SS27 WOMEN'S WOVEN

LINEN/BLEND



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Long-term colour

S/S 27, A/W 27/28 and beyond

Our global **long-term** palette of 14 colours is forecast to be relevant until **2027**. These **foundational hues** are chosen with longevity in mind.

We have updated our selection of whites, greys, neutrals and core darks to drive **long-term decisions** with a sustainable focus. Over 40% of colours are carried forward every A/W season, reflecting the importance of choosing colours responsibly.

Key updates

- Rethink core and long-term colours as a fashion proposition, especially in combination with less-expected pairings
- Consider the relevance of shades with enduring appeal, such as **Black**, **Classic Beige** and **Classic Navy**, as consumers look to colours with a longer lifespan for investment pieces and also consider resale value












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