



A Moment for the Mermaids

The rising trend of aquatic motifs is happening, and with it will come glittering dresses, flowing silhouettes, sailor inspired looks, and lots of fun colors.



Anna Sui S/S 2026

Searching for Nostalgia

- During the current political climate, young women are especially more eager to find comfort in things that remind them of a time of innocence and playfulness.
- Tyler McGillivary did just this with her NYFW S/S 2026 designs, inviting Sara Paxton, actress from the 2006 movie 'Aquamarine', to walk in her show.
- This has sparked discourse for young fashion lovers (Gen Z and Millennials), who are pleased to see a childhood memory come to life in 2025. This show was also inspired by siren folklore and the idea of a "temptress", a female being who is strong and powerful.



Tyler McGillivary S/S 2026



Tyler McGillivary S/S 2026



MTV Awards, 2025

Colorful and Embellished

- Lately, some celebrities have been seen wearing very glittery/embellished colorful outfits to award ceremonies. Zara Larsson is someone who has especially leaned into this nostalgic mermaid aesthetic.
- Because of Larsson's and NYFW's influence, Gen Z will be the main audience taking on this trend. It will be slowly adopted, but Tyler McGillivary's show is sure to give it a kick-start.



Emmys, 2025

Renee Pratt

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