

Colour Trends: Gender-Inclusive Colour

From androgynous new darks to biodiverse blooming yellows, champion inclusivity through powerful colour palettes for 2025 and beyond

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Executive summary

As the shift towards #GenderInclusive fashion accelerates, colour will play a vital role in enhancing consumers' identity while expressing product design rooted in longevity, agelessness and non-binary thinking for sustainable futures.

Since we forecasted that No to Normal would go mainstream in 2024, the global conversation around gender has grown more complex. Gender neutrality in fashion has become a powerful, liberating space for some consumers, reinforced by an #EnhancedNeutrals colour palette. Between 2022 and 2023, hashtags for #GenderlessFashion on TikTok rose 200% YoY.

Meanwhile, rising interest in gender fluidity has encouraged other consumers to express gender more boldly, using provocative colours to symbolise their identity. #NonBinaryColours increased 158% YoY on TikTok between 2022 and 2023.

This Gender-Inclusive Colour forecast provides the palettes of 2025 and beyond that will ensure you continue to engage consumers looking to move towards a more gender-fluid and sustainable future.

STEPIC Innovations: Fluid Ecologies, Life-Stage Design, Design For Longer Lifespans

These key colour directions will inform products and styling:

- **Androgynous Darks:** offer ageless appeal and versatility in an alternative to #BlackwithBlack
- **Blooming Yellows:** draw on yellow's radiant optimism for gender-fluid futures
- **Tainted Pastels:** embrace #RedefiningMasculinity with ethereal, pre-loved tints
- **Archive Blues:** capitalise on #SartorialStyling with back-to-business thrift-shop blues
- **Classic Red:** innovate with #SportSmart, #NewPrep and #RefinedPunk trends
- **Baked Neutrals:** evolve gender-neutral palettes to create future wardrobe staples
- **Luminous Orange:** activate collective effervescence through the heat of #SunsetShades
- **#AquaticTones:** inspire fresh perspectives through the wonder of the natural world
- **#HyperBrights:** respond to fearless self-expression and digital identities with AI-inspired neons

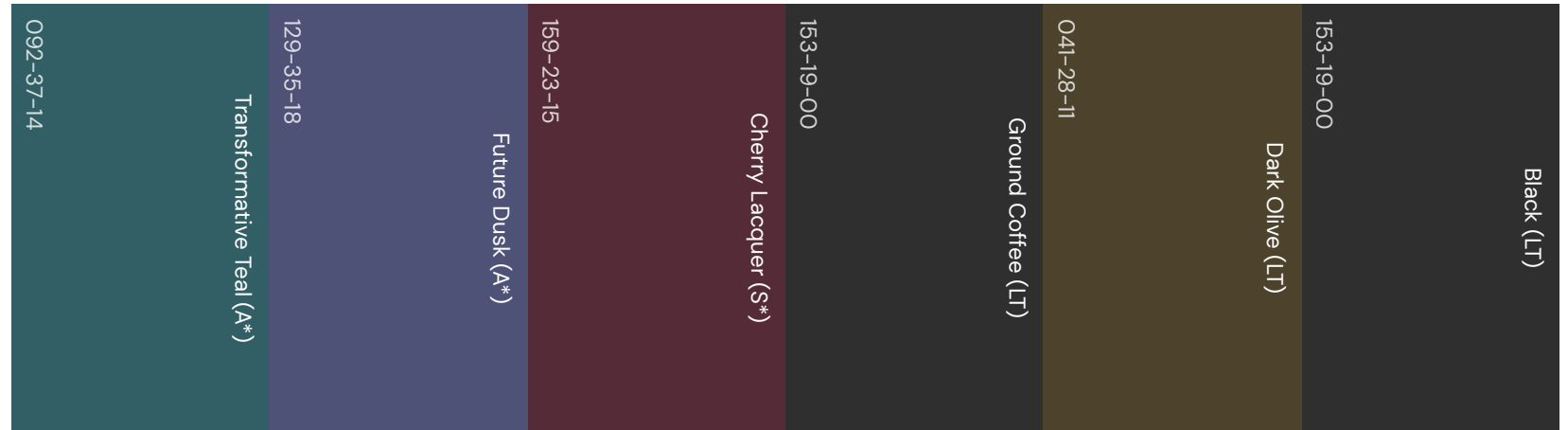


@magnibergofficial

Androgynous Darks

Tinted new darks will subvert and provoke while offering ageless appeal and versatility as an alternative to #BlackwithBlack.

- Prepare for 2025, the year of Strategic Imagination and 2026, the year of Redirection, with our respective colours of the year: Future Dusk and Transformative Teal. Play on the colours' mesmerising dual tonalities to reflect gender fluidity and an era of change.
- Diversify long-term shades of Black, Dark Olive and Ground Coffee with the longevity of Transformative Teal
- Treat Future Dusk, as a new navy
- Introduce A/W 25/26 key colour Cherry Lacquer as a sensual, covetable dark



LT (Long term colour), A (Annual colour), S (Seasonal colour) * (Key Colour)

- Maximise the enduring appeal of black and versatile darks as people across all genders, ages, and demographics look to buy less but better and invest in timeless, transseasonal design
- Apply #ShadowyDarks in #BoldMinimal #SculpturalForm, experimenting with angularity, and #LowKeyLuxury in reworked tailoring and occasion
- Embrace the spiritual and comforting nature of restorative darks in oversized loungewear and sweats

WGSN retail data: black gained the most share YoY. It increased by 6ppt to 23% of the ‘unisex/gender-inclusive/fluid’ apparel mix (UK and US combined)

WGSN Colour Vision Catwalks: black accounted for 50% of the total colour mix for women’s A/W 24/25, increasing +5.7% YoY. Dark Brown was the fastest-rising colour overall



Known for a monochromatic palette, LA-based Entire Studios focuses on accessible low-key luxury streetwear aesthetics

In action

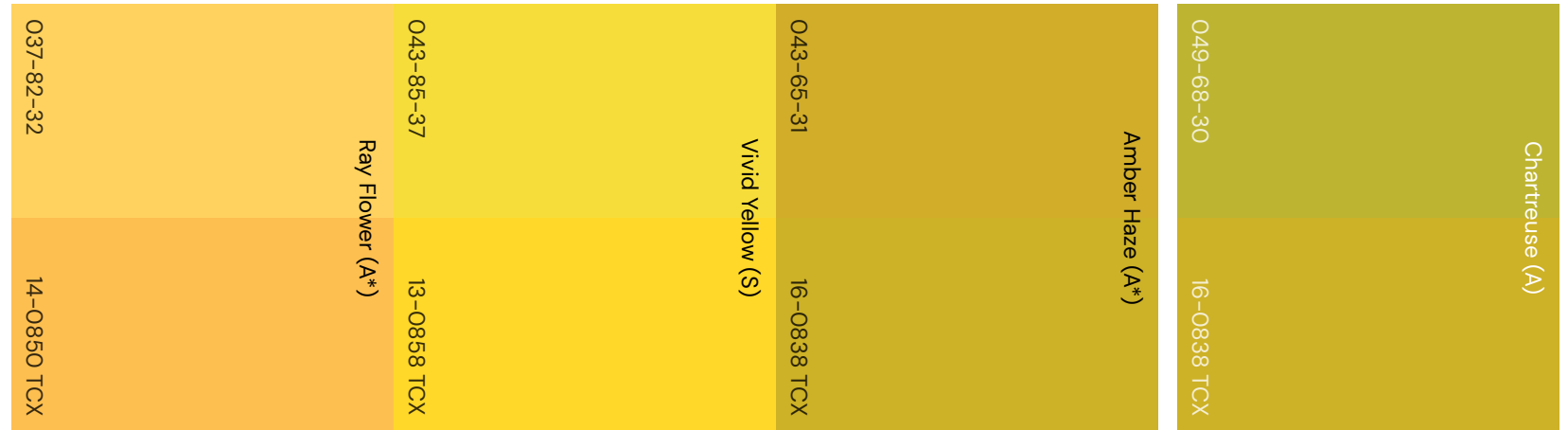


Stella McCartney (UK) launched a unisex capsule with Japanese artist Hajime Sorayama for S/S 24, blending shared codes of desire, design and technology. Sexy robots, silver strawberries and Platinum Dream slogans feature across easy silhouettes in 100% conscious materials

Blooming Yellows

Uplifting and free-spirited, WGSN key colours Ray Flower and Amber Haze join the tropic glow of Chartreuse and Vivid Yellow to become a symbol of biodiversity.

- S/S 25 key colour Ray Flower will be an annual bright for 2025, evolving into S/S 26 key colour Amber Haze, an earth-bound greenish tone and a new annual for 2026
- Near-neon Vivid Yellow will be a seasonal colour for S/S 26, inspired by AI
- Chartreuse will emerge as an essential annual tone, igniting a tropical glow



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- ‘Gen Z Yellow’ was once used to define a non-conformist generation associated with carefree joy and optimism. Bright yellows will offer Glimmers of hope and dopamine-inducing colour for kids and youth markets
- Harness regenerative natural dyes and sustainable practices to reflect fluid ecologies. Harago upgrades casual gender-fluid silhouettes by referencing India’s artisanal heritage. Each piece uses #Upcycled, vintage or locally woven textiles
- Lean into #Y2K and #90s nostalgia to boost the feel-good factor. “Redefining fashion one splash of sunshine at a time”, Lee Jeans (US) collaborates with Chinese designer Angel Chen on youth and denim essentials remixed in bold fits to cater to fluid identities
- Draw on ‘solar power’ by choosing #SunnyYellow and Golden Hour stone hues to inspire genderless active and outdoor ranges, as seen at Switzerland-based plastic-free brand Mover



Yellow lighting designed by studio Bond illuminates US brand Le Père’s new Manhattan Lower East Side store to complement its Masculin Féminin drop. Its collections explore the tension between the fearless and sensual attitudes of masculinity

In action



- Pre-loved pastel hues will reflect the romance of [#RedefiningMasculinity](#). [Tanner Fletcher's](#) (US) bridal collection welcomes all gender expressions
- Choose tinted, barely there colours characteristic of circular textiles. [Better](#) (US) twists stereotypes through upcycled minimalism and subverted [#WorkExperience](#) trends, described as “His wardrobe, reimagined for her”
- Draw on [dreamscapes](#). Apply tainted pastels in ombré effects to fluid fabrications and ethereal silhouettes
- Offer reassurance and intimacy by channelling the [#SupremeComfort](#) trend in cocooning outerwear and loungewear
- Update men's [#CollectionEssentials](#) in [#NotSoClassic](#) tainted pastels for commercial, broad appeal

Google Trends: ‘pink unisex’ shows increased interest over time, peaking in December 2023. Update sweet [Fondant Pink](#) with the cooling tint of [Pink Frost](#)

WGSN retail data: grey gender-inclusive apparel increased by 1.2ppt to 1.3% of the mix, with the second highest YoY growth of all colours

WGSN Colour Vision Catwalks: [pastel grey](#) grew +43% YoY within the grey hue mix in women's A/W 24/25 apparel



Damaris Athene 'Fruiting Body'

Damaris Athenes' (UK) Fruiting Body series of glassworks explores new ways of understanding what the human body could be. The artist plays with non-binary themes in tainted pastel colourations, slipping between the real and unreal, the boundaries between bodies, the organic and synthetic, and the digital and physical

In action



Classic Red

Cranberry Juice and Crimson will emerge as the new heartbeat of gender-inclusive colour, playing into #SportSmart, #NewPrep and #SartorialStyling themes.

- Reflecting a desire for less but better, Robust Red is a new neutral for our 2026 annual palette.



LT (Long term colour), A (Annual colour), S (Seasonal colour) * (Key Colour)

- Lean into the sensuality of reds with [#Hypertexture](#) and glossy leathers. True blood reds will speak to shared humanity and have connotations of lust, fear, passion and rebellion.
- Authentic reds will become a canvas for creativity and [#JoyfulExpression](#). UK-based [Martine Rose](#) and [Wales Bonner](#) rework typically gendered [#ClubHouse](#) and [#SoccerScene](#) style codes with a [#NewRetro](#) flair
- [Adam Jones](#) brings a DIY punk ethos to [#NewPrep](#). The British designer recrafts nostalgic garments using found materials in unfamiliar ways
- Refine [#DarkRomance](#) themes with the [#BerryTones](#) key direction from the A/W 24/25 catwalks
- Classic reds will work as a core colour for premium accessories, as seen at French label Lemaire and fluid heritage-focused brands, such as [Bode](#) (US)



WGSN retail data: after black and grey, red was third on the list of colours that grew YoY, by 1ppt to 5.5% of the mix within ‘gender-inclusive/gender-inclusive/fluid’ apparel

Google Trends: within unisex ranges, searches for “red hoodie” are up +50% YoY, and “red shirt” +40% YoY

UK brand [Horti](#) is “reimagining the gentleman’s tie”. Combining a love of nature and archetypal products, its pieces are for “everyone”. Embellishments are individual to the wearer

In action



Baked Neutrals

Choose earthen shades and desert-inspired tones to design for longer lifespans.

- Team blush-hued long-term neutrals Italian Clay and Timeless Taupe with Chalk to add romance to gender-neutral palettes
- 2025 annual colour Sunbaked provides an earthen charm
- Use S/S 26's Olive Stone to provide newness through a green cast and mineral hue
- Long-term Sepia will ground neutrals in a vintage mood and Robust Grey is a sustainable black

037-61-13	030-37-02	022-62-16	034-84-05	022-60-08	025-56-18	019-27-14
Olive Stone (S)	Robust Grey (LT)	Italian Clay (LT)	Chalk (LT)	Timeless Taupe (LT)	Sunbaked (A)	Sepia (LT)
16-0726 TCX	18-0403 TCX	16-1422 TCX	12-0304 TCX	16-1318 TCX	16-1336 TCX	19-1220 TCX

LT (Long term colour), A (Annual colour), S (Seasonal colour) * (Key Colour)

- Complement the longevity of this palette by teaming it with the [#ElevatedUtility](#) trend and [#CollectionEssentials](#) featuring [#ModularDesign](#), adjustable fastenings, extended cuffs and reversible linings
- [#Hypertexture](#) and [#AgedAppeal](#) will offer nostalgia, inspired by [#Western](#) influences at [Willy Chavarria](#) (US)
- [Olderbrother](#) (US) is championing a planet- and body-positive, slow-fashion revolution by creating classic pieces using wine waste and promoting hand-me-downs
- [CIHu](#) (US) offers “clothes designed to be lived in, made to last”. Every garment has a unique ID so consumers can add their story to the digital narrative of each item sold or shared
- Known for tactile neutrals, Dutch brand [Extreme Cashmere](#) crafts premium knitwear to last. Its genderless and ageless designs are “for everybody and (every) body”

Google Trends: searches for “beige unisex” are up 47% YoY, with 2k searches in April 2024. In comparison, black leads with 18k searches. Innovate with [Robust Grey](#), an eco-friendly [off-black](#) alternative



Selfridges (UK) collaborated with Faye Toogood to design Agender, a concept store space where shoppers have the freedom to transcend notions of 'his' and 'hers' and find items by colour, fit and style

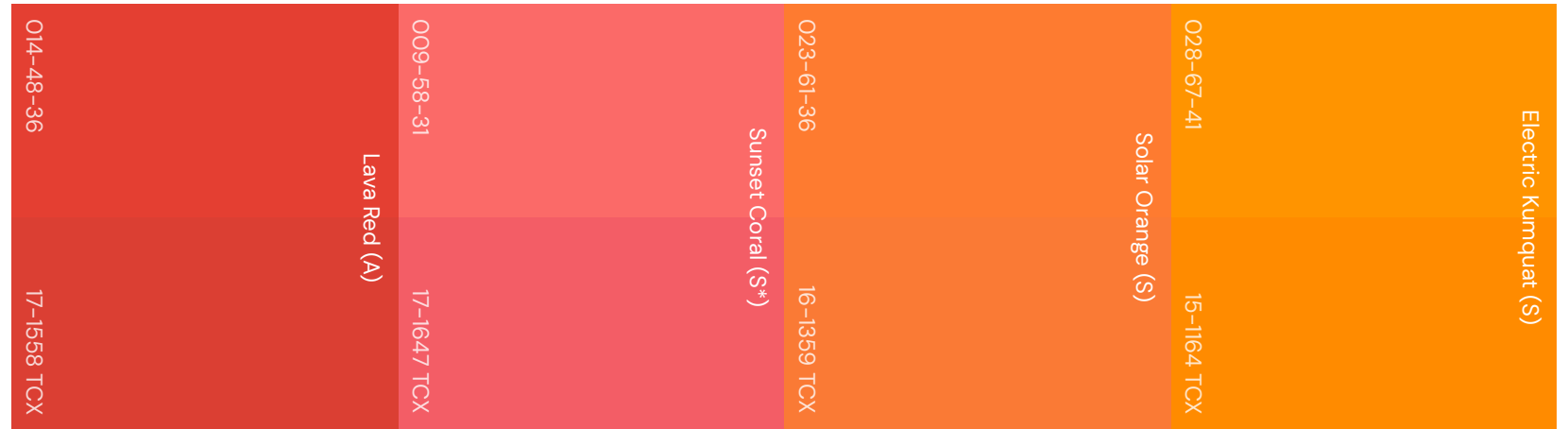
In action



Luminous Orange

Use wild oranges to create feelings of collective effervescence and break boundaries.

- S/S 25 seasonal Electric Kumquat and key colour Sunset Coral will evolve into nourishing Solar Orange for a seasonal statement from A/W 25/26
- 2025 annual Flame, an orange-cast red, will be intensified with the heat of Lava Red for 2026
- S/S 25 key colour Sunset Coral is an energising and feelgood colour that will appeal to consumers' pursuit of joy



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- Apply energising bright oranges to gender-inclusive activewear to amplify conscious hedonism, which is moments of pleasure fused with a sense of purpose
- Use bright oranges to convey functionality in accessories for modern explorers. See the padded commuter bags by Spanish brand Ölend, which went viral
- Gender-inclusive brand MadHappy (US) uses Electric Kumquat as a hero colour to signify community and inclusion in the latest issue of Local Optimist. “Intense, buzzing, tingling” orange is the focus of the most recent issue of colour journal Sindroms
- Sri Lankan brand Amesh celebrates cultural fusion and individuality by reworking deadstock fabrics in vibrant colours



WGSN Original Image | Queer Nature

Queer Nature at London's Kew Gardens celebrated the diversity of plants and examined how they are categorised. Garden designer Patrick Featherstone said: “Only about 5% of (flowering) plants reproduce in the male and female way that we've been taught”

In action



Silk by Dance Theatre Heidelberg explores sensuality and gender boundaries. Each dancer is enveloped in a second skin of transparent silk by Palomo Spain, symbolising cocoons. Dancers are initially united in movement and gradually reveal their individuality

#AquaticTones

Reflect gender fluidity with a spectrum of transient, bio-synthetic blue-greens to inspire fresh perspectives.

- Combine S/S 25 key colour Aquatic Awe and S/S 26 key colour Jelly Mint with crisp seasonal S/S 26 bright Blue Lagoon and otherwordly Chlorophyll Green
- Use our Colour of the Year 2026 Transformative Teal as a commercial anchor



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- Evolve greens into turquoise blues associated with wellness, water and wonder
- Invest in WGSN's 2026 colour of the year, Transformative Teal. A fluid fusion of dependable dark blue and aquatic green, this is the resonating colour for a period of change and redirection. Use it as a solid on leathers for timeless appeal
- Appeal to kidult consumers and youth by using S/S 26 key colour Jelly Mint to draw on future nostalgia
- Anchor #AquaticTones in Androgynous Darks for A/W. Clash them with Flame Red to bring a playful remix to primaries in S/S
- Apply these tones to futuristic innovations. French brand Kenzo and Japan-based Asics' gender-inclusive sneaker collab promises "continuous comfort" in "digital aqua"
- Australian brand Monphell uses aqua blues in its latest limited release of locally crafted garments "bound to no age, sex or season"



In action



Archive Blues

This palette of denim-inspired forever blues will have genderless, ageless and seasonless appeal. [#SartorialStyling](#) will reimagine traditional style codes and gendered wardrobes in a palette of vintage blues and [#WorkExperience](#) grey.

- Complement the warm, sentimental quality of A/W 25/26 key colour [Retro Blue](#) with A/W 25/26 seasonal tones [Borrowed Blue](#) and [Honest Indigo](#) to speak to [#OutOfRetirement](#) aesthetics
- Create future heirlooms with annual colour [Classic Navy](#), introduced for 2026, alongside blue-toned [Future Grey](#).

120-35-11	118-26-19	100-64-14	115-38-04	113-58-13	
19-3929 TCX	19-4029 TCX	15-4415 TCX	19-4215 TCX	16-4118 TCX	
	Honest Indigo (A)	Classic Navy (A)	Retro Blue (S*)	Future Grey (A)	Borrowed Blue (S)

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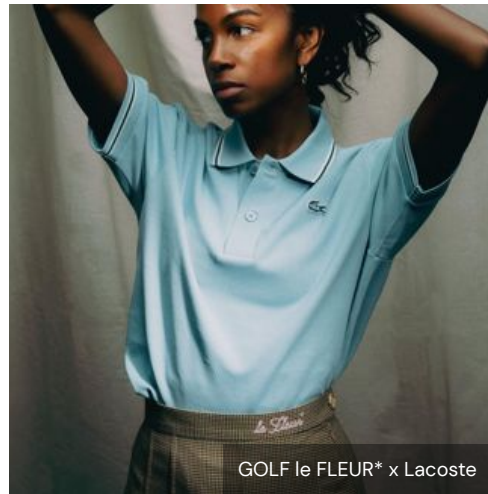
- Use wardrobe classics such as the [#TrenchCoat](#) and [#RelaxedSuiting](#) as a canvas for transseasonal blues
- Mexican designer [EStudio 1999](#) reworks men's shirts to evoke nostalgia through [Girlitude](#) smocking, ruching and bows
- Spotlighting [#PoloPower](#) and [#NewRetro](#), Tyler, the Creator's brand [GOLF le FLEUR*](#) (US) and French heritage label Lacoste offer gender-inclusive tennis-inspired pieces in a palette of pastels and [#RetroBlues](#)
- Anti-waste and gender-free label [Official Rebrand](#) (US) revives discarded clothing by 'rebranding' social norms associated with items like the [#ReworkedShirt](#)
- Essentiel Antwerp's [Fluid Collection](#) features reworked varsity essentials and a [#MatchingSet](#) in pyjama-inspired pinstripe blues

Google Trends: interest in "blue unisex" has increased steadily. "Blue unisex streetwear" is the most related query. Searches for "blue tops" are up +30% YoY, and "blue hoodie" is up +200% YoY



Korea-based Dunst, which means 'immaterial', offers daily classics beyond the boundaries of gender, focusing on emotional design, contemporary culture and next-gen values

In action



#HyperBrights

AI-derived #Neons will reflect experimental digital identities and allow for fearless self-expression through Rave Renaissance colour.

- A/W 25/26 key colour Neon Flare will signal rapid change and evolve into S/S 26's Electric Fuchsia
- A/W 24/25 seasonal Glowing Green will gain relevance thanks to its supernatural, post-human feel
- Use S/S 26 neon Blue Gleam to embody cartoonification alongside 2026 annual bright Electric Indigo

062-72-33	108-77-24	144-57-41	014-68-51	120-32-36
15-0146 TCX	14-4320 TCX	17-2624 TCX	16-1451 TCX	18-3949 TCX
Glowing Green (S)	Blue Gleam (S)	Electric Fuchsia (A*)	Neon Flare (S*)	Electric Indigo (A)

LT (Long term colour), A (Annual colour), S (Seasonal colour) * (Key Colour)

- Combine [#HyperBrights](#) with opportunities for [#Customisation](#) and [#Personalisation](#) to create a playground for self-expression and gender fluidity
- Apply neons on activist, body and planet-positive graphics to embody [rebellious resistance](#). Brazilian brand [Another Place](#) channels a punk-like spirit with provocative bright tees
- [#Upcycling](#) will be key to creating a palette of garish, clashing brights. London brand [AGR Knit](#) remixes representations of culture and identity to “speak boldly through colour”
- Integrate light-up elements or reflective trims onto bags and accessories for youth market appeal, as seen at [Heavn](#) by Marc Jacobs (US)
- Lean into the [#SoccerScene](#). Use neons on fastenings, graphics, colour-blocking and reversible linings

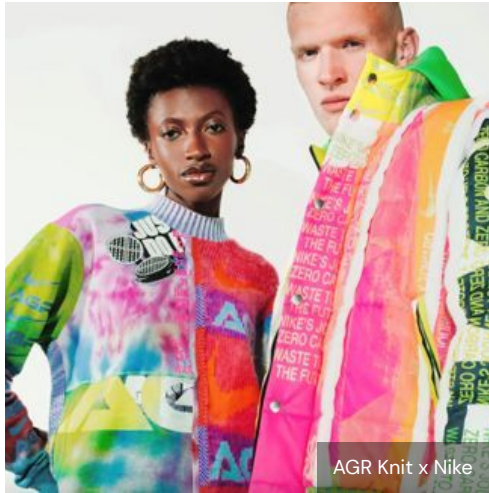
Google Trends: shopping searches for “pink unisex” show interest has increased over time, peaking in December 2023. Searches for “pink outerwear” are up 72% YoY. Replace Barbie pinks with S/S 26 key colour [Electric Fuchsia](#), a neon purple-hued pink with an effervescent quality



@nicopanda x @the_fab_ric_ant x @blakekathryn

Founded by [@nicolaformichetti](#), Nico Panda (US) prizes inclusivity, diversity and creativity. It collaborated with [@the_fab_ric_ant](#) to produce digital outfits for Brazilian drag queen Pablio Vittar's world tour and a series of collectible NFTs

In action



Action points

1

Balance gender-neutral and gender-fluid

Understand the differences between gender-neutral and gender-fluid aesthetics by making space for both in your brand. Offer products, services and experiences that give consumers the option to remove references to gender or express it boldly

2

Champion body- and planet-positive fashion

The most innovative and disruptive gender-neutral or gender-fluid brands adopt empathy as a mantra. Take a circular approach to fashion centred on ethical practices, upcycling and design for longer lifespans

3

Capitalise on #SartorialStyling

Extend the Fluid Careers trend to everyday #ReworkedClassics. Subvert traditionally gendered tailoring with playful, remixed silhouettes in archive blues, tainted, circular pastels and reimagined classic red to maximise this trend with gender-inclusive appeal

4

Embrace #RedefiningMasculinity for the mainstream

Certain colours that were once considered too gendered are now being embraced by everyone. Use tainted pastels and blooming brights in #CollectionEssentials as a commercial entry to inclusive colour in menswear

Methodology

WGSN e-commerce data

- Data for this report was collected across retailers in the UK and US from January to December 2023 and 2022
- Please note, some retailers are excluded to ensure like-for-like calculations and to avoid inflated product counts due to the acquisition of new retailers on the WGSN e-commerce platform
- Numbers may fluctuate as we recategorise to help clarify ambiguous/new products or if retailers refactor their websites

- Product, assortment or category mix: proportion of a set of products over a larger set. An example is volume of dresses over the whole volume of apparel:
 $\% \text{ Dresses within apparel} = (\text{volume dresses} / \text{volume apparel}) * 100$
- Apparel mix contains the following categories: coats, blouses and woven tops, dresses, knits and jersey tops, jackets, jumpsuits, skirts, sweaters, shorts, swimwear, trousers and intimates
- YoY: year on year
- YoY changes: % difference between the % of each category or keyword within its larger set
- Percentage point (ppt): a percentage is the proportion of a set of products over a larger set, an example is new-in trousers over new-in apparel mix. A percentage point computes the arithmetical difference between percentages; going from 40% to 44% is a 4ppt increase

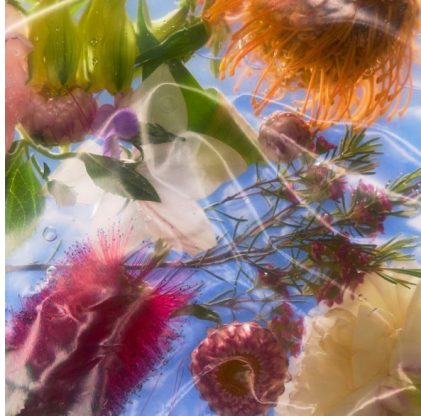
Google Trends:

- Data was collected worldwide over the last five years as of April 2024

Tiktok

- Data was collected worldwide from January - December 2023 and 2022

Related reports



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