

Collection A/W 25

Colour Trend

The Youth & Denim Colour Forecast provides a category specific edit of our A/W 24/25 Global Colour Forecast. These are the 30 colours that will have the strongest relevance across youth and denim departments.

Pink is less of a focus this season, with attention shifting to reds, oranges and yellows in earthy mid-tones and energetic brights. A broad spectrum of greens remains important, with key colour Cool Matcha lifting the palette and Cyber Lime continuing for the youth market thanks to its digital appeal. Purples and blues are up from the previous season, with tinted dark shades of Midnight Plum and Midnight Blue used to temper energetic primary and secondary brights.

To help your long-term forecasting and sustainability goals, we have annotated which colours are seasonal

