

WOMENSWEAR

NEW YORK

Style Direction &
Retail Intelligence

April 2026



ROMANTIC TREND DIRECTION



This report is a strategic edit from our retail mapping conducted in New York, capturing the key shifts already shaping global consumer behavior for **Spring 2026**.

In this edition, we spotlight the growing influence of the **Romantic direction**. Femininity emerges as the season's defining narrative, expressed through tactile textures, featuring **gathered details, smocking and delicate lace**. **Nautical stripes** are reimagined through a refined resort lens, while fluid silhouettes and controlled volumes bring a contemporary sense of ease.

The result is a commercially relevant **fusion of pastoral nostalgia and modern design**, balancing softness, versatility and desirability for the season ahead.

TREND RADAR

SHIRRING

Femininity in Focus: Delicate fabric manipulation takes center stage, becoming a key expression of the season's romantic narrative.

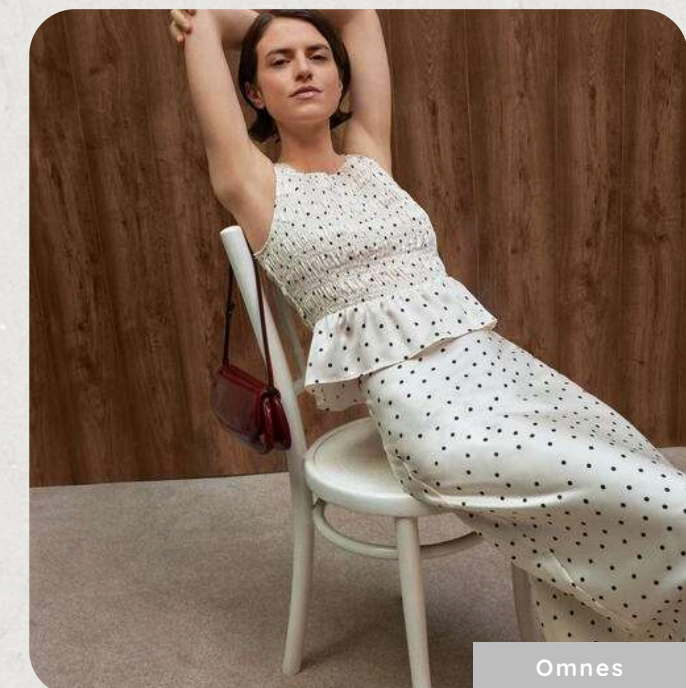
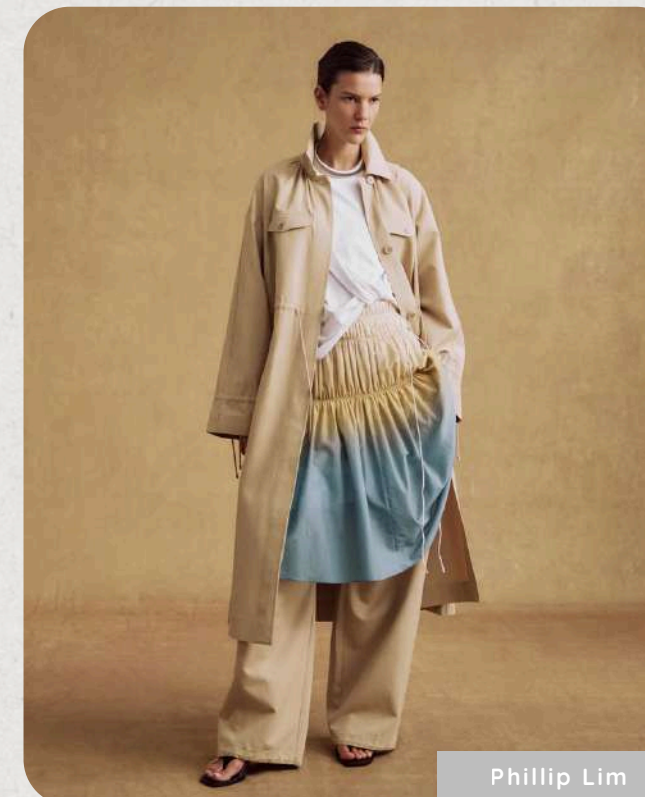
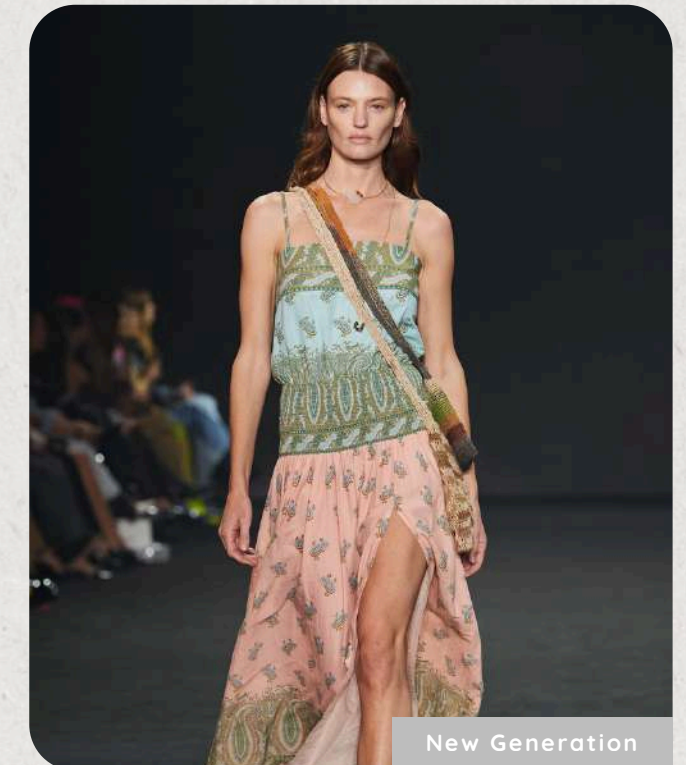
Crafted Surfaces: Smocking, shirring and gathered details create tactile, three-dimensional textures that add depth and visual interest.

Commercial Value: Artisan-inspired finishes elevate everyday essentials, transforming core items into high-desirability pieces.

Design Focus: Position fabric manipulation as the primary design feature. Prioritize smocking and adjustable gathering channels, enhanced through self-fabric ties, drawcords and functional trims.

Silhouettes & Fabrics: Develop the direction through lightweight cotton poplins, textured cottons and linen-viscose blends. Volumes should be strategically placed, with emphasis on statement sleeves, smocked waists and dimensional details that enhance blouses and dresses while maintaining wearability.

Key Opportunity: Elevate the everyday. A simple tank top gains commercial appeal through localized shirring, draping or gathered textures, delivering added value with minimal complexity.



SHIRRED BLOUSES



BANANA REPUBLIC



REFORMATION



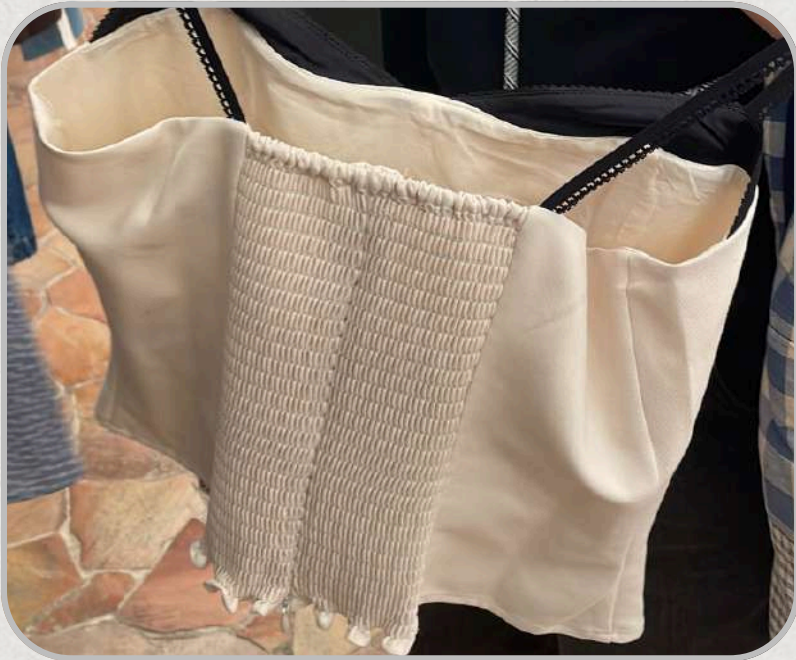
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AMERICAN EAGLE



REFORMATION



AMERICAN EAGLE



AMERICAN EAGLE

SHIRRED SKIRTS



FREE PEOPLE



FREE PEOPLE



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AMERICAN EAGLE

SHIRRED DRESSES



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SHIRRED DRESSES



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TREND RADAR

COASTAL RESORT

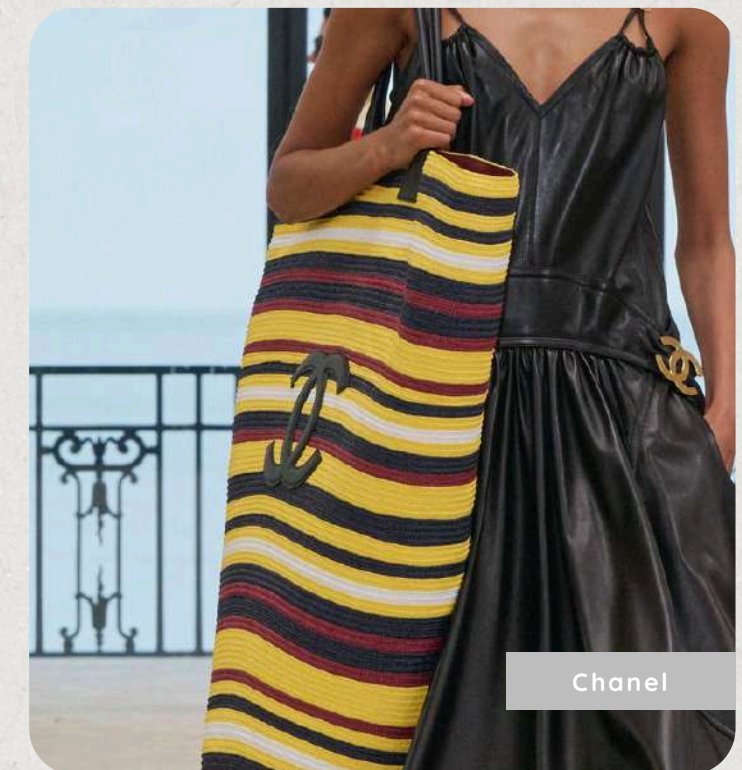
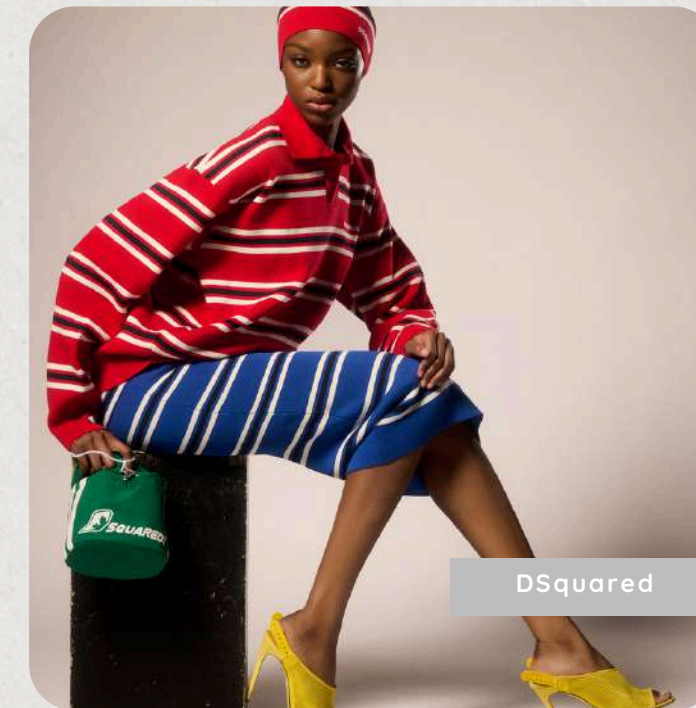
In Focus: Nautical stripes emerge as a key seasonal statement, primarily applied across matching sets, shirting and lightweight coordinated separates.

Print Direction: The classic stripe is updated through variations in scale, colour contrast and interplay of positive and negative space, applied to natural and textured fabric bases.

Commercial Value: The trend taps into a vacation and resort-driven imagination, translating into versatile, elevated pieces with strong retail turnover potential for the Spring/Summer season.

Technical Focus: Develop stripe patterns in a palette of blues, blacks, reds and earthy tones, applied to pure or blended linen and other textured bases. Explore variations in stripe width, rhythm and composition, incorporating chromatic contrasts and graphic combinations.

Garment Structure: A strong focus on lightweight, deconstructed tailoring. Develop coordinated sets such as oversized shirts paired with elasticated-waist shorts, or cropped tops paired with midi skirts featuring wrap or pareo-style ties.



DRESSES



AMERICAN EAGLE



AMERICAN EAGLE



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NO.6

DRESSES



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@TRENDSRADARCO

WWW.MONDAYANDCOSTUDIO.COM

HELLO@MONDAYANDCOSTUDIO.COM

TRENDSRADARCO@GMAIL.COM