



RUNWAY S/S 27 TRENDS

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

A curated intelligence report by

MILA PRINTS DESIGN

MILA PRINTS DESIGN

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.

PRINTS & PATTERNS

Print is the season's loudest language: painted and printed blooms, florals rendered in thread, candy and pyjama stripes, painterly blurs, photographic landscapes and a 70s paisley revival. Each page isolates one direction and the houses that own it.

01



ULLA JOHNSON

New York, SS



ERDEM
London, SS



MONSE
New York, SS



CHRISTIAN DIOR
Paris, SS



ULLA JOHNSON
New York, SS

FLORAL

Painted & Printed Blooms

- Large-scale painted tulips, hydrangeas and roses worn as the whole surface of the look.
- Driving houses: Ulla Johnson, Monse, Dior, Loewe, Erdem, Blumarine.
- Fluid bases — chiffon, silk, cotton voile — keep the bloom moving.

MILA PRINTS DESIGN



VALENTINO
Paris, SS



BLUMARINE
Milan, SS



ELIE SAAB

Paris, SS



AGUA BENDITA

Madrid, SS



KHAITE

New York, SS



BLUMARINE

Milan, SS

EMBROIDERED FLORALS

Blooms in Thread

- The flower moves from print to needlework: beaded, 3D and thread-painted.
- Couture-level surface at Elie Saab and Valentino; folk botanicals at Agua Bendita.
- Read as a print direction — the motif, not the fabric, is the story.

MILA PRINTS DESIGN



LOUIS VUITTON

Paris, SS



CHANEL

Paris, SS



LOEWE
Paris, SS



MONSE
New York, SS



LANVIN
Paris, SS



CHRISTIAN DIOR
Paris, SS

STRIPES

Candy & Pyjama Stripes

- Stripes go loose and sheer — candy stripes on chiffon, pyjama stripes on poplin.
- Bold diagonals and rugby widths at Monse and Lanvin; shirting stripes at Dior.
- Strong at Loewe, where stripe meets fringed hems.

MILA PRINTS DESIGN



GABRIELA HEARST
Paris, SS



STELLA MCCARTNEY
Paris, SS



VALENTINO

Paris, SS



MONSE

New York, SS



CHRISTIAN DIOR

Paris, SS



ETRO

Milan, SS

PAINTERLY BLUR

Watercolour & Brushstroke

- Prints that look smudged, out-of-focus or hand-brushed — the edge disappears.
- Valentino's iridescent blur and Monse's fringed watercolour lead the story.
- Prada pushes it graphic: brushstrokes on straight skirts.

MILA PRINTS DESIGN



MONSE

New York, SS



ZIMMERMANN

Paris, SS



GIVENCHY

Paris, SS



STELLA MCCARTNEY

Paris, SS



AGUA BENDITA

Madrid, SS



CHANEL

Paris, SS

PHOTOGRAPHIC

Landscapes & Photo Prints

- Engraved landscapes at Givenchy; marine life and airbrushed palms at Stella McCartney.
- Agua Bendita turns the runway into a field of flowers, printed and embroidered.
- Scenic, narrative prints placed as panels, not repeats.

MILA PRINTS DESIGN



LOUIS VUITTON

Paris, SS



SANDY

Paris, SS



ETRO
Milan, SS



ETRO
Milan, SS



RALPH LAUREN
New York, SS



VALENTINO
Paris, SS

PAISLEY

70s Paisley & Ikat

- Paisley returns oversized and fluid — bordeaux and gold at Etro.
- Faded lilac boho at Isabel Marant; slip-dress paisley at Ralph Lauren.
- Worn head-to-toe, on chiffon and silk satin.

MILA PRINTS DESIGN



GABRIELA HEARST
Paris, SS



ISABEL MARANT
Paris, SS



CHRISTIAN DIOR

Paris, SS



VALENTINO

Paris, SS



MIU MIU

Paris, SS



LOEWE

Paris, SS

CHECKS

Gingham & Plaid

- Gingham and plaid cross from tailoring into dresses and halters.
- Collegiate checks at Loewe; green and red gingham at Valentino and Miu Miu.
- Small-scale checks, softened in cotton and silk.

MILA PRINTS DESIGN



VALENTINO

Paris, SS



LOEWE

Paris, SS



ELIE SAAB

Paris, SS



ZIMMERMANN

Paris, SS



SAINT LAURENT

Paris, SS

ANIMAL

Leopard, Tiger & Wings

- Leopard on silk and lamé at Elie Saab and Saint Laurent; tiger jacquard in Chanel tweed.
- Zimmermann's butterfly-wing print takes the animal story airborne.
- Kept tonal — sand, gold, cognac — rather than high-contrast.

MILA PRINTS DESIGN



CHANEL

Paris, SS



ELISABETTA FRANCHI

Milan, SS



LOUIS VUITTON

Paris, SS



MIU MIU

Paris, SS



CHANEL

Paris, SS



LOUIS VUITTON

Paris, SS

FOULARD PRINTS

Scarf & Micro-Geo

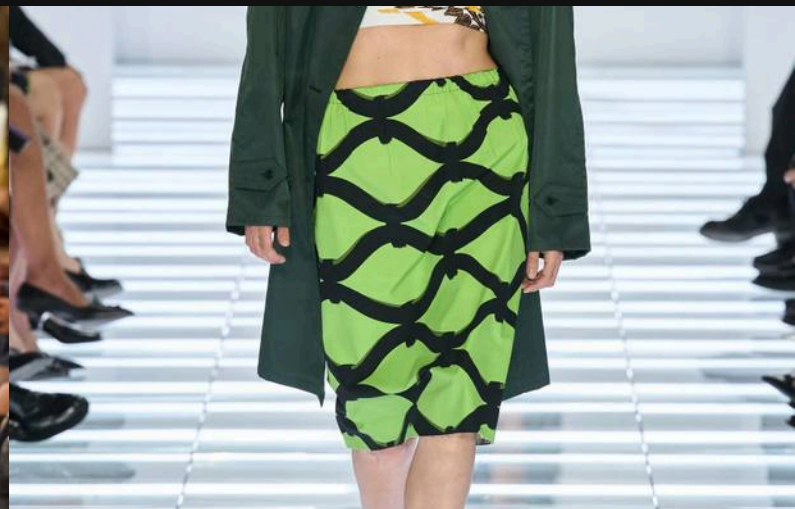
- Scarf prints, tie-silk micro-geometrics and bandana motifs move from accessory to garment.
- Louis Vuitton's foulards and mini-geo skirts; Miu Miu's silk geometric sets.
- Neither plain nor check — small, graphic and repeated.

MILA PRINTS DESIGN



MIU MIU

Paris, SS



PRADA

Milan, SS

ITEMS OF THE SEASON

The archetypes a buyer will meet in every showroom: wide leg trousers (116), oversized blazer (101), pencil skirt (87), miniskirt (48), slip dress (41). Each page shows how different houses interpret the same piece — material, proportion and styling.

02



VICTORIA BECKHAM

Paris, SS



ERDEM
London, SS



ISABEL MARANT
Paris, SS



AGUA BENDITA
Madrid, SS



ALBERTA FERRETTI
Milan, SS

WIDE LEG TROUSERS

Key Item

- The wide leg trousers is a cross-house constant this season (Agua Bendita, Alberta Ferretti, Blumarine +17).
- Cut in gabardine, denim, satin.
- Palette leans black, white, blue.

MILA PRINTS DESIGN



ELIE SAAB
Paris, SS



FERRAGAMO
Milan, SS



ISABEL MARANT

Paris, SS



VALENTINO

Paris, SS



ETRO

Milan, SS



FERRAGAMO

Milan, SS

OVERSIZED BLAZER

Key Item

- The oversized blazer is a cross-house constant this season (Agua Bendita, Christian Dior, Elisabetta Franchi +15).
- Cut in gabardine, linen, tweed.
- Palette leans black, brown, navy.

MILA PRINTS DESIGN



HERMÈS

Paris, SS



AGUA BENDITA

Madrid, SS



ISABEL MARANT

Paris, SS



MONSE

New York, SS



RALPH LAUREN

New York, SS



ALBERTA FERRETTI

Milan, SS

PENCIL SKIRT

Key Item

- The pencil skirt is a cross-house constant this season (Alberta Ferretti, Elie Saab, Elisabetta Franchi +14).
- Cut in gabardine, nappa smooth leather, jersey knit.
- Palette leans black, brown, blue.

MILA PRINTS DESIGN



ELIE SAAB

Paris, SS



FENDI

Milan, SS



BLUMARINE

Milan, SS



CHRISTIAN DIOR

Paris, SS



LOEWE

Paris, SS



MIU MIU

Paris, SS

MINISKIRT

Key Item

- The mini returns in volume: tiered tulle, puffball and textured frills.
- Driving houses: Blumarine, Dior, Loewe, Miu Miu, Khaite.
- Styled under oversized tailoring and soft knits.

MILA PRINTS DESIGN



KHAITE

New York, SS

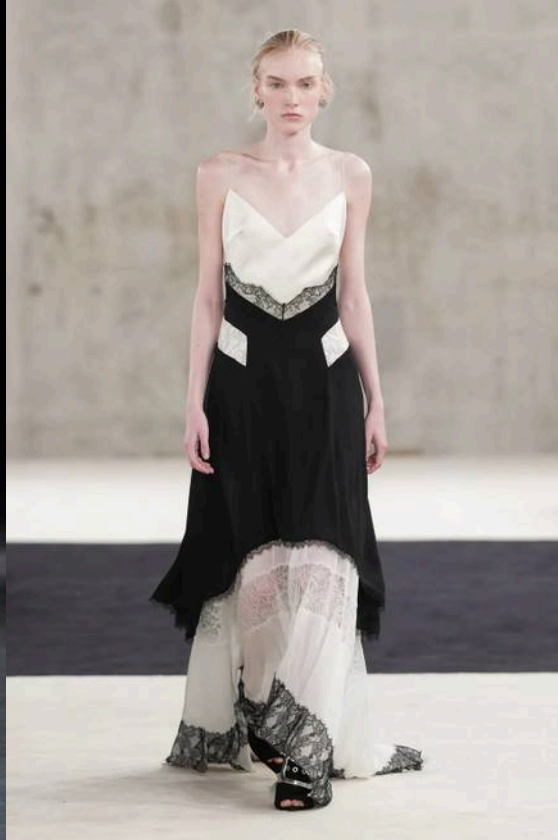


CHRISTIAN DIOR

Paris, SS



ERDEM
London, SS



LANVIN
Paris, SS



RALPH LAUREN
New York, SS



VICTORIA BECKHAM
Paris, SS

SLIP DRESS

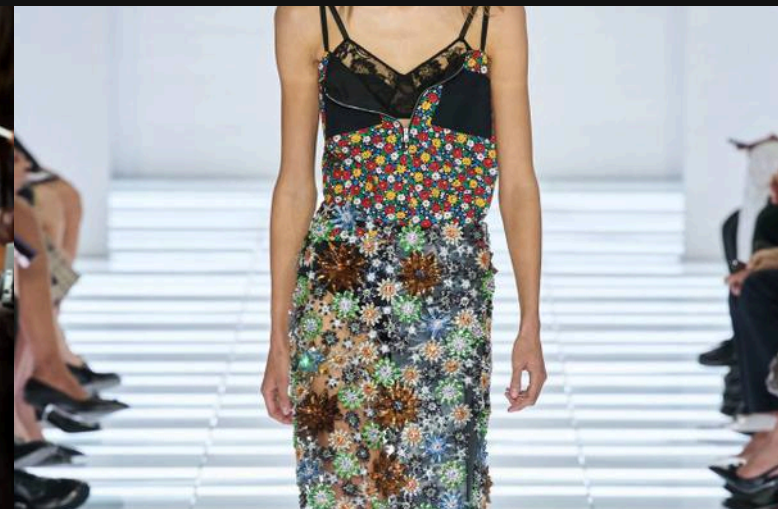
Key Item

- The slip dress is a cross-house constant this season (Alberta Ferretti, Blumarine, Erdem +12).
- Cut in satin, chiffon georgette, lace.
- Palette leans beige, black, cream.

MILA PRINTS DESIGN



MIU MIU
Paris, SS



PRADA
Milan, SS



ERDEM
London, SS



MONSE
New York, SS



RALPH LAUREN
New York, SS



FERRAGAMO
Milan, SS

TRENCH COAT

Key Item

- The trench coat is a cross-house constant this season (Elisabetta Franchi, Erdem, Ferragamo +9).
- Cut in gabardine, nappa smooth leather, technical nylon.
- Palette leans black, beige, white.

MILA PRINTS DESIGN



LANVIN
Paris, SS



PRADA
Milan, SS



BLUMARINE

Milan, SS



ISABEL MARANT

Paris, SS



KHAITE

New York, SS



MONSE

New York, SS

BUSTIER CORSET TOP

Key Item

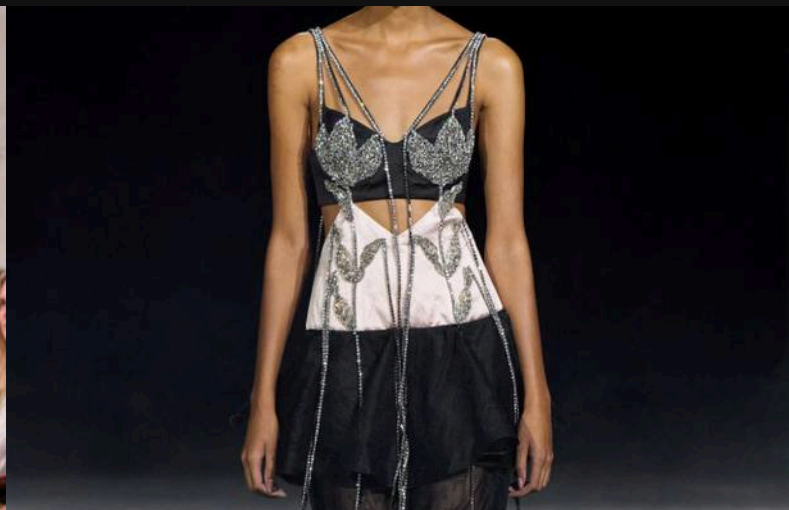
- The bustier corset top is a cross-house constant this season (Agua Bendita, Blumarine, Elie Saab +8).
- Cut in satin, organza, jacquard.
- Palette leans black, white, cream.

MILA PRINTS DESIGN



RALPH LAUREN

New York, SS



ERDEM

London, SS



STELLA MCCARTNEY

Paris, SS



ISABEL MARANT

Paris, SS



LOEWE

Paris, SS

CARGO PANTS

Key Item

- The cargo pants is a cross-house constant this season (Isabel Marant, Loewe, Stella McCartney).
- Cut in gabardine, cotton poplin, satin.
- Palette leans black, beige, green.

MILA PRINTS DESIGN



ISABEL MARANT

Paris, SS



LOEWE

Paris, SS



RALPH LAUREN

New York, SS



STELLA MCCARTNEY

Paris, SS



ULLA JOHNSON

New York, SS



LOEWE

Paris, SS

OVERSIZED OXFORD SHIRT

Key Item

- The oversized oxford shirt is a cross-house constant this season (Givenchy, Loewe, Ralph Lauren +3).
- Cut in cotton poplin.
- Palette leans white, black, blue.

MILA PRINTS DESIGN



VICTORIA BECKHAM

Paris, SS



GIVENCHY

Paris, SS



GIVENCHY

Paris, SS



ISABEL MARANT

Paris, SS



PRADA

Milan, SS



VICTORIA BECKHAM

Paris, SS

BIKER JACKET

Key Item

- The biker jacket is a cross-house constant this season (Givenchy, Isabel Marant, Prada +1).
- Cut in nappa smooth leather.
- Palette leans black, bordeaux, navy.

MILA PRINTS DESIGN



PRADA

Milan, SS



VICTORIA BECKHAM

Paris, SS

SILHOUETTES

The shapes behind the season: floor-sweeping columns, deep V-necklines, tiered ruffles, draped and ruched stretch, and balloon volumes. Silhouette is read on the dress first — the strongest carrier of shape this season.

03





GIVENCHY

Paris, SS



RALPH LAUREN

New York, SS



LANVIN

Paris, SS



ETRO

Milan, SS

MAXI DRESS

Floor-Length Columns

- The long column is the evening and day staple — liquid, unstructured, floor-grazing.
- Satins and jerseys that fall straight from the shoulder.
- Driving houses: Givenchy, Ralph Lauren, Lanvin, Etro, Fendi.

MILA PRINTS DESIGN



FENDI

Milan, SS



RALPH LAUREN

New York, SS



AGUA BENDITA

Madrid, SS



GIVENCHY

Paris, SS



FENDI

Milan, SS



LANVIN

Paris, SS

V-NECK DRESS

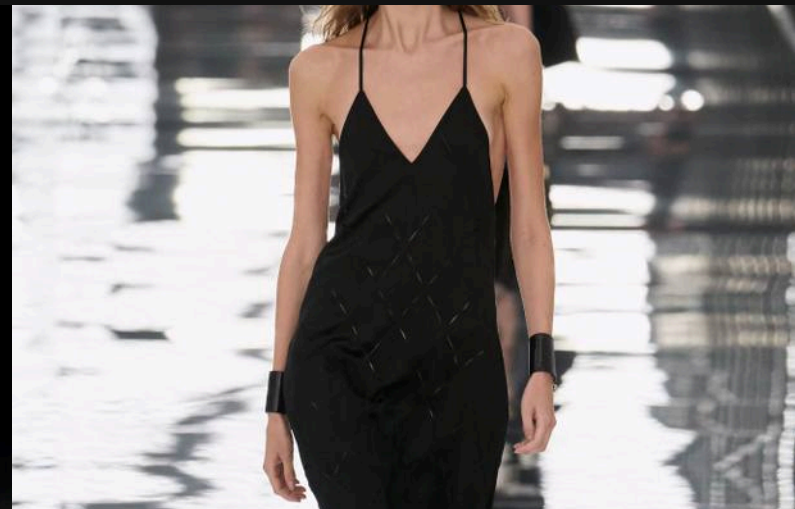
Deep Plunge

- The V drops to the waist — halter straps, wrap fronts, embellished plunges.
- Fendi and Givenchy keep it fluid; Erdem embroiders it.
- Long and midi lengths dominate.



ERDEM

London, SS



FENDI

Milan, SS



LANVIN
Paris, SS



BLUMARINE
Milan, SS



ERDEM
London, SS



ULLA JOHNSON
New York, SS

RUFFLED DRESS

Tiers & Frills

- Tiered skirts and cascading frills, from tulle confection to boho chiffon.
- Blumarine and Erdem build volume; Ulla Johnson and Etro keep it airy.
- Ruffles at the hem, the shoulder and down the bodice.

MILA PRINTS DESIGN



ETRO
Milan, SS



ZIMMERMANN
Paris, SS



ELISABETTA FRANCHI

Milan, SS



MONSE

New York, SS



STELLA MCCARTNEY

Paris, SS



MONSE

New York, SS

DRAPED & RUCHED

Stretch That Shapes

- Jersey and stretch crepe ruched and wrapped close to the body.
- Side-knots, cut-outs and high slits create the shape.
- Driving houses: Elisabetta Franchi, Monse, Stella McCartney.

MILA PRINTS DESIGN



STELLA MCCARTNEY

Paris, SS



ELISABETTA FRANCHI

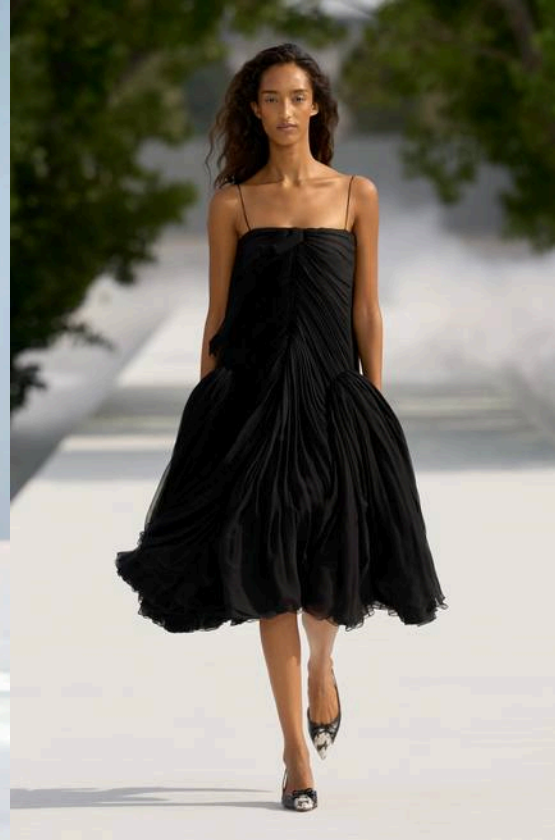
Milan, SS



ERDEM
London, SS



ZIMMERMANN
Paris, SS



CHRISTIAN DIOR
Paris, SS



ALBERTA FERRETTI
Milan, SS

BALLOON VOLUME

Bubble & Puffball

- Puffball skirts and balloon trousers — volume gathered back in at the hem.
- Erdem's embroidered bodices over taffeta bubbles; Dior's gathered black.
- The most repeated construction gesture of the season.

MILA PRINTS DESIGN



LOEWE
Paris, SS



MONSE
New York, SS

MATERIALS & TEXTURES

The hand of the season: open knits and crochet, raised 3D surfaces, sequins and paillettes, true sheers, fringe and feathers in motion — and a new wet-look of transparent PVC and latex.

04





HERMÈS

Paris, SS



ETRO

Milan, SS



ALBERTA FERRETTI

Milan, SS



ISABEL MARANT

Paris, SS

KNIT & CROCHET

Open Work

- Openwork knits and crochet as full looks, not accessories.
- Hermès in tonal reds; Etro in macramé and lace-knit naturals.
- Skin shows through — knit becomes a sheer.



ETRO

Milan, SS



HERMÈS

Paris, SS

MILA PRINTS DESIGN



BLUMARINE
Milan, SS



CHRISTIAN DIOR
Paris, SS



AGUA BENDITA
Madrid, SS



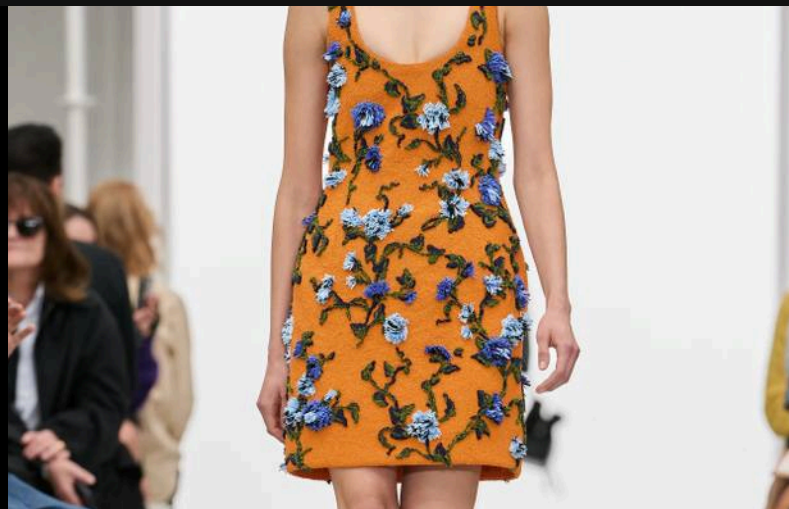
ZIMMERMANN
Paris, SS

RAISED TEXTURE

3D Relief & Embroidery

- Surfaces lift off the body: 3D petals, beaded flowers, frayed and tufted textures.
- Dior's feathered and petal knits; Loewe's beaded florals.
- Texture replaces print as the focal point.

MILA PRINTS DESIGN



LOEWE
Paris, SS



BLUMARINE
Milan, SS



ELISABETTA FRANCHI
Milan, SS



FERRAGAMO
Milan, SS



ELISABETTA FRANCHI
Milan, SS



RALPH LAUREN
New York, SS

SEQUINS

Paillettes & Beads

- Oversized paillettes and liquid sequins for day as much as night.
- Ferragamo's black disc paillettes; Elisabetta Franchi's red and bronze.
- Shimmer is worn monochrome, head to toe.

MILA PRINTS DESIGN



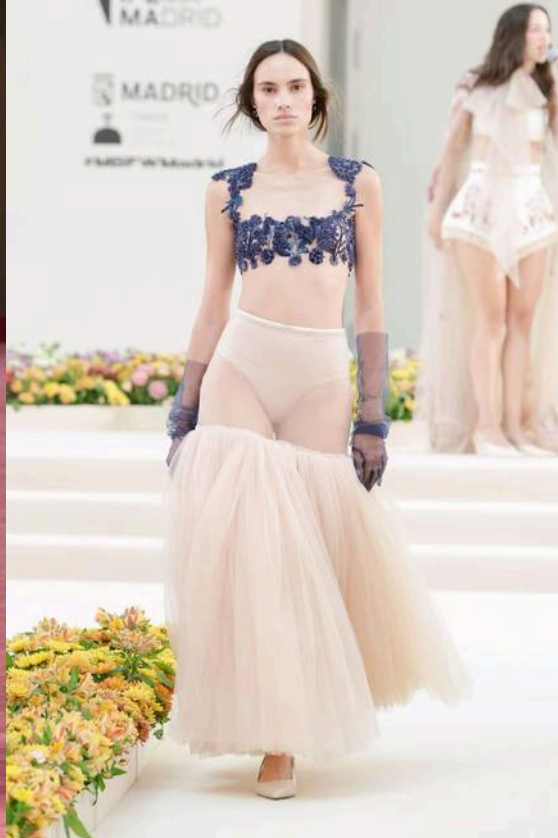
FERRAGAMO
Milan, SS



CHRISTIAN SIRIANO
Paris, SS



BLUMARINE
Milan, SS



AGUA BENDITA
Madrid, SS



GABRIELA HEARST
Paris, SS



MONSE
New York, SS

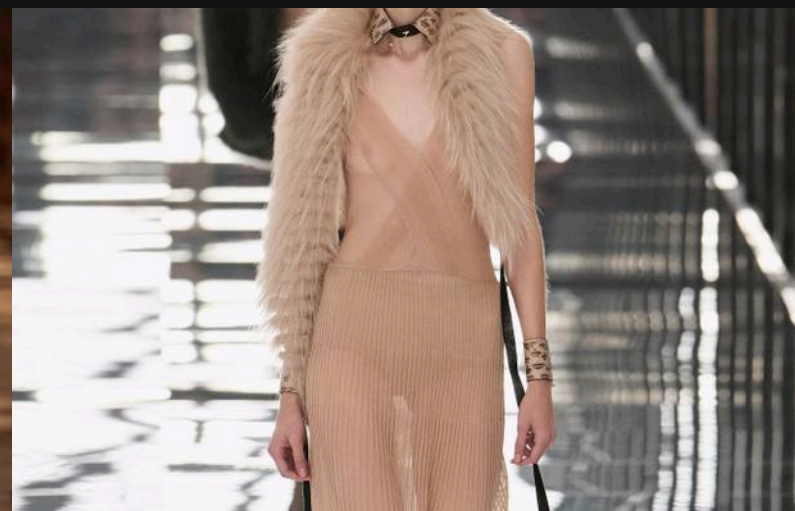
SHEER

True Transparency

- Organza, tulle and fine gauge knit worn openly over the body.
- Sheer trench and suiting at Monse; sheer pencil skirts at Ferragamo.
- The layer underneath becomes part of the look.



FERRAGAMO
Milan, SS



FENDI
Milan, SS



GIVENCHY

Paris, SS



ALBERTA FERRETTI

Milan, SS



ERDEM

London, SS



ELISABETTA FRANCHI

Milan, SS

FRINGE & FEATHERS

Movement

- Fringe and feathers as the season's movement fabric.
- Feathered hems at Alberta Ferretti and Erdem; long fringe at Givenchy and Monse.
- Applied at the hem, the cuff or as the whole garment.

MILA PRINTS DESIGN



BLUMARINE

Milan, SS



MONSE

New York, SS



FERRAGAMO

Milan, SS



FERRAGAMO

Milan, SS



ELISABETTA FRANCHI

Milan, SS



ELISABETTA FRANCHI

Milan, SS

PVC & LATEX

Transparent Wet-Look

- Clear and tinted PVC/latex on trench coats, dresses and skirts.
- Ferragamo's tinted latex in sky, olive and cognac.
- Worn as a layer over other fabrics — the transparency is the point.

MILA PRINTS DESIGN



PRADA

Milan, SS



PRADA

Milan, SS

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

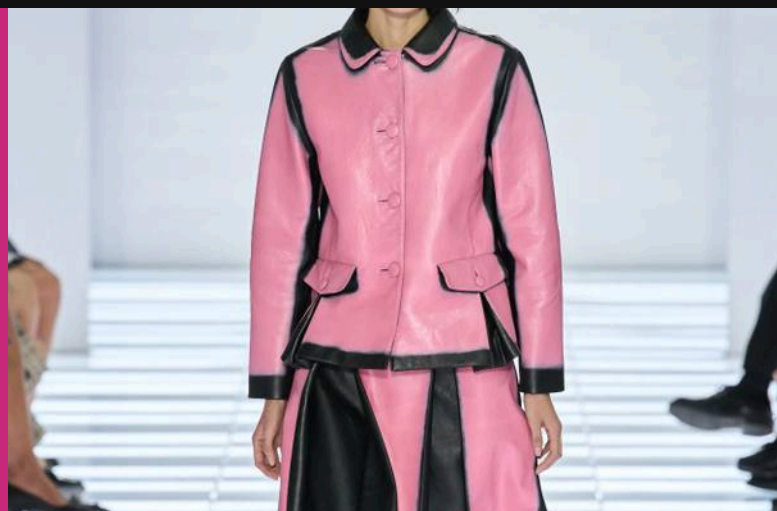
PINK

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



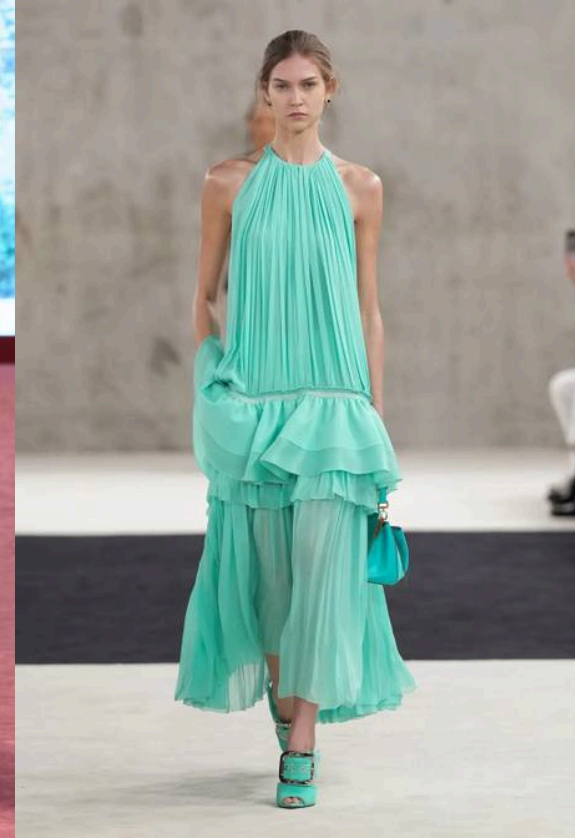
VALENTINO
Paris, SS



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

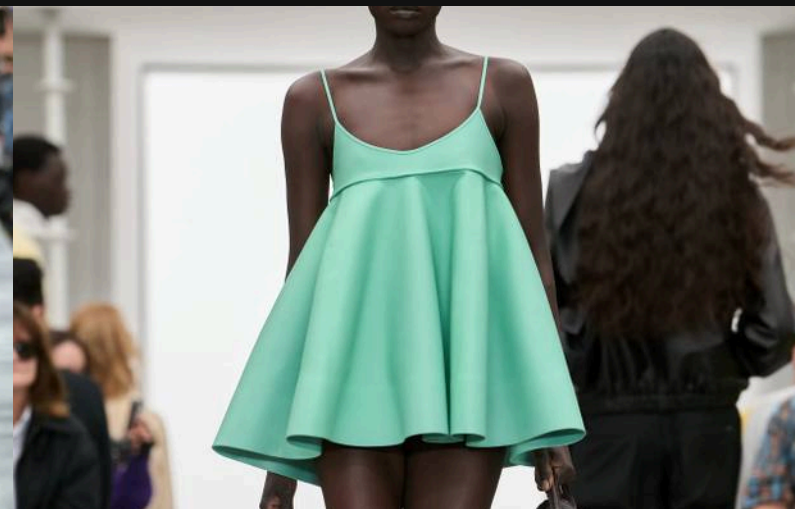
Sage & Mint

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



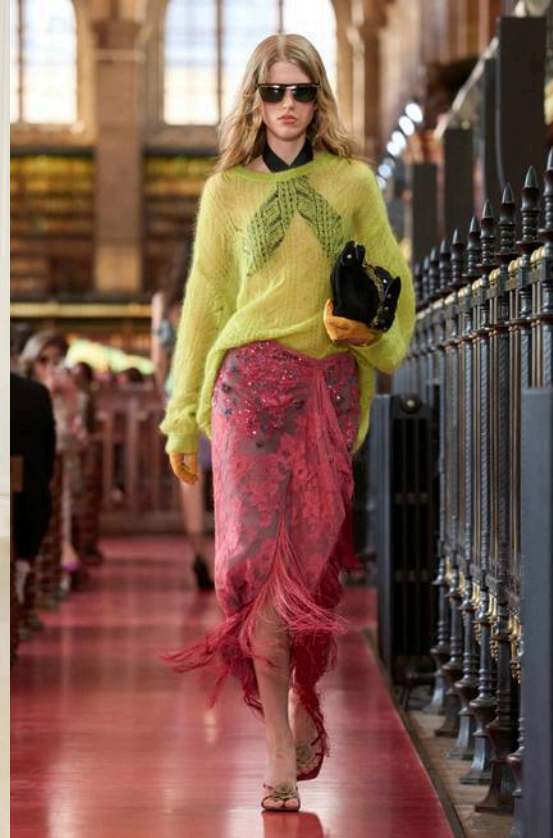
VALENTINO
Paris, SS



MONSE
New York, SS



ALBERTA FERRETTI
Milan, SS



VALENTINO
Paris, SS



SERGIO HUDSON
New York, SS

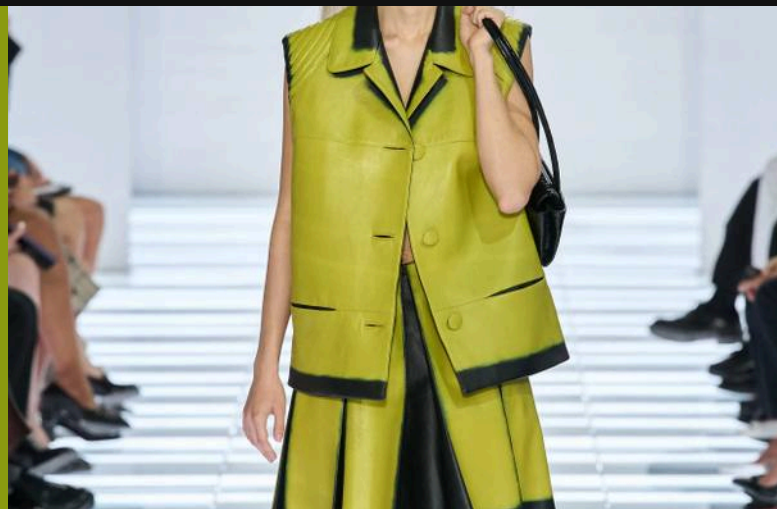
ACID LIME

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

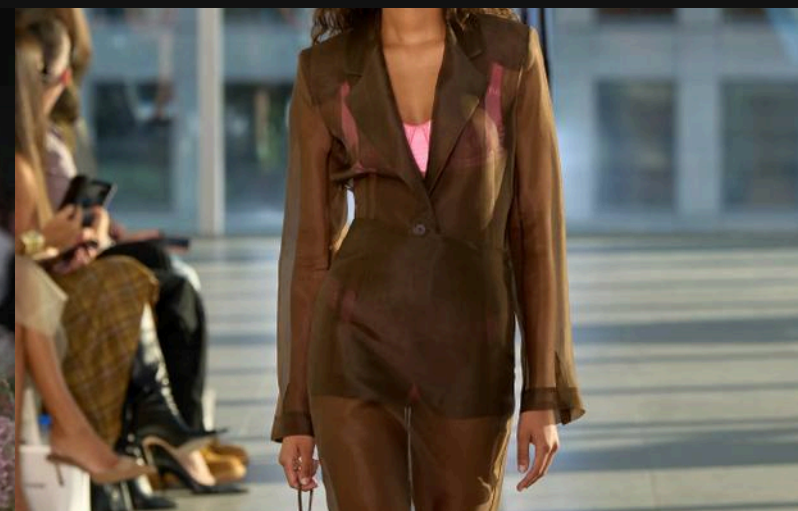
19-1218 TCX

MILA PRINTS DESIGN



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

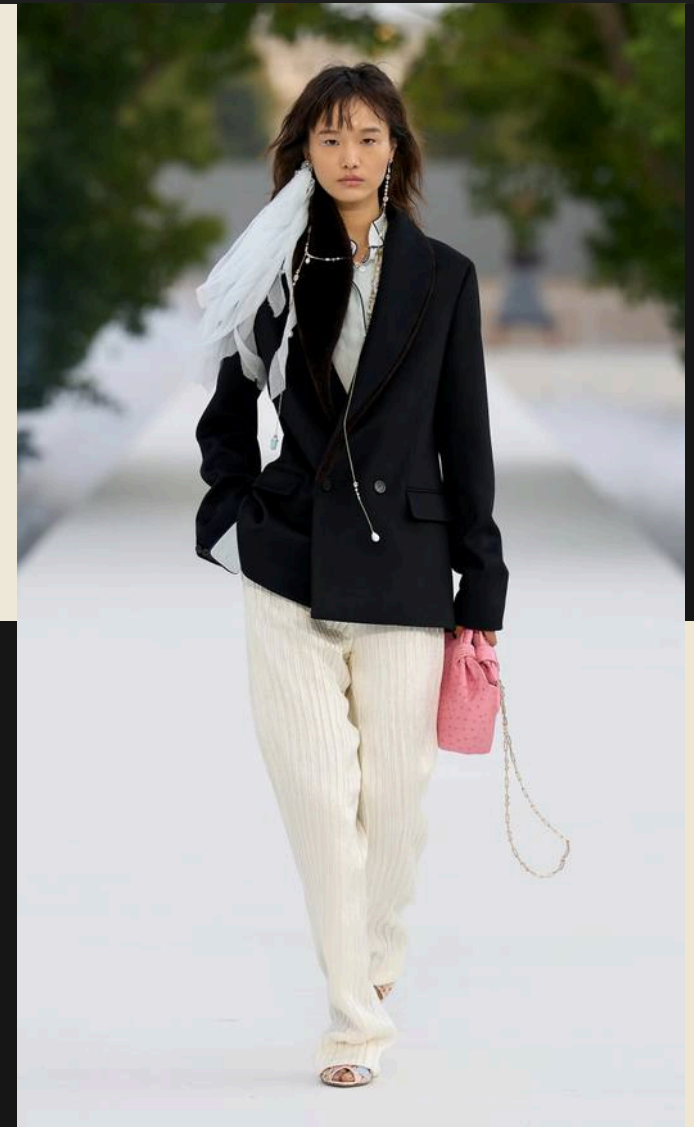
Black x Ivory · Ivory x Black · Black x Cream



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

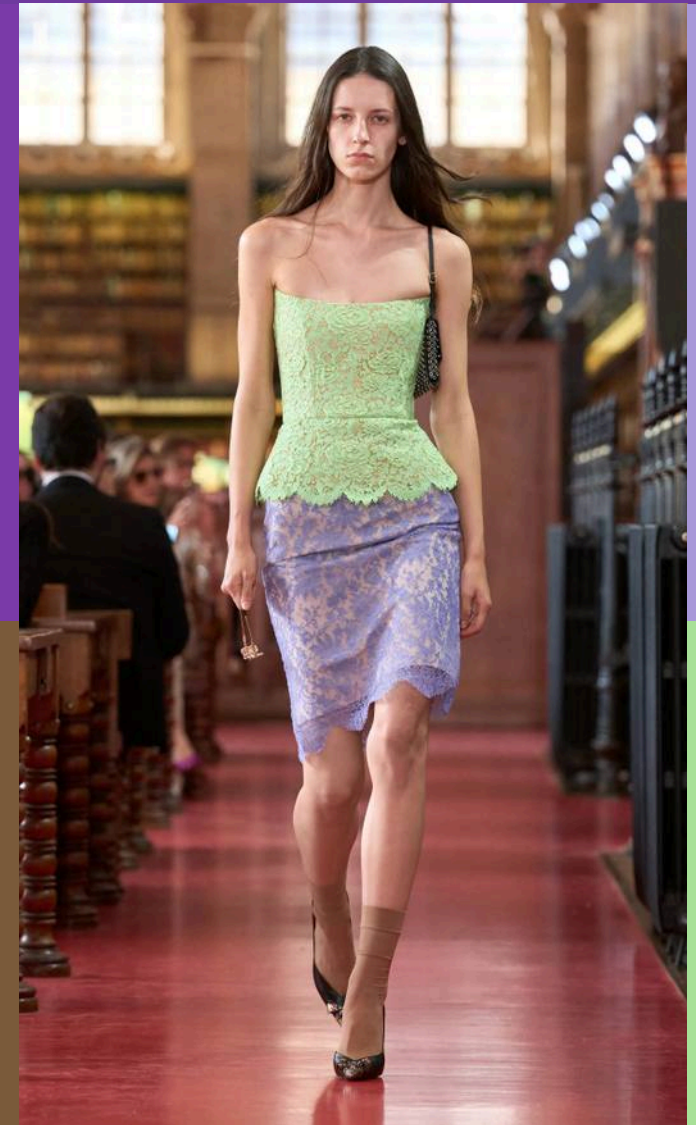
Violet x Fuchsia · Violet x Brown · Violet x Lime



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

www.milaprintsdesign.com

hello@milaprintsdesign.com

[@milaprintsdesign](https://www.instagram.com/milaprintsdesign)

editions.milaprintsdesign.com

MILA PRINTS DESIGN