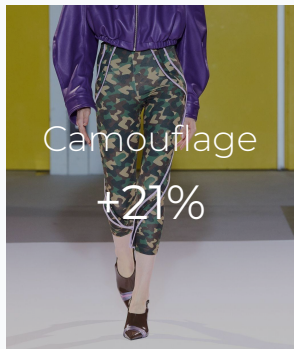


From Runway to Market: Spring Summer '26 Fashion Week Trends

84% of our SS26 forecasts accurately predicted consumer adoption direction of fashion week trends

Consumer adoption

Runway trends we predicted growth - all saw real adoption



Camouflage
+21%

The New Raw



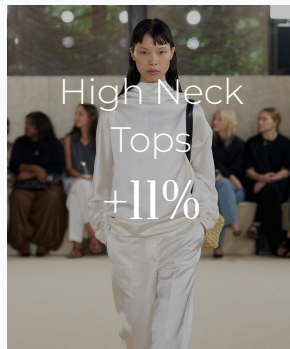
Thong Sandals
+63%

The New Raw



Mountbatten
Purple
+9%

Circus Core



High Neck
Tops
+11%

Star Trend



Feathers
+39%

Obsidian Romance

Runway trends we predicted would fade - declined as expected



Floral
Print
-7%

Porcelain Punk



Animal
Prints
-12%

Obsidian Romance



Orange
Red
-9%

Star Trend

Contrasting
Color Block

+7%

among
Trendsetters



Cobalt
Blue

+10%

among
Trendsetters



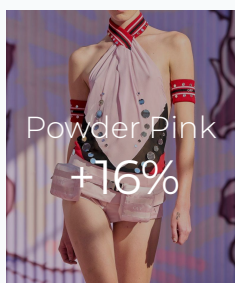
Circus Core

Trendsetter Signals

Runway trends that declined broadly, but grew among trendsetters - signaling slower but emerging mainstream potential

City Spotlight

From New York to Paris, consumers embraced standout trends from **every fashion capital**, proving that this season's biggest runway moments resonated around the globe.



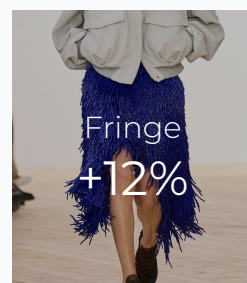
Powder Pink
+16%

New York



Lace
+11%

Milan



Fringe
+12%

Paris