

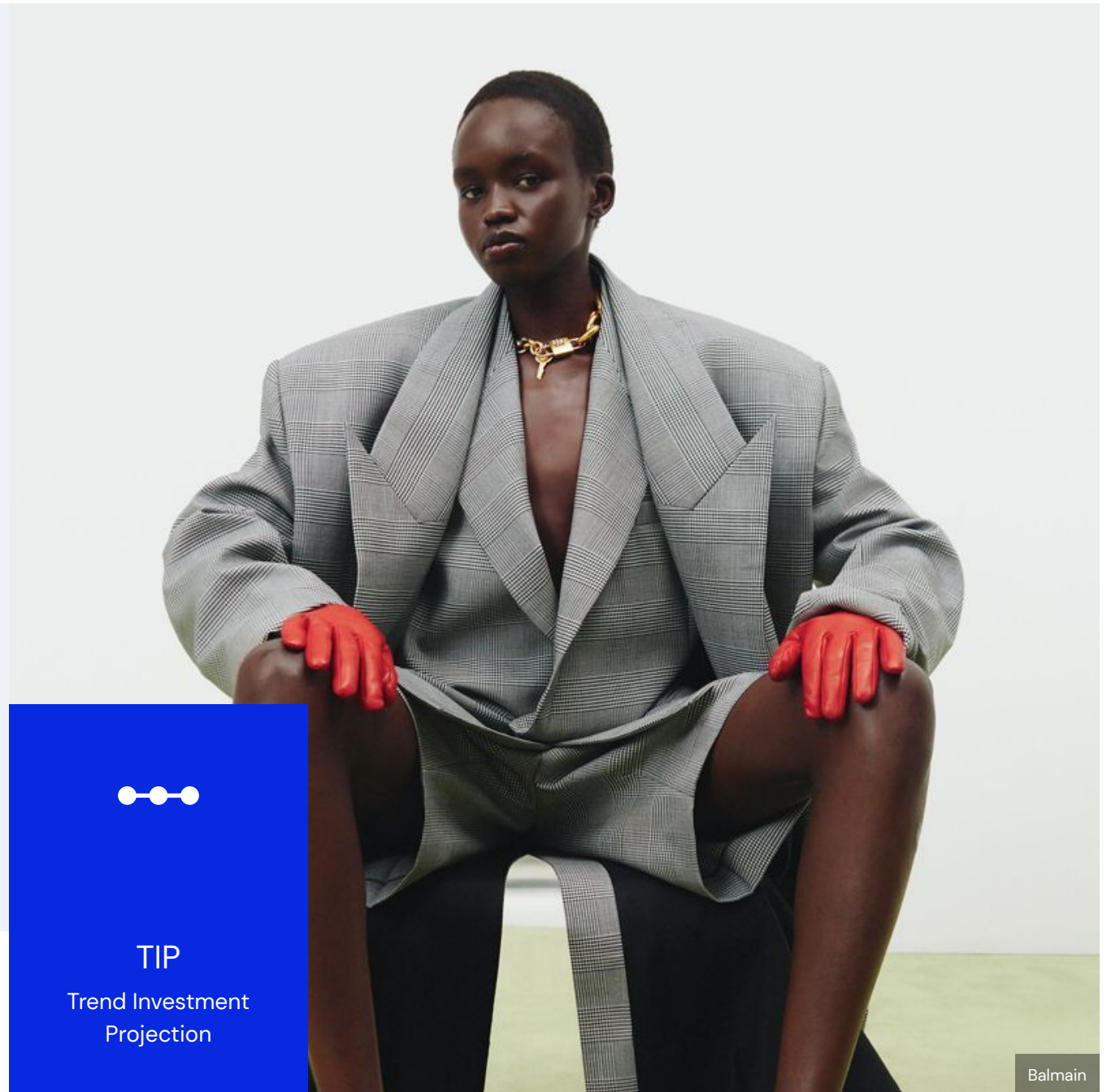
Catwalks: Women's Key Items – Jackets & Outerwear Pre-Summer 26

Outerwear classics make the strongest impression on the catwalk offering timeless appeal and longevity

Sthandiwe Khumalo
07.15.25 - 3 minutes



TIP
Trend Investment
Projection



Balmain

Need to know

Overarching interest in retro aesthetics influences design direction for outerwear, reintroducing bygone silhouettes and details to the outerwear mix.

Opportunity

The outerwear category has remained consistent, with designers backing considered modifications rather than a complete aesthetic overhaul. Classic and versatile items like the blazer remain key investment pieces, offering longevity, resonating with constrained consumer spending. #Maximalist adornments, bold colour and directional prints are a 'cherry on top' rather than volume buys.

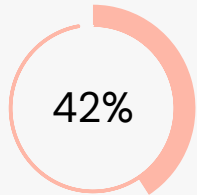
Strategies

- **The blazer:** broad style offerings appeal to all consumer markets with a style suited to every occasion
- **The #BomberJacket:** capitalise on the Downtown Chic versatility of the bomber, which can be worn by all consumers
- **Utility outerwear:** a versatile item, essential for the casual and smart women's market, leaning into #HighLowDressing
- **#Leather outerwear:** pitch leather outerwear for youth and the contemporary women's market for a directional spin on top silhouettes
- **The #CarCoat:** varied interpretations of the car coat make this item relevant for casual to occasionwear needs



Proof points

Proportion of blazers in the jackets mix on S/S 25 catwalks



WGSN.com

Blazers made up the largest share of the jackets mix on the S/S 25 catwalks and continue to be strong in Pre-Summer 26 (WGSN Catwalks)

#BomberJacket – UK & US

Slow Riser



Growth is slowing

WGSN.com

Trend Curve AI predicts continued growth in the bomber jacket for S/S 26

#TrenchCoat videos surge

▲ 105% 

Mar-Apr 2025 vs Mar-Apr 2024

WGSN.com

Trench coats increasingly capture consumer interest on TikTok, **presenting the opportunity to innovate on styling** to retain interest (TikTok worldwide)

Leather rises in outerwear on S/S 25 catwalks

▲ +2.1ppt

S/S 25 vs S/S 24

WGSN.com

Leather accounts for 11% of the materials used for outerwear in S/S 25 and **remains relevant for Pre-Summer 26** (WGSN Catwalks)

#NewRetro tags rise on the Fashion Feed for womenswear

▲ 48%

Pre-Summer 2026 vs Pre-Summer 2025

WGSN.com

The '60s are a central theme explored on the Pre-Summer catwalks with **key outerwear pieces from this era making a return to fashion**

The blazer

Strategies

Blazers remain the most prevalent outerwear style on the catwalks, with oversized and relaxed fits offering volume opportunity. Look to vibrant pop colours and bold prints to refresh these styles. Retro #HighStance collars and waisted silhouettes look directional.

#OversizedBlazer,
#ShoulderVolume



Neat fit, short length



Bold prints



#WaistedBlazer,
#HighStance, #NewRetro



#CroppedJacket,
#ShoulderVolume



The #BomberJacket

Strategies

The #BomberJacket continues to enjoy popularity on catwalks, offering a gender-fluid silhouette with multi-seasonal appeal.

#BomberJacket,
#UtilityDetails



#Leather, gender-inclusive



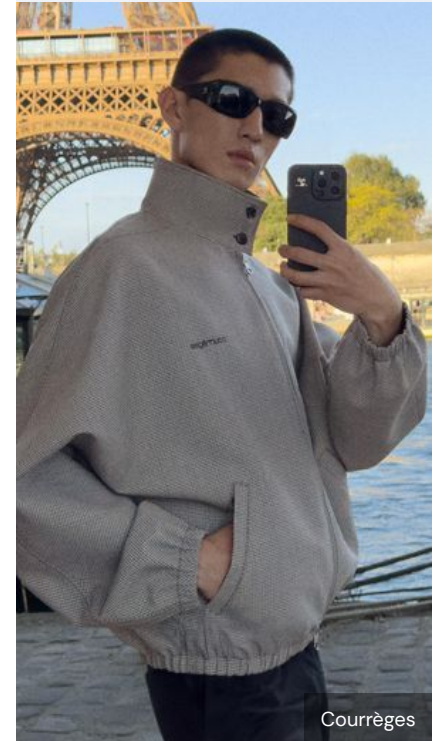
#NewRetro, #UtilityDetails



Reworked blouson, suiting material



#Minimalist, #FunnelNeck



Utility outerwear

Strategies

#Utility-inspired jackets received a refresh on the catwalks with the introduction of new materials and bold colour for the worker jacket and an #80s #OversizedCoat and cinched waist revamp for the trench. Overall, #Neutrals and #SepiaTones remain key with #Maximalist skins and #Florals adding newness.

#StatementCollar,
#VoluminousSleeves



Tory Burch

#Maximalist print



Elisabetta Franchi

#CroppedJacket,
#TrenchNouveau



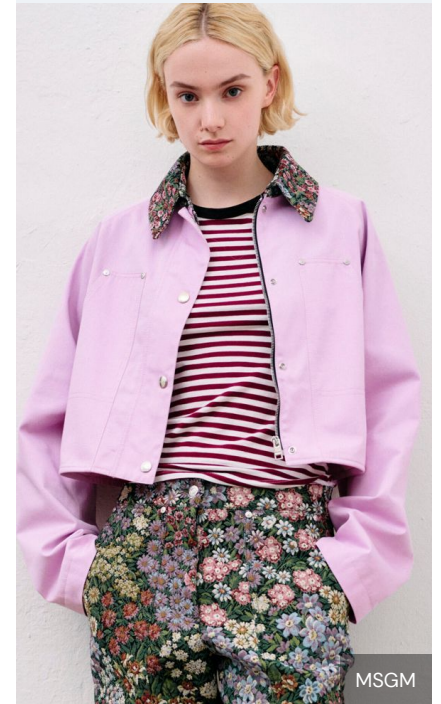
Elisabetta Franchi

#SuedeJacket, worker
jacket



Etro

#StatementCollar,
#CroppedJacket



MSGM

#Leather outerwear

Strategies

#Leather versions of the season's key silhouettes were seen across catwalks. Biker jackets slowed, with the share taken over by a variety of #NewRetro bomber styles and shackets. Though seen in limited volume, newness came in the form of textured hides, adding a graphic element.

#FunnelNeck,
#BomberJacket



#BikerJacket,
#Embellishment



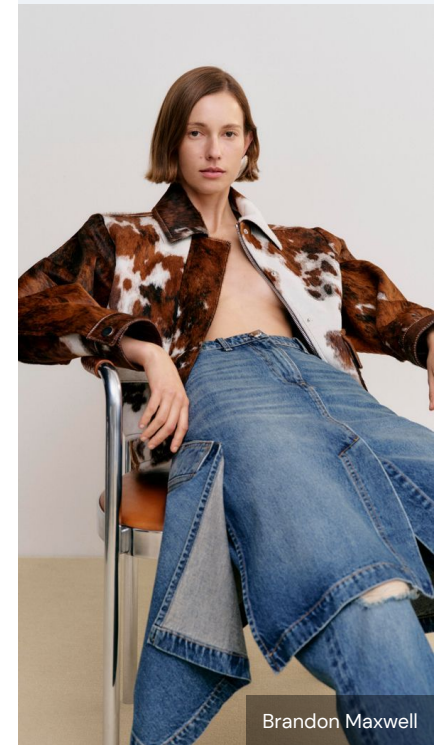
#AgedAppeal blazer



#Trenchcoat



Hide texture



#CarCoat

Strategies

#NewRetro aesthetics fuel the rise of the #CarCoat. Though not a volume style on the catwalks, this silhouette provides newness and an alternative lightweight layering piece, rivalling the trench coat when constructed in cotton.

#DopamineBrights



Etro

Cotton-based, macintosh style



Gabriela Hearst

Pretty prints



Ermanno Scervino

#NewFemininity,
embellishment



Tanya Taylor

#LeatherCoat



Antonio Marras

Further research



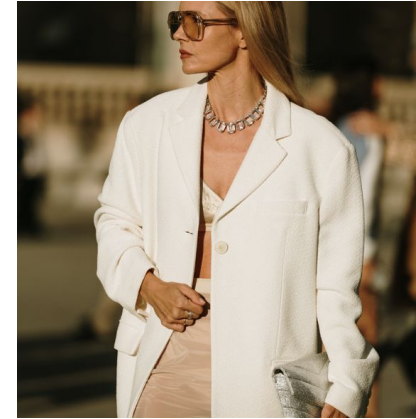
Catwalks: Women's Key Trends Pre-Summer 26



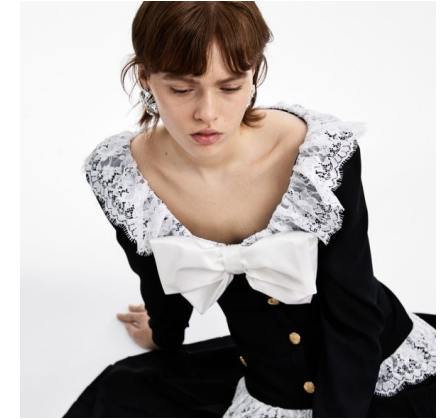
TrendCurve AI Category Outlook: UK Women's Outerwear S/S 26



TrendCurve AI Category Outlook: US Women's Outerwear S/S 26



Core Item Update: Women's Jackets & Outerwear S/S 26



Key Items Fashion S/S 26: Women's Jackets & Outerwear