

Project 4: Trend Forecasts

Swimwear S/S 27:

Four need-to-know trends that will influence women's swimwear trends in the year of 2027 in the style of WGSN

Valeria Rivera

09.14.24 10 minutes

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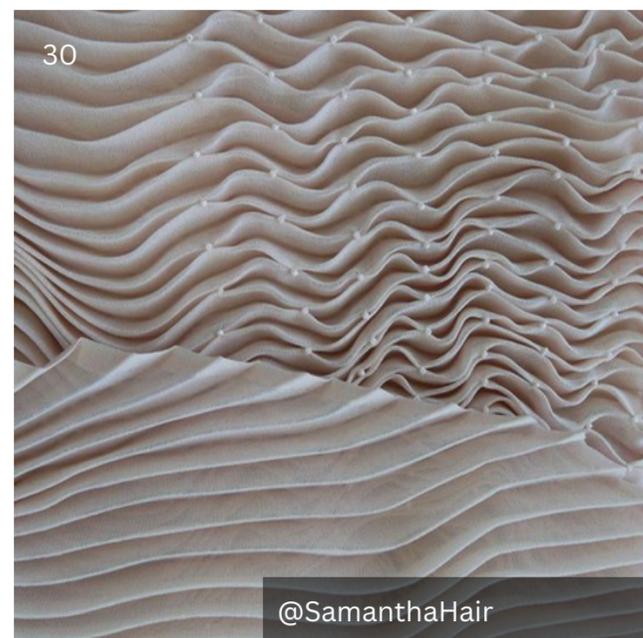


Baobab

Caro Top by Baobab

The need-to-know Trends for s/s 2027

Category: Women's Swimwear



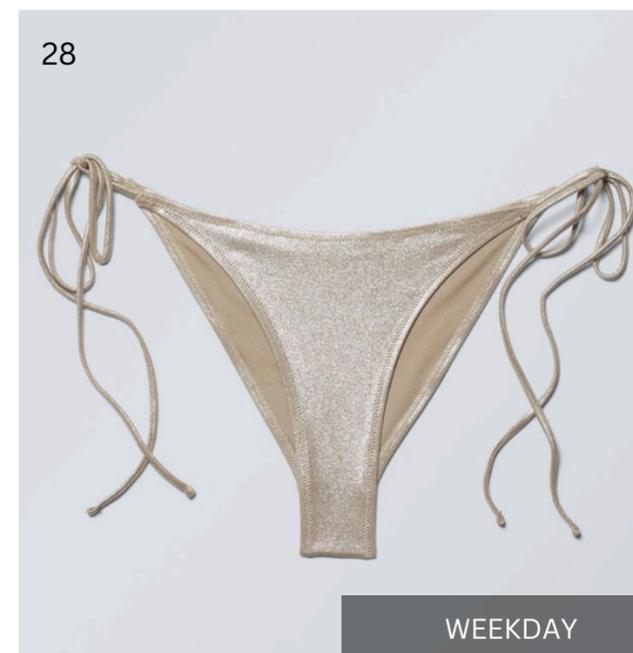
Textural Swim

Developing texture heavy fabric manipulations to elevate everyday swimwear design.



Beaded Tribe

Using metal and natural beads to create tribe-inspired bathingsuits.



Pearl Passion

An expression of femininity through swimwear inspired by pearls.



Notura Swim

Notura swim takes inspiration from earth's terrestrial scenery and cool tones.

01. Textural Swim

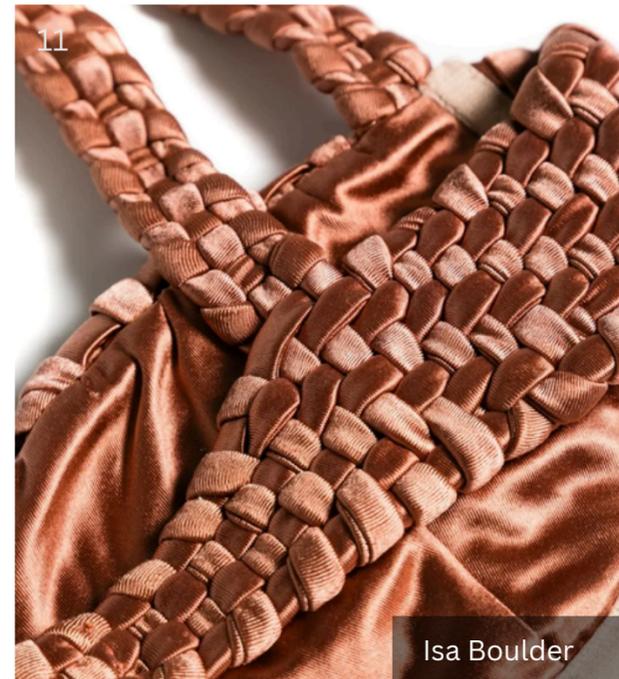
Taking advantage of spandex fabrics and elevating the design experience.

The concept: The increasing trend towards maximalism in the last years will impact the swimwear industry in 2027, leading designers to think out of the box to create textures with new and traditional techniques. Textures, fabric manipulations, and smocking can create different textures and sensorial experience of the wearer. Using surplus fabrics is one of the ideal ways to implement the sustainability, giving each piece a unique character.

Materials: Solid and pearlescent swim fabric, recycled nylon and recycled polyester, Econyl, Carvico and surplus swimwear fabrics.

Silhouette and styling: Simple symmetrical silhouettes will help balance the contrast of the fabric. Bias binding, chic hardware, and ties will help maintain a sleek design. Style with natural or sleek hair and with bold salt-water proof jewelry.

Drivers: Maximalism, Multi-Sensory, Craftsmanship, Hyper-Textural fashion.



Isa Boulder

Chevronweave bikini top by Isa Boulder on Farfetch



Lele Sadoughi

Woven Headband by Lele Sadoughi for Nordstrom.



Roberta Einer

Beaded Cotton Bralette by Roberta Einer for MYTHERESA



Liz Jaff

Abstract Sculpture Tease, by Liz Jaff



Lele Mar

Estrella Swim Top by Lele Mar



Purl Soho

Knit fabric by Purl Soho

02. Beaded Tribe

Honoring the divine feminine and earth's material elements.

The concept: Inspired by tribe fashion and maximalism, the beaded swimwear trend promises to create artistic swimwear that honors nature and its elements. Beaded Tribe will be an opportunity to showcase artisans from different parts of the world, helping their art to gain exposure. Gold hardware with and artisanal appeal can be placed to protect the wearer's body and help shape the piece.

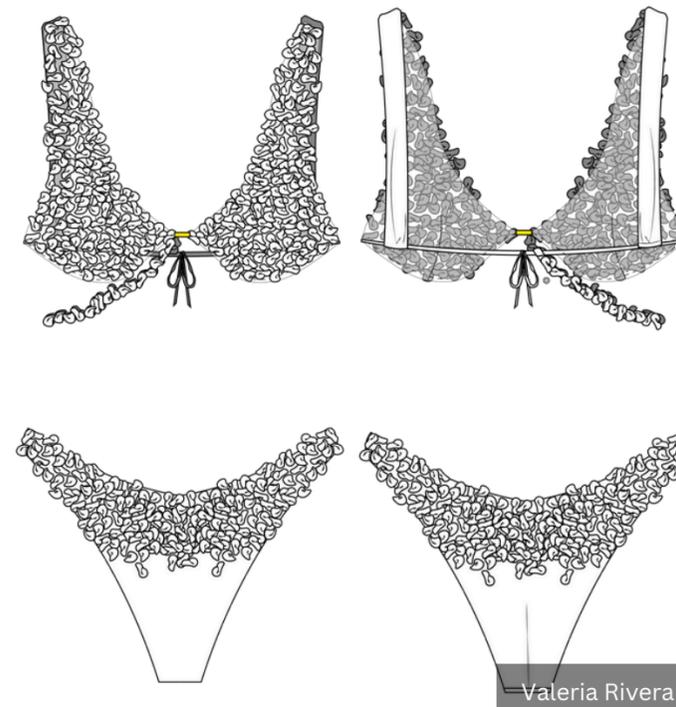
Materials: Onyx, gold, steel, dried coral, semi-precious stones, precious stones, quartz, transparent mesh, and recycled fabrics.

Silhouette and styling: The silhouette of this trend will be naturally loose and many designers may lean towards making asymmetrical designs. Style the pieces with neutral make up, a neutral lip, a sleek hairstyle or natural hair. This trend is an opportunity to wear bold hair accessories.

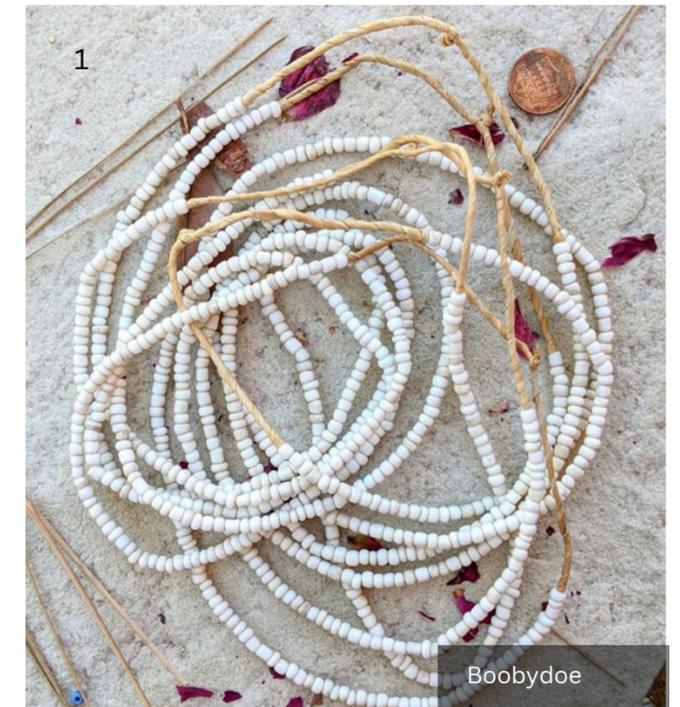
Drivers: Multiculturalism, Maximalism, Craftsmanship, Mixing Materials.



Statement piece by Misho, named *Halterneck Body Piece*. crafted with 22k gold and heated red coral



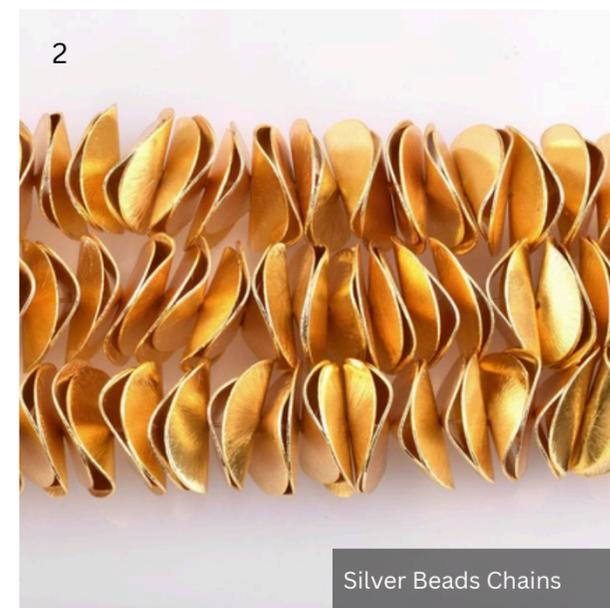
Beaded V-Neck swim by Valeria Rivera for WGSN



African Goomba Beads by Boobydoe



Ruthie's Saguario, Verticals for Flickr. Saguro cactus with unusual pattern formations.



SilverBeadsChains supplier sells copper spacers for jewelry.



Cleonie, Venice Kini for Beach Luxe. 80% recycled nylon.

03. Pearl Passion

Taking inspiration from nature's glistening objects, creating nostalgic yet elegant swimwear.

The concept: In 2027, designers will materialize their affinity for femininity and softness through the use of pearls and shells.

Materials: Pearlescent swimwear fabric in neutral colors, fresh water pearls, mother of pearl material, iridescent fabric, pearlescent organic-looking hardware, and dainty hardware.

Silhouette and styling: Style Pearl swim with textured coverups that have pearl embellishments. Use dainty jewelry in yellow gold material. This trend is an opportunity to elevate makeup by adding silver highlighter or pearl stick-ons. Silhouettes will be mostly fitted with an underwire. Add loose fabric ties, braided ties, and shell charms to create texture.

Drivers: Soft-living, Maximalism, Divine-Feminine, Mermaid Nostalgia.

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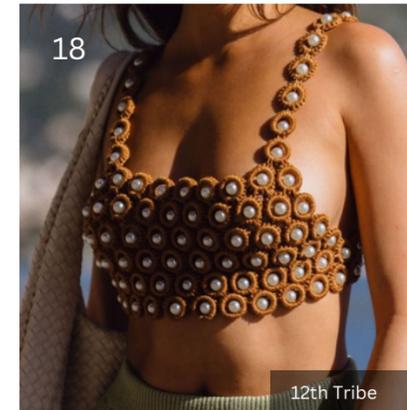
Isa Boulder

Knotted Underwire Cup Bikini Top in Silver by Isa Boulder



Pin by Endless Summer on Pinterest

18



Mon Tresor Crochet Pearl Crop Top by 12th Tribe

32



Pearlised Nautilus Sea Shell by Zazzle

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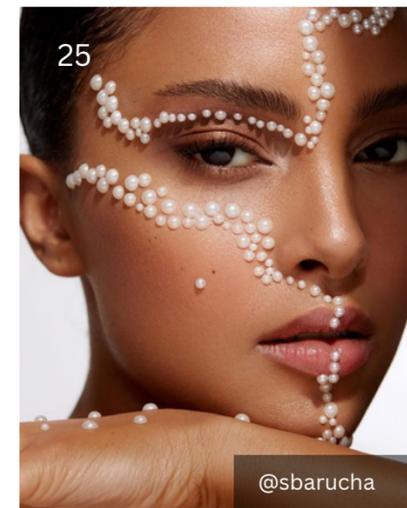
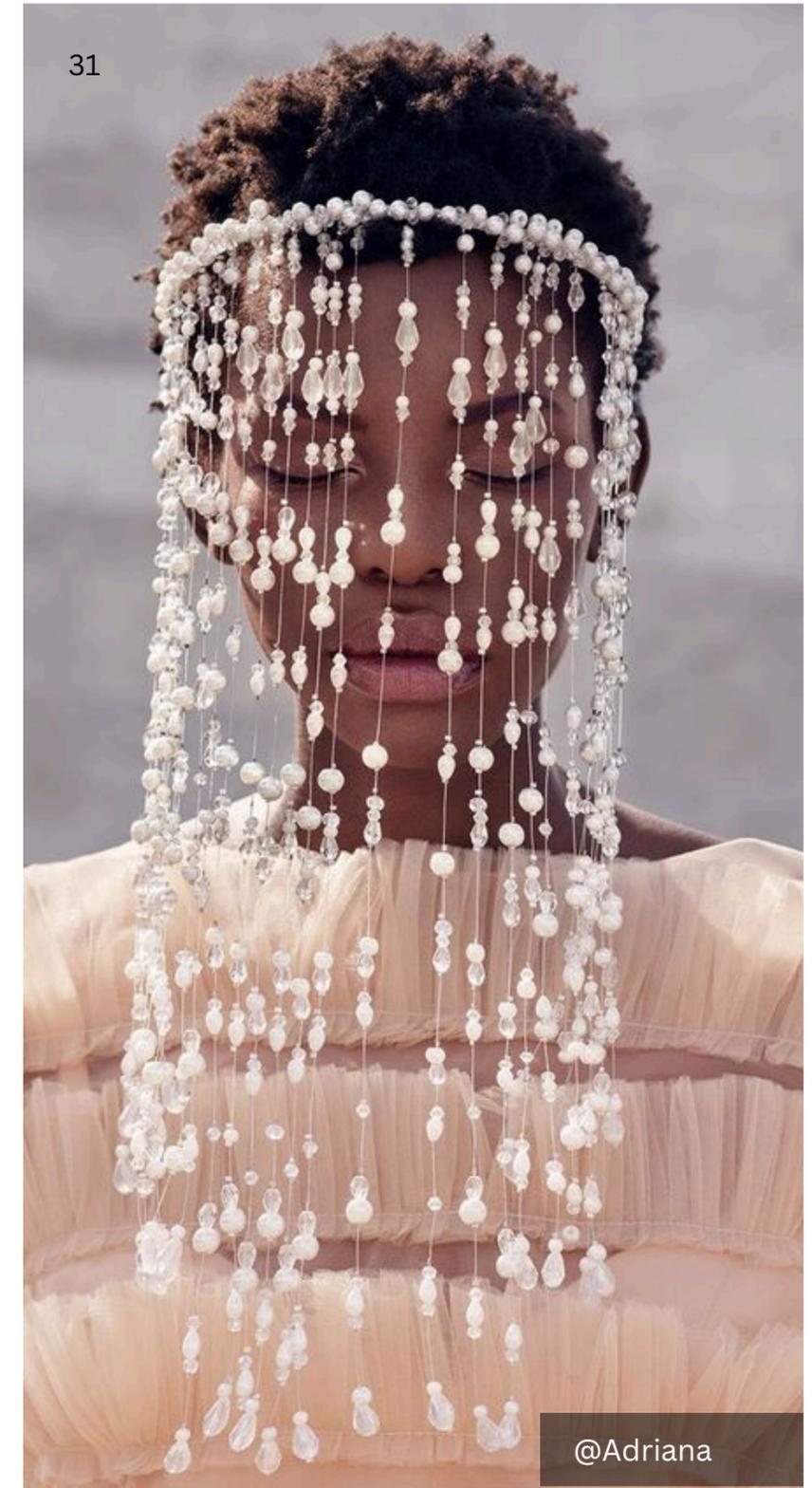


Image captured by Sven Barucha beauty photographer.

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Pin by Adirana on Pinterest

04. Notura Swim

Inspired by northern colors and nature's humid textures.

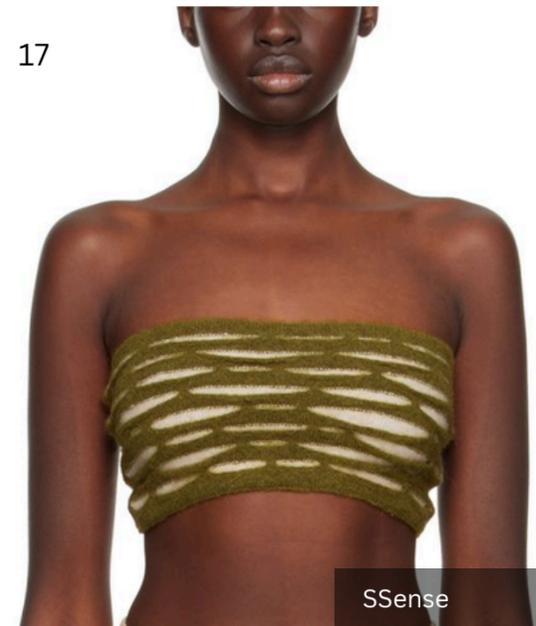
The concept: Notura Swim diverts from tropical-inspiration and seeks to understand the impact of greenery in nature's landscapes. Through textural fabrics and knits, designers will be able to embody a cold undertone and mosslike structures. Fabric scraps may be used to create rigid embellishments.

Prints and graphics: Abstract prints and patterns that are mostly colored in dark green and blue with sporadic details of pastel pink or purple. Shibori and dye techniques may be digitally manipulated to create eccentric prints.

Materials: Recycled fabrics and fibers, cut out swimwear fabric, silk, swimwear leather details and bias finishes. Solid fabrics may be combined with sheer fabrics. Silver hardware.

Silhouette and styling: Asymmetrical Silhouettes inspired by nature. May be styled with gold or canvas fabrics. Style hair naturally or braided. Use bold shoes and bags in neutral tones or the Notura Colors.

Drivers: Multiculturalism, Print-clashing, Northern Fashion.



17

SSense

Kahki and Of white Animal Camisole by RUI. Made with pearls and stretch nylon blend.



3

My Fabrics

Emerald Velvet fabric by Shop my Fabrics



21

Cotton Citizen

Rio Maxi Dress by Cotton Citizen



29

Melanie Miller

Moss by Melanie Miller, 2020, Oil on Gesso Panel



14

Mango

Fringed Clutch Bag by Mango. made with paper cotton and polyester.



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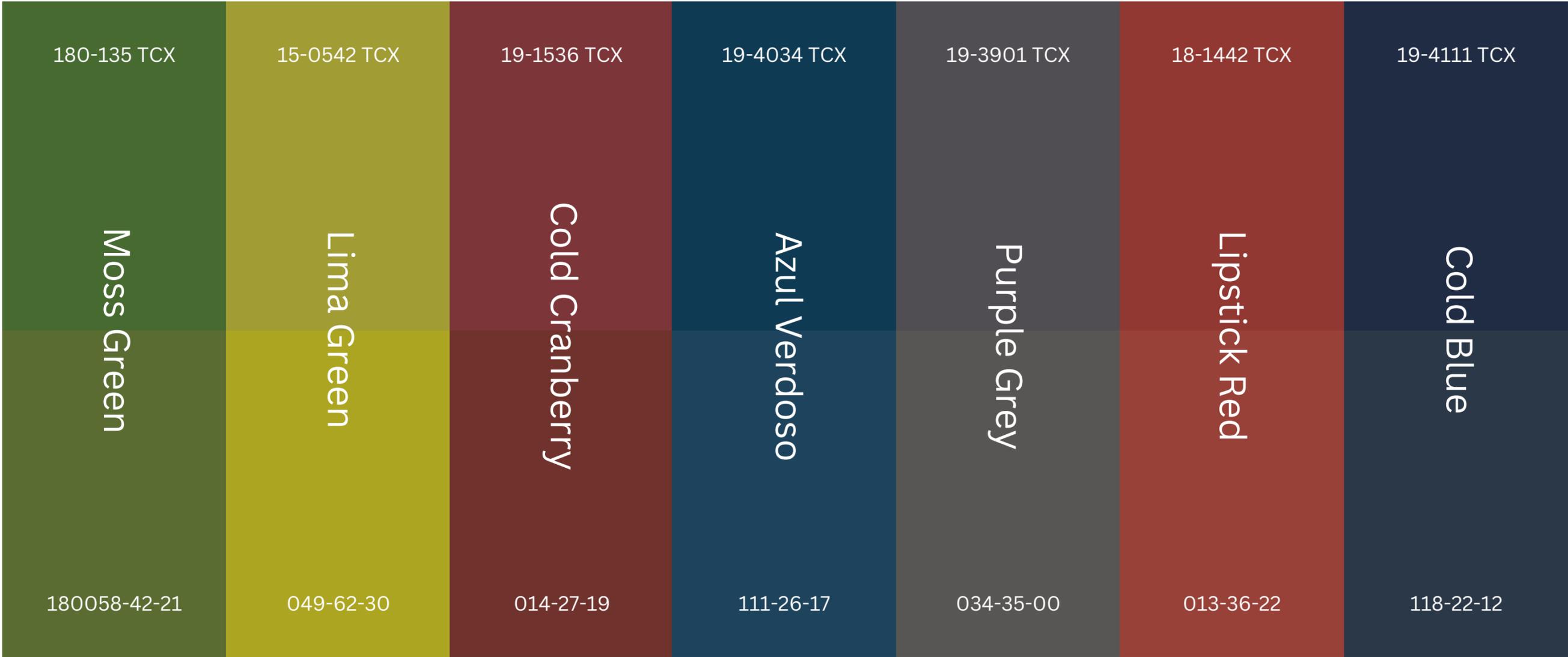
@黄蛋

Pin by @黄蛋 on pinterest

Colour

Notura Swim Colors S/S 2027

Colors inspired by northern dark tones, Mystic landscapes, and humid natural elements.



Action Points

1

Understand material behavior to create innovative design

Experiment with fabric manipulations, sustainable dye techniques, implement new materials, and find silhouettes that speak to the design concept.

2

Capitalize on Maximalism

Take advantage of maximalist trend to make additional products such as accessories, hair accessories, add-on's and resort wear

3

Use storytelling to create emotional connection

Use social media and marketing content as a way to carry out the concept story. Elevate the beach and swim experience through fashion.

Appendix

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