A/W 2027

Front row to intimate wardrobe

OFF THE RUNWAY

Straight off the AW runway comes a moodier edit of velvet, lace, and dark florals across bold yet romantic silhouettes.

HOPLUN



STRAIGHT OFF THE RUNWAY ON THE BODY

Bold silhouettes, softened by romance.

This season, the AW catwalks turned dark and romantic, and our latest Off The Runway capsule brings that mood straight to the intimate wardrobe. Expect luxurious fabrics like plush velvet, decorative lace, and sheer flocked mesh, plus a refined animal motif, all shaped into bold silhouettes softened by a sensual, feminine finish. Across eight coordinated themes, each built around a hero fabric and strong, wearable shapes, explore this ready-made trend story for the fashion-led intimates consumer.

Velvet, lace, and dark florals, straight off the AW runway.



Delicate by nature, precise by design

EIGHT THEMES










01
Petite Fleur
A delicate embroidered opening

02
Fleurs De Jardin
Garden florals meet playful frills

03
Satin Glamour
Low-lustre shine with lace detail

04
Velvet Touch
The season's plush hero

05
Wild Elegance
Pure lace, quietly powerful

06
Feline Power
Rescaled animal instinct

07
Sheer Rose
Transparency with tactile contrast

08
Rose Storm
Dramatic sheer, layered for impact

PETITE FLEUR

Embroidered Mesh

PETIT FLEUR

A delicate embroidered opening





Fine floral embroidery on airy mesh sets a soft, feminine tone.



Wired Bra
003-TT-00413



Triangle Bra
003-TT-00414



String
003-TT-00415

PETITE FLEUR

Embroidered Mesh



Wired Bra

003-TT-00413

Embroidered Mesh
Embroidery Thread | 100% Polyester
Mesh | 100% Nylon

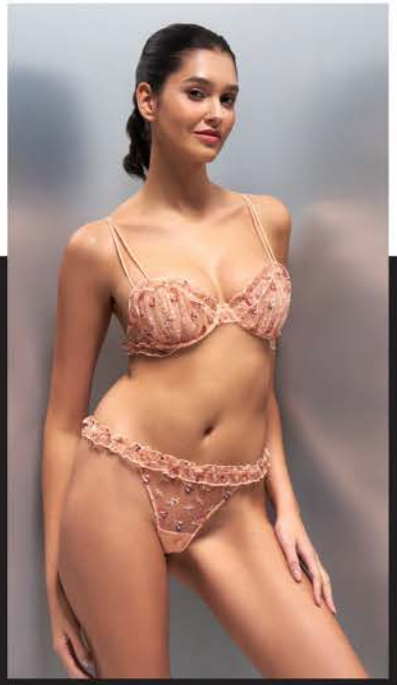


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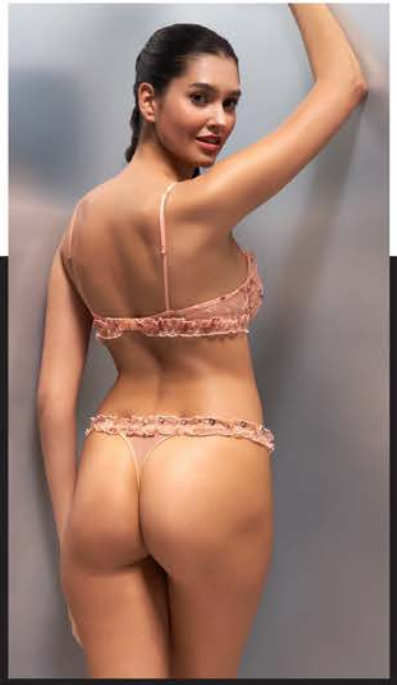
003-TT-00415

Embroidered Mesh
Embroidery Thread | 100% Polyester
Mesh | 100% Nylon










PETITE FLEUR
Embroidered Mesh

PETITE FLEUR

Embroidered Mesh



Triangle Bra

003-TT-00414

Embroidered Mesh
Embroidery Thread | 100% Polyester
Mesh | 100% Nylon



String

003-TT-00415

Embroidered Mesh
Embroidery Thread | 100% Polyester
Mesh | 100% Nylon







FLEURS DE JARDIN

Galloon Lace | Dot Mesh | Lace Trim

FLEURS DE JARDIN

Garden florals meet playful frills





Floral galloon lace, dot mesh, and frilled trims echo the season's Veiled Frills mood in a coordinated story.



Underwired Bra
003-UA-00021



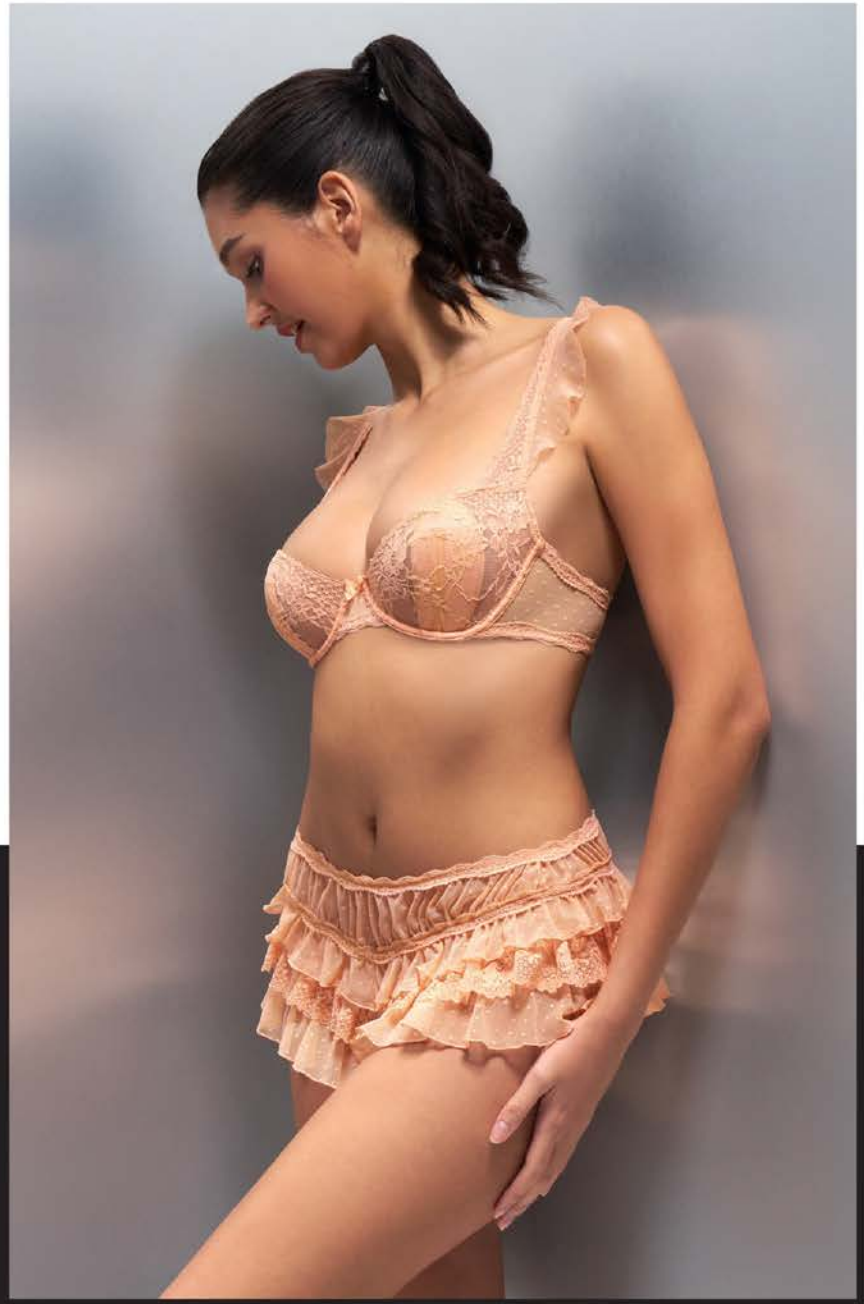
Cami
003-UA-00023



Frilly Shorts
003-UA-00022

FLEURS DE JARDIN

Galloon Lace | Dot Mesh | Lace Trim



Underwired Bra

003-UA-00021

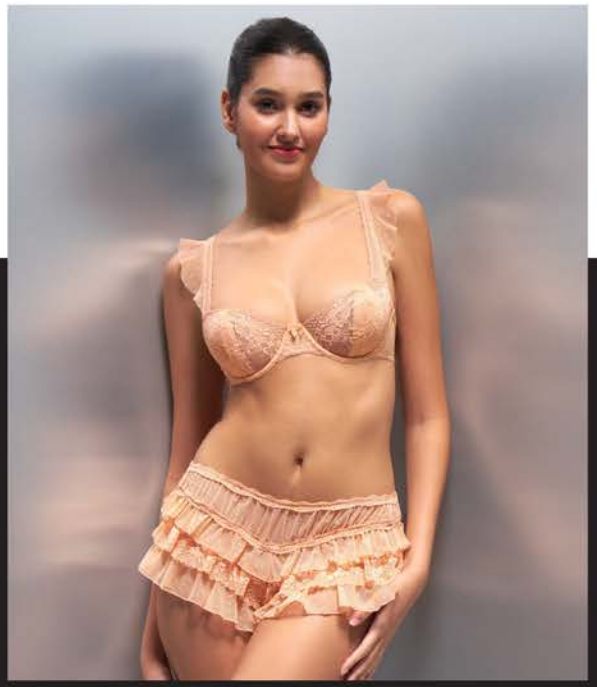
Galloon Lace | 87% Nylon 13% Elastane
Dot Mesh | 82% Polyamide 18% Elastane
Lace Trim | 87% Nylon 13% Elastane

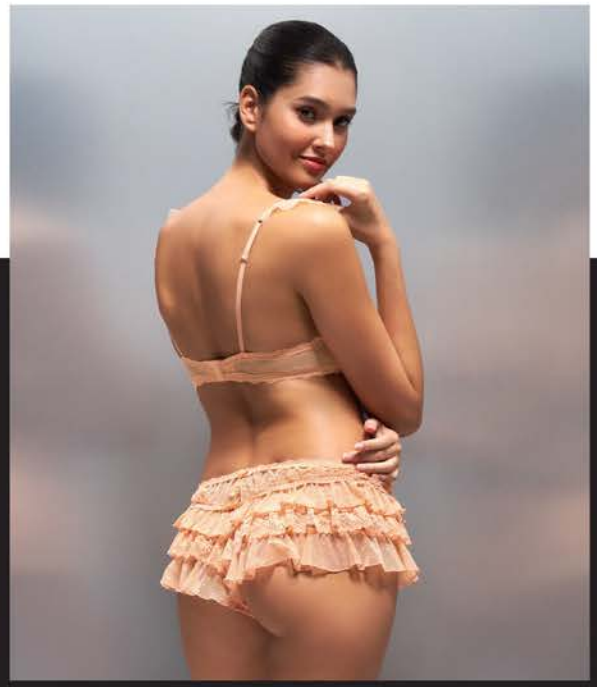


Frilly Shorts

003-UA-00022

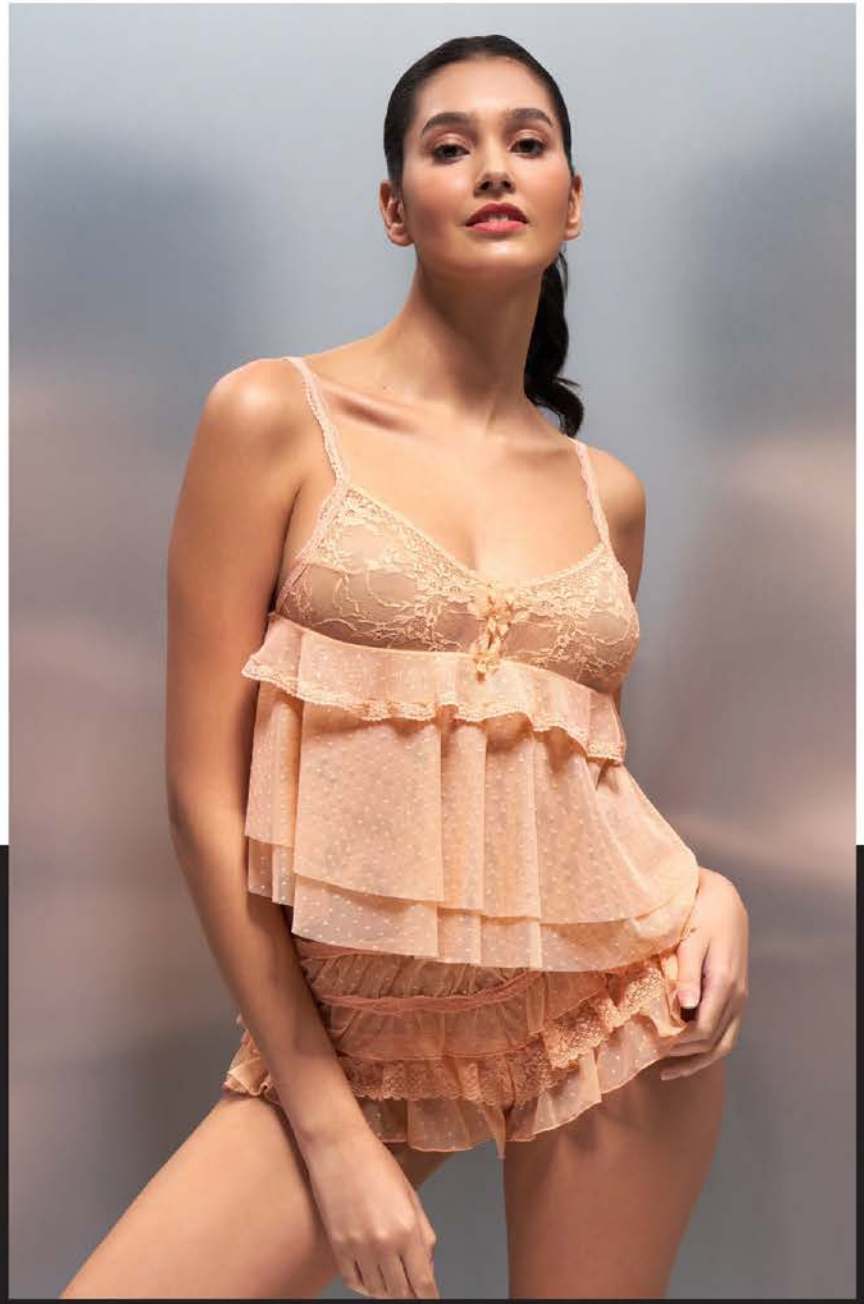
Galloon Lace | 87% Nylon 13% Elastane
Dot Mesh | 82% Polyamide 18% Elastane
Lace Trim | 87% Nylon 13% Elastane





FLEURS DE JARDIN

Galloon Lace | Dot Mesh | Lace Trim



Cami

003-UA-00023

Galloon Lace | 87% Nylon 13% Elastane
Dot Mesh | 82% Polyamide 18% Elastane
Lace Trim | 87% Nylon 13% Elastane

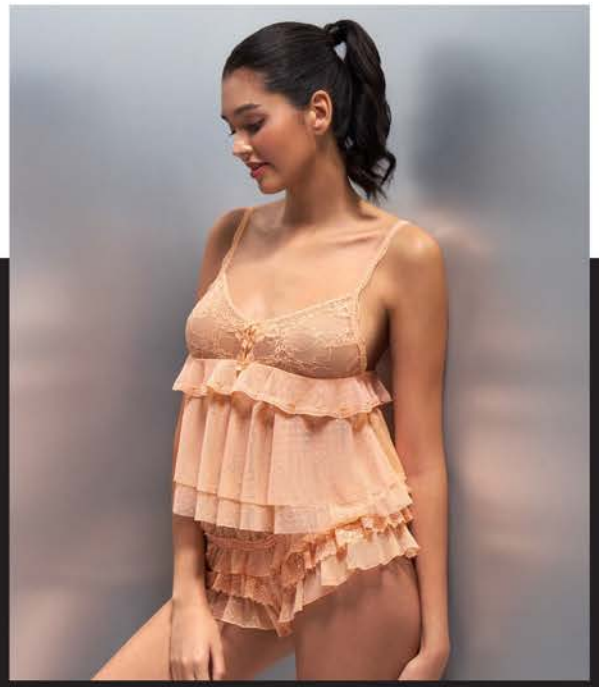


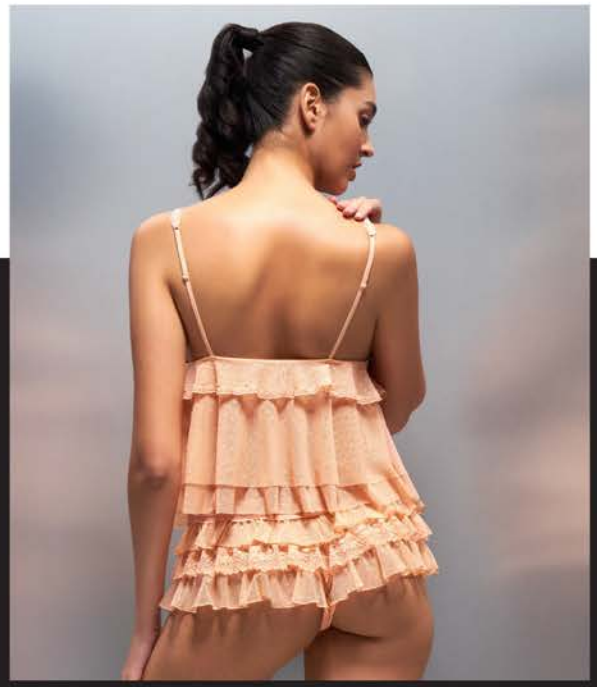
Frilly Shorts

003-UA-00022

Galloon Lace | 87% Nylon 13% Elastane
Dot Mesh | 82% Polyamide 18% Elastane
Lace Trim | 87% Nylon 13% Elastane







SATIN GLAMOUR

Stretch Satin | Woven Satin | Cut Out Lace Trim

Satin Glamour

Low-lustre shine with lace detail





Padded Bra
003-UA-00008



Teddy
003-UA-00011



Cami
003-UA-00010



Tanga
003-UA-00009

Stretch and woven satins pair with cut out lace trim for a polished, glamorous edit.




SATIN GLAMOUR
Stretch Satin | Cut Out Lace Trim

SATIN GLAMOUR

Stretch Satin | Cut Out Lace Trim



Padded Bra

003-UA-00008

Stretch Satin | 65% Recycled Polyester 27% Polyester 8% Elastane
Cut Out Lace Trim | 100% Nylon



Tanga

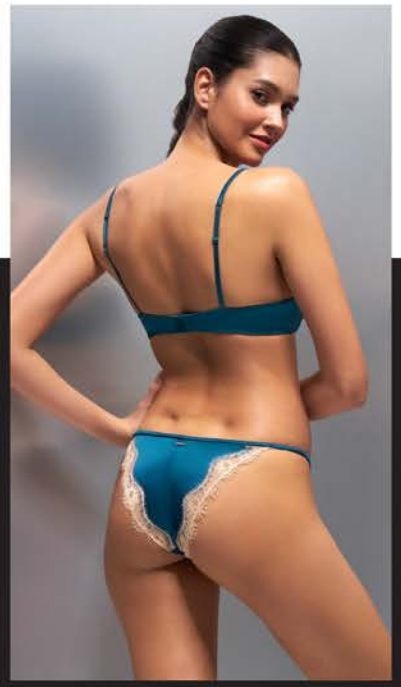
003-UA-00009

Stretch Satin | 65% Recycled Polyester 27% Polyester 8% Elastane
Cut Out Lace Trim | 100% Nylon



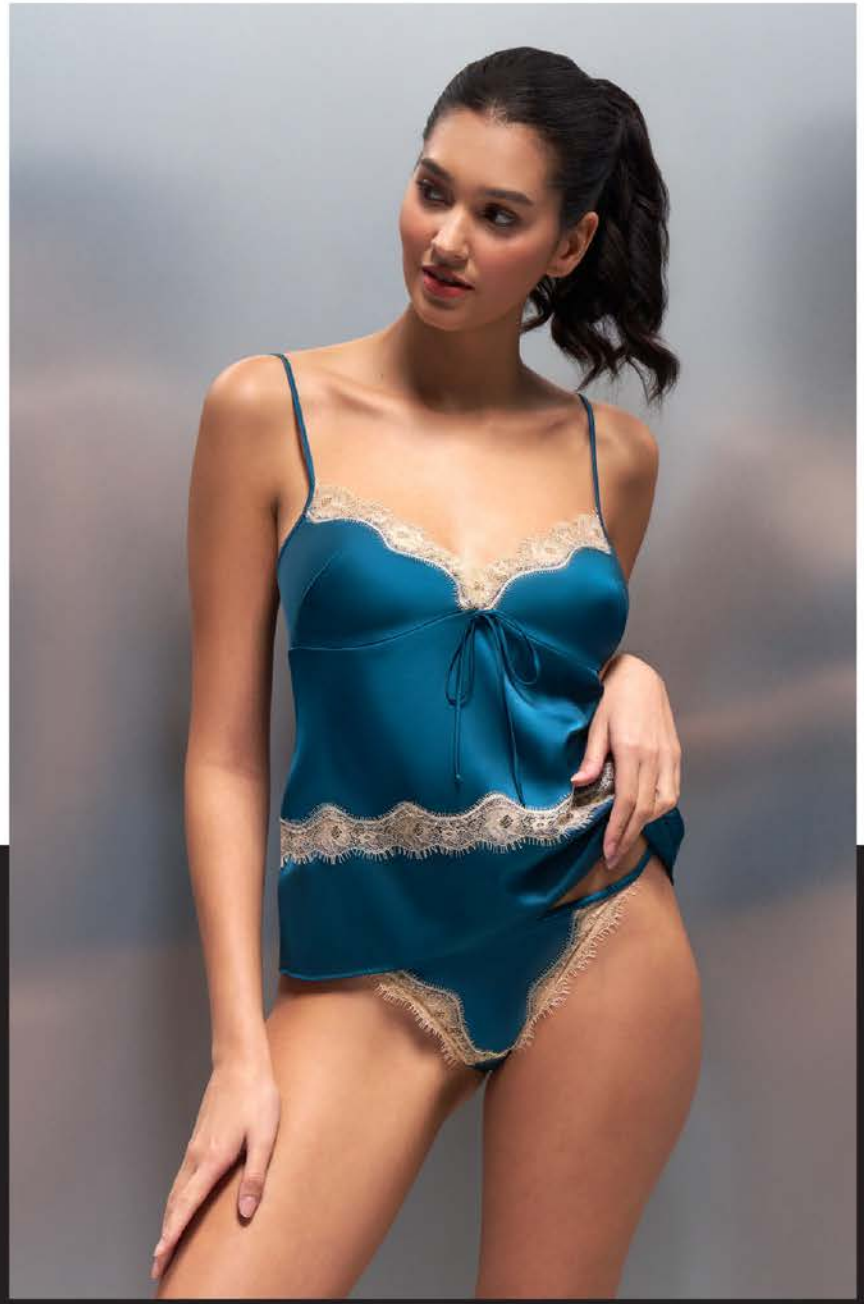






SATIN GLAMOUR

Stretch Satin | Woven Satin | Cut Out Lace Trim



Cami

003-UA-00010

Woven Satin | 97% Polyester 3% Elastane
Cut Out Lace Trim | 100% Nylon

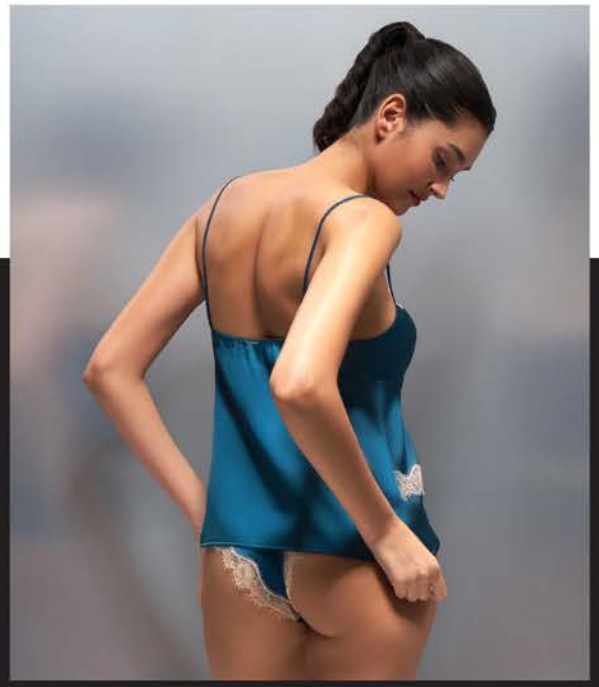
Tanga

003-UA-00009

Stretch Satin | 65% Recycled Polyester 27% Polyester 8% Elastane
Cut Out Lace Trim | 100% Nylon

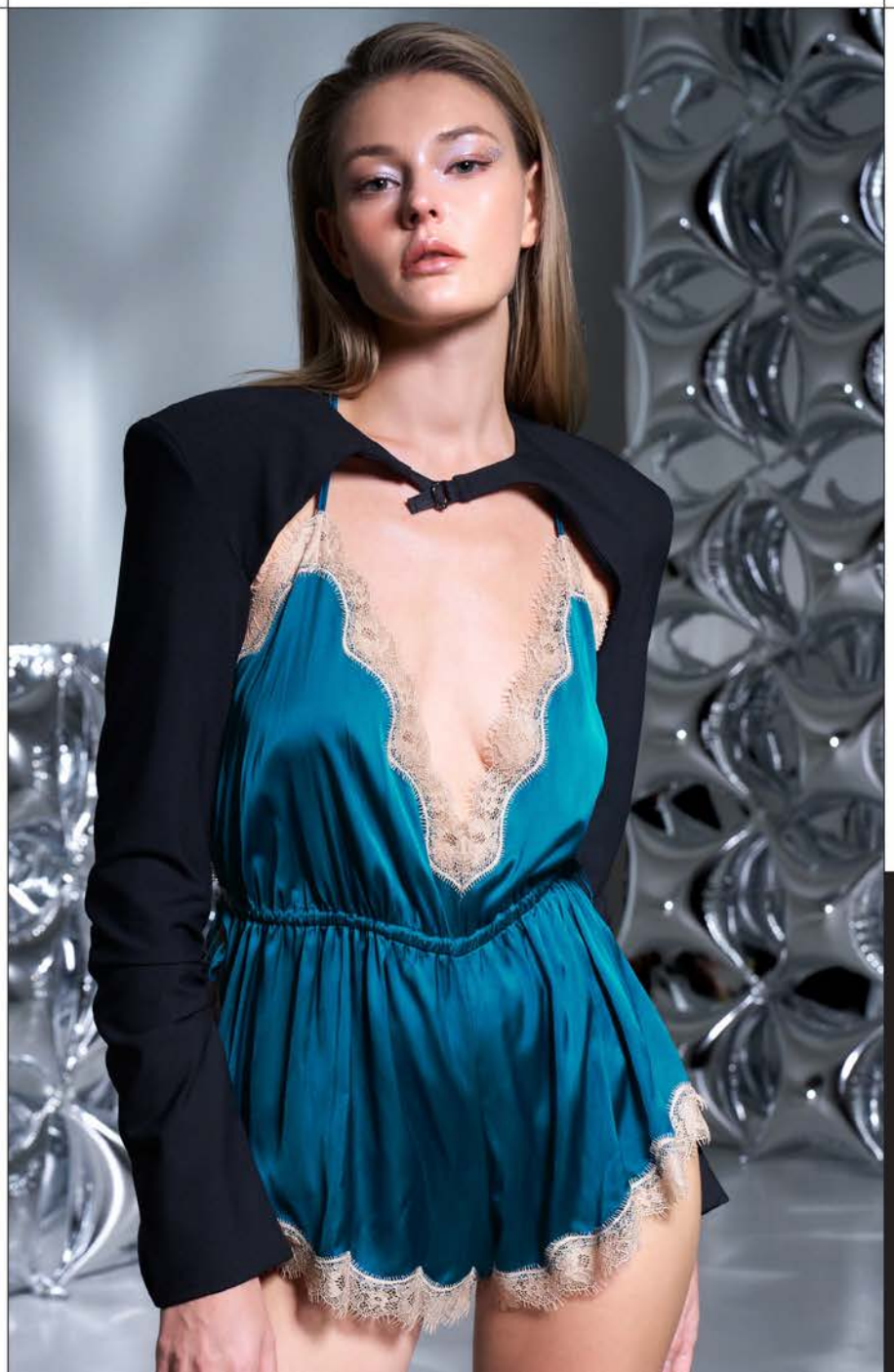






SATIN GLAMOUR

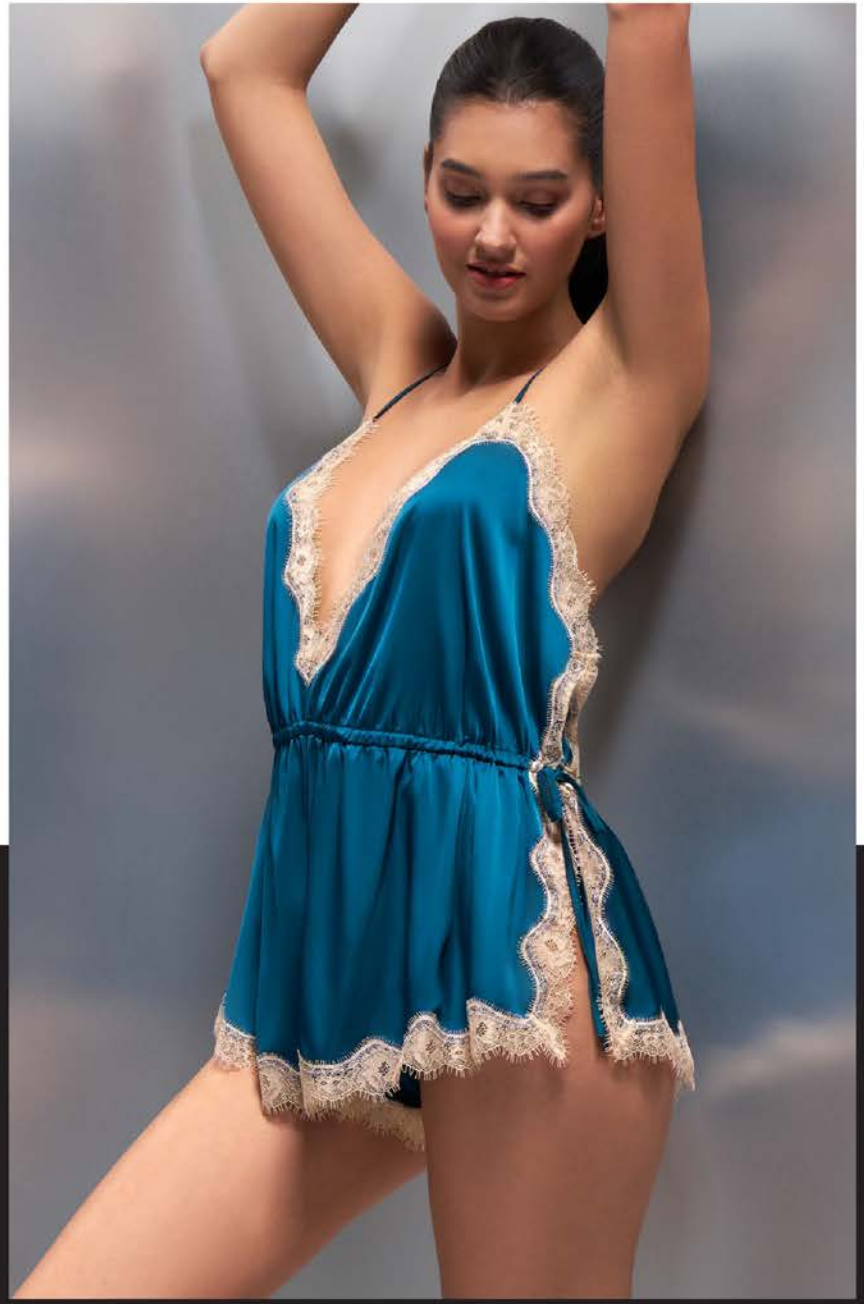
Woven Satin | Cut Out Lace Trim





SATIN GLAMOUR

Woven Satin | Cut Out Lace Trim



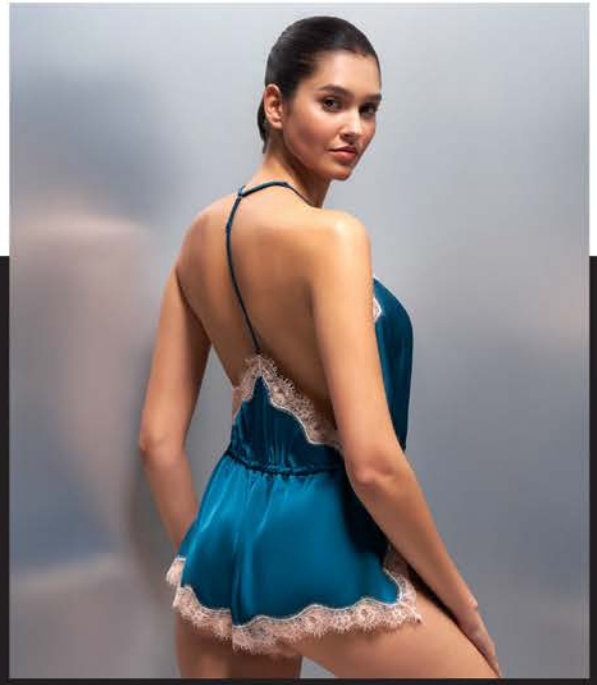
Teddy

003-UA-00011

Woven Satin | 97% Polyester 3% Elastane
Cut Out Lace Trim | 100% Nylon





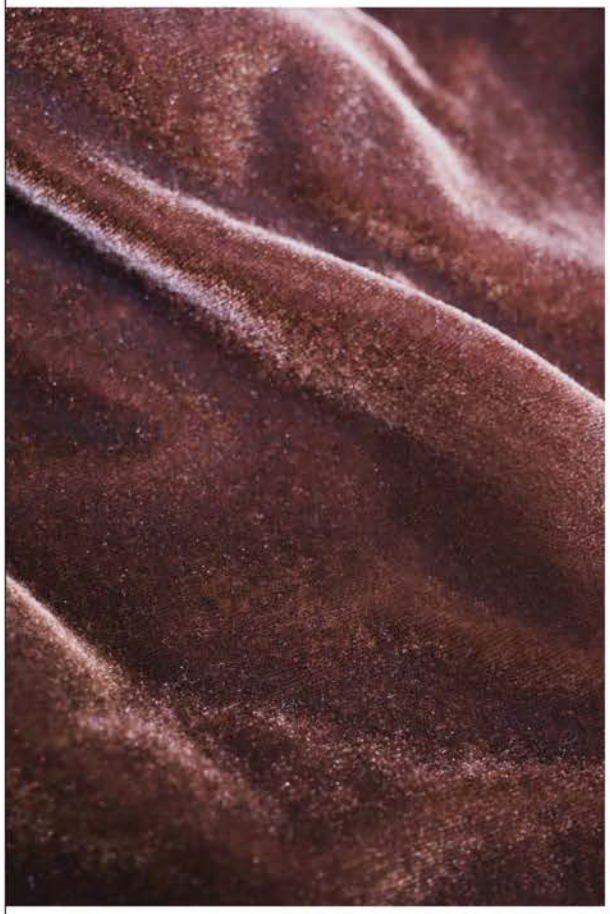


VELVET TOUCH

Velvet | Allover Lace | Lace Trim

VELVET TOUCH

The season's plush hero





Plunge Padded Bra
003-UA-00015



Wired Bra
003-UA-00018



Tanga
003-UA-00016



Bodysuit
003-UA-00017

Deep velvet layered with allover lace delivers the tactile drama that defined the AW runways.



VELVET TOUCH

Velvet | Allover Lace | Lace Trim



Plunge Padded Bra

003-UA-00015

Velvet | 90% Polyester 10% Elastane
Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane

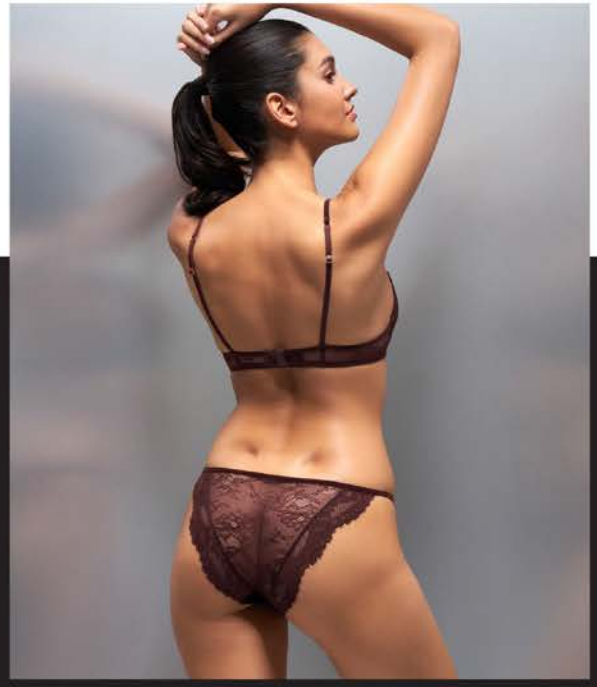


Tanga

003-UA-00016

Velvet | 90% Polyester 10% Elastane
Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane






VELVET TOUCH
Velvet | Allover Lace | Lace Trim

VELVET TOUCH

Velvet | Allover Lace | Lace Trim



Wired Bra

003-UA-00018

Velvet | 90% Polyester 10% Elastane
Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane



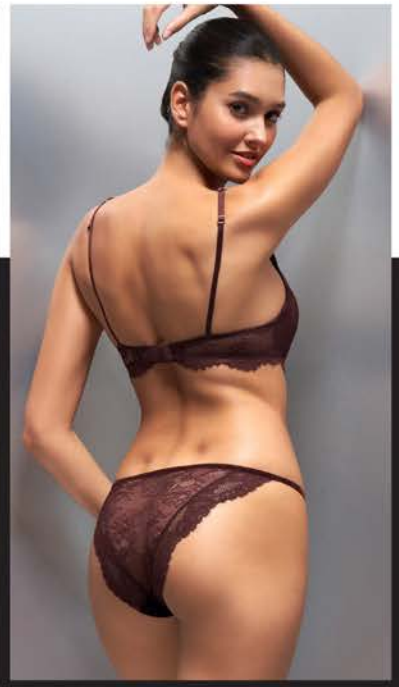
Tanga

003-UA-00016

Velvet | 90% Polyester 10% Elastane
Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane







VELVET TOUCH

Velvet | Allover Lace | Lace Trim





VELVET TOUCH

Velvet | Allover Lace | Lace Trim



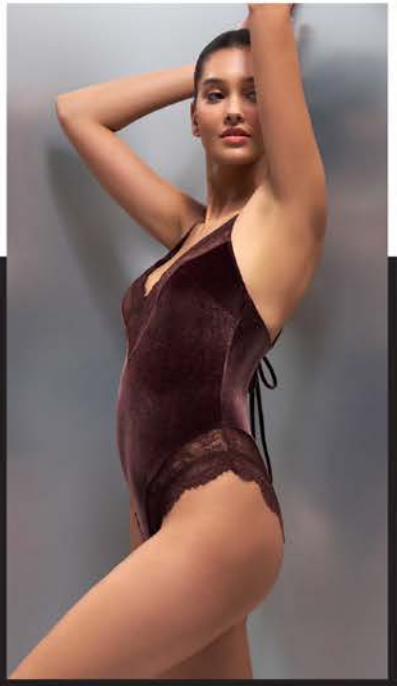
Bodysuit

003-UA-00017

Velvet | 90% Polyester 10% Elastane
Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane









WILD ELEGANCE

Allover Lace | Lace Trim

WILD ELEGANCE

Pure lace, quietly powerful



A delicate allover lace carries pared-back looks built on romance and refinement.



Wired Bra
003-UA-00012

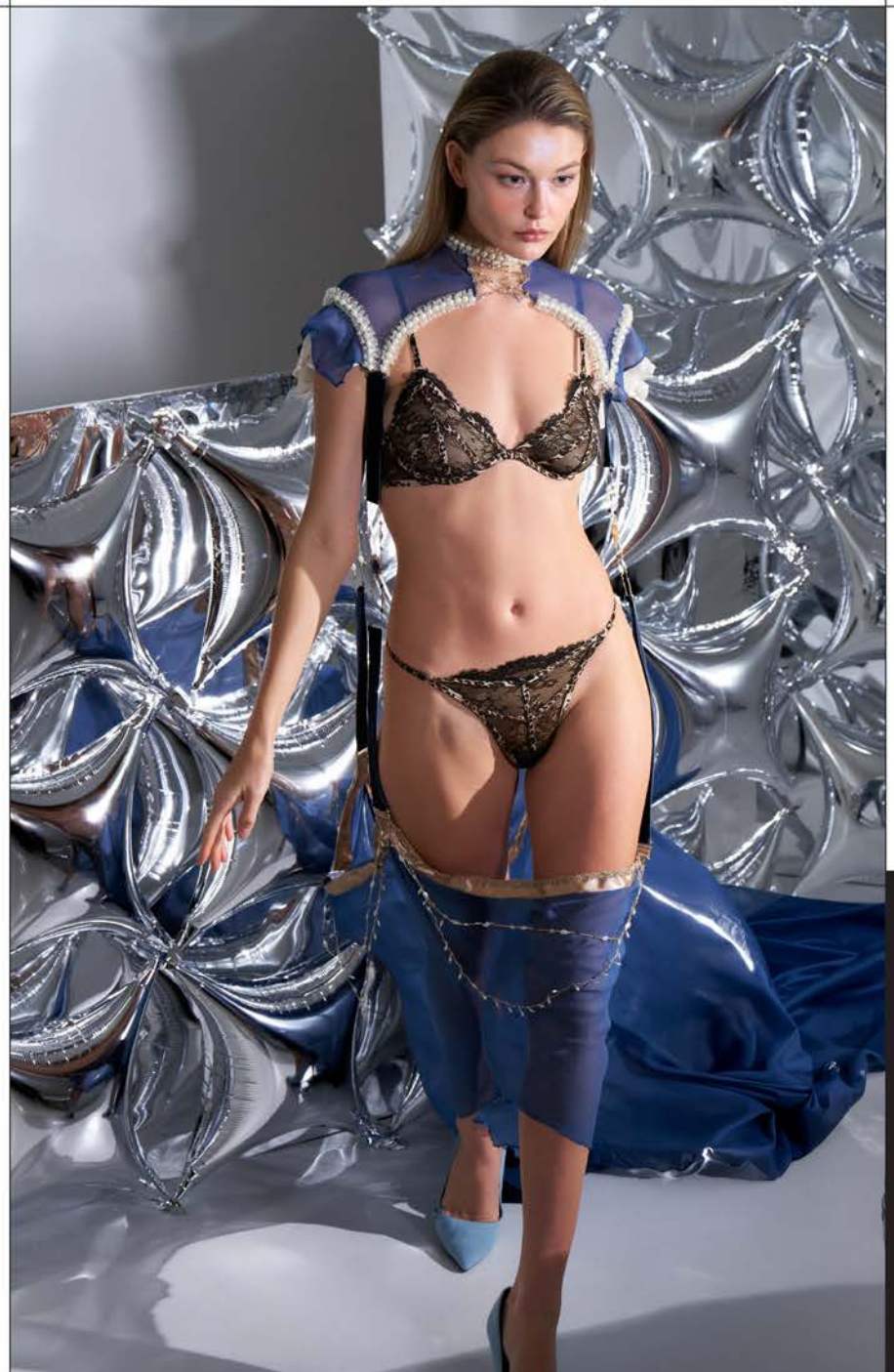


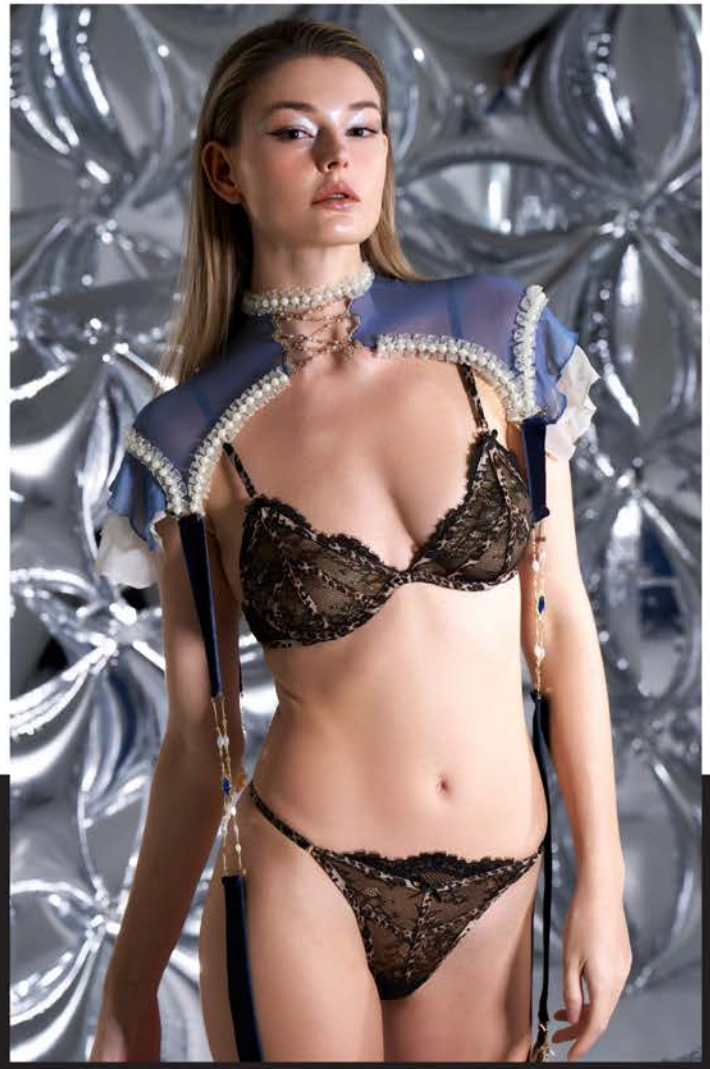
Crop Cami
003-UA-00013



String
003-UA-00014

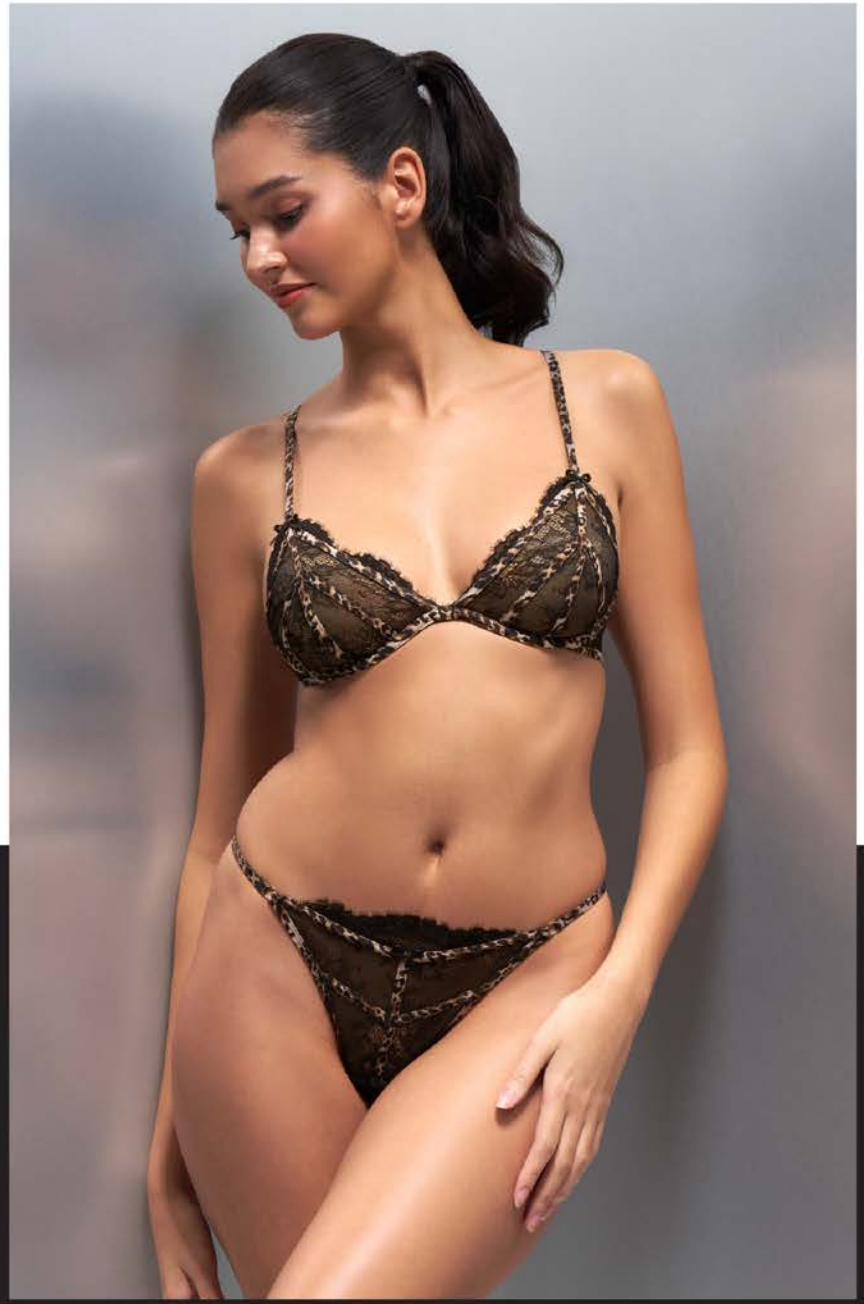
Allover Lace | Lace Trim





WILD ELEGANCE

Allover Lace | Lace Trim



Wired Bra

003-UA-00012

Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane



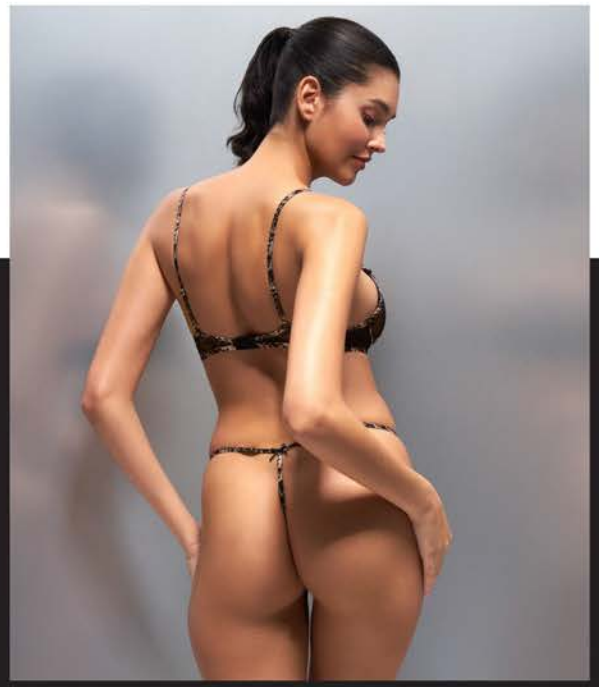
String

003-UA-00014

Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane








WILD ELEGANCE
Allover Lace | Lace Trim

WILD ELEGANCE

Allover Lace | Lace Trim



Crop Cami

003-UA-00013

Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane



String

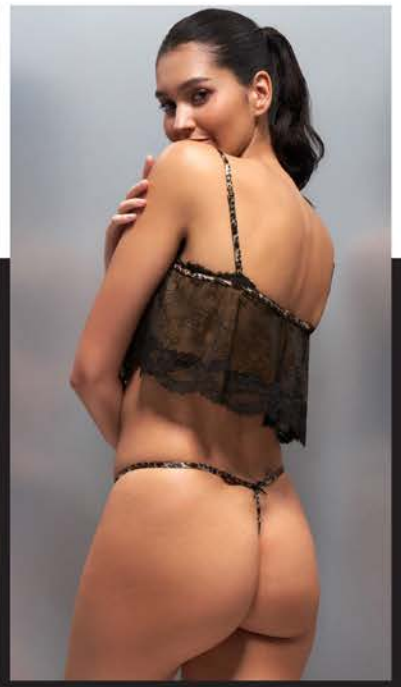
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Allover Lace | 82% Nylon 18% Elastane
Lace Trim | 84% Nylon 16% Elastane







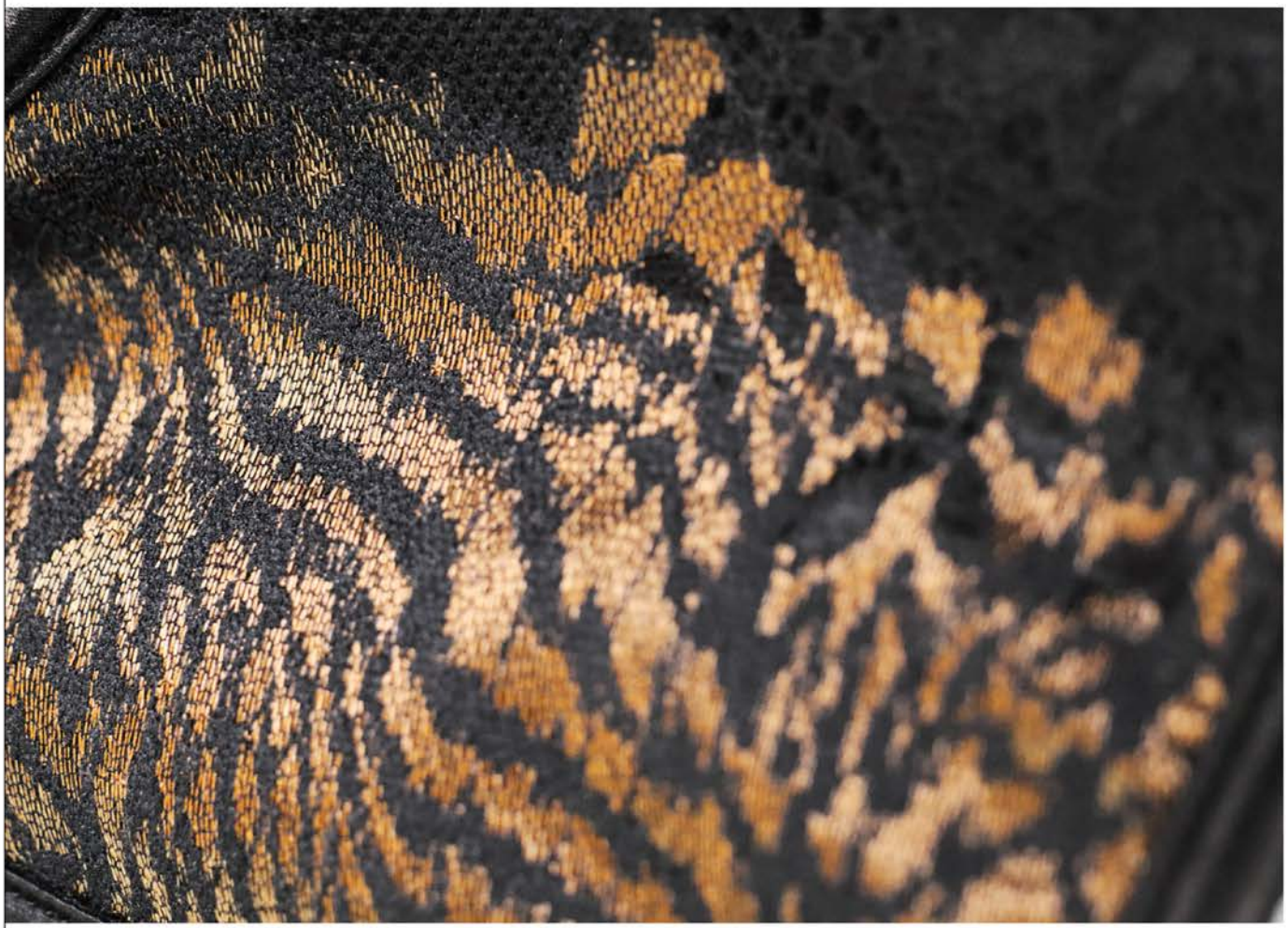


FELINE POWER

Animal Lace

FELINE POWER

Rescaled animal instinct



A refined animal lace channels the runway's surge in animal motifs.



Longline Bra
003-TT-00410



Triangle Bralette
003-TT-00411



String
003-TT-00412


FELINE POWER
Animal Lace

FELINE POWER

Animal Lace



Longline Bra

003-TT-00410

Animal Lace | 82% Nylon 11% Elastane 7% Modified Polyester

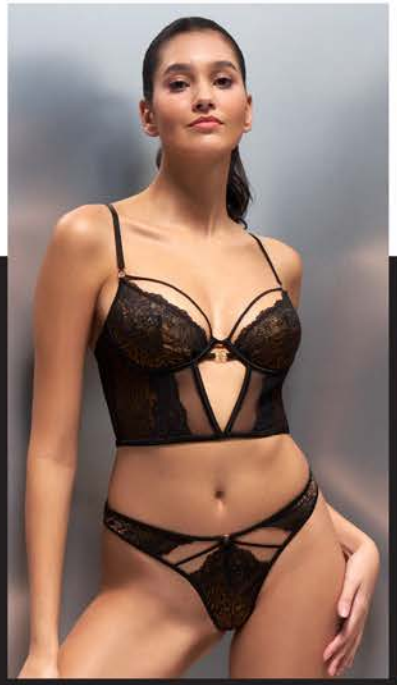


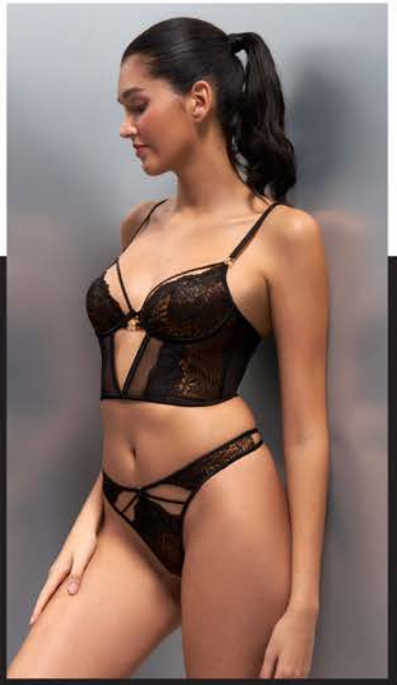
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003-TT-00412

Animal Lace | 82% Nylon 11% Elastane 7% Modified Polyester



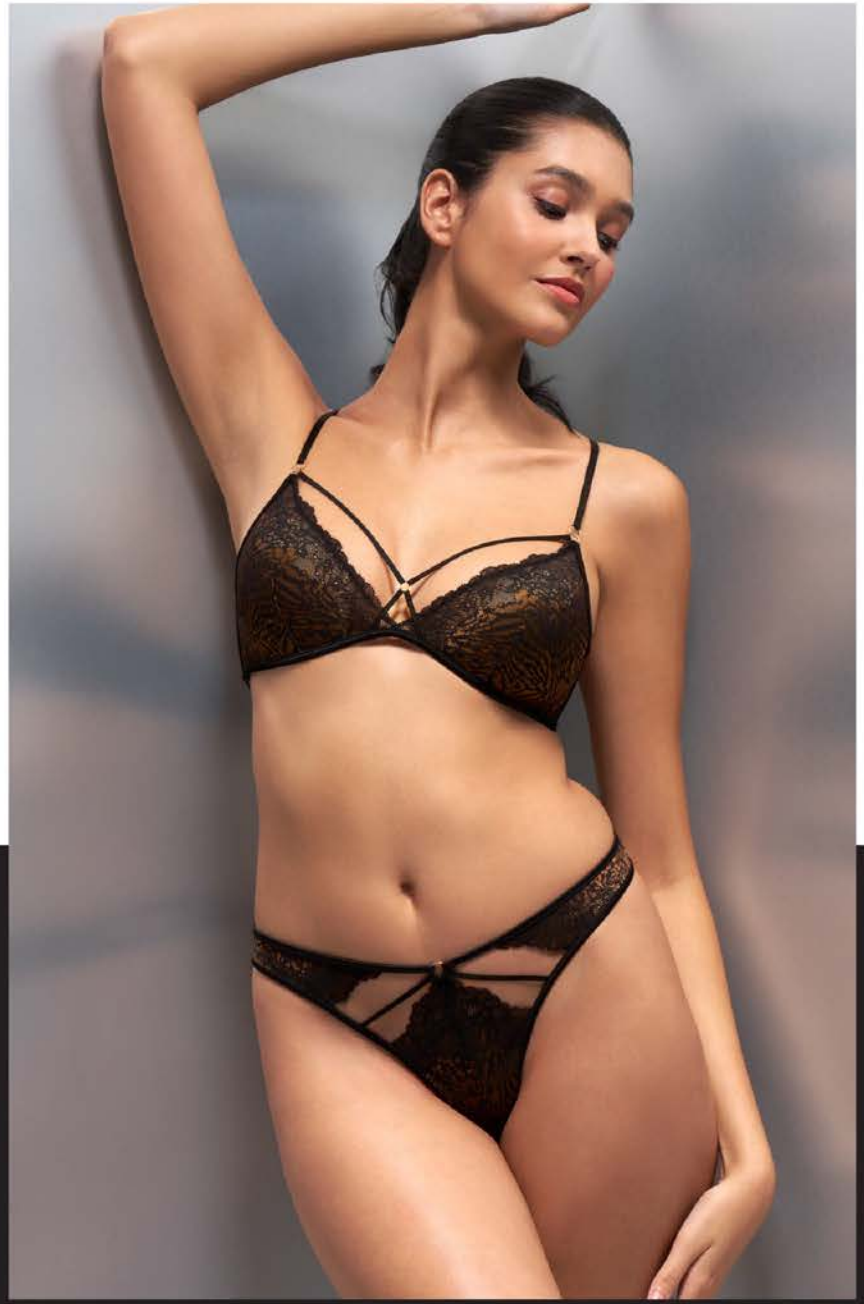






FELINE POWER

Animal Lace



Triangle Bralette

003-TT-00411

Animal Lace | 82% Nylon 11% Elastane 7% Modified Polyester

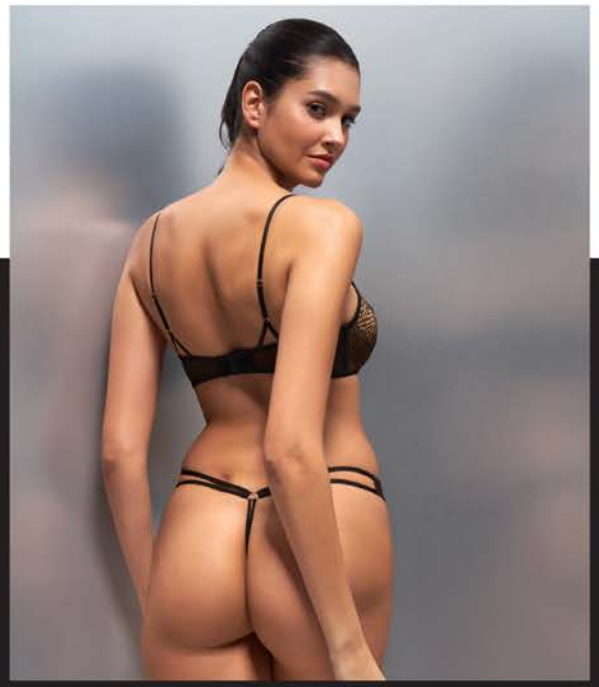


String

003-TT-00412

Animal Lace | 82% Nylon 11% Elastane 7% Modified Polyester





SHEER ROSE

Flocked Mesh | Selvedge Mesh

SHEER ROSE

Transparency with tactile contrast



Flocked mesh and selvedge mesh answer the season's sheer and layering direction in dark floral pieces.



Padded Bra
003-TT-00403



Tanga
003-TT-00404



Bodysuit
003-TT-00405


SHEER ROSE
Flocked Mesh | Selvedge Mesh

SHEER ROSE

Flocked Mesh | Selvedge Mesh



Padded Bra

003-TT-00403

Flocked Mesh | 95% Polyester 5% Elastane
Selvedge Mesh | 67% Recycled Nylon 33% Elastane

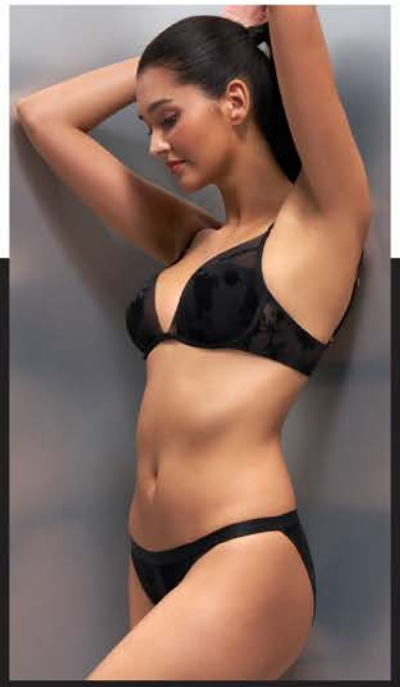


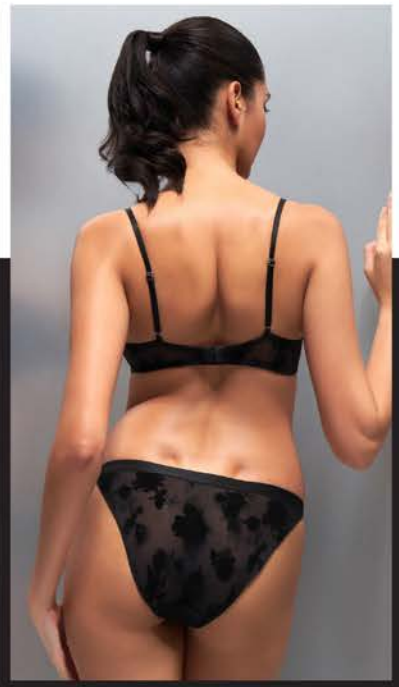
Tanga

003-TT-00404

Flocked Mesh | 95% Polyester 5% Elastane
Selvedge Mesh | 67% Recycled Nylon 33% Elastane








SHEER ROSE
Flocked Mesh | Selvedge Mesh

SHEER ROSE

Flocked Mesh | Selvedge Mesh



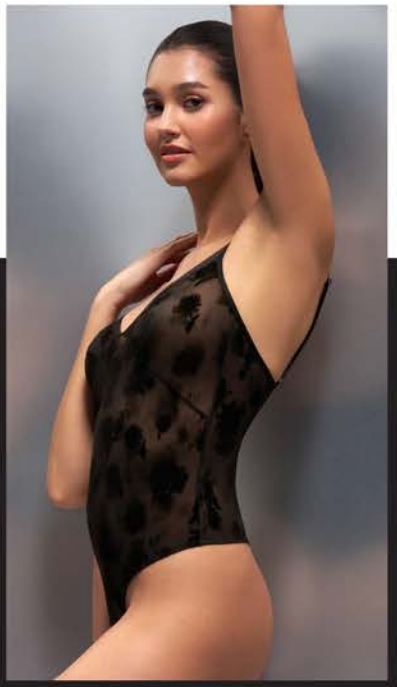
Bodysuit

003-TT-00405

Flocked Mesh | 95% Polyester 5% Elastane
Selvedge Mesh | 67% Recycled Nylon 33% Elastane









ROSE STORM

Flocked Mesh | Light Mesh | Satin

ROSE STORM

Dramatic sheer, layered for impact





Flocked mesh anchors both bodysuit and robe, finished with satin and mesh for statement layering.



Bodysuit
003-UA-00019



Robe
003-UA-00020


ROSE STORM
Flocked Mesh | Light Mesh

ROSE STORM

Flocked Mesh | Light Mesh

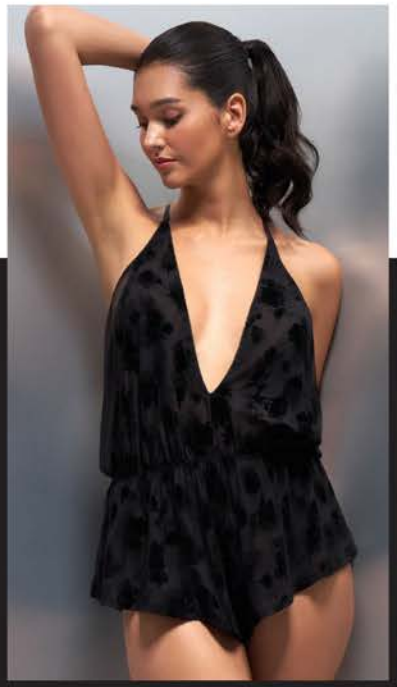


Bodysuit

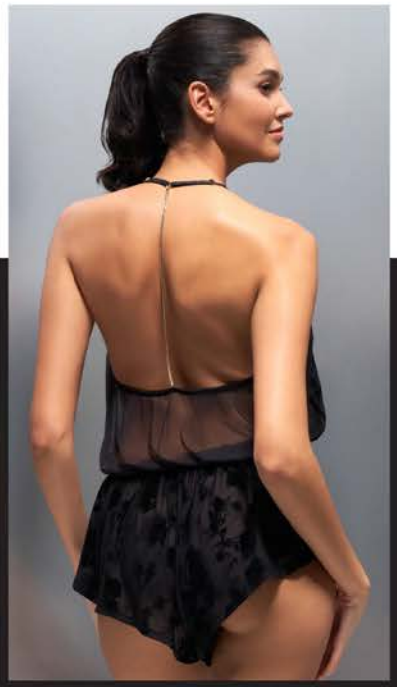
003-UA-00019

Flocked Mesh | 95% Polyester 5% Elastane
Light Mesh | 90% Nylon 10% Elastane





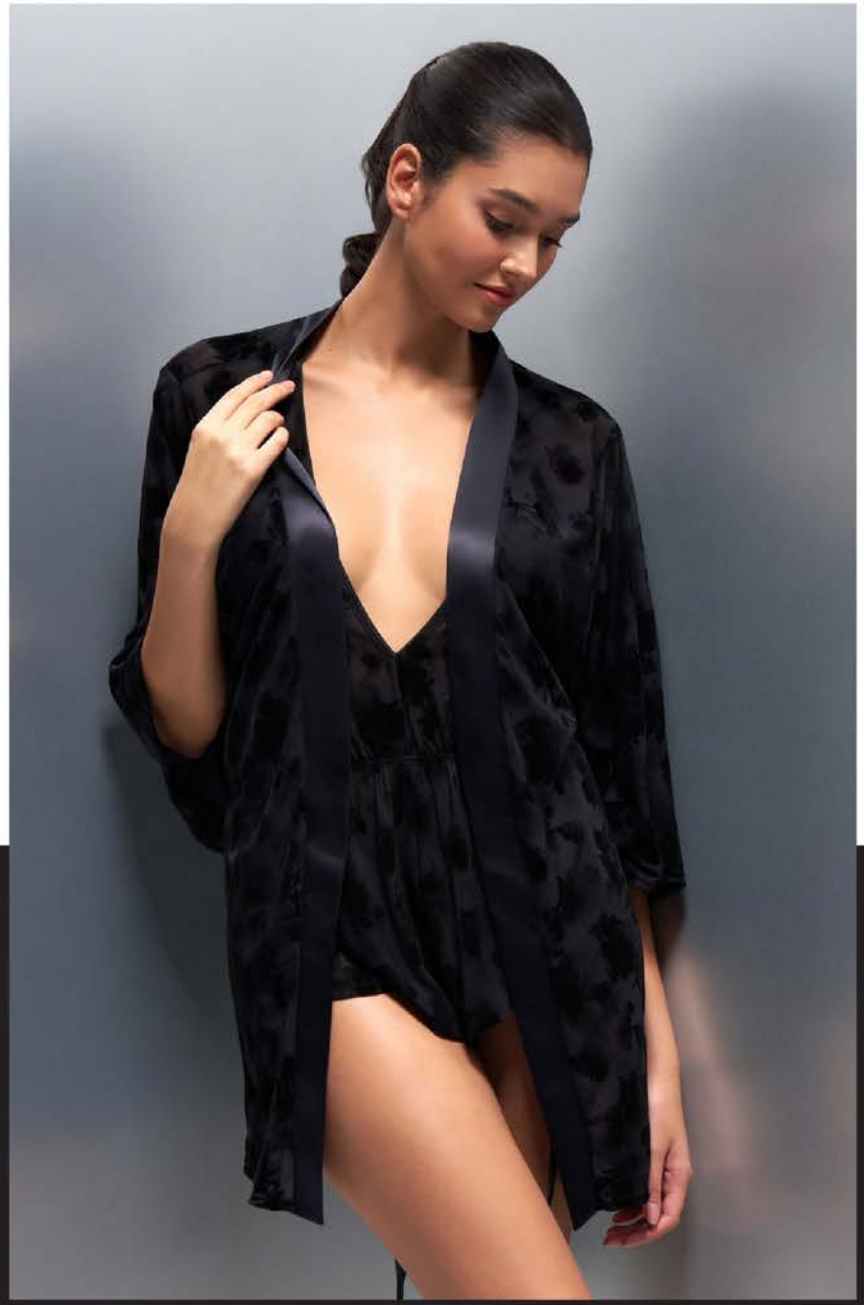





ROSE STORM
Flocked Mesh | Satin

ROSE STORM

Flocked Mesh | Satin



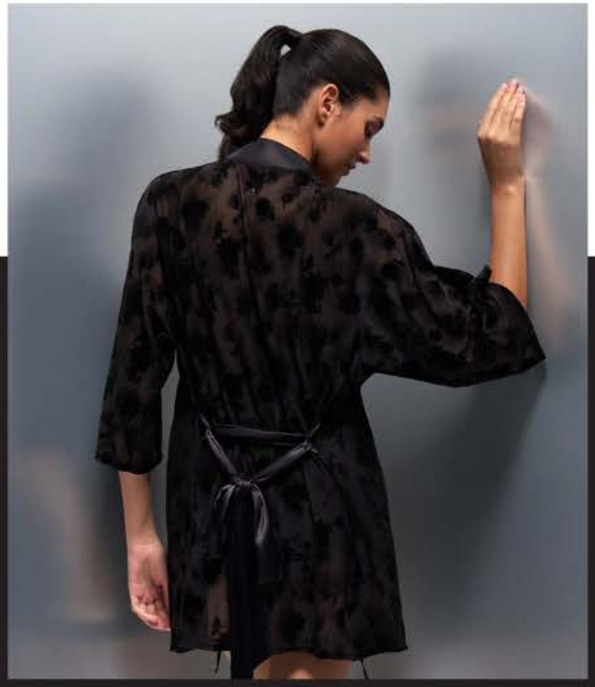
Robe

003-UA-00020

Flocked Mesh | 95% Polyester 5% Elastane
Satin | 65% Recycled Polyester 27% Polyester 8% Elastane







A/W 2027

Capture the runway on your rails

OFF THE RUNWAY

The AW2027 capsule that turns runway drama into commercial romance.

HOPLUN



YOUR MOST INVENTIVE PARTNER

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enquiries@hoplun.com

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