

# CATWALK REPORT

*WOMENSWEAR*  
SPRING/SUMMER 26

TAGWALK  
THE FASHION SEARCH ENGINE

A fashion show runway scene. In the center, a model wears a bright yellow and orange patterned dress. To her right, another model wears a dark blue jacket with black leather sleeves. In the background, a man in a grey patterned jacket and a woman in a brown leather dress are visible. The runway is lined with a large audience of people, many holding up smartphones to take photos. The background features gold-colored curtains.

# Key Insights

# SCOPE

**234 10 073 940 | 400K 27M**

SHOWS

LOOKS

TAGS

SESSIONS

PAGES SEEN



Paris dominated global fashion weeks, with 74% of worldwide runway programs. Other major travel hubs & London have benefited



+7% VS FW25

# PARIS

74 SHOWS

\*D+7 traffic breakdown by city on Tagwalk's website



# Key Insights Brands



## DEBUTS

Area  
Balenciaga  
Bottega Veneta  
Carven  
Celine  
Chanel  
Dior  
Gucci (*presentation*)  
Jean Paul Gaultier  
Jil Sander  
Loewe  
Maison Margiela  
Mugler  
Proenza Schouler  
Versace

## NO SHOWS

Duran Lantink  
Kenzo  
Ludovic de Saint Sernin  
Rokh  
Dsquared2

## BACK TO CALENDAR

Alexander Wang  
Jason Wu  
Toteme  
Lanvin  
Vêtements  
Agnès b.

## OFF SCHEDULE

Ralph Lauren  
Carolina Herrera



## TOP 20 BRANDS

**34%**

OF THE TOTAL VIEWS  
ARE GRABBED BY  
THE TOP 20 BRANDS

**+446%**

MORE VIEWS ON  
TOP 20 BRANDS VS THE  
REST OF THE BRANDS



FOCUS ON CHANEL

# Blazy boost: traffic jumps

in SS26 vs FW25



SS22



FW22



SS23



FW23



SS24



FW24



SS25



FW25



SS26

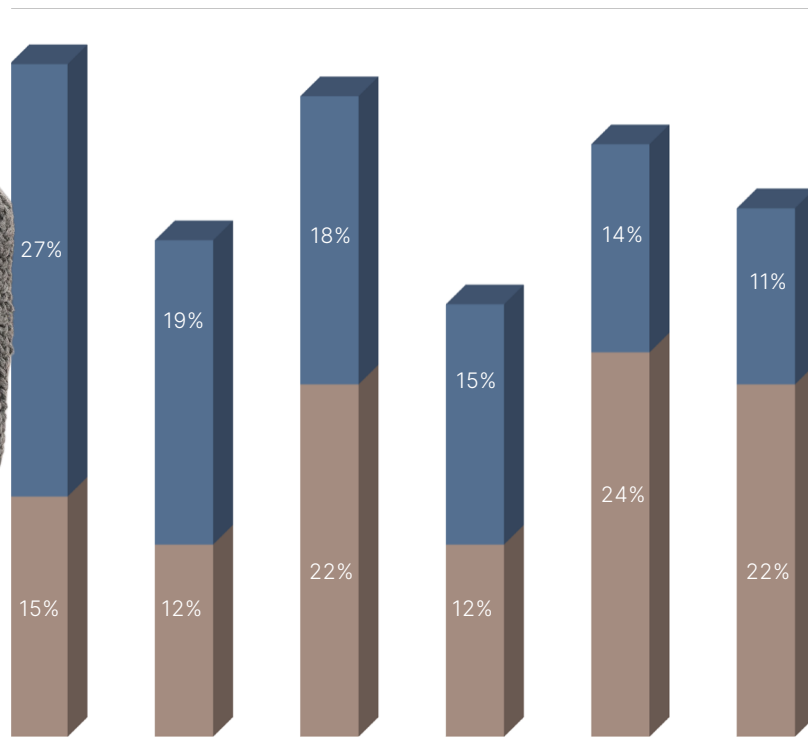
Virginie Viard

Internal Studio

Matthieu Blazy

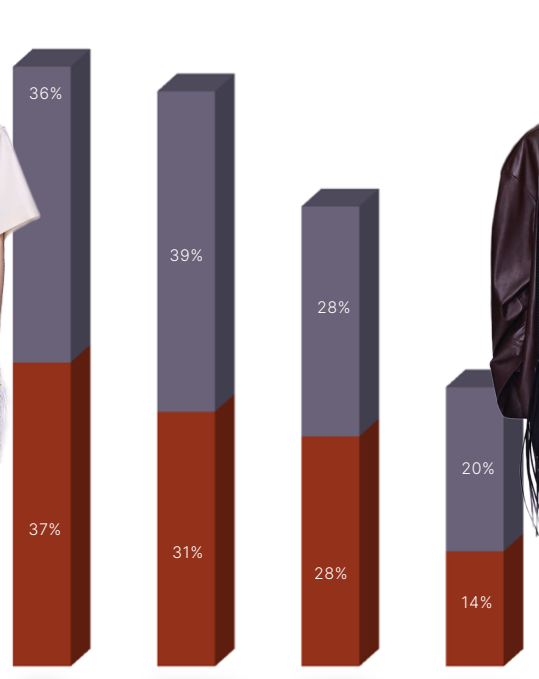
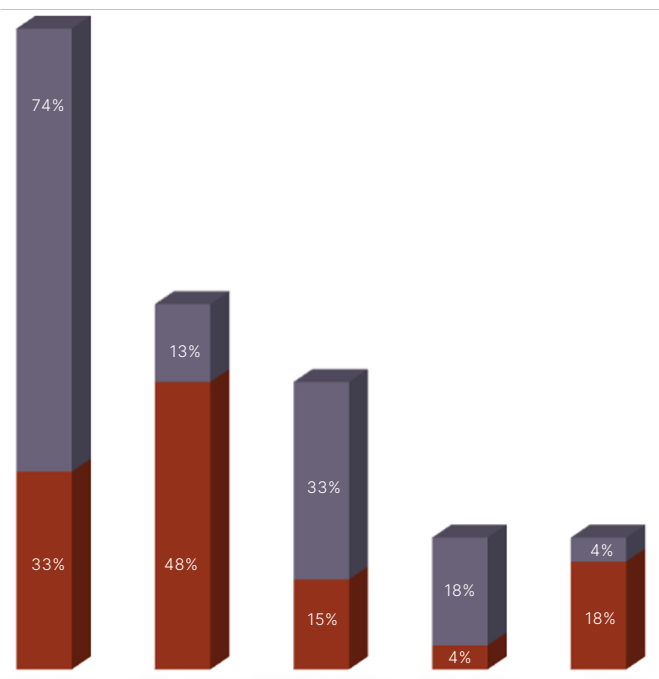


# The Jonathan Anderson signature, balancing structure and freedom



● Loewe by Jonathan Anderson FW16-SS25    ● Dior by Jonathan Anderson SS26

\*Share of collection: proportion of looks featuring each trend in Jonathan Anderson's first collection for Dior (SS26) compared to Loewe collections designed by Jonathan Anderson (FW16-SS25)



\*Share of collection: proportion of looks featuring each trend in Louise Trotter's first collection for Bottega Veneta (SS26) compared to BV collections designed by Matthieu Blazy (FW22-SS25)



Louise Trotter SS26

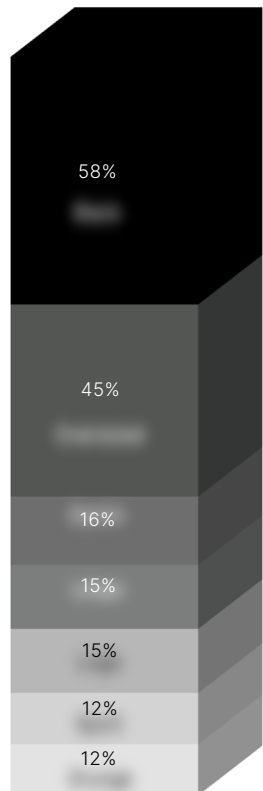


Matthieu Blazy FW22-SS25

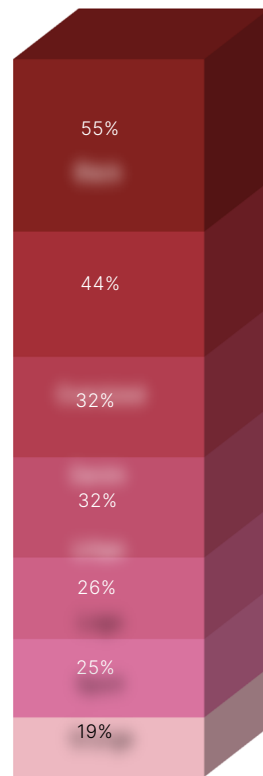




DEMNA'S BALENCIAGA WOMAN



PIERPAOLO'S BALENCIAGA WOMAN



\*Share of collection: proportion of looks featuring each trend in Pierpaolo Piccioli's first collection for Balenciaga (SS26) compared to Balenciaga collections designed by Demna (FW16-FW25)



# Key Insights

# Trends

## KEY COLOURS

## KEY PRINTS

## KEY MATERIALS

## KEY DETAILS

## KEY SHAPES

## KEY THEMES

## KEY STYLING

COLOUR  
BLOCK

+16%

## spring.summer 25



ELEGANT  
MASCULINE  
ROMANTIC  
AUDACIOUS

## fall.winter 25



SOPHISTICATED  
EMPOWERED  
SENSUAL  
WHIMSICAL

## spring.summer 26





RELATED TRENDS

RELATED COLOURS

+122%

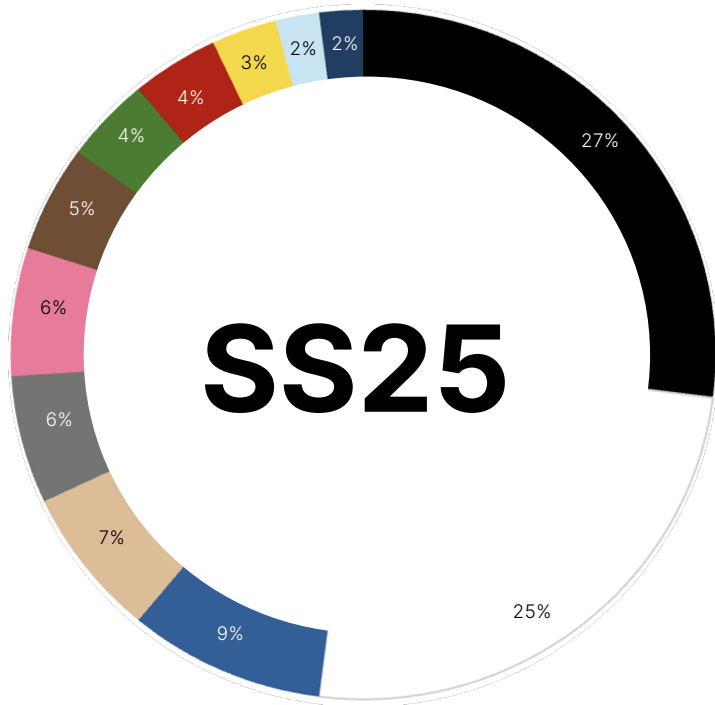
+141%

BELTED





SS25 COLOUR PALETTE





# YELLOW



SPORTMAX

ALBERTA FERRETTI

MICHAEL KORS COLLECTION

DRIES VAN NOTEN

FERRAGAMO

FENDI

LOEWE

PRADA

BALENCIAGA

ALAÏA

GIAMBATTISTA VALLI

BOTTEGA VENETA

TOD'S

TOVE

\*Share of collection evolution: proportion of looks featuring the trend compared to SS25

# MINI SHORTS

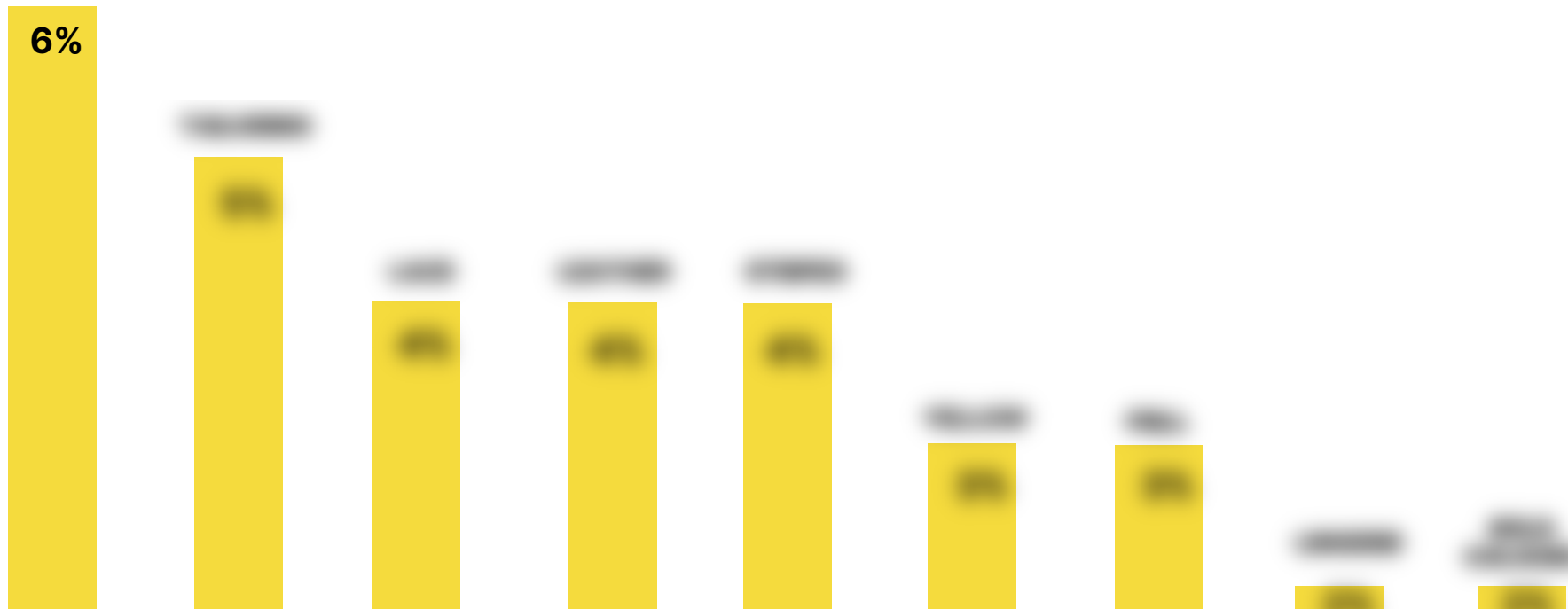


# CROP TOP

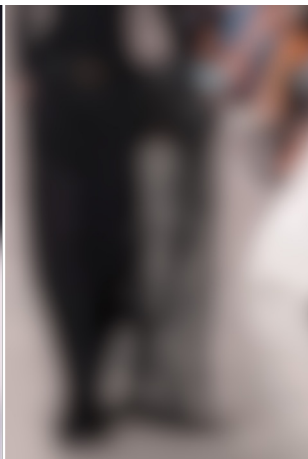
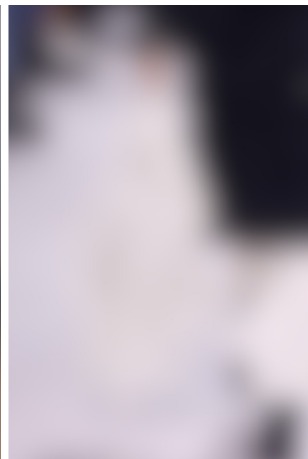
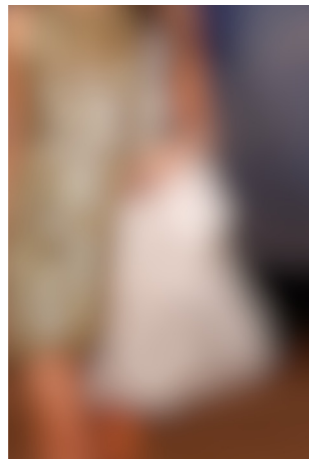




**FRINGES**



# OPENED BAG



# Key Insights

## Casting





First time a caucasian type model is top walker since Covid

SS21



MATY  
FALL  
DIBA

FW21



LOLI  
BAHIA

SS22



MIKA  
SCHNEIDER

FW22



AMÉRICA  
GONZÁLEZ

SS23



AMÉRICA  
GONZÁLEZ

FW23



VICTORIA  
FAWOLE

SS24



ALAATO  
JAZYPER

FW24



AGEL  
AKOL

SS25



AWAR  
ODHIANG

FW25



HEJIA  
LI

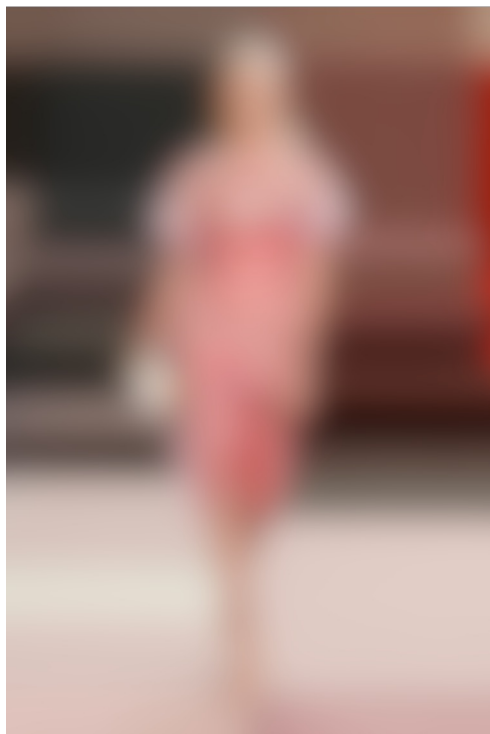
SS26



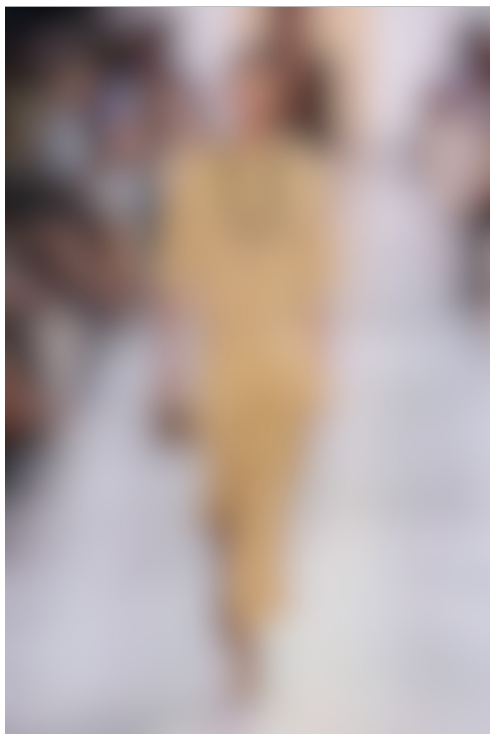


SS26 TOP NEW FACES

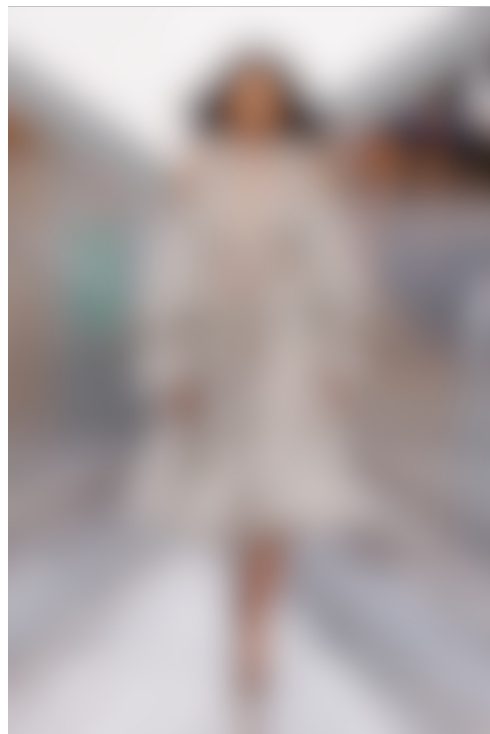
KAI SCHNEIDER



ANA BEATRIZ CORTES

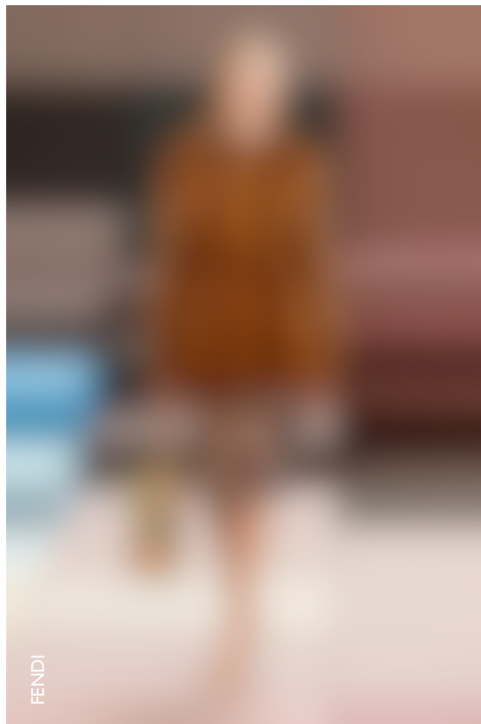
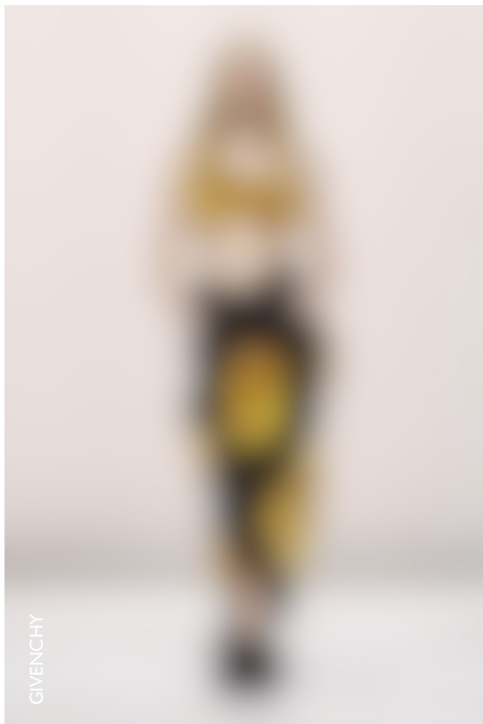


MARYLORE HECK



16

SHOWS EACH



**16**

SHOWS IN SS26

**+72%**

VIEWS ON HER LOOKS VS OTHERS



# Brands Performances

1



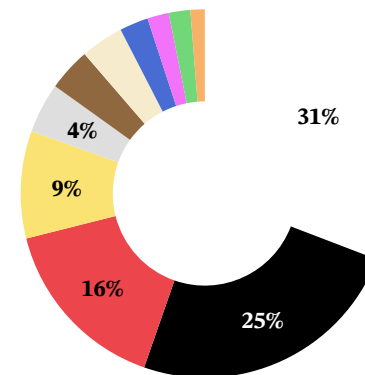
## KEY BRANDS



### BRAND'S TOP TRENDS

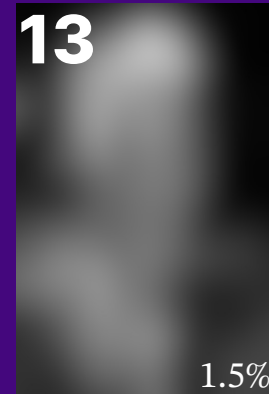
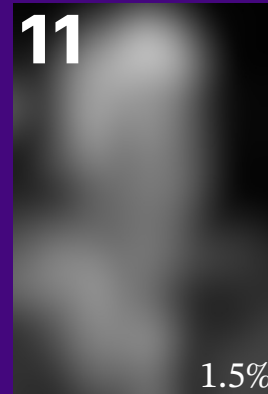
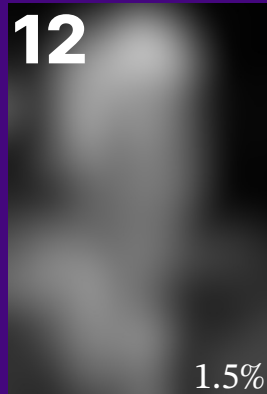
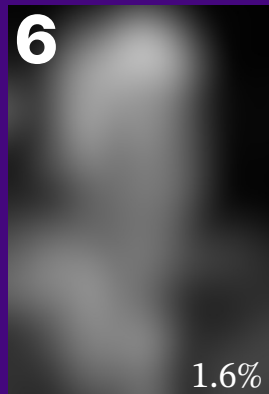
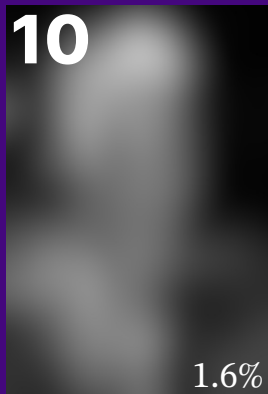
	SS26	EVOL VS FW25
RANK	<b>#1</b>	+3
TRAFFIC SHARE	3%	<b>+70%</b>

### BRAND'S PERFORMANCE



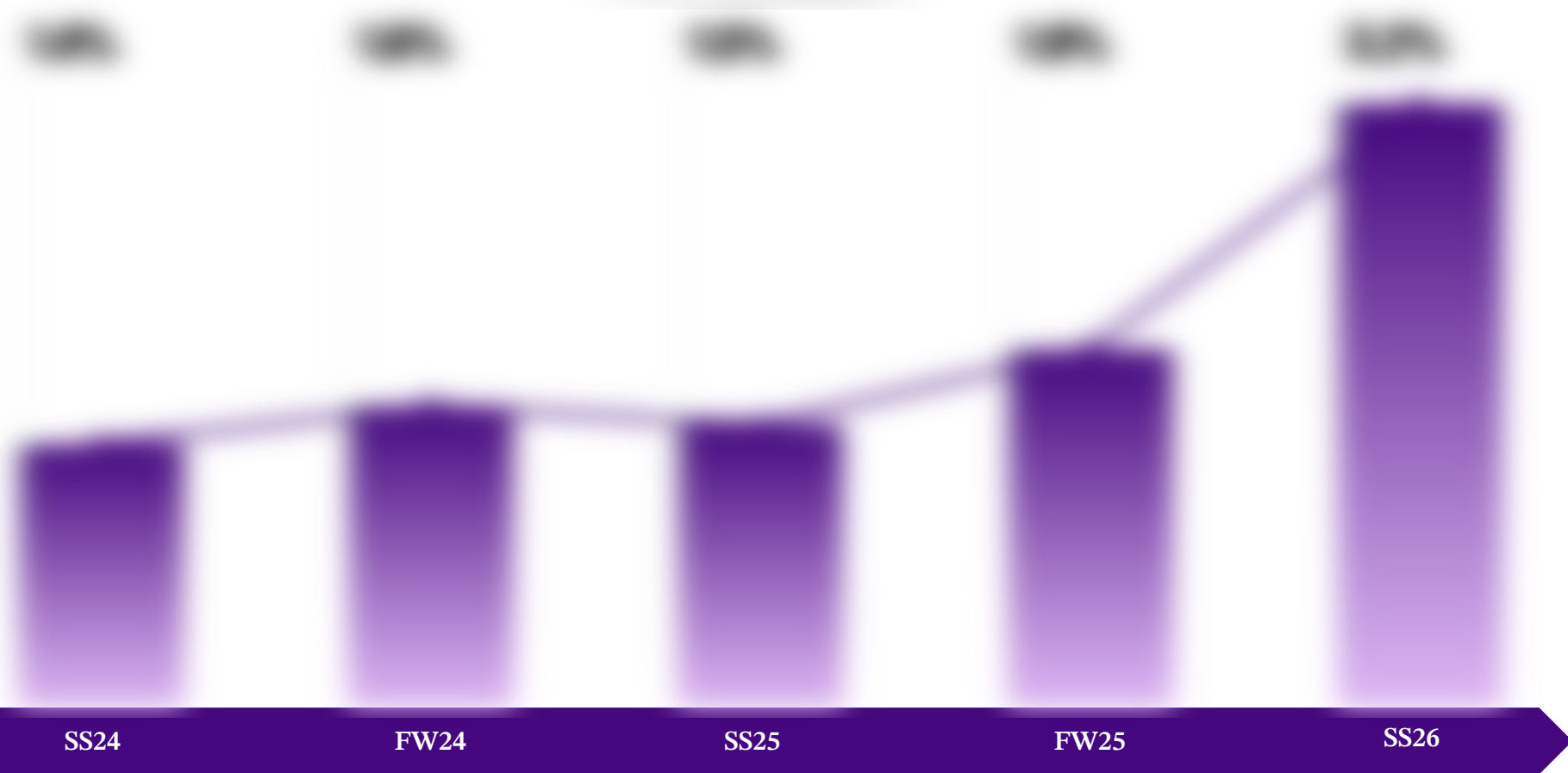
### BRAND'S COLOURS

## TOP 5 MOST VIEWED LOOKS



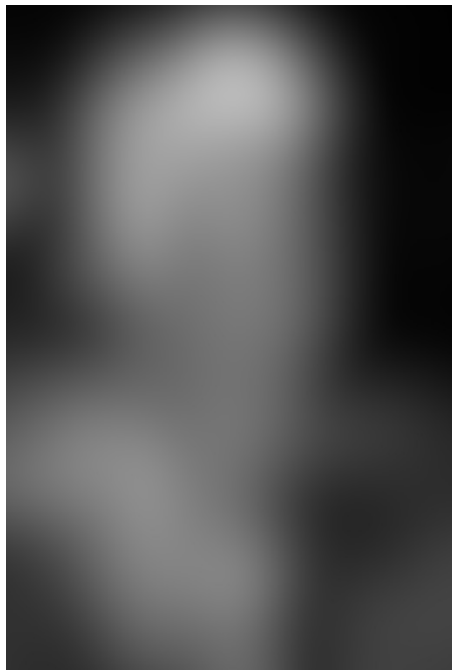


## KEY BRANDS EVOLUTION

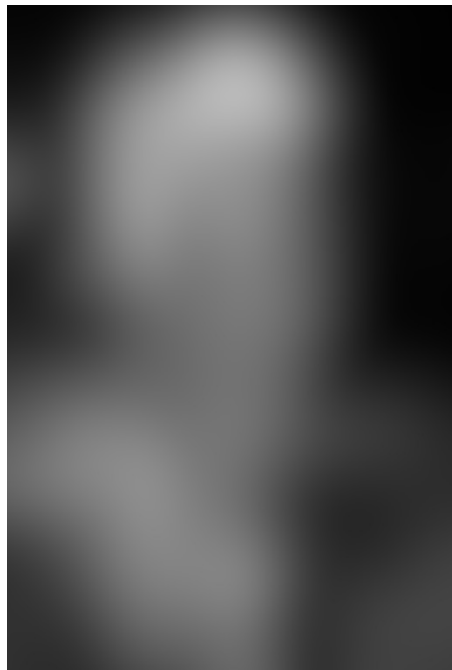


# 3 KEY TRENDS AT

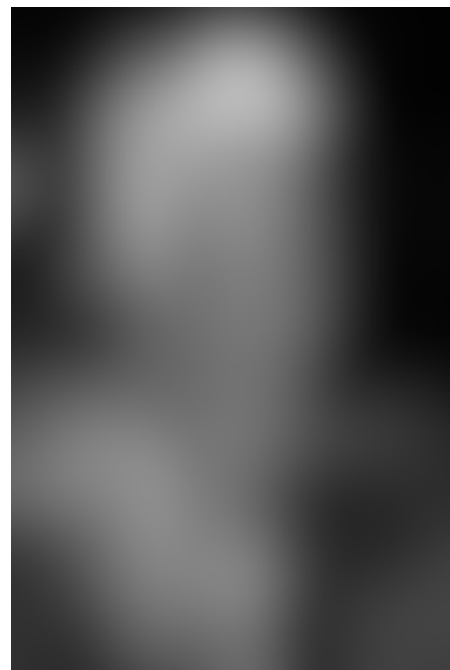
MASCULINE/FEMININE



TWEED



FRINGES



						
<b>Ranking SS26</b>	<b>France (28%)</b>	<b>United Kingdom (17%)</b>	<b>Italy (16%)</b>	<b>Spain (14%)</b>	<b>United States (12%)</b>	<b>Asia (12%)</b>
#1	Chanel					
#2						
#3						
#4						
#5						
#6						
#7						
#8						
#9						
#10						
#11						
#12						
#13						
#14						
#15						
#16						
#17						
#18						
#19						
#20						

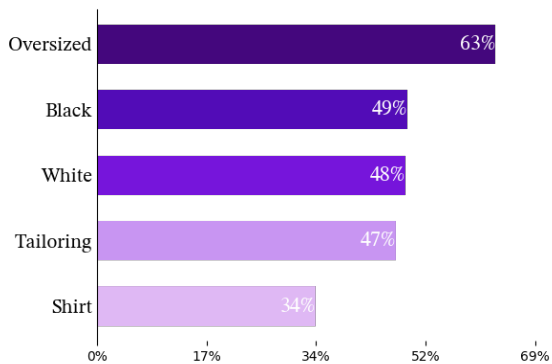


# Trends Performances

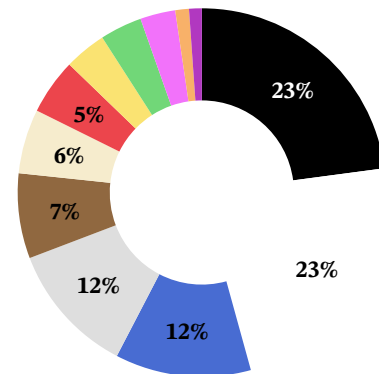
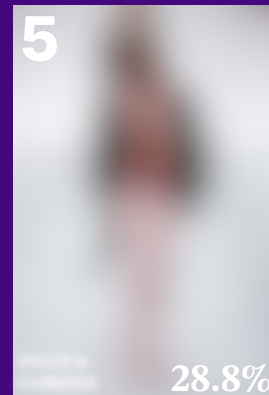
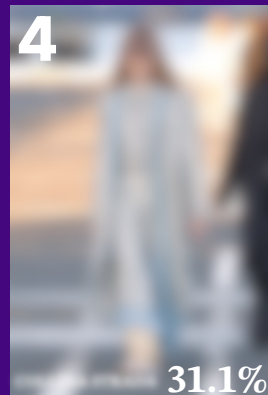
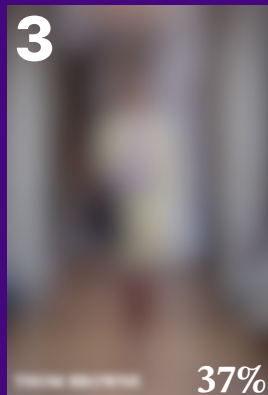
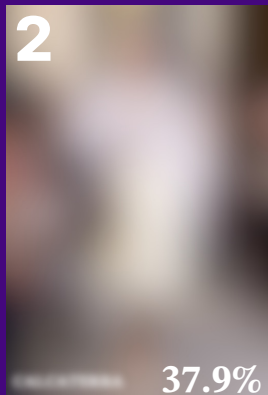
# 2



# Themes


**TOP ASSOCIATED TRENDS**

	SS26	EVOL VS SS25
RANK	<b>#53</b>	+122
TRAFFIC	0.5%	<b>+239%</b>
SHARE OF COLLECTION	5%	<b>+61%</b>

**TREND'S PERFORMANCE**

**TOP ASSOCIATED COLOURS**
**TOP 5 BRANDS**




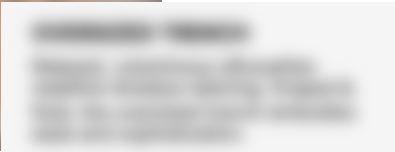
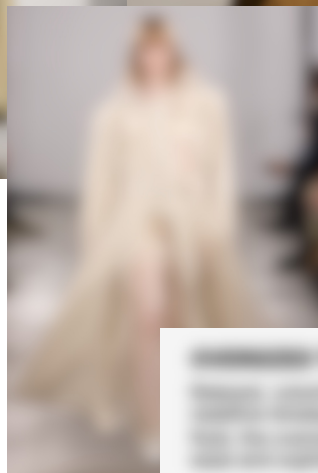
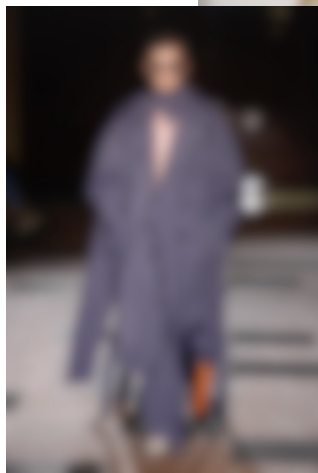
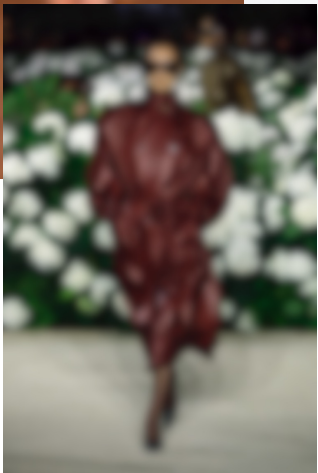
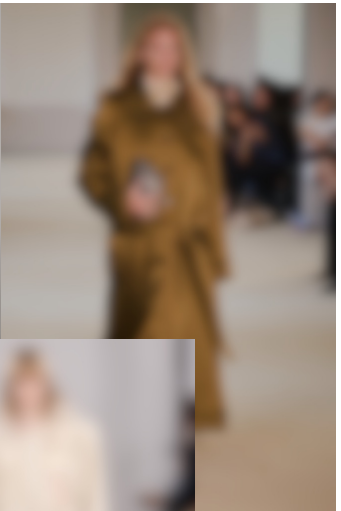
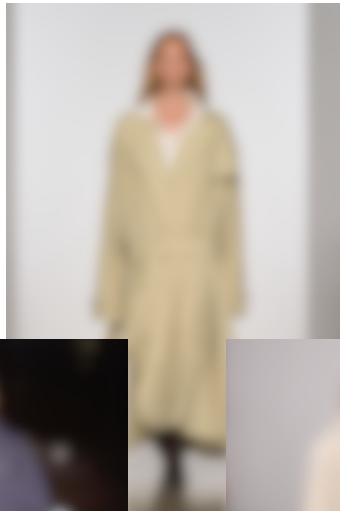
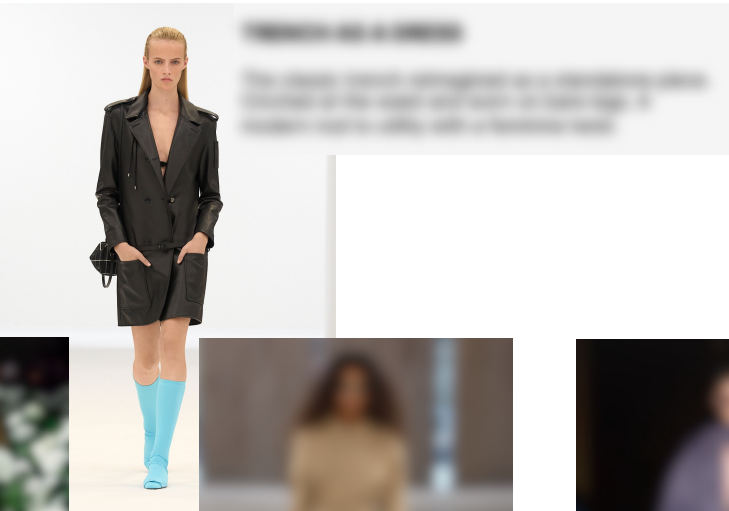
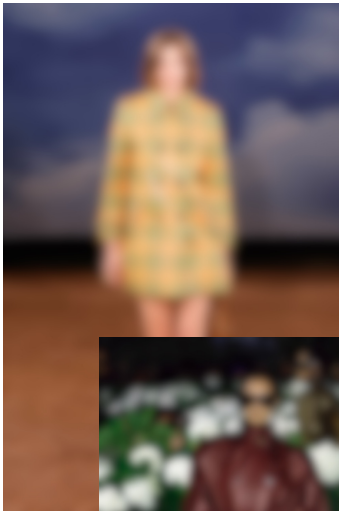
**7%** ok looks

**-57%** vs SS25

# Shapes



# STYLING

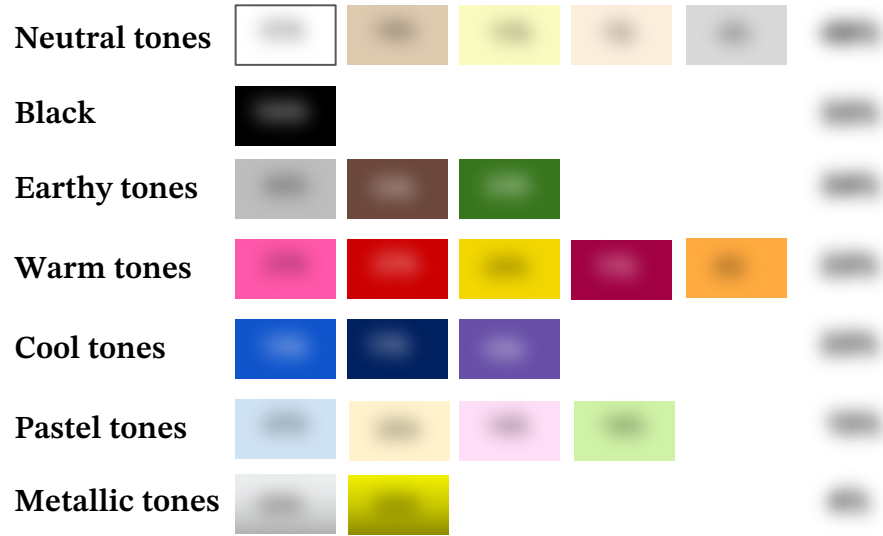


# Colours





COLOUR TONES



COLOUR PALETTE

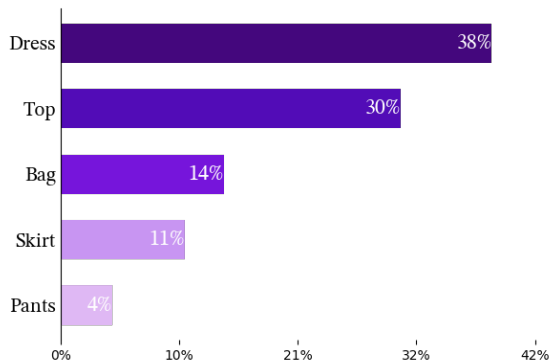


\*Share of collection: proportion of looks featuring each colour



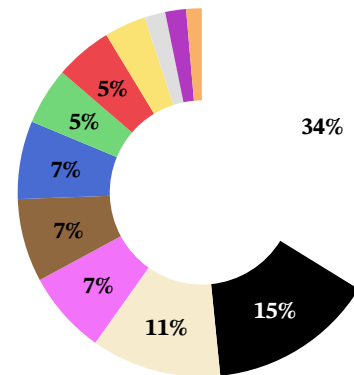
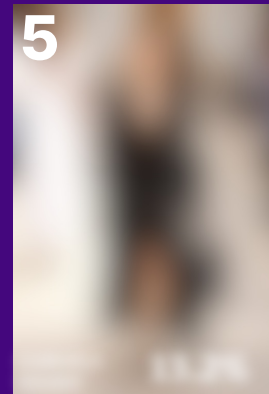
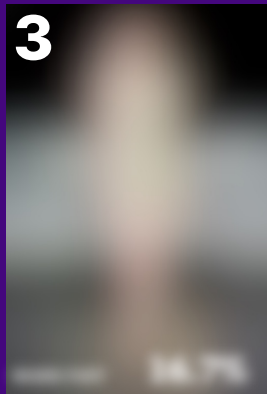
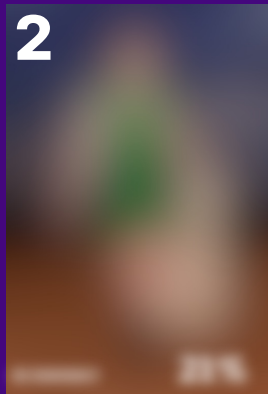
# Fabrics




**MOST SEEN ON**

SS26 EVOL VS SS25

RANK	<b>#88</b>	+349
TRAFFIC	0.3%	<b>+65%</b>
SHARE OF COLLECTION	1%	<b>+318%</b>

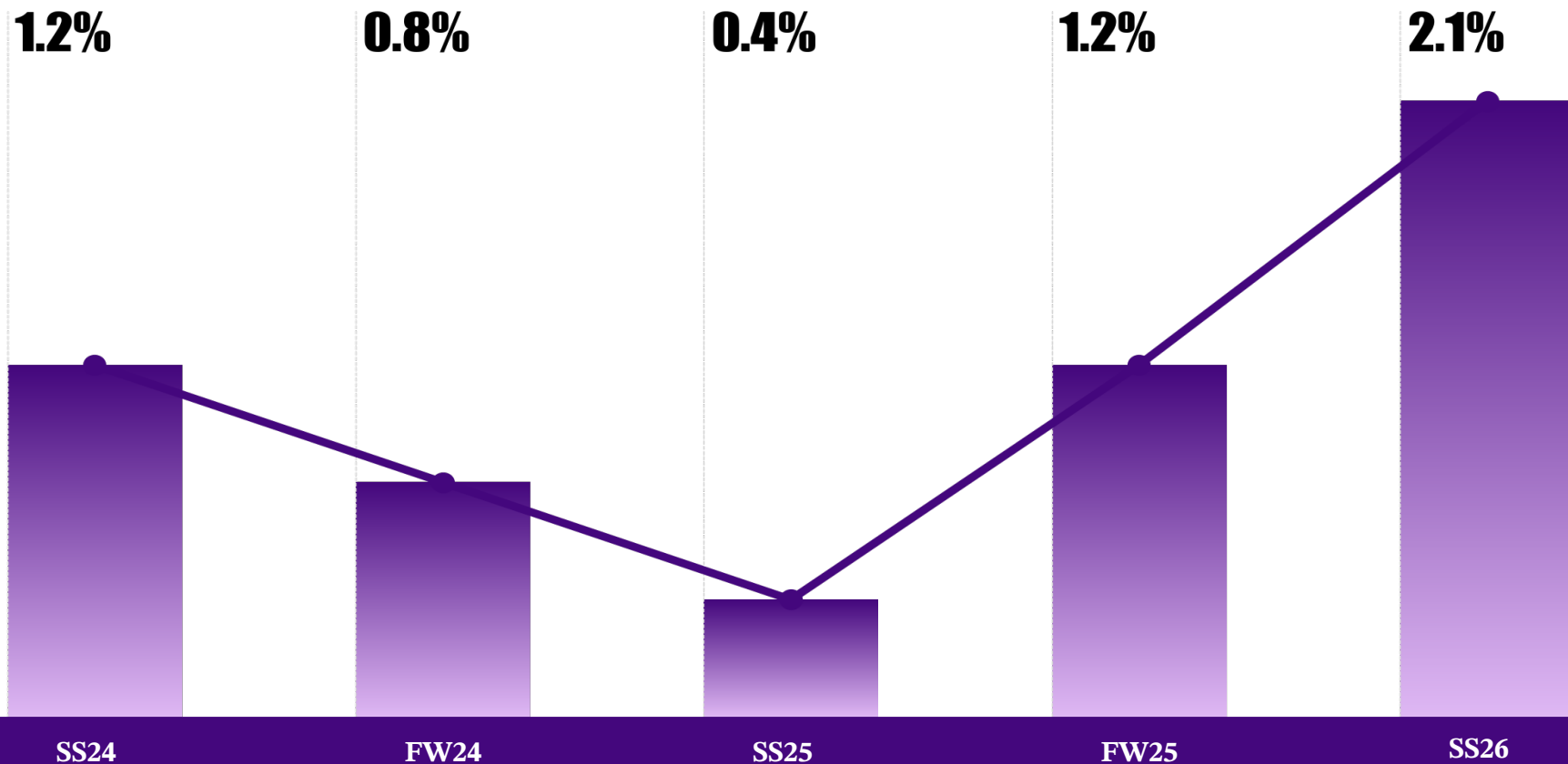
**TREND'S PERFORMANCE**

**TOP ASSOCIATED COLOURS**
**TOP 5 BRANDS**


# Prints





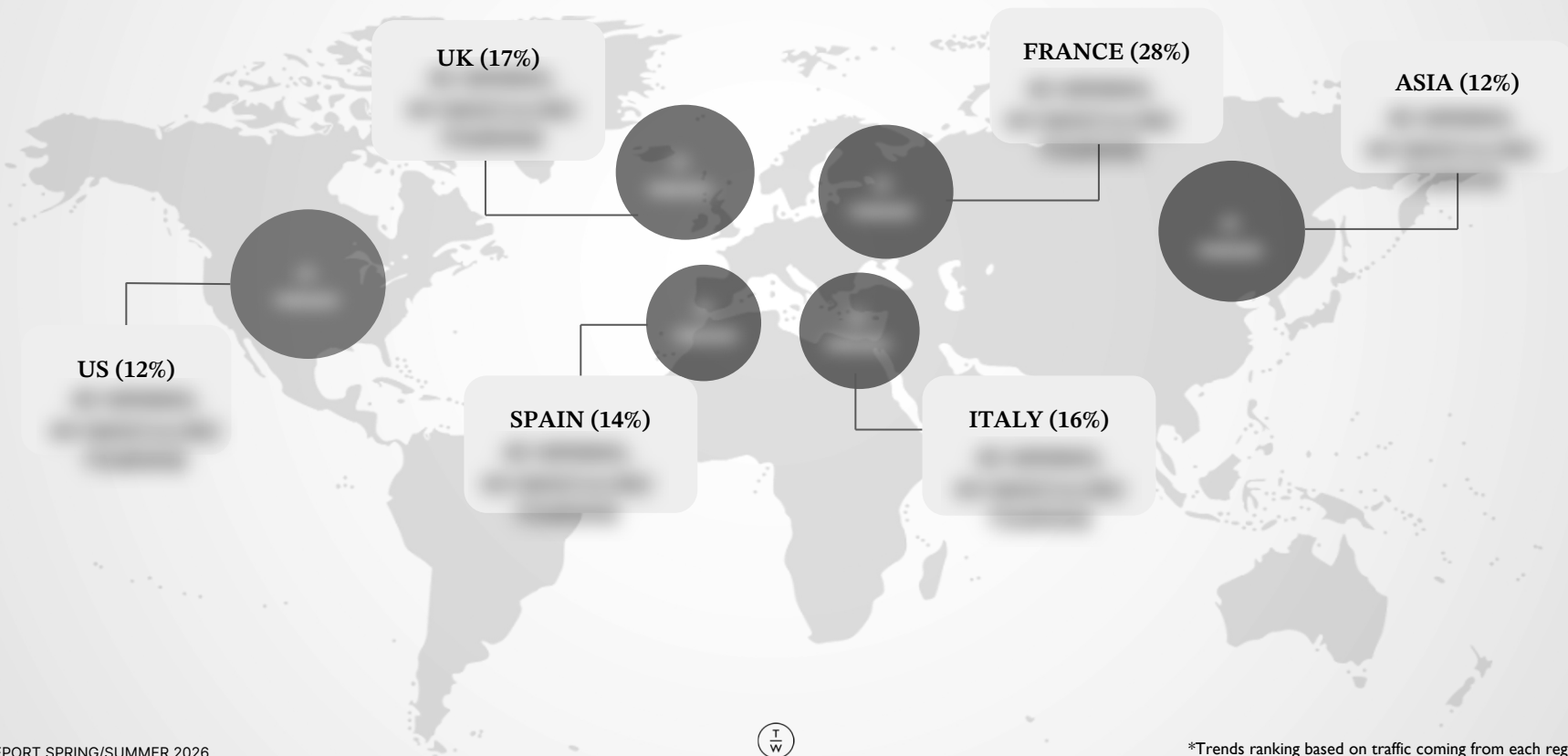
## KEY PRINTS EVOLUTION



# Details



# THE DETAIL EVERYONE'S WATCHING



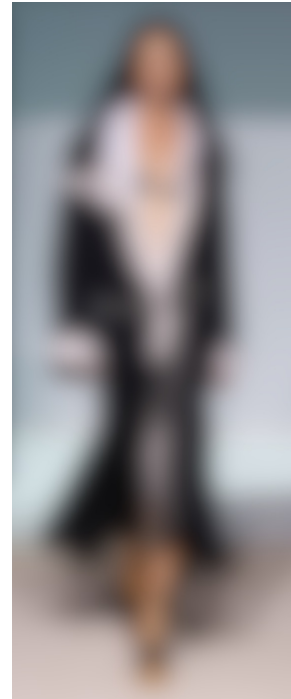
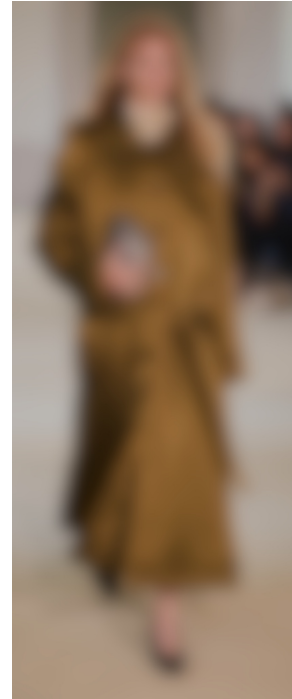
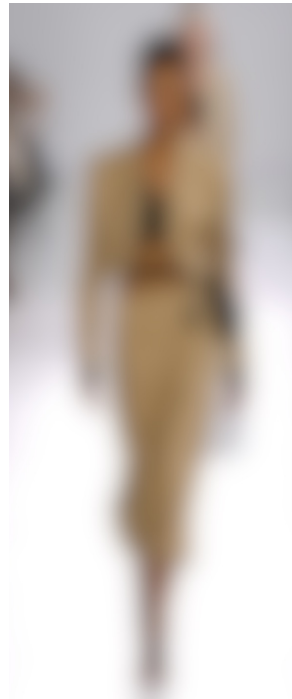
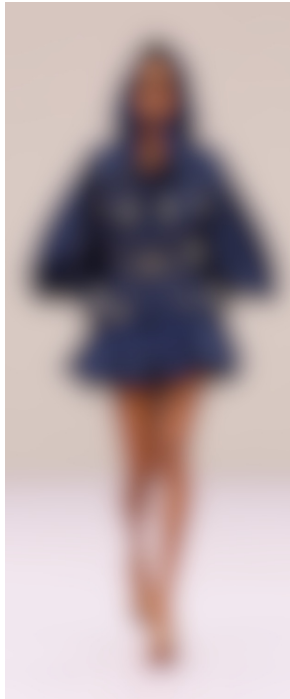
# Styling





# STYLING

LOW  
WAISTED



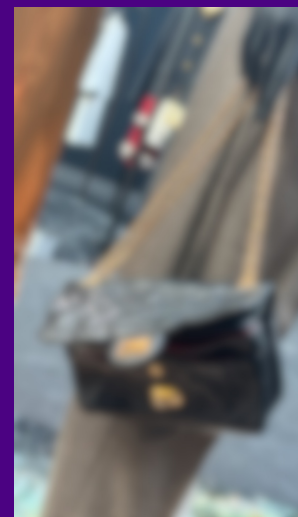
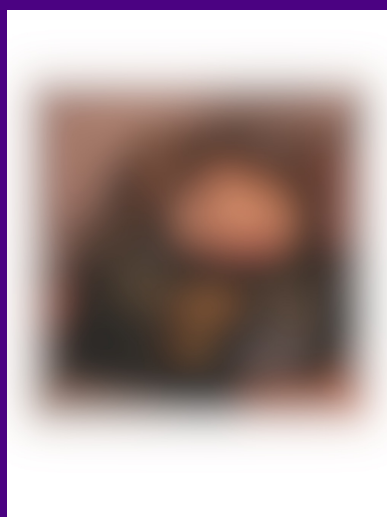


# Accessories

# BACK TO CLASSICS



BALENCIAGA



Fashion right now is in a reflective mood, with brands tapping into emotion, memory, and heritage. Some are releasing iconic bags, like Chanel's Mademoiselle, Balenciaga's City, or Calvin's new Aiglon by Michael Müller, while others continue selling classics but add features that set the classic apart. Prada's Galleria, for instance, appeared everywhere, appearing conservative, all covered with gilded patterns, and used master crafts with Matthew Williamson's limited Trenches bags for Chanel were less commercial and more conversational, emphasizing authenticity and narrative over fast novelty. By reviving these classics after their changing fashion trends, brands underscore heritage, storytelling, and emotional connection.

# TOP HANDLE

SS26

EVOL VS SS25

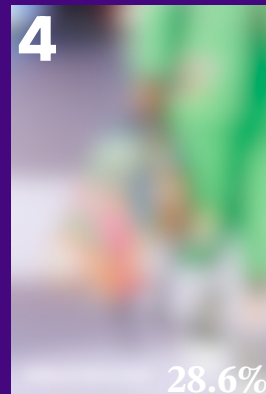
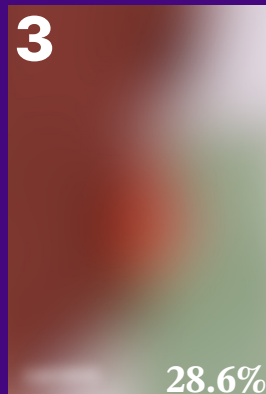
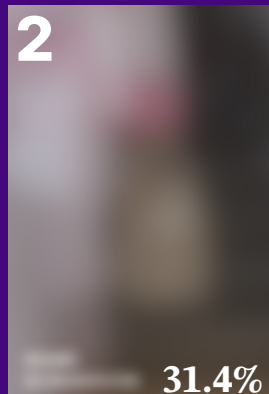
RANK	<b>#205</b>	+116
TRAFFIC	0.1%	<b>+48%</b>
SHARE OF COLLECTION	4%	<b>+190%</b>

**MOST WORN WITH**

**TREND'S PERFORMANCE**

**TOP TOP HANDLE COLOURS**

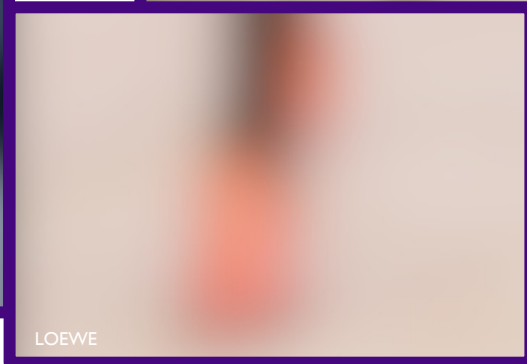
**TOP 5 TOP HANDLE BRANDS**



# ARE BACK FOR THE BETTER



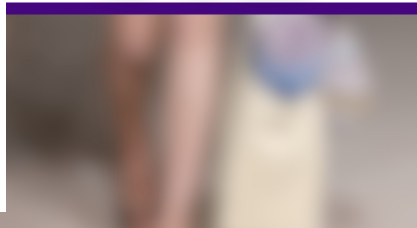
KHAITE



LOEWE



MISSONI



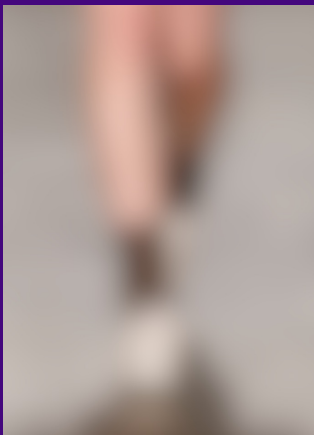
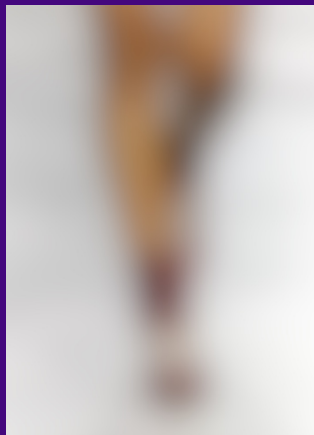
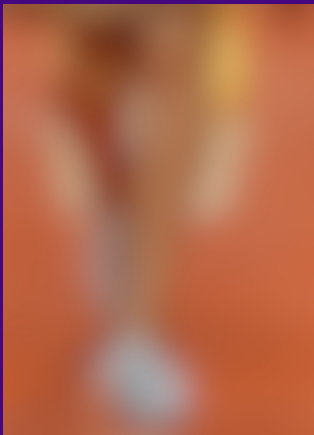
PRADA



FENDI

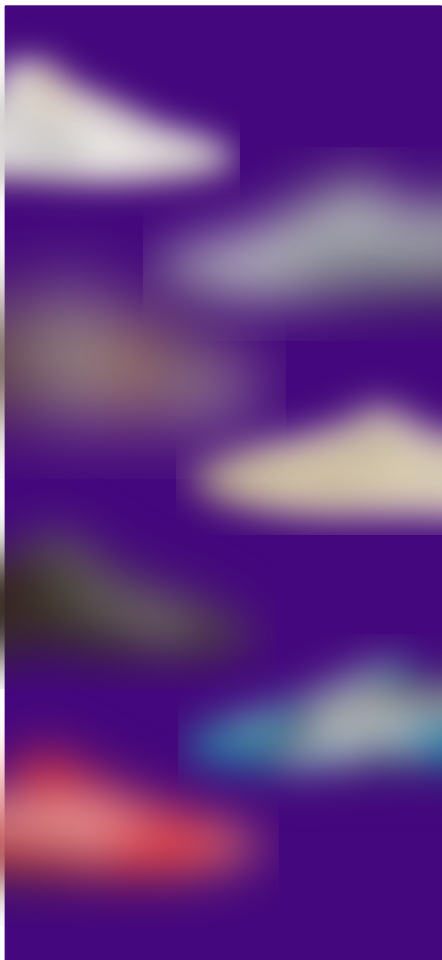


FENDI

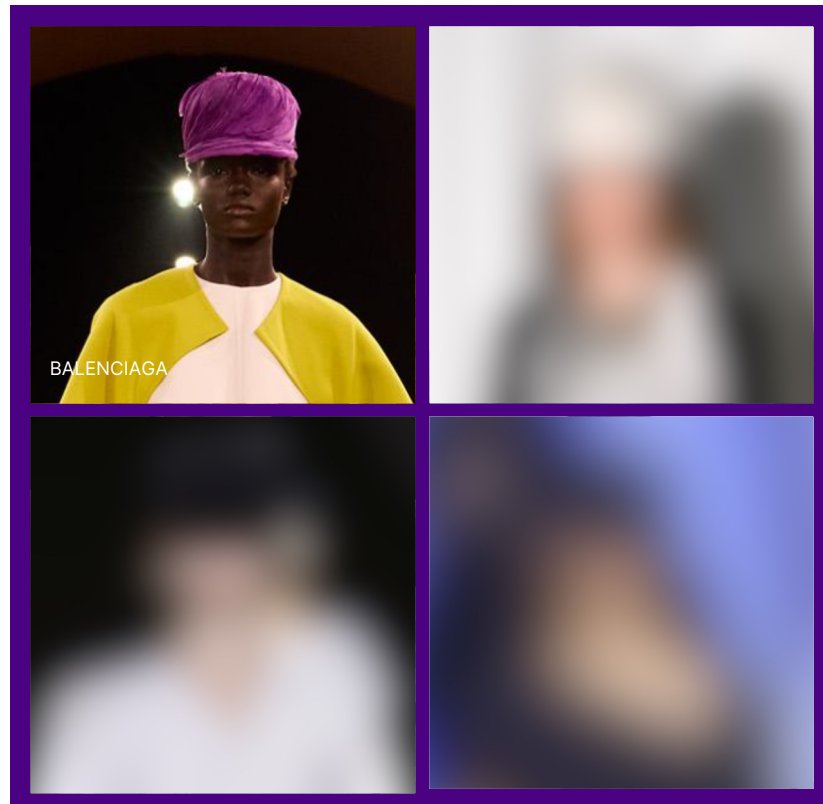


**MARKET VEIL**

THE FASHION INDUSTRY IS A \$1.5 TRILLION BUSINESS, AND IT'S GROWING. WITH THE RISE OF FAST FASHION AND THE INFLUENCE OF SOCIAL MEDIA, THE INDUSTRY IS BECOMING MORE TRANSPARENT AND ACCESSIBLE. THIS MEANS THAT CONSUMERS ARE BECOMING MORE AWARE OF THE ETHICAL AND ENVIRONMENTAL IMPACTS OF THEIR PURCHASES. AS A RESULT, BRANDS ARE BEING FORCED TO REEVALUATE THEIR SUPPLY CHAINS AND PRODUCTION METHODS. THIS IS LEADING TO A FOCUS ON SUSTAINABILITY AND ETHICAL Sourcing, WHICH IS BECOMING A KEY DIFFERENTIATOR FOR BRANDS IN THE MARKET.



# THE NEW HEADLINE





**THANK YOU!**

**TAGWALK**  
THE FASHION SEARCH ENGINE