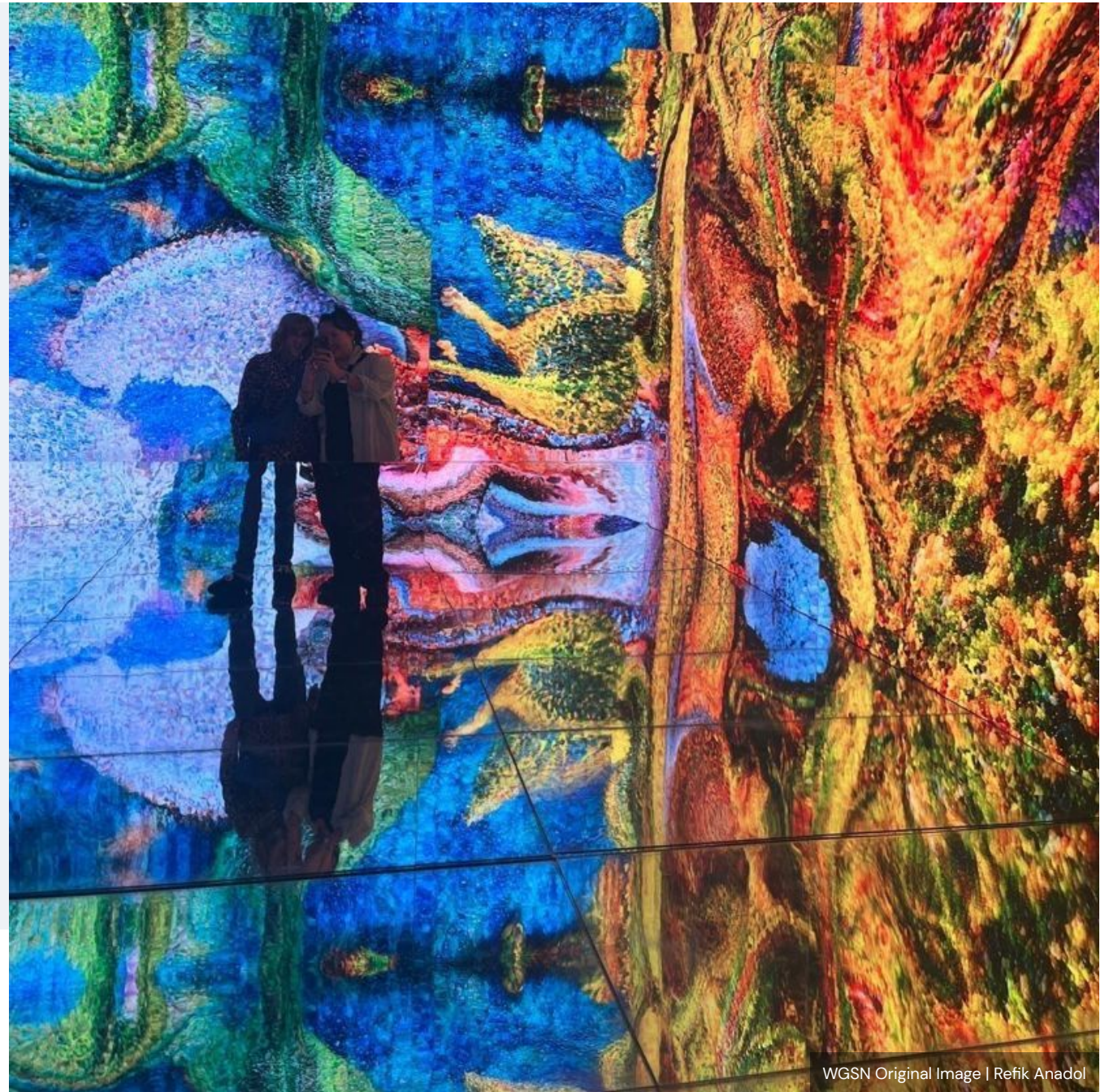


Colour Evolution S/S 26

See how our colour groups will evolve over the next two years with our comparative analysis covering all seasons from S/S 24 to S/S 26

Emily McCarthy
04.02.24 - 13 minutes



WGSN Original Image | Refik Anadol

Introduction

Using Coloro's analysis tools, we have plotted hue distribution to illustrate the evolution of colour. Coloro's unique seven-digit coding system is organised by how the human eye sees colour – by hue, lightness and chroma. Using this coding system enables us to analyse and map colour from any given hue's lightness and chroma levels.

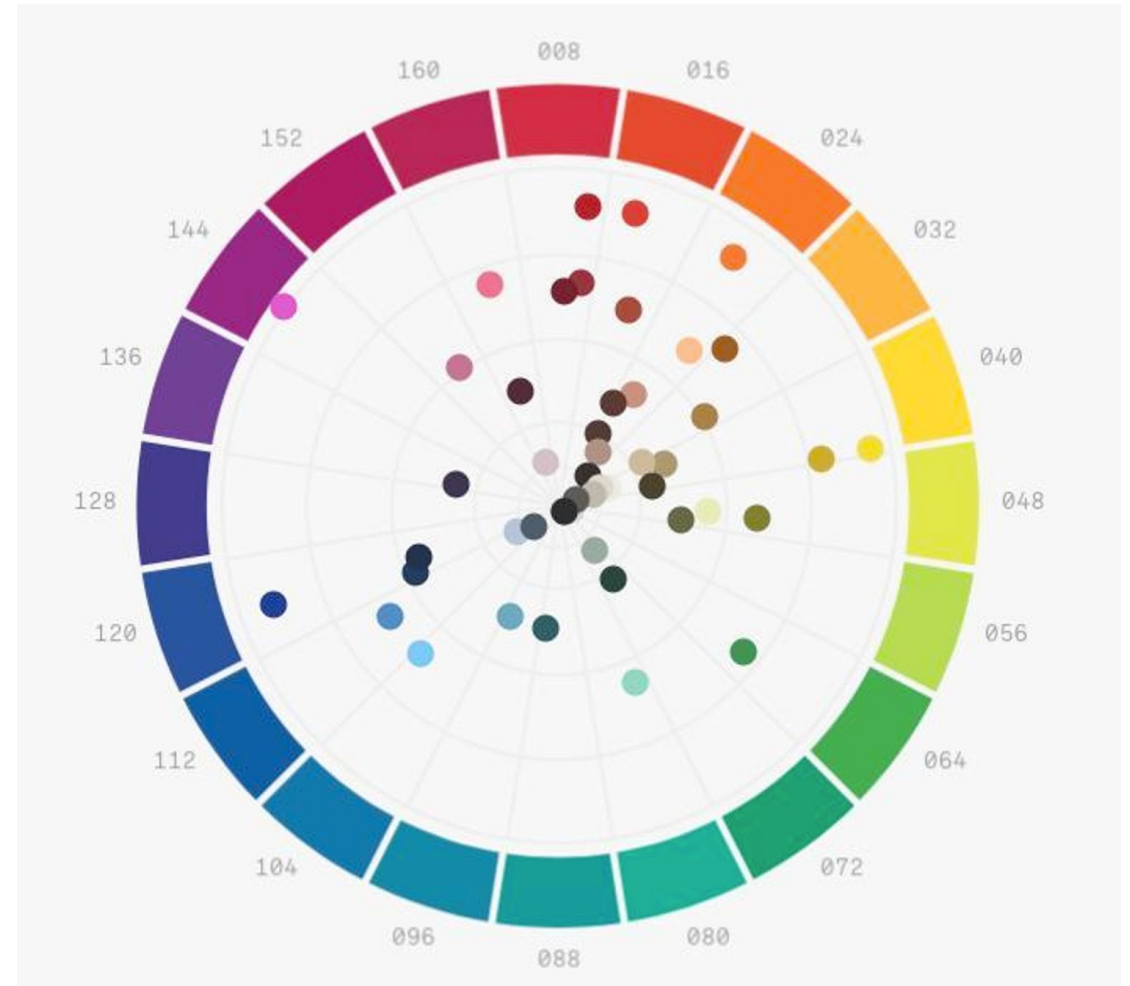
Building from A/W 25/26, the focus on fresh greens shifts to **blues and blue-toned greens**, highlighted by our 2026 colour of the year, **Transformative Teal** and key colours **Jelly Mint** and **Blue Aura**.

New Darks continue and saturate the centre of the colour wheel, reflecting the overarching dark colour direction and a shift towards **restorative darks** for nocturnal living, especially for summer. This is a season of **high contrasts**; hues are not as evenly split as S/S 25, reflecting 2026 as a year of redirection and polarisation.

Powerful, primal darks are juxtaposed with **A.I.-inspired neons** Blue Gleam and key colour **Electric Fuschia** to create psychedelic, **provocative palettes** driven by Rebellious Resistance.

Pastels become **tinted**, with a surreal quality, speaking to themes of obscurity, embracing circularity and 'designed to disappear'.

Introduced in S/S 25 as part of WGSN's responsible colour strategy, the S/S 26 colour palette includes carry-over **long-term investment colours** alongside a refresh of our **annual** and **seasonal** palettes. Core neutrals continue to **drive transseasonal appeal**; use seasonal colour to reignite long-term palettes. See our new S/S 26 Global Colour Combinations report for more inspiration.



S/S 26 Coloro hue distribution

Red

Colour evolution

S/S 24

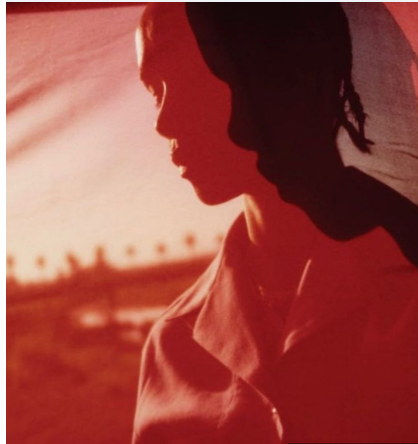


Tine Bek Hansen

011-50-32	18-1651 TCX
010-38-36	18-1657 TCX
008-26-26	19-1934 TCX

Radiant Red (011-50-32) signals a shift to mid-level lightness with a sweet undertone. Crimson (010-38-36) will be the most chromatic, while Cranberry Juice (008-26-26) becomes the darkest.

A/W 24/25

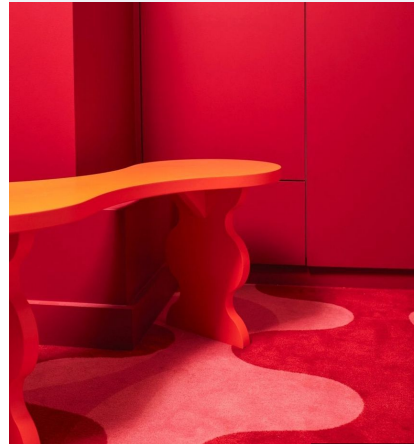


@lovewant

010-42-20	17-1537 TCX
010-38-36	18-1657 TCX
008-26-26	19-1934 TCX

There is a shift back to mid-tone and chromatic reds, with Astro Dust (010-42-20) and Crimson (010-38-36) remaining in the palette. Cranberry Juice (008-26-26) stays as the darkest red.

S/S 25



Uchronia

009-58-31	17-1647 TCX
010-38-36	18-1657 TCX
008-26-26	19-1934 TCX

Sunset Coral (009-58-31) signals the returns of coral-based hues. Crimson (010-38-36) returns as a long-term chromatic shade, accompanied by Cranberry Juice (008-26-26), the darkest red for the season.

A/W 25/26

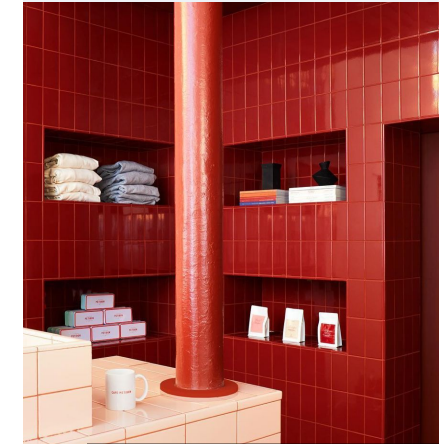


Richard Mosse at the Dear Earth exhibition / Image courtesy of the Hayward Gallery

159-23-15	19-1718 TCX
010-38-36	18-1657 TCX
008-26-26	19-1934 TCX

Reflecting the subversive mood of the season, key colour Cherry Lacquer (159-23-15) brings a dark intimacy and richness alongside long-term shades of Cranberry Juice (008-26-26) and Crimson (010-38-36).

S/S 26



@uchronia_world | @petibon.paris

010-36-27	19-1655 TCX
016-41-25	18-1350 TCX
014-48-36	17-1558 TCX

Red gains traction as a new neutral with annual Robust Red (010-36-27) reflecting classic design. Mineral-hued Amber Terrain (016-41-25) works as a grounding mid-tone, while Lava Red (014-48-36) brings an intense vibrancy.

Orange

Colour evolution

S/S 24	A/W 24/25	S/S 25	A/W 25/26	S/S 26
 <p>Andy Gilmore</p>	 <p>@kusrustudios</p>	 <p>Lauren Bamford</p>	 <p>@ryanparry.art</p>	 <p>@aalderingsofie</p>
<p>O24-65-27 15-1247 TCX</p>	<p>O16-49-37 17-1463 TCX</p>	<p>O16-49-37 17-1463 TCX</p>	<p>O16-49-37 17-1463 TCX</p>	<p>O23-61-36 16-1359 TCX</p>
<p>O23-61-36 16-1359 TCX</p>	<p>O24-65-27 15-1247 TCX</p>	<p>O26-51-32 17-1140 TCX</p>	<p>O23-61-36 16-1359 TCX</p>	<p>O25-79-24 14-1231 TCX</p>
	<p>O28-67-41 15-1164 TCX</p>	<p>O28-67-41 15-1164 TCX</p>	<p>O14-68-51 16-1451 TCX</p>	

Orange will be balanced and bright for S/S 24. Apricot Crush (024-65-27) remains the most directional, and it's joined by the bolder and more chromatic orange of Sweet Mandarin (023-61-36).

Orange will remain key, with Apricot Crush (024-65-27) being the most important for A/W 24/25. The highly saturated Electric Kumquat (028-67-41) returns to the palette from A/W 20/21, and the redder shade of Flame (016-49-37) returns from A/W 19/20.

Electric Kumquat (028-67-41) and Flame (016-49-37) return to the palette for S/S 25, showcasing the importance of highly chromatic shades. Warm Amber (026-51-32) acts as a balancing mid-tone alongside these stimulating brights.

Flame (016-49-37) is reignited by Solar Orange (023-61-36) and key colour Neon Flare (014-68-51), juxtaposing the cool blue focus for the season. This focus on hot and cold reflects the climate crisis and dominance of AI aesthetics in culture.

Solar Orange (023-61-36) continues as themes of environmental urgency accelerate in tandem with a need for Glimmers of hope and optimism, expressed in the introduction of playful pastel Peach Jelly (025-79-24).

Yellow

Colour evolution

S/S 24		A/W 24/25		S/S 25		A/W 25/26		S/S 26	
									
Virginie Hucher		@matsysdesign		Sean Gerstley and Bea Walling		@objects_of_common_interest		@cdagallery.kr Duri Baek	
035-81-23	13-0941 TCX	038-86-20	12-0824 TCX	038-86-20	12-0824 TCX	033-74-41	14-1064 TCX	043-85-37	13-0858 TCX
033-75-33	13-0947 TCX	037-77-37	13-0752 TCX	037-82-32	14-0850 TCX	048-90-17	11-0618 TCX	048-90-17	11-0618 TCX
035-64-26	15-0948 TCX	035-64-26	15-0948 TCX	030-66-22	16-1144 TCX	040-60-29	16-0748 TCX	043-65-31	16-0838 TCX

Yellow will appear cooler and grounded by S/S 24. Pineapple (035-81-23) returns, accompanied by chromatic Golden Cob (033-75-33). Yellow Mustard (035-64-26) is the greenest and earthiest of the three yellows for the season.

Panna Cotta (038-86-20) is a tinted pastel, signalling the return of calming shades. Pollen Yellow (037-77-37) is a bright primary yellow, while Yellow Mustard (035-64-26) returns as a grounding colour.

Yellow hues continue to be balanced for S/S 25. Panna Cotta (038-86-20) returns as a calming pastel, accompanied by chromatic Ray Flower (037-82-32). Tea Stain (030-66-22) works as a grounding and natural hue.

Warm and tactile, saturated Egg Yolk (033-74-41) and the golden shade of Heritage Mustard (040-60-29) speak to the season's #NewRetro themes. Key colour Celestial Yellow (048-90-17) is a glowing, sensorial shade for more futuristic applications.

Yellow becomes luminous for S/S 26. Vivid Yellow (043-85-37) brings a near-neon glow alongside surreal Celestial Yellow (048-90-17). Key colour Amber Haze (043-65-31) is a green cast mid-tone reflecting ancient wisdom and sustainable dyes.

Green

Colour evolution

S/S 24

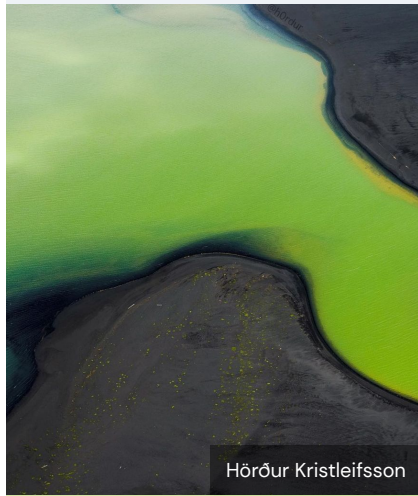


Subframe

051-76-36	13-0651 TCX
058-55-18	17-0235 TCX
064-59-32	16-6340 TCX

Chromatic greens will remain strong. Cyber Lime (051-76-36) confirms the return of acidic shades, and Nephrite (058-55-18) confirms the importance of bright olive. They are accompanied by Green Flare (064-59-32), a truer, more punchy green.

A/W 24/25



Hörður Kristleifsson

055-85-20	13-0319 TCX
060-71-33	15-0146 TCX
067-64-17	14-6329 TCX

Chromatic greens continue into A/W 24/25, with the punchy shade of Glowing Green (062-72-33). Cool Matcha (055-85-20) and Jade Mint (067-64-17) balance the season's greens.

S/S 25

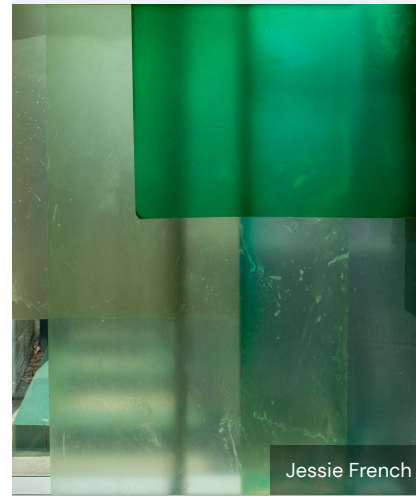


@coryworth

055-85-20	13-0319 TCX
060-71-33	15-0146 TCX
065-73-17	14-6329 TCX

Greens move in two directions for S/S 25, and we see the return of teal with Aquatic Awe (086-70-25). Deep Emerald (079-26-18) returns as an annual shade, signalling the return of natural tones. Cool Matcha (055-85-20) adds freshness to this season's greens.

A/W 25/26

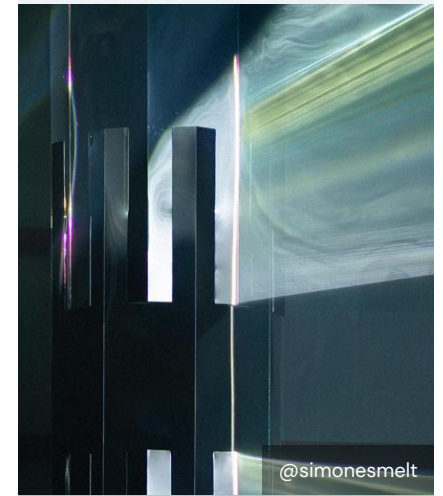


Jessie French

065-73-17	15-6114 TCX
074-53-20	16-5924 TCX
079-26-18	19-5232 TCX

Reflecting marine exploration and material innovation using key ingredients such as algae and seaweed, Surreal Green (065-73-17) and Mystic Green (074-53-20) evolve [#AquaticTones](#). Combine with tinted darks for an otherworldly feel.

S/S 26



@simonesmelt

078-80-22	13-5714 TCX
065-52-27	16-6339 TCX
092-37-14	19-4517 TCX

Greens become bluer toned with our colour of the year Transformative Teal (092-37-14). Key colour Jelly Mint (078-80-22) is a bouncy seasonal hue, with Retro Green (065-52-27) acting as a balancing, commercial summer bright.

Blue

Colour evolution

S/S 24



Bottega Veneta

105-56-31	17-4440 TCX
117-47-13	18-3922 TCX
122-62-21	16-4030 TCX

Mid-level blues are set to dominate S/S 24. Adriatic Sea (105-56-31) is the greenest, while Elemental Blue (117-47-13) is the most desaturated. Cornflower (122-62-21) confirms the return of red-infused light blues.

A/W 24/25



@codycobb

107-49-30	17-4247 TCX
112-75-11	14-4123 TCX
118-30-29	19-4056 TCX

Glacial Blue (112-75-11) remains in the palette for A/W 24/25, showing the importance of pastels. Vibrant Azure (107-49-30) will make the strongest statement, while Gentian Blue (118-30-29) signals the return of saturated blues.

S/S 25



Tuleste Factory

103-63-26	16-4530 TCX
114-57-24	17-4139 TCX
120-32-36	18-3949 TCX

Fresher blues gain strength, moving into aqua with Blue Lagoon (103-63-26). Mid-tone Tranquil Blue (114-57-24) returns to the palette for S/S 25, accompanied by the saturated level of Electric Indigo (120-32-36) as transseasonal options.

A/W 25/26

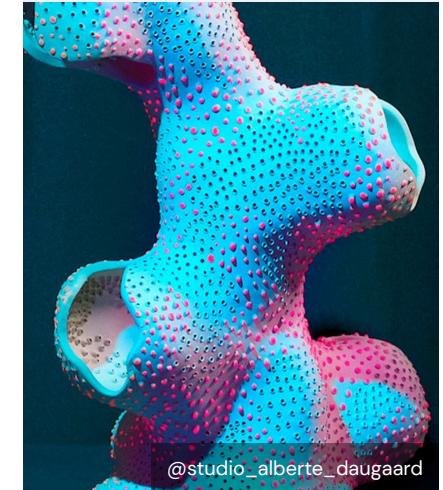


Shizuka Saito

113-58-13	16-4118 TCX
100-64-14	15-4415 TCX
120-35-11	19-3929 TCX

The past focus on green is shifting to blues. Key colour Retro Blue (100-64-14) draws on the desire for analogue craft alongside thrift-inspired Borrowed Blue (113-58-13), and authentic Honest Indigo (120-35-11). Blues evolve the conversation in [#LowKeyLuxury](#) and future vintage design.

S/S 26



@studio_alberte_daugaard

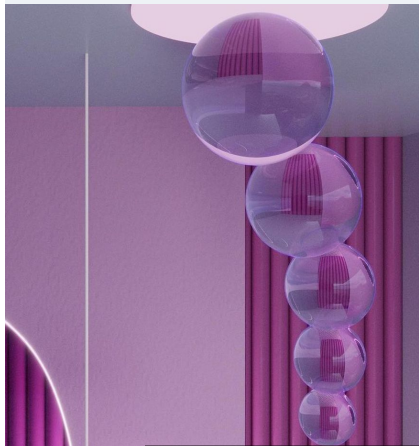
117-77-06	14-4112 TCX
108-77-24	14-4320 TCX
118-26-19	19-4029 TCX

From barely there Blue Aura (117-77-06) to neon Blue Gleam (108-77-24) and the new perennial, Classic Navy (118-26-19), the highs and lows of blues are a vital direction for the season's focus on 'blue sky thinking' and fresh perspectives.

Purple

Colour evolution

S/S 24



Dream Imaginarium Studio

138-81-07	14-3710 TCX
138-44-29	18-3533 TCX
143-36-17	19-3424 TCX

Maintaining its importance, purple will become warmer. Gentle Lavender (138-81-07) confirms the return of light pastel shades. Bright, red-infused Purple Swirl (138-44-29) joins Dusted Grape (143-36-17), which will carry forward from A/W.

A/W 24/25



@jeslrm

134-55-24	17-3730 TCX
137-27-28	19-3528 TCX
151-22-09	19-3316 TCX

Purple continues to step up. Meta Mauve (134-55-24) shows the return of blue-infused purples. Murasaki Purple (137-27-28) is a strong classic shade, while Midnight Plum (151-22-09) celebrates the return of tinted darks.

S/S 25



A.W.A.K.E. Mode

129-35-18	19-3936 TCX
134-55-24	17-3730 TCX
143-47-32	18-3223 TCX

Purples diversify this season, with Meta Mauve (134-55-24) continuing for S/S 25. Future Dusk (129-35-18) is a blue-based purple that signals the importance of darker shades. The highly saturated shade of Hyper-Violet (143-47-32) brings newness to this season's palette.

A/W 25/26



@xgofficial

129-35-18	19-3936 TCX
131-42-31	18-3840 TCX
134-73-06	14-3907 TCX

Similar to our Colour of the Year 2025 Future Dusk (129-35-18), purples become cooler and more blue-toned, with a mystical, cosmic quality reflecting macro themes for spirituality. Galactic Lilac (134-73-06) continues and Punk Purple (131-42-31) is introduced for a subversive feel.

S/S 26



Auralee

138-47-12	18-3718 TCX
134-25-13	19-3725 TCX

Purples take a step back, giving market share to the variety of blues this season. Dusted Grape (138-47-12) is a versatile annual mid-tone that can be achieved with sustainable dyes. Black-based Mystic Purple (134-25-13) intensifies the crucial New Darks palette.

Pink

Colour evolution

S/S 24



Dream Imaginarium Studio

147-70-20	14-3209 TCX
151-46-20	17-1818 TCX
158-44-32	18-2043 TCX

Pink will return, diversifying into warm and cool hues. Bluer shades of Fondant Pink (147-70-20) and Mauve Haze (151-46-20) will bring newness. Luminous Pink deepens to become Pink Flash (158-44-32).

A/W 24/25



@jomasan

005-82-17	12-1708 TCX
150-65-19	16-2614 TCX
158-44-32	18-2043 TCX

Pinks continue to build, moving into pastel and bright shades. Marshmallow (005-82-17) is the sweetest shade, while Peony Pink (150-65-19) sits more towards blue. Pink Flash (158-44-32) continues for A/W 24/25.

S/S 25

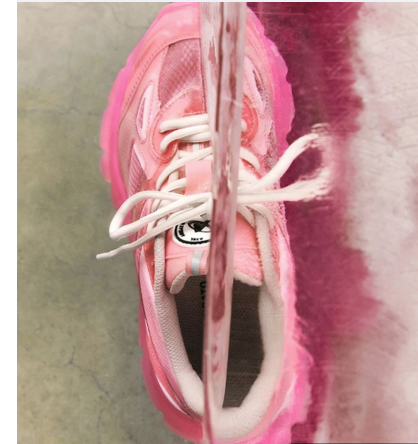


@icicle__official

021-80-08	14-1310 TCX
154-63-12	16-1708 TCX
155-32-27	18-2027 TCX

Pinks remain important, but this season we move towards berry-based tones of Cosmetic Pink (154-63-12) and Plum Berry (155-32-27). Transcendent Pink (021-80-08) signals the importance of muted, pink-based neutrals.

A/W 25/26

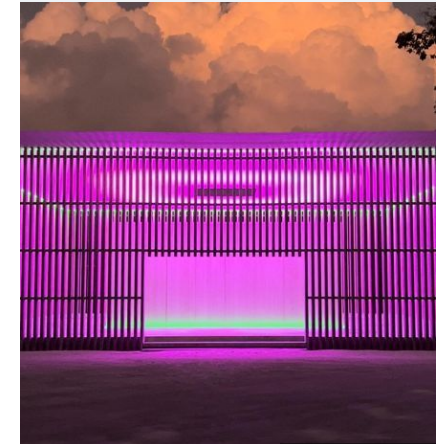


Axel Arigato

160-61-28	16-1735 TCX
152-85-11	13-2801 TCX
154-63-12	16-1708 TCX

Pinks adopt a delectable, playful quality inspired by romcom energy and kawaii, with the introduction of kitsch Thrift Pink (160-61-28) alongside sweet Pink Sorbet (152-85-11) and pre-loved Cosmetic Pink (154-63-12).

S/S 26




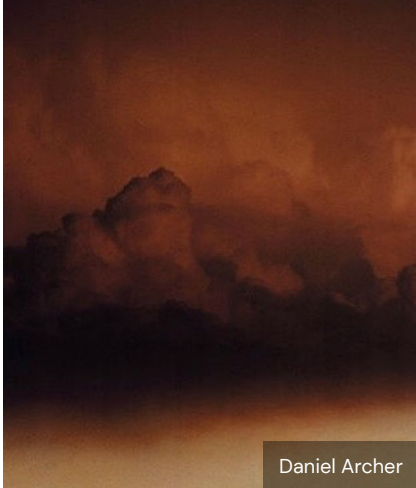

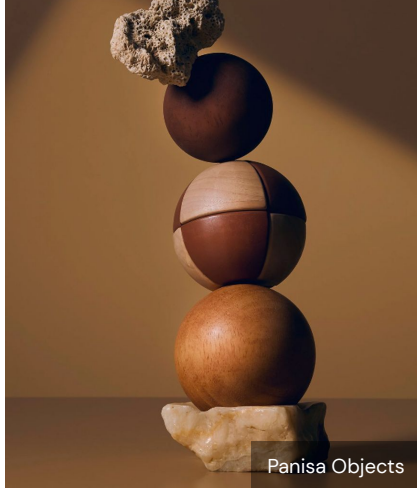

@chrisstamp

144-57-41	17-2624 TCX
152-55-21	16-2215 TCX
159-77-06	13-2803 TCX

Nostalgic Pink (152-55-21) brings an artistic warmth as a new annual mid-tone, alongside tinted pastel Pink Frost (159-77-06). Sitting between pink and purple, neon key colour Electric Fuchsia (144-57-41) gives pink a provocative, multi-sensorial quality.

Brown

Colour evolution

S/S 24		A/W 24/25		S/S 25		A/W 25/26		S/S 26	
									
Stephanie Deumer		Daniel Archer		Biohm		Panisa Objects		@maria.bang.espersen	
031-63-17	16-0928 TCX	015-33-25	18-1442 TCX	022-60-08	16-1318 TCX	028-43-27	18-1163 TCX	019-27-10	19-1215 TCX
033-49-16	17-1036 TCX	024-37-20	18-1140 TCX	025-56-18	16-1336 TCX	025-56-18	16-1336 TCX	028-43-27	18-1163 TCX
024-37-20	18-1140 TCX	024-21-05	19-1109 TCX	019-27-14	19-1220 TCX	019-27-14	19-1220 TCX	033-54-20	17-1129 TCX

By S/S 24, browns will diversify to become more characterful. Parchment (031-63-17) remains a timeless beige; Grit (033-49-16) is closer to yellow; and Nutshell (024-37-20) is warm and red-infused.

Browns continue to gain momentum, with the red-infused shade of Intense Rust (015-33-25) returning to the palette from A/W 23/24. Nutshell (024-37-20) is rich and warm, while Ground Coffee (024-21-05) remains the darkest brown.

Browns remain timeless, as shades of Timeless Taupe (022-60-08) and Sepia (019-27-14) move into long-term shades for S/S 25. Sunbaked (025-56-18) confirms the return of yellow-infused and gold-tinted browns.

Exuding #LowKeyLuxury, Rustic Caramel (028-43-27) is tactile and timeless, drawing inspiration from antique and beautifully aged designs. Sunbaked (025-56-18) and Sepia (019-27-14) return, adding rich layers and versatility to the palette.

Browns adopt a delectable quality, continuing the importance of summer darks with the introduction of Chocolate Sauce (019-27-10). Rustic Caramel continues from A/W 25/26 alongside yellow-infused Dusted Ochre (033-54-20) as a new sanded neutral.

Grey

Colour evolution

S/S 24



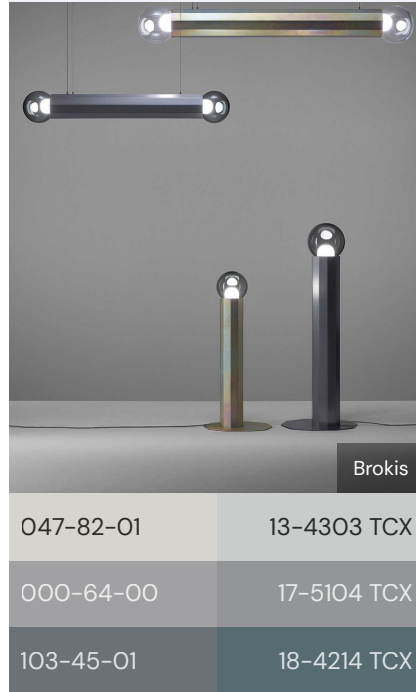
Pumice (031-77-03), Circular Grey (000-64-00) and Basalt (103-45-01) all carry forward from A/W 23/24 into S/S 24, due to their timeless, neutral quality.

A/W 24/25



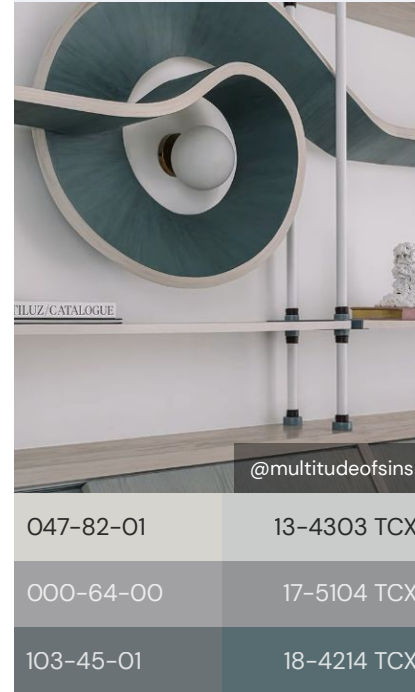
Circular Grey (000-64-00) carries forward from S/S 24 into A/W 24/25. Sustained Grey (035-73-04) is the warmest shade with a grounding and timeless appeal, while Graphite (000-47-00) confirms the return of darker greys.

S/S 25



Circular Grey (000-64-00) comes to S/S 25 as a long-term shade. Digital Mist (047-82-01) returns to the palette from S/S 23, and Basalt (103-45-01) returns from A/W 23/24 and S/S 24, both as long-term shades, showing the importance of shades with longevity.

A/W 25/26



Digital Mist (047-82-01) and Circular Grey (000-64-00) remain stable foundational hues, with blue-toned grey Basalt (103-45-01) taking the spotlight, speaking to Intelligent Simplicity and robust, intentional design.

S/S 26

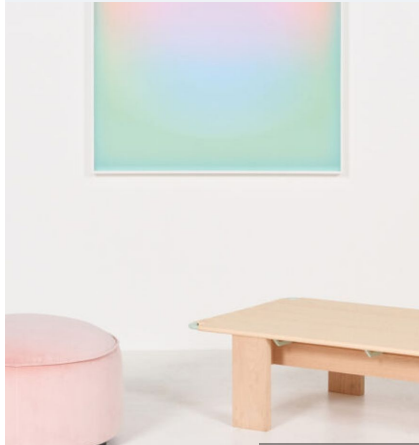


The shift towards blue greys evolves, with Basalt replaced by the seasonal injection of Future Grey (115-38-04). Circular Grey (000-64-00) continues the sustainability drive, while brown-based Robust Grey (030-37-02) speaks to the rise of 'colourful blacks'.

Pastels

Colour evolution

S/S 24

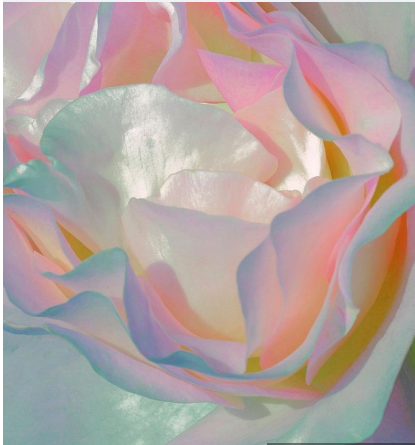


Daniel O'Toole

147-82-14	14-3205 TCX
022-81-13	14-1219 TCX
074-80-06	14-4807 TCX

Pastels will lighten and brighten by S/S 24, returning to sweeter levels. Pink Diamond (147-82-14) signals a move toward cooler tints. Mellow Peach (022-81-13) will sweeten earthier pastels, and Fresh Mint (074-80-06) is a clean, pale green.

A/W 24/25



@xuebing.du

022-81-13	14-1219 TCX
074-80-06	14-4807 TCX
138-81-07	14-3710 TCX
152-90-06	12-2908 TCX

Pastels will stay at the same saturation level, with sweeter levels carrying over from S/S 24. Quiet Quartz (152-90-06) is new to the palette for A/W 24/25 and confirms the importance of barely there and tinted pastel shades of pink.

S/S 25



Cristina Celestino

072-84-17	13-5911 TCX
116-85-09	14-4112 TCX
134-73-06	14-3907 TCX
152-85-11	13-2801 TCX

Pastels will stay at the same saturation level, with sweeter levels remaining key. Bio-Mint (072-84-17), Pink Sorbet (152-85-11) and Ice Blue (116-85-09) confirm the importance of cooler tints, while Galactic Lilac (134-73-06) brings a dusty pastel quality.

A/W 25/26



@lauracatherinesoto

048-90-17	11-0618 TCX
108-83-06	13-4304 TCX
134-73-06	14-3907 TCX
152-85-11	13-2801 TCX

Pastels become dirtier, reflecting grunge aesthetics. Pink Sorbet (152-85-11) and Galactic Lilac (134-73-06) combine with Key Colour Celestial Yellow (048-90-17) for a spiritual glow, and with silver-toned Moonstone Blue (108-83-06) for an otherworldly feel.

S/S 26



@peterpilotto.christopherdevos

048-90-17	11-0618 TCX
117-77-06	13-4304 TCX
034-75-11	15-1217 TCX
159-77-06	13-2803 TCX

Pastels adopt an unfinished obscurity with Celestial Yellow (048-90-17) and key colour Blue Aura (117-77-06), a grey-blue, furthering 'designed to disappear' innovations. Pink Frost (159-77-06) and Classic Beige (034-75-11) create a warm, pastel twilight.

Neutrals

Colour evolution

S/S 24



@t_o_o_g_o_o_d

022-60-08	16-1318 TCX
022-62-16	16-1422 TCX
031-63-17	16-0928 TCX
030-69-10	14-1208 TCX

With the peak popularity of [#LowKeyLuxury](#), [The Next Neutrals](#) are an essential colour direction. Yellow-based Parchment (031-63-17) acts as a seasonal canvas alongside pink-hued Timeless Taupe (022-60-08) and Italian Clay (022-62-16). Oat Milk (030-69-10) brings balance to the long-term palette.

A/W 24/25



@astridtextiles

022-60-08	16-1318 TCX
022-62-16	16-1422 TCX
030-69-10	14-1208 TCX

The focus on neutrals becomes more cosmetic, with pink-hued neutrals having a moment. Italian Clay (022-62-16) gains annual importance, with Timeless Taupe (022-60-08) remaining a key seasonal message. Oat Milk (030-69-10) continues as a long-term colour, complementing the cosmetic feel.

S/S 25



@main_nue

025-56-18	16-1336 TCX
030-66-22	16-1144 TCX
021-80-08	14-1310 TCX
033-82-11	14-1108 TCX

Neutrals become infused with warmth amid the polycrisis. New annual colours Sunbaked (025-56-18) and Tea Stain (030-66-22) speak to natural dyes. Blonde Wood (033-82-11) is a peached neutral working in harmony with the key colour Transcendent Pink (021-80-08).

A/W 25/26

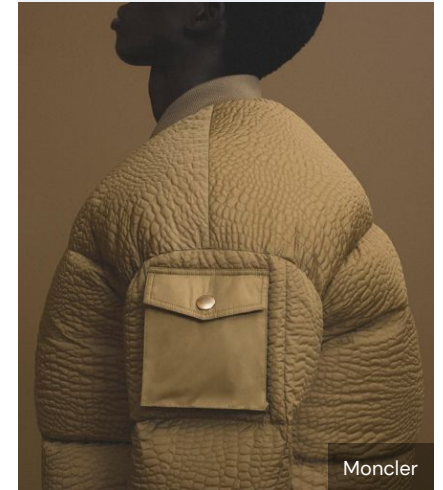


Chiara Zonca

025-56-18	16-1336 TCX
030-66-22	16-1144 TCX
021-80-08	14-1310 TCX
033-82-11	14-1108 TCX

Annual neutrals from S/S 25 remain in the palette for longevity and sustainability. These dusted hues speak to a yearning for nostalgia and the thrift movement. Preloved shades of Transcendent Pink (021-80-08) and Tea Stain (030-66-22) combine with the season's focus on retro blues.

S/S 26



Moncler

033-54-20	17-1129 TCX
037-61-13	16-0726 TCX
034-75-11	15-1217 TCX
034-84-05	12-0304 TCX

Neutrals become sanded with seasonal Olive Stone (037-61-13), a green cast neutral, adding utilitarian charm. Annual Dusted Ochre (033-54-20) has a mineralised quality. Classic Beige (034-75-11) replaces long-term Oat Milk, while existing Chalk (034-84-05) gains importance.

Coloro

About the Coloro code

We decode colour as the human eye sees it – by hue, lightness and chroma.

Each of our 3,500 colours is specified by a unique seven-digit code, representing the point where hue, lightness and chroma intersect, allowing you to organise and analyse colour like never before. The Coloro logic provides creatives with a new way to view colour objectively and create responsible palettes with longevity.

Purchase the five Key Colours for S/S 26 from [Coloro](#).

About Coloro

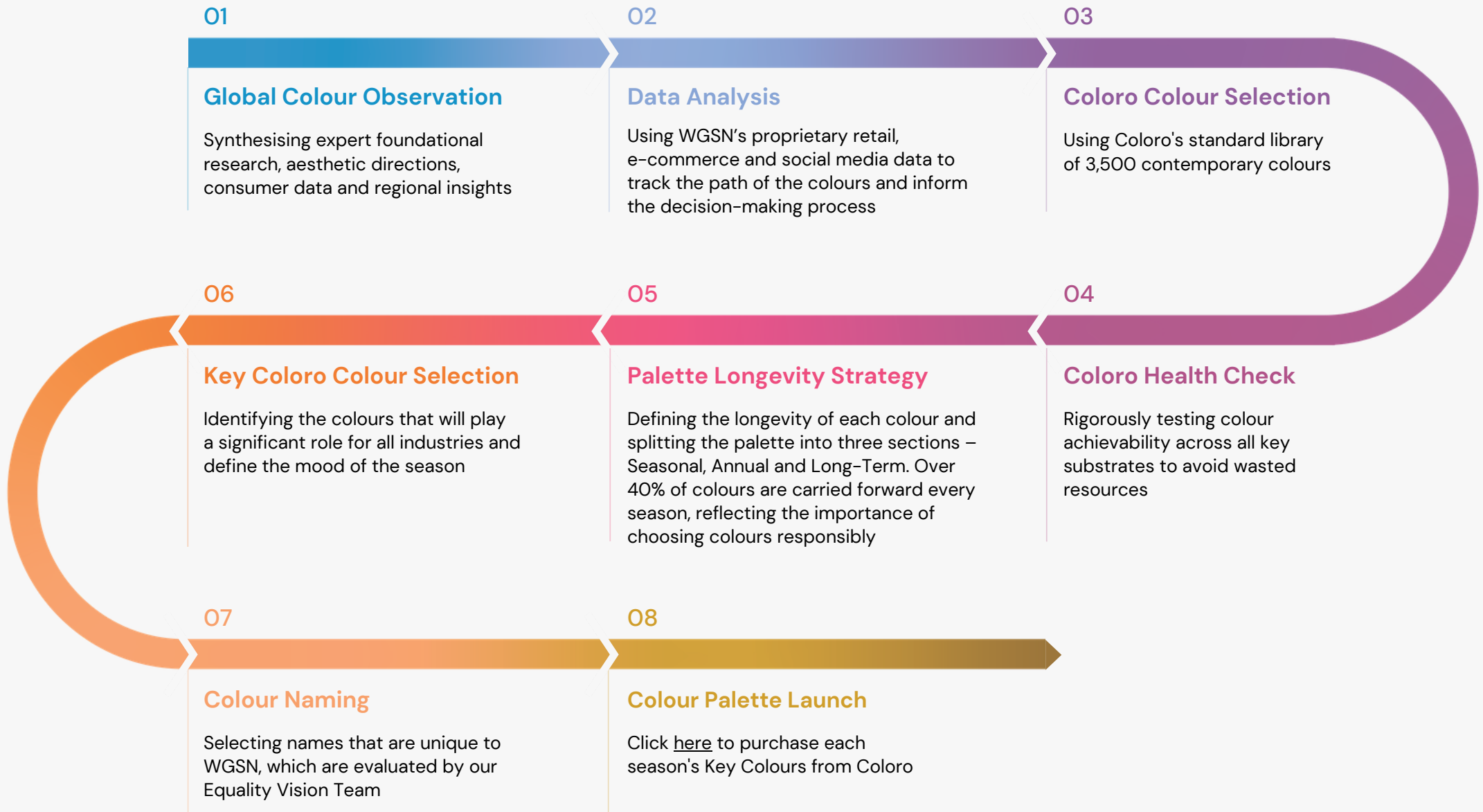
Coloro is the new way to work with colour. Pairing unlimited colour, with complete control, our logical colour system gives designers the freedom to create and execute colour with total confidence.

Coloro provides unlimited actionable colour opportunities – all logically organised and easily searchable by hue, lightness and chroma. Move from indigo to teal in a breeze, knowing every colour represented could define the next sellout product.

The Coloro Universal Color System works everywhere, on everything, with everyone. It enables you to start every project with the world's most accurate colour system, trusted by leading brands and innovators.



Colour forecast methodology



WGSN's forecasts are created by our global team of experts

Colour forecasting team

Lisa White, Creative Director

Urangoo Samba, Head of Colour

Emily McCarthy, Colour Strategist

Gemma Riberti, Director of Interiors

Reiko Morrison, Head of CMF,
Consumer Tech

Helen Palmer, Head of Materials, Knit
and Textiles

Yvonne Kostiak, Head of Active

Erin Rechner, Head of Kidswear

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and Accessories

Nick Paget, Senior Strategist, Menswear

Megan Bang, Beauty Analyst

Mia Jacobs, Youth Strategist

Regional experts

APAC

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Interiors