



Trend Report SSS26

Contents

This spring's design landscape feels a little less polished and a lot more fun. Clarity is overrated, perfection is optional and brands are embracing everything from dreamy blur effects to doodled graphics, squishy jelly textures and logos that refuse to sit politely in the middle of the pack. Packaging formats are getting mischievous too, with honey in paint tubes and socks masquerading as deli salami. Meanwhile pets are living their best lifestyle-brand lives, fragrance fans are layering scents like cocktails and hot sauce is flexing its craft credentials. Add playful collaborations, sculptural pop-ups and cultural celebrations like the Year of the Horse, and one thing becomes clear: design right now is experimental, expressive and happily a little bit unpredictable.

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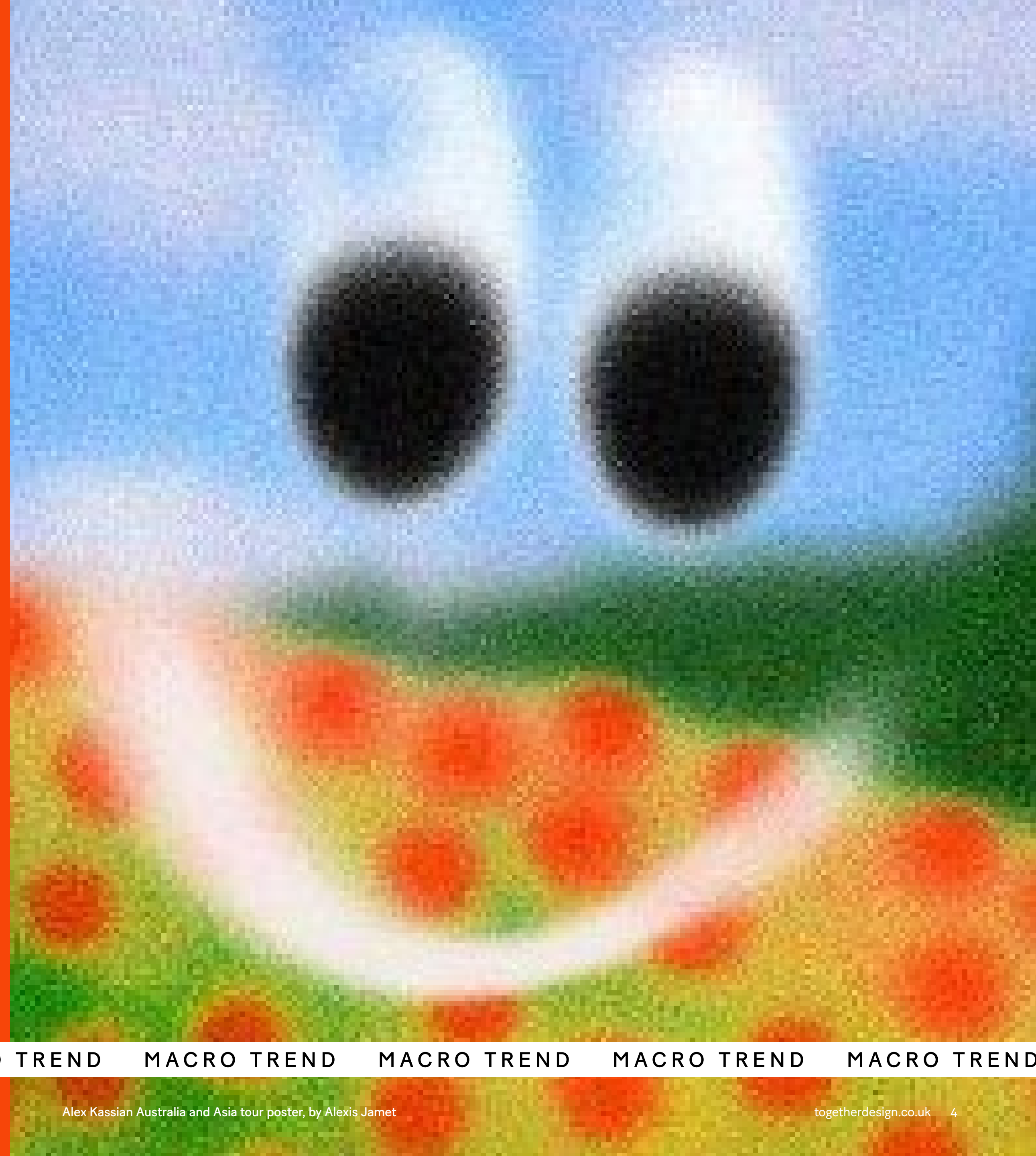




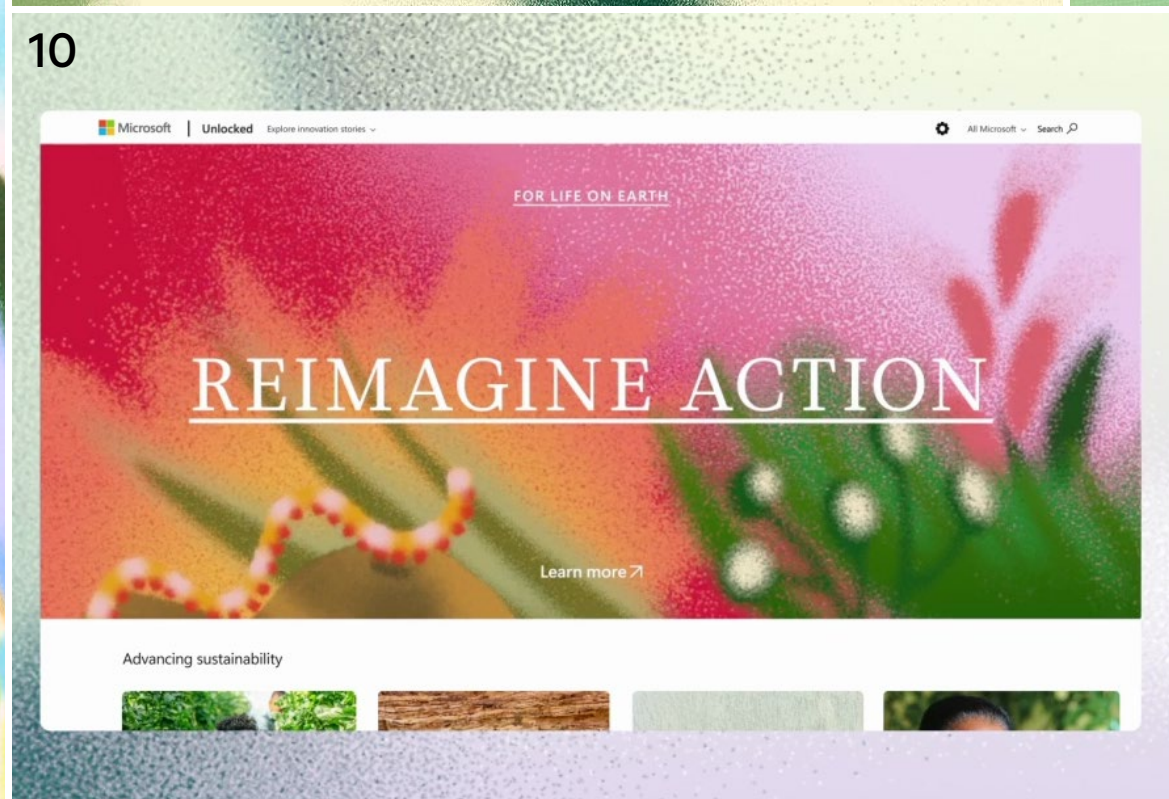
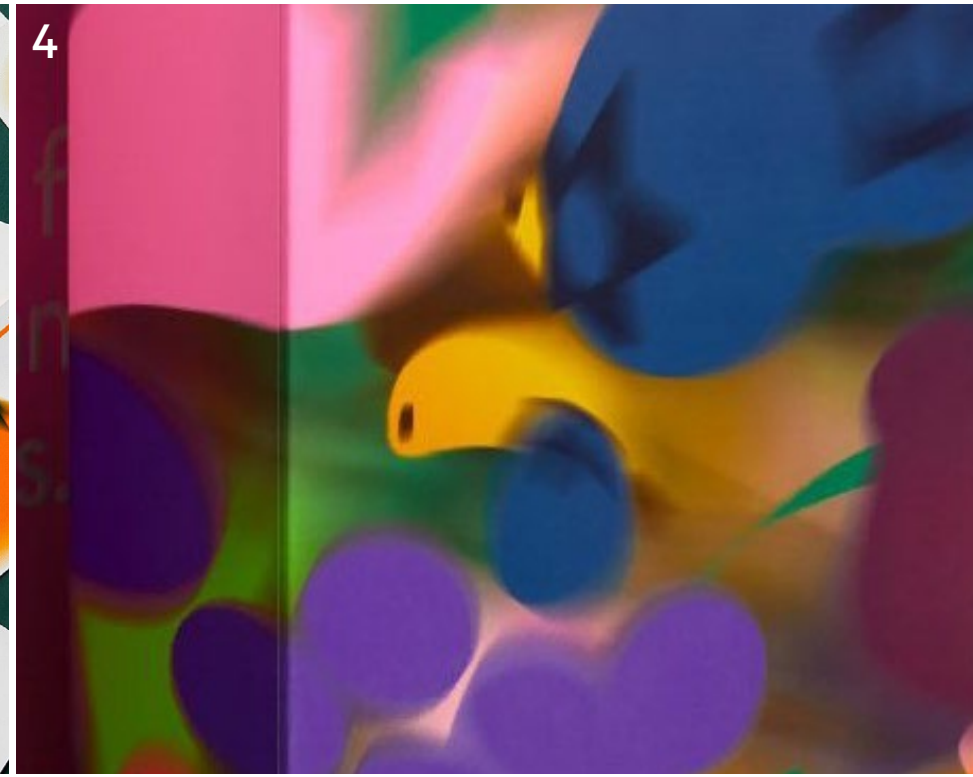
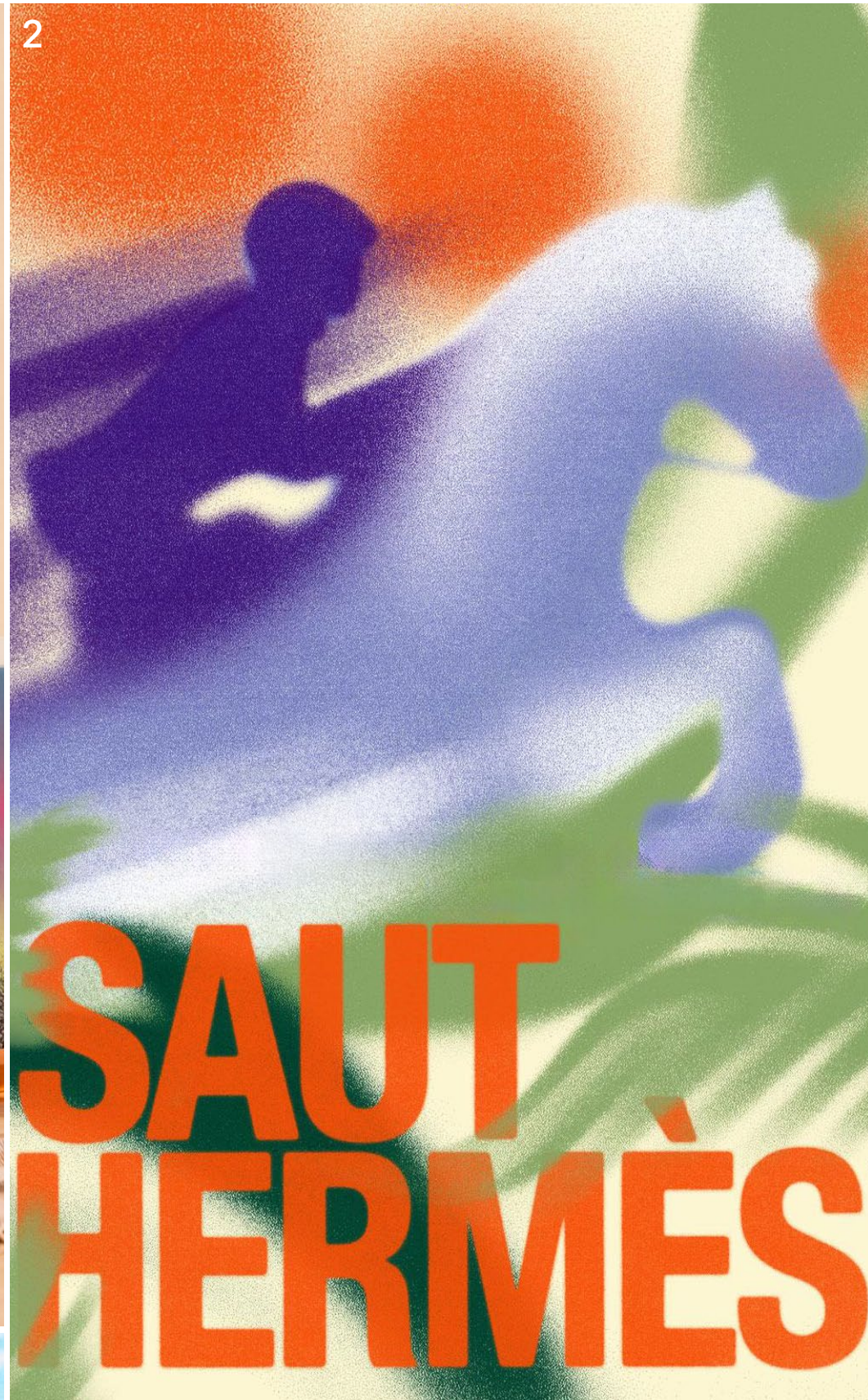
Macro trends

Grainy blur

Brands are leaning into a hazy, grainy aesthetic where illustrations feel airbrushed, dreamlike and just a little out of focus. Soft-edged horses galloping through colour clouds, melting florals and faces that appear and disappear like a half-remembered dream. Seen in campaigns from Hermès to Selfridges, the look feels like a digital daydream. It's recognisable, but not quite, inviting the viewer to pause, squint and fill in the blanks – creating imagery that feels atmospheric, emotional and intriguingly unfinished, like catching a memory before it fully forms.



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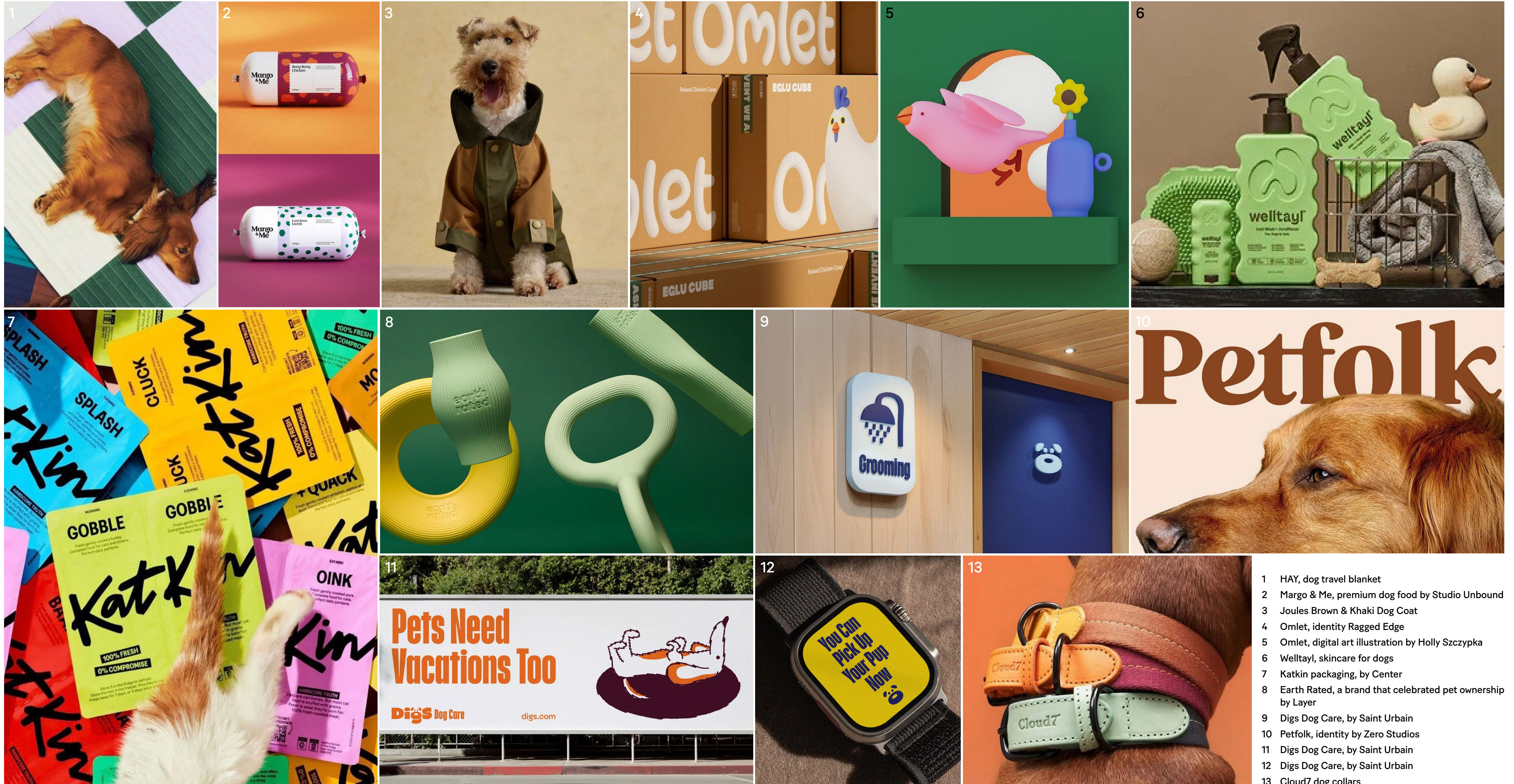
- 1 Teora, conceptual tea packaging design created by Nada Alaboudi
- 2 Saut Hermès poster, by Alexis Jamet
- 3 Fruit Fight, CMYK games
- 4 Fruit Fight, CMYK games
- 5 Selfridges Spring windows, Alexis Jamet and Manon Cezaro
- 6 Selfridges Easter campaign, Alexis Jamet and Manon Cezaro
- 7 Microsoft sustainability campaign, Alexis Jamet and Koto
- 8 Alex Kassian, Australia and Asia tour poster, by Alex Jamet
- 9 VYBES Afternoon Energy drinks
- 10 Microsoft Sustainability website, Alexis Jamet and Koto
- 11 "Dalmatian Dog" by French illustrator Manon Cezaro
- 12 Francfranc

The good life

Once upon a time, pets had a bowl, a basket and maybe a squeaky toy. Now? They have better lifestyles than most of us. From colour-coordinated beds and designer grooming salons to boutique pet food, designer clothes and insurance brands with surprisingly great design, the modern pet economy has had a serious glow-up. Dogs are checking into stylish daycares like Digs, cats are lounging on HAY cushions, and both are dining on menus that sound like something from a farm-to-table restaurant. As pets continue their ascent from companion to full-fledged family member, brands are responding with aesthetics that feel more lifestyle magazine than pet aisle.



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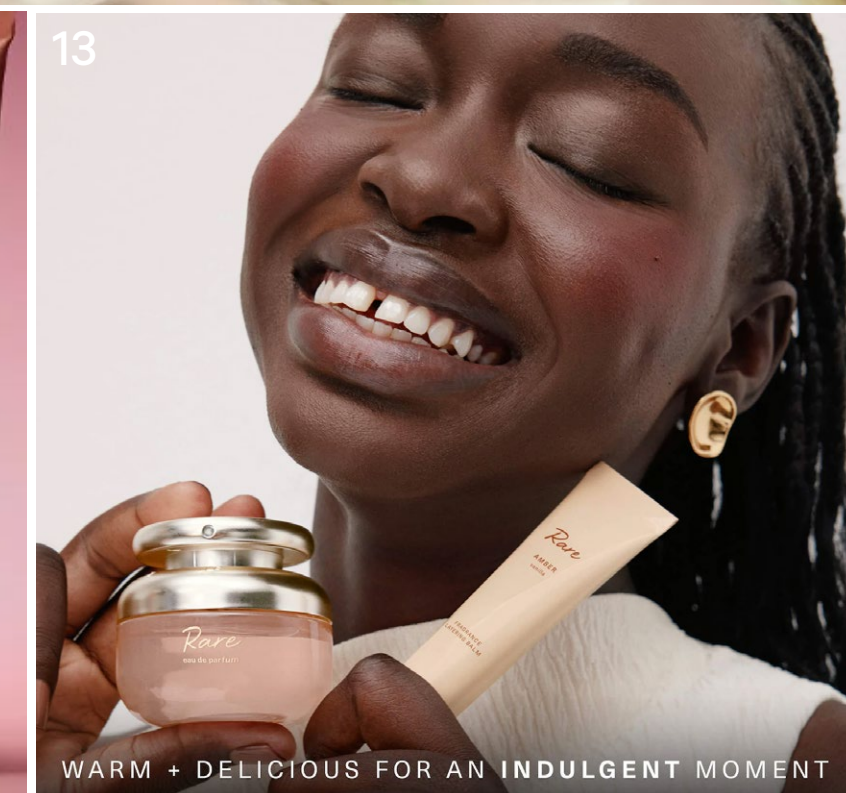
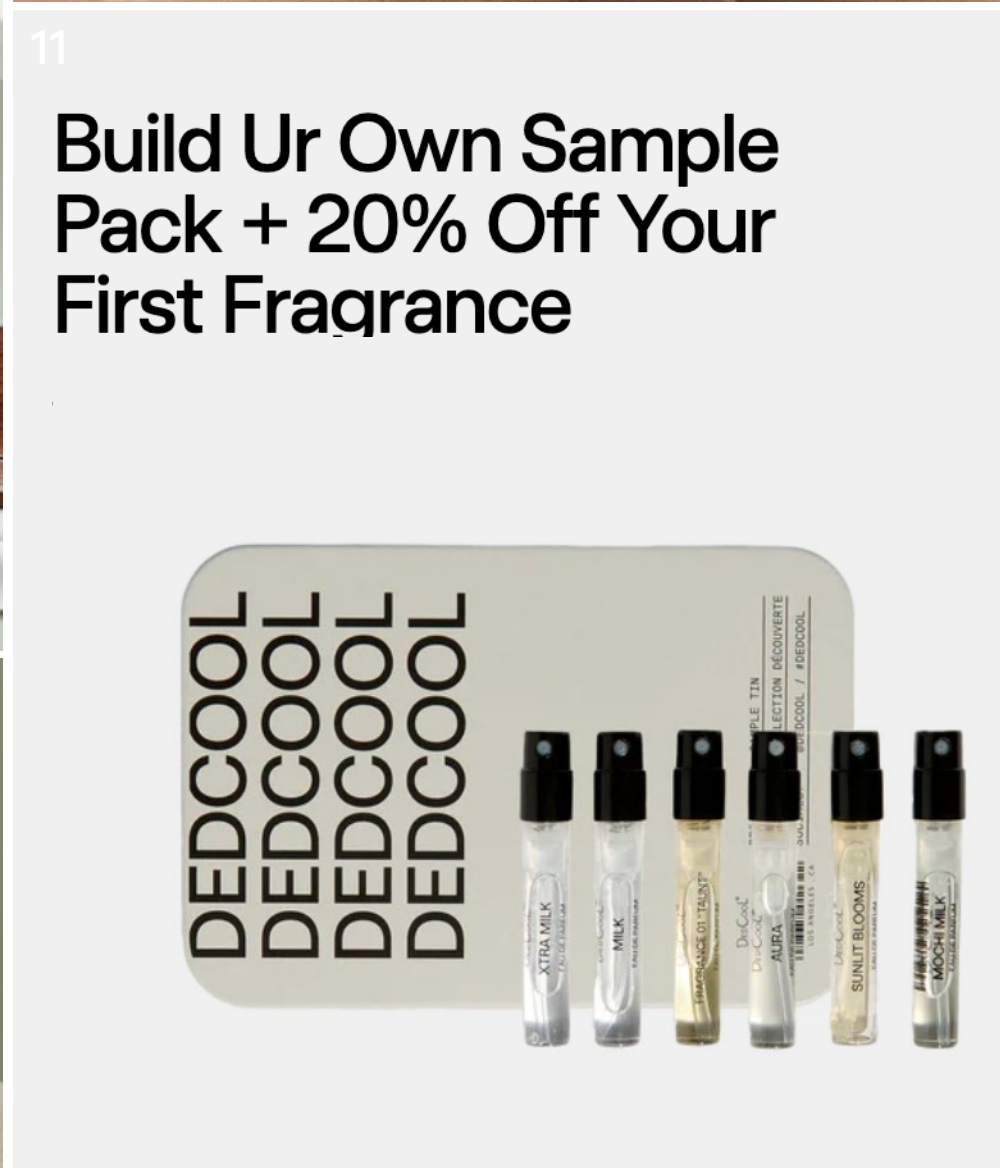
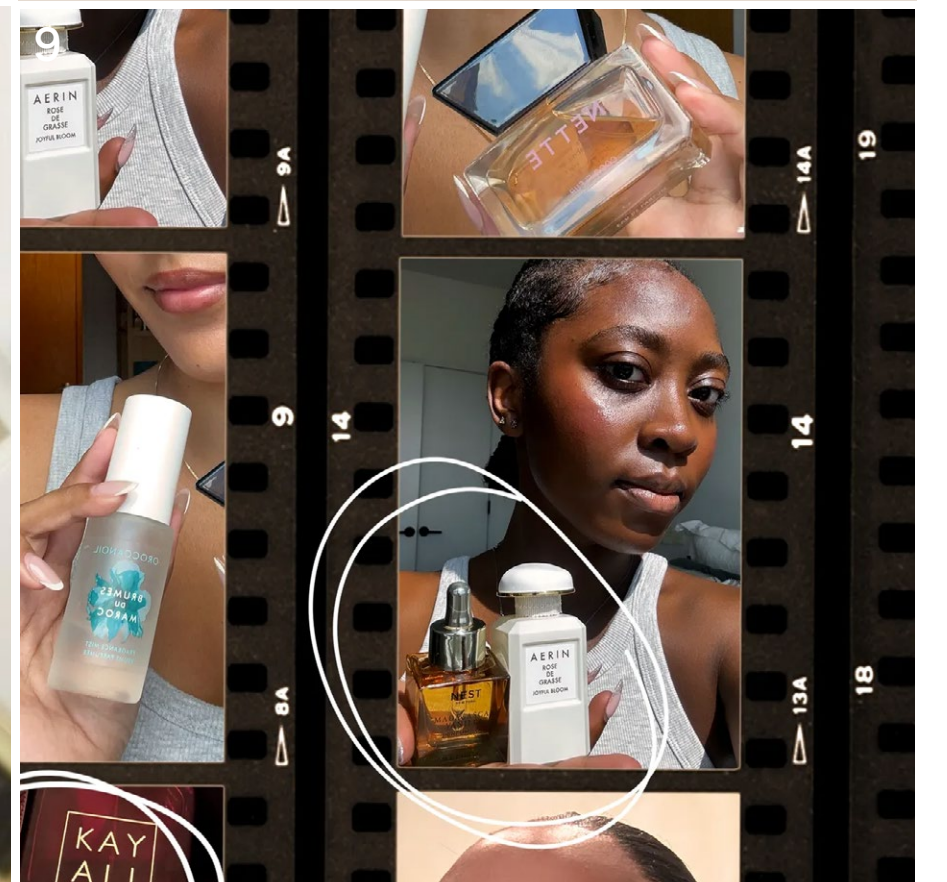
- 1 HAY, dog travel blanket
- 2 Margo & Me, premium dog food by Studio Unbound
- 3 Joules Brown & Khaki Dog Coat
- 4 Omlet, identity Ragged Edge
- 5 Omlet, digital art illustration by Holly Szczypka
- 6 Welltaylor, skincare for dogs
- 7 Katkin packaging, by Center
- 8 Earth Rated, a brand that celebrated pet ownership by Layer
- 9 Digs Dog Care, by Saint Urbain
- 10 Petfolk, identity by Zero Studios
- 11 Digs Dog Care, by Saint Urbain
- 12 Digs Dog Care, by Saint Urbain
- 13 Cloud7 dog collars

Scent stacking

Welcome to the era of scent stacking where 'just one perfume' feels a little... unimaginative. A new wave of playful experimentation is emerging across beauty counters and TikTok feeds alike. Fragrance brands like Jo Malone, Phlur, Rare Beauty, Charlotte Tilbury and L'Occitane are encouraging consumers to mix oils, mists and perfumes to create a signature scent that's uniquely theirs. Bloggers and influencers are treating fragrance like a recipe a spritz of this, a dab of that. The result? Personalised scent cocktails that promise individuality, creativity, and just the right amount of olfactory chaos.



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- 1 Jo Malone London "Uniquely You" campaign
- 2 D.S. & Durga fragrance enhancer
- 3 Charlotte Tilbury
- 4 D.S. & Durga Greatest Hits Vol. 1 discovery set
- 5 Penhaligon's The Tragedy of Lord George Eau de Parfum
- 6 Maison Louis Marie Discovery Set
- 7 L'Occitane fragrances
- 8 Photography, Anthony Cotsifas
- 9 Collage: Laneen Wells; Source images: Allure editors
- 10 Penhaligon's The weird & wonderful world of perfume
- 11 DedCool Best Sellers Discovery Fragrance Pack genderless scents designed for layering
- 12 Rare Beauty Fragrance Layering Balms
- 13 Rare Beauty Amber Vanilla Fragrance Layering Balm

Drinks with benefits

The drinks aisle has entered its wellness era and your beverage now has a job to do. Today's cans promise far more than refreshment. Protein-packed sodas, gut-friendly kefir, adaptogenic cocktails and alcohol-free blends designed to lift mood, boost focus or calm the nerves. Brands like Feisty are flexing protein power, Agua Madre is fermenting fizzy kefir goodness, while De Soi and Kin Euphorics are mixing botanical buzz without the hangover. We are seeing a new generation of 'drinks with benefits' that blur the line between soda, supplement and self-care ritual.



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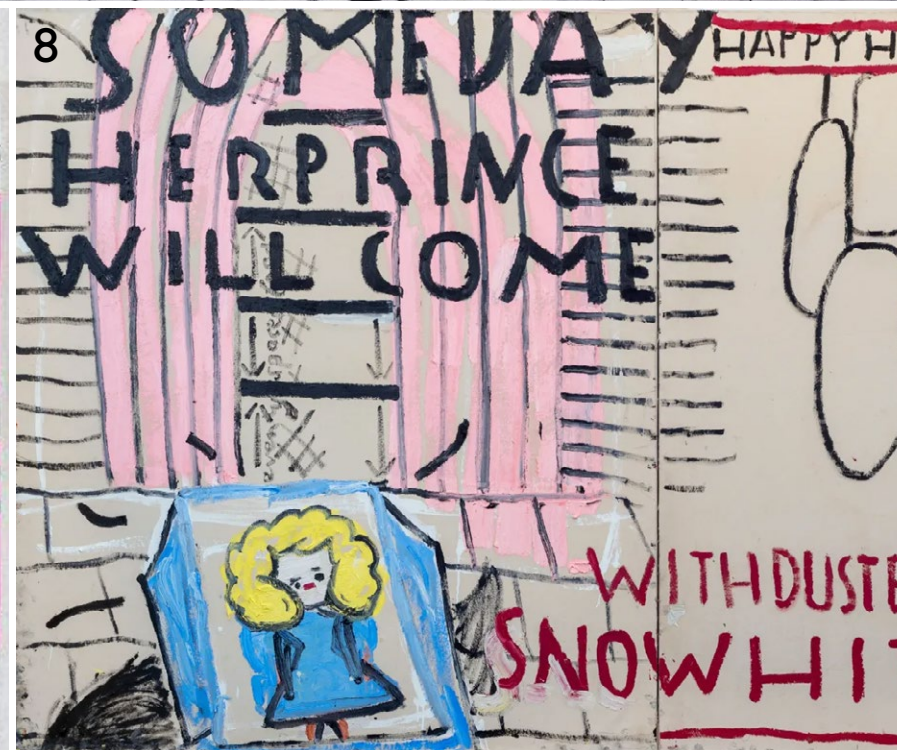
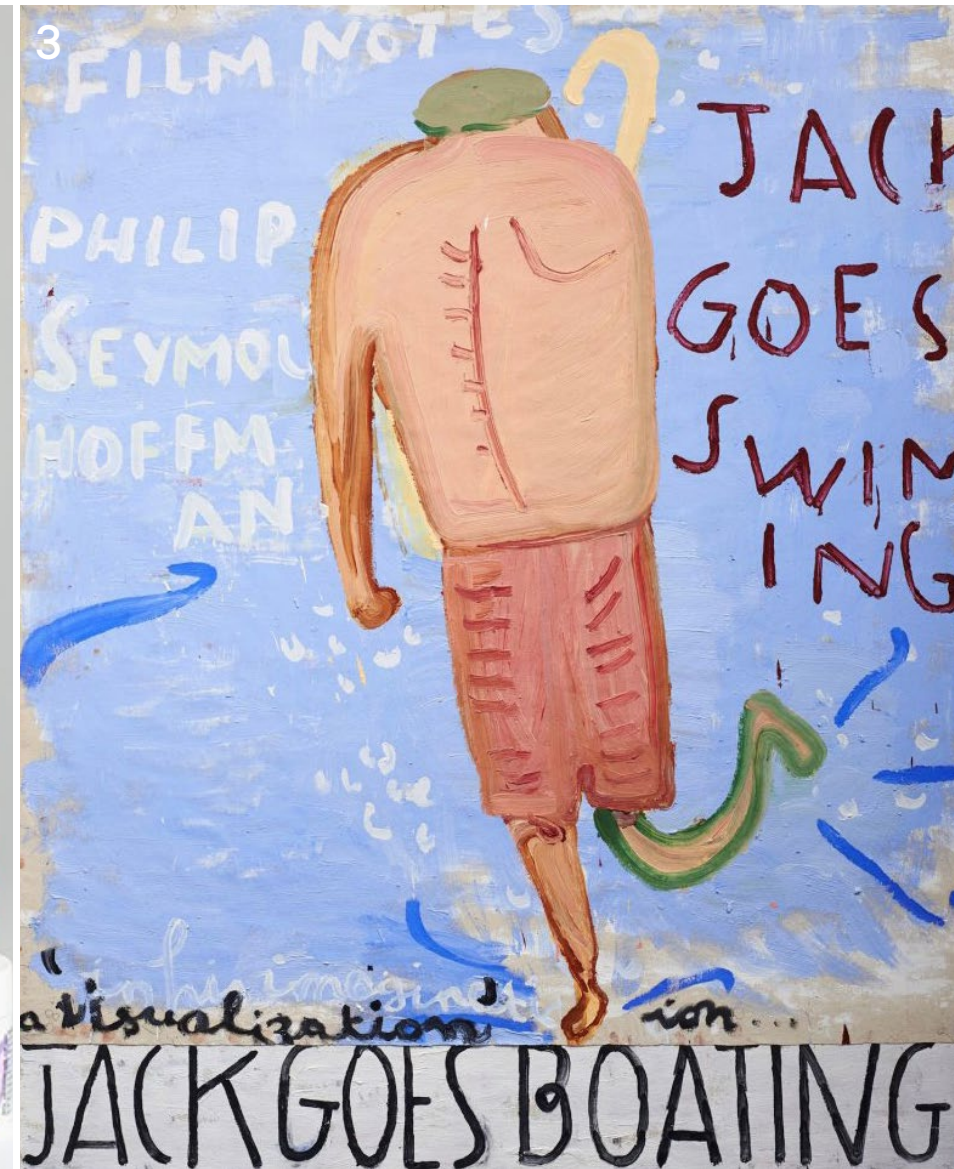
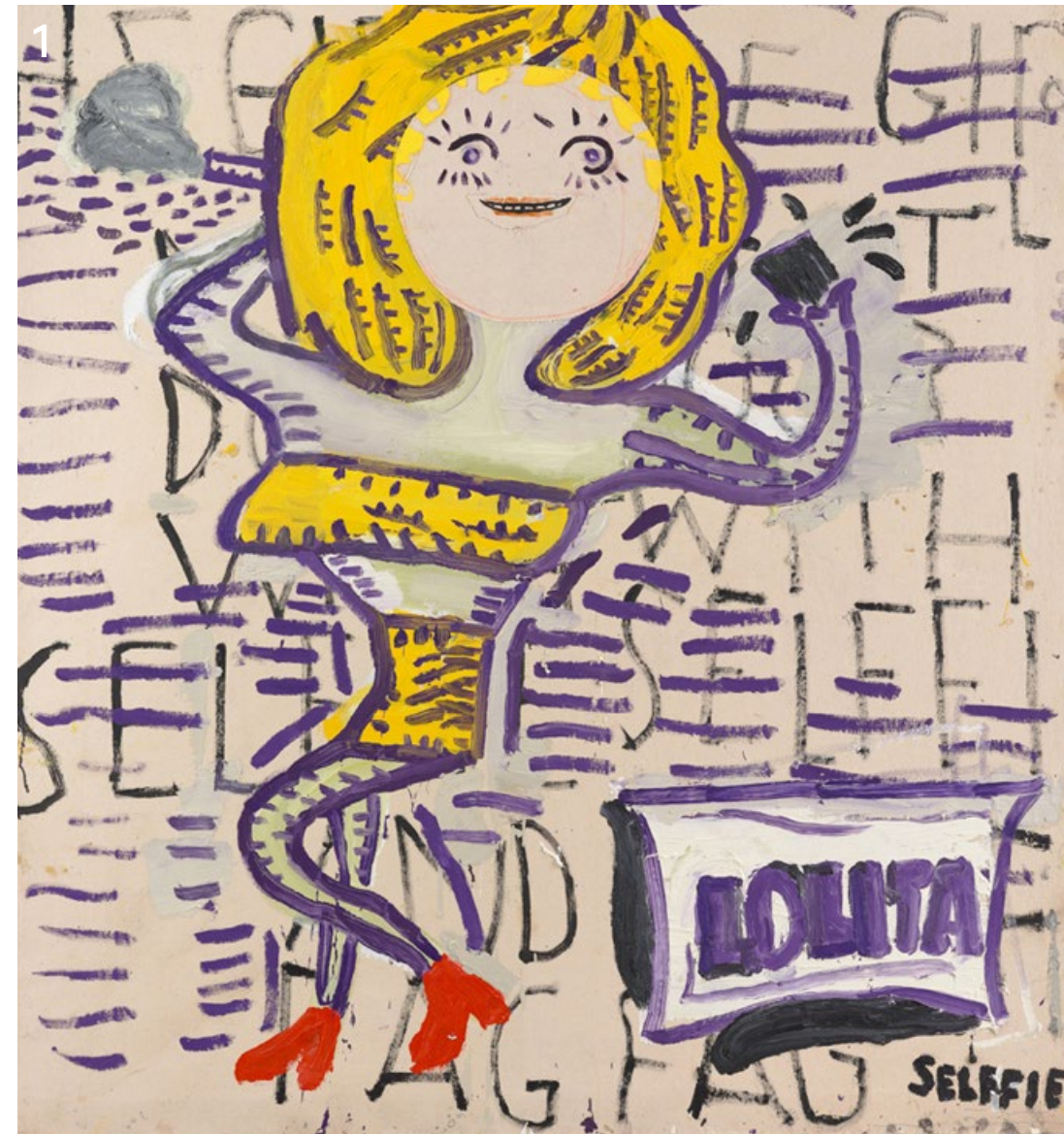
- 1 Chia's Le Spritz – Ginger: design by Perron-Roettinger
- 2 Tropea, design by Studio Cliché
- 3 Vespara, design by Studio One Eighty
- 4 Agua de Madre, design by Chris Chapman
- 5 Barbet, full-flavoured, non-alcoholic sparkling waters
- 6 De Soi, non-alcoholic apéritifs made with natural adaptogens
- 7 Club Kombucha, design by Caserne
- 8 Feisty, designed and founded by @vycutting
- 9 Señor Smoke, THC cocktails
- 10 Urban Lemonade
- 11 One Zero, design by Erika Luisetto
- 12 Cha, design by Wedge Studio
- 13 Wonderland Cocktail Co. bar-quality cocktails in a can

Raw, bold and joyful

At the Royal Academy this spring, Rose Wylie proves that polish is overrated. Her paintings are joyfully awkward, boldly scribbled, and gloriously unconcerned with perfection. A refreshing reminder that creativity doesn't need to behave. Designers and brands are taking note. Across fashion, beauty and packaging, the rise of doodled graphics, childlike figures and handwritten slogans signals a shift toward the raw, the playful and the proudly imperfect. The spirit of Wylie's work fuels a movement where naïve marks become powerful design language, celebrating colour, spontaneity and the freedom to make things a little bit wrong in all the right ways.



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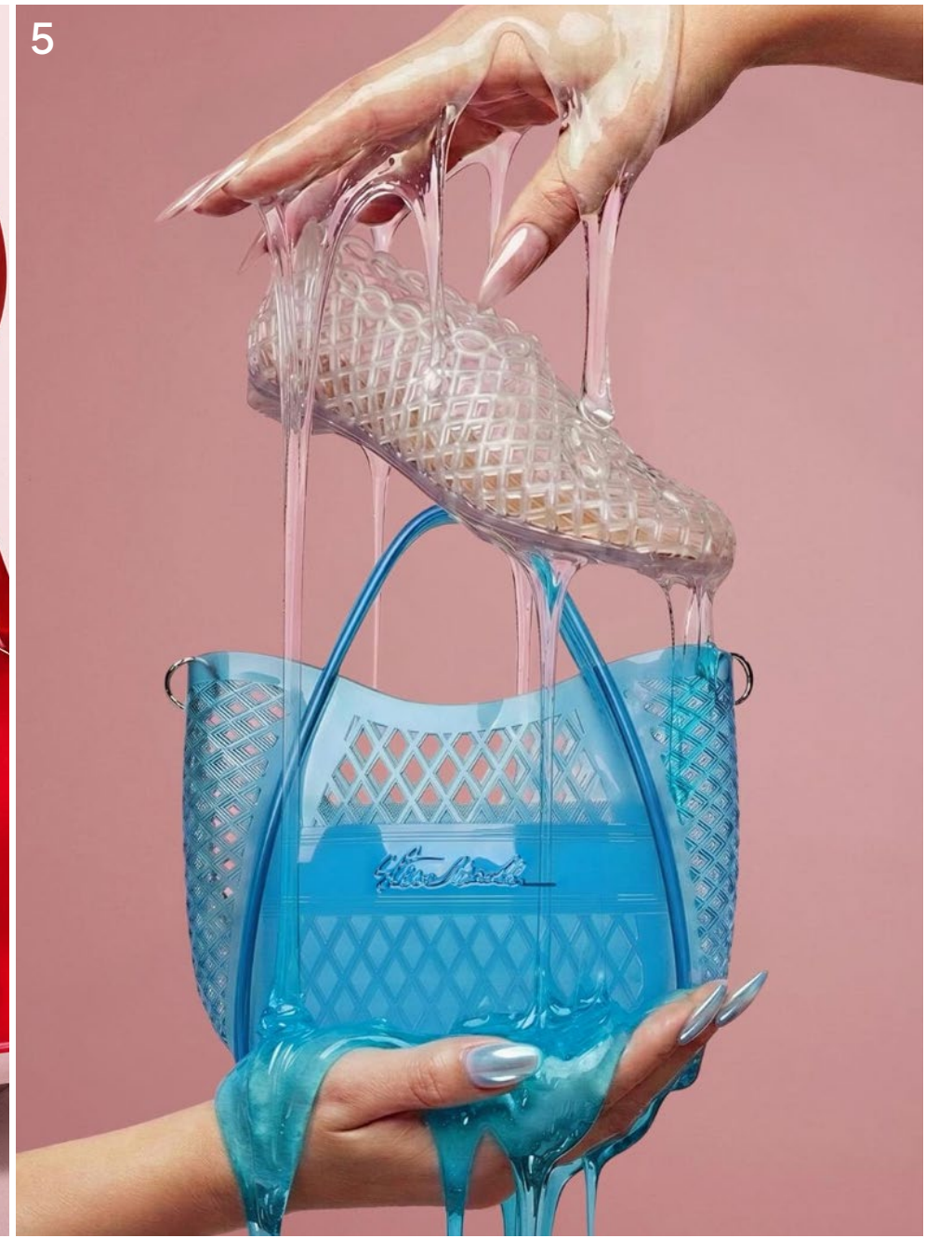
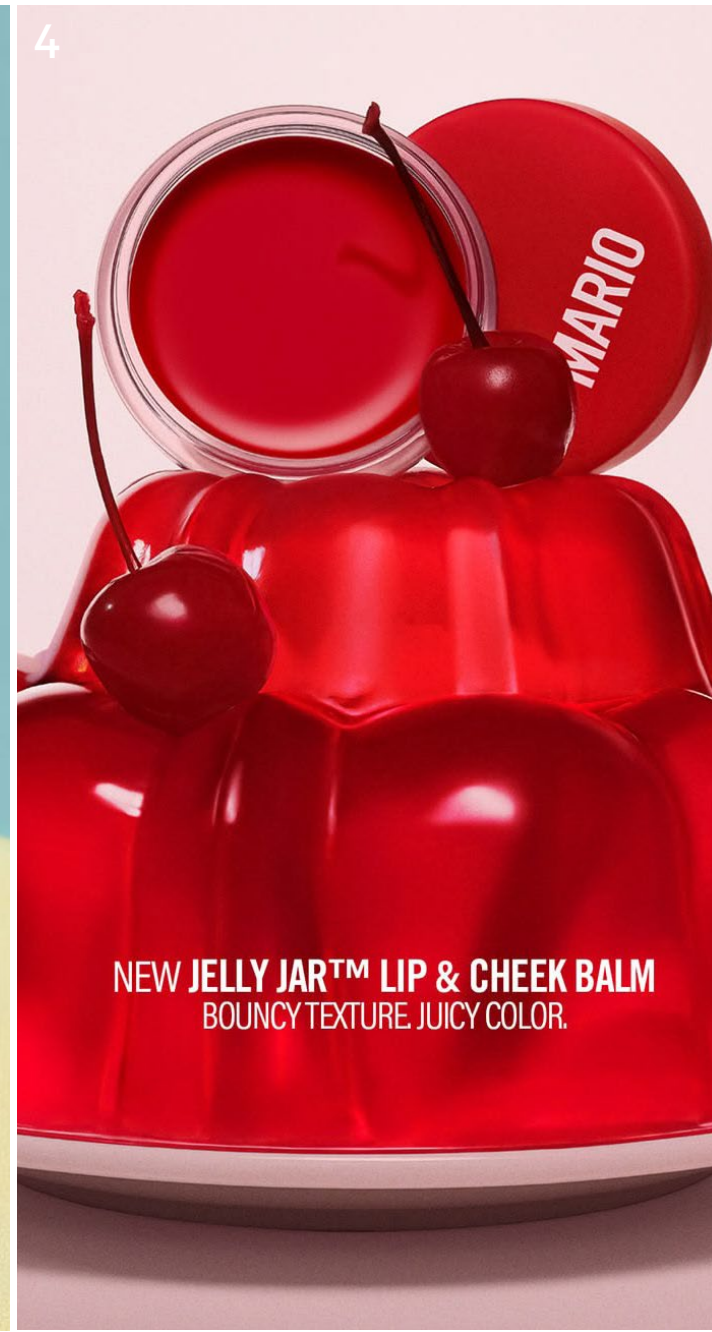
- 1 Lolita and Selfie, by Rose Wylie
- 2 Dulcie, skincare and fragrance products
- 3 Jack Goes Swimming, by Rose Wylie
- 4 Drink Ghia and La Natural Miami
- 5 Byredo, holiday collection
- 6 Pink Skater (Will I Win, Will I Win) by Rose Wylie
- 7 Hsiao-Wen Hu Action Means Everything Campaign
- 8 Snow White (3) with Duster, by Rose Wylie
- 9 Snövatten (Snow Water) is mouth-watering coffee from the slopes of the Andes
- 10 Good Sh*t prebiotic and probiotic drinks and powder designed for gut health
- 11 Queen of Pansies (Dots) by Rose Wylie
- 12 Kurt Vonnegut And Soap It Goes Soap - 1 Mini Bar of Soap

The jelly effect

In 2026, we're going full-on jelly. Squishy, bouncy and irresistibly tactile, the aesthetic is wobbling its way across beauty, fashion and packaging. Gen Z and Millennials are leading the charge, embracing an ASMR-worthy world of bendy phone cases, jelly textures and products that look almost too fun to use. It's playful, fun and unapologetically sensory.



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- 1 Pinterest
- 2 Chloé, jelly mules Spring 2026 collection
- 3 Pinterest
- 4 Make Up By Mario, jelly jar campaign
- 5 IG image @stevemaddenmx
- 6 IG image @colorsbeautyofficial Prada Candy
- 7 Image by Lucy-Ruth Hathaway
- 8 Tonymoly, jelly lip melt treatment
- 9 Urban Outfitters, gelatin dessert sculpture resin table lamp
- 10 Pinterest

Features



Turning up the heat

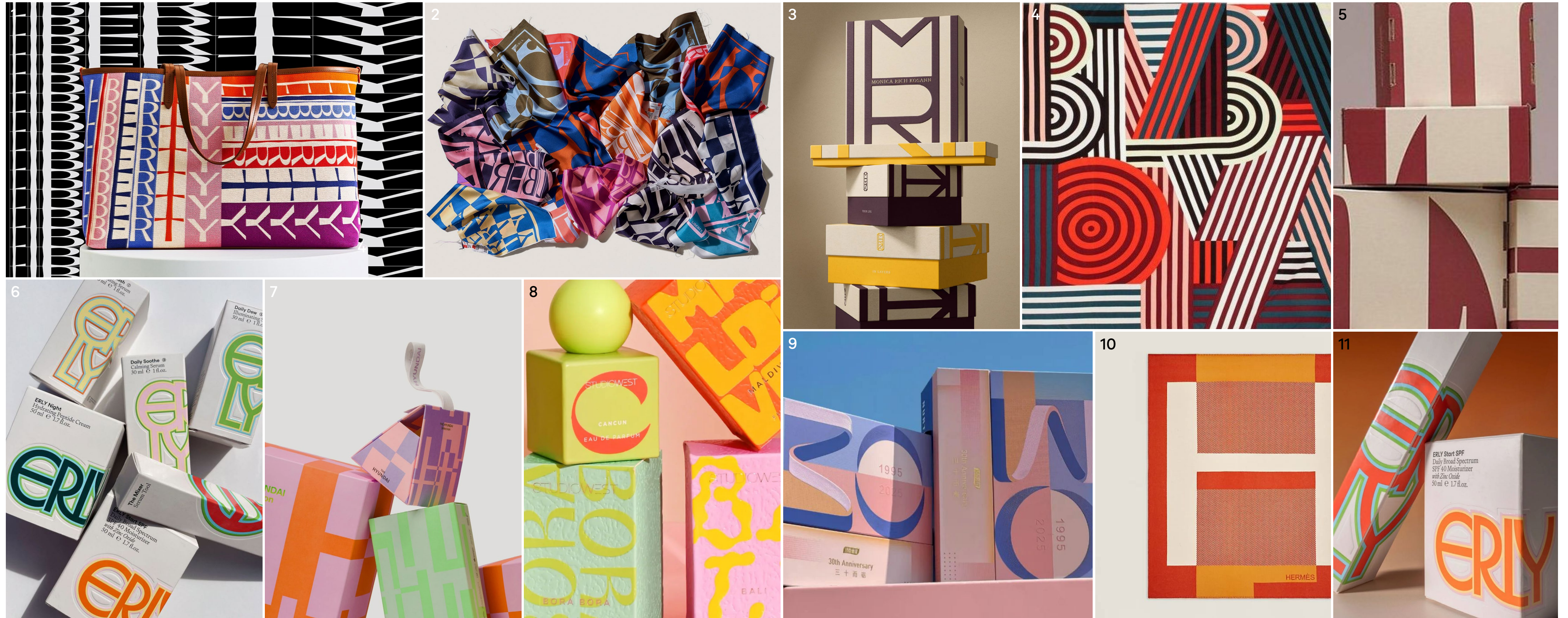


Hot sauce is having its craft-beer moment. Once a niche condiment, it's now a playground for bold branding and flavour experimentation. Across the category, electric brights paired with black have become the visual cue. Loud, punchy and rebellious – signalling bottles that promise personality, heat and small-batch attitude.

- 1 Stuzzi Hot Sauce, design by Perron-Roettinger
- 2 Calentón Hot Sauce, The Logo Lassie (Glasgow Clyde College)
- 3 Cry Baby, by @maslostudio
- 4 "Maldita Envidia" honey-based sauce, by Estudio Cariño

- 5 Dabiz Muñoz salsas, by Supperstudio
- 6 Piropo, packaging design by Oveja & Remi
- 7 Peppa Please by Mariyam Afzal
- 8 Crazy Bastard Sauce
- 9 Yellowbird, design by Gander

Logo Remix



Who says the logo has to behave? Brands are chopping, stretching and wrapping their marks across packs spilling over edges, slicing into patterns and generally refusing to sit politely in the centre. From Liberty's graphic repeats to ERLY's wraparound typography, the logo is becoming less badge, more design playground.

- 1 Liberty Letters, Liberty x Pentagram
- 2 Liberty Letters, Liberty x Pentagram
- 3 Packaging for luxury jewellery by brand Monica Rich Kosann, designed by Here Design
- 4 Printed scarf from Bimba y Lola
- 5 Packhelp, mailer boxes by Jens Nilsson
- 6 ERLY skincare, by (Studio) Lotta Nieminen
- 7 "The Hyundai Selection" by Anastasia Prikaznova
- 8 Studio West, destination fragrances by Studio Payne
- 9 30th-anniversary gift box designed for By-Health
- 10 Hermès H Riviera blanket
- 11 ERLY skincare, by (Studio) Lotta Nieminen

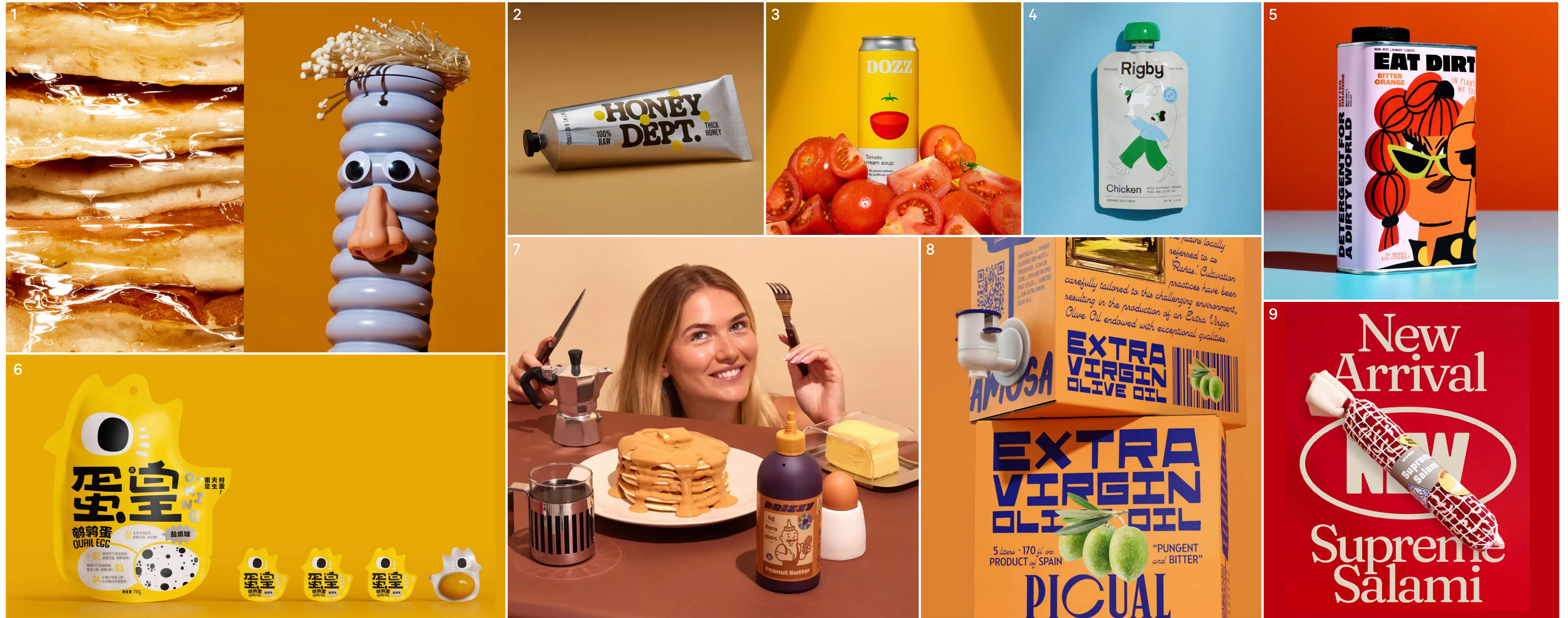
Valentine's day



Valentine's packaging is broadening the love story. Beyond roses and romance, brands are celebrating BFFs, Galentine's nights and the beautifully broken-hearted. We're seeing fewer earnest love letters, more tongue-in-cheek charm designed for situationships, soulmates and everything in between.

- | | |
|---|---|
| 1 Fortnum & Mason Valentine's 2026 | 6 Maeve Chocolate, design by Young Jerks |
| 2 Royal Mail Parcel Lockers | 7 Cuore Amaro, "Broken Heart" cocktail |
| 3 Fatso, Sweet Tart chocolate bar | 8 Le Chocolat Des Français |
| 4 "Queen of Hearts" Limited Edition hairbrush | 9 Cuore Amaro, packaging design by @seeyoubea |
| 5 Lush, Valentines 2026 | 10 Burt's Bees BFF Piñata, by TwelveNYC |
| | 11 Boy Smells, Rosy Cheeks Eau De Parfum |

Format flip



Packaging is having an identity crisis, in the best possible way. Brands are gleefully ditching predictable formats and borrowing from entirely different categories. Honey arrives in paint tubes, peanut butter squeezes out like mustard, laundry liquid shows up in engine oil tins and socks are wrapped like deli salami. These playful format flips turn everyday products into instant conversation starters, blurring the line between utility and novelty.

- 1 Great Wrap, a certified home-compostable cling wrap made from food waste and biopolymers
- 2 Honey Department's squeezable aluminum tube
- 3 Dozz chilled ready-to-eat soup packaged in aluminum cans, design by Ain't
- 4 Rigby, lickable pouches for dogs
- 5 Eat Dirt, laundry detergent by Marta Veludo Studio
- 6 Dan Huang quails eggs by Shenzhen Tigerpan Design
- 7 Drizzy, squeezable peanut butter. Design by Foreign National
- 8 La Finca Ramosa Extra Virgin Olive Oil, design by Creative Partners Studio
- 9 Eat my socks, supreme salami cotton socks

Year of the horse



Year of the Horse is galloping far beyond traditional celebrations. Across fashion, beauty and confectionery, brands are embracing the symbol with bold reds, playful horse motifs and collectible packaging. What was once a regional moment is becoming a global design cue, blending cultural storytelling with limited-edition flair and gift-worthy spectacle.

- 1 Prada, Fire Horse 2026 Chinese New Year
- 2 Byredo "The Horse That Leads Us Home" 2026 campaign
- 3 Loewe, Casa Shanghai flagship store
- 4 Barbour x Feng Chen Wang Fendale
- 5 Adidas pop-up activation Fotografiska Art Center in Shanghai, China
- 6 Hermès Rocabar limited-edition silk powder
- 7 Byredo "The Horse That Leads Us Home" 2026 campaign
- 8 Handcrafted chocolate horses by L.A. Burdick
- 9 Longchamp Lunar New Year 2026 "Riding the Spring Breeze" capsule collection
- 10 La Mer luxury gift set designed for the 2026 Lunar New Year, celebrating the "Year of the Horse"
- 11 Loewe 2026 Chinese New Year collection

Rebrand Spotlight - MAG



LG2's rebrand for MAG turns a family-run condiment brand into a bold shelf standout. A huge, gloopy wordmark, almost mayo-like in texture, sits loud against black packaging, while bright colours and organic shapes signal each flavour. The result feels retro but fresh: simple, punchy and designed to make a small three-letter name feel massive.

Top left: Original MAG packaging
 All other imagery: MAG rebrand by LG2

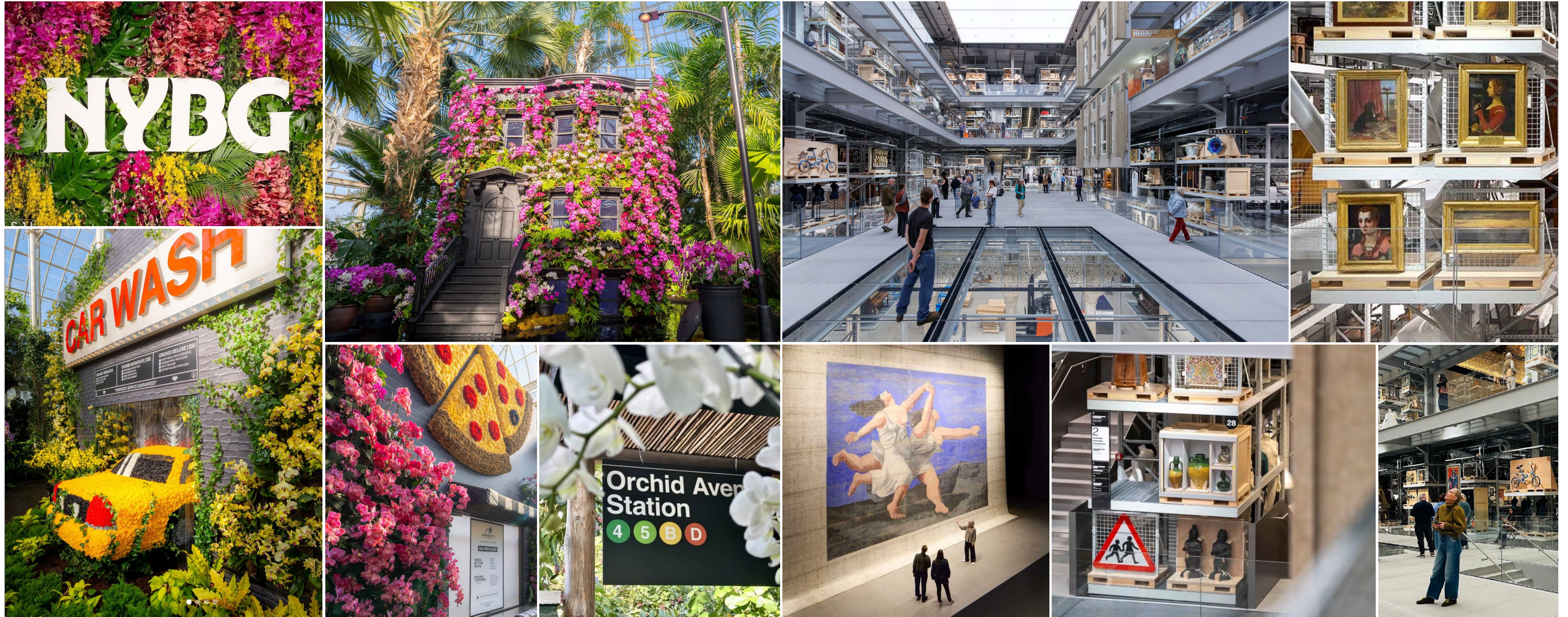
Rebrand Spotlight - Manischewitz



JKR's rebrand of Manischewitz transforms the 130-year-old kosher staple into a vibrant cultural brand. A punchy orange logo, playful illustrations and bold typography bring fresh energy while celebrating Jewish culture and tradition. It's nostalgic but modern—repositioning the brand from a niche kosher staple to a proudly loud, culturally iconic pantry pick.

Top left: Original Manischewitz packaging
 All other imagery: Manischewitz rebrand by JKR

Exhibitions



Mr Flower Fantastic

Florals go full fantasy at NYBG. Mr Flower Fantastic transforms familiar New York scenes into blooming installations from brownstones and subway signs to a delightfully over-the-top car wash. Petals pile high and everyday moments blossom into joyful botanical theatre.

V&A East Storehouse

Part museum, part design warehouse, part treasure hunt. Our private tour of the V&A East Storehouse revealed a vast behind-the-scenes world where architectural façades, enormous artworks and unexpected curiosities sit on towering shelves. From brutalist building fragments to priceless design icons, museum storage can be just as thrilling as the gallery floor.



Where
we're
shopping (we wish)

Where we're shopping



Loewe Crafted Garden Pop-Up

Loewe's Crafted Garden pop-ups turn humble paper structures into sculptural retail landscapes, corrugated walls curling into maze-like displays and soft blocks forming elegant plinths. Sometimes the most impactful design trick isn't louder graphics, but simply letting the structure and material do the talking.

ZARA x Butterbear Academy

ZARA's Butterbear Academy pop-up transforms shopping into a playful campus, complete with lockers, classrooms and a very cute mascot taking centre stage. Bubblegum pink meets varsity blue in a nostalgia-fuelled set that turns a capsule launch into full-blown recess.

Where we're shopping



Boots x Anya Hindmarch

High street meets high fashion in the most charming way. The Boots x Anya Hindmarch pop-up turns everyday essentials into playful objects of desire, with googly eyes, witty labels and pharmacy staples reimagined as covetable design pieces.

Sprite x NBA

Sprite is taking courtside culture to the fridge. This limited-edition NBA collaboration swaps standard cans for bold, team-branded designs celebrating basketball fandom across the league. Collectible, graphic and unapologetically sporty, the drop turns a simple 12-pack into a fan badge.

Where we're shopping



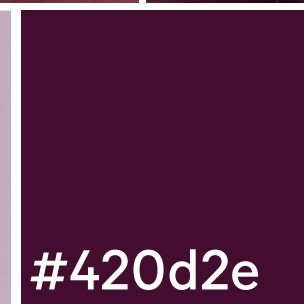
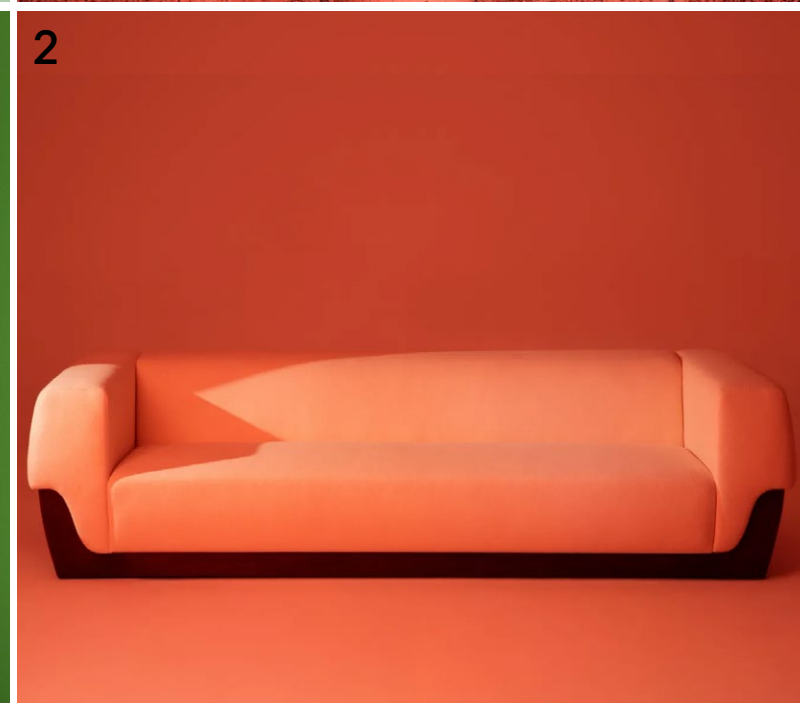
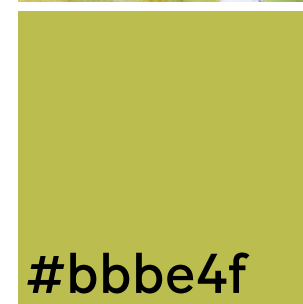
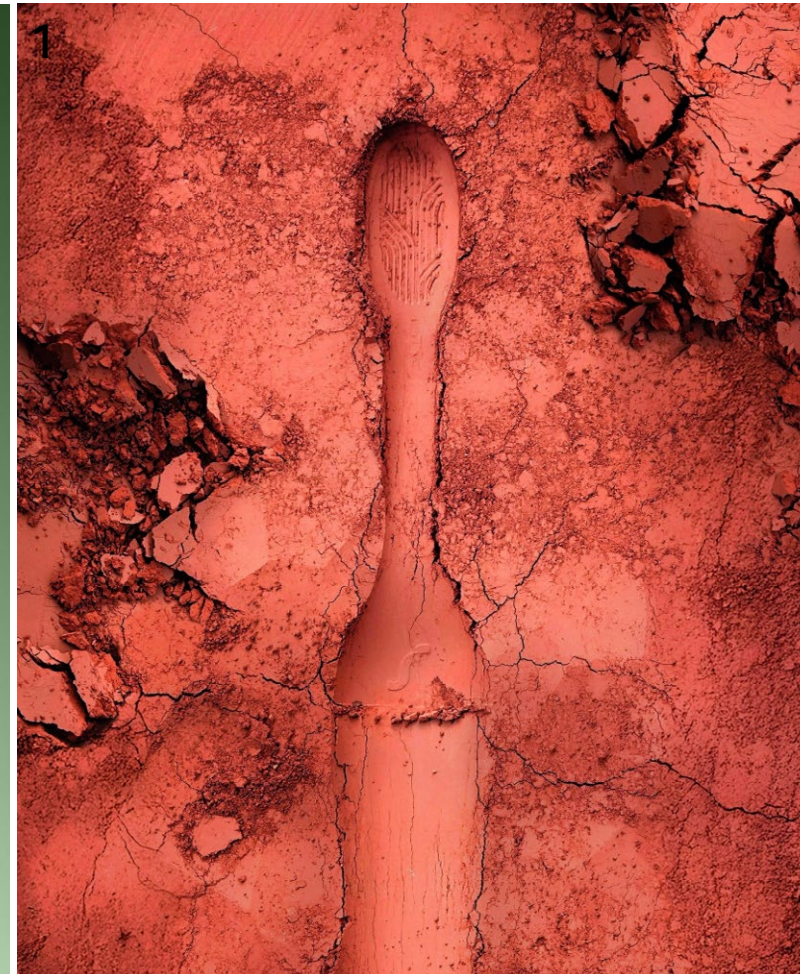
Bridgerton Collaborations

Society is positively brimming with partnerships. To celebrate the new season, Bridgerton has teamed up with Liberty, Floral Street and Jeni's Ice Cream in a flurry of florals, fragrance and indulgent treats. With the overall Bridgerton packaging guidelines set by Together Design and Jeni's tubs designed by us, it's Regency romance, bottled, boxed and scooped.

Lost & Grounded x Martin Parr

Beer meets British satire in this brilliantly offbeat collaboration. To celebrate the launch of the Martin Parr Foundation's The Last Resort exhibition, Lost & Grounded has released a limited-edition run of beers featuring Parr's iconic, sun-soaked snapshots of everyday life. Equal parts art print and pint, because nothing pairs with British life quite like a cold beer.

Colour palettes



Green glow

- 1 @minicapsules on TikTok
- 2 Phlur Mood Ring Eau De Parfum
- 3 IG image @wearelapogee
- 4 e.l.f. Big Dill Glow Reviver Lip Balm

Plum Noir

- 1 & Other Stories kimono style blazer
- 2 Pinterest
- 3 Serax Marie-Ann Vase

For Spring and Summer 2026, colour trends balance fresh vibrancy with deeper, grounding tones. Green Glow captures the energy of new growth, bright, uplifting, and full of spring freshness. Burnt Sienna brings a sun-baked warmth, adding earthy richness to the seasonal palette. And Plum Noir introduces a deep, dramatic contrast, offering a sophisticated accent across fashion, accessories, and interiors.



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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