

Baptized Very Middle Ages, the new trend book from *Texworld Apparel Sourcing Paris* outlines the directions that will guide – in a world under pressure – the Spring-Summer 2027 collections. It will be unveiled from February 2 to 4, 2026 at the Paris-Le Bourget Exhibition Center.

Geopolitical tensions, social expectations, digital transformations, shifting markets... At a time when fashion (and the world) is going through strong turbulence, *Very Middle Ages* chooses to look to the future by invoking a reinvented past. Not as a nostalgic refuge, but as a magnifying mirror of our contemporary tensions.

This new edition of the Trend Book offers ideas to help creators combine imagination and a desire for renewal while developing the Spring-Summer 2027 collections. It explores a universe often dark, mixing protection, conflict, magic, and augmented identity: a reworked, digital, imagined Middle Ages used as a metaphor for current upheavals.

Four creative Universes to “rearm” imagination

Directed by Louis Gérin and Grégory Lamaud, the artistic directors of *Texworld Apparel Sourcing Paris*, this document is based on the reflections of a collective of stylists, designers, writers, and artists brought together around one question: *how do you create in a world that doubts its own ability to imagine?* From this question comes a vision made of four narratives showing different points of friction between reality and expectations: a return to primitive function, comforting digital illusions, warrior attitudes in the face of crises, and the constant expansion of the “*digital self*”.

Rather than a fixed projection, *Very Middle Ages* offers a sensitive, instinctive (and sometimes unsettling) reading of the Spring-Summer 2027 season. An invitation to rethink clothing as a tool of protection, affirmation, resistance, or transformation, in a world where the borders between real and virtual, natural and artificial, past and future have never been so blurred.



#1 Digital lordship. This first theme elevates the giants of Silicon Valley to the rank of all-powerful overlords. Individuals, voluntary vassals of these contemporary digital empires, give up intimacy and freedom in exchange for an illusory safety. Protection and control: two expectations expressed in a fashion made of layered, highly functional pieces. Symbolic shells of heavy fabrics, textile-like armor (metal-coated finishes), rigid ribbed knits treated in steel gray, charcoal black, with silver holographic accents.

#2 Nuclear sorcery. Although this colored universe brings a form of “reenchantment,” it resembles an aesthetic of illusion. Technology (AI), which threatens to bring a new obscurantism by numbing reasoning, is paradoxically felt as an artificial comfort. The silhouettes here are full of soft deception, protective and velvety materials (iridescent organza, translucent fabrics, foamy knits, light mohair, “second skin” jerseys), in an atmosphere of techno magic, between enveloping cocoon and “digital aura.” The palette moves between spectral purples, carmine red, opaline, and “radioactive” greens.

#3 Speculative crusade. This creative sequence calls on the (human) history of an endless quest for unsatisfied domination. A martial and dark direction built on conflict. The silhouettes are very “armored” – technical, combat-inspired – or made with hybrid materials, visceral textures in an organic and warlike palette: dark reds and browns, textured blacks, military khaki, burnt chrome...

#4 Data inquisition. This final direction explores a society of suspects under surveillance. In this world of constant inquisition, any difference, any eccentricity or nuance is instantly condemned. Personal identities are absorbed and intimacy disappears in favor of the collective. Clothing becomes an interface, a second skin, an extension of the digital self. The garments can be adjusted with interchangeable modules. All of this in an icy blue, algorithmic aesthetic.

Words to discover in February

These four themes are enriched with *moodboards* and color palettes built around three “*star colors*” followed by six shades. Each theme, imagined as a design capsule or creative direction, will be showcased at the fair in the area dedicated to trend forums in Hall 2. This immersive setup will allow visitors to discover the looks created by the artistic directors using materials and finished products selected for each world based on strong sensory intentions. Louis Gerin will also present the full details of this work during a dedicated conference to give creators solid creative perspectives for imagining the Spring-Summer 2027 fashion season.

The *Very Middle Ages* trend book can be downloaded [here](#).

Website:

<https://texworld-paris.fr.messefrankfurt.com/paris/en.html>

Download the press material here:

<https://texworld-paris.fr.messefrankfurt.com/paris/en/press/press-kit.html>

Providing maximum convenience for visitors, Apparel Sourcing, and Texworld Paris belong to the cluster of related trade fairs organised by Messe Frankfurt France (alongside Avantex and Leatherworld which take place only once a year during September session), held in one and the same location, on the same dates and where entry is free upon presentation of professional credentials.



Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information



Messe Frankfurt France is a member of Paris Capitale de la Création, which brings together leading events in the fashion, design, art and creative industries, making Paris a key venue for all those involved in the creative world.

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