



Flexible Customization & Fast Delivery for Brands since 2006

3C Accessories Trends 2026



PHONE
手机壳



EARPHONE
耳机壳



TABLET
平板套



LAPTOP
电脑套



WATCH
表带

01

Industry Cycle Characteristics

- Cycle & Characteristics

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Market Scale & Customer Insights

- Market Size & Growth
- Regional Market Features

03

Trend Growth Drivers

- Color Trends
- Pattern & Material Trends

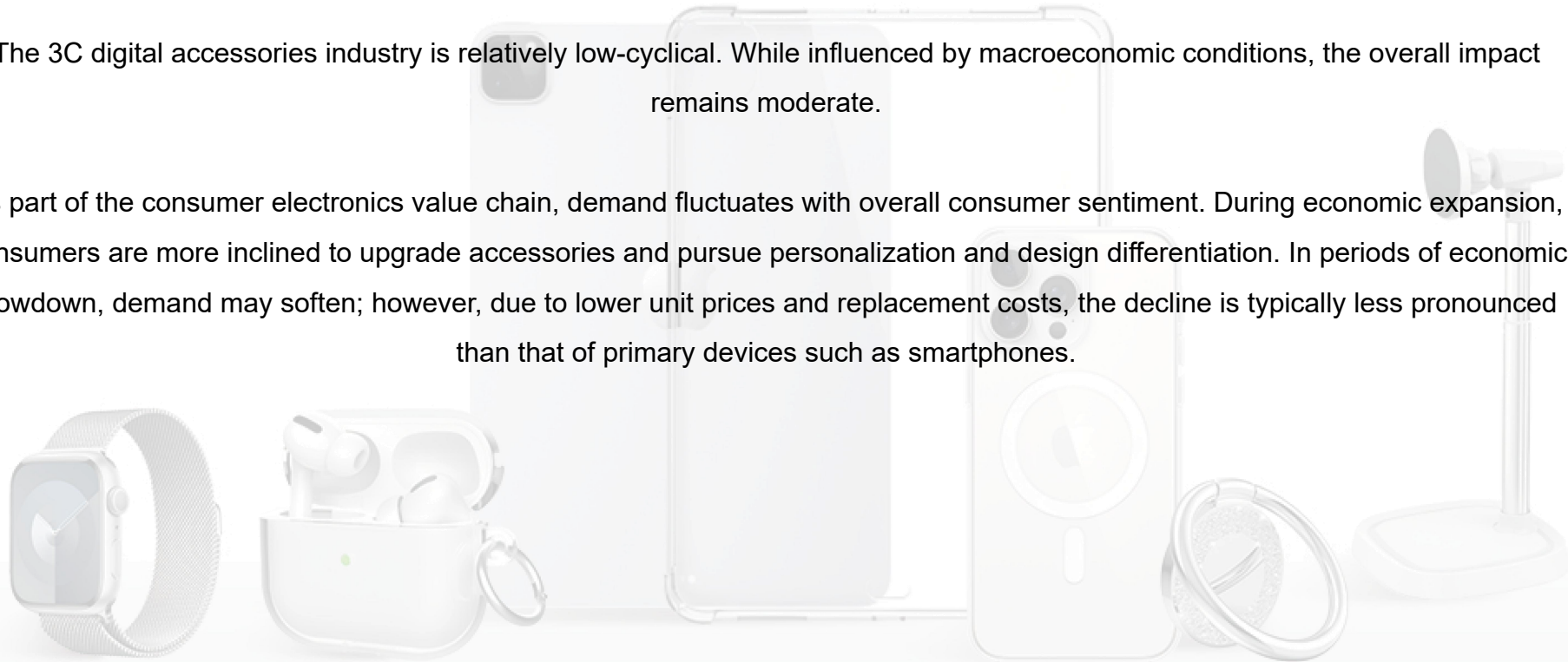
01 Industry Fundamentals & Market Overview

Industry Cycles & Structural Characteristics of the Consumer Electronics Accessories Market

Low-cyclical Industry: An industry where products and demand are less affected by the fluctuations of the overall economic cycle

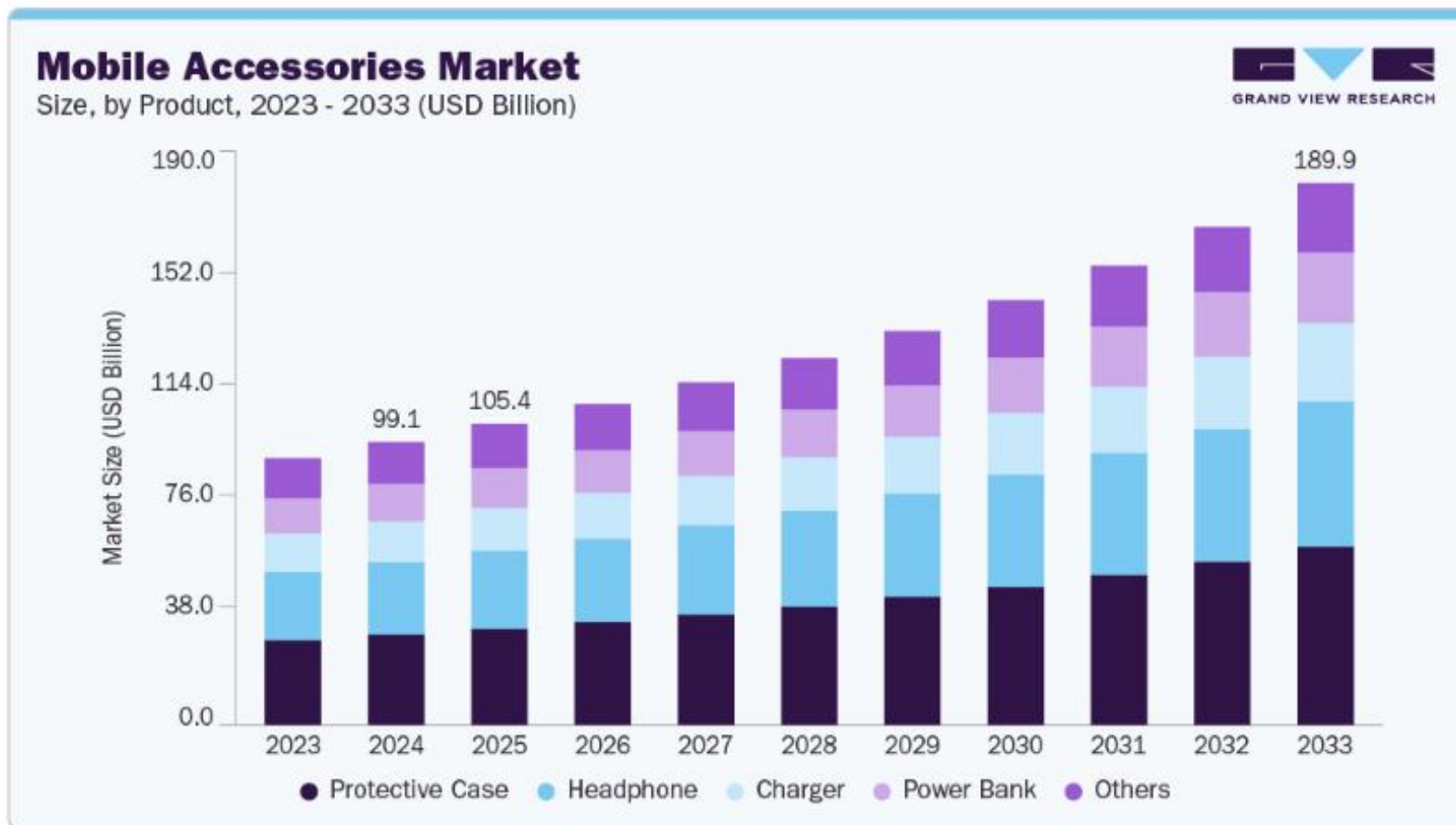
The 3C digital accessories industry is relatively low-cyclical. While influenced by macroeconomic conditions, the overall impact remains moderate.

As part of the consumer electronics value chain, demand fluctuates with overall consumer sentiment. During economic expansion, consumers are more inclined to upgrade accessories and pursue personalization and design differentiation. In periods of economic slowdown, demand may soften; however, due to lower unit prices and replacement costs, the decline is typically less pronounced than that of primary devices such as smartphones.



02 Industry Fundamentals & Market Overview

Industry Market Scale



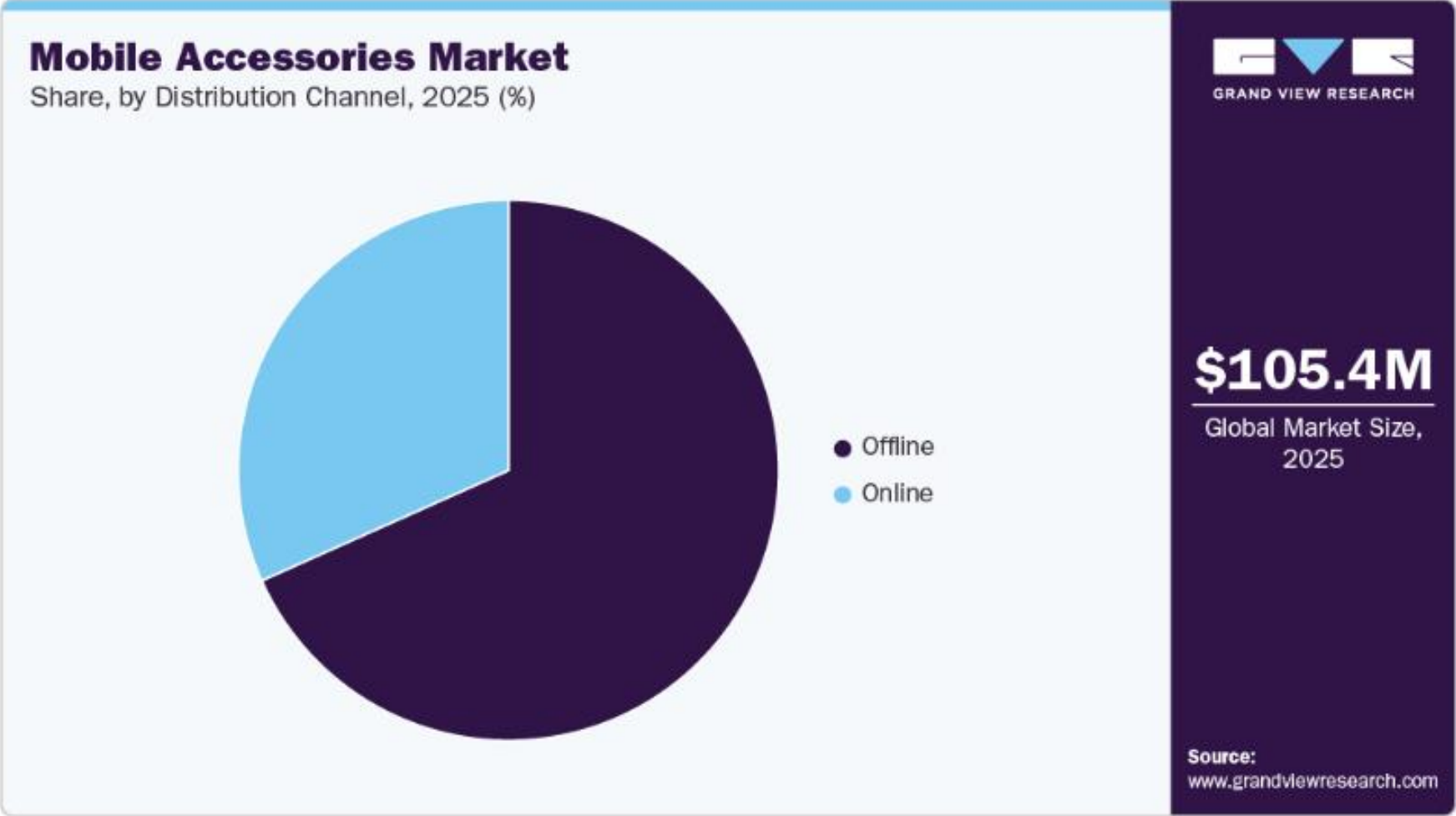
Global Mobile Accessories Market Size Forecast (2023-2033, Unit: Billion US Dollars)

Global Market Scale

According to Grand View Research, the global mobile accessories market is projected to reach **USD 105.45 billion in 2025 and grow to USD 189.92 billion by 2033**, representing a CAGR of 7.8% (2026–2033).

Protective accessories — including phone cases — represent the largest segment, **accounting for 32% of total market revenue in 2025**. This highlights strong consumer demand for protection and personalization as smart devices continue to move upmarket.

Distribution Channel Insights



Offline channels continue to dominate the mobile accessories market and are projected to **account for 68.3% of total sales by 2025.**

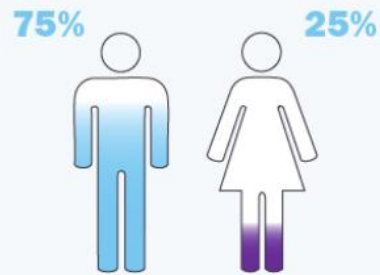
Rising demand for high-value devices — such as smartwatches and smartphone camera modules — combined with concerns over the transportation of fragile products, reinforces the importance of physical retail channels.

In addition, traditional shopping preferences and pricing dynamics between local retail stores and wholesale distributors further support the strength of offline sales.

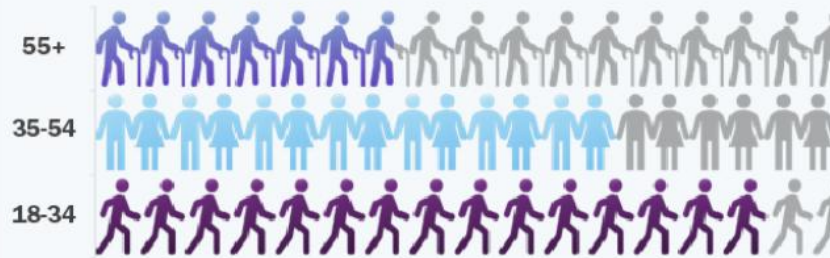


Mobile Accessories Market: Consumer Demographics

USERS BY GENDER



USER BY AGE GROUP



PAIN POINT OF CONSUMERS*



TECHNOLOGICAL
ADVANCEMENT



RECOMMENDATIONS
FROM INFLUENCERS
OR FRIENDS



BRAND

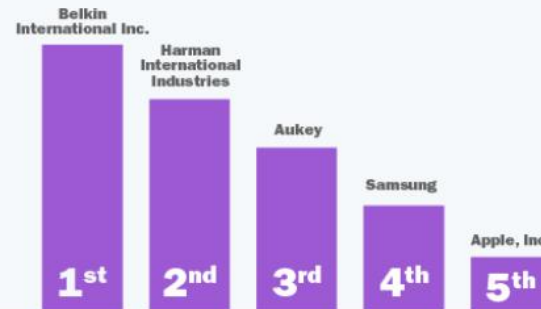


PRICE



CONVENIENCE

WHICH BRANDS ARE WINNING AMONG CONSUMERS?*



Under our BRAINSHARE CONSULTING services, we offer the capability to conduct a customized survey designed to assess your brand's target demographics, awareness and acceptance, purchase behavior, and core consumer pain points among others.

*Note: The data provided in the above chart is for reference only and does not depict the actual survey results.



Mobile phone accessories are a "major category" that includes many subcategories.

- **Young people (18-34 years old) are the main consumers and trend spreaders of accessories:** they are more willing to pay for appearance, personality and functional expansion, and replace accessories more frequently.
- **Middle-aged people (35-54 years old) are the main consumers pursuing "practicality + quality":** they value durability, convenience, compatibility and reliable brands more.
- **People aged 55 and above:** Low accessory penetration, mainly for rigid demands (protection/large font/shockproof/convenient lanyards), and they care more about ease of use and services rather than trends.

Consumer Pain Points

1. Technological Upgrading
2. Brand
3. Convenience
4. Recommendations from Others
5. Price

Regional Market Characteristics

1 Asia Pacific: The largest consumer electronics accessories market, accounting for approximately 47.3% of the share in 2025.

Asia Pacific's leading position is mainly due to **the large base and rapid growth of smart devices in populous countries such as China and India**. Although Europe and North America have relatively small populations, they have strong consumption power and a high per capita device ownership, leading the trend in high-end accessories and new categories.

2 Europe: The second largest market in the world in terms of scale (accounting for approximately 21%).

European consumers value the quality and design of accessories, and upgrade accessories in sync with the technological iteration of new devices. For example, corresponding cases and charging accessories are launched for foldable screen phones, 5G phones, wireless charging, etc., driving the replacement cycle. The European market is trending towards demand for **high-quality, personalized and sustainable accessories**.

3 USA (North America): The North American market accounts for approximately 14.5% of the global market, with the USA being the main contributor.

The per capita ownership of smartphones is extremely high, and the popularization rate of the multi-device ecosystem (phone + tablet + earphone + watch) leads the world. This makes North American consumers have a strong demand for high-end functional accessories, such as wireless charging stands, smart watch straps, game controllers, car accessories, etc. A major feature of the North American accessories market is the extremely high share of the Apple ecosystem: taking the USA as an example, **Apple accounts for more than 50% of the mobile phone market share**.

4 Australia: The Australian market is relatively small in scale (with a population of approximately 26 million).

The smartphone penetration rate is high, with the **iPhone accounting for nearly 60%** of the market share and **Samsung about 26%**. In addition, Australia has a strong environmental awareness, and green accessories such as biodegradable phone cases also have a certain market locally. **Overall, although the Australian market is small in volume, it has a high average customer price and a preference for high-quality brands.**

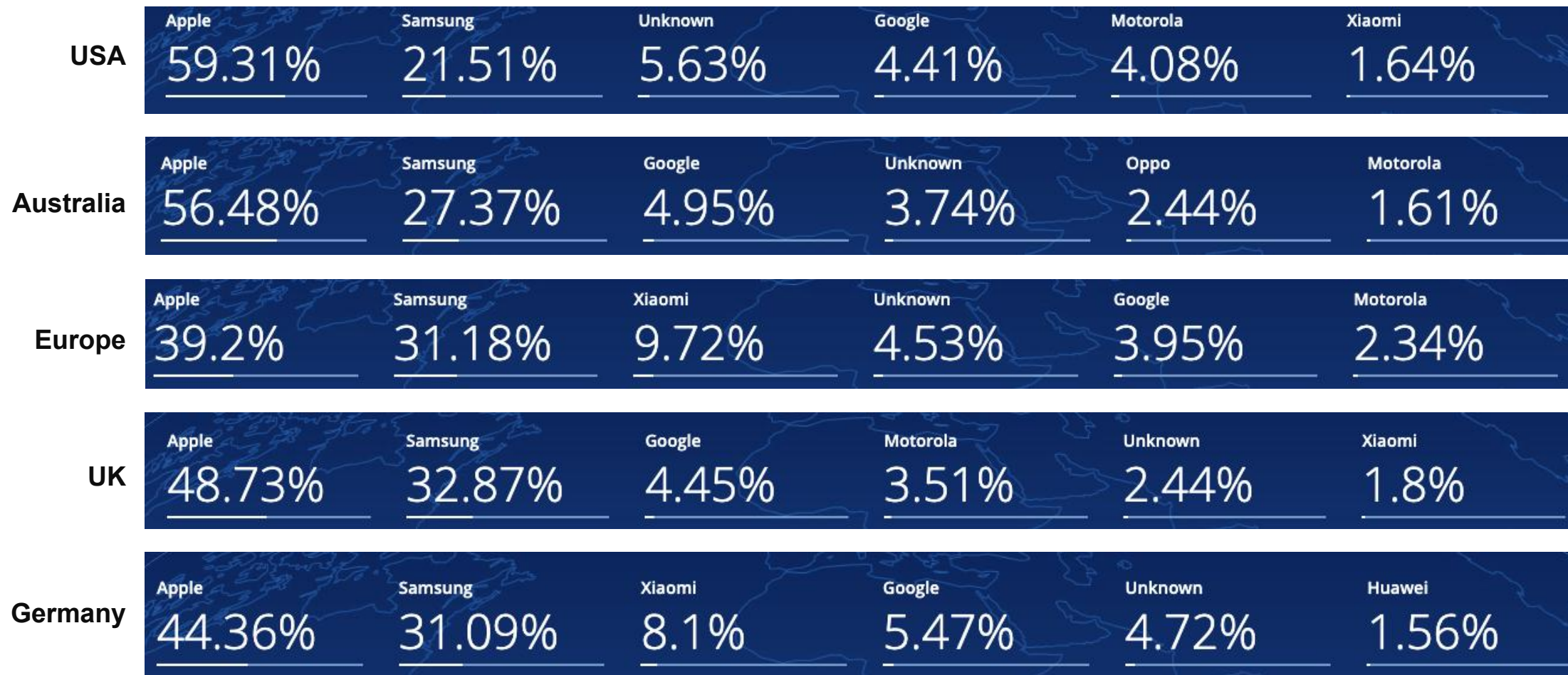
Market Share by Brand (Device Market)

Global Smartphone Shipments (CY 2025, IDC Caliber, Unit: Million Units)

Brand (Company)	2025 Shipments	2025 Share	2024 Shipments	2024 Share	YoY Change
Apple	247.8	19.7%	233.1	18.9%	+6.3%
Samsung	241.2	19.1%	223.5	18.1%	+7.9%
Xiaomi	165.3	13.1%	168.4	13.6%	-1.9%
vivo	103.9	8.2%	101.2	8.2%	+2.7%
OPPO	102.0	8.1%	104.8	8.5%	-2.7%
Others	400.0	31.7%	405.2	32.8%	-1.3%
Total	1,260.3	100%	1,236.3	100%	+1.9%

Source: IDC

Regional Smartphone Shipment Market Share (Jan–Dec 2025)



Source: Statcounter GlobalStats

Global Shipment Share of Other Device Brands (Jan–Dec 2025)

Tablet



Smart Watch

Brand	2025 Market Share	Market Position
Apple	23%	No.1, Ecosystem Leader
Huawei	18%	No.2, Regional/System Strong Player
Xiaomi	9%	Stable Mid-range Player
Samsung	8%	Android High-end but Share Limited
Imoo	7%	Segment Champion of Children's Watches
Others	35%	Highly Dispersed Long Tail

Wireless Earphone

Brand	Shipments (10k Units)	YoY Change	Market Share
Apple	1,890	↓ 4%	20%
Xiaomi	860	↑ 24%	9%
Samsung	700	↓ 16%	8%
boAt	670	↓ 11%	7%
Huawei	500	↑ 35%	5%

Source: Statcounter GlobalStats
 Data Scope: Global; Omdia: 2025Q3
 Source: <https://counterpointresearch.com/en>


1 AI Smart Glasses Market

- Global shipments of AI smart glasses are projected to exceed 20 million units by 2028. The market size is expected to surpass RMB 190 billion by 2030, representing a five-year CAGR of over 80%.
- The glasses case accounts for approximately 9–11% of the total product cost, equivalent to roughly USD 17–20.

2 AI Smart Voice Recorder / Digital Recorder

- Global Market Size: Approximately 8 billion RMB in 2024 and 15 billion RMB in 2025.

- **Strengthening compatibility with Samsung and Google devices is critical to enhancing competitiveness in the phone case segment.**
- **AI smart glasses represent an emerging growth opportunity.**



Your OEM/ODM Partner for AI Device Accessories

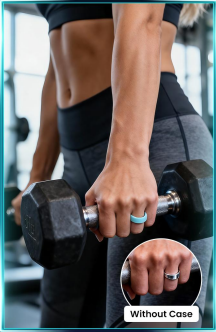
Protective cases, travel cases, straps, and carry bags for AI glasses, AI pens, AI rings, and portable AI assistant devices and recording devices.




Protective & Carry Cases for AI Devices



Protects AI glasses from pressure damage



Protects AI rings without affecting everyday use



Protects AI recording devices while enabling quick access.

03 Trend Growth Drivers

AW26/27 TRENDS

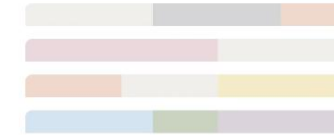
2026.01.21

Basis for AW26/27 Fashion Trends

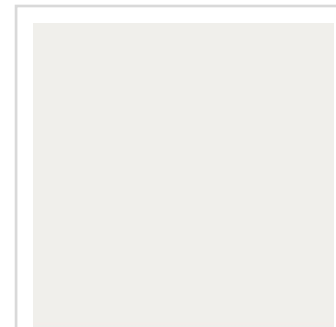
Four major fashion weeks/accessory reports, top brand shows, authoritative media summaries, professional platform trend data (Pantone, WGSN x Coloro, Pinterest Predicts, Lyst), and market feedback from the accessories track, etc.

PANTONE®

2026/27 Color of the Year - Cloud Dancer



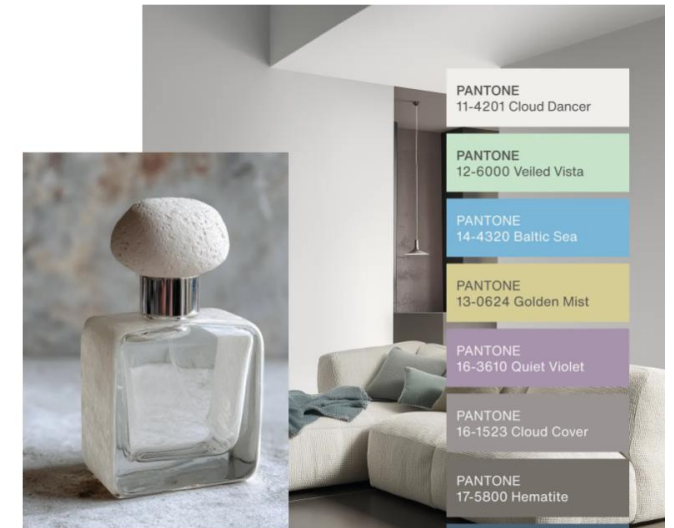
POWDERED
PASTELS



PANTONE®
11-4201 TCX
Cloud Dancer



LIGHT & SHADOW



PANTONE®

Official Color Matching Reference of Cloud Dancer

PANTONE®

Powdered Pastels
Pastel colors are blended with the neutral color Cloud Dancer, presenting delicate, pleasing and rich color changes.

PANTONE®

Glamour & Gleam
The elegant contrast of black and white is ingeniously paired with rose gold accents, infusing the overall design with a sense of polished sophistication and highlighting a distinguished, premium aesthetic.

PANTONE®

Light & Shadow
The elegant cream tone blends seamlessly into the deep shadowy color palette, naturally unfolding a layered and vibrant color story.

PANTONE®

PANTONE®
11-4201
Cloud Dancer

PANTONE®

COMFORT ZONE
Everyone needs a comfortable corner to temporarily escape the noise and relax both body and mind. This natural color palette is inclusive and gentle, allowing people to settle into a relaxed and restful state with peace of mind.

PANTONE®

ATMOSPHERIC
Journey to a realm of serenity and elevation. Let the sheer, translucent white of the sky filter through, casting a clear, ethereal blue hue beneath the soft, diffused daylight.

PANTONE®

TAKE A BREAK
Hit pause and let your go-to colors spark endless creativity. Rich warm tones and vibrant bright hues collide to form a playful, lively color palette.

PANTONE®

Official Color Matching Reference of Cloud Dancer



PANTONE®
11-4201 TCX
Cloud Dancer



Flexible Customization & Fast Delivery for Brands since 2006



PANTONE®

Top 8 AW26/27 Fashion Colors



Stretch Limo



Cloud Dancer



Scarlet Smile



Bordeaux



Dragonfly



Graphite



Satin Slipper



Micron

PANTONE®

Top 8 AW26/27 Fashion Colors

PANTONE 19-4005 TCX Stretch Limo

PANTONE 11-4201 TCX Cloud Dancer

PANTONE 19-1558 TCX Scarlet Smile

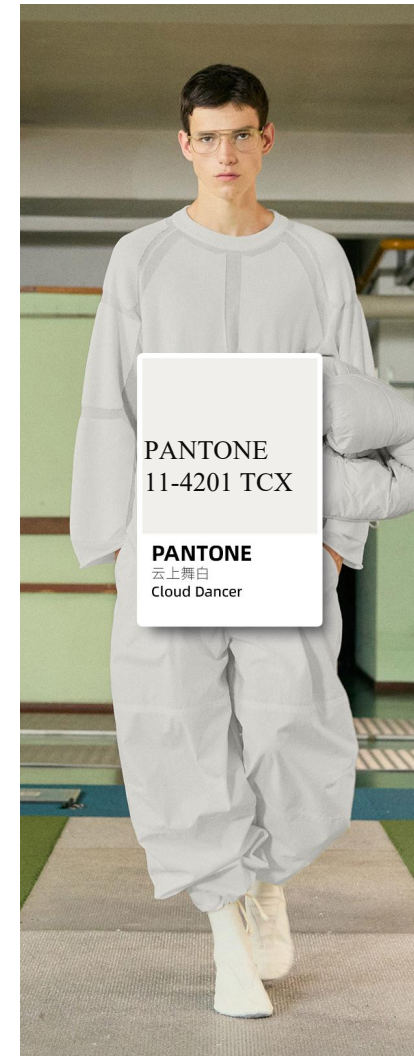
PANTONE 17-1710 TCX Bordeaux

PANTONE 19-4826 TCX Dragonfly

PANTONE 20-0188 TPM Graphite

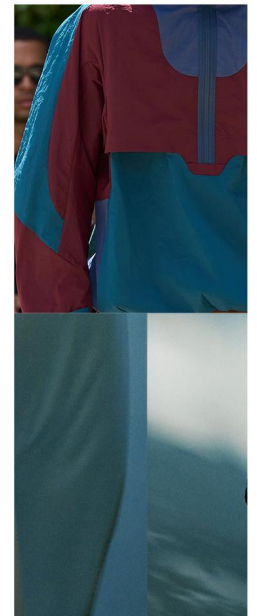
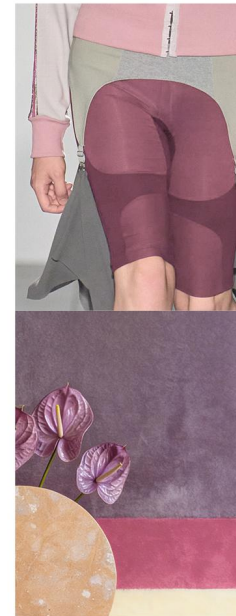
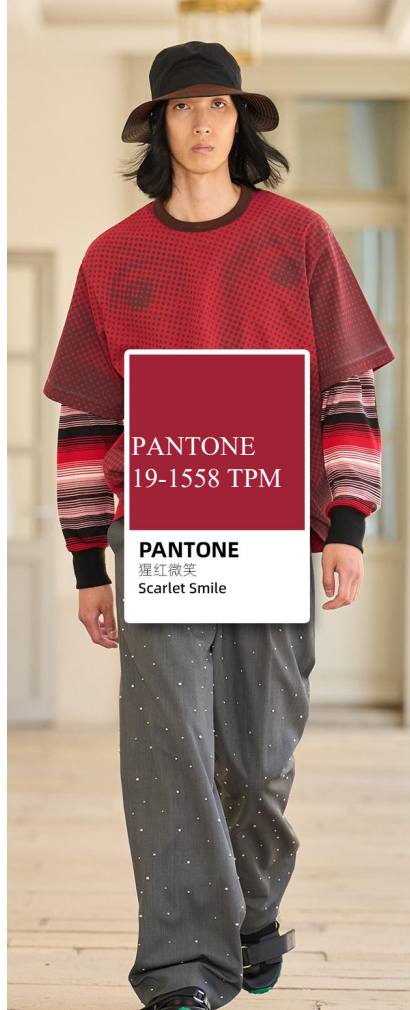
PANTONE 20-0020 TPM Satin Slipper

PANTONE 20-0007 TPM Micron



PANTONE®

Top 8 AW26/27 Fashion Colors



PANTONE®

Top 8 AW26/27 Fashion Colors



A/W 26/27 key colours

Introducing the new key colours for A/W 26/27. These five hues will define the mood of the season and will have a broad impact across multiple industries.

WGSN | Global Colour Forecast A/W 26/27

Reflecting the need for balance, excitement and stability, discover the colours that will resonate across all industries and regions in A/W 26/27 and beyond, plus our pick of the five key colours for the season



<https://www.wgsn.com/fashion/p/article/66f4377be829027283c407ab?alid=eyJpIjoieUp0TTcwU0lIU1RhZUY3WilsInQiOiJwR0VRSHFLRVdHWTC4NmVXMTRuNzdBPT0ifQ%3D%3D>

2026/27年秋冬5大关键流行色彩

Transformative Teal

coloro
092-37-14



coloro + WGSN



Transformative Teal | PANTONE 19-4517 TCX: Transformative Teal is between blue and green, an awe-inspiring and charming color that highlights the importance of the "Earth First" concept.



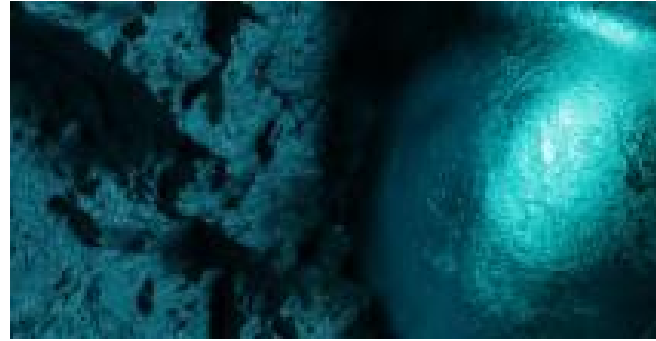
Elie Saab



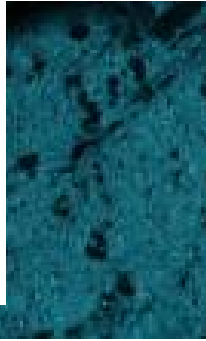
Feben



Giorgio Armani



PANTONE®
19-4517 TCX



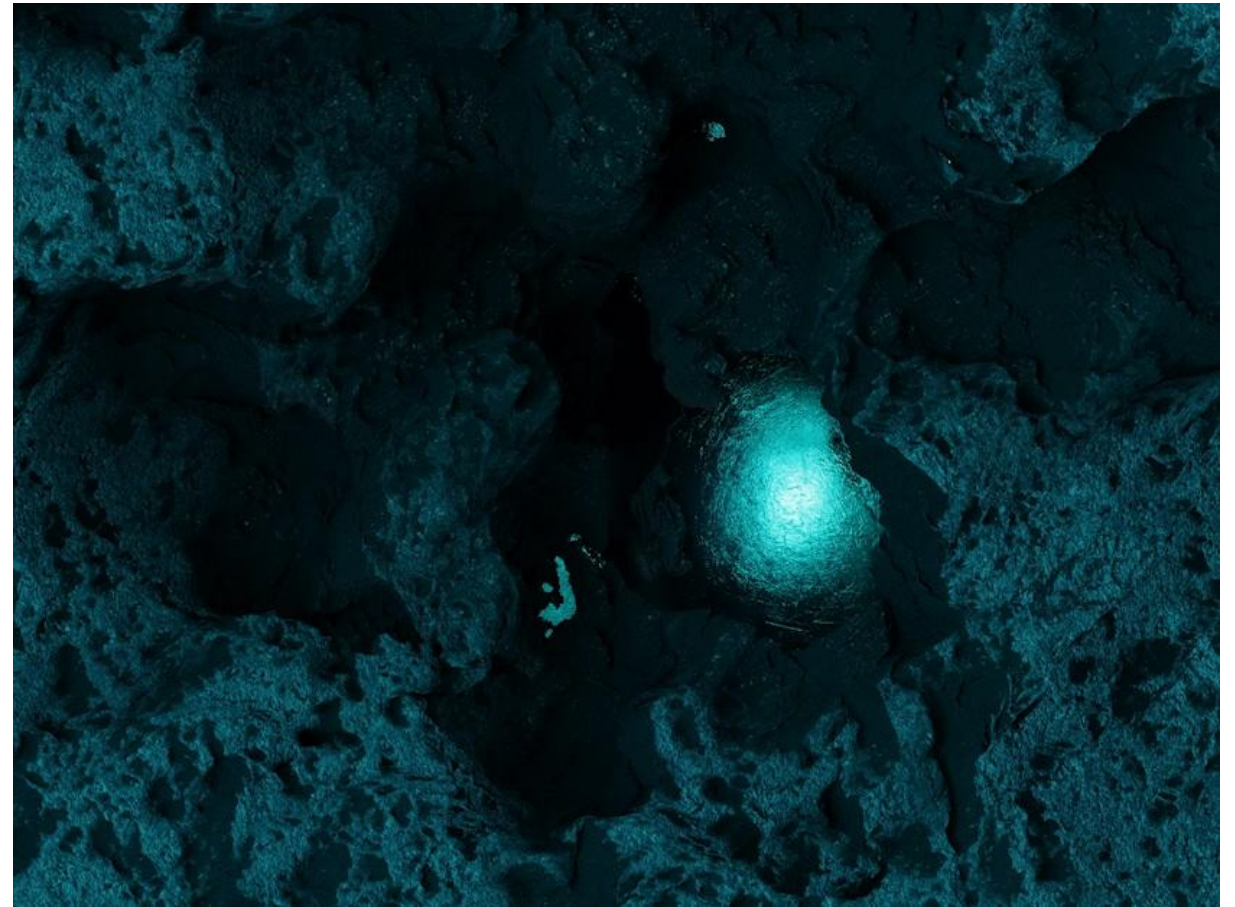


Transformative Teal

PANTONE 19-4517 TCX

Magical bright colors complement illusory dark colors to present a luminous effect, adding highlights to the night life theme. Pairing magical bright colors with deep midnight dark colors creates a strong contrast, shining brightly in the dark and showing a color-changing effect.

Emotional Labels: Awe / Mystery / Charming / Unique



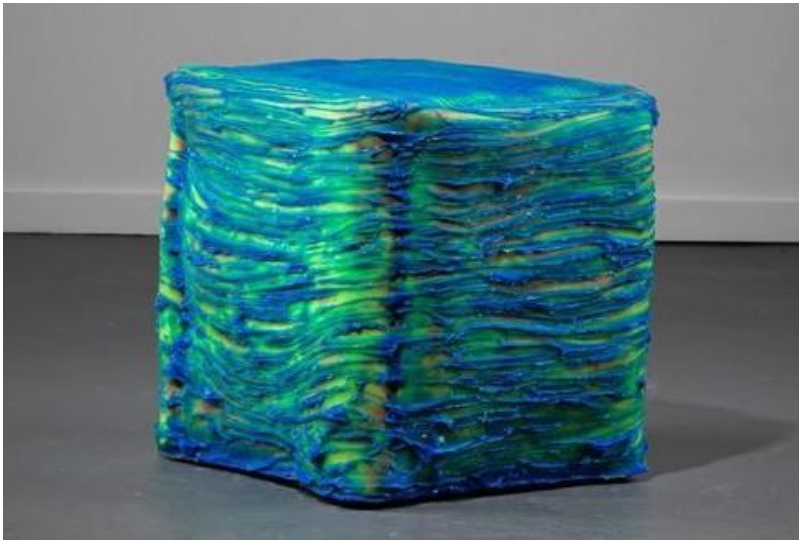
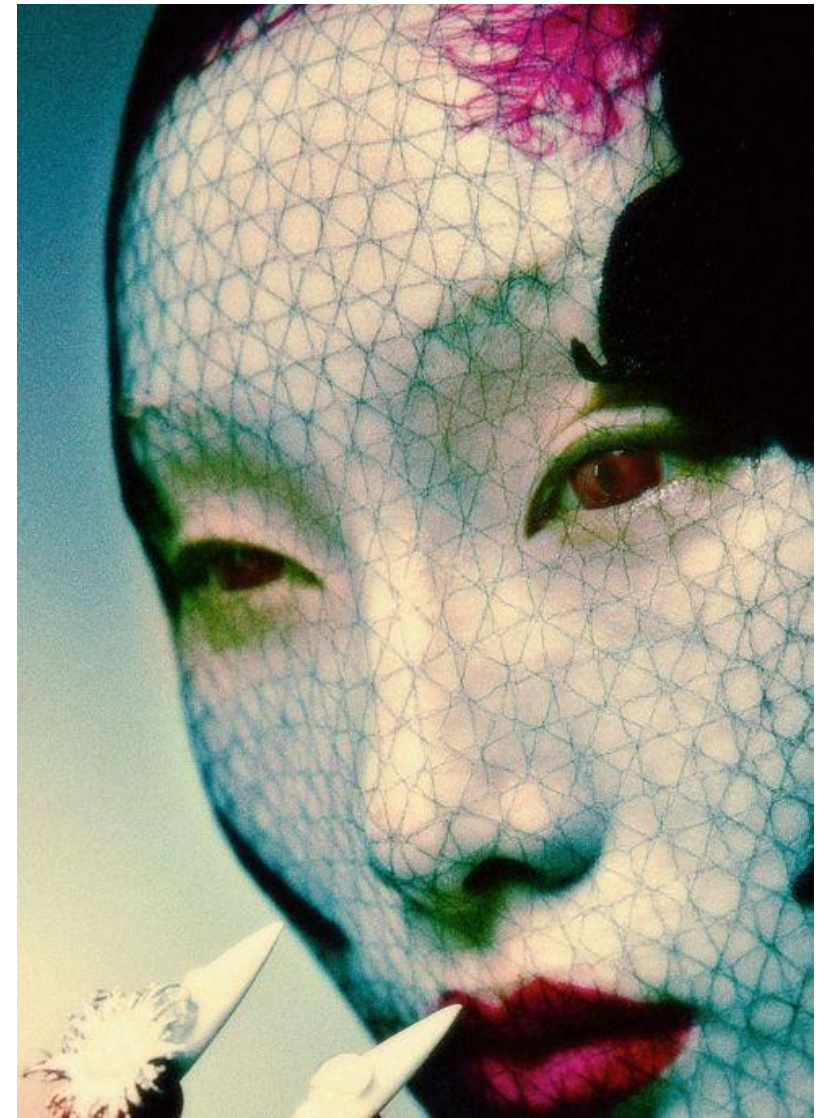
Color Evolution



Deep Sea Blue (AW21/22 & SS22)

Bronze Green (AW22/23 & SS23)

Transformative Teal (SS26 & AW26/27)



Key Color A/W 26/27
Wax Paper

coloro
035-88-12



coloro + WGSN



Wax Paper | PANTONE 12-0806 TCX: an elegant silhouette with light through paper, neither pure white nor bare skin, a simple and soft existence. With a slight misty feeling but without losing texture, it is the best auxiliary color for intermediate tones and pastels.



Laquan



Sacai



Aeron



PANTONE®
12-0806 TCX



Chanel



Sharon Wauchob



Wax Paper

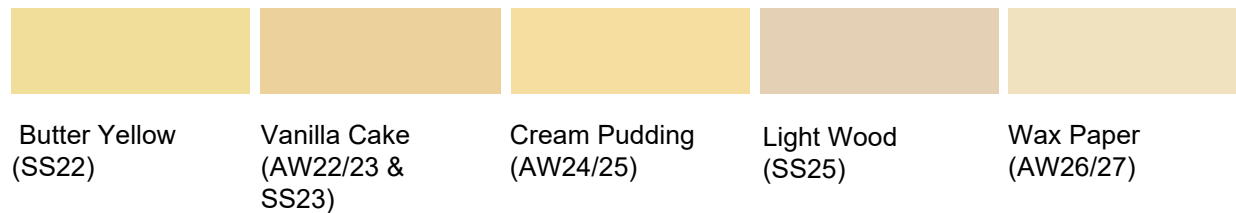
PANTONE 12-0806 TCX

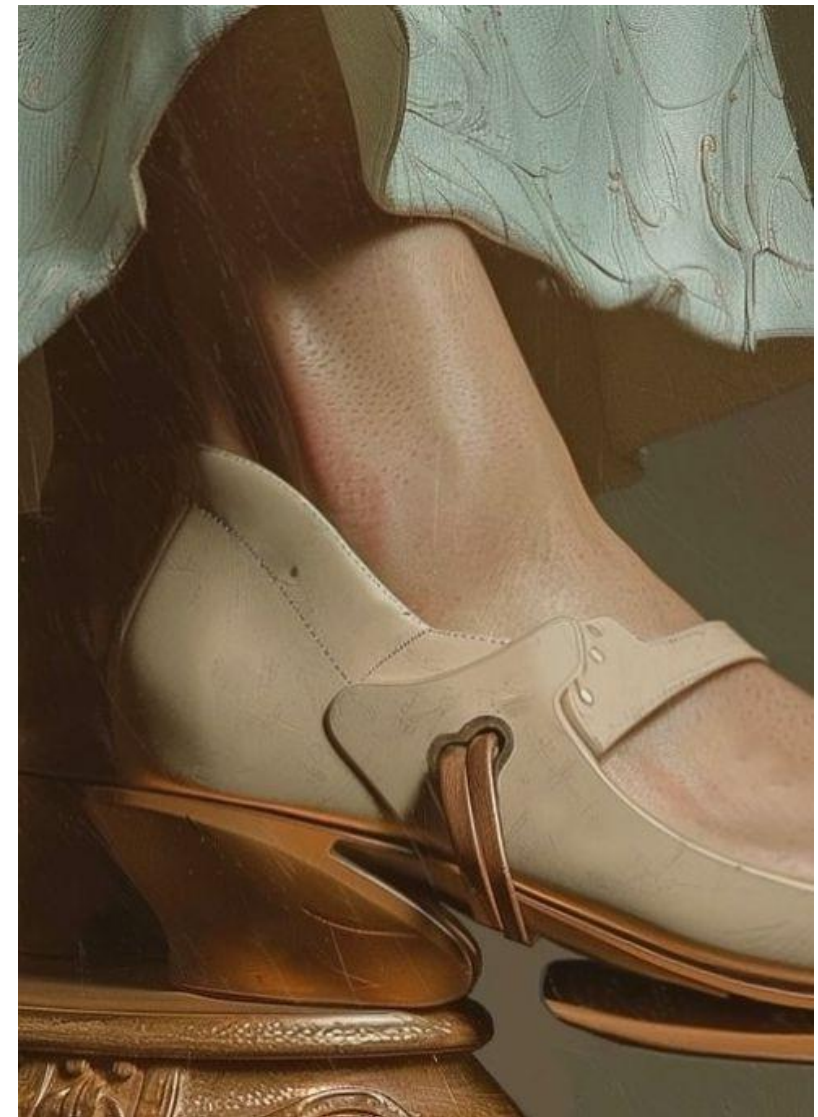
Wax Paper is a creamy off-white tone with a slight yellow tint. This calm, almost neutral tone has a soothing and peaceful characteristic. It gives a warm feeling, reminiscent of the inner light, the gentle winter sun and the feeling of being bathed in sunlight.

Emotional Labels: Healing / Calm / Happiness / Peace / Satisfaction / Nourishing / Confidence



Color Evolution



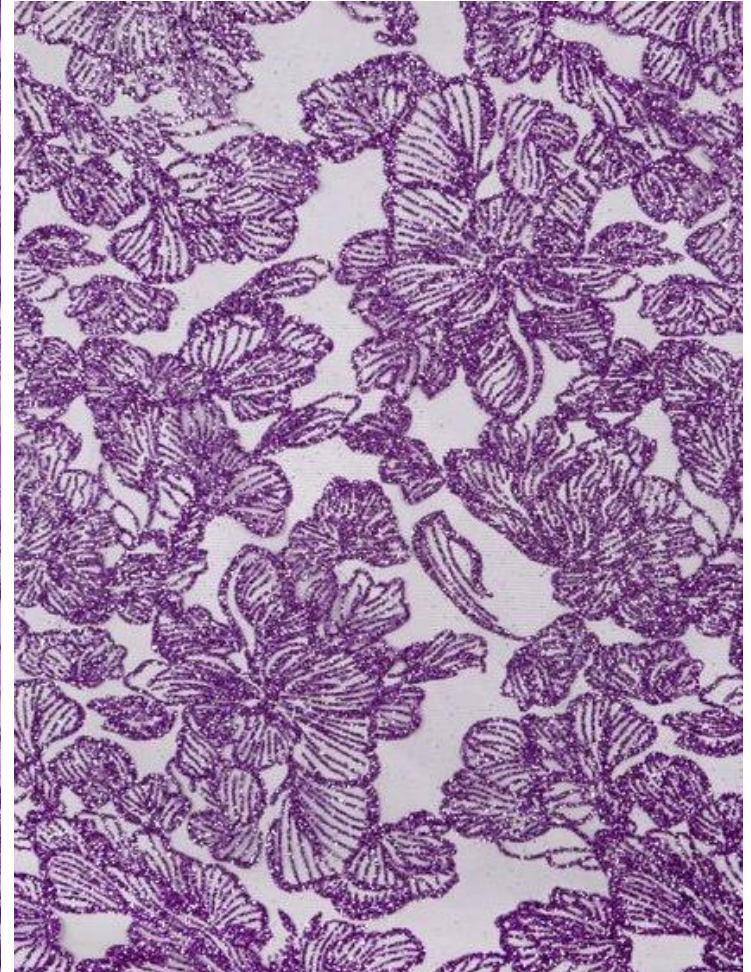
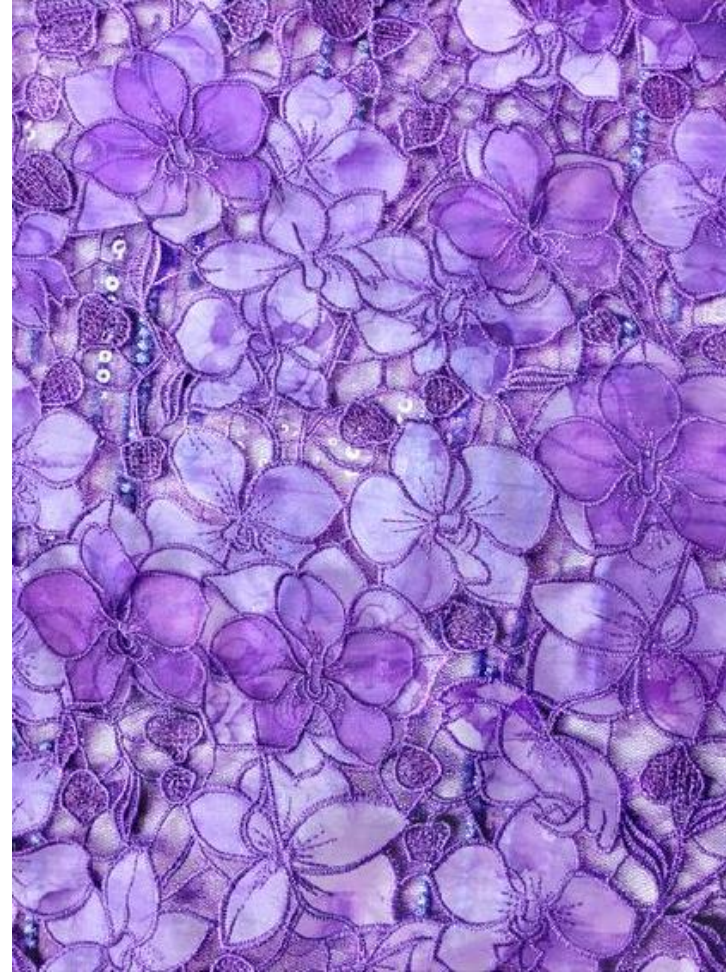


Key Color A/W 26/27
Fresh Purple

coloro
136-32-33



coloro + WGSN



Fresh Purple | PANTONE 19-3536 TCX: a touch of purple cloud in the digital universe like a lingering dream. A brighter purple tone between violet and lavender, lively and vivid. With magic and tenderness, it seizes the vision with great dramatic tension.



Chanel



Kilian Kerner



Giambattista Valli



PANTONE®
19-3536 TCX



Sergio Rossi



Miu Miu



@midjourneyaddiction



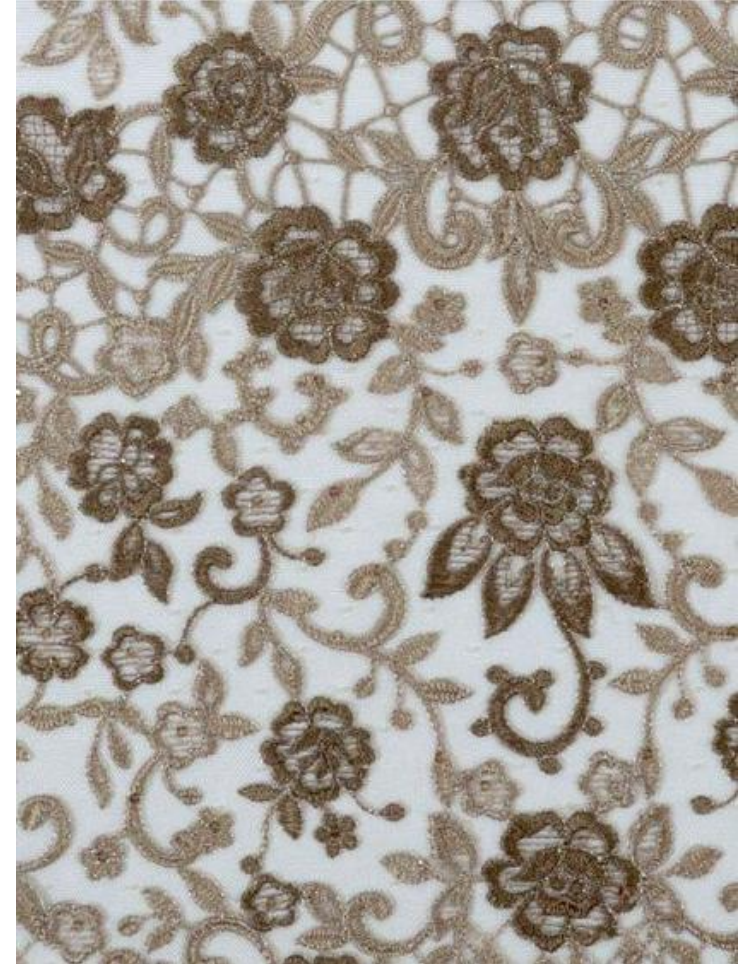
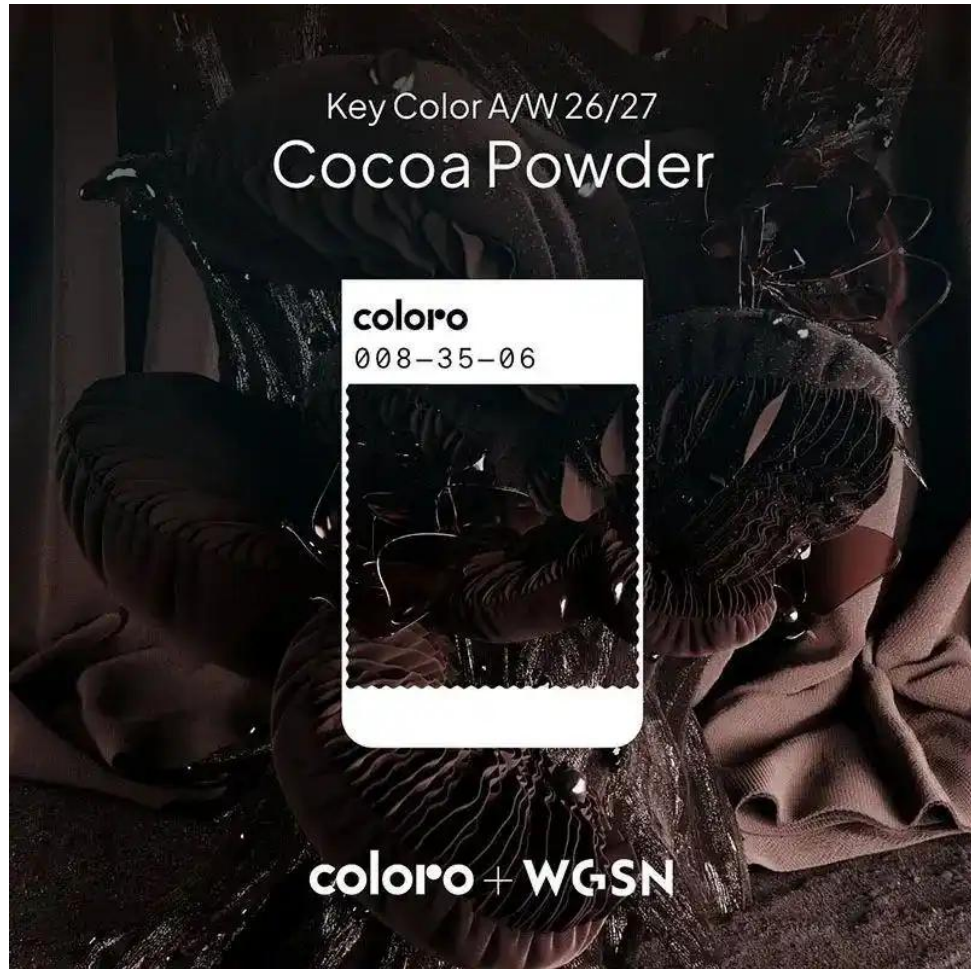
@jacopo_foggini x @milan.design.week



@sanyu_koo



A.A. Spectrum



Cocoa Powder | PANTONE 19-1620 TCX: like hot cocoa with white smoke in winter, a brown tone with warm orange undertones that highlights high-end fashion sense.



PANTONE®
19-1620 TCX





Cocoa Powder

PANTONE 19-1620 TCX

Color Interpretation: Cocoa Powder is a red-toned brown that can arouse people's nostalgia. In the age of artificial intelligence, the inspiration for this color comes from the yearning for the past and real existence, making it most suitable for artworks, handicrafts and hand-made products.

Emotional Labels: Soothing / Reassuring / Calm / Soft / Melancholy / Comforting



Color Evolution



Tan (SS22)

Walnut (AW22/23)

Chocolate Sauce (SS26)

Cocoa Powder (AW26/27)



Key Color A/W 26/27
Green Glow

coloro
057-82-32



coloro + WGSN



Green Glow | PANTONE 13-0540 TCX: like the trace of mysterious creatures in the future forest, with a fluorescent feeling but not ostentatious, it is the critical point between nature and technology. A party style of carnival renaissance, the perfect color choice for all categories.



Gucci



Kenzo



Pierre Cardin



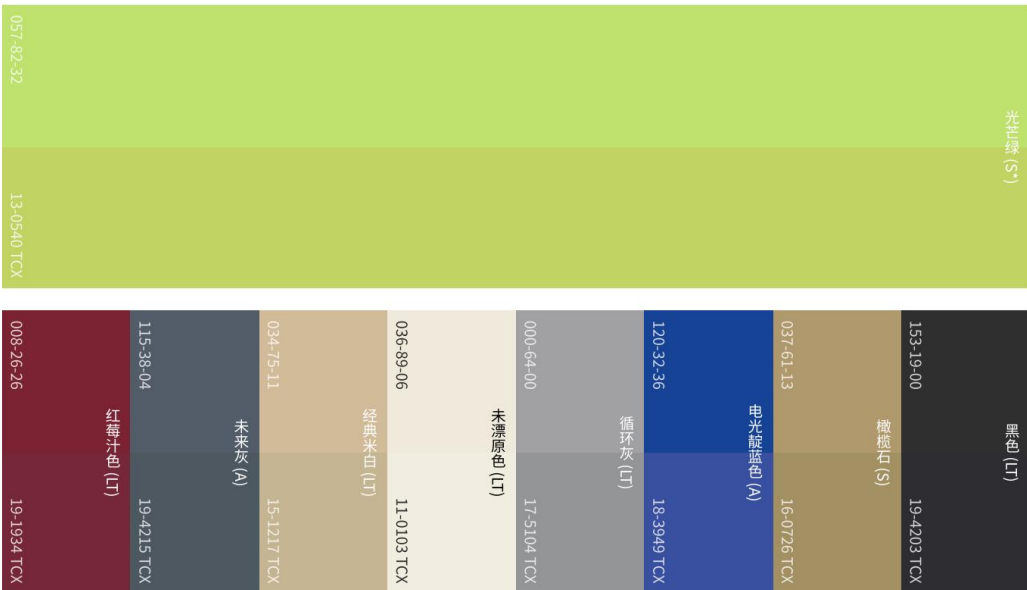
PANTONE®
13-0540 TCX



Lacost



Sunnei

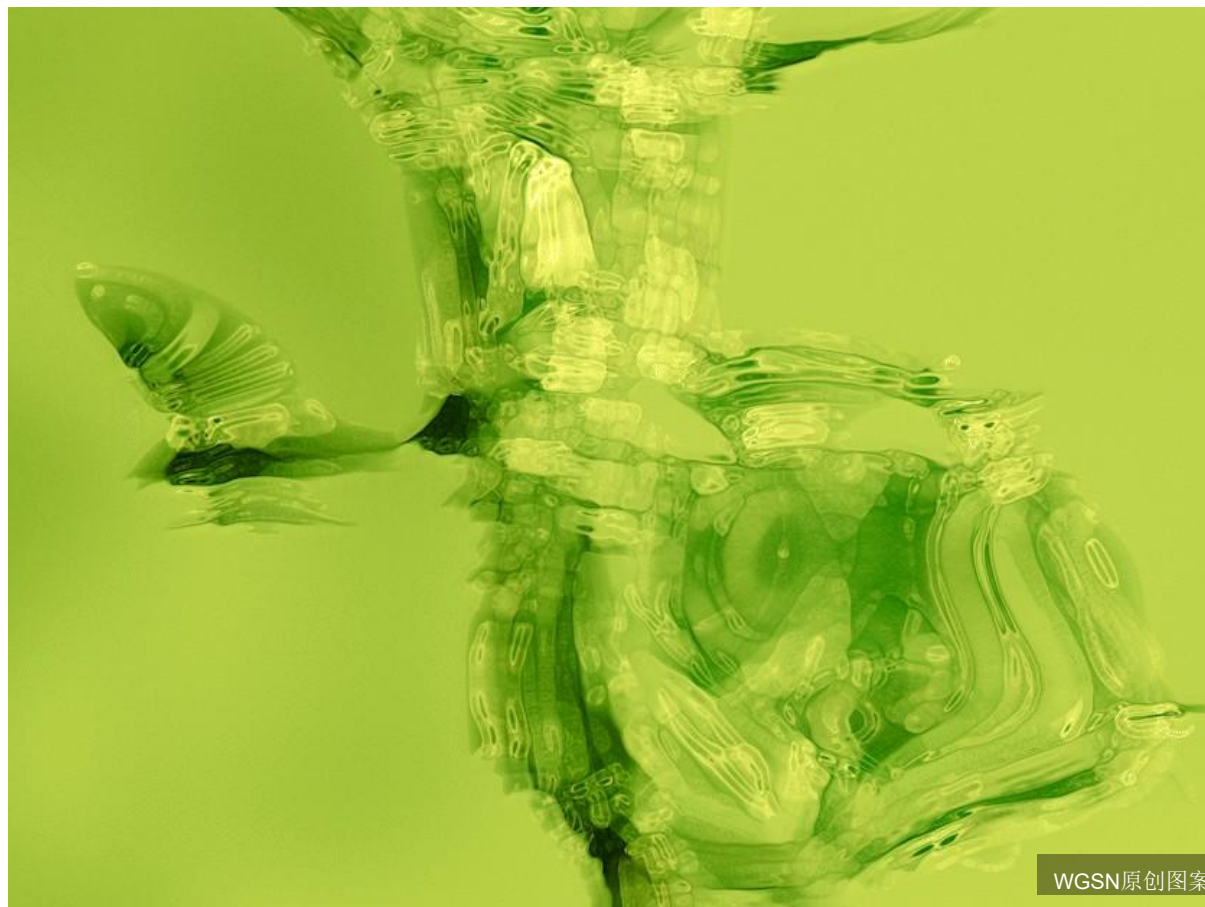


Green Glow

PANTONE 13-0540 TCX

Green Glow is an emotional and bright color. Between yellow and green, this color glows, reminiscent of neon lights and infrared lights. Its hypnotic characteristic can arouse various emotions, from anxiety to enthusiasm, injecting a sense of escape into daily life. Green Glow centers on the theme of night life.

Emotional Labels: Unease / Persistence / Passion / Vitality / Rebellion / Awakening



WGSN原创图案

Color Evolution



Valga Light (SS22)

Bitter Lemon
(AW23/24)

Digital Lime (SS24
& AW24/25)

Green Glow
(AW26/27)



Hiking Patrol



@heymurphy



@sonloversyou



Sabine Marcellis



Gucci

- This color makes people feel powerful and tense, allowing you to feel your existence even in the dead of night. In the fashion industry, the vibrant Green Glow can be used as an accent color or a solid color, the perfect color choice for all categories.

2026 Pinterest Trend Forecasts



Minimalism fades, emotion and touch return.
Design in 2026 no longer pursues "uniform high-end sense", but is more authentic and fun.

https://business.pinterest.com/en-au/pinterest-predicts/?utm_source=OrganicPINS_BizSite&utm_campaign=BizSite_Blog_AU_Q42025&utm_medium=OrganicPinterest&utm_pai=Advertiser





2026 Pinterest Trend Forecasts

1. Gimme Gummy

Keywords: Elasticity / Jelly Texture / Gummy / Rubber



What people are searching for

gummy bears aesthetic +50%

yokan +60%

agar agar +35%

jelly blush +130%

jelly candy aesthetic +100%

About the trend

In 2026, we're going full-on gummy. Gen Z and Millennials are behind this ASMR overload—think bendy phone cases, elastic cheek tints and probiotic treats that have that spring-back bite. Expect rubberized nail art and 3D jewelry to become your new tactile obsession.



GIMME GUMMY

Gimme Gummy





2026 Pinterest Trend Forecasts

2.Laced Up

Keywords: Lace Trim / Crochet Lace



Laced Up



What people are searching for

- lace nails: +215%
- lace belt: +55%
- lace bandana: +150%
- lace doily: +105%
- lace makeup: +120%

About the trend

The doily makes its big debut in 2026, bringing an unexpected elegance to absolutely everything. Bomber jackets will get lacy collars, bandanas will be softly stitched—and even phone cases will go crochet. Gen Z and Millennials are driving this trend, gently reminding us that more is more: especially when it's this pretty.



Flexible Customization & Fast Delivery for Brands since 2006





2026 Pinterest Trend Forecasts

3. Khaki Coded

Keywords: Khaki / Desert Adventure

What people are searching for

pleated trousers: +30%

utility shirt: +45%

field jacket outfit men: +65%

paleontologist aesthetic: +35%

brown linen shirt: +100%

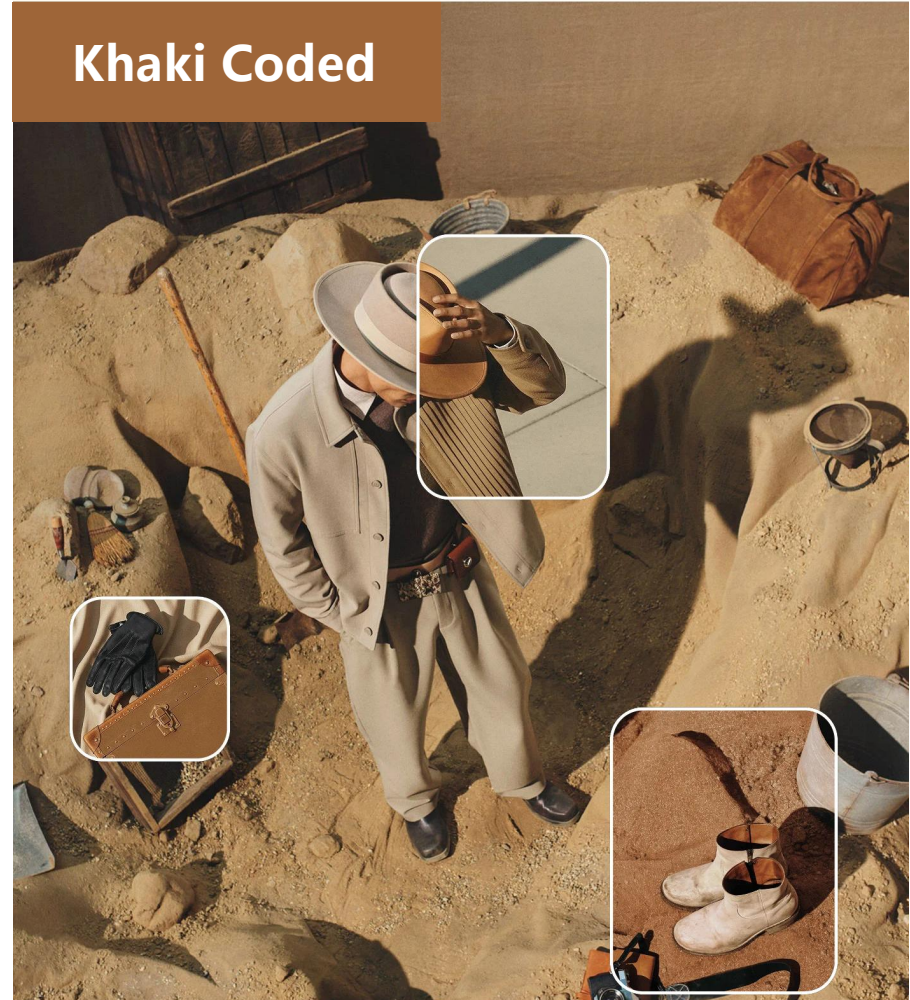
About the trend

Dig into fashion's newest find. This year, Gen Z and Millennials will embrace a new aesthetic inspired by wanderers of the world. Think khaki bermuda shorts, adventure-ready streetwear and vests with pockets on pockets. If your look can survive actual desert conditions, you're doing it right.



KHAKI CODED

Khaki Coded



Flexible Customization & Fast Delivery for Brands since 2006





2026 Pinterest Trend Forecasts

4. New Art Deco

Keywords: Checkerboard / Arch / Fan Shape / Geometric Pattern / Chrome & Brass

pendant lamp: +40%

red marble bathroom: +80%

antique bar cart: +100%

brass aesthetic: +35%

leather banquettes: +35%

The Art Deco trend is getting a modern twist: Shiny, sleek and tuned to 2026. After years of heavy minimalism, Gen X and Millennials are bringing this retro aesthetic back with crisp chevrons, fan arches and other geometric hits, all edged in chrome or brass. Bold, glam—and just a touch eccentric.



NEODECO

New Art Deco





2026 Pinterest Trend Forecasts

5. Animal Aesthetic

Keywords: Forest Magic / Animal Texture / Butterfly Wings / Deer Pattern / Dragonfly Elements

What people are searching for

bug jewelry: +60%

deer aesthetic: +55%

dragonfly nails: +145%

flower outfit men: +105%

animal inspired outfits: +90%

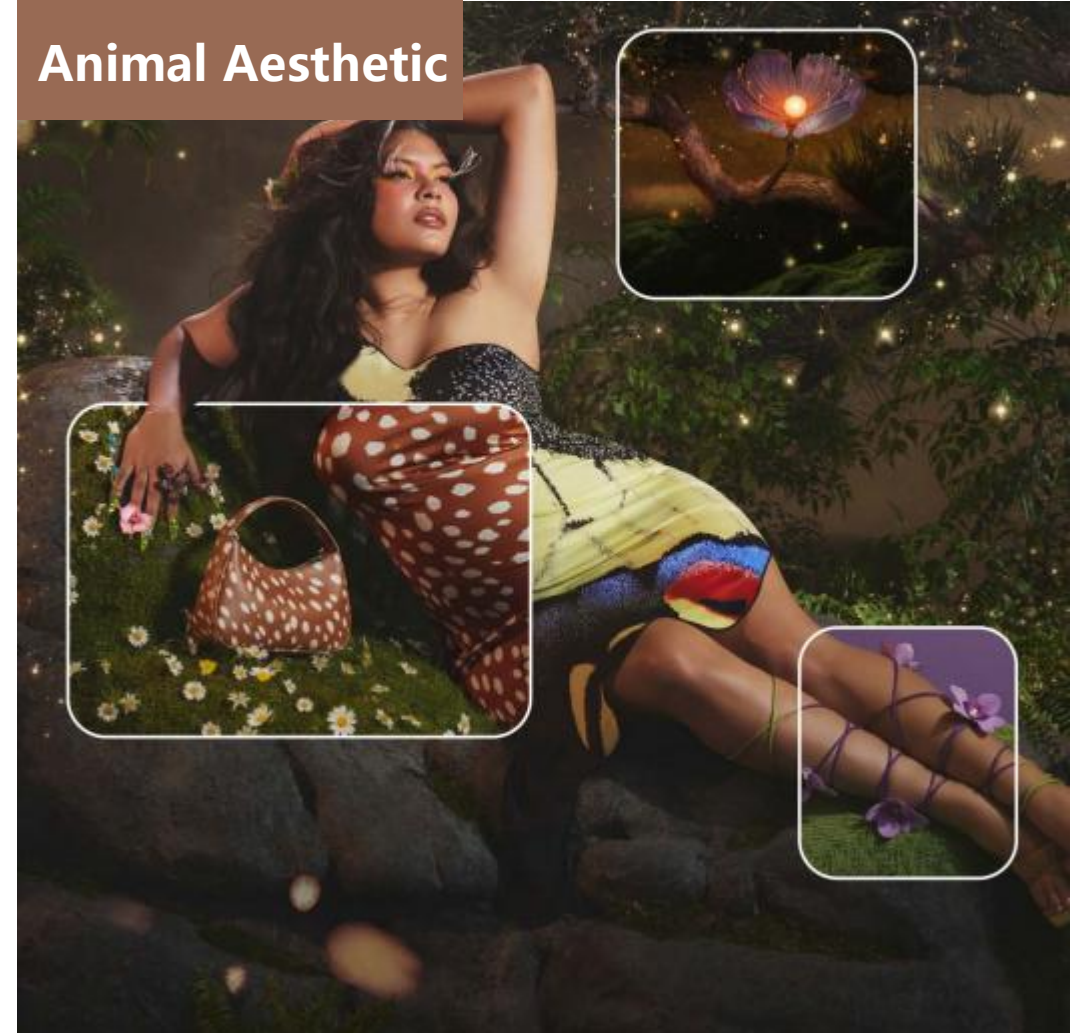
About the trend

A trend that whispers instead of roars. In 2026, Gen Z and Boomers will go all in on animal aesthetics—but with a delicate touch. Think soft fawn freckles, butterfly wing nail art and fox-inspired outfits that hint at forest magic.



Wildorkkind

Animal Aesthetic





2026 Pinterest Trend Forecasts

6. Afrohemian Decor

Keywords: Bohemian Texture / Geometric Pattern

What people are searching for

afrobohemian home decor: +220%

adire fabric: +130%

motif berbere: +210%

bamboo beaded curtains: +60%

ethiopian art: +50%

rattan accent chair: +50%

About the trend

2026 will bring a fusion of African and bohemian styles, thanks to Boomers and Gen X. Searches for “african boho living room” and “afro chic home decor” are trending up on Pinterest, a sign that decor is going to Dakar and beyond. Expect colorful Nigerian textiles and Ethiopian wall art alongside handwoven baskets and natural fiber rugs.



AFROHEMIAN DECOR

Afrohemian Decor





2026 Pinterest Trend Forecasts

7.Cool Blue

Keywords: Blue / Glacier Texture / Frost & Mist

What people are searching for

glacier aesthetic: +35%

blue drinks aesthetic: +55%

icy blue: +50%

frosted makeup: +150%

ice blue wedding dress: +55%

About the trend

Meet the shade that refuses to warm up to anyone. Gen Z and Millennials are bringing a subzero sophistication to absolutely everything in 2026—think cool-toned coats, glacier-inspired accessories and the frostiest of cocktails. It's the temp drop we've all been waiting for.



COOL BLUE

Cool Blue

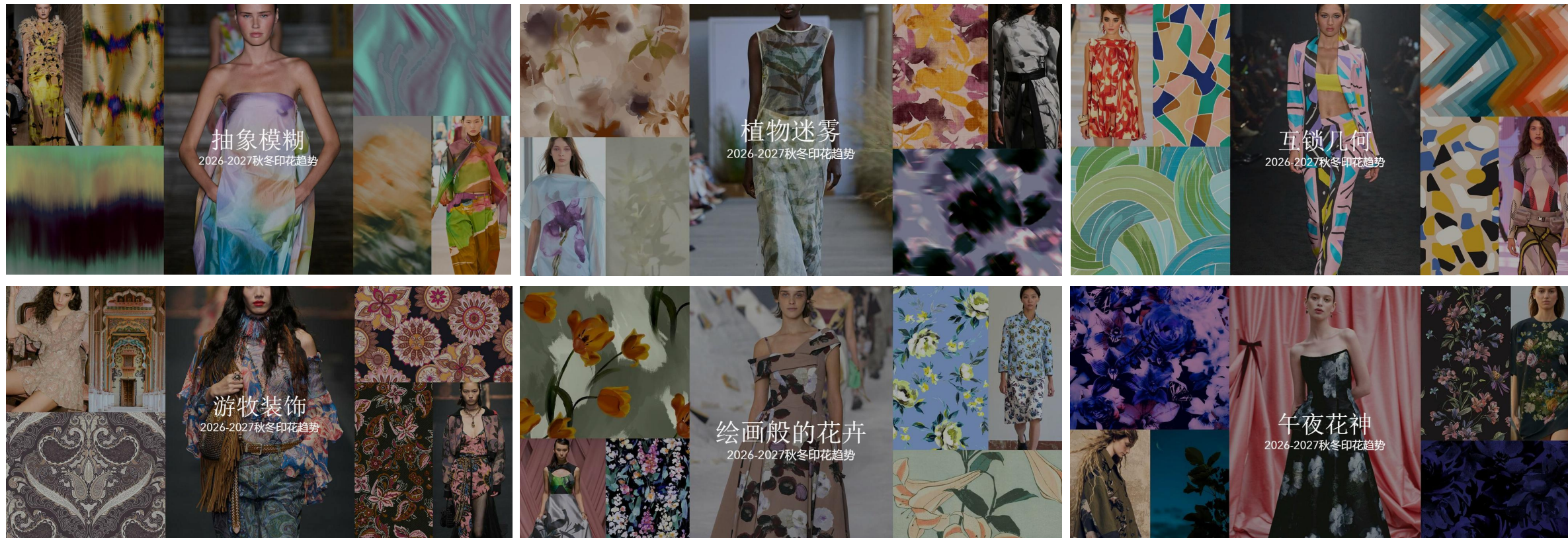




Print & Pattern Trend Report
Première Vision AW 26-27

Première Vision AW26/27 Print Trends

<https://patternbank.com/trends/premiere-vision-AW-26-27-print-trends>



Core Trends

Abstract Blur

Botanical Mist

Geometry

Nomadic
Decoration

Florals

Midnight Florals



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A/W 26/27 Pattern Trends

https://patternbank.com/trends?utm_source=chatgpt.com

1. Gorgeous Retro Print Patterns

Trend Interpretation: Authentic Renaissance

As a counterattack to the digital and AI-driven world, consumers will favor handcrafted artworks and designs with rich cultural heritage, thus driving the development of decorative design.



Dries Van Noten

T台秀25/26秋冬系列



@linnen_resortwear



@granny.london



@rodebjerofficial



@rodebjerofficial



@ladoublej



@lewisandwood



@adrianadegreas

A/W 26/27 Pattern Trends

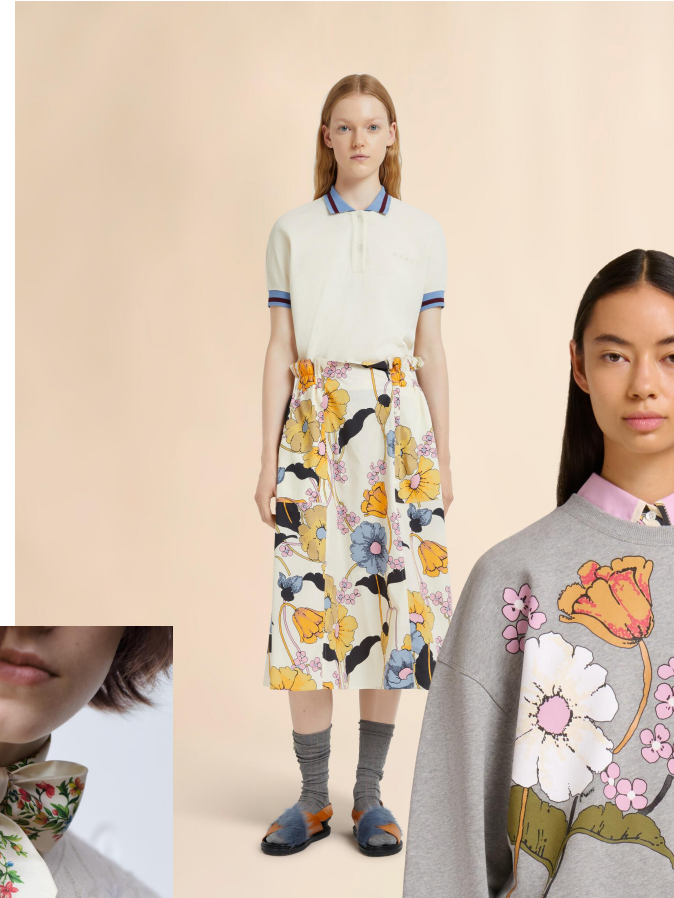
2. Retro Hand-painted Illustrative Floral Patterns



GUCCI



Diro



MARNI

A/W 26/27 Pattern Trends

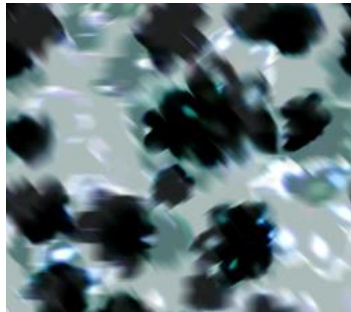
4. Embroidered Floral and Botanical Patterns



Otter Box 官网

5. Digital Handwriting Print Patterns

In a highly digital world, consumers yearn for human traces. Prints imitate the texture of hand-drawn sketches, ink brush strokes, print engravings and batik resist, but are realized or optimized through digital tools to form a kind of "imperfect precision".



A/W 26/27 Pattern Trends

<https://www.pinterest.com/search/pins/?q=natural%20texture%20pattern%20design>

6.Natural Original Texture Patterns

Textures such as marble, bark and lichen are skillfully transformed into abstract and charming textures by bionic design. The artistic refinement of natural forms and features creates pattern effects with visual impact and emotional resonance.



对植物形态和特征的艺术提炼，创造出具有视觉冲击力和情感共鸣的图案效果，从植物的叶片、枝干和花朵中提取基本形状，通过简化和变形，形成独特的抽象图案。叶片的轮廓可以被简化为流畅的线条，表现出自然的韵律和生机。运用不同的纹理效果，模拟植物表面的细腻感，如叶脉的凹凸、树皮的纹理等。可以将这些细节以抽象的方式叠加，营造出丰富的视觉层次。



自然界抽象纹理图案的设计旨在通过对自然元素的抽象化处理，创造出富有艺术感与视觉冲击力的作品。这类设计不仅强调形状和色彩的组合，还注重传达自然界的美学与情感。将自然元素（如树叶、波浪、岩石等）的复杂形状进行简化，提取出核心轮廓，形成独特的抽象图形。运用自然界中的色彩变化，采用渐变技巧，模仿日出日落、海洋深潜、森林光影等自然现象，营造出丰富的视觉层次。



地质纹理图案的设计旨在捕捉大自然中岩石和矿物的独特形态与色彩，展现地球千年演变的痕迹。这类图案通常以真实的地质结构为基础，通过细致的观察与研究，将岩石的裂缝、层理、矿物质的光泽与色彩等元素融入设计中。采用大自然中的色彩，如土壤的棕色、岩石的灰色和矿物的金属光泽，创造出和谐而富有生命力的图案。通过简化和抽象化地质特征，创造出富有艺术感的

7. Lace Element Patterns

The current fashion and design industry is experiencing a romantic renaissance, but it is no longer pure sweetness, but a new romantic trend mixed with retro, melancholy, poetry and surrealism. Lace patterns perfectly carry this emotion and can easily create the classical romance and mystery of the Victorian era and Pre-Raphaelite style.



8. Animal Print Patterns

Animal prints are shifting from "ostentatious symbols" to "high-end neutral fashion", leaning towards a balance of "wildness + ease". The continuous popularity of animal prints in AW26/27 stems from repeated verification in high-end fashion shows, high adaptability to autumn and winter materials, and consumers' preference for "low-risk fashion". Among 3C accessories, it is one of the basic patterns most suitable for long-term stable sales and light luxury upgrading.

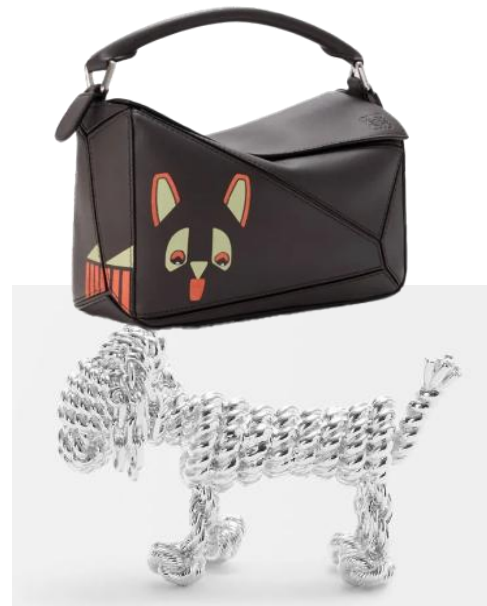


香奈儿 2026 早秋秀场

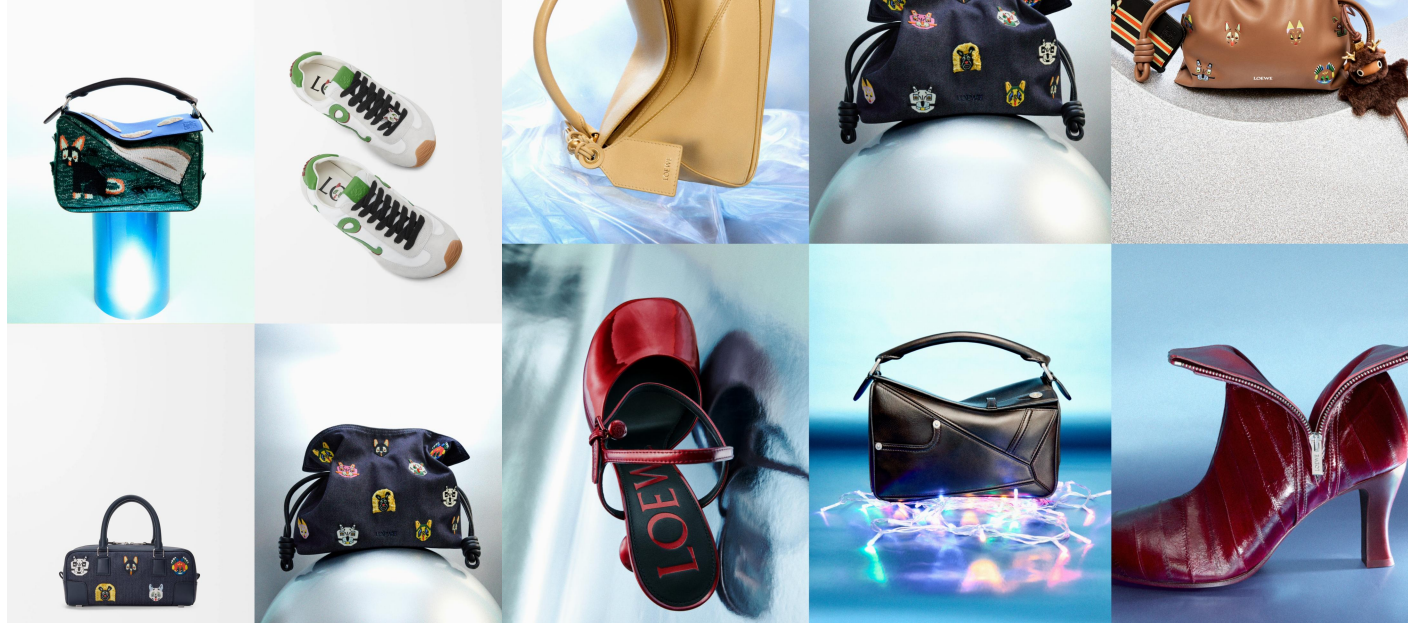
A/W 26/27 Pattern Trends

9. Playful Style Element Patterns - Animal Elements

In recent years, the younger generation has been releasing anxiety caused by work and social pressure with playful items. The popularity of Labubu reflects the huge potential of the "playful economy". This trend of "returning to childhood" is reshaping the communication mode between consumers and brands with emotion as the anchor.



2026 LOEWE



A/W 26/27 Pattern Trends

10. Playful Style Element Patterns - Cute Patterns

In a world full of pressure, uncertainty and digital overload, playful patterns symbolize intuition, happiness, carefree memories and pure existence. It provides adults with a wordless "visual psychological healing". Pattern forms: simple lines and abstract symbols, cute and lovely style, short flowers, animal silhouettes, etc.



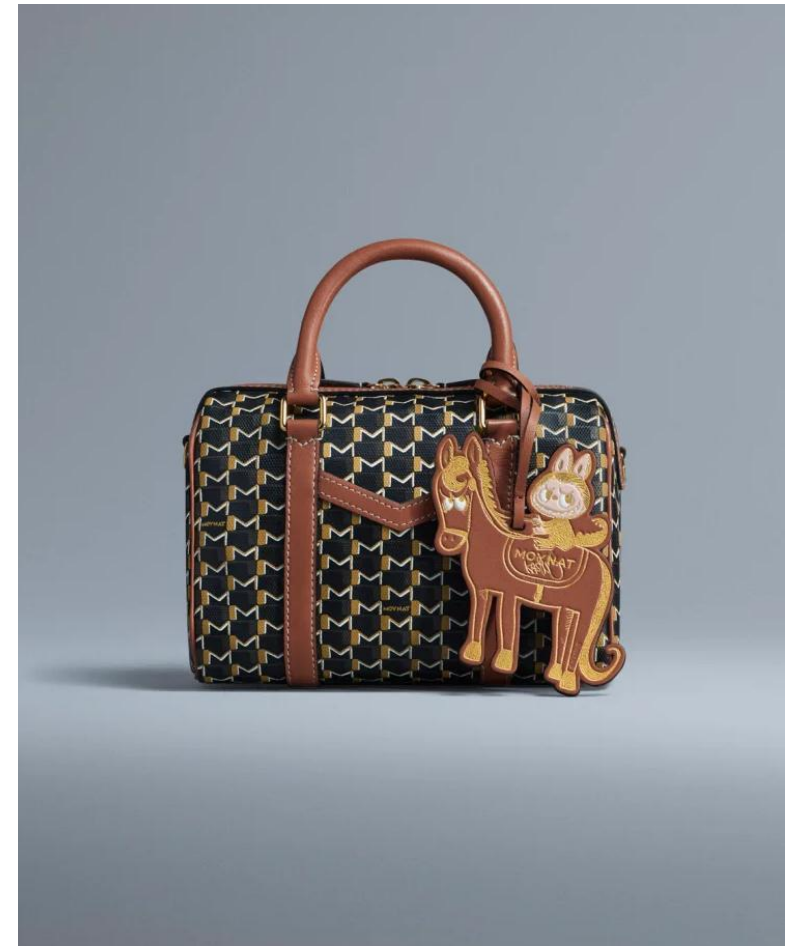
@the_design_library



A/W 26/27 Pattern Trends

10. Playful Style Element Patterns - IP Popularity

The playful style of AW26/27 is no longer "naive", but "IP-oriented, emotional and portable toy-oriented". 3C accessories are becoming one of the most important daily carriers of IPs.



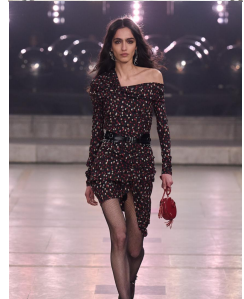
11. Pearl Elements

Chanel FW25 show clearly strengthens the brand symbol of "bow + pearl"; media also summarizes that exaggerated/large pearls appear on necklaces and bags in FW25 shows. Elegant, luxurious, rebellious and personalized, pearl elements perfectly fit all styles and the classic will continue.



12. Geometric Patterns - Polka Dot Elements

ELLE Singapore points out that polka dot elements have returned in many brand shows of SS26 and FW25, with Laura Biagiotti, Patou, Alaïa and other brands launching related designs.



12.Geometric Patterns

It is no longer the traditional impression of preppy stripes on campus. It has evolved from a symbol of "temporary dressing for school" to a new connotation that integrates ancient wisdom, digital deconstruction, and a sense of comfort and appropriateness.

The popularity of preppy stripes in A/W 26/27 is essentially the result of the combination of "new preppy style + low-risk fashionability + adaptation to autumn and winter materials".

For 3C accessories, it is one of the most suitable basic patterns for long-term sales and suite development..



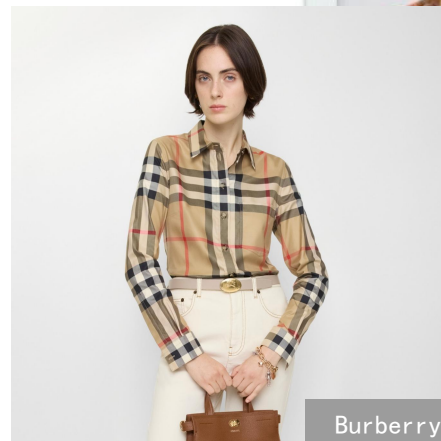
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A/W 26/27 Pattern Trends

https://business.pinterest.com/en-au/pinterest-predicts/?utm_source=OrganicPINS_BizSite&utm_campaign=BizSite_Blog_AU_Q42025&utm_medium=OrganicPinterest&utm_pai=Advertiser

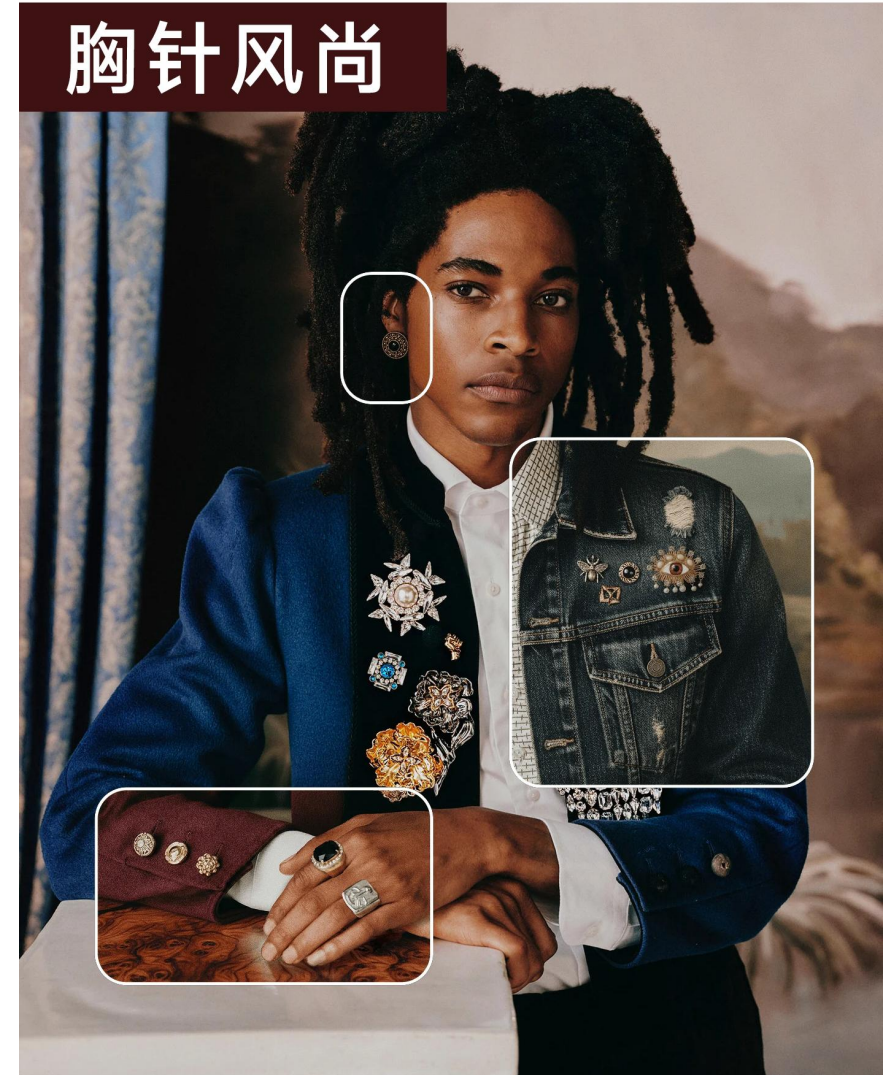
13. Badge / Brooch / Retro Pin Elements

According to the Pinterest 2026 Trend Report (PDF), "retro pins, crystal clasps, and heritage brooches" and other "dot-like decorations" are making a comeback.



BROOCHED

胸针风尚



14. "Gummy/Jelly" Elements

Pinterest Predicts 2026 explicitly identifies the trend of "Gimme Gummy": The gummy aesthetic will drive the popularity of tactile trends such as bendable phone cases and 3D jewelry.



2026年 Sanrio 新品上市 果

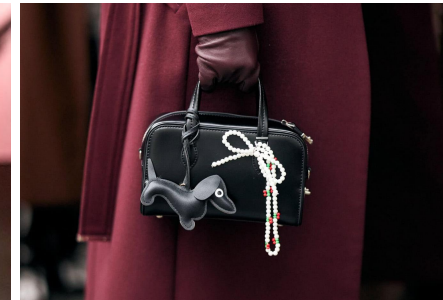


15. Bag Charm / Toy Accessory Elements

From the AW25 runways to the high streets, "charms" have taken center stage. Lyst also highlighted the popularity of Labubu charms as a "trendy accessory" in its 2025 trend report. In 2026, major brands across the board are featuring a variety of bag and handbag charms on their official websites.



LOEWE



THANKS!



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