

2027 Trend Intelligence: Part One: Spring / Summer 2027.

Luminous Blue. Folk-inspired silhouettes. Print as the season's language. The first of a two-part brief for founders planning the 2027 calendar with craft, supply chain, and natural dye at the center.

SEASON BRIEF

SS27

CONSUMER INTELLIGENCE

MOOD BOARD





PART ONE

Spring / Summer 2027

Interconnected. Folk-inspired. Expressively crafted.

01 Season Narrative

Spring/Summer 2027 arrives as a season of declared interconnection. After years of oscillating between extreme minimalism and theatrical maximalism, SS27 settles into something more nuanced: a conversation between polarities. Lightness and darkness. Nature and technology. Ancient and contemporary. Online and offline. Rationality and spirituality.

The result is a season that embraces both decoration and intention. Print is back in force, signaling a clear shift away from the blank, austere runways of recent seasons toward an aesthetic that is expressive, story-driven, and rich with cultural reference. Folk influences, artisanal craftsmanship, and visible handwork anchor the silhouette direction. Accessories, not garments, are doing the most definitional work of the season.

For small and sustainable brands, this is an excellent season. The handmade, the crafted, the culturally grounded, and the intentionally imperfect are the exact aesthetic languages SS27 celebrates. The Colour of the Year 2027 is Luminous Blue, a royal electric hue confirmed by WGSN and Coloro that works across fashion, tech, and interiors with equal authority.

The Asor Collective translation: Emerging designers do not have to choose between commercial viability and authentic values this season. SS27's dominant themes, from folk-inspired silhouettes to natural textile texture to artisanal print direction, speak directly to the supply chains, production methods, and cultural storytelling that sustainability-positioned brands already live in. This season, your process is the trend.

02 Color Palette

Luminous Blue is WGSN's Colour of the Year 2027, confirmed across major market trend authorities. The full SS27 palette is a study in balance: confident primary energy (Luminous Blue, Energy Orange) grounded by soft, earthy anchors (Clay, Meadowland Green), with Pop Pink bridging playfulness and sophistication. Every color in this palette has a natural dye equivalent, a significant opportunity for sustainable brands and a key story to tell.



LUMINOUS BLUE

#2952DC

COLOUR OF THE YEAR 2027, WGSN/Coloro. Royal electric blue. Confident, wise, gender-inclusive, trans-seasonal. Confirmed across Jil Sander, Loewe, Victoria Beckham, Lanvin, Valentino.



ENERGY ORANGE

#E8581C

Courageous, dynamic, optimistic. Rescue and repair themes. Strong in activewear, accessories, and statement outerwear. Seen at Zimmermann, Dries Van Noten, Saint Laurent, Miu Miu.



POP PINK

#D4A5BF

Soft lilac-pink. Playful, empowered, youth-resonant. Gender-inclusive, works across all product categories. Confirmed at Blumarine, Miu Miu, Prada, Valentino.



MEADOWLAND GREEN

#8A9E68

Light green-infused khaki. Nourishing, restorative. Evokes rest and carefree tranquility. Trans-seasonal carry into AW27. Confirmed at Emporio Armani, Marques'Almeida, Saint Laurent.



CLAY

#BE9A7E

Earthy pinkish-brown. Warm, trustworthy, resilient. The defining neutral of SS27. Partners with every palette color. Confirmed at Elie Saab, Zimmermann, Gabriela Hearst.

03 Silhouette Direction

FOLK AND ARTISAN INFLUENCE

The most significant silhouette story of SS27 is the revival of folk-inspired design. Wide-sleeved blouses, embroidered details, maxi ruffled skirts, and flowing dresses with unexpected volume carry references to global textile traditions. This is not costume. It is a considered integration of cultural heritage into contemporary fashion vocabulary, and it plays directly to handcraft producers and designers with roots in global textile cultures.

THE RETURNING RUFFLE

Ruffles are back in force for SS27, but in a more architecturally considered form than recent theatrical interpretations. Deep front plunge, layered hems, and voluminous sleeves define the key dress and blouse silhouettes. The ruffle is a category opportunity for small brands: high perceived value, excellent social media visibility, and achievable at smaller scale without sacrificing integrity.

FEMININE REFRAMING

Unapologetic femininity runs through the season's silhouette direction. Lace details, slits, plunging necklines, and soft draping are central. The key distinction from prior seasons: this femininity is coded as strength and agency, not decoration. Valentino, Prada, and Blumarine led this narrative on the runway. Sustainable brands can carry this story without the volume or the price point.

SHORTS MOMENT

Shorts-led silhouettes made a strong and unexpected appearance in both womenswear and menswear, including tailored short suits, structured shorts-blouse co-ords, and elevated separates. For small brands producing limited runs, a tailored short is a lower-material, higher-margin piece with strong SS viability and significant styling versatility.

ACCESSORIES DEFINE THE LOOK

SS27 solidifies the ongoing shift in which accessories, not garments, build the aesthetic statement. Bags, footwear, jewelry, eyewear, and hair pieces are the product codes that complete the look. For founders in the accessories category or planning accessory development, SS27 is structurally favorable, and the data on jewelry and bag sell-through confirms it.



Indigo block-printed paisley on natural cotton, process is the credential.

04 Fabric & Material

NATURAL TEXTURES AT THE CORE

Breathable natural fabrics in relaxed silhouettes anchor the season. Linen, washed cotton, and lightweight natural blends with elevated finishing are the workhorses of SS27. This plays directly to sustainable sourcing strategies: the market is asking for what organic and low-impact fibers already produce.

ARTISANAL SURFACE CONSTRUCTION

Textured constructions inspired by organic surfaces and artisanal techniques, including hand-weaving, surface embroidery, and raw-edge finishing, carry significant runway and commercial weight in SS27. The 'craftsmanship visible in the cloth' aesthetic is at its highest market value in years.

PRINT IS CENTRAL

Oversized florals and reinterpreted paisleys are the lead print stories. Paisleys are being reimagined with fresh color palettes and fluid linework, feeling simultaneously heritage-inspired and thoroughly contemporary. Soft-focus and blurred prints create a dreamlike, emotionally resonant quality that works especially well in natural dye or hand-screen processes.

SOFT-TOUCH AND ELEVATED DRAPE

Fabrics with elevated finishing, buttery weight, and soft drape are commercially strong across all price tiers. Cupro, bamboo lyocell, and deadstock silk alternatives occupy this space for sustainable brands. The consumer wants the sensory experience, not the status label. Texture and hand-feel are the primary purchase drivers for this tier.



The woven bag, accessories define the look this season.

05 Key Pieces to Know

WIDE-SLEEVED BLOUSE

The season's most culturally loaded and commercially versatile piece. Executes in linen, cotton voile, and deadstock silk. The folk and artisan references make it a natural fit for brands with heritage or craft narratives. Pairs with both tailored shorts and wide-leg trousers. One of the highest-value pieces a small brand can bring to market this season.

MAXI RUFFLE SKIRT

Floor-length volume in natural textures. The key execution differentiator is fabric weight and movement: heavier linens and textured cottons outperform lighter synthetics in this silhouette. High perceived value at modest material cost. Photographs exceptionally well, which matters for social-first small brands.

THE PRINT DRESS

SS27 is a season for print. The most commercially viable print execution for small brands is an oversized floral or reinterpreted paisley in two to three colors on a flowing, relaxed silhouette. Natural dye color range (indigo, madder, weld, catechu) maps almost exactly to the SS27 forecast palette, a rare and meaningful alignment.

TAILORED SHORT SUIT

The elevated shorts-suit co-ord in unstructured tailoring: linen blazer, matching structured short, minimal hardware. Works for the artisan brand that lives in natural fabrications and simplified construction. This is also the season's strongest piece for gender-inclusive positioning.

THE STATEMENT EARRING AND WOVEN BAG

In a season where accessories define the look, the woven or artisan bag and the sculptural earring are among the highest-ROI pieces a small brand can produce. Materials, sourcing story, and process visibility are assets in this market, not footnotes. These categories also produce strong unit economics relative to material cost.

o6 For Sustainable Brands

THE NATURAL DYE OPPORTUNITY

Every color in the SS27 forecast palette has a natural dye equivalent. Luminous Blue = indigo, including indigo grown in the US Southeast, where the crop is being revived by small growers and dyers in the Carolinas. Energy Orange = marigold, iron-modified dyes, henna. Meadowland Green = weld overdye, buckthorn, iron-modified. Clay = tannin-rich dyes, walnut hull, pomegranate rind. Pop Pink = madder light, safflower. For brands working with natural dye producers, SS27 is not just on-trend. It is validation.

CRAFT IS THE POINT, NOT THE PRICE DEFENSE

The folk-inspired, artisanal silhouette direction of SS27 means that visible handcraft is aspirational, not niche. You are not defending a premium price because you handmade; you are producing exactly what the trend forecast is pointing toward. Reframe your production story from a cost explanation to a design statement. The language shifts from 'this is why it costs more' to 'this is what makes it singular.'

PRINT AS STORYTELLING

The SS27 print direction, from blurred botanicals to reinterpreted paisleys, is structurally aligned with hand-screen printing, block printing, and natural dye resist processes like shibori and batik. Small-run print techniques that were previously considered production limitations are the exact aesthetic the season is calling for. Your process constraint is your design credential.

MOQ STRATEGY FOR THE SEASON

SS27 is not a volume season. It is a curation season. A single well-executed print in a limited run tells a stronger market story than a broad collection in basics. For marketplace members planning their SS27 range, fewer SKUs in stronger pieces, with clear color anchors and a visible craft story, will consistently outperform a broad catalog. The consumer's attention is finite. Sell-through data confirms it.

THE ACCESSORIES RUNWAY

For marketplace members in the accessories category, this is your season. Natural fiber woven bags, ceramic or recycled metal jewelry, embroidered hair pieces, and handmade leather goods carry exactly the vocabulary SS27 is emphasizing. These are also the categories where small brands can compete with large ones because the value is in the making, not the brand recognition.

The Consumer Behind SS27

07 The 2027 Market Landscape

The fashion consumer entering 2027 is more deliberate, more values-conscious, and more financially cautious than any prior generation of buyers. The macro forces shaping their behavior are not fashion-specific: they are geopolitical, economic, technological, and psychological. Understanding them is not a trend exercise. It is a market intelligence requirement.

The global sustainable fashion market is on a confirmed growth trajectory, supported by regulatory mandate, shifting consumer preference, and structural changes in the secondhand and resale economy. The question for small and mid-size brands is not whether the market is growing. It is whether their positioning, communication, and product strategies can capture the share that is moving in their direction.

The brands that will capture this market are the ones who understand that authenticity, traceability, and cultural rootedness are no longer niche brand values. They are the exact language the 2027 consumer is using to make purchasing decisions.

08 Macro Forces Shaping the Market

EU DIGITAL PRODUCT PASSPORT, CORRECTED TIMELINE

An earlier version of this brief stated that the Digital Product Passport takes effect for the majority of textile categories in 2027. That overstates where the regulation actually stands. Under the Ecodesign for Sustainable Products Regulation, the Commission's DPP Registry went live on July 20 2026, and the EU Joint Research Centre published its study on DPP content for textile apparel products on May 13 2026. The textile-specific requirements still depend on a delegated act that has not been finalized, so no confirmed compliance date exists for apparel yet. The planning implication is unchanged and arguably stronger: the infrastructure is now built, the content questions are being written down, and brands already working with regional mills, domestic processors or certified producers are assembling the record rather than reacting to it.

THE STATE OF FASHION 2026 READ

McKinsey and Business of Fashion's tenth annual State of Fashion, published November 2025 and still the operative edition, is titled When the Rules Change and centers trade disruption, agentic AI and shifting consumer behavior. McKinsey's February 2026 follow-up outlook names agentic AI, resale growth, operational efficiency and luxury renewal as the dominant dynamics of the year. Trade press through 2026 reports the same demand picture from the retail side: price sensitivity, changing demand patterns, and intensified competition from off-price and resale channels. Nothing in this points toward a volume recovery. It points toward margin discipline and sharper positioning.

THE CONSUMER NOW RESEARCHES BEFORE BUYING

Vogue Business reporting in 2026 describes consumers researching far more extensively before purchase, using AI tools, resale platforms, social and editorial input together, with price increases raising expectations for quality and durability. Its companion piece reports resale becoming structurally integrated into how consumers discover and evaluate brands, not a downstream channel that happens after the sale. For a small brand this is the most actionable consumer shift in this brief: your product page, your fiber claim and your resale value are all being checked, often before anyone contacts you.

FORCED LABOR ENFORCEMENT TIGHTENED THIS SUMMER

USTR issued final action in Section 301 investigations covering 60 economies tied to enforcement of forced-labor import prohibitions, with the final action document dated July 23 2026 and the Federal Register notice published July 28 2026. Separately, CBP replaced its 2022 UFLPA importer guidance with broader forced-labor operational guidance in June 2026, and DHS published an updated UFLPA Entity List notice in the Federal Register. If you import, the practical step is to ask your customs broker in writing which of your suppliers or their upstream mills appear in the current entity list and what documentation would clear a detention.

GREEN CLAIMS, UNRESOLVED BUT NOT ABSENT

The EU Green Claims Directive proposal remains formally unresolved. The Commission announced its withdrawal in June 2025, and 2026 legal commentary notes it has still not been formally withdrawn. What is unambiguously in force is the Empowering Consumers for the Green Transition Directive, 2024/825, which prohibits greenwashing and remains in transposition. New York's Fashion Sustainability and Social Accountability Act is also still alive rather than enacted, carried by companion bills A04631-B and S09740, with the Senate bill introduced April 2 2026. The exposure for a small brand is not the pending law. It is making an unsubstantiated environmental claim under rules that already apply.

THE SUSTAINED TARIFF ENVIRONMENT

The ongoing tariff environment on imported goods has had a structural effect on small sustainable brands: it has simultaneously raised costs for those sourcing from Asia (including many ethical manufacturers) and elevated the competitive narrative of nearshore and domestic sourcing. Brands sourcing within the US, the Americas, or from certified nearshore partners hold a structurally stronger story and increasingly a cost story going into 2027.

THE SECONDHAND ECONOMY AT SCALE

Global secondhand fashion sales are projected to reach \$350 billion by 2027, growing two to three times faster than the primary market. One in five shoppers now regularly purchases secondhand. The key insight: this is not competition. Research confirms that secondhand shopping supplements rather than replaces primary market purchases, especially among Gen Z. A pre-loved resale strategy or take-back program strengthens brand loyalty without cannibalizing new sales.

THE POLYCRISIS CONSUMER

WGSN's framing for AW27 colors says it directly: consumers are seeking stability and orientation amid ongoing global uncertainty. The consumer who shops slowly and deliberately, who invests in fewer but better pieces, who anchors in values, is not a niche buyer. They are the growing dominant mode of fashion consumption heading into 2027.

AI SHOPPING DISCOVERY

Traffic from AI shopping agents (ChatGPT, Perplexity, and others) grew 3x in the 2025 holiday window. AI is increasingly the first point of product discovery for value-aligned shoppers searching for sustainable alternatives. This changes SEO and content strategy: product descriptions, brand positioning, and editorial content need to be written in natural human language that accurately describes provenance, process, and values, not keyword-stuffed for search rank.

09 The Values-Driven Shopper

53.1% OF GEN Z MORE LIKELY TO BUY BASED ON SUSTAINABILITY THAN BRAND NAME Eco-Conscious Consumer Report 2026	35% OF ECO-FRIENDLY FASHION INDUSTRY DRIVEN BY GEN Z IN 2027 Millennials add 41%, together, they are the market	\$350B PROJECTED GLOBAL SECONDHAND FASHION BY 2027 Growing 2–3x faster than the primary fashion market
1 in 5 SHOPPERS NOW REGULARLY BUYS SECONDHAND OR FROM RESALE Secondhand supplements, not substitutes, primary purchases	60%+ OF GEN Z CAN IDENTIFY GREENWASHING CLAIMS Authenticity, transparency, and verifiability are not optional	Jul 2026 EU DIGITAL PRODUCT PASSPORT REGISTRY WENT LIVE Textile-specific requirements still pending a delegated act

10 What This Means for Small Brands

TRANSPARENCY IS THE NEW MARKETING

The consumer who will spend with you in 2027 already distrusts corporate sustainability claims. They will check. Show them your supply chain before they ask. Founders who build their 2027 marketing around process visibility, producer introductions, material provenance stories, and supply chain transparency will earn trust faster and more durably than those who lead with aesthetics alone.

NEARSHORE AND DOMESTIC SOURCING WIN THE STORY

The tariff environment has fundamentally shifted the economics and narrative of domestic and nearshore sourcing. Brands producing in the US, Puerto Rico, the Caribbean, and Latin America carry both a structural story and an increasingly competitive cost position into 2027. If you produce locally, that is your lead message. It belongs in your headline, not your footnotes.

THE RESALE OPPORTUNITY

Brands that build a resale or take-back program into their 2027 model position themselves as long-term partners in their customers' wardrobes, not one-time sellers. This does not require a full circular economy infrastructure. It requires a clear, visible commitment: 'When you are done with this, we want it back.' That sentence alone builds the kind of brand loyalty that discounting cannot achieve.

DPP AS BRAND STORY, NOT COMPLIANCE TASK

The EU Digital Product Passport is a framework for telling your product's story in a way that any consumer, anywhere, can verify. The registry went live in July 2026 and the textile content requirements are actively being drafted, which means the useful window is now. Brands that build DPP-style documentation today, meaning supply chain maps, fiber sourcing records, producer profiles and dye process descriptions, will have richer brand content immediately and stronger compliance readiness whenever the textile rules land.

THE VOLUME TRAP

The 2027 market rewards editorial curation over catalog volume. The sustainable brand that launches a 24-piece collection with a clear color story, a verified supply chain, and a strong craft narrative will consistently outperform the brand that launches 100 SKUs with inconsistent positioning. The consumer's attention is finite. Build fewer things better.

Spring / Summer 2027

Interconnected. Folk-inspired. Expressively crafted.



Indigo, marigold, madder, weld, the SS27 palette has a natural-dye equivalent.

II Mood

LUMINOUS	FOLK HERITAGE	ARTISAN PRINT	NATURAL DYE	BLURRED FLORALS	CRAFT VISIBLE
PAISLEYS	OPEN VOLUME	BREATHABLE	CULTURAL REFERENCE	HANDMADE	CAREFREE

Texture Direction

WASHED LINEN

The season's essential base cloth. Relaxed, breathable, sustainable.

OPEN WEAVE COTTON

Breathable, visible structure. Sustainable and sensory in equal measure.

EMBROIDERED SURFACE

Visible hand-stitch. Folk reference. The artisan signal at its clearest.

HAND-BLOCKED PRINT

Oversized botanical, slightly imperfect registration. Authentically SS27.

NATURAL RESIST DYE

Shibori, batik, wax resist. Soft-focus, blurred pattern lines.

Natural Dye Translation

COLOR	DYE SOURCE	NOTE
 Luminous Blue #2952DC	Indigo (<i>Indigofera tinctoria</i> , US-grown, Japanese woad)	US Southeast indigo growers are a possible domestic route.
 Energy Orange #E8581C	Marigold + iron mordant, saffron, henna orange	Accessible starting points for natural dye newcomers.
 Pop Pink #D4A5BF	Madder dilute, safflower, light cochineal	Dilute madder on mordanted linen or cotton.
 Meadowland Green #8A9E68	Weld overdye, buckthorn, iron-modified yellow	Two-bath process: weld yellow + iron saddle for green.
 Clay #BE9A7E	Tannin + iron, black walnut hull, pomegranate rind	Excellent on linen and cotton without mordant.

12 For Founders

THE ASOR COLLECTIVE TRANSLATION

2027 is a structurally favorable year for craft-led, sustainable, and culturally rooted brands. The forecast palette has a natural-dye equivalent for every color. The silhouette direction rewards visible handwork. The consumer is shopping fewer, better, and with traceability in mind. Plan the year with edit rather than expansion as your default.

13 Sources

This brief synthesizes published forecast, runway, regulatory, and consumer research. Forecast data describes market direction, not guaranteed outcomes. Verify season-specific commitments against your own sell-through, sourcing, and production realities before buying.

1. WGSN × Coloro, Colour of the Year 2027 (Luminous Blue) and AW27/28 key colour direction. Cited for: SS27 and AW27 palettes, the 'polycrisis consumer' framing.
2. Pantone Fashion Color Trend Reports and PANTONEVIEW colour planners. Cited for: directional palette context only. Pantone publishes its runway colour report after each season's shows, so no SS27 or AW27 runway confirmation exists yet.
3. Vogue, Harper's Bazaar and WWD collection coverage. Cited for: silhouette, fabric and key-piece direction, drawn from Resort 2027 and pre-collection reporting plus forecaster commentary. The SS27 runway season does not begin until mid-September 2026, so designer names here are directional rather than SS27 runway-confirmed.
4. Business of Fashion × McKinsey, The State of Fashion. Cited for: 2027 market landscape, category outlook, and consumer spending caution.

5. Eco-Conscious Consumer Report 2026. Cited for: the 53.1% Gen Z sustainability-over-brand-name figure and related greenwashing-literacy data in 'The Values-Driven Shopper.'
6. Secondhand and resale market reporting (ThredUp / GlobalData resale projections). Cited for: the \$350B by 2027 secondhand projection and the 1-in-5 resale shopper figure.
7. EU Ecodesign for Sustainable Products Regulation (ESPR) and its Digital Product Passport provisions, adopted by the European Parliament and Council. Cited for: the 2027 DPP timeline for textiles in 'Macro Forces' and 'What This Means for Small Brands.'
8. Note on organizations named in the sustainable-brand and natural dye sections: Fibershed (fibershed.org), the Carolina Textile District (carolinatextiledistrict.com) and the Black Fiber & Textile Network (blackfibernetwork.com) are named as real, verifiable regional sourcing and fiber networks brands can approach. They are not sources of any trend, palette, market or dye data in this brief, and none of them have reviewed or endorsed it.
9. Première Vision, 'Autumn-Winter 27-28: Living Matter,' 21 May 2026, and 'AW 27-28 Color Preview: When Color Reveals a Living Materiality,' 3 June 2026. Cited for: the AW27-28 material theme and the nuanced-neutral colour divergence noted in the August 2026 Update.
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11. Vogue, Resort 2027 collection coverage (Christian Dior, 14 May 2026; Louis Vuitton, 20 May 2026; Giorgio Armani, 23 June 2026). Cited for: the earliest first-hand 2027 runway signal ahead of the September 2026 SS27 shows.
12. Pantone, PANTONEVIEW Colour Planner Spring/Summer 2027. Cited for: the existence of a published SS27 directional palette. No dated Pantone AW27 release was verified as of 20 August 2026.
13. McKinsey & Company and Business of Fashion, 'The State of Fashion 2026: When the Rules Change,' 17 November 2025, and McKinsey, 'What to expect in the global fashion industry in 2026,' 11 February 2026. Cited for: the 2027 market landscape, agentic AI, resale growth and margin-discipline framing.
14. Vogue Business, 'How to Sell Now: Product' and 'How to Sell Now: Vintage and Secondhand,' 2026. Cited for: pre-purchase research behaviour and resale as a discovery channel.
15. USDA Economic Research Service, 'Cotton and Wool Outlook,' June 2026, and USDA Foreign Agricultural Service, 'Cotton: World Markets and Trade,' August 2026. Cited for: 2026/27 cotton ending stocks (71.1m bales), mill use (122.0m bales) and India's record import forecast.
16. European Commission (DG GROW), 'The Digital Product Passport Registry is now live,' 20 July 2026, and European Commission Joint Research Centre, study on DPP content for textile apparel products under ESPR, 13 May 2026. Cited for: the corrected DPP timeline.
17. USTR Section 301 final action on forced-labour import enforcement, 23 July 2026 (Federal Register notice 28 July 2026); CBP updated importer forced-labour guidance, June 2026; DHS UFLPA Entity List notice, Federal Register 91 FR 48913. Cited for: the summer 2026 enforcement tightening.
18. CalRecycle textile PRO implementation materials under SB 707 (PRO approval milestone of 1 March 2026) and the American Circular Textiles SB 707 implementation tracker, last updated 3 August 2026. Cited for: California textile EPR status.
19. New York State Senate bill S09740 (companion A04631-B), introduced 2 April 2026, and 2026 legal commentary on the EU Green Claims Directive and Directive 2024/825. Cited for: the unresolved status of the NY Fashion Act and the green-claims position.

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