

Pantone Unveils SS26 Colour Trends for London Fashion Week: “Elevating the Everyday”

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London, September 2025 – The Pantone Color Institute has announced the official **colour palette for London Fashion Week spring/summer 2026 (LFW SS26)**, running from September 18 to 22. This season’s shades aim to blend **comfort with creativity**, highlighting a mix of **mood-boosting brights, soft pastels, heritage tones, and modern mid-shades** designed to “elevate the everyday.”

Pantone describes the SS26 palette as an “**eclectic display of colour**”, balancing **wearability and emotional impact**. The fusion, it notes, is about **retelling the past with a forward-looking twist**, empowering individuality and authentic expression in fashion.

Leatrice Eiseman, Executive Director of the Pantone Color Institute, explained:

“Colours for LFW spring/summer 2026 blend desirable familiarity with a subtle yet powerful sense of excitement. They provide a gentle shift from convention, creating balance and ease while encouraging individualized expression.”

? Highlights from Pantone’s Top 10 SS26 Shades:

- **Burnished Lilac (Pantone 15-1905):** A smoky lavender with vintage elegance.
- **Teaberry (Pantone 18-1756):** A vibrant reddish rose injecting drama and playfulness.
- **Pale Banana (Pantone 12-0824):** A light pastel yellow with a soft ambience.
- **Mandarin Orange (Pantone 16-1459):** Fruity, uplifting, and bold.
- **Amaranth (Pantone 19-2410):** A cosmopolitan purple with spiritual depth.
- **Tickled Pink (Pantone 14-1910):** Sweet yet strong, radiating playful charm.
- **Amethyst Orchid (Pantone 17-3628):** A luxe, visionary purple.
- **Caramel (Pantone 16-1439):** A candied brown with warmth.

- **Dutch Canal (Pantone 14-4124):** An airy, breezy blue.
- **Shale Green (Pantone 16-6116):** An earthy, muted mineral green.

The SS26 colour direction reflects consumers' demand for **versatile fashion rooted in identity and authenticity**, blending **nostalgia with neo-elegance**. Designers at LFW are expected to showcase these hues across collections that merge **heritage storytelling with modern disruption**.

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