



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.

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

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BLUMARINE
Milan, SS



CHRISTIAN DIOR
Paris, SS



AGUA BENDITA
Madrid, SS



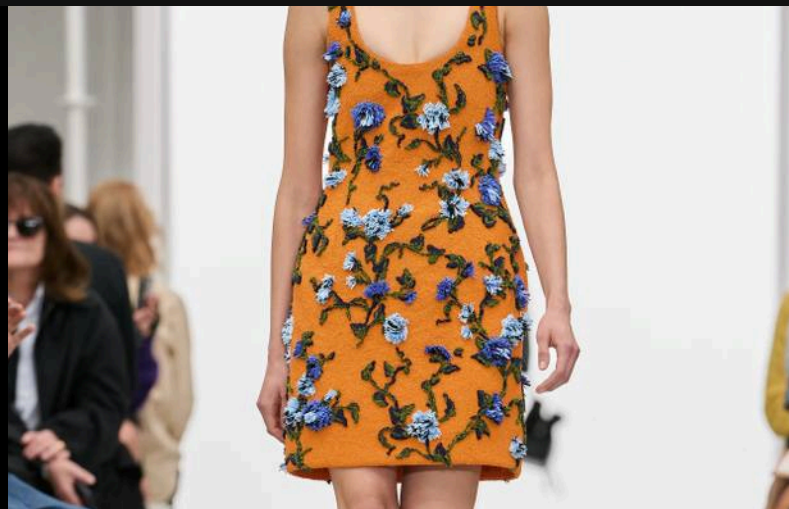
ZIMMERMANN
Paris, SS

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.

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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.

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FERRAGAMO
Milan, SS

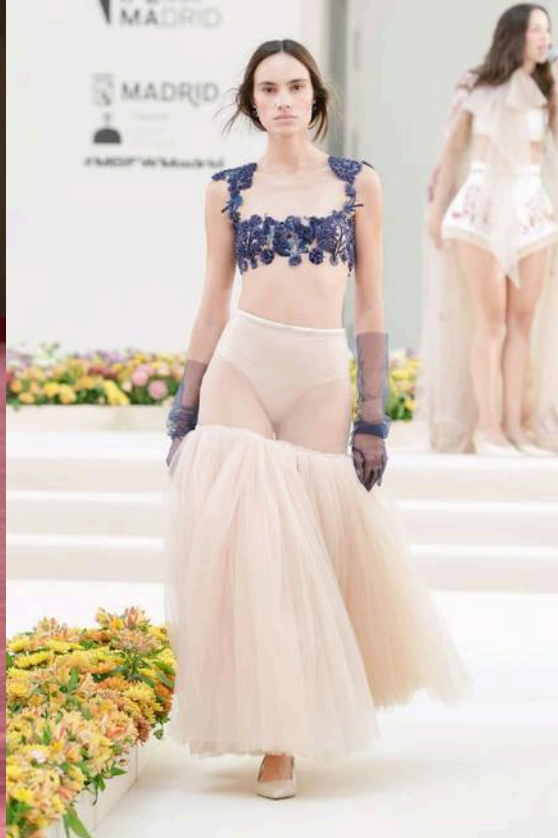


CHRISTIAN SIRIANO
Paris, SS



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

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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.



BLUMARINE

Milan, SS



MONSE

New York, SS

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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.

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PRADA

Milan, 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

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