

27/28 AW



Outdoor Down Jacket

CATEGORY
DEVELOPMENT



URBAN CHRONICLE



Consumer Positioning

The A/W 27/28 down jacket collection is themed 'Urban Chronicle', comprehensively redefining lightweight mountain-inspired aesthetics through 'Quiet Luxury Gorpcore'. This season completely sheds the traditional outdoor aesthetic of ruggedness and bulkiness. Color palettes draw inspiration from early-winter natural tones—Cedar and Quiet Gray—evoking a cool, understated, high-intellect ambiance. Core items spotlight lightweight down jackets and multifunctional vests, crafted with slightly relaxed boxy and cocoon silhouettes that perfectly accommodate the 'sandwich layering' principle, enabling seamless transitions between urban commuting and nature escapes. Materials and craftsmanship emphasize 'tactile healing': matte tear-resistant nylon is juxtaposed with soft fleece in mixed-material paneling, complemented by seamless wave-pattern heat-pressed quilting and miniature concealed storage systems—ensuring all-weather, high-performance protection is elegantly concealed within minimalist, fluid contours, resulting in airy defensive apparel that balances emotional comfort with real-world wearability.

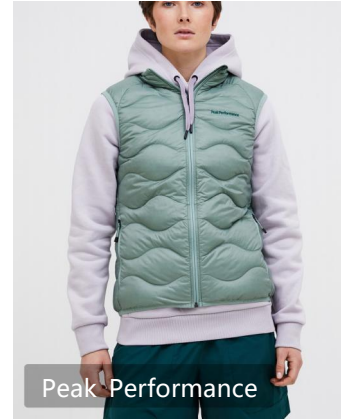
Theme Colors

Key Styles

Key Items & Silhouettes

Key Details & Fabrics

CONSUMER POSITIONING



★ Recommended Brands



peak performance



FIRE+ICE



Moncler 3 Moncler Grenoble



Patagonia

THEME COLOR



On running



Peak Performance

Urban Chronicle

FW27/28, "Urban Chronicle" dissolves the binary opposition between urban commuting and wilderness exploration, redefining a seamless "quiet luxury gorpcore" lifestyle. Today, people no longer obsess over hardcore conquest but instead seek emotional sanctuaries in nature. Inspired by the serene natural landscapes of early winter, this theme fuses an earthy, low-saturation color palette with high-intelligence, lightweight technical fabrics. By eliminating the traditional heaviness of down and cotton outerwear, it delivers an airy, flexible embrace and tactile soothing. It is not merely an all-weather physical shield against the cold, but also a lightweight armor that helps shed fatigue—enabling both body and mind to breathe freely between concrete jungles and boundless wilderness.

PANTONE 11-4101 TCX

PANTONE 11-1404 TPG

PANTONE 14-4107 TPG

PANTONE 13-4404 TPG

PANTONE 14-4908 TPG

PANTONE 16-0526 TPG

PANTONE 18-4602 TCX

PANTONE 19-4103 TCX

KEY STYLE



GOLDWIN

Intellectual Wildness



Moncler 3 Moncler Grenoble

Quiet Luxury Ski-Resort



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Mountain Nomadism



P.E Nation

Wild Gorpcore

For the Fall/Winter 27/28 'Urban Chronicle' theme, down jackets are centered around four core stylistic directions: 'Intellectual Wildness', 'Quiet Luxury Ski-Resort', 'Mountain Nomadism', and 'Wild Gorpcore'. 'Intellectual Wildness' emphasizes lightweight attributes to enhance portability and freedom of movement during dynamic activities. 'Quiet Luxury Ski-Resort' evokes an effortless 'old money' aesthetic paired with elite resort vibes. 'Mountain Nomadism' brings streetwear energy into camping and wilderness exploration, resonating strongly with young, broad-outdoor enthusiasts who value individual expression and subcultural identity. 'Wild Gorpcore' crafts an urban functionalist image that is both untamed and rugged, yet highly practical and protective.

Intellectual Wildness

Visually eschewing redundant decoration, this style centers on high-intelligence rib-quilted lightweight down jackets, paired with low-saturation Morandi tones to evoke a restrained, sophisticated, and cool aesthetic. Design emphasizes lightweight properties, enhancing portability and freedom of movement during dynamic activities. It precisely addresses today's consumers' desire for seamless transitions between urban commuting and weekend light hiking in the wilderness, reflecting a modern lifestyle that embraces nature while maintaining rationality and refinement.



GOLDWIN

Peak Performance

FIRE+ ICE

Hakers

Hakers

Quiet Luxury Ski-Resort

Classic horizontal quilting and slightly waisted construction are reimagined with a contemporary fashion logic: lightweight down jackets are paired with sharply tailored shorts, skirts, and retro slouch socks or snow boots—cleverly breaking the monotony and bulkiness of winter outfits. The color palette centers on elegant black, white, and khaki, evoking an effortless 'old money' aesthetic and elite vacation vibe—making it the perfect ensemble for high-end social occasions and premium ski resort getaways.



Moncler 3 Moncler Grenoble

Moncler

Moncler 3 Moncler Grenoble

Moncler 3 Moncler Grenoble

J.LINDBERGG

Moncler

Mountain Nomadism

The core of this style lies in the juxtaposition of relaxed ease and hardcore utilitarianism. Garment silhouettes often feature oversized, boxy tailoring, delivering an ultimate sense of enveloping comfort and security—akin to a puffer jacket. Colors draw heavily from nature's raw, earthy tones, complemented by functional details such as drawstrings, parachute pants with multiple pockets, and retro off-road shoes, layered for dimensional styling. This aesthetic brings streetwear energy into camping and wilderness exploration, resonating strongly with young, broadly outdoor-oriented individuals who value self-expression and subcultural identity.



Nike ACG

Peak Performance

The North Face

The North Face
Purple Label

The North Face

Peak Performance

Wild Gorpcore

Integrating fashion into an outdoor context with professional protective performance, this style creates an urban tech-forward image that is both untamed and rugged yet functionally protective—achieved through seamless technical leggings, multi-pocket tactical accessories, and outdoor footwear and apparel with an off-road tactile feel. It perfectly suits both wilderness camping and urban lightweight exploration scenarios.



Peak Performance

FIRE+ ICE

BOGNER

P.E Nation

Canada Goose

The North Face

KEY ITEMS & SILHOUETTE



FIRE+ICE

**Mono-Toned
Direct Filling**



Bacon

Puffer Jacket



The North
Face

Lightweight Quilting



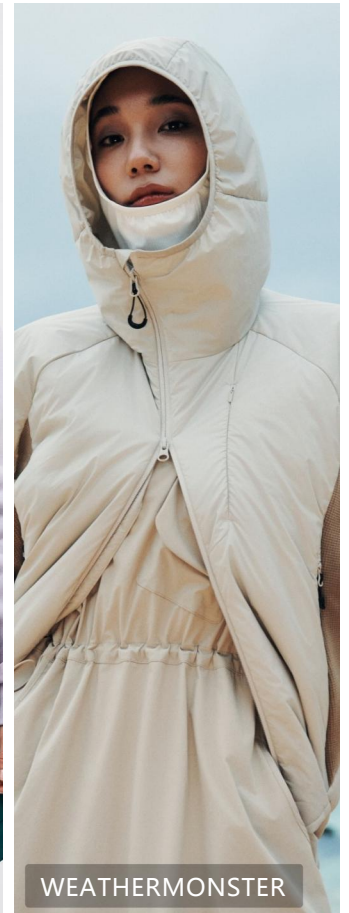
Peak Performance

Patterned Quilting



Peak Performance

Casual Down Vest



WEATHERMONSTER

**Asymmetrical
Structure**

Under the theme "Urban Chronicle," down jackets emphasize versatile silhouettes tailored for outdoor, everyday, and other multi-scenario needs. Featured silhouettes include mono-toned direct filling, puffer jacket, lightweight quilting, patterned quilting, casual down vest, and asymmetrical structures—creating a fall/winter styling system that balances hardcore outdoor warmth functionality with contemporary fashion appeal.

Mono-Toned Direct Filling



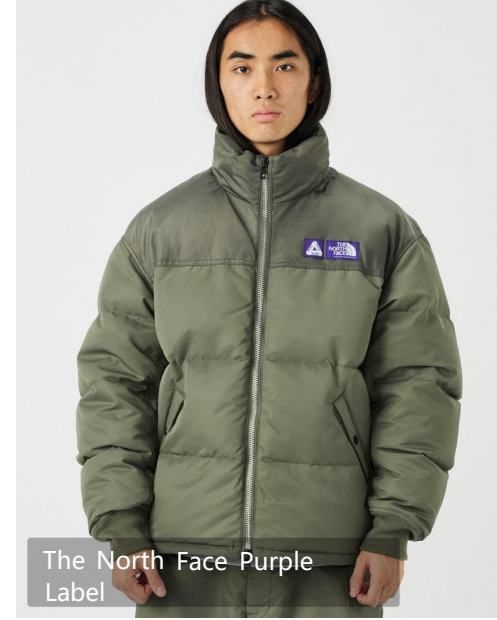
Puffer Jacket



Bacon



The North Face



The North Face Purple Label



Moncler



Moncler



The North Face



NICK&NICOLE

Lightweight Quilting



Patterned Quilting



Casual Down Vest



Asymmetrical Structure



KEY DETAIL & FABRIC



Woven-Knit Splicing



Patterned Quilting



Rib Quilting



Glossy Glazed Finish



**Tactile Material
Contrast**

For the Autumn/Winter 2027/2028 'Urban Chronicle' theme, down jackets emphasize practical functionality and understated texture. Key details include woven-knit hybrid construction and patterned quilting; key fabrics include foamed direct-fill, textured velvety fabric, and vintage wool tweed. Through recombination of techniques and material mixing, these garments achieve a comprehensive balance between thermal insulation and premium visual texture, precisely meeting the full-range styling needs of modern urban dwellers—from office commutes to outdoor activities.

Woven-Knit Splicing





Moncler



adidas TERREX



A PUEE



Salomon



Nike ACG



J.LINDBERG



Hakers

Rib Quilting



Arc'teryx



Arc'teryx



Peak Performance



Colmar



Canada Goose

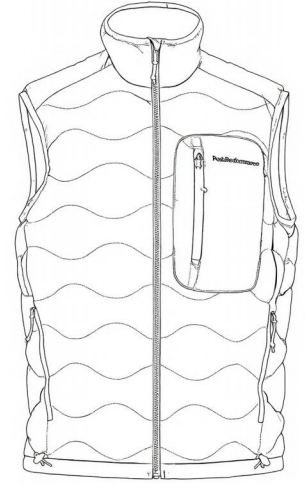
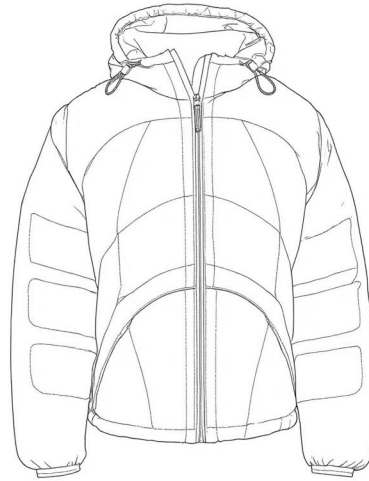
Glossy Glazed Finish



Tactile Material Contrast



WENS Line Arts



POPFASHION

POPFASHION

TREND SUMMARY



Daily Paper

Style Highlights

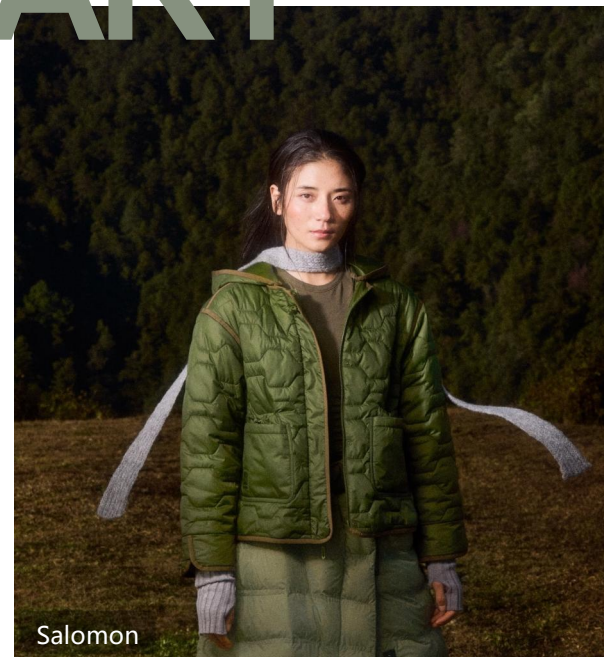
This season's fall/winter cotton-down and down-filled outerwear fully sheds the rigidity and overt assertiveness of traditional hardcore outdoor aesthetics, wholeheartedly embracing the "quiet luxury light-outdoor" aesthetic. A low-saturation, natural, earthy color palette is built upon the cool rationality of Harbor Gray and the post-apocalyptic groundedness of Cedar Green. This high-intelligence, understated color scheme not only blends flawlessly into wilderness landscapes but also grants exceptional urban commuter versatility. At its stylistic core lies a shift from "physical resistance to cold" toward "emotional therapeutic buffering," offering wearers flexible protection infused with relaxation and refined sophistication.



Peak Performance

Design Highlights

Design techniques focus on eliminating the puffy, bulky appearance typical of winter outerwear. Micro-rib quilting and diagonally asymmetric closures are widely employed, paired with wrap-around three-dimensional high necklines to achieve a streamlined, seamless, minimalist silhouette visually. Simultaneously, strong emphasis is placed on tactile layering through "soft-hard contrast," combining windproof down nylon with warm materials such as faux shearling and knits in multi-textural patchwork. The integration of concealed storage systems further embeds all-day weather protection seamlessly within an elegant, fashion-forward outline.



Salomon

Style Outlook

The evolution of future outdoor cold-weather apparel will completely dissolve the rigid boundary between "urban" and "wilderness." Modular, lightweight layering systems will become the definitive mainstream, enabling garments to transition effortlessly between high-end ski resort vacations, urban cold-front commutes, and weekend mountain explorations. High-intelligence practicality will fully replace single-dimensional extreme-performance attributes. Consumers will increasingly favor all-weather gear that not only withstands harsh climates but also conveys composure, rationality, and avant-garde aesthetics within everyday social contexts.



About Us.

- WENS FASHION founded in year 2007 ,is a leading international trading company with a rich history and a global footprint.We offer One-stop Purchase Services including marketresearch,OEM/ODM service,product sourcing, logistics,customs clearance, and post-sales support. Our team of experienced professionals is dedicated to providing personalized attention and tailored solutions to meet the unique needs of each client.
- **Fashion trend:**Meanwhile, we continuously increase investment in research and development, introduce advanced production technologies and design concepts, and keep our products always at the forefront of fashion.
- **Environmental protection concept:**We also attach great importance to environmental protection and sustainable development, actively adopt sustainable and recycled materials, and actively promote green production and the implementation of social responsibilities.