

*Runway Reactive*

**SASSY** *OR*

**SEXY**

# INTIMATES SEEN ON CATWALK

The S/S 26 catwalks showcased a strong return to romantic, vintage-inspired intimates, with a focus on sheer fabrics, lace, ruffles, peplum frills, and lace borders. The prevalence of intimates on catwalks brings “Innerwear Outerwear” trend to the next level. Intimate pieces no longer only serve as base layers, but now as key styling items to complete the total look.



FERRAGAMO  
SS26

DOLCE & GABBANA  
SS26



JULIE KEGELS SS26



MAISON JEJIA SS26



ATTICO SS26



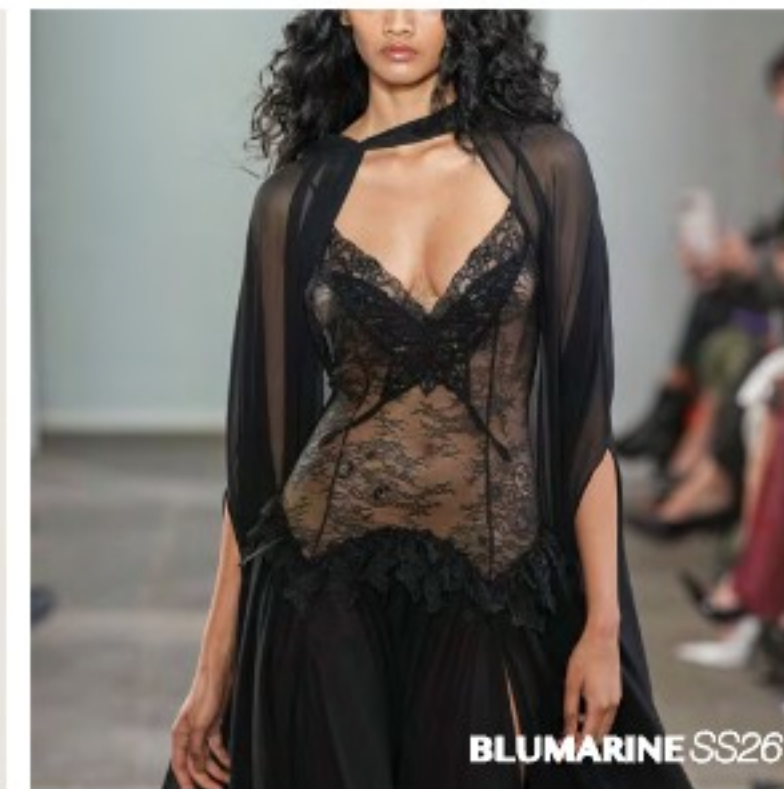
SIMONE ROCHA SS26



VERONIKA JEANVIE SS26



GIVENCHY SS26



BLUMARINE SS26



MARCO RAMBALDI SS26

TREND CONCEPTS //: SS27

# SLEEPWEAR SEEN ON CATWALK

'Intimacy as an Art de Vivre', the theme behind Louis Vuitton SS26 collection set the pace for fashion brands to fully embrace the era of casual sophistication, fuelled by the blooming global wellness trend.

Brands are reinventing the wardrobe through classic bedroom silhouettes, materials and patterns, meeting consumer demand for comfort, adaptability, and joyful design.

#PyjamaDressing will remain a key commercial and creative opportunity for both lingerie and womenswear brands, which sits well along bras ,panties and other self-care products to create a holistic wellness sanctuary in retail spaces.

This matters for buyers because it signals a shift towards multipurpose, lifestyle-oriented pieces, spanning city, resort, and lounge contexts.



DOLCE & GABBANA  
SS26

TREND CONCEPTS //: SS27

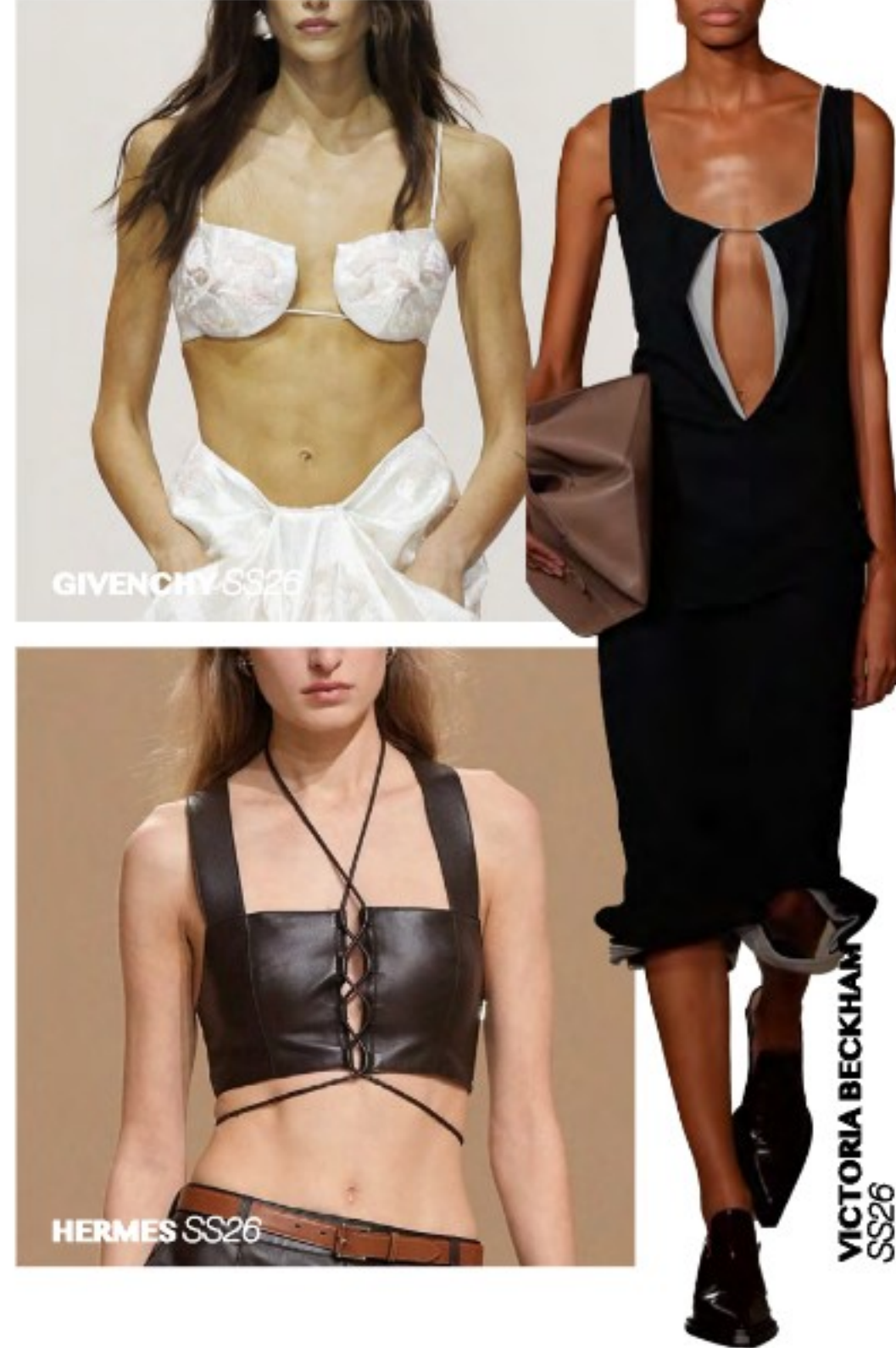
ANNA SUI  
SS26

# SHAPES and DETAILS

## FUN LAYERING



## REFINED CHIC



## DOUBLE STRAPS



## HALTER NECK



# SHAPES and DETAILS

CLASSIC PJ



SLIP-TO-GO



DECOLLETES

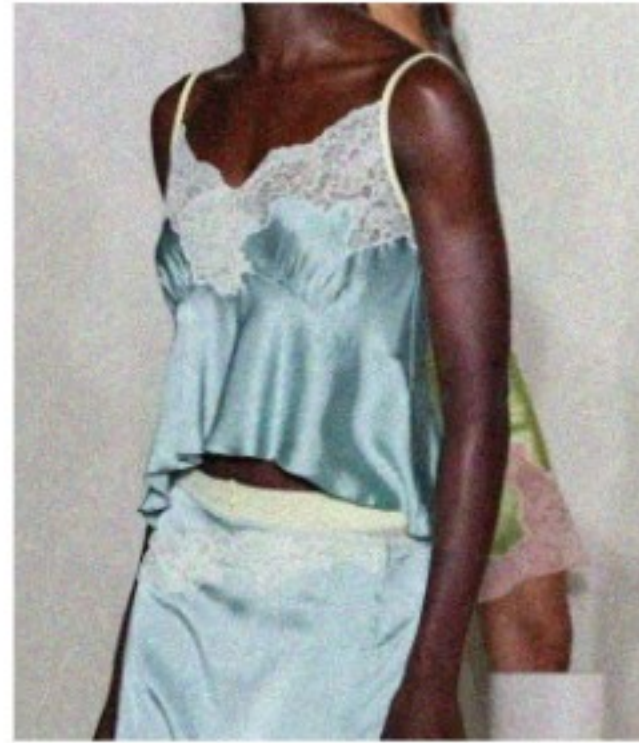


SUPERFLUROUS



# COLOUR PALETTE

Capturing the essence of SS26 runways in sophisticated Vintage Pastels, energetic Garden Brights, sultry Wine Reds and rich Dark Chocolate Browns.



PANTONE  
13-6105 TCX  
Celadon Tint

PANTONE  
11-1408 TCX  
Rosewater

PANTONE  
14-3204 TCX  
Fragrant Lilac

PANTONE  
18-1415 TCX  
Marron

PANTONE  
19-0915 TCX  
Coffee Bean

# BOTANICAL BLOOM

+180% YoY  
DITSY PRAIRIE FLORALS  
(vs bold tropicals)

*Florals? For Spring?  
Romantic. S/S26 is giving  
us a surge in  
#GardenFlorals and  
#RetroFlorals in a variety of  
colours & techniques.  
Blossoming prints on sheer  
materials, multi-coloured  
bouquets knitted on allover  
laces, and 3D embroidered  
petals for the best textural  
excitement.*



UNGARO  
SS26

FENDI  
SS26

DIOR  
SS26

DOLCE & GABBANA  
SS26

ZIMMERMANN  
SS26

GIAMBATTISTA VALLI  
SS26

CHLOE  
SS26

TREND CONCEPTS //: SS27

# SOFT VOLUME

+40%  
#SOFT VOLUME  
SS26 vs SS25

*#Sheers was the top-used hashtag on WGSN's Fashion Feed during the S/S 26 shows, inspiring ultra-feminine nightwear. Sheers expressed in voluminous silhouettes is also largely seen in the S/S26 shows. Lingerie and sleepwear narratives continue with delicate fabrics and details such as #Ruffles and #Peplum frills.*



TREND CONCEPTS //: SS27

# SWEET FLORALS



## FABRIC DIRECTION

Multi-coloured Allover Lace  
(HL own development)  
73% Nylon,  
18% Polyester,  
9% Spandex



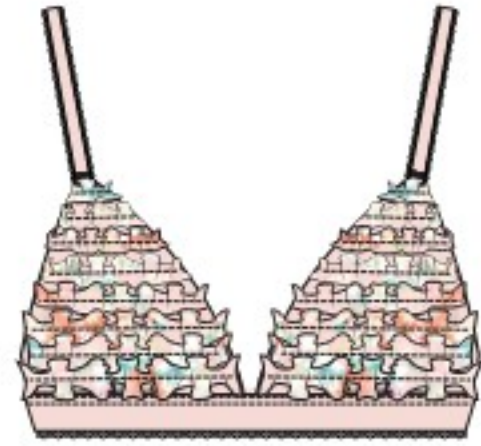
## CREATIVE DIRECTION



## COLLECTION://

003-TT-00103 Underwire Bra  
003-TT-00104 Thong  
003-TT-00105 Teddy

# CRAFTED RUFFLES



## FABRIC DIRECTION

100% Rayon  
90%Nylon 10% Spandex  
100gsm



## CREATIVE DIRECTION



## COLLECTION://

003-TT-00116 Printed ruffled top  
003-TT-00117 Printed ruffled shorts  
003-TT-00114 Printed ruffled bralette  
003-TT-00115 Printed ruffled brief

# GRANDMA'S CLOSET

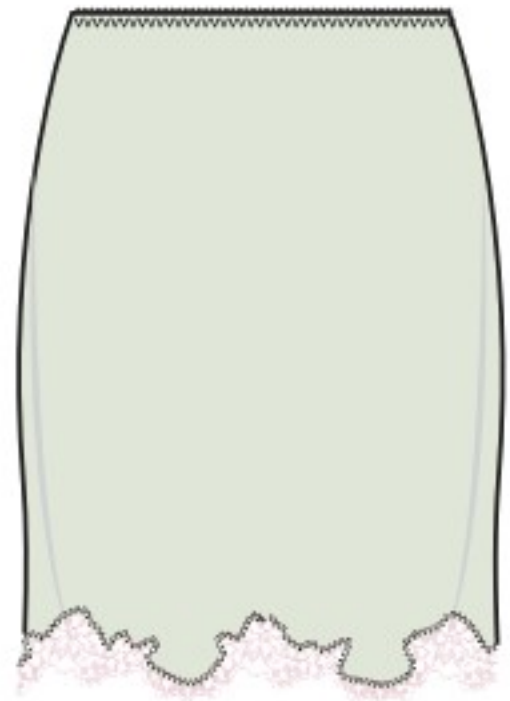
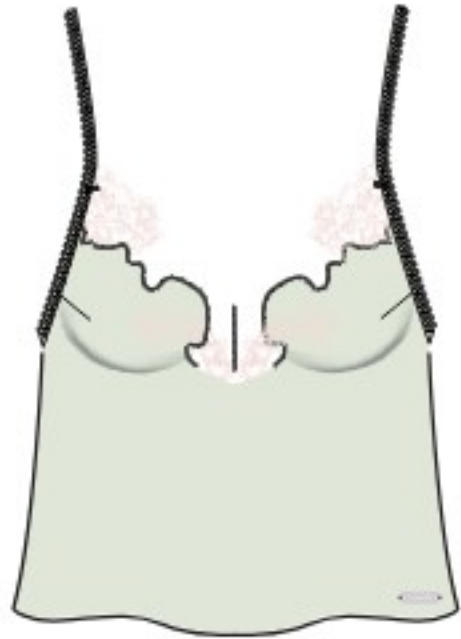
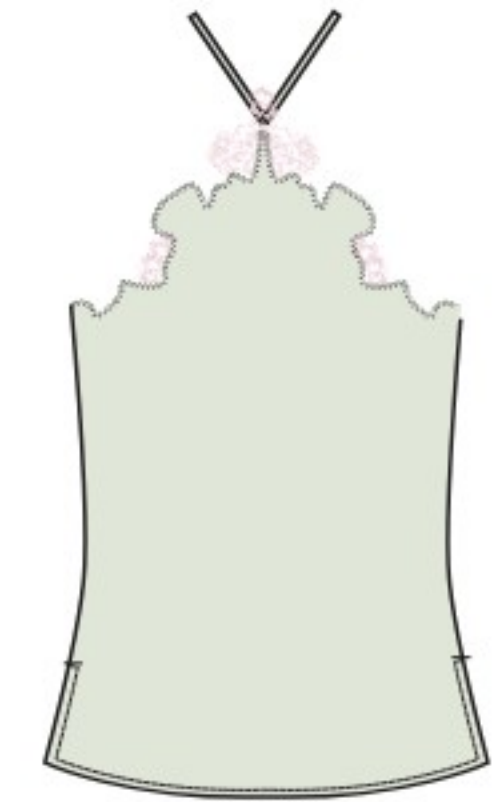


*“CraftedDetails” +79% YoY on WGSN’s Fashion feed  
Jan-May 2024 to Jan-May 2025*

*Views for #Craft, #LocalHandmade, and #SlowFashion are rising on TikTok, with an 8.3% YoY increase, and searches for “vintage materials” up 40.6% YoY. SS26 Runway is seeing a blend of nostalgia with contemporary designs. Vintage-inspired satin and lace give a romantic and homemade look, like what can be found in vintage grandmas’ closets.*

**TREND CONCEPTS //: SS27**

# GRANDMA'S CLOSET



## COLLECTION://

003-TT-00106 Halter-neck top

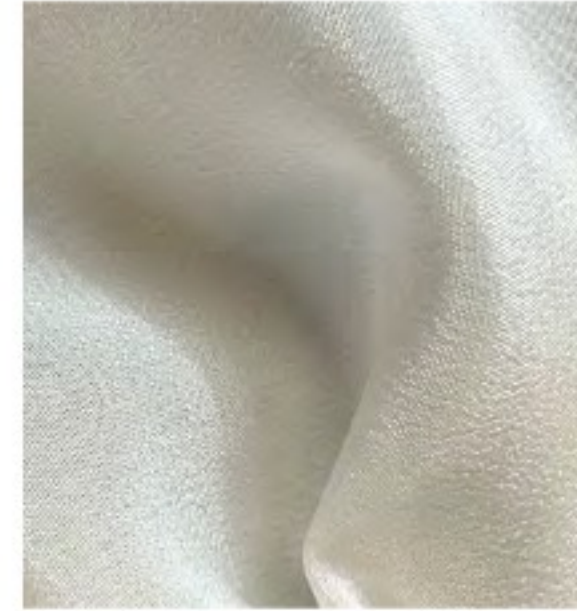
003-TT-00107 Mini slip skirt

003-TT-00336 Cami

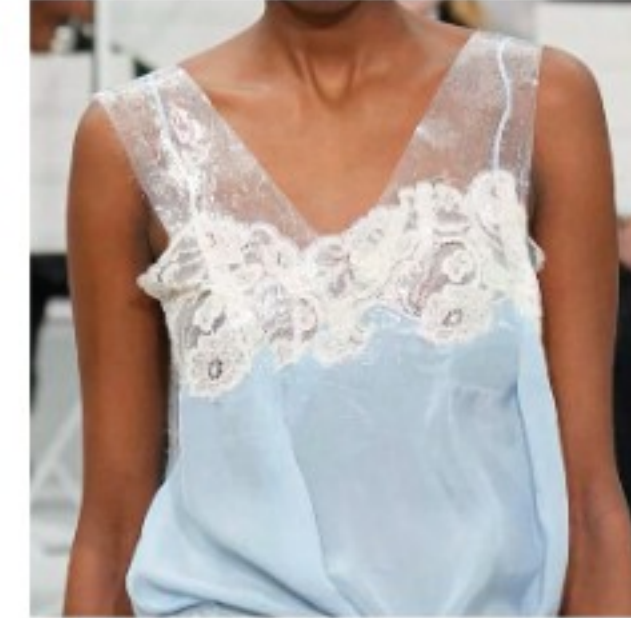
003-TT-00276 Knickers

## FABRIC DIRECTION

Crepe de Chine  
100% Polyester  
107gsm



## CREATIVE DIRECTION



# NO ORDINARY STRIPES

+23% YoY  
Google searches for "striped"  
Mar 2024-Apr 2025

Explore harmonious tone-on-tone pairing for the classic aesthetic or unexpected unique combinations for the not-so-ordinary flare. On the SS26 runway, especially the Dolce & Gabbana show, striped striped looks are introduced in all forms and colours, styled with pieces that create textural layers and new proportions.



THE ATTICO  
SS26



DOLCE & GABBANA  
SS26



MARCO RAMBALDI  
SS26



ETRO  
SS26

TREND CONCEPTS // SS27

# STRIPY CHIC



## FABRIC DIRECTION

100% Cotton (Yarn-dyed)  
100gsm



## CREATIVE DIRECTION



## COLLECTION://

- 003-TT-00126 Stripe PJ Shirt
- 003-TT-00127 Stripe PJ Pants
- 003-TT-00123 Stripe Bralette
- 003-TT-00124 Stripe PJ boxer
- 003-TT-00125 Stripe Scrunchie

# LACEY FRENZY

+120%  
#LACE  
SS26 vs SS25

Lace continues to grow in popularity over the last season. #UnderwearOuterwear and #BoudoirDressing bring #PrettyFeminine and romantic bralettes and lacey camisoles to the fore. Dark glam sets with #ModernGoth and #RefinedFetish influence are seen in palettes of transformative darks.



ACNE STUDIOS  
SS26



GIVENCHY  
SS26



BURC AKYOL  
SS26



DIOR  
SS26



ERMANNO SCERVINO  
SS26



ATTICO  
SS26

# LAZEY FRENZY



## FABRIC DIRECTION

Allover Lace  
84% Polyamid 16% Elastane  
Eyelash Band Lace  
100% Nylon



Amour Metal tab branding

## COLLECTION://

- 003-TT-00130 High Apex Longline Bralette
- 003-TT-00131 Wired Padded Bra
- 003-TT-00134 Tanga
- 003-TT-00135 Playsuit
- 003-TT-00136 Wired Slipdress

## CREATIVE DIRECTION



TREND CONCEPTS //: SS27



**GRANDMA'S CLOSET**

- 003-TT-00106 Halter-neck top
- 003-TT-00107 Mini slip skirt
- 003-TT-00336 Cami
- 003-TT-00276 Knickers



**CRAFTY RUFFLES**

- 003-TT-00114 Printed ruffled bralette
- 003-TT-00115 Printed ruffled brief
- 003-TT-00116 Printed ruffled top
- 003-TT-00117 Printed ruffled shorts



**SWEET FLORALS  
(Multi-Coloured Lace)**

- 003-TT-00103 Underwire Bra
- 003-TT-00104 Thong
- 003-TT-00105 Teddy



**STRIPY CHIC**

- 003-TT-00123 Stripe Bralette
- 003-TT-00124 Stripe PJ boxer
- 003-TT-00125 Stripe Scrunchie
- 003-TT-00126 Stripe PJ Shirt
- 003-TT-00127 Stripe PJ Pants



**LACEY FRENZY**

- 003-TT-00130 High Apex Longline Bralette
- 003-TT-00131 Wired Padded Bra
- 003-TT-00134 Tanga
- 003-TT-00135 Playsuit
- 003-TT-00136 Wired Slipdress