



Trend Report SS25

Contents

Get ready for our Spring/Summer trend report, where it's all about vibrant expression, nostalgic nods, and boundary-pushing creativity. Primary colours are back, proving that Mondrian knew what was up. Chrome is making everything look like it just landed from the future. Tropical modernism is here to add a little Rio heat to our lives, while keychains are morphing into full-blown personality statements. Meanwhile, the fisherman aesthetic is officially casting its net over fashion, and packaging has gone full dark mode. Oh, and brands? They're ghosting their own logos. It's bold, playful, and utterly unmissable, just like this season.

4	Trend: Primary colour takeover
6	Trend: Tropical modern
8	Trend: Chromatic boom
10	Trend: Wearable art
12	Trend: Smudged, stretched & hazy
14	Trend: Keychain chaos
16	Trend: Gone fishing
19	Feature: Valentine's day
20	Feature: Everyone's welcome
21	Feature: Brand confidence
22	Feature: Dark mode
23	Feature: Curved type

24	Feature: Spotlight on AI
25	Feature: Exhibitions
26	Where we're shopping
30	Colour palettes





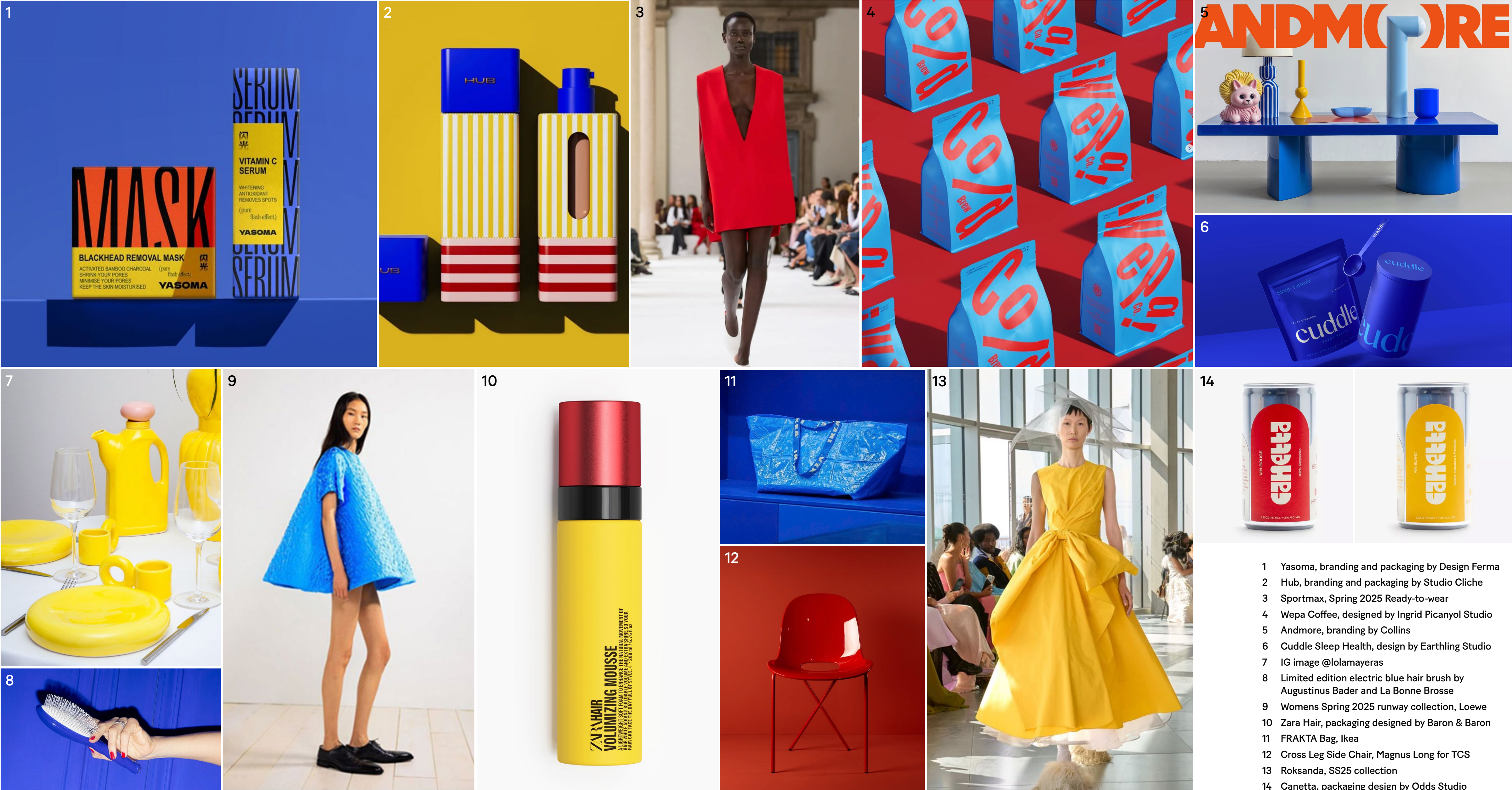
Macro trends

Primary colour takeover

We've noticed that brands are going back to basics with unapologetic primaries and geometric block shapes. It's giving Mondrian meets Lego, where bold reds, electric blues, and sunshine yellows stack up to form a visual punch. This trend screams confidence, nostalgia, and a touch of childhood playfulness, proving that less (and louder) is more. Whether it's a striking red dress, ultra-graphic packaging, or furniture straight out of a Bauhaus dream, the message is clear: maximalist colour-blocking is in.



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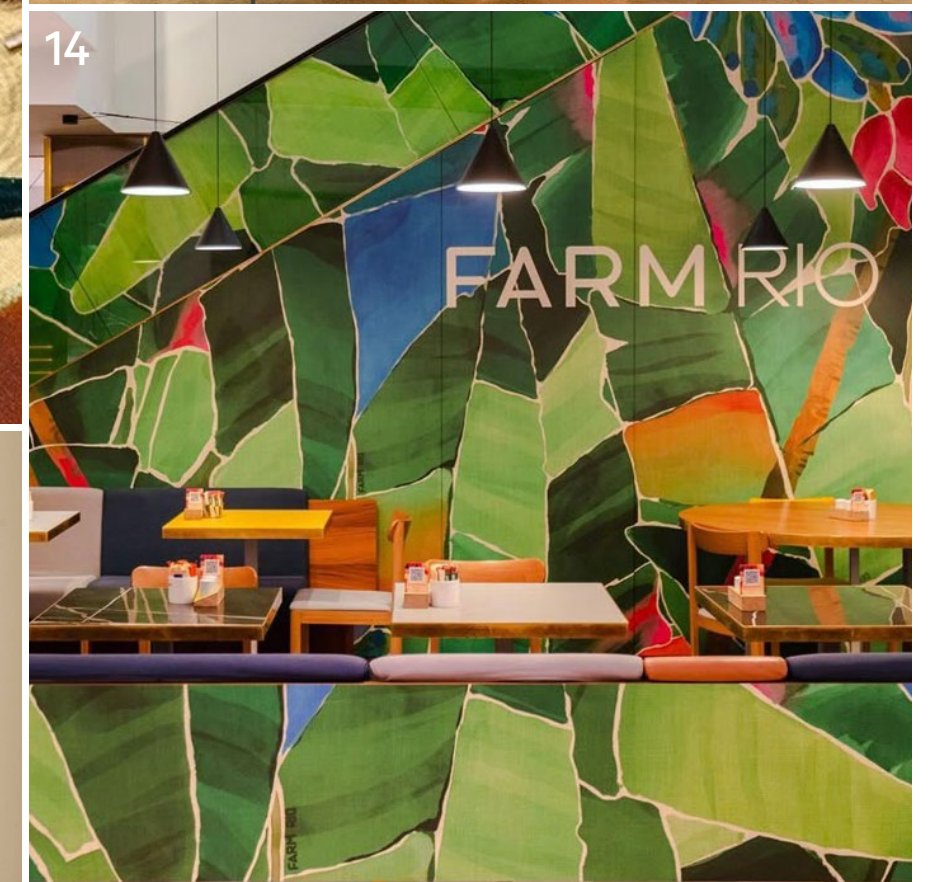
- 1 Yasoma, branding and packaging by Design Ferma
- 2 Hub, branding and packaging by Studio Cliche
- 3 Sportmax, Spring 2025 Ready-to-wear
- 4 Wepa Coffee, designed by Ingrid Picanyol Studio
- 5 Andmore, branding by Collins
- 6 Cuddle Sleep Health, design by Earthling Studio
- 7 IG image @lolamayeras
- 8 Limited edition electric blue hair brush by Augustinus Bader and La Bonne Brosse
- 9 Womens Spring 2025 runway collection, Loewe
- 10 Zara Hair, packaging designed by Baron & Baron
- 11 FRAKTA Bag, Ikea
- 12 Cross Leg Side Chair, Magnus Long for TCS
- 13 Roksan, SS25 collection
- 14 Canetta, packaging design by Odds Studio

Tropical modern

At the start of the year, the Brasil! Brasil! exhibition at the RA gave us a rich snapshot of Brazilian art, showcasing over 130 works by ten influential twentieth-century artists. It's no surprise that this vibrant influence has made its way into the tropical modern trend. From the spring-summer collections at Farm Rio to the luxury interiors of today, Brazilian Modernism is making a chic comeback. Think lush, tropical palettes fused with contemporary design elements, bold, sensual, and effortlessly warm. Brazilian artists have long infused art with the country's diverse cultures and landscapes, and now, this spirit is shaping our fashion, packaging and interiors with flair.



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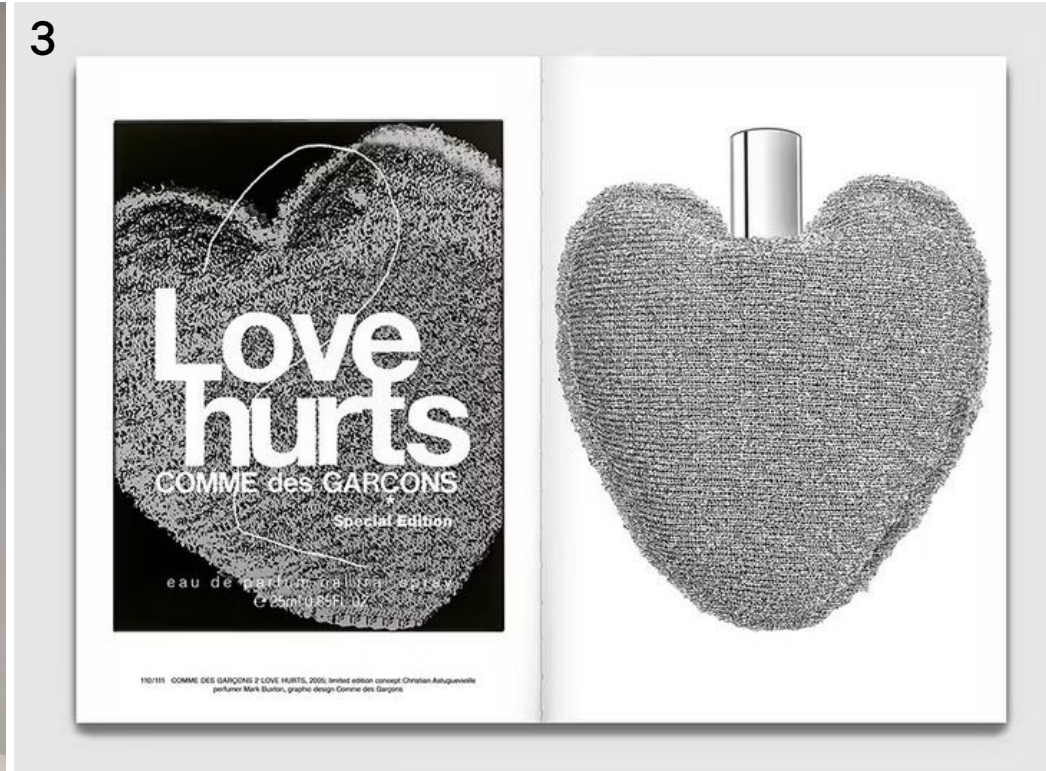
- 1 Tropical Isla Shirt, Farm Rio
- 2 Brasil! Brasil! The Birth of Modernism Exhibition Catalogue
- 3 ALÉMAIS La Musica printed silk crepe de chine wide-leg pants
- 4 ALÉMAIS Day Dream wrap-effect linen mini skirt
- 5 Le Bon Marché: Happiness à la table Farm Rio
- 6 The Birth of Modernism: Exhibition Identity by Pentagram
- 7 IG image @ aalinebispo "Caminhos do Sol" collection in collaboration with Tok & Stok
- 8 Tarsila do Amaral - Landscape with Bridge, 1931
- 9 Nahua Mural Casa Azul Wallpaper by Casamance
- 10 Kenzo, Menswear 2025
- 11 ALÉMAIS Palm Island Short
- 12 Tropical T-Shirt Dress, Farm Rio
- 13 Brazilian artist Tarsila do Amaral, Left - A Feira, Right 'The Lake' (1886-1973)
- 14 Farm Rio prints at the Rinascente Milan

Chromatic boom

We've seen the rise of Chrome shining its way across the industry. From liquid-metallic fashion to futuristic food packaging, beauty tools, and even furniture, brands are embracing the high-shine allure of polished chrome. It's sleek, it's sci-fi, and it's impossible to ignore. Whether it's a hyper-modern sneaker, a glossy supplement tin, or a mirror-like handbag, these large, polished surfaces scream luxury with a touch of cyberpunk rebellion.



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- 1 Rabanne, Spring 2025 ready-to-wear collection
- 2 IG image @fearofgod
- 3 Love Hurts Fragrance, Comme des Garçons
- 4 ANICORNxNASA-The Moon Smell Fragrance Meteorite - 50th Anniversary Edition
- 5 Poêle Collection Arm Chair, Philippe Starck | Alessi
- 6 Departed Spirits Limited Edition Packaging, design by Marx Design
- 7 Sofa, Bugatti Home
- 8 Pinterest
- 9 The Crinkled Silver Bag, Beauty Pie
- 10 IG image @riot.atelier
- 11 Prada, SS25 Collection
- 12 Adidas by Raf Simons
- 13 Paco Rabanne Beauty Collection

Wearable art

We have observed a loud, expressive, and joy-infused fashion trend this spring. Crinkled textures, oversized prints and sculptural silhouettes. Designers are replacing restraint in favour of pure, playful exuberance, transforming runways into wearable art galleries. Whether it's eye-popping graphics, surrealist cuts, or unapologetic whimsy, fashion is fun again. As technology advances, the possibilities within the wearable art trend will only expand.

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Zomer Ready To Wear Spring Summer 2025

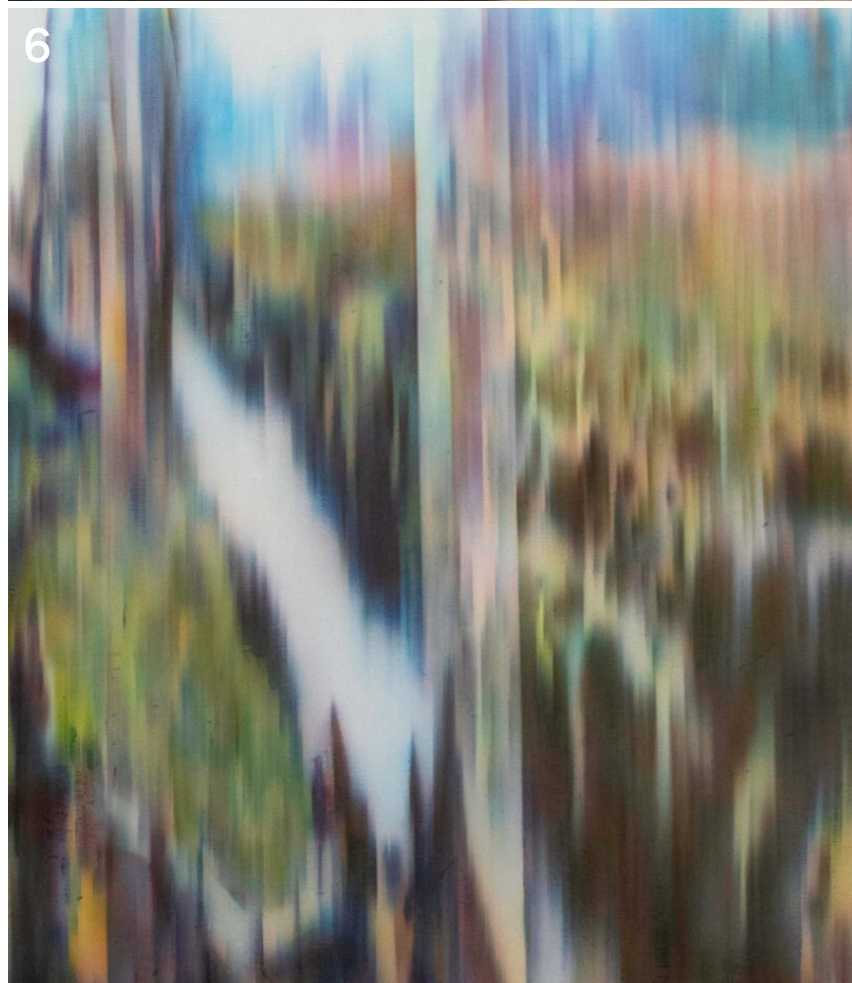


- 1 Quinten Mestdagh
- 2 Zomer Ready To Wear Spring Summer 2025
- 3 Dries Van Noten Beauty
- 4 Quinten Mestdagh
- 5 Jil Sander Spring Summer 2025
- 6 Balmain Spring 2025 Collection
- 7 Zomer Ready To Wear Spring Summer 2025
- 8 Zomer Ready To Wear Spring Summer 2025
- 9 Balmain Spring 2025 Collection
- 10 Roksanda Fall 2025 Ready-to-Wear Fashion Show, Vogue
- 11 Quinten Mestdagh

Smudged, stretched and hazy

Blurry, dreamlike, and drenched in movement, brands are leaning into ethereal distortion. Whether it's a dating app promising whirlwind romance, a gym brand capturing the hot and cold of a sauna experience, or a toiletries line evoking sensory indulgence, this photographic haze is everywhere. Motion blur, double exposure, and soft-focus nostalgia create an emotional pull, making products feel less like objects and more like experiences. In a hyper-sharp digital world, these brands are saying, "Life isn't in 4K, sometimes, it's beautifully out of focus."

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- 1 IG image @porto_rocha
- 2 Stills - Photography In Design Trend Report
- 3 Point of Sale, Arket
- 4 Point of Sale, Arket
- 5 Point of Sale, Arket
- 6 "Second Walk" IG image @ d.artega.f
- 7 IG image @Blok
- 8 Stills - Photography In Design Trend Report
- 9 Stills - Photography In Design Trend Report
- 10 Kim Mesches Studio

Keychain chaos

The fashion crowd is going full magpie, dangling an entire personality off their handbags. From kitschy plushies and nostalgic trinkets to luxury perfume vials and snack-sized accessories, the more, the merrier. This trend is part Y2K Tamagotchi fever dream, part elevated keychain chaos. Whether it's a Miu Miu mini dripping in beads or a utilitarian tote sporting an ironic carabiner, consider your purse a mood board in motion. If it jingles when you walk, you're doing it right.



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- 1 Cosmopolitan.com Jeremy Moeller/ Getty
- 2 KAJA Beauty Jelly Charm Lip & Blush Glazed Keychain
- 3 IG image @hypebae
- 4 IG image @twelvenyc
- 5 Printed cotton-canvas tote, Acne Studios
- 6 Gigi's Miu Miu Arcadie Matelassé bag got a makeover for the red carpet. Michael Loccisano/GA/Getty Images
- 7 Versace, Spring 2025 Collection
- 8 The Cann bag charm
- 9 Charms and bag, Anya Hindmarch
- 10 The Balenciaga City Bag and purposely excessive bag customisation.

Gone fishing

This season, fashion has cast its net wide, reeling in the ultimate 'fisherman aesthetic'. Rope detailing, fish motifs, and beaded sardine-can handbags are making waves. Whether you're hooked on fringed dresses or netted tops that scream 'caught of the day', this trend is an ode to seaside style with a contemporary twist. Even sneakers are getting in on the action, laced up with ropes fit for a first mate. Get ready to sail straight into spring, fashionably afloat.

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- 1 IG image @raiseifashionnow, Pufferfish bag @anima.iris
- 2 Proenza Schouler, SS 2025 Collection
- 3 Elle
- 4 Tommy Beaded Bag Staudines Pink, Staud
- 5 Loewe SS25 Runway Collection
- 6 Beaded Fish Maud Clutch Bag, Anya Hindmarch
- 7 Mother Fish & Child, Alexander Girard | Vitra
- 8 Marine Garden Glass Tumbler, Ichendorf Milano
- 9 IG image @vilchefernanda
- 10 IG image @anthropologie trainers by Sam Edelman
- 11 Blue Mesh Bag, Bimba y Lola
- 12 Lobster Bag, Louis Vuitton AW25
- 13 Fish Candle Holders, &Klevering
- 14 Roberto Cavalli Spring 2025



Features

Valentine's day



This Valentine’s season, even the most unlikely of brands have gone all in on heart-shaped everything, because nothing says love like a ketchup and mayo gift set or a candle that smells like romance. From saccharine-sweet packaging to absurdly indulgent desserts, the love fest is louder, pinker, and kitschier than ever.

- 1

Valentine's Day photography, Selfridges
- 2

L.A. Burdick, Valentine's packaging designed by Together Design London
- 3

Selfridges, Valentine's Day by Fromm Studio
- 4

The Secret to Love Kit, Charlotte Tilbury
- 5

Otto Candle, Malin & Goetz
- 6

Creme Egg Goody Love Songs, Cadburys
- 7

Personalised Valentines editions, Heinz
- 8

Spot Heart T-Shirt, Comme des Garçons Play
- 9

IG image @hardlinescoffee
- 10

Fishwife x Bixby Chocolate IG Image @fishwife
- 11

IG image @dashdrinks and @wholefoodsuk

Brand confidence



Big brands are playing hide-and-seek with their identities, proving that true icons don't need introductions. Heinz, Kellogg's, Tesco, and McDonald's are stripping things back, swapping logos for vibes, colours, and cryptic winks. If you know, you know. And if you don't? Tough luck.

Dark mode



Food has officially gone to the dark side. The rise of deep, high-contrast aesthetics, borrowed from TikTok's trend of shadow-heavy photography, has infiltrated packaging. Inspired by gritty street food culture and the 'nothing is perfect' ethos, black dominates, accented with pops of colour for maximum shelf impact. A bold rebellion against traditional flavour cues.

- | | | | |
|---|---|---|---|
| 1 | Wild Thingz, packaging designed by How & How | 6 | Dinner Drug, Extra Virgin Olive Oil, packaging designed by Giovanni Stillittano |
| 2 | Proper Chips | 7 | Selfridges |
| 3 | Crunchits, packaging designed by Earthling Studio | 8 | Illicit Elixirs, Drink Happy Thoughts, designed by Tactic |
| 4 | MOTH, packaging designed by Pentagram | | |
| 5 | Thick Pickle, packaging designed by Study Hall | | |

Spotlight on AI



Niceaunties

Singapore-based AI artist Niceaunties explores ageing, beauty, and empowerment through digital surrealism, inspired by 'auntie culture.' Her work, blending fantasy and kawaii aesthetics, has been showcased globally, from Art Basel to Christie's. Represented by Fellowship, she's redefining digital art with vibrant, thought-provoking narratives of life.

Jiang Zongbo

Jiang's surreal digital playground is the new runway. His otherworldly characters, decked in hyper-stylized fashion, tackle social and environmental woes with a wink and a smirk. Think climate-conscious couture meets sci-fi absurdity. In a world on fire, Jiang crafts avatars who look fabulous while contemplating on social and environmental issues.



Where
we're
shopping (we wish)

Where we're shopping



The White Lotus Collaborations

TV shows are no longer just for binge-watching; they’ve evolved into full-on lifestyle brands. The White Lotus is the latest to embrace this trend with a product line inspired by its highly anticipated third season set in Thailand. From exclusive home decor to luxury essentials, fans can now bring the White Lotus experience home.

- 1

The White Lotus X CAMILLA
- 2

The White Lotus Collection x Homesick Room Service Candle.
- 3

The White Lotus X CAMILLA
- 4

Compártés x The White Lotus
- 5

The White Lotus x H&M Resort Collection
- 6

The White Lotus x NEST New York Cucumber & White Sage candle.
- 7

The White Lotus X CAMILLA
- 8

Saint James Iced Tea
- 9

The White Lotus Collection x Homesick
- 10

The White Lotus X CAMILLA

Where we're shopping



Nike x Isamaya Ffrench

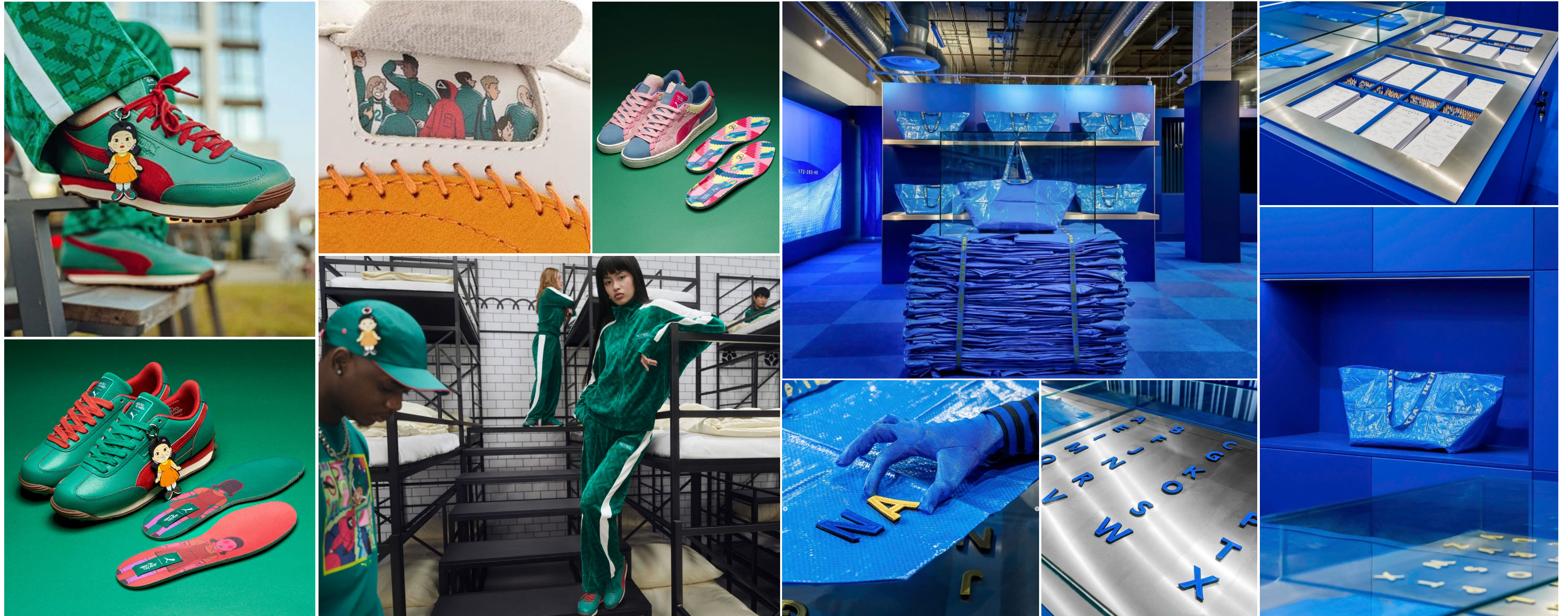
Nike and Isamaya Ffrench have teamed up to give the Air Max Dn a bold, monochromatic makeover. Inspired by powerful female athletes, these fresh colourways combine sport and style in a sleek, textured package. It's the perfect way to step up your sneaker game and channel some serious athletic glam.



Coca-Cola x Oreo

Coca-Cola and Oreo are shaking up the snack world with a collaboration that blends two iconic flavours into one playful package. Sleek black-and-white designs, embossed cookies, and stacked bottles plus an unexpected flavour experience. It's a match made in indulgent heaven, delivering creativity and nostalgia with every bite and sip.

Where we're shopping



Puma x Netflix Squid Game

Puma x Squid Game is here to level up your wardrobe and your game. This exclusive collection merges PUMA's signature style with the high-stakes thrills of the hit series, featuring shoes, hoodies, and accessories that scream "game on."

Ikea Oxford Street

Ikea's Oxford Street pop-up is a cheeky tribute to its iconic FRAKTA bag, planted right in London's fashion district. Amidst designer bags, this humble blue tote is making a fashion statement at a FRAKTA of the price. Who needs a luxury bag when you can rock Ikea chic, right in London's fashion heart?

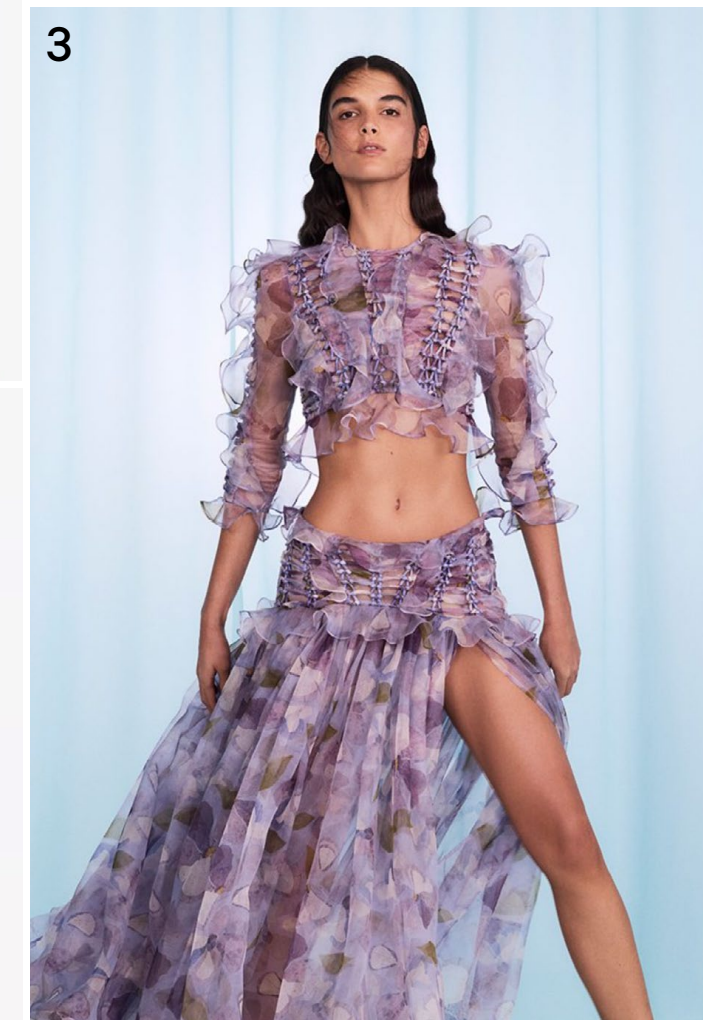
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#C2BBDA

Lilac haze



- 1 Loewe
- 2 Martine Rose x Clarks Loafer
- 3 Zimmerman, Spring 25



- 1 Gucci SS25 Collection
- 2 The Grand Magic Hotel,
Paris designed by Oscar
Lucien Ono
- 3 Gucci SS25 Collection

For Spring and Summer 2025, the colour trends are all about spreading positivity and vibrancy. Butter yellow is the sunshine we've been waiting for—warm, optimistic, and effortlessly chic. Lilac haze brings a dreamy, ethereal touch, as seen in Zimmerman's Spring collection, adding a soft, romantic vibe. And cherry red? It's bold, energetic, delivering a punch of colour in everything from clothing to accessories and even interior design, making a statement all season long.

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This report comes to you from Together Design London, a team of design and branding experts based in London. We work with everyone from global multinationals to budding start-ups, helping them find their purpose, solve their evolving challenges and build emotional connections with their audience.

We are delighted to share the trends and design themes that catch our eye, delight our senses and feed our creative appetite.

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