



WOMENSWEAR
SS 2025
FORECASTING
OUTERWEAR
KEY ITEMS



LIVETREND

OUTERWEAR SS25 INTRODUCTION



philosophy-.jpg



gucci1.png



miumiui-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.

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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



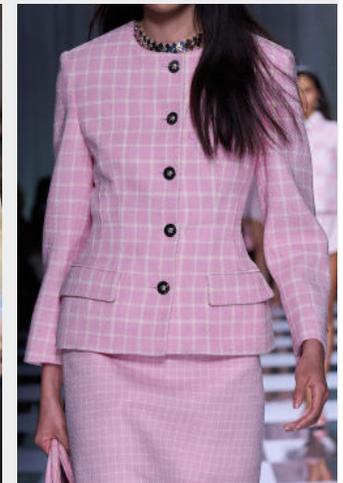
celine_2.png

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



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celine_6.png



Milano Streetstyle-237.jpg

THE PRIM & BOXY

BIG TREND

TEST



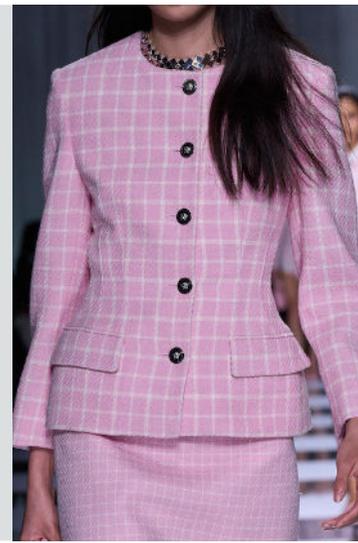
aya-muse.jpg



versace-11.png



dolce-gabbana-.jpg



versace.jpg



JADED_24.jpg.webp

THE SASSY HOURGLASS

SAFE TREND

KEY ITEMS PREMIUM JACKETS SS25



INVEST

THE SHORT PEACOCK



gucci_2.jpg



victoria beckham.jpg.webp



scervnio3.webp



rokh-.jpg



bottega veneta-5.png

SAFE TREND



TEST

THE CROPPED POWERBLAZER



mark-fast-.jpg



Paris Streetstyle - 407.jpg



peter do-4.png



Paris Streetstyle - 415.jpg



kors.jpg

EDGY TREND

KEY ITEMS PREMIUM COATS SS25



MANIFEST



no21.jpg



scervino2.webp



versace_7.jpg



shushu 2.jpeg



toryburchss.webp

THE 60s CARCOAT

SAFE TREND

THE SLEEVELESS LONGLINE



TEST



giada-.jpg



givenchy.jpg



brunellocucinelli.webp



concept-.jpg



gauchere-1.jpg

EDGY TREND

KEY ITEMS PREMIUM COATS SS25



MANIFEST



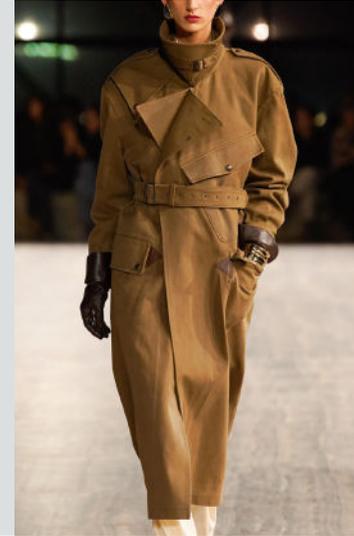
acnestudio-11.jpg



mccartney-7.jpg



stella.webp



YSL - 2.jpg



adam-leenaerdt-.jpg

THE EVERGREEN TRENC

BIG TREND



INVEST



16 Arlington-12.png



area.jpg



pressiat-4.png



attico.png



Milano Streetstyle-168.jpg

THE SHARP MAXI

EARLY SIGN

KEY ITEMS CASUAL JACKETS SS25



MANIFEST



jacob-cohen.jpg



London Streetstyle - 243.jpg



max mara1.png



victoria-beckham.jpg



@durazzi_3.png

THE UNISEX PARKA

STABLE TREND



TEST



gucci.jpg



Paris Streetstyle - 492.jpg



miu-miu_1.jpg



prada-.jpg



Paris Streetstyle - 127.jpg

THE MEN'S HUNTING JACKET

SAFE TREND

KEY ITEMS CASUAL JACKETS SS25



INVEST



stella-mccartney.jpg



@endlesslyloveclub-1.png



knwls-.jpg



celine_2.png



coach-.jpg

THE RETRO ROCKSTAR

BIG TREND



INVEST



laquan-.jpg



isabel marant-8.jpg



Danielle Guizio- 14.png



jaded-6.jpg.webp



alessandra-rich.jpg

THE SECOND-SKIN ZIP UP

STABLE TREND

KEY ITEMS CASUAL JACKETES SS25



INVEST



carven-3.jpg



moschino.jpg



abranow.png



gucci_1.jpg



tory-burch.jpg

THE CASUAL COCOON

SAFE TREND



TEST



iceberg.jpg



bally-2.png



andreadamo.jpg



münn2.png



etro-0.png

THE 80s RACER VEST

EARLY SIGN

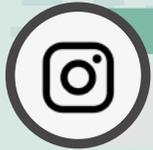
DATA SOURCES & ICONS

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 COMMERCIAL POTENTIAL



TEST

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



DATA TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



LIVETREND

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