



*Culture*

# TREND REPORT

S/S 2026



# COLOR PALETTE

Spring/Summer 2026



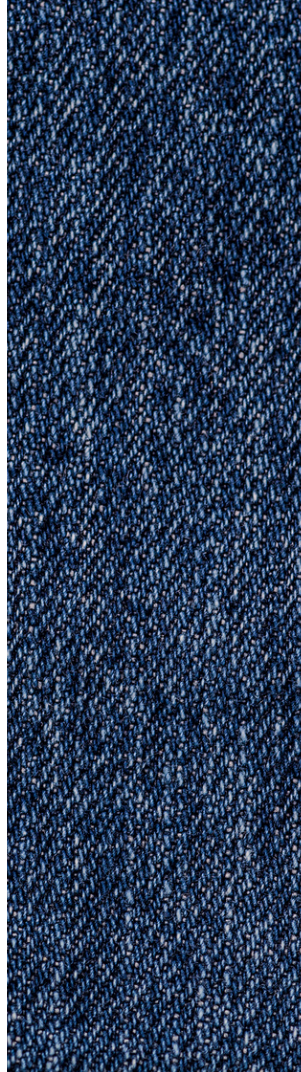
*NYFW x Pantone*



SEQUINS



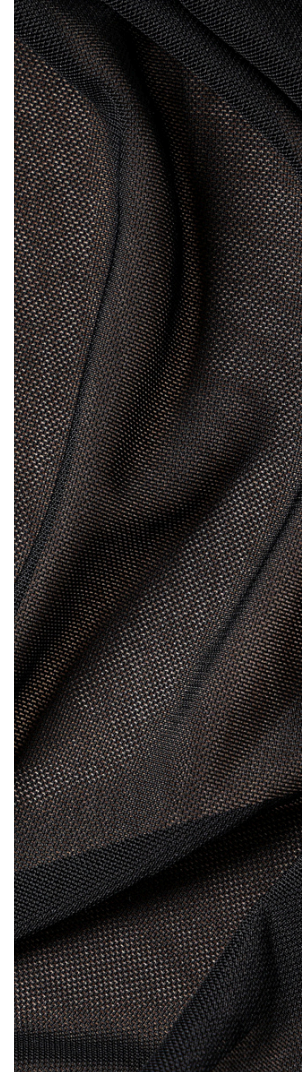
METALLIC



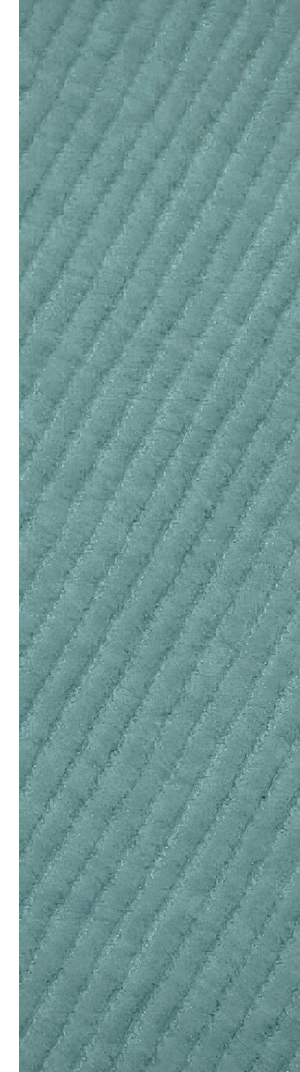
DENIM



VINTAGE WASH



MESH & SHEER



RIBBED FABRICS

## 02 TEXTURES & FABRICS

# DECORATION TRENDS



CHAIN STITCH



EMBOSSING



ALL OVER PRINTING



NAILHEADS



REACTIVE INKS  
(UV, GLOW, REFLECTIVE, HYDROCHROMIC)



RHINESTONES



CUSTOM TOTES



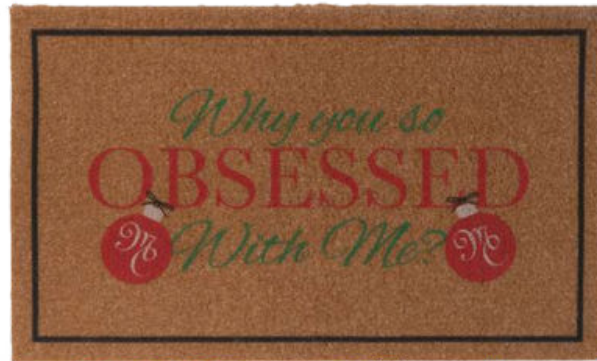
SILK SCARVES



ARTISTIC POSTERS &  
PAPER COLLECTIBLES



BAG CHARMS



HOME DECOR



CUSTOM MATCHES & LIGHTERS



# EMBELLISHED ENERGY

Embellishment returns as a statement surface. Rhinestones and nailheads reframe Y2K nostalgia through elevated placement and modern silhouettes — bringing dimension, stage impact, and collectibility back to tour apparel.



# EXPERIMENTAL PLACEMENTS

Merch graphics are no longer confined to the front panel. Sleeves and all over prints create 360° visibility. Strategic placement adds surprise and perceived value without requiring new garment development.

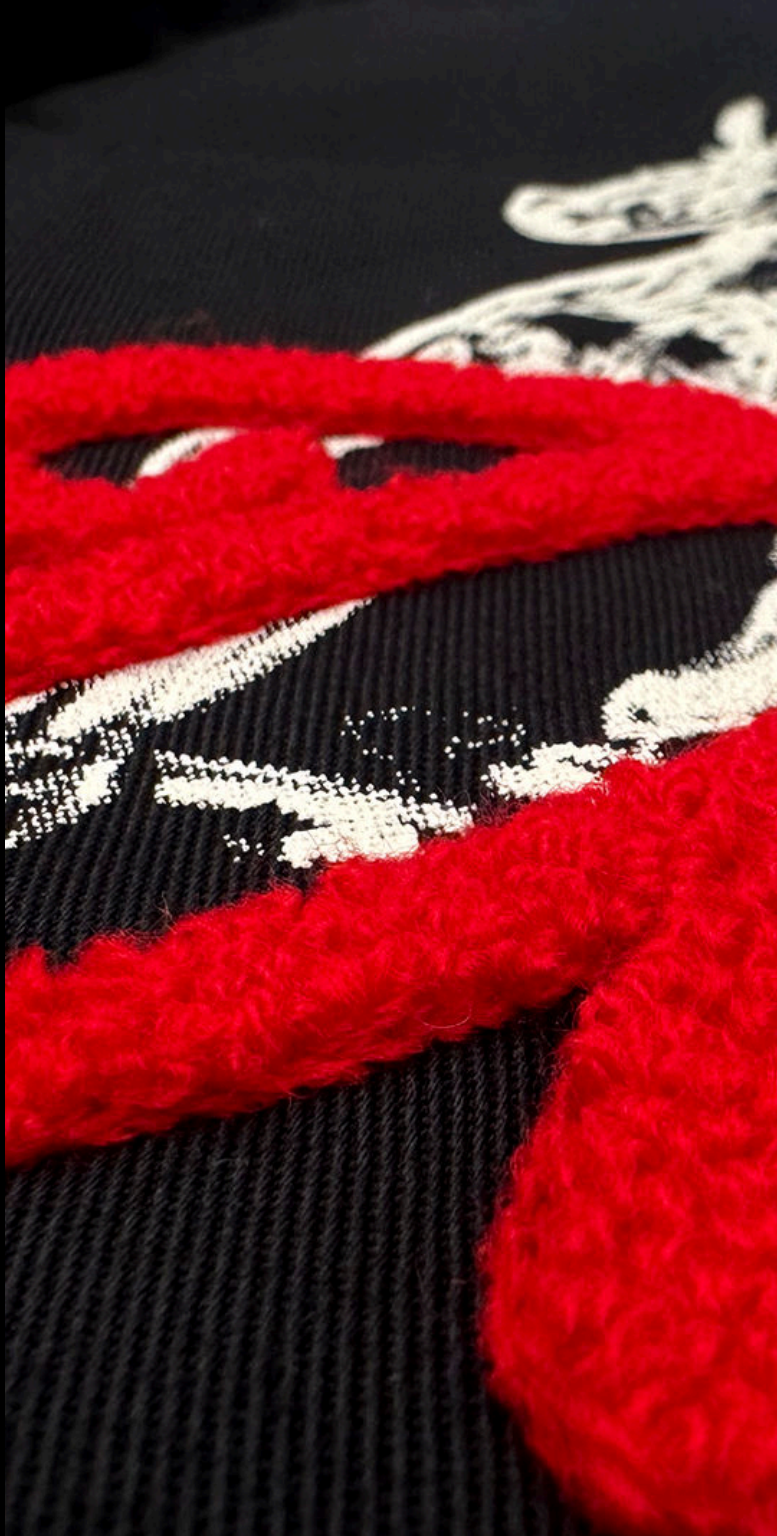
06



## Y2K RECHARGED

Jersey silhouettes anchor the Y2K resurgence. Athletic mesh, oversized numbers, contrast piping, and bold graphic typography bring back early-2000s tour aesthetics — reimagined for contemporary styling. The look merges music and sports culture, making merch feel like team gear for the fan base.





## DIMENSIONAL DESIGN

Texture becomes a differentiator. Raised puff prints, HD ink, flocked lettering, and mixed-material graphics bring depth to tour & clothing brand apparel — catching light, creating shadow, and enhancing visibility. These tactile details transform standard tees into statement pieces that feel premium and limited.



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## CHAIN STITCH REVIVAL

Chain stitch embroidery reintroduces craftsmanship into contemporary apparel. With its raised, looping texture and hand-finished feel, the technique adds dimension without overwhelming the garment. Rooted in vintage workwear and classic tour jackets, chain stitch signals authenticity and elevated value — ideal for limited drops and collectible merch capsules.





**Tap in to the trends.**

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