

MAHDIYA AHMED

ASSIGNMENT 2

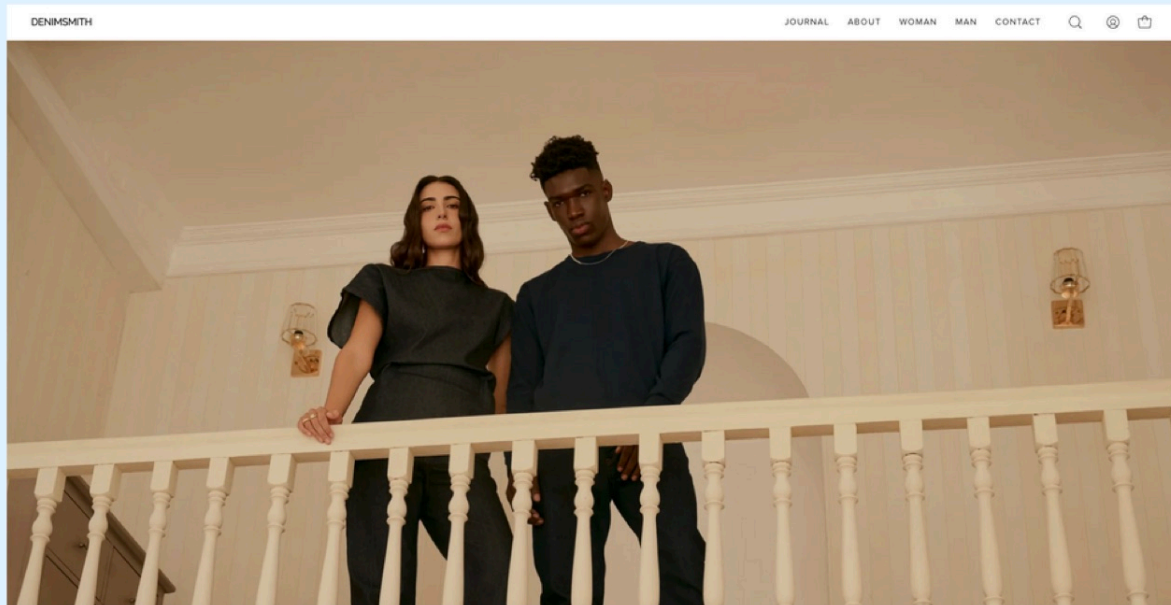
TREND FOLIO

MOODBOARD



CONTEXT:

DENIMSMITH AND A/W 26/27



Denimsmith is a Melbourne-made denim label recognised for its ethical, locally produced garments, premium Japanese fabrics and commitment to craft-led, slow manufacturing (Denimsmith 2024). Therefore, any Autumn/Winter 2026/27 range must balance trend relevance with durability, longevity and transparency rather than fast-fashion novelty.

For A/W 26/27, WGSN identifies three macro trends—Geo-logic, Kintentional and Empowered Play—supported by earth-first colours, regenerative design narratives and a heightened focus on functional creativity. These trends align strongly with Denimsmith's brand identity because they emphasise climate resilience, human craft and expressive yet considered design.

KEY WGSN MACRO TRENDS FOR A/W 26/27

GEO-LOGIC: EARTH-FIRST ADAPTIVE DENIM



TREND SUMMARY

Geo-logic responds to climate disruption and the blurring between seasons, prioritising adaptable wardrobes, functional silhouettes and materials that blend nature with technology. The palette includes Transformative Teal, Primal Green, Sepia and atmospheric Digital Mist neutrals, with Electric Fuchsia and Green Glow linking natural and surreal aesthetics.

For Denimsmith, Geo-logic translates into:

- Trans-seasonal denim trench coats, field jackets and Harringtons in mid-weight denim or sateen.
- Utility-led jeans: barrel-leg and slouchy fits with functional pockets and subtle technical trims.
- Textural surfaces referencing AW26/27 “Blue Denim Renditions,” which pair indigo with tonal checks, cord textures and animalier motifs (Pinterest 2025).

KEY WGSN MACRO TRENDS FOR A/W 26/27

KINTENTIONAL: CRAFTED HERITAGE AND “SLOW” DENIM



TREND SUMMARY

Kintentional emphasises human craft, historical richness and emotional connection in response to AI-driven uniformity. Menswear micro-stories like Restorative Comfort and Modern Heritage highlight quilted shapes and relaxed tailoring, while womenswear themes such as New Mod and Renaissance of Real elevate classic silhouettes using soft textures and muted tones. Key colours include Chocolate Sauce, Olive Stone and Cocoa Powder (FashionUnited 2025).

Kintentional is naturally aligned with Denimsmith's ethos:

- Straight-leg and tapered heritage jeans featuring chain-stitch hems and copper hardware.
- Craft-focused garments: chore jackets, denim waistcoats and visible top-stitching.
- Soft-tailored denim suits and unstructured blazers.
- Denimsmith is accredited by Ethical Clothing Australia, reinforcing the Kintentional narrative of provenance and responsible production (Ethical Clothing Australia 2024).

KEY WGSN MACRO TRENDS FOR A/W 26/27

EMPOWERED PLAY: JOYFUL DENIM AND EXPERIMENTAL STYLING



TREND SUMMARY

Empowered Play positions joy as a design tool, encouraging expressive, colourful and experimental styling (FashionUnited 2025). Colour stories pair brights—Crimson, Electric Orange, Raspberry Pink—with grounded neutrals such as Future Grey, Classic Navy and Tranquil Teal. Womenswear themes like Playful Simplicity and Street-Storical reinvent minimal shapes using proportion, styling and fabric clashes (FashionUnited 2025).

For Denimsmith, Empowered Play can appear through:

- Sculptural silhouettes: cropped trucker jackets, exaggerated barrels, mod minis.
- Colour-blocked denim with contrast stitching in purple or yellow.
- Street-storial inspiration drawn from Melbourne's music and skate subcultures

KEY A/W 26/27 ITEMS AND SILHOUETTES



WGSN's AW26/27 overview identifies priority silhouettes across jeans, outerwear and dresses

- Jeans: barrel-leg, slouchy, cropped pleated, flared trousers and baggy cargos.
- Outerwear: aviators, bombers, field jackets, Harringtons, trenches, boyfriend coats.
- Tops/dresses: fleece jackets, romantic blouses, mod minis, tea dresses and soft-volume pieces.

Translated for Denimsmith:

- Core Jeans:
- Unisex barrel-leg (Geo-logic)
- Straight-leg heritage (Kintentional)
- Soft cargo with flared hem (Empowered Play)

Outerwear:

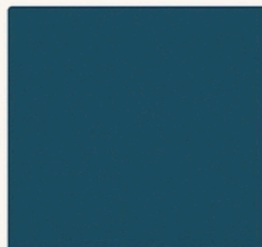
- Denim trench with quilted removable liner
- Contrast-rib bomber with laser etching
- Oversized chocolate-brown boyfriend coat

Dresses/Skirts:

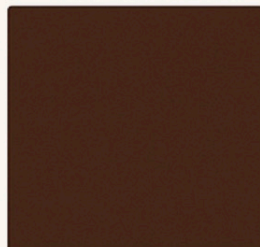
- Sculptural-shoulder indigo mini (Empowered Play)
- Soft-volume tea dress (Kintentional)
- Fit-and-flare panelled midi skirt

COLOUR STORY (PANTONE-BASED)

AW 26/27 colour stories emphasise grounding browns, teal-blues and selective brights. Transformative Teal (Coloro 092-37-14) is identified by Coloro as a key directional colour for the season (Coloro 2025). C2 Fashion Studio highlights Chocolate Fondant, Caramelized, Aqua Gray, Moonlight Haze and Golden Acacia as major tonal families (C2 Fashion Studio 2025).



PANTONE
19-4524
Teal Blue



PANTONE
19-1016
Chocolate
Fondant



PANTONE
17-1342
Carameliz 



PANTONE
15-5205 TCX
Aqua Gray



**GOLDEN
ACACIA**
Golden Acacia

INNOVATIVE SUSTAINABLE TRENDS IN DESIGN & MANUFACTURING

3D DESIGN AND VIRTUAL SAMPLING

3D software such as CLO3D enables digital prototyping that reduces physical sampling, waste and transport impact (CLO3D 2024). Research shows 3D workflows also support upcycling and remanufacturing due to precise digital pattern manipulation (Taylor & Francis 2023).

Applications for Denimsmith:

- 3D prototyping for barrel-leg, sculpted-shoulder and utility pieces.
- Virtual denim wash testing.
- Digital showrooms for layering stories.

AI FORECASTING AND DATA-LED ASSORTMENT

WGSN's AI-powered TrendCurve tool uses product and market data to predict emerging silhouettes, colours and demand (WGSN 2024). For a small label, these insights help control production volumes and reduce waste.

For Denimsmith:

SKU balancing, colour-intensity planning and channel-specific range forecasting.

WATERLESS & LOW-IMPACT DENIM FINISHING

Laser finishing and ozone washing produce worn effects with minimal water and fewer chemicals (Outland Denim 2024). These technologies significantly cut environmental impact compared to stonewashing.

For Denimsmith:

Laser whiskers, check motifs, light-wash experimentation for Empowered Play.

REGENERATIVE & CIRCULAR MATERIALS

LEO-logic and KINTENTIONAL emphasise circular fibres and “modern heirloom” construction (FashionUnited 2025).

Denimsmith can extend sustainability by:

- Using organic cotton, recycled cotton or TENCEL™ blends.
- Offering repair services and visible mending.
- Leveraging local transparency as brand storytelling (Ethical Clothing Australia 2024).

CONCLUSION

Through integrating WGSN's A/W 26/27 trends—Geo-logic, Kintentional and Empowered Play—Denimsmith can present a cohesive, future-ready and ethically grounded range. With a focused Pantone palette, strong silhouette development and modern sustainable practices (3D design, AI forecasting, circular materials), the brand can honour its heritage while appealing to a trend-conscious, environmentally aware consumer.

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