

Trend FW26

# Buying guide

for  
retailers



Use this guide  
and spot **bold  
statement pieces**  
at Trademart

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RESEARCHED THESE TRENDS AT TRADEMART

**Spot the items that  
stand out and give your  
assortment more character**



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moving retail forward

Minimalism makes  
room for more  
**expression.**

FW26 revolves  
around **personality**  
and **daring to  
stand out.**

Consumers choose  
a **style with  
character.**

# 1. What key trends are we seeing this autumn?



- **Color as a statement**  
Deep tones and bold combinations are replacing neutral palettes
- **Pattern play**  
Prints are mixed instead of being coordinated
- **Sculptural shapes**  
Objects and items with a striking, almost artistic character
- **Mix of textures**  
Soft, glossy, rough, and matte combined into one cohesive whole
- **High-quality quirky finishes**  
Playful objects where creativity and craftsmanship come together

## 2. How do you bring this to life in your store?



- Work with **layered presentations** instead of individual products
- Combine **different styles** within one setting
- Place **statement pieces at the center** as eye-catchers
- Use **quirky items** as accents among timeless basics
- Think in **atmospheres and stories**, not individual products

### Retail tip

Show combinations that customers wouldn't immediately create themselves. Inspiration lowers the barrier to choosing something more daring.

## 3. Concrete tips from Jordy



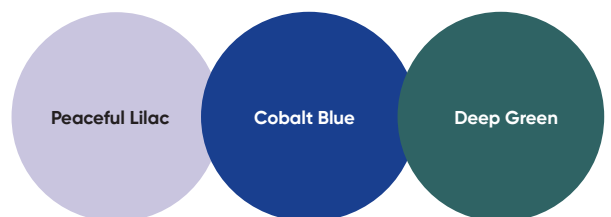
### Tip 1 – Start small

Experiment with accessories such as vases, lamps, bags, or shoes. This adds character without major risks.

### Tip 2 – Feel the difference

Material makes the difference. Choose pieces where you can immediately feel the quality, such as real leather, ceramics, or linen. Texture and imperfection add character.

## 4. The colors for FW26



## 5. Buy these trend products at Trademart



Porcelain pigeon  
Manta Design • Level D:  
S Dakar 116



Twins sneakers  
Distribution • Level  
F: Frankfurt 032



Prefix table lamp  
Design • Level D: S  
Dakar 117-118



Lemon vase  
Decostar • Level  
D: E Dijon 331-334



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