



Seasonal Concept: SPHERES — AW27

Concept Overview

SPHERES explores the interconnected systems that shape our planet: air, water, earth, and the space beyond.

Each represents a different state of being, material, and movement, coming together to form a balanced world. For Autumn/Winter 2027, we draw from these natural layers to express how adaptability, protection, and connection to environment can coexist in design. This is a season defined by transition: between grounded and elevated, organic and engineered, soft and structured.

Why This Concept

As modern life accelerates, consumers crave designs that ground them in the natural world while still feeling future-ready. *SPHERES* captures this duality.

It's an approach that merges technical performance with tactile warmth, futuristic form with human connection. The theme allows for exploration of diverse materials and silhouettes while maintaining a cohesive story centered on environment and emotion. It provides a framework that feels both elemental and expansive, allowing product teams to explore depth, balance, and fluid transitions across categories.

THE MESOSPHERE

The Mesosphere captures the feeling of high-altitude stillness.

Where air thins, light fractures, and every element feels engineered for survival.

Silvery grays, icy blues, and reflective surfaces evoke near-space cold, creating a weightless aesthetic defined by technical minimalism and aerodynamic layering.



THE BIOSPHERE

The Biosphere embodies the grounded harmony of Earth's living systems.

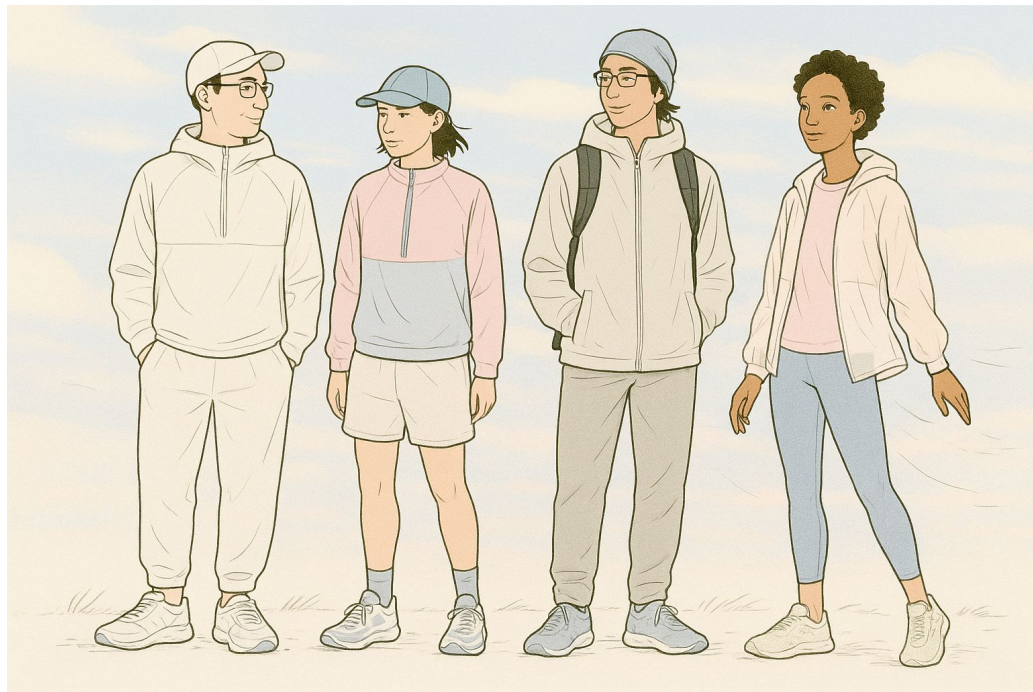
Organic, tactile, and deeply rooted in nature. Mossy greens, bark browns, and muted marigolds come together through quilted textures and natural knits, creating a calm, utilitarian aesthetic that feels both restorative and enduring.



THE ATMOSPHERE

The Atmosphere evokes a sense of lightness and elevation.

Where air, color, and motion blur into calm expansion. Soft cloud tones and translucent layers create a breezy, weightless aesthetic that feels effortlessly fluid and open to the elements.



THE HYDROSPHERE

The Hydrosphere channels the rhythm and adaptability of water.

Fluid, reflective, and in constant motion. Deep blues and seafoam tones flow across waterproof layers and coated finishes, creating a sense of movement and calm resilience shaped by aquatic environments.

