



RUNWAY S/S 27 TRENDS

Madrid · Milan · Paris · London · New York
September/October 2026

A curated intelligence report by

MILA PRINTS DESIGN

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SEASON OVERVIEW

Madrid · Milan · Paris · London · New York

S/S 27

S/S 27 swings between romance and utility: painted and embroidered florals, painterly blurs and 70s paisley on fluid chiffons; tiered ruffles and balloon volumes against long liquid columns; and a palette that runs from scarlet, fuchsia and violet to turquoise, mint and acid lime, anchored by chocolate, sand and black.

Decoded from 1186 distinct looks across 25 houses (Agua Bendita, Alberta Ferretti, Blumarine, Christian Dior, Elie Saab, Elisabetta Franchi, Erdem, Etro, Fendi, Ferragamo, Givenchy, Hermès, Isabel Marant, Khaite, Lanvin, Loewe, Miu Miu, Monse, Prada, Ralph Lauren, Saint Laurent, Stella McCartney, Ulla Johnson, Valentino, Victoria Beckham) in Madrid, Milan, Paris, London, New York. Every look was indexed once — garment, material, print, construction and Pantone-matched colour — and a trend only earns a page when it crosses several houses.

COLOR STORIES

Thirteen colour stories for S/S 27 — from scarlet, coral and fuchsia to violet, turquoise, mint and acid lime — each Pantone-matched by $\Delta E2000$ from the runway. They are followed by the pairings each key colour is worn with.

05





LANVIN
Paris, SS



ELISABETTA FRANCHI
Milan, SS



HERMÈS
Paris, SS



VALENTINO
Paris, SS

SCARLET

Red

PANTONE

18-1662 TCX

MILA PRINTS DESIGN



FERRAGAMO
Milan, SS



ELISABETTA FRANCHI
Milan, SS



HERMÈS
Paris, SS



LOEWE
Paris, SS



MIU MIU
Paris, SS



HERMÈS
Paris, SS

ORANGE

Tangerine

PANTONE

16-1462 TCX

MILA PRINTS DESIGN



STELLA MCCARTNEY
Paris, SS



MIU MIU
Paris, SS



STELLA MCCARTNEY
Paris, SS



ETRO
Milan, SS



ELIE SAAB
Paris, SS



ETRO
Paris, SS

CORAL

Coral Pink

PANTONE

16-1546 TCX

MILA PRINTS DESIGN



RALPH LAUREN
New York, SS



LOEWE
Milan, SS



BLUMARINE
Milan, SS



ELIE SAAB
Paris, SS



MIU MIU
Paris, SS



CHANEL
Paris, SS

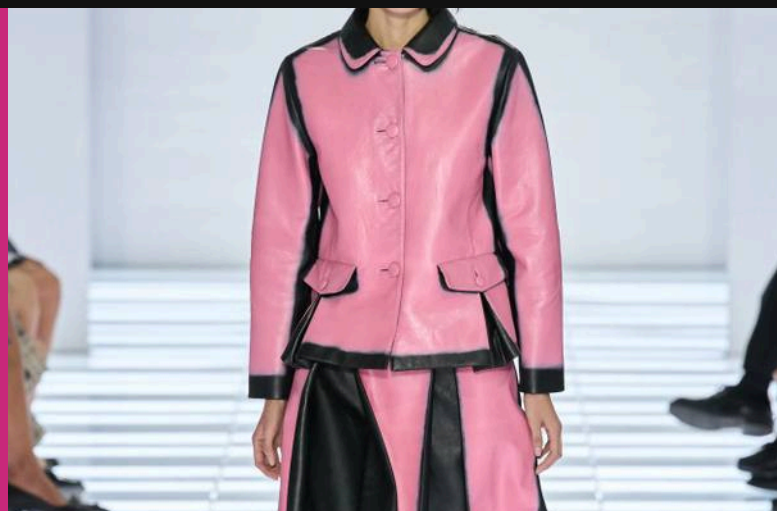
PINK

Candy Pink

PANTONE

15-2216 TCX

MILA PRINTS DESIGN



PRADA
Milan, SS



MIU MIU
Paris, SS



STELLA MCCARTNEY

Paris, SS



CHRISTIAN DIOR

Paris, SS



ERDEM

London, SS



ISABEL MARANT

Paris, SS

POWDER PINK

Blush

PANTONE

14-1907 TCX

MILA PRINTS DESIGN



CHRISTIAN DIOR

Paris, SS



STELLA MCCARTNEY

Paris, SS



MONSE
New York, SS



VALENTINO
Paris, SS



VICTORIA BECKHAM
Paris, SS



VALENTINO
Paris, SS

VIOLET

True Purple

PANTONE

18-3531 TCX

MILA PRINTS DESIGN



MONSE
New York, SS



MIU MIU
Paris, SS



BLUMARINE

Milan, SS



LOUIS VUITTON

Paris, SS



VALENTINO

Paris, SS



MONSE

New York, SS

LAVENDER

Lilac & Periwinkle

PANTONE

15-3817 TCX

MILA PRINTS DESIGN



GIVENCHY

Paris, SS



VICTORIA BECKHAM

Paris, SS



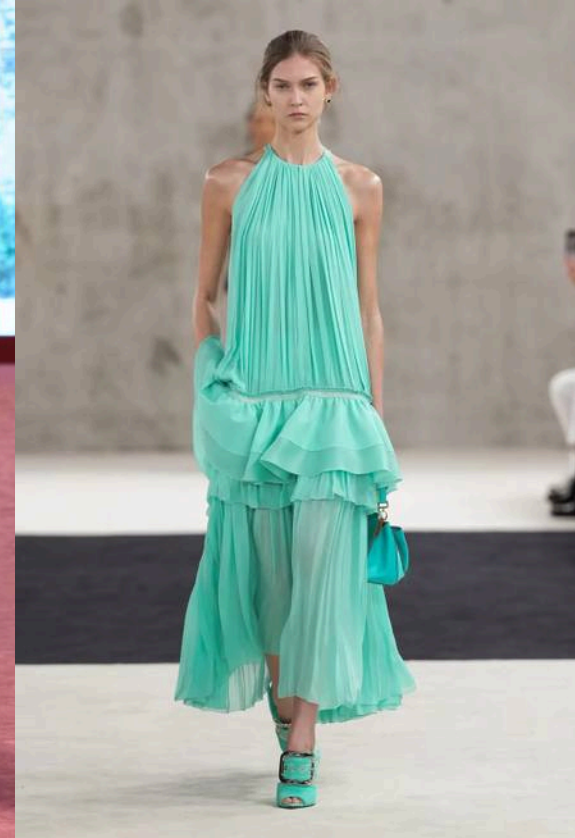
VALENTINO
Paris, SS



RALPH LAUREN
New York, SS



BLUMARINE
Milan, SS



LANVIN
Paris, SS

TURQUOISE

Aquamarine

PANTONE

14-4816 TCX

MILA PRINTS DESIGN



VALENTINO
Paris, SS



ALBERTA FERRETTI
Milan, SS



STELLA MCCARTNEY
Paris, SS



VALENTINO
Paris, SS



ERDEM
London, SS



ISABEL MARANT
Paris, SS

MINT

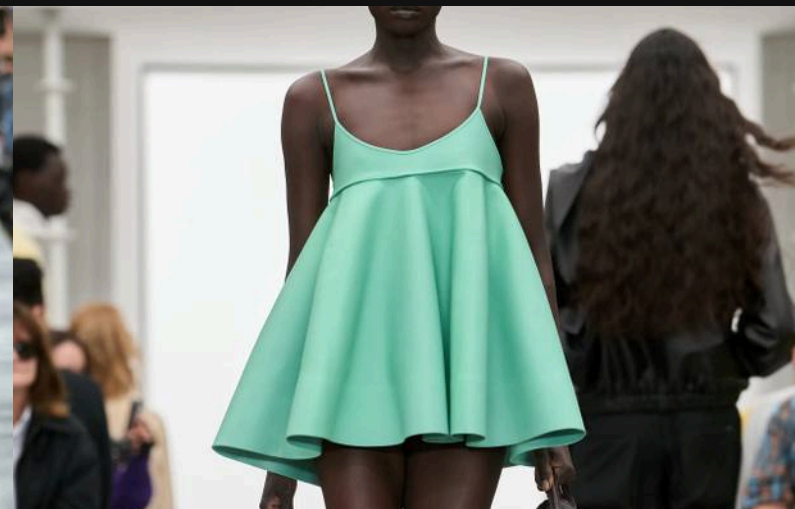
Sage & Mint

PANTONE
13-0117 TCX

MILA PRINTS DESIGN



STELLA MCCARTNEY
Paris, SS



LOEWE
Paris, SS



MONSE
New York, SS



GIVENCHY
Paris, SS



LOEWE
Paris, SS



AGUA BENDITA
Madrid, SS

GREEN

Leaf & Bottle

PANTONE

17-0145 TCX

MILA PRINTS DESIGN



MIU MIU
Paris, SS



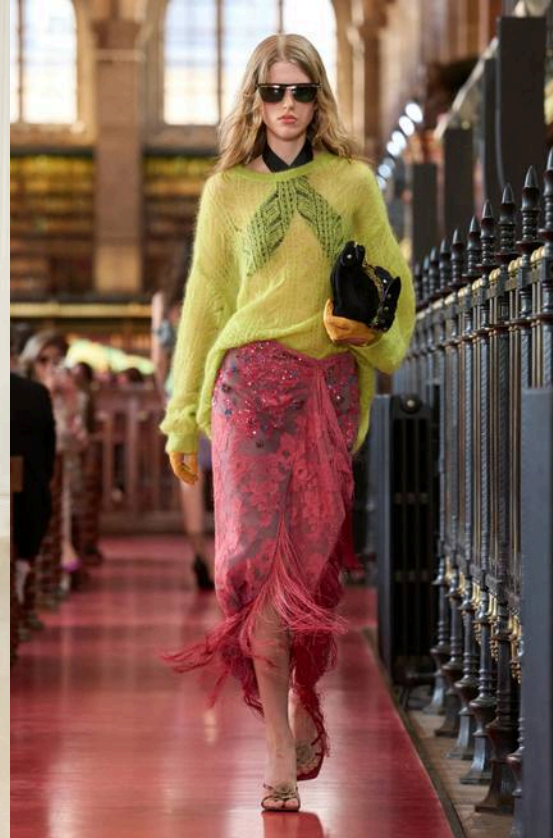
VALENTINO
Paris, SS



MONSE
New York, SS



ALBERTA FERRETTI
Milan, SS



VALENTINO
Paris, SS



SERGIO HUDSON
New York, SS

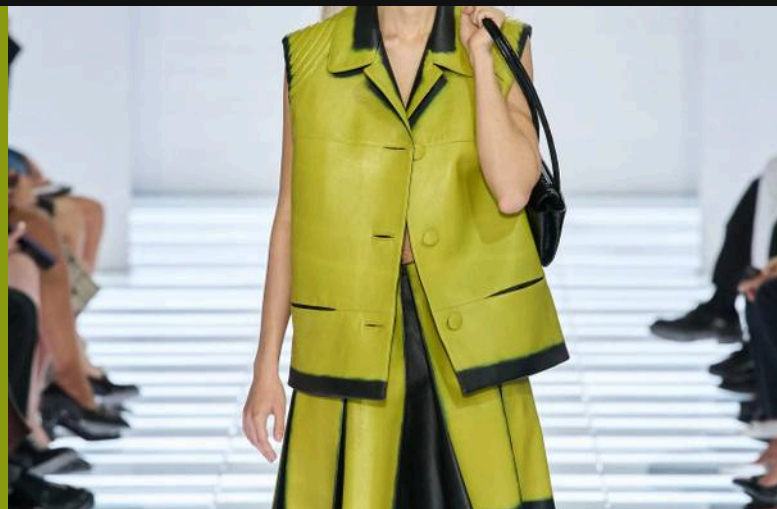
ACID LIME

Electric Yellow-Green

PANTONE

16-0540 TCX

MILA PRINTS DESIGN



PRADA
Milan, SS



MONSE
New York, SS



HERMÈS
Paris, SS



LOEWE
Paris, SS



LANVIN
Paris, SS



MIU MIU
Paris, SS

SUNSHINE

Yellow

PANTONE
14-0848 TCX

MILA PRINTS DESIGN



ETRO
Milan, SS



HERMÈS
Paris, SS



GIVENCHY

Paris, SS



GIVENCHY

Paris, SS



RALPH LAUREN

New York, SS



GABRIELA HEARST

Paris, SS

COBALT

Electric Blue

PANTONE

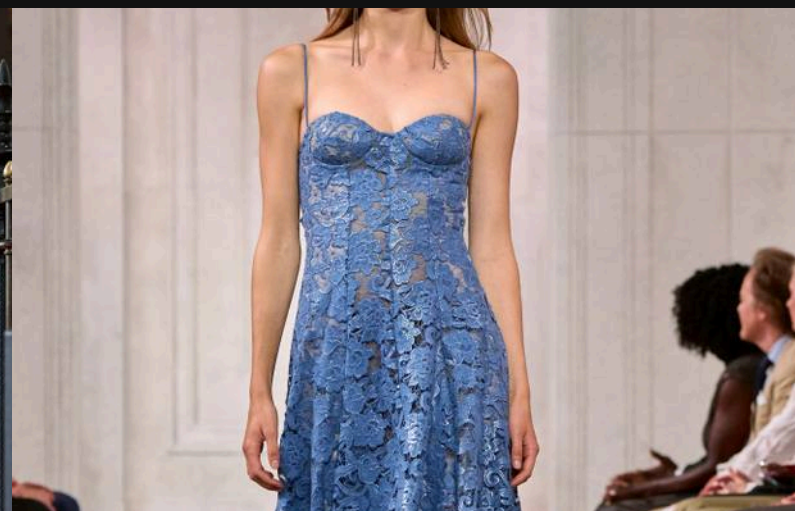
19-3952 TCX

MILA PRINTS DESIGN



VALENTINO

Paris, SS



RALPH LAUREN

New York, SS



HERMÈS

Paris, SS



FERRAGAMO

Milan, SS



KHAITE

New York, SS



FERRAGAMO

Milan, SS

CHOCOLATE

Brown & Cognac

PANTONE

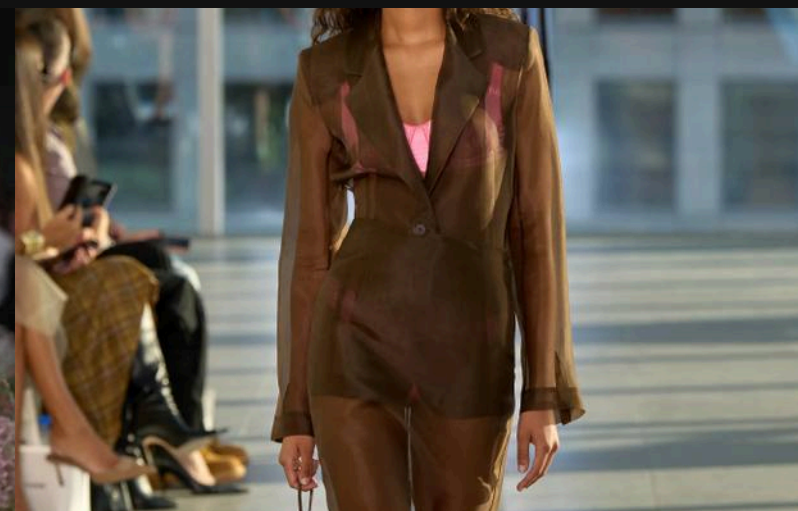
19-1218 TCX

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ELIE SAAB

Paris, SS



MONSE

New York, SS



ELISABETTA FRANCHI
Milan, SS



LOEWE
Paris, SS



HERMÈS
Paris, SS



MONSE
New York, SS

SAND *Camel*

PANTONE

14-1118 TCX

MILA PRINTS DESIGN



ETRO
Milan, SS



FERRAGAMO
Milan, SS

BLACK & IVORY PAIRINGS

PAIRED WITH

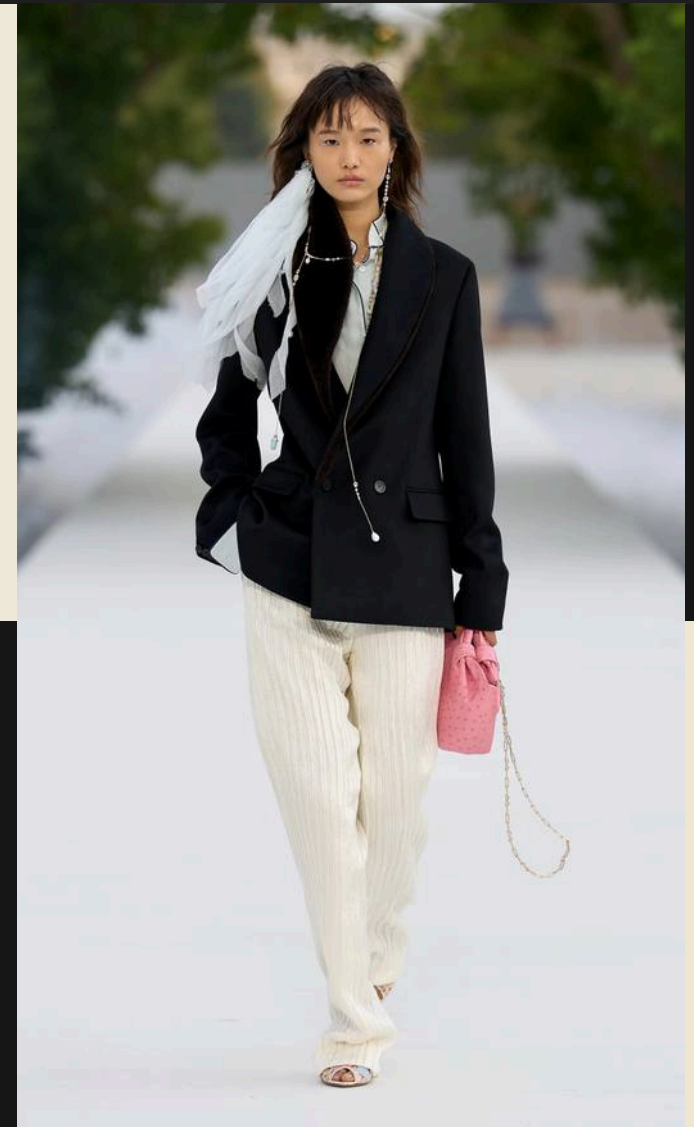
Black x Ivory · Ivory x Black · Black x Cream



LOUIS VUITTON



GABRIELA HEARST



CHRISTIAN DIOR

RED PAIRINGS

PAIRED WITH

Red x Black · Red x Pink · Red x Cobalt



PRADA



ELISABETTA FRANCHI



GIVENCHY

PINK PAIRINGS

PAIRED WITH

Pink x Cream · Pink x Black · Fuchsia x Aqua



ELIE SAAB



PRADA



BLUMARINE

VIOLET PAIRINGS

PAIRED WITH

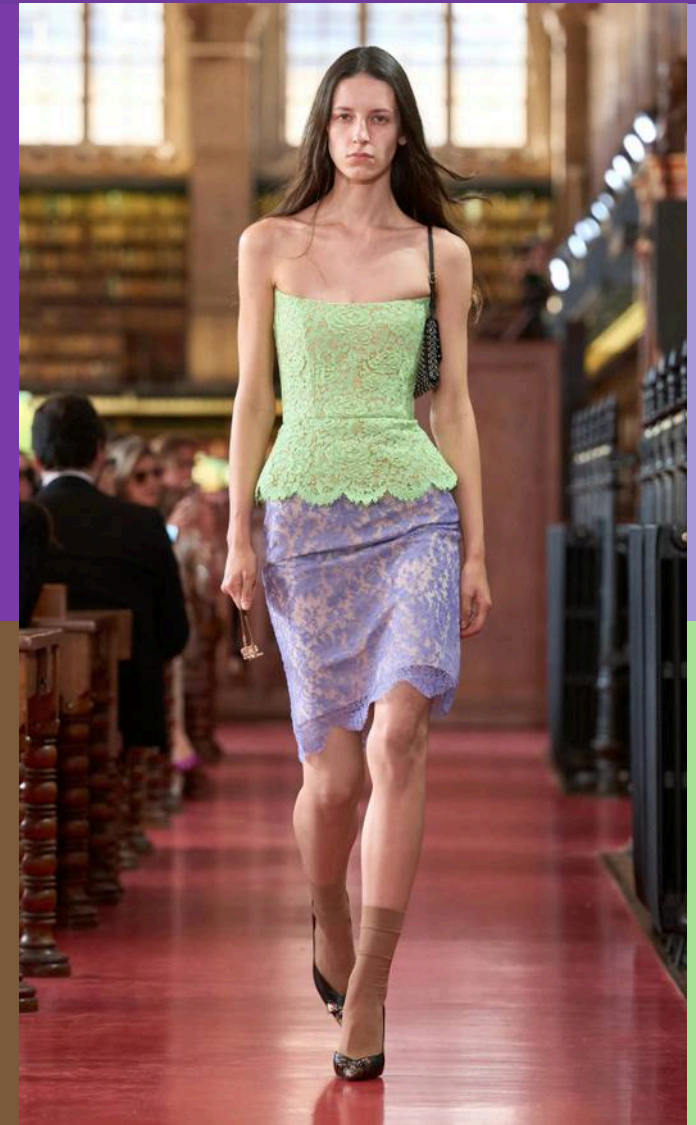
Violet x Fuchsia · Violet x Brown · Violet x Lime



VALENTINO



MONSE



VALENTINO

TURQUOISE PAIRINGS

PAIRED WITH

Turquoise x Black · Turquoise x Fuchsia · Turquoise x Gold



VALENTINO



VALENTINO



RALPH LAUREN

GREEN PAIRINGS

PAIRED WITH

Green x Fuchsia · Green x Yellow · Green x White



VALENTINO



GIVENCHY



MONSE

YELLOW PAIRINGS

PAIRED WITH

Yellow x Orange · Yellow x Brown · Yellow x Black



MIU MIU



HERMÈS



PRADA

BLUE PAIRINGS

PAIRED WITH

Blue x White · Blue x Chocolate · Blue x Denim



GIVENCHY



MONSE



GIVENCHY

BROWN PAIRINGS

PAIRED WITH

Brown x Black · Brown x Pink · Brown x Lime



HERMÈS



MONSE



LOEWE



THANK YOU

This report was generated end-to-end from the MPD runway index — 1186 looks, 25 houses, one analysis pass. For custom colour stories, prints or sourcing intelligence, talk to us.

Fashion Envisioning

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