

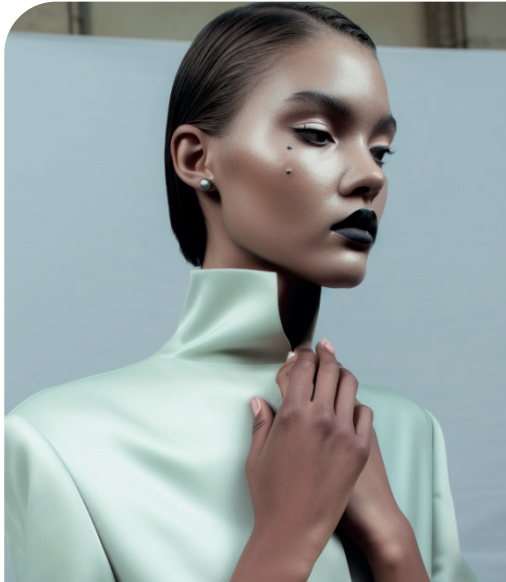


**WOMENSWEAR
FORECAST**
SPRING/
SUMMER 2025
MACROTRENDS



LIVETREND

MACROTRENDS SS25 INTRODUCTION



_LVETREND AI.png



LIVETREND AI_1.png



LIVETREND AI_2.png



LIVETREND AI_3.png



FORECAST

SS25: THE QUEST

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 running through all of the season's macro trends. For SS25, the harmony of head and heart speaks of innovation and tradition equally and takes us into an equitable future.

Find each trend's relating image gallery by clicking on this button on the page

ALL IMAGES HERE

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.

THE PRESERVER **ECO FICTION**



BIO TECH **+200%**

NASA **+950%**

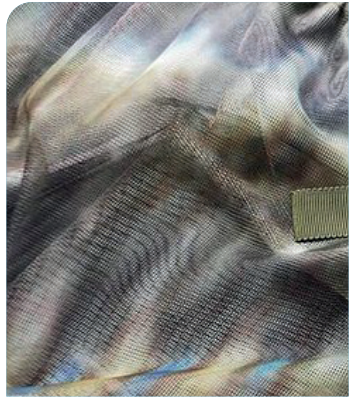
INVENTION **+90%**

UTOPIA **+80%**

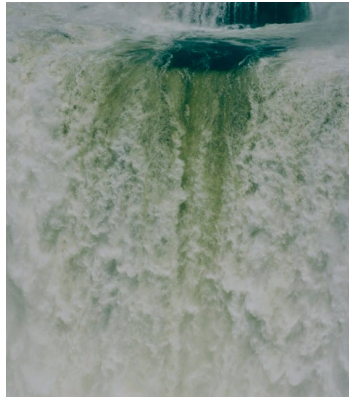
keywords **LAB - BIO HACKING - NEO SPACE AGE - CLINICAL - MINIMALISM - TECHNICAL - SLEEK**

Eco Fiction. This SS25 trend is connected to the preserver's idea of good growth and the aspiration to improve the world by taking action that reimagines better and more adaptive solutions for tomorrow. This visionary theme imagines a neo space age, where we combine the clinical lab setting of regenerative bio-engineering with an elegant and sophisticated feel. References to the previous 60s space age are translated in the clean and futuristic outlines and innovation-inspired accessories of the look.

COLOR PALETTE **ECO FICTION**



wai ling.jpeg



@aleciountitled4.png



Gleam
12-0317 TCX



Summer Green
14-0155 TCX



Blue Moon
17-4328 TCX



Aster Purple
17-3826 TCX



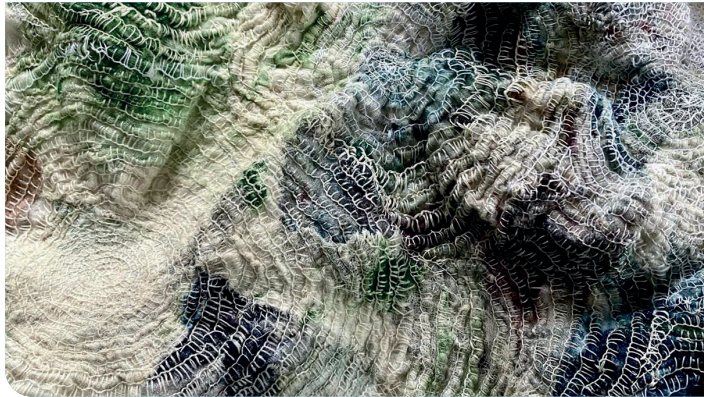
Northern Droplet
14-4104 TCX



@naildose.jpeg



@ignant_17.png



@theleoisallinthemind-20.jpg



designboom.jpeg



cabanamagazine7.png

Cooling Biosphere Tints.

The Eco Fiction color palette is based on cooling biospheric tints, balancing minty light green, sage, ocean blue and purple on an engineered light grey base. The harmony resonates freshness and vitality with its focus on the lighter green shades. Gleam and Summer Green interpret hope for a harmonious bio-engineered future and represent a feeling of growth, renewal and well-being. Similarly, the color Blue Moon is associated with the potential and calmness of the deep ocean and has a soothing effect on the palette. For a creative twist, the dynamic shade of Aster Purple evokes a sense of future mystery here. With the grey base, a calm background is given to highlight those other vitalizing shades and to anchor the palette in a timelessness and versatility.

[ALL IMAGES HERE](#)

KEY LOOKS **ECO FICTION**



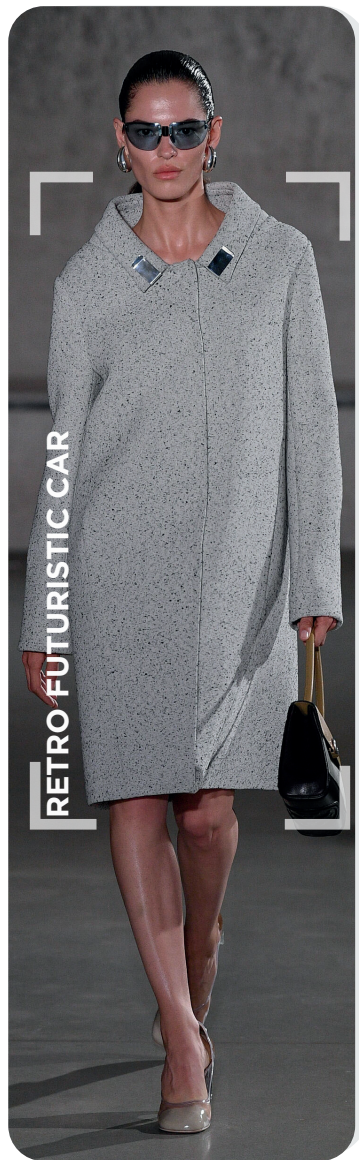
fashion east.webp

STREAMLINED SPORT



fendi-6.jpg

CLEAN ASYMMETRY



tory burch-4.jpg

MINIMAL TAILORING



sportmax2.webp

SLEEK UNIFORMS

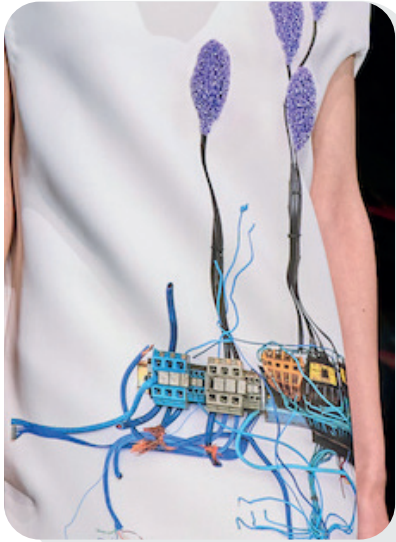


versace.jpg

60S SPACE AGE

KEY ELEMENTS **ECO FICTION**

NEW GEN TECHNOLOGIES



sportmax-.jpg



ottolinger6.jpg



@saintlukeartists_1.png

LAB-GROWN LUSTERS



@upnextdesigner_1.png



philosophy-8.jpg

FUTURISTIC SHIELDING



laquan-.jpg

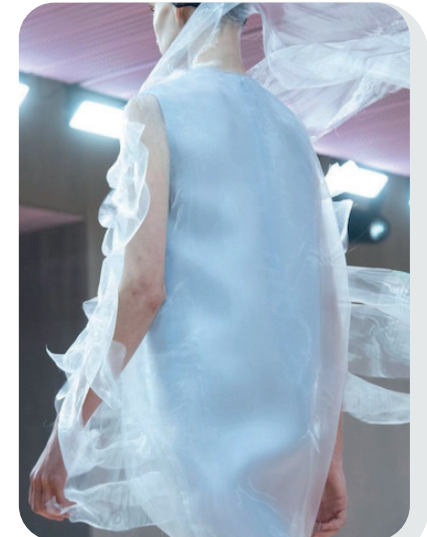


markgong.jpg

LAYERED REALITIES



@sportmax_9.png



@prada_6.png

KEY ACCESSORIES **ECO FICTION**

ORGANIC EXPLORATIONS



ottolinger-.jpg



sarawong.jpg

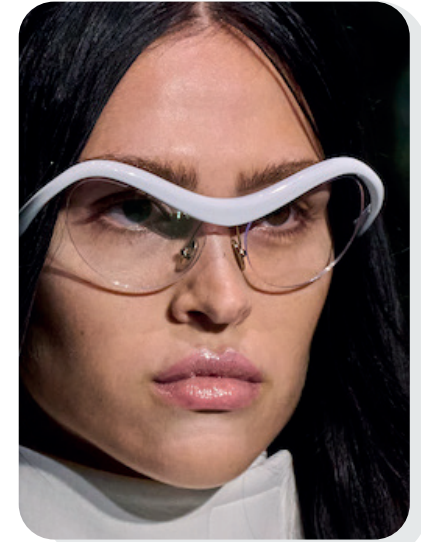


@taissirotes_5.png

LABORATORY SHIELDS 2.0

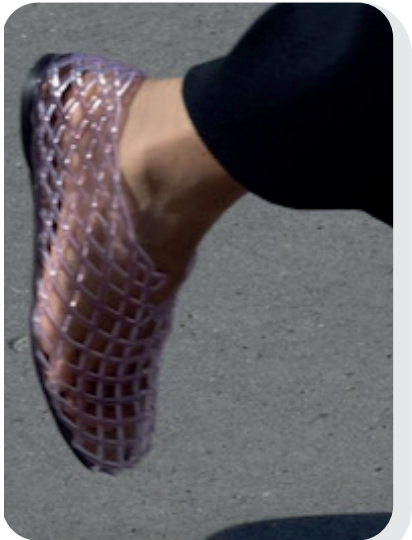


prada-3.jpg



sportmax-2.jpg

INVISIBLE ILLUSIONS



@ssense_35.png



FASHION EAST3.png

OPEN-TOE PERFORMERS



sportmax.jpg



versace-.jpg

AI INTERPRETATIONS **ECO FICTION**

FUTURISTIC

PASTEL HUES

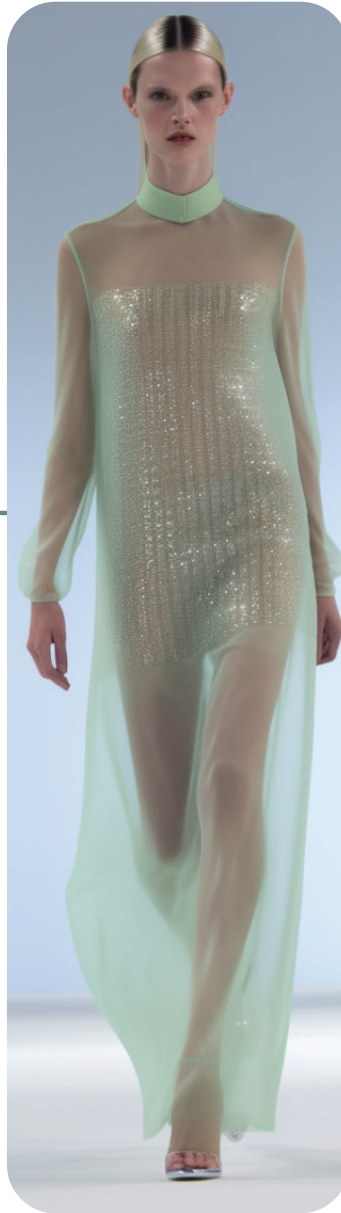
MINIMAL

SHEERS

LAYERING



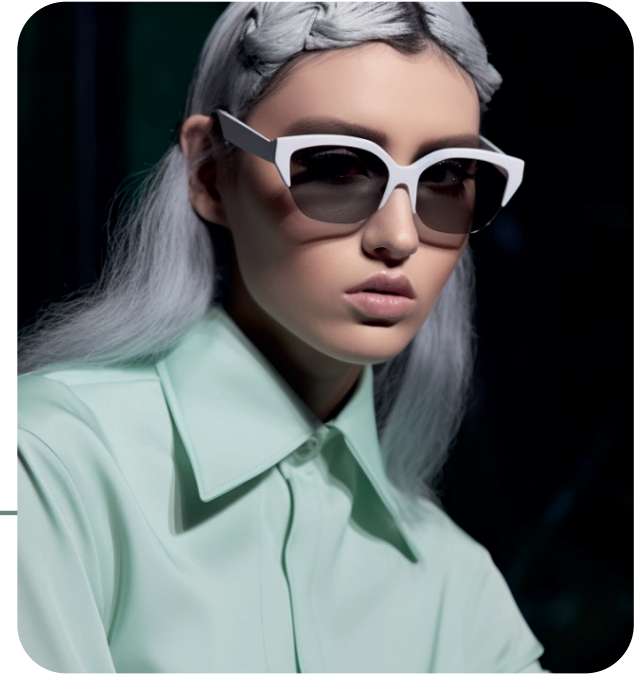
SLEEK SCIENTIST



SHEER LAYERS



60S CHIC



COLOR PALETTE EARTH BUILDERS



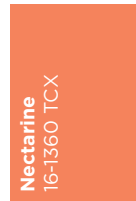
@beadegiacomo3 (2).png



@ignant4.jpg



Deep Lichen Green
18-0312 TCX



Nectarine
16-1360 TCX



Lentil Sprout
16-0550 TCX



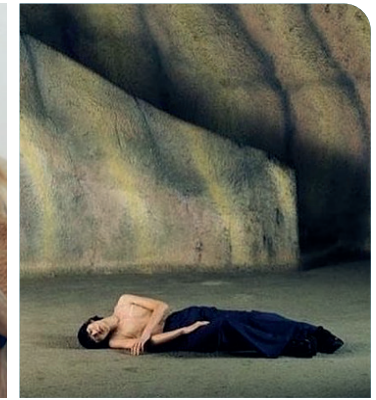
Clay
15-1231 TCX



Wood Ash
14-1108 TCX



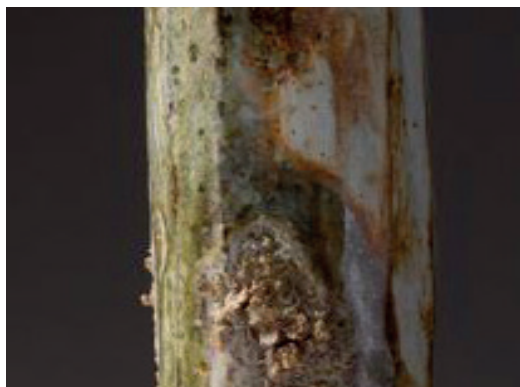
@pullettermagazine_2.png



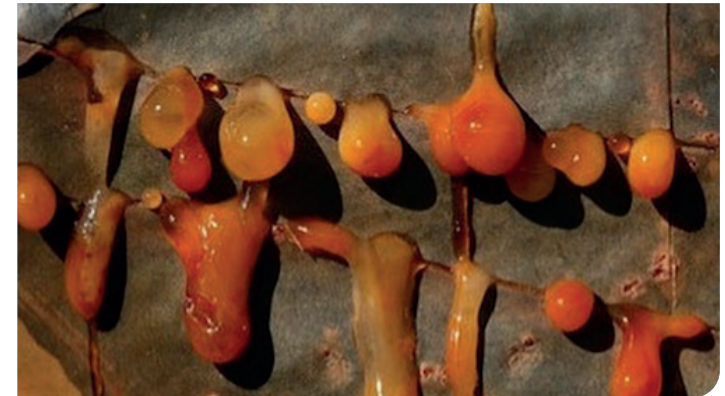
@theleoisallinthemind_6.png



copenhagen-str-s24-0285.jpg



@sdstuff1.jpg



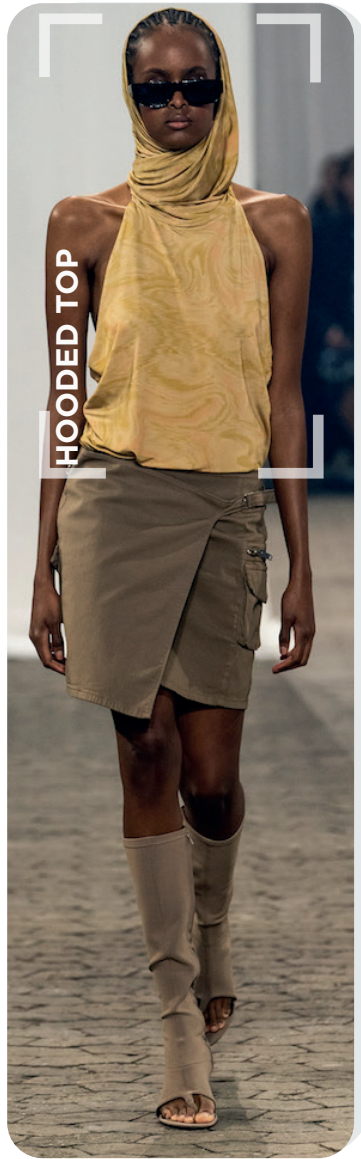
@ssense_36.png

Earthy Harmony.

The Earth Builders color palette is exploring the idea of soils and terrains in unexplored spheres and evokes a rustic feel. The palette balances new swampy khakis and greens with dry beige and sand tones and a warming solar orange. The new manifestation of Deep Lichen Green khaki adds a subdued and calming base to the palette. With Lentil Sprout, a moss-green, the trend's organic element is intensified to enhance the fertility of the outdoors and the possibility for new life elsewhere. Clay and Wood Ash complement the trend's natural shades with a grounding and sandy feel that takes us to the endless horizons of the new world. Nectarine orange as a warm and energetic color adds a visual contrast and reinforces the theme's focus on solar power as a new necessity in a world of tomorrow.

[ALL IMAGES HERE](#)

KEY LOOKS **EARTH BUILDERS**



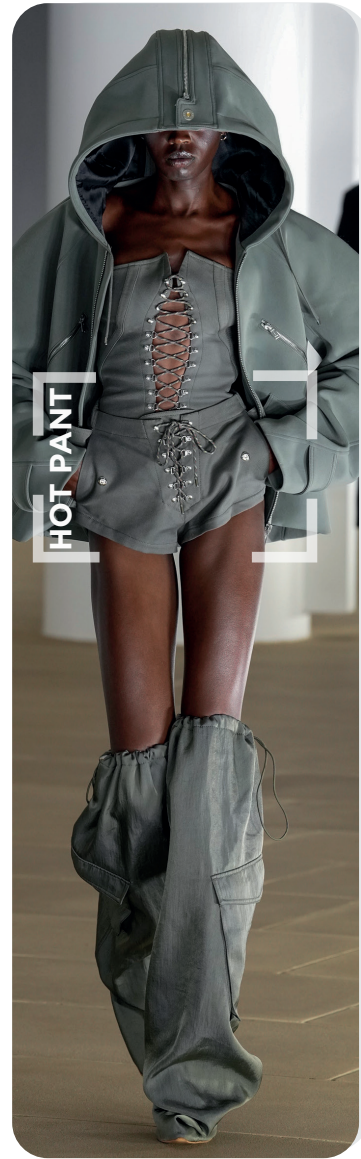
gestuz-.jpg

DESERT RIDER



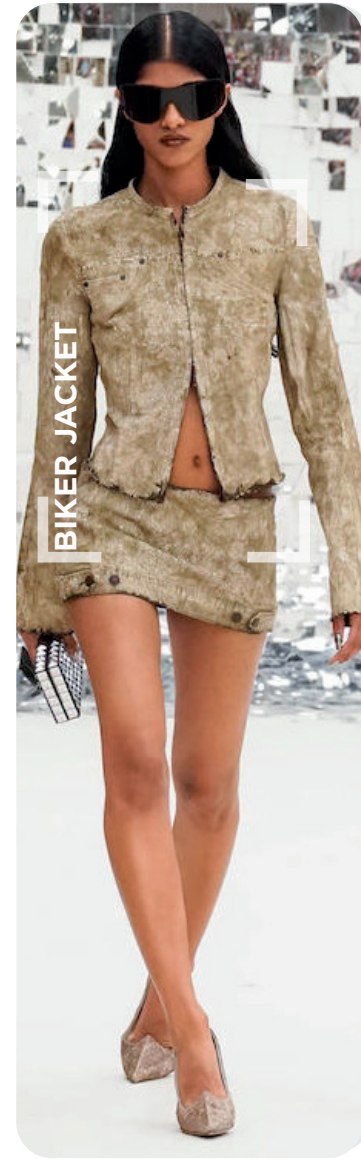
ottolinger1.jpg

FUTURE NOMAD



Dion-Lee.jpg

OFF-GRID UTILITY



acne studios-2.jpg

SUBVERSIVE SOILS

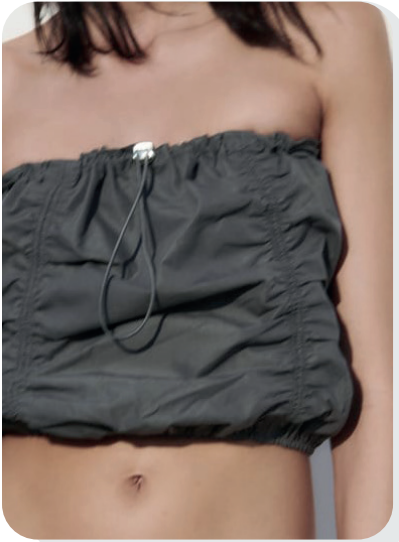


LaPointe-7.jpg

DESERT ICON

KEY ELEMENTS EARTH BUILDERS

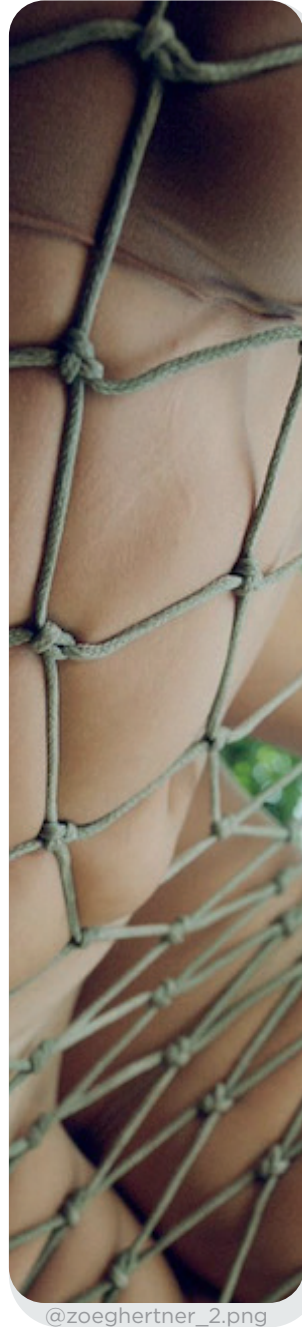
PERFORMANCE PARACHUTES



zara-42.jpg



@tg.botanical_1.png



@zoeghertner_2.png

OFF-GRID FINISHINGS



velez-.jpg



acne-2.jpg

HYPER UTILITY



diesel-5.png



iceberg.jpg

DISHEVELED & DISTRESSED



raggedpriest_5.png



dior-.jpg

KEY ACCESSORIES **EARTH BUILDERS**

SURVIVALIST CIRCLES



SRVC -1.png



bosideng5.png



acne-studios.jpg

OFF-GRID CHIC

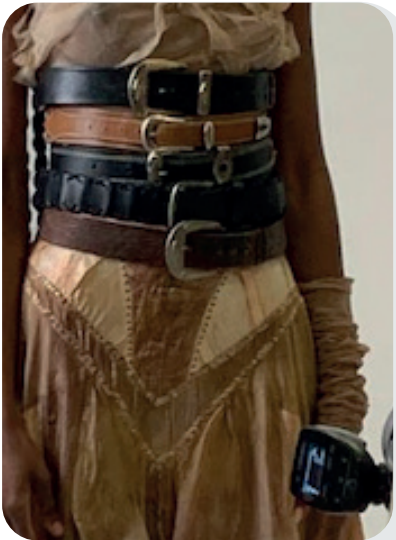


max-mara.jpg

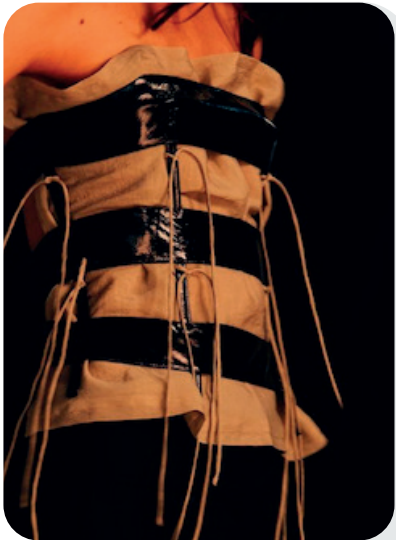


knwls.jpg

SECURITY BELTING



@lesfleurstudio_2.png



@christopheresber_12.png

PROTECTIVE VOLUMES



dion lee-41.jpg



kay kwok-0.png

AI INTERPRETATIONS **EARTH BUILDERS**

UTILITY

EARTHY HUES

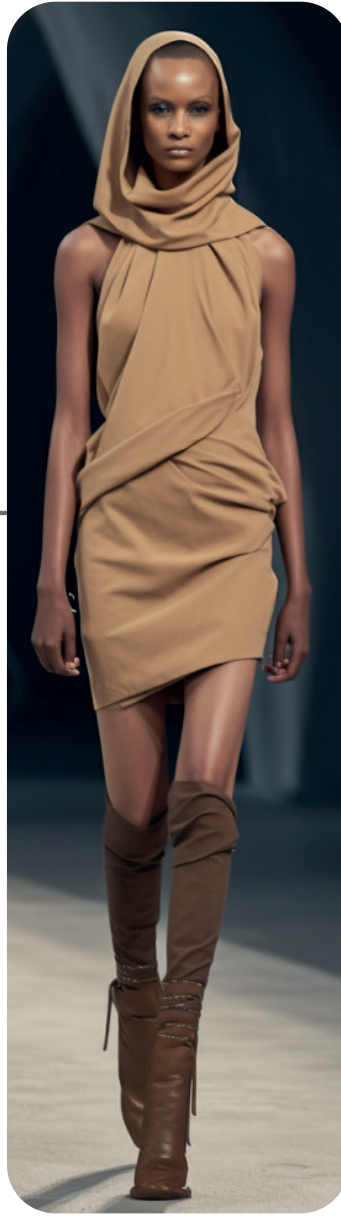
RUSTIC

SURVIVOR

FOREIGN



EVERYDAY EXPLORER



DUNE RIDER



UTILITY CHIC



THE EXPRESSIVE CAREFREE CORPORATE



keywords **PLAYFUL - BLEISURE - FUN BASICS - OPTIMISTIC - SPORTY CORPORATE - BOLD GEOMETRICS**

Carefree Corporate. This SS25 macrotrend is pushing a cultural reset button, where fulfilled leisure organically connects with more productivity. In this theme, time and resources feel better spent. The concept's optimistic and expressive consumers combine pleasure with purpose in an unknown inventive hedonism. The concept is able to unleash new creativity via more playfulness. Carefree Corporate combines the trending kidult and corporate aesthetics of current seasons into a relevant new blend to update business casual collections.



COLOR PALETTE CAREFREE CORPORATE



fendi-.jpg



designmilk.jpeg



Hibiscus
18-1762



Northern Droplet
14-4104 TCX



Wild Lime
13-0540 TCX



Maroon Banner
19-1529 TCX



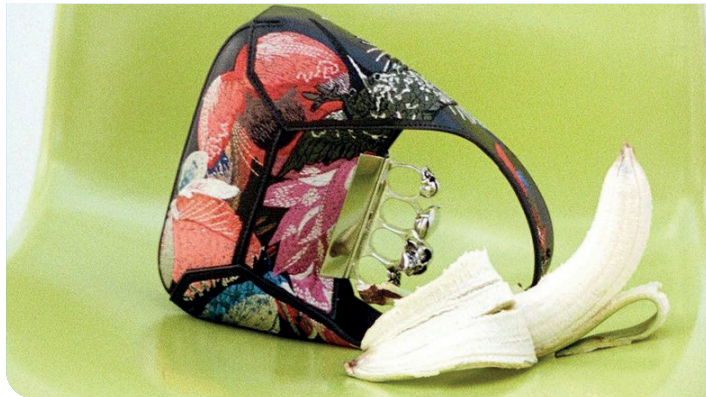
Cerluean
15-4020 TCX



gucci_5.jpg



zoebezencon.jpg



@oddamagazine.jpg



@yogurtmagazine2.png



@scottileonardo.png

A mix of solid & joyful.

The SS25 Carefree Corporate palette allows a harmonious blend of energetic and calming colors and reflects the trend's fusion of leisure and corporate worlds. Wild Lime is boosting the palette with a lively and youthful feel and is used for attention-grabbing color pops. The season's Hibiscus Red is similarly emphasizing the energetic spirit of the trend and can be used as a dominant focal point. As a deeper shade, Maroon Banner adds richness and a subdued base to balance the other light and lively colors. The light blue Cerulean shade and the light grey hue Northern Droplet, maintain lightness and an airy atmosphere for the summer season. These light shades feel soothing and propose an ideal backdrop for the other vibrant and optimistic colors and ground the hedonistic palette in reason and versatility as established by the trend.

[ALL IMAGES HERE](#)

KEY LOOKS CAREFREE CORPORATE



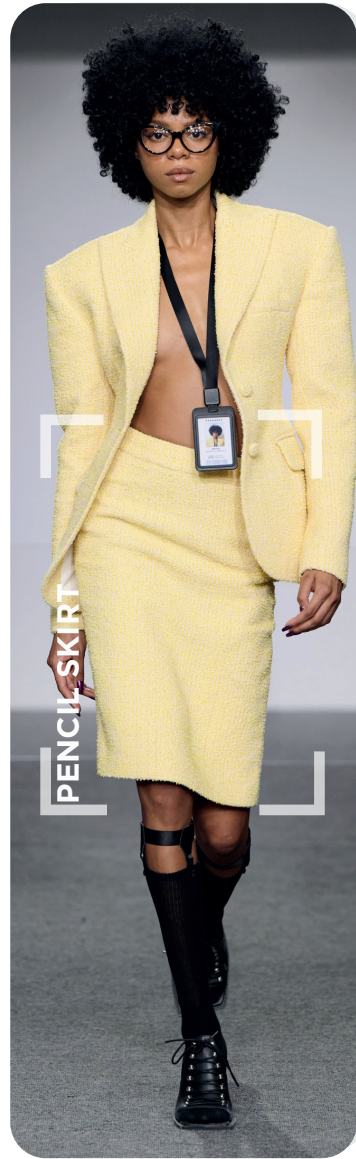
miu-miu.webp

BEACH BUSINESS



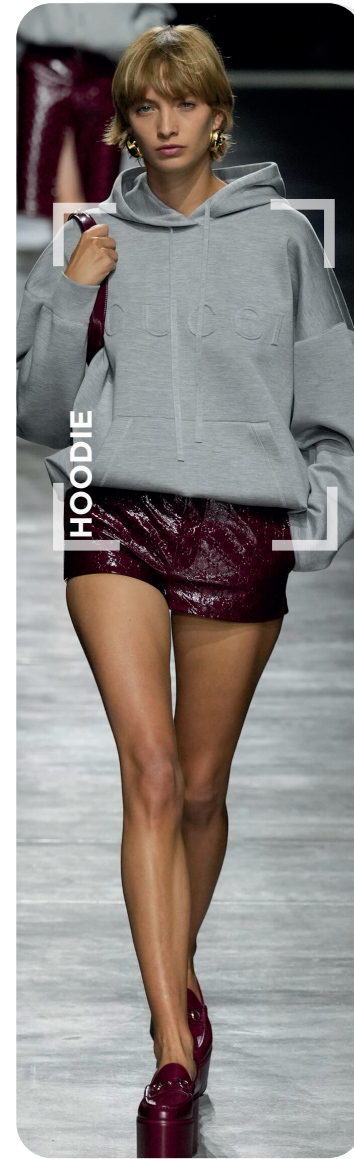
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KIDULTS



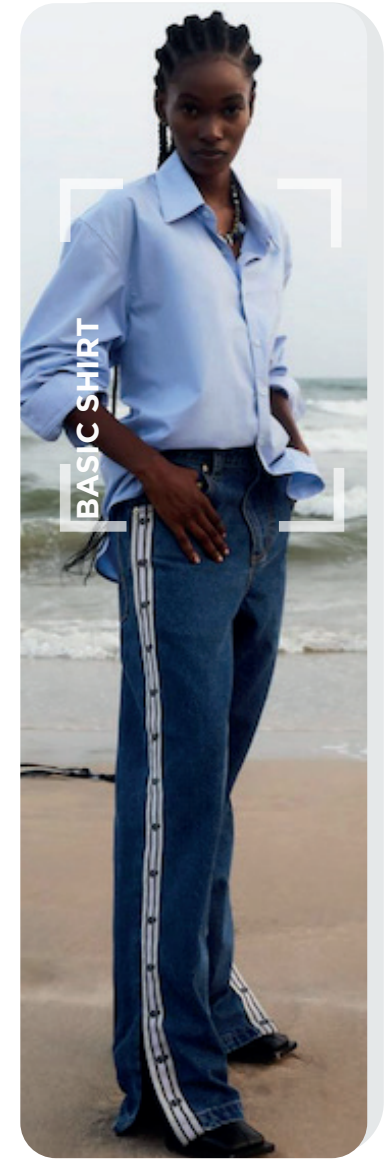
markgong-.jpg

LIBRARIAN PREP



gucci_3.jpg

CASUAL CHIC



@eytys1.png

NEW BASICS

KEY ELEMENTS CAREFREE CORPORATE

COLORFUL CONTRASTING



fendi-2.jpg



MEGMIURA.jpg



WSJ Magazine Fall 23.jpeg

RETRO SPORTING



@theleoisallinthemind-12.jpg

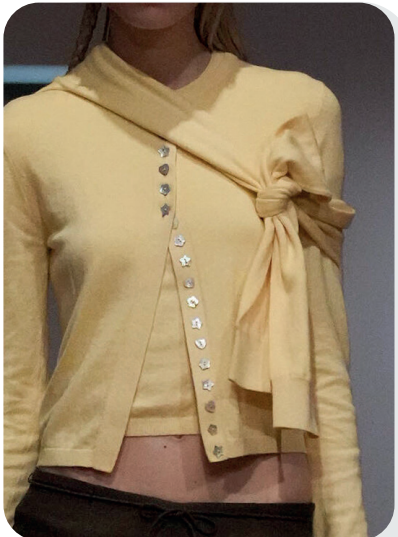


Kenzo-.jpg

EXPERIMENTAL BASIC KNITS



fendi-5.jpg

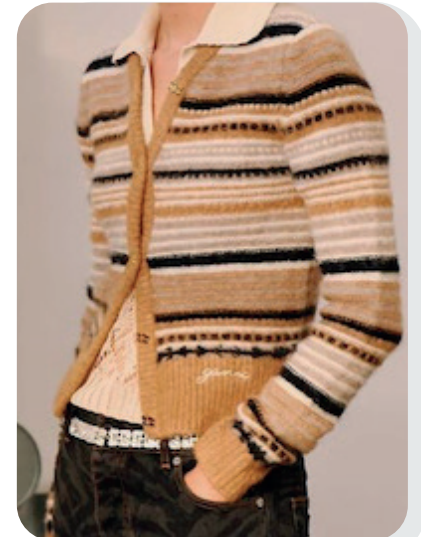


liang-2.jpg

NERDY STRIPES



msgm--.webp



ganni_4.png

KEY ACCESSORIES CAREFREE CORPORATE

MINI SPORTING BAGS



miu-miu.jpg



Coach.jpg



@alina.kossan_2.png

SPORTY HEADWEAR



@alina.kossan_7.png



@baumpferdgarten_3.png

OFFICE TO BEACH SHOES



sportmax-_1.jpg



alessandro.vigliante-3.png

REWORKED BOAT SHOES



jw-anderson-.jpg



miumiu-3.jpg.webp

AI INTERPRETATIONS CAREFREE CORPORATE

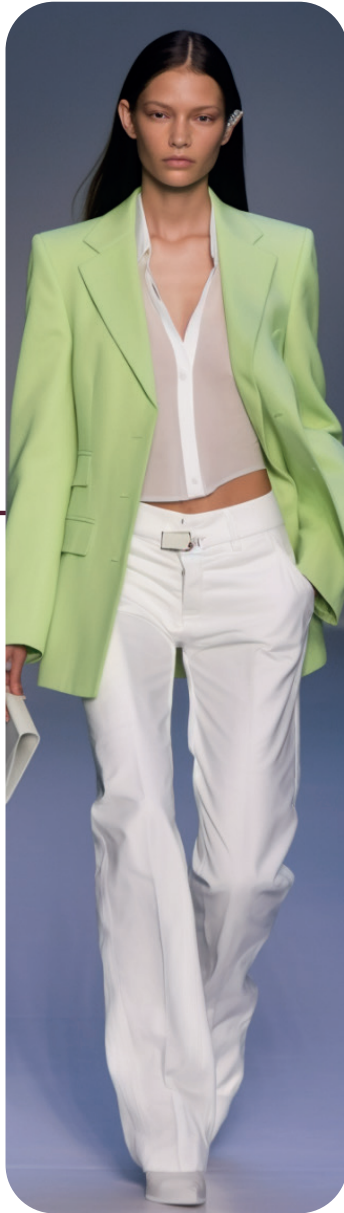
ATHLEISURE

CORPORATE

PREP

MINIMAL

YOUTHFUL



SUMMER OFFICE



NEO PREP



ELEVATED BASICS



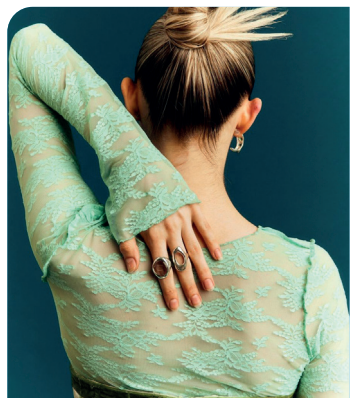
THE EXPRESSIVE A.I. NOUVEAU



keywords **AI ROMANTICS - UTOPIA - MAGIC - GRUNGE - ESCAPISM - FAIRYCORE - RAVE TO LINGERIE - DREAMY**

A.I. Nouveau. This SS25 trend concept is drawing on synthetic creativity to express the new-found freedom for our digital identities and the manifesting virtual multi-realities. In an imaginary and magical world, the romantic and dreamy fairycore trend connects with the augmented and automated feel of A.I. Set in an enhanced orchard or forest scenery, whimsical romantic and deliberately grunge aesthetics collide into a phantasmic new blend. Seemingly under a virtual spell, the resulting look is referencing Art Nouveau's sinuous curves of plants and flowers but updates them with a virtual touch.

COLOR PALETTE A.I. NOUVEAU



@flanellemagazine3.jpg



@sarahschanderebech2.png



Summer Green
14-0156 TCX



Pirouette
14-3205 TCX



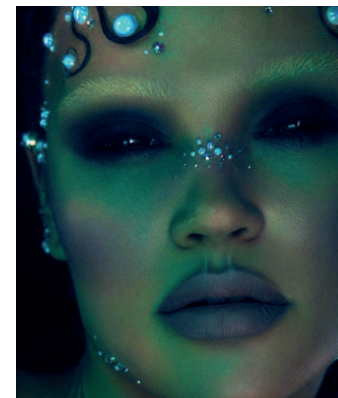
Cascade
14-5713 TCX



Antique Green
18-5418 TCX



Skipper Blue
19-3936 TCX



@jordanliberty.png



litovka.jpg



@florencerose5.jpg



@sarahschanderebech4.png



@purplefashionmagazine.png

A natural mystery.

The SS25's A.I. Nouveau color palette is based on a balance between light and dark shades to provide a dynamic and harmonious feel. As darker shades, antique green adds depth and sophistication, while skipper blue as a purple-tinted dark indigo, provides elegance. Adding a sense of drama, this opulent darker base is enriched by a vibrating summer green and cascade mint. Those light and refreshing greenish shades unleash associations to the world of tech and the world of nature equally. The result is a sense of coolness and a refreshing energy. A more dreamy shade, Pirouette Pink, is further adding a playfully soft nuance to the scheme for a more inviting and phantasmic atmosphere.

[ALL IMAGES HERE](#)

KEY LOOKS A.I. NOUVEAU



SATIN BAGGY

collinastrada.jpg

PHANTASY STREET



REWORKED NIGHTGIE

faith-connexion.jpg

GRUNGE DREAMS



TUBE TOP

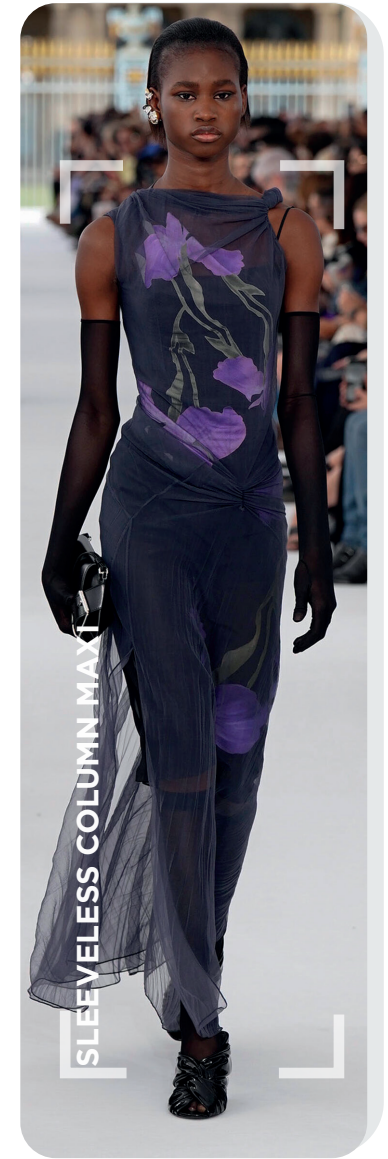
koma_1.jpg

THE RAVESS



JADED_19.jpg.webp

SWAMPY FAIRY



SLEEVELESS COLUMN MAXI

givenchy-7.jpg

ELEGANT ORCHARDS

KEY ELEMENTS A.I. NOUVEAU

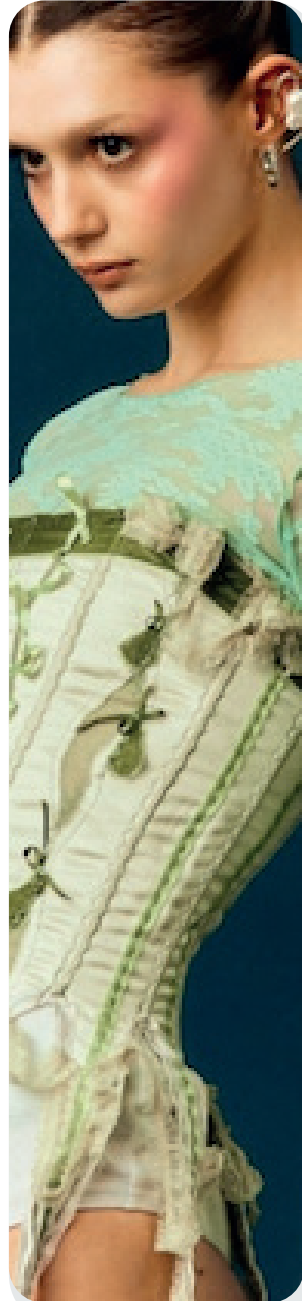
NOCTURNAL CYBER SPACES



JADED_15.jpg.webp

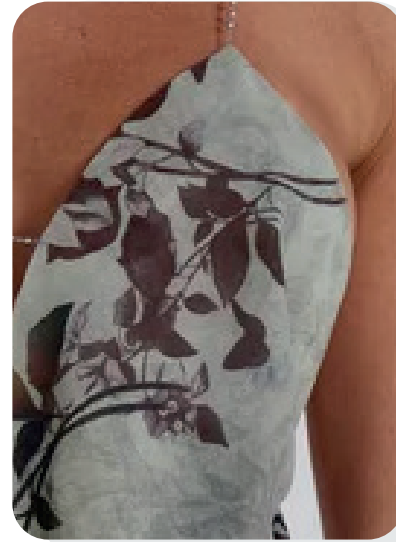


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@flanellemagazine_14.png

MAGIC BOTANICALS

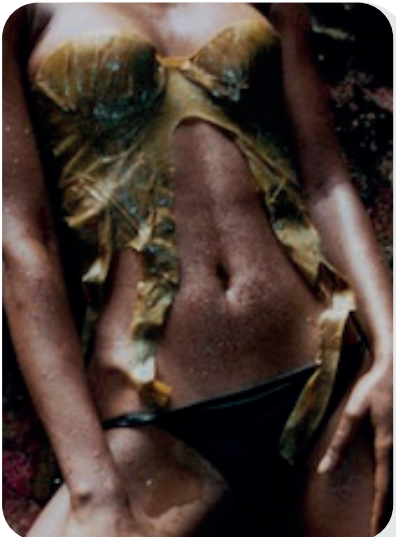


JADED_22.jpg.webp



etro-11.png

GRUNGY FLOUNCING

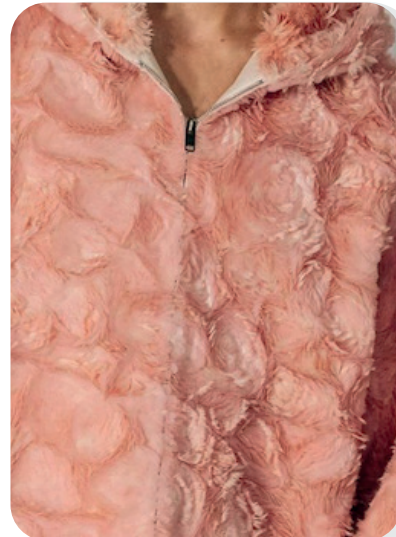


@alexleese_4.png



y-project-.jpg

PHANTASMIC 3D BLOSSOMS



@givenchy_4.png



yuhan wang-8.jpg

KEY ACCESSORIES A.I. NOUVEAU

MORPHING BLOOM



del-core.jpg

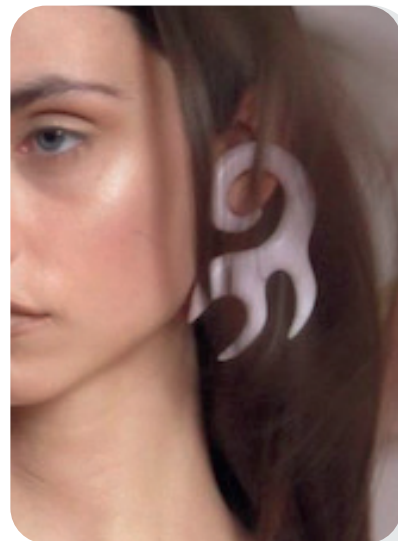


flying solo2.JPG



@sportmax_2.png

SINUOUS AI BLENDS



@jaded_9.png



loewe-.jpg

POINTY MULES



blumarine-.jpg



sarawong-2.jpg

ORGANIC EXPLORATIONS



bottega veneta-0.png



givenchy-5.png



AI INTERPRETATIONS A.I. NOUVEAU

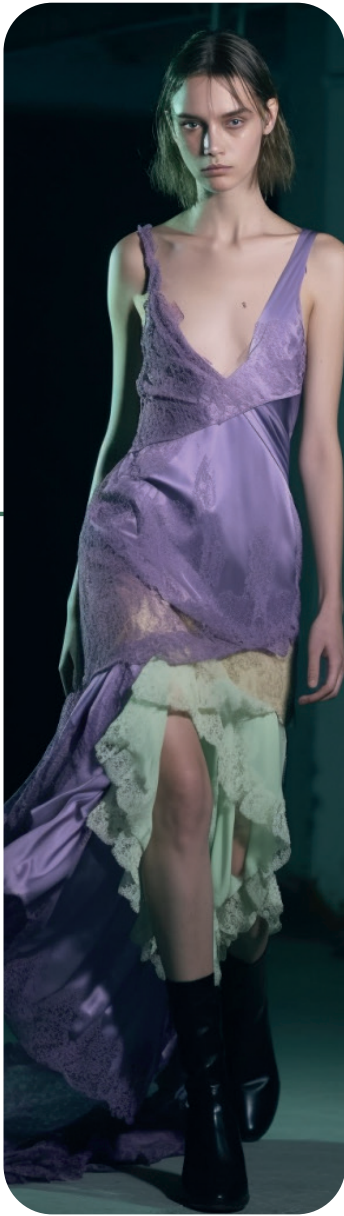
BOTANICAL

PHANTASY

FAIRY

GRUNGE

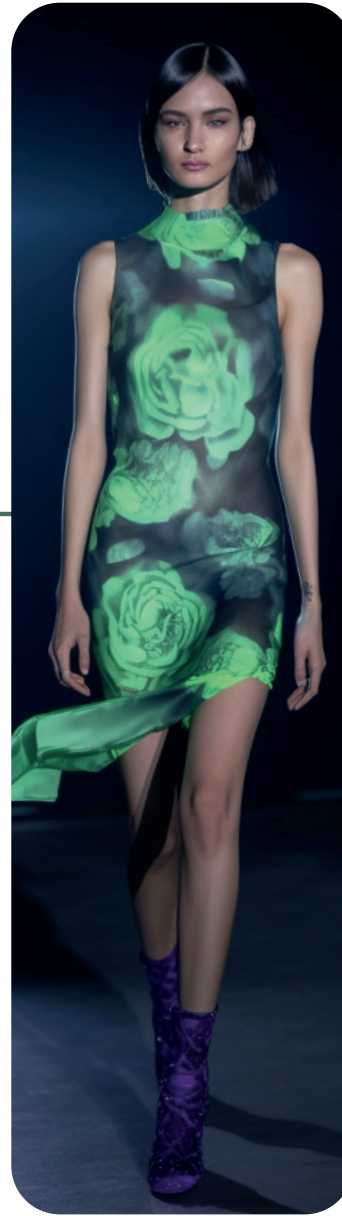
NOCTURNAL



REBEL FAIRY



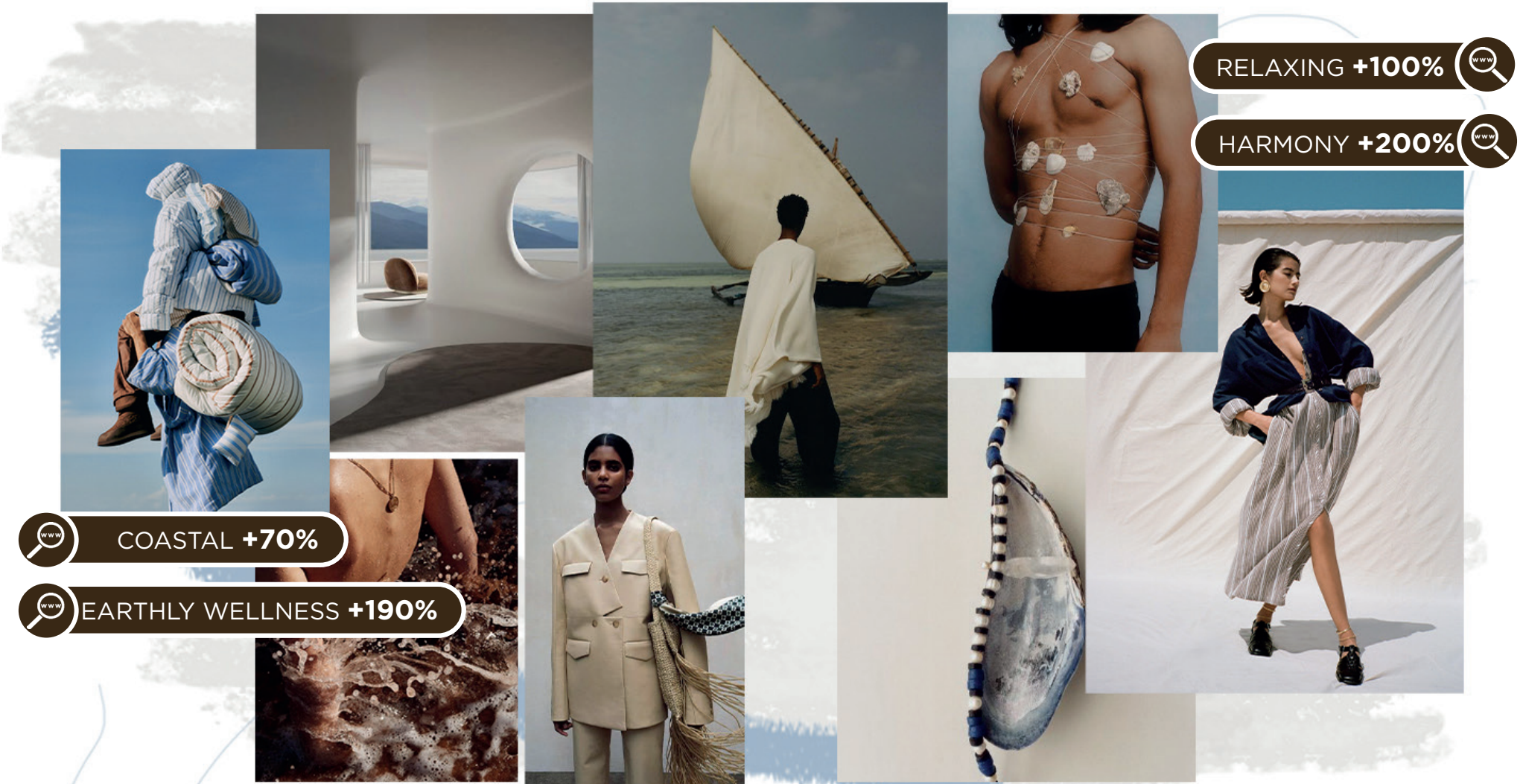
PHANTASY GRUNGE



CYBER VIXEN



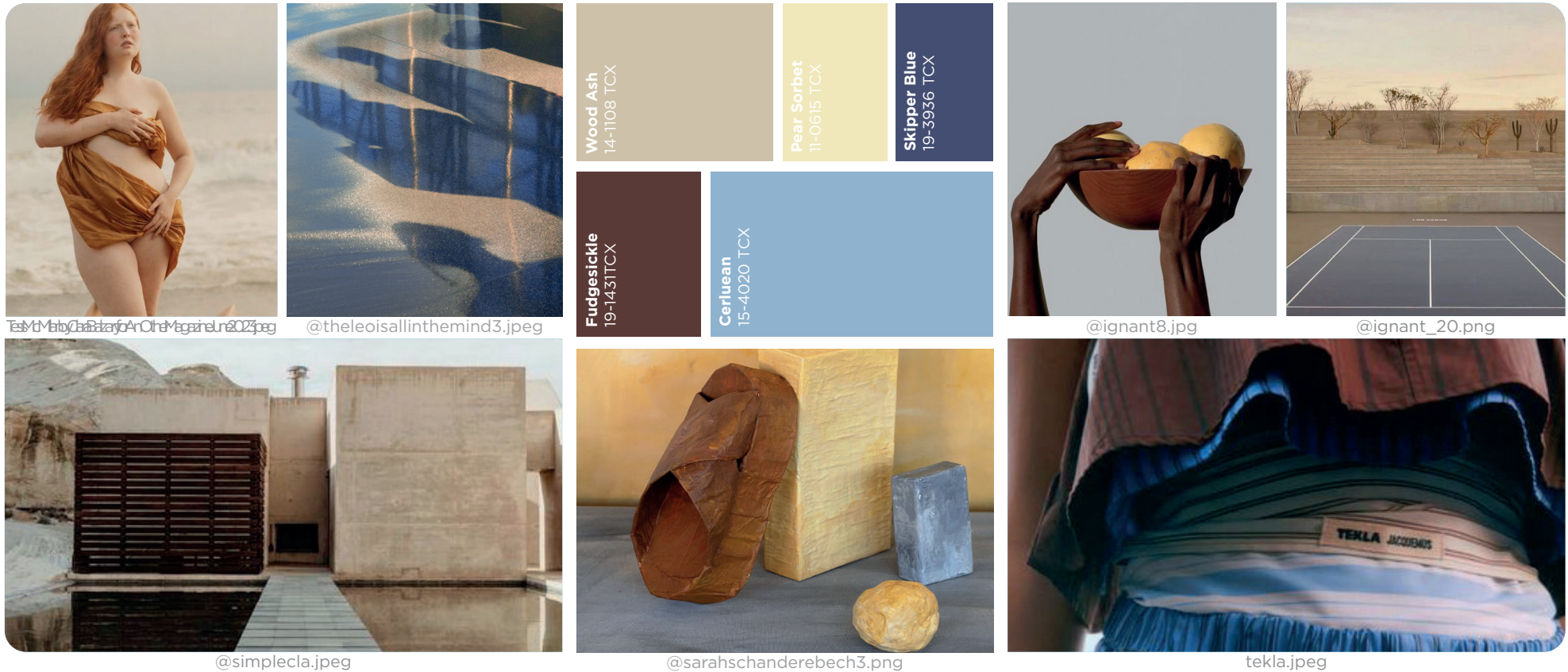
THE HONEST COASTAL QUIETUDE



keywords **SERENE - COMFORT - WARDROBE STAPLES - QUIET LUXURY - CALM - RUSTIC BUT REFINED - PEACEFUL**

COASTAL QUIETUDE. This SS25 macrotrend is seeking to escape the turbulence of reality and establish balance again. As an antidote to our hustle culture, this trend purposely slows-down and reconnects to time as a reward and reframes idleness as a virtue. In this peaceful aesthete, an honest consumer is seeking to reconnect to life and therefore reaches for reassurance and harmony. This graceful coastal story combines precious natural artistry and thoughtful modernity for a more sensitive and conscious interpretation of the quiet luxury trend.

COLOR PALETTE COASTAL QUIETUDE

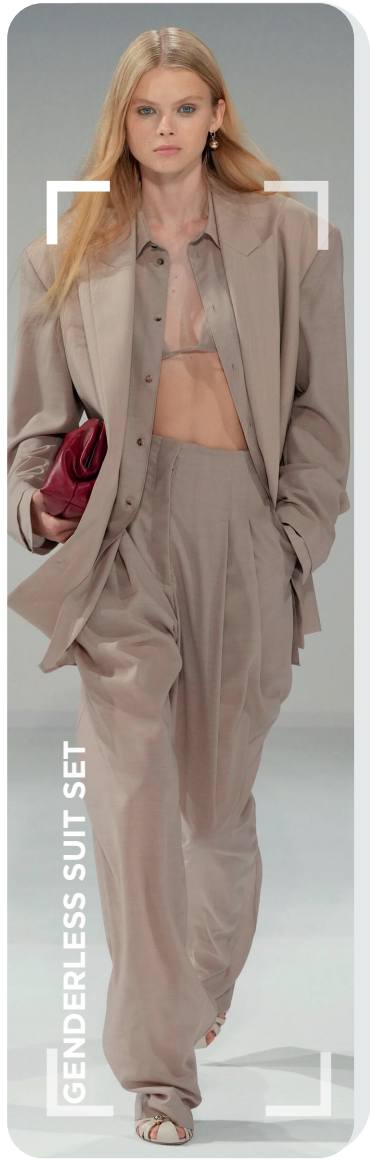


A Soothing Solar Aesthete.

The Coastal Quietude color palette for SS25 is based on a harmonious blend of warm and cooler natural shades, where darker shades add depth and sophistication and lighter shades invite freshness and openness. As a richly pigmented base, Fudgesickle brown creates a feeling of reliability and grounding in order to enrich the lighter tints of the palette with depth. Natural pastels like Cerulean Blue and Pear Sorbet Yellow resonate a sense of serenity and peacefulness in this mix. As a summery and coastal theme, the harmony's blue shades take the lead next to warming natural colors and invite the eternal blue visuals where oceans and skies collide across the horizon. The palette conveys tranquillity and trust. Another grounding and calm shade, Wood Ash, adds even more timelessness and ease to this palette.

[ALL IMAGES HERE](#)

KEY LOOKS COASTAL QUIETUDE



GENDERLESS SUIT SET

philosophy-2.jpg

NATURAL MINIMAL



BOHEMIAN MAXI DRESS

selfportrait-16.png

PURE BOHO



WIDE BERMUDAS

Valentino-.jpeg

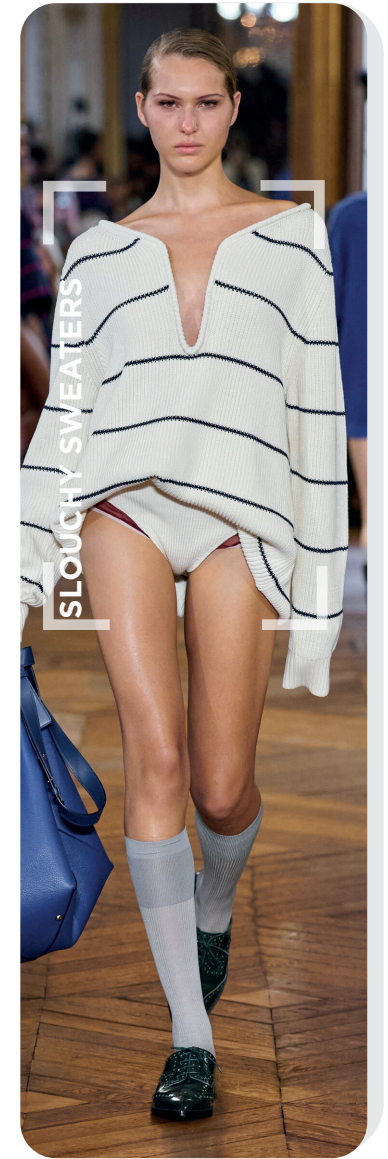
FOREVER DENIM



FULL BOHO SKIRT

ullajohnson.webp

QUAINT CRAFT



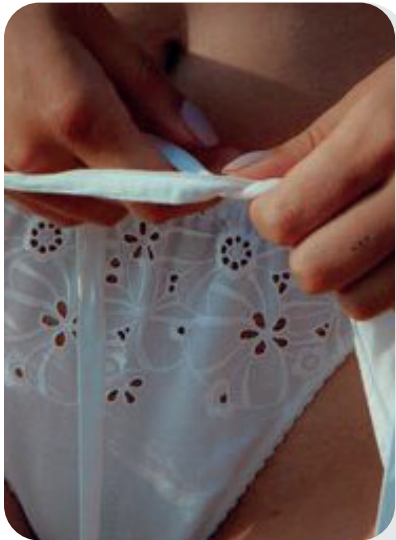
SLOUCHY SWEATERS

victoria-beckham.jpg

RETRO RESORT

KEY ELEMENTS COASTAL QUIETUDE

HOMESTEAD OPENWORKS



fruity booty.jpeg



isabel marant-16.jpg



alexis4.jpg

SCULPTURAL MACRAME



sir.png



mc queen-3.png

TENDER LINEN STRIPES



@flanellemagazine_20.png

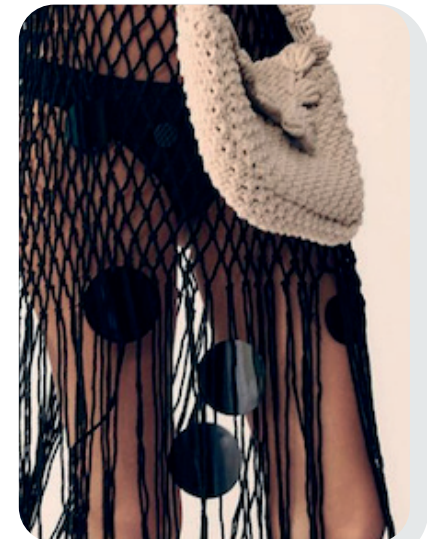


mara-hoffman.jpg

TRAILING FRINGES



fabiana filippi-3.png



zara-1.png

KEY ACCESSORIES COASTAL QUIETUDE

PURE BOHO BUCKETS



miu-miu_1.jpg



chloe-.jpg

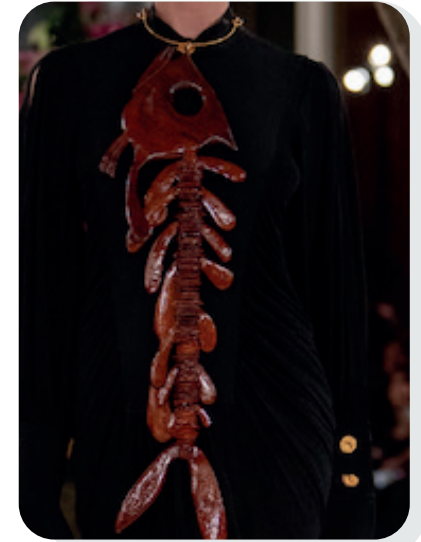


@sdstuff6.jpg

PRIMITIF NECKLACES



zara-2.png



schiaparelli-1.png

ELEGANT WOODEN STYLES



isabel marant-4.png



@cultgaia_2.png

CHIC COASTAL NETS



stella-mccartney-.jpg



valentino.jpg



AI INTERPRETATIONS COASTAL QUIETUDE

NATURAL

REFINED

CRAFT

QUIET LUXURY

MINIMAL BOHO



RUSTIC MINIMAL



SOFT LINEN



COASTAL BOHO



THE HONEST **EMOTIVE TRACES**



www **RADICAL INTIMACY +80%**

www **MINIMALISM +170%**

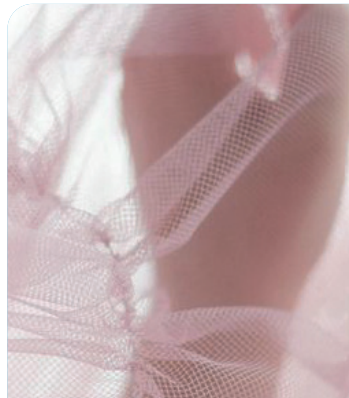
90S STYLE +90% 

MAXIMALISM +50% 

keywords **FRAGILE - MINIMAL VS MAXIMAL - DECONSTRUCTED - BARE - SENSIBLE - INTIMATE - LAYERS - 1990s**

Emotive Traces. With this SS25 story, more honest consumers are seeking to make sense of their emotional turbulence in a sentimental yet brave approach. By confronting trauma and fears, people are continuously addressing their own confusion of past, present and future to discover their reality. The highly emotional SS25 story deconstructs the inner world to carefully observe its pieces and create sense and soothing. In a highly psychological work, this macrotrend seeks to harmonise our fears and hopes, reflected in opposites like light and dark, male and female, minimal and maximal and delicate and harsh.

COLOR PALETTE **EMOTIVE TRACES**



rosecapsule.jpeg



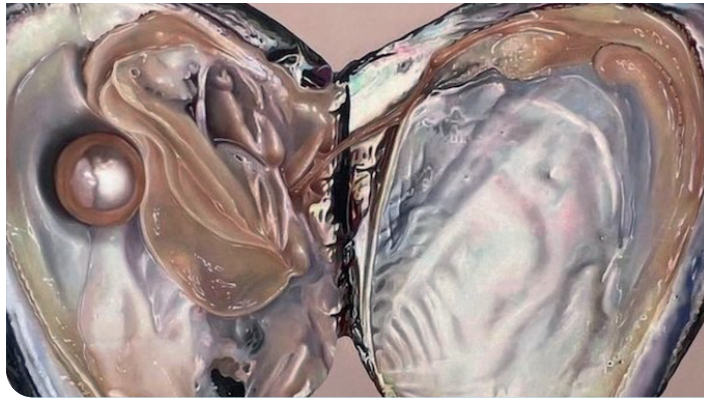
@ximzavivkz.jpeg



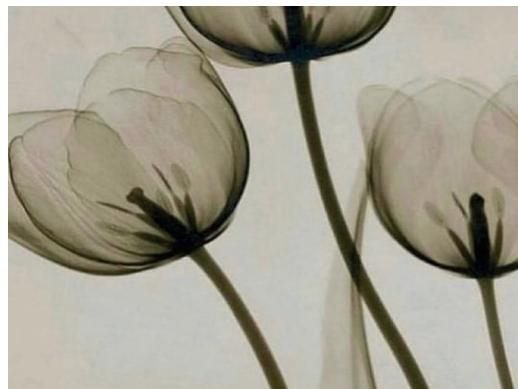
depop.jpg



doric salcedo.jpeg



@jodiemariesmith-16.png



@ssheenamyaake3.jpg



@allminimal_10.png

Tender Tones.

The Emotive Traces color palette for SS25 is adding a soft and tender harmony for a more soothing aesthetic to the season. The palette's two greys, Northern Droplet and Poppy Seed, add a versatile backdrop to the mix and set visual contrasts to the other rather lightly-pigmented color-hues. Potpourri pink and Orchid Hush are the pastel tints that evoke feelings of tenderness and tranquillity here and help us to lean into our more intimate and emotive parts. Wood Ash, as a warm neutral, unifies this trend's palette in an allusion to our bare skin and its timeless purity. Overall, the color aesthetic invites softer feelings, but gives dusty and darker sentiments their space as well.

ALL IMAGES HERE

KEY LOOKS **EMOTIVE TRACES**



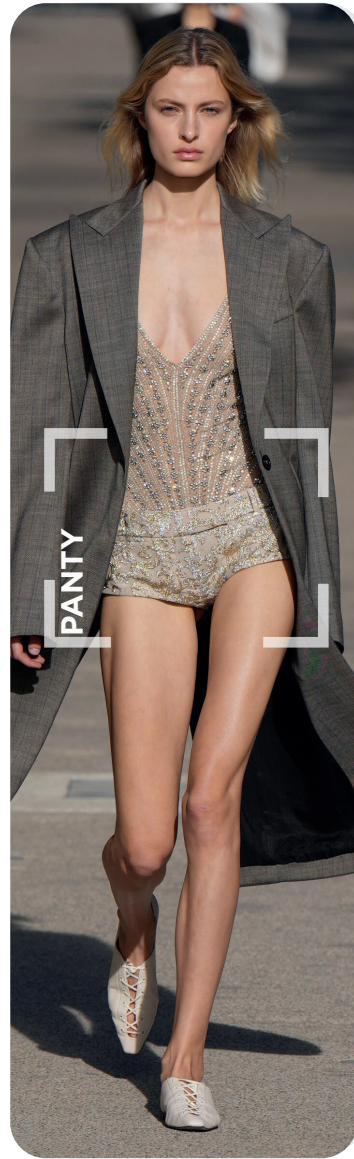
koma_7.jpg

SLEAZY BALLET



didu.webp

90S MINIMALISM



mccartney.jpg

FEM & MASCULINE



rotate Kopie.jpg

DECONSTRUCTED



shengtao.jpg

TENDER BASICS

KEY ELEMENTS **EMOTIVE TRACES**

ETHEREAL TULLE



@mirrorpalais_7.png



chikakisada_24ss_008.jpg

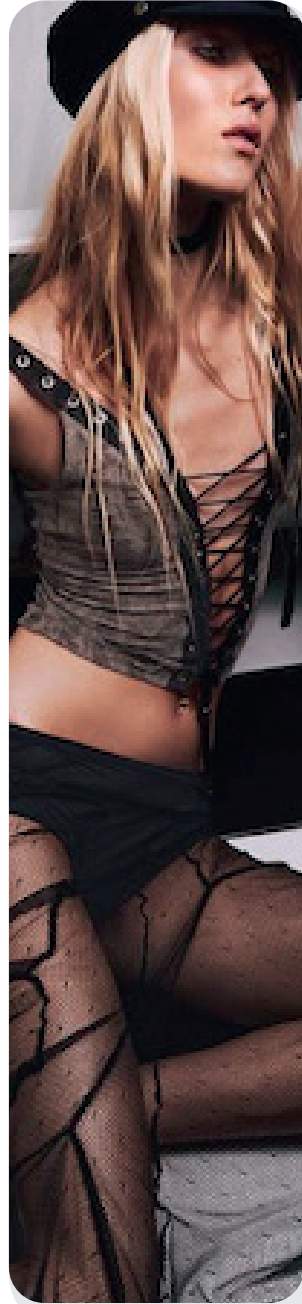
TENDER VOLUMES



jacquemus.jpeg



JADED_24.jpg.webp



@jaded_12.png

DECONSTRUCTED LACE



ottolinger-5.jpg

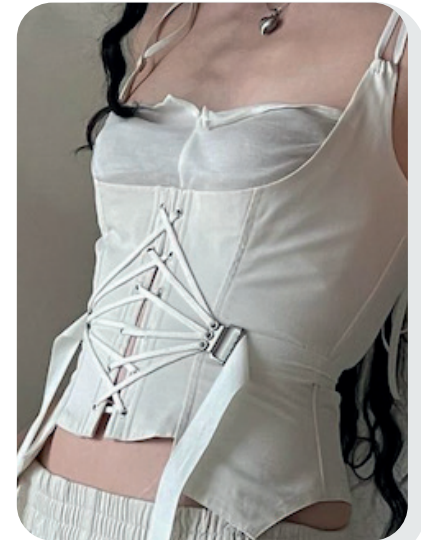


@christopheresber_9.png

LINGERIE LIASONS



@gyoureekim_8.png



@apocstore_2.png

KEY ACCESSORIES **EMOTIVE TRACES**

BARELY-THERE STOCKINGS



jens_2024ss_014.jpg



rotate.jpg

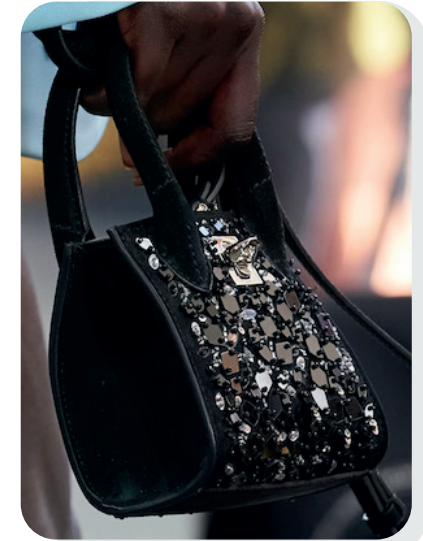


@lesfleurstudio_12.png

CONTEMPORARY HAMMOCK BAGS



akris.jpg

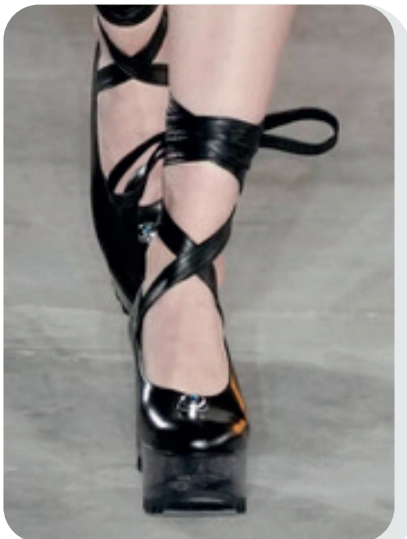


scervino-_1.jpg

LACED-UP BALLET LOOKS



@lesfleurstudio_8.png



undercover-3.png

SHARP MARY JANE HEELS



jacquemus.webp



miu-miu-.jpg

AI INTERPRETATIONS **EMOTIVE TRACES**

ROMANTIC

GRUNGE

SOFT

MINIMAL

DECONSTRUCTED



GRUNGE BALLET



BARELY THERE



SLEEK 90S BASICS



THE DEVOTED REIMAGINED ETHOS



MONASTIC +120%



RITUAL +60%



ARTEFACT +550%

DIVINE +170%



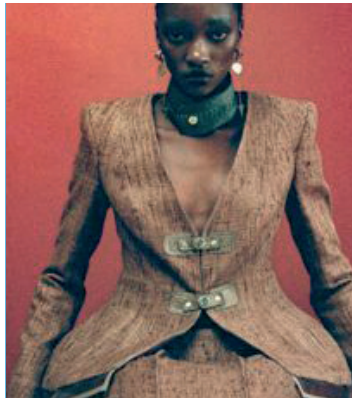
keywords **DIVINE - SPIRITUALITY - PRIMAL - INSTINCTIVE - MONASTIC - TRADITION - ETHEREAL - LUMINOSITY**

Reimagined Ethos. This trend for SS25 is sitting at the peak of our spiritual renaissance. In times of war and crisis, the value of life moves back in focus and demands us to reconnect and to care more profoundly. We have to reimagine our existence and seek beyond the visible horizon, in more divine spaces. This trend gives us the answers that we need. It aims to sharpen our feelings of empathy and hope to establish a path towards new meaning. This aesthetic provides guidance for a more conscious culture that adapts to a new world and its needs.

COLOR PALETTE REIMAGINED ETHOS



@maranif6.png



viviers.jpg



Wood Ash
14-1108 TCX



Gleam
12-0317 TCX



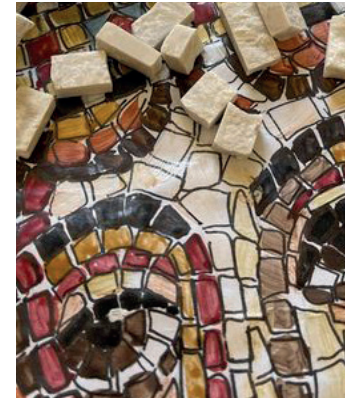
Cinnabar
18-1540 TCX



Aspen Gold
13-0850 TCX



Clay
15-1231 TCX



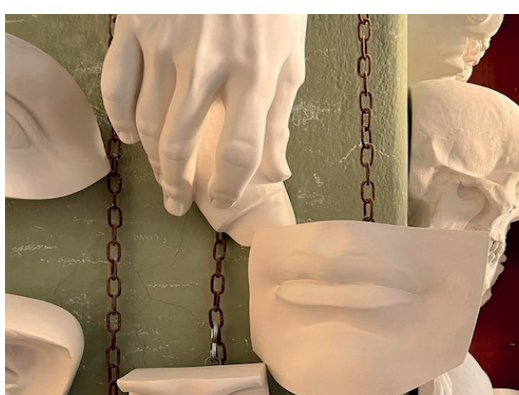
etsy.jpeg



@plusiaroms_1.png



@sdstuff10.jpg



@ignant_27.png



@cabanamagazine.jpg

Spiritual Warmth.

The SS25 Reimagined Ethos color harmony offers an inviting palette for the season that unleashes nature-inspired tranquility, where warm and earthy aesthetics meet sophistication. As the natural base, Clay and Wood Ash provide versatility and simplicity and create a simple and subdued backdrop. Cinnabar as a reddish brown evokes a sense of earthiness and adds a primal and rustic element. More heavenly and spiritual, Aspen Gold adds a vibrant and sun-drenched color that creates a feeling of happiness and positivity and creates a pop of brightness between the other earthy shades. Lastly, Gleam as a subtly pigmented sage green adds a calm and soothing feel that is related to the color's natural and organic element. It grounds the rest of the palette with restorative balance and a fertile freshness. Overall, this SS25 palette is depicting the trend's need for new meaning, connection and a spiritual renaissance.

[ALL IMAGES HERE](#)

KEY LOOKS REIMAGINED ETHOS



dipetsa-7.jpg

PRIMAL CULT



dipetsa.webp

DIVINE ENERGY



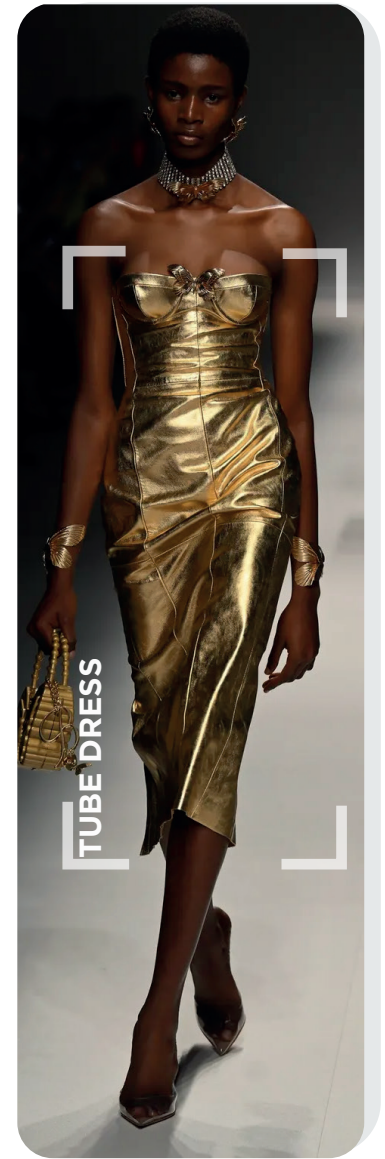
etro.webp

SPIRITUAL SOUL



Valentino-_1.jpeg

MONASTIC MUSE



blumarine.webp

ANTIQUE HEROINE

KEY ELEMENTS REIMAGINED ETHOS

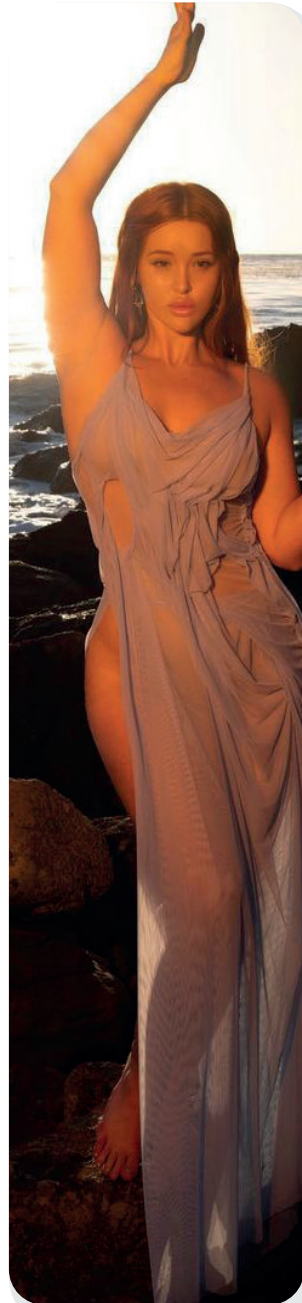
MYTHICLA BEINGS



Valentino-2.jpeg



@etro_21.png



@elleyduhe 2.jpg

EMBELLISHED DRAPES



esber-.jpg



ferragamo-0.png

CAPE SHOULDER EFFECTS



ruohan.webp

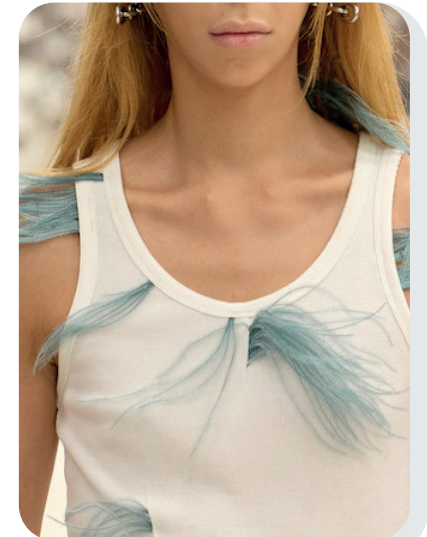


Rabbane-0.jpg

ANGELIC FEATHERING



shiatzy chen-0.jpg



acne.jpg

KEY ACCESSORIES REIMAGINED ETHOS

PRECIOUS SHOULDER BAG



kiko-kostadinov2.jpg

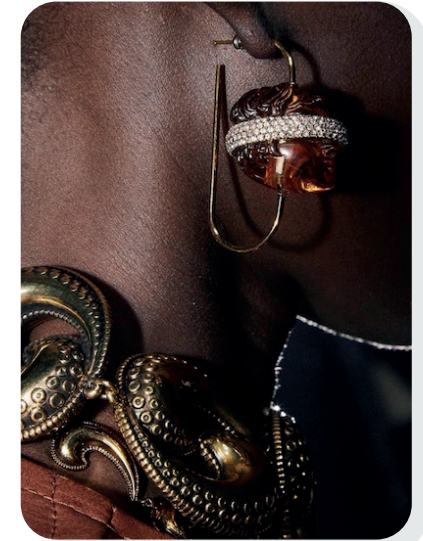


phillip-lim.jpg

SPIRITUAL TREASURES



zimmermann.jpg



@etro_23.png

SENSUAL MICRO STRAPS



priscavera-.jpg

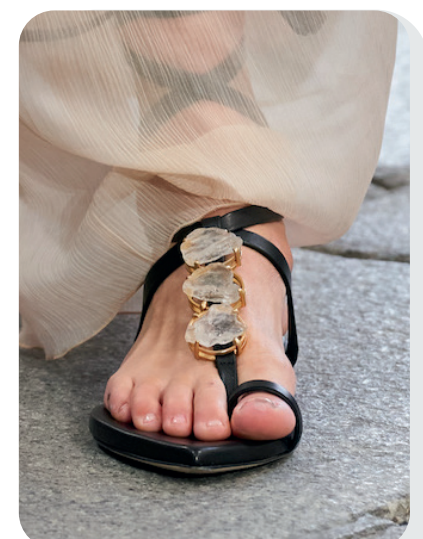


coperni.jpg

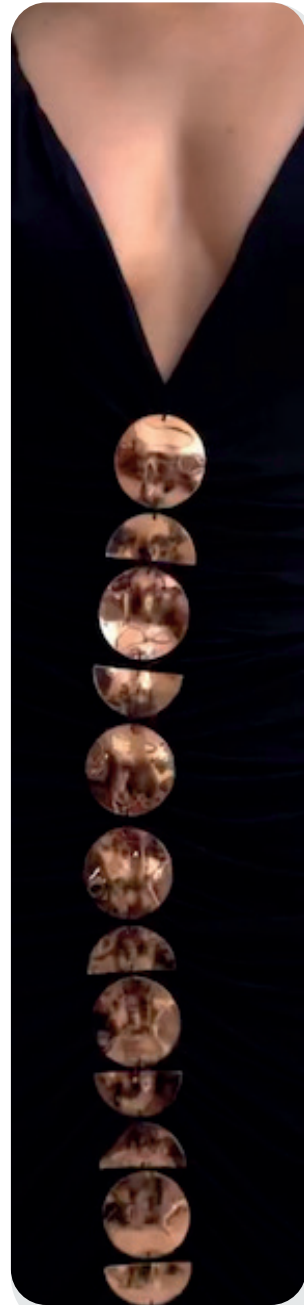
EMBELLISHING ARTEFACTS



rabanne-.jpg



scervino-.jpg



@cultgaia_7.png

AI INTERPRETATIONS REIMAGINED ETHOS

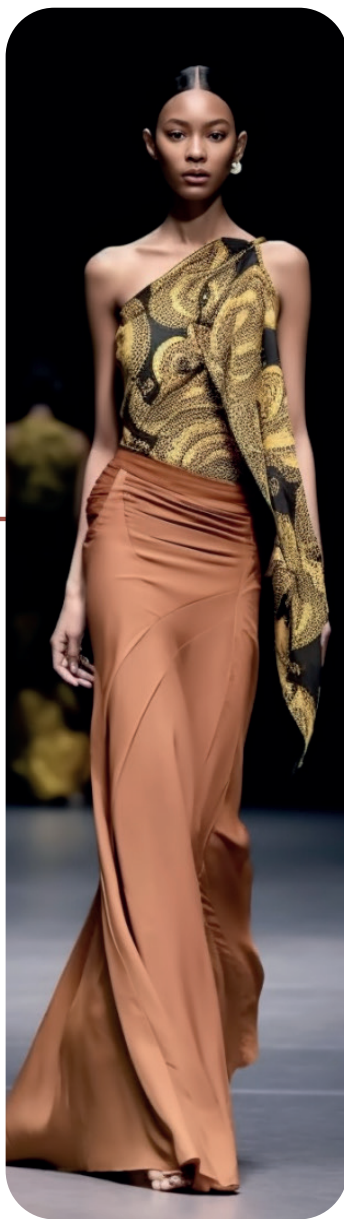
DREAMY

DIVINE

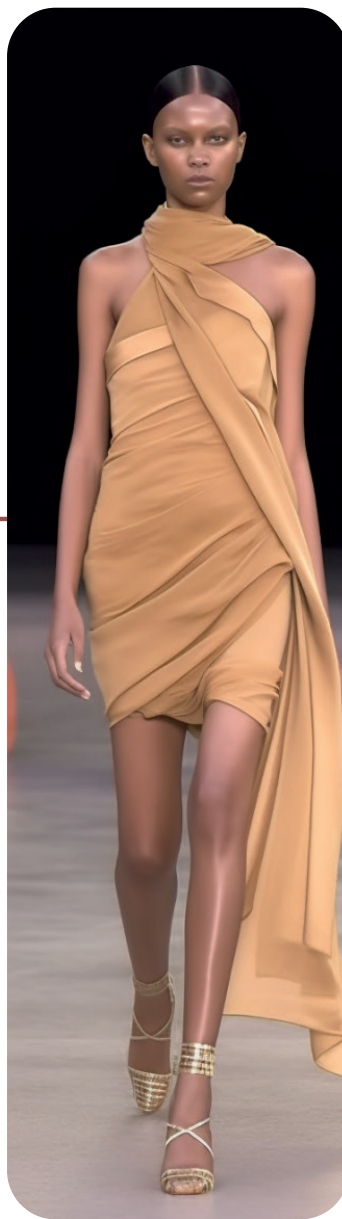
ETHNIC

PRECIOUS

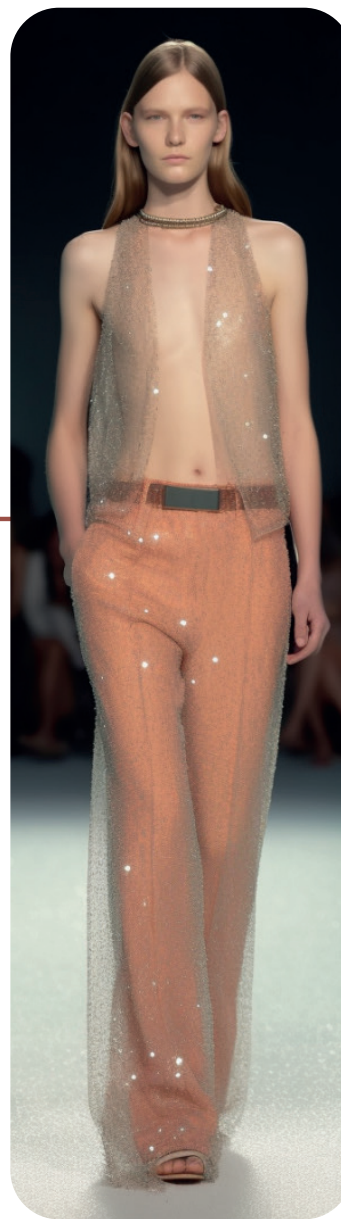
ANTIQUE



ALCHEMIST LEADER



SOLAR GODDESS



ETHEREAL GIRL



THE DEVOTED TROPICAL CRAFT



RESPONSIBLE +300%

FOLK +80%

BOHEMIAN +70%

ARTSIAN +300%



keywords **COMMUNITY - UPCYCLED - MAXIMAL BOHO - RETRO QUAIN - RESORT - JOY - CRAFT**

Tropical Craft. SS25 is looking for joy again. The trend reaches for communal warmth and tropical excitement. Here, we re-imagine humanity beyond common borders and connect as people again. This trend ditches business-oriented networks for the sake of real community to combat the loneliness epidemic that leads to feelings of depression and despair. With empathy as a mantra this crafted concept creates closeness via heritage art references, sentimental upcycling and energizing tropical vibes that offer new vitality and hope in darker realities.

COLOR PALETTE TROPICAL CRAFT



@documentjournal_2.png



@zoeghertner_5.png



Cascade
14-5713 TCX



Clay
15-1231 TCX



Antique Green
18-5418 TCX



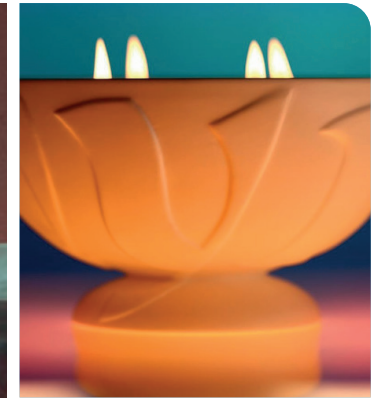
Nectarine
16-1360 TCX



Durberry
17-1647 TCX



@fashionarchive.magazine_12.png



@taissirotes_4.png



homecominggallery.png



zara-4.png



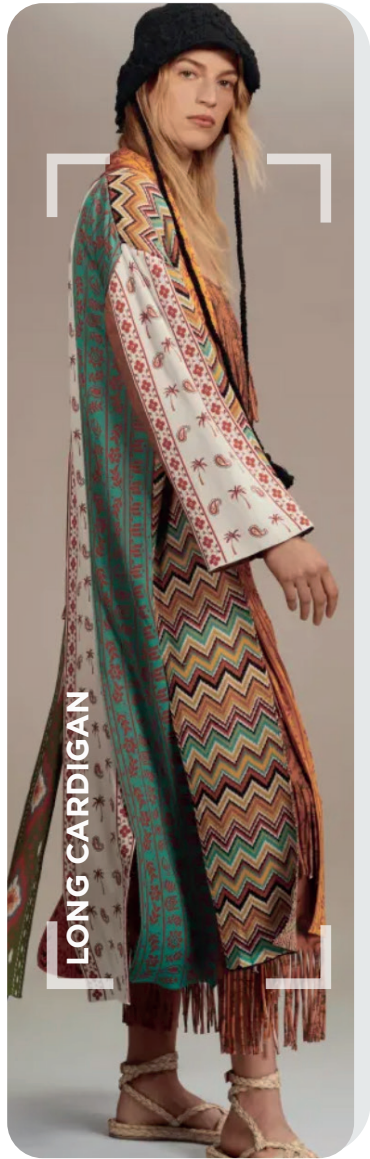
@piariverola9.png

Grounded Hedonism.

SS25 is looking at a vital and enthusiastic palette for the Tropical Craft trend. The potential of the tropical cool and summery warm tints depends on the shades proportions. As a refreshing component, Cascade Turquoise and a rich Antique Green are adding a tropical and botanical component to generate a natural sense of vibrancy. As a balanced counterpart, Nectarine orange and the season's top color Durberry are eliciting feelings of warmth, enthusiasm and pulsating energy. On a grounding shade of brownly beige, called Clay, those more expressive summery colors find more stability and a warm, honest context. This neutrality enhances the communal and natural connection despite the tropical vibrancy of traditional crafts and thereby allows a more considered and mindful component to be explored.

ALL IMAGES HERE

KEY LOOKS TROPICAL CRAFT



LONG CARDIGAN

alanui2.png

LOCAL CRAFT



FRINGED SWEATER

etro5.jpg

EXOTIC NOMAD



TANK TOP

bottegaveneta.webp

MINIMAL BOHO



PLUNGING SLIP DRESS

@jaded_6.png

TROPICAL NIGHT



FRINGE DRESS

isabelmarant.webp

ARTISANAL HERITAGE

KEY ELEMENTS TROPICAL ELEMENTS

COASTAL GRANDPA CHECK

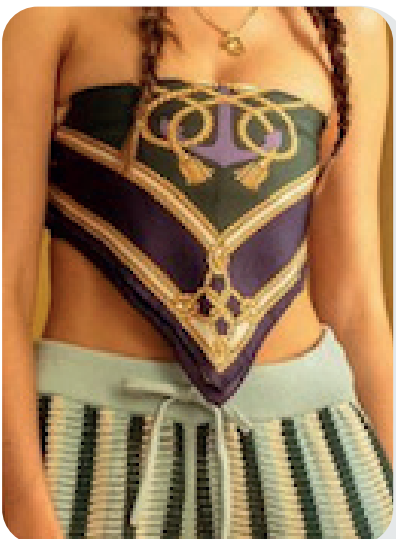


@becandbridge-8.png



@loevchild_6.png

RESORT FOULARDS



@aimeleondore_2.png



rhude-.jpg



zara-47.jpg

BEADED FRINGES



aliane umiwalal.jpeg



moschino.jpg

NOSTALGIC HANDMADE



mirrorpalais_3.png



amber grant 2.jpeg

KEY ACCESSORIES TROPICAL CRAFT

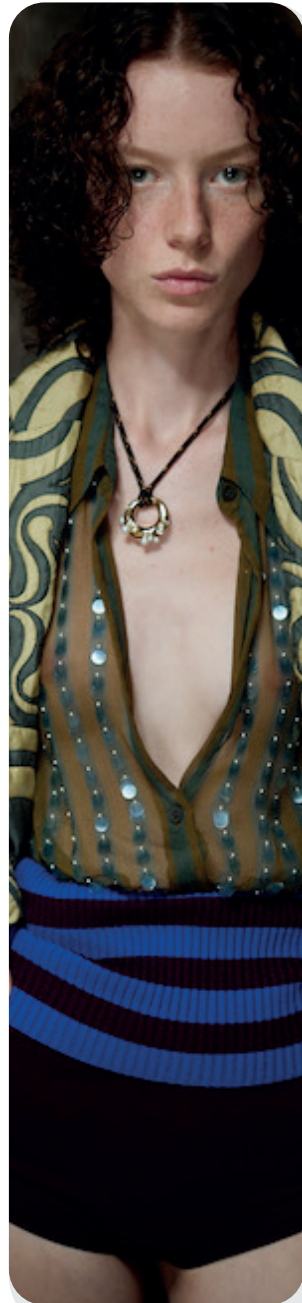
WEARABLE FRINGES



claudia-bertolero.jpg



ferragamo.webp

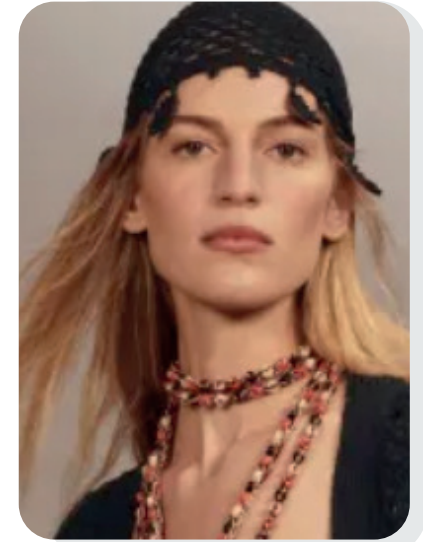


van-noten-.jpg

CRAFTED HEADWEAR



Puss Puss magazine-5.jpg.webp



Alanui-2.png

ECCENTRIC CRAFTS



van-noten.jpg

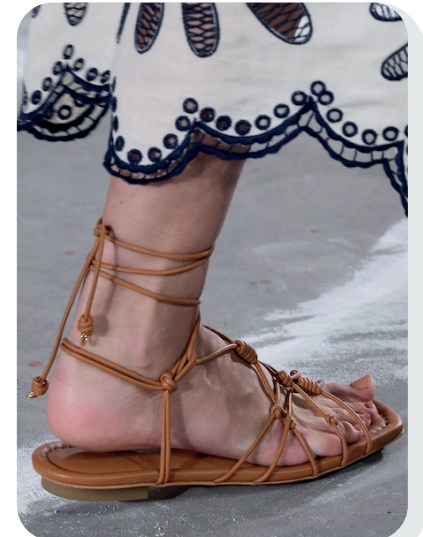


shuting-qiu.jpg

EXTREME GLADIATOR



johanna ortiz-1.png



ulla-johnson.jpg

AI INTERPRETATIONS **TROPICAL CRAFT**

CRAFTED

ETHNIC

BOHO

HERITAGE

TASTEFUL



RESORTING



PURIST CRAFT



REFINED BOHO



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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