



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.

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



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.

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FENDI

Milan, SS



RALPH LAUREN

New York, SS



AGUA BENDITA

Madrid, SS



GIVENCHY

Paris, SS



FENDI

Milan, SS



LANVIN

Paris, SS

V-NECK DRESS

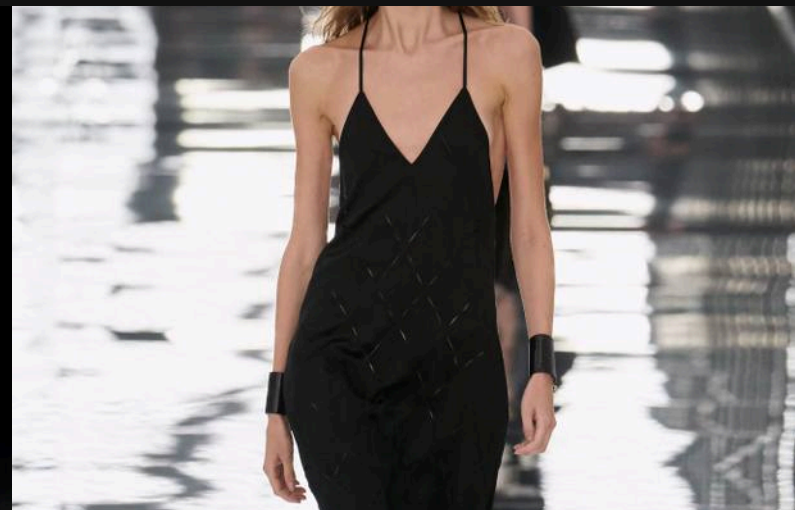
Deep Plunge

- 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.

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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.

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STELLA MCCARTNEY

Paris, SS



ELISABETTA FRANCHI

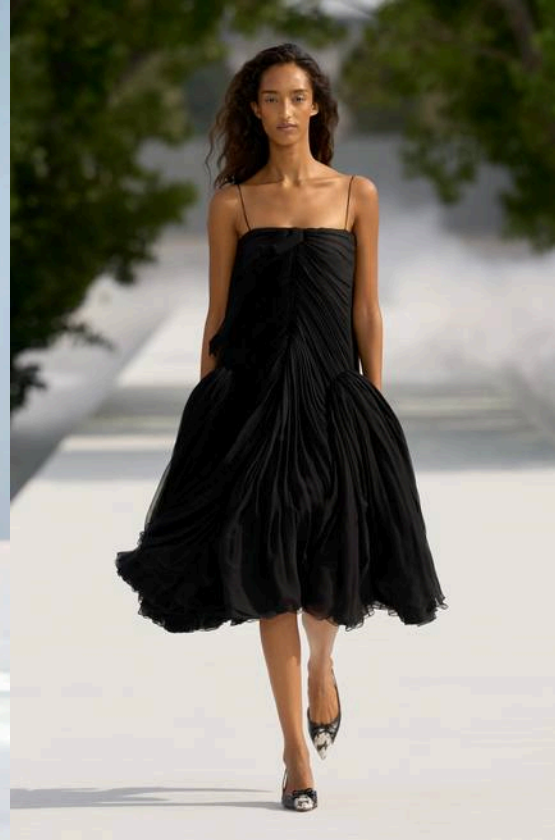
Milan, SS



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.

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LOEWE
Paris, SS



MONSE
New York, 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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