

S/S27
SLEEPWEAR
Trend Pack



INTRODUCTION

Key Overview

- This report shows an initial overview of Spring/Summer 27 trends influencing Sleepwear.
- Sharing an Initial Overview of Trend Highlights from Runway, Shapes, Fabrics, Details & Trims.

A woman with long dark hair and blue eyes is sitting on a red leather couch. She is wearing a white sleeveless jumpsuit with a wide neckline and wide-leg trousers. She is also wearing red strappy high-heeled sandals. Her right hand is resting on her head, and her left hand is resting on her lap. The background is a solid red wall.

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Elevated Essentials

"ELEVATED *Essentials*"

#officewear trend

Elevated Essentials



FABRIC



ELEVATED COMFORTS

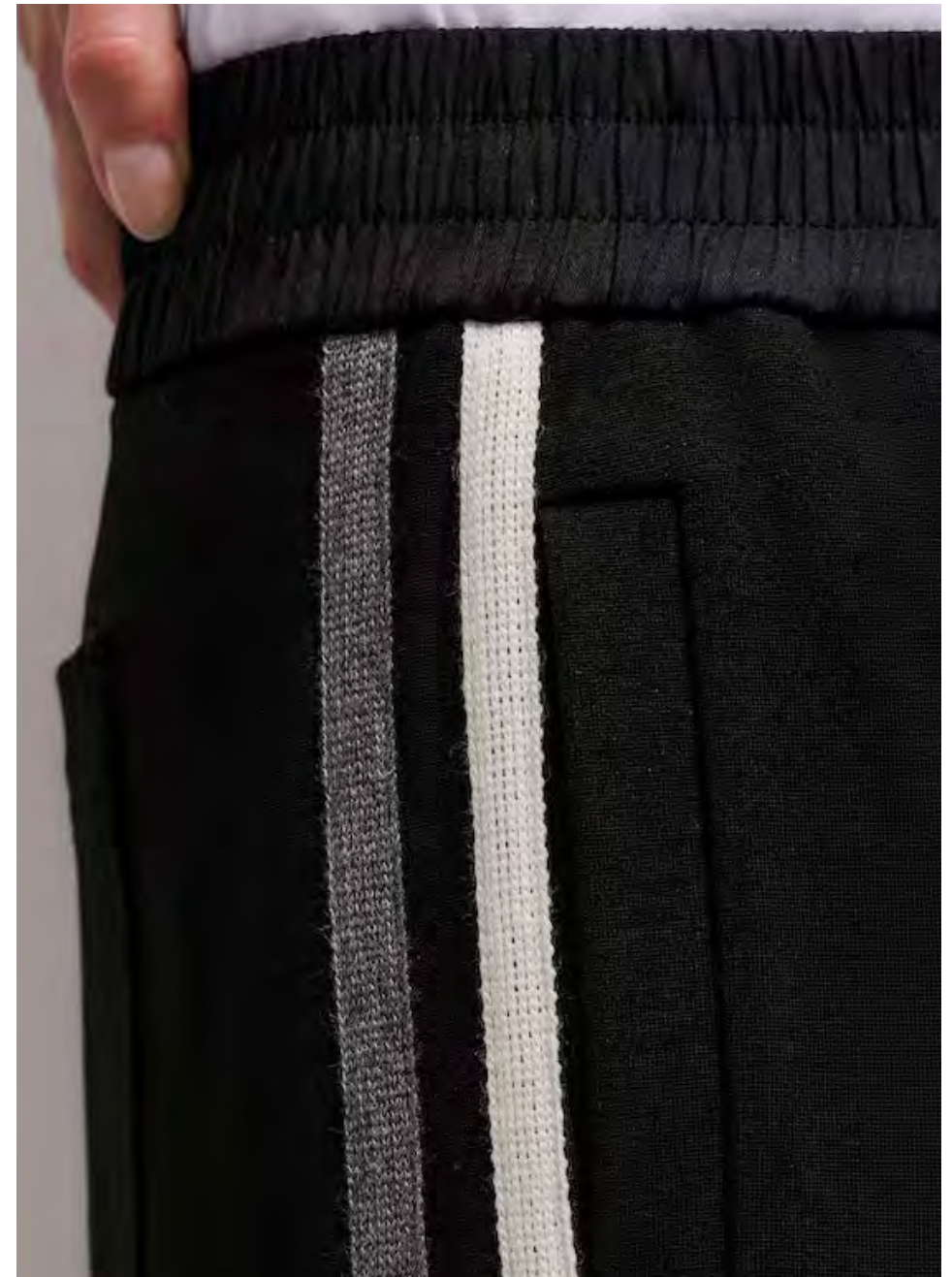
- Grid checks
- Supersoft brushed marls
- Crisp poplin cottons
- Self colour textured grid checks
- Variegated wide ribs
- Soft terry



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DISCREET DETAILS

- Refined babylock finishes
- Deep foldover comfort waists
- Delicate tie-side details
- Underwear-like waistbands
- Athleisure-inspired side stripes



FABRIC



LAYER ME UP

- Double layered collars
- Contrast layer basics
- Soft neutrals
- Marls & ribs
- Tone-on-tone layers



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PRINT



COMFORT IN SIMPLICITY

- Print longevity & classics
- Distorted stripes
- Refined geo's
- Mini grid checks
- Clean & Minimal stripe variations



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A person wearing a red mesh jumpsuit is sitting on a concrete ledge. The background is a blurred, natural setting with greenery. The text is overlaid on the image.

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Love Letters

"LOVE LETTERS"



FABRIC



LOVE LETTERS

- Contrast edge embroideries
- Colour pops of pink & red
- Novelty pointelles
- Soft & lightweight cottons
- Structured wovens



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LOVE LETTERS

- Feminine & playful motifs
- Wide broderie cotton trims
- Vintage-inspired details
- Lace edge waistbands & edges
- Blouson & coquette-inspired styling



PRINT



RETRO FANTASY

- Retro-inspired nostalgia
- Sweet food references
- Patisserie & fruits
- Bold retro stripes
- Charmiing vintage florals



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PRINT



RETRO POLKA

- Statement colour combinations
- Cosy comfort references
- Nostalgia & Reminiscent
- Play with unexpected details on reverse waistband details
- Structured & whimsical shapes

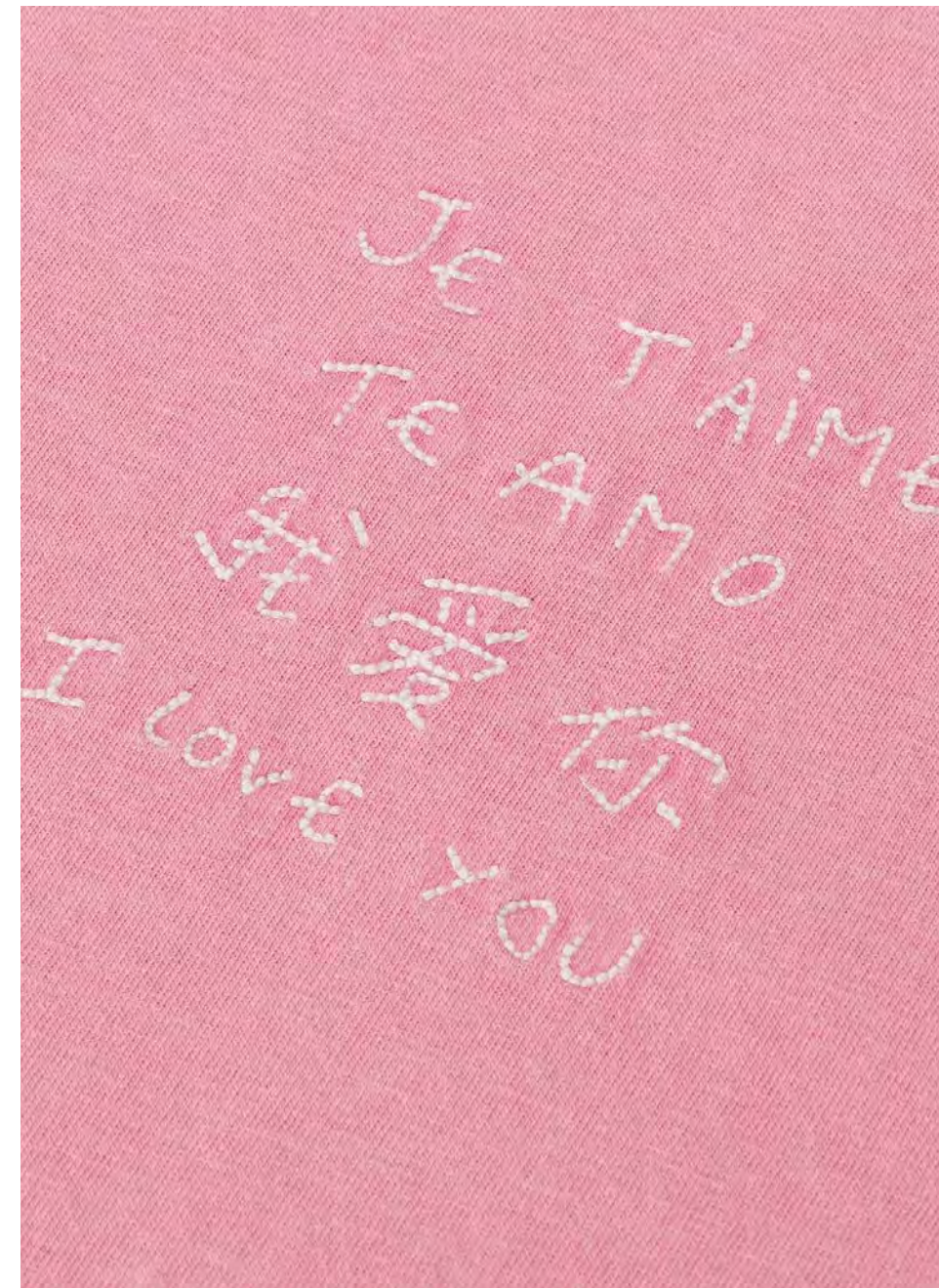
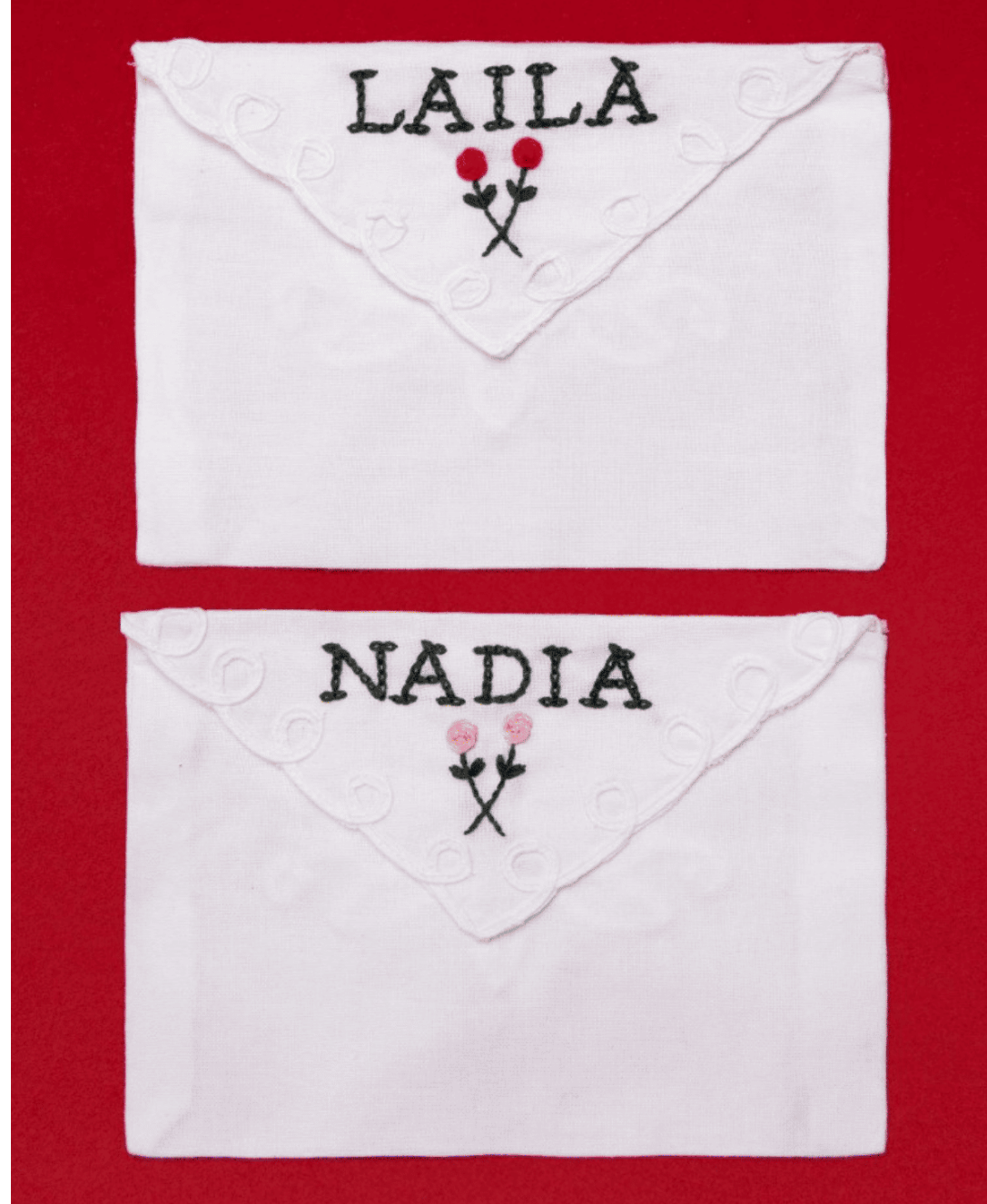


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LOVE NOTES

- Tongue-in-cheek slogans
- Hand-written fine fonts
- Playful & youthful
- Mini scale motifs
- Embroidered love notes

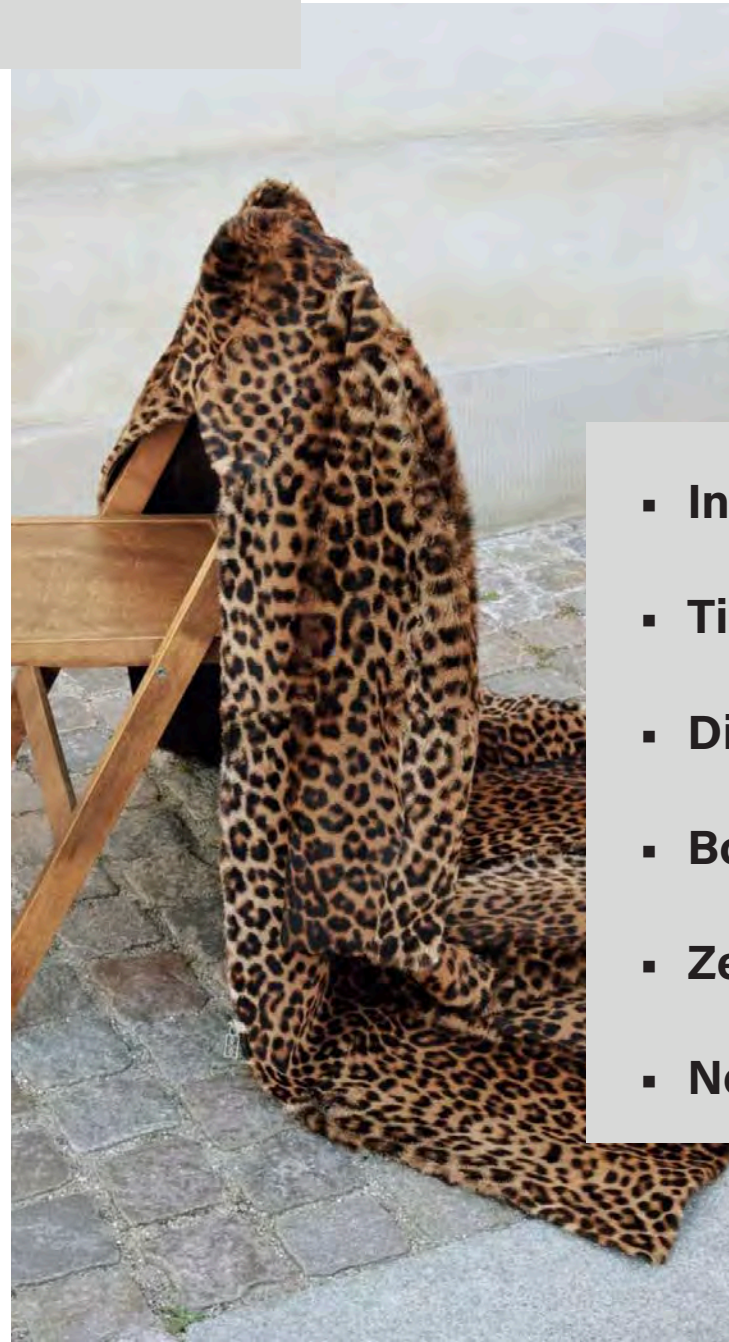




WILD ELEGANCE



- Influenced by the Ultra-feminine trend
- Timeless animals
- Distorted animal patterns
- Border scarf prints
- Zebra, Leopards, Reptile prints
- Neutral colourways





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Plant-arium

"PLANT-ARIUM"

plant-arium



FABRIC



PLANT-ARIUM

- Mixed jersey contrasts
- Textured fresh checks with colour pops
- Jacquard stripes
- Slubs & linens
- Cooling & Airy wovens

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PLANT-ARIUM

- Smocked yet refined waistbands
- Tortoiseshell buttons
- Floral grown-on lace & schiffli trims
- Flounce volume details



FLORA & FAUNA

- Butterflies
- Nature-inspired
- Grandma-inspired blooms
- Playful floral placements
- Crafted & artisanal inspired
- Organic ground textures



PRINT



- Fruit & vegetable references
- Botanical name & drawing references
- Fruity allovers such as; Strawberries, Cherries, Blackberries & blueberries.
- Outdoors-inspired
- Home-grown nostalgia references

GARDEN GROWN



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PRINT



RETRO PREP STRIPES

- Textured bases
- Painterly stripes
- Neutrals & colour pops
- Bold statement stripes
- Imperfected patterns



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TRIM



BUTTONS

- Engraved buttons
- Matte surfaces
- Shaped mock shell buttons
- Contrast stitched
- Self covered eyelet button
- Pearlescent & Iridescent
- Tortoiseshell patterns

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A bedroom scene with a bed in the foreground covered in a pink and white floral patterned duvet. Behind the bed is a wooden headboard. On the wall above the headboard is a large rectangular panel with a textured, marbled pink and brown pattern. To the right of the headboard is a bedside table with a lamp that has a pleated pink lampshade and a clear glass base. Next to the lamp is a small basket of purple and pink flowers. A large, closed folding fan with a pink and white floral pattern is leaning against the headboard. The overall color scheme is warm and romantic, with various shades of pink, red, and brown.

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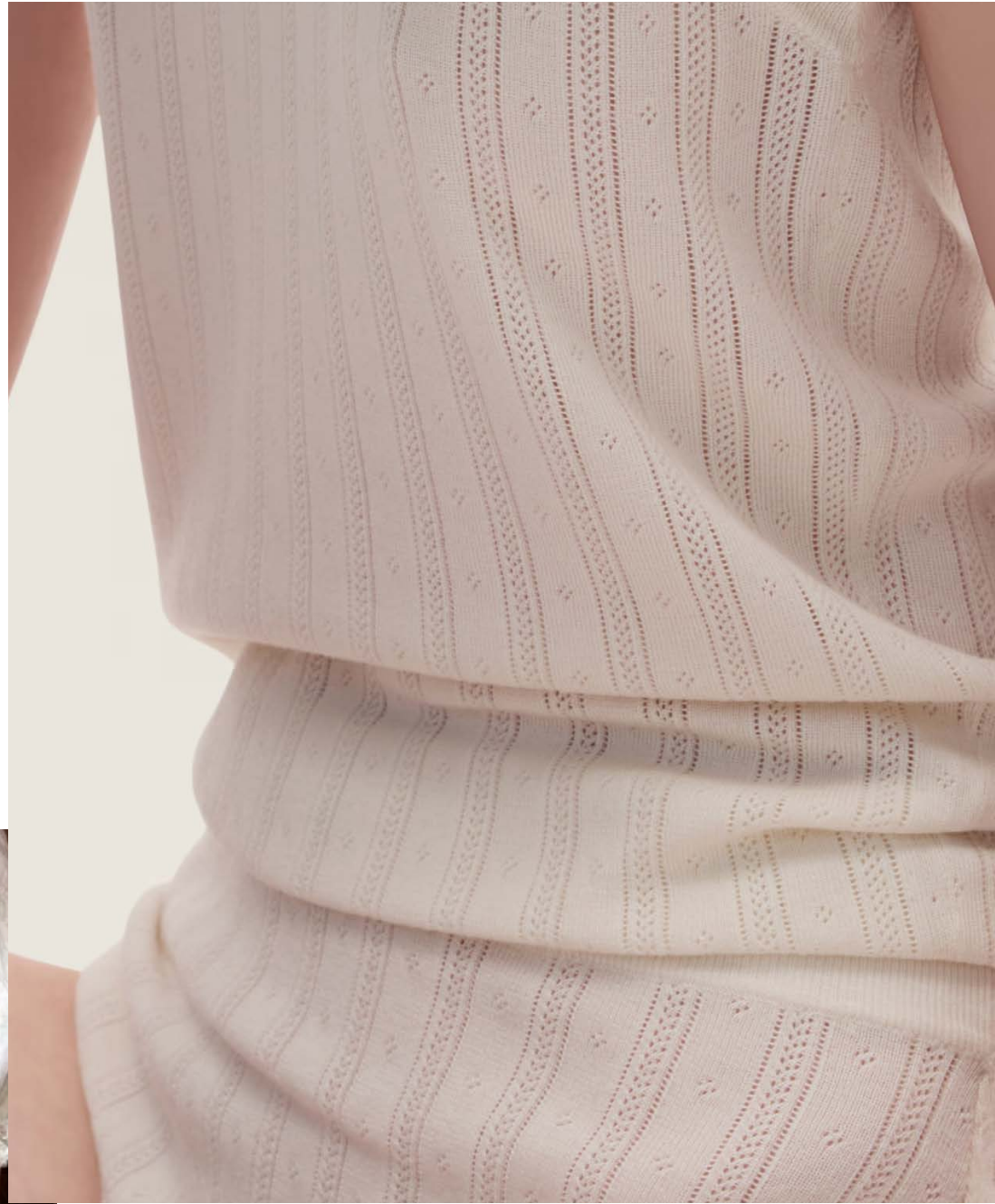
Soft Romance

"SOFT ROMANCE"

soft romance



FABRIC



SOFT ROMANCE

- Pretty Cotton voiles
- Delicate embroidery
- Schiffili
- Pointelles



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SOFT ROMANCE

- Vintage-inspired
- Embroidered cotton pretty trims
- Scallop edges
- Ric-rac placements
- Ballet-inspired waistbands
- Semi-sheers



PRINT



VINTAGE MEMORIES

- Retro-inspired embroidery motifs
- Fond reminiscent
- Vintage swan references
- Pretty ribbons, bows & laces
- Vintage-inspired pony references
- Monogram motifs in script fonts



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PRINT

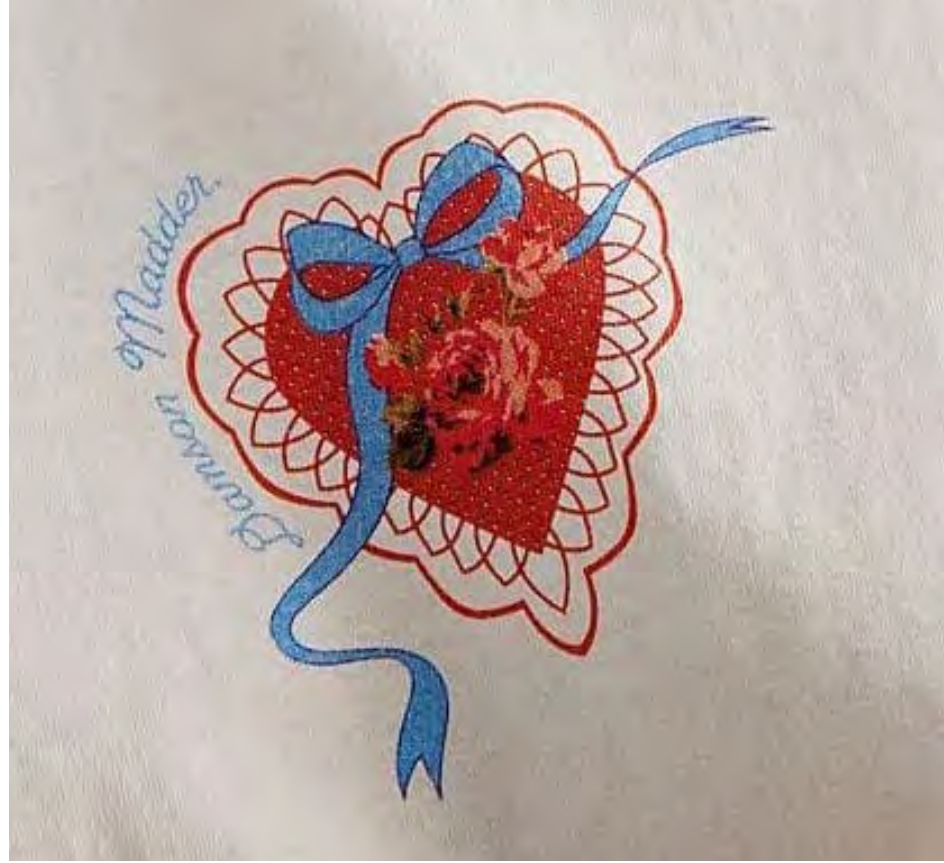


DITSY PRETTY

- Printed pointelles
- Floral appliques & embroidery
▪ on timeless stripes
- Spriggy & bouquet florals
- Mix with ditsy scales
- Fresh & optimistic ground colours

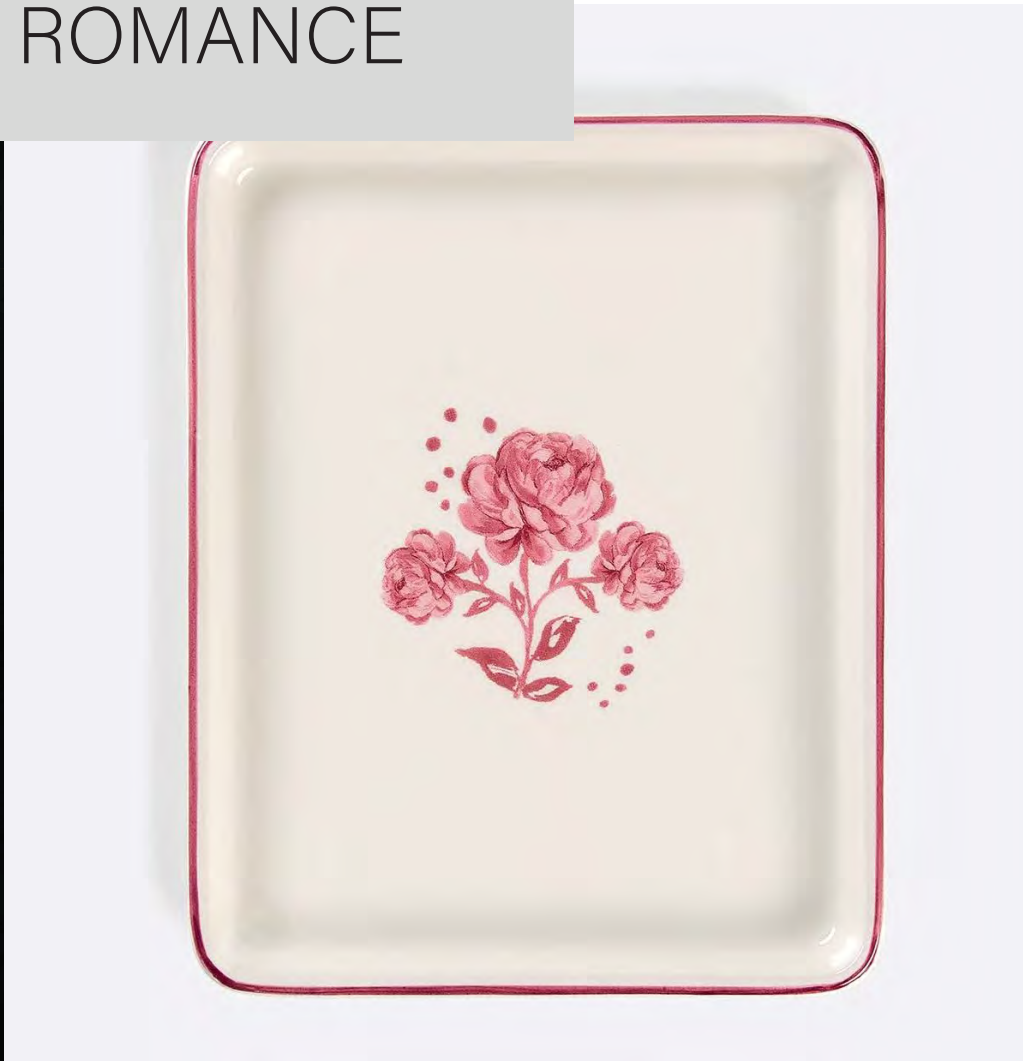


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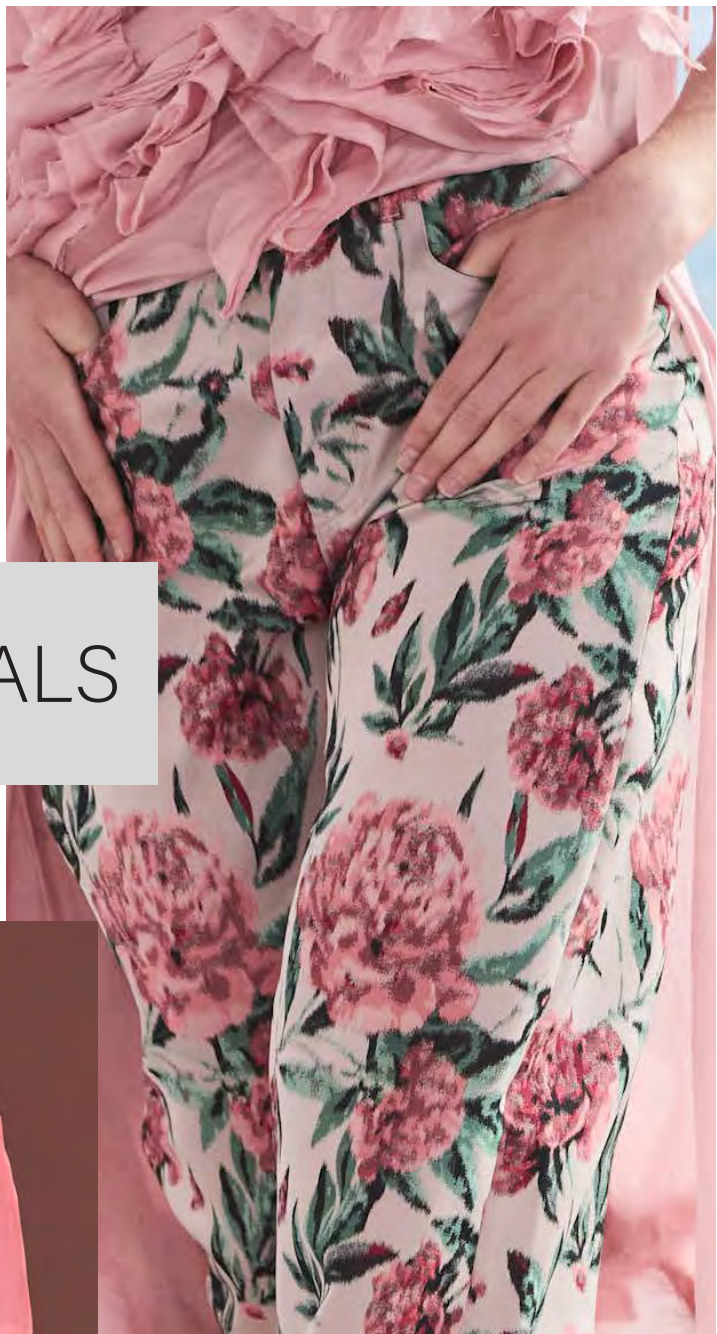
- Charming vintage & youthful motifs
- Wallpaper florals
- Roses continue to be key
- Mix Roses & fruits into conversationals e.g cherries & strawberries
- Spriggy roses over rosebuds

SOFT ROMANCE





CHINTZ FLORALS



- Grandma-inspired florals
- Full blooms
- Etched illustrations
- Pink florals are key in sugared tones
- Florals on stripes

The background of the image is a close-up photograph of a piece of agate. The agate has a complex, wavy pattern of colors including shades of purple, green, yellow, and brown. The lighting creates a soft, ethereal glow across the surface.

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Agate Dreams

"AGATE DREAMS"

agate dreams

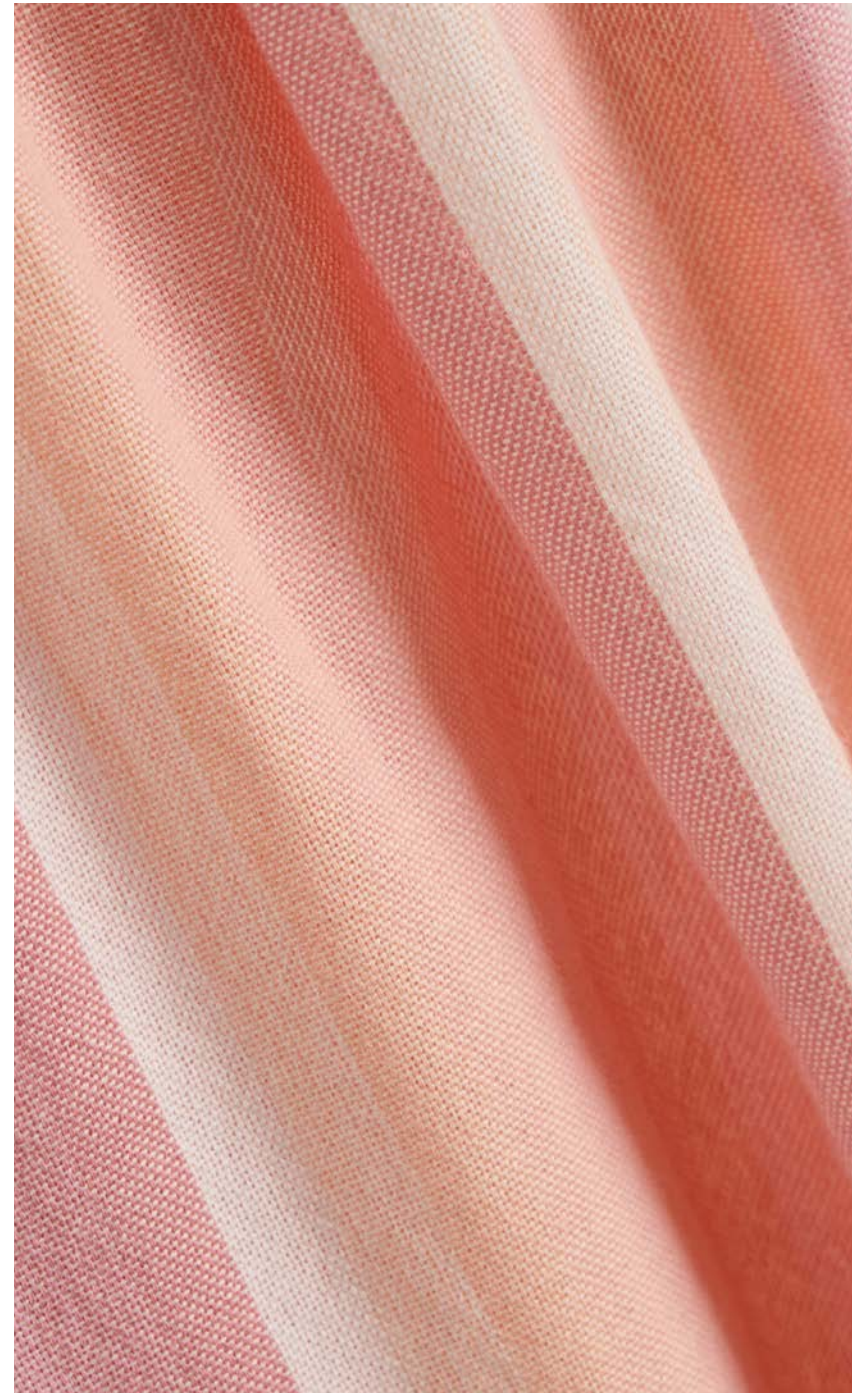


FABRIC



AGATE DREAMS

- Super light & airy weights
- Crinkle semi-sheers
- Cotton voiles
- Seersucker textured surfaces
- Laundered grainy surfaces

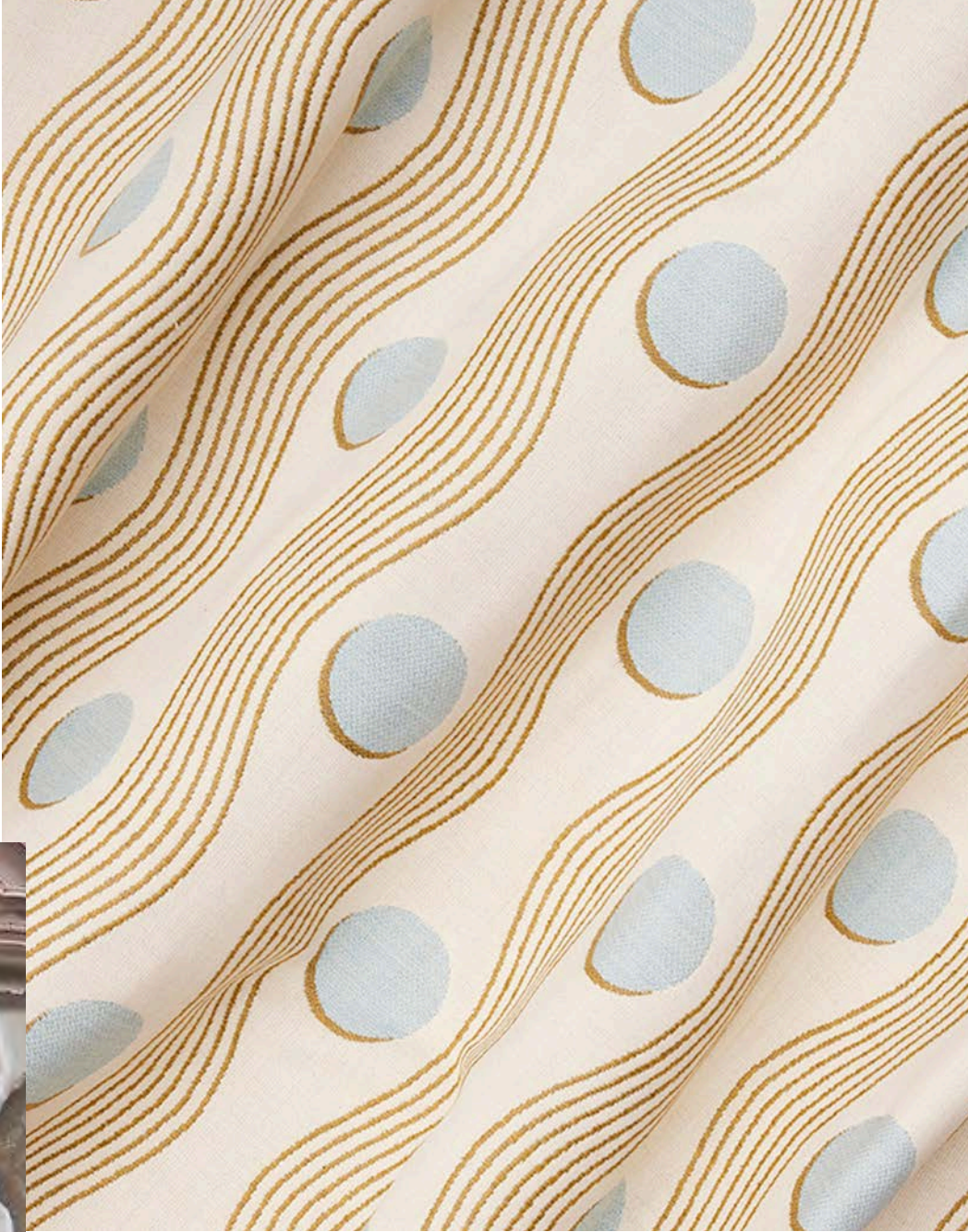


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AGATE DREAMS

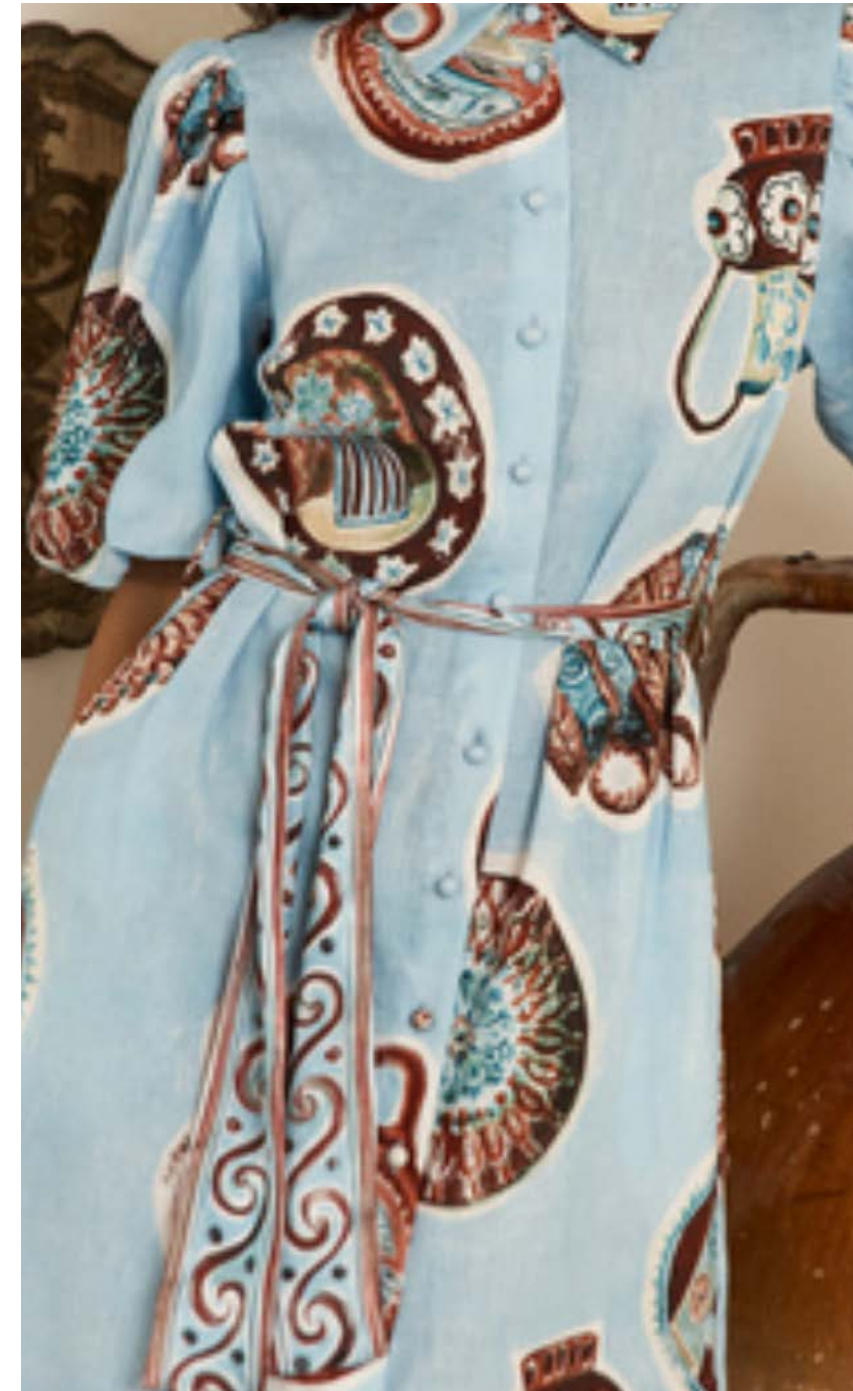
- Elevated deep cuffs
- Relaxed tie-cuff details
- Frill woven foldover waists
- Mini Pintucks
- Soft volume through gathers
- Cotton fringe details & scallops





DREAMSTATE & OPTIMISTIC

- Positive & optimistic slogans
- Natural marbling & markings
- Organic pattern irregularity
- Distorted calming stripes
- Cool tones & neutrals





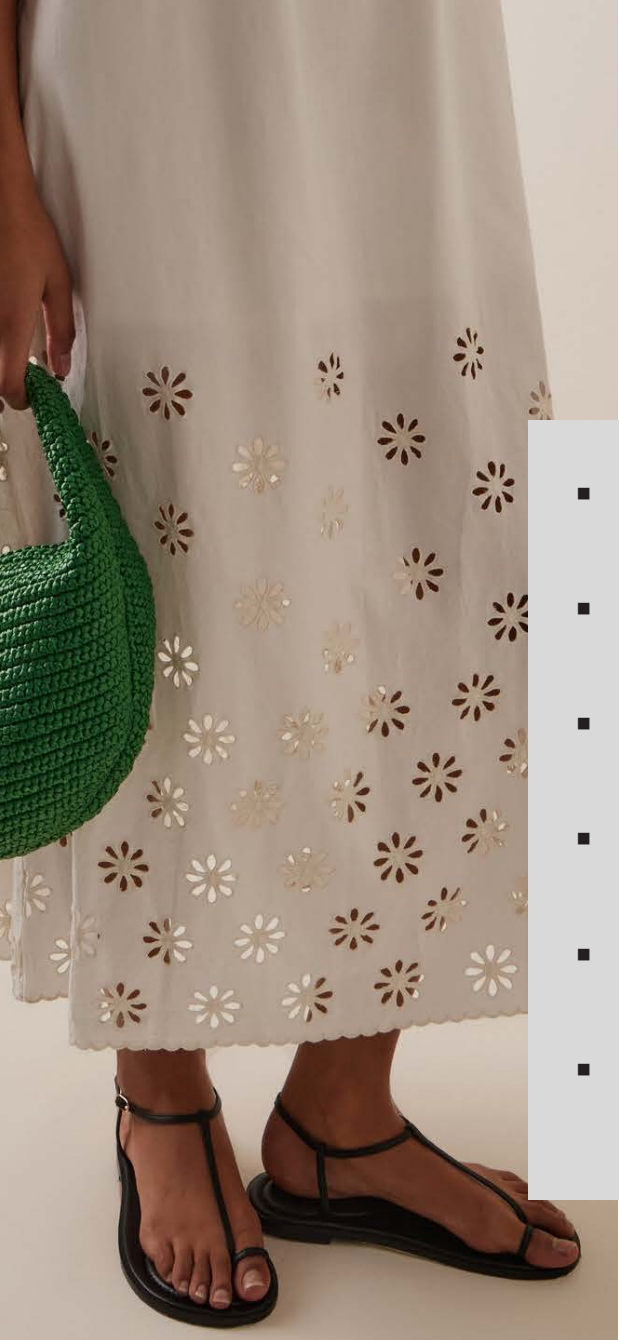
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Key Shapes

SHAPE



THE NIGHTIE SHIFT



- Lace collars
- Statement schiffli placements
- Midi & long lengths
- Flutter sleeves
- Pintuck details & central embroidery
- Versatility is key

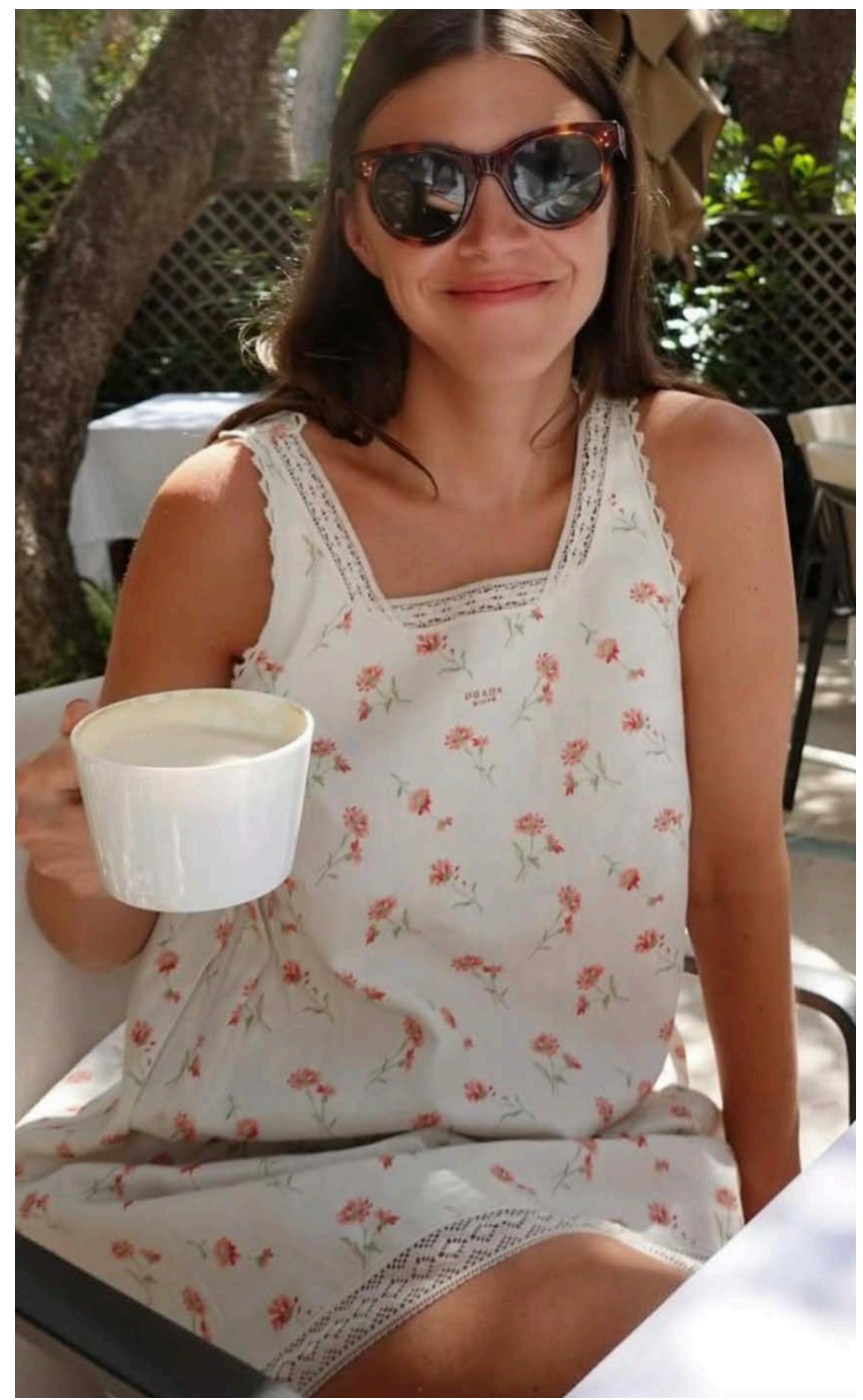
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SHAPE



THE NIGHTIE SHIFT: MINI MINI

- Pintuck details & wide straps
- Vintage-inspired
- Soft gathers for volume
- Mini laces & ditsy florals
- Clean, crisp cottons



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SHAPE



THE NIGHTIE SHIFT: SHORTS SETS

- Vintage-inspired
- Mini straight edge lace trims
- Soft gathers
- Smocked bust & neck lines
- Delicate pintuck details



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SHAPE



THE FRILL SEEKER

- Flutter sleeves
- Bloomer vintage-inspired shorts
- Update classic shapes
- Broderie anglais
- Pretty, youthful



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SHAPE



THE TEE UPDATES

- Lettuce edge t-shirts
- Seamed cap sleeve
- Oversized boxy cropped
- Extra-oversized & Boyfriend fits



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THE SOFT VOLUME HAREM PANT

- Lean into the voluminous silhouette, captilising on burgeoning boho aesthetics
- #Anklefocus detailing
- Reinvigorating & comfort-driven
- Balloon-leg silhouette
- #softvolume sheers & broderie applications
- Billowing layering
- Muted shine for luxurious vintage inspired looks



SHAPE



THE COASTAL WIDE LEG TROUSER



- Infuse the versatile wide-leg profile with a time-worn nautical aesthetic
- Coastal currents
- Sea worn
- Laundered & raw edges
- Washed down fabrications
- Washed out effects
- Rope trims & Knotted details
- Seamed drop waists

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- Update the short short with #utility pocketing to draw from noughties nostalgia
- Youthful opportunity
- Workwear detailing
- Vacationwear facing
- 2010 revival direction
- Faded washes & khaki green tones
- Cropped & low-rise for younger or more directional approach

THE BARREL LEG





- Highlight bold minimalism via tailored silhouettes enlivened with playful details
- Youthful opportunity
- Streamlined fit with contrast ruffles
- Playful & relaxed aesthetic
- High-waisted fit for nostalgic narratives
- Add statement bows & ruffles to channel bold minimalism

THE RUFFLED CAPRI TROUSER





- Youthful opportunity
- Elevate casual loungewear
- Contrast flatlock stitch
- Soft mini waffle textures
- Soft & brushed surfaces
- Sporty-influences like polo sweat-shirts

THE SWEAT UPDATES



SHAPE



THE FOLDOVER FLARE TROUSER



- Versatile lounge look
- Modal & viscose blend for ultimate comfort & drape
- Deep double layer comfort waistbands
- Super wide palazzo wide legs
- Kick-flares
- Flare legs
- Elongated

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THE TRIANGLE SCARF

- Accessorise classic pyjamas
- Versatility
- Home dressing
- Neck tie or hip styling
- Cotton poplins & Broderie anglais



Handmade

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Branding

Handmade

BUTTONS

- Woven patch name labels
- Vintage-inspired
- Exposed patch labels
- Placements on CB, cuffs, hem, lepel
- Elevate with bow & ribbon trims
- Exposed brande back neck loops



BRANDING

- Hand-crafted looks
- Lace & embroidered patches
- Transparency with Tulle & Mesh
- Youthful Playful badge applique
- Ultra-feminine influence

