

# Global Key Colours & Combinations A/W 27/28

Discover the five Key Colours that will impact all industries and regions in A/W 27/28, plus design strategies and suggested combinations to appeal to consumers amid uncertainty, polarisation and rapid tech transformation

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08.26.25 - 12 minutes



WGSN Original Image

# Need to know

## Opportunity

As the world becomes more fragmented, interconnectedness will define 2027. The A/W 27/28 season presents a key opportunity to convey consistency, carrying over the annual and long-term palettes to provide confidence and clarity when combined with fresh seasonal shades, which will drive newness.

With unpredictability continuing to define the coming years, embracing uncertainty will be important. We must recognise that we live in a complex and ambiguous world where multiple, conflicting ideas coexist and are interconnected. Amid this, colours will need to do more, and consumer emotions will play a vital role in colour selection.

This season, the Key Colours represent a range of emotions, from freedom and expression (Luminous Blue) to trust and groundedness (Russet), serenity and restoration (Peaceful Lilac), pleasure and comfort (Maize) and melancholy and introspection (Deep Green). Following on from S/S 27, connection and polarities play an important role, balancing themes of nature and technology, contemporary and retro, the environmental and the otherworldly. These surprising connections create opportunities to form interlinked colour messaging across all industries.

**Colour forecasts:** Global Colour Toolkit A/W 27/28, Colour Evolution: A/W 27/28

**STEPIC forecasts:** STEPIC Strategies 2027: Executive Summary, Future Consumer 2027: Emotions

## Design strategies

- **Explore fresh possibilities for Luminous Blue, our Colour of the Year 2027:** use this hue for a renewed dopamine hit of confident and inspiring colour
- **Apply Russet to convey stability and simplicity:** this grounding shade connects to the earth and offers comfort and reassurance in uncertain times
- **Amplify a dream state and otherworldly qualities with Peaceful Lilac:** use this pastel, which is visually striking yet soft, to engage the senses
- **Use Maize to connect with nostalgia:** appeal to the need for comfort and protection by using Maize to connect with the past
- **Invest in Deep Green to promote longevity:** use Deep Green for its transseasonal appeal and to align with the need for commercial #ShadowyDarks that feel luxurious and natural

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**Relevant for:** all industries

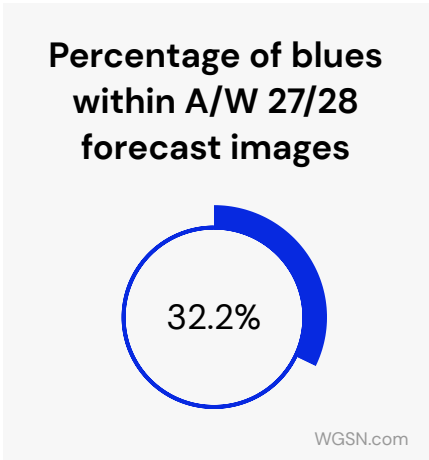
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# Proof points

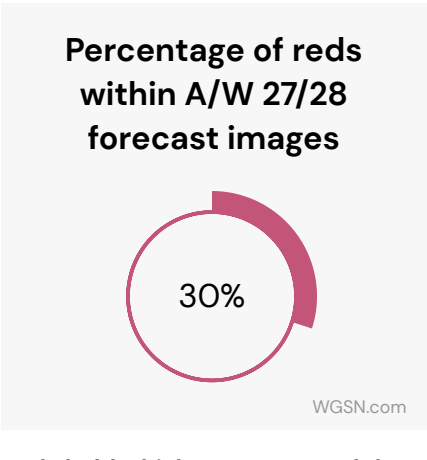
Developed using WGSN's collaborative intelligence methodology, this proprietary process transforms expert-curated moodboards into quantifiable colour intelligence. It blends human creativity with AI analysis to deliver emotional and directional insight that only WGSN can deliver.



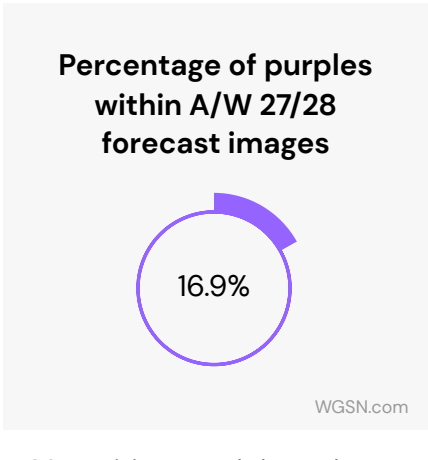
**Future Consumer 2027: Emotions – Witherwill:** this emotion, which means “the longing to be free from responsibility,” will come to define 2027, as people continue to be overwhelmed by the pressures of a polycrisis. **A defining sense**



WGSN's Vision AI tool shows that blues still hold a high percentage of our overall forecast images for A/W 27/28, increasing from 30.9% in S/S 27



Reds hold a high percentage of the palette, driving colour direction across seasonal, annual and long-term shades, increasing from 25.4% in S/S 27



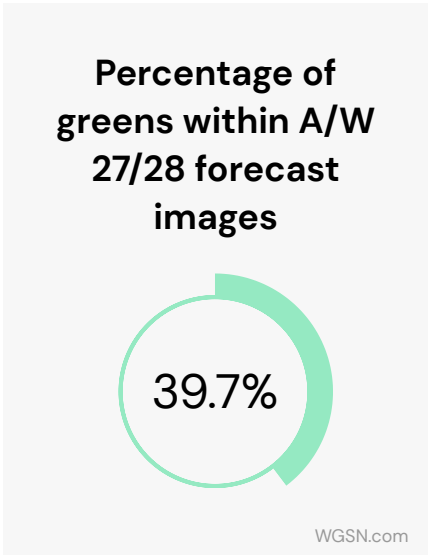
WGSN's Vision AI tool shows that, despite a slight decrease (vs 17.9% in S/S 27), this colour group will be important for driving seasonal newness



**Future Consumer 2027: Emotions – Strategic Joy:** this will be a strategic tool for reimagining the world as a more inspiring, inclusive and affirming place for all. The familiar brightness of Luminous Blue and the



WGSN's Vision AI tool shows that yellows remain relatively stable for A/W 27/28, holding 30.7% of the

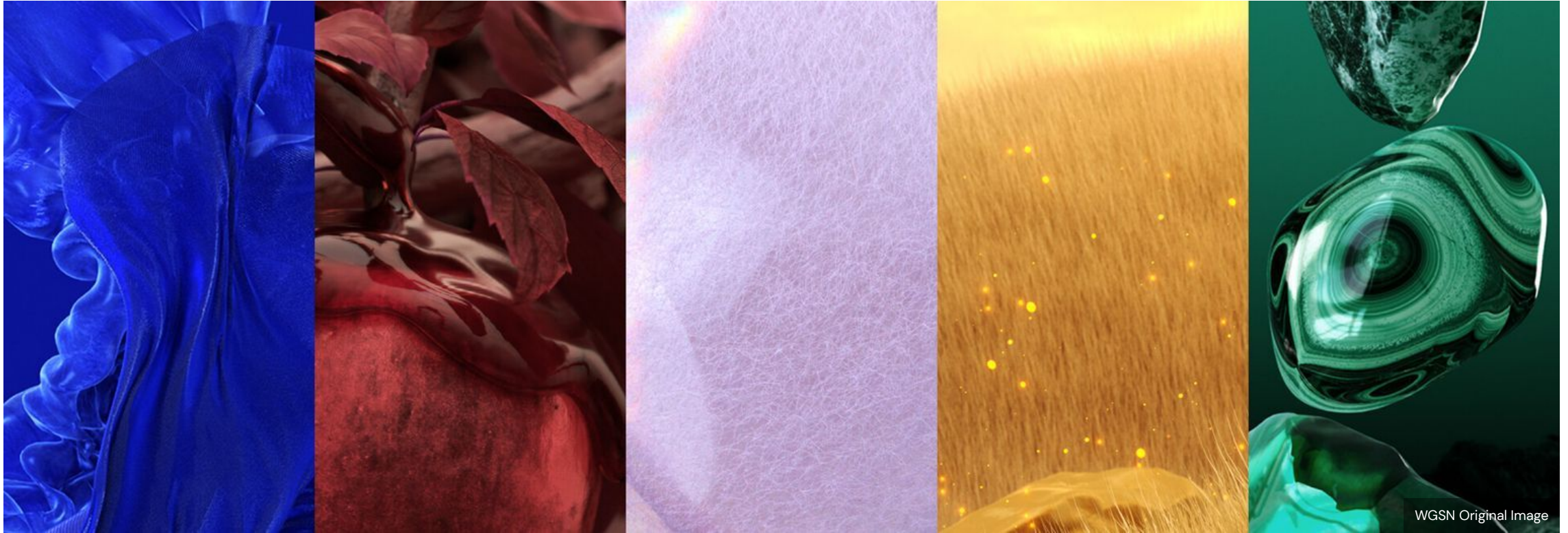


Second to black, green is projected as the most prevalent colour for the



## A/W 27/28 Key Colours

Our five Key Colours for A/W 27/28 will define the mood of the season and have a broad impact across multiple industries.



# Luminous Blue

## Colour of the Year 2027

125-28-38

Coloro / Pantone

19-3952 TCX

\* Purchase a swatch of Luminous Blue [here](#)

Luminous Blue is a vivid hue that embodies a powerful duality. It is energetic and empowering while still feeling real and reliable. Associations with tradition, culture and wisdom continue, but we draw on its vibrancy, dynamism and sense of awe for a true dopamine hit.

As we approach the A/W 27/28 season, consumers will likely experience AI fatigue, resource depletion and a growing preference for artisanal products, leading to a revival in craftsmanship. This shift will inspire a new wave of creativity drawn from nature as a source of solutions to complex problems. The blending of past and present will continue to be a key influence for this shade, as we aim to protect humanity’s wisdom in the face of technological advancements.

### Colour strategies

- Embrace the dynamic quality of Luminous Blue across all industries as a familiar yet directional bright with transseasonal appeal
- Inspired by natural, rich pigments found in countries like Morocco, India and Mexico, use Luminous Blue to evoke a sense of handmade quality and help people feel more connected to their shared humanity
- Use this awe-inspiring hue to look to the past while pointing towards the future, embodying slow processes, quality and the intelligence of the hand, serving as a counterbalance to the spread of artificial intelligence

**Emotions:** freedom, curiosity, confidence, wisdom, trust, dynamism, wonder, awe, adventure



### Colour evolution

|                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |
| Galactic Cobalt<br>A/W 23/24 and S/S 24                                               | Gentian Blue<br>A/W 24/25 and S/S 25                                                  | Electric Indigo<br>S/S 25, A/W 25/26, S/S 26 and A/W 26/27                            | Luminous Blue<br>S/S 27 and A/W 27/28                                                 |

# In action

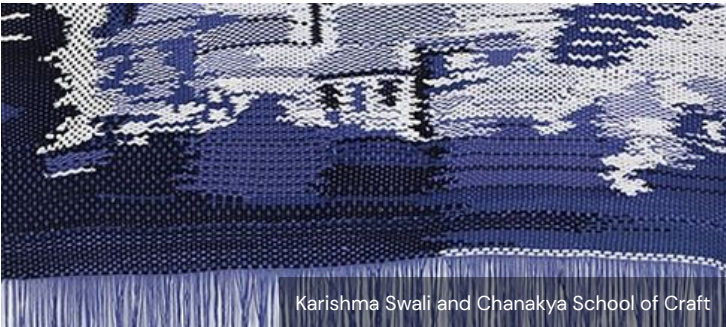
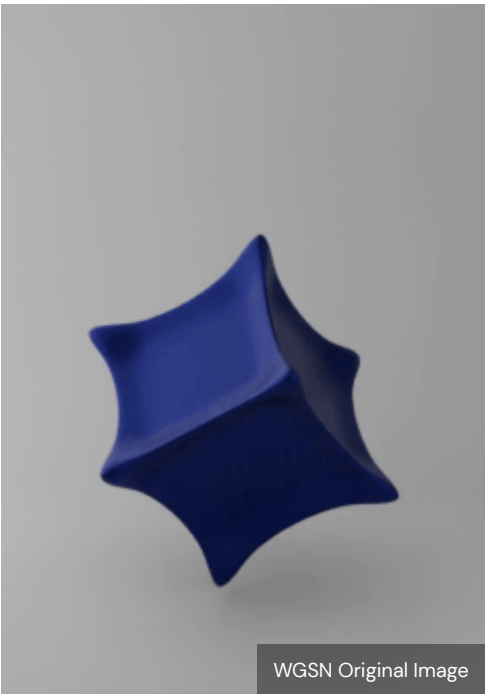
Embrace the past and the present with this inspired and confident shade of blue.



The Institute of Contemporary Art in Miami presented a retrospective of Colombian artist Olga de Amaral. Using indigenous weaving techniques contrasted with Bauhaus abstraction, the exhibition takes viewers through a meditative “vertical forest” with large bursts of colour



Anna and Eugeni Bach installed A Crown of Eyes at the National Museum of Art of Catalonia in Barcelona. The artwork is in a deep and vibrant shade of blue, mirroring the colour of the dome’s apex. It invites visitors to explore the surrounding murals with curiosity and intent



These vibrant textile abstractions, crafted from organic, hand-dyed cotton, are from the Chanakya School in India and handwoven on a custom-built Saori loom. They offer contemporary interpretations of herringbone, basket weave and chevron patterns

WGSN



**Coloro** – A: 125-28-38, B: 018-57-34, C: 036-74-35, D: 012-55-44, E: 051-81-30, F: 107-54-28, G: 153-19-00

**Pantone** – A: 19-3952 TCX, B: 16-1362 TCX, C: 15-0956 TCX, D: 18-1662 TCX, E: 13-0645 TCX, F: 17-4433 TCX, G: 19-4203 TCX

### Colour combination strategies

- Experiment with dopamine-hitting shades that play into luminous brights
- Be bold and creative with #ColourCombinations, using Luminous Blue alongside neon levels of Vibrant Red for pulsating primaries



# Russet

Key Colour A/W 27/28

013-30-24

Coloro / Pantone

19-1532 TCX

\* Purchase a swatch of Russet [here](#)

In a time of ongoing global political uncertainty, Russet embodies a sense of familiarity and nostalgia for simpler times. Amid great turmoil, it can evoke feelings of stability and peace. As society experiences unrest and dysregulation, this colour serves as a counteractive hue, representing security, groundedness and a sense of calm.

Sitting between red and brown, Russet is a natural pigment derived from rich, fertile land, providing a connection to the earth and a deep sense of grounding. It recalls the ripening fruits of the earth and autumn days and associated feelings of change and transition. Its inherent reliability establishes it as a foundational shade, instilling a feeling of trust. Its presence is interwoven throughout diverse cultures across the globe, solidifying its status as a culturally significant hue.

## Colour strategies

- Russet is an essential red-brown tone that conjures up associations with abundance, love, strength and courage, and can be seen as a confident, versatile and assertive new neutral tone
- Use this versatile colour to meet consumers’ desires for hues that provide more than just aesthetic appeal, offering qualities of reassurance, trust and stability
- Use Russet to connect to the environment. Consider using natural dyes and pigments, and embrace natural colour levels

**Emotions:** trust, safety, groundedness, protection,  
7 rebalance, nourishment, captivation, confidence,



WGSN Original Image

## Colour evolution

|                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Astro Dust<br>A/W 23/24 and S/S 24                                                    | Intense Rust<br>A/W 23/24, S/S 25 and A/W 25/26                                       | Amber Terrain<br>S/S 26                                                               | Red Earth<br>A/W 26/27                                                                | Russet<br>A/W 27/28                                                                   |

fulfilment, resourcefulness

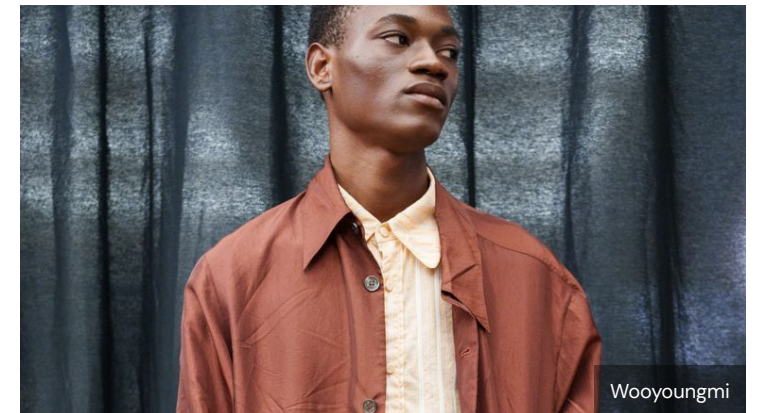
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## In action

Russet elevates the importance of red-based browns, offering a sense of nostalgia.



Curly Lab in Barcelona, designed by Miriam Barrio Studio, is an immersive, functional and dramatic space where aesthetics and personality come to the fore through the use of colour and materials





**Coloro** – A: 013-30-24, B: 079-81-07, C: 036-65-23, D: 034-75-11, E: 024-21-05, F: 043-89-17

**Pantone** – A: 19-1532 TCX, B: 14-4807 TCX, C: 15-0942 TCX, D: 15-1217 TCX, E: 19-1109 TCX, F: 12-0711 TCX

### Colour combination strategies

- Lean into the grounded and trusted level of Russet to move on Cult Classics with a retro yet contemporary edge
- Accent foundational classic tones like brown and beige with Russet and refined pastels



@jasminetheakellyfashion



@ateliersjeannouvel



@kellywearstler



@documentsperfume



@florasis.official

# Peaceful Lilac

Key Colour A/W 27/28

|           |                  |             |
|-----------|------------------|-------------|
| 135-78-11 | Coloro / Pantone | 14-3812 TCX |
|-----------|------------------|-------------|

\* Purchase a swatch of Peaceful Lilac [here](#)

Peaceful Lilac is visually striking and mesmerising. In a world of disruption and polarisation, it will allow consumers to tap into their senses and take refuge in peaceful, fantastical, dreamlike and otherworldly realms that can be virtual or physical. Both warm and cool, it has a strong association with rave music, dance and countercultures, where it symbolises freedom, unity and self-expression.

There is a glowing, futuristic quality to this colour that is equally hypnotic and transformative, focusing on the creative positives of AI. Visually, Peaceful Lilac represents feelings of enchantment and anticipation of an altered state of consciousness. Although a pastel shade, it bursts with complexity, including softness and quietness, but with an engaging energy. It can provide rest from the noise of the outside world, with a sense of healing and mystery for autumn and winter.

## Colour strategies

- Embrace Peaceful Lilac to bring a sense of calm and softness to the A/W season, highlighting the importance of barely there, tinted and [restorative pastels](#)
- Use Peaceful Lilac to counterbalance the mid-tones and darks in the palette and align with themes of otherworldly and dreamlike states inspired by AI



## Colour evolution

|                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Digital Lavender<br>S/S 23 and A/W<br>23/24                                           | Gentle Lavender<br>S/S 24 and A/W<br>24/25                                            | Galactic Lilac<br>S/S 25 and A/W<br>25/26                                             | Light Lavender<br>A/W 26/27                                                           | Peaceful Lilac<br>A/W 27/28                                                           |

**Emotions:** serenity, restoration, inclusion, contentment, empathy, hope, mystery, enchantment, creativity, empowerment

## In action

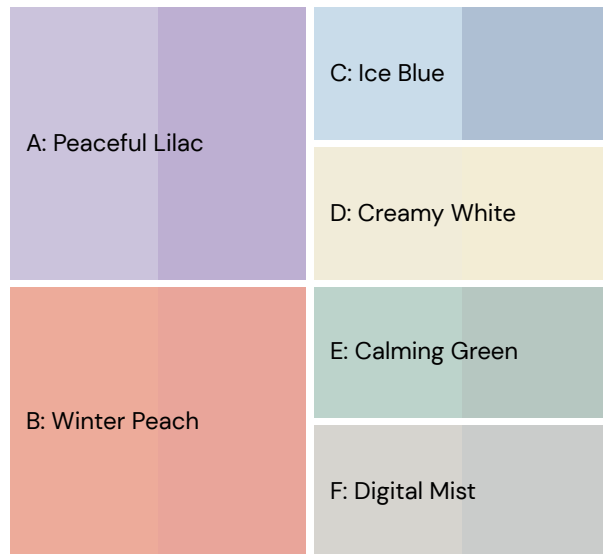
Add a softness to the season with the dreamy shade of Peaceful Lilac.



South Korean eyewear brand Gentle Monster teamed up with American fashion doll and media franchise Bratz. The surreal pop-up on Melrose Avenue, Los Angeles, reimagines childhood icons as towering sculptures for its 2025 Pocket Collection with Bratz, harnessing Y2K nostalgia



Germany-based adidas has launched the Sparkfusion football boots, which are designed to meet the demands of the modern game through a range of technical innovations that prioritise a football boot tailored for women



**Coloro** – A: 135-78-11, B: 016-72-17, C: 116-85-09, D: 039-90-05, E: 079-81-07, F: 047-82-01

**Pantone** – A: 14-3812 TCX, B: 14-1318 TCX, C: 14-4112 TCX, D: 11-0107 TCX, E: 14-4807 TCX, F: 13-4303 TCX

### Colour combination strategies

- Restorative pastels create a dreamy and otherworldly palette to update #GelatoPastels in tinted and barely there shades
- Focus on creating colour harmonies with Peaceful Lilac sitting centre stage



# Maize

Key Colour A/W 27/28

|           |                  |             |
|-----------|------------------|-------------|
| 036-65-23 | Coloro / Pantone | 15-0942 TCX |
|-----------|------------------|-------------|

\* Purchase a swatch of Maize [here](#)

Maize is a foundational shade that provides reassurance. Its yellow tone symbolises joy, optimism and positivity, offering a glimmer of hope for the future. In periods of despair and profound uncertainty, this radiant golden yellow hue can inspire and uplift, fostering the motivation needed to move toward a more promising future.

Maize connects to the earth through grains and seeds, which are naturally wholesome and nutritious. The gold level of this shade also speaks to wisdom, knowledge and divine qualities. It can evoke the renewed importance and value of gold, adding a sense of luxury and glamour.

## Colour strategies

- Use Maize to bridge different spaces, showing the versatility in this hue, whether leaning into a nostalgic, nurturing style or a radiant, luxurious aesthetic
- This shade speaks to seasonless levels of colour, and can be applied broadly across materials. It speaks of a respect for resources and sustainability for the long term, which is why Maize returns to the seasonal palette for A/W 27/28
- As dependable mid-tones become a key colour direction, use the pared-back level of Maize to align with the need for nostalgia, familiarity and reassurance

**Emotions:** pleasure, happiness, joy, optimism, enlightenment, nostalgia, balance, comfort, fulfilment,



WGSN Original Image

## Colour evolution

|                             |                     |                               |
|-----------------------------|---------------------|-------------------------------|
|                             |                     |                               |
| Yellow Mustard<br>A/W 24/25 | Tea Stain<br>S/S 25 | Maize<br>S/S 27 and A/W 27/28 |

In action

Lean into Maize’s reassuring and optimistic quality and transseasonal appeal.



To celebrate two decades of Acne Paper (Sweden), the publication by Acne Studios explored the element of gold – an enduring symbol of hope, beauty and the divine. It takes the reader on a journey through symbolism, sensuality and strength

The Great Tree by Atsushi Shindo turns plant-based resin and wire grips into a glowing, gravity-defying installation for Japan Shop 2025. Nature, technology and material memory converge

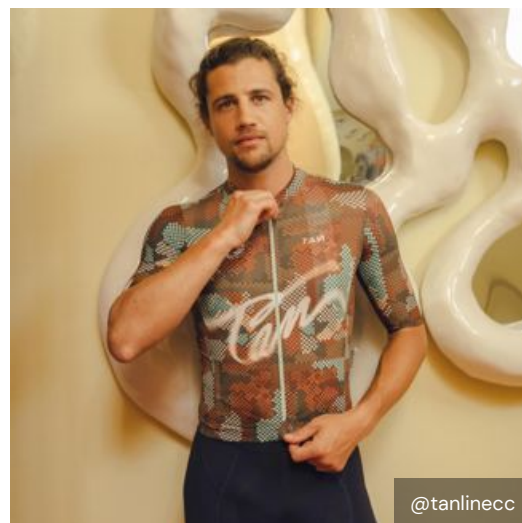


**Coloro** – A: 036-65-23, B: 016-72-17, C: 004-23-16, D: 061-61-12, E: 115-38-04, F: 022-40-26

**Pantone** – A: 15-0942 TCX, B: 14-1318 TCX, C: 19-1522 TCX, D: 16-0220 TCX, E: 19-4215 TCX, F: 18-1250 TCX

### Colour combination strategies

- Harness a sense of #Nostalgia with fresh #ColourCombinations of Maize, dependable mid-tones and playful pastels
- Use ‘old faithful’ colours of Dark Burgundy and Ginger Biscuit alongside Maize to drive longevity



# Deep Green

Key Colour A/W 27/28

|           |                  |             |
|-----------|------------------|-------------|
| 082-30-14 | Coloro / Pantone | 19-5230 TCX |
|-----------|------------------|-------------|

\* Purchase a swatch of Deep Green [here](#)

Deep Green is an intense dark that is in equal measures luxurious and mysterious, lending itself to contradictory connotations of sophistication and intriguing edginess.

On the luxury side, it has a strong association with heritage hues, reflected through traditional and opulent materials and jewel tones that evoke a sense of timelessness. The colour also evokes the deepest nature, representing calm, growth, harmony and renewal. There is a haunting quality to this shade, which can represent the wildness of nature beyond our control.

For this reason, it offers a sense of stability and reassurance while evoking intrigue in an uncertain world.

## Colour strategies

- Deep Green is a gender-inclusive and transseasonal hue, connecting with the importance of alluring darks, and will resonate with consumers for its sense of longevity
- Use Deep Green as a tinted alternative to black, offering universal appeal and aligning equally with utilitarian, nostalgic or luxurious design stories
- Showcase the importance of transseasonal colours with Deep Green, aligning with the consumer desire for colour to do more and go beyond one season. With Deep Green sitting in the annual palette, there's an opportunity to move this shade seamlessly from S/S 27 to A/W 27/28

**Emotions:** stability, reassurance, hope, connection,  
16 balance, empowerment, confidence, wilfulness,



## Colour evolution

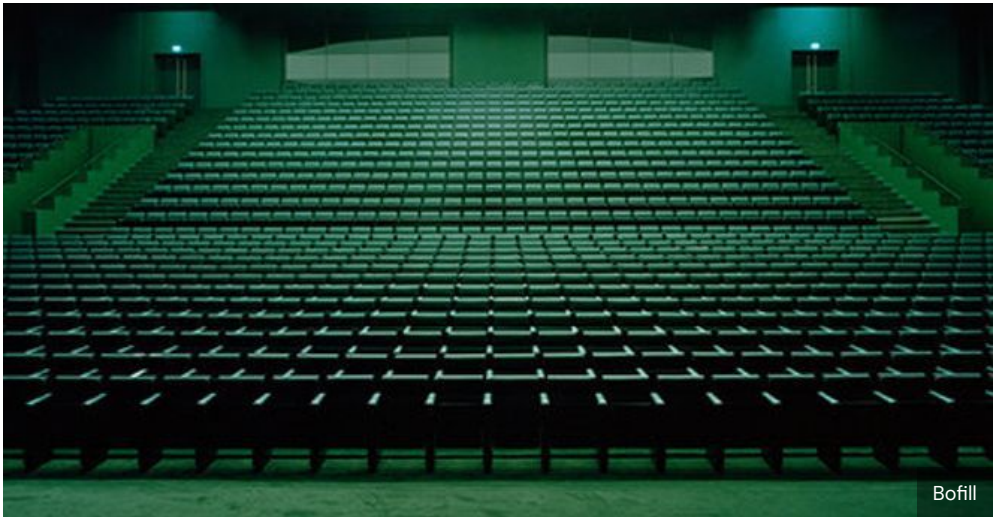
|                                                                                       |                                                                                       |                                                                                       |                                                                                       |                                                                                       |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|  |  |  |  |  |
| Palm Leaf<br>S/S 23                                                                   | Malachite<br>A/W 23/24 and S/S 24                                                     | Deep Emerald<br>S/S 25 and A/W 25/26                                                  | Primal Green<br>S/S 26 and A/W 26/27                                                  | Deep Green<br>S/S 27 and A/W 27/28                                                    |

melancholy

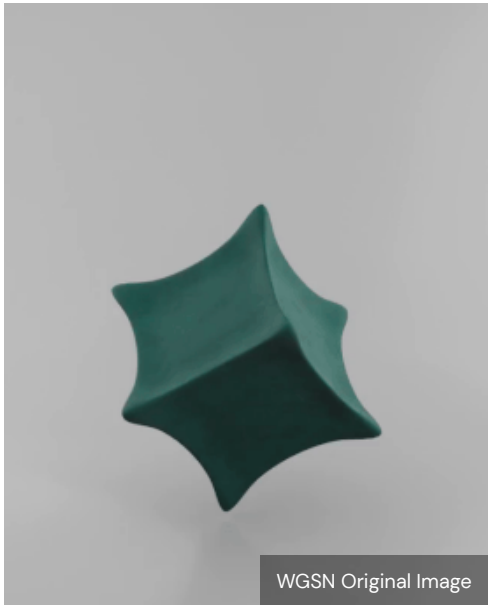
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In action

Leverage the familiarity and versatility of this #ShadowyDark as a shade that will transcend seasons.



The Centre de Congrès in Morocco, designed by Bofill Taller de Arquitectura, features a captivating deep shade of green for the auditorium, creating an immersive environment



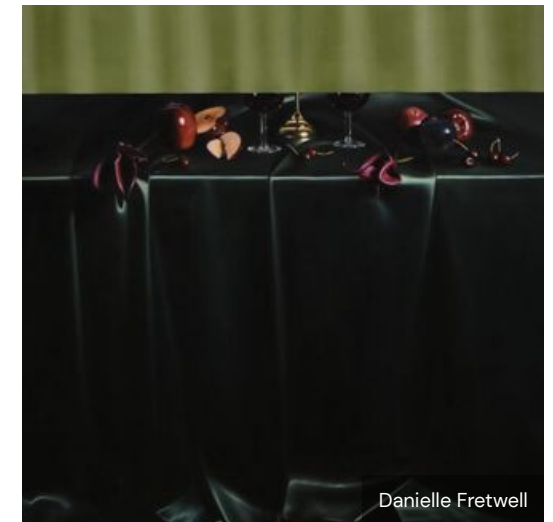
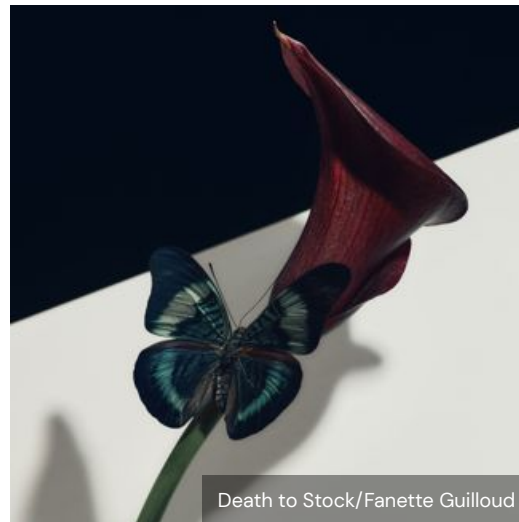
|                     |                  |
|---------------------|------------------|
| A: Deep Green       | E: Mulberry      |
| B: Meadowland Green | F: Dark Bergamot |
| C: Dark Burgundy    | G: Black         |
| D: Aubergine        | H: Wet Sand      |

**Coloro** – A: 082-30-14, B: 050-61-19, C: 004-23-16, D: 148-26-12, E: 149-28-24, F: 026-62-27, G: 153-19-00, H: 033-49-16

**Pantone** – A: 19-5230 TCX, B: 16-0532 TCX, C: 19-1522 TCX, D: 19-2816 TCX, E: 19-2428 TCX, F: 16-1150 TCX, G: 19-4203 TCX, H: 17-1125 TCX

### Colour combination strategies

- This palette of #ShadowyDarks brings an alluring quality to the A/W season, with Deep Green being supported by long-term shades of Dark Burgundy and Black
- As the importance of darks remains prevalent, invest in shades that offer transseasonal appeal



# Coloro

Colour code reference A/W 27/28

|           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 047-82-01 | 043-89-17 | 039-90-05 | 036-74-35 | 036-65-23 | 035-90-01 | 034-75-11 | 033-49-16 | 030-37-02 | 026-62-27 | 025-62-04 | 024-30-13 | 024-21-05 | 022-40-26 | 018-57-34 | 016-72-17 | 015-46-37 | 014-82-07 | 014-60-13 | 013-30-24 | 012-55-44 | 010-38-36 | 005-48-32 | 004-23-16 | 000-64-00 |
| 153-19-00 | 154-46-23 | 152-47-34 | 151-73-22 | 149-28-24 | 148-26-12 | 147-50-12 | 135-78-11 | 138-95-00 | 131-53-24 | 125-28-38 | 120-45-17 | 118-26-19 | 116-85-09 | 115-38-04 | 107-54-28 | 092-43-14 | 088-65-13 | 082-30-14 | 079-81-07 | 065-42-26 | 061-61-12 | 054-31-13 | 051-81-30 | 050-61-19 |

\* This is a reference guide only. Colours on computer screens vary

# Pantone TCX

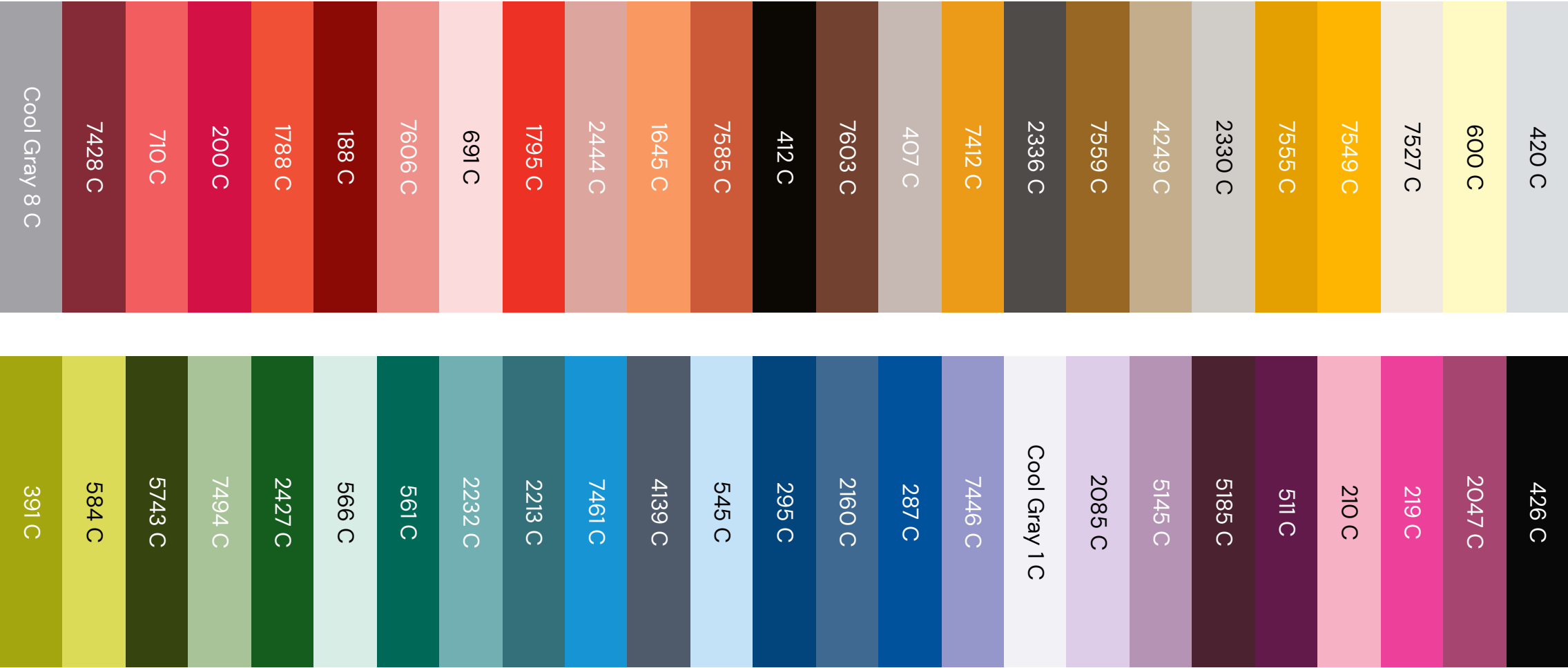
Colour code reference A/W 27/28

|             |             |
|-------------|-------------|
| 13-4303 TCX | 19-4203 TCX |
| 12-0711 TCX | 17-1818 TCX |
| 11-0107 TCX | 18-2436 TCX |
| 15-0956 TCX | 15-2215 TCX |
| 15-0942 TCX | 19-2428 TCX |
| 11-0602 TCX | 19-2816 TCX |
| 15-1217 TCX | 18-3220 TCX |
| 17-1125 TCX | 14-3812 TCX |
| 18-0403 TCX | 11-0601 TCX |
| 16-1150 TCX | 17-3826 TCX |
| 15-1506 TCX | 19-3952 TCX |
| 19-1224 TCX | 17-4028 TCX |
| 19-1109 TCX | 19-4029 TCX |
| 18-1250 TCX | 14-4112 TCX |
| 16-1362 TCX | 19-4215 TCX |
| 14-1318 TCX | 17-4433 TCX |
| 18-1445 TCX | 18-5610 TCX |
| 13-1504 TCX | 15-5210 TCX |
| 16-1516 TCX | 19-5230 TCX |
| 19-1532 TCX | 14-4807 TCX |
| 18-1662 TCX | 18-6330 TCX |
| 18-1657 TCX | 16-0220 TCX |
| 17-1753 TCX | 19-0323 TCX |
| 19-1522 TCX | 13-0645 TCX |
| 17-5104 TCX | 16-0532 TCX |

\* This is a reference guide only. Colours on computer screens vary

Pantone Coated

Colour code reference A/W 27/28



\* This is a reference guide only. Colours on computer screens vary

# Coloro

WGSN's chosen colour partner, Coloro, is the leader in colour excellence, trusted by the world's most ambitious brands to execute inspiring and accurate colour. Coloro's suite of physical and digital tools is engineered to streamline your design process from creative conception to product delivery, saving time and reducing waste across the production cycle.

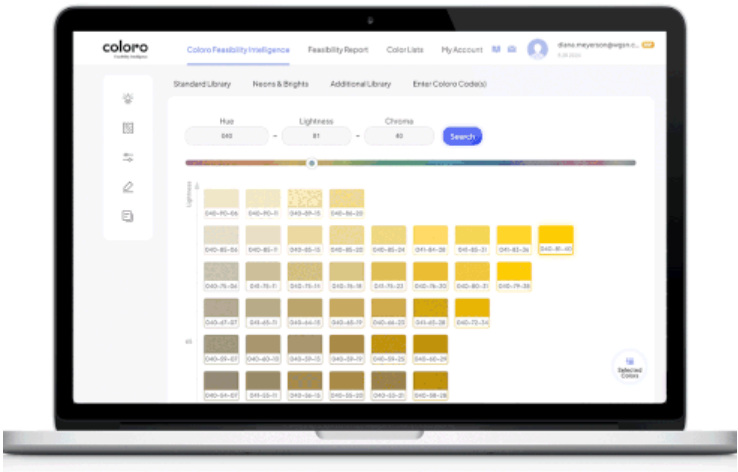


# Coloro Feasibility Intelligence

The Coloro Feasibility Intelligence tool (CFI) is a groundbreaking data solution. The first of its kind, CFI allows design and colour teams to assess the feasibility of colours across different fabrics and light sources prior to production. Below are the topline feasibility insights for Key Colours A/W 27/28 across polyester, cotton and nylon.

Coloro’s traffic light system simplifies feasibility data to help inform colour decisions. Here, Luminous Blue shows low feasibility on cotton, meaning the target shade cannot be reliably achieved in this fabric. With CFI, Coloro can recommend a close, cotton-feasible alternative while maintaining the creative intent behind Luminous Blue.

Book time with the [team](#) to unlock CFI’s capabilities.



## Luminous Blue 125-28-38

| Fibre     | Colour                                                                              | Feasibility Results                                                                 |
|-----------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Polyester |  |  |
| Cotton    |  |  |
| Nylon     |  |  |

## Russet 013-30-24

| Fibre     | Colour                                                                              | Feasibility Results                                                                 |
|-----------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Polyester |  |  |
| Cotton    |  |  |
| Nylon     |  |  |

## Peaceful Lilac 135-78-11

| Fibre     | Colour                                                                              | Feasibility Results                                                                 |
|-----------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Polyester |  |  |
| Cotton    |  |  |
| Nylon     |  |  |

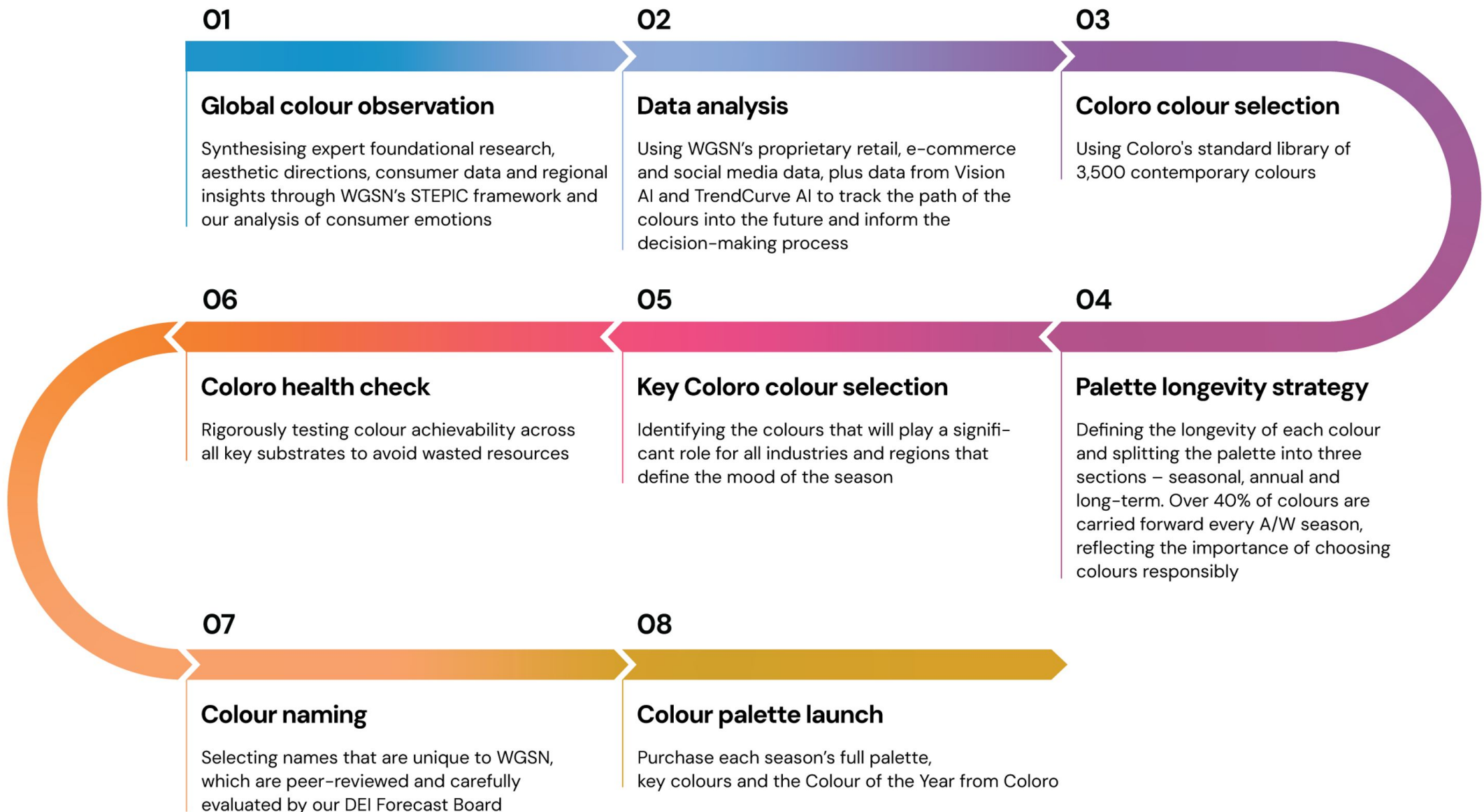
## Maize 036-65-23

| Fibre     | Colour                                                                                | Feasibility Results                                                                   |
|-----------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Polyester |  |  |
| Cotton    |  |  |
| Nylon     |  |  |

## Deep Green 082-30-14

| Fibre     | Colour                                                                                | Feasibility Results                                                                   |
|-----------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Polyester |  |  |
| Cotton    |  |  |
| Nylon     |  |  |

## Colour forecast eight-step methodology



# Methodology

## WGSN Vision AI

WGSN's Colour AI methodology is powered by collaborative intelligence — the strategic fusion of HI (human intelligence) and AI (artificial intelligence). By blending the emotional nuance of human creativity with the speed and scale of machine analysis, we deliver forecasting that's not just accurate, but irreplaceably human.

Over 1,000 images are hand-selected by WGSN's global colour experts, spanning fashion, interiors, beauty, consumer tech and sports and outdoor, with the goal of precisely forecasting the future season's creative direction. These are not web-scraped or AI-generated; they are intentionally chosen visual signals from the worlds of product, art, design and culture, curated by colour forecasters in EMEA, North America, Latin America and China.

WGSN's proprietary Vision AI system then analyses this curated set, identifying patterns in colour, contrast and visual traits. Unlike generic image-recognition models, Vision AI is trained and quality-checked by our teams and the data is correlated by our forecasters with the emotional, sensorial, symbolic and aesthetic qualities of colour in a future context, from soft power palettes to hyper-saturated cultural cues.

The result: a unique colour dataset that reflects how WGSN's creative process views the world — now quantified for the first time. Combined with AI-led analysis of shelf, social and show imagery, this methodology informs every level of our forecast: from seasonal mood to long-term palette evolution.

WGSN isn't using AI to predict colour; along with our experts' knowledge, we're using it to quantify, qualify and reveal the creative and emotional forces that shape colour choices, translating them into strategic insight you can act on with confidence.

# WGSN’s forecasts are created by our global team of experts

## Colour forecasting team

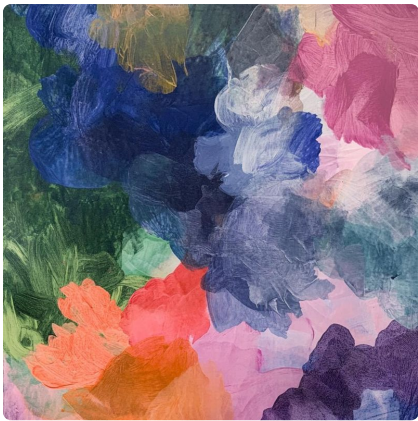
|                                                  |                                                |                                                          |                                                                     |
|--------------------------------------------------|------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------------|
| <b>EMEA</b>                                      | Jane Collins, Head of Footwear & Accessories   | <b>NAM</b>                                               | <b>LATAM</b>                                                        |
| Lisa White, Creative Director                    | Nick Paget, Senior Strategist, Menswear        | Reiko Morrison, Head of CMF, Consumer Tech               | Sofia Martellini, Senior Strategist, WGSN Fashion Feed and Catwalks |
| Clare Smith, Senior Colour Strategist            | Stephanie Barnscher, Senior Strategist, Active | Erin Rechner, Head of Kidswear                           | <b>APAC</b>                                                         |
| Alexei Cowan, Head of Interiors                  | Megan Bang, Beauty Analyst                     | Angela Ringo, Senior Strategist, Interiors               | Lupi Yao, Trend Director, WGSN China                                |
| Helen Palmer, Head of Materials, Knit & Textiles | Mia Jacobs, Youth Strategist                   | Jennifer Birch, Senior Strategist, CMF, Sports & Outdoor |                                                                     |
| Sara Maggioni, Head of Womenswear                |                                                |                                                          |                                                                     |

Further research



Fashion Design

Global Colour Toolkit  
A/W 27/28



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Colour Evolution A/W  
27/28



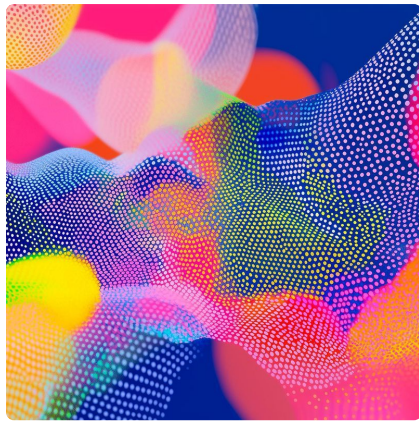
Fashion Design

Global Key Colours &  
Combinations S/S 27



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Global Colour Toolkit  
S/S 27



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Colour Evolution S/S  
27