



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.

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.

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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.

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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.

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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.

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KHAITE

New York, SS

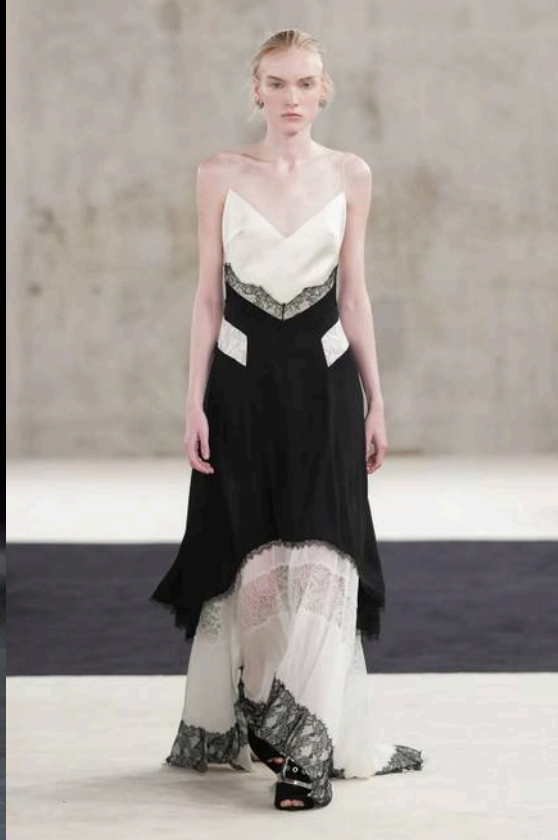


CHRISTIAN DIOR

Paris, SS



ERDEM
London, SS



LANVIN
Paris, SS



RALPH LAUREN
New York, SS



VICTORIA BECKHAM
Paris, SS

SLIP DRESS

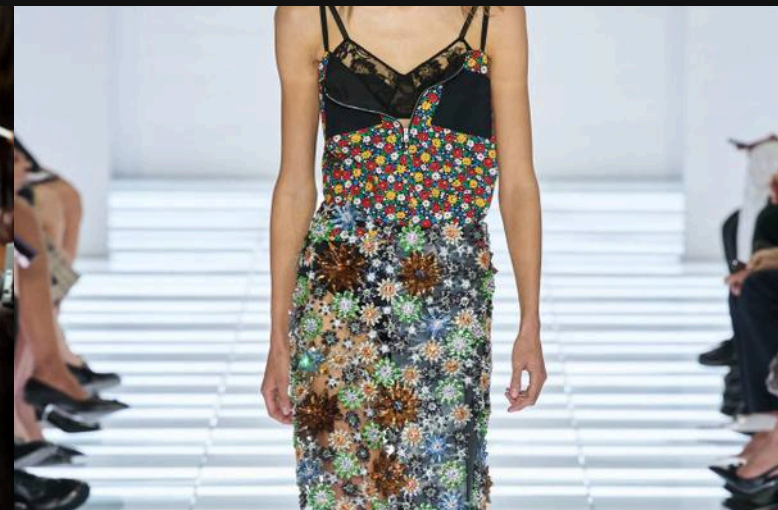
Key Item

- 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.

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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.

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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.

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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.

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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.

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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.

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PRADA

Milan, SS



VICTORIA BECKHAM

Paris, SS



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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