

2027 SS

# 春夏流行色彩趋势

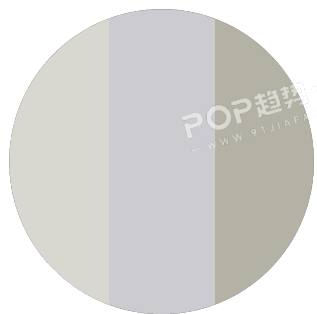
COLOR TREND

COLOR  
EVOLUTION

色彩演变

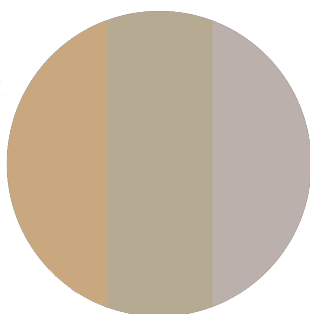
# 色彩演变

POP FASHION 发布的2027春夏的10个关键色相组是在对比在2026春夏和26/27秋冬提出的流行色相的基础上进行演变，通过结合新的色彩观察，数据分析以及整合时尚业内基础调研、消费者数据、美学方向等，囊括了人文艺术、政治、经济、环境、科技、生活方式、创造性等方面来提取并预测符合我国服装行业的本季色彩趋势。



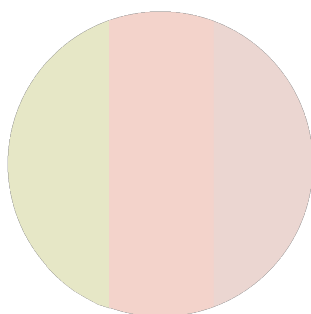
1.Mono/无彩色

12-4300 TPG  
14-4201 TPG  
15-6307 TPG



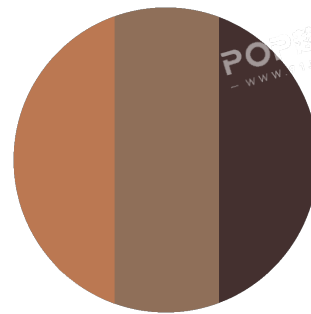
2.Neutrals/中性色

15-1225 TPG  
15-1115 TPG  
15-4504 TPG



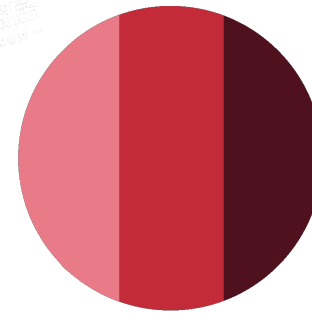
3.Pastel / 粉彩色

12-0607 TPG  
13-1407 TPG  
12-1505 TPG



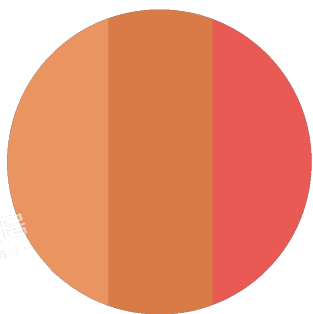
4.Brown / 棕色

16-1439 TPG  
18-1030 TPG  
19-1518 TPG



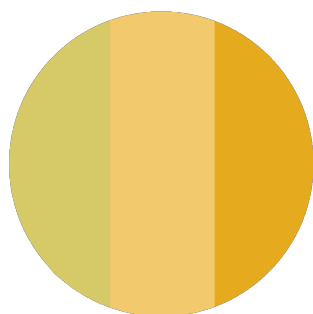
5.Red / 红色

16-1731 TPG  
18-1660 TPG  
19-1725 TPG



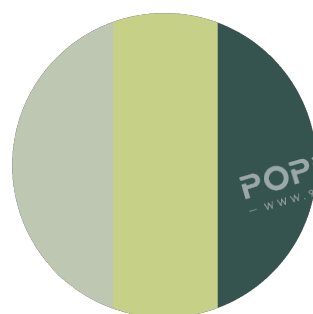
6.Orange / 橙色

15-1242 TPG  
16-1350 TPG  
17-1656 TPG



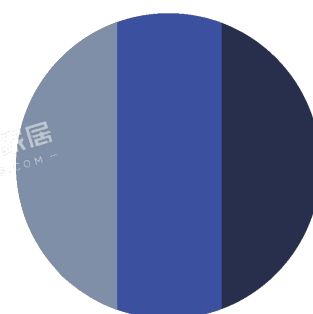
7.Yellow / 黄色

13-0640 TPG  
12-0758 TPG  
15-0956 TPG



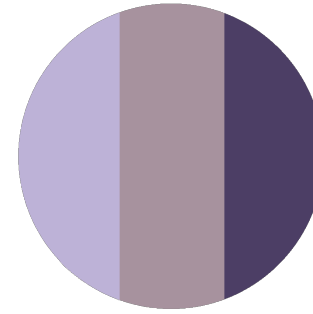
8.Green / 绿色

13-0210 TPG  
13-0530 TPG  
19-5232 TPG



9.Blue / 蓝色

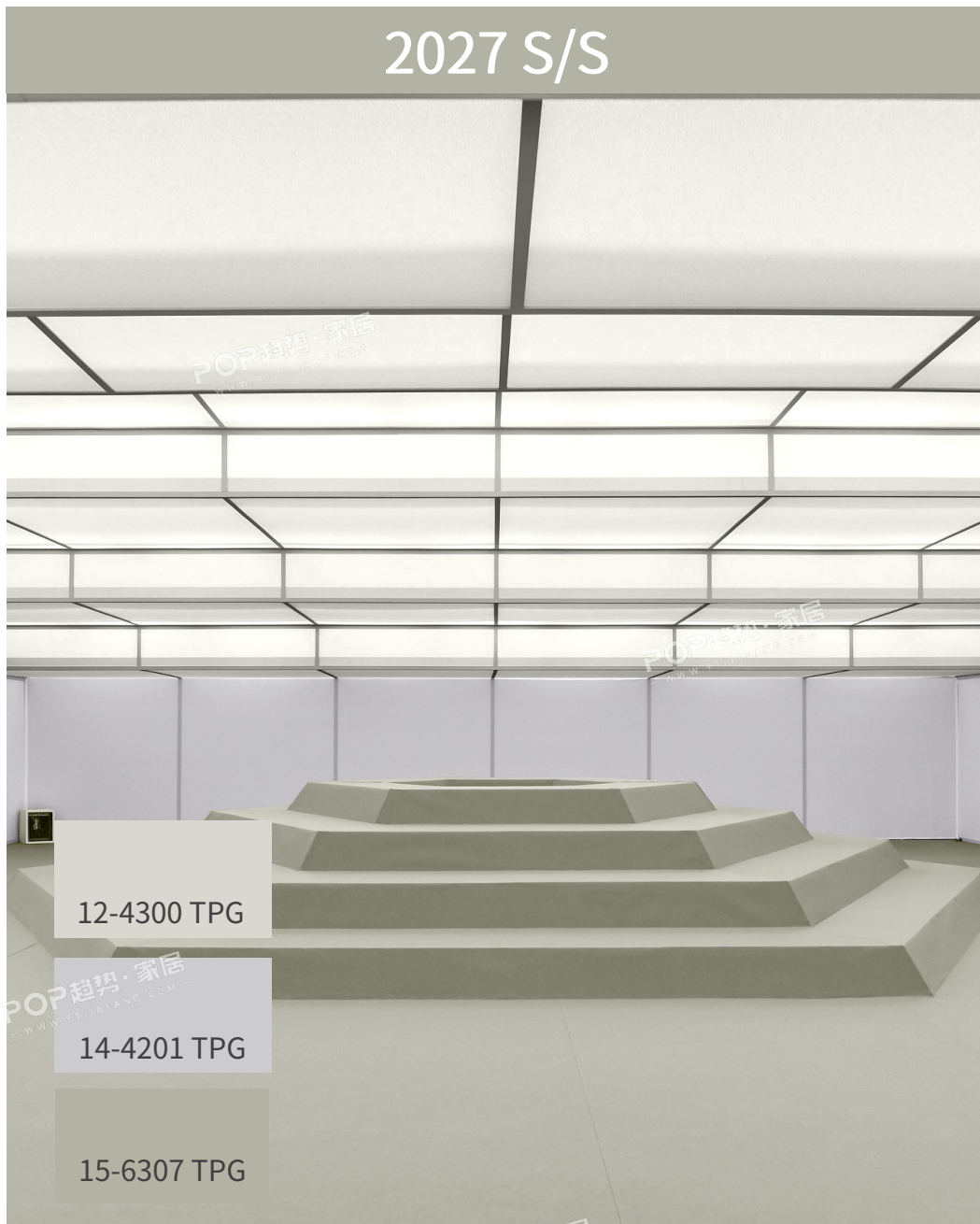
16-4023 TPG  
18-3949 TPG  
19-3933 TPG



10.Purple / 紫色

14-3715 TPG  
16-3304 TPG  
19-3750 TPG

# 色彩演变 -- 无彩色系



## 1. Mono / 无彩色

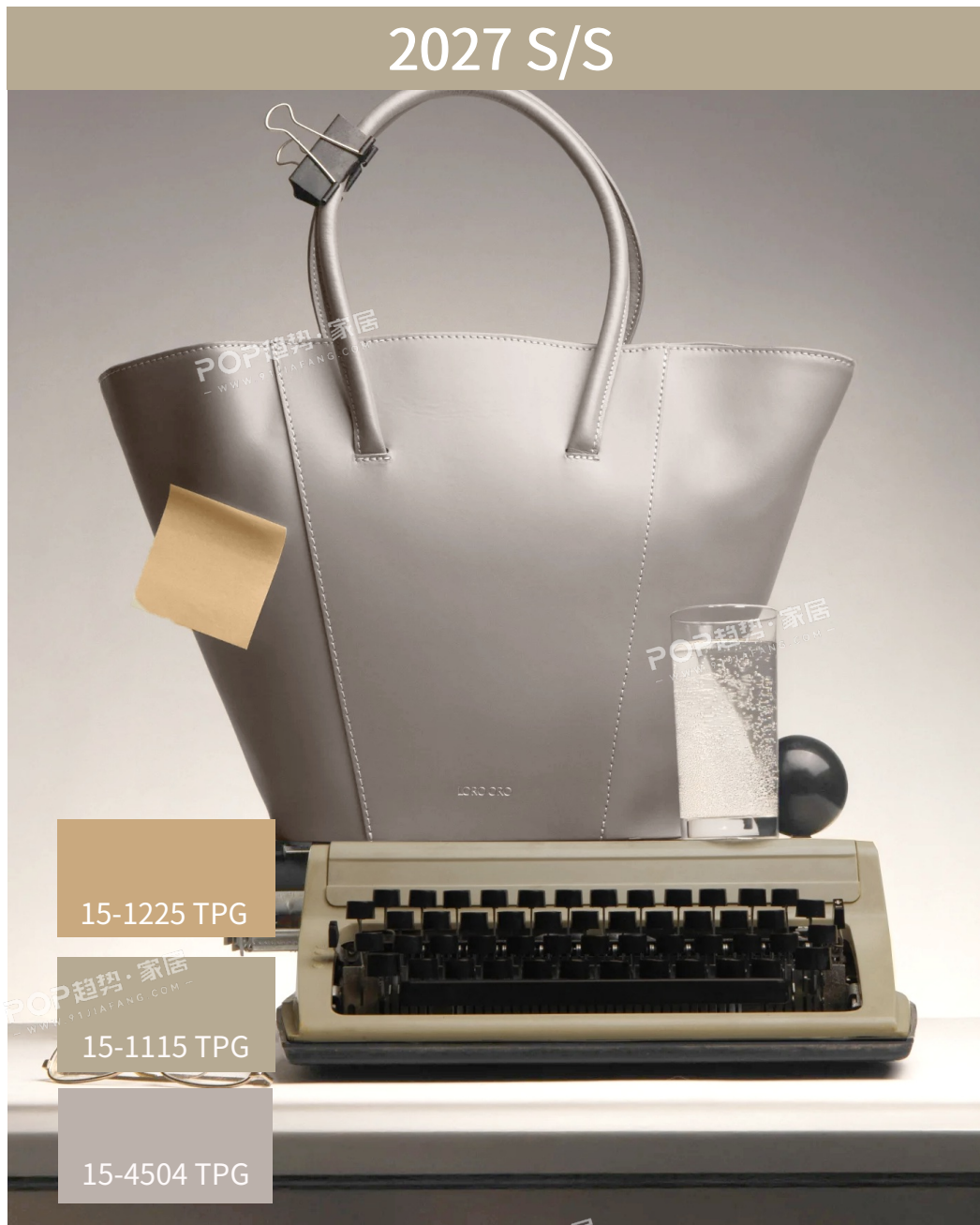
2026 S/S 无彩色受科技与工业的影响，呈现出五彩斑斓的灰调视觉，极具包容性与适用性。26/27 A/W 无彩色进一步向内收敛，构建出一个冷静、深邃并富有张力的精神空间。2027 S/S 受到松弛商务与舒适通勤的风格影响，整体过渡更加柔和，展现出平和的静谧氛围。

The achromatic color of 2026 S/S is influenced by technology and industry, presenting a colorful gray-toned vision, which is extremely inclusive and applicable. 26/27 A/W achromatic tones continue to recede inward, shaping a calm, profound, and tension-filled spiritual space. Influenced by relaxed business and comfortable commuting, 2027 S/S features a softer transition and a peaceful, quiet aesthetic.



# 色彩演变 -- 中性色系

2027 S/S



15-1225 TPG

15-1115 TPG

15-4504 TPG

## 2. Neutrals / 中性色

2026 S/S 从自然砾砾中汲取灵感，以温柔的暖调卡其色相呈现，通过覆盖多品类的实用属性诠释长期主义的趋势。26/27 A/W 中性色系延续柔和温润的基调，在自然与工艺之间寻求一种更具深度的内在连接，鼓励人们在多变世界中维持心境的稳定与从容。2027 S/S 以更模糊的色彩倾向平衡工作与生活仪式感，在维持多场合穿着的同时，追求在多场合场景中平和地展示自我。

In 2026 S/S, it draws inspiration from natural gravel and presents it in gentle warm khaki tones, interpreting the trend of long-termism through practical attributes. 26/27 A/W neutrals maintain a soft and gentle tone, seeking a deeper connection between nature and craftsmanship, encouraging inner stability and composure in a changing world. 2027 S/S balances work-life rituals with blurred color tendencies, allowing for seamless multi-occasion wear while promoting a calm self-expression across diverse settings.

2026 S/S



12-1306 TPG

16-1331 TPG

17-0808 TPG

26/27 A/W



13-0715 TPG

14-1307 TPG

16-1213 TPG

# 色彩演变 -- 粉彩色系

2027 S/S



## 3. Pastel / 粉彩色

2026 S/S 展现了灰调的覆盖与粗砾感的融合，水粉色展现了丰富的多面性，营造了一种淡雅且清新的氛围。26/27 A/W 水粉色展现出更加灵动的构成方式，在虚拟想象与复古现实之间游移，打造了一种仿若童梦却又带有实验性的趣味美学。2027 S/S 强调了粉色系在本季色盘中的重要地位，以轻松柔和的氛围展现夏日休闲。

In 2026 S/S, it shows the fusion of gray tone coverage and rough texture, while water pink shows rich versatility, creating an elegant and clear atmosphere. 26/27 A/W pastel hues take on a more fluid composition, drifting between virtual imagination and vintage reality to create a whimsical yet experimental aesthetic reminiscent of dreamscapes. The 2027 S/S collection emphasizes the significance of pink tones, delivering a soft and effortless aesthetic that captures summer casualness.



# 色彩演变 -- 棕色系

2027 S/S



16-1439 TPG

18-1030 TPG

19-1518 TPG

## 4. Brown / 棕色

2026 S/S 则呈现更加明亮的视觉，运用不同材质叠加续写时尚传奇，彰显活力与高级质感。26/27 A/W 岩石的粗粝质感与工业光泽形成细腻过渡，仿佛大地的低语与工业的轰鸣在时光中交织，沉稳、深邃，却又充满现代感。2027 S/S 以平和顺滑的质感展现商务风格对于低饱和棕色系的应用，以简约美学体现纯粹精神。

The 2026 S/S presents a brighter vision, using different materials to continue writing fashion legends, highlighting vitality and high-end texture. 26/27 A/W presents a refined transition between the raw texture of stone and industrial sheen—like the earth's whisper intertwining with the hum of machinery—anchored, deep, and distinctly modern. The application of low-saturation browns in 2027 S/S business styles emphasizes a peaceful, fluid texture, reflecting a minimalist aesthetic for a sense of purity.

2026 S/S



17-1227 TPG

18-1249 TPG

19-0915 TPG

26/27 A/W



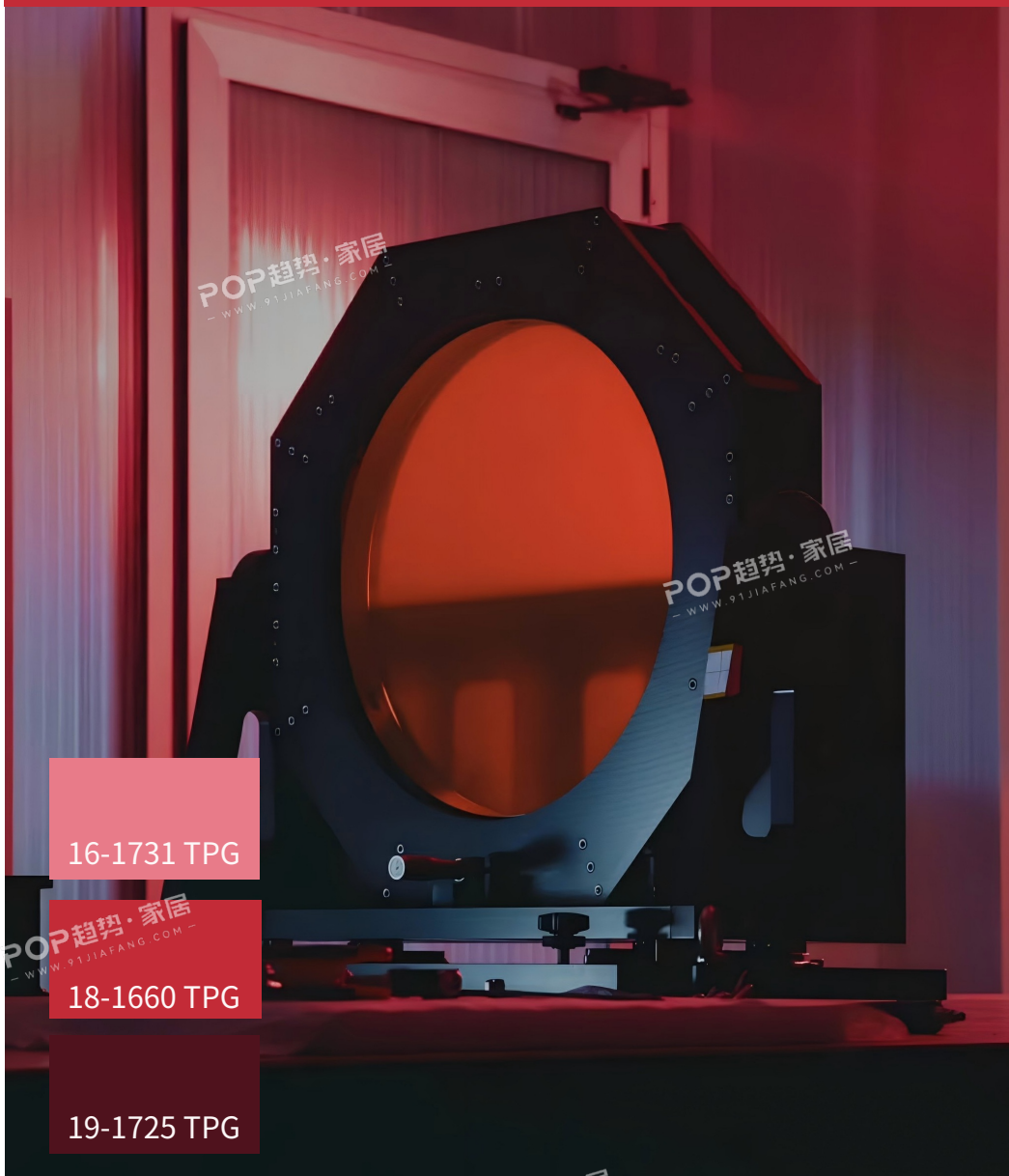
18-0940 TPG

18-1246 TPG

19-2118 TPG

# 色彩演变 -- 红色系

## 2027 S/S



16-1731 TPG

18-1660 TPG

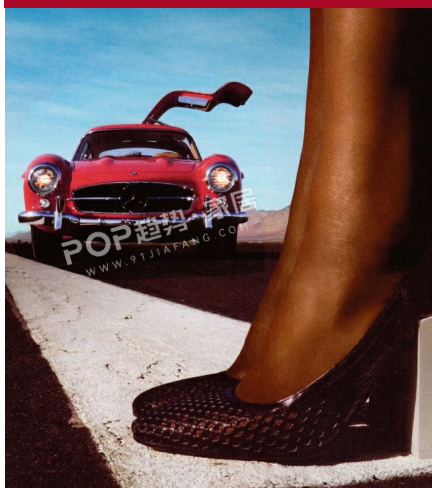
19-1725 TPG

## 5. Red / 红色

2026 S/S 复古红调回归，融合现代审美，红色系以更为精致和典雅的姿态出现，营造出一种时间跨度与时尚碰撞的独特魅力。26/27 A/W 红色系转向更真实、更情绪化的表达；像是一段被复刻的旧时胶片，又如城市夜幕下跳跃的霓虹情绪，在自由与秩序的边界中，释放其承载的能量与温度。2027 S/S 红色以更加精致摩登的趋势回归，以丰富的色彩层次展现处不同心境下的热烈情绪和对自

In 2026 S/S, the retro red tone returns, blending with modern aesthetics. The red color appears in a more refined and elegant manner, creating a unique charm where time span and fashion collide. 26/27 A/W red tones move toward a more authentic and emotive expression—like a fragment of restored vintage film or flickering neon under the city's night sky—releasing warmth and energy at the edge of freedom and order. 2027 S/S red is characterized by a sleek, modern resurgence, leveraging layered shades to convey fervent emotion and distinct individuality.

### 2026 S/S

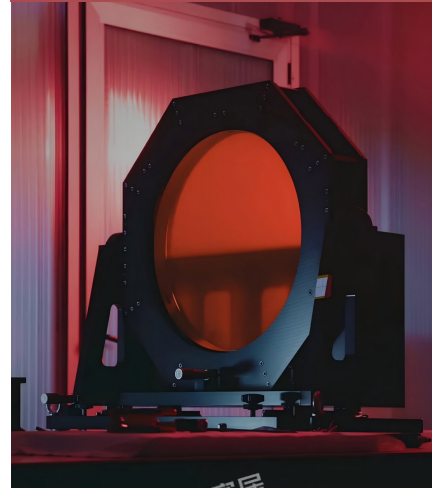


17-1644 TPG

19-1757 TPG

19-1724 TPG

### 26/27 A/W



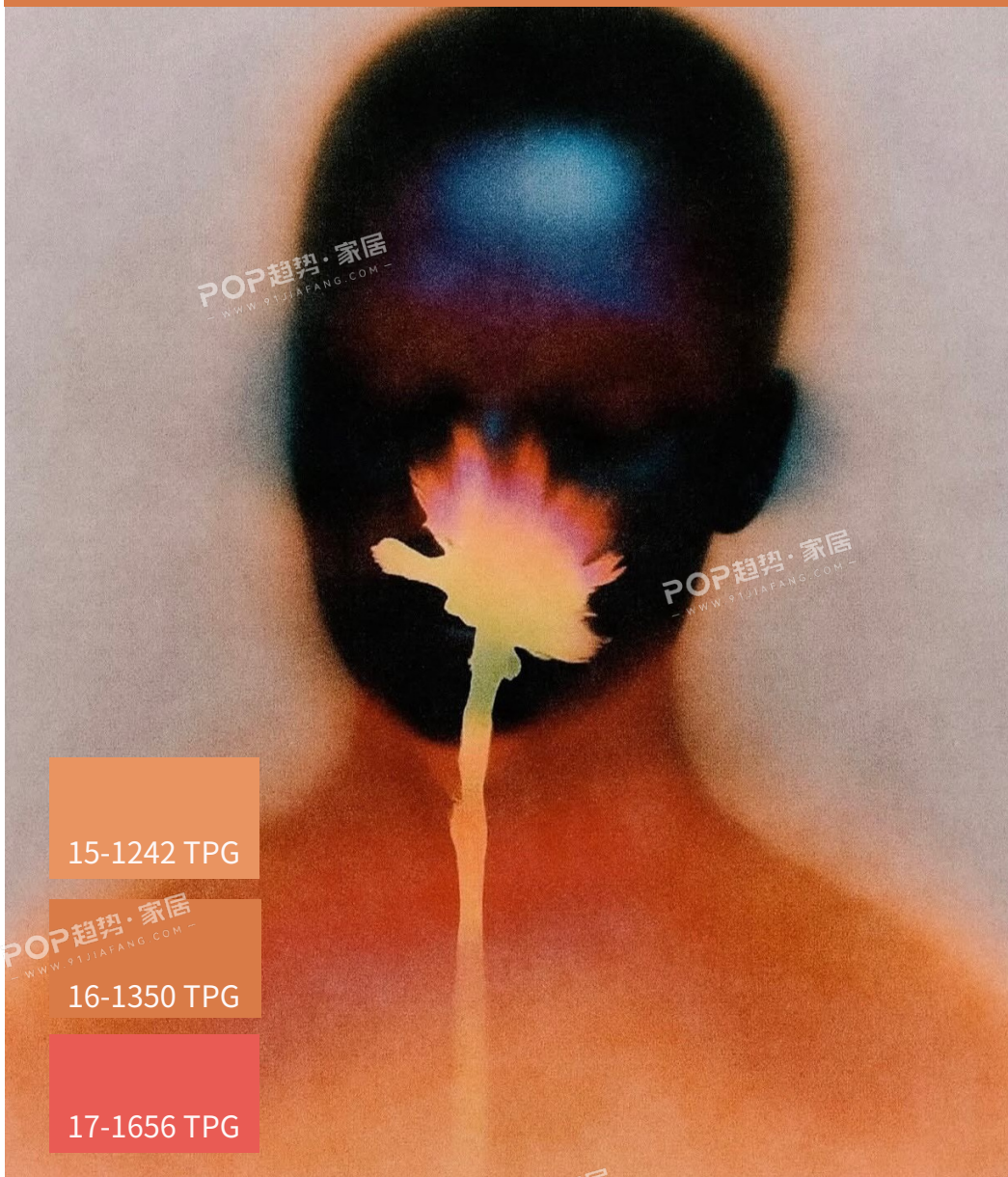
15-1821 TPG

18-1648 TPG

19-1755 TPG

# 色彩演变 -- 橙色系

2027 S/S



15-1242 TPG

16-1350 TPG

17-1656 TPG

## 6. Orange / 橙色

2026 S/S 晕染手法巧妙运用，橙色系融入度假休闲风格，营造出轻松愉悦的氛围。26/27 A/W 橙色系展现出一种源自意式风情的随性华丽感，追求自由流动的感官体验，以其热烈却克制的姿态，打造迷人且富有生命力的当代新雅奢。2027 S/S 橙色系强化内观世界情感的流动，以轻快柔和的色彩展现丰富的精神世界。

2026 S/S uses a clever blending technique, and the orange color blends into the holiday casual style, creating a relaxed and pleasant atmosphere. 26/27 A/W orange tones exude a sense of effortless Italian elegance, embracing fluid sensuality. With a passionate yet restrained presence, orange becomes the embodiment of contemporary quiet luxury with vitality. 2027 S/S orange tones reinforce the movement of inner feelings, expressing an abundant spiritual landscape through their light and gentle hues.

2026 S/S



14-1052 TPG

16-1357 TPG

17-1361 TPG

26/27 A/W



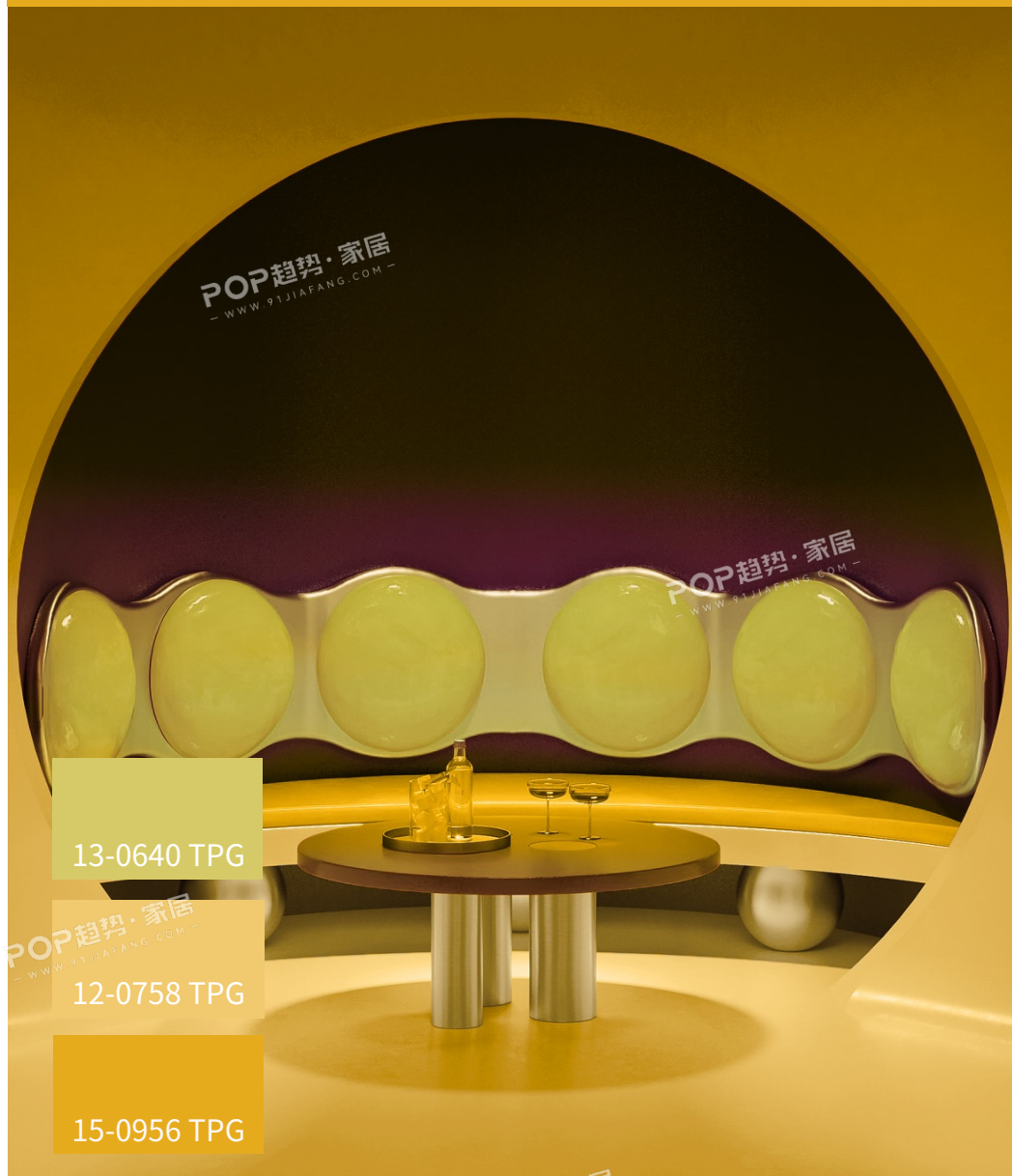
16-1344 TPG

17-1449 TPG

18-1340 TPG

# 色彩演变 -- 黄色系

2027 S/S



13-0640 TPG

12-0758 TPG

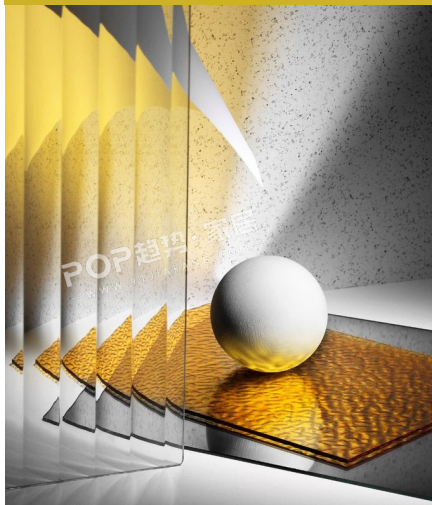
15-0956 TPG

## 7. Yellow / 黄色

2026 S/S 黄色系饱和度更高，呈现出更加鲜明和活力的色彩印象，成为春夏季节中不可忽视的焦点色彩。26/27 A/W 黄色系在现代主义的简约秩序中，注入秋日原野的温润灵感，延展出更富质感的层次结构；本季黄色不再是强调存在感的点缀色，而转化为一种低调却富有韵律的主导色彩。2027 S/S 黄色系以简约美学展现夏日乐趣，色彩倾向的多样性也展现出黄色系在夏日的实用性。

The 2026 S/S yellow series has higher saturation, presenting a more vivid and vibrant color impression, becoming a focus color that cannot be ignored in spring and summer. 26/27 A/W yellow tones infuse the structured clarity of modernism with the warm inspiration of autumnal fields, unfolding a richly textured hierarchy. No longer a mere accent, yellow becomes a subtle yet rhythmic leading tone. 2027 S/S Yellow employs a simple aesthetic to convey summer fun, the wide range of hues demonstrates the palette's high utility throughout the season.

2026 S/S

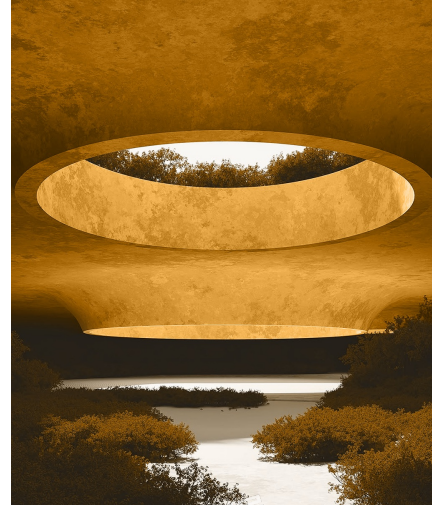


11-0618 TPG

12-0719 TPG

16-0838 TPG

26/27 A/W



12-0738 TPG

16-1054 TPG

16-0847 TPG

# 色彩演变 -- 绿色系

## 2027 S/S



## 8. Green / 绿色

2026 S/S 绿色系将自然色感与科技涂层结合，以清新活力的色彩，并通过材质对比，唤醒人们对自然和谐共生的渴望。26/27 A/W 回归文化语境，深邃的绿色调在古典氛围中沉淀，既关乎“可持续与恒久”的设计伦理，也为都市人提供了一种内敛却富有层次的精神寄托。2027 S/S以流动感展现轻松氛围，通过对光感材质的应用融合城市生活与自然的边界。

The 2026 S/S green series combines natural colors with technological coatings to awaken people's desire for harmonious symbiosis with nature through fresh and vibrant colors and material contrast. 26/27 A/W green tones return to cultural context, settling into a classical atmosphere. They reflect the ethics of sustainability and longevity, offering urban dwellers a restrained yet layered emotional anchor. 2027 S/S expresses an effortless mood through a sense of fluidity, utilizing luminous materials to blend the boundaries between urban life and nature.

### 2026 S/S



### 26/27 A/W



# 色彩演变 -- 蓝色系

## 2027 S/S



16-4023 TPG

18-3949 TPG

19-3933 TPG

## 9. Blue / 蓝色

2026 S/S 简约高级的商务质感，蓝色系进一步升华，融合现代技术与传统优雅，展现深邃且精致的未来主义色彩趋势。26/27 A/W 蓝色系进行一场当代建筑式的硬朗轮廓与雅奢肌理的微妙对话，在简约中彰显精工细节。2027 S/S 蓝色系以简洁利落的线条与光泽材质展现别样的夏日优雅，对于细节工艺应用则强调浑圆天成的一体感。

2026 S/S has a simple and high-end business texture, and the blue color system is further sublimated, integrating modern technology and traditional elegance, showing a deep and exquisite futuristic color trend. 26/27 A/W blue tones engage in a nuanced dialogue between architectural silhouettes and refined textures, highlighting intricate craftsmanship within a minimalist framework. 2027 S/S Blues present a refined summer elegance with crisp lines and sheen materials, highlighting holistic, naturally rounded craftsmanship.

### 2026 S/S



13-4200 TPG

15-4415 TPG

19-3832 TPG

### 26/27 A/W



16-4712 TPG

17-4131 TPG

19-3952 TPG

# 色彩演变 -- 紫色系

## 2027 S/S



14-3715 TPG

16-3304 TPG

19-3750 TPG

## 10. Purple / 紫色

2026 S/S 自然与科技交融，紫色系融入未来感元素，呈现出更加深邃且未来的色彩风貌。26/27 A/W 紫色系延续了复古浪潮中的情绪表达，带有艺术品般的质感与层次，不仅唤起对古典主义的审美回望，也揭示当代人对精神世界与美学情绪的深度探索。2027 S/S 紫色融入精致复古与简约美学，围绕不同饱和度与色彩倾向展现视觉层次感和实用性。

2026 S/S blends nature and technology, and the purple color blends with futuristic elements, presenting a deeper and futuristic color style. 26/27 A/W purple tones continue the emotional resonance of the vintage revival, with a sculptural and layered quality that recalls classical aesthetics while exploring contemporary emotional and spiritual dimensions. The 2027 S/S Purple palette merges retro sophistication with a simple aesthetic, exhibiting practical versatility and visual dimension across various saturation and color leanings.

### 2026 S/S



13-3802 TPG

16-3815 TPG

19-3628 TPG

### 26/27 A/W



16-1707 TPG

19-2514 TPG

19-3632 TPG

# POP 前瞻趋势

## 还能为您做些什么？

个案赋予产能



前瞻团队：隶属于 POP 趋势下前瞻趋势研究团队，致力于市场调研和消费者行为分析，结合当前的流行趋势，提供未来 1~2 年的时尚预测。并且从环境、市场、消费者、色彩、企划、主题、设计、等多个维度出发，提供全面而精准的时尚趋势资讯，以数据为基础，并确保资讯具有高度的实际应用性。

POP趋势

**行业洞察内训** - 通过针对市场和消费者的分析，制定专属性消费者画像，并结合当今流行趋势，为企业明确的方向和目标。

**色彩企划** - 深入研究并预测流行色彩趋势，为各行业提供精准的流行色彩运用建议，助力设计、产品开发和市场推广，实现与时俱进的色彩时尚表达。

**商品企划** - 精准的市场定位及原创性的主题规划，从商品角度出发，提高产品设计竞争力，提升形象的同时达到销售收益。

