

# Men's Knit & Jersey Forecast S/S 25: Digitopia

Exploring AI and AR in the creative design and technical process, this theme presents fresh perspectives on chromatic colour, liquid sheen, digitally inspired textures and haptic softness

Victoria Bulmer & Charlotte Casey  
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# Introduction

**Digitopia embraces otherworldly aesthetics and new possibilities in design, driven by the rise of AI, virtual realms and a growing focus on creativity as a problem-solving strategy. It evolves from our A/W 24/25 forecast trend, Expanded Imagination.**

WGSN's three S/S 25 forecast trends expand on the macro concepts in our STEPIC reports (covering Society, Technology, the Environment, Politics, Industry and Creativity). **Digitopia focuses on technology and creativity**, taking the sublime, sometimes strange visuals emerging from AI as its starting point.

The ethereal landscapes and impossibly smooth forms generated by the likes of DALL.E 2 and Midjourney are already changing the way we see the world, and this will become more embedded as a design influence in 2025. **Expect to see a flourishing of products and spaces (both physical and virtual) that dissolve the distinction between fantasy and reality**, embracing dreamy colours, liquid lines, sensorial textures, exaggerated shapes and cartoonish or characterful elements.

**Beyond synthetic flights of fancy, Digitopia will also see the rise of more sophisticated, engineered and precisely personalised products and spaces that reduce waste and supercharge innovation.** Look out for designs, aesthetics and finishes that explore the interplay of light and shadow, as well as mirrored or ghostly designs that seem to disappear within their environment. We will also see the rise of intricate, digitally crafted designs and products that recall the elegance of classicism or the ornate flourishes of art nouveau.

Digitopia is powered by great leaps in how we view and interact with the world around us. As such, **it presents an opportunity to reimagine how design and technology can shape the world, encompassing idealised forms of escapism, as well as innovations that are pragmatic as well as aesthetically pleasing.**

## Further reading

Digitopia aligns with the following macro forecast themes:

**STEPIC Drivers:** [Decentralised Digital Culture](#) | [Synthetic Creativity](#)

**STEPIC Innovations:** [Digital Duality](#) | [Adaptive Design](#) | [Conscious Subcultures](#) | [AI Surrealism](#)

**Big Ideas:** [Layered Realities](#) | [Strategic Imagination](#)





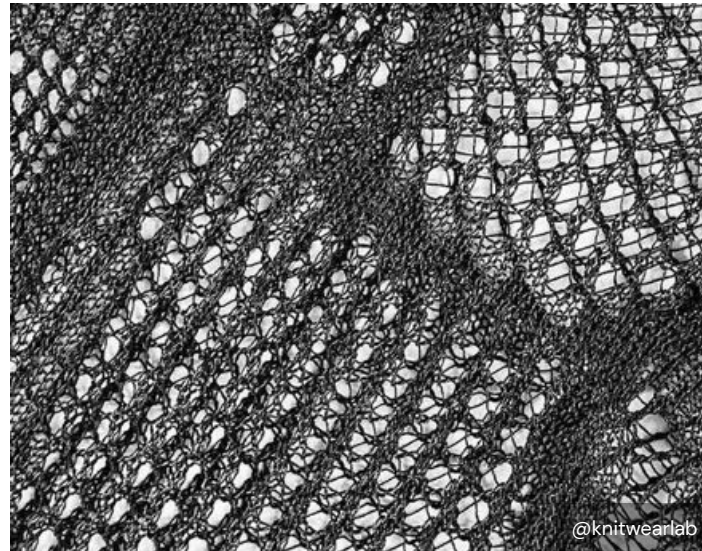
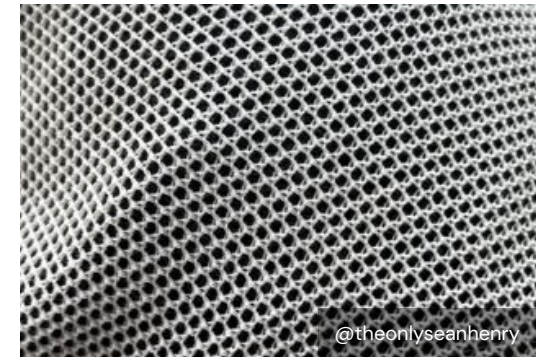
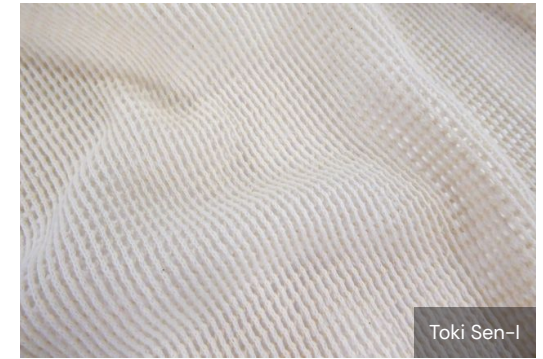
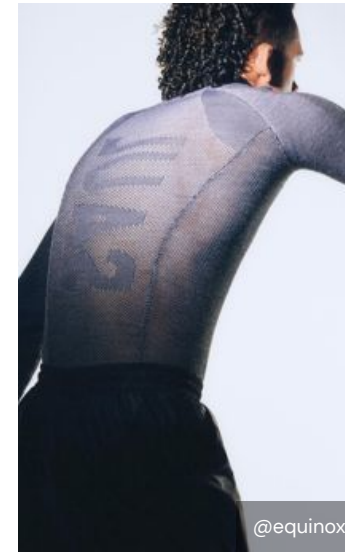
## Barely there

**The concept:** as developments in AI-enabled creation continue to generate creativity, 3D knitting technology allows superfine, complex knits to be engineered in one piece, creating waste-free garments that evolve last season's ghostly illusion.

**Fibre and yarn:** GRS polyester, recycled nylon and COOLMAX for fast-dry, antibacterial qualities, enhanced airflow and compression; Naia and ECOVERO certified cellulosics, RWS merino and GOTS cotton

**Construction:** develop mesh knits with a structured finish, including French piqué, open ribs, drop stitch and jacquard mesh. Layer mesh for sheer and opaque aesthetics, developing areas of reinforcement or subtle ghosted text.

**Relevant for:** tees, vests, crews, jackets, trousers





## Chroma colour

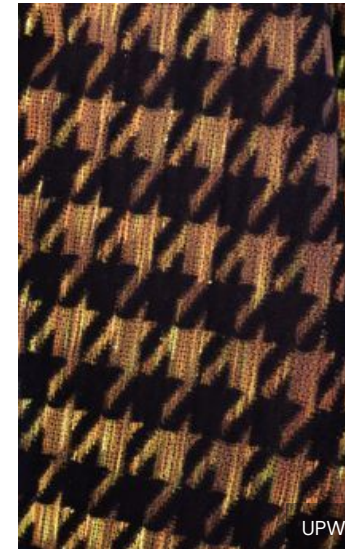
**The concept:** faced with current social and political challenges and division, colour has the power to bring optimism. Colour-changing #RainbowStripes in digital colours update the transformative colour trend.

**Fibre and yarn:** GOTS and GRS cotton, Tencel lyocell, RWS merino, fine lambswool and RCS cashmere for premium markets; space-dye yarns for optical interest

**Construction:** work with horizontal or vertical variegated block stripes and multi-stripes. Experiment with colour-blur and blending effects using ombré gradient stripes, or with jacquard or intarsia techniques for a digital glow.

A luxury tech illuminated scarf which can change lighting and colour has been developed by Hong Kong's UPW, accessed via a user-friendly mobile app developed by AiDLab.

**Relevant for:** sweaters, vests, crews, polos, cardigans, shorts, trousers, athleisure





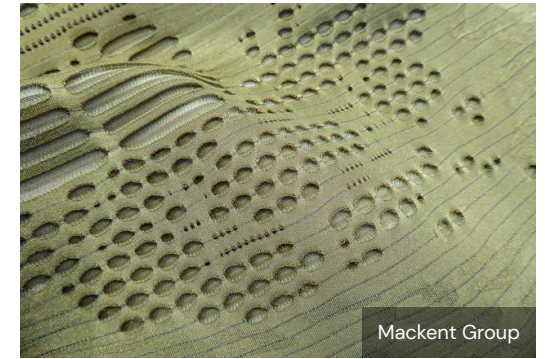
## Digital intricacies

**The concept:** create technically intricate openwork stitch knits driven by developments in smart technological applications. This evolves last season's tactile minimalism.

**Fibre and yarn:** GRS polyester; for stretch, look to South Korean supplier Hyosung for new recycled, biodegradable innovation creora bio-based elastane. Blend RWS merino wool with recycled polyamide, recycled or bio-based nylon and summery, superfine linen and cotton

**Construction:** develop mesh, spacer knits, graphic pointelle and drop/release stitch for mesh in banded or placement effects. Use 3D jacquard knit technology, experimenting with net jacquard technique with integrated pointelle stitches.

**Relevant for:** sweaters, tees, vests, crews, leggings





## Light and shadow

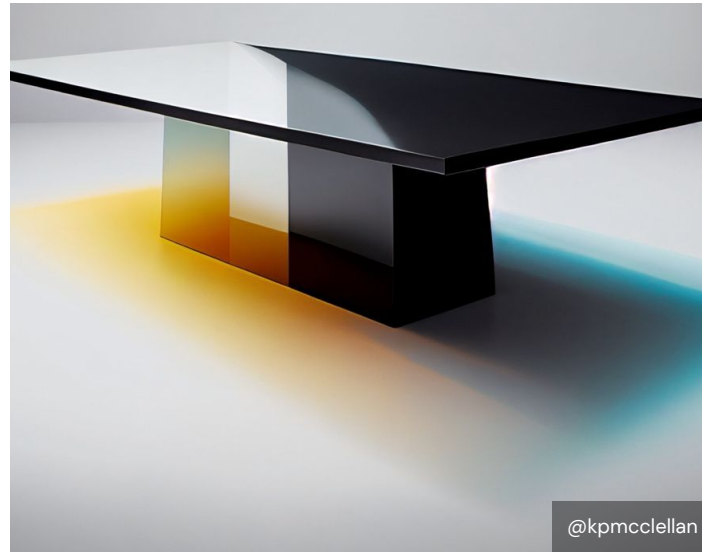
**The concept:** craft and technology combine across light and dark contrasts, updating the illusory patterns of A/W.

**Fibre and yarn:** RWS merino wool, GRS polyester and recycled elastane, GRS recycled or bio-based nylon, Tencel ECOVERO, Liva and Naia celluloic fibres

**Construction:** create bicolour effects using two-tone plated yarn ribs and use seamless technology to engineer in ergonomic stitches. Play with coating effects, using manual application to generate unique patterns and textures that can't be achieved industrially such as dipped or hand sprayed effects.

There are abundant possibilities in seamless technology. South Korea's [@maxxij\\_official](#) creates with overlapping structures, repetitive images and the creation and disappearance of light.

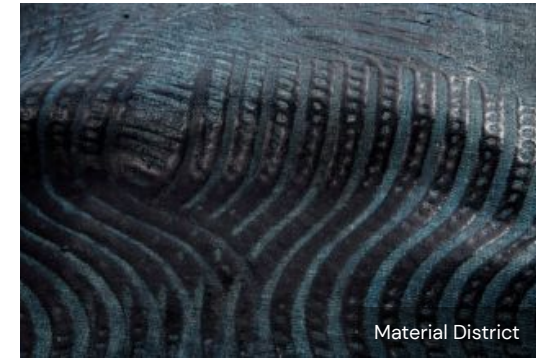
**Relevant for:** sweaters, tees, vests, crews, leggings, jackets, trousers



@kpmcclellan



@maxxij\_official



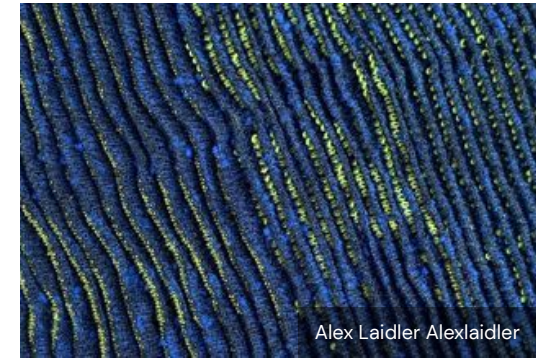
Material District



@millicentsanders



@acoldwall



Alex Laidler Alexlaidler



@material.archive



## Hyper-haptic

**The concept:** look at playful surrealism and use fantasy worlds to provide anxious consumers with joyful escapism. Create radical hyper-textured designs with yarn, colour and construction. One such textile has been developed to shield against facial recognition at Italy's Capable Design.

**Fibre and yarn:** super-soft handles in high-pile brushed textures; upcycle waste and deadstock yarns, or use 100% GOTS cotton, polyamide and recycled polyamide, bio-based nylon and viscose, RWS merino wool or creora bio-based elastane from South Korea's Hyosung

**Construction:** use loop stitch to create novel, outlandish textures that look like shearling, emphasising exposed floats. Use stretch and non-stretch yarns in jacquards for voluminous blistered effects. Create circular commercial tactile knits using adhoc surplus or deadstock feather, bouclé and pile yarns.

**Relevant for:** sweaters, vests, crews





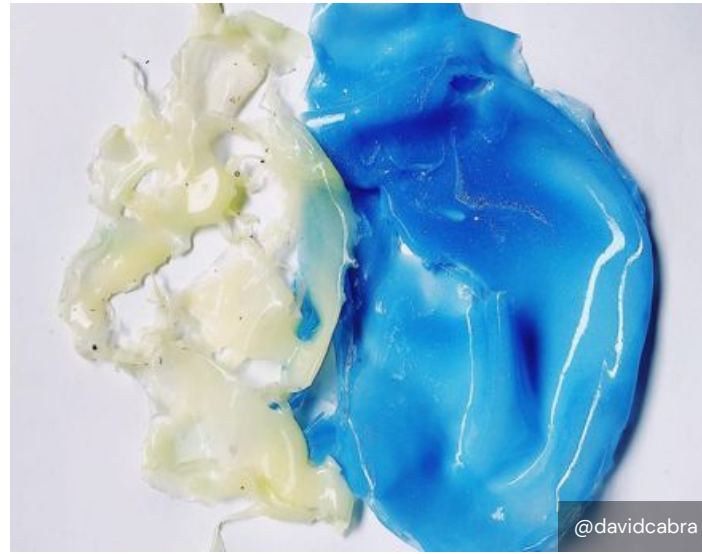
## Liquidity and flux

**The concept:** last season's calm and shimmering serene daydream theme continues to iterate in soft transformative knits. Give designs a liquid finish, watery glow and mother-of-pearl sheen with sustainable coatings and gentle dye effects.

**Fibre and yarn:** substitute polyester for cellulosics such as Tencel lyocell, FSC verified viscose or ahimsa silk

**Construction:** experiment with OEKO-TEX water-based direct or transfer coating and lamination, or use digital printing to achieve similar effects. For liquid shine use eco-friendly metallic coatings on glossy shiny jersey bases such as certified viscose. Experiment with gradient watercolour effects on sheeny bases for a more commercial approach.

**Relevant for:** sweaters, vests, crews, polos, shorts, trousers





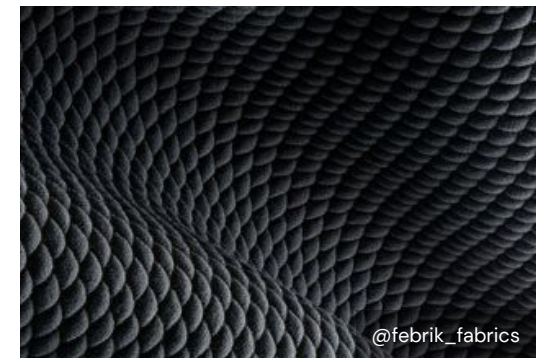
## Rounded profiles

**The concept:** digital tools and 3D printing inspire playful trompe l'oeil surreal softness. Fuse function with sculptural volume for inflated textural cushioned surfaces.

**Fibre and yarn:** polyester and GRS polyester, GOTS cotton, polyester and bio-based elastane

**Construction:** explore 3D knitted structures using partial knit and hook-up techniques. Engineer in shaped ergonomic ribs with built-in stretch and flexibility, and develop new pleated, quilted and ottoman knit fabrics with light summer volumes.

**Relevant for:** sweaters, jackets, shorts, trousers





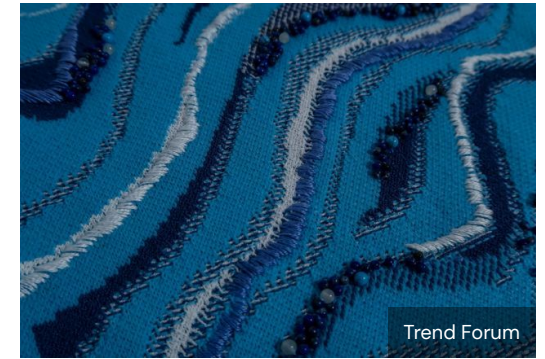
## Underwater fantasy

**The concept:** main character energy continues. Create digital distortion in #LiquidRipple patterns for soft '70s retro and psychedelic looks.

**Fibre and yarn:** RWS merino wool, GOTS cotton and cashmere, FSC lyocell, GRS polyester and recycled nylon

**Construction:** develop abstract, stylised curvaceous shapes, wiggles and swirls akin to water reflections. Create wavy ripple patterns in jacquard knitting techniques, keeping the look commercial via simple tonal colourways.

**Relevant for:** sweaters, tees, vests, crews, shorts





## Action points

1

### Innovate in creativity and sustainability

Work with innovators such as [Knitwear Lab](#) in the Netherlands that develop prototypes and run small-scale productions [for product redesign](#), specialising in sustainable production, recycled yarns, smart textiles, 3D knitting and [virtual knitting technology](#).

2

### Create surreal aesthetics with subconscious and fantasy themes

Look to surrealism to inspire new colours, textures, finishes and forms. Develop dreamy ombré weaves, ghosted transparencies, sensorial fuzzy surfaces and freeform, undulating textures that stretch the imagination and conjure up otherworldly realms

3

### Invest in function and longevity to elevate core knits

Add performance qualities to [wardrobe essentials](#) via [adaptable](#) hybrid materials engineered for function and longevity and made for circularity. Sheen or matte smooth and compact fabrics should embrace mechanical stretch – ideal for [#FutureCommuter](#) lifestyles

4

### Test AI tools to see and where they can enrich the design approach

The rise of AI in the design industry has opened up possibilities and streamlined the creative process. These tools can save you time and effort, giving you the space to focus on creativity

## Industry credits and collaborations

We would like to thank the following yarn and jersey mills, knitwear design studios and university undergraduates who collaborated with WGSN to provide sourced seasonal developments and exclusive samples for the S/S 25 forecast reports.

### **Sophie Steller Studio**

Sophie Steller Studio produces inspirational trend-driven knitwear for men, women, children and interiors. The studio specialises in knitwear design and development, colour and trend, yarn development, marketing and branding, studio development, mood and product boards, and concept fabrics.

Website: [www.sophiesteller.com](http://www.sophiesteller.com)

Email: [info@sophiesteller.com](mailto:info@sophiesteller.com)

Tel: +44 (0)20 8893 8516

### **Karl Mayer Stoll**

Stoll is a leader in flat-knitting machine technology. It provides innovative and creative knitting solutions, including smart textiles, software, and stitch and pattern development for fashion, sport and non-apparel sectors.

Website: [www.stoll.com](http://www.stoll.com)

Email: [helpline@stoll.com](mailto:helpline@stoll.com)

### **Central Saint Martins**

Website:

[www.arts.ac.uk/colleges/central-saint-martins](http://www.arts.ac.uk/colleges/central-saint-martins)

### **Featured Students**

Alex Laidler

[alexlaidler15@gmail.com](mailto:alexlaidler15@gmail.com)

Robyn Barnes

[robbynarnes2010@gmail.com](mailto:robbynarnes2010@gmail.com)

Maria Silvam

[mariasilvam.silva0420201@arts.ac.uk](mailto:mariasilvam.silva0420201@arts.ac.uk)

[Accademia by Industria Italiana Filati](#)

[Alberto Bardazzi](#)

[Baltex](#)

[Bloomati by Carvema](#)

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[Takisada-Nagoya](#)

[Target Tessuti a Maglia](#)

[Todd & Duncan](#)

[Toki Sen-I](#)

[Trimalhas](#)

[UPW](#)

[Zegna Baruffa Lane Borgosesia](#)



## S/S 25 fashion forecast contributors

WGSN's forecasts are created by our global team of experts

### Fashion forecasting team

Helen Palmer, Head of Materials, Knit & Textiles

Charlotte Casey, Senior Strategist, Knitwear

Nicole Ajimal, Strategist, Materials

Victoria Bulmer, Strategist, Materials

Sara Maggioni, Head of Womenswear

Laura Yiannakou, Acting Head of Womenswear

Kim Cupido, Senior Strategist, Womenswear

Sithandiwe Khumalo, Strategist, Womenswear

Nick Paget, Senior Strategist, Menswear

Yvonne Kostiak, Head of Active

Charlotte Browning, Strategist, Active

Rhoneil Tiburcio, Strategist, Retail

Jo Lynch, Strategist, Intimates

Rebecca Saygi, Strategist, Swimwear

Rose Hudson, Strategist, Prints & Graphics

Fanny Chow, Strategist, Prints & Graphics

Erin Rechner, Head of Kidswear

Allison Goodfellow-Ash, Strategist, Kidswear

Hannah Allan, Strategist, Kidswear

Jane Collins, Senior Strategist, Footwear & Accessories

Ana Correa, Strategist, Footwear & Accessories

Lucila Saldana, Strategist, Footwear & Accessories

Urangoo Samba, Head of Colour

Clare Smith, Strategist, Colour

Susie Draffan, Senior Strategist, Denim

Mia Jacobs, Strategist, Youth

Jaeyeon Park, Strategist, Youth

### Contributors

#### EMEA

Raeesa Brey, Researcher, Research Hub

Ryan Parry, Digital Assets, Retail & Buying Specialist

Francisca Perez, Client Services

#### LATAM

Giovanna Bedinelli, Client Services

Leticia Araujo, Consultant, Creative & Production

Mariana Santiloni, Client Services

Stefany Lopes, Digital Assets

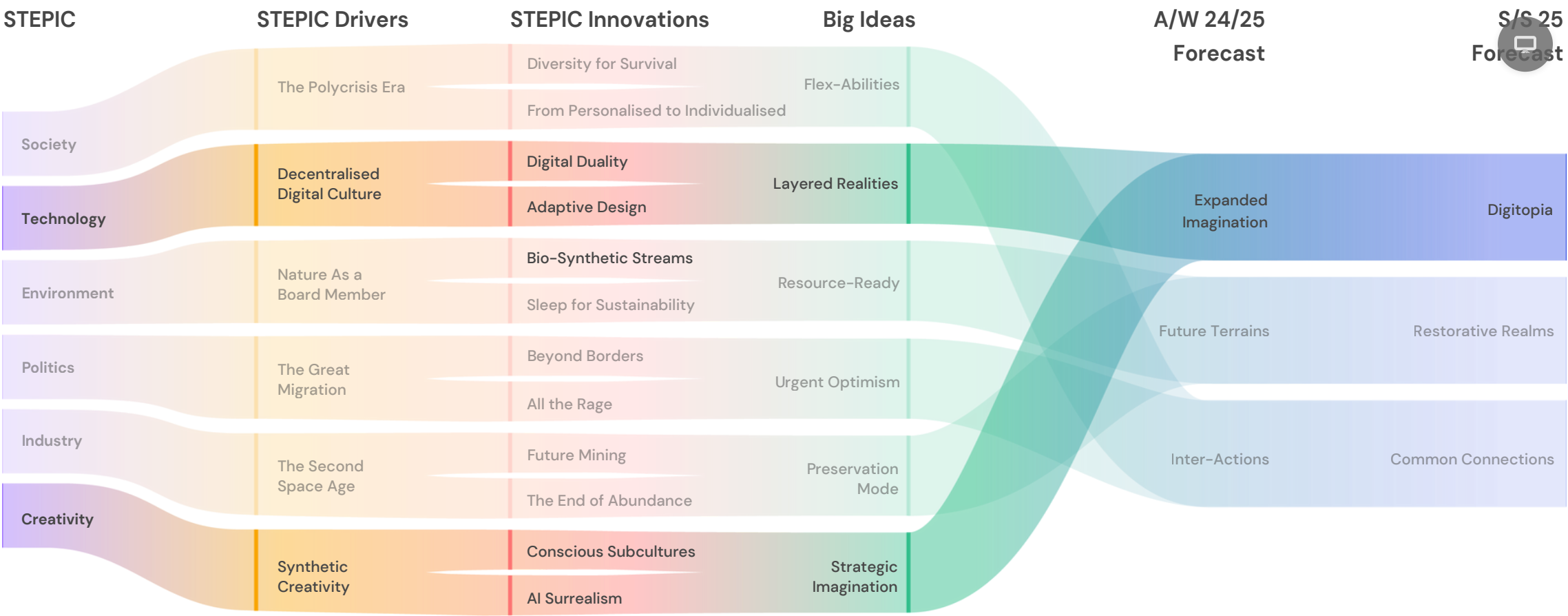
#### APAC

Natacia Lim, Researcher, Research Hub

Anchi Wong, Client Services

# WGSN trend matrix 2025

Mapping the continuity between the themes covered in our STEPIC Drivers, STEPIC Innovations, Big Ideas and Product Forecasts.





# WGSN 2025 forecast schedule

Your guide to when WGSN's 2025 forecast reports will be published.

