

# MEN'S SS26 FASHION FORECAST



## SPRING/SUMMER 2026

IS NOT JUST A SEASON—  
IT'S A SHIFT.

A shift in how we express identity, embrace contrast, and design with purpose. This forecast captures the pulse of a world in motion, where fashion reflects both personal evolution and collective momentum. It's a season defined by tactile richness, expressive silhouettes, and a renewed focus on authenticity.

## What to Expect in This Forecast

This trend analysis offers a comprehensive breakdown of the key elements shaping the season:

- **Seasonal Mood & Macro Themes**
- **Color Forecasts** with emotional and cultural context
  - **Material & Texture Trends**
  - **Silhouettes & Proportions**
    - **Key Design Details**
    - **Prints & Patterns**
  - **Footwear & Accessories**
- **Activewear & Lifestyle Integration**

Each section is designed to inspire, inform, and guide creative decision-making across the fashion ecosystem.

## **Accessible, Adaptable, and Industry-Wide**

While rooted in high fashion, these trends are not exclusive to luxury markets. They are designed to be translated across price points and adapted to a wide range of industries, including:

- **Apparel & Accessories** (Luxury, Contemporary, Mass Market)
  - **Footwear**
  - **Beauty & Cosmetics**
  - **Home & Interior Design**
- **Retail & Visual Merchandising**
  - **Textiles & Surface Design**
  - **Marketing & Branding**
  - **Lifestyle & Wellness**
  - **Product Design**

This forecast is a **creative toolkit**—not just for designers, but for anyone shaping the future of style, experience, and consumer connection.

## **Contact**

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# INDEX

## 1 COLOR

Global overview of 2026  
Spring/Summer season for Menswear

## 2 MACRO-TRENDS

Top runway trends that set the  
scene for Spring/Summer 2026

# 1 / COLOR

Men's Spring/Summer 2026 will see a sophisticated interplay of colors. Expect to see the grounded elegance of earthy neutrals and soft pastels juxtaposed with the vibrant energy of spicy hues and a range of yellows. Blues will offer a sense of calm and modernity, while bold, digitally-inspired brights provide playful accents, reflecting a season that embraces both heritage and a forward-looking perspective.



CREATED BY  PANTONE<sup>®</sup> CONNECT

PANTONE® 11-0616 TCX	Pastel Yellow
PANTONE® 12-1505 TCX	Rose Bisque
PANTONE® 14-4123 TCX	Clear Sky
PANTONE® 12-0108 TCX	Canary Green
PANTONE® 11-0103 TCX	Egret
PANTONE® 18-0316 TCX	Olivine
PANTONE® 19-1525 TCX	Port
PANTONE® 18-3921 TCX	Bijou Blue
PANTONE® 18-1856 TCX	Virtual Pink
PANTONE® 15-0956 TCX	Daylily
PANTONE® 15-5534 TCX	Bright Green
PANTONE® 18-3628 TCX	Bellflower
PANTONE® 16-4535 TCX	Blue Atoll
PANTONE® 17-1461 TCX	Orangeade
PANTONE® 18-1664 TCX	Fiery Red
PANTONE® 15-1516 TCX	Peach Beige
PANTONE® 19-3620 TCX	Purple Reign
PANTONE® 19-3940 TCX	Blue Depths
PANTONE® 15-4101 TCX	High-rise
PANTONE® 18-1244 TCX	Ginger Bread
PANTONE® 19-1218 TCX	Potting Soil





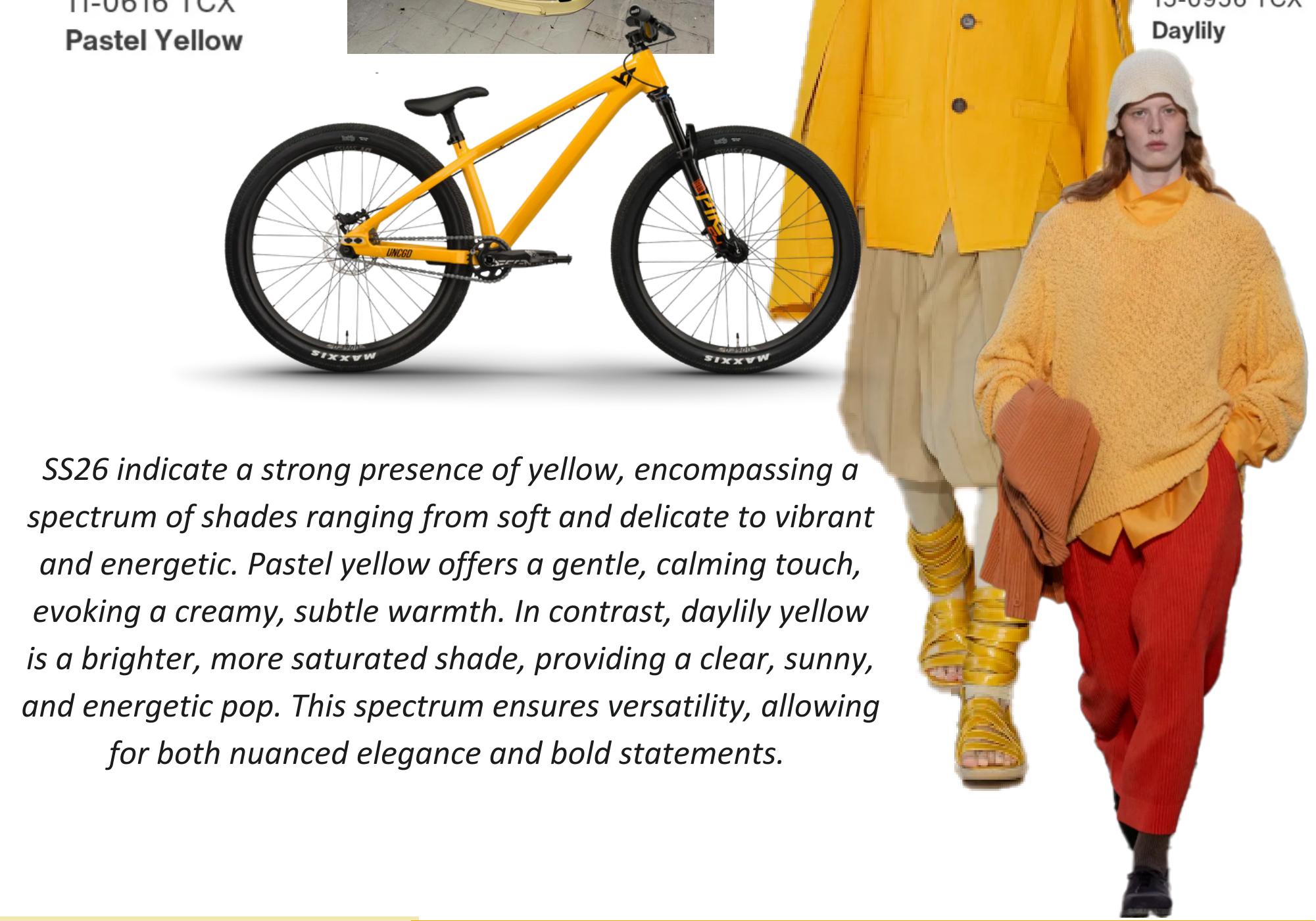
11-0616 TCX

**PANTONE®**  
11-0616 TCX  
Pastel Yellow



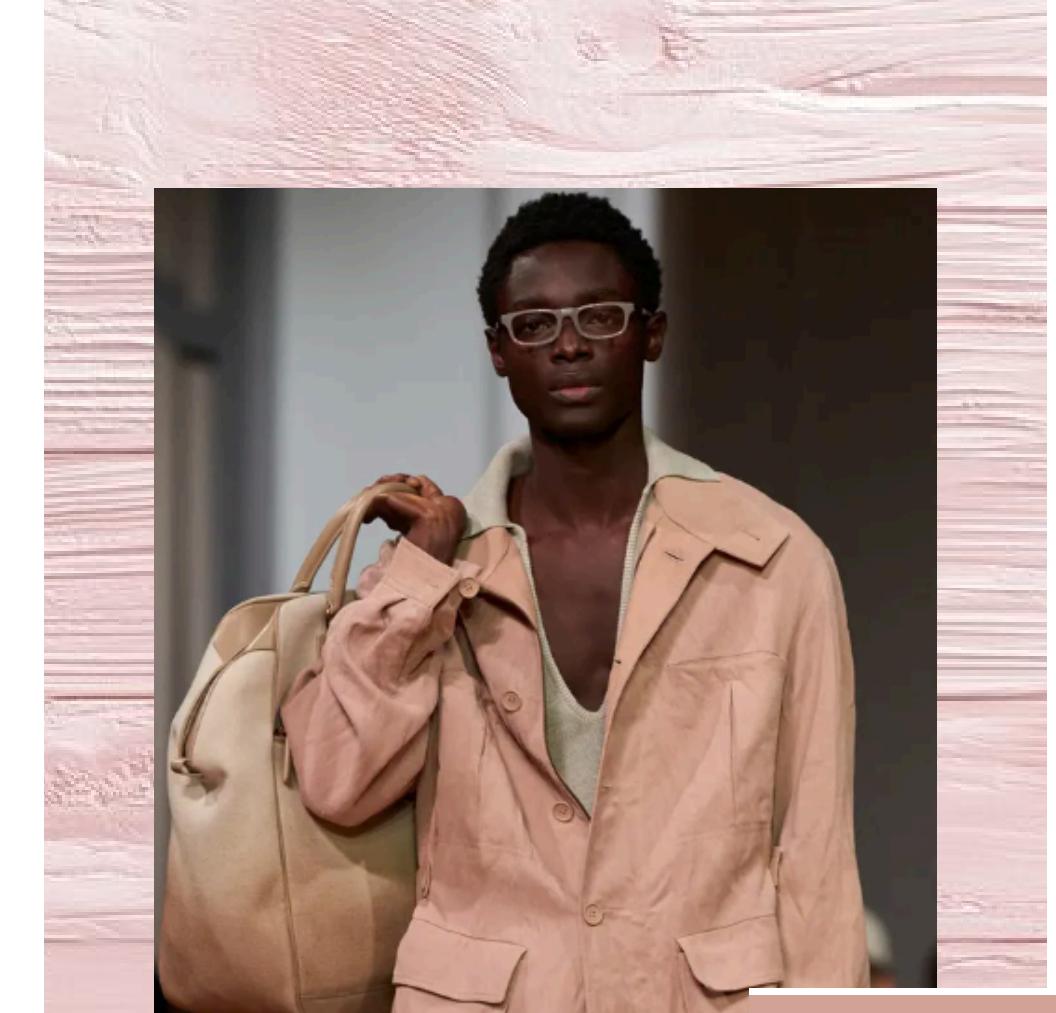
15-0956 TCX

**PANTONE®**  
15-0956 TCX  
Daylily



*SS26 indicate a strong presence of yellow, encompassing a spectrum of shades ranging from soft and delicate to vibrant and energetic. Pastel yellow offers a gentle, calming touch, evoking a creamy, subtle warmth. In contrast, daylily yellow is a brighter, more saturated shade, providing a clear, sunny, and energetic pop. This spectrum ensures versatility, allowing for both nuanced elegance and bold statements.*





*Pinks moves beyond traditional perceptions, embracing a sophisticated and earthy spectrum. These aren't your stereotypical bubblegum pinks; instead, they are muted, warm, and often complex, reflecting a desire for comforting and natural hues. The presence of Rose Bisque and Peach Beige for SS26 signals a shift towards a more mature and versatile understanding of pink and its related warm tones in menswear. These shades move away from bold, playful expressions and instead focus on understated luxury, natural comfort, and an earthy sophistication. They allow for tonal layering, creating rich yet subtle palettes that feel both modern and timeless, perfectly aligning with a season that values both well-being and a connection to nature.*

**PANTONE**  
15-1516 TCX  
Peach Beige



14-4123 TCX

**PANTONE®**  
14-4123 TCX  
Clear Sky



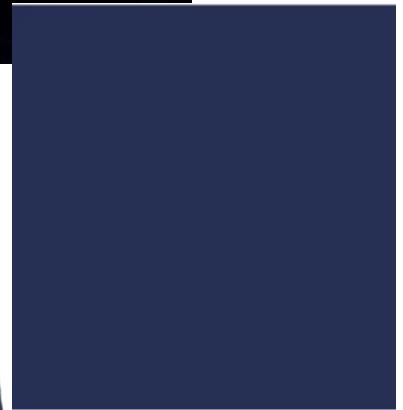
*The blues for SS26 create a compelling narrative from light to dark, from the expansive horizon to the profound abyss. Clear Sky brings a sense of refreshing clarity and optimism, Blue Atoll introduces a vibrant, sophisticated tranquility, and Blue Depths grounds the palette with powerful elegance. Together, these shades cater to diverse aesthetics, from relaxed resort wear to refined urban looks, underscoring a season that values both serene escapism and enduring style. They offer a comprehensive blue story that feels both refreshing and deeply sophisticated.*

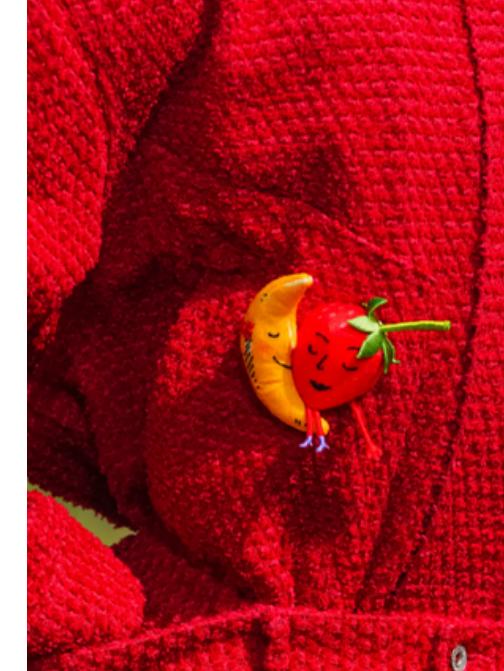
16-4535 TCX



19-3940 TCX

**PANTONE®**  
19-3940 TCX  
Blue Depths



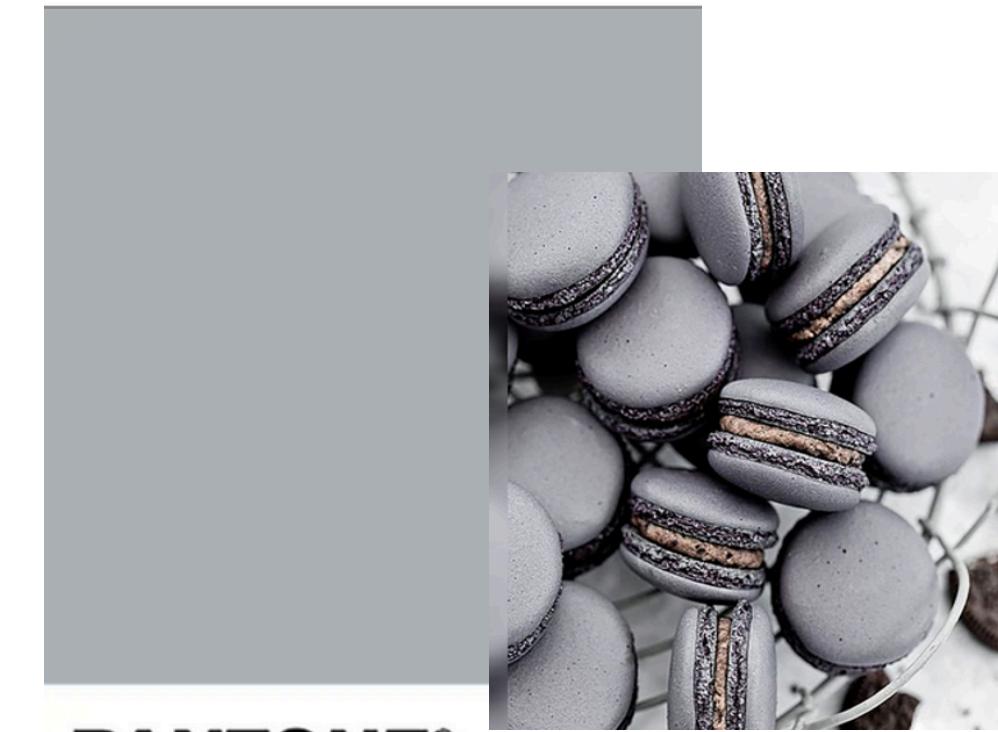


PANTONE  
18-1664 TCX  
Fiery Red

*The brights for SS26 — Virtual Pink, Fiery Red, and Orangenade — are about making a bold impact. They collectively represent a fearless embrace of color, driving looks that are energetic, optimistic, and often digitally inspired. These shades are designed to stand out, offering a powerful antidote to more muted palettes and signaling a season of vibrant confidence and expressive individuality in menswear. They are ideal for statement pieces, athletic wear, and injecting high-octane energy into any assortment.*



PANTONE®  
18-1856 TCX  
Virtual Pink



**PANTONE®**  
15-4101 TCX  
**High-rise**

*High-Rise is a mid-tone gray, characterized by its clean, crisp, and somewhat cool undertones. It evokes the sleek, minimalist aesthetic of modern architecture and urban landscapes. This shade of gray is inherently versatile, acting as an elevated base that can seamlessly bridge the gap between casual and formal wear. It projects a sense of composure, understated elegance, and quiet strength, providing a balanced counterpoint to both the season's soft pastels and its vibrant brights. High-Rise gray signifies a refined, intelligent approach to dressing, offering a timeless yet contemporary foundation for the SS26 menswear collection.*





19-3620 TCX

**PANTONE®**

19-3620 TCX

**Purple Reign**

*"Purple Reign" is a key theme for SS26. Purples make a nuanced appearance, moving away from deep, regal tones towards more delicate and nature-inspired hues. Leading this subtle shift is Bellflower. Bellflower brings a touch of understated elegance, calm, and subtle optimism to the SS26 palette. It evokes images of tranquil spring gardens and a quiet sophistication. In essence, "Purple Reign" for SS26 encapsulates purple's powerful return to the menswear landscape, offering a range of shades that collectively contribute to a season defined by sophisticated color play, personal expression, and an optimistic outlook.*

**PANTONE®**  
18-3628 TCX  
**Bellflower**

19-3620 TCX



**PANTONE®**  
12-0108 TCX  
Canary Green

*For Men's Spring/Summer 2026, greens on the runway presented a dynamic and multifaceted story, ranging from earthy tranquility to electrifying vibrancy. This season, green acts as a crucial link to nature, well-being, and a renewed sense of energy. The grounded, natural elegance of Olivine provides a sophisticated, almost neutral foundation, while Bright Green and Canary Green inject a powerful dose of optimism, energy, and modernity.*

12-0108 TCX



**PANTONE®**  
15-5534 TCX  
Bright Green



15-5534 TCX



**PANTONE®**  
18-0316 TCX  
Olivine



18-0316 TCX



**PANTONE®**  
18-1244 TCX  
Ginger Bread



**PANTONE®**  
19-1218 TCX  
Potting Soil

*The browns for SS26, highlighted by Gingerbread, Potting Soil, and Port, collectively tell a story of layered sophistication and grounding elegance. Gingerbread offers a comforting and inviting warmth, Potting Soil provides a raw, natural depth, and Port introduces a luxurious, refined richness. This spectrum allows for versatile application, from relaxed, earthy looks to polished, formal statements, underscoring brown's crucial role as a sophisticated and multifaceted core color in the Spring/Summer 2026 menswear landscape.*



**PANTONE®**  
19-1525 TCX  
Port



## 2 / MACRO TRENDS

Men's Spring/Summer 2026 fashion is a dynamic conversation between relaxed elegance, playful confidence, and a grounding connection to nature and heritage. The season offers a nuanced blend of familiar comfort reimagined with sophisticated tailoring, bold color choices, and unexpected material applications. Men's Spring/Summer 2026 is about a more personal and expressive approach to dressing, where comfort, refined craft, and a bold embrace of color converge to redefine modern masculinity.

## FLUID FORMALITY

Fluid Formality defines the prevailing menswear aesthetic for Spring/Summer 2026, where traditional structure gives way to an effortless, sophisticated ease. This trend redefines what it means to be "dressed up," blending the polished appeal of classic tailoring with the comfort and movement of more relaxed silhouettes. Comfort remains paramount, evolving from pandemic-era loungewear to refined, unlined suits and soft, draped silhouettes. Think wide-leg trousers, oversized shirts, and relaxed blazers in breathable fabrics like linen, silk, and cotton blends. Pyjama dressing makes a strong case for sophisticated daywear, seen at Dolce & Gabbana and Emporio Armani.



*thetrend*

## IVY LEAGUE

The Ivy League trend for SS26 is about a conscious return to quality, heritage, and a sophisticated approach to everyday dressing, infused with a relaxed confidence that feels perfectly suited for the warmer months. The core pieces remain: tweed tailoring, Bengal stripes, knitted vests, chinos, and refined eyewear. The trend supports intelligent layering – a knitted vest over a striped shirt, or a lightweight blazer over a polo. Incorporate modern elements to prevent the look from feeling dated. This could include slight oversized fits on knitwear, unexpected fabric choices for classic items (e.g., linen blazers), or subtle color pops in accessories.



*thetrend*

## THE NEW UTILITY

A sophisticated evolution of functional fashion, blending rugged practicality with elevated design. It's less about traditional workwear uniforms and more about incorporating utilitarian elements into a refined, modern wardrobe. The focus is on practical details rendered with a luxurious touch. Think oversized cargo pockets, adjustable hems, strategic zippers, and durable, technical fabrics that are often lightweight and breathable.

Typically grounded in earthy neutrals like various khakis, beiges, olives (like Olivine), and deep browns (like Potting Soil). However, it's often punctuated with pops of more vibrant, sometimes neon, brights for a modern, high-visibility twist.



*thetrend*

## URBAN ATHLETICISM

Urban Athleticism defines a pivotal trend for Men's Spring/Summer 2026, where the dynamic energy of sportswear is seamlessly integrated with the polished demands of city life. This trend moves beyond casual gym wear, elevating athletic influences through refined fabrics, thoughtful tailoring, and a sophisticated color palette, making them suitable for diverse urban environments – from the commute to social gatherings. Think track pants in luxurious silk or tailored wool blends, hoodies crafted from premium technical knits, and bomber jackets in lustrous satins or innovative nylons. Pieces are designed to be easily layered and adapted for various situations, offering flexibility from day to night, work to weekend.



*thetrend*