





SS27 MEN'S PRINT & GRAPHICS

EMPOWERED PLAY

Proof points

Consumers prioritise joy and fun prints

Jan-May 2025 vs 2024

▲ 133%

#Glimmer interest

▲ 40%

"Fun prints" searches

WGSN.com



Interest in analogue crafting hobbies uptick

Jan-May 2025 vs 2024

▲ 130%

#Journaling

▲ 25.6%

#Sketchbook

WGSN.com



Glimmers are the leading tool to raise consumer interest. Brands must **take a less serious approach to make design purposeful and inspiring** (TikTok/Google Trends)

Strategic Joy: as consumers increasingly value joy and play in products, brands should **leverage humour and silliness in prints and graphics** to enliven everyday items

As more consumers return to offline crafts to unwind, **creative chaos, including collage and cutout prints, will flourish** as a counter to AI perfection (TikTok)

Boating is growing among Gen X and Millennials as #OldMoney lifestyles trend. Seen with Louis Vuitton's new boat-shaped store, use sailing **to update #FishermanStyle and nautical themes**

Colour

This palette evolves from A/W 26/27 to S/S 27 to partner dynamic tones with soft pastels and foundational, long-term classics.

Crimson (LT)	Energy Orange (A*)	Classic Beige (LT)	Carambola (A)	Digital Mist (LT)	Cut Grass (S)	Deep Green (A)	Classic Navy (LT)	Ice Blue (A)	Bright Cornflower (S)	Mulberry (A)	Pop Pink (A*)
010-38-36	018-57-34	034-75-11	036-74-35	047-82-01	062-57-28	082-30-14	118-26-19	116-85-09	126-56-25	149-28-24	151-73-22
18-1657 TCX	16-1362 TCX	15-1217 TCX	15-0956 TCX	13-4303 TCX	16-0237 TCX	19-5230 TCX	19-4029 TCX	14-4112 TCX	17-3934 TCX	19-2428 TCX	15-2215 TCX

For sustainable palette planning, WGSN's colours are arranged in three categories: **(S) for seasonal colours** – S/S 27, **(A) for annual colours** – S/S 27 to A/W 27/28 and **(LT) for long-term colours** – S/S 27, A/W 27/28 and beyond

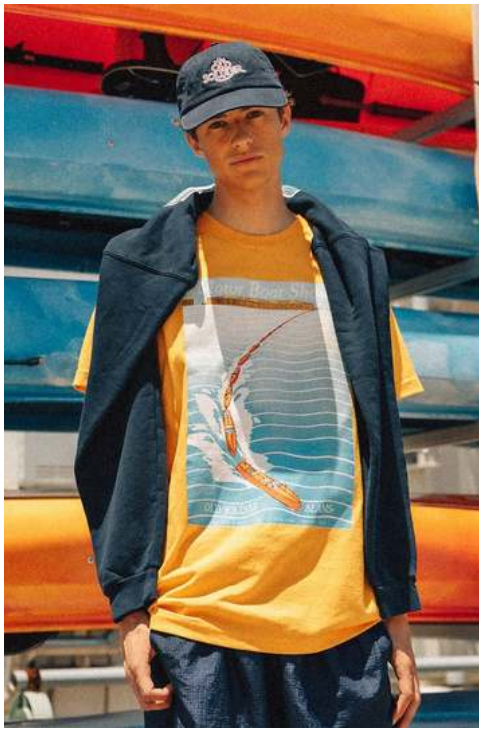














SS27 EMPOWERED PLAY

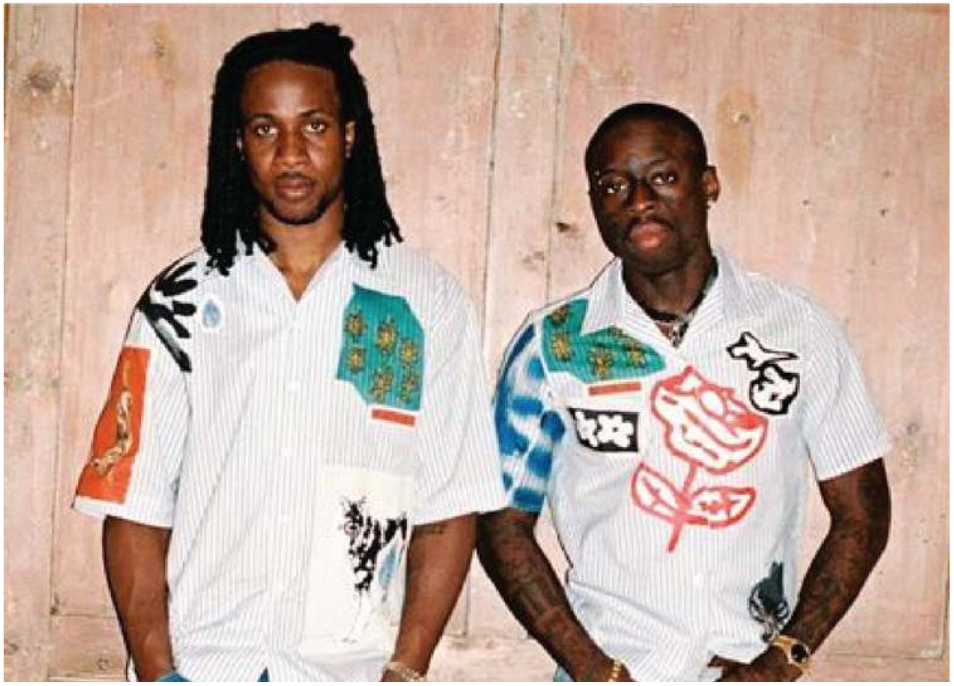
HARBOUR LINES




PAL ACE











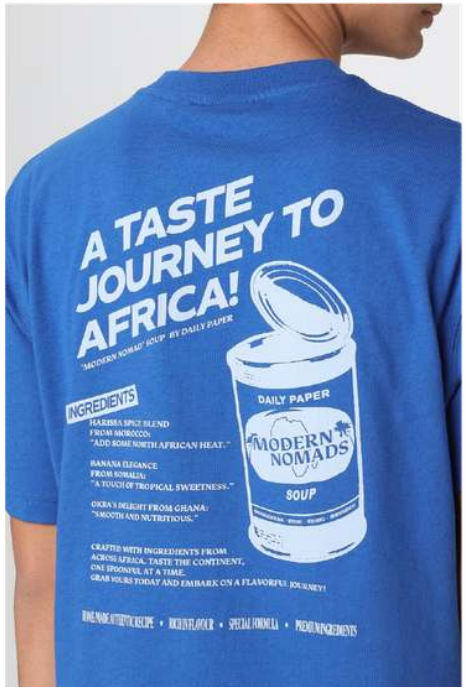





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