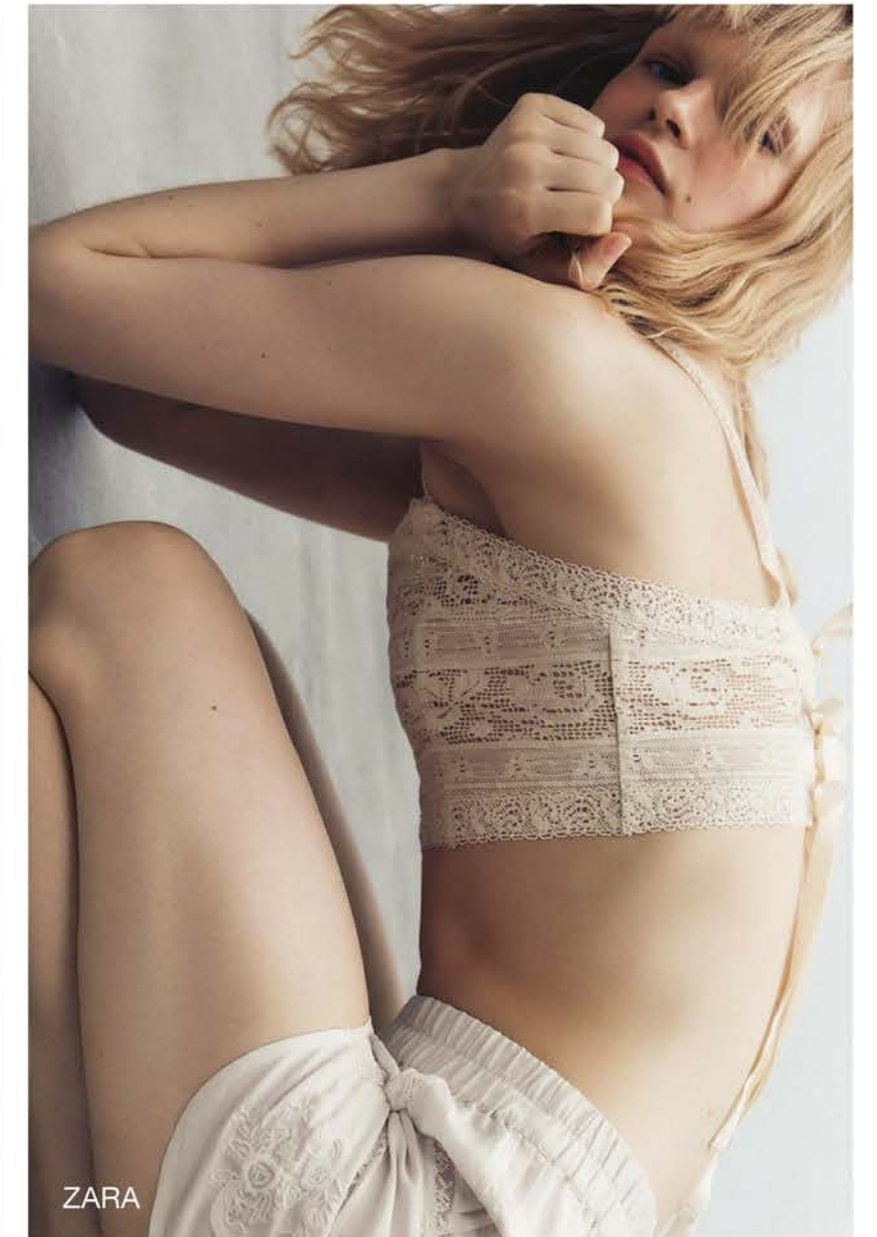
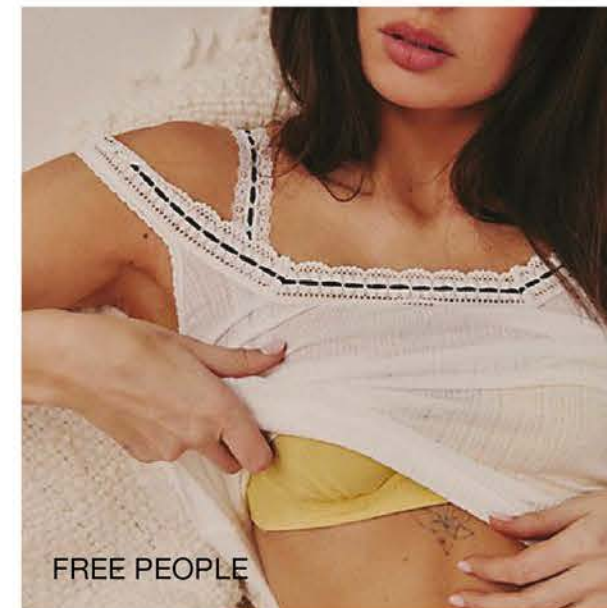
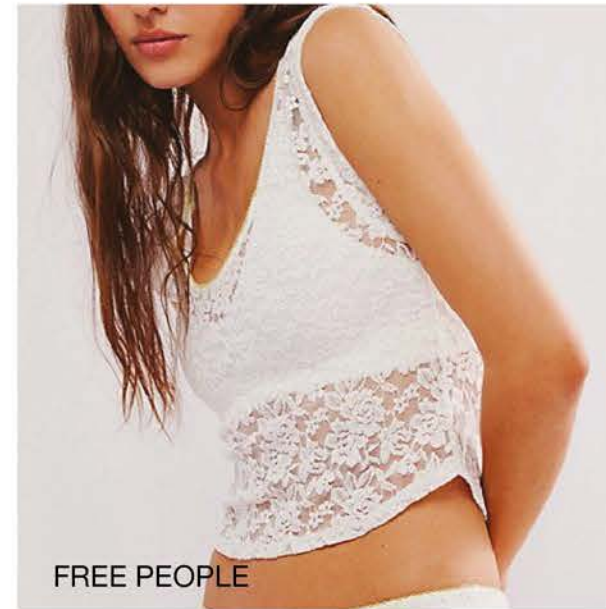


**TREND CONCEPTS //: SS27**



# 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)



## **COLLECTION://**

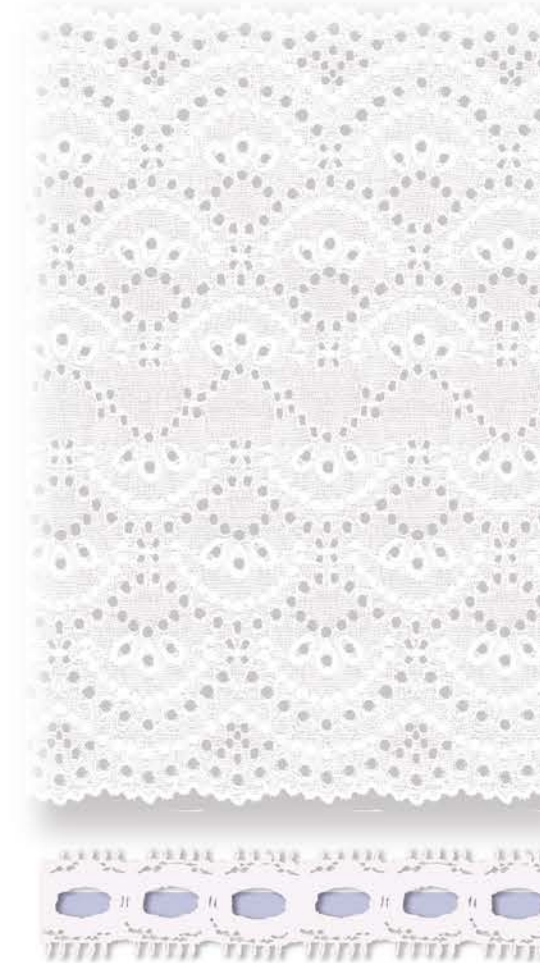
003-SS-00121 Padded Balcony Bra

003-SS-00122 Brazilian Brief

003-SS-00123 Cami with removable triangle pad

## **FABRIC DIRECTION**

*Stretch Eyelet Lace*



## **CREATIVE DIRECTION**

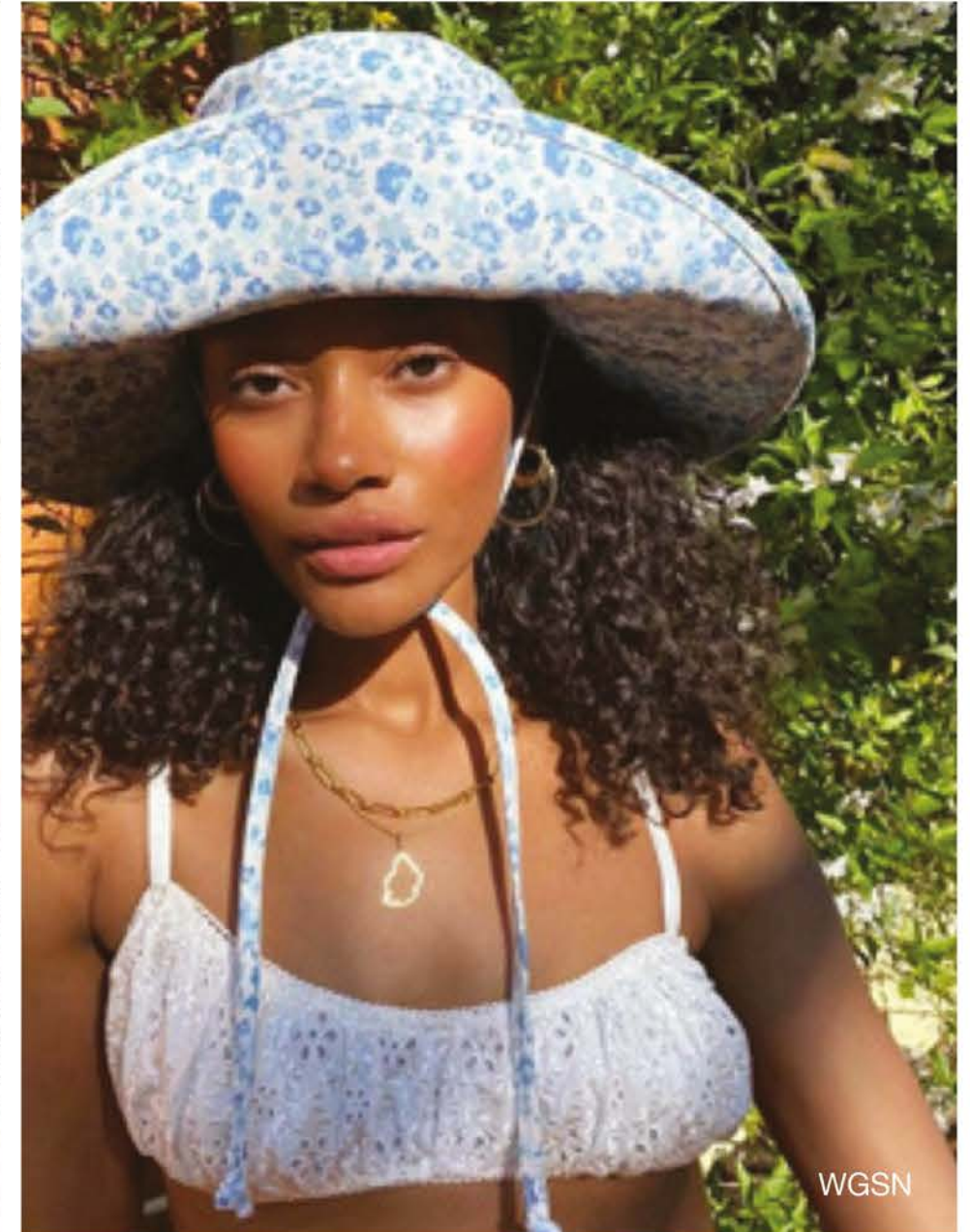
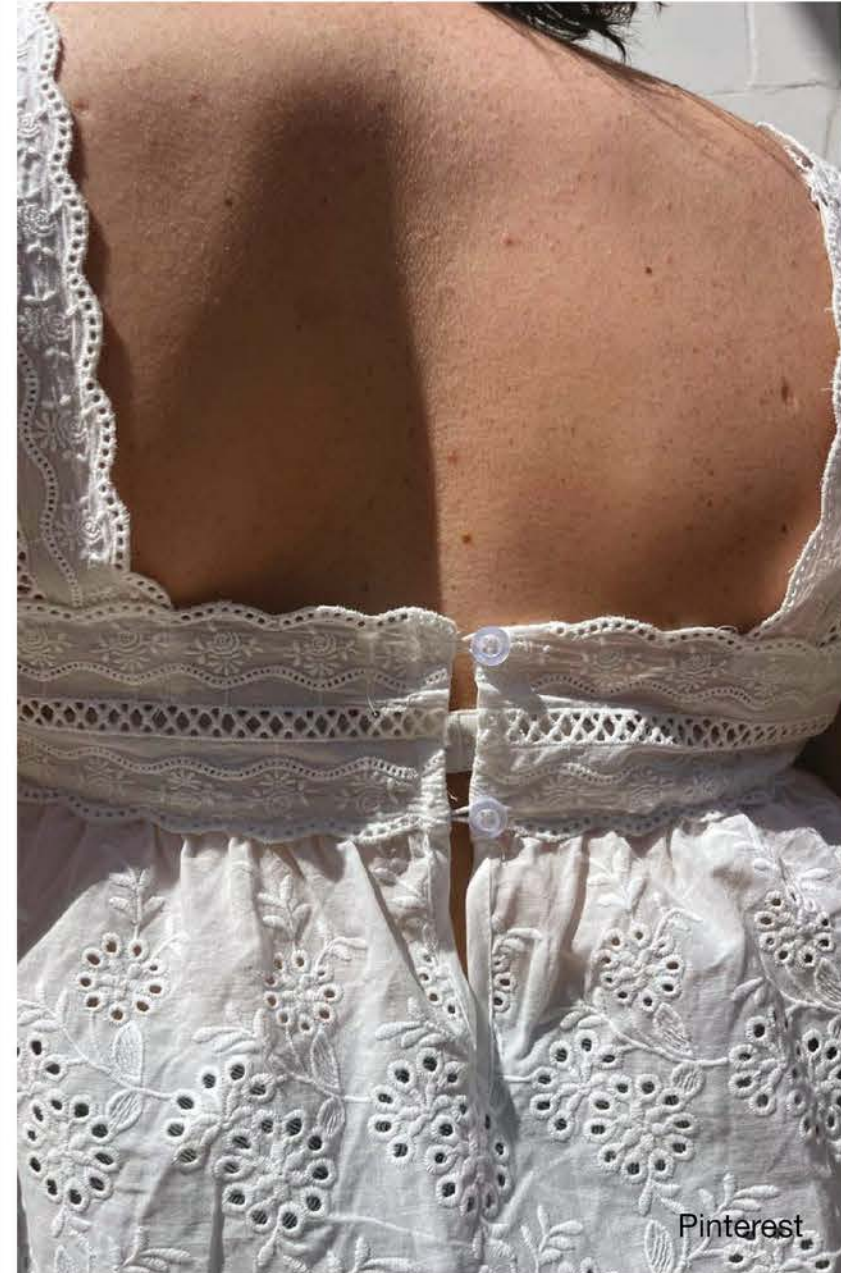


**TREND CONCEPTS //: SS27**



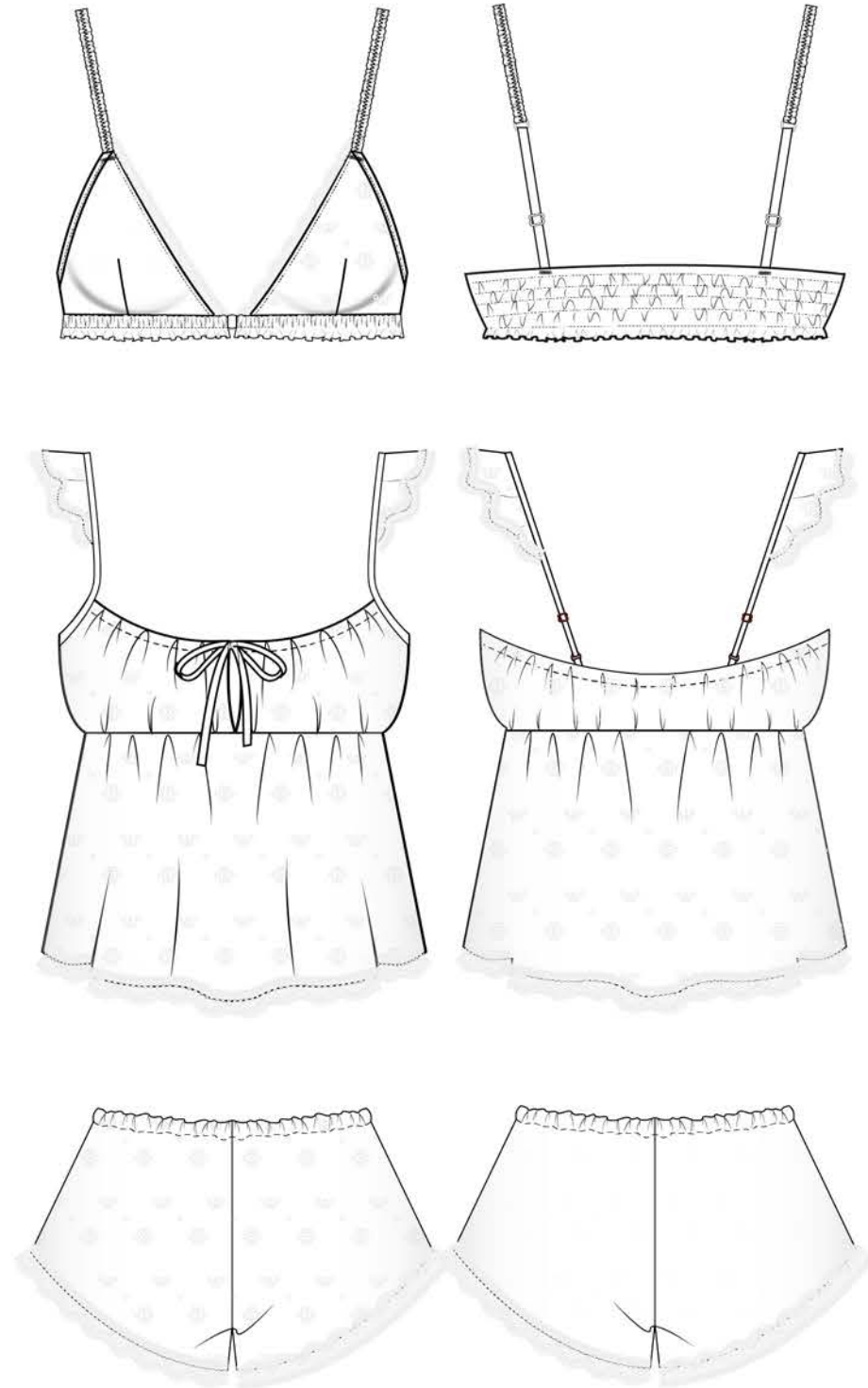
# FIRST DATE IN THE PARK

*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.*



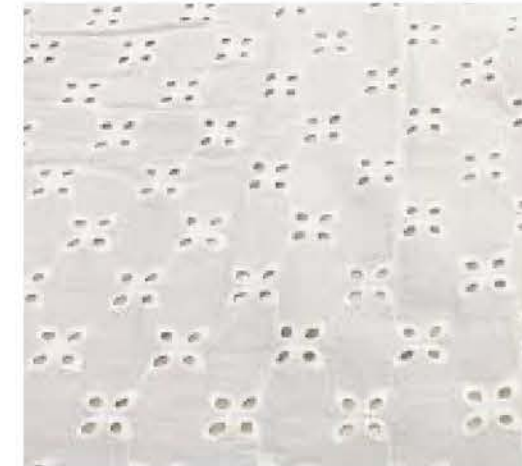


# COTTON EYELET SET



## 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



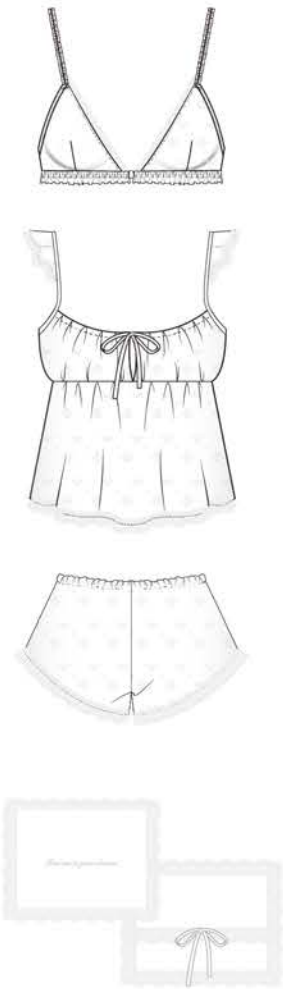
HEART LACE

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



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



EYELET LACE

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



FRUITS EMBROIDERY

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



POINTELLE SETS

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



SEAMLESS POINTELLE

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





Happy Valentine's!