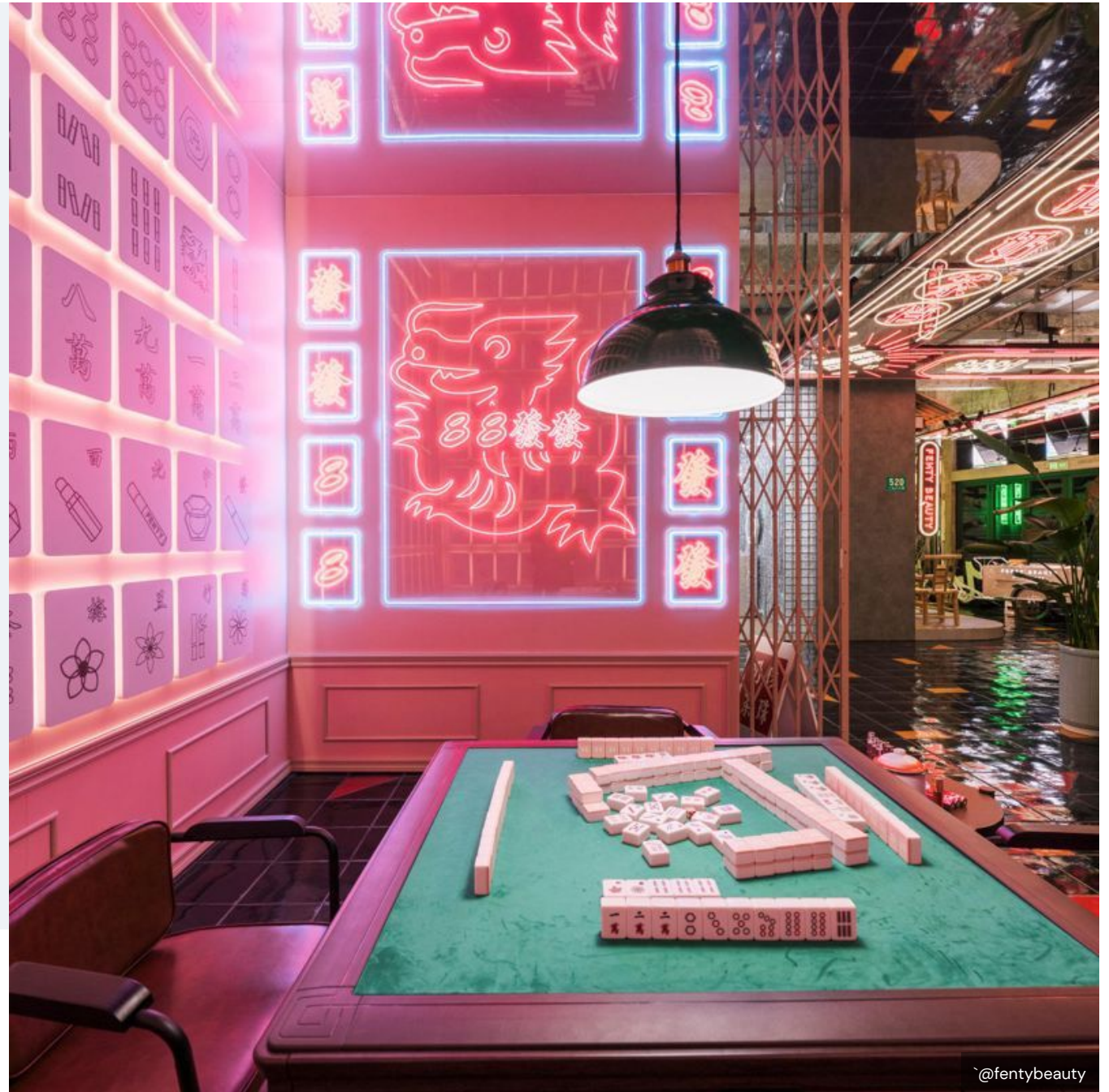


China Colour Forecast S/S 26

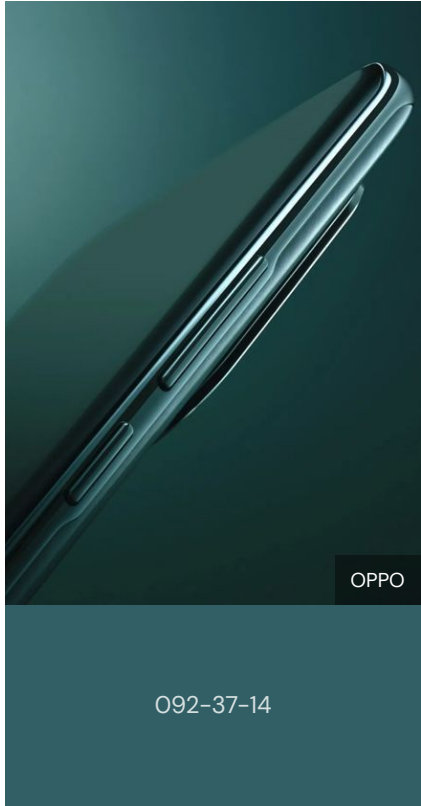
Invest in cooling and calming summer darks, and inject glimmers of joy with jellied brights and nostalgic 'kawaii' hues across all industries in China

Urangoo Samba & Lupi Yao
06.07.24 - 9 minutes



@fentybeauty

China S/S 26 Key Colours overview



Transformative Teal



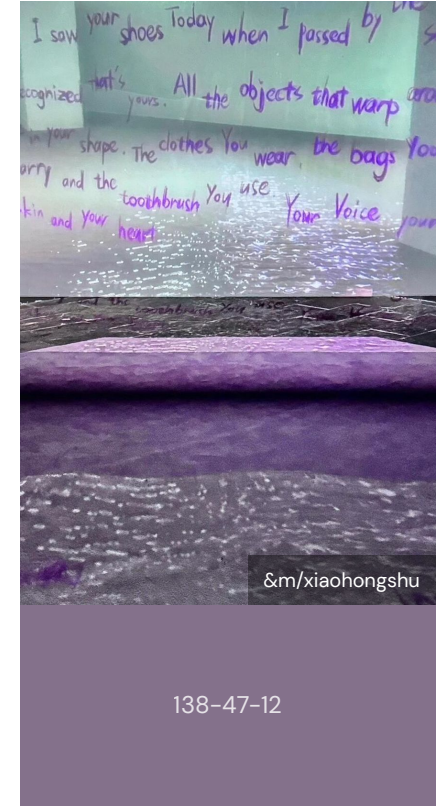
Thrift Pink



Amber Haze



Jelly Mint



Dusted Grape

Transformative Teal

China Key Colour S/S 26

092-37-14

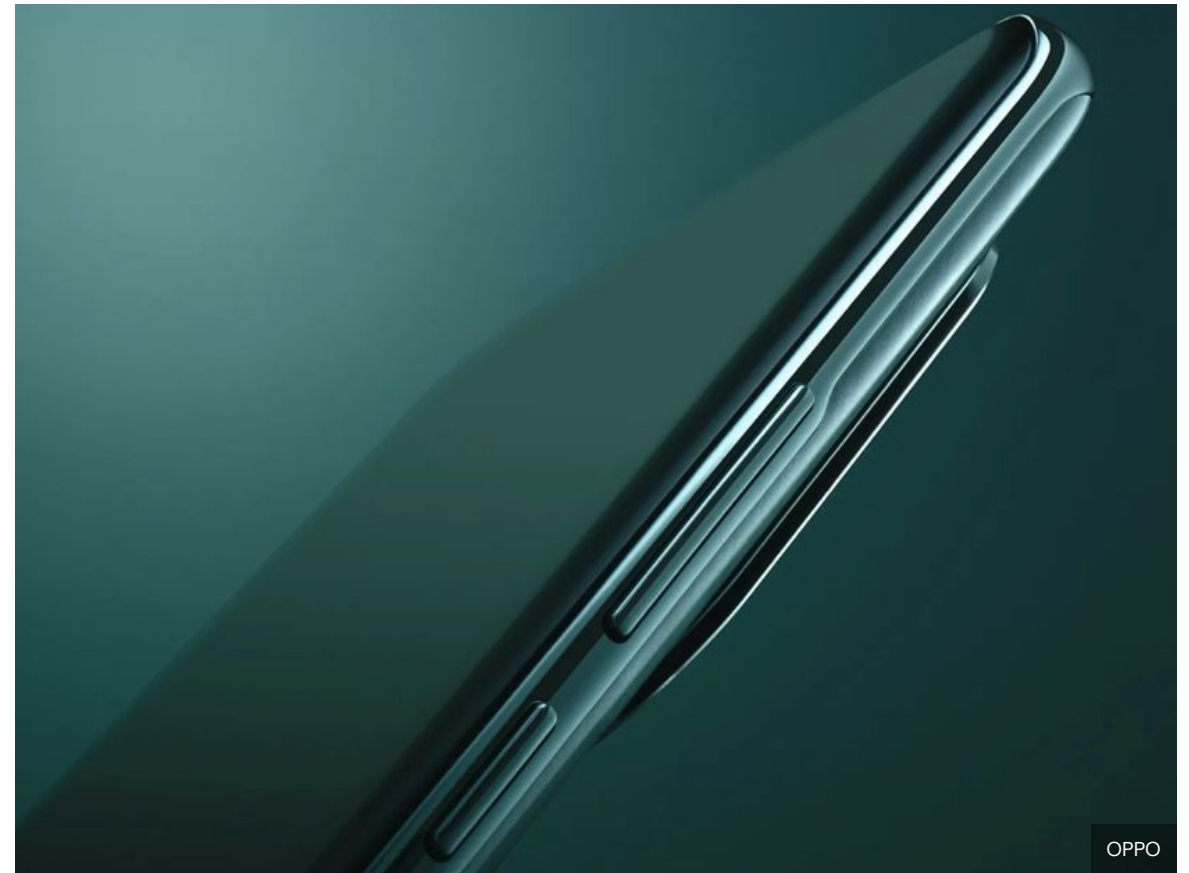
Coloro / Pantone

19-4517 TCX

Transformative Teal, our Colour of the Year for 2026, is **cooling, calming and restorative**. Its transformative and regenerative character is inspired by redirecting our efforts to find collective and novel solutions for our planet. It is a fluid fusion of blue and green that recognises the diversity of nature and an **Earth-first mindset**, helping build resilience in the face of complex climate changes.

An important shade for consumer tech, this hue enhances metallic shades and brings the digital realm to life through tinted chrome renditions, as seen in Oppo and Huawei.

Use it to infuse frosted translucent surfaces with mystery and intrigue. This is a resonating colour for a period of change and redirection, drawing on the hue's futuristic quality in clean metallics and elegant simplicity.



Colour Evolution



Deep Ocean
A/W 21/22 and S/S 22

Verdigris
A/W 22/23 and S/S 23

Transformative Teal
S/S 26



Fashion Week Streets



Susan Fang



HUAWEI



@hamcus



Ms Min

Transformative Teal: usage

Invest in summer darks to respond to rising demands for nocturnal living and the desire for versatility.

- Transformative Teal is a fluid hue that is gender-inclusive and transseasonal, applicable to all demographics
- For activewear, apply this colour to footwear and outerwear for refined performance aesthetics
- For beauty, incorporate inky hues for a sense of mysterious luxury for hair colour, finish and application
- For accessories, Susan Fang applied Transformative Teal to embody nature's wonders, drawing inspiration from honeycombs, lattice formations and mesmerising water patterns

Thrift Pink

China Key Colour S/S 26

160-61-28

Coloro / Pantone

16-1735 TCX

Thrift Pink is a **playful hue** with a **youthful** quality. This colour propels us to embrace all things **'kawaii'** (cute), appealing to kidult consumers and the cartoonification of product design, resonating successfully with the Chinese market. Thrift Pink's power lies in its ability to **challenge the norm** and transform it. Once considered infantile, unserious and inconsequential, cuteness has been revealed to be one of the most influential forces in contemporary culture.

POP MART released the Pucky The Feast series, including a pink earphone case. The series brings nostalgia with cartoonish brights and offbeat contrasts, offering escapism from an ever-evolving, complex reality.



POP MART

Colour Evolution



Luminous Pink
A/W 23/24

Pink Flash
S/S 24 and A/W 24/25

Thrift Pink
A/W 25/26 and S/S 26



Fashion Week Streets



@tagi__tagi



Casetify



Fashion Week Streets



@yvmin_official

Thrift Pink: usage

Embrace Thrift Pink's youthful character to bring a sense of optimism to products

- Amplify themes of [#Kidult](#) and [#JoyfulExpression](#) through the playful character of Thrift Pink
- This colour will be important for the youth market in China. Apply this gender-inclusive hue for co-ords and transseasonal sweaters and embrace [kawaii aesthetics](#)
- For consumer tech, Casetify launched a special collector's edition of phone and earphone cases in [collaboration with Doraemon](#) in sweet pinks and retro blues
- For footwear and accessories, [YVMIN](#) collaborated with fashion blogger [@xiaoyangbure](#), who challenges ableism and orthodox beauty standards. The relationship between jewellery and the body was the creative theme and source of inspiration for the project

Amber Haze

China Key Colour S/S 26

043-65-31

Coloro / Pantone

16-0838 TCX

Amber Haze is a green-toned yellow with a **rich**, radiant quality that feels embracing and energising. It has an aged appeal reminiscent of stones and crystals, connecting with the search for **spirituality and guidance** as people look to **ancient wisdom** in times of uncertainty.

Amber Haze has a **slightly strange and bewitching quality** that will appeal in a world of screen-based, digitally connected lifestyles, encouraging us to slow down and pay attention to regenerative resources.

With sustainability top of mind in China, the country has more than half of the world's electric vehicles on its roads. Polestar unveiled a special edition of Polestar 1 at Auto Shanghai. The new version features a 'sun' matte gold exterior paint job, complemented by gold-finished brake callipers.



Colour Evolution



Gold
A/W 21/22

Golden Beryl
S/S 23

Amber Haze
S/S 26



Amber Haze: usage

Explore sustainable colour strategies and invest in this versatile mid-tone as a new neutral.

- Amber Haze will work as a gender-inclusive and transseasonal shade, making it key for all fashion product categories
- For menswear, apply Amber Haze as a glowing mid-tone for casual and outdoorsy looks, whereas for womenswear, blend the hue with sanded, dusted and earthy hues to forge new neutrals
- For activewear, combine Amber Haze with greens for a palette designed to connect with nature
- For beauty, strengthen healing terrain tones such as Amber Haze with grounded darks, and spark luxury with a rich palette of new gold

Jelly Mint

China Key Colour S/S 26

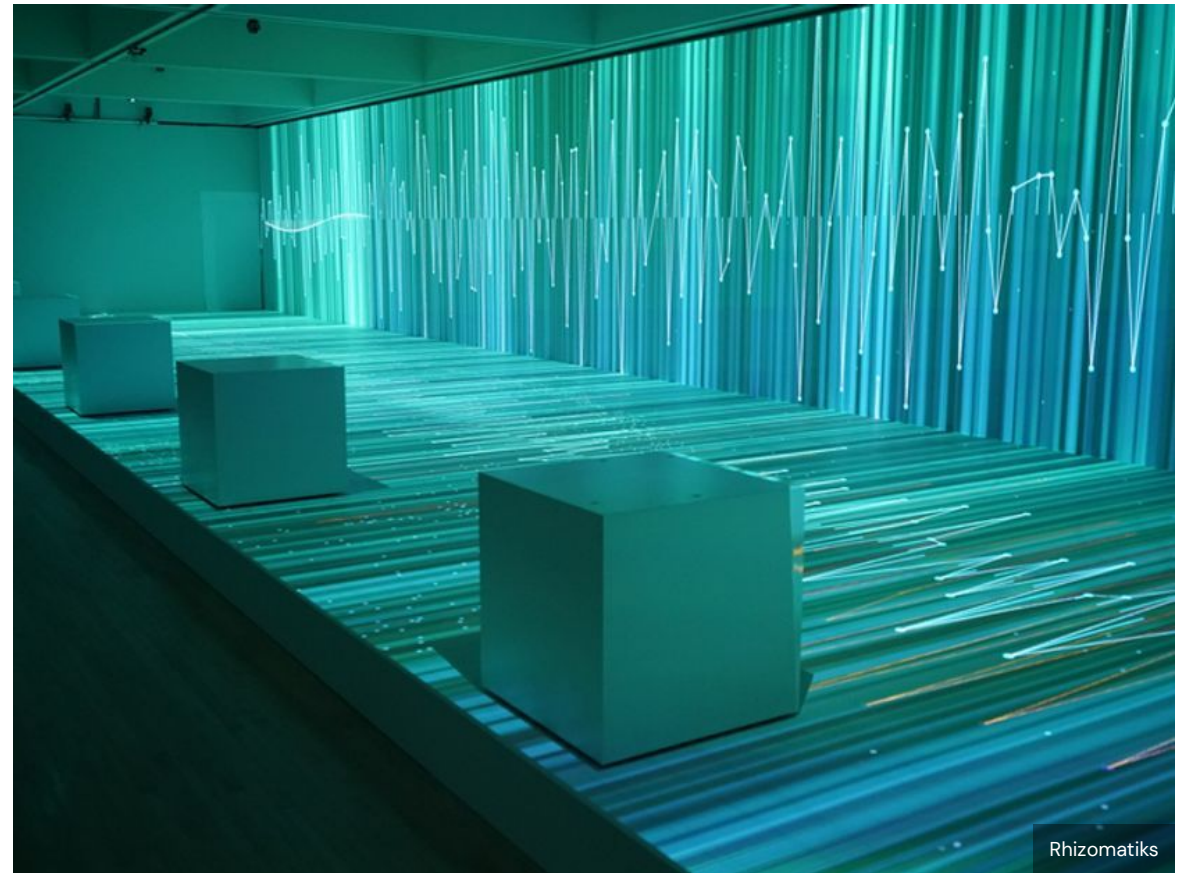
078-80-22

Coloro / Pantone

13-5714 TCX

Jelly Mint is a **nostalgic and playful** hue feeding into the theme of Glimmers – the **micro-moments of joy** that shine through to reframe our thinking, and which can help us feel calm, build resilience and boost mental health. Play with this colour's otherworldly and digital escapist character by applying it to bio-resins, iridescent finishes and glass.

Multiplex is the first large-scale solo exhibition in China by Rhizomatiks, a Japanese company that creates commercial and artistic projects combining the arts and technology. A 'laboratory' where **digital technology connects with physical installation**, the exhibition resonates with changes happening in the world in real time. In today's ever-changing, complex and ambiguous world, life swings between the digital and physical, and continues to overlap with the development of technology in **vivid hues**.



Colour Evolution



Neo Mint
S/S 20, A/W 20/21 and A/W
21/22

Bio Mint
S/S 25

Jelly Mint
S/S 26



Jelly Mint: usage

Evolve popular greens and boost summer escapism with the buoyancy of Jelly Mint

- For fashion, activate the colour's versatility in both men's and women's apparel through gender-inclusive designs and amplify multisensory interfaces. Use on appliqué, resins, and beaded knits, which boost the feel-good factor
- Create a playful paradox of absurd combinations, with Jelly Mint offering Glimmers, promoting guilt-free joy and encouraging consumers to embrace the fun and chaos of living in the moment
- For activewear, use this hue as a solid colour or gradiate it into ombrés for a Jellied Brights story
- For the home, brighten any interior space with Jelly Mint and bring a fresh perspective to home accessories

Dusted Grape

China Key Colour S/S 26

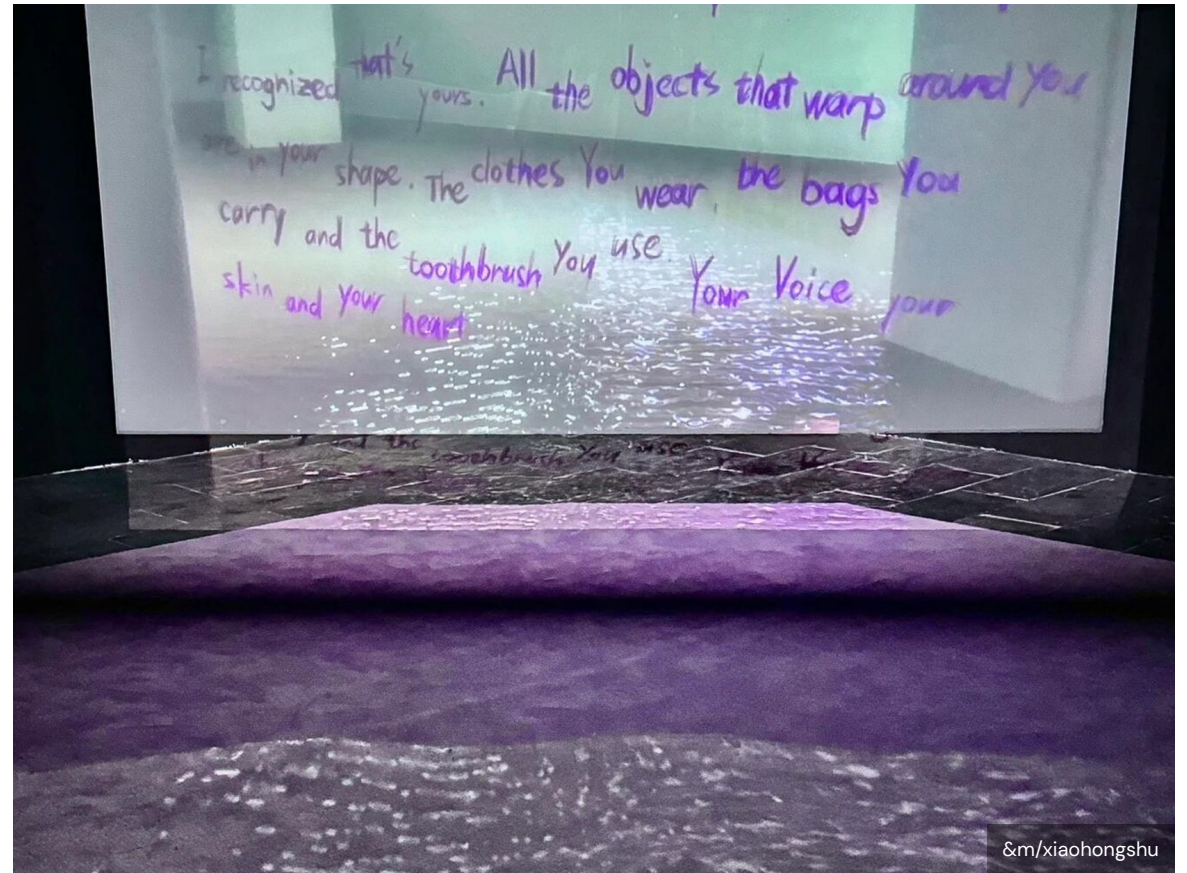
138-47-12

Coloro / Pantone

18-3718 TCX

Purples continue to thrive as people crave offline tactility and are drawn to [#CalmingColours](#) that **soothe the soul**, offering **gentle optimism** and softness. Driven by our [Designed to Disappear](#) STEPIC for S/S 26, [Dusted Grape](#) is introduced as a seasonal mid-tone derived from **industrial waste and circular design processes**, resulting in **unfinished and imperfect hues**.

The [Shanghai Duolun Museum of Modern Art](#) hosted a Dreamcore and internet aesthetics exhibition that explored how we perceive our own existence amid rapid technological advancement. One featured artwork, Limerencecore, in the Dusted Grape colourway **centred on human consciousness, emotions, and memories**.



Colour Evolution



Purple Swirl
S/S 24

Meta Mauve
A/W 24/25 & S/S 25

Dusted Grape
S/S 26



Dusted Grape: usage

Invest in design for Long-term lifespans by embracing this new softer shade of purple for #ConsideredCraft and ageless appeal

- Reflect the Playful Paradox theme, following the darker side of theatrical and romantic aesthetics, underpinned by sensuous materials and a palette of off-kilter, historical and after-dark hues
- For menswear, explore Nu Romantic pales of muted tones. The evolving #RedefiningMasculinity movement means menswear's relationship with colour is changing in China
- For occasionwear and accessories, amplify themes of #NuHistorics and #ModernRomantic aesthetics, and combine with neutrals and luxurious darks for a contemporary palette
- Dusted Grape will be an important hue for consumer tech, evoking romantic inspiration with the 'Provence' purple by Porsche China

Action points

1

Invest in a darker palette for all seasons

Capitalise on the versatility of darks with their year-round transseasonal appeal and broad applications across product types and categories. The movement towards dark hues will be further driven by the rise in nocturnal living

2

Embrace digital colours

Take inspiration from the digital world with surreal, glowing and post-human brights and neons. Explore AI colour and structural colour, as well as the CMF trend of designing with light, leveraging colours with healing qualities

3

Build a long-term colour strategy

Take a long-term view of your palette by building an extended lifecycle for each colour. Think beyond seasons and evaluate how your colours will stand the test of time

4

Check the feasibility of your colours

To ensure your colours work across different substrates, carry out a feasibility check on your palette before sharing with your supply chain. If you would like your Coloro palette health-checked, or if you would like feasibility data for our Coloro S/S 26 colours, click [here](#) for further information

Coloro

Colour reference S/S 26

043-85-37	160-61-28
043-65-31	159-77-06
041-28-11	159-23-15
037-93-00	153-19-00
037-61-13	152-55-21
036-89-06	144-57-41
035-73-04	138-47-12
034-84-05	134-25-13
034-75-11	120-32-36
033-54-20	120-22-18
030-37-02	118-26-19
028-43-27	117-77-06
025-79-24	114-57-24
024-21-05	108-77-24
023-61-36	100-64-14
022-62-16	092-37-14
022-60-08	078-80-22
019-27-10	072-26-10
019-27-14	071-65-06
016-41-25	065-52-27
115-38-04	050-40-14
014-48-36	049-50-23
010-38-36	048-90-17
010-36-27	047-82-01
008-26-26	000-64-00

Pantone TCX

Colour reference S/S 26



Pantone Coated

Colour reference S/S 26



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

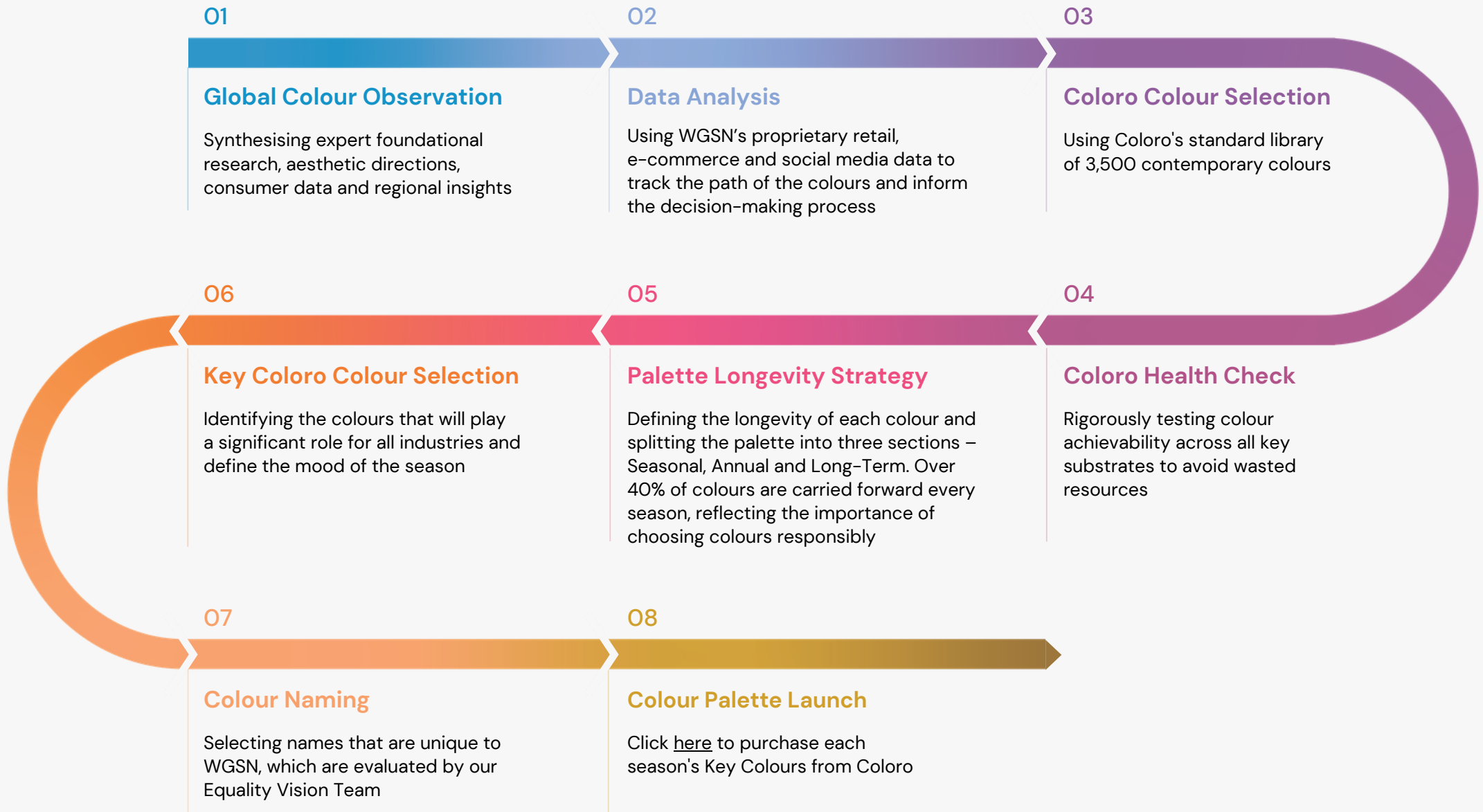
Coloro is the new way to work with colour. Pairing unlimited colour, with complete control, our logical colour system gives designers the freedom to create and execute colour with total confidence.

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

Jane Collins, Senior Strategist, Footwear
and Accessories

Nick Paget, Senior Strategist, Menswear

Megan Bang, Beauty Analyst

Mia Jacobs, Youth Strategist

Regional experts

APAC

Lupi Yao, Trend Director, WGSN China

Africa

Kim Cupido, Senior Strategist,
Womenswear

Americas

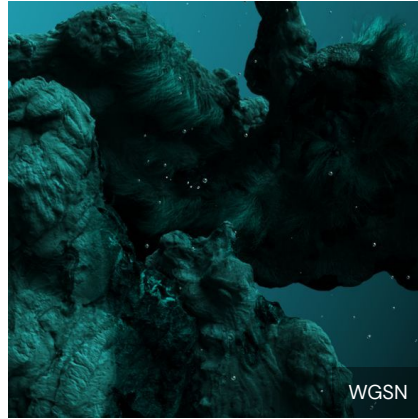
Sofia Martellini, Senior Strategist, WGSN
Fashion Feed and Catwalks

Angela Ringo, Senior Strategist,
Interiors

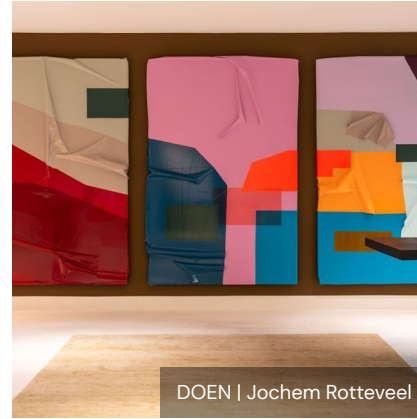
Related reports



[Global Colour Forecast S/S
26](#)



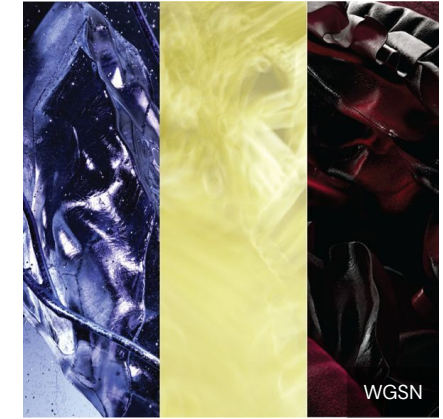
[Colour of the Year 2026](#)



[Colour Combinations S/S
26](#)



[China Colour Forecast A/W
25/26](#)



[Global Colour Forecast A/W
25/26](#)