



**WOMENSWEAR**  
SS 2025  
FORECASTING  
**OUTERWEAR**  
**KEY ITEMS**



LIVETREND

# OUTERWEAR SS25 INTRODUCTION



philosophy-.jpg



gucci1.png



miu miu-3.png



JADED\_24.jpg.webp



## FORECAST

**Casually Refined.** Introducing SS25 Outerwear: a seamless blend of casual and elevated styles for a timeless allure. Emphasizing unisex silhouettes and premium materials, next collections feature classic blazers and heritage pieces like trench coats and bar jackets with a more refined presence. The lineup also includes a sleek car coats for versatile day-to-night wear and even more flair in sassy hourglass silhouettes that bring a hint of femininity to the season. Breaking new ground, SS25 introduces contemporary menswear-inspired essentials like the rocker leather perfecto and modern hunting styles with an old-money feel. The outerwear line up is a celebration of style evolution, offering a diverse range that caters to the modern individual. Whether drawn to masculine heritage or feminine nostalgia, new wardrobes are creating a captivating juxtaposition of casual and refined elements.

*This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.*



# TOP MATERIALS OUTERWEAR SS25



## MANIFEST



federico cina-11.jpg

## THE LINEN ESSENTIAL



holzweiler-.jpg

BIG TREND

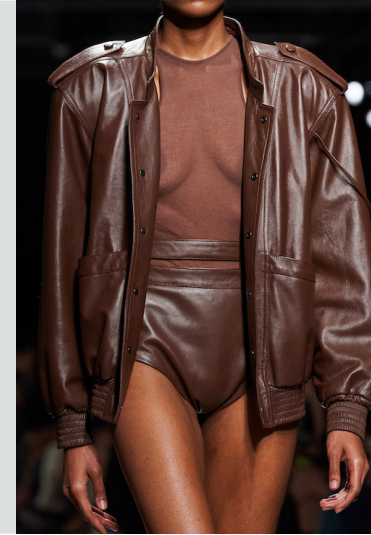


## MANIFEST



acne\_1.jpg

## THE TIMELESS LEATHER



andreadamo\_1.jpg

BIG TREND



## TEST



sportmax.jpg

## THE SHEER LAYER



giada.jpg

EDGY TREND



## INVEST



del core-5.jpg

## THE LUSH SATIN



theophilio.jpg.webp

SAFE TREND

# OUTERWEAR SS25 **SPOTLIGHT**



MANIFEST



INVEST



TEST

TIMELESS TRENCH



mccartney-7.jpg

60S CAR COAT



versace-0.png

XL BLAZER



philosophy-.jpg

LEATHER JACKET



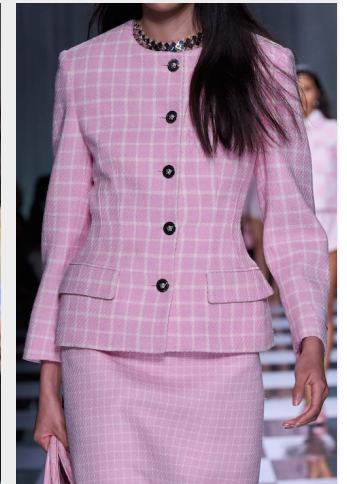
celine\_2.png

MEN'S HUNTING



prada-.jpg

FANCY HOURGLASS



versace.jpg

***This Trend Spotlight proposes the must-have products of the season to build the right assortment.***

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.



# KEY ITEMS PREMIUM JACKETS SS25



INVEST



@givenchy\_12.png



Paris Streetstyle - 37.jpg



msgm-.jpg



shengtao-.jpg



holzweiler.jpg

STABLE TREND

## THE XXL BLAZER



TEST



sportmax-.jpg



Milano Streetstyle-185.jpg



tibi5.jpg



acne.jpg



givenchy-.jpg

SAFE TREND

## THE ASYMMETRIC SLIMLINE



# KEY ITEMS PREMIUM JACKETS SS25



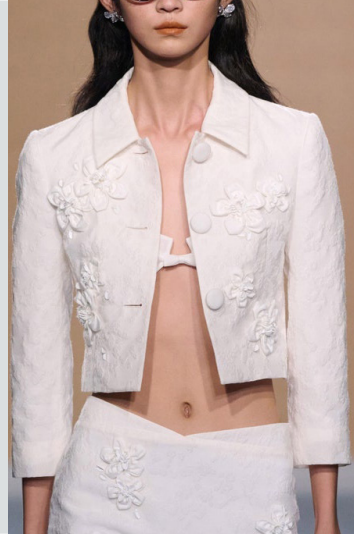
## MANIFEST



miu-miu.jpg



munn-.jpg



shushu.jpeg



celine\_6.png



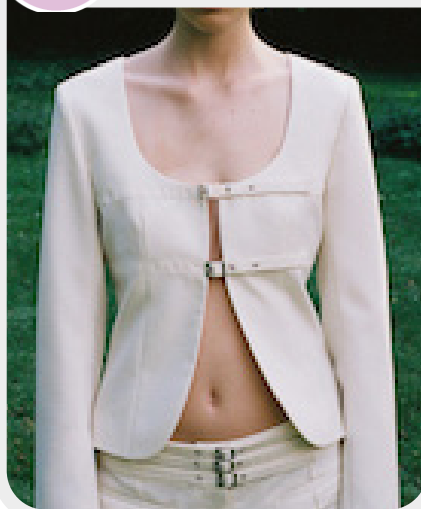
Milano Streetstyle-237.jpg

BIG TREND

## THE PRIM & BOXY



## TEST



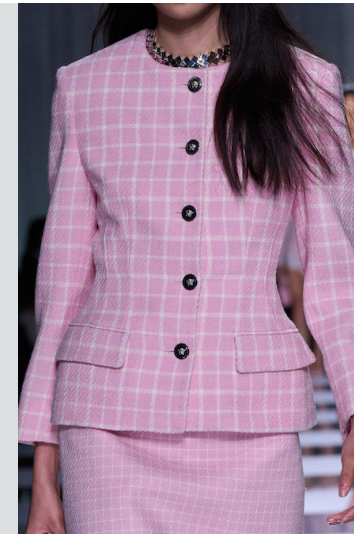
aya-muse.jpg



versace-11.png



dolce-gabbana-.jpg



versace.jpg



JADED\_24.jpg.webp

SAFE TREND

## THE SASSY HOURGLASS



# KEY ITEMS PREMIUM JACKETS SS25



INVEST



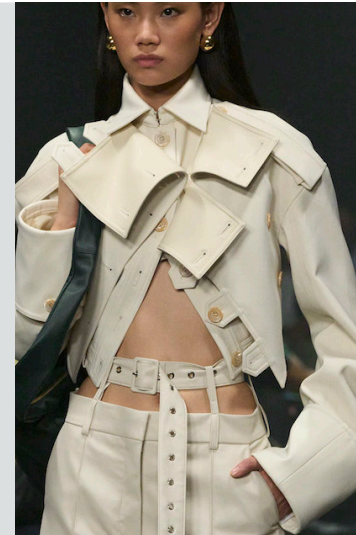
gucci\_2.jpg



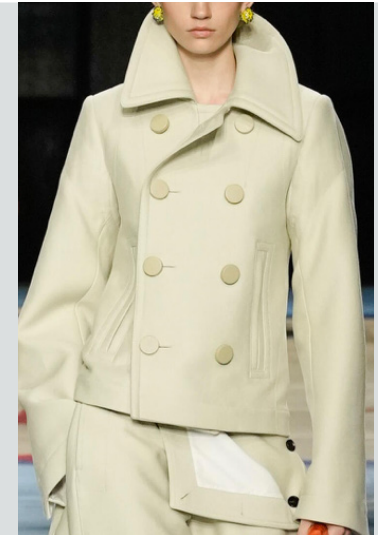
victoria beckham.jpg.webp



scervnio3.webp



rokh-.jpg



bottega veneta-5.png

SAFE TREND

## THE SHORT PEACOCK



TEST



mark-fast-.jpg



Paris Streetstyle - 407.jpg



peter do-4.png



Paris Streetstyle - 415.jpg



kors.jpg

EDGY TREND

## THE CROPPED POWERBLAZER



# KEY ITEMS PREMIUM COATS SS25



## MANIFEST



no21.jpg



scervino2.webp



versace\_7.jpg



shushu 2.jpeg



toryburchss.webp

SAFE TREND

## THE 60s CARCOAT



## TEST



giada-.jpg



givenchy.jpg



brunellocucinelli.webp



concept-.jpg



gauchere-1.jpg

EDGY TREND

## THE SLEEVELESS LONGLINE



# KEY ITEMS PREMIUM COATS SS25



## MANIFEST



acnestudio-11.jpg



mccartney-7.jpg



stella.webp



YSL - 2.jpg



adam-leenaerd-1.jpg

BIG TREND

## THE EVERGREEN TRENC



## INVEST



16 Arlington-12.png



area.jpg



pressiat-4.png



attico.png



Milano Streetstyle-168.jpg

EARLY SIGN

## THE SHARP MAXI



# KEY ITEMS CASUAL JACKETS SS25



## MANIFEST



jacob-cohen.jpg



London Streetstyle - 243.jpg



max mara1.png



victoria-beckham.jpg



@durazzi\_3.png

STABLE TREND

## THE UNISEX PARKA



## TEST



gucci.jpg



Paris Streetstyle - 492.jpg



miu-miu\_1.jpg



prada-.jpg



Paris Streetstyle - 127.jpg

SAFE TREND

## THE MEN'S HUNTING JACKET



# KEY ITEMS CASUAL JACKETS SS25



INVEST



stella-mccartney.jpg



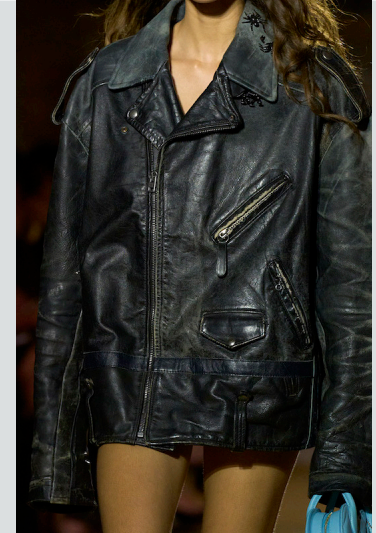
@endlesslyloveclub-1.png



knwls-.jpg



celine\_2.png



coach-.jpg

BIG TREND

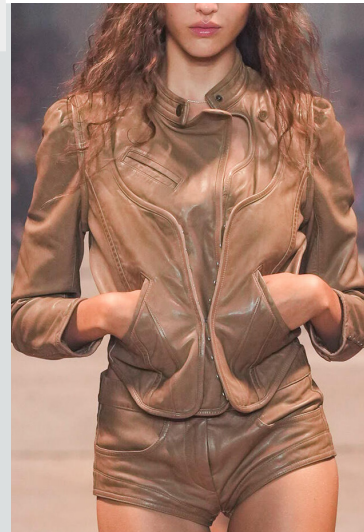
## THE RETRO ROCKSTAR



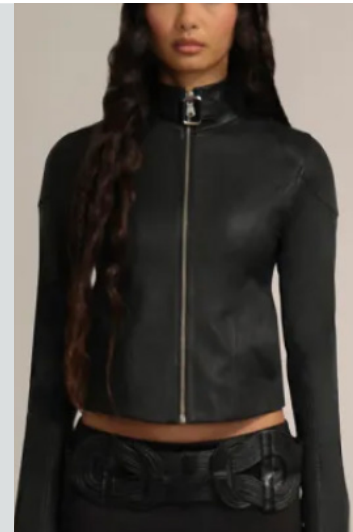
INVEST



laquan-.jpg



isabel marant-8.jpg



Danielle Guizio- 14.png



jaded-6.jpg.webp



alessandra-rich.jpg

STABLE TREND

## THE SECOND-SKIN ZIP UP



# KEY ITEMS CASUAL JACKETS SS25



## INVEST



carven-3.jpg



moschino.jpg



abranow.png



gucci\_1.jpg



tory-burch.jpg

SAFE TREND

## THE CASUAL COCOON



## TEST



iceberg.jpg



bally-2.png



andreadamo.jpg



münn2.png



etro-0.png

EARLY SIGN

## THE 80s RACER VEST



# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND  
GROWTH ON E-COMMERCE



### SOCIAL MEDIA

YEAR ON YEAR TREND  
GROWTH ON INSTAGRAM



### CONSUMER INTEREST

YEAR ON YEAR GROWTH OF  
ONLINE SEARCH VOLUMES



### FASHION SHOWS

YEAR ON YEAR TREND  
GROWTH ON FASHION SHOWS

## TREND BEHAVIOR

### EDGY TREND

weak signal of a potential micro  
trend with very high risk

### EARLY SIGN

emerging trend with growing  
perspective but higher risk

### SAFE TREND

announced trend with  
growing perspective and safe risk

### BIG TREND

trend with a big magnitude due to high  
commercial potential and quick adaption

### STABLE TREND

trend that is already present in  
the market with flat growth

### LAST CALL

trend with decreasing perspective but  
still having business potential

## TREND MAGNITUDE



### MANIFEST

AN ICONIC PRODUCT THAT IS  
A STABLE TREND OF LARGE  
MAGNITUDE WITH CONFIRMED  
COMMERCIAL SUCCESS



### INVEST

A CORE PRODUCT REPRESENTING  
A STEADILY GROWING TREND OF  
MODERATE MAGNITUDE WITH COM-  
MERCIAL POTENTIAL



### TEST

A STATEMENT PRODUCT WITH  
GROWING PERSPECTIVE BUT  
SMALLER MAGNITUDE AND  
HIGHER RISK



## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

# THANK YOU!

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