

FUCHS SCHMITT SPRING – SUMMER 26

„Made for Everyday“

The new collection from **FUCHS SCHMITT** impresses with expertise, a clear focus on trends and an emotional appeal thanks to attention to detail. Contrasts such as feminine and casual, embroidery and denim, jacquard and vegan suede create exciting contrasts and a wide diversity of styles.

Sales benefits & portfolio highlights

- Clear outerwear concepts: Structured sales area concept, target group-orientated approach.
- High level of everyday usability: Many styles can be worn across seasons.
- Reliable fits: Customer-orientated fits, high level of satisfaction, low returns.
- POS & marketing support: campaign images, social media assets, sales area recommendations and marketing packages to support sales.
- Pop ups + Limited Edition programme with special calculation

Key collection trends

1. Animal - a feminine trend with a twist

Animal prints are subtle, elegant and wearable in 2026.

Washable vegan suede - bonded or quilted - combines modern aesthetics made from animal-free material with easy-care features.

Soft colours such as kitt, rosé, reed and caramel are given fresh accents by coffee and rosso. Soft materials and subtle all-over prints in natural tones or sorbet colours are stylish eye-catchers without being overpowering.

Soft details and pleats emphasise the feminine handwriting, as do gold-coloured accessories and attractive inside prints in this outerwear world.

Animal is not a statement - it's an attitude. Self-confident, feminine, modern.

2. Short Stories - Short jackets, big impact

Light bleu, mint, pink and the trend colour vanilla are the leading colours.

The combination of wide trousers and shorter jackets characterises the **new silhouettes**. Light summer jackets in new shapes - boxy, cropped, shirt-like - offer ideal styling partners for the new trouser styles and skirts.

Materials such as shape memory, cotton mix or tweed looks ensure lightness and comfort at the same time. A feminine touch adds a special touch.

3. Stepp it up - a new take on the quilted styles

Colour harmonies such as lime & green, lobster & peach or ocean & sand bring **new freshness** to the quilting world. From matt to shiny, from lightly quilted to fantasy, FUCHS SCHMITT shows just how versatile quilting can be. Highlight: **reversible styles** with abstract floral prints. Fillings made of Repreve®, Solarball or Thermore represent **function and sustainability**.

4. College - Modern preppy feeling

Smart, casual and urban with navy, camel, reed and red.

Cotton fabrics, clean cuts and sporty details characterise blousons, trench coats and shirt jackets. Vichy checks, light quilting and woven checked patterns ensure urban, **timeless modernity**.

5. Daily Wear - everyday life with style

Two different stylistic worlds offer versatile outfits for all weathers:

- **Sporty-Casual:** Dynamic styles in colours such as flamingo, raspberry, cloud and ocean - casual and functional.

- **Feminine Urban:** Elegant looks in kitt, sage, lime and reed with feminine silhouettes and pleated details show an urban lightness.

Our collection is divided into different outerwear worlds that support retailers with emotional campaign images, social media assets, display suggestions and targeted marketing packages such as pop-ups and picture flooring as a **marketing and retail concept.**
