



FORECAST
SPRING/
SUMMER 2025
COLORS



LIVETREND

COLORS SS25 INTRODUCTION



studio ok.jpeg



IGNANT-21.jpg



@eliseohz__eliseohz.jpg



@ignant_10.png



FORECAST

Cooling Biosphere Tints and Vitalizing Solar Tones.

SS25 is looking for the light at the end of tunnel and is embarking on a quest towards a more regenerative, more connected and more purposeful tomorrow. This quest's balanced approach of empiricism and mysticism is reflected in the season's color palette. The harmony speaks of innovation and tradition equally. The continuous focus on greens takes two routes for this summer, one towards refreshing mints and aquas and one towards the spectrum of wilding moss and bacterial nuances. More mystical and dreamy: dusky blues, lavender and blush colors, anchor the palette in a sense of transitional sophistication. For SS25, a vibrant yet warming spectrum of corals and sunbaked browns is offering us a glimpse into futuristic solar worlds while taking us back to our roots and traditions, reflecting on mind and heart equally. Overall, the season lightens up while realities remain tense, as we see whites and greyscales take over from ultra-black as the backbone of collection staples.

*This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts.
The trends in this report are organized by their magnitude and impact. Find the relating icons & stamps on the last slides.*

COLORS SS25 OVERVIEW



Poppy Seed	Northern Droplet	Cloud Dancer	Pear Sorbet	Aspen Gold	Limeade	Lentil Sprout	Deep Lichen Green	Gleam	Summer Green	Antique Green	Cascade	Blue Moon	Curlean	Skipper Blue	Asther Purple	Orchid Hush	Pirouette	Potpourri	Nectarine	Hibiscus	Durbarry	Maroon Banner	Fudgesickle	Cinnabar	Clay	Wood Ash
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COLORS SS25 TROPICAL SERENITY

Deep Sea Escapism.

With continuous aquatic awe, the phantasmic turquoise story of previous season's remains for SS25. New blues are inviting a tile undertone for a refreshing and tropical look. While these new colors are highly energetic, they also inspire moments of calmness and serenity, as found near the bottom of the ocean.



PANTONE[®]
14-5713 TCX
Cascade



PANTONE[®]
17-4328 TCX
Blue Moon



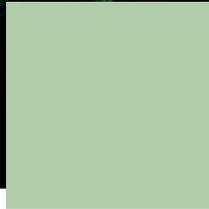
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giada.jpg



COLORS SS25 **OTHERWORLDLY MINT**



PANTONE
12-0317 TCX
Gleam



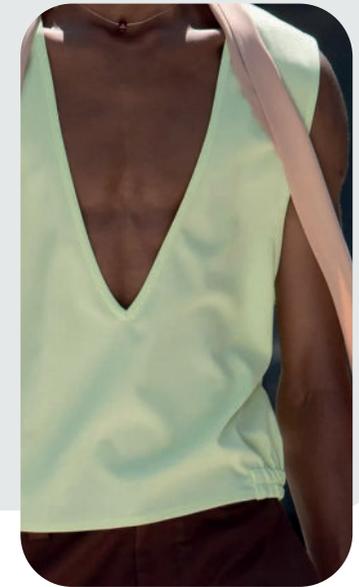
PANTONE
14-0156 TCX
Summer Green

Rejuvenating Energy.

For SS25, greens are elaborating the cooling mint story that has recently emerged across the industry. While new shades are energetic and youthful, they also provide a futuristic and clean look. Those refreshing greens are invigorating and bring a lively feel into a world that is currently dying-out of resources and facing sinister realities across multiple areas of life.



versace-12.png



Valentino_1.jpg

COLORS SS25 **BEWILDERED LAB**



Augmented Moss.

Chromatic greens are combined with a more natural and swampy undertone for SS25. Bacterial lime remains stable in more muted tints and olive shades provide new versatile nuances now. Such olives invite a harmonious dialogue between lab and nature to nod to future bio-hacking and a bewildered new age. They create a relaxing and health-supporting feel.

max-mara.jpg

neil-barrett.jpg



PANTONE
13-0645 TCX
Limeade



PANTONE
16-0550 TCX
Lentil Sprout



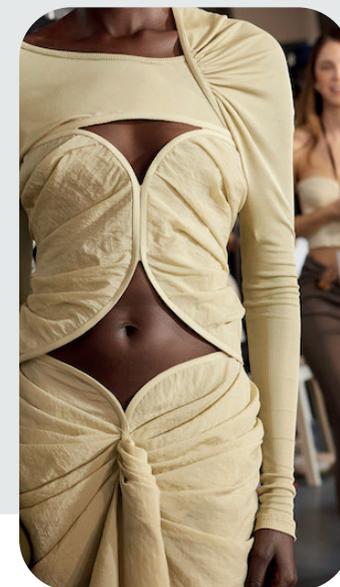
PANTONE
18-0312 TCX
Deep Lichen Green

COLORS SS25 SOLAR WARMTH



Sun-drenched Nature.

Yellow-infused shades provide much-needed balance for SS25. From calming pastels to natural beiges and shades of clay new warm tones reach even into solar primary yellow. The season's warm colors create a divine and traditional look for products. New tints keep us grounded and carefully enrich us with new energies.

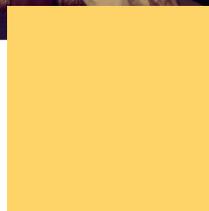


gauchere-3.png

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PANTONE
11-0615 TCX
Pear Sorbet



PANTONE
13-0850 TCX
Aspen Gold



PANTONE
15-1231 TCX
Clay



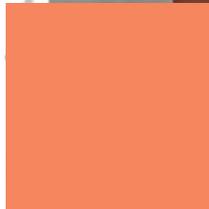
PANTONE
14-1108 TCX
Wood Ash

COLORS SS25 VIBRANT CORALS

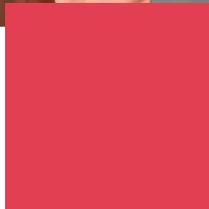


Energetic Sunset.

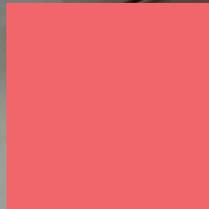
Highly chromatic corals and stimulating peach tones are manifesting as the new vibrant core shades for SS25. To take over from the previous seasons' classic reds, those new tints come with new energy and vitality. Resonating fresh exoticism and augmented optimism, these new orange-based shades embrace much needed joy and positivity.



PANTONE[®]
16-1360 TCX
Nectarine



PANTONE[®]
18-1762 TCX
Hibiscus



PANTONE[®]
17-1647 TCX
Durbarry

lazoschmidl.jpg

staudt-6.jpg

COLORS SS25 MYTHICAL TERRAIN



Sophisticated Soils.

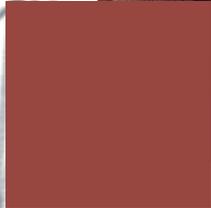
Browns remain timeless and are infused with mythical sunbaked look to embed a more rustic and traditional feel for SS25. New earthy tints take a precious wooden or dusty martian character and enhance the spiritual and grounding inspiration of this season. Due to their rich pigmentation, new browns feel more sophisticated and elegant than before.



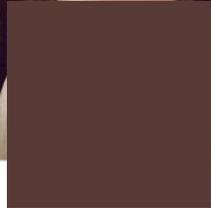
ferrari.jpg



lemaire-.jpg



PANTONE
18-1540 TCX
Cinnabar



PANTONE
19-1431 TCX
Fudgesickle



PANTONE
19-1529 TCX
Maroon Banner

COLORS SS25 TENDER INNOCENCE

Youthful Affection.

Pinks remain important but take more natural and light tints that have a more intimate feel. New shades are more versatile and can be used for new muted pink-based neutrals. New shades embed a feeling of softness and innocence that feel much needed in this period of polycrisis.



prada.jpg



Valentino.jpg



PANTONE
14-3205 TCX
Pirouette



PANTONE
13-2004 TCX
Potpourri

COLORS SS25 FOREIGN DUSK

Intriguing Mystery.

Blues and purples diversify and mix into new mythical shades for SS25 and are able to depict the sphere of the unknown. In futuristic opulence, new shades imagine meta-spaces and spiritual worlds equally. From worn-out navy to serene light blue and dusky purple, for SS25 these colors balance needs for mindfulness and imagination.



fendi 2.png



Fendi.jpg



PANTONE
15-4020 TCX
Cerulean



PANTONE
19-3936 TCX
Skipper Blue



PANTONE
17-3826 TCX
Aster Purple



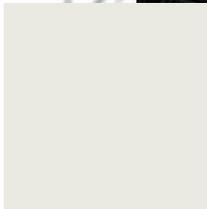
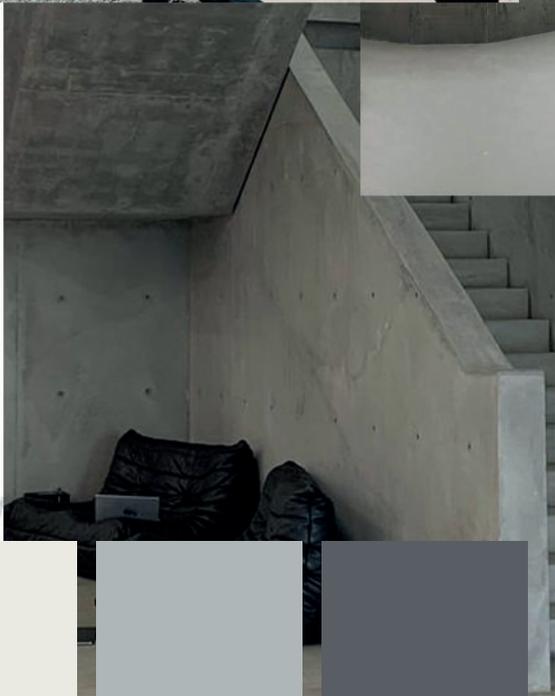
PANTONE
13-3805 TCX
Orchid Hush

COLORS SS25 **VERSATILE GREYSCALES**



Subtlety & Timelessness.

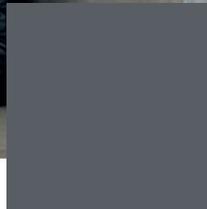
Greys and whites carry into SS25 with a feeling of timelessness and longevity. Those long-term shades are the subtle and muted choice for essentials and elegant styles in order to convey a look of understated beauty and purity. From sophisticated and elegant to more pragmatic finishes, these classic tints match any occasion.



PANTONE[®]
11-4201 TCX
Cloud Dancer



PANTONE[®]
14-4104 TCX
Northern Droplet



PANTONE[®]
18-4004 TCX
Poppy Seed



carven.jpg



victoria-beckham.jpg

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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