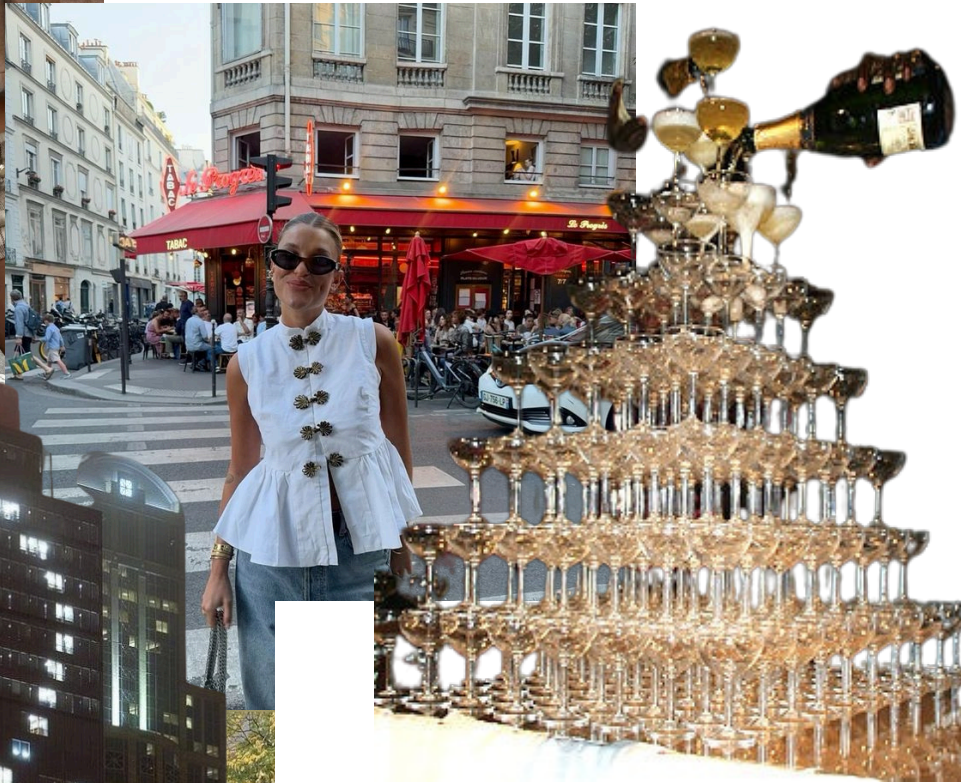


TREND REPORT



HEAVILY PRESENT IN THE A/W 25/26 FASHION FORECAST IS ANIMAL PRINT. EVERYTHING FROM TRUE LEOPARD TO TORTOISE AND A STEP FURTHER AWAY FROM REALISTIC, NEW FORMS OF THESE BOLD PRINTS.

ACCORDING TO WGSN, TRUE LEOPARD, COW PRINT, AND DEER INTO THE WOODS ARE THE TOP WOMENS PRINTS AND GRAPHICS OF THE SEASON.

KEY ITEMS: TOPS, JACKETS, DENIM, AND ACCESSORIES

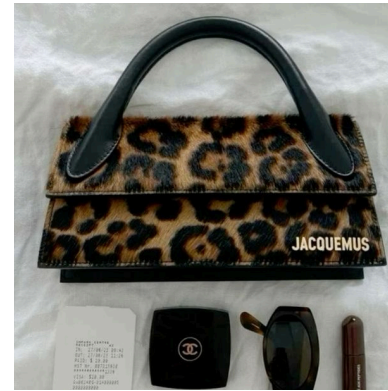
**AUTUMN/WINTER 2025/26
UPPER MODERATE PRICE
WOMEN AGES 18-35**

**IF YOU LIKE IT,
WEAR IT.**

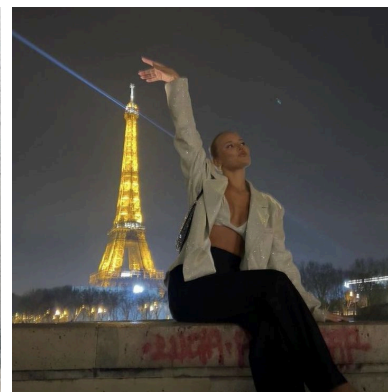
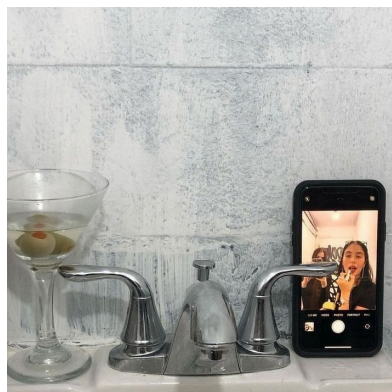


Our average consumer is women aged 18-35, who tend to be fashion-forward and living in a major metropolitan area. The fashion-conscious urban setting drives our college students, young professionals, influencers, entrepreneurs, and creative consumers. These women are highly interested in fashion and regularly follow the latest trends on social media, especially Instagram and TikTok. They care about being seen as stylish and are often early adopters of new trends. Social, active, and image-conscious, they spend their time going out with friends, attending events, and participating in activities like travel, fitness, and wellness. They enjoy sharing their lives online and use their fashion choices as a form of self-expression. They value clothing that allows them to showcase their individuality and make a statement. They seek approval and validation through social media, and are highly influenced by what celebrities, influencers, and their peers are wearing. They are willing to invest in pieces that feel luxurious, even if the price point is higher, but they still expect value for money in terms of style and quality. While not their primary concern, many are conscious of sustainability and appreciate brands that offer eco-friendly options or ethical production practices. They make frequent impulse buys, especially for trendy, statement pieces they've seen worn by influencers or celebrities. They're often looking for outfits for specific events, like vacations, festivals, parties, and weddings. They tend to be loyal to brands that consistently align with their aesthetic and values, and appreciate brands that engage with them on social media through likes, comments, and influencer collaborations.

CONSUMER PROFILE

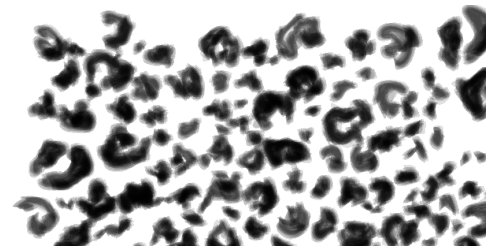
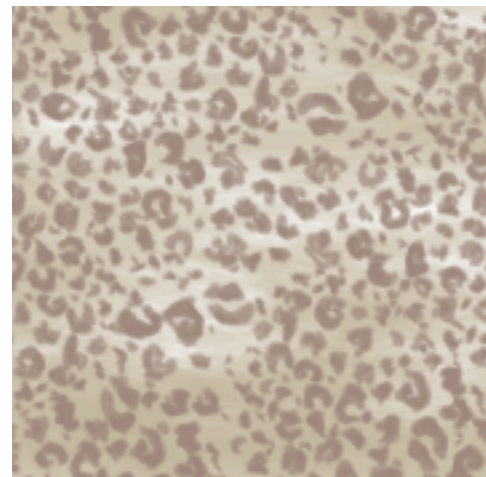
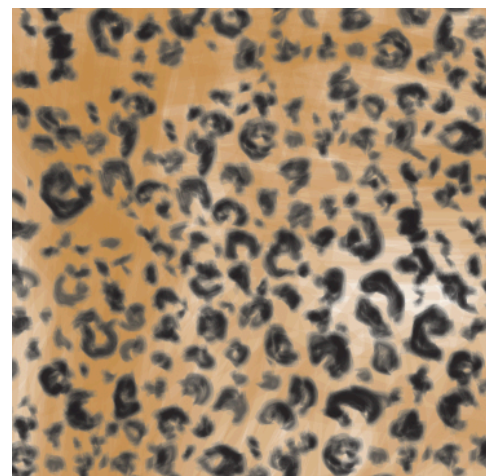
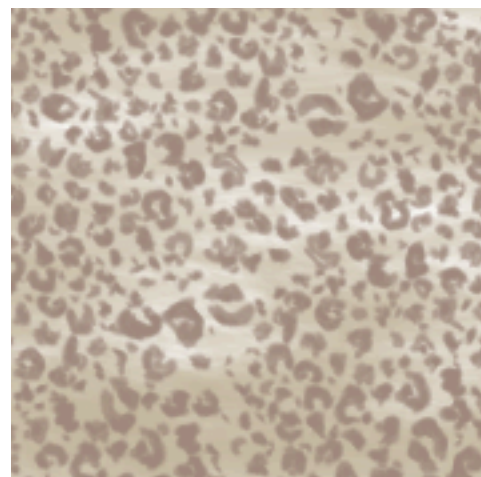
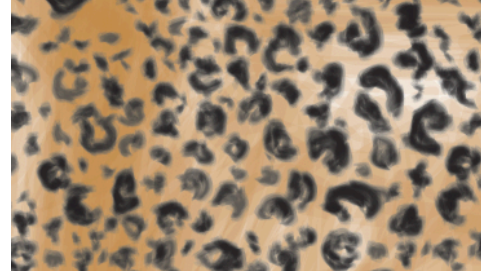


KEEP
FASHION
WEIRD

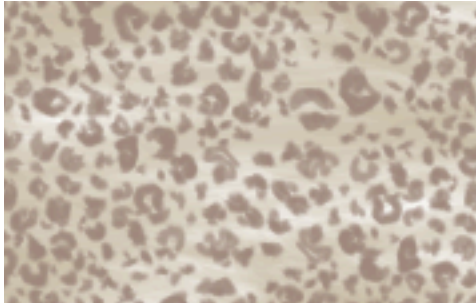
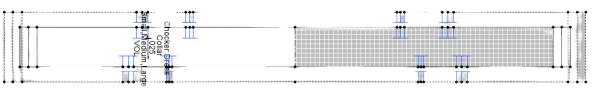
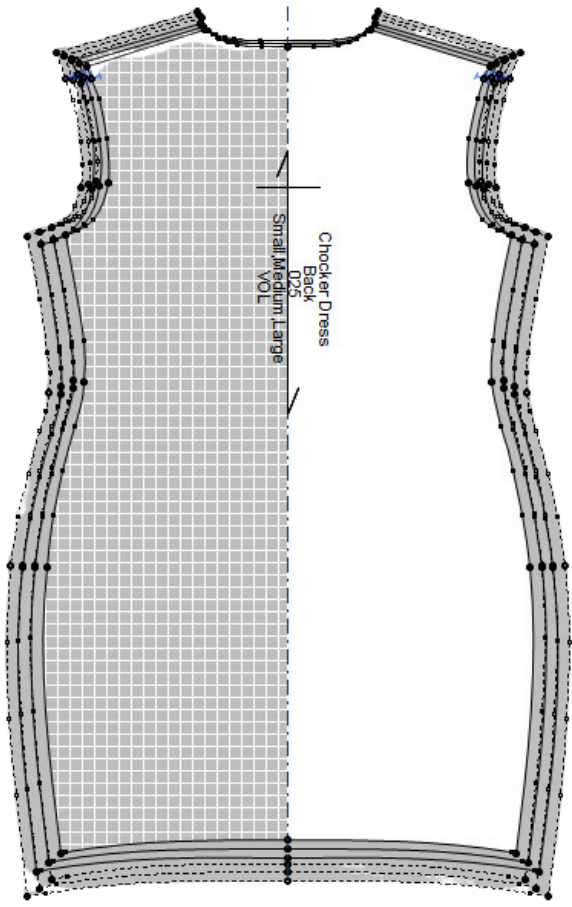
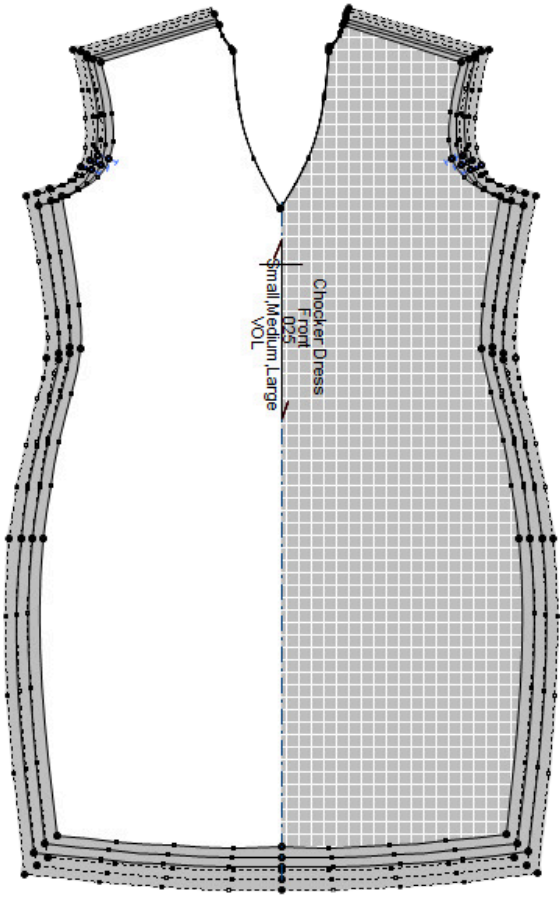
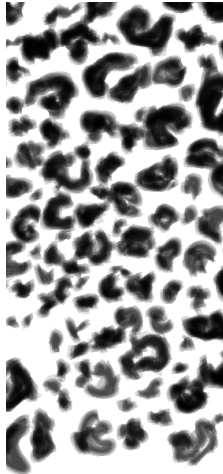
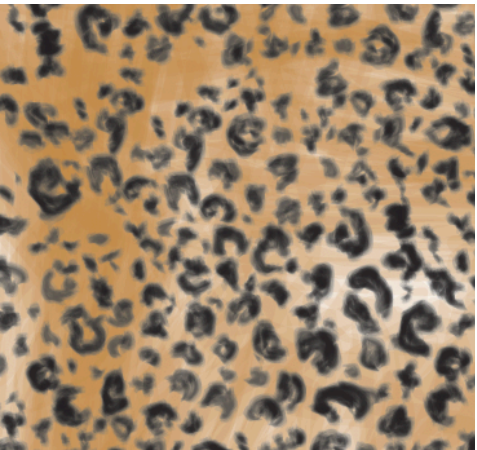


AUTUMN/WINTER 2025.26

TEXT-LEVEL-SEGMENTS



PATTERN PIECES



OPITEX 3D SIMULATION



MATERIAL: 100% POLYESTER

DESIGN JOURNAL

AUTUMN / WINTER
2025 / 2026



KEY ITEMS

DRESSES

ELEGANT
COMFORT
DRESSES

COMFY
PARTY
DRESSES

SHEER

PRINT TRENDS

ANIMAL
PRINT

FAUX FUR

COW PRINT

DEER SPOTS

LEOPARD

