

From Textiles to Senses — Colour Leads Creative Growth at Première Vision

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At the **Première Vision Paris** trade show (February 3–5, 2026), seasonal **colour trends** were showcased not just as artistic guidance for designers but as a **strategic business model** influencing multiple industries beyond traditional textiles and fashion. Organisers and trend experts emphasised that colour has evolved from being a decorative element to a **cross-industry language** that can drive creative collaborations and commercial opportunities.

Once primarily a resource for fabric and apparel designers, the show's **SS27 colour palette** now serves as a foundation for innovation across sectors including beauty, perfumery, photography, music and even patisserie — bridging creative fields and opening new revenue avenues for brands.

From Fashion Fabric to Multi-Sector Creative Ecosystem

The SS27 chromatic range — developed by **Desolina Suter**, the event's fashion director, in collaboration with global style agencies — functions as a **universal creative code**, according to industry consultant Frédéric Loeb. Rather than limiting seasonal colour insight to fabrics, Première Vision now positions colour trends as a **common score** that unifies diverse creative sectors, fostering cross-disciplinary innovation and business growth.

This broader application of colour trends was brought to life in the show's **Prospective Area (Hall 5)**, where partners ranging from a major nail polish manufacturer to creative practitioners in photography, fragrance, DJ performance and gastronomy interpreted the trend palette and applied it to their own mediums.

Colour as Structural Inspiration

At the Prospective Area, colour was treated as a **structural and conceptual tool** rather than mere ornamentation. For example:

- A young pastry chef used seasonal shades as the basis for vibrant confections, linking patisserie to fashion colour stories.
- A DJ duo translated hues into musical moods, using colour associations (e.g., orange for sunset atmospheres) to inform soundscapes.
- Photographers and fragrance creators interpreted chromatic codes to structure visual sets or scent profiles.

This experimentation reflects a systemic shift in how colour influences the **brand experience** — from garments to events, sensory marketing and cultural expression.

A Growing Trend Beyond Textiles

By elevating colour forecasts into a **cross-industry business model**, Première Vision is redefining how seasonal trends are used commercially. Brands that adopt these trend palettes can create **cohesive narratives** across product lines and even extend colour influence into adjacent markets, merging fashion-centric insights with lifestyle and sensory branding opportunities.

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