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COPENHAGEN FASHION WEEK SS26

THE HOTTEST STREET STYLE TRENDS



This week, fashion insiders cleared their diaries to watch the latest SS26 trends unfold at Copenhagen Fashion Week. Proving they're just as trendsetting as the runways themselves, attendees served some of the hottest looks defining summer while throwing some fresh takes into the mix. From colour blocking to 'new Riviera' headscarves and wild prints, Zalando shares the top street style trends.

ELEVATED SPORTSWEAR

Mixing technical fabrics with luxurious tailoring, sophisticated athleisure is on a winning streak in 2025 with searches for 'elevated sportswear' up 200% on Zalando. The ultimate style flex? Knowing how to lean into its contrasts intentionally. And this week has been a masterclass in exactly that. Fashion week

attendees are pairing football shirts with lace skirts, track tops with tailored trousers, and puffed-sleeved dresses with tracksuit bottoms. The key is striking the right balance between function and sartorial polish. To complete the look, Chloë Sevigny-approved sneakerinas or trail shoes, now up 47% on Zalando, tie the sporty athletic aesthetic together.



MODERN ACADEMIA

Preppy is back with a 71% spike in 'academia' searches on Zalando. But this time it's shifted away from bold varsity jackets and Ivy League emblems to embrace a more minimalist, inclusive aesthetic.

The SS25 and AW25 runways showcased a grounded take on the modern academia trend now defined by clean lines, classic plaid, minimal accessories, muted tones, and the occasional pop of colour. Copenhagen was clearly taking notes as fashion insiders studiously layered beige blazers cardigans over crisp shirts with tailored Bermudas and A-line paid midi-skirts. As for the go-to footwear, a pair of dad trainers or Ralph Lauren penny loafers with Champion crew socks polished off the aesthetic.



SOFT FEMININITY

All things floaty, ruffled and extra feminine are filling social feeds and Copenhagen's streets alike. Think bows, ribbons, delicate floral adornments, lace details, feather-light fabrics and pastel palettes. It's soft-focus femininity at its finest. Be it a bow-adorned Sister Jane-style dress with cream tabi shoes or a ruffled baby blue Lucy Vaclav top with denim jeans, this aesthetic channels coquettish charm to the tee. And it wouldn't be soft femme energy without fashion's favourite footwear revival of the season – double-strapped Mary Janes.



ANIMAL KINGDOM

The term 'concrete jungle' took on a literal meaning this week. Furry accessories, untamed prints and apologetic attitudes to match dominated Copenhagen street style. From leopard print to cow print, to snake print – a clear theme of animal-inspired fashion unfolded. As demonstrated by fashion's best dressed, whether it's a top to tail snake skin number à la Dua Lipa, or a furry lion's mane-esque shoulder bag, this wild look can be dialled up and down depending on the occasion. Everyday styling could look like wearing a black monochrome fit with a RE:DESIGNED cow print bag to let the tote do the talking, or it could be a TWINSET leopard print dress paired with strappy heels to go for an elevated out-out look.



BOHO ROMANCE

Boho continues to evolve. This season, it's taking a darker twist, with floaty maxi dresses and bubble-hemmed numbers in deeper browns and black – an early uptake of styles observed across the likes of Lanvin and Bluemarine's AW25 shows. Leaning into moody romanticism, this week is seeing studded accessories, artisanal details, and a focus on luxe fabrics that feel nostalgic yet grounded.

Take an Object long-sleeved lace top, tuck it into a sheer Norma Kamali skirt and complete it with metallic cowboy boots by Melissa, or pair a black All Saints maxi dress with studded Steve Madden ballet pumps. It's bohemian for the modern minimalist with a gothic edge.



COLOUR BLOCKING

An instant mood booster and inner child activator – this bold trend is defined by both contrasting and complementary block colours. Primary red, sky blue, safety orange and canary yellow are just some of the core hues characterising this joyful aesthetic. For styling, some of Copenhagen’s most fashionable

broke every unspoken colour-scheme rule, layering clashing blazers over bright midi dresses and pastel-coloured accessories. While others stuck to the code with loud but harmonious pairings like Bel

Powley’s sky-blue shirt and bright red shorts Wimbledon duo. Colour-scheme crime or not – this aesthetic served. Be it a white Maisonêtre shirt with rounded sleeves paired with a structured safety orange Furla bag, or a tangerine Victoria Beckham midi dress with a two-tone Expatrié hobo number – the key is to keep it playful.



NOT QUITE BRAT GREEN

Move over Mocha Mousse. A new colour is leaping up the ranks to become the new hottest hue of the year. It's less abrasive than brat green, but gaudier than pastel green. Spotted on the SS25 runways of Bottega Veneta and Ferragamo, and embraced by trend-forward celebrities like Zendaya and Hailey Bieber, 'frog green' is being styled in statement pleated blouses, silky slip dresses, and contrasting accessories like bright wraparound apple Raybans and chunky La Manso rings. Styled head-to-toe or as statement pops of colour, this quirky hue is hopping into the spotlight and bringing a confident energy with it.



SILK SCARVES

Channelling Euro summer, patterned silk scarves are the new It-girl accessory. This versatile accessory can be worn many ways – as a headscarf, neckerchief or handbag accessory. But the hottest silk scarf trend of the season is the printed bandana headscarf worn ‘new Riviera’ style – think Sophie Richie Grainge’s recent beach-ready look at Hotel du Cap-Eden-Roc. The other key scarf style proving a fashion week is of course, the neckerchief. Whether it’s a mermaidcore Versace or a striped Stine Goya number, the most stylish technique is tying the scarf so the knot sits at the front of the neck – instantly adding a touch of quiet sophistication to any fit.



BOLD DENIM

Despite whispers of skinny low-rise jeans making a comeback this season, bold, baggy denim styles reigned strong this week. Denim parachute pants were styled with matching puffed-sleeved cropped jackets, while structured high-waisted extra baggy jeans were tucked into statement fuzzy knit vests with bold geometric patterns. A lace skirt layered over wide-leg jeans was also a key Copenhagen Fashion Week staple – adding instant flair and femininity to any double denim ensemble. To go a step further, chunky Diesel mules or sandals in the forever cool-girl fabric tie a denim-coded look together.



Street style photos by [@sarahellentreacher](https://www.instagram.com/sarahellentreacher). Product images by [Zalando](https://www.zalando.com).

The percentages stated above reflect the increase in consumer searches tracked by Zalando's Trend Spotter across the last 6 months.

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