



HOMECOMING CODES

Segment: **Emotional * Individual * Cultural Authority**
Indigenous Intelligence * Modern Identity * Cultural Authority

SS2027 Role: **Identity repair for post-success consumers**

HOMECOMING CODES reflects a powerful creative return led by emerging African and Asian designers reclaiming indigenous knowledge as modern cultural authority.

The return is not driven by longing, but by evolution. After years of living within global systems, many Africans reach a stage where imitation no longer fulfills ambition. Success abroad teaches efficiency, structure, and visibility — but it also reveals limitation. Global culture offers scale, yet lacks depth of belonging.

Looking back becomes an act of clarity, not retreat. Home represents something no international status can provide: cultural authority. Identity is no longer something to adapt or dilute, but something to reclaim and redefine on one's own terms.



This generation returns with tools, capital, and perspective — not to preserve tradition as it was, but to recode it for the future. Heritage becomes strategy. Craft becomes language. Culture becomes differentiation in a world of sameness.

In an era where global luxury is increasingly homogenized, origin becomes power. Returning home allows them to own a narrative that cannot be copied — transforming ancestry into contemporary influence.

Cultural Context



- post-colonial creative confidence
- decentralised fashion capitals
- fatigue with Eurocentric luxury
- respect for indigenous systems as knowledge shift from consumption to meaning



Why They Return

1. Identity Completion

Global success brings achievement, but not wholeness. After years of adapting to Western systems, many feel the need to reconnect with cultural roots to complete their sense of self. Home is not about the past, it is about becoming fully who they are.

2. Pride Without Apology

Earlier generations often hid cultural identity to blend in. Today's successful global Africans return with confidence, ready to wear their heritage proudly, not to prove anything, but because they have already earned their place.

3. Emotional Wealth Over Material Wealth

Career success delivers status, but heritage delivers meaning. Returning becomes a search for emotional richness — family, memory, ritual, texture, and language — things money cannot replace.



Neo Orientalism 1920s

The spirit of 1920s Orientalism returns as fashion looks back to the world of Erté, where Eastern imagination shaped Western glamour. Sumptuous, dramatic, and exotic, this aesthetic embraces theatrical silhouettes and sensual movement. Glamorous materials—beads, glitter, and sparkling embellishments—amplify the fantasy, transforming oriental inspiration into a radiant expression of modern decadence.

The Post-Status Elite

(Beyond Logo Luxury)

Who they are

High-net-worth consumers who have outgrown
logos, hype, and trend signaling.
They already have status
— now they seek authority.

Mindset

Status symbols feel empty
Luxury should reflect values, not wealth
Wants permanence, not novelty

What they want

Quiet, culturally intelligent luxury
Pieces that feel timeless and intentional
Clothing that communicates depth
rather than trend awareness

Fashion desire

Column silhouettes
Heritage-coded tailoring
Provenance materials
Minimal branding



The Global Returnee

(Post-Global Citizen)

Who they are

Professionals, creatives, entrepreneurs, designers,
and executives who have:

studied abroad

worked internationally

lived under global dress codes

They have succeeded — but feel culturally untethered.

Mindset

Has mastered “international style”

Feels emotionally distant from their origin

No longer wants to look global — wants to look rooted

What they want

Fashion that reconnects them to ancestry without looking
traditional

Modern silhouettes with cultural intelligence

Pieces that feel like coming home —
without going backward

Fashion desire

Modern tailoring with indigenous proportion

Wrap logic, layered systems,

ceremonial balance

Deep colors, grounded palettes



The Cultural Modernist

(Tradition Translator)

Who they are

Design-literate consumers, architects, designers,
cultural thinkers, and tastemakers
who believe tradition is a system of knowledge,
not decoration.

They admire African and Asian designers
redefining heritage.

Mindset

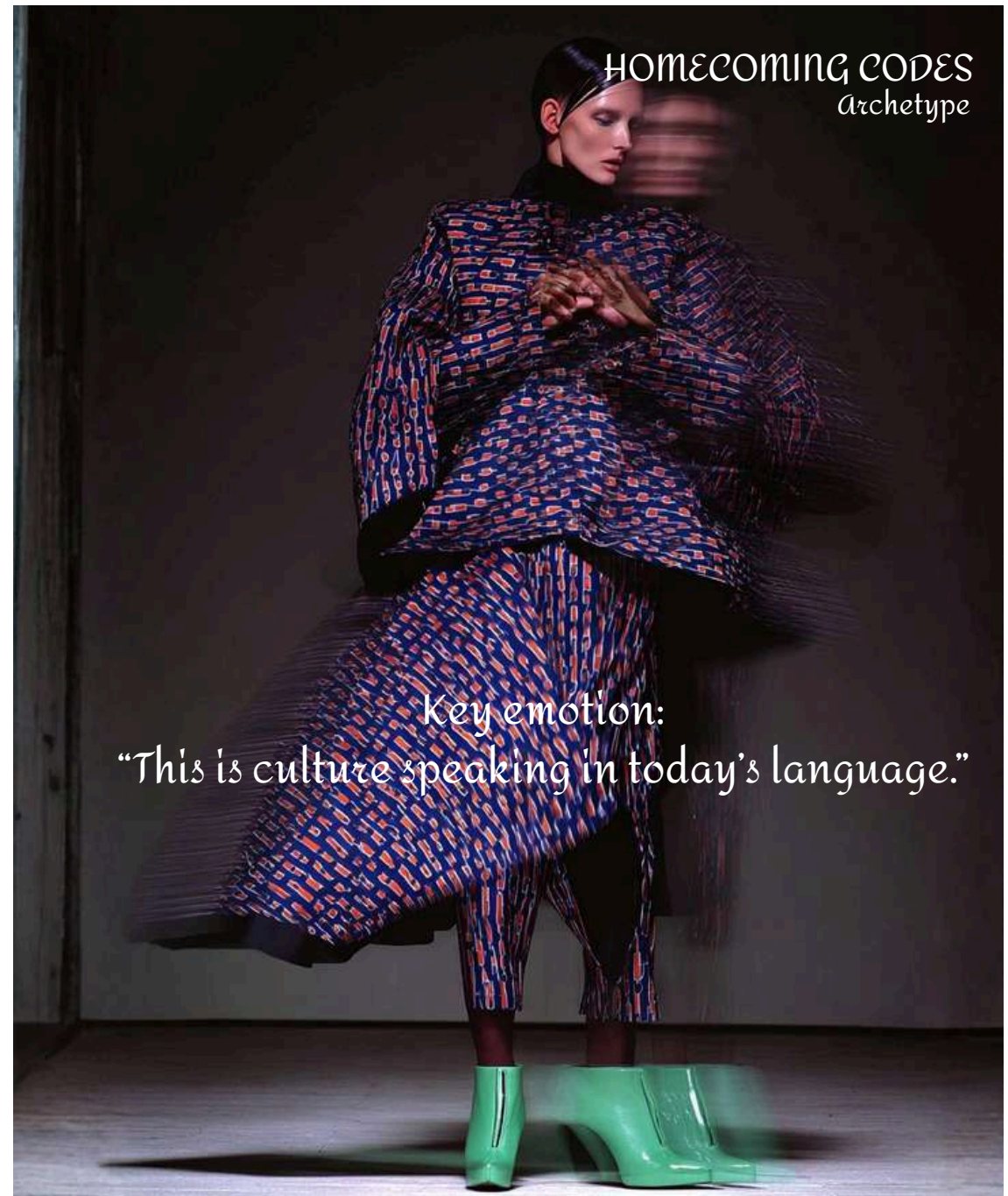
Culture should evolve, not freeze
Heritage must be re-engineered, not copied
Rejects surface “ethnic styling”

What they want

Intelligent reinterpretation of traditional forms
Proportions, closures, and construction logic
inspired by heritage
Minimal symbolism with deep meaning

Fashion desire

Re-engineered wrap garments
Abstract geometry and calligraphic markings
Modern ceremonial silhouettes



The Identity Seeker

(Meaning-Driven Consumer)

Who they are

A wide cross-generation consumer
facing identity fatigue:
mid-career professionals
diaspora consumers
creatives between cultures
younger buyers questioning belonging

Mindset

Feels fragmented between cultures
Questions: Who am I becoming? Where do I belong?
Uses fashion as a tool for self-definition

What they want

Symbolic pieces with story
Clothing that carries lineage, memory, or place
Meaning they can emotionally connect to

Fashion desire

Symbolic embroidery
Map, lineage, ritual references
Tonal pattern-on-pattern storytelling



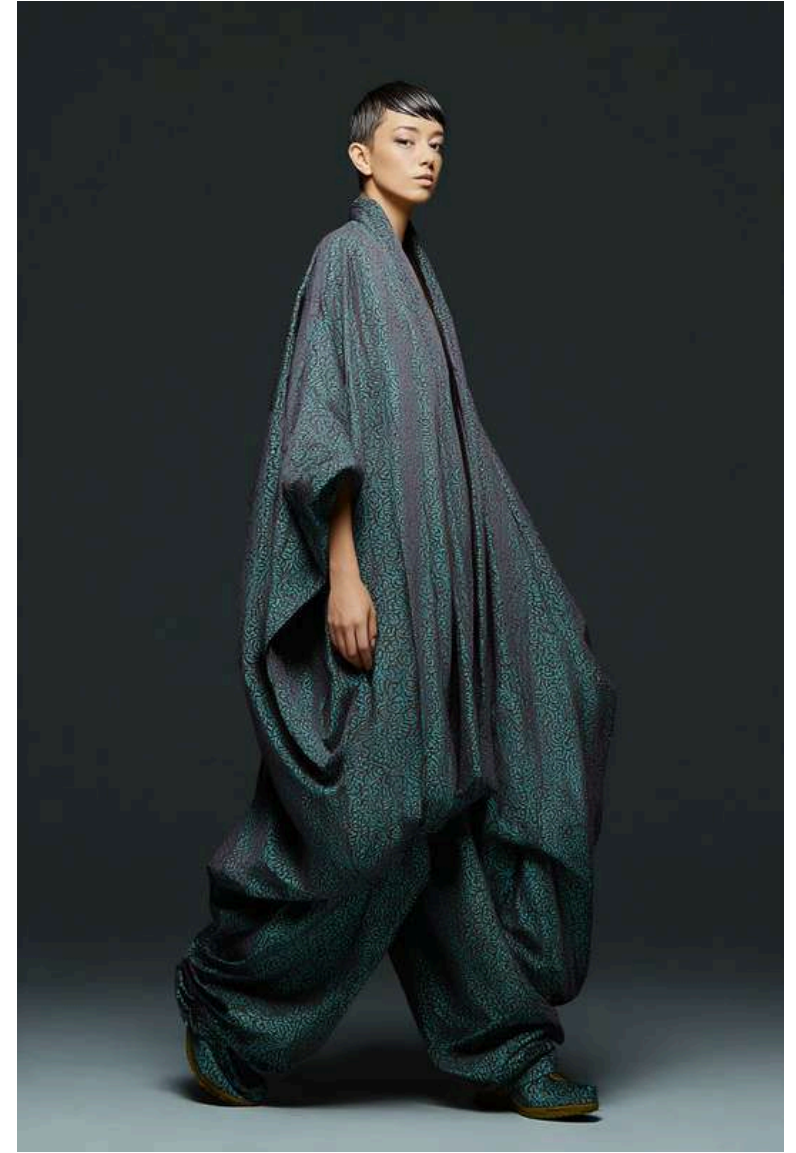
HOME COMING CODES – Trend Summary

Sustainable	Home-based design = local sourcing, reduced carbon footprints, community-led production. Localized Supply Networks. Waste-to-Wealth Textiles
Design	Heritage re-code, modern tradition, identity return, crafted modern
Shape	Loose volume, draped form, elongated, cropped proportion, soft tailoring
Material	Handwoven cotton, linen, silk, muslin, poplin, natural leather
Texture	Weave, knot, gather, fringe, embroidery, beadwork, hand-stitch
Color	Raw white, beige, brown, indigo, black, deep green, clay, muted accent
Print	Native motif, handmade plaid, batik, shibori, spray-dye, landscape
Accessory	Woven bag, scarf, bandana, crafted handle, stone detail, artisan jewelry

Color Authority of Origin

Home Coming Codes balances commercial strength with cultural depth. Black and robust grey create a modern foundation; luminous blue and grounded green connect to African and Asian dye heritage; natural yellow and redcurrant add warmth and ceremonial pride. The palette refines traditional vibrancy into controlled sophistication—making craftsmanship relevant for global buyers.





Oriental Opera Revival

The nostalgia of 1920s Orientalism resurfaces as Japanese and Chinese cultural influences return through the dramatic, operatic glamour of the Erté era. Loose, draped, and voluminous silhouettes flow with luxurious silk brocade and jacquard—offering an exotic alternative to Western body-contouring styles and reintroducing fluid elegance to the global fashion stage.





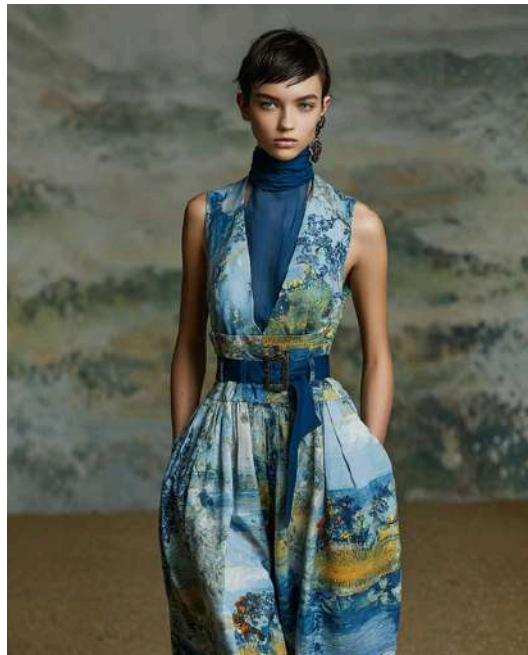
Proud Heritage Expression

Post-Status Elites wear heritage with confidence—traditional cuts and materials redefined by modern colors, proportions, and expressive details.



Ancestral Drapes

Oriental-inspired fashion returns to wrapping and draping, using modern moulage and deep tones to express calm authority through form and movement rather than decoration.



Crafted Prestige

Authority is redefined through flowing silhouettes handcrafted prints, turning heritage into calm, effortless luxury.



Painted Memories

Rural-inspired prints in single-tone palettes translate nostalgic countryside scenes into soft, poetic fashion.



Urban Heritage Ease

Urban wear blends soft tones, relaxed shapes, and subtle cultural prints for effortless everyday style.



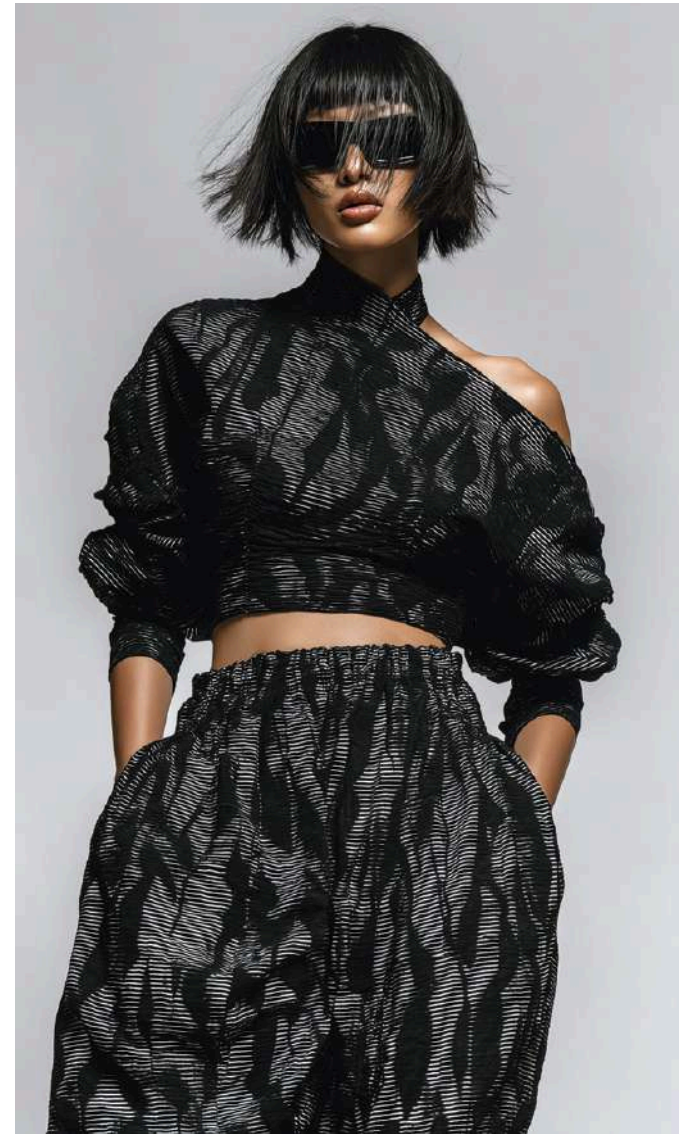
Local Motif on Surface Design

Handwoven fabrics are elevated through bold embroidery and batik, using vibrant contrast to turn simplicity into statement.



Gradient Heritage

Hand-woven textiles are refreshed with ombre dyeing and modern, relaxed silhouettes.



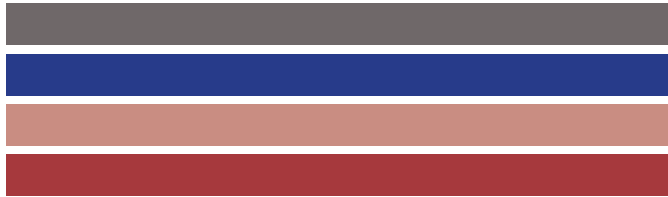
Eastern Surface Identity

Shibori tie-dye is modernized through voluminous Japanese-inspired forms, expressing refined Far East identity.



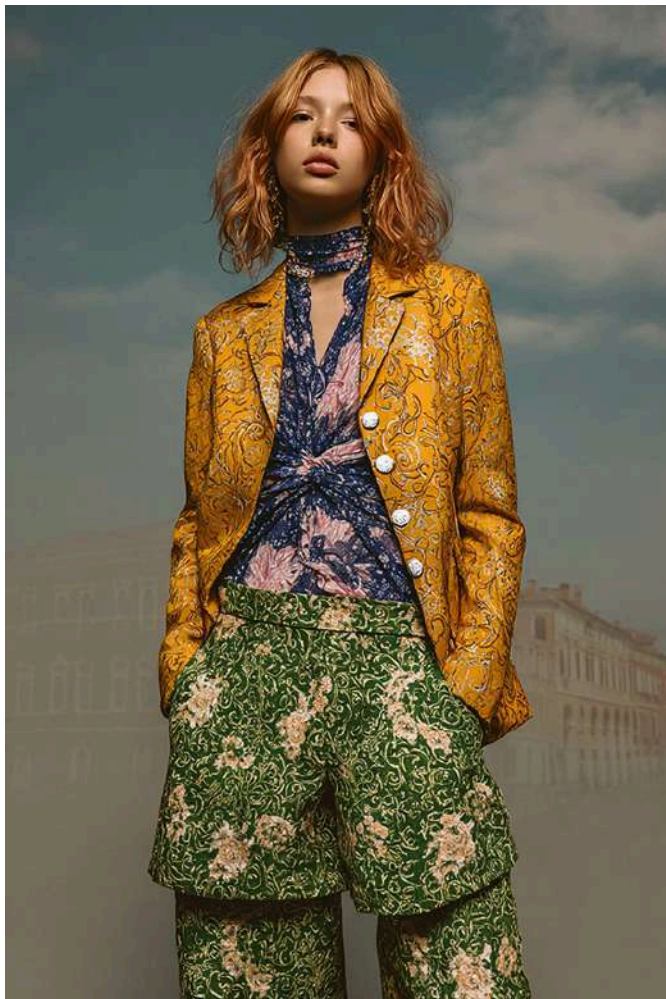
Global Returnee Suiting

Modern power tailoring: sleeveless black-and-white jackets, refined by subtle shibori texture that grounds a global silhouette in local identity.



Crafted Identity Shift

Traditional craft techniques are reworked through modern proportions and urban materials, forming a confident identity that feels contemporary, expressive, and city-ready.



Exotic Passage

Tropical prints infused with African art influences and layered colors create expressive colonial-inspired silhouettes with a sense of cultural journey and worldly elegance.



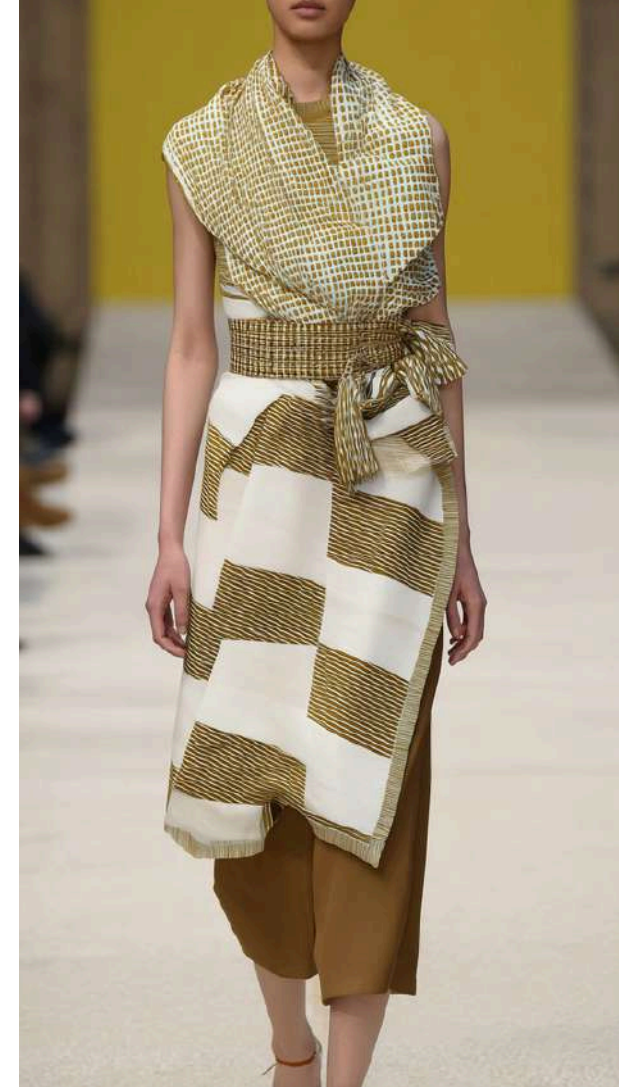
Modern Jongaben Form

Jongaben trousers are reimagined in a modern cropped peg-top form, uniting traditional roots with current lifestyle appeal.



Desert Heritage Modernity

Arabian-inspired style uses tapered volume pants, cropped jackets, earthy tones, and oversized bags for functional cultural elegance.



Comforted Heritage

Quiet luxury through handwoven fabrics, natural tones, and effortless comfort, with scarves adding subtle elegance and versatile styling.



Timeless Artful Grace

Mature confidence is defined by calm, minimal silk forms enriched with deep heritage tones for quiet elegance and emotional richness.



Return to the Shore

Relaxed resort fashion uses soft hand-woven cotton, muted pastels, and flowing silhouettes to evoke the calm feeling of coming home.



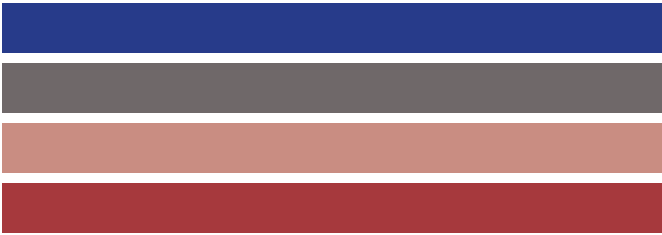
Exquisite Resort Purity

Elite resort style pairs clean simplicity with raw white draped muslin and elongated tunics, expressing quiet, unforgettable luxury.



Boho Nomad Identity

Boho nomad expresses freedom through natural fringe and earthy tones, with raw materials preserving authentic self-expression.



Modern Resort Elegance

Resort elegance is refreshed through modern proportions, refined color use, and relaxed bags in local fabrics, balancing ease with cultural sophistication.



Reframed Native Print

Native prints are redesigned through a contemporary lens and applied to modern, trend-driven silhouettes such as extended shoulders and loose, voluminous trousers. Refined use of black and white tones transforms traditionally vivid African patterns into expressions that feel modern, structured, and stylish—bridging heritage with contemporary fashion language.



African Draped Freedom

Draping, historically perfected by Madame Grès through sculptural precision and classical control, evolves in SS27 into a freer, more instinctive expression. This season, drape moves away from marble-like structure and embraces the fluid wrapping traditions of African native dress — organic, rhythmic, and body-led. The silhouette feels spontaneous rather than engineered.

Softened fabrics with natural weight — wrap knits, silk blends, fluid jerseys — allow the fabric to fall and fold effortlessly, creating movement that feels alive. The drape is no longer constructed; it is released.



Redefined MuuMuu Draping

Traditional African dress, known for its loose and draped forms that envelop the body, inspires a renewed silhouette. The classic muumuu shape is reinterpreted by gently defining the waist—creating a modern proportion that honors its origin while introducing structure, femininity, and contemporary elegance.



Cultural Returnee Draping

Urban businesswear with soft, flowing silhouettes, inspired by African draping traditions and finished with subtle tie-dye for a refined, cultural touch.



Refined African Memory

African block prints are refined into subtle, urban expressions through smaller scales, muted tones, and structured fabrics.



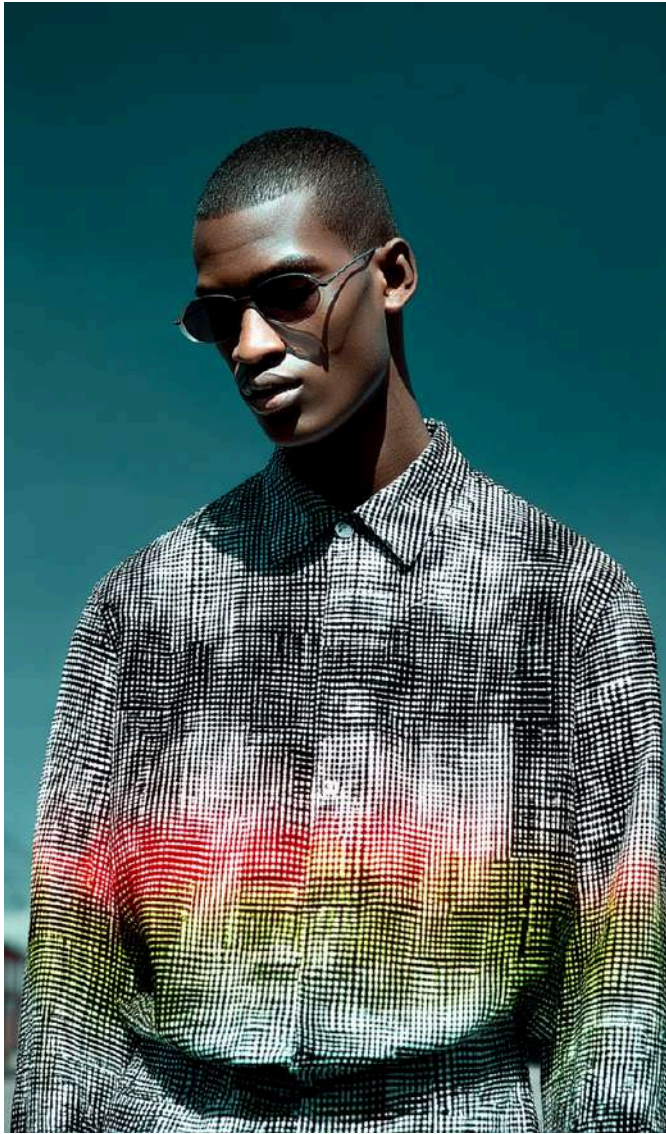
Handcrafted Street Graffiti

Youth street style mixes hand-painted graffiti, natural yellow tones, and graphic zebra motifs into a bold, modern cultural statement.



Couture of Heritage

Party wear highlights surface artistry, using simple silhouettes enriched with couture beadwork and African-inspired motifs in deep, dignified tones.



Handmade Plaid Identity

Handmade plaid refreshes street basics, using black and white with a subtle accent to express identity and craftsmanship.



Sacred Street Utility

Urban outdoor wear with batik accents, workwear layers, and symbolic details.



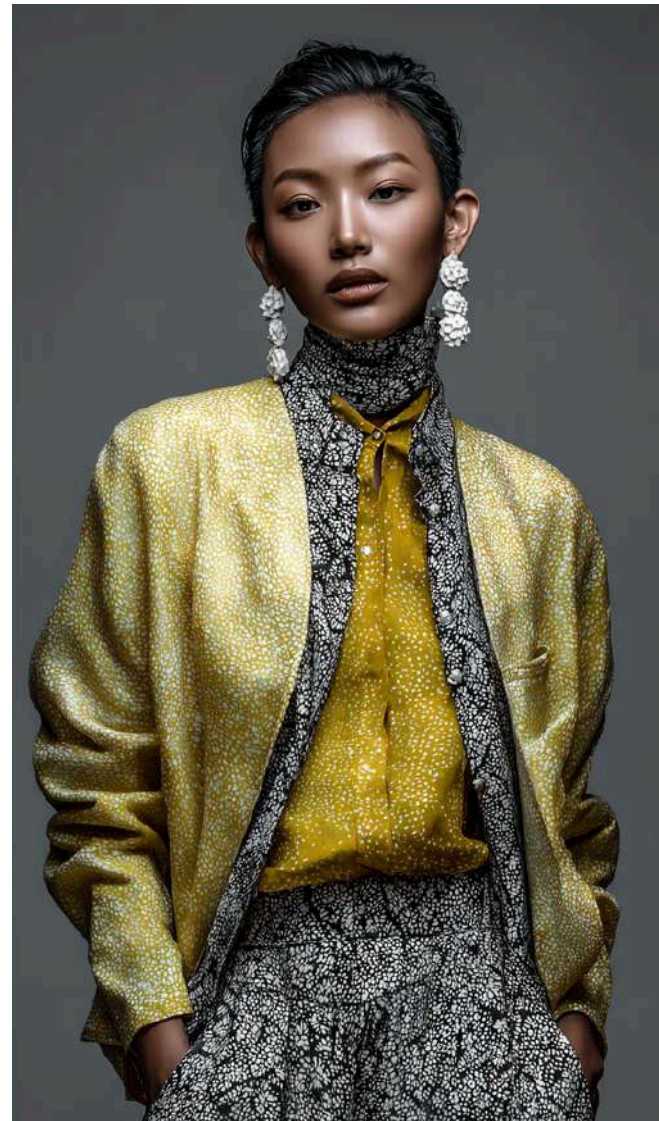
Pure Origin

Natural raw fabrics express purity and origin, reminding that identity begins with honest materials and craft.



Natural Authority Business

Quiet authority in businesswear comes from local materials, soft textures, and natural tones that set it apart from mass trends.



Soft Feel Executive

Executive dressing shifts to calm authority with relaxed tailoring in local fabrics and neutral tones, finished with a fluid silk scarf for cultural elegance.



Spray-Dyed Rhythm

While traditional African fashion often relies on bold block prints, spray-dye emerges as a modern alternative. Uneven color transitions—fading from dense saturation into open, empty space—create organic, spotted motifs. This technique brings movement and atmosphere to the surface, offering the emphasis, more contemporary expression of African visual modern identity.



Textured Street Roots

Street style adopts local craft through earthy tones and exposed handmade details for an authentic urban identity.



Nomadic Layers

Bandana scarves define the traveler's look, while layered, experimental denim tells a story of movement and modern heritage.



Dual Identity Carriers

Refined leather bags balance function and identity—polished for work, minimal and woven for everyday ease.



Symbolic Knot Craft

Simple bags and shoes are elevated by cultural knots, subtle animal accents, and warm brown tones for a timeless crafted look.



Sacred Memory Adornment

Accessories in Home Coming Codes carry a sense of nostalgia, where value comes from memory rather than rarity. Materials embedded with heritage—ancient ceramic fragments, religious objects, sacred wood, and inherited family pieces—replace traditional precious stones. Set in silver or gold, these elements transform personal history into meaningful adornment, turning accessories into carriers of story and identity.

QURATED TREND SPRING/SUMMER 2027

ADVISORY BOARD

Sunanta Kangvalkulkij	Director-General, DITP
Surinthorn Sunthornsanan	Deputy Director-General, DITP
Nisabudh Virabutr	Director, Office of Lifestyle Trade Promotion, DITP
Kusumarn Sahaphong	Office of Lifestyle Trade Promotion, DITP
Arthitaya Charoenying	Office of Lifestyle Trade Promotion, DITP
Yotsaton Kijkusol	President of Thai Garment Manufacturers Association (TGMA)
Bhubawit Kritpholnara	Bangkok Fashion Society (BFS)
Nat Mangkang	Fashion Mentor

EDITORIAL BOARD

Anothai Cholachatpinyo	Project Director, QURATED2026
Pathorn Wichayakupt	Trend Forecaster
Adchara Jongkavadee	Project Manager, QURATED2026
Poraphon Karunyawi	Assistant Project Manager, QURATED2026

Qurated Fashion Incubation Project 2026
Department of International Trade Promotion

ACKNOWLEDGMENTS

The Qurated Trend Forecast SS2027 is developed through a synthesis of global forecasting and industry intelligence, with insights drawn from leading authorities including WGSN, Vogue, Première Vision, Pantone, Coloro, The Business of Fashion, McKinsey & Company, ISPO and regional creative platforms such as OKMD and Creative Thailand. We also acknowledge the support of emerging technologies, including Midjourney for visual exploration and ChatGPT for structural refinement. Together, these trusted sources and tools have contributed to a forward-looking forecast designed to empower designers and industry leaders to navigate fashion's evolving landscape with confidence and clarity.