

MAISON VÉRIDIAN

FORECASTING ATELIER

SPRING / SUMMER 2028 · WOMENSWEAR

The Softened Spectrum

A seasonal direction for SS28: a womenswear mood built on restorative calm, regenerative craft and a full pastel spectrum. Fluid silhouettes, luminous fabrics and hand-finished romance define a wardrobe that reads as quiet confidence.

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Sample / illustrative data. Colours, codes and figures are fictional and for demonstration only. MAISON VÉRIDIAN is a fictional forecasting house.

The forces shaping SS28

Four cultural currents underpin the season. Each reframes how the customer relates to softness, craft and provenance — and together they set the emotional register for every colour and silhouette that follows.

01 Quiet Restoration

After a decade of loud signalling, the mood turns inward. The customer invests in calm, tactile ease and pieces that feel restorative to wear — softness reads as the new confidence.

02 Soft Tech Optimism

An AI-saturated everyday breeds a craving for human warmth. Gentle futurism, luminous finishes and comfort-tech fabrics translate optimism without the hard chrome of past sci-fi cycles.

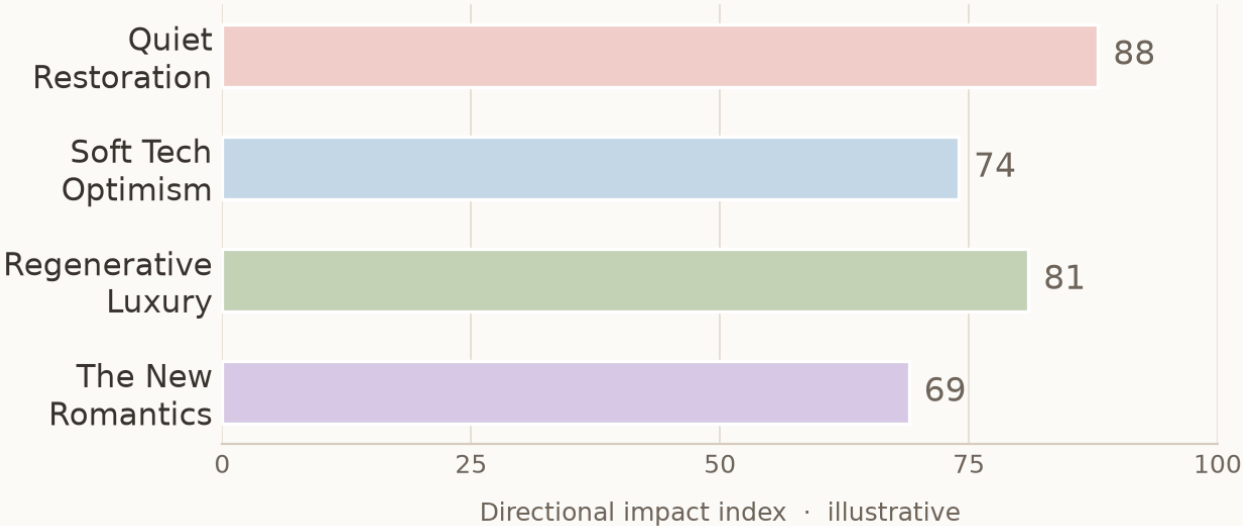
03 Regenerative Luxury

Sustainability matures from claim to craft: bio-cellulosic yarns, traceable fibre and low-impact dye houses. Provenance becomes a quiet luxury signal the informed buyer actively seeks.

04 The New Romantics

A revival of hand-finish, heirloom detail and slow craft. Picot edges, covered buttons and delicate embroidery answer a longing for the human touch inside an accelerated world.

Directional impact — relative weight of each driver on the SS28 range architecture.



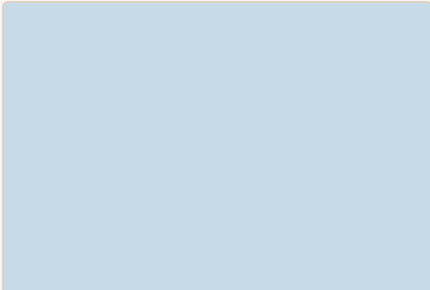
Three pastel stories

The SS28 card is a full soft spectrum — warm off-white grounds a progression from blush through sage to lilac.
Colour codes are illustrative references for demonstration.

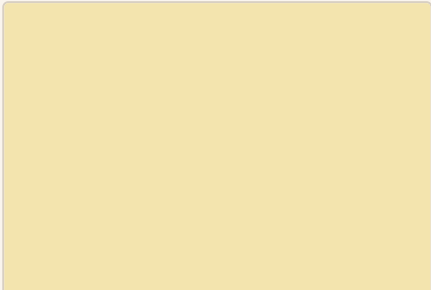
Dawn Atelier *First light through studio windows — the palette wakes soft and warm.*



Blush Veil
#F1CFCB
14-1508 TAX · ILLUS.

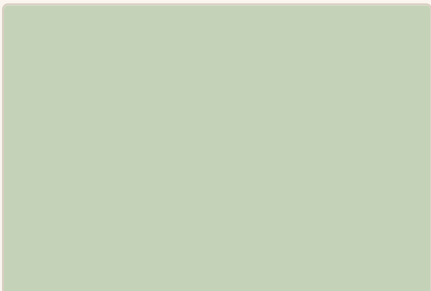


Powder Haze
#C6DAE8
13-4200 TAX · ILLUS.

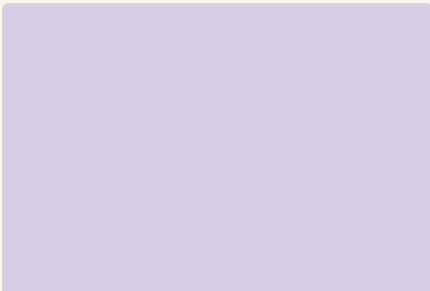


Butter Light
#F3E4AE
12-0824 TAX · ILLUS.

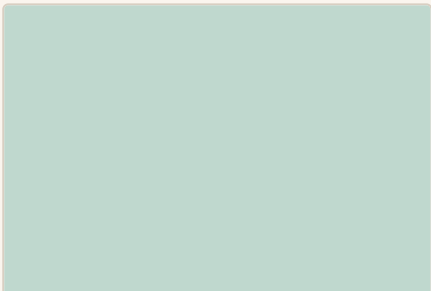
Herbarium *Pressed-botanical neutrals — dusted greens and grey-lilacs.*



Sage Whisper
#C4D3B7
15-6316 TAX · ILLUS.

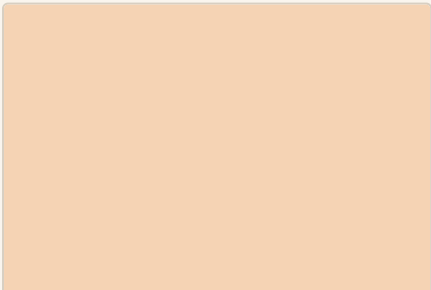


Lilac Mist
#D8CBE6
14-3812 TAX · ILLUS.

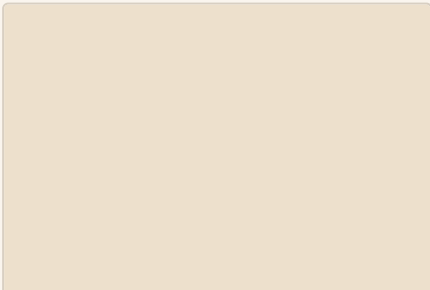


Sea Glass
#BFD8CE
13-5306 TAX · ILLUS.

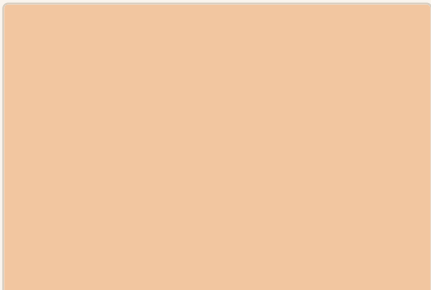
Sun-Bleached *Faded warmth — sorbet peaches softened by almond creams.*



Peach Sorbet
#F5D3B4
13-1023 TAX · ILLUS.



Almond Cream
#EDE0CC
12-0710 TAX · ILLUS.



Apricot Dust
#F2C6A0
14-1120 TAX · ILLUS.

A tactile, luminous hand

Fabrics carry the season's optimism: fluid drape, papery volume and regenerated fibres. Surfaces stay matte-to-soft-lustre — light is diffused, never hard.



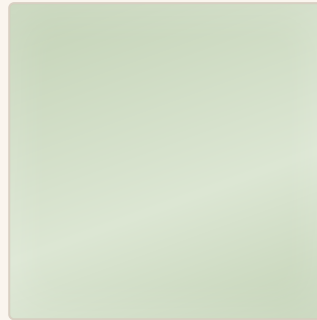
Liquid Satin

Fluid, low-lustre drape for bias columns and slip dressing.



Crushed Organza

Papery translucence with a lived-in, hand-crushed hand.



Bio-Cupro

Regenerated cellulose — cool, matte, quietly sustainable.



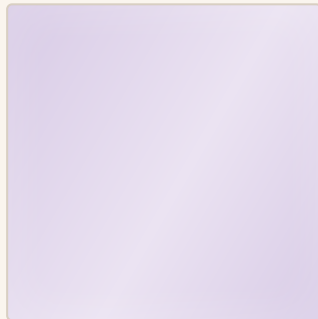
Sand-Wash Denim

Powder-toned, softened indigo with a chalky surface.



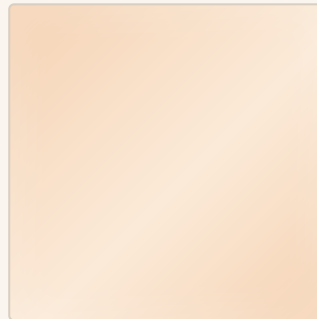
Wool Voile

Featherweight worsted, sheer enough to layer over slips.



Papery Taffeta

Structured yet airy — holds sculptural volume with ease.



Cotton Gauze

Brushed, breathable and softly opaque for daywear ease.

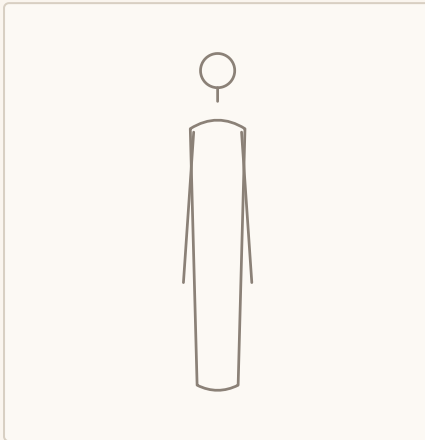


Recycled Sequin Mesh

Matte micro-paillettes on a recycled tulle ground.

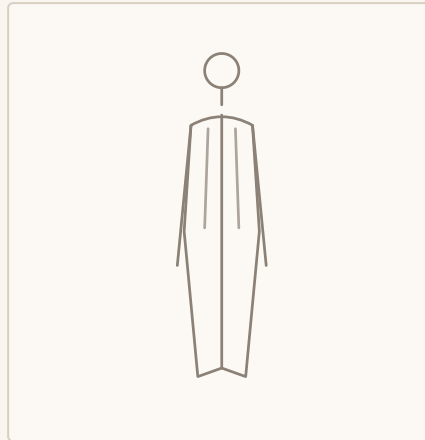
Fluid lines, gentle volume

The body is long and unbroken. Bias columns, softened tailoring and one relaxed powder-denim shirt anchor a wardrobe of ease. Croquis are indicative line studies.



The Fluid Column

Floor-skimming bias column; a single unbroken line.



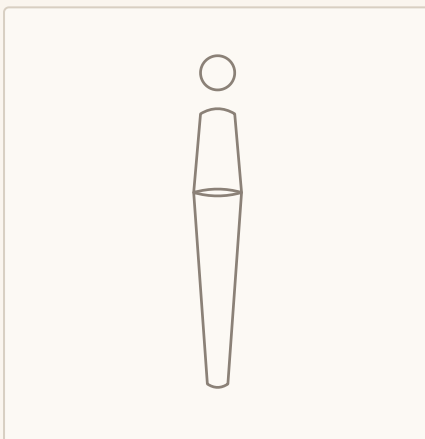
Deconstructed Trench

Softened tailoring — unlined, belted, weightless.



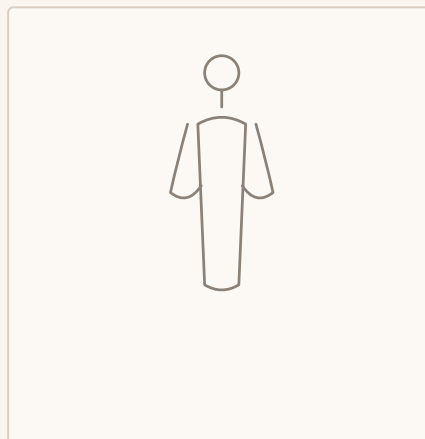
Sand-Wash Shirting

Relaxed powder-denim shirt; the effortless daytime hero.



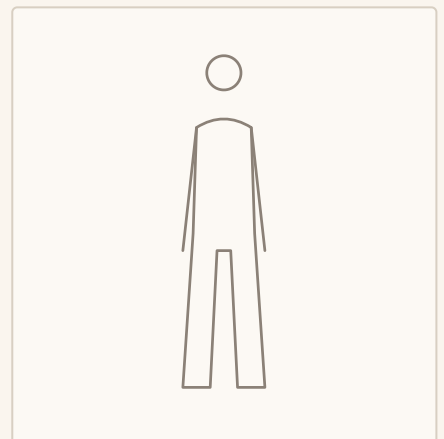
Bias Slip Dress

Liquid-satin slip cut on the true bias for gentle sway.



Volume-Sleeve Blouse

Featherweight blouse with a gathered romantic sleeve.



Wide Fluid Trouser

High-rise, column-wide trouser in wool voile.

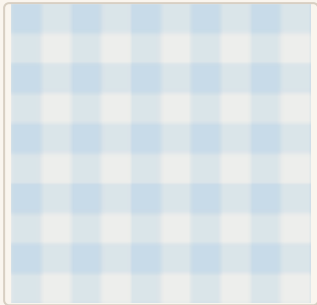
Soft prints, quiet detail

Prints stay watery and low-contrast; the hand-finished trim story carries the New Romantics craft signal into every seam and closure.



Watercolour Bloom

Bleeding floral washes in full pastel spectrum.



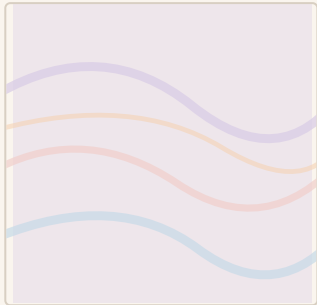
Faded Gingham

Sun-washed powder check, softened to near-tonal.



Pressed Botanical

Line-drawn herbarium sprigs on warm ground.



Hand-Marbled

Suminagashi-style pastel marbling, no two alike.

Details & trims



Mother-of-Pearl
Iridescent 2-hole button



Corozo Toggle
Matte tagua-nut fastening



Picot Edge
Hand-look scalloped finish



Tonal Topstitch
Self-colour 3 mm seam



Covered Snap
Fabric-wrapped closure

From mood to margin

“She dresses for restoration, not performance. The SS28 customer chooses softness as self-possession — fluid, luminous, quietly crafted — and rewards pieces that feel considered against a noisy, accelerated world.”

INVEST	HOLD	TEST
Fluid bias tailoring & the fluid wide trouser — core silhouette of the season.	Carry-over sand-wash denim; refresh tone, keep the block.	Recycled sequin mesh for occasion — limited depth, high buzz.
Pastel fine-gauge knitwear in Blush Veil & Sage Whisper.	Neutral cotton-gauze daywear — steady, dependable margin.	Volume-sleeve blouse as a drop capsule; watch sell-through.
Liquid-satin slip dress as the trans-seasonal hero.	Existing tailoring bodies re-cut in softer, unlined cloth.	Hand-marbled prints in a tight scarf & lining story.

Commercial priority — indicative buy-in weighting across the SS28 key-item architecture.

