

MAKING WAVES

MARE DI MODA 2027

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SWIMWEAR | BODYWEAR | ATHLEISURE TRENDS S/S 2027



MAKING
WAVES

A Call for Change In a world where progress is as disruptive as it is promising, making waves is a call to surge and ripple beyond the familiar to spark meaningful change. This call means shifting the conversation that's usually about the surface of fashion, challenging the norms, and creating an impact that resonates to the core. Making waves demands we reconsider our values and innovate with purpose. It's stirring a movement where each design carries the potential to influence culture, inspire action, and leave a lasting imprint. We are truly excited to transform what is not for the sake of the new, but for a better, more conscious future.

Liberated

We've seen this vibrant fusion of styles before. But instead of an activist-driven response to homogenisation or a rejection of convention, this is a celebration of fairness, freedom, individuality, finding joy in our differences. In this context, swim, athleisure and bodywear transcend their utilitarian role; they become garments crafted to celebrate.

Patterns: liberated patterns explore the joy of free creative expression while appreciating the value of art, folklore and culturally informed designs. Patterns emerge from cut-and-paste techniques, incorporating digitally printed and crafty applied splices of colour. From graffiti to block prints, from knitted gradients and rainbow spray paints to animal skins and camouflage, from dreamlike, old-school photographic aesthetics to digital renderings, from embroidery and beading to heat press applications and laser prints. These patterns blend the contemporary with what's been used before, reinventing with recycled and reinterpreted cultural motifs to provoke emotion and pure joy.

Fabrics: here, the focus is on the pure simplicity of materials and artisanal, imaginative textures and surfaces enabling storytelling. Printing, crafting, weaving and knitting inform narratives that bind communities and like-minded nonconformists. Transforming garments into cultural tapestries embellished with beads, patches, embroidery, and flocked details. Wild fringes, laces and beaded cords create and accessorise items. Thrifty textiles reveal artful finishing that celebrates a DIY ethos.

Colours: this range is riotous and non-fashionable, offering an unbalanced base that will last. These happy shades bring pleasure and purpose in a palette that celebrates brights and embraces the washed, worn and thrifted: what was once bright and is now gently faded. Electric pink, zesty orange, lemon, grubby lilac, and vivid greens sit alongside foundational grey. This random spectrum of colours celebrates the beautiful madness of human individuality, capturing the essence of joy in all its complexities.

Silhouettes: a happy mash-up of styles. Simplicity meets whimsy in subverted functional basics. This is a feast of patchwork, collage, and assembly in pieces that are combinable, repairable, extendable, modular and, above all, fun. Hybrid looks are universal and versatile; streetwear transitions to workout gear or comfortable home wear—an assemblage of unique pieces. Silhouettes, outlines, and volumes differ through layering, padding, slashing, fringing and knotting.

Liberated



Nostalgic

The renewed appreciation for design and craft reflects a response to the ubiquity of digital technology—a desire to reconnect with the human touch. Fashion rooted in heritage and authenticity holds significant value, celebrating craftsmanship, cultural relevance, and time-honoured techniques. Archival influences, drawn from history's finest examples of textile artistry, embody quality, resilience, and meaningful narratives.

Patterns: these patterns resist fleeting trends in favour of lasting significance. Crafted with purpose, they gain value over time, their meaning deepening with each generation. Archival motifs are revisited and refined; botanical prints are magnified, abstracted, and overprinted. Wallpaper-inspired prints and damasks, multi-colour Madras and plaid checks, ornate florals, layered leaf prints and archival art-deco patterns reaffirm heritage craftsmanship, reinforcing fashion's role as a tactile, expressive art form.

Fabrics: the tactile allure of nostalgic textiles remains central, with opulent surfaces that invite touch and indulgence. Decorative brocade, jacquard, and layers of tulle and chiffon create depth and dimension, while devoré velvet, deep-pile textures, and rich silks and satins sheen exude a sense of luxury. Fabric finishes range from smocked to fringed, and tasselled details, enhancing visual and textural complexity. Patterns are layered with heirloom-worthy embellishment. Intricate embroidery, delicate tonal stitching and beading add depth and dimension.

Colour: the perception of colour is intrinsically linked to the luxurious qualities of the textile surface. Sumptuous fabrics absorb, saturate, lacquer, reflect, diffuse, or refract hues, creating subtle variations in tone and luminosity. Matte surfaces lend a saturated, velvety richness, while high-sheen finishes amplify vibrancy and depth. A rich palette in which lavish merlot and sensuous sapphire meet golden yellow, warm olive, caramel and ruby.

Silhouettes: romantic and nostalgic influences emerge as intricate, crafted and embellished garments and fluid, sleek and slick, plain or elegantly draped items. Scarf wraps, fluid pareos, and airy slender tunics evoke retro elegance, while typical corsetry and lingerie details add structure. Quilted and pleated aspects bring ornate dimensionality. These silhouettes merge nostalgia with modernity, balancing structure and fluidity in a carefully orchestrated expression of memory.

Nostalgic

16-5422 TCX	18-1661 TCX
19-4517 TCX	16-1439 TCX
19-5350 TCX	15-0646 TCX
19-1527 TCX	13-0922 TCX



Boosted

Nature feeds fashion with much more than its tangible sources and textures. It captivates human energy and imagination and shapes design by inspiring innovation in materiality, performance, and form. Respect for planet earth, its biosphere and space acts as a catalyst for transformation towards holism, pushing fashion towards a dynamic, forward-thinking trajectory and creating a more fluid and versatile approach to design.

Patterns: nature's influence sprouts from all its systems: from the depth of the Earth to the floor of the oceans and the farthest reaches of the universe. Swirls, blurs, and fades are inspired by smouldering magma, oceanic ecosystems, clouds, blizzards, and astral phenomena, embodying life's transient and dynamic nature. These motifs reflect the constant flux, from the smallest subatomic particles to the vast expanses of galaxies, creating patterns with an ever-changing, ephemeral character.

Fabrics: space technology has driven significant innovations in textiles, where functionality and adaptability in extreme conditions have spurred new fabric developments. Garments now replicate the boundlessness of engineered performance, pushing the boundaries of what clothing can achieve. Dynamic finishes and surface effects, such as iridescence, refraction, reflection and rippling, crackling, fringing and smocking add life and agility to fabrics.

Colours: the impact of these shades is compelled by the fabric's construction, surfaces, and finishings. Colours show blurry aspects, glitches and gradients, bioluminescence, and acid glow. Contemplation, calmness by basic deep, dense darkness of space black and basalt, deep sea marine and a steely sky blue. These are boosted by glints of frozen pales and a fiery magma red.

Silhouettes: exploring the human body, its curves, and its performance is central to 'Boosted' fashion. There's a growing eroticism in strength, celebrating the trained body not as a rigid ideal but as a personal expression of power and capability. Silhouettes emphasise body mapping, amplification, beautification, and support. Garments show wrap constructions, tech fastening details, and multi-way features. Voluminous moon-walker puffers, body-con pieces and flowing robes reflect this new celebration of strength, fluidity, and transformation.

Boosted

13-4105 TCX

18-1561 TCX

15-4031 TCX

20-0003 TPM

18-3949 TCX

18-1306 TCX

19-3915 TCX

19-5708 TCX

