

ST FUTURE
I N T E R N A T I O N A L

NAILS

Market & Trend Inspo

Presentation by Marketing



Trending Now

BAZAAR

BYRDIE

InStyle

Our Observation

Celebrity : Nail minimalist (The ultimate clean girl nail, milky nail , soft Pink ,nature)

NAILS

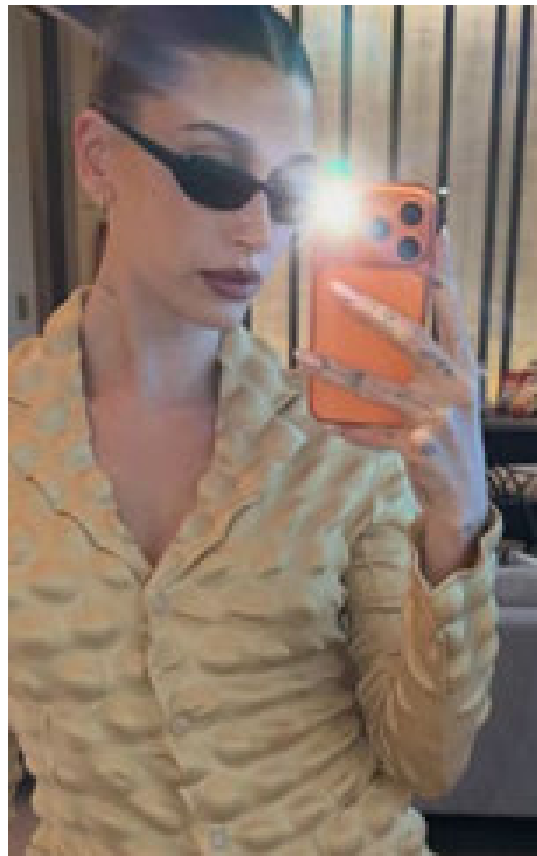
Nails Inspiration: Elegant, understated, and minimalist with a touch of vintage; soft colors and rich textures make them suitable for everyday wear.

- ✓ **Natural, Soft Colors:** Sheer, neutral, and nude shades are widely recommended, including beige, cream, soft pink, soft gray, milky white and cloud white.
- ✓ **Vintage/Retro Elements:** 90s styles and “Rich Girl Nails” influences appear frequently, featuring French tips, translucent blocks, subtle glitter, and square or short nails.
- ✓ **Varied Textures and Finishes:** Velvet, matte, glossy, and sheer finishes create depth and interest beyond just color.
- ✓ **Minimalist Designs:** Simple, understated styles with limited embellishments, highly wearable and versatile for daily outfits.

#haileybieber

Celebrity Inspo

Soft Chrome



2 days ago



nailbyszola

Milky Nail



February 7



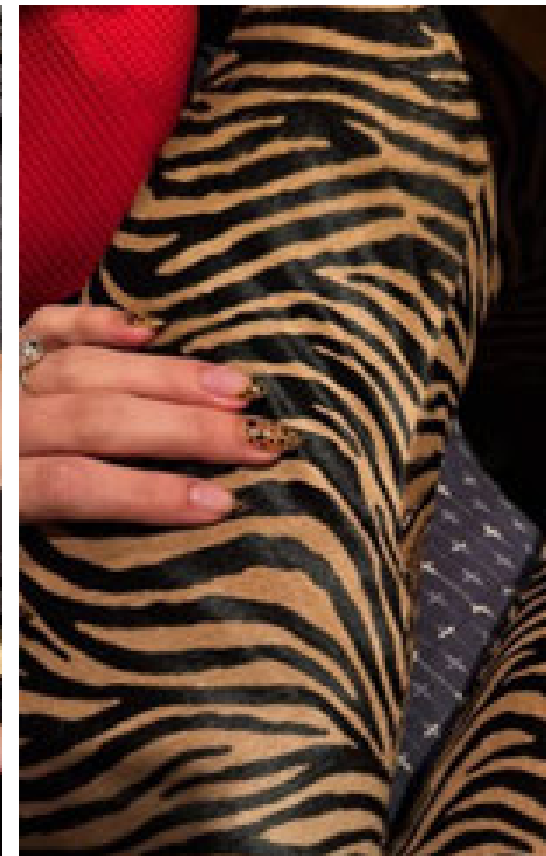
nailbyszola

Molten Chocolate



February 2

Speckled French

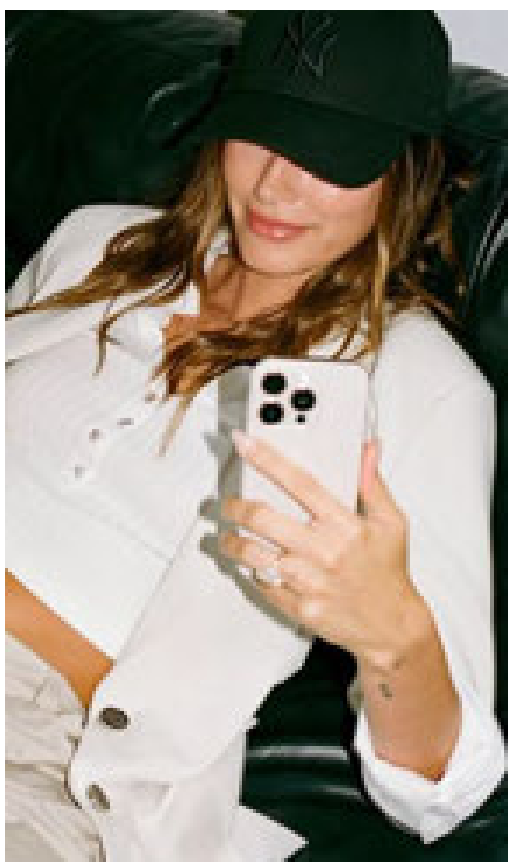


December 8, 2025

#haileybieber #kyliejenner #Jennie

Celebrity Inspo

The ultimate clean girl nail



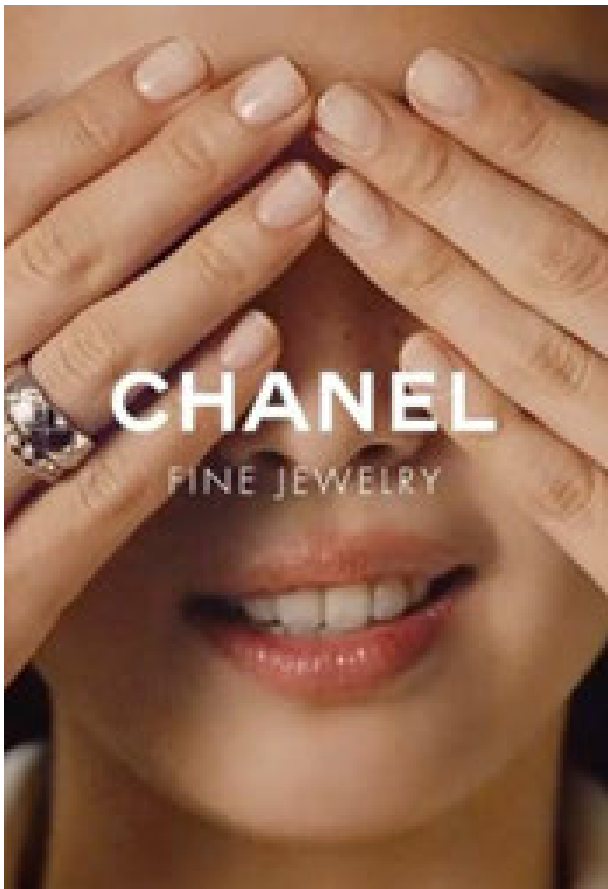
 d kny 2 days ago



 nailsbyzola 7 days ago



 kyliejenner 5 days ago



 nailsbyzola February 14

#Jennie #haileybieber #Sabrina #kendalljenner

Celebrity Inspo

Soft pink glaze



nailbyszola

1 day ago

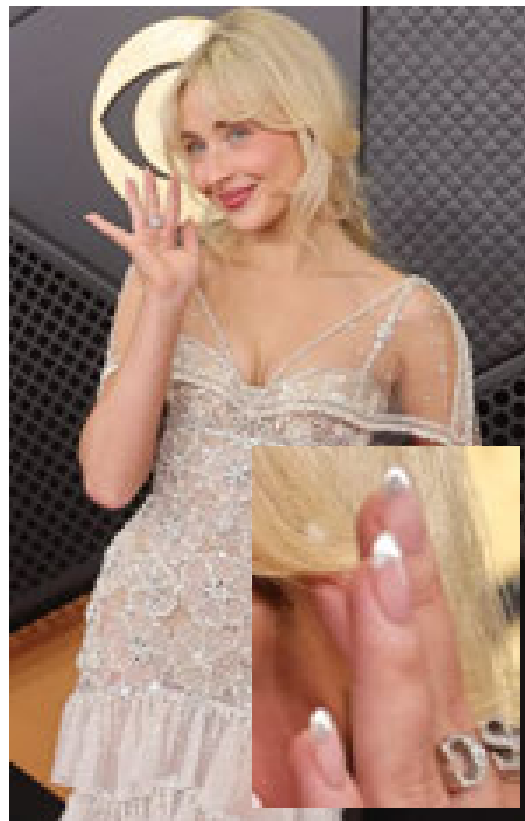
Pearly tips



nailbyszola

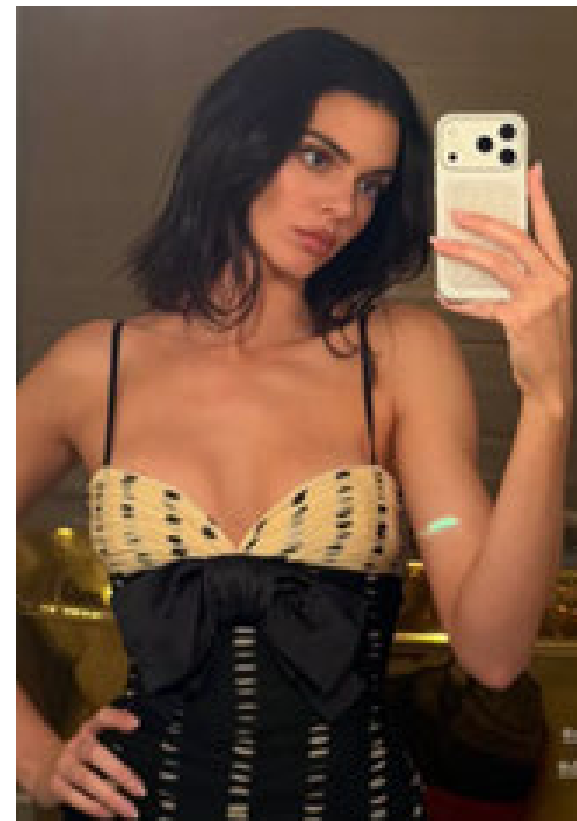
January 29

The ultimate clean girl nail



nailbyszola

February 2



nailbyszola

#Selena Gomez

Celebrity Inspo

Fresh Fairy Mani



tombachik

13 hours ago

Juicy Pink Gloss Mani



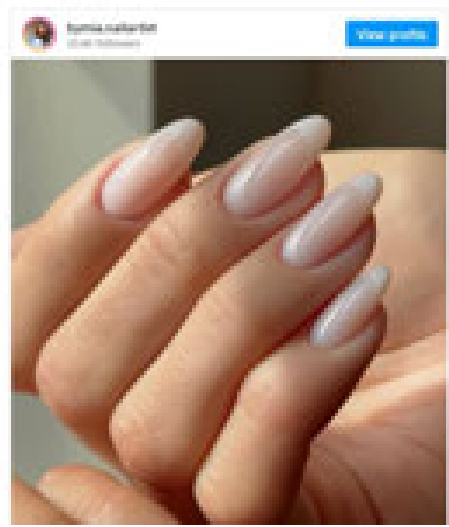
tombachik 1w
Selena's Juicy Pink Gloss Mani



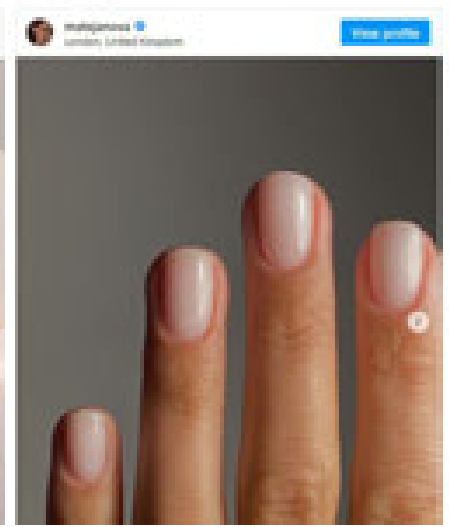
The 10 Best Soft Manicure Trends to Try In 2026

PUBLISHED: FEB 18, 2026

Subtle French



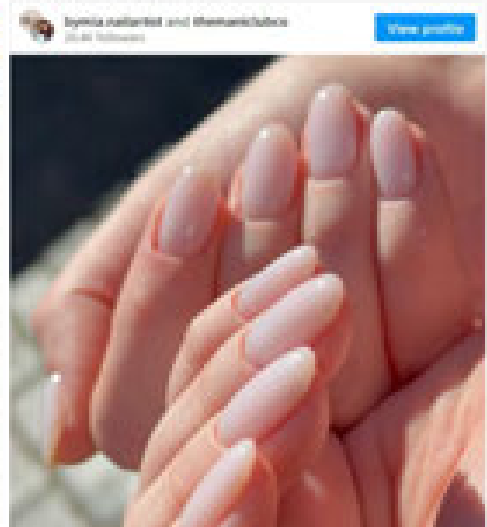
Milky Way



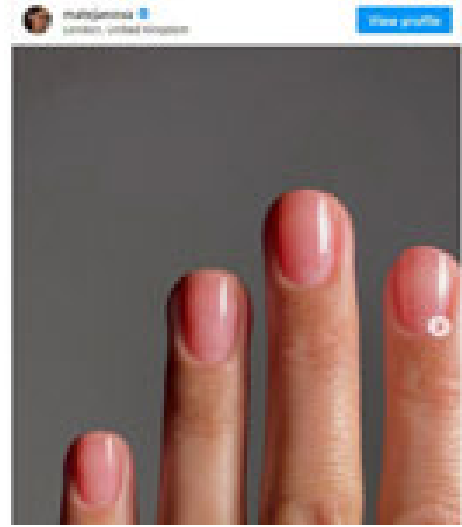
Classic French



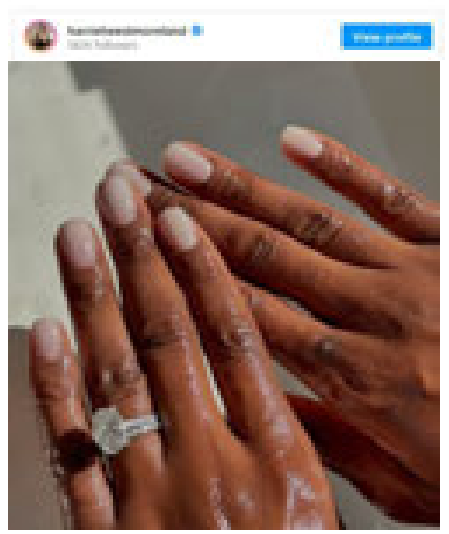
Ballerina Slippers



Sheer Rosewater



Vanilla Gloss



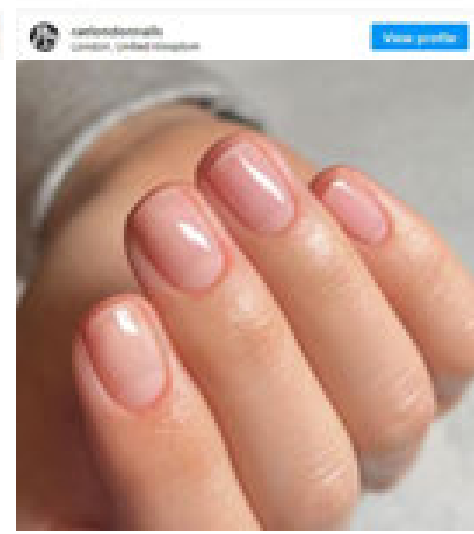
Bubble Nails



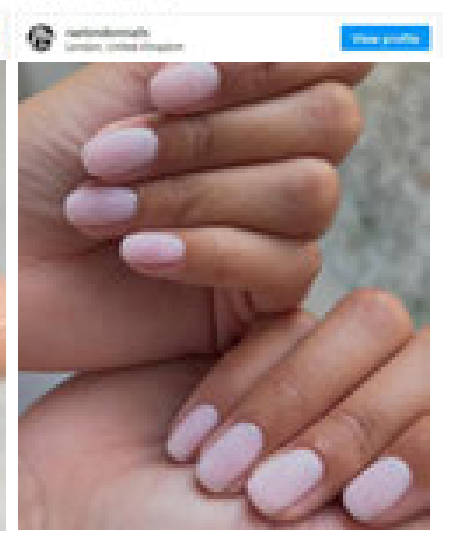
Cloud Nails



Glossy and Natural



Porcelain Finish



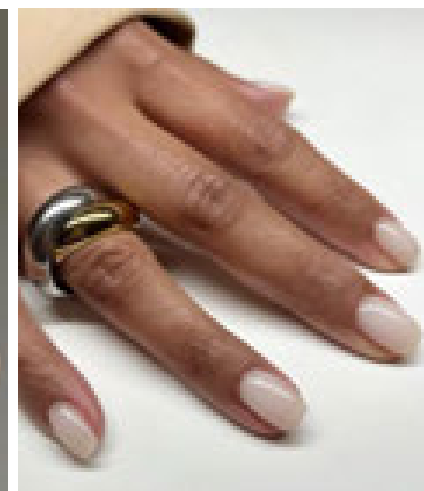
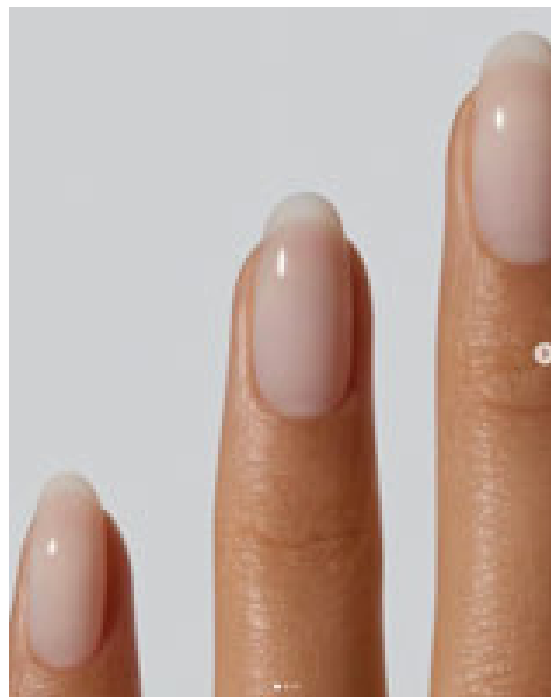
Winter's Biggest Nail Trend Is Inspired By Clouds (Really)

PUBLISHED: JAN 31, 2026

#Cloud Nails

This clean and fresh look is perfect for any nail minimalist.

Just as the name suggests, cloud nails are a softer, more delicate version of a white manicure, but are so sheer that they appear almost transparent. “Think light, airy 'cloud-like' gels that give a subtly clean finish,” Streets explains. The trend draws inspiration from Pantone’s Color of the Year.



<https://www.harpersbazaar.com/beauty/nails/a70174872/cloud-nails-trend/>

Neutral Velvet Manicures That Go With Everything In Your Closet

PUBLISHED ON MARCH 04, 2026 07:15AM

BYRDIE

Simple Velvet Tips



[@pinknails](#) / Instagram

Bronze Velvet Shorties



[@bronzonails](#) / Instagram

Sheer Neutral Velvet Nails



[@sheerneutralnails](#) / Instagram

Shades of Neutral



[@shadesofneutral](#) / Instagram

Picture-Perfect Neutral Velvet Nails



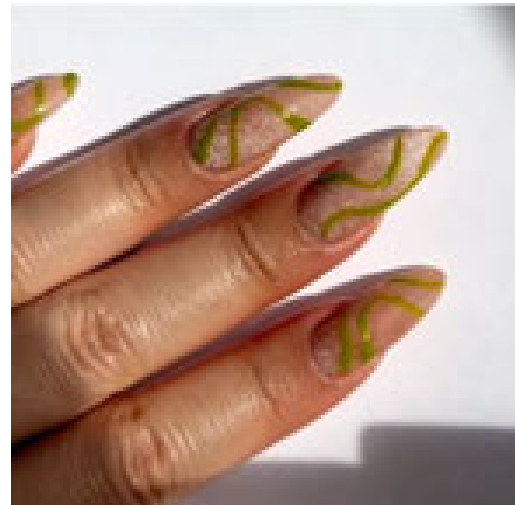
[@pictureperfectnails](#) / Instagram

Mocha Mousse Velvet Nails



[@mochamoussenails](#) / Instagram

Chartreuse Swirl Neutral Velvet Nails



[@chartreseswirlnails](#) / Instagram

Baby Pink Velvet Nails



[@babypinknails](#) / Instagram

90s Nail Trends That Show Our Nostalgia Is Anything But One-Note

PUBLISHED ON FEBRUARY 27, 2026 08:00AM

BYRDIE

Classic Red



GETTY / [BLOOMBERG VIA GETTY IMAGES](#)

CBK Tortoiseshell Nails



GETTY IMAGES / [BLOOMBERG VIA GETTY IMAGES](#) / [INSTAGRAM](#) / [BLOOMBERG VIA GETTY IMAGES](#)

Blueberry Milk



GETTY / [BLOOMBERG VIA GETTY IMAGES](#)

Deep French



[BLOOMBERG VIA GETTY IMAGES](#) / [INSTAGRAM](#) / [BLOOMBERG VIA GETTY IMAGES](#)

Mismatched Manis



GETTY / [BLOOMBERG VIA GETTY IMAGES](#)

'Pretty Woman' Nails



[BLOOMBERG VIA GETTY IMAGES](#) / [INSTAGRAM](#) / [BLOOMBERG VIA GETTY IMAGES](#)

90s Nail Trends That Show Our Nostalgia Is Anything But One-Note

PUBLISHED ON FEBRUARY 27, 2026 08:00AM

BYRDIE

Metallic Manis



Milky Hues



Lipgloss Nails



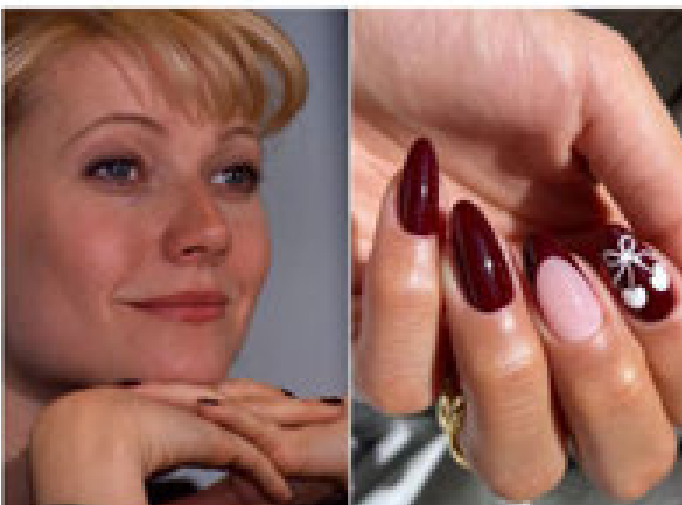
Cool Chrome



Naked Nails



Vampy Black Cherry



March Nail Ideas to Welcome Spring in Style

PUBLISHED ON MARCH 04, 2026 06:45AM

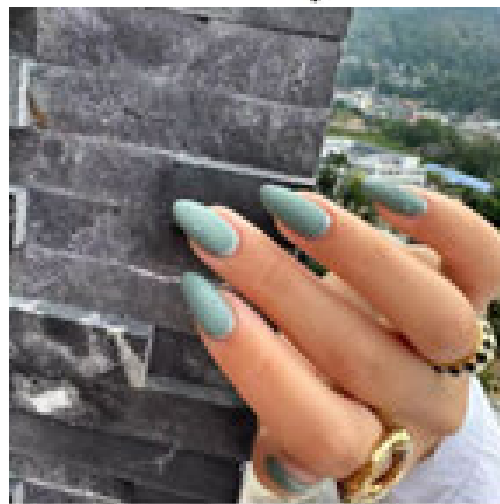
BYRDIE

Lilac Cat Eye



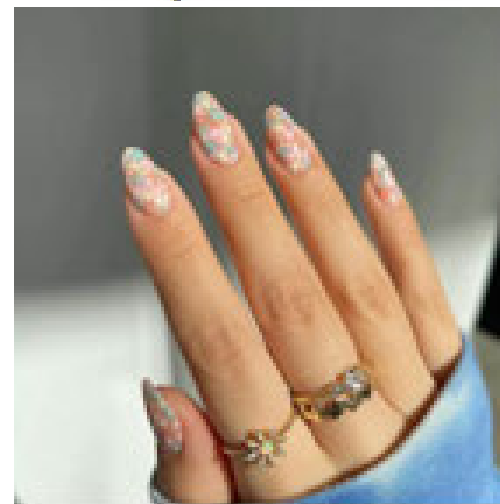
[@SHELAKHATED.NAILS](#) / INSTAGRAM

Water-Inspired



[@SHELAKHATED.NAILS](#) / INSTAGRAM

Dainty Floral Nails



[@SHELAKHATED.NAILS](#) / INSTAGRAM

Green and Gold Double French



[@SHELAKHATED.NAILS](#) / INSTAGRAM

Museum-Worthy Moment



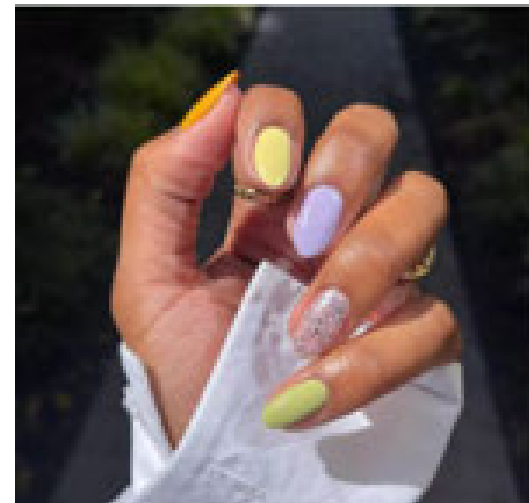
[@SHELAKHATED.NAILS](#) / INSTAGRAM

Glitter Velvet Nails



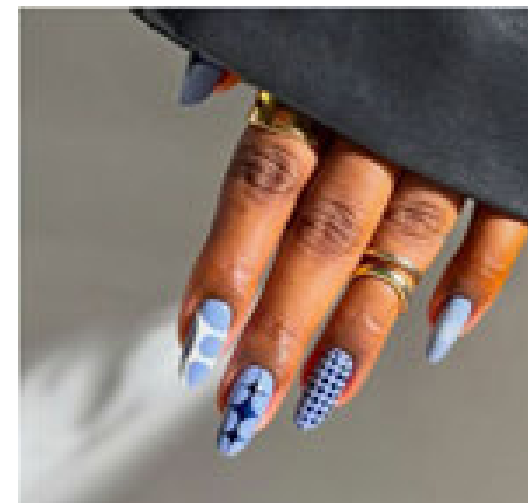
[@SHELAKHATED.NAILS](#) / INSTAGRAM

Pretty Pastel Skittle Nails



[@SHELAKHATED.NAILS](#) / INSTAGRAM

Periwinkle Pop



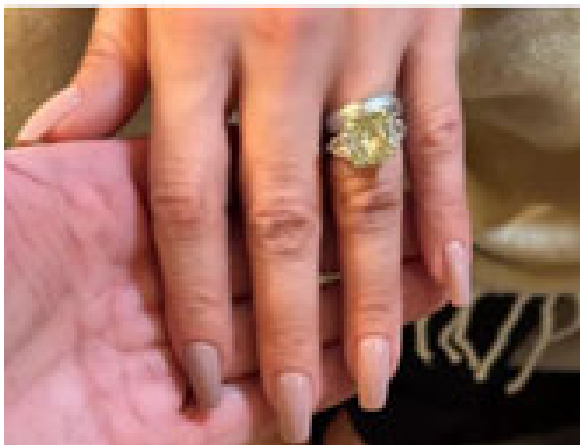
[@SHELAKHATED.NAILS](#) / INSTAGRAM

"Rich Girl" Nail Ideas, From Champagne Glaze to Gold-Foil Tips

Published on February 21, 2026 @ 08:00AM

InStyle

The OG



Extra Nude



Glazed Finish



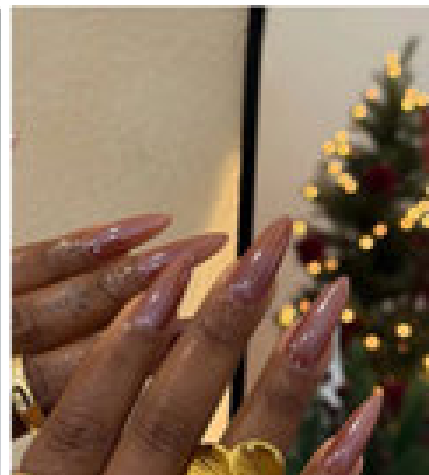
Bare Base



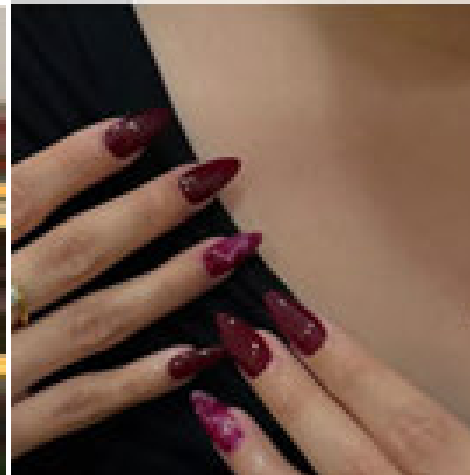
Trimmed Hedges



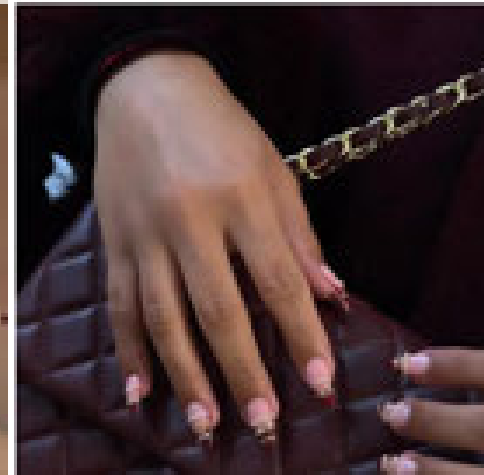
Cocoa Glaze



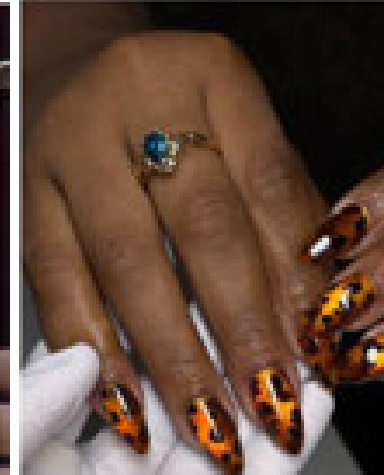
Marbled Bordeaux



Bangle Nails



Tortoiseshell Glass



March Nail Colors to Try, From Crisp Lavender to Faded Blue Jeans

Published on February 22, 2026 @ 12:33PM

Faded Blue Jeans



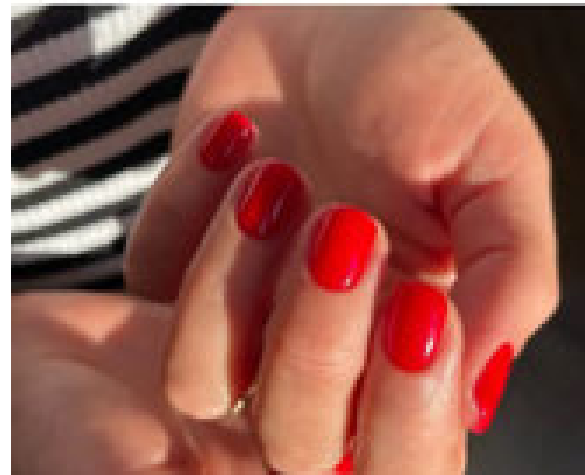
Succulent Green



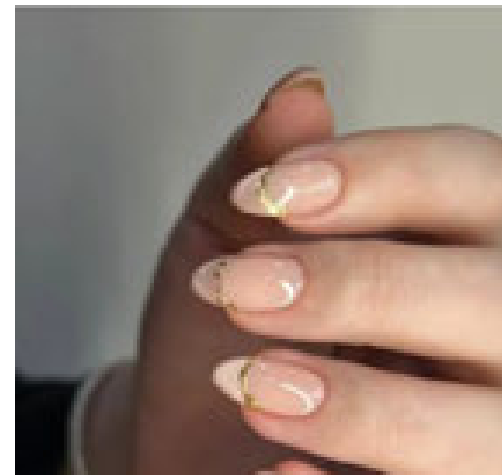
Crisp Lavender



Tomato Red



Milky Pearl



NAIL ART

New In

Our Observation

NAILS New In

- ✓ **No Glue Needed:** Glamnetic and OPI have launched “No Glue, No Mess” collections for quick and hassle-free application.
- ✓ **Variety of Styles:** KISS Nails offers a wide range of collections, from classic essentials to bold, glamorous designs.
- ✓ **Nail Art:** French tips and cat-eye designs remain popular.
- ✓ **Varied Textures and Finishes:** Velvet, matte , glazed and glossy finishes add depth and interest beyond just color.
- ✓ **Short Nails Trend:** Short press-on nails are becoming mainstream, especially for those prioritizing a healthy and comfortable lifestyle.
- ✓ **Shapes:** Almond is the most popular, followed by squoval and round, with coffin shapes being less common.
- ✓ **Nail Stickers:** Numerous designs feature trending icons and seasonal themes.

#New

QUICK PRESS MANI (No Glue, No Mess.)

GLAMNETIC



glamnetic  THIS JUST IN: The fastest mani on the market is coming soon 



#New

QUICK PRESS MANI (No Glue, No Mess.)

GLAMNETIC



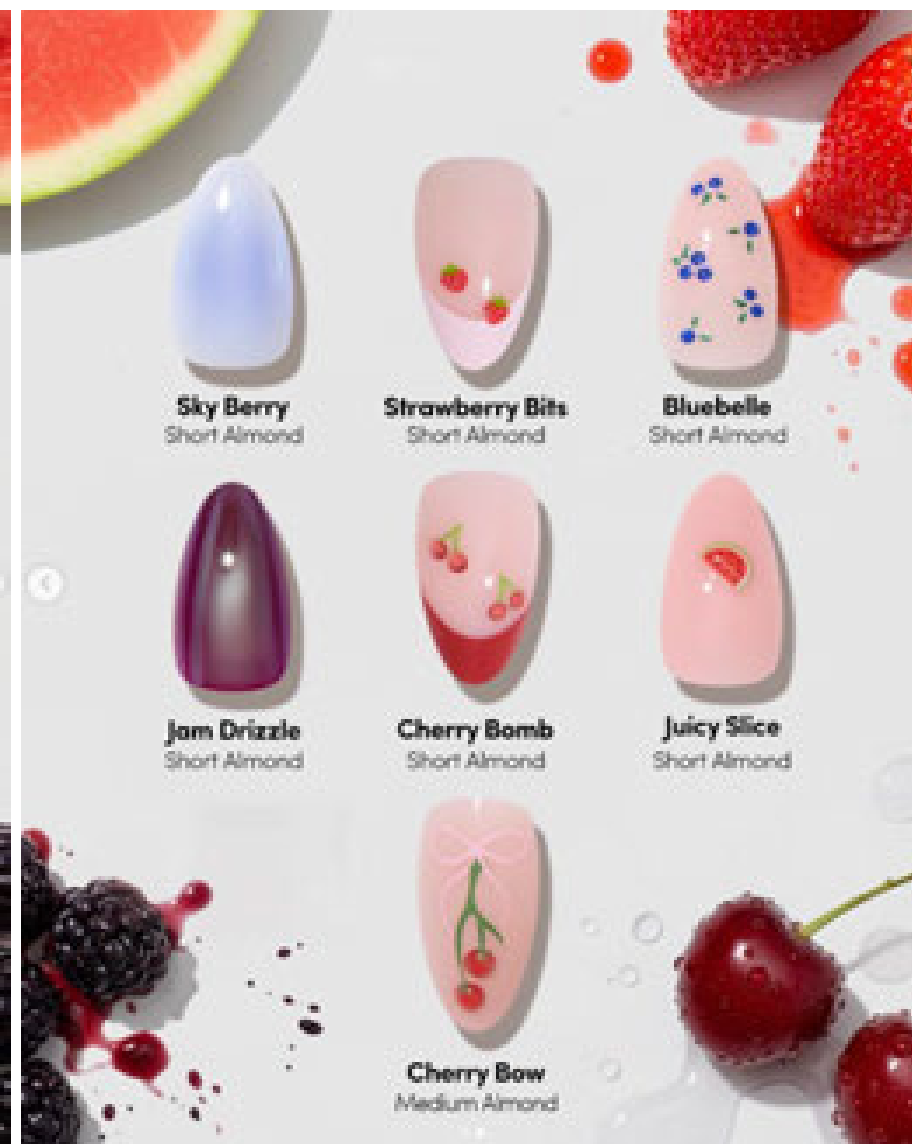
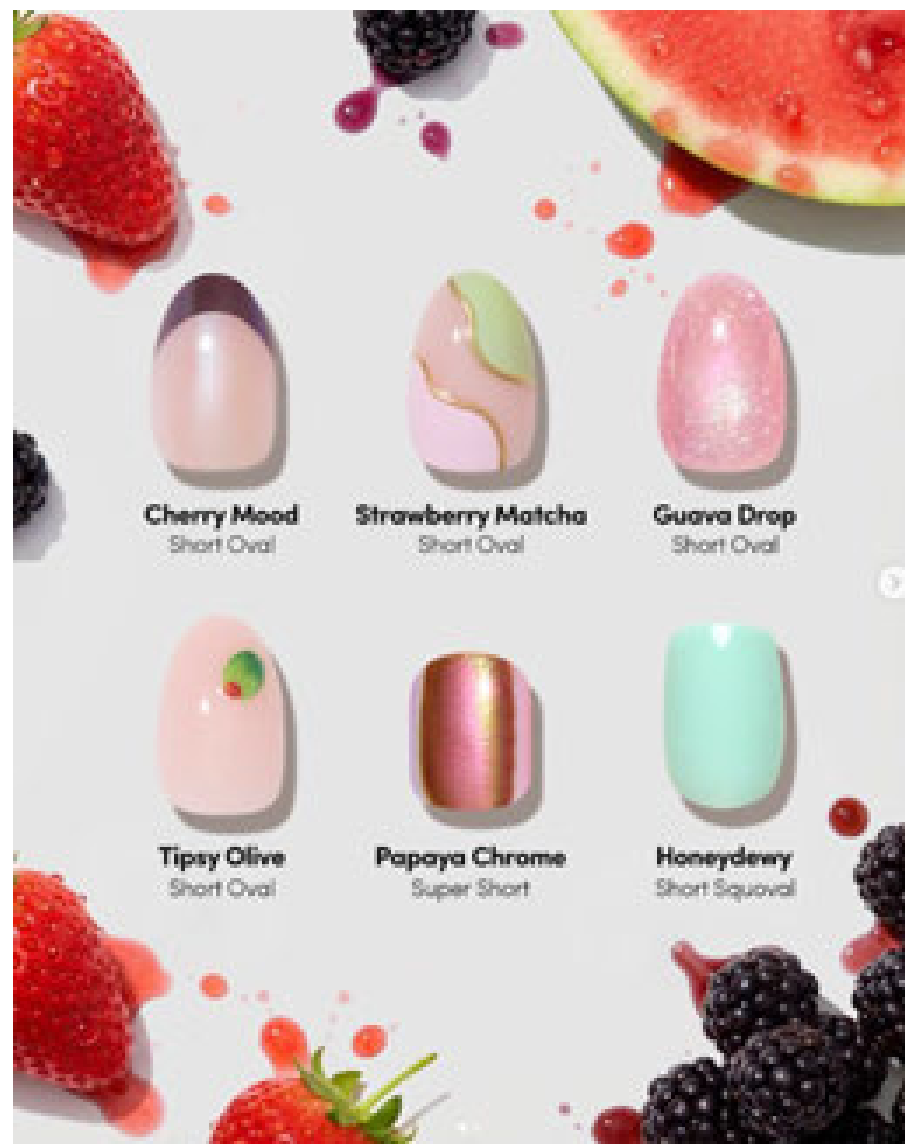
#New The Juicy Drop Collection

GLAMNETIC

- ✓ **Length:** Super Short / Short / Medium
- ✓ **Shape:** Almond / Squoval / Oval
- ✓ **Design:** Solid Color / Cat Eye Effect / 3D Effect / Printing / French
- ✓ **Finish:** Glossy / Glazed / Velvet

THE Juicy DROP

13 new, fruit-inspired nails with a little bite & a lot of shine.



#New

Love Notes

GLAMNETIC

- ✓ **Length:** Super Short / Short / Medium
- ✓ **Shape:** Almond / Squoval / Oval / Coffin
- ✓ **Design:** Solid Color / Cat Eye Effect / 3D Effect / Printing / French
- ✓ **Finish:** Glossy / Velvet



#New No Glue, No Mess.

Sticking Point

An instant stick-on mani that lets you peel, press, and go.

KEY FEATURES



Built-in Sticky Tabs



Instant Press-on Mani



Damage-free Removal

GET PRESSED UP

1



FIT

Align number on press-on
tab with cuticle to fit snug.

2



PREP

File nails, push back cuticles,
and clean nails with the wipe.

3



PRESS

Remove press-on by pulling
from the sticky tab and hold down.

Sticking Point Press-ons
For your easiest stick-on mani ever.



#New No Glue, No Mess.

Sticking Point

An instant stick-on mani that lets you peel, press, and go.



STICKING POINT
Red Hot Stunner



STICKING POINT
Check Tip Out



STICKING POINT
In My Own Swim



STICKING POINT
Pressed and Porcelain



STICKING POINT
Taupe About Sparkle



STICKING POINT
Verified



STICKING POINT
The Mani Espresso



STICKING POINT
Head Over Heels

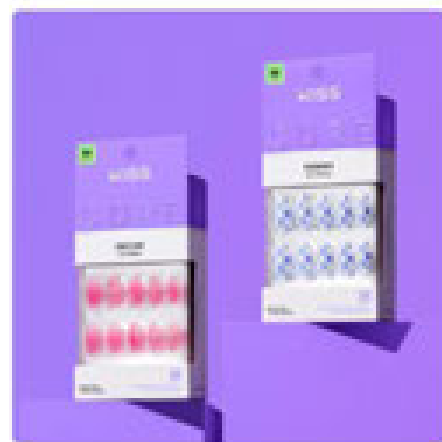


#New

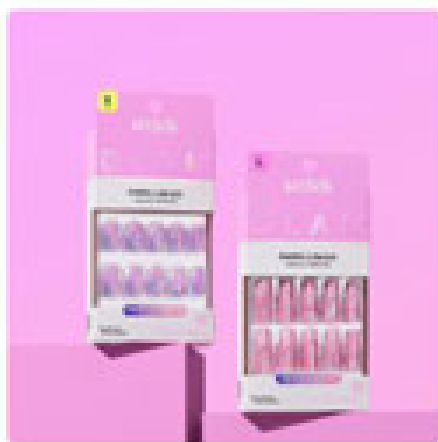
KISS

NEW *look* **MORE** *nails* **BETTER** *fit*

SHOP BY CATEGORY



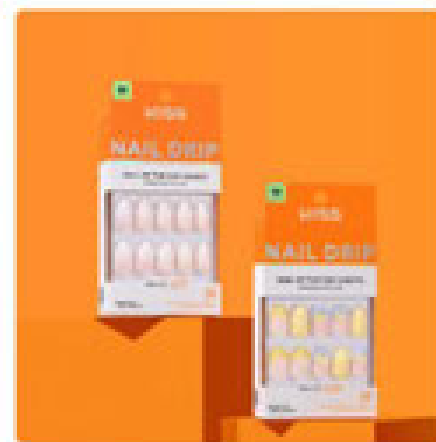
CORE



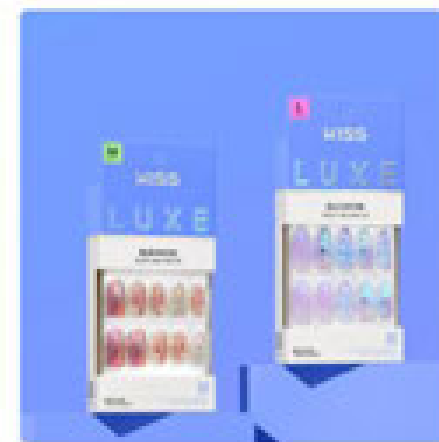
GLAM



ICON



NAIL DRIP



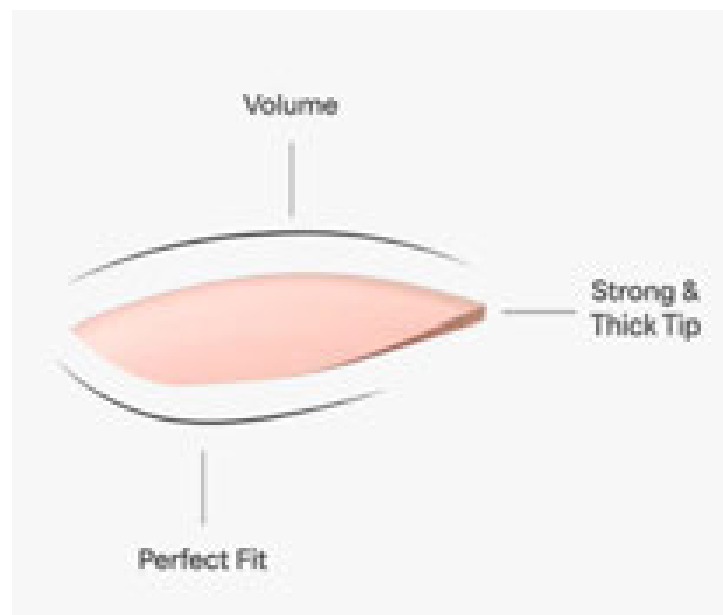
LUXE

#New

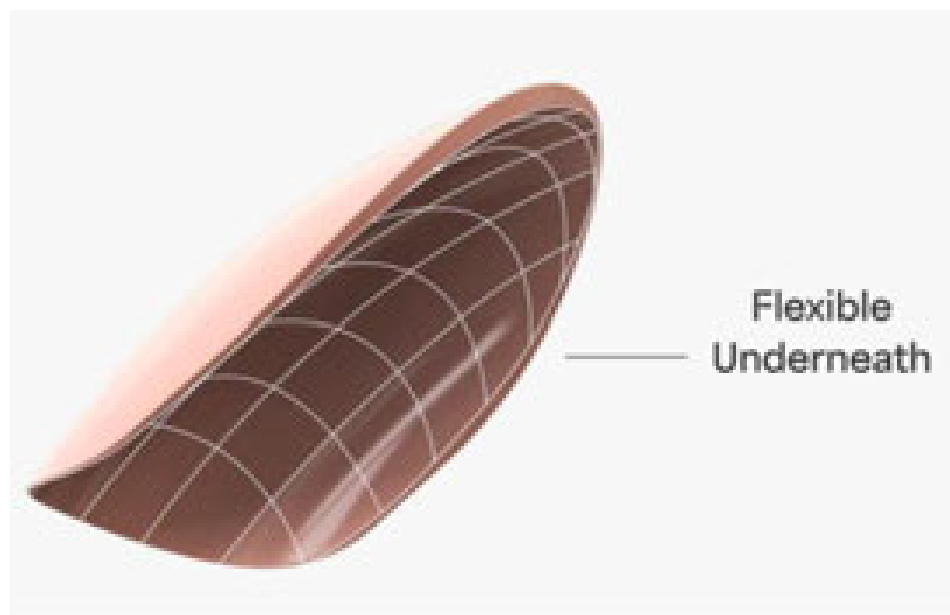
KISS

TECHNOLOGY

BUILT TO LAST



HUGS YOUR NAILS



A FIT THAT FEELS NATURAL



#New

CORE

KISS

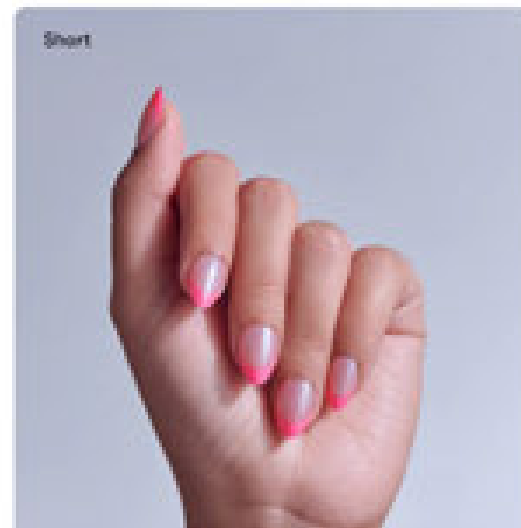
- ✓ **Length:** Short / Medium
- ✓ **Shape:** Almond / Squoval / Oval / Coffin / Round
- ✓ **Design:** Solid Color / Cat Eye Effect / Printing / French
- ✓ **Finish:** Glossy
- ✓ 32 Fake Nails



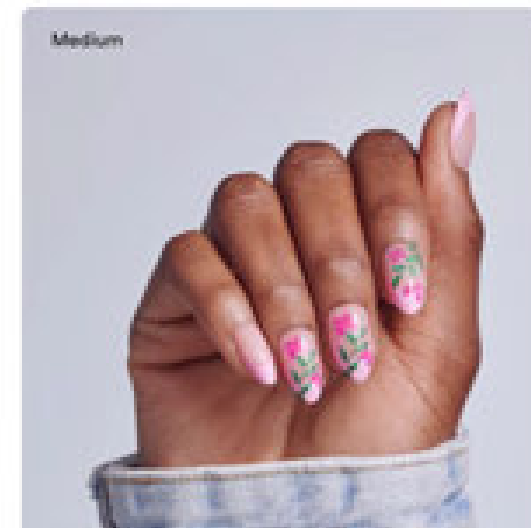
https://www.kissusa.com/collections/core?sort_by=created-descending



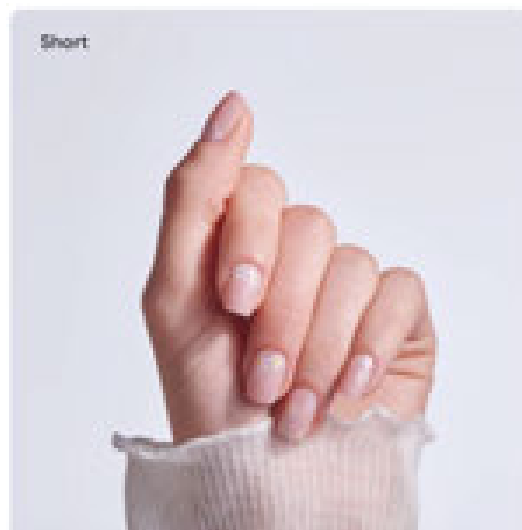
CHASING SUNSHINE
CORE | Design | Spring



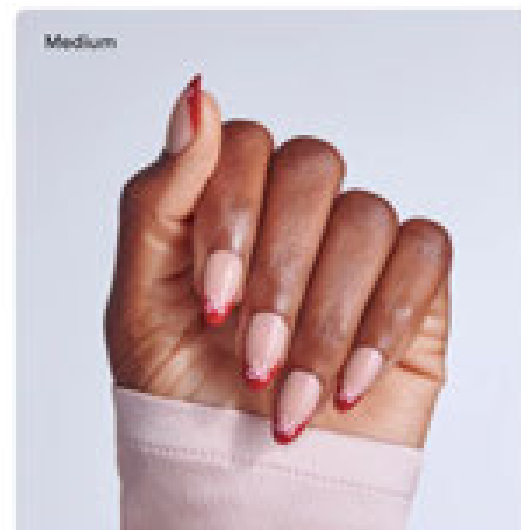
SHINING BRIGHT
CORE | Design | Spring



SPRINGTIME SPLENDOR
CORE | Design | Spring



HOPPY DAYS
CORE | Design | Spring



FALLING FOR FOREVER
CORE | Design | Valentine's Day



CUPID'S CANVAS
CORE | Design | Valentine's Day

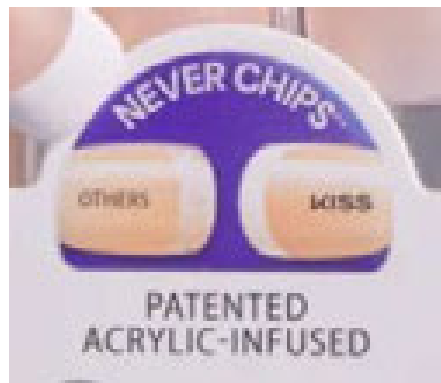
#New

CORE

KISS

Never Chips

These nails feature patented, chip-free, acrylic-infused technology that ensures long-lasting color and durable wear.



#New

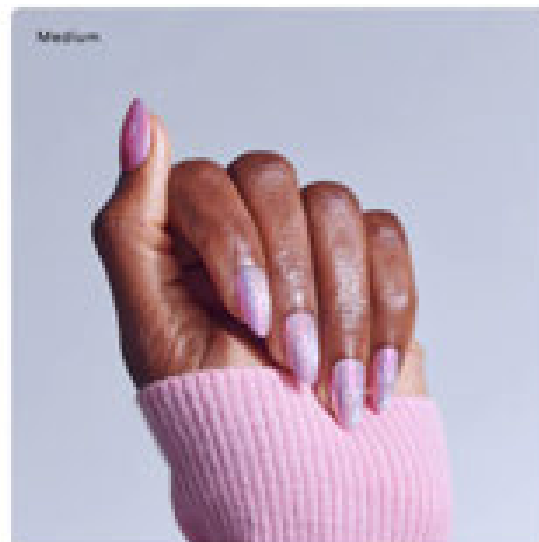
GLAM

KISS

- ✓ **Length:** Short / Medium / Long
- ✓ **Shape:** Almond / Squoval / Oval / Coffin / Round
- ✓ **Design:** 3D & Jeweled / Magnetic & Chrome
- ✓ **Finish:** Glossy / Velvet / Chrome
- ✓ 32 Fake Nails



SUGAR LAKE
GLAM | Embellished | Spring



CRYSTAL POP
GLAM | Embellished | Spring



BEFORE IT ENDS
GLAM | Embellished | Spring



ALWAYS GLOWING
GLAM | Embellished | Spring



LIGHT ME SOFTLY
GLAM | Embellished | Spring



MOONFIZZ
GLAM | Embellished | Spring

<https://www.kissusa.com/collections/glam>

#New

GLAM

KISS



DAY N' NIGHT
GLAM | Embellished



CHERISH THE MOMENT
GLAM | 3D & Jeweled



ONE N' ONLY
GLAM | Embellished



GOLDEN HOUR AFFAIRS
GLAM | Embellished



APPLAUSE
GLAM | 3D & Jeweled



CELESTIQUE
GLAM | Embellished

#New

ICON | Premium

KISS

- ✓ **Length:** Medium
- ✓ **Shape:** Almond
- ✓ **Design:** 3D & Jeweled / Magnetic & Chrome
- ✓ **Finish:** Glossy
- ✓ 32 Fake Nails

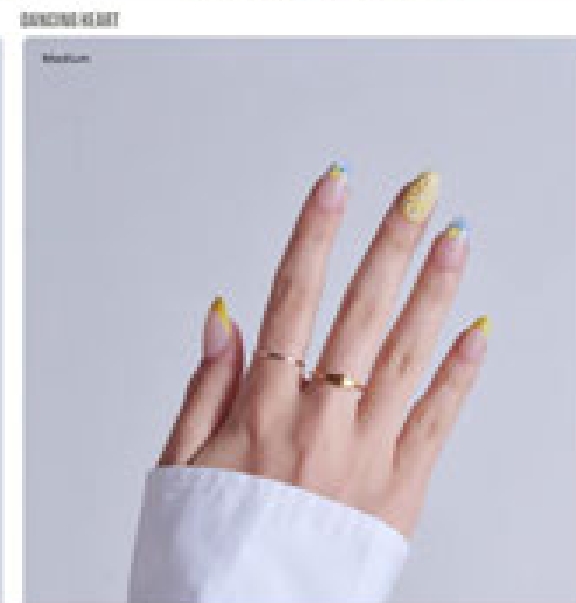
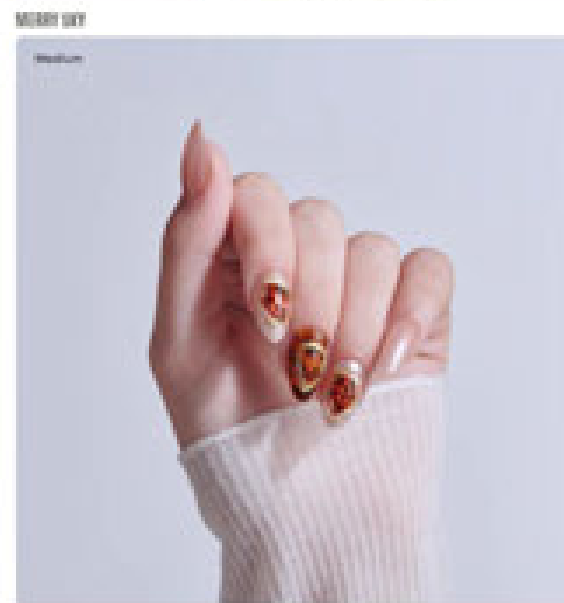


#New

NAIL DRIP

KISS

- ✓ **Length:** Medium
- ✓ **Shape:** Almond / Coffin
- ✓ **Design:** 3D design / Magnetic
- ✓ **Finish:** Glossy
- ✓ **32 Fake Nails**



#New

NAIL DRIP

KISS



PLAYFUL DROPT



LOVE-WHISKEY



HAPPY DROPT



HAPPY DROPT



CHEERFUL BEADON



ETERNAL DROPT

#New LUXE

KISS

- ✓ **Length:** Medium / Long
- ✓ **Shape:** Almond / Coffin
- ✓ **Design:** 3D / Jewel Stones / Magnetic / Glitter / **Custom-Crafted**
- ✓ **Finish:** Glossy
- ✓ 32 Fake Nails



WANDERING TIDE



ROSE KNOT



LUNA IVY



JASMINE SKIES



GOLDEN FIELD



BLOSSOM TIDE

#New

- ✓ **Length:** Short / Medium
- ✓ **Shape:** Almond / Square / Round
- ✓ **Design:** Solid Color / Cat Eye Effect / French
- ✓ **Finish:** Glossy / Velvet / Glazed / Matte
- ✓ 30 Fake Nails

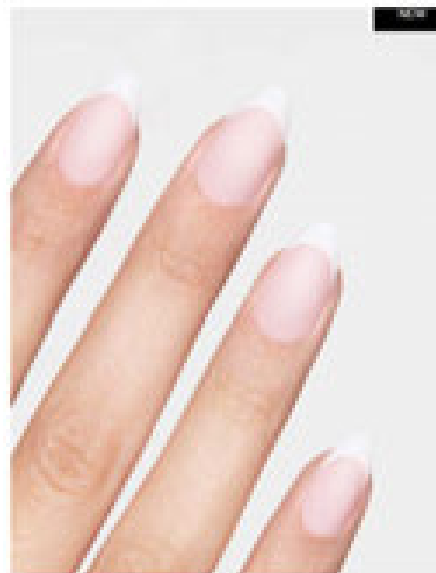


VELVET BLUSH

\$20

<https://staticnails.com/collections/newpoponnails>

STATIC NAILS



MATTE FRENCH ALMOND

\$10



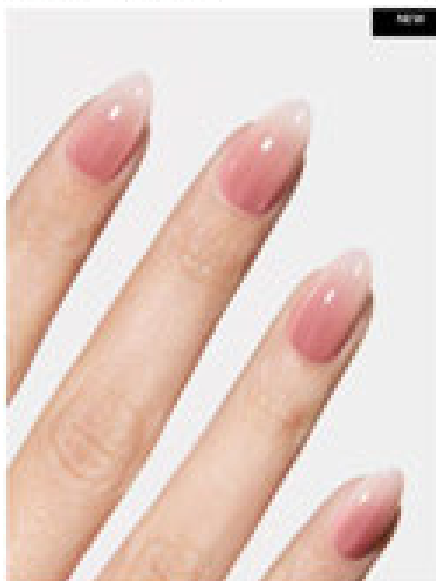
CHIC FRENCH

\$10



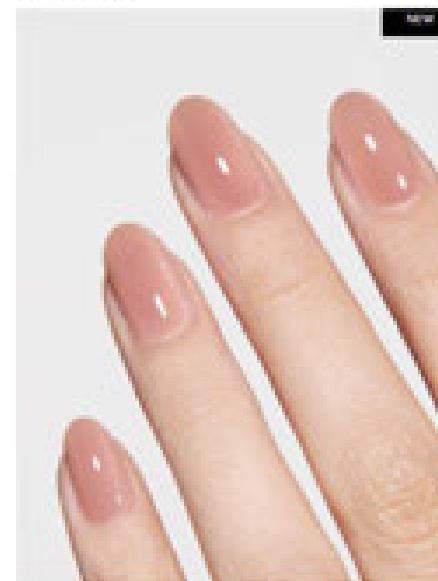
MICRO FRENCH

\$10



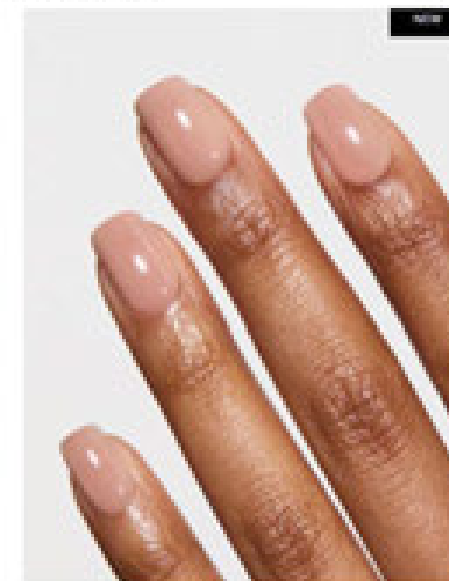
GLAZED FRENCH OMBRÉ

\$20



NUDE GLAZE ROUND

\$20



NUDE GLAZE SQUARE

\$20

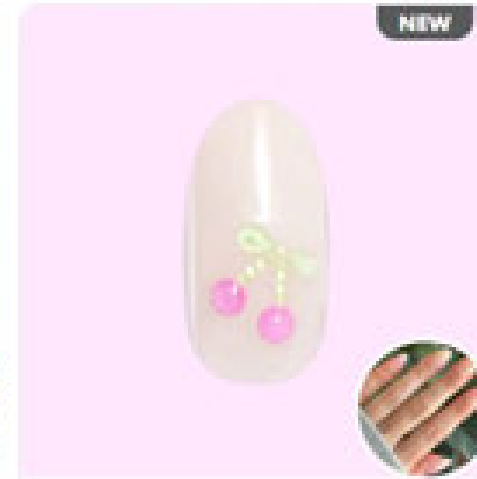


#New Maximalist

- ✓ **Length:** Extra Short / Short / Medium
- ✓ **Shape:** Almond / Oval / Round
- ✓ **Design:** Solid Color / Pearl / French / 3D Swirl / Printing
- ✓ **Finish:** Glossy / Shimmer
- ✓ **42 press-on nails in 21 sizes**



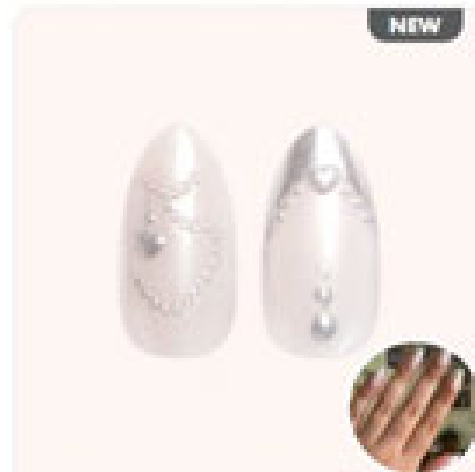
Puffy Fruit Salad French



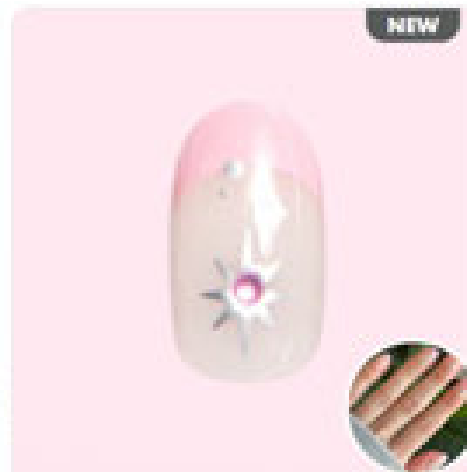
Puffy Cherry Bows



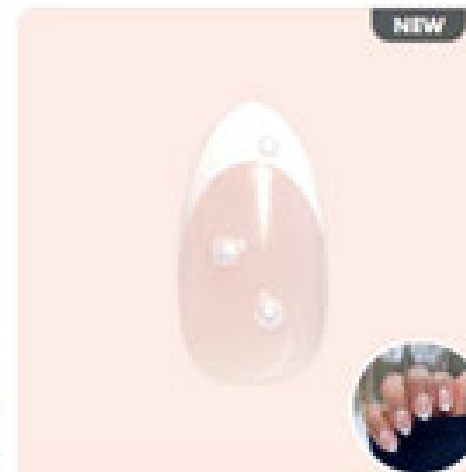
Lacy Pearl Navy French



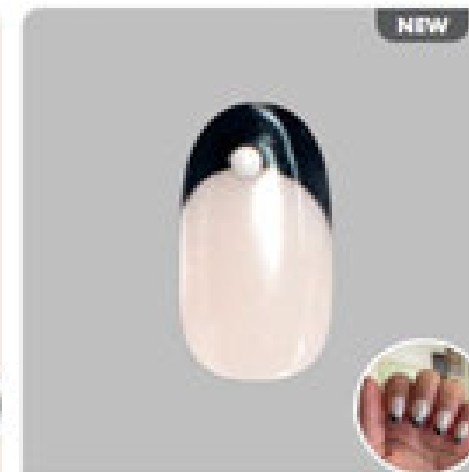
Pretty in Pearls French
Glue Press-Ons



Bubblegum French with
Metallic Stars



Iconic French Puffy
Pearls

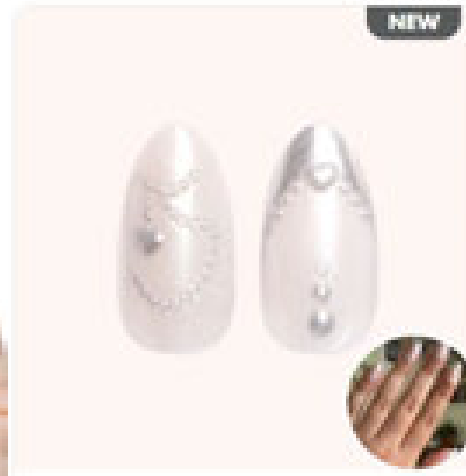


Black Chrome Puffy
French

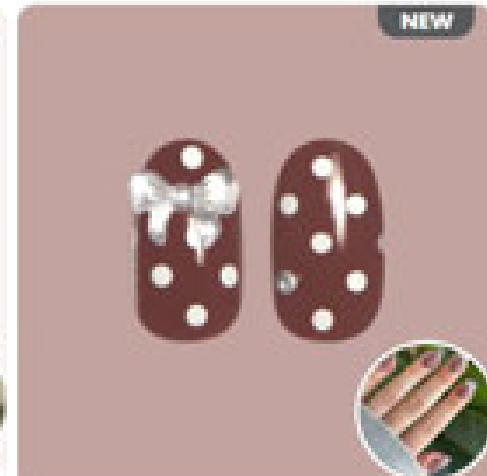


#New Maximalist

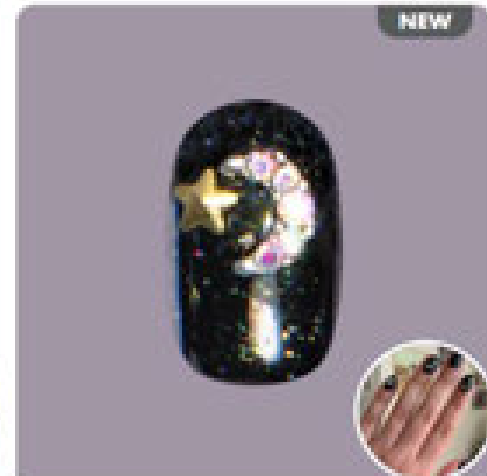
3D / Jewel Stones



Pretty in Pearls French



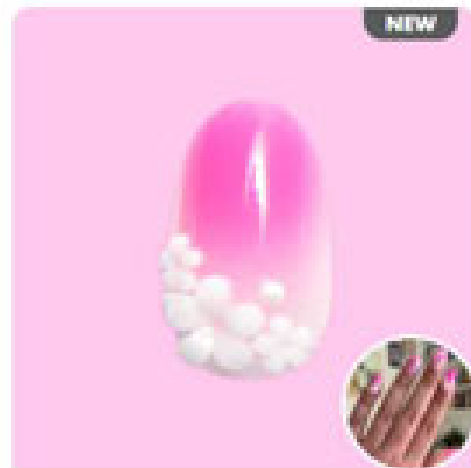
Polka Dots with Bows



Moon Gem Party



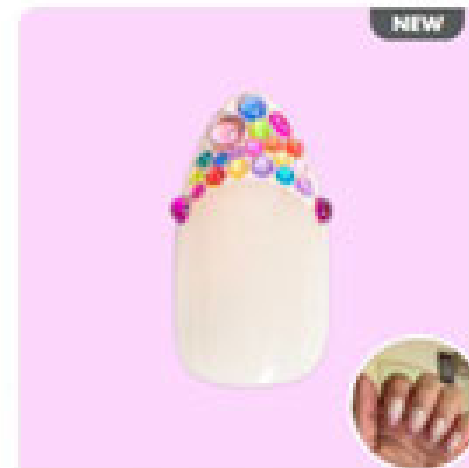
Illusion French Butterfly
Glue Press-Ons



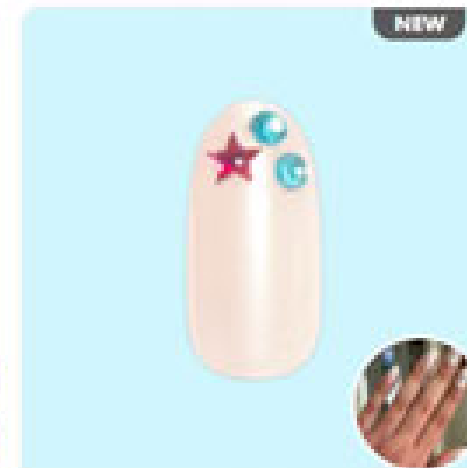
Pink Ombre with Floral
Gems



Starburst Gem Glazed
Butter French



Rainbow Rhinestone
French



Iridescent Gem Party
Glue Press-Ons



#New For Kids + Tweens

- ✓ **Length:** XS / S / M
- ✓ **Shape:** Round
- ✓ **Design:** Solid Color / French / 3D Swirl / Printing
- ✓ **Finish:** Glossy / Chrome
- ✓ **28 press-on nails**



Wrapped in Pink



Daisy Days



Wild for Wildflowers



Iconic French



Kawaii Cow Chrome



You're Invited



Rainbow Super Stripes



La La Lavender Chrome

#New

chillhouse

Nude BUNDLE



Night
Slip



Room
Service

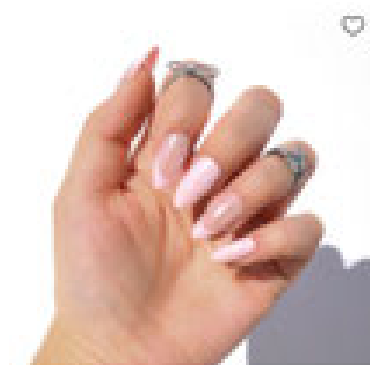


Say
Less

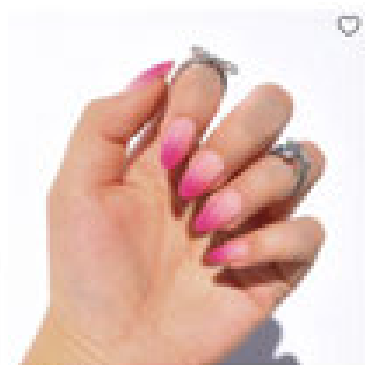


#New

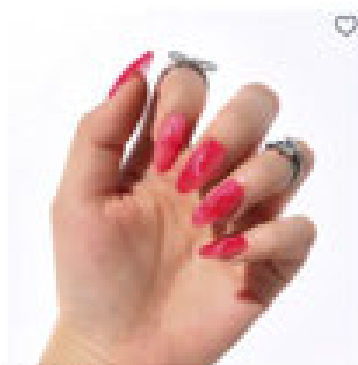
- ✓ **Length:** Extra Short / Short / Medium
- ✓ **Shape:** Almond / Round
- ✓ **Design:** Solid Color / Cat Eye Effect / Printing / French / 3D
- ✓ **Finish:** Glossy / Pearlescent / Velvet
- ✓ 28 Fake Nails



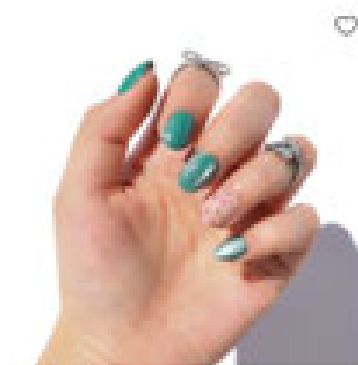
PINK HAZE



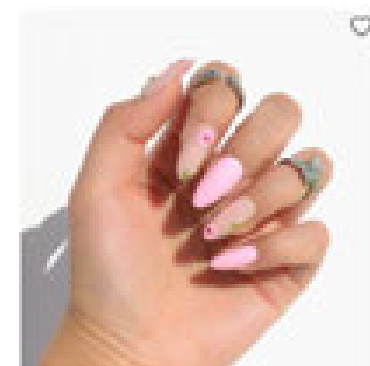
WILD ROSE



PINK LAVA



MINT WHISPER



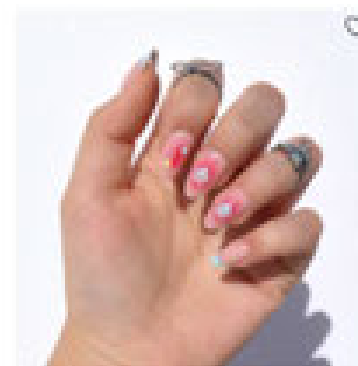
ROSALINE

NEW



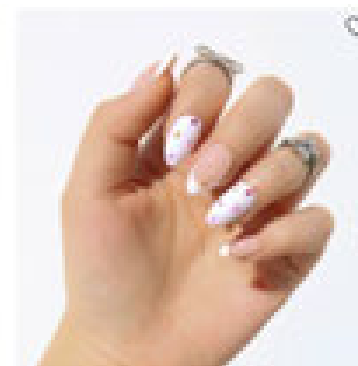
LAVENDER SILK

NEW



BLUE BLOSSOM

NEW



FLOWER BED

NEW



#New

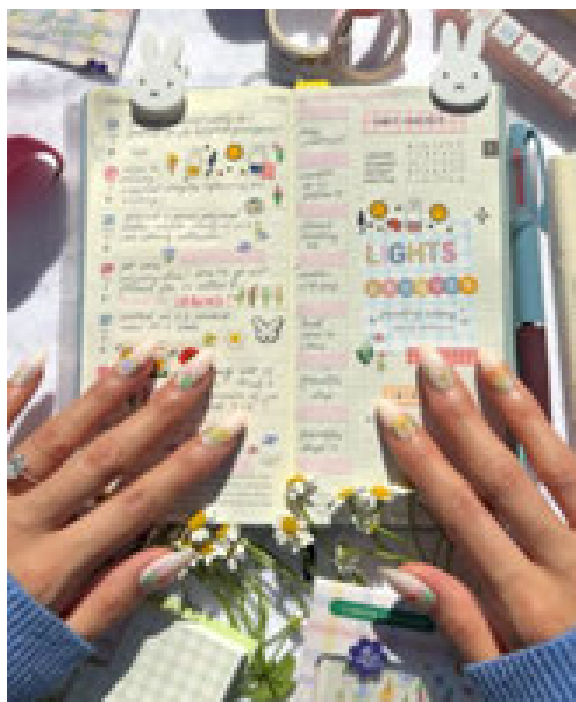
Nail Reformation



#New Sunday Blooms -Nail Stricker

3D Floral Nail Stickers

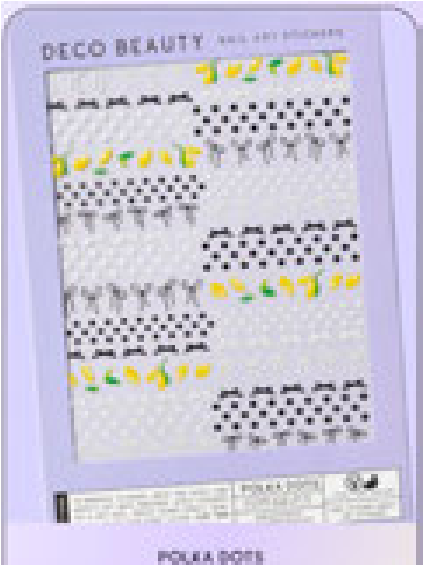
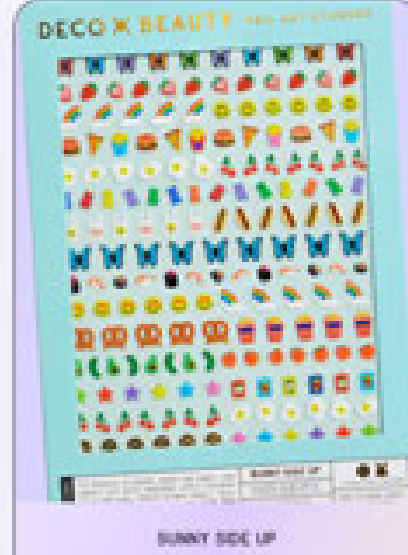
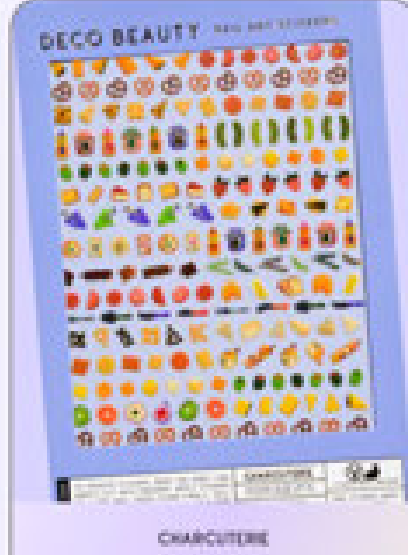
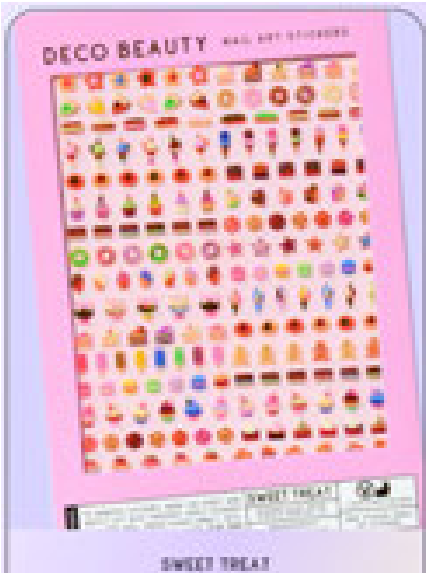
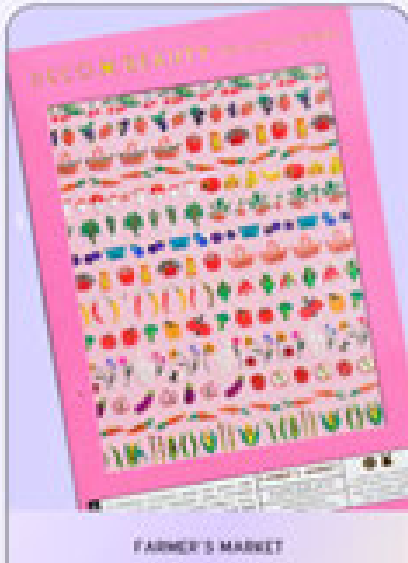
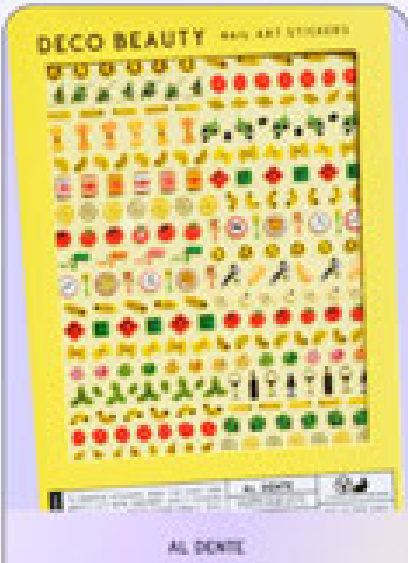
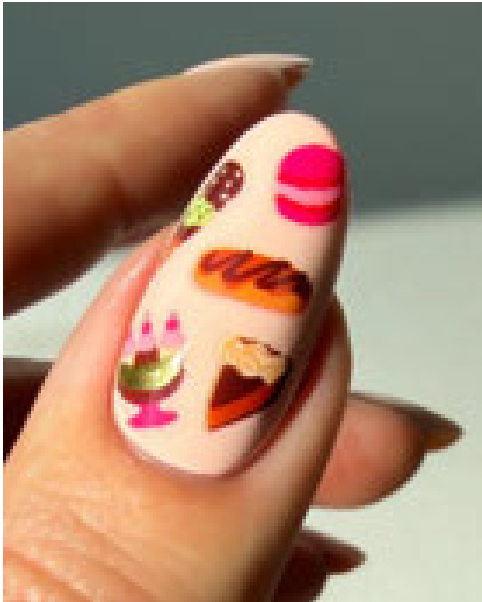
3D Floral Nail Stickers—elevated floral details that add dimension and bring a light, fresh feel to any look.



#New

FOOD

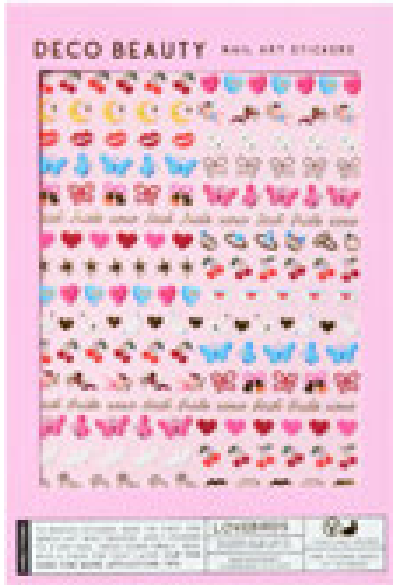
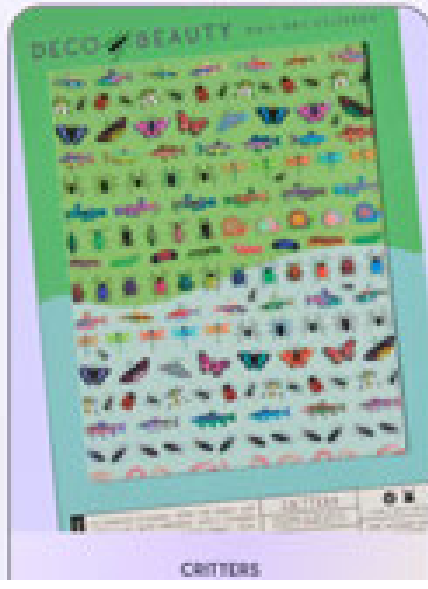
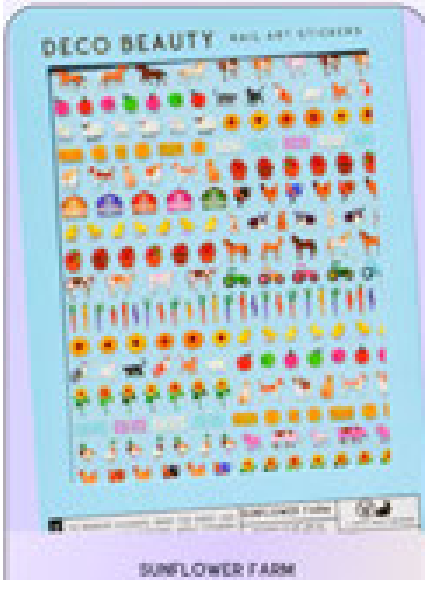
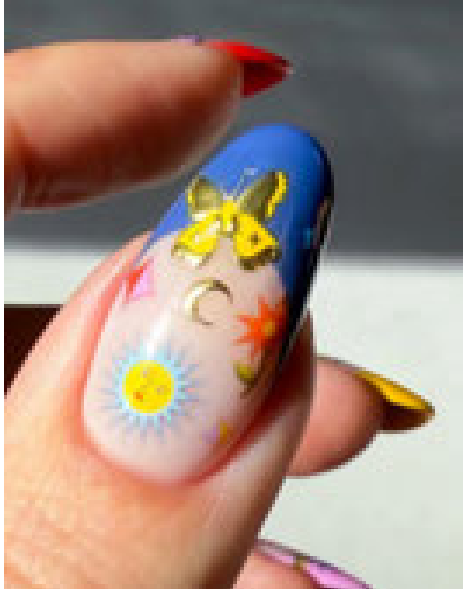
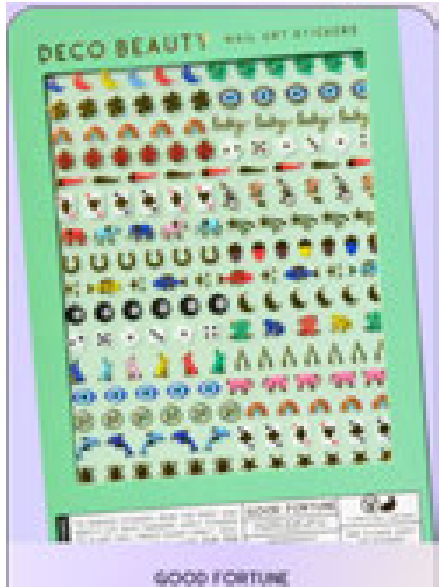
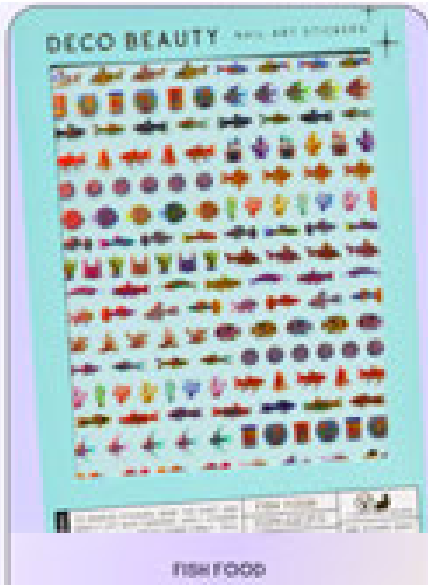
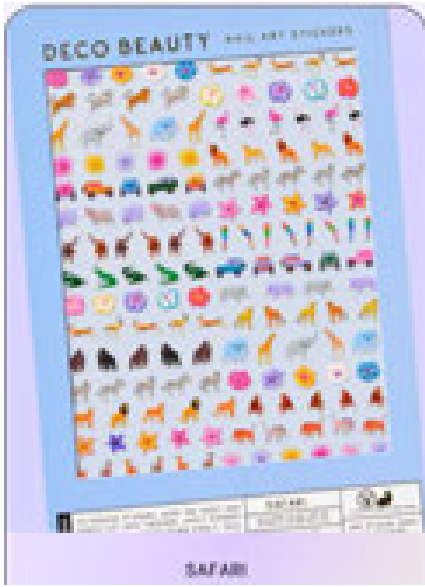
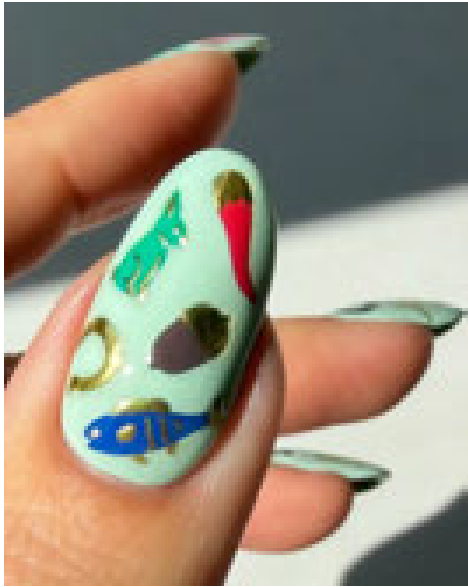
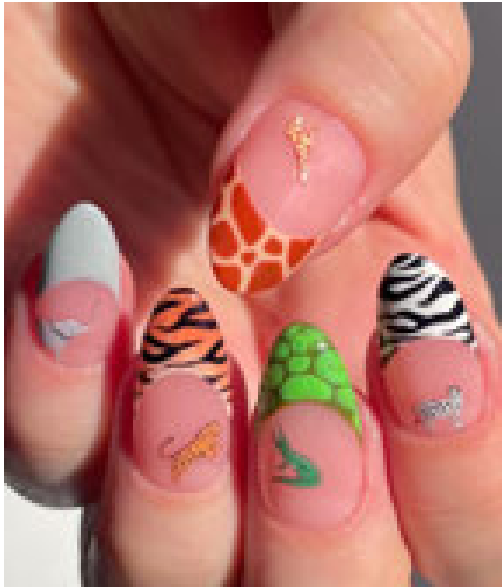
DECO BEAUTY



#New

ANIMALS

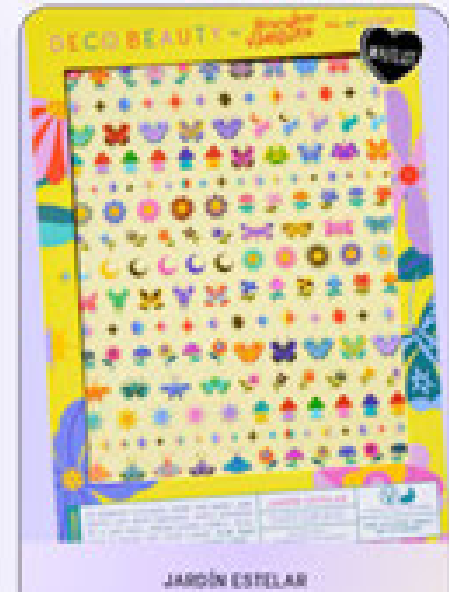
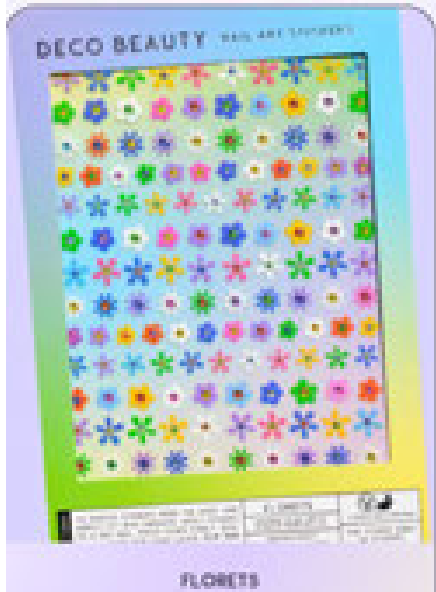
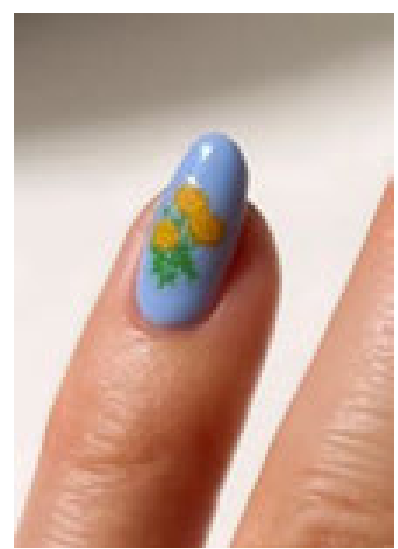
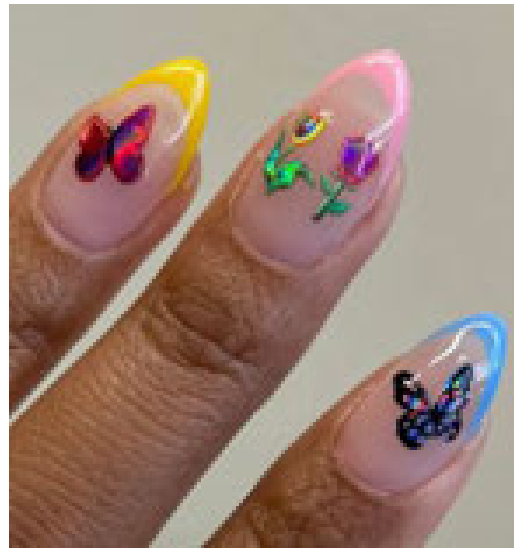
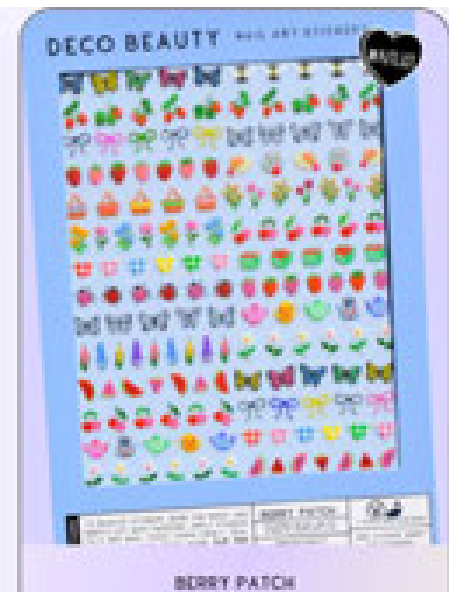
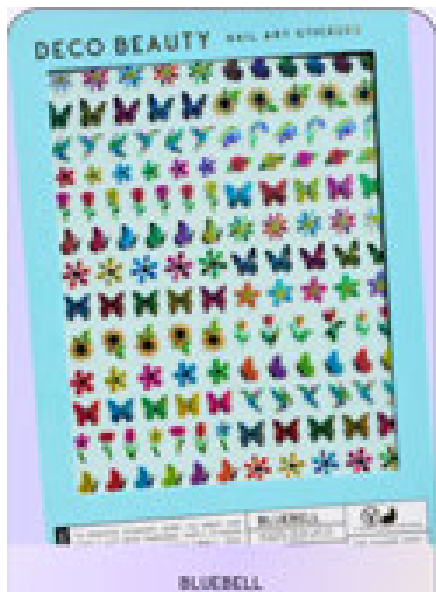
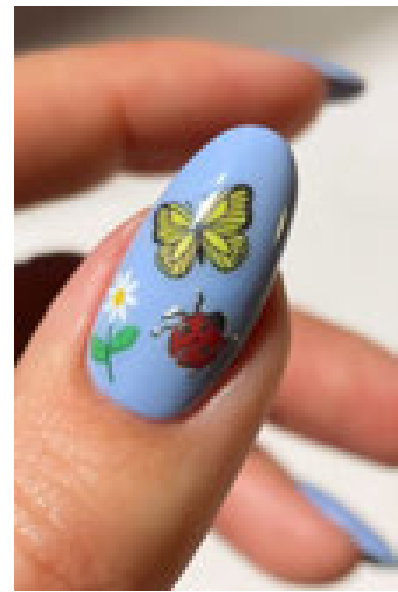
DECO BEAUTY



#New

FLOWERS

DECO BEAUTY



Forecast Nails

#1

Electrify Luminous Blue with complementary brights

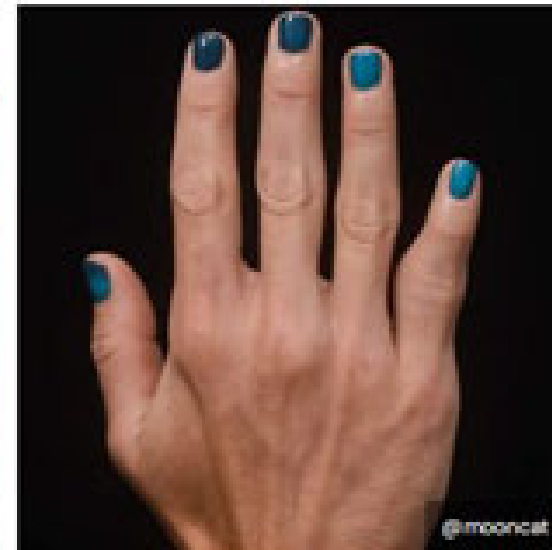
Combine 2027 Colour of the Year, Luminous Blue, with electric brights to blend wellness and futurism.

- **Key finishes:**crème, metallic, chrome, jelly



Colors - A: 125-28-38, B: 051-81-30, C: 120-45-17, D: 107-54-28

Pantone - A: 19 3952 TCX, B: 13 0645 TCX, C: 17 4028 TCX, D: 17 4433 TCX



WGSN

AW2728



#2

Inspire elemental mysticism through Peaceful Lilac

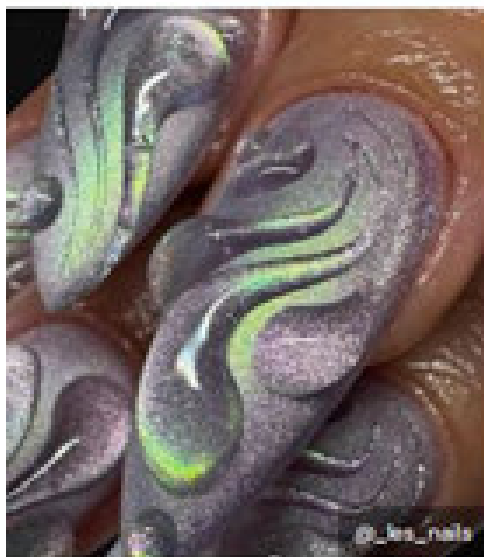
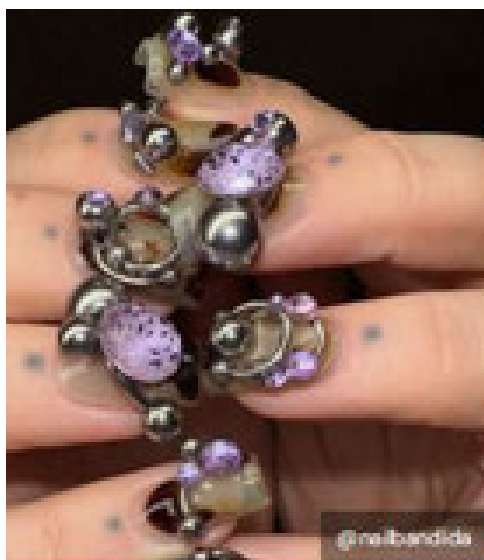
Speaking to regenerative calmness and mystic aesthetics, Meadowland green and key colour Peaceful Lilac will be unexpected seasonal heroes.

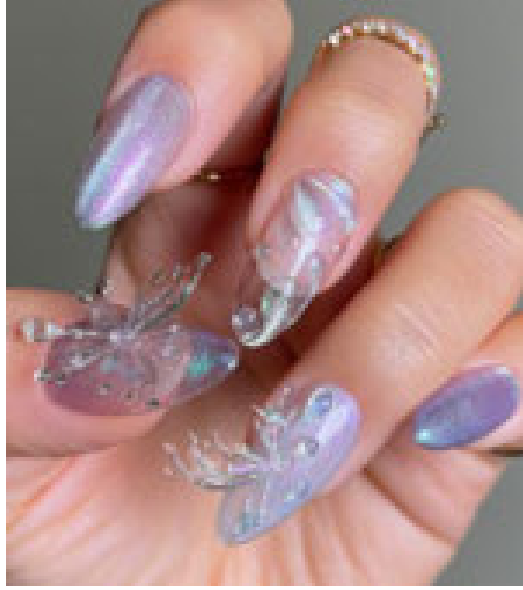
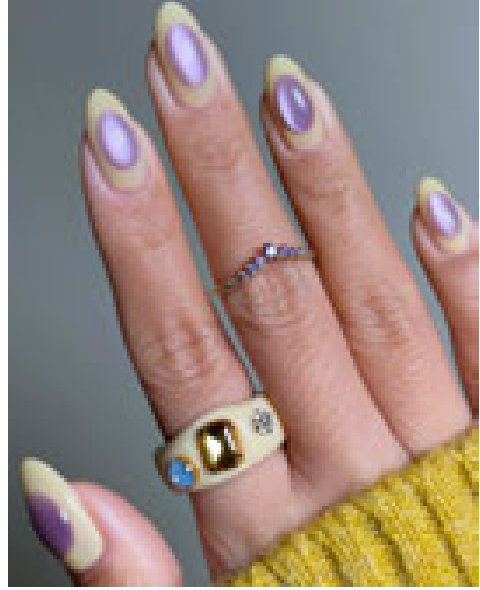
- **Key finishes:**crème, metallic, glitter



Colors - A: 135-78-11, B: 030-37-02, C: 050-61-19

Pantone - A: 14-3812 TCX, B: 18-0403 TCX, C: 16-0632 TCX, D: 10101 C





#3

Invest in earthen autumnal hues like Russet and Maize

Inspired by the comfort of familiarity, key colours Russet and Maize will provide a new take on traditional autumnal hues.

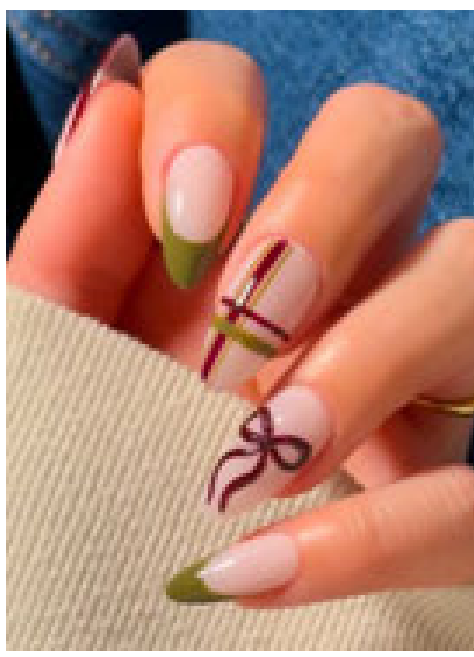
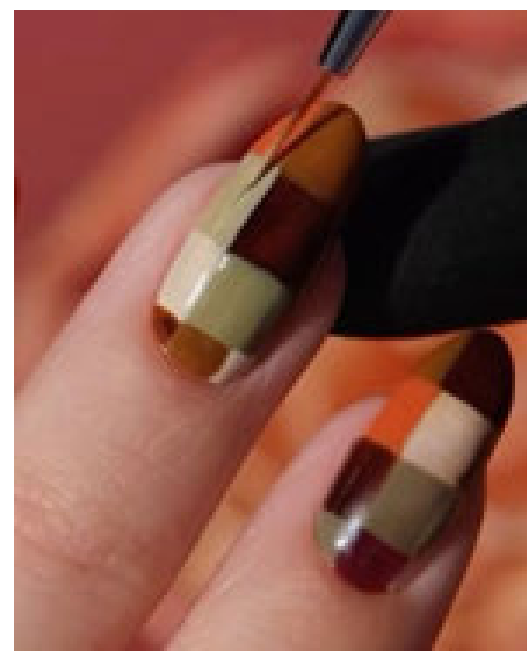
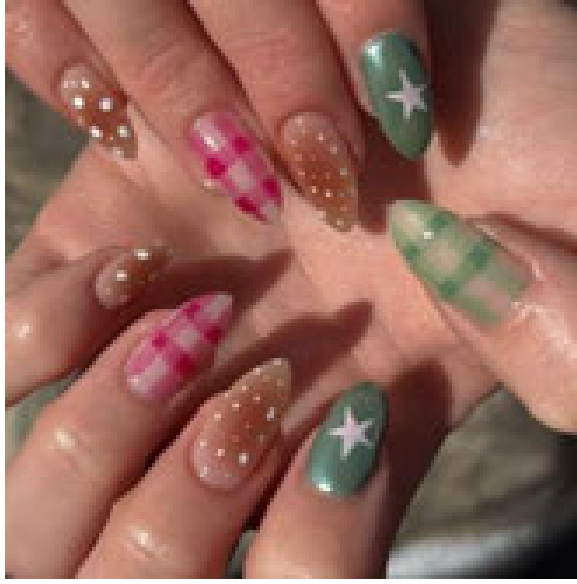
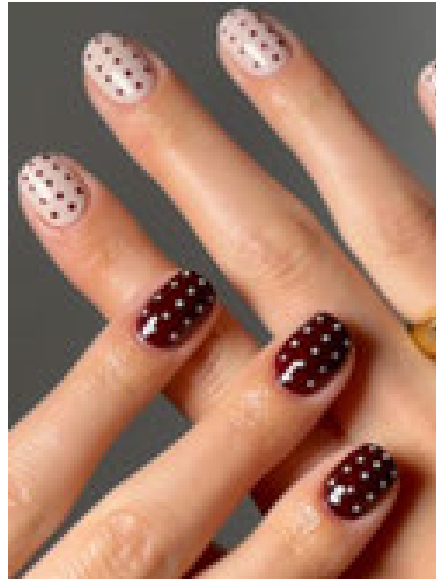
- **Key finishes:**crème, metallic, matte



Colore - A: 003-30-24, B: 033-49-16, C: 036-62-27,
D: 036-65-23, E: 054-31-13

Pantone - A: 19 1532 TCX, B: 17 1125 TCX, C: 16 1150
TCX, D: 15 0942 TCX, E: 19 0323 TCX, F: 873 C



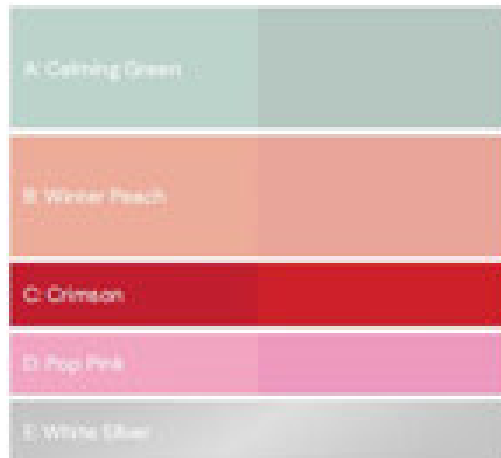


#4

Prioritise healing pastels in sheer and jelly finishes

Update last season's playful pastels with healing hues such as Calming Green and Winter Peach and optimistic pops of Crimson and Pop Pink.

- **Key finishes:**crème, glitter, sheer, jelly



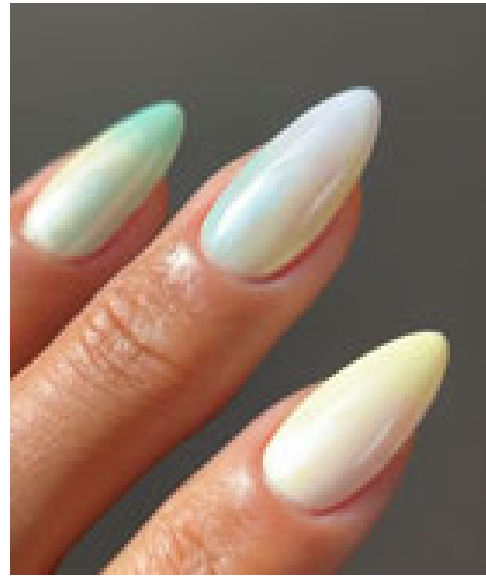
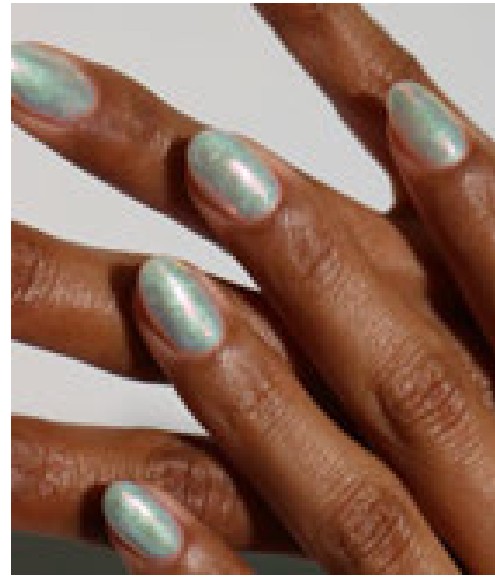
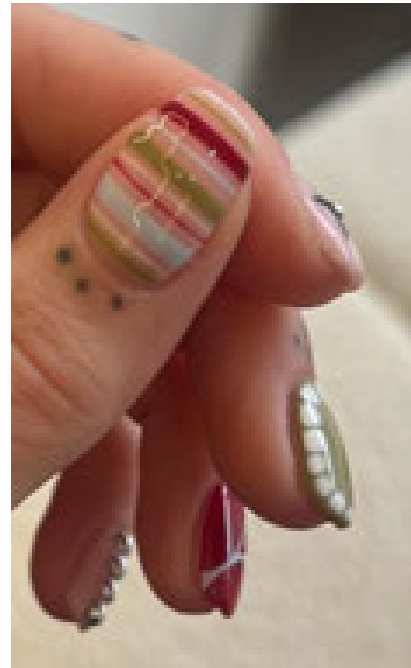
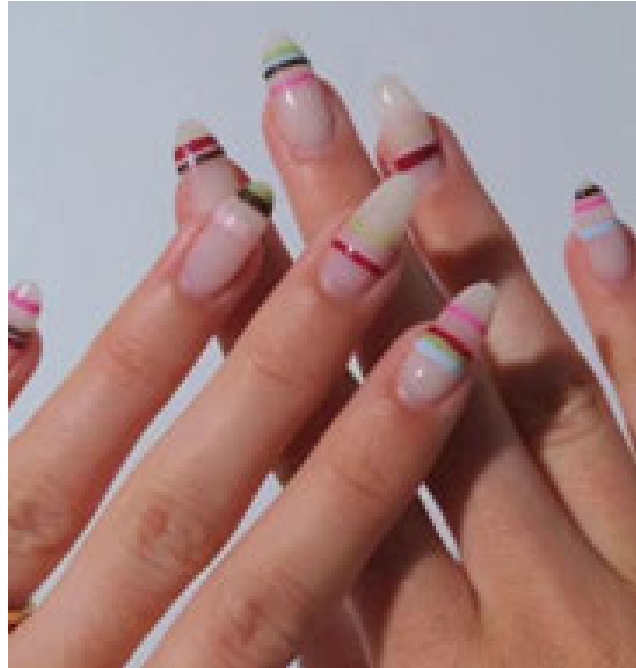
Colors - A: 079-89-07, B: 016-72-07, C: 010-38-36, D: 151-73-22

Pantone - A: 14-4807 TCX, B: 14-0318 TCX, C: 18-1662 TCX, D: 15-2215 TCX, E: 10-001 C



WGSN

AW2728



#5

Feature Deep Green as a seasonal standout

Illustrating the importance of alluring darks, key colour Deep Green provides an equal sense of mystery and luxury.

- **Key finishes:**crème, metallic



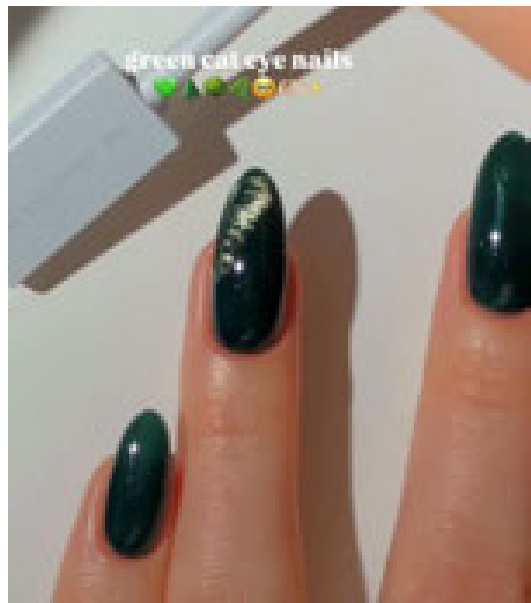
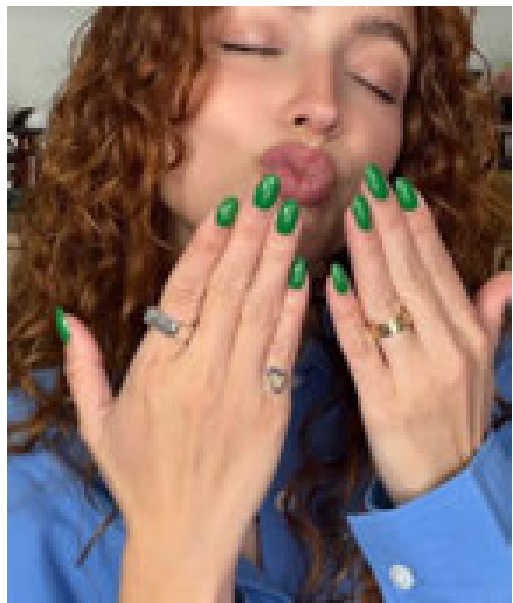
Colors - A: 082-30-14, B: 065-42-26

Pantone - A: 19 5230 TCX, B: 18 6330 TCX



WGSN

AW2728

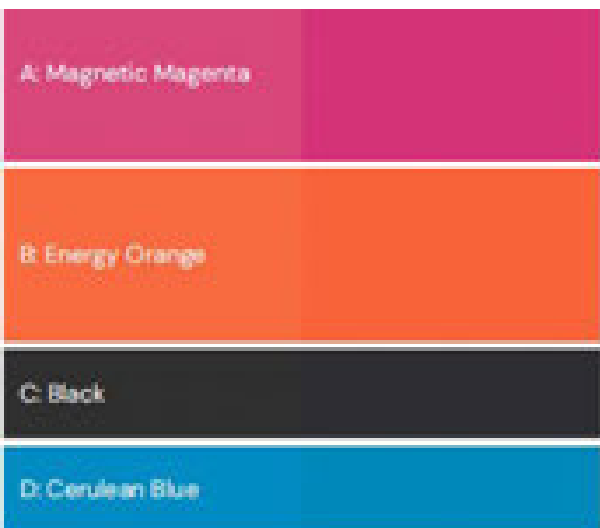


#6

Introduce nightlife brights for directional energy

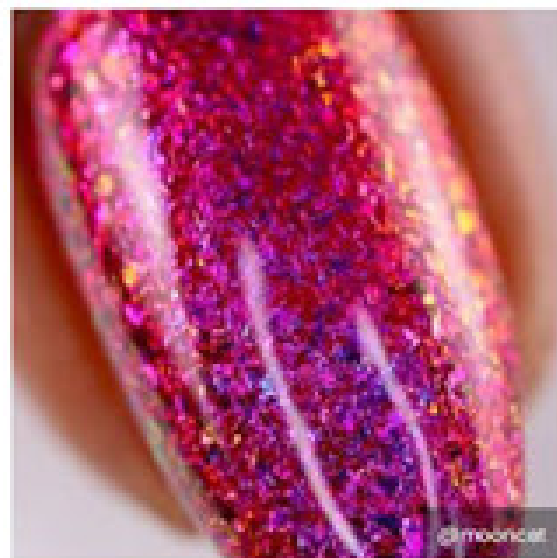
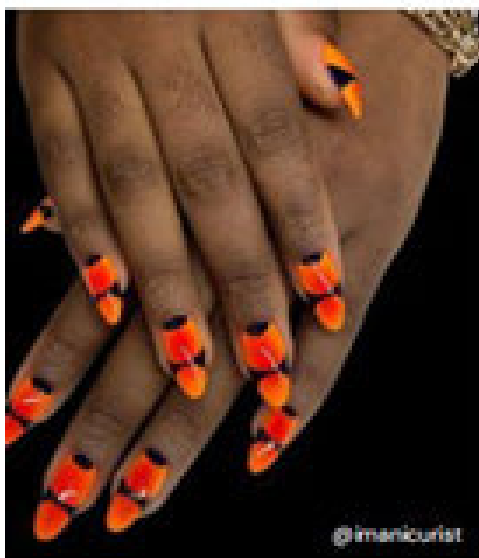
Showcase the transseasonal appeal of near-neon brights through glittering finishes and nods to nightlife.

- **Key finishes:** crème, metallic, chrome, glitter, jelly



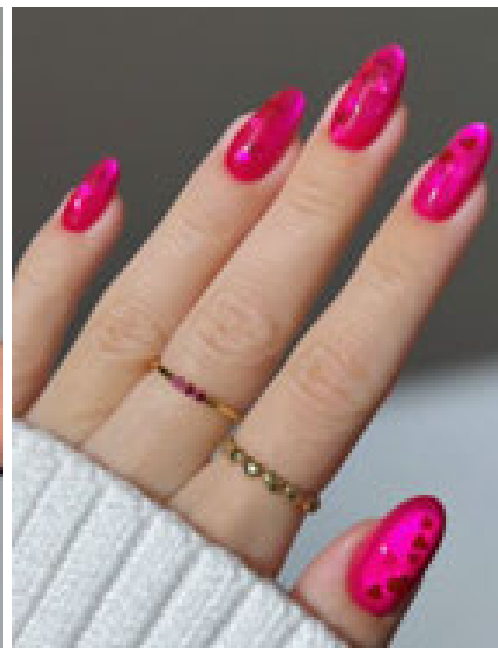
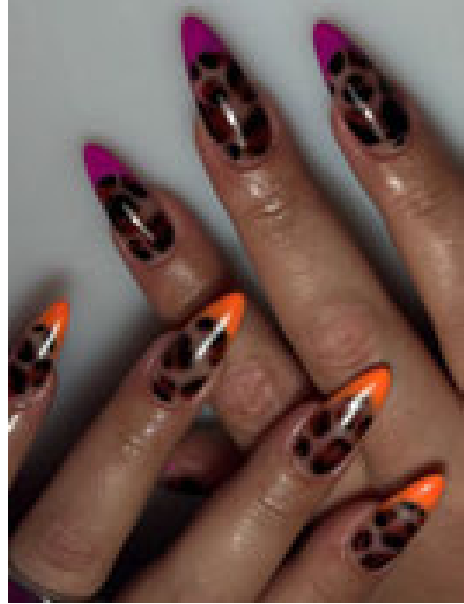
Colors - A: 152-47-34, B: 018-57-34, C: 153-19-00, D: 107-54-28

Pantone - A: 18-2436 TCX, B: 16-1362 TCX, C: 19-4203 TCX, D: 17-4433 TCX



WGSN

AW2728



#7

Enliven fresh cool tones with luxurious darks

Combine colour levels to achieve depth, as seen through the mineral energy of cool mid-tones and pastels with rich darks.

- **Key finishes:**crème, metallic, matte, jelly

A: Aubergine	E: Ice Blue
B: Frosted Grape	F: Dark Burgundy
C: Denim Blue	G: Calming Green
D: Calming Aqua	H: Luminous Blue

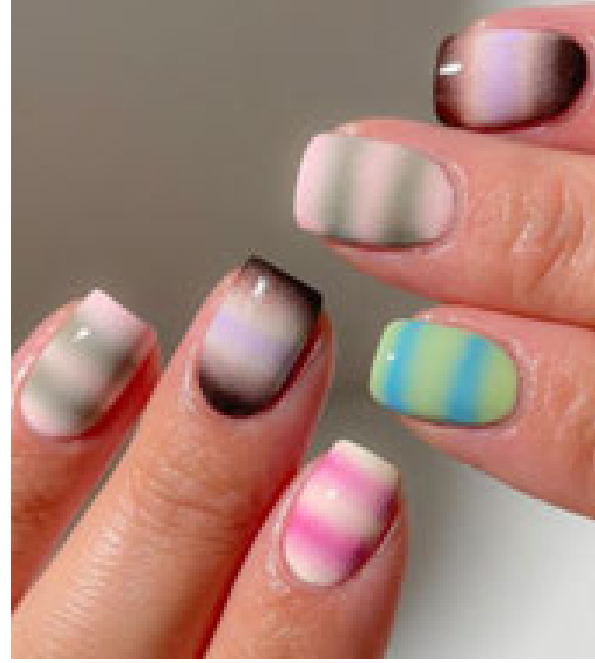
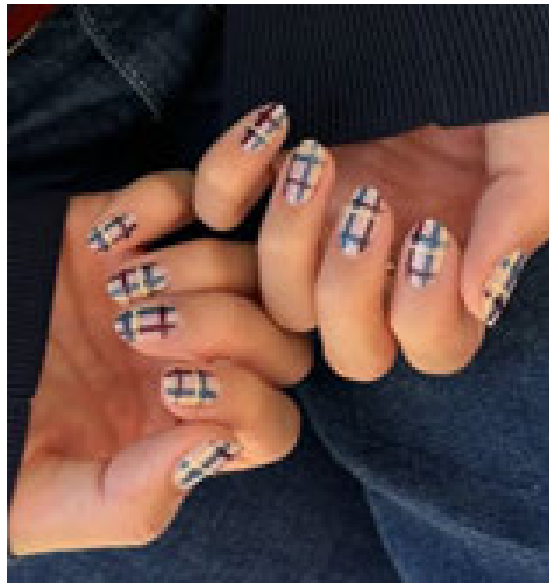
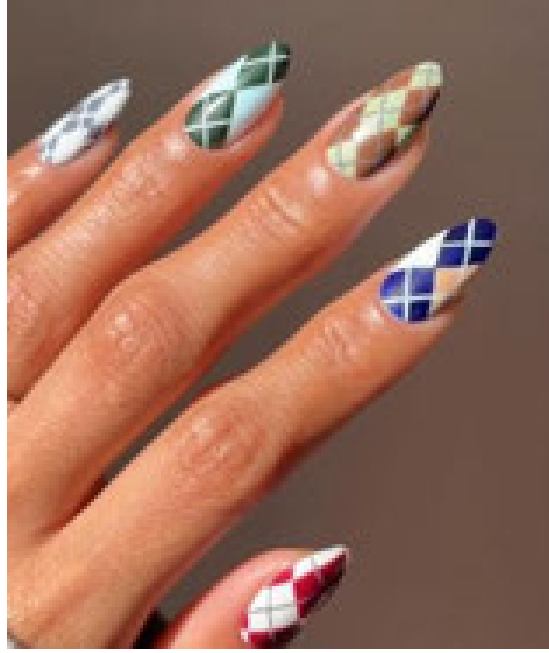
Colors - A: 148-26-12, B: 147-50-12, C: 120-45-12, D: 088-65-13, E: 116-85-09, F: 004-23-16, G: 079-81-07, H: 125-28-38

Pantone - A: 19 286 TCX, B: 18 3220 TCX, C: 17 4028 TCX, D: 088-65-13, E: 14 482 TCX, F: 19 1522 TCX, G: 14 4807 TCX, H: 19 3962 TCX

WGSN

AW2728





ST FUTURE
I N T E R N A T I O N A L

THANK YOU!

Together, we make the future brighter !

St Future International Ltd

Room 8, 9/F, Chevalier Commercial Centre,
No.8 Wang Hoi Road, Kowloon Bay, Hong Kong
Tel: +852 2318 0170

Guangzhou Office

4th Floor, 1823 Business Park, No. 29 Yuan Xia Tian 3rd Road,
BaiYun District, Guangzhou, China
Tel: +86 20 6661 6688

UK Office

34 Delisle Road, London SE28 0JE UK
Tel: +44 20 8317 0588

USA Office

5033 SIRONA DR STE 100 CHARLOTTE, NC 28273, United States
Tel: +1 (954) 600-5861 +1 (980) 214 1650