

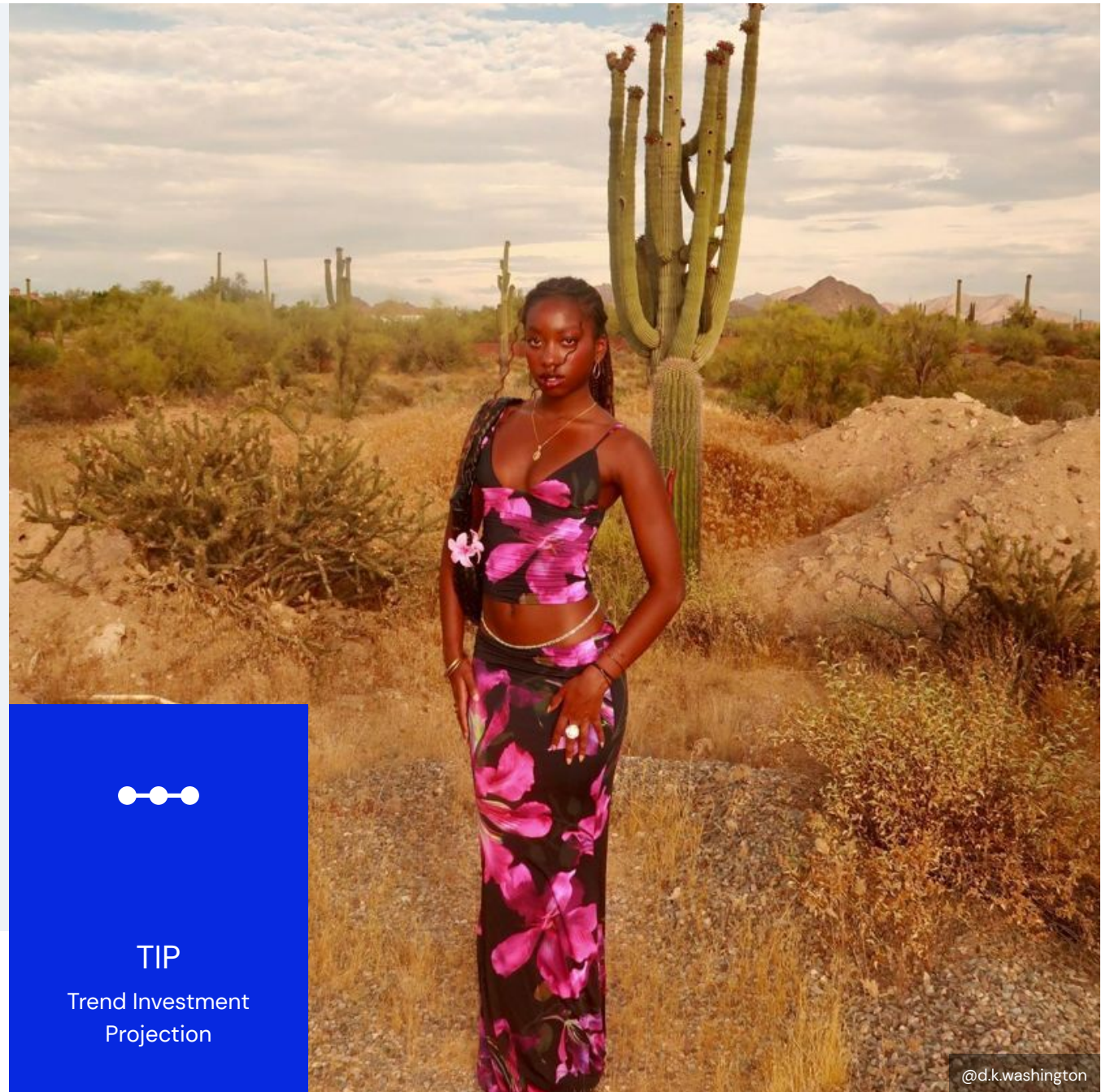
Design Capsule: Young Women's Hothouse S/S 26

Embrace hothouse motifs and vibrant botanical hues for high summer and #FestivalFashion updates

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06.13.25 - 6 minutes



TIP
Trend Investment
Projection



Need to know

As the global climate continues to rise, young women will lean into more expressive, beach-ready designs. The Hothouse aesthetic explores the creativity in a biodiverse landscape, well-positioned for the May S/S 26.

Opportunity

Refresh young women's summer classics, incorporating impactful seasonal elements and festive details. While bold prints and colours can appear directional, merchandising them through various occasion edits, such as #BeyondTheBeach and #FestivalFashion, will appeal to a broader consumer base. Opt for modular, detachable features to allow repurposing and upcycling, prolonging the product's lifespan.

STEPIC forecasts: Womenswear Forecast: Hothouse, Footwear, Accessories & Jewellery.
Forecast: Replenish, Fluid Ecologies

Design strategies

- Use AI-inspired Hothouse prints and Plantopia hues to uplift summer silhouettes
- Develop inclusive, comfort-driven designs to communicate to a more diverse audience, incorporating flowing hemlines and stretch jersey materials
- Mix into festival-led mini-length silhouettes to appeal to a younger demographic
- Leverage fantastical Florals and central Hothouse icons for add-on accessories and footwear

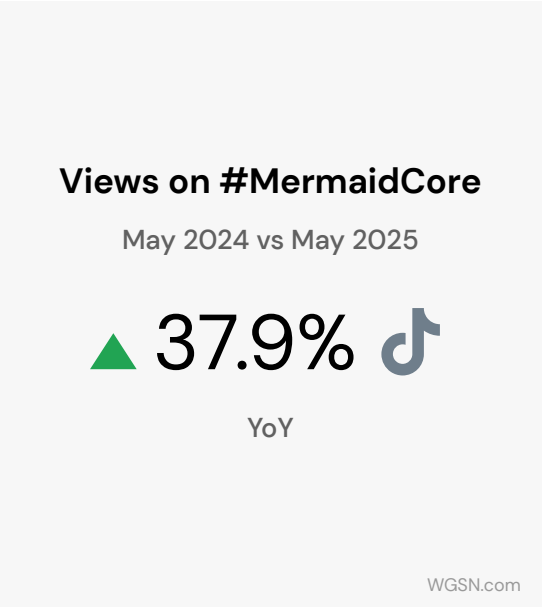
Relevant for: dresses, woven tops, trousers, skirts, matching sets, beach wear, accessories



Proof points



Vibrant pink tones such as Electric Fuchsia will continue to be key for high summer styles. Pair with bold floral prints to double down on feminine mood or consider #SoftFocus application with complementary light blues and greens to boost a summer sensorial appeal



Fuelled by festive colours and beachy motifs, #MermaidCore views on TikTok have increased 37.9%. This expansion underscores the ongoing #DestinationDressing trend, making it well-suited for youth festivals



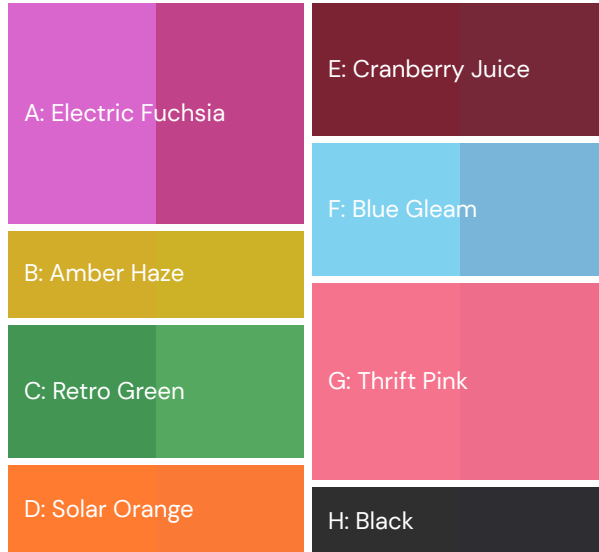
Hothouse will be a driving womenswear theme for the S/S 26 season. Young women are already starting to confirm this on social media, favouring vibrant botanical prints for various party occasions and festival items. Refer to our Print Sourcing Guide: Women's S/S 26 for further inspiration



Micro mini-lengths are getting more popular among young women, with minidresses standing out at Coachella Festival. Offer layering opportunities to cater to a wider audience (Google Trends worldwide, Apr 2024–May 2025 vs Apr 2023–May 2024)

Mood and colour

Utilise tropical warm tones and to evoke a festive, high-summer flair.



Coloro – A: 144–57–41, B: 043–65–31, C: 065–52–27, D: 023–61–36, E: 008–26–26, F: 108–77–24, G: 160–61–28, H: 153–19–00

Pantone – A: 17–2624 TCX, B: 16–0838 TCX, C: 16–6339 TCX, D: 16–1359 TCX, E: 19–1934 TCX, F: 14–4320 TCX, G: 16–1735 TCX, H: 19–4203 TCX

Colour strategies

- Enhance a festive summer mood through #Ombré and #SoftFocus application, using saturated pinks and #SunsetShades
- Incorporate black with botanical colours to achieve an Afterlight glow
- Include more pops of brights into womenswear's Hothouse palette to resonate with more youthful occasions



The #Minidress

Capitalise on youthful **#MiniDress**, featuring elegant drapes to increase **#DayToNight** opportunity.

Design strategies

- Incorporate a draped cowl with a key S/S 26 detail, halterneck to boost an elegant occasion mood
- Create an open-back shape to add a playful contrast with the front. Inject a tie string to allow for size adjustments
- Utilise buttery soft fabrics such as Tencel lyocell or FSC-certified modal to create more fluid drapes
- Enhance a Hothouse appeal by rendering an AI-driven digital flower. Choose a larger size and central positioning for hero pieces

Circularity stream: design for longevity



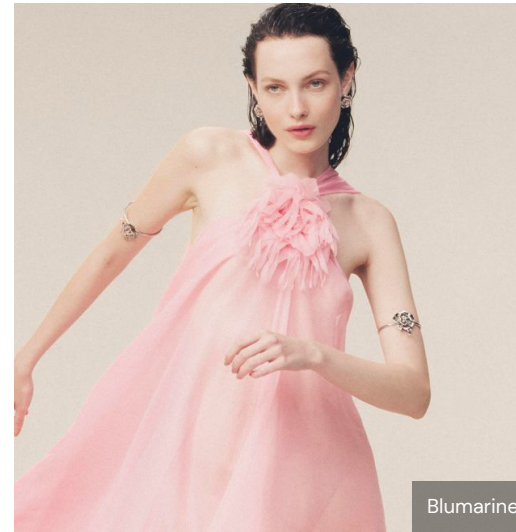
The #StatementFlorals top

Refresh #StatementFlorals to a more sculptural style, creating a hero piece for the collection

Design strategies

- Revamp the #Camisole silhouette by drawing inspiration from the early 2000s. Opt for a #HalterNeck and a buttonless open front to work as an ideal beach cover-up
- Offer a modular style by creating a removable #Corsage. Utilise surplus fabric scraps to reduce waste
- Favour tonal colours and lightweight fabric to balance out the dramatic shape
- Employ beads and #Ruffles to amplify a youthful, feminine flair. Choose #Upcycled options that are easy to disassemble and repurpose

Circularity stream: design for longevity, disassembly and recycling



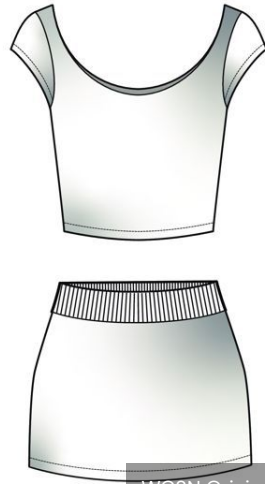
The micro-mini #MatchingSet

Merchandise a versatile co-ord that works well as [#FestivalFashion](#) and [#ComfyParty](#) outfit.

Design strategies

- Respond to the growing popularity of revealing silhouettes at festivals. Be bold with cropping hemlines to communicate a younger mood
- Integrate built-in shorts to ensure comfort and safety
- Choose cotton jersey or stretchy sportif fabrics for comfort on the skin and to support active movements. Look at our [Knitwear & Jersey S/S 26 Sourcing Guide](#) to see the latest lower-impact cut-and-sew trends
- Elevate seasonal surface interest by blending diverse summer hues in an [#Ombré](#) effect. Prioritise eco-conscious choices like [#NaturalDye](#)

Circularity stream: design for longevity



WGSN Original CADs/Flats



The handkerchief hem dress

Update a classic summer dress with an **#Asymmetric** hemline and a season-forward tactile surface to increase a festive appeal.

Design strategies

- Combine two key items for S/S 26 – a slip dress with an asymmetric skirt – to create a versatile silhouette ideal for summer parties
- Look to a midi length and a subtle fluted volume for effortless movement and elegant comfort
- Layer handkerchief hems unevenly or inject flared godets to create an illusion of youthful, imperfect ruffles
- Opt for semi-sheer materials to elevate the layered effect and add an **#Ombré** surface to propel an ethereal feel

Circularity stream: design for longevity



WGSN Original CADs/Flats



Amur



@annouveauriche



@cybersweetie_

The platform sandal

Incorporate Hothouse Florals into summer footwear designs to complete a resort holiday mood while maintaining comfort and durability.

Design strategies

- Draw inspiration from Hothouse strappy sandals, a standout footwear trend for S/S 26. Incorporate modular #Corsages to enable versatile transformation and enhance product longevity
- Opt for cushioned platform soles for a more stable and comfortable fit
- Add adjustable ankle straps for extra support and easy size adjustments

Circularity stream: design for longevity, disassembly and recycling



WGSN Original CADs/Flats



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3D range plan



#MiniDress



#StatementFlorals top



Micro-mini #MatchingSet



Handkerchief hem dress

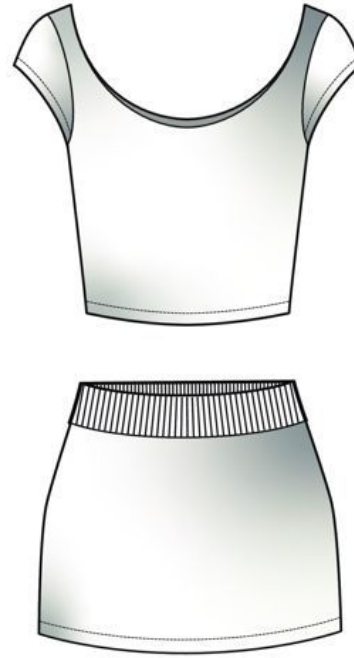
2D range plan



#MiniDress



#StatementFlorals top



Micro-mini #MatchingSet



Handkerchief hem dress



Platform sandal

Circularity glossary

Design for longevity

Make designs long-lasting to extend the length of time the item will be owned.

Create modular, versatile items, considering detachable components and details for restyling and adaptability. Use adjustable fastenings and design details that allow for size changes. For durability, source good-quality, durable materials that will stand the test of time, including reinforcement details where the item is likely to wear.

Design for disassembly and recycling

Designing for disassembly enables an item's materials and components to be separated with greater ease for onward recycling or downcycling at the end of its useful life. Select compatible materials for the individual elements in the item, and ensure these can easily be removed for recycling. Innovations such as dissolvable sewing threads or unscrewable hardware can enable scalable disassembly.

Design for repair and resale

Design and make products to a quality level that can hold their value and attract future wearers. Ensure items can be maintained and repaired easily to extend usefulness. Provide consumers with kits for sewing, patching and spare components. Offer tutorials to engage them in the repair process. Where appropriate, partner with repair service providers.

Further research



Global Youth Fashion Drivers S/S 26: + TikTok Analytics



Youth & Denim Colour Forecast S/S 26



Coachella 2025: Young Women's Apparel



Print Sourcing Guide: Women's S/S 26



Buyers' Briefing: Footwear & Accessories Colour, Materials & Details S/S 26