

FORECAST DATA

NU COUNTRY

- COUNTRY MUSIC GAINING TRACTION
- ARTIST LIKE BEYONCE AND POST MALONE CROSSOVER
- STYLE AND PRINTS WILL BE SUBDUED AND MORE WEARABLE FOR THE MASS MARKET



IMAGE SOURCE: WGSN



PAISLEY

- BOHO INFLUENCE BEING CALLED #NUBOHEME TREND
- REFRESH ICONIC TEARDROP PATTERN WITH PASTEL AND SUN FADED TONES
- USE BOTH PRINTED AND JACQUARD VERSIONS OF PATTERN



IMAGE SOURCE: WGSN



SPECKLED COWHIDE

- IMPORTANT PATTERN SEEN IN 2025 AND CONTINUING INTO 2026
- FOCUS ON SPECKLED MARKINGS VS LARGE SPLATS AND CARTOON STYLE

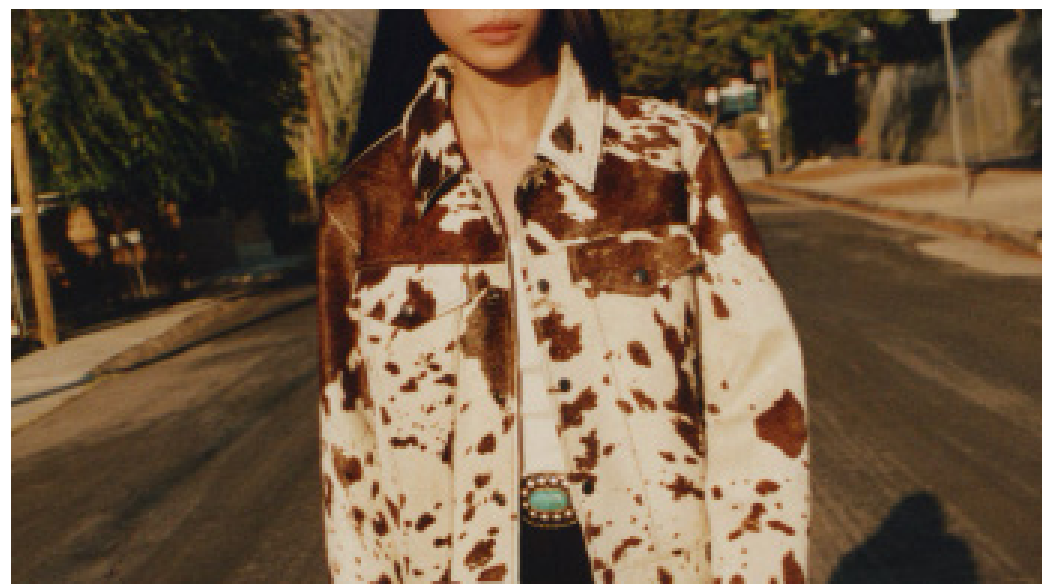


IMAGE SOURCE: WGSN



LEATHER DETAILS

- LEATHER DETAILS CREATE HIGH-VALUE LOOKS AND TAPS INTO THE TREND OF LOW-KEY LUXURY
- CREATE CRAFTSMANSHIP LOOKS WITH WEAVES, PLEATS AND BRAIDING



IMAGE SOURCE: WGSN

