

SS27 Trend Intelligence Update: After the Runways

What held up, what shifted, and what is new after New York, London, and Milan.

Paris Fashion Week results will follow.



01 THE HEADLINE

Quiet luxury is over. Across the first three cities, designers traded restraint for joyful dressing: brighter color, bigger shapes, and clothes that want to be noticed. The craft-led direction still holds, but the season wants it said out loud.

02 WHAT HELD UP

Luminous Blue. Cobalt, the runway cousin of our Luminous Blue, was the clear color winner in New York. Countless designers used it, and editors expect it to keep climbing. *Kallmeyer, TWP, Calvin Klein Collection.*

Orange, now marigold. The orange called out in Issue 04 warmed into marigold, a deeper, more golden register. It works as a full look and as an accent against blue. *Watch Paris before committing.*

Visible craft and texture. Hand finishing, raw edges, crochet, and embroidery stayed front and center. The difference this season is that craft is meant to be seen from across the room. *Simone Rocha, Erdem, Marni.*

Femininity as agency. Soft shapes were styled with intent rather than sweetness. Ruffles, bows, and slip dresses came with sharp tailoring and flat shoes. *Khaite, Bottega Veneta.*

Accessories define the look. Bags, belts, and statement jewelry carried the styling story. For small brands this remains the most accessible way into the season. *Mulberry by Christopher Kane, Bottega Veneta.*

03 WHAT SHIFTED

The palette got brighter. Saturation everywhere. Brights were the base, not the accent, and naturals played support.

Volume became drama. Sculpted, exaggerated volume. Balloon sleeves, bubble skirts, and structured hips built for impact.

The skirt replaced the short. Prada sent out 63 skirts in Milan. Skirts led, and the short receded.

Print changed its language. Bolder graphic florals, oversized polka dots, and stripes. Print that speaks loudly rather than quietly.

04 WHAT IS NEW

Asymmetry. One-shoulder necklines, uneven hems, and off-center draping appeared across all three cities.

Worn low. Low-slung waists on skirts and trousers, a clear break from the high rise of recent seasons.

Sheer and visible lingerie. Layered sheers over slips and bralettes, styled for day rather than evening.

Hot pink and tight flares. London put hot pink and slim flared trousers on its trend list, alongside a wave of trainer collaborations.

Remade and reconstructed. Spliced garments, deadstock, and visibly reworked pieces moved from niche to main stage.

05 FOR SMALL BRANDS

1. Keep Luminous Blue in your core assortment. It held, and it will carry into AW27.

2. Warm your orange toward marigold before you confirm lab dips.

3. Make your craft visible. If a detail cannot be seen in a product photo, it will not sell the story.

4. Add one skirt silhouette to your SS27 line, even if shorts were in your original plan.

5. Test volume in one hero piece rather than across the collection.

6. Treat asymmetry and low waists as tests, in small quantities, not as the line's backbone.

7. Lead with accessories if your budget is tight. They are the lowest-risk way to say the season out loud.

06 NATURAL DYE NOTE

Luminous Blue maps to indigo. Marigold maps to marigold dye. Every color in the palette has a natural-dye equivalent.

SOURCES

Who What Wear, The 9 Biggest Trends From New York Fashion Week S/S 27, September 17, 2026

WWD, Quick Takes From the Spring 2027 Luxury Collections at NYFW, September 14, 2026

Vogue, London Is So Back: Key Takeaways From Spring/Summer 2027, September 22, 2026

British Vogue, 5 Trends To Take From London Fashion Week SS27, September 23, 2026

Vogue, Rooted in Reality: Key Takeaways From Milan Fashion Week Spring/Summer 2027, September 28, 2026

La Tela Intelligence, Issue 04, Part One: Spring/Summer 2027, The Asor Collective, June 2026

This update synthesizes editorial runway coverage. Runway direction is not sell-through data. Verify against your own customers before buying.

