

kate spade
NEW YORK

Watch Innovation & Trend Research

2025 & beyond



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Accessories Forecast SS25: Digitopia: Hyper-Haptic

Hyper-haptic is influenced by Synthetic Creativity, a materials-driven theme that appeals to multiple senses, is interactive, and often uses phygital design. Phygital design involves using AR and AI to create prototypes and even final product.

Design direction in this trend should be driven by both visual and textural appeal.

Material should therefore reflect textural appeal as well; fluffy, tufted, inflated fabric, or cushioned fabric are all materials that are yet to be fully explored in the accessory realm.

The colors representing this trend match perfectly with its name; bright pastels convey high energy and haptics.



Accessories Forecast SS25: Digitopia: Dream Diaries

AI and niche digital storytelling has inspired both creators and consumers, as the possibility of dreamy and otherworldly aesthetics can be achieved through AI and AR. Early childhood memories are recalled in the form of fairies, bows, and lace.

Exploration of how lightness can be achieved through texture, finishes, and colors is essential in this trend.

Pearlised effects across surfaces, sweet metallics, and leather alternatives are great ways to communicate that ethereal feel.

Building a story around surreal graphics and fantasy motifs, like unicorns, fairies, or enchanting flora and fauna help contribute to the otherworldly feel.

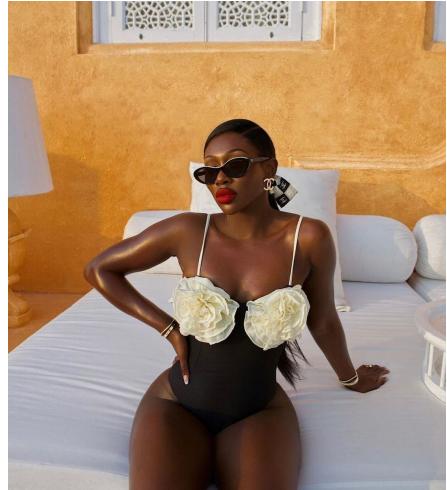


Accessories & Jewellery Forecast S/S 25: Common Connections: Naive Opulence

This aesthetic is highly influenced by the notion of **micro joys**; a term coined by US author Cyndie Spiegel that explores the practice of uncovering joy and finding hope at any moment. In turbulent current times, micro joys are the hidden wisdom, memories, and subtle treasures with ordinary delight that surround us. Adding a “micro joy” to accessories involves adding sparkle, small bows, pearls, wispy material, or anything lavish to an ordinary everyday item.

The look is very clean compared to other trends for the season, with highlights of opulent embellishment. Focusing on non-intrusive and simple constructions, tying to the “lowkey luxury” trend. Pearls, mother of pearl embellishments, ribbons, and jewellerification are all embellishment options for occasion styles.

White is the key neutral for this story, and accent colors include pastels.



A/W 25/26 Accessories & Jewelry Color Trends

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Accessories & Jewellery Color Forecast A/W 25/26 - Neutral Refresh

This forecast is derived from WGSN's A/W 25/26 Global Colour Forecast, and features gender-inclusive palettes and colour stories specifically tailored to the footwear and accessories industry. It reflects the acceleration of climate change and AI creativity, and includes colours that express rebellion, repair and reassurance.

Dependable and familiar colours (Retro Blue, Rustic Caramel, Egg Yolk) echo the enduring appeal of nostalgia, and the need to connect with people and things that are comforting and recognisable in a world that feels perilous and uncertain.

As brands begin to transition to focus on **long-term product lifespans**, longevity-focused versatile neutrals gain further relevance. Focus on Sepia and Ground coffee as foundation colors, and introduce Rustic Caramel to refresh palettes. Consider nostalgic key color retro blue as a complementary highlight tone.

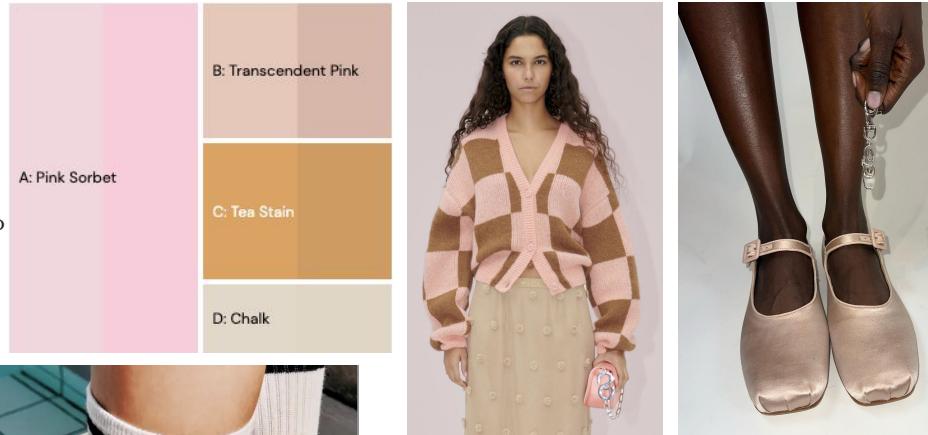


Accessories & Jewellery Color Forecast A/W 25/26 -Girl-itude Pinks

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Accessories & Jewellery Color Forecast A/W 25/26 - Egg Yolk Yellow

Dependable and familiar colours (Retro Blue, Rustic Caramel, Egg Yolk) echo the enduring appeal of nostalgia, and the need to connect with people and things that are comforting and recognisable in a world that feels perilous and uncertain.

Egg Yolk Yellow, similar to Retro Blue, speaks to the #NewRetro trend and memories of Nostalgia. Pairing the two colors together allows for enhanced nostalgic sentiment.

Deep Egg Yolk conveys a sense of warmth for the A/W months, and pairs perfectly with "Ground Coffee" as a warm alternative to black. In leather and applique categories, this deep yellow thrives greatly as a neutral "pop" of color.

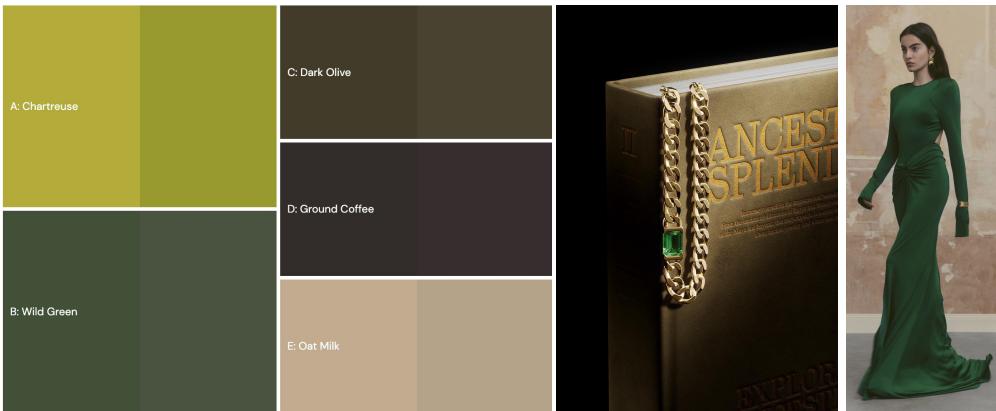


Accessories & Jewellery Color Forecast A/W 25/26 - Environmental and Ancestral Greens

Intense and bright tones (Solar Orange, Wild Green, Neon Flare) mirror the beauty and strangeness of nature, and the urgency and activism required to bring it back to a place of balance.

For KSNY, exploring the palette of greens that surround their new “signature green” allows for trendy monochromatic moments - see JW Pei Green Purse.

Green appeals to the consumer in multiple ways, but mainly helps to communicate the fresh, sustainable option that fashion is growing towards. Introduce Wild Green with vivid carry-over shade chartreuse for a unique monochromatic look. Contrast with darker greens, neutrals, or brown tones, ideal for showcasing textures across leathers, fabrics, and solid charms and applique.



Accessories & Jewellery Color Forecast A/W 25/26 - Soft Utility Shades

Light and luminous hues (such as Celestial Yellow, Moonstone Blue) as well as meditative and sensual darks (Future Dusk, Cherry Lacquer) speak of the search for restoration, whether it be through looking out to the cosmos for guidance, or by turning our gaze inwards for solace.

Pinks, purples, and neutral tones combine to refresh “soft utility” trends. This palette also conveys a burgeoning ‘beauty’ aesthetic, where the focus is on beautiful products that retain a useful function.

Apply to leathers, fabrics, solids and applique. Pink tones help to update watch trends with salmon-colored dials.



Novelty through Collaboration

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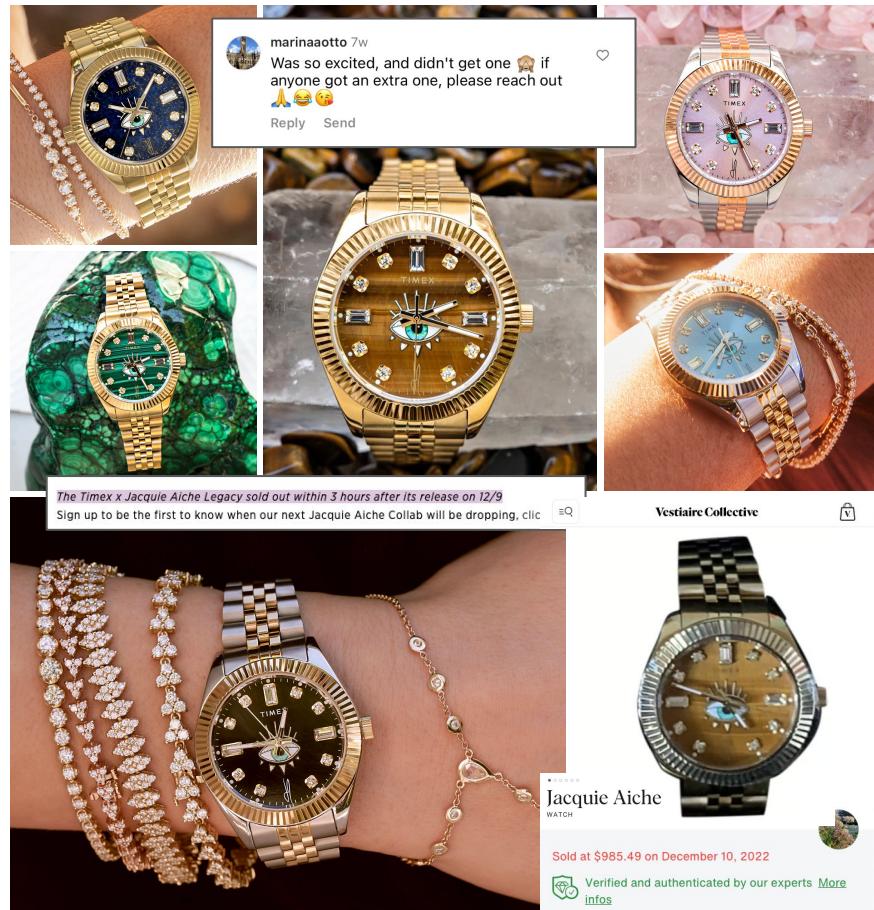
Collaborating with Small Studio Artists to Achieve Novelty

Jacquie Aiche's latest collaboration with Timex offers the look of the jeweler's modified vintage Rolexes for a fraction of the cost. With two releases so far, the partnership has been a huge success.

Part one of the collaboration, the Mineral Collection, released in October and sold out in seconds. Each watch featured genuine stone dials, crystal indexes, and JA's signature tribe eye in a DateJust-esc case for just \$350.

Part two of the collaboration, the Destiny Collection, released in December, featuring three less expensive styles at \$250. The 1,500 piece drop sold out immediately - JA's site was sold out within seconds, and the rest of the stock was gone from Timex's site within three hours.

Now the watches are being resold for a profit on sites like Vestiaire Collective, Poshmark, and Mercari.



Sandy Liang x Baggu

Sandy Liang's brand focuses on elements of nostalgia from young women's childhoods, such as bows, hearts, stars, and flowers. Her brand is simplistic with a vintage nostalgic feel, and has been extremely popular across Tik Tok.

Ms. Liang, 32, started her namesake brand in 2014, just after graduating from the Parsons School of Design. By 2019, the label had its first buzzy item: a playful, bold fleece that became something of a holy grail among fashion insiders and was similarly inspired by her childhood wardrobe.

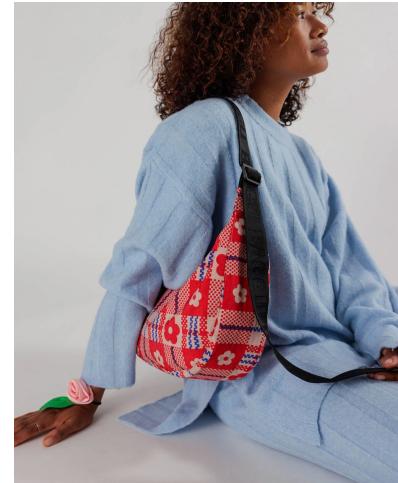
In 2022, when Ms. Liang introduced her line's first shoe, a Mary Jane flat with a pointe toe that conjures after-school ballet lessons, the initial inventory of about 800 pairs sold out in two days. Those flats, which cost \$495 and come in several colors, are still sought after by customers. About 2,000 people have joined a waiting list for restock updates, according to the brand.

This spring, Google searches for Sandy Liang soared when the designer released two technical sneakers in collaboration with Salomon.

This week, after the accessories brand Baggu released a new collaboration with Ms. Liang, searches seemed to reach an all-time high. One of the most anticipated pieces in the Baggu collection, which went on sale on Tuesday and quickly sold out online, was a \$62 nylon shoulder bag with thin bows on its sides. Before the bag was even available for purchase, dozens of people shared their D.I.Y. versions on TikTok.

Dozens of people also recently helped to spread a meme on the app by sharing their interpretations of how to dress like a Sandy Liang model. The posts featured a voice-over offering these instructions: "First, put on a really, really tiny top. Then put on a pleated skirt, some knee-high socks, hiking shoes — preferably Salomons. Put your hair up into braids or space buns or pigtails. Add some dad sunglasses and bows everywhere. That's it."

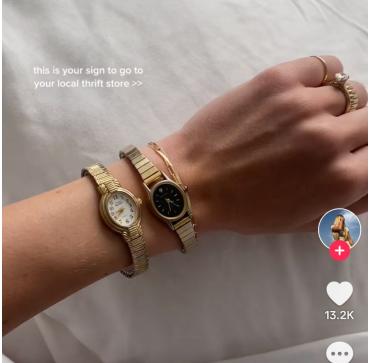
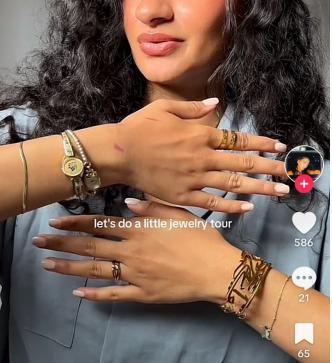
After a swift initial sellout, Sandy Liang and Baggu restocked their sought-after collaboration. From now until August 17, fans can cop their desired Sandy Liang x Baggu piece through pre-order on Baggu's website. However, Baggu notes: "Due to production capacity, pre-orders may close earlier than August 17."



How Gen Z is styling watches

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How Gen Z is Styling Watches



Common Trends:

- Vintage watches
- Jewelry inspired watches
- Two-tone - gold & silver
- Stacking multiple watches together
- Pairing with a wide variety of jewelry
- The watch ring
- Oval styles