

TRENDBOOK 2026



Portobello Grupo

INTRODUCTION



COURTESY OF HOUSE OF SWITZERLAND

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**DIALOGUE
INNOVATION
METHODOLOGY
AUTHORSHIP
PORTOBELLO'S
HISTORY**

The 2026 Trendbook is one of the main outcomes of Portobello's **Innovation Cycle** – the result of constant observation of the cultural, aesthetic, and behavioral transformations that guide our decisions.

By developing products and designing strategies with an approach that combines data, active listening, and qualitative analysis, we are able not only to ensure that our process remains consistent, but also to leverage our ability to innovate. With that in mind, we have created a portfolio that caters to the needs of the market and, at the same time, expresses the ubiquitous desires of our customers. **A movement that keeps us close to what is new, and aligned to an ever more authentic future.**

The **Innovation Cycle** is our living space for dialogue: a meeting point where multiple views intersect, expand repertoires, inspire the development of new products, and strengthen our creative community. It calls for real-time observation of what happens when culture meets behavior and design. A never-ending exchange. A perspective that opens up continuously. Researchers, artificial intelligence, and diverse teams are offering new ways to interpret the world.

In 2024, we started a journey of active listening and collaborative analysis, advancing the use of technology to accelerate data interpretation. **We mapped what had changed, we recognized what remained the same, and we were delighted with the signs of what was to come. The convergence of scenarios has made us more global – and more connected.**

This year, we are following the same path. Our team of creatives from all units of the Portobello Group set out to research, share, and analyze the main events of design, art, and architecture around the world. **A continuous, collaborative, and exciting endeavor.**

OPEN INNOVATION

The Innovation Cycle is the essence of Portobello: customer-centric, collaborative, and transparent. It is a methodology that combines global insights and data analytics to interpret culture, design, and society, transforming signs into strategies and trends into movement.

This is a process that brings together two complementary perspectives. The first, from the inside out, is born of active listening in stores, feedback from architects, and data from our product clinics. The second, from the outside to the inside, is nourished by global research, creative collaborations, and constant presence in major design, art, and architecture events around the world.



COLLABS

DIRECT CONNECTION WITH THE LEADING GLOBAL EXPERTS IN DESIGN, ARCHITECTURE, AND ART.

RESEARCH TRIPS

IN-DEPTH RESEARCH IN THE MAJOR TRADE SHOWS AND EVENTS OF THESE SECTORS.

PRODUCT CLINICS

STRATEGIC MEETINGS TO LIAISE WITH LEADING ARCHITECTS IN THE DESIGN AND ARCHITECTURE SECTOR.

DESK RESEARCH

RESEARCH CONDUCTED IN GLOBAL DESIGN AND ARCHITECTURE EVENTS AND TRADE SHOWS.

TRENDS MOVEMENT



COURTESY OF X- BENCH | T4EH NEW RAW

TRENDS ACT AS A CULTURAL
BAROMETER, REFLECTING
THE SPIRIT OF THE TIMES

They help us understand current behaviors and predict habits that can shape the future. They are interpreted from signs and codes that emerge almost unconsciously, reveal patterns, and indicate possible paths for society.

While we previously classified our trends into macro and micro, today we understand that the game has changed. Social and cultural behaviors have become more fluid and interchangeable, and they keep coming together and pulling away all the time. Parallels that intersect continuously.

This year, we present three macro trends that express lifestyle and innovation in everyday life – scenario and materialization coexisting in the same time and space. The Portobello 2026 Trendbook presents real and reflective contexts: HMN CODE, AMPLIFY(ING) and CO:EXIST. They naturally unfold from the themes explored in the previous edition – FRAGMENTED, INNERSCAPE, and BREAKDOWN.

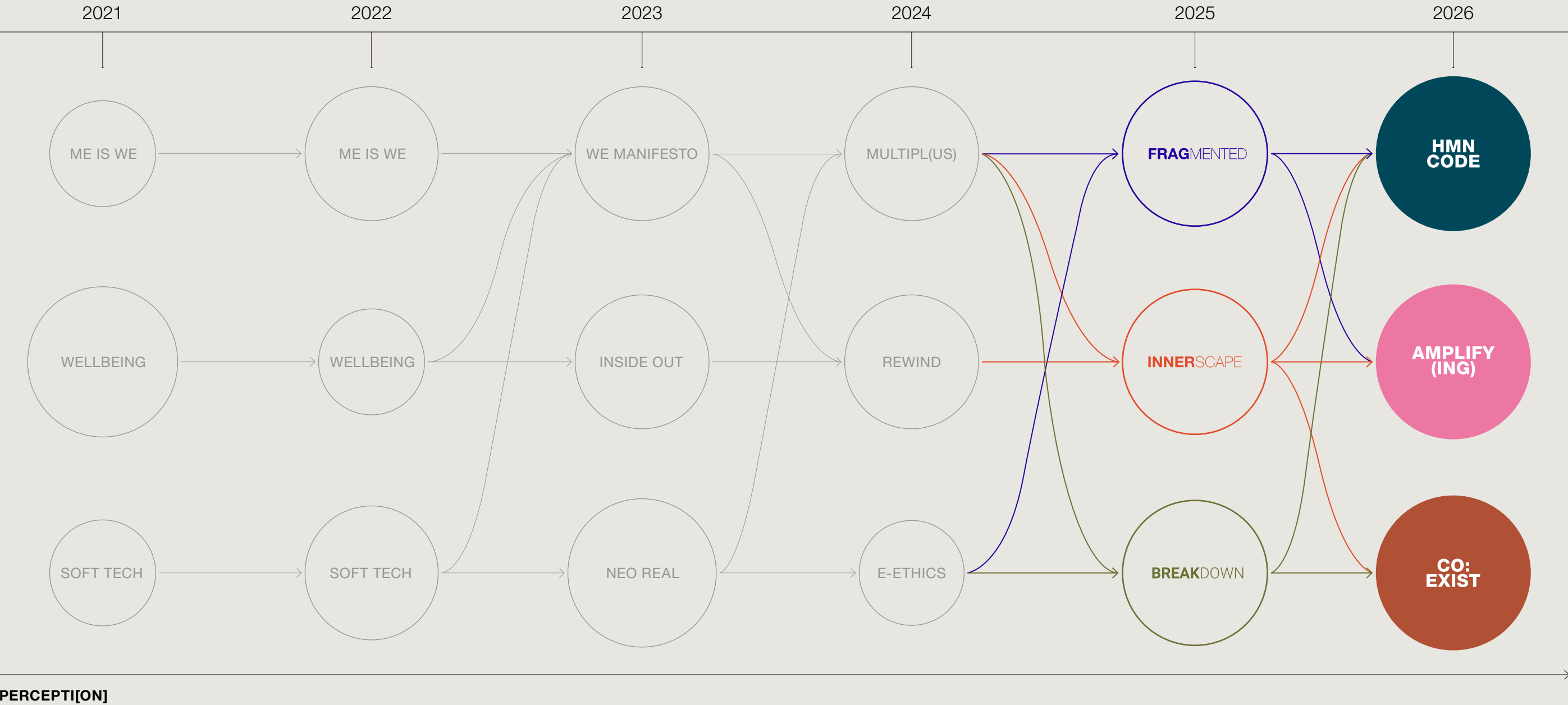
The duality between the physical and the digital continues to open doors to previously intangible possibilities, but now this tension is approaching, fostering reflection on the concrete role of each of these dimensions.

The self speaks louder. The desire to connect and feel again grows stronger. In a saturated world that is sometimes devoid of context, we seek what makes everything real. Amid economic and political conflicts, an escape through the imaginary is more than needed. Color, intensity, and exaggeration become new forms of expression. Ultimately, by imagining the world where we really wish to be, **we recognize the urgency of relearning how to live – how to coexist with the environment, with other species, and with different cultures.**

All in all, **Portobello's TDB.26** presents visions of the future and reminds us that **the future we crave for will only come true when each of us chooses to do our part.**

MACROTRENDS

TRACK RECORD OF ANNUAL EVOLUTION



OVERALL CONTEXT

WE HAVE LONG LIVED A PERIOD
OF PERMANENT TRANSITION.



COURTESY OF KLARSTEEN

Wars, environmental transformations, political tensions, and economic challenges are all happening at once, revealing the complexity of our time. Generations live at different paces, with varying perceptions of space and time. Institutions stagger in the face of new demands, while disinformation undermines collective trust. What was once certain is now unsteady.

We live in an overlapping world: environmental collapse runs parallel to technological acceleration; political urgency coexists with social apathy; excessive connection contrasts with emotional exhaustion. Generations share the same time, but perceive distinct realities: they are fragmented by different screens, bubbles, and speeds.

Technological revolutions have opened up a new stage of our evolution. We are in the era of Artificial Intelligence, perhaps at the beginning, perhaps in the middle, but certainly far from the end. We have been trying, albeit imperfectly, to keep up with the expansion of this new way of seeing and doing. Sometimes we believe that we are in charge; at other times, we realize that AI is actually calling the shots. It is like a relationship with a mirror: symbiotic, ambiguous, and inevitable.

In this scenario, we set off on a silent quest for reunion and meaning. We long to understand what we are, what we want, and where we are. We no longer take the lead alone, but cooperate. We observe with more empathy, learn with more humanity, and create with more awareness.

Everything is in motion, and we move along with it.
Amid so many changes, what makes us unique remains:
the enchantment of being human.

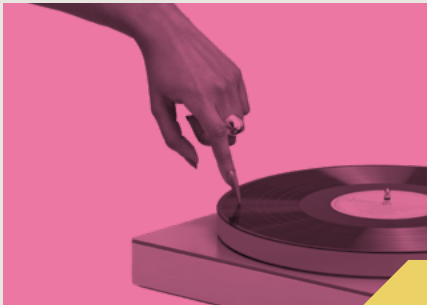
MACRO- TRENDS 2026

01 HMN CODE



NOT EVERYTHING THAT
IS HUMAN IS VISIBLE,
BUT EVERYTHING THAT IS
HUMAN HOLDS ESSENCE.

02 AMPLIFY (ING)



WE SEEK EXPERIENCES
THAT REKINDLE
OUR EMOTIONS.

03 CO: EXIST

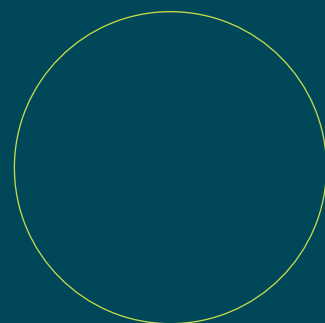


WE MUST NOT ONLY
PRESERVE, BUT ALSO
LEARN HOW TO COEXIST.





01 HMN CODE



NOT EVERYTHING
THAT IS HUMAN
IS VISIBLE,
BUT EVERYTHING
THAT IS HUMAN
HOLDS ESSENCE.



WE ARE LIVING IN THE AGE OF ARTIFICIAL INTELLIGENCE.

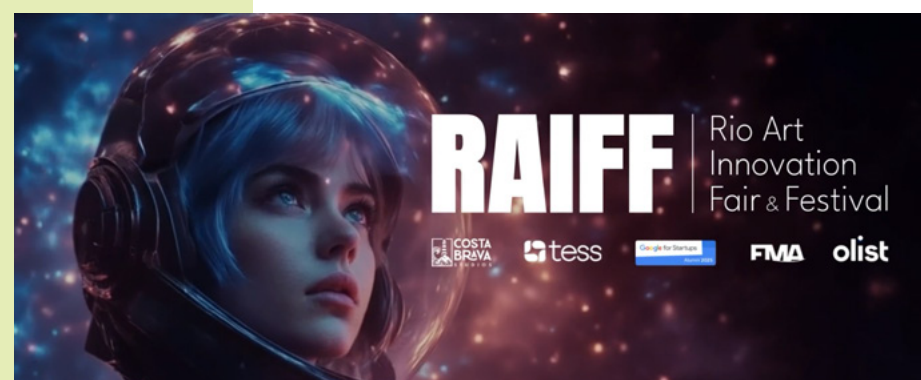
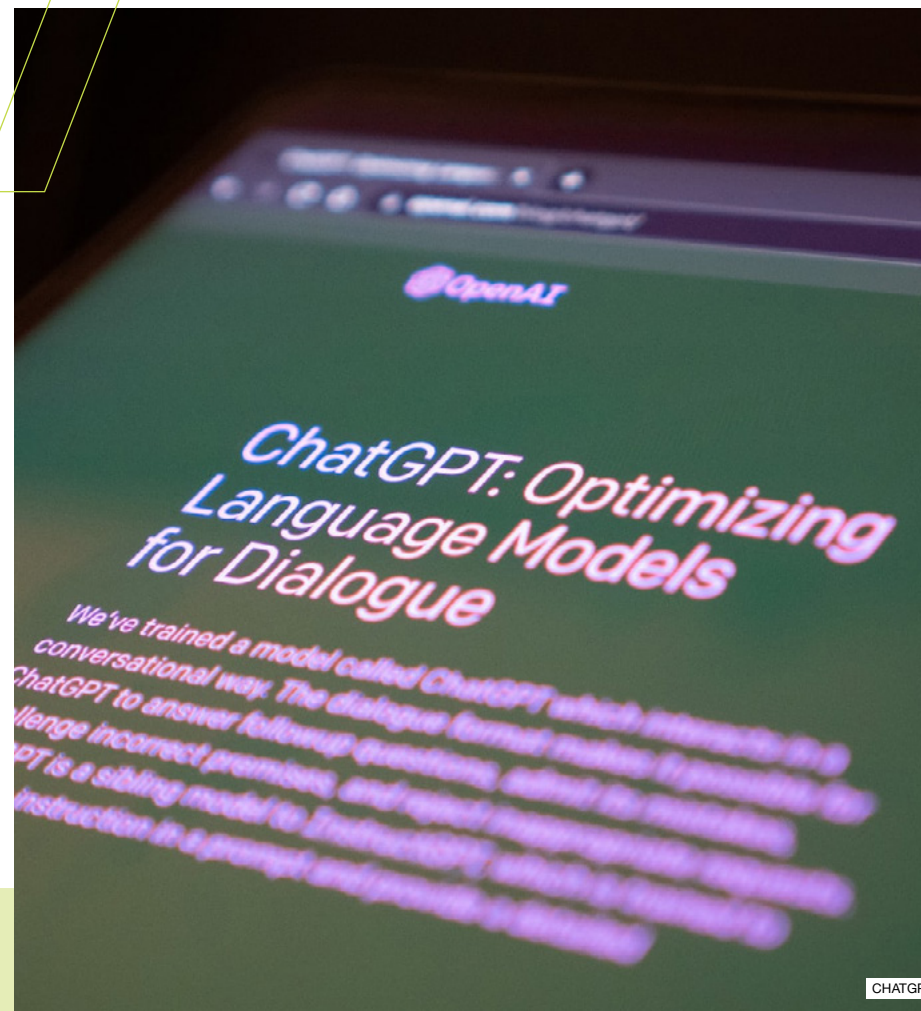
After a period of adaptation and coexistence, AI has moved beyond its initial functions and now shapes the beginning of processes, decisions, and creations. When used with intention, AI showcases its role as a powerful tool to expand our thinking beyond current limits and drive innovation.

HOWEVER, AMIDST THE TECHNOLOGICAL REVOLUTION, NOTHING REPLACES WHO WE ARE. BEHIND DATA AND ALGORITHMS, IT IS STILL UP TO HUMANS TO INTERPRET, SHAPE AND ASSIGN MEANING TO REALITY. THIS AWARENESS INVITES US TO REVISIT OUR ESSENCE.

It is time to critically reflect on what sets us apart; on what role we play in this hybrid world where the physical and the digital coexist. It is time to understand what makes us human. We appreciate the value of authorship and creations that emerge from intention and emotion, from what can be felt and expressed only by humans. Not everything that is human is visible, but everything that is human holds essence.

THE HUMAN COMPASS IN THE AGE OF THE ALGORITHM

Artificial Intelligence can be a double-edged sword. On the one hand, it democratizes authorship.; on the other hand, it may increase the threat of fraud and impersonation. The award given to Rodrigo Sotero's AI-generated short film 'Wondrous Tales – Chapter One' is a clear sign that AI goes beyond technical skills and expands creative access, allowing individual creativity to shine. However, Sam Altman, the CEO of OpenAI, points out that this same accessibility threatens authenticity and trust, jeopardizing our ability to prove what is genuinely human. The challenge we currently face is existential. While AI empowers artistic expression, it poses the risk of diluting our identity in digital noise. The crux of the matter is that we must redefine what makes us undeniably real.



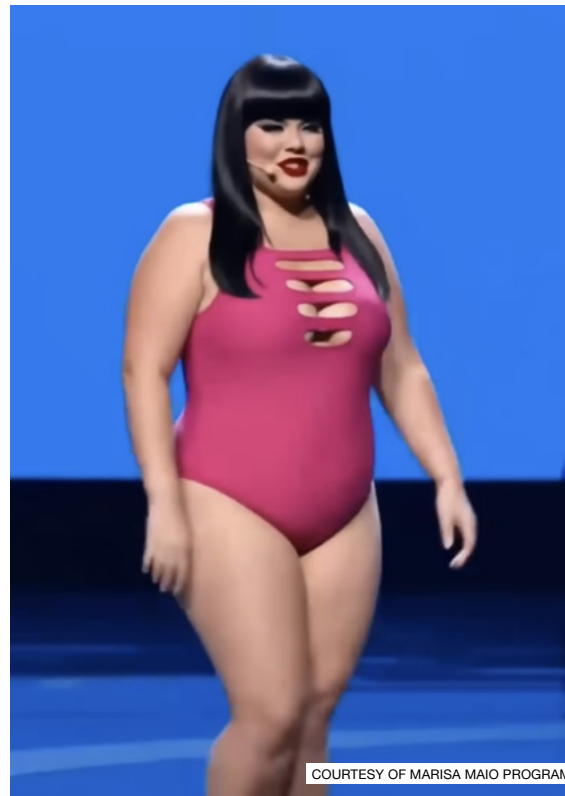
[LEARN MORE](#)



COURTESY OF SERAPHINNE VALLORA - GUESS/VOGUE



COURTESY OF MARISA MAIO PROGRAM



COURTESY OF MARISA MAIO PROGRAM

NEW AUTHORSHIP IN THE AI ERA

The use of Artificial Intelligence in advertising campaigns, such as Guess's recent ad in Vogue, reignites the debate about authorship and intention. **Technology, once a supporting tool, now steps into the spotlight, reshaping creation and challenging the human perspective.** Researcher Olivia Merquior argues that AI can become art when there is intention and sensitivity, as seen in Refik Anadol's work for Bvlgari. And the viral success of the Marisa Maiô Show, also created by AI, shows that creativity lives in the command, not in the tool. We are faced with the challenge of creating with our soul, not only with code.

PLAY

Find out who Marisa Maiô is by watching this episode.



PLAY!

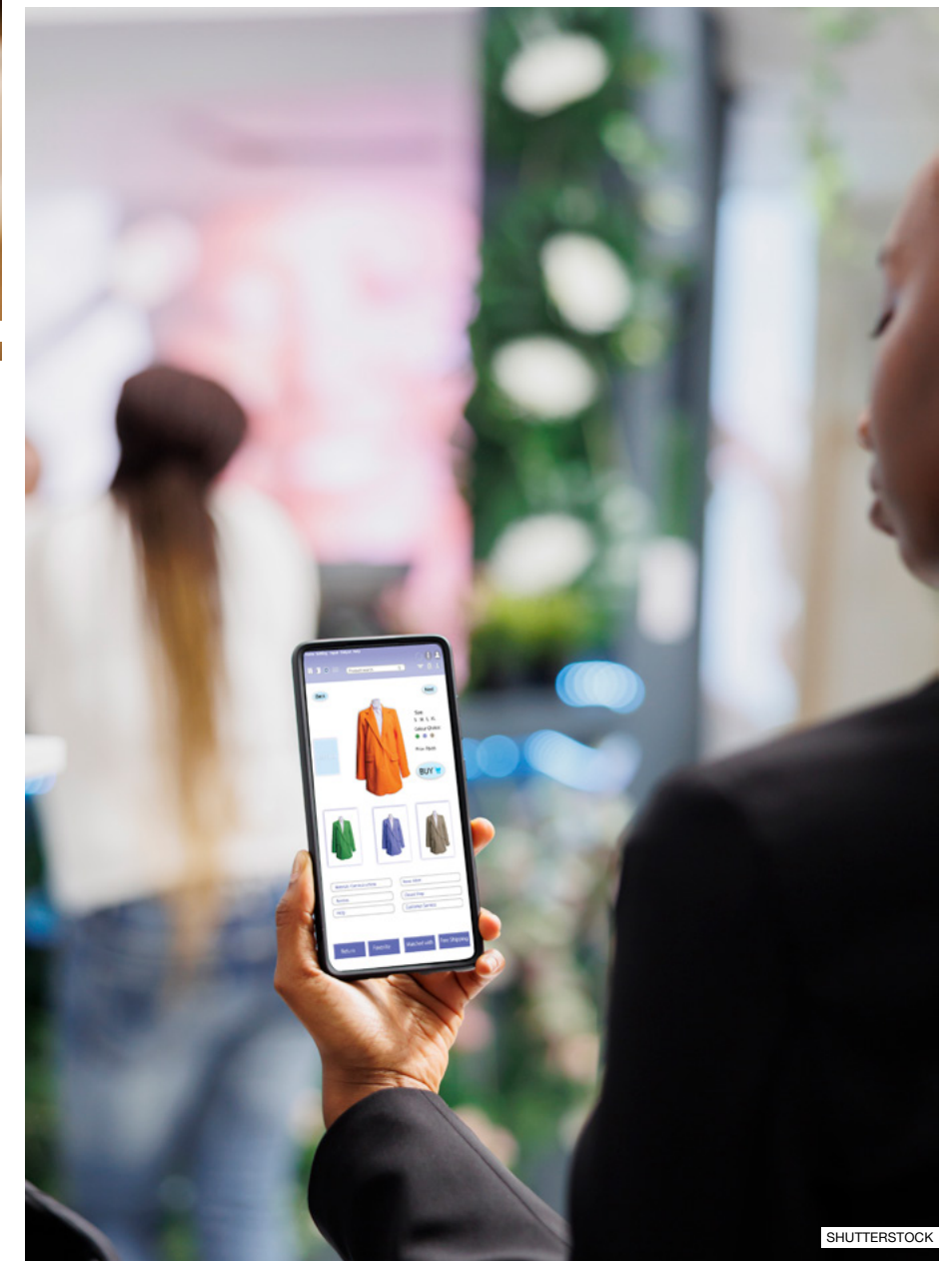
Watch the video of the interactive exhibition created by Refik Anadol for Bvlgari.





THE INVISIBLE PERSONAL SHOPPER: CURATION IN TIMES OF EXCESS

Amid the abundance of products and the fatigue of choice, AI emerges as a new curator, a strategic filter that cuts through digital noise. Where filtering by price, color or size once felt sufficient to guide browsing, AI now translates desires into natural language and centralizes the entire process, orchestrating the search with precision and ease. **The revolution is not automation, but an expanding field of perception.** Digital personal shoppers learn a users' styles and respond to desires that have not yet been voiced. Based on patterns and context, they anticipate preferences and transform a purchase into an experience of interpretation rather than simple consumption.





LIVING INTELLIGENCE: THE DECISION IS HUMAN

Futurist Amy Webb argues that Artificial Intelligence is the prelude to a larger transformation. She points to the convergence of AI, sensors, and biotechnology of a “Living Intelligence.” According to Webb, “the decisions that get made in the next decade are going to determine the long-range fate of human civilization.” **Living Intelligence will support processes and make decisions on our behalf.** For now, technologies like robotics and quantum computing enhance the human perspective, but ethical responsibility remains nontransferable. The urgency to create governance and purpose is what remains essentially human.

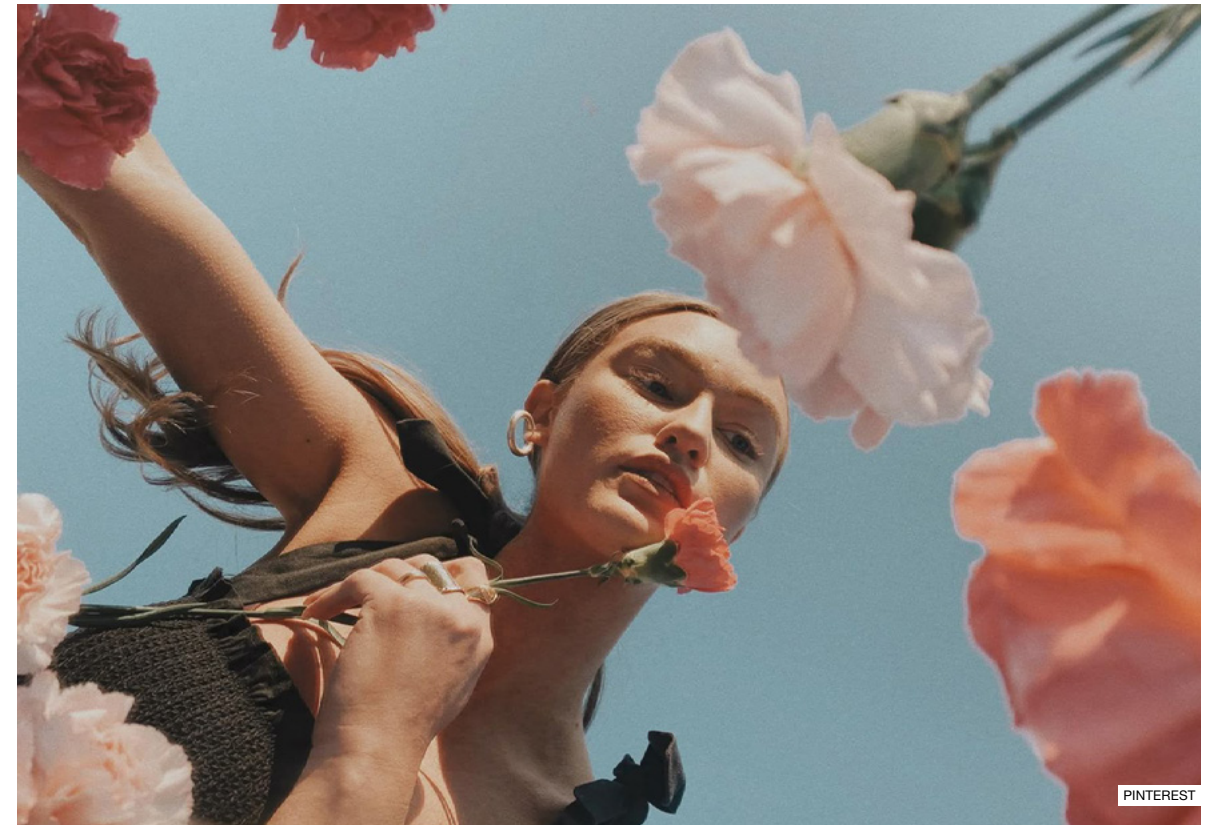
AMPLITUDE IS THE NEW DEPTH: THE FUTURE BELONGS TO THE CURIOUS

The extreme specialization model is beginning to unravel. In a world where Artificial Intelligence manages the details and information multiplies at a dizzying pace, **the true competitive advantage no longer comes from knowing everything, but from staying curious.** This is the idea presented by Mike Bechtel, chief futurist at Deloitte, who argues that we should move beyond the ideal of the ‘I’, the specialist who digs deeply into a single subject — and embrace the ‘X’, the one who navigates across different kinds of knowledge and perspectives. The future does not belong to those who isolate themselves in niches, but rather to those who connect different ideas, cultures, and fields.



THE INVISIBLE CAPITAL: THOUGHT AS THE NEW AESTHETIC

In a time when everything seems designed to be copied, thought is what stands out. **The ‘new aesthetic’ is not about appearance, but about what is unique: the repertoire, the way of thinking, and the way of seeing the world.** Today, elegance means having substance. Faced with digital fatigue and the saturation of trivial content, we seek what is truly transformative. It is no coincidence that platforms and media that foster reflection - like Substack and podcasts - are on the rise. However, we must remain attentive . When depth is merely aesthetic, it risks becoming empty performance, a simulation of thought that cannot be sustained.



PLAY

Listen to the podcast where
Professor Miguel Nicolelis reflects
on the essence of artificial intelligence.



SENSITIVITY AS A NEW ASSET

Creativity and authenticity unveil what technology has yet to achieve: sensitivity. AI reproduces patterns, but humans create, interpret, contextualize and feel. In music, Paulo Sattamini of Tecla Music argues that value lies in creation, an unpredictable act that results in authentic connections. In writing, the dash — once a symbol of style — has become a mark of artificiality. The machine can master form, but fails to express the soul. The difference lives in the repertoire, the pauses and the intention.

CREATIVE SILENCE: THE POETRY OF GESTURE

In the whirlwind of daily life, where autopilot steals our presence, exhaustion is a never-ending landscape. **The cure for this disconnection involves the inclusion of rituals that call for full focus.** Science confirms what the soul had already suspected. Manual activity induces deep relaxation, with lasting effects that calm the spirit throughout the day. The act of doing is not only an end, but also a path to reconnection. It restores creative silence, the melody of calm amidst the incessant noise of the digital world.



COURTESY: ARTIST LARISSA DE SOUZA — CAMILA TUON/CLAUDIA

HANDCRAFTING AS A BRIDGE TO ESSENCE

The return of handcrafting emerges as an act of resistance and self-care. Practices like spinning, patternmaking and embroidery offer meaning, autonomy and dignity that the current productive logic neglects. It is a pursuit of reconnection with oneself. **Creating with one's hands can be therapeutic and restore collective memory.** The pieces are not mass-produced. They express the sensitivity, vision, and originality of their creators. The value of handcrafting lies in its humanity.

BODY IN ACTION: LIFE AS LANGUAGE

The same drive that prompts our hands to create also fuels our desire to take care of our body. Wellness naturally follows this essential human gesture. Amid collective fatigue and the pursuit of balance, **wellness is expanding beyond physical health, developing its own codes of identity and culture.** Brands like Jaipur Rugs and Christian Louboutin celebrate the body in motion. **Jaipur Rugs**, with its project **The Court of Carpets**, transforms sport into a cultural expression. The campaign, starring Indian tennis player Rohan Bopanna, translates the athletic gesture into visual poetry, uniting body, art, and place in a single creative act. **Christian Louboutin**, with the **Loubi Show** and the Cassia collection, draws inspiration from ballet to convey strength, elegance and freedom. The body is the new symbolic territory where culture, care, and authenticity come together.



COURTESY OF CHRISTIAN LOUBOUTIN



COURTESY OF THE COURT OF CARPETS - JAIPUR RUGS





LUXURY IN MOTION: LOUIS VUITTON AND AN UNEXPECTED ENCOUNTER

The alliance between Louis Vuitton and Real Madrid is not just an agreement. It is a cultural move that has surprised the market and marks a turning point in the narrative of the French fashion house. In a scenario where exclusivity is not enough to spark desire, LVMH is redefining its strategy, seeking to evoke emotion through sport. Although Paris-based PSG seemed like the most predictable option, the choice fell on Real Madrid. A strategic decision to achieve maximum global visibility. The true driving force behind the partnership, however, lies in digital icons. The brand has partnered with stars like Jude Bellingham and Vinícius Junior. They are more than just athletes: they are representatives of Generation Z and content creators with reach and visibility. By dressing them, Louis Vuitton received full endorsement from a young and global audience. **Authentic influence is the new luxury.**



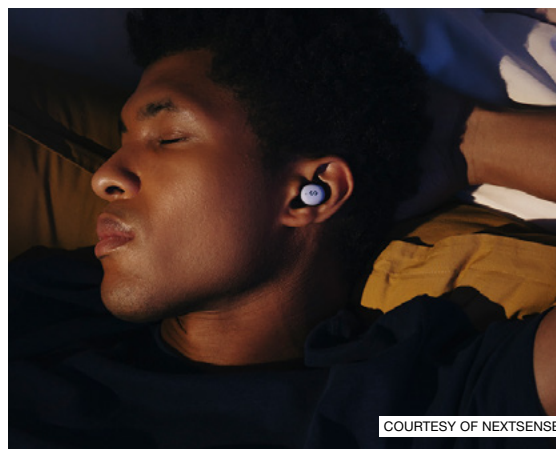
ALL IMAGES ON THIS PAGE ARE COURTESY OF LOUIS VUITTON.



COURTESY OF ALO YOGA

WHEN WELL-BEING IS KEY TO INTERPRETATION

Wellness is no longer an individual routine. It fills spaces and transforms simple gestures into signs of identity. **Sleeping, and caring for the mind or the skin become a response and a form of belonging. As the public seeks direction, brands start to connect through a collective narrative, not just through products.** Well-being weaves these quests and transforms consumption into identity. Brands that master this language become cultural benchmarks. With Nextsense, sleep enters the neural era: devices use sound stimuli to increase deep sleep and give wellness a role in brain care. Cymbiotika transforms supplements into sensory experiences, with liposomal formulas and hydrogels that reshape consumption as an experience and redefine wellness rituals. The trend of a new generation of “functional beverages” seeks to reproduce the social and relaxing effects of alcohol without using ethanol. One example is Sentia Spirits, an alcohol-free beer developed by GABA Labs in the UK, which promises a light tipsy feeling in a few minutes, with low toxicity and no hangover, in line with a wider initiative of replacing alcohol with safer neuroactive alternatives.



COURTESY OF NEXTSENSE



COURTESY OF CIMBIOTIKA



COURTESY OF SENTIA SPIRITS

THE WELLNESS INDUSTRY: WHEN WELL-BEING BECOMES A COMMODITY

We have transformed well-being into a system.

What began as instinct, rest, pause, care, has turned into a controlled routine, a spreadsheet, a goal. What was once natural has become a task. The wellness market thrives on this logic: it promises balance, but demands performance; it sells self-care, but requires time and discipline. Even sleep, the last frontier of what was still free, has become a commodity. But true well-being is not a schedule or a premium package. It is human, simple, and approachable – it is about cooking at home, sleeping without an alarm clock, or simply indulging yourself with a lazy day. Genuine well-being is inherently free. It cannot be measured, sold, or packaged.



PINTEREST



PLAY

For food for thought, watch the TED Talk by the biologist and influencer Mari Kruger.

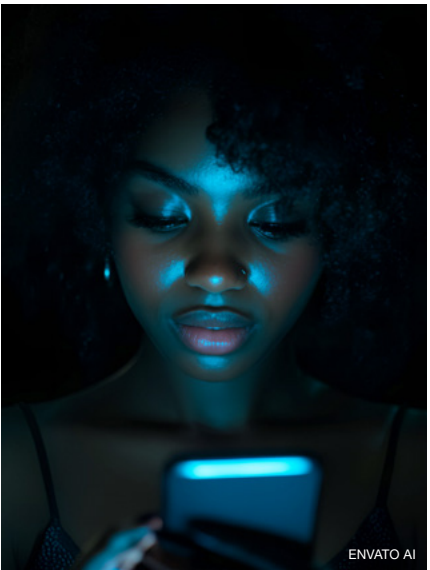
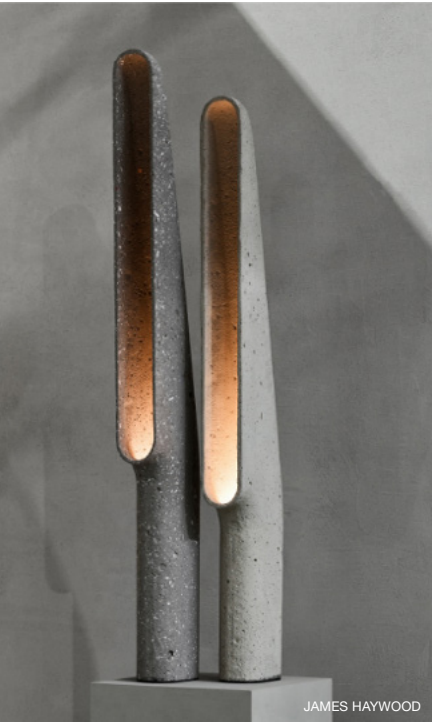


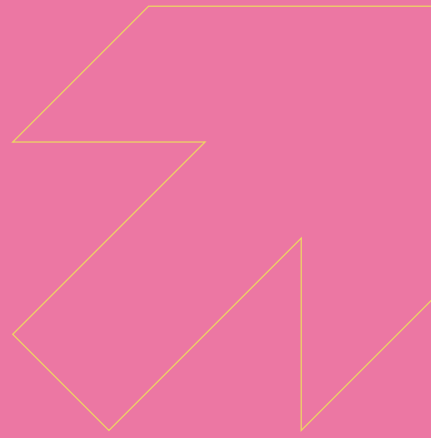
COURTESY OF PAS NORMAL STUDIOS

01
HMN
CODE



SIGNATURE
DIGITAL
INNOVATION





©2 AMPLIFY >> (ING)

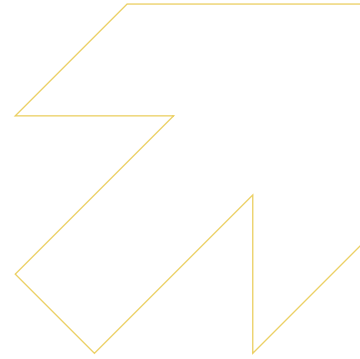
WE SEEK
EXPERIENCES
THAT REKINDLE
OUR EMOTIONS.



We are surrounded by references, trends, and images that build up in an endless stream. Social media has transformed inspiration into excess and presence into performance. The more we see, the less we feel. This flood of stimuli has created a silent void where we no longer know what is truly touching. Now, we seek experiences that rekindle the spark in our eyes.

WE WANT TO FEEL SOMETHING NEW,
PROFOUND, UNFORGETTABLE.
MAXIMALISM RESURFACES, BRINGING
INTENSE COLORS, BOLD SHAPES,
AND AN AESTHETIC THAT CELEBRATES
PRESENCE AND PERSONALITY.

It is a movement that engages with other contemporary expressions, where playfulness and symbolism gain traction, creating parallel universes capable of arousing emotion and firing the imagination. In contrast to this universe of intensity and fantasy, there is also a growing desire for a return: touching, feeling, and experiencing what is real.



THE ECHO IN THE MIRROR

For decades, taste has been a cultural fingerprint, shaped by time, references, and unique experiences. **What was once a personal construct has become a collective reflection.** Digital platforms dictate trends, offer endless variations of the same idea, and homogenize everything. The result is a crowd that, in seeking differentiation, ultimately repeats the same visual codes. Fashion has been reduced to labels that promise authenticity, but deliver standardization instead. Rediscovering true taste implies reintroducing a silence between stimulus and response. It is an invitation to take a chance on the unknown, listen, observe, and feel.



CATDOONG KIM - UNSPLASH

WHY WE NEED TO LOOK OUTSIDE (AGAIN)

Loneliness has become a defining characteristic of our era. We are losing touch with people outside our inner circle, and this absence of casual connections narrows our perspective, reinforcing beliefs and biases. According to Derek Thompson, author of *The Anti-Social Century*, we are living in a time when social interaction has shrunk and relational curiosity has been weakened. **The market has already noticed this: there is a growing number of people who travel, work, and have fun on their own. However, it is through curiosity about others that empathy and a sense of belonging are reborn.** By looking outward, we can see more clearly who we truly are.



FROM REACH TO CONNECTION

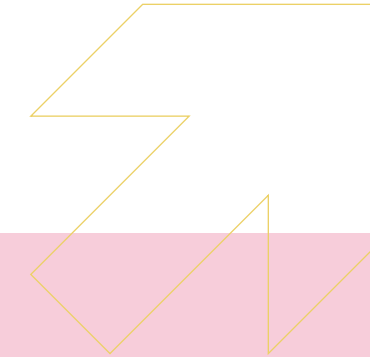
Mass marketing is giving way to a new logic guided by the 4Cs: content, culture, commerce, and community. The focus shifts from volume to harmony. With the fragmentation of social media, affective niches and authentic communities are emerging, driven by Generation Z. In these contexts, consumption becomes an expression of belonging, and marketing, a genuine conversation.



COURTESY OF NICK FANCHER



KIRSTEN FRANK - UNSPLASH



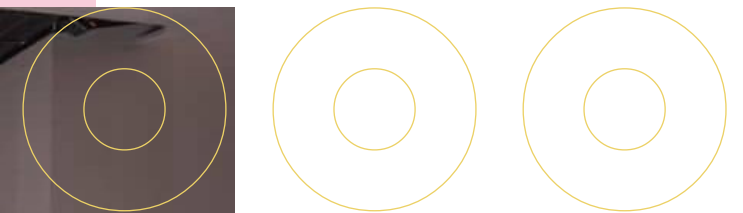
THE SILENCE AFTER THE NOISE: THE PURSUIT OF MEANING

A silent rebellion is rising against superficiality. In the midst of excess, we seek meaning. The attention economy, which has transformed time into capital, has reached its limit. The era of intention is emerging, where value is born from conscious choice. Fatigue is real:

80% of Gen Z feel overwhelmed by ads, and 70% of consumers find the digital world exhausting. Three forces lead the new era — agency, feeling, and trust. **The future belongs to what touches, inspires, and endures.**

PRESENCE IS THE NEW LUXURY

Even the most technologically advanced brands are disconnecting – or rather, reconnecting. After years of dependence on digital technology, the new desire is for in-person interaction. Platforms like YouTube, Prime Video, CazéTV, and Claude.AI are opening physical spaces for people to experience the real thing. The YouTube Theater project revives an old São Paulo stage and transforms it into a creative laboratory. CazéTV invites the public to watch games together, and Claude.AI has opened a café for customers to think — outside the screen. Offline has become the new emotional luxury, a refuge from digital exhaustion. Ultimately, the future will not be about being connected, but about being together.



THE FEELING ECONOMY: WHEN EMOTION AND BELONGING DRIVE CONSUMPTION

Emotion is the new asset of the contemporary economy. Since the pandemic, it has gone from being an intangible detail to becoming a driver of consumption; after all, our emotions shape who we are and how we act. Gallup shows that 70% of purchasing decisions are based on emotions. The value lies in what the product evokes: joy, belonging, connection. In this context, consumption is an expression of identity. Excess has become tiresome, and consumers are looking for brands that make them feel part of something, with purpose and coherence. **That is why companies that care about communities have been gaining trust.** According to Deloitte, 64% of consumers also make choices based on the future impact of their purchases, not only on desire. In this scenario, sensory marketing is gaining momentum. By engaging the five senses, it transforms the purchase into an experience and emotion into connection. The future of strategy lies not only in selling, but in arousing emotion. **Joy, once ephemeral, is now a tool for connection – and perhaps the most valuable emotion of all.**



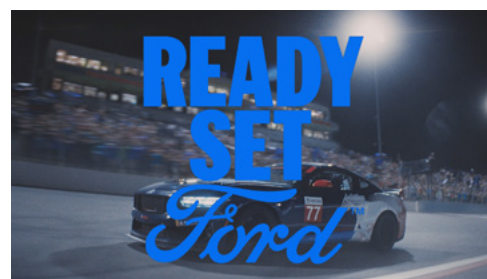
COURTESY OF LOUIS VUITTON



COURTESY OF LOEWE



COURTESY OF PRADA



PLAY

Ford has launched the campaign "Ready, Set, Ford", its first global campaign in 15 years. The brand seeks to connect with the public through emotion and a sense of belonging.



"BURBERRY & HIGHGROVE" - PHOTO CAMILLE SUMMERS-VALLI



COURTESY OF CHANEL



COURTESY OF DIOR



COURTESY OF HERMÈS



COURTESY OF HERMÈS

THE LUXURY OF THE INVISIBLE: HOW HERMÈS, CHANEL, AND DIOR HAVE REDEFINED DESIRE

The new luxury is not measured by price, but by the emotion it arouses. In São Paulo, Le Monde d'Hermès Idéal embodied this shift: it set up a free kiosk, with no products for sale, where the experience itself was the object of desire. A magazine was given to visitors as a gift and a symbol of connection, transforming the ephemeral into a memory. At Chanel, luxury takes the form of cultural legacy. By creating a residency for women artists in Brazil, and launching the Temporã exhibition by artist Juliana dos Santos, the fashion house transformed prestige into structure and promoted diversity as an essential value. **Culture is the new luxury, and social impact is its most refined expression.** Dior completes this trilogy of feeling. Its pop-up at Harrods showed that the retail of the future does not sell; it enchants. Every detail told a story and involved the public in a symbolic universe. In contemporary luxury, what matters is belonging and feeling.



PETS: WHEN AFFECTION BECOMES EXPRESSION OF LUXURY

Amid the desire for genuine connections, pets have become mirrors of affection and belonging. More than companions, they are bridges connecting people, values, and brands. The market realized that emotional bonds are the new territory of desire. Louis Vuitton translates this new look into its Spring-Summer 2026 Pre-Collection, directed by Pharrell Williams. Surrounded by bucolic landscapes and British references, dogs appear as symbols of loyalty, affection and belonging - a link between the sophisticated universe of the brand and a more sensitive and everyday expression of luxury. In the same tone, Vogue Brasil launched Dogue, a cover that celebrates the unexpected and the playful, reinforcing that feeling also dictates trends. Ralph Lauren's Teddy Bear was born from a gesture of compassion and became a cultural icon. The collective Lo-Life Crew adopted the brand as a symbol of resistance and belonging, and the bear moved the sophisticated universe into hip-hop.



ABSURDITY AS A REFUGE: THE REBIRTH OF SURREALISM

In view of global anxiety and information fatigue, absurdity makes sense again. The era of polycrisis - marked by technological overload and overstimulation - awakens the desire to escape logic. **As in the 1920s, surrealism resurfaces as a response to fear and excessive reason.** Brands and creators explore what is strange, comical, and gloomy to reflect chaos. Between laughter and discomfort, the surreal becomes a language and reveals the mind trying to decipher the incomprehensible.



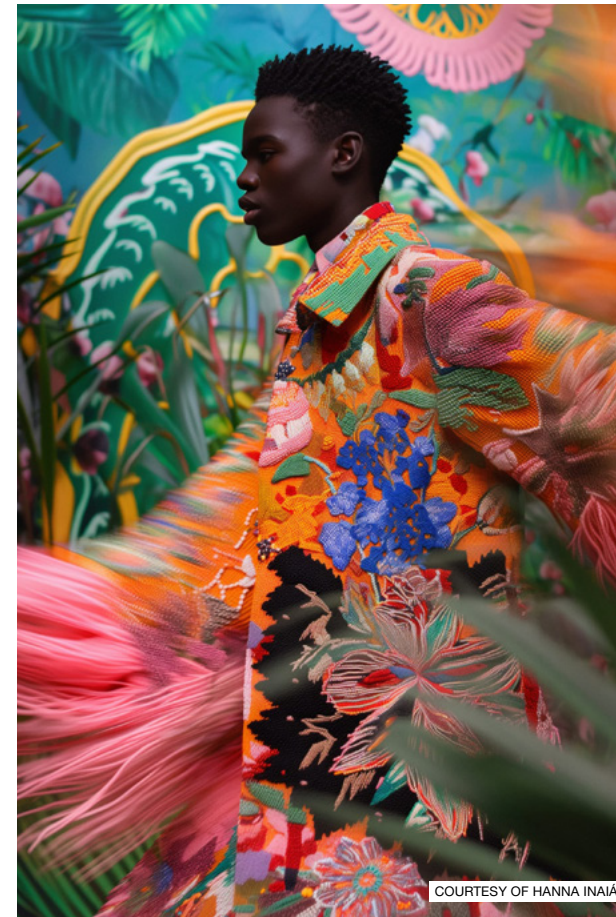


COURTESY OF CHANEL

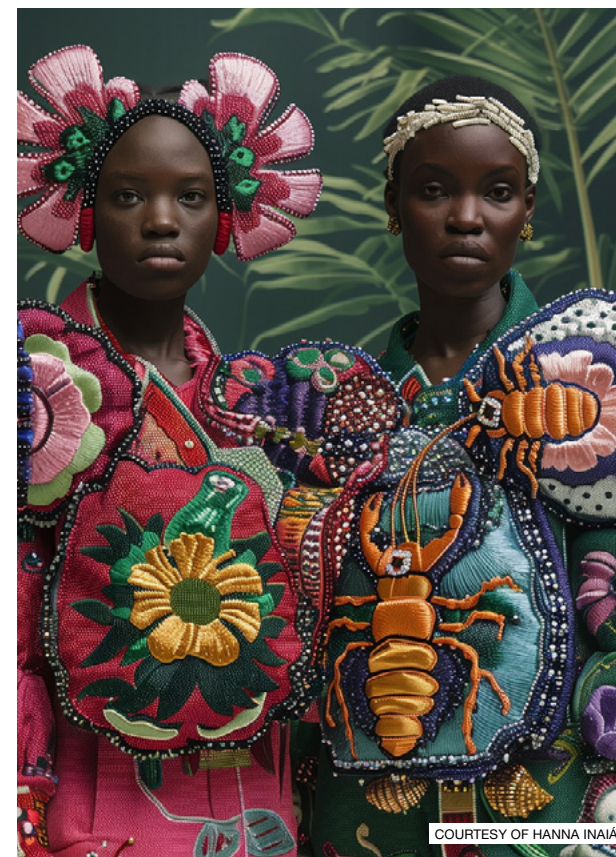


THE AXIS OF CREATION: WHEN FASHION TAKES A NEW BREATH

At the Grand Palais, Matthieu Blazy turned the Chanel fashion show into a high fashion cosmos. Under the glass dome, planets floated in a dreamlike atmosphere that reflected the new spirit of the fashion house: gazing into infinity and reinventing its own codes. **Maximalism appears as a portal of escape, not through excess, but through imagination.** Blazy balances rigidity and fluidity, tradition, and boldness, sewing emotion in every texture and proportion. Swinging between the traditional and the contemporary, he has restored Chanel's ability to dream and makes luxury a gesture of survival between worlds.



COURTESY OF HANNA INAIÁH



COURTESY OF HANNA INAIÁH

THE FUTURE HAS TEXTURE: THE POETIC WORLD OF HANNA INAIÁH

Hanna Inaiáh transforms her artisanal roots into portals that transport us to other realities. Her fashion combines the real and the imagined; embroidery and 3D come together, and artificial intelligence becomes an expanded studio. **In her hands, technology is not a machine, but living matter. A field where the impossible takes shape.** Each creation is a fragment of a universe, populated by creatures, fabrics and landscapes that seem to exist between worlds. Hanna creates with the sensitivity of those who sew the invisible, revealing that the future can be tactile, poetic, and made of human imagination. She invites us to cross borders and realize that technology can also be made of the soul

FASHION, ART, AND FICTION: THE IMMERSIVE UNIVERSE OF GENTLE MONSTER

While the market bets on minimalism, Gentle Monster follows the opposite path. Its new campaign with Tilda Swinton is a visual delirium that turns e-commerce into a spectacle. **The HAUS Nowhere universe mixes the physical and the digital in a maximalist and surreal aesthetic.** At Paris Fashion Week, **Thom Browne** opened his 2026 collection with alien figures. **The pieces display extraordinary details with latex textures and volumes that expand from the body.** Marketing is provocative, and fashion seems like fiction and displays creative courage that redefines its impact on the fashion world.



COURTESY OF GENTLE MONSTER



COURTESY OF THOM BROWNE



COURTESY OF THOM BROWNE



COURTESY OF THOM BROWNE





FÖREMÅL - IKEA



COURTESY OF SASHA BIKOFF



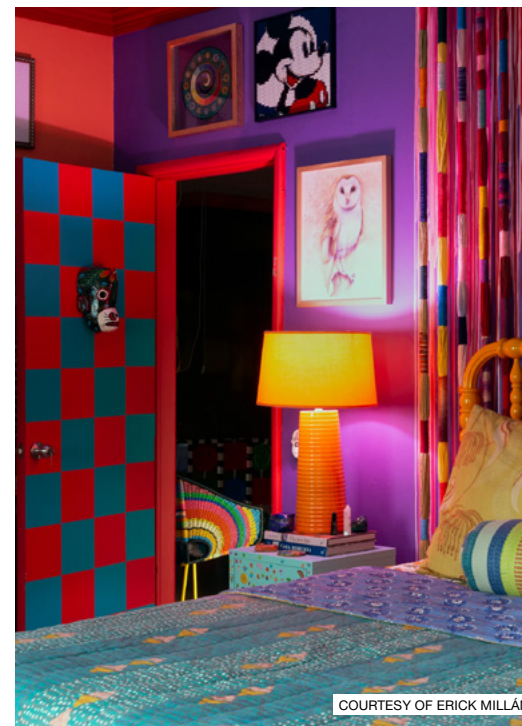
COURTESY OF ERICK MILLÁN



COURTESY OF THE DUDU BERTHOLINI/TOK&STOK COLLECTION



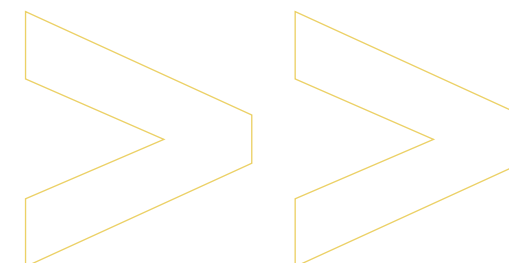
COURTESY OF THE DUDU BERTHOLINI/TOK&STOK COLLECTION



COURTESY OF ERICK MILLÁN

THE REFUGE OF EXCESS: WHEN MAXIMALISM REINVENTS COMFORT

Minimalism may have taught us how to live with less, but maximalism gives us the pleasure of living with everything we are. **After years of neutral and controlled spaces, the home is once again the scene of expression, a mirror of the beautiful chaos of life.** The new maximalism is not about accumulation; it is about building worlds. Inspired by humor, nostalgia, and the desire for escapism, it mixes eras, styles, and stories like someone who weaves threads memory through space. From Ikea's Föremål collection to Dudu Bertholini's exuberance, from Sasha Bikoff's eccentric luxury to Erick Millan's tropical homes, design embraces imperfection and celebrates uniqueness. Colors, objects, and textures tell stories of belonging and freedom. In times of uncertainty, exaggeration becomes a shelter, and excess, a gesture of joy. **Maximalism does not long for perfect harmony, or soul.**





COURTESY OF PRADA SS26



COURTESY OF PRADA SS26



COURTESY OF FENDI SS26



COURTESY OF BOTTEGA VENETA SS26



COURTESY OF FENDI SS26



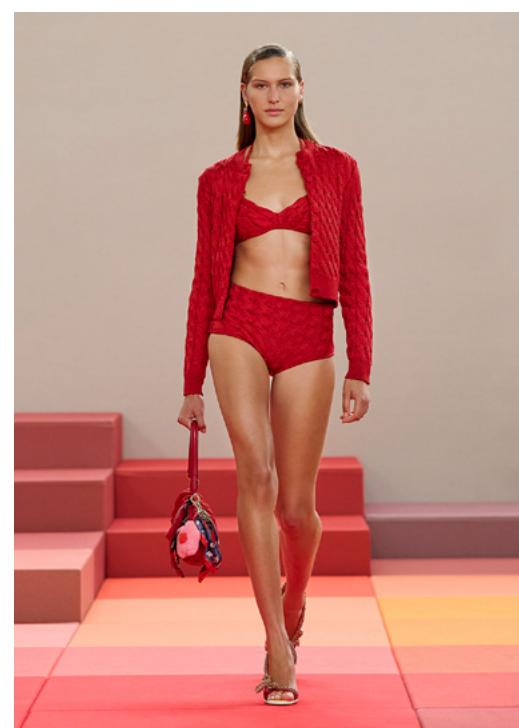
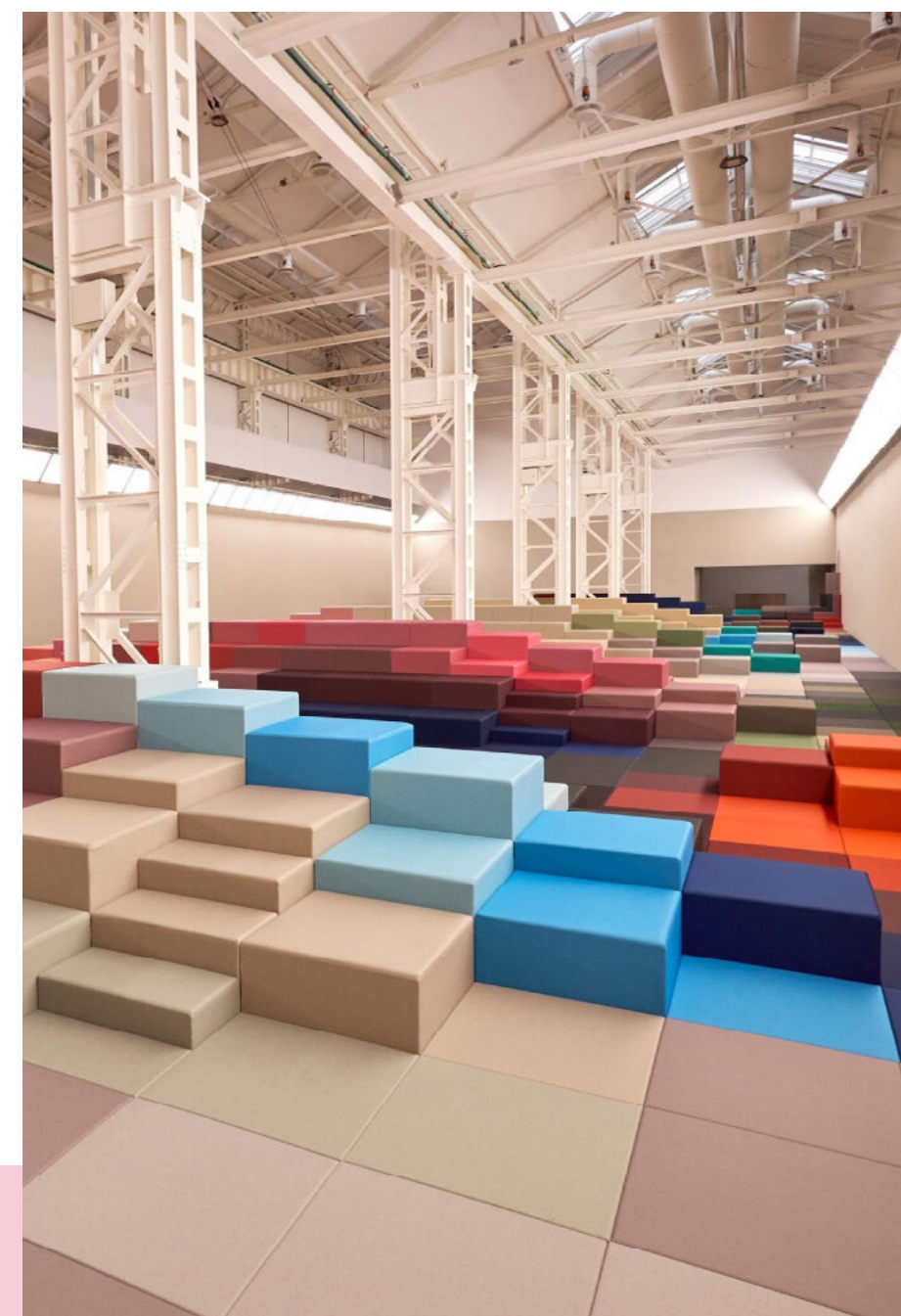
COURTESY OF ROBERTO CAVALLI SS26

COLOR MANIFESTO: THE END OF MINIMALISM ON THE RUNWAYS

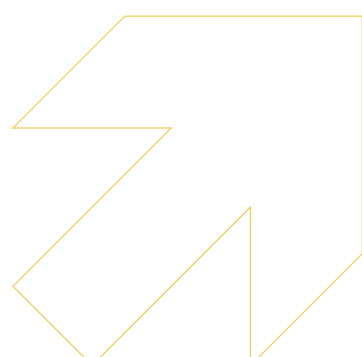
Milan Fashion Week marked a turning point: minimalism gave way to maximalism. **Spring/ Summer 2026 celebrates freedom with vibrant colors, sparkles, and volumes that occupy visual and emotional space. Color is now a manifesto.** Gucci, Fendi, and Prada present collections filled with fantasy and humor.. Between the craftsmanship of Bottega Veneta and the gold of Cavalli, fashion cries out for emotion.

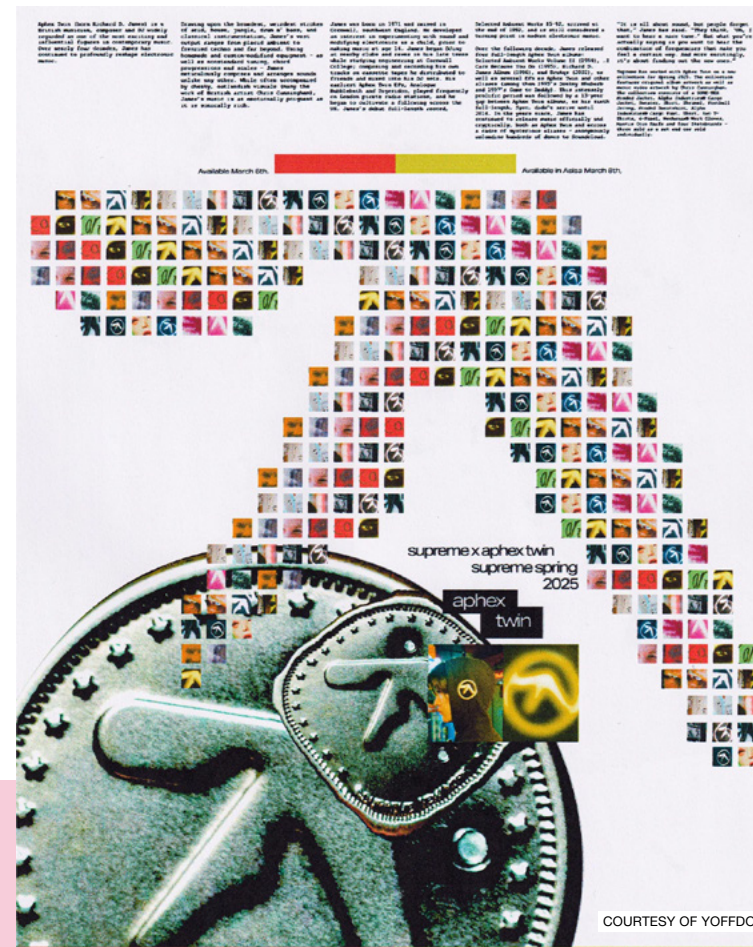
BETWEEN LIGHT AND MATTER: THE LIVING CATWALK OF FENDI SS26

At Palazzo Fendi, during Milan Fashion Week, Marc Newson turned space into a field of vibrant pixels. Inspired by quilts and flowers, he stacked colorful boxes at different heights, creating a shifting environment. The FENDI SS26 collection reflected this vivid landscape in shades of white, turquoise, red, and coral. Fabrics such as organza, jacquard and technical leather gained volume and fluidity under the rhythm of Frédéric Sanchez's soundtrack, which combined cinema, opera, and electronic music. **Reality and virtuality mingle, and what lies between them empowers us to feel again.**



ALL IMAGES ON THIS PAGE ARE COURTESY OF FENDI.





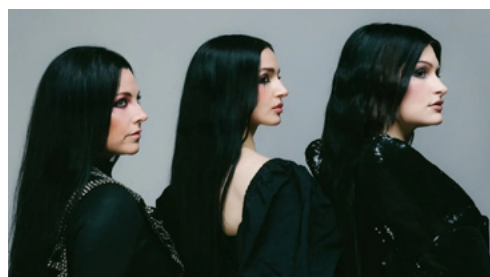
CHAOS AS LANGUAGE: YOFFDOG'S MAXIMALIST UNIVERSE

With vibrant textures and typography that challenge order, Yoffdog turns chaos into language. The Staffordshire-based designer creates from the things he loves: music, movies, fashion, and pop culture. From Power Rangers to iconic album covers, he mixes nostalgia and experimentation. Inspired by artists like Missy Elliott, he creates a **pulsating maximalism that translates the present into energy and movement.**



THE ELEGANCE OF DARKNESS: THE REBIRTH OF GOTHIC CORE

Gothic has taken center stage again. The Gothic Core trend dominates runways, streets, and social platforms, bringing together drama, attitude, and authenticity. More than a style, it is an emotional state that expresses the urgency of feeling in the midst of superficiality. Brands like Rick Owens, Ann Demeulemeester, and Elena Velez reinforce Gothic as cultural resistance. In fluid and romantic versions, black resurfaces as a symbol of intensity. **Gothic Core transforms darkness into presence and emotion.**



PLAY

To understand how **Gothic Core** is expressing itself in the music scene, listen to **End of You**, a collaboration between Poppy, Amy Lee, and Courtney LaPlante.



02 AMPLIFY >> (ING)



PINTEREST



ARCHITECT RICARDO ABREU / @DENILSONMACHADOMCA @MCA_ESTUDIO

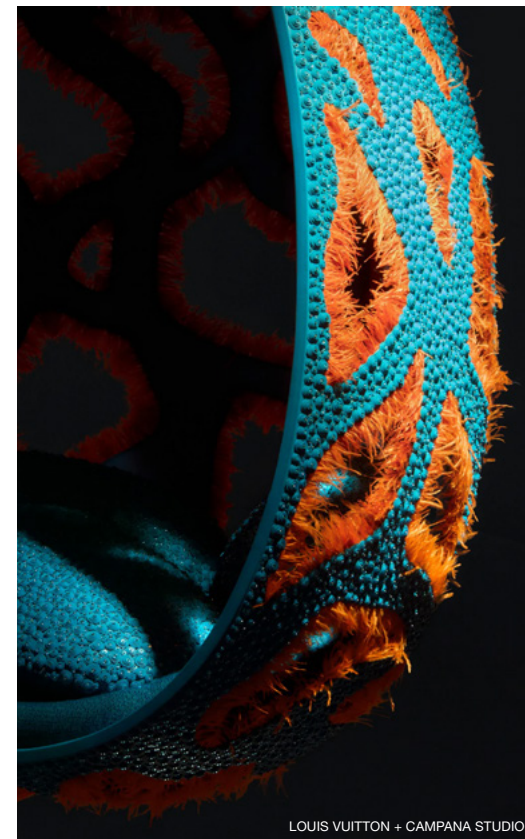


MVHPHOTOS

COLOR INTENSITY EXPRESSION



PINTEREST



LOUIS VUITTON + CAMPANA STUDIO



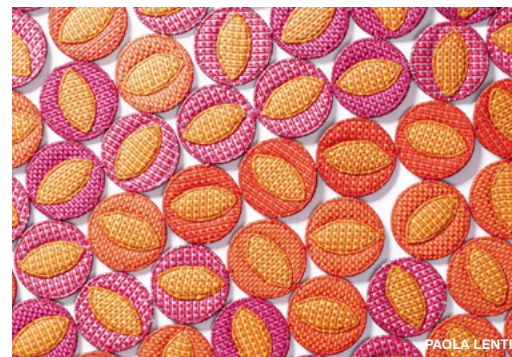
PANTONE



JACQUEMUS



LAURA GONZALEZ - CERAMICS BYBLOS "SENÉCIO"

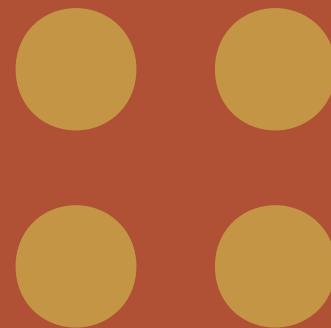


PAOLA LENTI





03 CO: EXIST



WE MUST NOT
ONLY PRESERVE,
BUT ALSO LEARN
HOW TO COEXIST.



The environment has been sending out signals. Every extreme event, every imbalance, feels like an alert. We are faced with the urgency of rethinking our way of existence. We must not only preserve but also learn how to coexist.

LEARNING TO LIVE IN SYMBIOSIS WITH THE ENVIRONMENT, RECOGNIZING THAT WE ARE NEITHER BETTER NOR AT THE CENTER STAGE, BUT STAY ALONGSIDE ALL THE SPECIES AND CULTURES THAT SHARE THIS SAME ECOSYSTEM.

Ancestral traditions, local practices, natural intelligences. Everything becomes a source of learning and inspiration. And it is through active listening that we make room for this knowledge to flourish. Living in harmony is respecting the flow, understanding the timing of things, and accepting that innovating also means simplifying. True innovation does not require great resources, but a new look at what is already out there.

PERHAPS THE FUTURE IS NOT ABOUT CREATING NEW THINGS, BUT ABOUT INTEGRATING SPECIES, KNOWLEDGE, SPACE, AND TIME. MORE THAN TRANSFORMING, IT WILL BE ABOUT LEARNING. AND FINALLY, COEXISTING WITH INCREASED AWARENESS.



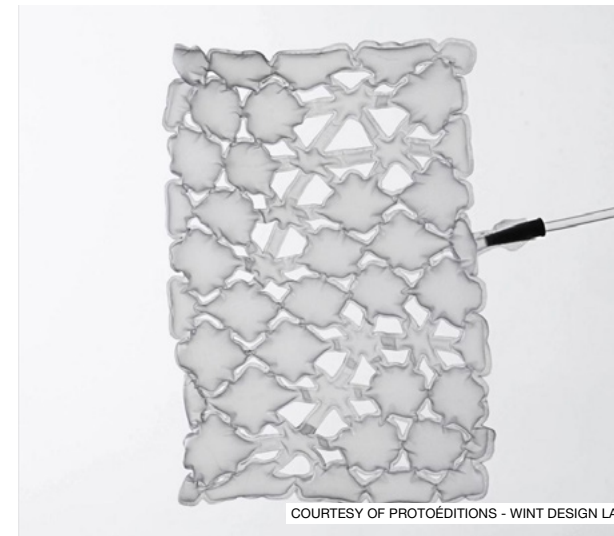
PHOTO FEDERICO BORELLA AND MICHELA BALBONI

THE END OF CENTRALITY: THE REVOLUTION OF THE MORE-THAN-HUMAN THEORY

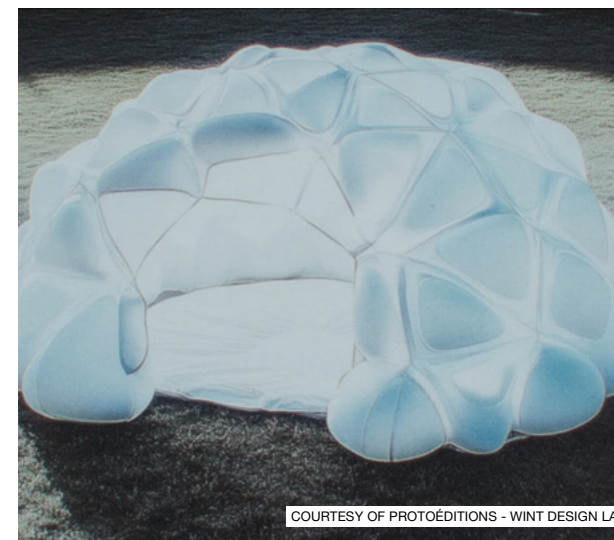
Modernity has isolated us from nature, but life is a web of interdependencies that requires replacing control with care. The more-than-human theory (MTH) proposes to overcome anthropocentrism and recognize the agency of non-humans, seeking pluralistic and sustainable futures. In design and architecture, practices such as those of Paulo Tavares unveil this turning point and place humans as part of this web. The humanness of belonging will be the final revolution.



COURTESY OF PROTOÉDITIONS - WINT DESIGN LAB



COURTESY OF PROTOÉDITIONS - WINT DESIGN LAB



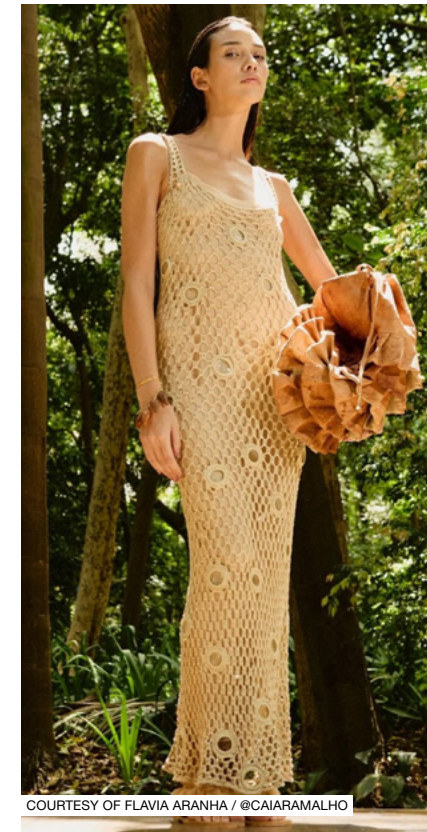
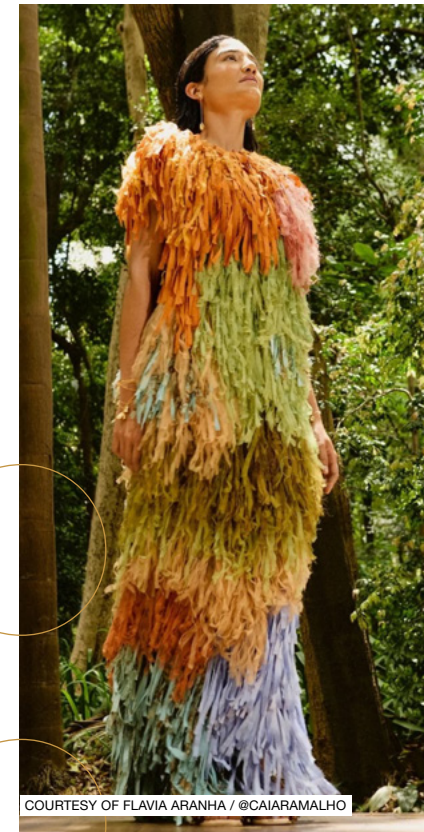
COURTESY OF PROTOÉDITIONS - WINT DESIGN LAB

BIOMIMICRY: THE LIVING LIBRARY

As Burle Marx said, nature is the greatest of artists. For billions of years, it enhanced the most advanced design laboratory. Today, biomimicry shows that the greatest master of innovation is the ecosystem itself. This vision inspires a new way of living in symbiosis with the environment, learning from its cycles and seeking balance rather than control. The Ara Project, by ProtoÉditions and Wint Design Lab, follows this logic by using air in microstructures to create light and adaptable packaging. Inspired by evolution, the project shows that innovating means learning from nature and recognizing that we are already surrounded by perfection.

THE CULTIVATION OF FORM: METAMORPHIC FASHION

Iris van Herpen redefines haute couture with her 2025 winter collection, inspired by the depths of the ocean and the immortal jellyfish (*Turritopsis dohrnii*). The highlight is a dress cultivated with 125 million bioluminescent algae, created in partnership with biodesigner Christopher Bellamy. **Living and touch-sensitive, it requires continuous care. Here, fashion becomes cultivation and coexistence, uniting art and biology.** Even in the face of technology, it is human intention that keeps true sophistication alive.



THE NEW LANGUAGE OF DESIGN: FLÁVIA ARANHA AND THE POETICS OF LIVING MATTER

Flávia Aranha's Forest Collection, showcased at SPFW, takes sustainable fashion to a new level of sophistication. With natural dyes, bacterial dyes, and biomaterials such as algae and mycelia, it brings together aesthetics, science, and native knowledge. Each piece celebrates the living forest. In her own words, "Every tree that is born unveils a language."

Here, dressing is an act of symbiosis and commitment to the ecosystem.

TECLA: THE CIRCULAR REVOLUTION THAT FINDS ANSWERS IN THE ANCESTRAL SOIL

The TECLA project unites the most ancient material with the most advanced technology. **Created by Mario Cucinella and WASP, it is the first 3D printed habitat with local soil and neutral carbon, and it can adapt to any climate.** Inspired by the potter wasp, the system reduces waste and rescues the knowledge of adobe – an ancient technique of construction with raw earth, water, and natural fibers, which has been used for millennia in different cultures. By uniting tradition and innovation, the project shows that the future is born from the past. More than a house, TECLA symbolizes freedom: technology at the service of humans and the right to live with dignity and sustainability.



COURTESY OF TECLA / @IAGO_CORAZZA



KONGJIAN YU'S LEGACY: THE ARCHITECTURE THAT LEARNS FROM WATER

Chinese architect **Kongjian Yu** transformed the relationship between city and nature by creating the concept of **Sponge City** after the Beijing tragedy in 2012. His proposal replaces concrete with the intelligence of the landscape, inspiring a social, regenerative architecture in harmony with the natural cycles. Flooded parks, green roofs and permeable floors become part of an urban system that absorbs, filters, and returns water to the ground. Projects such as **Meishe River Greenway**, **Shanghai Houtan Park**, and **Qunli Stormwater Park** show that innovating means restoring. Adopted in cities such as Taizhou and Rotterdam, Yu's legacy teaches that the future of cities depends on dialogue, instead of fighting with nature. True modernity lies in accepting the natural flow of space into the routine and the needs of everyday life.



[LEARN MORE](#)

Check out Instituto A Gente Transforma, founded by architects **Marcelo Rosenbaum** and **Adriana Benguela**. Their initiative transforms design into a tool of autonomy and belonging, connecting traditional knowledge and social technologies to build fairer and possible futures.





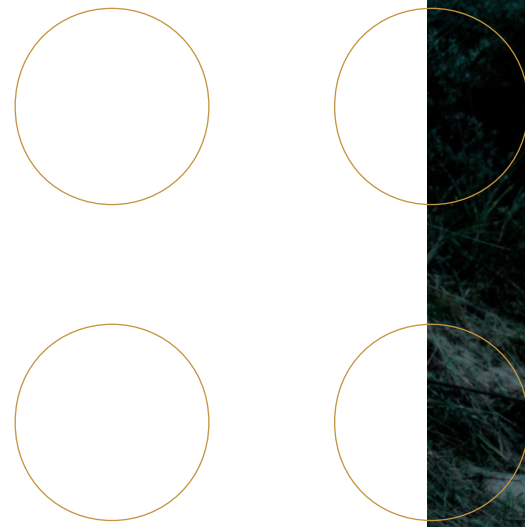
FEBIYAN - UNSPLASH

COPENHAGEN: THE CITY THAT TURNED WELL-BEING INTO A PUBLIC POLICY

Voted the most “livable” city in the world, **Copenhagen** shows that the urban future is built around collective well-being. Its preventive urbanism puts health at the center and turns trust into public policy: open contests define projects, merit wins over lobbying interests, and collaboration replaces surveillance. Guided by **hygge philosophy**, which appreciates comfort and coexistence, the city transforms design into affection. Cycle paths, squares, and shared spaces develop bonds and enhance quality of life. Silence, enabled by urban electrification, is also a measure of well-being. Copenhagen’s challenge is to expand this culture of well-being, ensuring that care and quality of life are not privileges, but part of everyone’s daily lives. The city proposes a new way of planning urban areas, in which living well is a public policy.

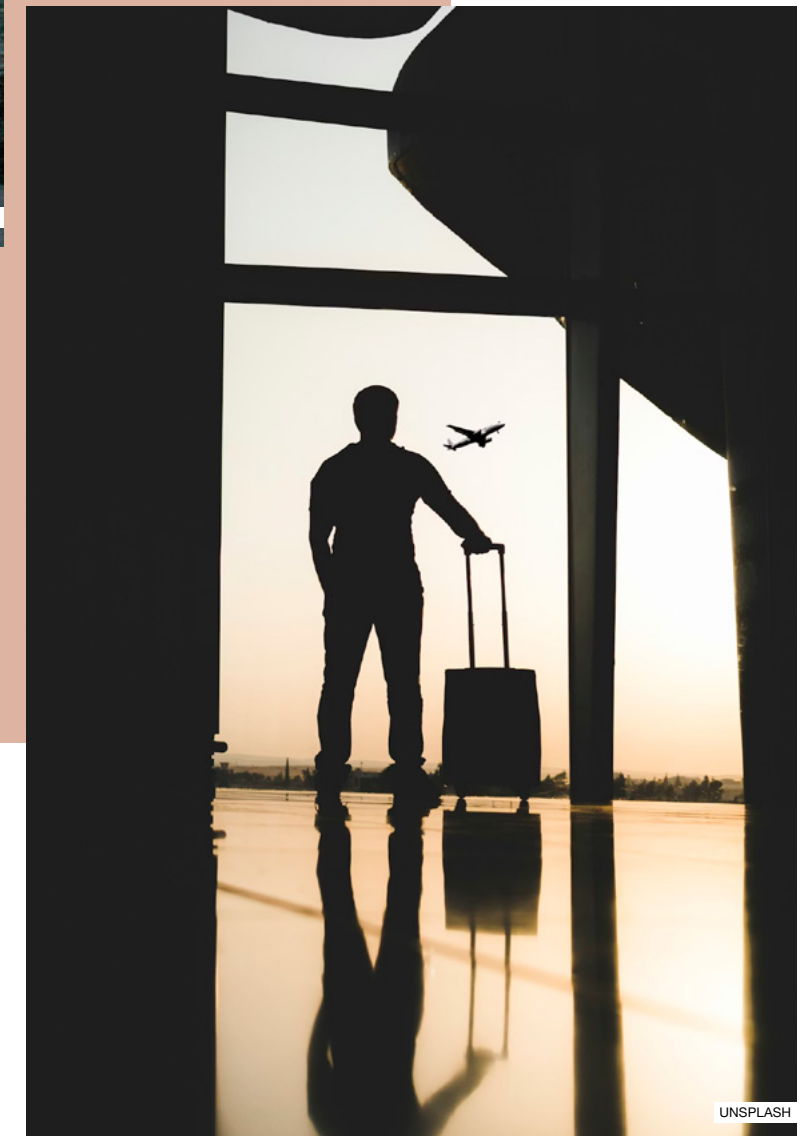


VENUS MAJOR - UNSPLASH



THE RETREAT OF BORDERS: THE AGE OF DEGLOBALIZATION AND THE DOMESTIC FOREIGNER

While some of us build bridges of trust and coexistence, the world paradoxically insists on building new walls. The idea of a connected planet is fragmented into closed territories, where nationalism is once again a compass and the global citizen becomes a foreigner – even at home. Visible and invisible barriers, from immigration to biometric control, restrict movement. The right to freedom of movement becomes a privilege. In networks, algorithms draw mental boundaries and reinforce the idea of “we vs. them”. While we want to live together, we strengthen borders, dissolve the collective, and replace encounters with mistrust. Today, resistance is about choosing the opposite: insisting on dialogue. Previously silenced cultures are gaining momentum and reconfiguring the collective imagination, revealing new forms of coexistence and creation. They remind us that differences can bridge gaps rather than build borders.





JACEK JANICZAK - UNSPLASH



COURTESY OF THE SERIES "TUDO SOB CONTROLE."

BETWEEN TRADITION AND THE VANGUARD, THE EAST REDEFINES THE CONTEMPORARY WORLD

Generation Z has redefined global consumption by valuing new identities and breaking with Western hegemony. **The rise of these new narratives marks a global shift toward new cultural centers, where authenticity is synonymous with influence.** The K-Drama phenomenon goes beyond entertainment, boosting industries like electronics, food, and cosmetics. Samsung, for example, has embraced this trend with the miniseries "Everything under Control", using the popular K-Drama to present technology as an ally of human relations and simple life.

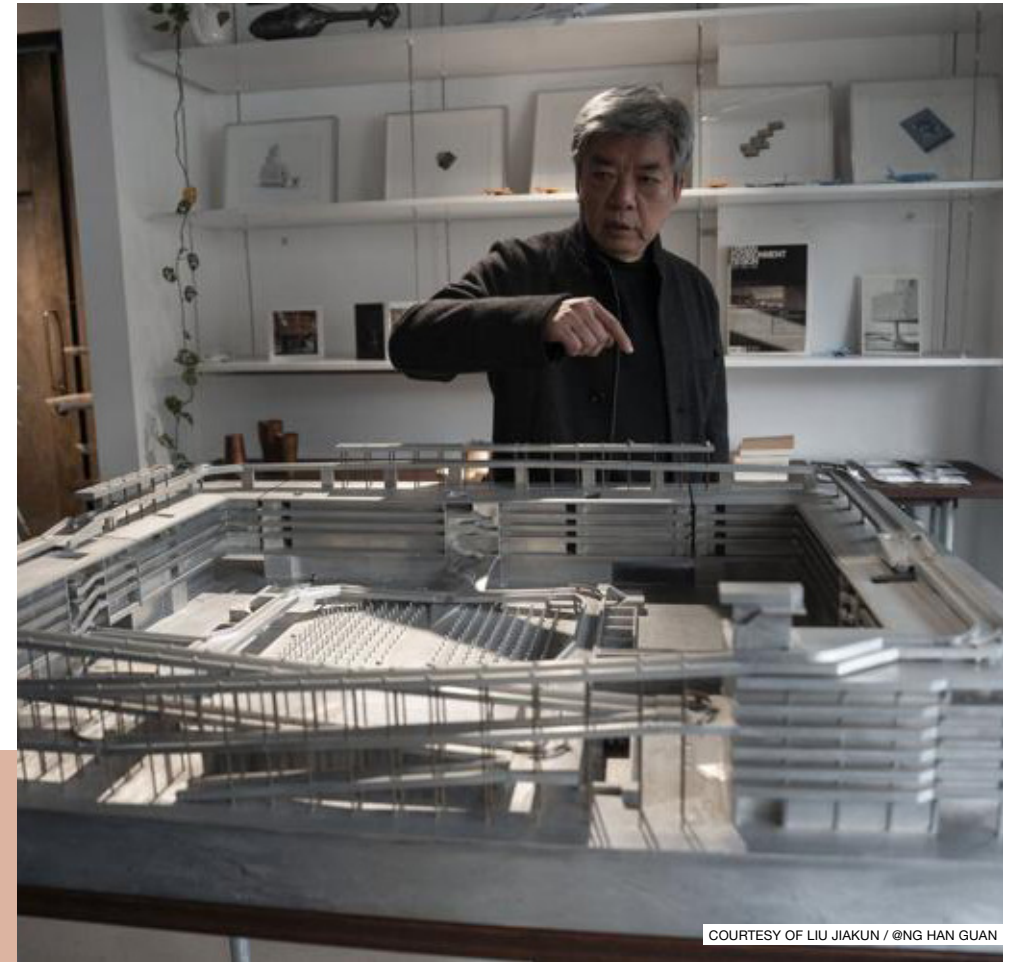


PLAY

To understand the power of the K-Drama phenomenon, watch KPop Demon Hunters on Netflix.

PRITZKER 2025: LIU JIAKUN AND THE RESCUE OF HUMAN NATURE IN ARCHITECTURE

The Pritzker Prize reaffirms faith in architecture as a human gesture. The 2025 laureate, Liu Jiakun, represents the strength of Eastern sensitivity by uniting poetry and function, tradition, and innovation. **His work rejects the spectacle and reveals an architecture that welcomes and respects the surroundings and appreciates what is essential.** Pritzker 2025 celebrates not only an architect, but the cultural power of the East in building with soul and purpose.





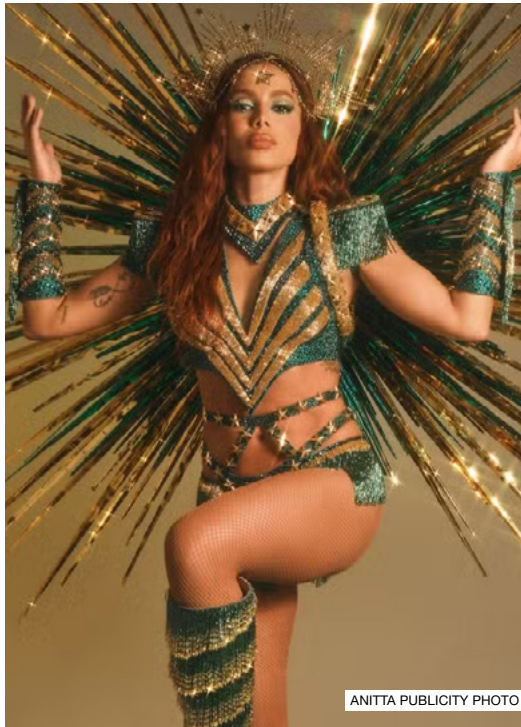
KING KAWAKUBO AND THE BALANCE OF OPPOSITES

Since her debut in Paris in 1981, Rei Kawakubo has turned fashion into reflection. **As the creative mind behind Comme des Garçons, she dissolved boundaries between the beautiful and the strange, the body and the fabric, the male and the female.** Her creations celebrate imperfection as an expression of life. For her, innovating is engaging in dialogue with what already exists. Each piece is born from the encounter between contrast and harmony, showing that creating is integrating – not breaking. Kawakubo makes us realize that the future of fashion and creation are about learning to exist in harmony with our surroundings.



JAPAN IN PARIS 2026: THE ELEGANCE OF IMPERFECTION

At Paris Fashion Week 2026, the Japanese avant-garde proposed a return to human essence; to tactile and manual experiences. **Yohji Yamamoto glorified elegance and memory**, proving that the essentials are true luxury. **Rei Kawakubo turned chaos into poetry**, celebrating the beauty of imperfection. **Junya Watanabe challenged the fast pace**, making the audience slow down and observe. Together, they reaffirm that contemporary luxury lies in attention, presence and creating with purpose.



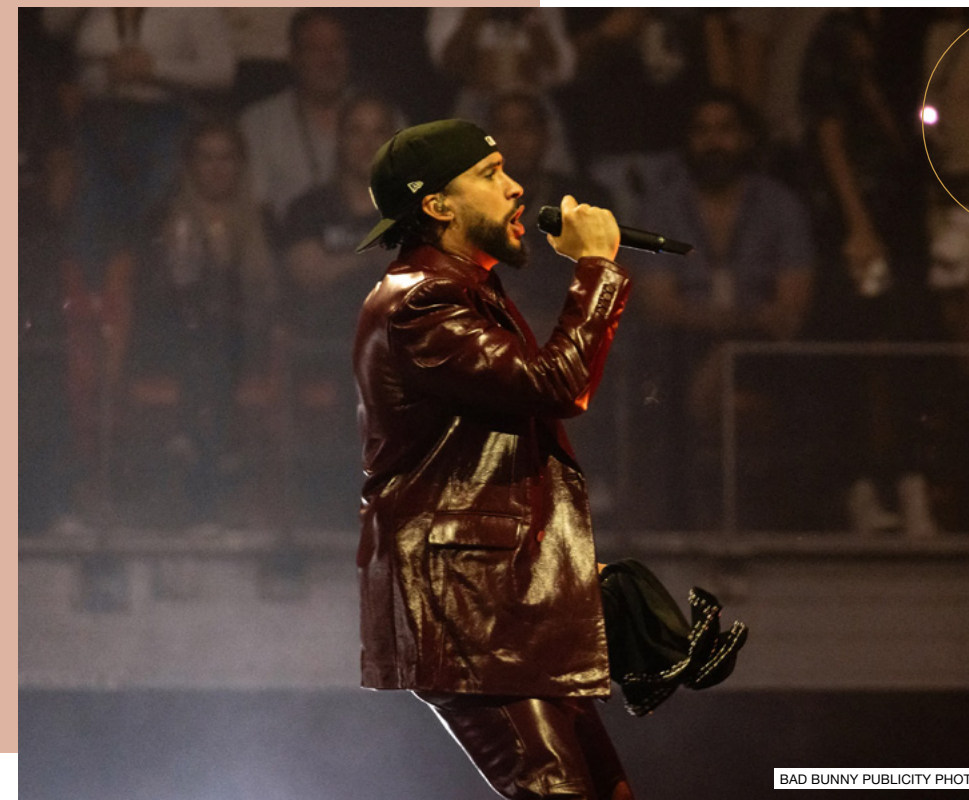
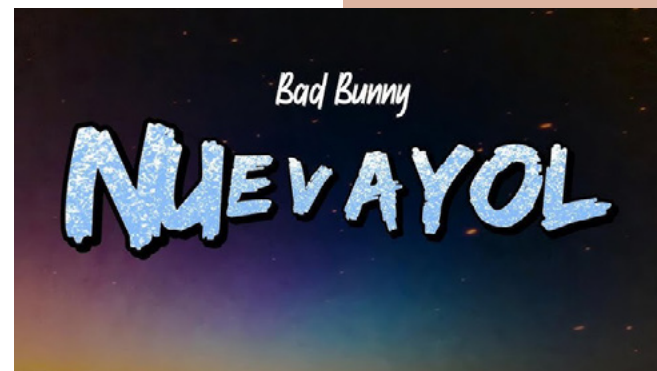
THE POWER OF BELONGING: THE VIBRANT PULSE OF LATIN AMERICA



In a scenario of symbolic disputes and transitions of power, Latin America reemerges as a force of identity and expression. Fashion breaks Eurocentrism, and brands like Colombian Agua and Brazilian Farm Rio create collections inspired by their own traits, turning pride into a manifesto against the standard. In music and cinema, names such as Anitta, Karol G, Pedro Pascal, and Wagner Moura show that the regional dictates the global. Tourism grows and reaffirms human warmth as a value. Latin America celebrates its complexity and proves that our greatest wealth is being who we are.

BAD BUNNY: A SYMBOL THAT REDEFINES THE NARRATIVE

Amid migration crises, Bad Bunny transcends superstar status and becomes a symbol of global resistance. Born in Puerto Rico, a US territory not entitled to electoral votes for president, he uses his art to expose empty promises of freedom and belonging. In his music video *NUEVAYORKOL*, he turns deportation stories into poetry. Refusing Hollywood filters, he challenges American hegemony and proves that success comes from authenticity — the most powerful act of insubordination.



BRAZIL ANNOUNCES: IT IS OUR TURN TO SHINE

In a time when authenticity is resistance, *“Made in Brazil”* gains new meaning. The success of Melissa, Irmãos Campana, Havaianas, and Granado is proof that we export creativity and reimport validation. Simplicity becomes a global desire, and a symbol of originality and sophistication. This appreciation prompts us to look at our own roots. Brazil ceases to be only aesthetic inspiration and is now recognized as a creative power. PatBO and L'Occitane au Brésil have translated this movement: they are brands that transform the Latin and Brazilian spirits into universal language. In New York, Patricia Bonaldi celebrates the pride and freedom of women in collections inspired by icons like Elza Soares. L'Occitane au Brésil, in partnership with Bianca Rosa, celebrates the curvaceous body of real women with the Caju line, uniting beauty, self-esteem, and belonging. Fashion and beauty become expressions of identity and resistance. Brazil is no longer seeking approval; it inspires the world with the power of authenticity.



COURTESY OF GRANADO



COURTESY OF PATRICIA BONALDI

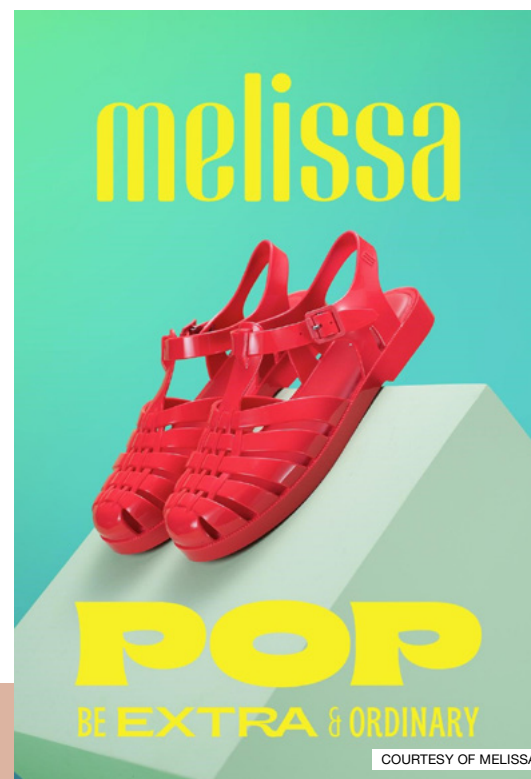


COURTESY OF PATRICIA BONALDI



PLAY!

If you want to get emotional about the bond between a pet and their owner, watch the movie *Caramelo* on Netflix.



COURTESY OF MELISSA



COURTESY OF HAVAIANAS

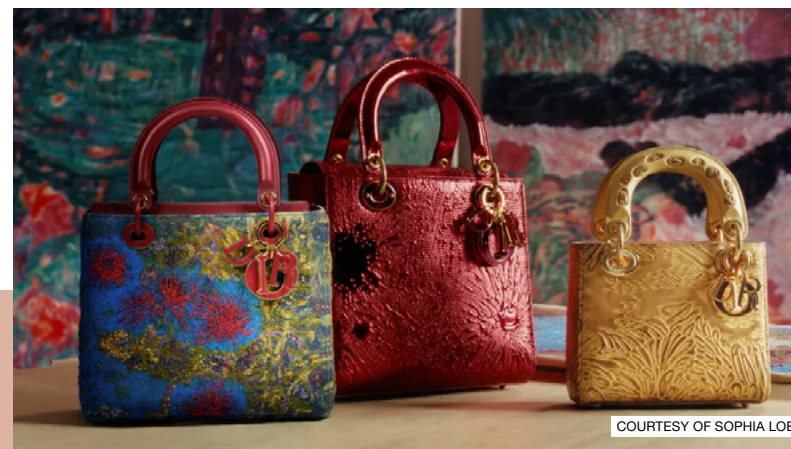
From Brazil. Since 1962.



THE BRAZILIAN TALENT ON THE MOVE

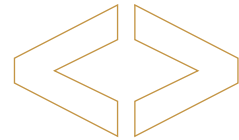
From paintings to movies, Brazilian talent conquers new territories and reaffirms its creative strength worldwide.

Sophia Loeb transforms color and gesture into living matter, bringing the energy of contemporary art to haute couture with her version of Lady Dior – a fusion of craftsmanship and freedom of movement. In the realm of cinema, Brazil has scored its first ever Oscar win with *I'm Still Here*, by Walter Salles, celebrating the sensitivity and strength of Brazilian narratives. Whether in the vibration of colors or in the intensity of stories, Brazil reemerges as a source of beauty, resistance, and authenticity – a living expression of our borderless creativity.



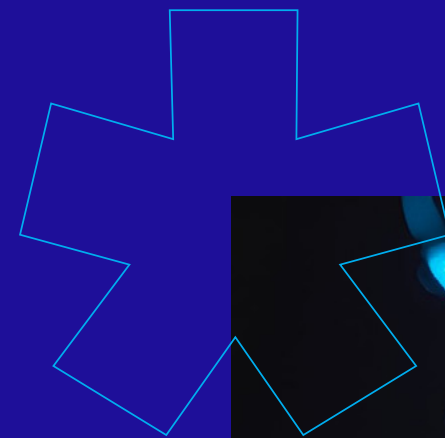
03

CO: EXIST



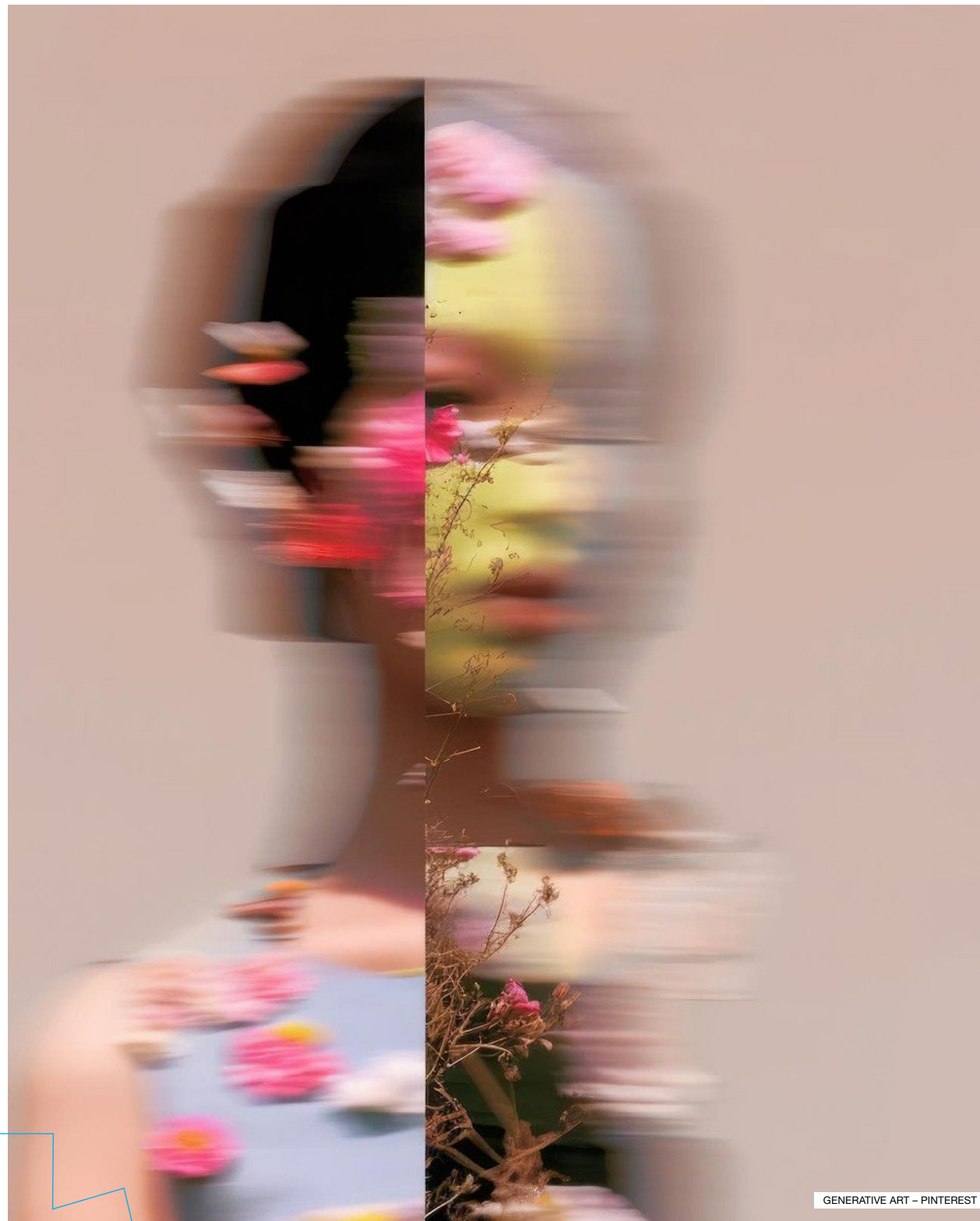
CONNECTION
NATURAL
PLURALITY





PERCEPTI [ON]





GENERATIVE ART - PINTEREST

PHYGITAL:

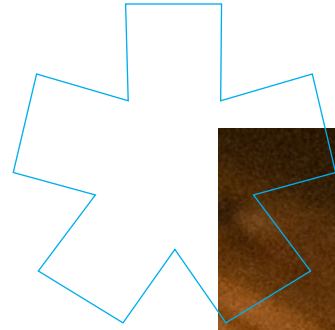
THE NEW BRIDGE BETWEEN PRESENCE AND CONNECTION

As Artificial Intelligence redefines contemporary life, a paradox intensifies. The more we connect, the more isolated we become. The digital age brought efficiency and access, but it also resulted in a silent epidemic of loneliness. Thus, a new collective desire arises: to rediscover what is real. Disconnecting, however, has become a form of protest. In a world where attention is the most sought-after asset, the challenge lies in learning how to balance presence and technology, engagement, and silence. The “rebirth of reality” emerges precisely from this conflict. **The concept of phygital (physical + digital) emerges as a possible response. It does not replace the human factor, but rather amplifies it, transforming technology into a bridge to tangible and collective experiences.** A study by Eventbrite shows that 95% of young people wish to take their virtual interests to the physical world, seeking connection and belonging. Brands that understand this movement may occupy a new cultural role: that of facilitating reunions, creating spaces of presence and, ultimately, turning the digital into a starting point for what is real.

INTERNET INDIE:

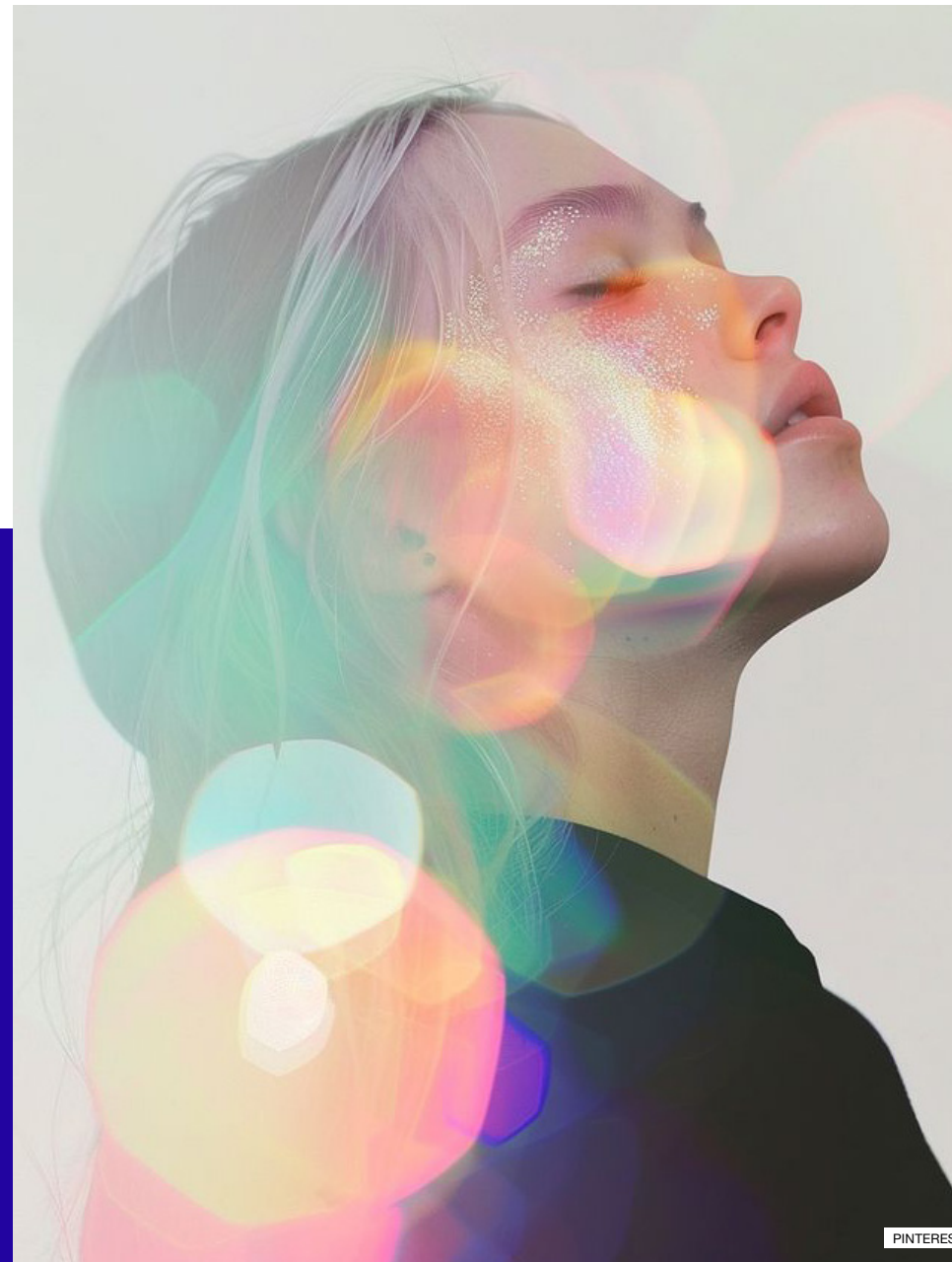
THE DIGITAL REBIRTH

As trust in big techs dissolves and algorithms lose credibility, a new Internet begins to be redesigned. **The so-called indie Internet proposes a more balanced ecosystem, where technology and humanity coexist organically.** Creativity, transparency, and sense of community return to the center of the digital experience. The movement translates a collective desire for more authentic relationships. Instead of a logic of surveillance and control, independent platforms emerge and prioritize purpose and collaboration. They are small digital spaces that encourage gathering and dialogue – a fertile ground for brands willing to grow together with people, not just before their eyes. **The future online will involve integration. Fewer algorithms that make decisions and a larger extent of shared autonomy.** The new era of the Internet belongs to those who understand that the digital does not replace the human factor, but expands it.



AI NATIVES:

THE FUTURE BEGINS
WITH THE BETAS



Born in 2025, the betas will be the first true natives of the Artificial Intelligence era. Successors to Generation Alpha and children of Generation Z, they will grow up in a world where AI will no longer be a tool, but a natural extension of human experience, shaping how they learn, communicate, and perceive what is real. With 90% of all online content expected to be AI-generated by 2026, this generation will inhabit a world where real and digital intertwine. Information will no longer be sought and will be continuously produced, interpreted, and adapted by intelligent systems. Just as the Internet and smartphones have redefined the behavior of previous generations, Artificial Intelligence will be the shaping force of betas. However, contrary to expectations, betas may be the first to understand the importance of a balance between emotion and algorithm. **The generation that will be born surrounded by codes may also be the one that will learn to give them a purpose.**

THE INFORMATION CONTAINED IN THIS MATERIAL IS THE RESULT OF ANALYSES MADE IN 2025

PERMEATED BY BEHAVIORS AND MOVEMENTS
OBSERVED OVER THE LAST FEW YEARS —
SIGNS THAT CAN SHAPE POSSIBLE FUTURES.
WE SUGGEST PUTTING THEM INTO PRACTICE AS
SOON AS POSSIBLE, AS WE LIVE IN A WORLD THAT
REINVENTS ITSELF AT AN INCREDIBLY FAST SPEED.



COTTONBRO STUDIO - PEXELS

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