



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



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