TREND REPORT

theboutiquehub.com

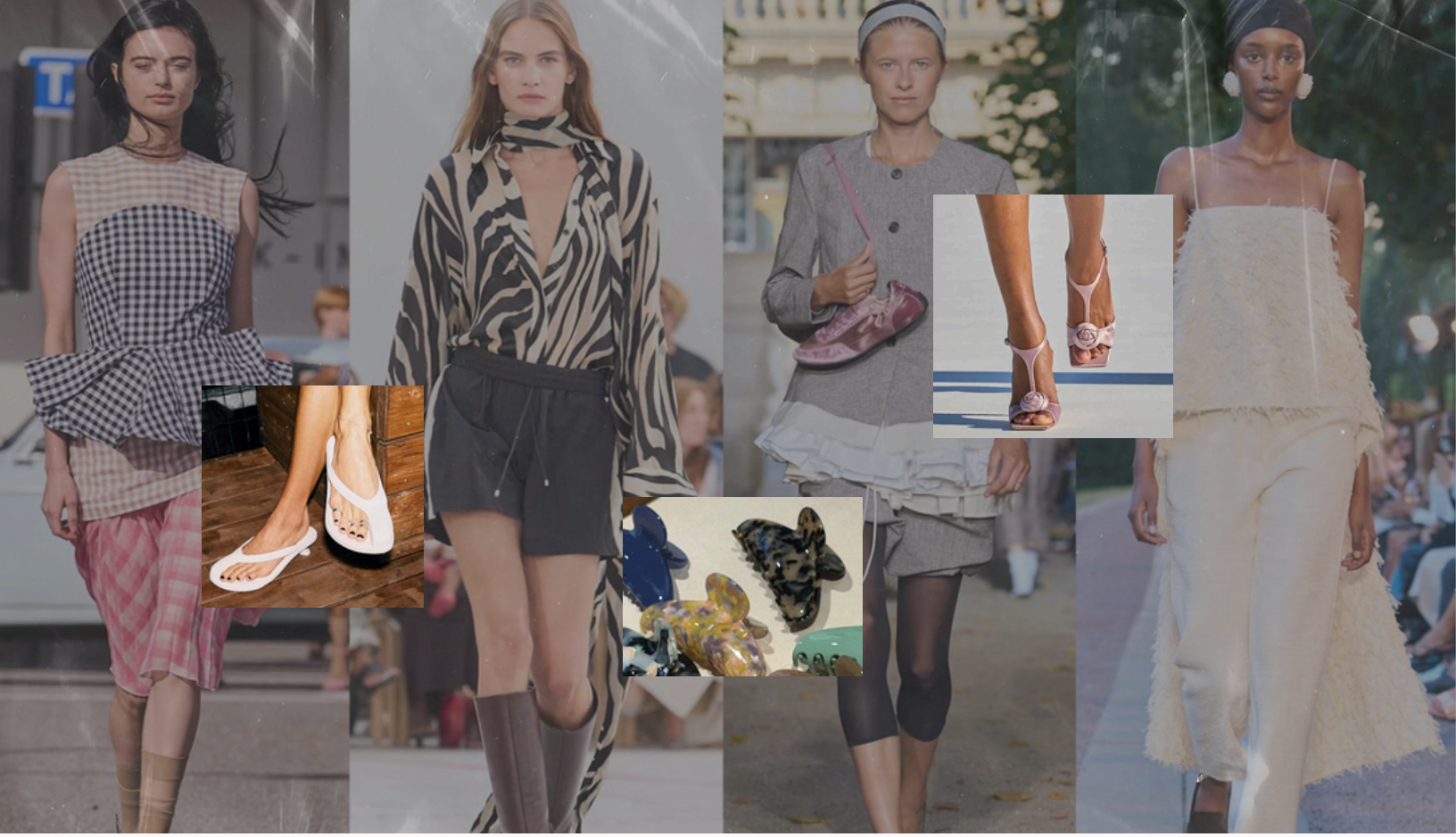
hubventory.com



Spring/ Summer 2027

curated by the

boutique hub
& **hub**ventory



The Hub *Trend Report*
ADVANTAGE

Your toolkit to make savvy inventory decisions and to guide your customers through Fall/Winter trends that highlight personality, nostalgia, and intention. This is a styling-driven season.

Spring/Summer 2027 is here—A season of fresh color, effortless layers, and playful statement style. Think airy fabrics, vibrant hues, relaxed silhouettes, and unexpected accents that capture the energy of warmer days and carefree sophistication.

But styling your store shouldn't feel uncertain. Imagine clear direction, excited customers, and stronger sell-throughs. That's exactly what The Boutique Hub's Spring/Summer 27 Trend Report delivers—your roadmap to smart buys, confident curation, and trend-driven storytelling.

The Breakdown: Be ahead of the curve on trends - what your customers see at other retailers. Educate your sales staff on what is trending, how to sell it, and how to empower your customers. Encourage your customers to buy with confidence. We always say - "A confused mind won't buy," so using this trend report to build confidence that your customer is making the right decision will help build loyalty and lifetime value with your customer.

WONDERMODE

Trends

A celebration of whimsy, Wondermode invites consumers to escape the ordinary and embrace moments of joy. Playful details, unexpected twists, and nostalgic touches create little bursts of delight—offering a lighthearted pause from the noise of everyday life.



Color TRENDS

ANISE FLOWER



CARROT CURL



OATMEAL

CARDLE PINK

SKYLIGHT

LEMON ICING



ORANGE CHIFFON

SHADOW LIME



KIWI COLADA



Retro Knit Tee



Nostalgic tees and tactile textures into a playful, everyday wardrobe.

Fold Over Pants



Fold-over waistbands add a relaxed, low-slung attitude to trousers updating familiar silhouettes with Y2K feel.



Embrace texture, quirky details and unexpected proportions for an effortless sense of fun.

Playful Tank



Charming details and fun motifs transform the cardigan into a joyful statement layer.

Whimsical Cardi

Embellished Flat

Elevated with sparkling embellishment, decorative details & eye-catching surface treatments.



Graphic Shopper

Everyday shoppers become expressive canvases for bold graphics, slogans and playful visual identities.





Charm Sets

Layered collections of charms turn bags, jewellery and accessories into highly personal, collectible expressions.





Barrette Sets

A decorative touch to everyday styling through playful colour and ornament.



Confetti Dots



Irregular, scattered dots create a lively print that feels spontaneous, colourful and celebratory.

Tonal Stripes



Subtle tonal stripes offer a refined take on pattern, creating depth through closely matched shades.



Soft pastel stripes bringing a fresh and optimistic colour story to spring dressing.

Sugary Stripes





Classic polka dots are amplified through bold scale, vivid colour and playful contrast for a spirited new-season look.

Polka Pop

SPACE FOR SOLACE *Trends*

Space For Solace reflects a desire to slow down, retreat and create moments of calm through fashion. Soft, enveloping silhouettes and tactile, comforting materials bring ease to clothing, while accessories adopt sculptural yet soothing forms designed to feel both protective and personal. Across fashion, accessories and shoes, the trend transforms everyday dressing into a gentle form of sanctuary—prioritizing comfort, softness and emotional wellbeing.



Color TRENDS

TINTED AQUA

AUTUMN BLONDE

WHISPER WHITE



SARGASSO SEA



PEACH NOUGAT

PEAR SORBET



SPINDLE TREE



BISON

BUFF

Asymmetric Dress



Gentle movement and visual interest while maintaining an effortless, calming silhouette.

V-Neck Baby Tee



The familiar baby tee is softened with a flattering V-neck and a close, comfortable fit.





Roomy proportions and functional pockets bring ease and utility to everyday bottoms without sacrificing softness.

Relaxed Cargo Bottoms





High necklines create a cocooning outer layer that feels both understated and reassuring.

High Neck Jacket

SPACE FOR SOLACE *Accessory Trends*

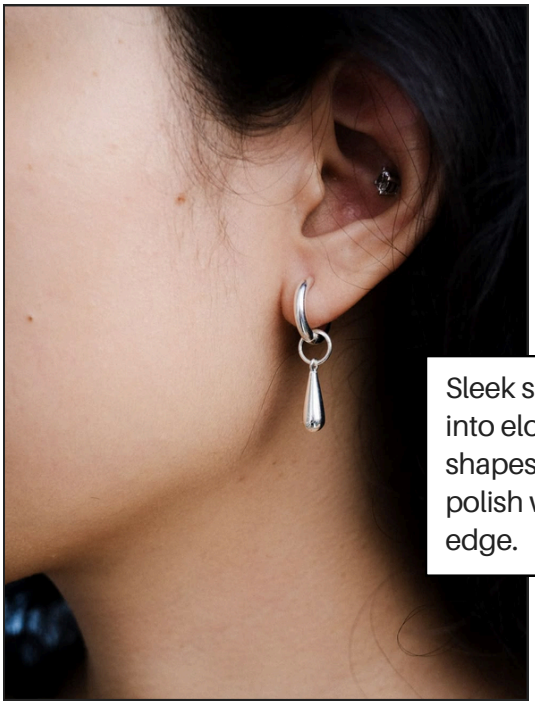
Ruched Trainer

Soft ruching and gathered details give the everyday trainer a tactile, elevated appearance.



Silver Drop Earring

Sleek silver earrings fall into elongated, fluid shapes that add quiet polish with a sculptural edge.



Mesh bags combine a soft, tactile construction with an understated, contemporary silhouette.



Mesh Crescent

Minimal rectangular frames are softened by translucent grey lenses for a muted, sophisticated finish.





Grey Tinted Rectangles

SPACE FOR SOLACE *Print & Pattern Trends*

Combination Stripes



Contrasting stripe widths and directions are layered together to create subtle graphic rhythm.

Coastal Gingham



Relaxed gingham draws on breezy coastal references through softened checks.



Fine and bold stripes are combined within a single look to create understated contrast and texture.

Mixed Weight Stripes



Geometric forms and muted tones bring structure to pattern while maintaining a gentle, soothing quality.

Soft Geometrics

RITUAL *Trends*

Exploring the comfort of familiar routines, heritage craft and meaningful dressing. Fluid silhouettes, tactile denim, delicate lace and artisanal details bring a sense of considered ease to fashion, while accessories and footwear feel handcrafted, decorative and personal. Soft florals, paisleys, ginghams and tonal textures create a warm, nostalgic visual language, celebrating the beauty of everyday rituals and the objects we return to time and again.



Color TRENDS



CLAY



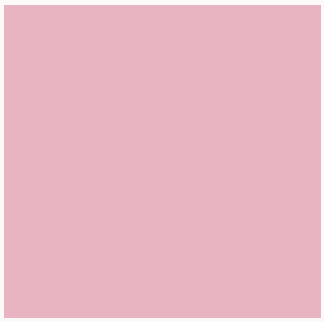
LATTE



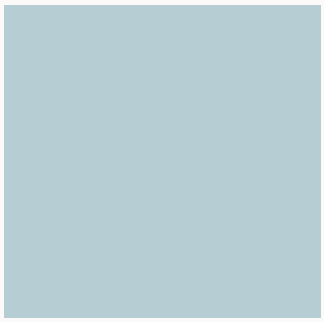
DESERT ROSE



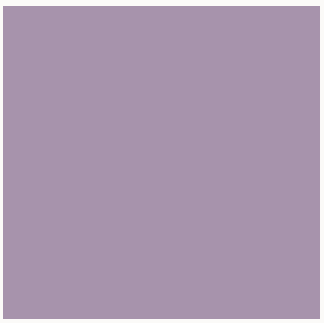
JESTER RED



ROMANCE ROSE



STARLIGHT BLUE

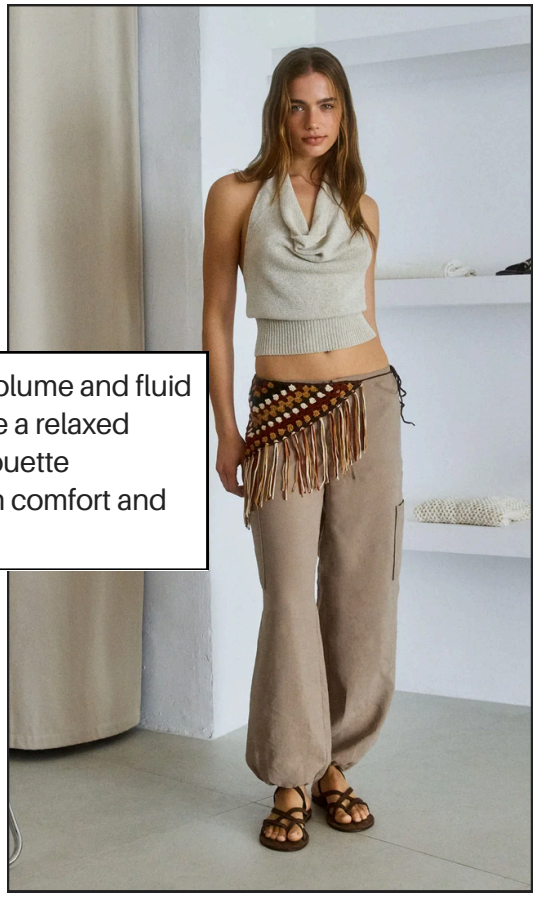


QUIET VIOLET

FRENCH VANILLA

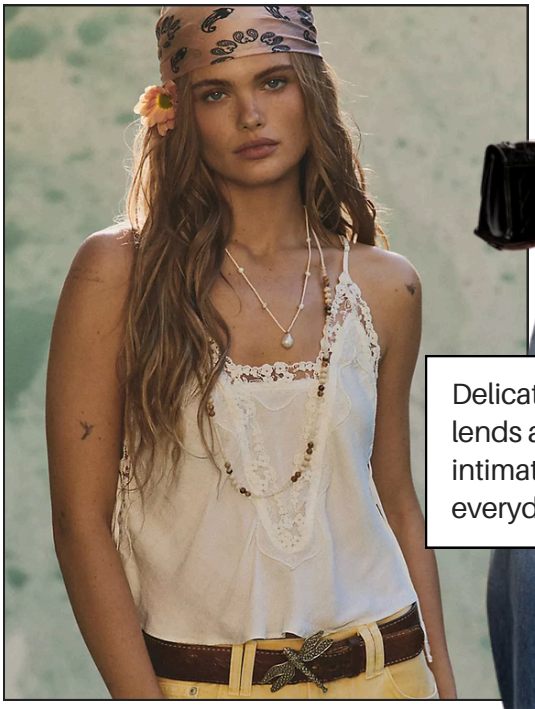
SEA MIST

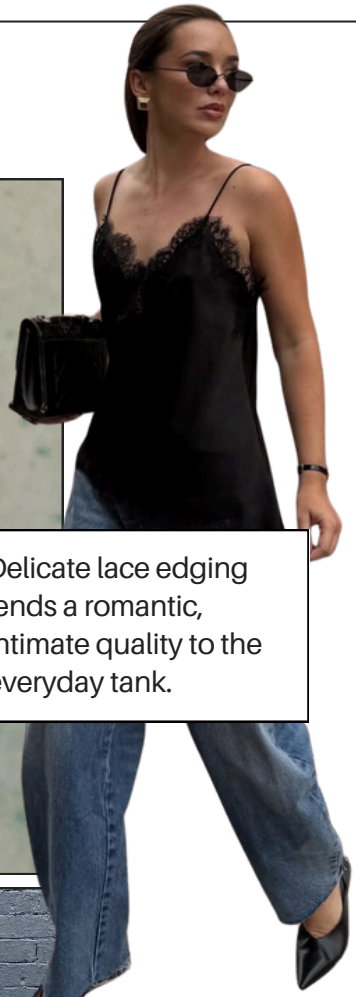
Fluid Harem Pants



Generous volume and fluid drape create a relaxed trouser silhouette grounded in comfort and movement.

Lace Trim Tank

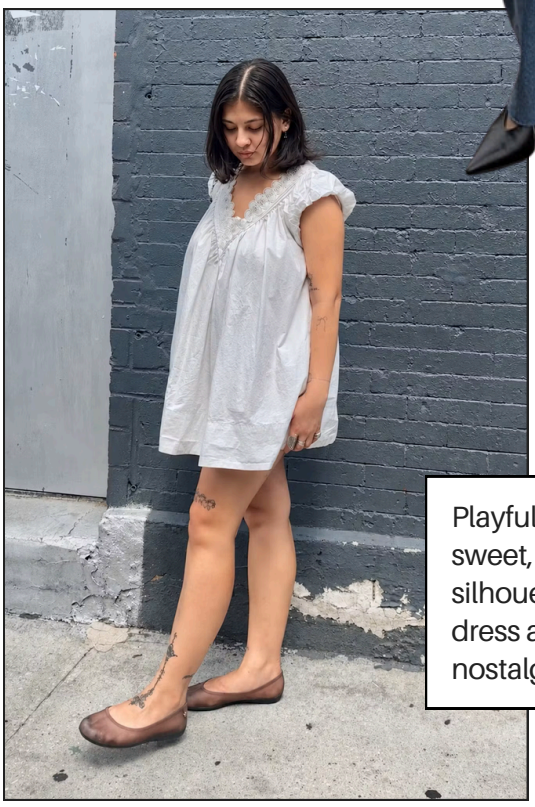




Delicate lace edging lends a romantic, intimate quality to the everyday tank.



Denim takes on a handcrafted character through artisanal finishes, tactile treatments and considered construction.

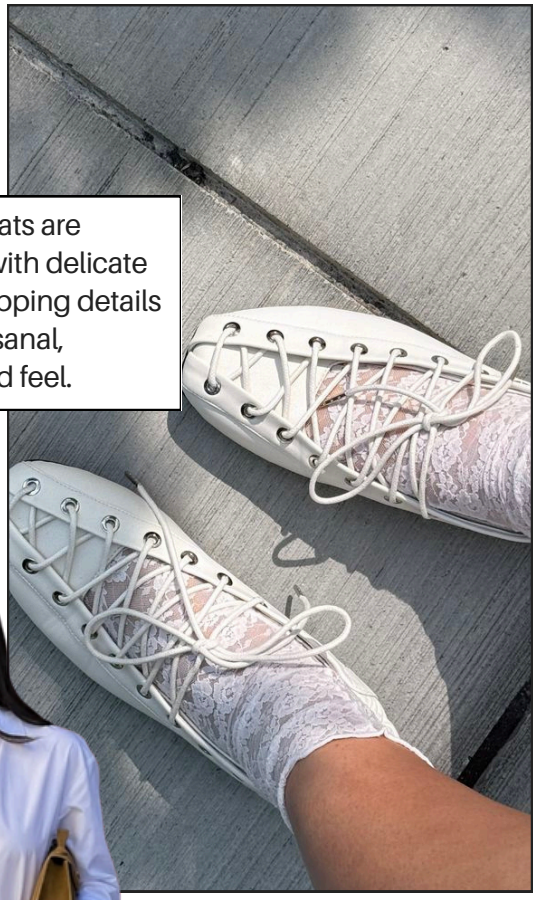


Playful volume and a sweet, abbreviated silhouette give the mini dress a youthful, nostalgic femininity.

Crafted Denim

Babydoll Mini Dress

Lace Up Flat



Feminine flats are refreshed with delicate lacing, wrapping details and an artisanal, handcrafted feel.

Embossed Satchel





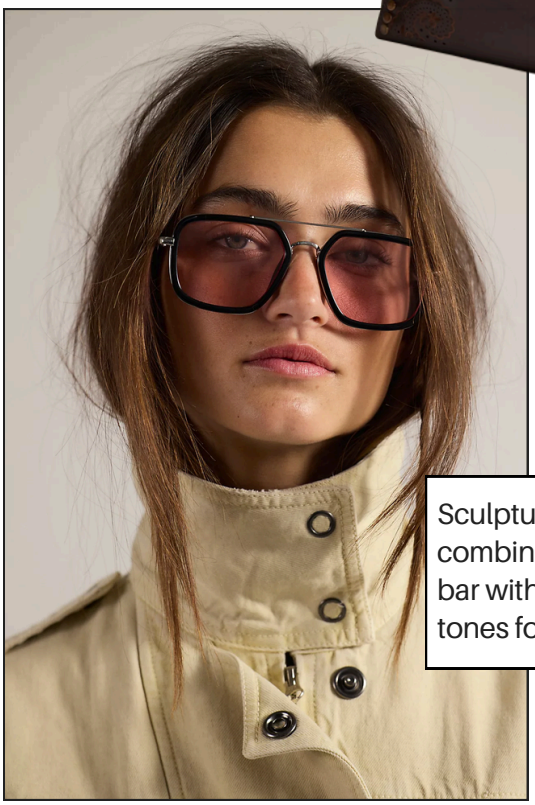
Satchels gain richness through tactile embossed surfaces that add depth and craftsmanship.





Decorative tassels and intricate embellishment turn the belt into a statement accessory with artisanal character.

Embellished Tassel Belt



Sculptural eyewear combines a strong top bar with softly graduated tones for a refined effect.

Gradient Top Bar Frames

Bouquet Florals



Floral prints gather into abundant bouquet compositions, celebrating a romantic and richly decorative spring mood.

Sun Drenched Paisley





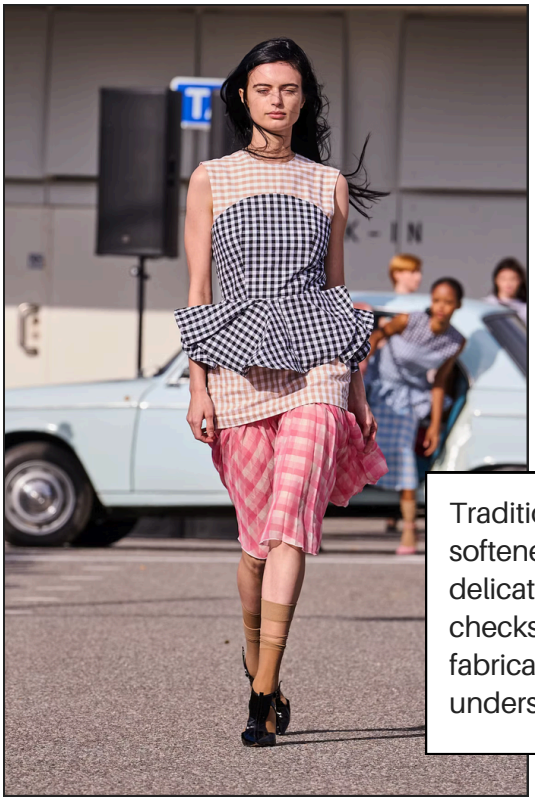
Paisley is warmed by faded, sunlit hues that evoke leisurely summer days and vintage textile traditions.





Subtle floral motifs emerge through tonal jacquard textures, creating depth .

Tonal Jacquard Florals



Traditional gingham is softened through delicate colour, blurred checks and tactile fabrications for an understated finish.

Soft Gingham

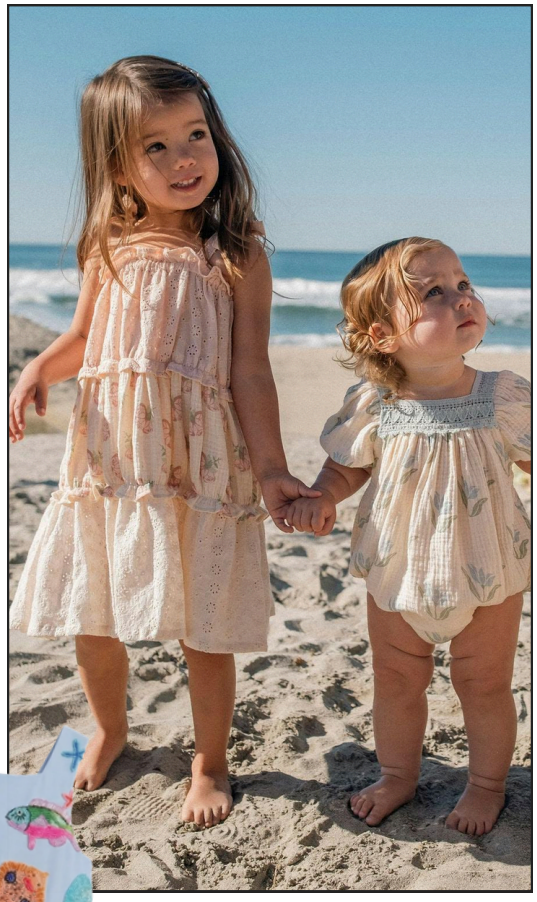
KIDS *Trends*



celebrate playful self-expression, joyful colour and a sense of everyday adventure. Nostalgic references are refreshed through fun graphics, cheerful prints, tactile textures and relaxed silhouettes, while accessories and footwear add personality through charming details and unexpected touches. Across the season, comfort remains key, balanced with imaginative design that encourages creativity, individuality and carefree dressing.

SUNSET CHASERS

Peach, Sky Blue and Amber



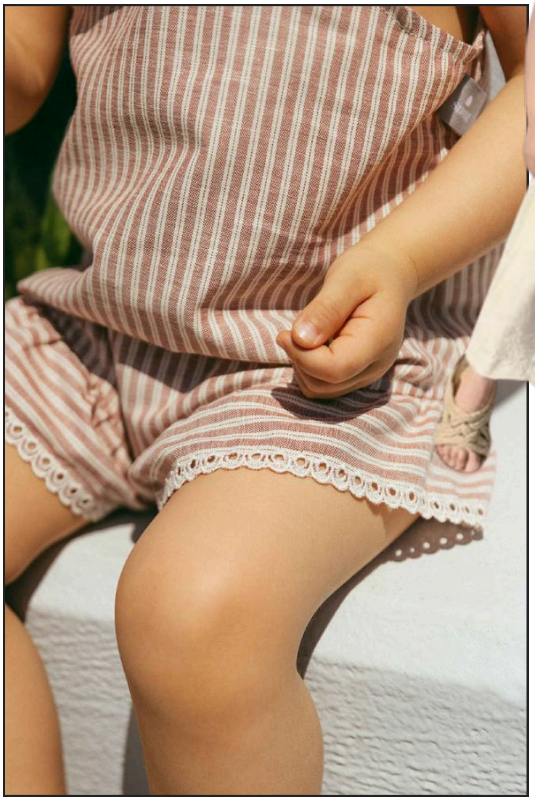




Nautical Prints

Rainbow Stripes







Linen

GALAXY QUEST

Navy, Black, Purple, Silver



Space Craze









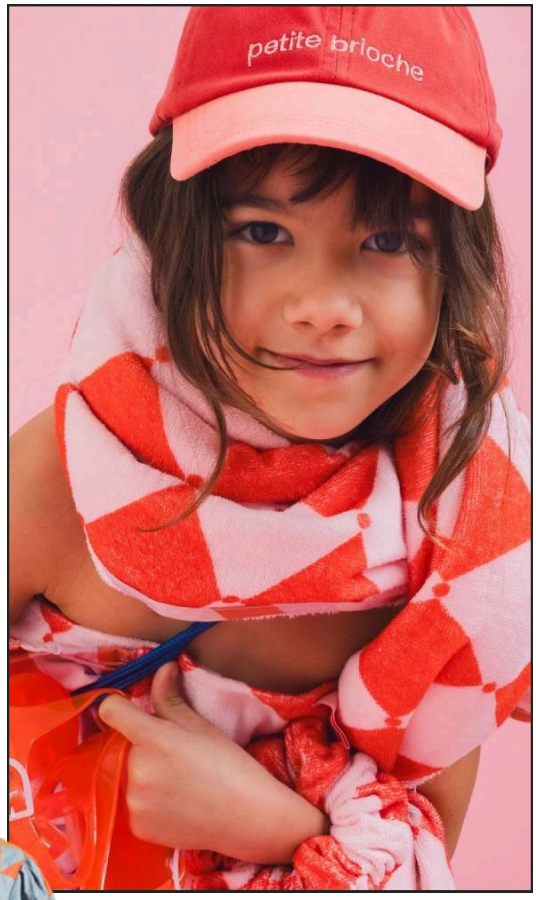


Rocket Ships

Starry Skies

MOD WORLD

Retro Geo Patterns







Bold Stripes

60s Inspired Blooms





Classic Smiley Face

JUICY FRUITS

Picnic Core







Bright Red Strawberries

Farmers Market Fair





Gingham Patchwork





Risk Mitigation & Inventory Strategy

- **Select key trends** to lean into rather than chasing everything. For example, pick 2 "statement" trends (e.g. romantic lace, sporty layering) plus core staples (neutrals, elevated basics) so your collection feels coherent.
- **Test small quantities** of more experimental pieces (pom-poms, sheer layers, dramatic prints) to see what your customer responds to before heavily committing.
- **Price points matter:** customers appreciate accessible elevated items — tailoring needs to feel premium but not priced so high that it limits turnover. Quiet luxury sells when value perception is strong.
- **Visual merchandising:** Use juxtaposition of romantic / feminine pieces with sporty / edgy ones to reflect the hybrid trends. This helps customers see how to style new trend items.

BUYING STRATEGY FOR S/S 27

- ✔️ BUY FEWER BASICS
- ✔️ BUY DEEPER INTO STATEMENT PIECES
- ✔️ PLAN STYLING CONTENT BEFORE INVENTORY LANDS
- ✔️ CROSS-MERCH INTENTIONALLY
- ✔️ TRAIN STAFF ON "HOW TO STYLE IT"





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