

Design Week 2026 also speaks the language of beachwear

Deep colours, textural richness, fluid silhouettes and a dreamlike aesthetic are the very elements that Maredamare had identified as key trends in beachwear for summer 2026. This dialogue between worlds comes as no surprise to those familiar with the mechanism of the fashion industry

Milan, 23 April 2026 – There is a subtle yet increasingly strong thread linking the creativity on display at **Design Week**, combined with the installations at **Fuorisalone**, to next summer’s beachwear. This is no coincidence, nor a mere analogy: it is the way in which design, understood as a culture of project and visual language, filters through all creative sectors, including beachwear and resortwear. Across previous editions of the Milan event, amidst immersive installations, textured surfaces and chromatic experiments, elements could be observed that are now making a strong comeback in swimwear and resortwear collections. Abstract patterns, three-dimensional effects, plays on transparency and contrasts between matte and glossy finishes have become shared codes between the two worlds, translating into garments designed not only for functionality but as true expressive surfaces. Stylistic concepts that resonate with surprising precision with some of the trends already previewed last year at **Maredamare**, the international trade fair dedicated to beachwear and resortwear, organized by **Underbeach**, which this year will return to the Fortezza da Basso in **Florence from 18 to 20 July**, previewing the styles, languages and trends of the spring/summer 2027 season through trend forecasting curated by **Nello Marelli** and the **NEL COLORE** working group.

DEEP COLOURS, EARTH TONES: DESIGN ANTICIPATES WHAT BEACH FASHION HAS ALREADY CHOSEN - The dominant colour palette at the 2026 Show is **warm, deep and earth-inspired**: terracotta, clay, ochre and enveloping browns replace cool greys. These are joined, at the more intense end of the spectrum, by petrol blues and ultramarine blues, used in a colour-drenching technique to create immersive effects. These are tones that those working in beachwear immediately recognize: they appear precisely within the “**Deepness**” scenario of the trend map presented at Maredamare 2025, where colours grow darker, cut through by incandescent flashes, and where bright pinks and deep blues in saturated tones bring the seafloor-inspired imagery to life on the fabric. This is not the first time this convergence has emerged so clearly.

FLUID SHAPES, TEXTURES, TRANSPARENCIES: DESIGN ENTERS SWIMWEAR – At the Salone del Mobile 2026, fabrics that shift as you move through the space, lamps that colour the air, surfaces evoking natural oxidation: nothing is truly static, nothing is entirely uniform. It is an aesthetic of

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fluidity and movement that finds a direct counterpart in the draped and interwoven silhouettes, translucent materials and shimmering surfaces already envisaged for 2026 beachwear. The **wet look**, with its allusion to water and its interplay between opacity and transparency, speaks the same language. We find another “cross-pollination” in the “**Hello Darkness**” theme presented at BASE in Milan, exploring darkness as a moment of regeneration. Here too, the parallel with the “**Deepness**” scenario from Maredamare is clear: diving into the depths, going beyond the surface, perceiving hidden beauty. The same metaphor, expressed across two seemingly distant worlds, reveals a shared sensibility.

CRAFTSMANSHIP, MEDITERRANEAN MEMORY, DECOR: RETURNING TRENDS – The colour trends for 2026 also focus on unsaturated structural greens, as well as warm technical neutrals such as oat milk, soft khaki and mineral sands, featuring tactile surfaces and micro-textures. These are colour palettes that align with remarkable precision with the “**Mediterranean**” scenarios, where the warm southern hues evoke ancient flavours, and with the “**Resonance**” theme, where earth pigments guide a palette centered on wellbeing and a connection with nature – both presented at Maredamare. Looking at the **Fantasy section** of the Maredamare trends for 2026 — prints suspended between art and imagination, colours evoking the mystery of space, creativity breaking free from its moorings — one cannot help but notice that this year’s Fuorisalone at Design Week also features projects of this kind. The installations are described as interactive, sensorial and engaging: a map of immersive projects spanning architecture, materiality, light and sound.

This is why, when it comes to beachwear, observing design, architecture and the culture of the project is not a peripheral exercise, but an essential passage. Swimwear, resortwear, interior design and architecture now speak a converging language: they all express **the spirit of the times**, the **Zeitgeist** – the ability to intercept society’s emerging desires and translate them into aesthetics, matter and vision. It is also from here that we can anticipate what is to come on the beach.

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