

TRANDS DAYANG

MILANO

FALL WINTER 2026 / 2027

Sartorial Evolution

PITTI IMMAGINE UOMO
FLORENCE JUNE 2026



THE TIME FOR A NEW VOICE

Brand maturity reveals itself not in sudden change, but in deliberate, time-honed choice. For DAYANG TRANDS, that moment arrives in Florence, June 2026, at Pitti Immagine Uomo.

For the first time, Italy is more than our source of inspiration, fabrics and craft — it is our stage. We present our collection in the heart of the culture that has shaped our creative identity for decades, fulfilling a decades-long dialogue.

This FW26 collection is not a new chapter. It is a new beginning. Quality is no longer declared, but felt. Tailoring is no longer displayed, but lived. Italian culture is no longer a reference, but our method, our construction, our hands. Our new Italian Line merges the rigor of true sartorial craft with Dayang's 47 years of manufacturing excellence.

“True quality is not only visible. It is a sensation perceived when the garment is worn.”

Our new language is fluid, light and emotional. Tailoring sheds its symbolic weight to embrace freedom, honoring the body, movement and rhythm of the wearer. This is our evolution: to converse as equals with the finest Italian tradition.

I. FLORENCE

We chose Florence.

A city where art, architecture, craft and thought exist as one. For centuries, beauty here has never been separated from the hands that create it. For DAYANG TRENDS, which has always looked to Italy as its master, this debut marks the end of one journey and the start of a new cycle.

Our collection lives in a contemporary art gallery. This is no theatrical set design — it is a statement of method. Garments are not displayed, but installed. Lit like sculptures, set within gardens, observed before they are worn. The dialogue between body, fabric and space redefines tailoring: silent, cultivated, unapologetically contemporary.

This is how we ask to be seen: not as a fashion product, but as a cultural proposition. Not as one collection among many, but as a language seeking its own interlocutors.





II. TRANDS ITALIAN LINE

The defining breakthrough of this season is invisible to the casual eye, yet undeniable the moment a garment is worn.

Built in direct collaboration with Italian master tailors and technicians, our new Italian Line infuses deep sartorial culture into our industrial DNA. Our goal is simple: to elevate both the actual and perceived quality of every piece, balancing industrial precision, manufacturing expertise and artisanal sensitivity.

This is not mere technical improvement. Jackets grow lighter without losing structure. Coats flow more freely without losing form. Shoulders feel more natural without losing intention.

“It is not merely about improving a garment. It is about transforming the way it is lived.”

This is the difference between making a garment and crafting an experience. The Italian Line is not a department — it is a philosophy: a culture of making measured by the details no one sees, yet everyone feels.

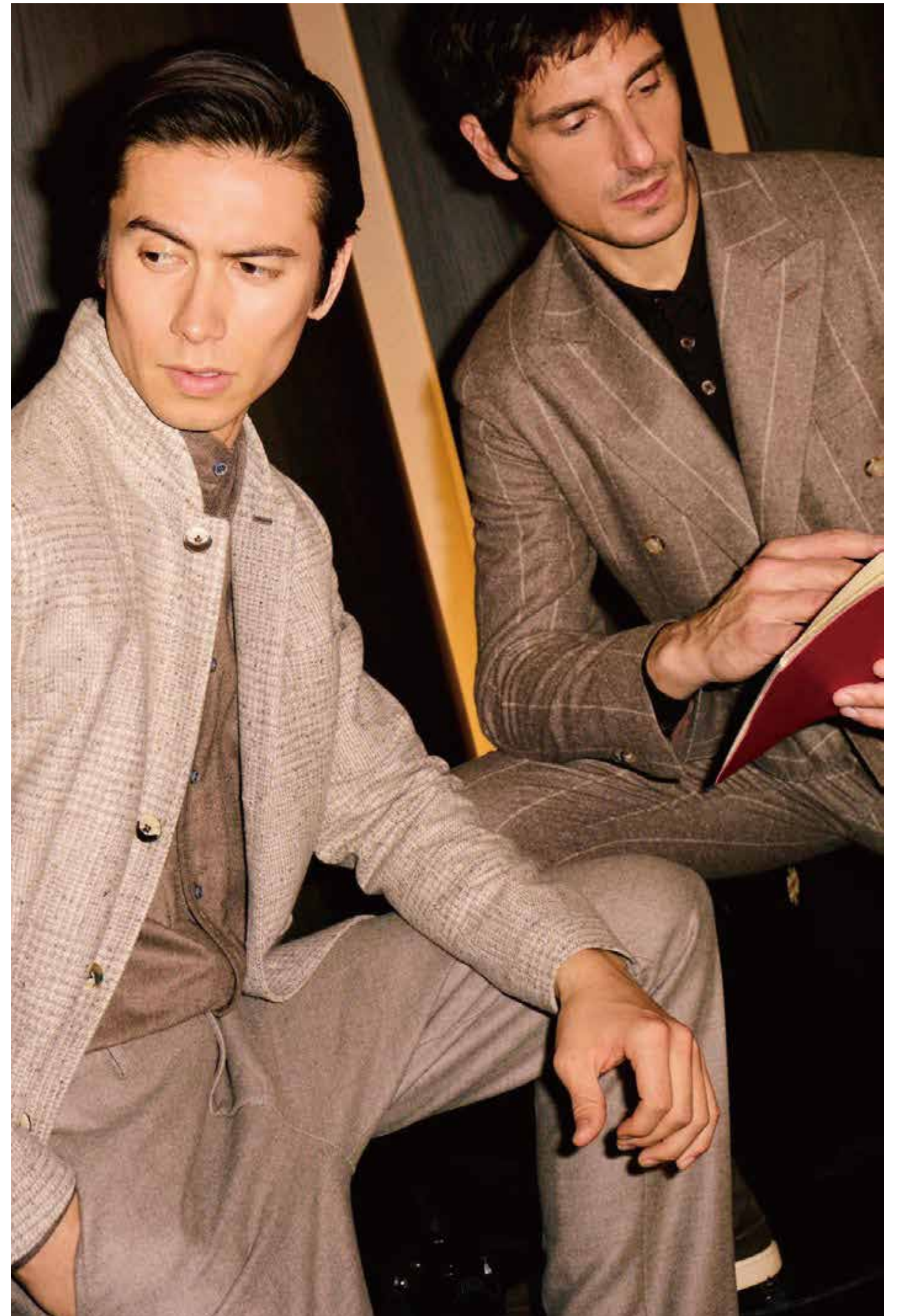
III. AIR, LIGHTNESS AS THOUGHT

AIR is the soul of this collection.

It is our philosophy made tangible: a fully unstructured jacket crafted with full canvas construction, the highest expression of DAYANG TRANDS thinking today. We did not remove the traditional inner structure of tailoring — we transformed it. Thinner canvases, almost imperceptible shoulder pads, essential construction.

The result: a jacket that retains the noble craft of true tailoring, yet weighs as little as a thought. A silhouette of perfect fluidity, designed to move with absolute freedom.

AIR is more than a jacket. It is a cultural position. Lightness today is not a renunciation — it is an achievement. To remove the superfluous without betraying the essential demands more experience, more hand, more knowledge. AIR is both the end of a long journey and the beginning of a new one.





IV. THE COLLECTION AS A LANGUAGE

The entire FW26 collection revolves around one intuition: evolved lightness.

Volumes soften, constructions simplify, materials grow more fluid and high-performing. From noble wools and cashmere to technical surfaces, every fabric is chosen for comfort, movement and well-being.

Blazers expand into outerwear, losing rigidity but not craft. They pair effortlessly with denim, flannel and modern chinos, creating elegance that does not wait for occasions — it makes them.

Easy Formal rewrites the rules of tailored dressing. The jacket, once the ultimate symbol of formality, becomes an overshirt, a blouson, an outer layer. Crafted from the finest Italian wools, it dresses a lifestyle, not an event.

Business tailoring speaks to the contemporary professional. Lightweight wools, stretch flannels and innovative fibers combine with modern silhouettes and functional details, delivering authority without ostentation.

Tailoring is no longer a formal code. It is a personal experience — a contemporary form of quiet luxury where Italian culture, sartorial craft and emotion coexist in perfect ease.

V. EXPERIENCE & VISION

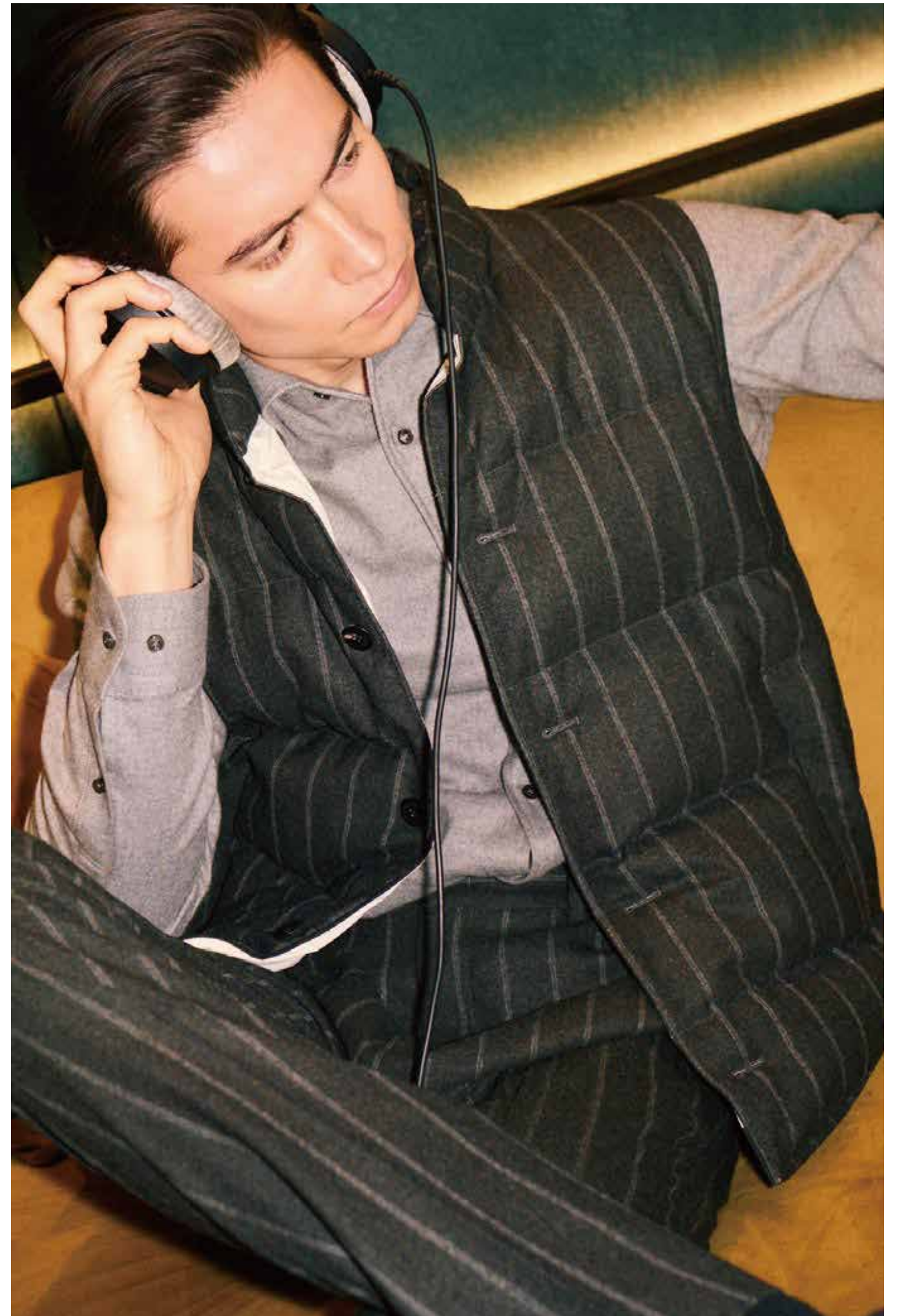
For DAYANG TRANDS, Pitti Immagine Uomo is more than a commercial appointment.

It is the moment when Dayang Group — 47 years in the making, one of China's greatest manufacturing excellence — takes its decisive step onto the international stage. DAYANG TRANDS represents the apex of this journey: a synthesis of history and research, handcraft and design, industrial heritage and contemporary ambition.

This Florence debut is the first public gesture in our trajectory to engage as equals with the greatest names in international tailoring.

We ask only one thing of those who enter our gallery: look at the garments, touch them, wear them. This collection is made to be lived before it is judged. Quality this season is not a sales argument — it is a physical experience.

“DAYANG TRANDS does not present itself. It lets itself be encountered.”



Deep Winter BLUES



The entire colour palette conveys a sense of masculine elegance and urban opulence. It begins with various blue shades, contrasting with copper brown and a reddish sand tone.

DAYANG TRANDS

Milano

FALL WINTER 2026.27



MILANO BLUE

RULES ARE MADE TO BE BROKEN

Winter
LIGHTS



Recording Room

PANTONE
19-1619 TPX

PANTONE
19-1235 TPX

PANTONE
18-1030 TPX

PANTONE
11-4300 TPX

DAYANG TRANDS

Milano

FALL WINTER 2026.27



NATURAL COLORS TONE

RULES ARE MADE TO BE BROKEN



VINCENT VAN DUYSSEN
Palazzo Molteni
Milano



Shade of GREY Surface

PANTONE
12-5202 TPX

PANTONE
17-1501 TPX

PANTONE
16-4702 TPX

PANTONE
17-0618 TPX

PANTONE
19-0203 TPX

The colour palette is earthy grey neutral tones. A dark grey lead to chromatically graded grey ranging from tinted white to metallic middle grey to anthracite.

DAYANG TRANDS

Milano

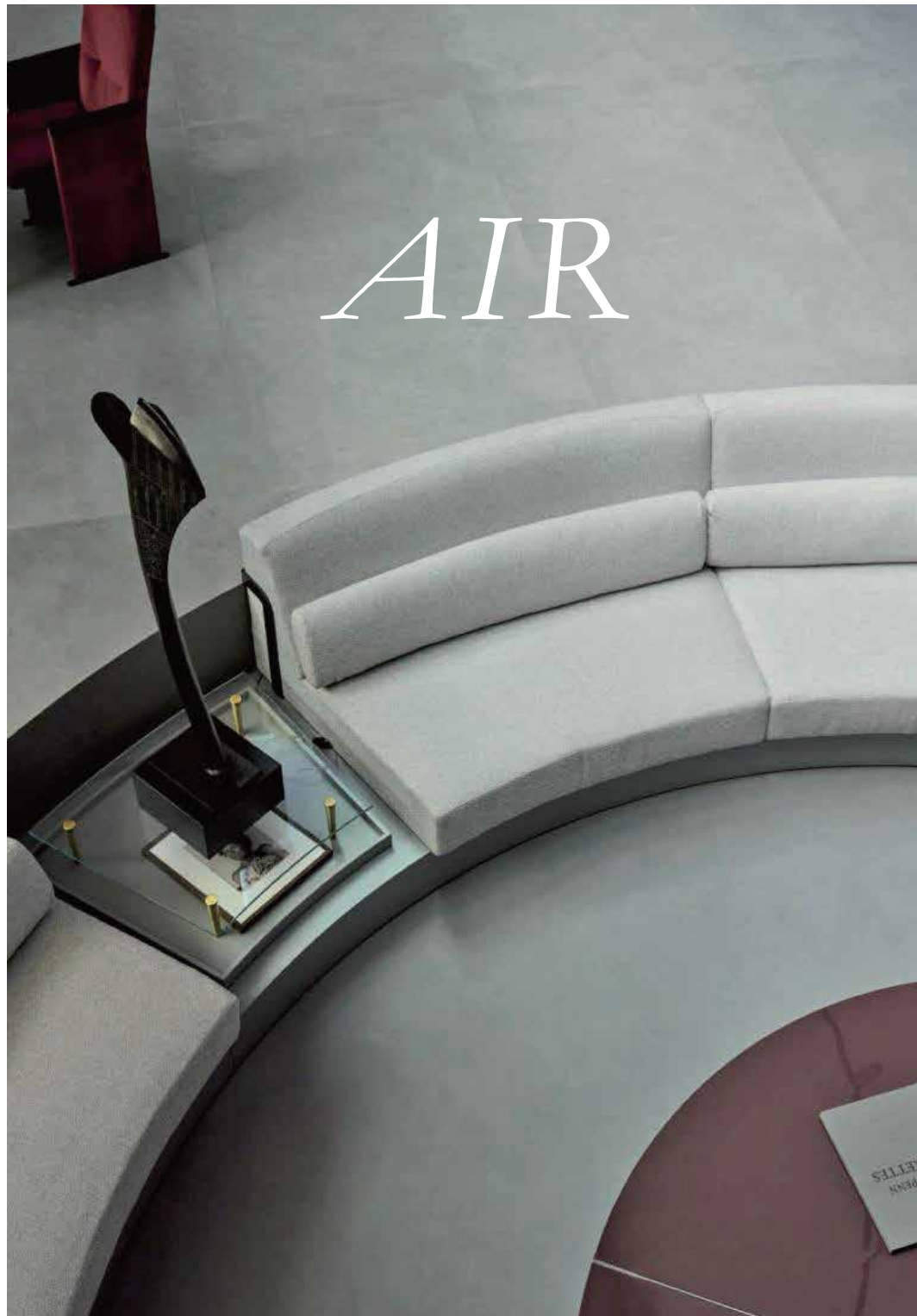
FALL WINTER 2026.27



SHADE OF GREY

RULES ARE MADE TO BE BROKEN

Modern Tailoring



ALISTAIR TAYLOR-YOUNG
Labyrinth Desert
Argentina



FALL WINTER
2026.27

AIR

Pants

DM2650574-1

Fabirc Info

DRAGO

93%WV

7%SE

270-280gr



Jacket

DM2650274-1

Fabirc Info

DRAGO

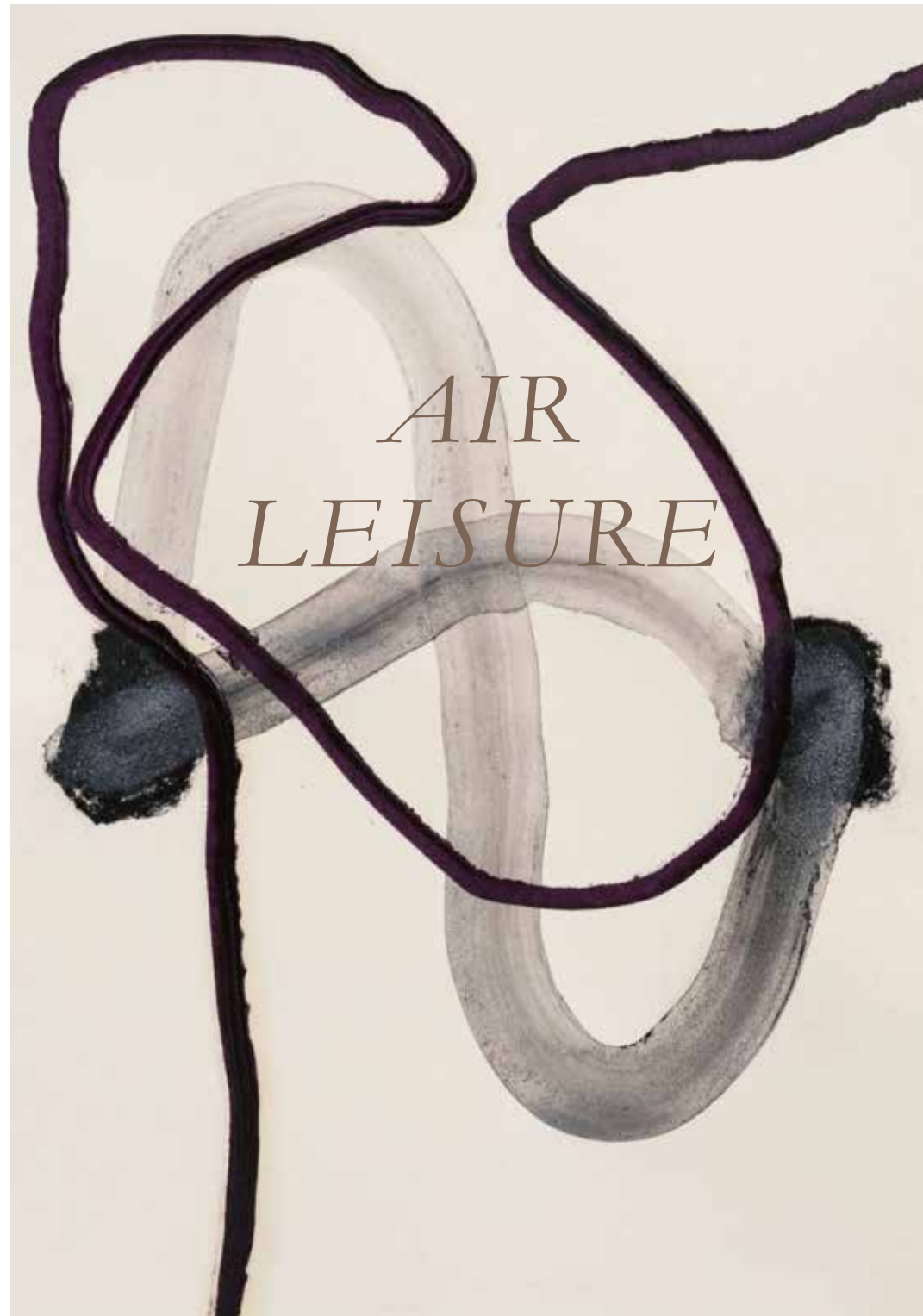
93%WV

7%SE

270-280gr



Luxury Outdoor



ALISTAIR TAYLOR-YOUNG
Labyrinth Desert
Argentina



FALL WINTER
2026.27

AIR LEISURE

Vest

DM2673707-1

Fabirc Info

DRAGO

93%WV

7%SE

270-280gr



FALL WINTER
2026.27

AIR LEISURE

Vest

TR2573737-7

Fabirc Info

DRAGO

93%WV

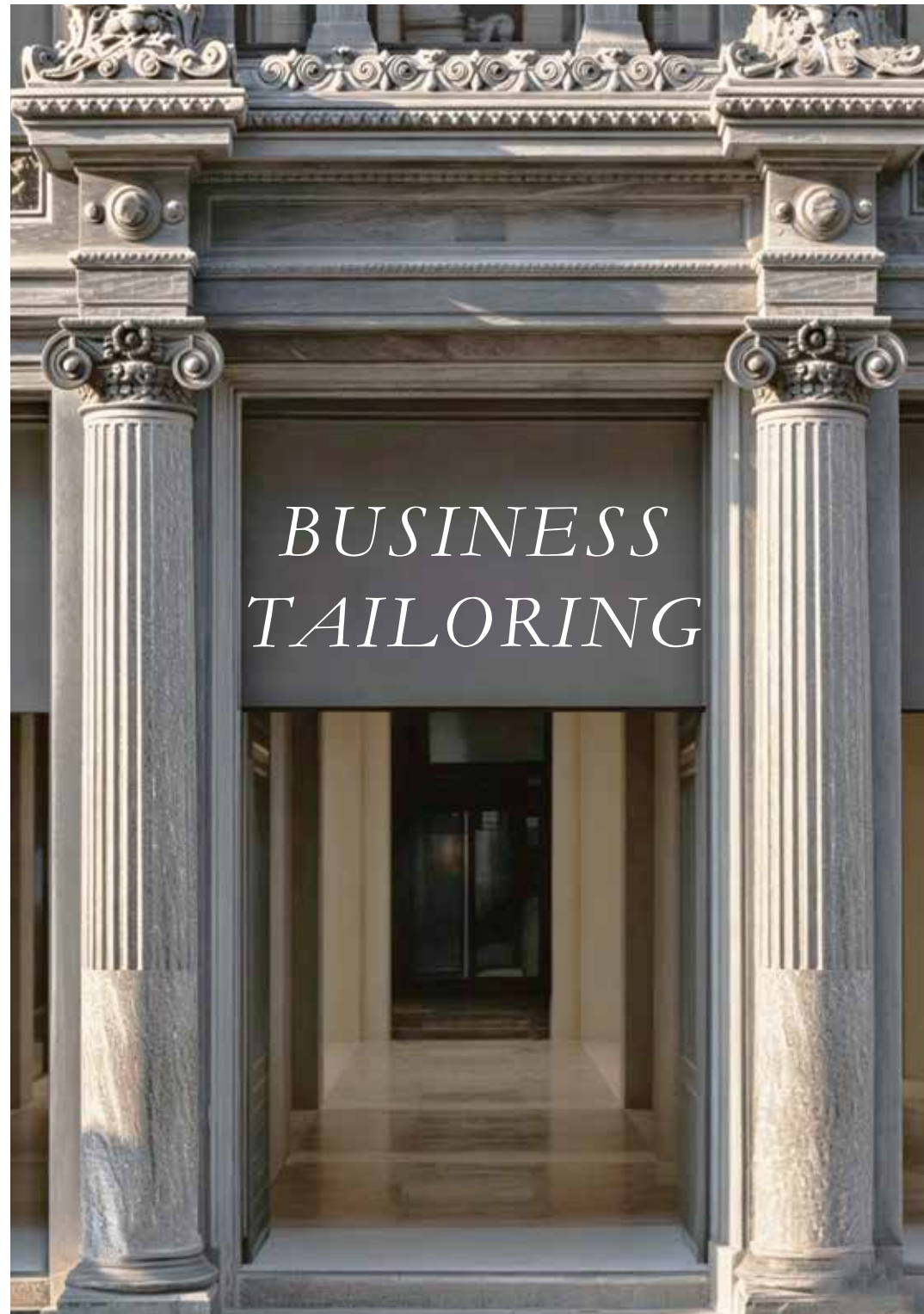
7%SE

270-280gr

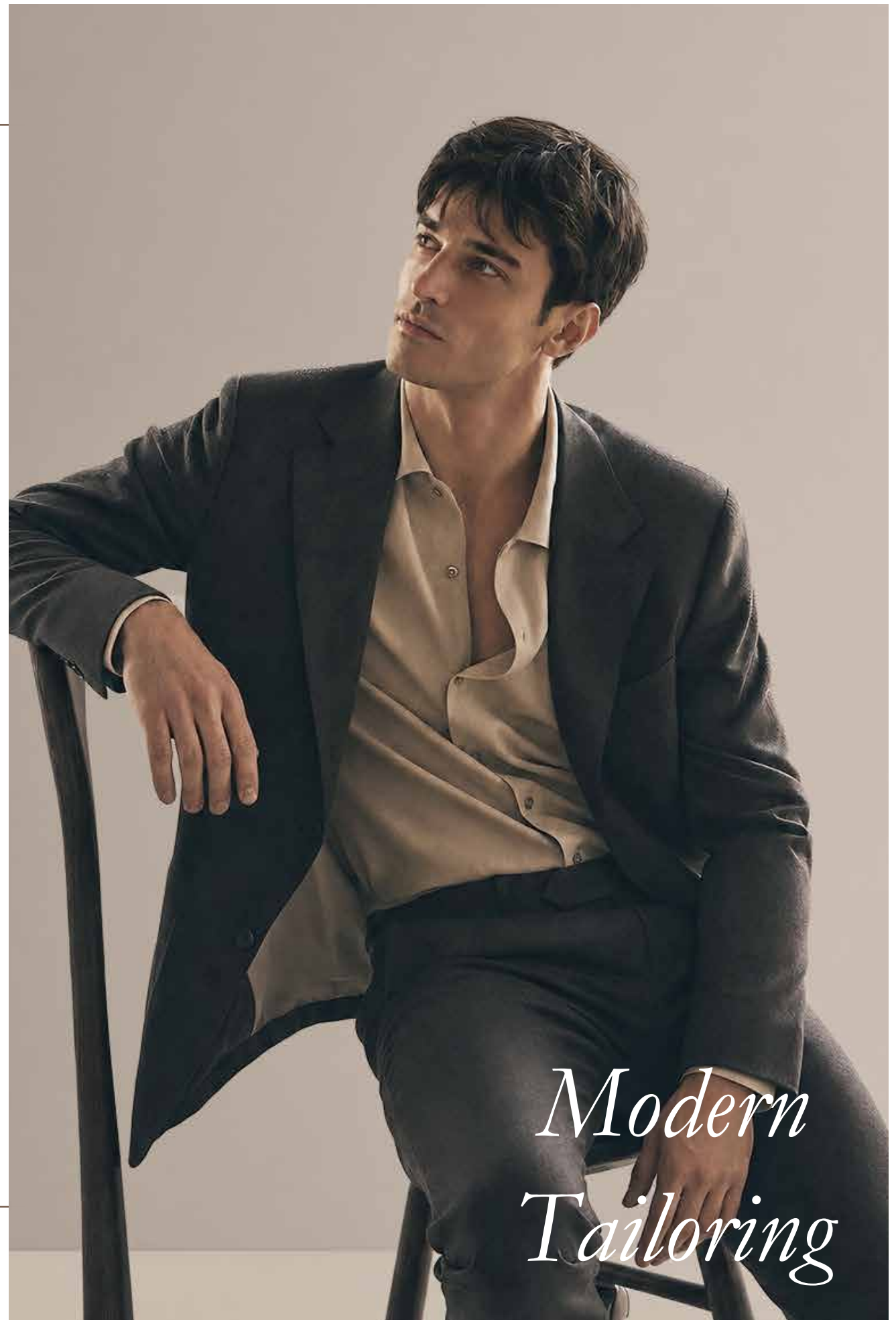


FALL WINTER
2026.27

Urban Attitude



OASI ZEGNA
Vercelli
Italy



FALL WINTER
2026.27

BUSINESS TAILORING



Pants

DM2650530-2

Fabirc Info

DRAGO

100%WV

280-290gr



Jacket

DM2650230-2

Fabirc Info

DRAGO

100%WV

280-290gr

BUSINESS TAILORING

Jacket

DM2650276-1

Pants

DM2650576-1

Fabirc Info

REDA
100%WV
295gr



Pants

DM2651155-1

Fabirc Info

REDA
100%WV
295gr

BUSINESS TAILORING



Jacket

DM2650234-1

Fabirc Info

LORO PIANA

94%WV

6%WS

280gr



Pants

DM2651109-2

Fabirc Info

LORO PIANA

94%WV

6%WS

280gr