

DESIGN DIRECTIONS

Fashion Trends 2027

in collaborazione con

POLI.DESIGN

FOUNDED BY POLITECNICO DI MILANO



DREAMPACT



LIFESTYLE

DREAMLIKE
FUTURISTIC
FLUID
WORLDLAND



MOODBOARD

IMAGINARY
IMMERSIVE
AUGMENTED
HYBRID





NATURAL VISIONS



OPTICAL MIRAGE



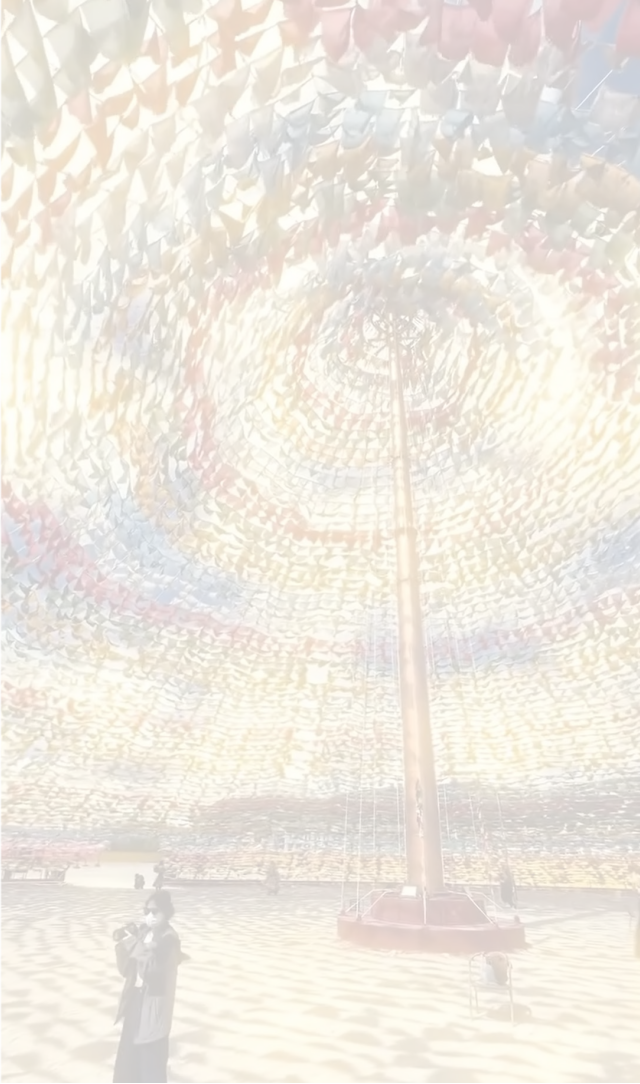
CHANGING BODIES



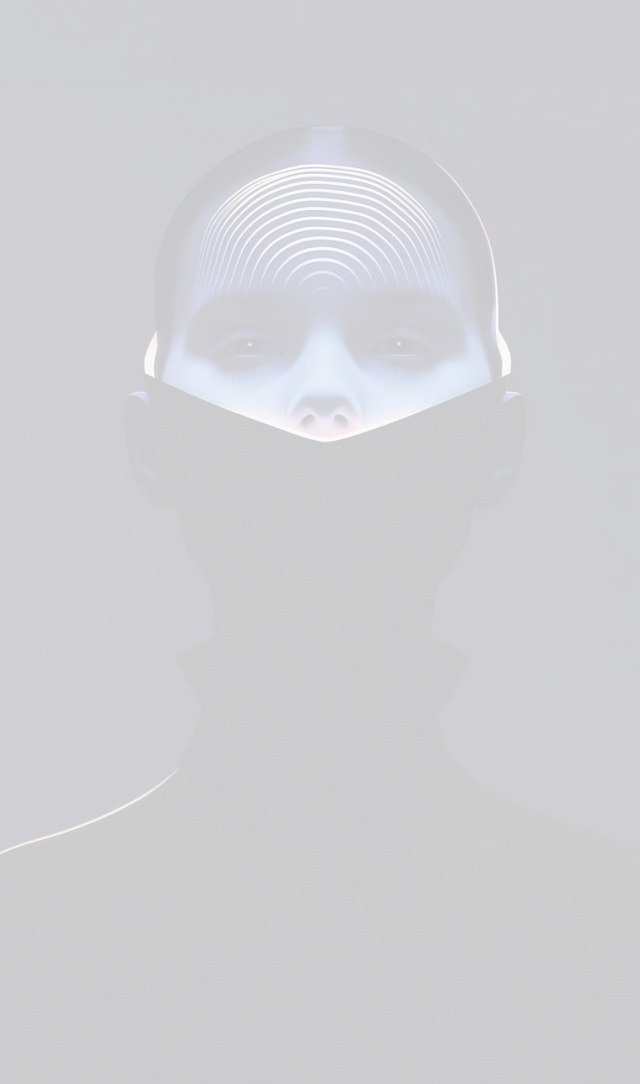
ECHOES OF THE FUTURE



NATURAL VISIONS



OPTICAL MIRAGE



CHANGING BODIES



ECHOES OF THE FUTURE

natural visions

#CELESTIAL TRANSFORMATIONS



CLOUD
EVOLUTION
ETHEREAL

natural visions

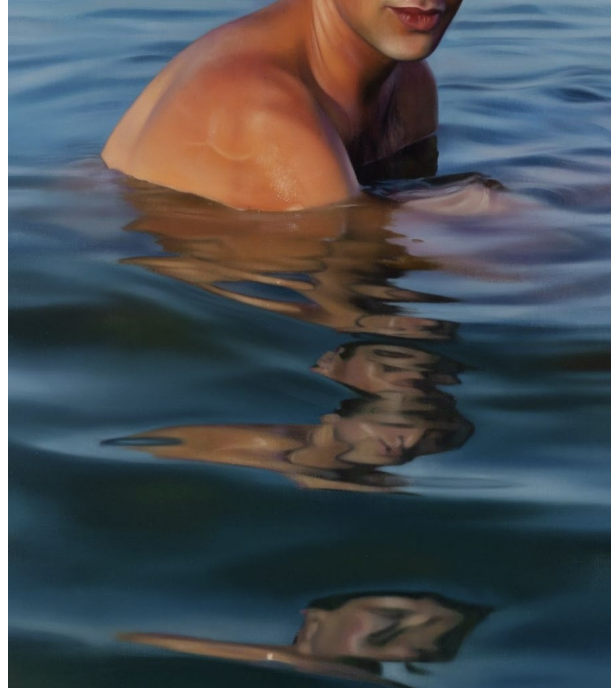
#EARTH GRAFTS



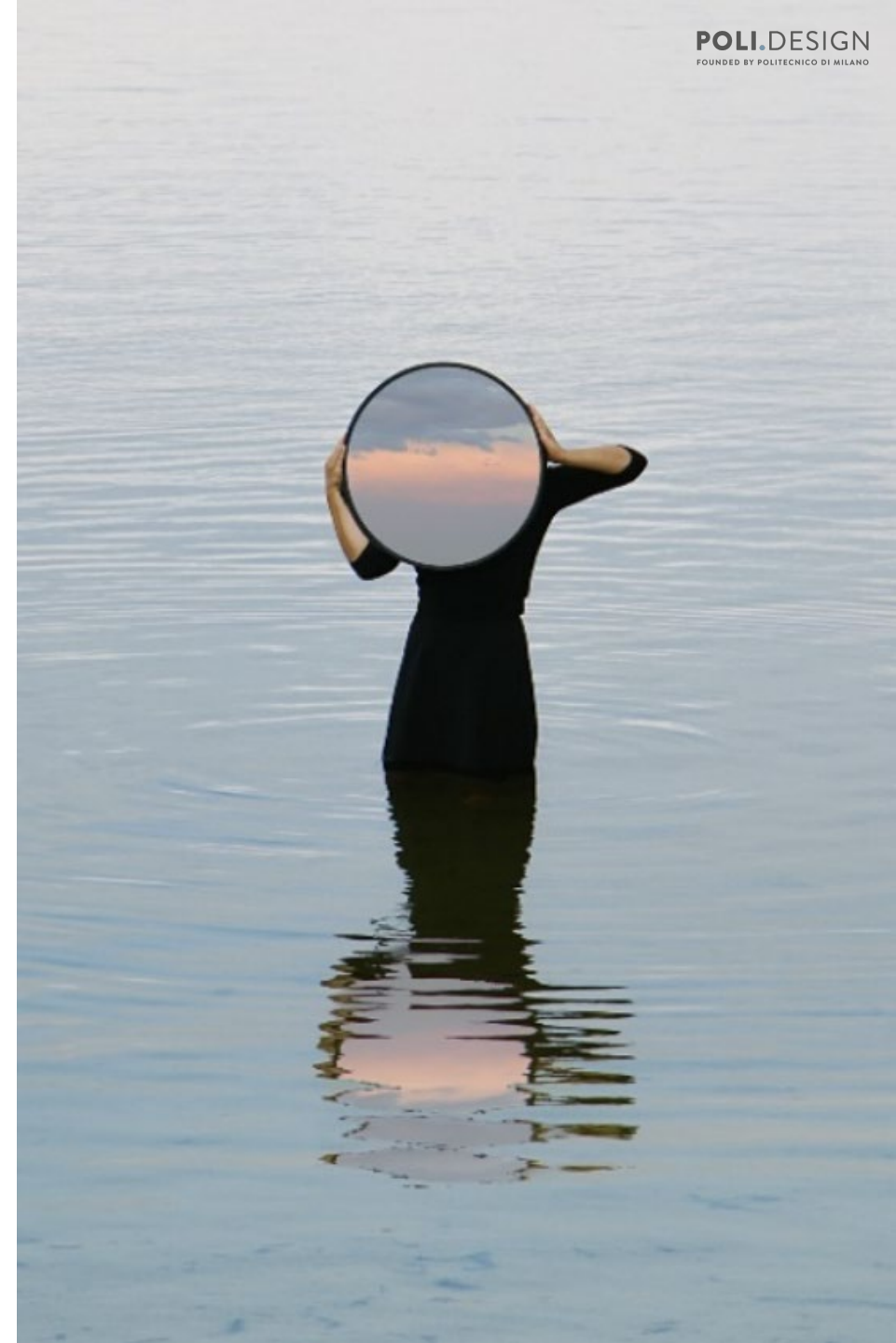
GEOLOGICAL
ONEIRIC
ANCESTRAL

natural visions

#FLUID REFLECTIONS



WATER
MIRROR
MUTABLE



natural visions

runways

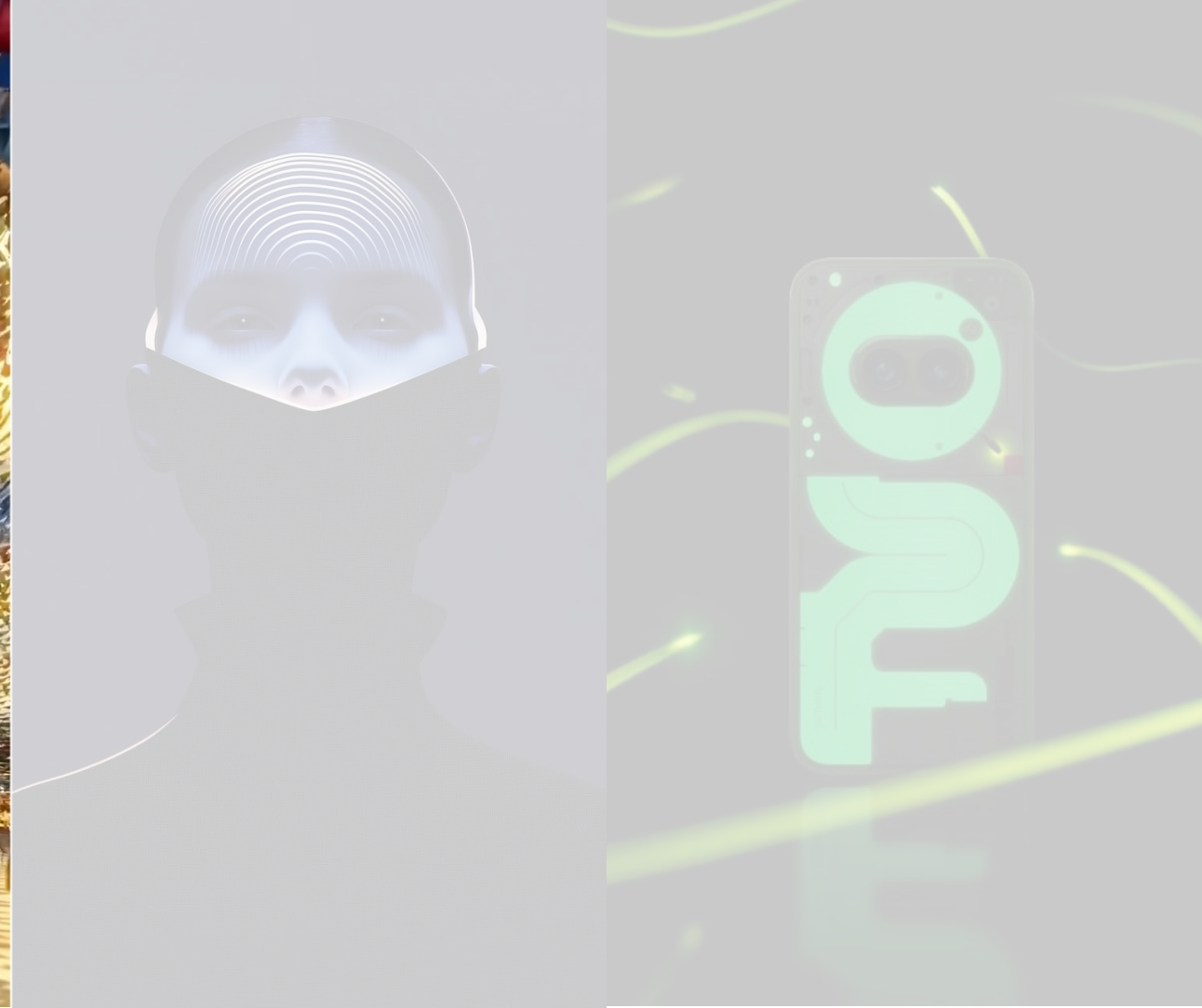




NATURAL VISIONS



OPTICAL MIRAGE

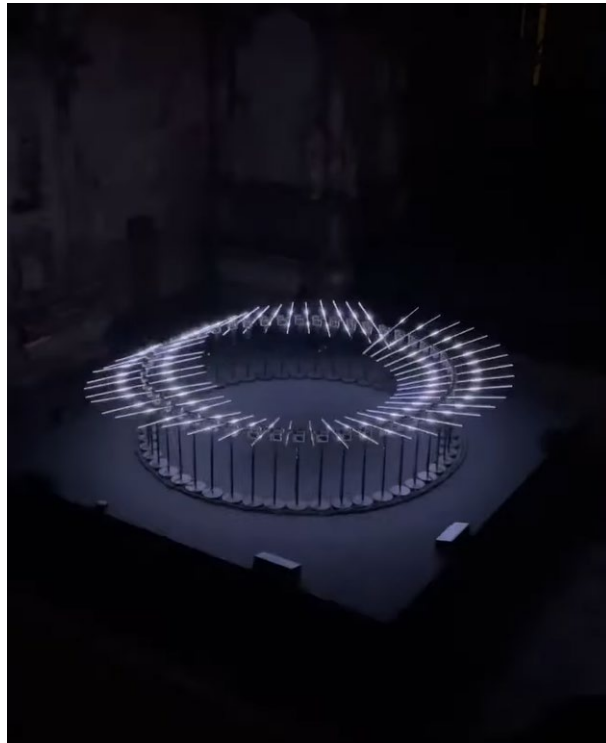


CHANGING BODIES

ECHOES OF THE FUTURE

optical mirage

#LED ILLUSIONS

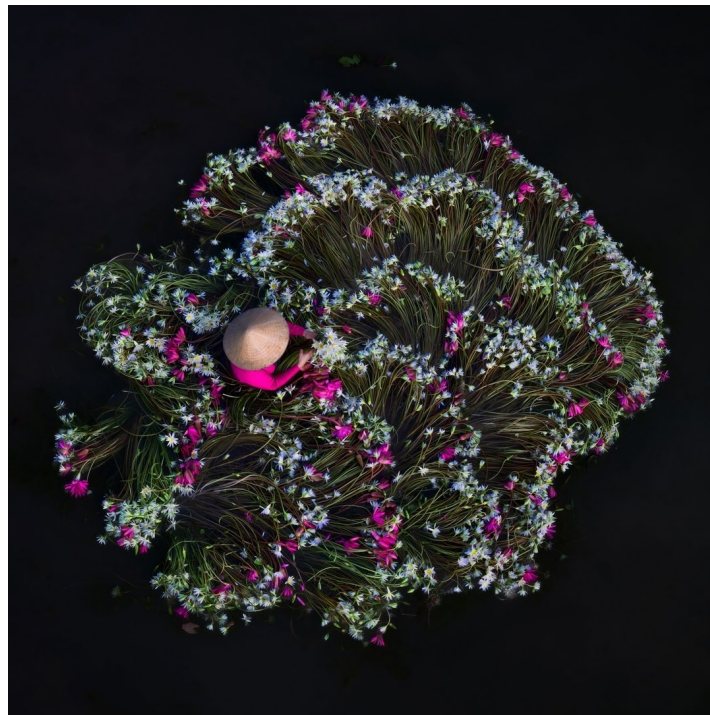


HYPNOTIC
ARTIFICIAL
CAPTIVATING



optical mirage

#BIRD'S EYE PERSPECTIVE

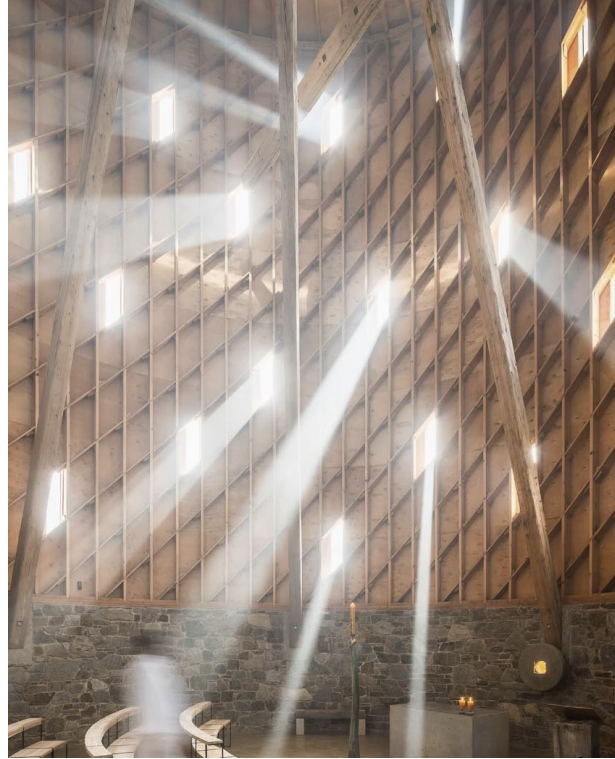


PERCEPTION
OMNISCIENT
MYSTICAL



optical mirage

#NATURAL LIGHT DISTORTIONS



ILLUSORY
RADIANT
VARIABLE

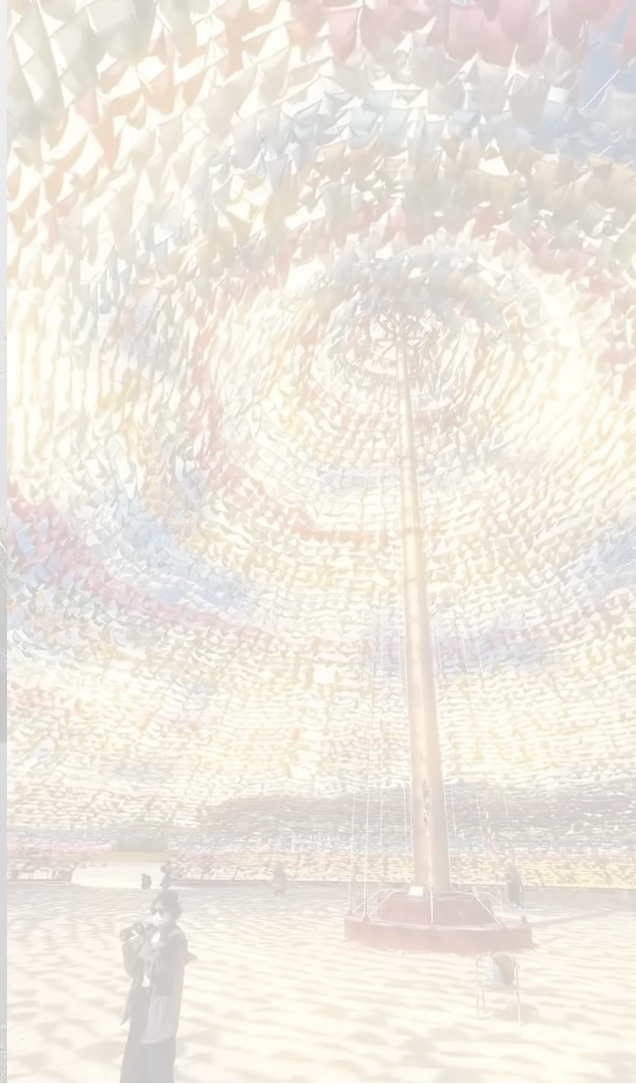
optical mirage

runways





NATURAL VISIONS



OPTICAL MIRAGE



CHANGING BODIES



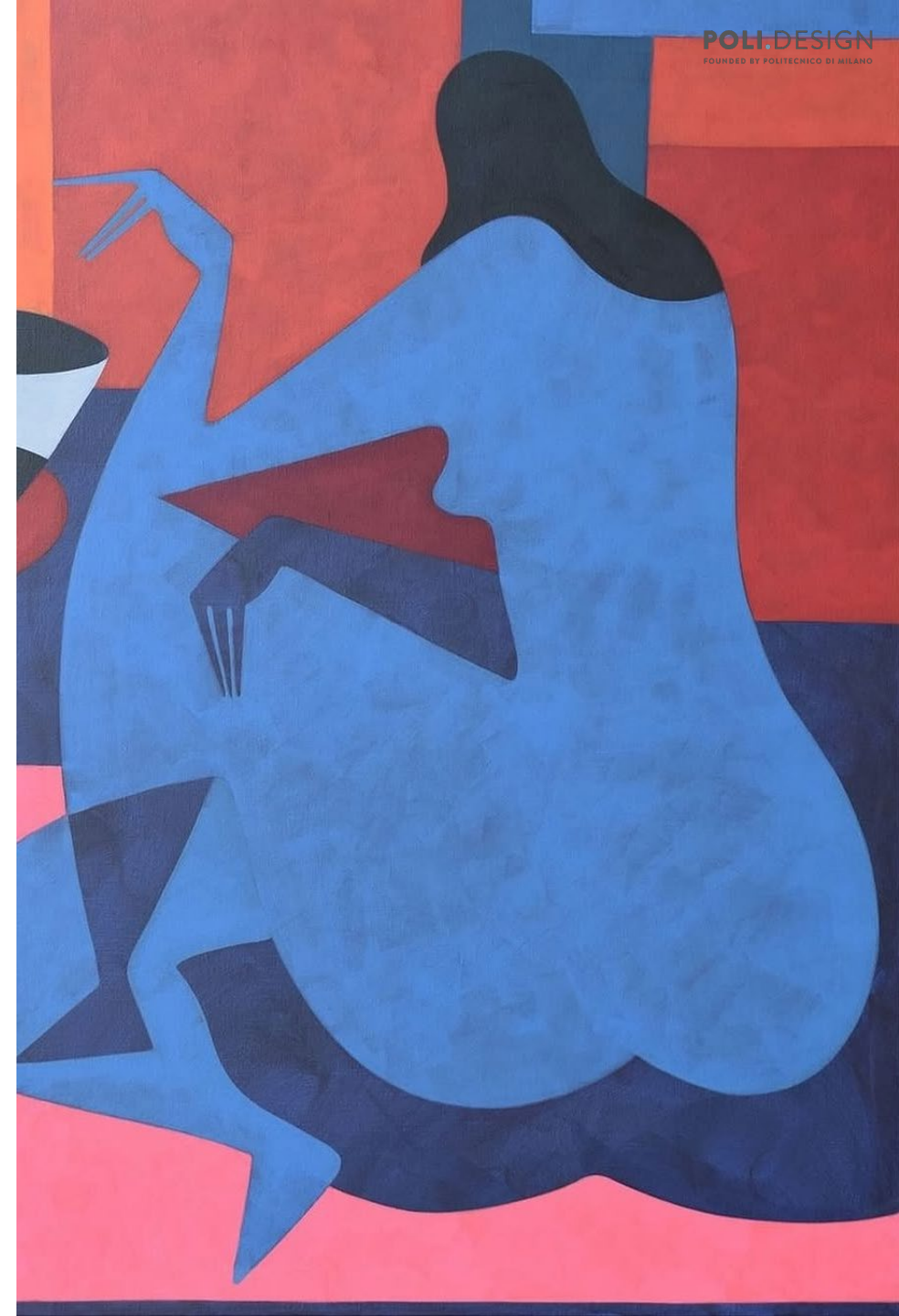
ECHOES OF THE FUTURE

changing bodies

#SOFT CONTOURS

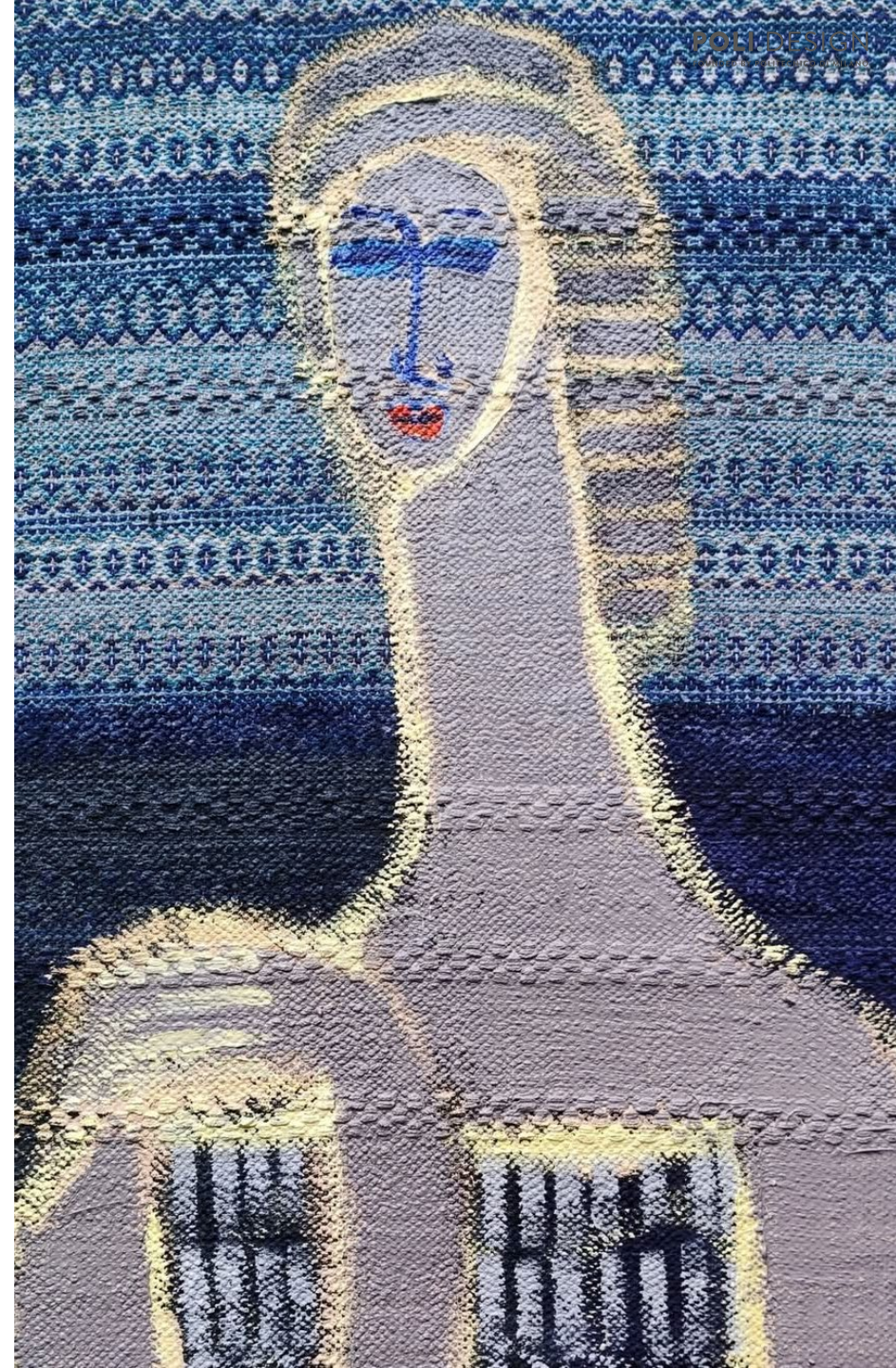
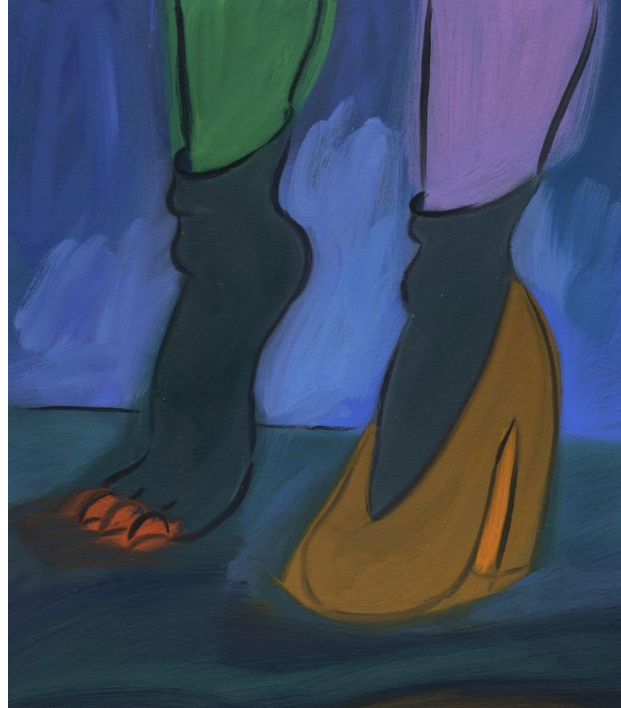


SMOOTH
HUGGING
ROUNDED



changing bodies

#DISTORTED SHAPES



UNREAL
DEFORMED
ALTERED

changing bodies

#MYSTICAL MASKS



EXPRESSIVE
ENIGMATIC
FREE



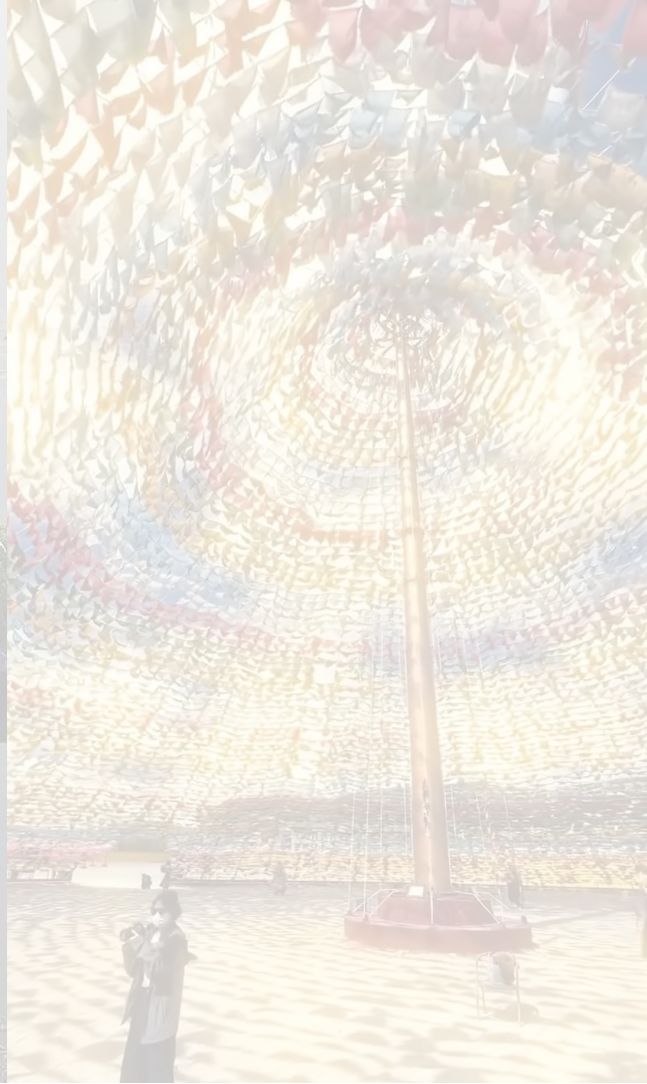
changing bodies

runways

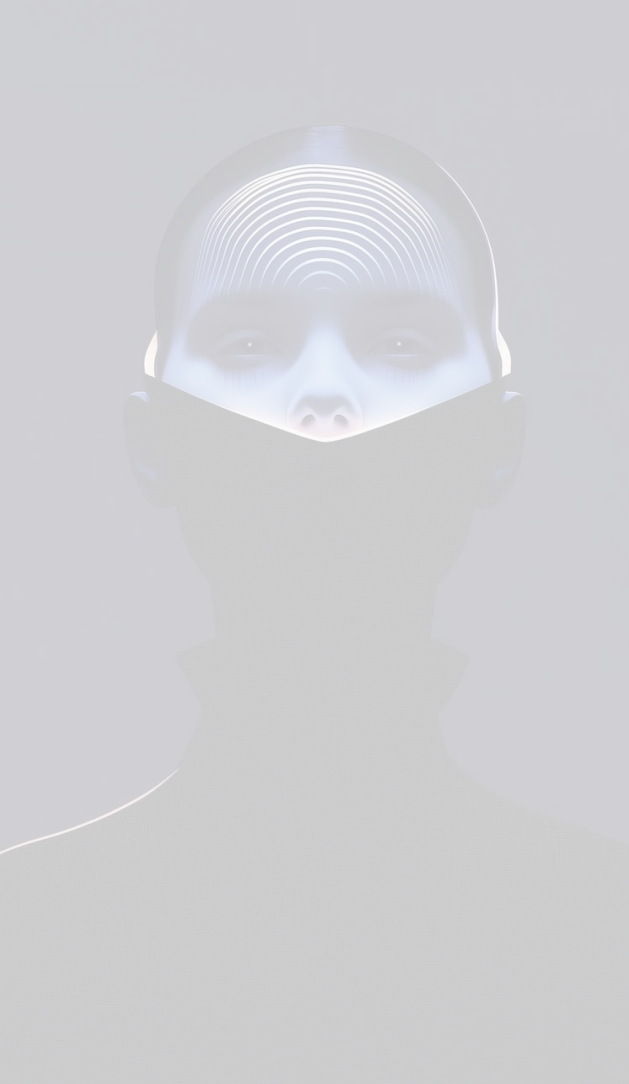




NATURAL VISIONS



OPTICAL MIRAGE



CHANGING BODIES



ECHOES OF THE FUTURE

echoes of the future

#AUTOMATED COMPANIONS

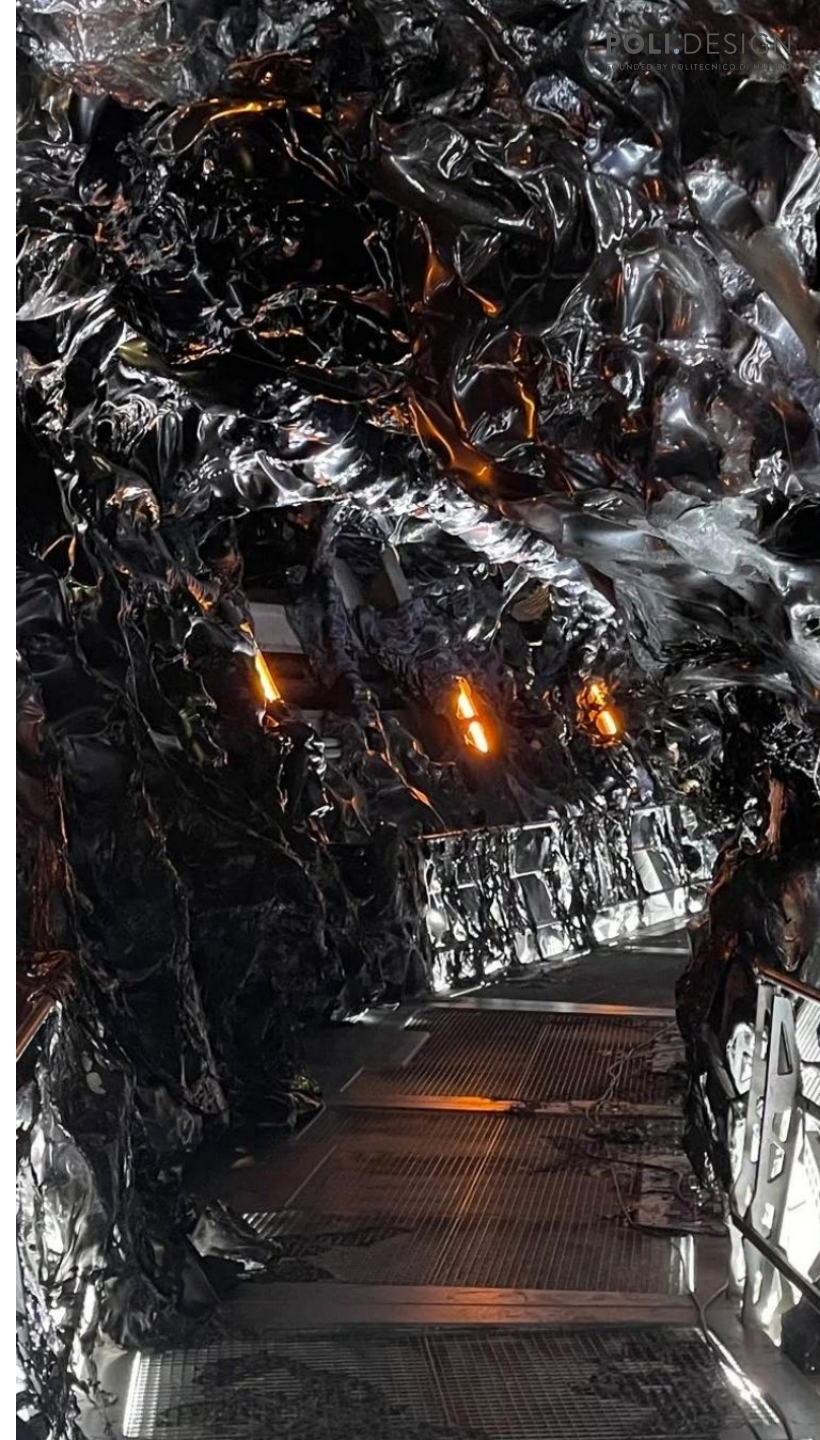


ROBOT
DIGITAL
VISIONARY



echoes of the future

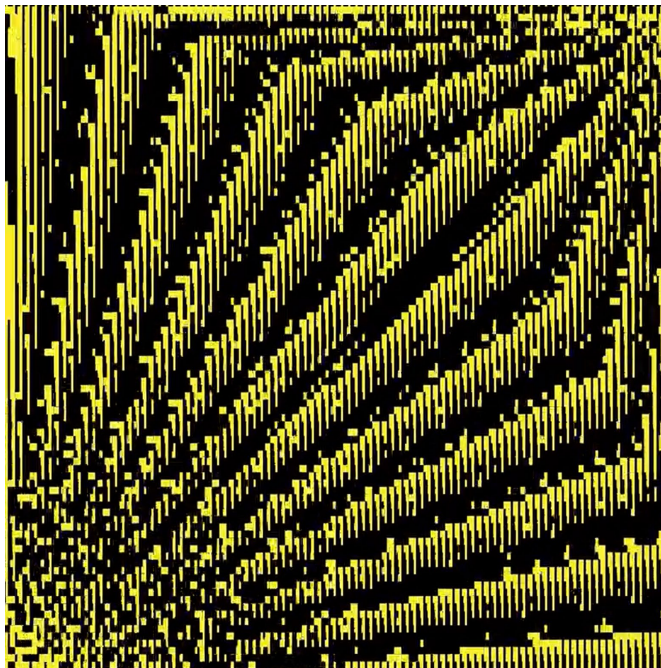
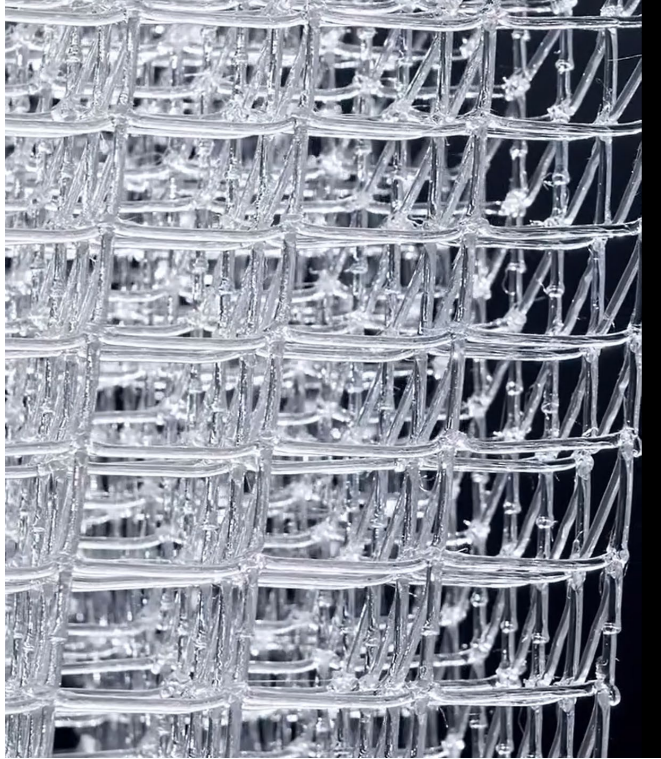
#SPATIAL ARCHITECTURES



SCI-FI
UTOPIAN
INNOVATIVE

echoes of the future

#FUTURISTIC GRIDS



GEOMETRIC
MODULAR
HIGH-TECH



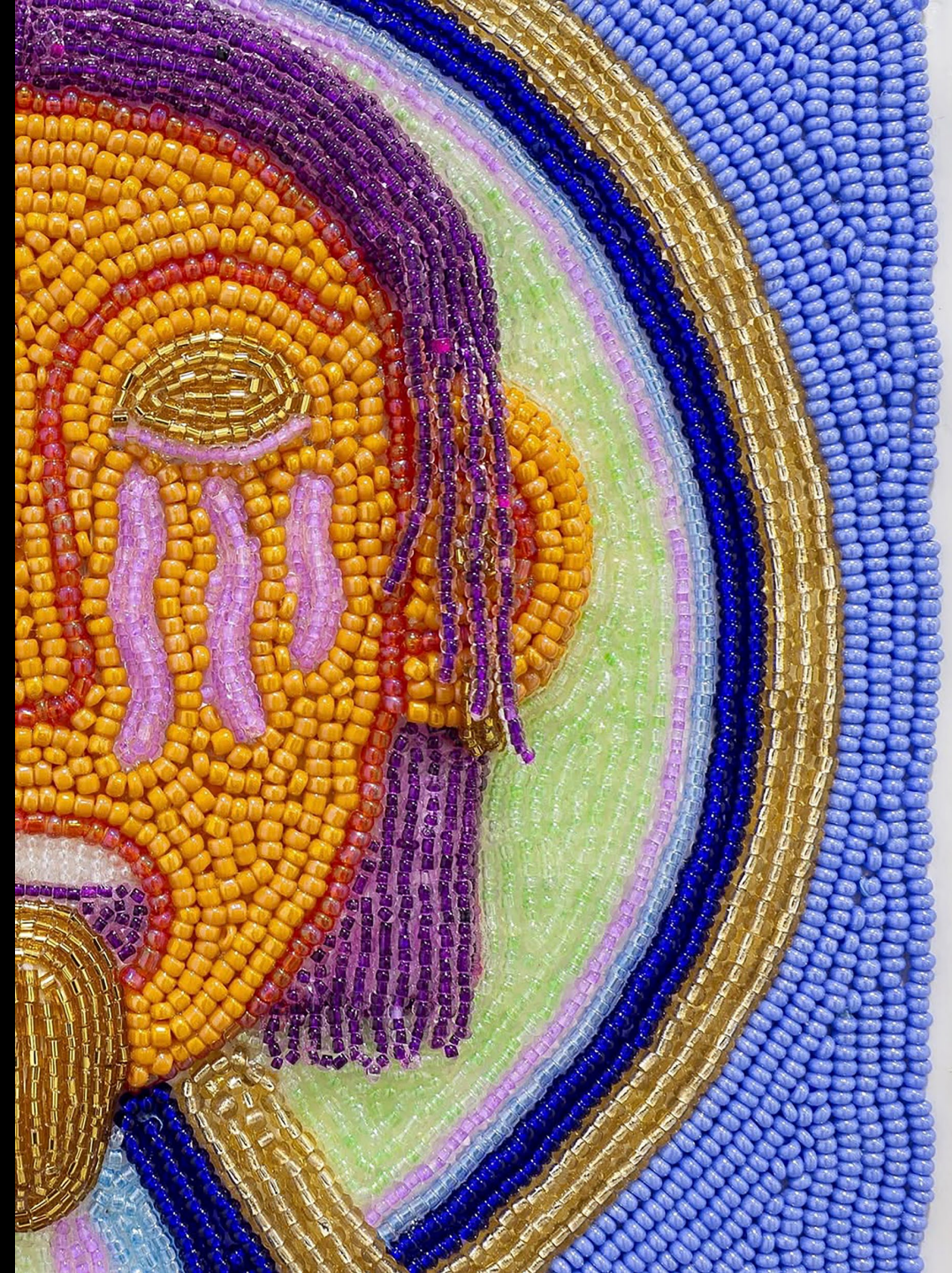
POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO

echoes of the future

runways



ARTISOUL



LIFESTYLE

TACTILE
ARTISANAL
RETRO
AUTHENTIC

POLI.DESIGN
FOUNDED BY POLITECNICO DI MILANO



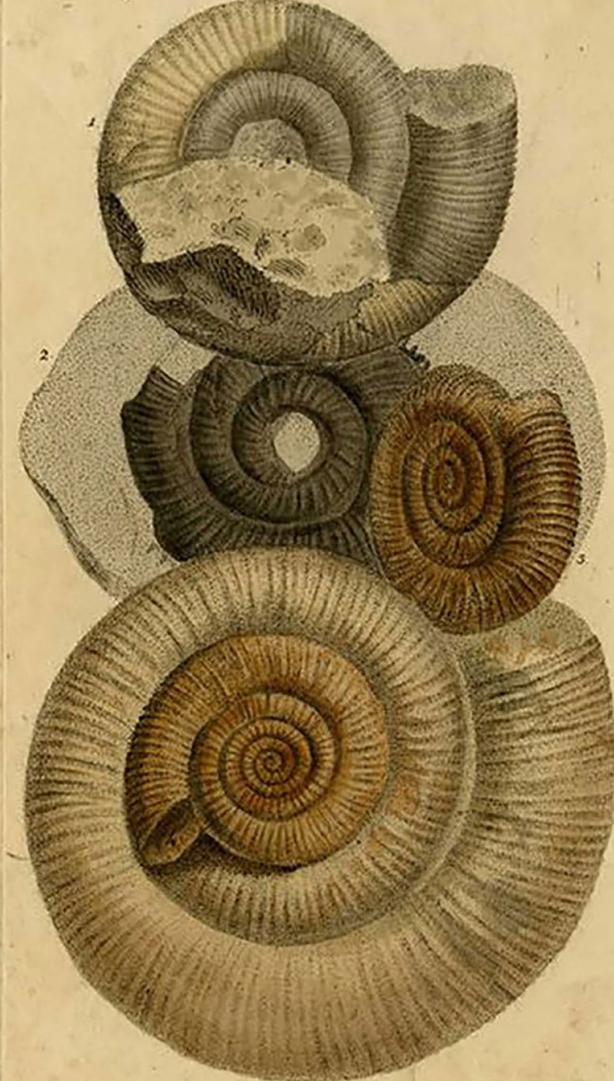
MOODBOARD

MATERIC
HANDMADE
SENSORY
TEXTURAL

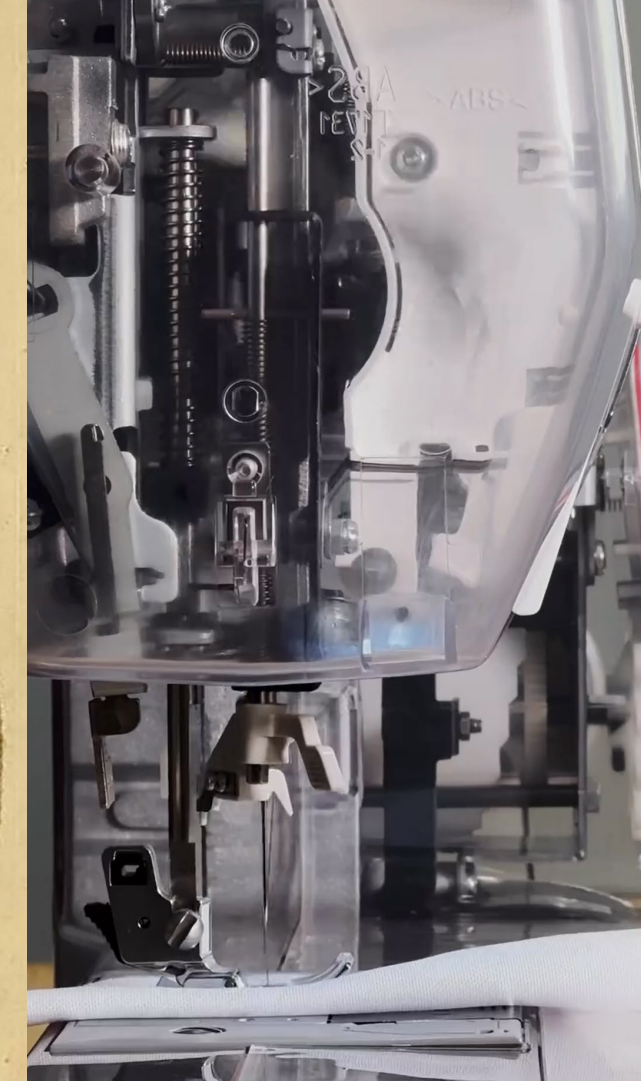




TEXTILE ARTEFACTS



ARCHEOLOGY INSPO



MACHINE MAKER



ASSEMBLED FRAGMENT



TEXTILE ARTEFACTS



ARCHEOLOGY INSPO



MACHINE MAKER



ASSEMBLED FRAGMENT

textile artefacts

#DRAPED APPAREL

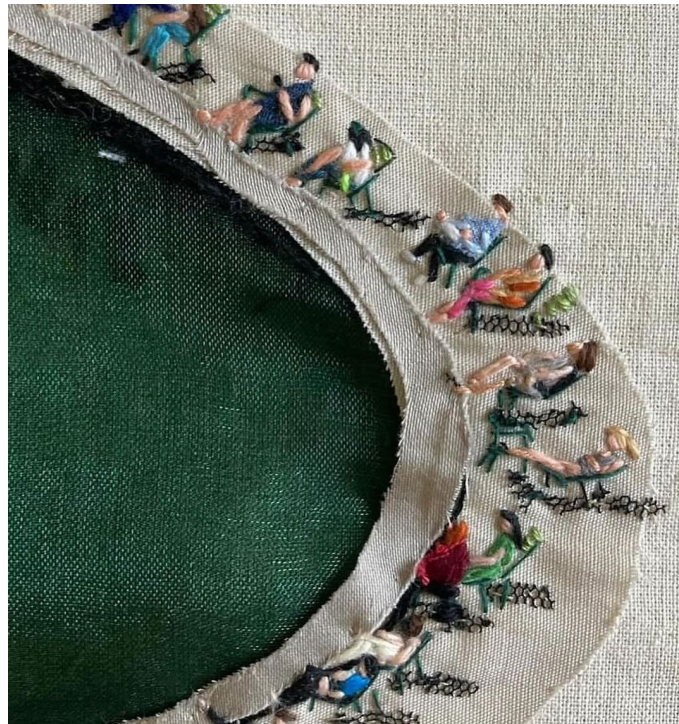


ELEGANT
DELICATE
WRAPPED



textile artefacts

#KNITTED CRAFTS



INTERWOVEN
COZY
WARMTH



textile artefacts

#HANGING OBJECTS



SUSPENDED
LIGHT
AIRY



textile artefacts

runways





TEXTILE ARTEFACTS



ARCHEOLOGY INSPO

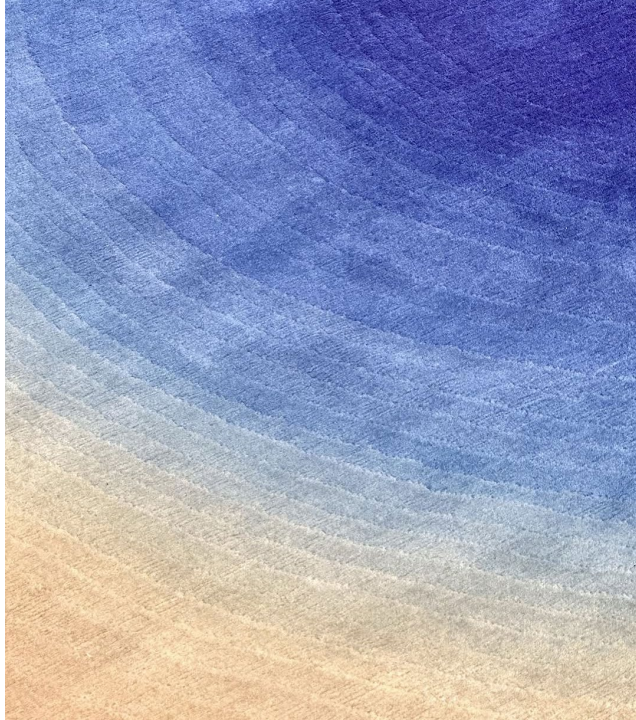


MACHINE MAKER

ASSEMBLED FRAGMENT

archeology inspo

#FOSSIL IMPRINTS

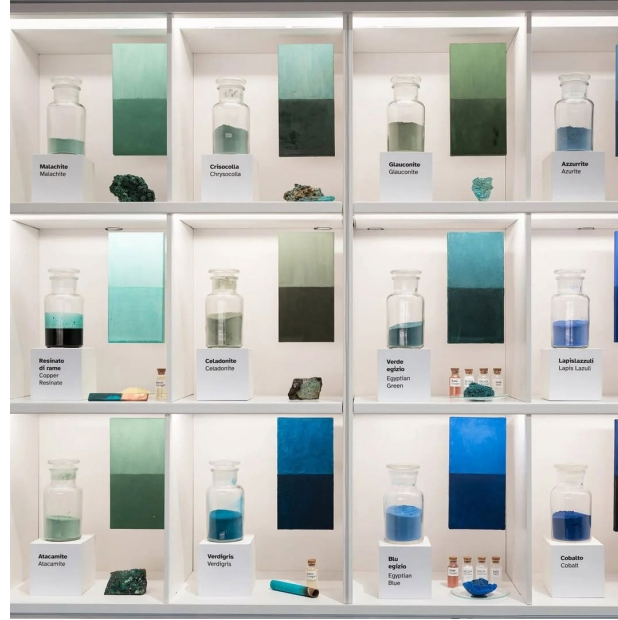


TRACE
EARTH
MEMORY



archeology inspo

#MUSEUM PIECES

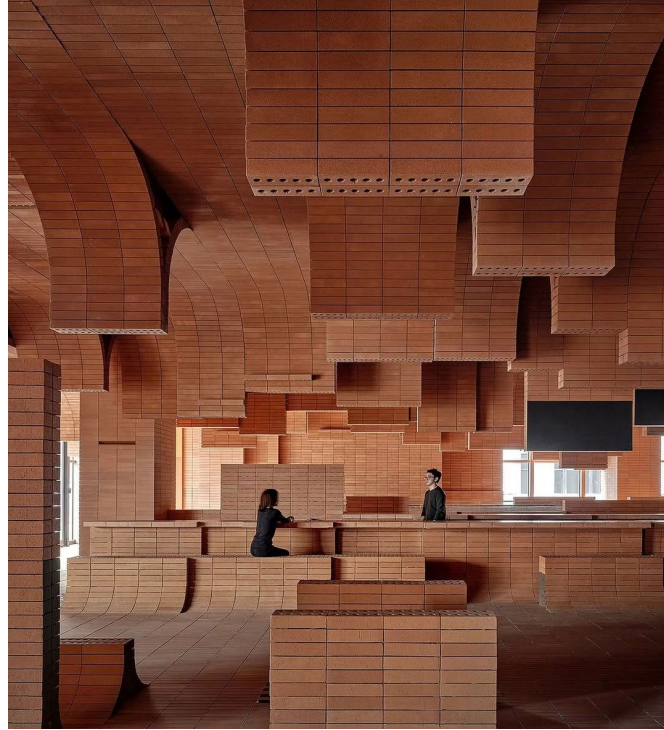


ARTIFACT
HERITAGE
WONDER

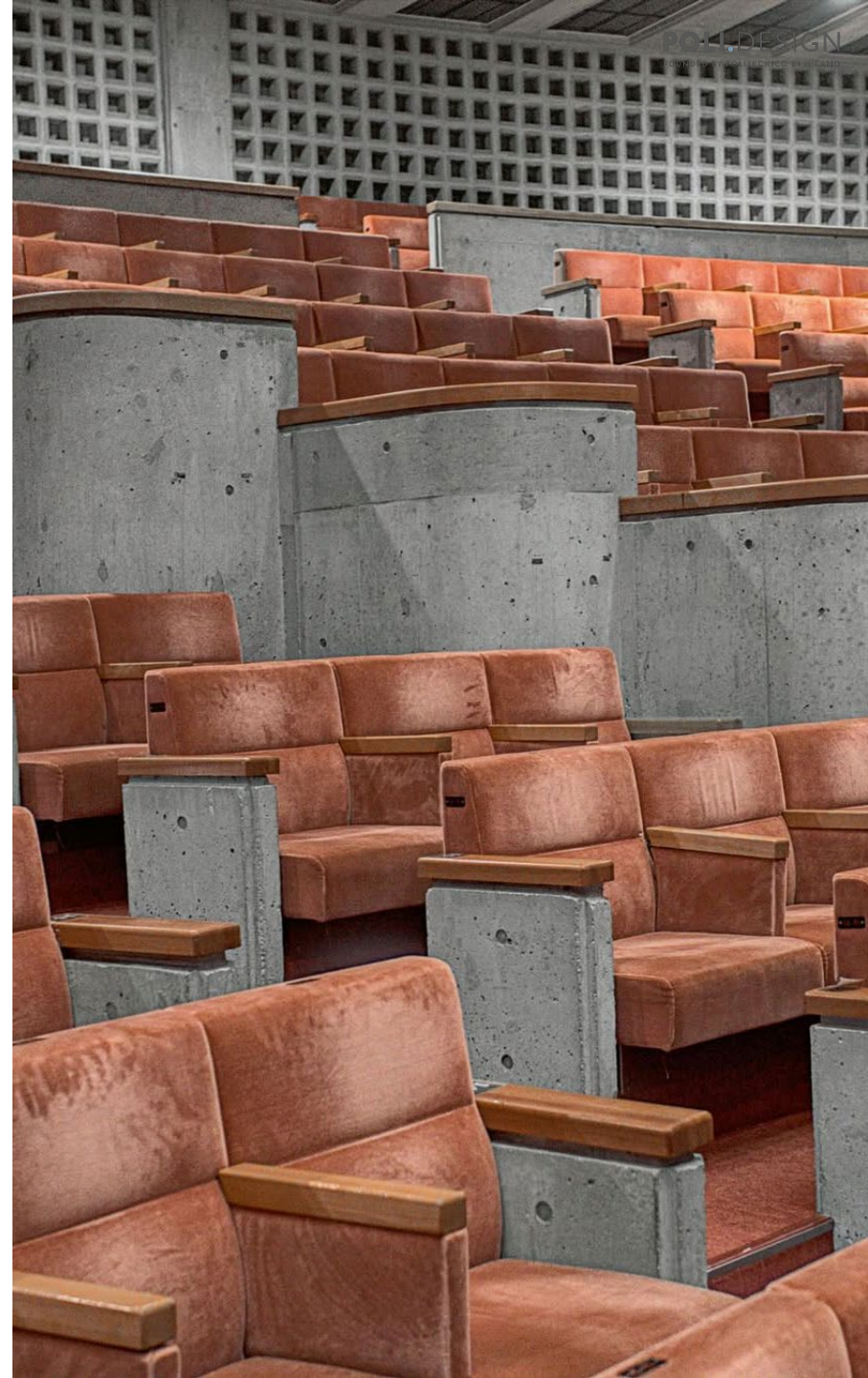


archeology inspo

#SUBTERRANEAN LAYERS



DISCOVERY
TREASURE
REVELATION



archeology inspo

runways





TEXTILE ARTEFACTS



ARCHEOLOGY INSPO



MACHINE MAKER



ASSEMBLED FRAGMENT

machine maker

#VISIBLE MECHANISM



INDUSTRIAL
FUNCTION
MOTION



machine maker

#B&W MARKS



TRACE
PRODUCTION
PROCESS

machine maker

#UNEXPECTED MODIFICATIONS

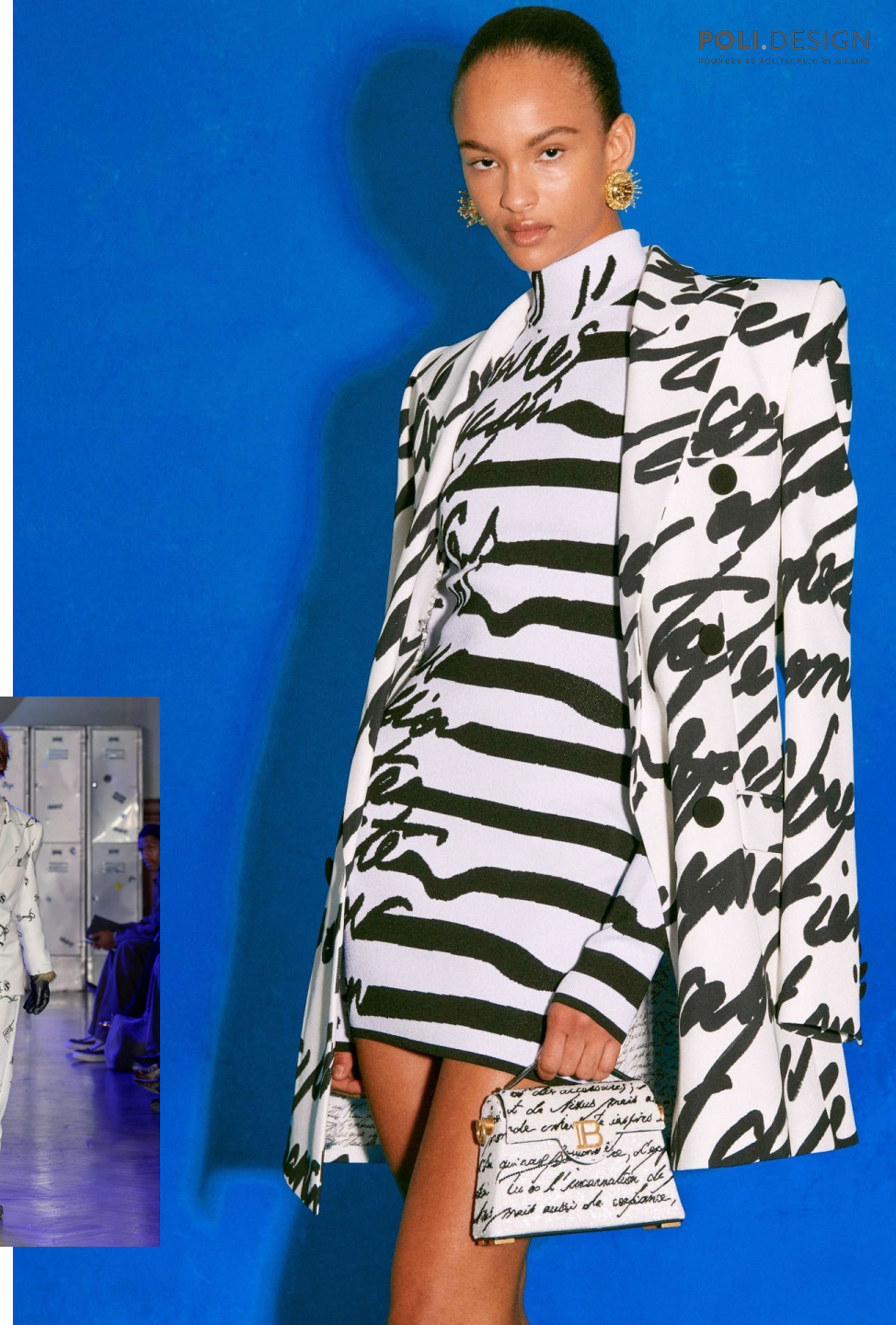


CHANGE
INTERVENTION
SURPRISE



machine maker

runways

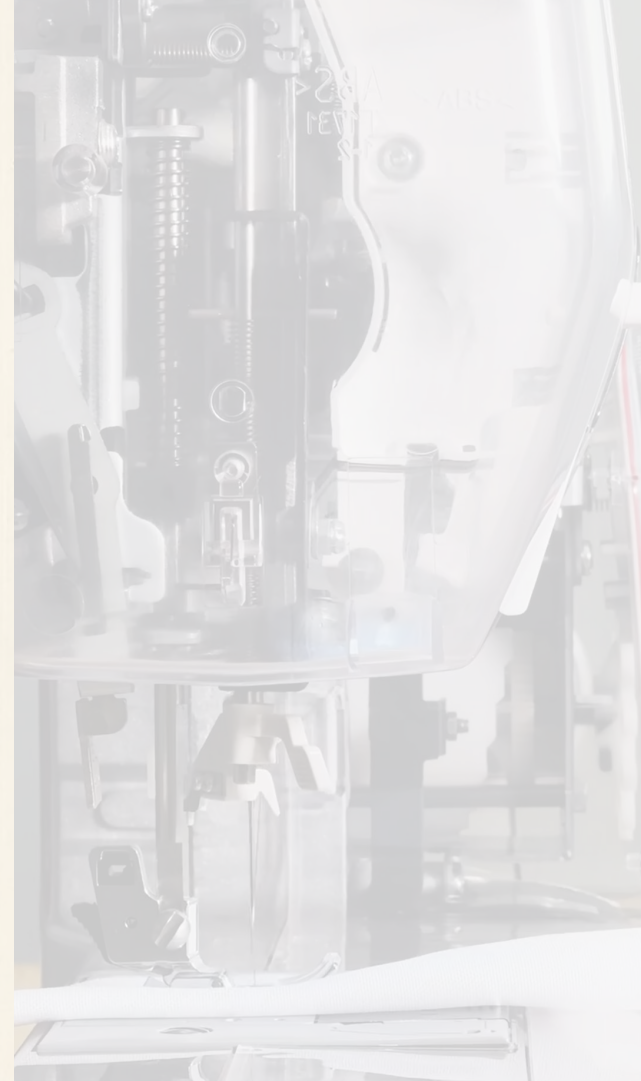




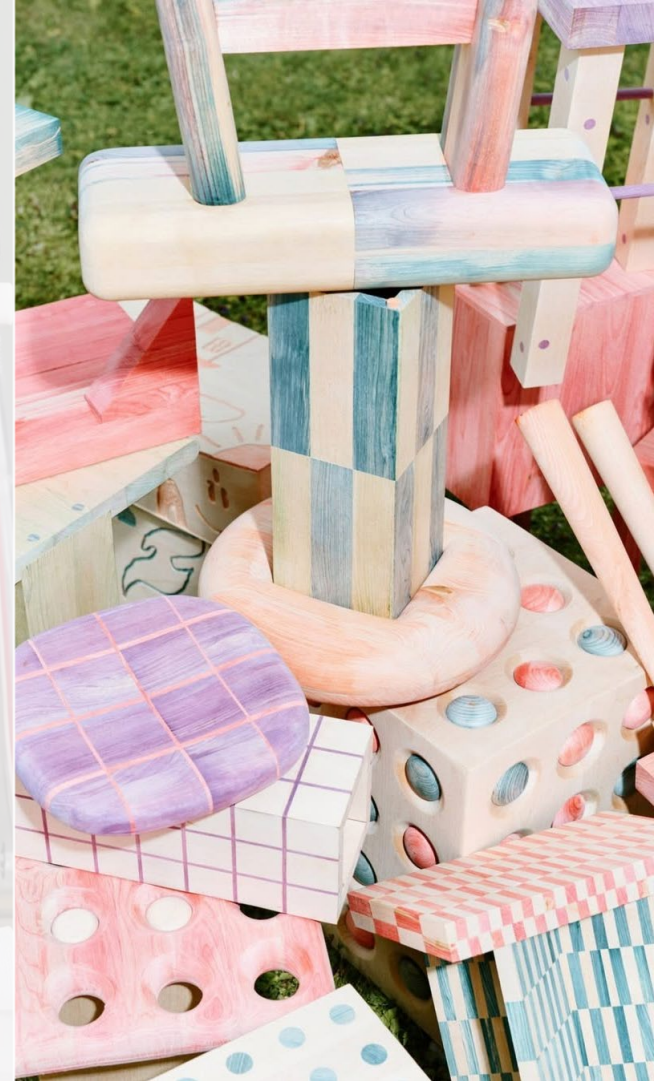
TEXTILE ARTEFACTS



ARCHEOLOGY INSPO



MACHINE MAKER



ASSEMBLED FRAGMENT

assembled fragment

#ACCUMULATE



CHAOS
ADDITION
WHOLE



assembled fragment

#MULTIPLY

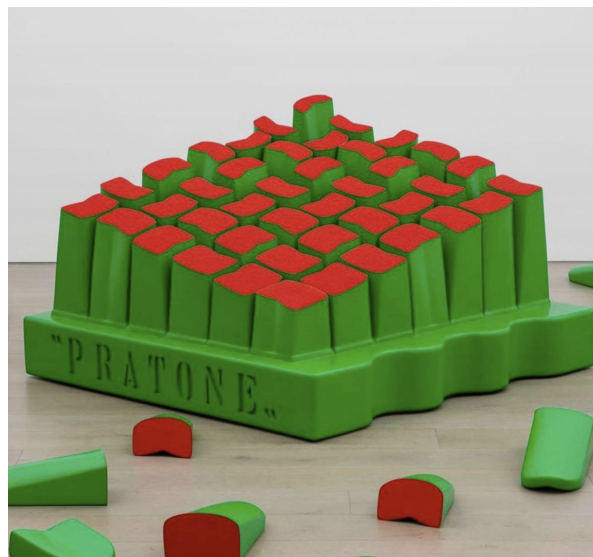


REPETITION
OBSESSION
AMPLIFICATION



assembled fragment

#CUT&DESTROY



REBELLION
RENEWAL
UNCONVENTIONAL

assembled fragment

runways





Zohar Fraiman, *Moi Sans Toi*, 2024 © Zohar Fraiman

MACRO 1

Cover



Alexander Parnassus, *“AN EYE FOR AN EYE FOR AN EYE”* © Alexander Parnassus

Lifestyle



Pieter Schoolwerth, *Supporting Actor*, Petzel Gallery, 2024 © Pieter Schoolwerth



Manuel Ocaña *FastCFurious Office*, Space designed by Pia Mendaro produced by @fastfuriosoffice for Clara Cebrian © Ph by Manuel Ocaña



Bonolo Kavula, Novelty, Southern Guild, 2024 © Bonolo Kavula via @artsy

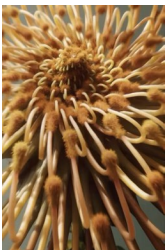


Isabel + Helen Studio, Windmills for Marco Ribeiro Kids Couture AW2024 © @iammarcoribeiro, @isabelandhelen



ERRXD by Karyna Budaieva, The doors just danced, 2024 © @errxd.jpg

Moodboard



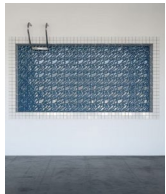
Zachary Darren Corzine, Faux Flora 05, 2024 © @zachdarren



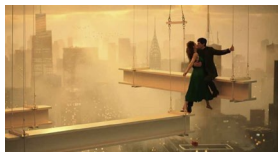
Bertozzi C Casoni. Non è quel che sembra, installation view, 2024 © Graziano Fantuzzi Fotoglamour



A compilation of animations by Annie “Ancho” Choi © @anchoponcho



Guillaume Grando, Mémoire de forme, 2024 © Ph by P.A.M.STUDIO



Cover Poste of Megalopolis directed by Francis Ford Coppola © Lionsgate

Microtrend 1_ NATURAL VISIONS



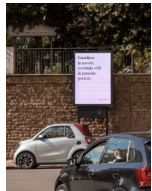
Gab Bois and Studio Sveja, Flower Bed, 2024 © @gabbois, @studiosveja



Paul Octavious, SqAir, 2024 © @pauloctavious



MSCHF X Fred Again, Cloud Tee, 2024 © @fredagainagainagainagainagain, @mschf



Numero Cromatico, Somnium, 2024 curated by Marcello Smarrelli © Ph by Andrea Donini



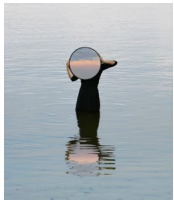
Sung Hwa Kim, Still Life with Jar and Moon, 2024 © @harpersbooks @ _sunghwa_



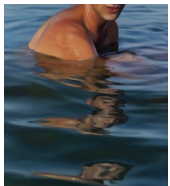
Lynzi Judish, Fridgescaping via Elle Décor Italia, 2024 © @lynziliving @elledecoritalia



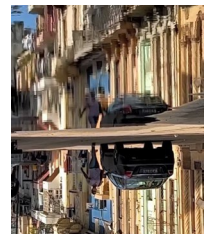
Studio Part, Reusable formwork, 2024 © Ph by Amber Vanbossel



Emilie Möri, Elusive series, 2024 © Emilie Möri @emiliemori



Christopher Hartmann, Water reflection I, 2024 © Ph by Deniz Nell Guzel



Sam Youkilis, 'reflections from my last visit to cuba', 2024 © @samyoukilis



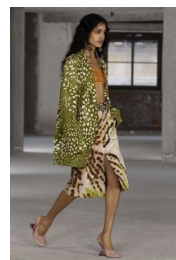
Diesel, Pre-Fall 2025 © Diesel



Backstage at Stella McCartney Spring 2025 Ready-to-Wear Collection at Paris Fashion Week © Vanni Bassetti WWD

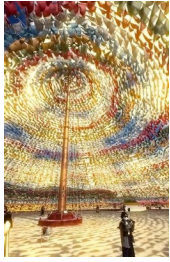


Louis Vuitton, Spring Summer 2025 © Louis Vuitton

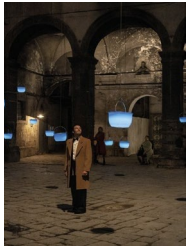


Dries Van Noten, Spring Summer 2025 © Dries Van Noten

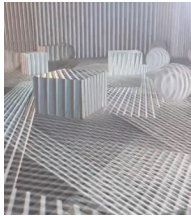
Microtrend 2_Optical mirage



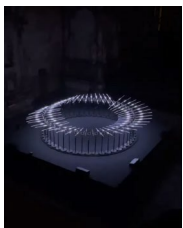
GirlChill via designboom, golden hour in xining city, qinghai province © @girlchill_naturelovers



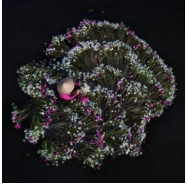
Scenes from Partenope directed by Paolo Sorrentino, via Living Corriere @livingcorriere © Ph by Gianni Fiorito



Carlos Cruz-Diez, Environnement Chromointerférent, Art Basel 2023 © Site-specific video installation presented by @galleriacontinua



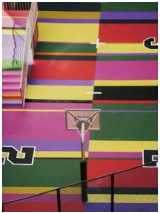
Collectif Scale, Flux, Vilnius Light Festival, 2024 © @collectifscale



Daniel Kordan, 'Woman collecting water lillies in the river,' Mekong River Delta, Vietnam,
@NautilusMag exhibition at #ArtBaselParis 2024 © Daniel Kordan



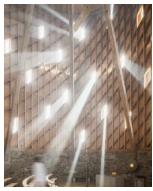
Ludovilk Myers, Tennis court painting around Perda De Sa Mitra, 2024 © @ ludovilkmyers



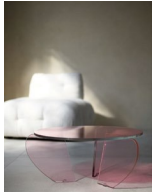
Pigalle Duperré Court, 2024 © Ph by Maxime Verret



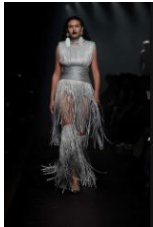
Hap Tivey, Helios IV, 2023 © @haptivey



RCNKSK architekti, chapel in southern Moravia, 2024 © Ph by Ondřej Bouška



Vuun Italia, 2024 © Vuun Italia via Artemest



Area, Fall 2024 Ready to Wear © Area



Noir Kei Ninomiya, Spring Ready to Wear 2025 © Noir Kei Ninomiya



Akris, SS 2025 © Akris

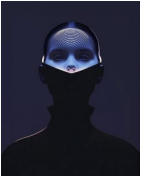


Gabriela Hearst, Ready to Wear SS 2025 © Gabriela Hearst

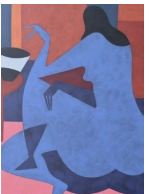


Zomer, Ready to Wear SS 2025 © Zomer

Microtrend 3_Changing Bodies



Xaind @cyberprompt, Vibrations, created with Luma AI © @cyberprompt



Parra, Noodle Soup, 2023 © @pietparra



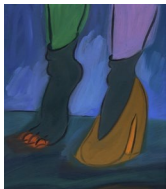
Fernando Botero, Ballerina alla sbarra, 1988, next exhibition at Palazzo Bonaparte © Palazzo Bonaparte



Niki de Saint Phalle Le Tre Grazie 1995-2002 © 2024 NIKI CHARITABLE ART FOUNDATION All rights reserved. Photo: Katrin Baumann



Zohar Fraiman, La Femme d'Argent, 2024 © Zohar Fraiman



Grace Mattingly, Monster Shoes, 2024 © Grace Mattingly



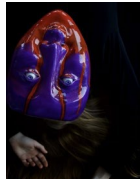
Alimi Adewale, Solitude's Serenity, 2024 © Alimi Adewale



Hugh Hayden, Fusion, 2024 © Hugh Hayden



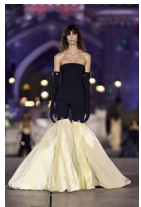
SH/Sadler, Fresh Meat, 2019 © @shsadler



Melissa Meier, Hanged Man, 2024 © Melissa Meier



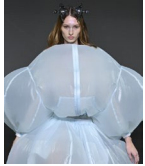
Balmain, Spring 2025 © Balmain



Coperni, Spring Summer 2025 © Coperni



Comme des Garçons, Spring 2025 Ready-to-Wear © Comme des Garçons



Anrealage, Spring 2025 Ready-to-Wear © Anrealage



Abra, Spring Summer 2025 © Abra

Microtrend 4_echoes of the future



Nothing, Phone (2a) Plus Community Edition, 2024 © Nothing



Gwon Osang, Reclining Figure, Gentle Monster store in Haus Nowhere Shanghai, 2024 © @gentlemonster



Joshua Ellingson, Elevator 2, 2024 © @ellingson.tv



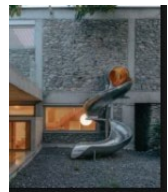
Testa, “Robotaxi” full autonomous car, 2024 © Tesla



Donaldson + Partners, Hill House Montecito, California © Donaldson + Partners, ph by Joe Fletcher



Naaman Marshall, still from the sci-fi horror film Alien: Romulus © Naaman Marshall



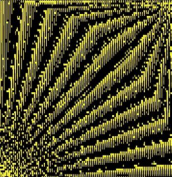
Cheng Zhi, house of bluff like a concrete ‘playground’ in a Beijing village © ph by Yumeng Zhu via Designboom



Magna Recta, Unprecedented Lightweight © @130_magnarecta



Magna Recta © @130_magnarecta



Julian Hespenheide's digital art © @julian_hespenheide



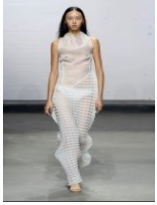
Prada Spring Summer 2025 © Prada



Maison Rabih Kayrouz Spring Summer 2025 © Maison Rabih Kayrouz



Junya Watanabe Spring 2025 Ready-to-Wear Runway © Junya Watanabe



Chet Lo Spring 2025 © Chet Lo



Moncler Genius Spring 2025 © Moncler

MACRO 2

Cover

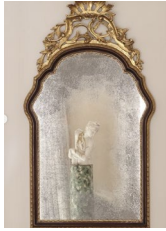


Jorge Mañes Rubio, Show Me That You Care, From the series Ceremonial Technologies, 2023 ©
Jorge Mañes Rubio

Lifestyle



Martin Creed, Work No. 3071, Peanut Butter On Toast, 2018 © Martin Creed via @artbasel



A mirror inside Violino d'Oro Hotel in Venice © @violinodorovenezia @artemest



Manuel Mathar, Canción íntima, 2024 © Manuel Mathar via @artsy



Villa Santo Sospir painted by Jean Cocteau, Saint-Jean-Cap-Ferrat © ph Adrian Gaut (@a_gaut) per Living Corriere



Moodboard



Seven Deaths, 2021 Pic from the film installation © Marina Abramović Courtesy of Marina Abramović Archives



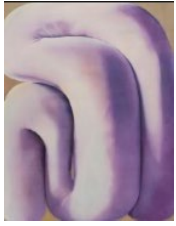
Leda Catunda, Sol Com Cérebro, 2023 © @ledacatunda via @artsy



KOOIJ, DIA52cm Wall Fresnel © @dirkvanderkooij



Jorge Mañes Rubio, New Prophets series © Jorge Mañes Rubio



C. Lucy R. Whitehead, Gush, 2024 © @c.lucy.r.whitehead via @artsy

microtrend 1_textile artefacts



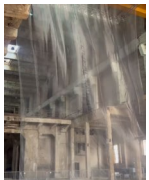
Œuvres sensibles, Sarah Espeute, Rideau-Chemise © Sarah Espeute



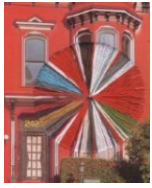
María Rec, Paper art / folded clothing Sandy Liang for Carton Magazine © María Rec



Egg, crispy cotton in little yellow and whirligig beetle © @eggtrading



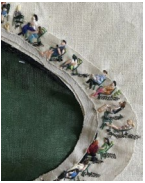
Boris Acket, Einder / Wind (2022), exhibited at @inotafestival, Budapest Hungary ©Boris Acket



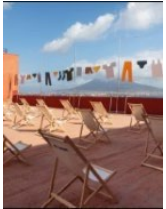
Natalie Ciccoricco, Embroidery artworks © Natalie Ciccoricco



Desire Moheb-Zandi, large-scale sculptural tapestries © Wentrup Gallery, Desire Moheb-Zandi via @artsy



Sandrine Torredemer, embroidery © @la__flature ph by @guillaumelavrut



Terrazza dell'Archivio di Stato, vista sul golfo di Napoli, during EDIT Napoli 2024 © ph by @ellerstudio



@keemmeenha, Tea brand T.b Graphic design © @keemmeenha



Sara Suppan, One Bright Day, 2024 © Sara Suppan via @artsy



Chloé, Spring 2025 © Chloé



Alaïa Winter Spring 2025 © Alaïa



Chanel Spring Summer 2025 © Chanel



JW Anderson RTW Spring 2025 © JW Anderson



Miu Miu Spring Summer 2025 © Miu Miu

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Annamaria Ajmon, I pianti e i lamenti dei pesci fossili, 24 - 26 ottobre 2024 © Triennale di Milano @triennalemilano @anna_maraja



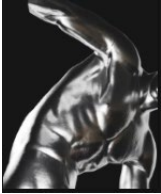
Artemest, Ombré Decor © Artemest



Marco Barotti, CLAMS, Italian Pavillion of the Gwangju Biennale 2023 © Marco Barotti



ICD University of Stuttgart, Wangen Tower, Landesgartenschau in Wangen im Allgäu 2024 © @icdstuttgart



Formafantasma with Daniel Bense, To My Ships, 2023 © @formafantasma



Museo Egizio di Torino, Materia. Forma del tempo exhibition © via @artribune



Ginori 1735, Manifattura Ginori © Ginori 1735



Paul Tulett, COLD COMFORT: Nago Civic Hall, Architect: OCHI Shiro, Completed 1985 © Ph by @brutal_zen



One Plus Partnership Limited, Haikou Coffee Bar project, 2024 © @onepluspartnership



Alessandro Mendini, Petite Cathédrale, in Io sono un drago. La vera storia di Alessandro Mendini exhibition © Triennale di Milano, ph by Delfino Sisto Legnani



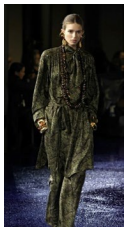
Hermès, Spring Summer 2025 © Hermès



Valentino Spring 2025 © Valentino



Etro Spring 2025 © Etro



Saint Laurent Spring 2025 © Saint Laurent

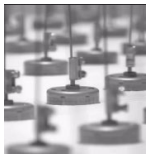


Bottega Veneta Spring 2025 © Bottega Veneta

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Transparent sewing machine © @shveynaya_tehnika via Designboom



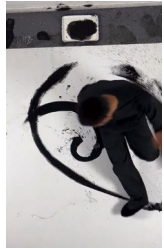
Studio Zimoun, Soundinstallation, Museum of Contemporary Art MoCA, Busan Republic of Korea, 2018 © Studio Zimoun



Paul Sietsema, Arrangement, 2024 © Paul Sietsema via @artsy



Stefan Visan, Untitled © Stefan Visan



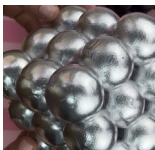
Kanti's performance via Designboom © @kantismovementlibrary



La Grande Bellezza - The Dream Factory by Starhotels and Elica Studio at Homo Faber in Città, L'Italia nel Cuore © @lagrandebellezzabystarhotels via @artribune



Darío Escobar's Obverse C Reverse LVII, 2023 © @artbasel



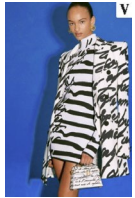
ASMR BOMBA © @asmrbomba1981



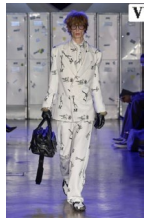
Francesco Ideale Vullo, Don't crack under pressure, adapt © @fra_vullo



Kz Kunta, only styrofoam asm © @kzkunta



Balmain Resort 2025 © Balmain via Vogue



Mains Spring 2025 © Mains via Vogue



Bottega Veneta Resort 2025 © Bottega Veneta via Vogue



Iamisigo Lagos Spring 2025 © Iamisigo via Vogue



Tibi Pre-Fall 2025 © Tibi via Vogue

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Studio Sløyd, series of "through-coloured" wood stools, exhibition Roggbif at Oslo boutique Sorgenfri © @studio.sloyd via @dezeen



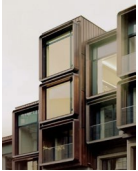
Laura Soto, "a few of my favorite pages in this recently finished piece" © @lauracatherinesoto



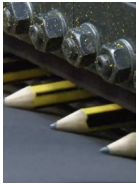
Leandro Colantoni, Il caffè a Palermo, 16.09.24 © @leandrocolantoni



Lola Dupré, Two Weeks In Dundee, 2024 © Lola Dupré via @artsy



Architecture studio BVN, 1970s brutalist Sirius building in Sydney, Australia © @bvnarchitecture



how pencils are perfected via Designboom © courtesy of @sciencechannel



Taku Inomata, experimental bandages © @inotac_db



OakOak street artist, “White Blue” © @oakoak_street_art



Antonio Lupi Design and Paolo Ulian, lavabo “Introverso” © @antoniolupidesign and @paoloulbian



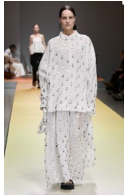
Mschf in collaboration with Gufram, Cut Pratone © Mschf, Gufram



Ashish Spring 2025 © Ashish via Vogue



Jawara Alleyne Spring 2025 © Jawara Alleyne via Vogue



CFCL Spring 2025 © CFCL via Vogue



Ludovic de Saint Sernin Spring 2025 © Ludovic de Saint Sernin via Vogue



Antonio Marras Spring 2025 © Antonio Marras via Vogue