



**MENSWEAR  
FORECAST**  
SPRING/  
SUMMER 2025  
**MACROTRENDS**



LIVETREND

# MACROTRENDS SS25 INTRODUCTION



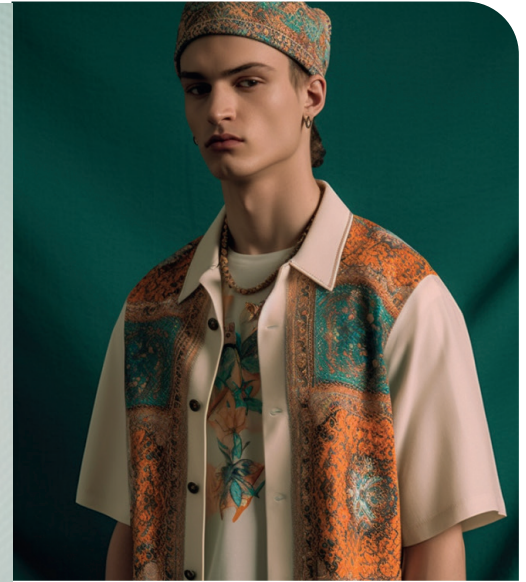
\_LIVETREND AI.png



\_LIVETREND AI.png



\_LIVETREND AI.png



\_LIVETREND AI.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%**



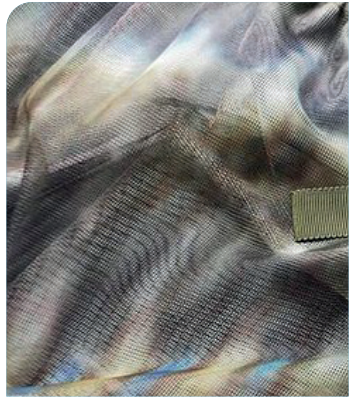
INVENTION **+90%**

UTOPIA **+80%**

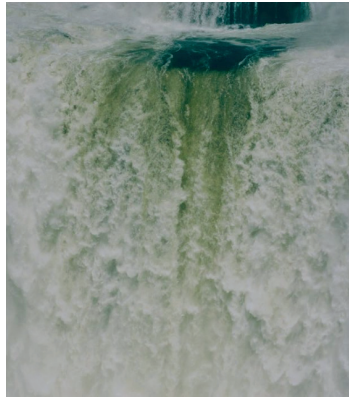
keywords **LAB - BIO HACKING - NEO SPACE AGE - CLINICAL - MINIMALISM - TECHNICAL - SLEEK**

**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



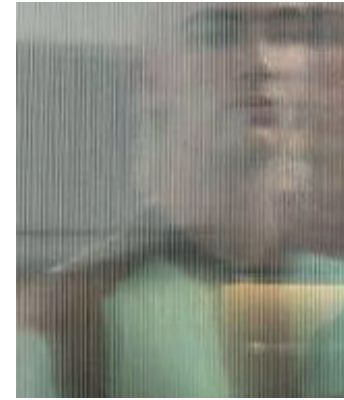
Wood Ash  
14-1108 TCX



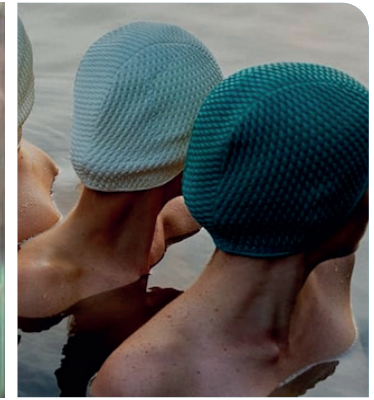
Blue Moon  
17-4328 TCX



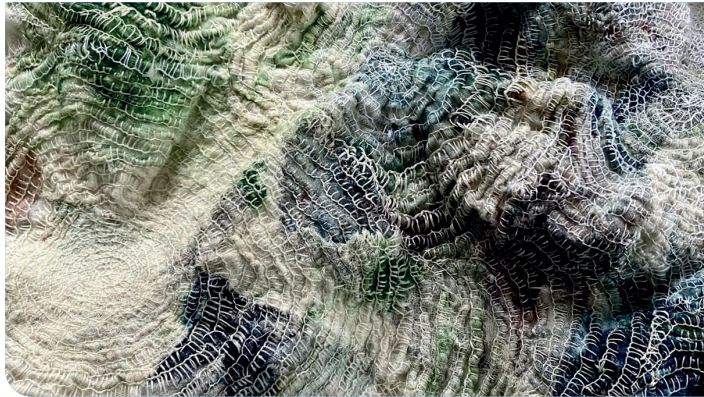
Northern Droplet  
14-4104 TCX



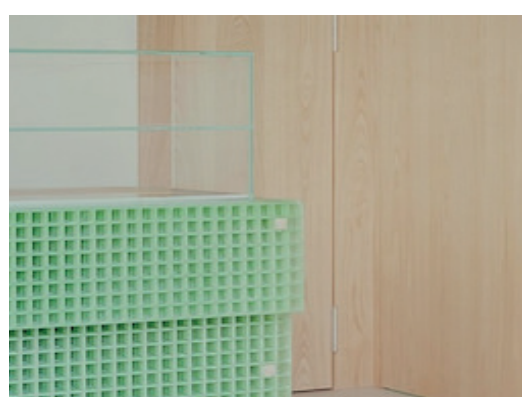
fuckingyoungg.jpg



@ignant\_17.png



@theleoisallinthemind-20.jpg



@sightunseen-14.png



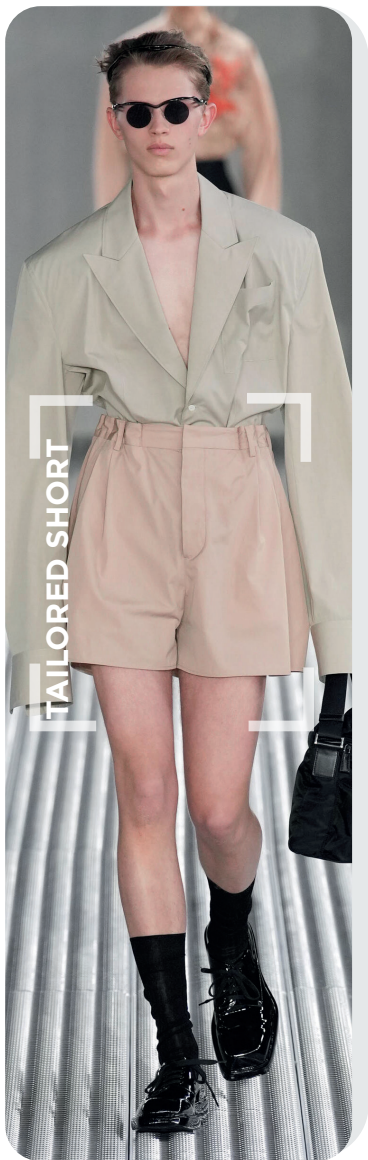
cabanamagazine7.png

## Cooling Biosphere Tints.

The Eco Fiction color palette is based on cooling biospheric tints, balancing minty light green, sage, ocean blue and warm beige 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 comforting undertone, the calm shade of Wood Ash evokes a sense of reassurance. With the grey base, a solid background is given to highlight the other vitalizing shades and to anchor the palette in timelessness and versatility.

[ALL IMAGES HERE](#)

# KEY LOOKS **ECO FICTION**



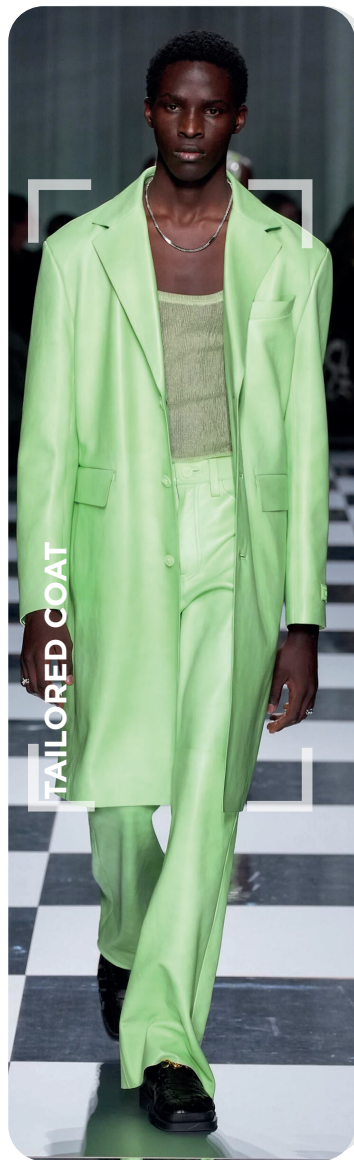
prada-4.jpg

**FUTURE MINIMALISM**



auralee.webp

**SLEEK SPORT**



versace\_13.jpg

**CYBER UNIFORMS**



zegna-1.jpg

**CLINICAL TAILORING**



Kenzo.jpg

**CLEAN UTILITY**

# KEY ELEMENTS **ECO FICTION**

## NEW GEN INNOVATIONS



KidSuper.jpg



Fendi 2.jpg



doublet.png

## LAB-GROWN GRADIENTS



dries11.jpg

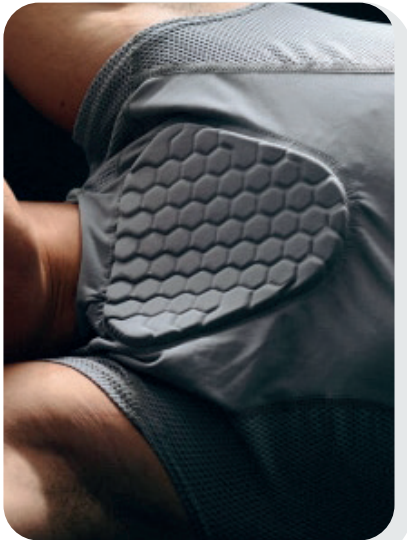


label-group.jpg

## FUTURISTIC SHIELDING



emporio-armani-.jpg



Fuckin Young Magazine -46.jpg

## LAYERED REALITIES



@sportmax\_9.png



li-ning.avif

# KEY ACCESSORIES **ECO FICTION**

## LABORATORY SHIELDS 2.0



prada-.jpg



zegna-.jpg



kolor.jpg

## ENGINEERED CASES



fendi-.jpg



label-group.jpg

## ANTIBACTERIAL LAB SLIDES



dior.jpg



fendi\_.jpg

## CLEAN RAIN BOOTS



Prototypes2.png



watanabe.jpg

# AI INTERPRETATIONS **ECO FICTION**

FUTURISTIC

CYBER PASTELS

MINIMAL

SHEERS

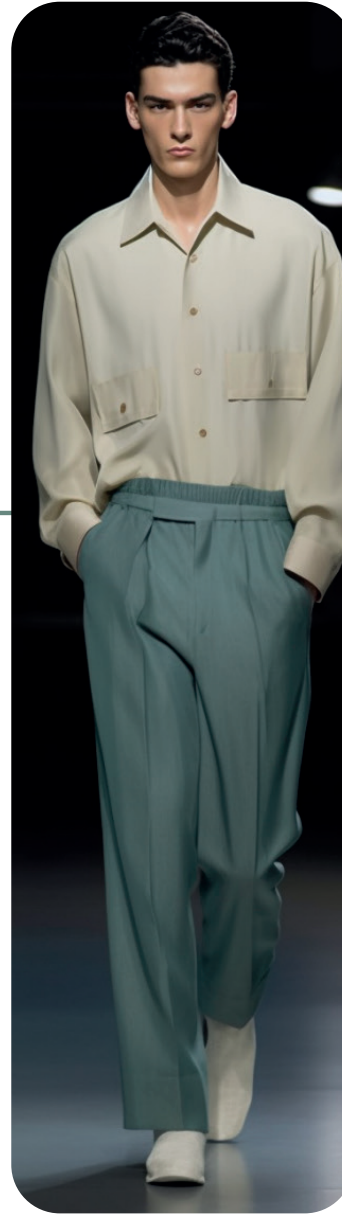
LAYERING



SLEEK SCIENTIST



SOFT FUTURISM



CLINICAL BASICS





# THE PRESERVER **EARTH BUILDERS**



keywords **NATURAL FUTURISM - SOLAR REVOLUTION - SURVIVALIST - NEW TERRAIN - NEO PRIMITIVISM - OFF GRID**

**Earth Builders.** This SS25 trend is responding to the emergency state of the world. With nothing to lose, this story is on a quest for an entirely new world. The theme puts focus on the potential of raw and solar power, and allows a surprisingly natural futurism to emerge. This trend introduces a wild new age, where survivalism prevails and new terrains between urban concrete and sandy dunes emerge. This extraterrestrial off-grid vibe gives way to the evolution of subversive new nomads and warriors, who are seeking to secure our human patrimony in previously unexplored spaces.

# COLOR PALETTE **EARTH BUILDERS**



@beadegiacomo3 (2).png



@ignant4.jpg



Deep Lichen Green  
18-0312 TCX



Nectarine  
16-1360 TCX



Lentil Sprout  
16-0550 TCX



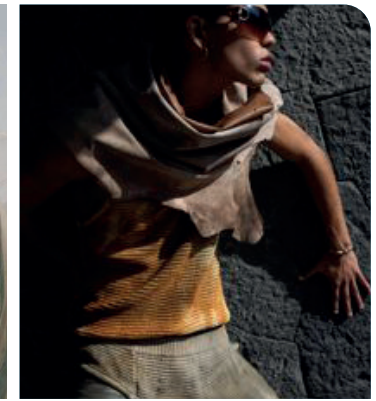
Poppy Seed  
18-4004 TCX



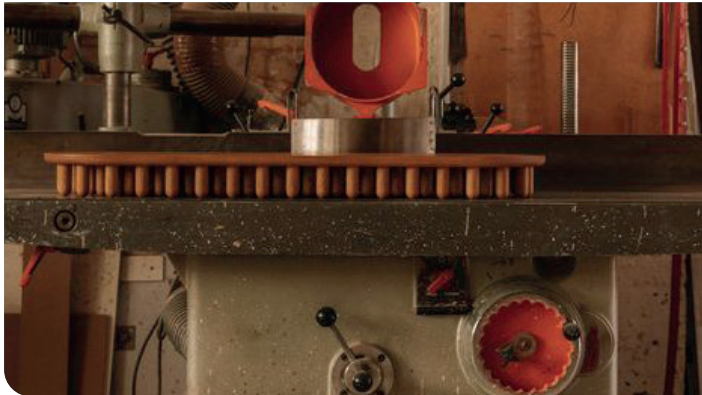
Clay  
15-1231 TCX



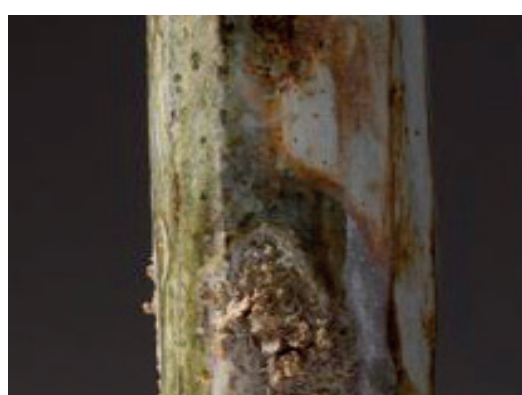
@ignant1.jpg



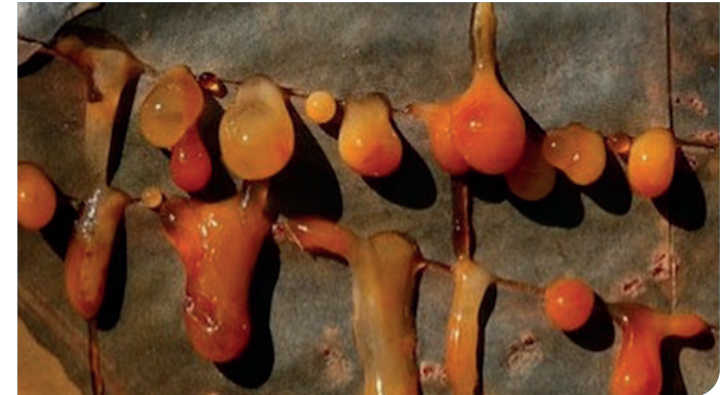
fuckingyoung.jpg



IGNANT-15.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, stone grey and a warming solar orange. The manifestation of Deep Lichen Green adds a subdued khaki base to the palette. With Lentil Sprout, a moss-green shade, the trend's organic element is even more intensified to enhance the fertility of nature and reflects the possibility for new life elsewhere. Clay and poppy Seed complement the trend's natural shades with a sedimental and stoney feel that takes us to the uncolonized horizons of possible 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 necessity in a world of tomorrow.

[ALL IMAGES HERE](#)

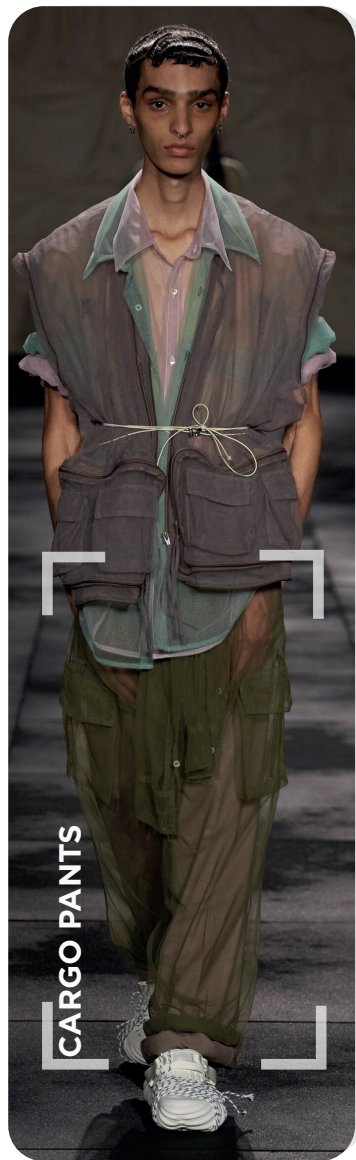
# KEY LOOKS **EARTH BUILDERS**



FISHERMAN VEST

meanswhile-2.jpg

**DESERT RIDER**



CARGO PANTS

act-n-1.jpg

**FUTURE NOMAD**



SAFARI SHIRT 2.0

MSGM\_webp

**CRISP UTILITY**



BAGGY PANTS

ifm-.jpg

**SUBVERSIVE SOILS**



EXPLORER MAXI TRENCH

armani-1.jpg

**DESERT EXPLORER**

# KEY ELEMENTS **EARTH BUILDERS**

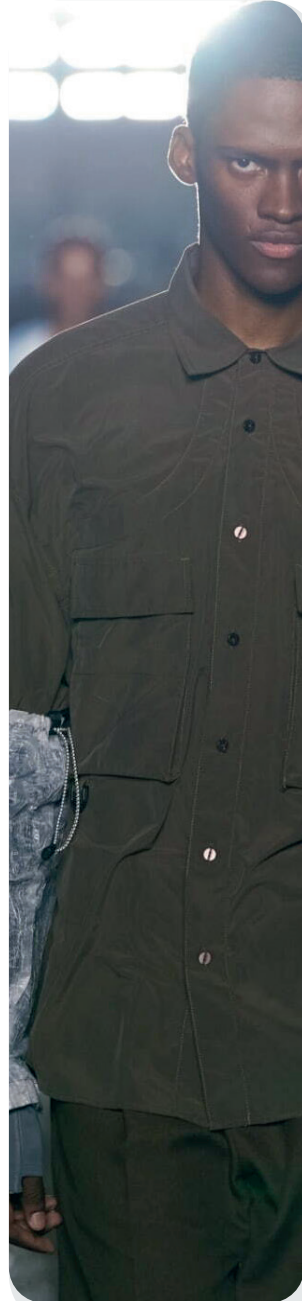
## NOMADIC SURVIVAL LAYERING



Dion-Lee-S24-016.jpg



Parsons MFA -9.jpg



meanwhile\_.jpg

## OFF-GRID FINISHINGS



@artskoreamen\_1.png



doublet.jpg

## HYPER UTILITY



givenchy.jpg



etudes16.jpg

## DISHEVELED & DISTRESSED



Fuckin Young Magazine -42.jpg



dior-.jpg

# KEY ACCESSORIES **EARTH BUILDERS**

## PERFORMANCE SLINGBAGS



kiko-kostadinov.jpg



auralee.jpg

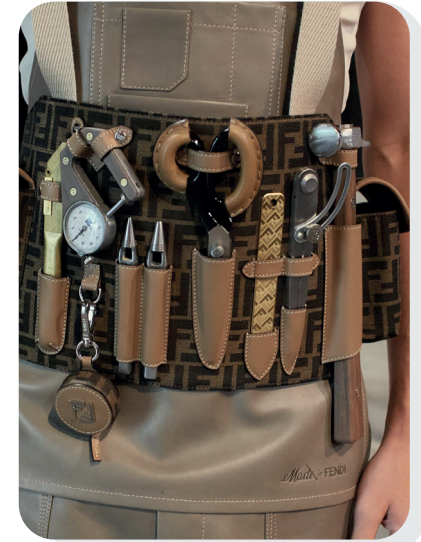


givenchy.jpg

## SECURITY BELTS



rains.jpg



03\_FENDI.jpg

## OFF-GRID ESSENTIALS



Magliano.jpg



msgm.jpg

## PROTECTIVE VOLUMES



rains.jpg



kay kwok-0.png

# AI INTERPRETATIONS **EARTH BUILDERS**

UTILITY

EARTHY HUES

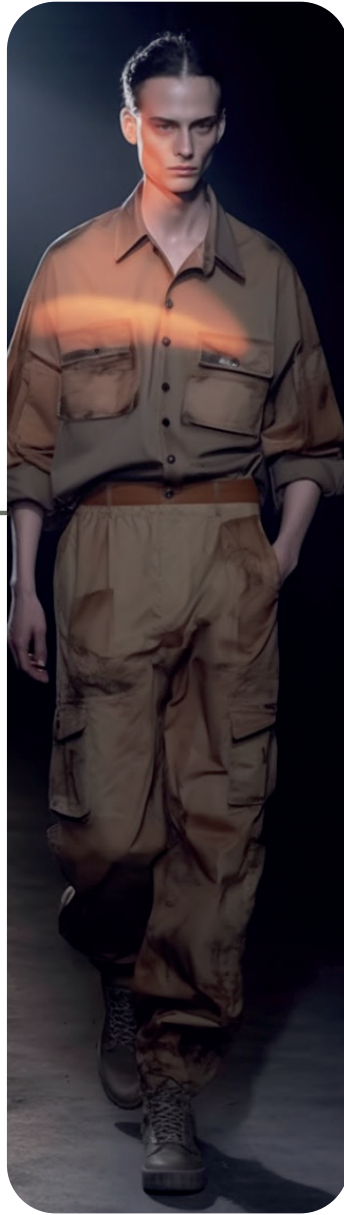
RUSTIC

SURVIVOR

SOLAR



EVERYDAY EXPLORER



SUNSET RIDER



MINIMAL SAFARI



# THE EXPRESSIVE CAREFREE CORPORATE



ACTIVITY +1250%

CREATIVE +120%

ATHLEISURE +128%

CORPORATE +200%

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-g.jpg



designmilk.jpeg



Hibiscus  
18-1762



Northern Droplet  
14-4104 TCX



Wild Lime  
13-0540 TCX



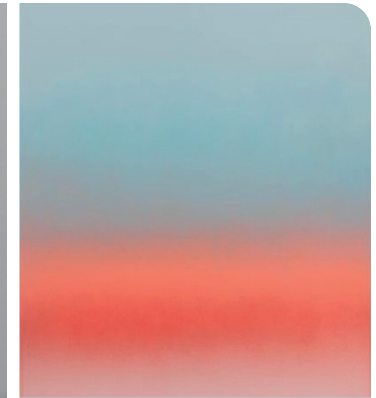
Skipper Blue  
19-3936 TCX



Cerulean  
15-4020 TCX



dior.jpg



allminimal.jpg



@ignant10.jpg



dior-m-bks-s24-022.jpg



zoebezencon.jpg

## 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



miumiu.avif

BEACH BUSINESS



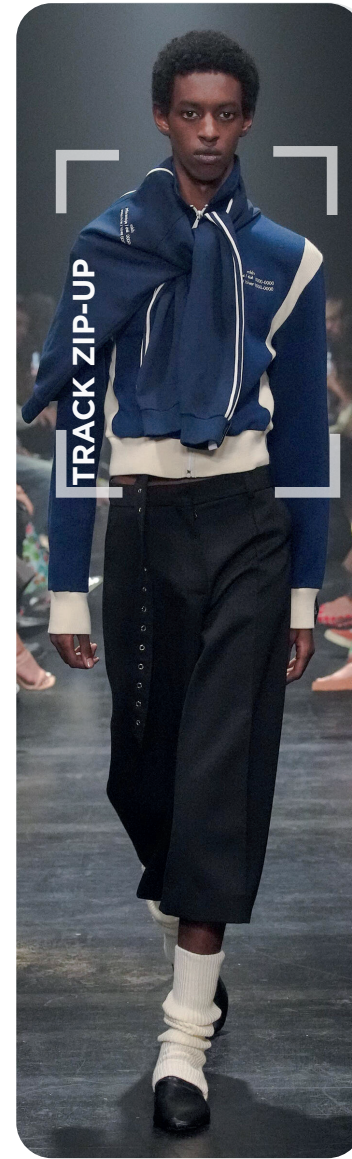
versace\_9.jpg

KIDULTS



Dior Kopie.jpg

LIBRARIAN PREP



rokh2.jpg

ATHLEISURE CHIC

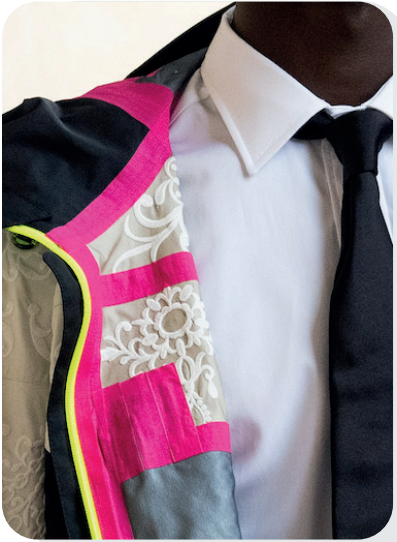


coperni1.jpg

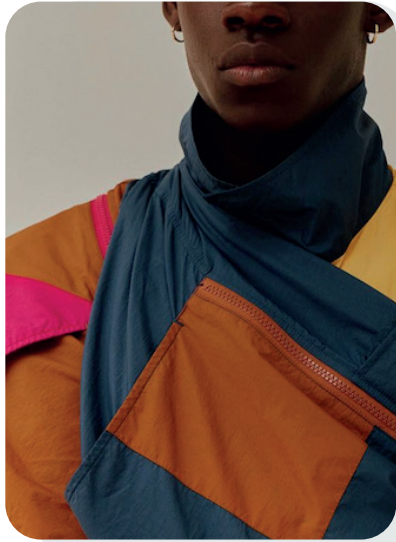
NEW BASICS

# KEY ELEMENTS CAREFREE CORPORATE

## COLORFUL CONTRASTING



givenchy.jpg



@charlottenavio\_4.png



FuckinYoungMagazine-11.jpg

## RETRO SPORTING



@theleoisallinthemind-12.jpg



@aimeleondore\_6.png

## LAYERED ESSENTIALS



miu-miu-.webp



auralee.jpeg

## NEO NERDY STRIPES



ambush\_.jpg



paul smith.jpg

# KEY ACCESSORIES CAREFREE CORPORATE

## ATHLEISURE BAGS

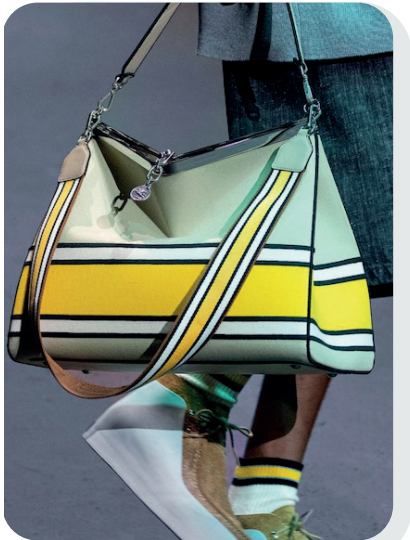


dsquared2-2.jpg



kolor.jpg

## CASUAL CHIC HANDBAGS



@etro\_5.png



fend.webp

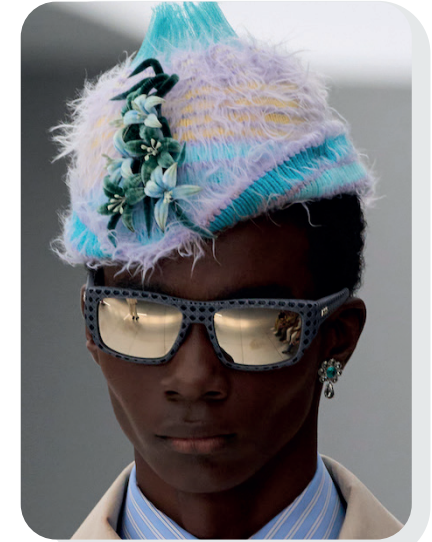


@aimeleondore\_8.png

## MAXIMAL BEANIES



vuitton-.jpg

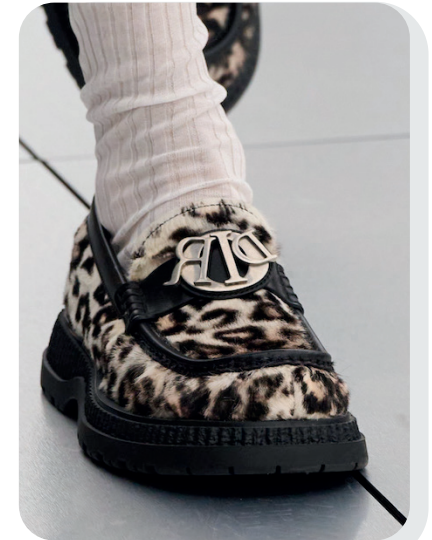


dior-.jpg

## EXPRESSIVE CLASSICS



louis gabriel nouchi.jpg



dior-.jpg

# AI INTERPRETATIONS CAREFREE CORPORATE

ATHLEISURE

CORPORATE

PREP

MINIMAL

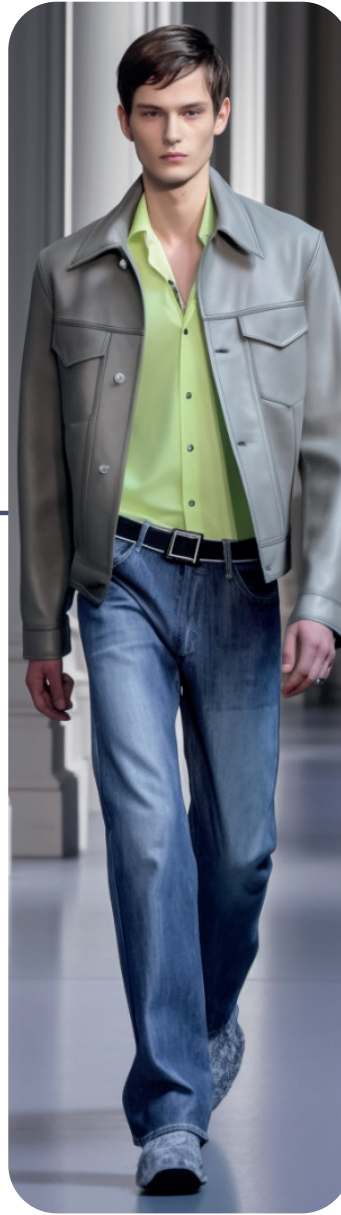
YOUTHFUL



SPORTY OFFICE



MINIMAL PREP



ELEVATED BASICS



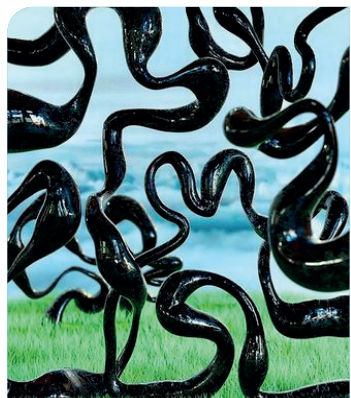
# THE EXPRESSIVE A.I. NOUVEAU



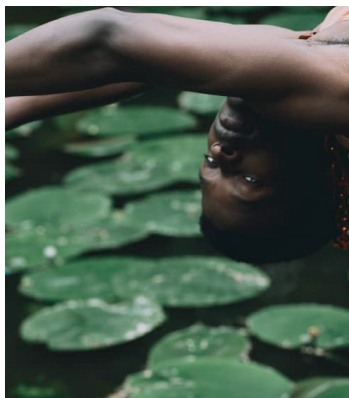
keywords **AI ROMANTICS - UTOPIA - MAGIC - GRUNGE - ESCAPISM - FAIRYCORE - RAVE TO LINGERIE - DREAMY**

**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



caroline vrang.jpeg



Fuckin Young Magazine -31.jpg



luu dan.jpeg



litovka.jpg



vuitton-.jpg



@sarahschanderebech4.png



jason-wu-atm-f23-003.jpg

## 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 and interpret the duality of the trend. The result is new refreshing energy. A more dreamy shade, Aster Purple, is adding a playful and soothing nuance for a more inviting and phantasmic atmosphere.

[ALL IMAGES HERE](#)

# KEY LOOKS A.I. NOUVEAU



Dhruv-Kapoor.jpg

PHANTASY STREET



act-n-1.jpg

SOFT GRUNGE



taakk1.jpg

CYBER DREAMS



Bluemarble.jpg

SUBDUED RAVER



wu1.jpg

MAGIC ORCHARD

# KEY ELEMENTS A.I. NOUVEAU

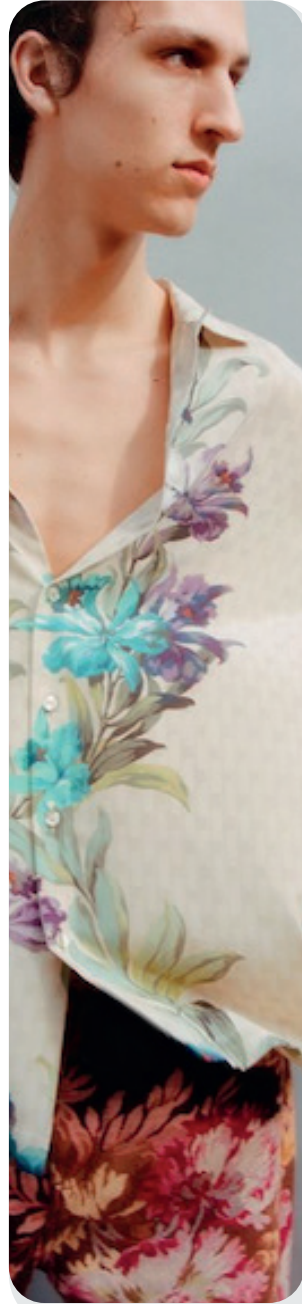
## SURREAL CYBER SPACES



membersoftherage-3.png

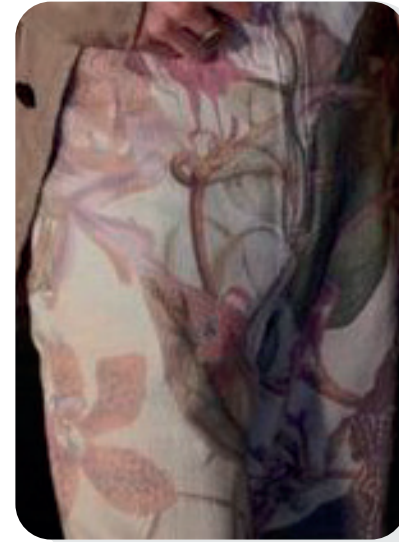


LOUIS-VUITTON.jpg



@etro\_16.png

## MAGIC BOTANICALS



dries.jpg



etro-11.png

## GRUNGY NATURE RELIEFS

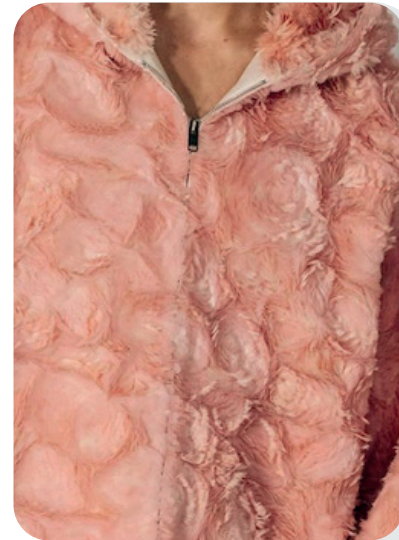


andersson-bell.jpg

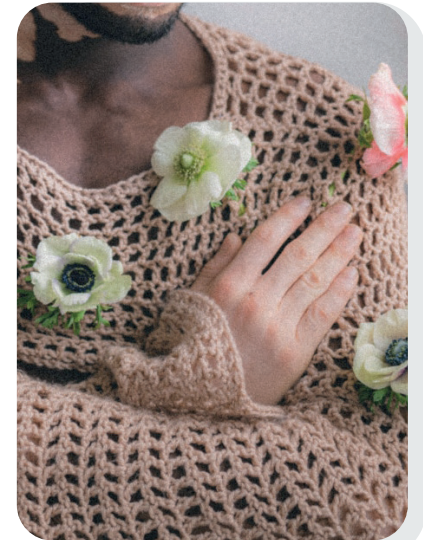


taakk-.jpg

## PHANTASMIC 3D BLOSSOMS



@givenchy\_4.png



Fuckin Young Magazine -8.jpg



# KEY ACCESSORIES A.I. NOUVEAU

## VIRTUAL COATED TOTES



ami.png



prada-.jpg



@ssense\_23.png

## MORPHING FOOTWEAR



botter.jpg



doublet-.jpg

## DARK PHANTASY BAGS



sankuanz-.jpg

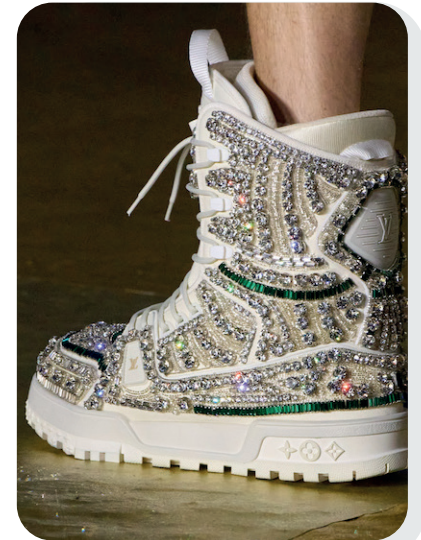


marine-serre-.jpg

## MAXIMALIST SNEAKERS



erl.jpeg



vuitton.jpg



# AI INTERPRETATIONS A.I. NOUVEAU

BOTANICAL

PHANTASY

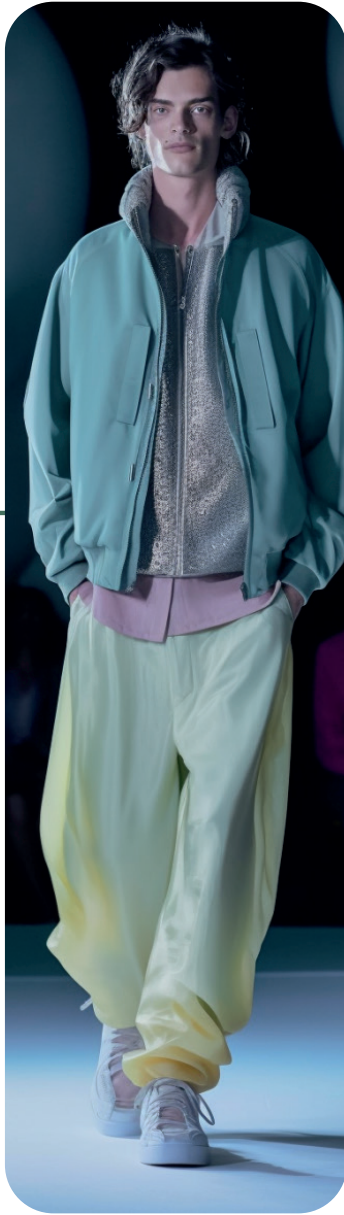
CYBER

GRUNGE

NOCTURNAL



DREAMTOPIA



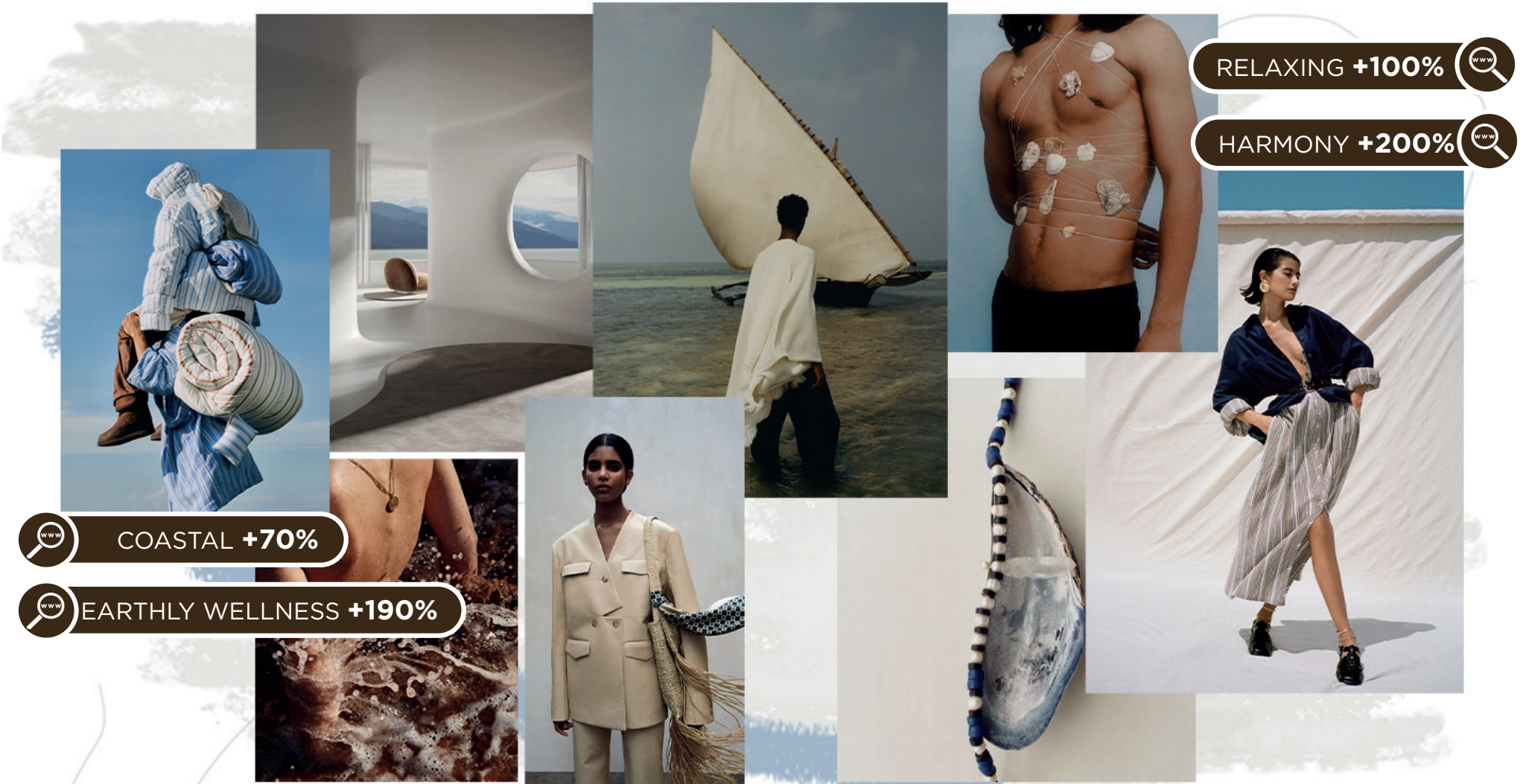
PHANTASY GRUNGE



CYBER GARDENS



# THE HONEST COASTAL QUIETUDE



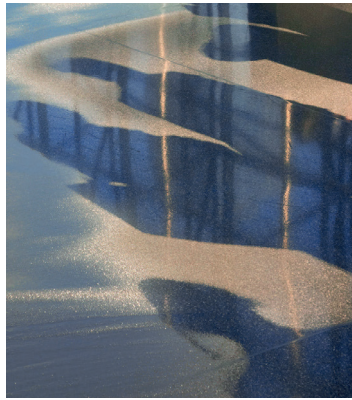
keywords **SERENE - COMFORT - WARDROBE STAPLES - QUIET LUXURY - CALM - RUSTIC BUT REFINED - PEACEFUL**

**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



canali.jpeg



@theleoisallinthemind3.jpeg



Wood Ash  
14-1108 TCX



Skipper Blue  
19-3936 TCX



Aspen Gold  
13-0850 TCX



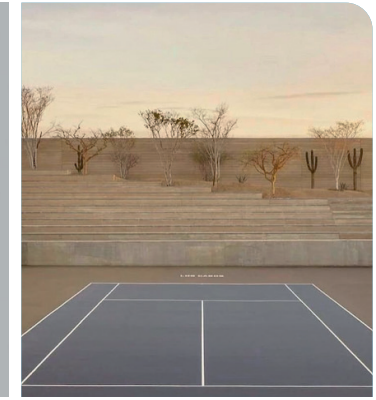
Fudgesickle  
19-1431TCX



Cerulean  
15-4020 TCX



@ignant8.jpg



@ignant\_20.png



@simplecla.jpeg



@sarahschanderebech3.png



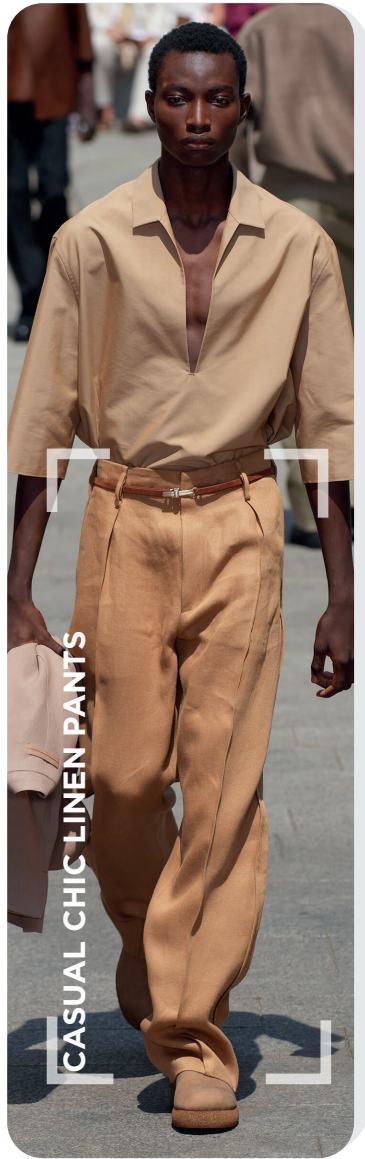
tekla.jpeg

## 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. Aspen Gold adds a warming and solar component and offers a rich comforting yellow here. Natural pastels like Cerulean Blue resonate a sense of serenity and peacefulness in this mix. As a summery and coastal theme, the harmony's blue shades take the lead and invite an eternal blue visual where oceans and skies collide across the horizon. The overall palette conveys tranquillity and trust. Another grounding and calm shade, Wood Ash, adds even more timelessness and

[ALL IMAGES HERE](#)

# KEY LOOKS COASTAL QUIETUDE



zegna-7.jpg

NATURAL MINIMAL



federico cina-9.jpg

PURE BOHO



latta5.jpg

FOREVER DENIM



Todd-Snyder.jpg

QUAINT CRAFT



dsquared2-.jpg

RETRO RESORT

# KEY ELEMENTS COASTAL QUIETUDE

## BUCOLIC MINIMALISM



antikbatikl.webp



song-for-the-mute.webp



canali.jpeg

## SCULPTURAL CREASES



auralee.jpg



federico.cina.jpg

## SOFT LINEN STRIPES



rohe.jpeg



officine-generale-.jpg

## TENDER NATURALS



araw.jpeg



commas.jpeg

# KEY ACCESSORIES COASTAL QUIETUDE

## CRAFTED TOTES



federico-cina.jpg



jw-anderson.jpg



@sdstuff6.jpg

## COASTAL SCARFS



emporio-armani.jpg



giorgio-armani.jpg

## RUSTIC FISHERMANS



canali.jpg



rhude-.jpg

## MINIMAL LEATHER THONGS



auralee-.jpg



federico-cina.jpg



# AI INTERPRETATIONS COASTAL QUIETUDE

NATURAL

REFINED

CRAFT

QUIET LUXURY

MINIMAL BOHO



NATURAL MINIMAL



COASTAL BOHO



SOFT LINEN





# THE HONEST **EMOTIVE TRACES**



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**



@bella.jpeg



@ximzavivkz.jpeg



Wood Ash  
14-1108 TCX



Orchid Hush  
13)-3805 TCX



Poppy Seed  
18-4004 TCX



Potpourri  
13-2004 TCX



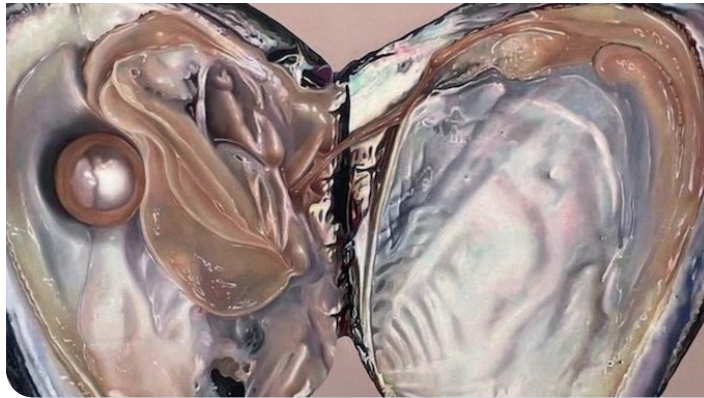
Northern Droplet  
14-4104 TCX



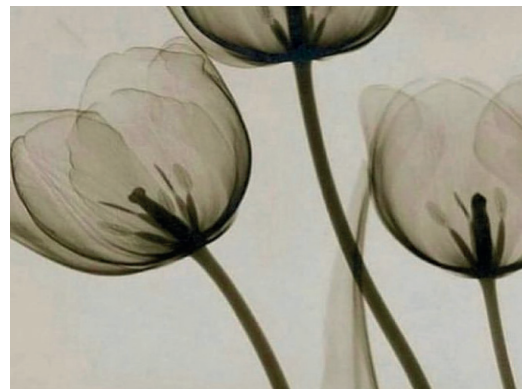
@allminimal\_6.png



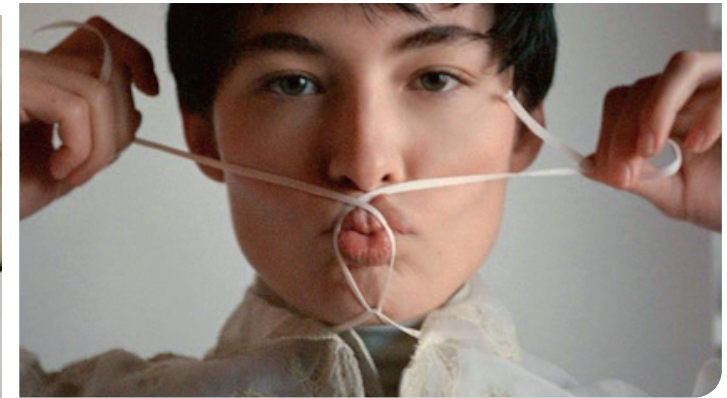
doric salcedo.jpeg



@jodiemariesmith-16.png



@ssheenyumiake3.jpg



@musemagazine\_6.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**



SHEER SHIRT

palomo spain-0.jpg

FEM & MASCULINE



BOXY SLEEVELESS TOP

jil-2.jpg

90S MINIMALISM



TAILORED BAGGY PANTS

Amiri -0.jpg

SOFT BOY



DRAPED SKIRT

etudes3.jpg

MILD GRUNGE



GAUZE LONGSLEEVE

officine2.jpg

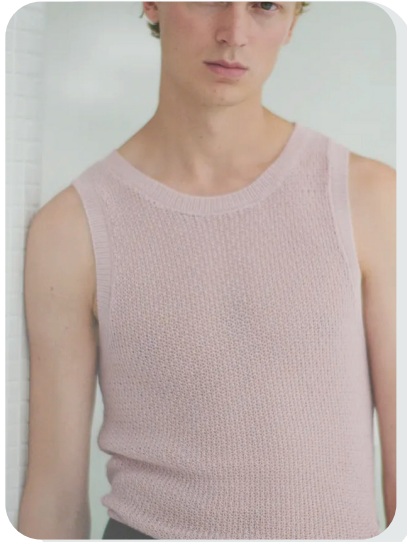
TENDER BASICS

# KEY ELEMENTS **EMOTIVE TRACES**

## BARELY-THERE KNITS



highsnobiety.jpeg



sandro.webp



aimeleondore.jpg

## TIME FOR TWEEDS



Amiri -17.jpg



dior-.jpg

## INTIMATE UNDERWEAR GLIMPSES



@lowclassic.seoul\_7.png



officine-generale-.jpg

## LACE LIAISON



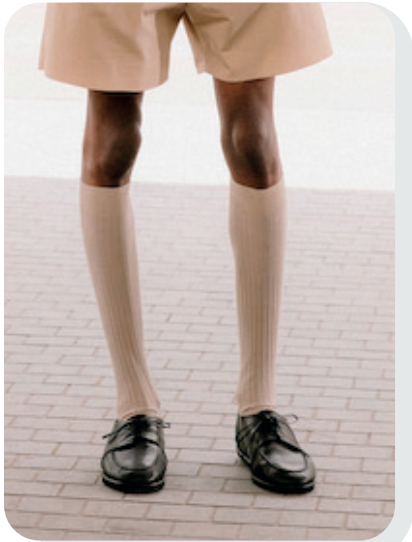
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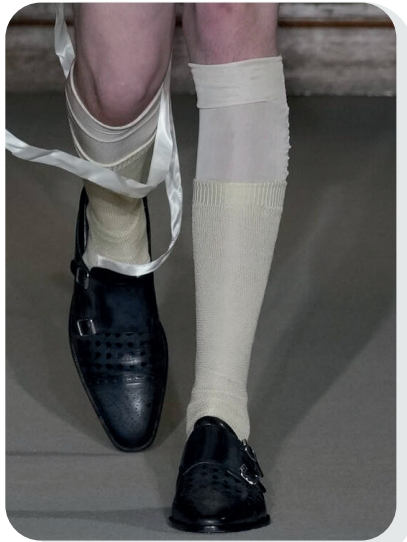
dolce-gabbana-.jpg

# KEY ACCESSORIES **EMOTIVE TRACES**

## KNEE-HIGH STOCKINGS



auralee.jpg



enfants1.jpg

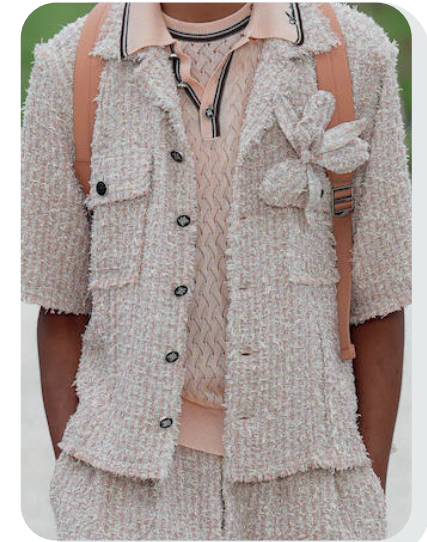


st-nian-m-s24-022-11067819kopic.jpg

## FLORAL FEATURES

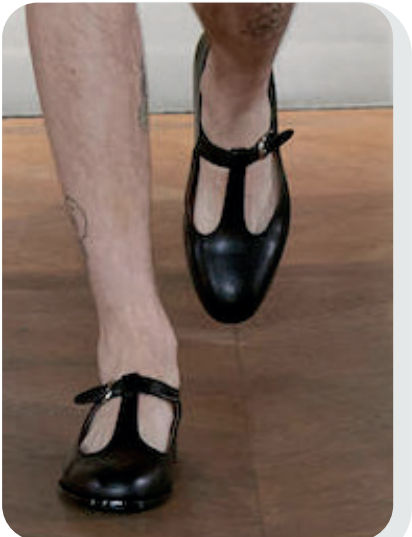


officine-generale-.jpg

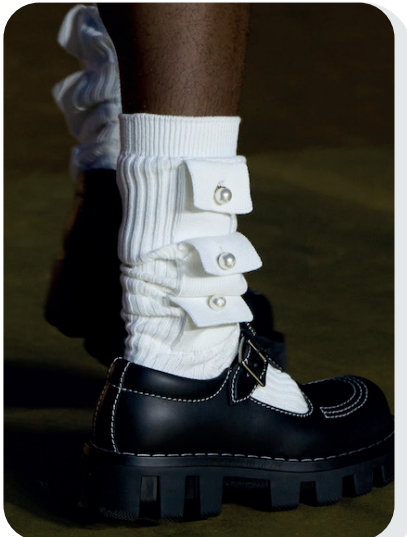


Amiri .jpg

## FEMININE FOOTWEAR



beyond-closet.jpg

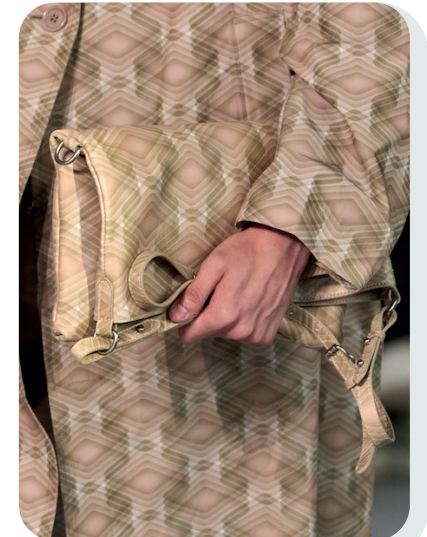


vuitton.jpg

## SOFT FOLD POUCHES



dior.jpg



van-noten.jpg

# AI INTERPRETATIONS **EMOTIVE TRACES**

ROMANTIC

GRUNGE

SOFT

MINIMAL

DECONSTRUCTED



**SOFT BOY**



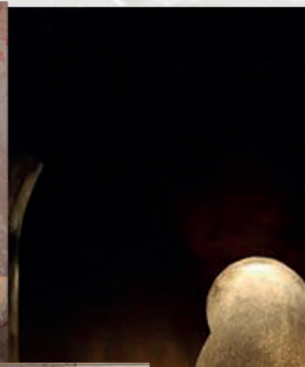
**MILD TAILORING**



**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



KNWLS\_2.png



lagos-.jpg



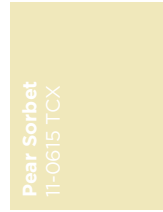
Wood Ash  
14-1108 TCX



Gleam  
12-0317 TCX



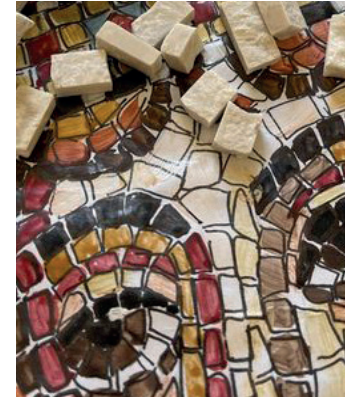
Cinnabar  
18-1540 TCX



Pear Sorbet  
11-0615 TCX



Clay  
15-1231 TCX



etsy.jpeg



laura benson.jpeg



@sdstuff10.jpg



@ignant\_27.png



@cabanamagazine.jpg

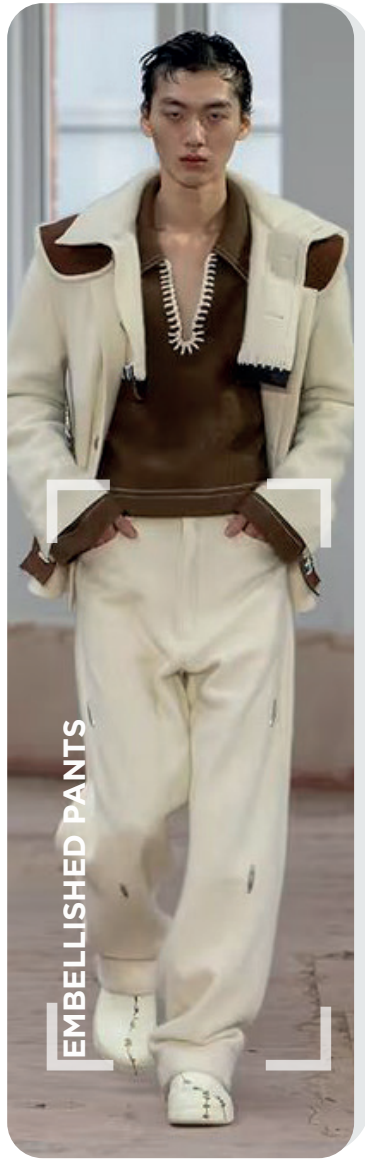
## Spiritual Warmth.

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 dreamy and divine, Pear Sorbet adds a warm pastel color that creates a feeling of comfort and lightness. This shade adds and light and airiness inbetween 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

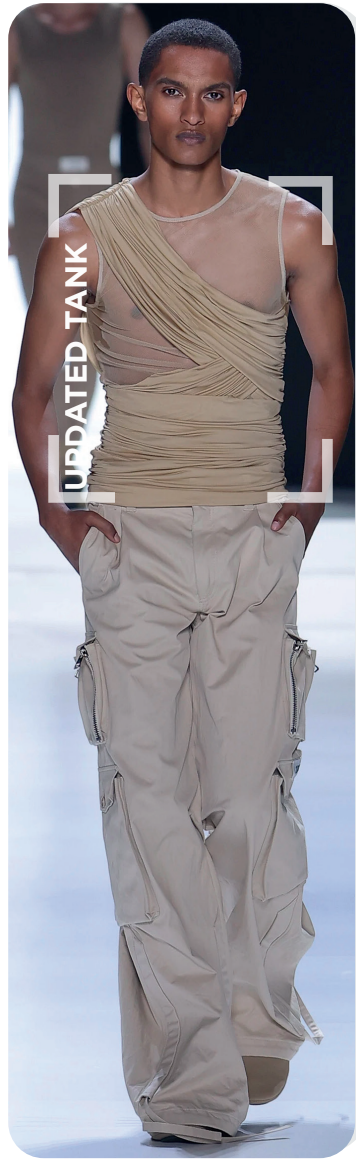


# KEY LOOKS REIMAGINED ETHOS



pronounce.jpeg

PRIMAL CULT



D&G.jpg.webp

DIVINE ENERGY



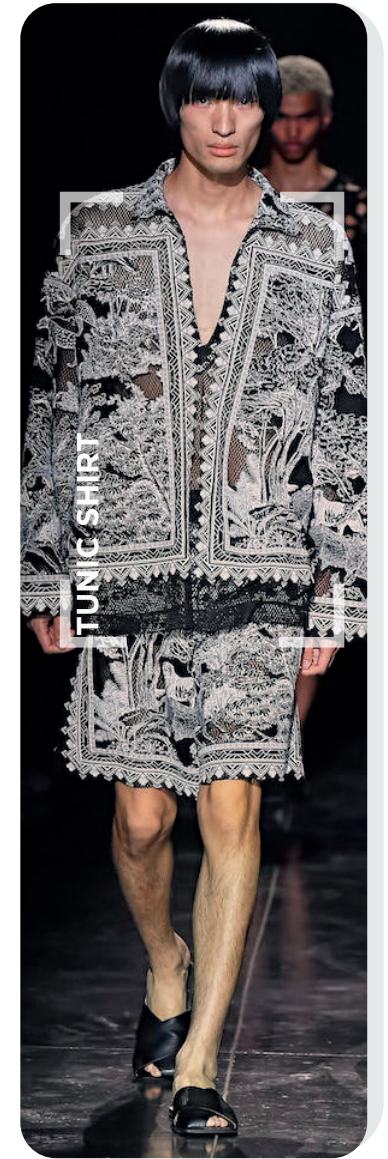
emporio armani.webp

SPIRITUAL ELEGANT



dries9.jpg

MONASTIC MUSE



taakk7.jpg

ANTIQUE HERO

# KEY ELEMENTS REIMAGINED ETHOS

## MYTHICAL BEINGS



songzio-.jpg



@etro\_10.png



bluemarble.webp

## DIVINE SHIMMERS



dries4.jpg



Bode.jpg

## ANTIQUÉ DRAPE EFFECTS



dolce-gabbana-.jpg

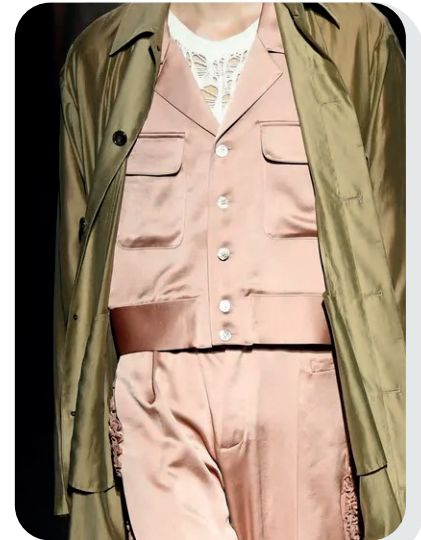


Magliano-.jpg

## PRECIOUS FLUIDITY



Fletcher.jpg



taakk.webp

# KEY ACCESSORIES REIMAGINED ETHOS

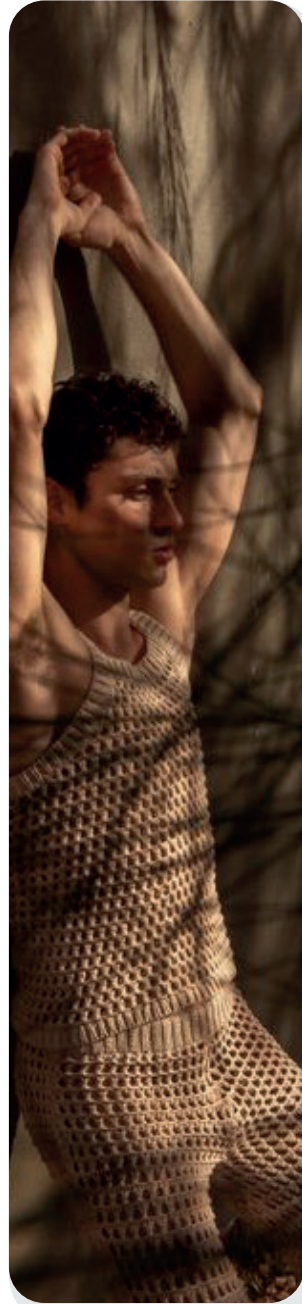
## HERITAGE SHOULDER BAG



givenchy-.jpg



dior.jpg



fang.jpeg

## SPIRITUAL TREASURES



emporio-armani.jpg



gunther.webp

## MODERN GLADIATORS



wales-bonner.jpg



hed-mayner-.jpg

## HEROIC LACE-UP



ludovic-.jpg



loverboy-.jpg

# AI INTERPRETATIONS REIMAGINED ETHOS

● SPIRITUAL

● DIVINE

● ETHNIC

● LUXURIOUS

● ANTIQUE



SOLAR GOD



SPIRITUAL LEADER



ETHEREAL SHIMMER



# THE DEVOTED TROPICAL CRAFT



RESPONSIBLE +300%

FOLK +80%

BOHEMIAN +70%

ARTSIAN +300%



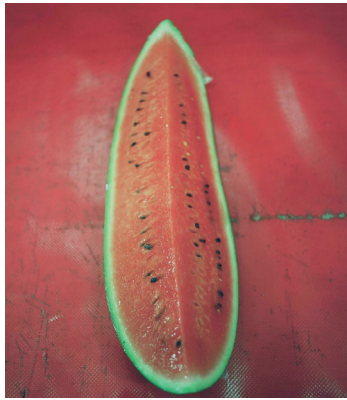
keywords **COMMUNITY - UPCYCLED - MAXIMAL BOHO - RETRO QUAIN - RESORT - JOY - CRAFT**

**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



etro-jpg



@zoeghertner.jpg



Cascade  
14-5713 TCX



Clay  
15-1231 TCX



Lentil Sprout  
16-0550 TCX



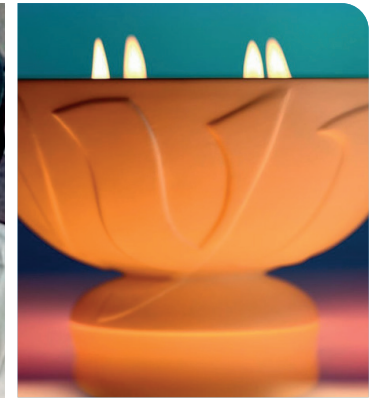
Durberry  
17-1647 TCX



Nectarine  
16-1360 TCX



raggedpriest\_3.png



@taissirotes\_4.png



julia nimke.jpeg



Fuckin Young Magazine -55.jpg



cabanamagazine6.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 fresh Lentil Sprout are adding a tropical and botanical component to generate natural vibrancy. As a balanced counterpart, Nectarine orange and the season's key color Durberry are eliciting feelings of exotic warmth, enthusiasm and pulsating energy. On a grounding shade of brownish beige, called Clay, those more expressive summery colors find stability and a neutral context.

This neutrality enhances the communal and natural connection of the trend along the tropical vibrancy. This traditional craft component allows a more considered and mindful component to be explored in the theme.

[ALL IMAGES HERE](#)

# KEY LOOKS TROPICAL CRAFT



LONG BERMUDA

etro3.jpg

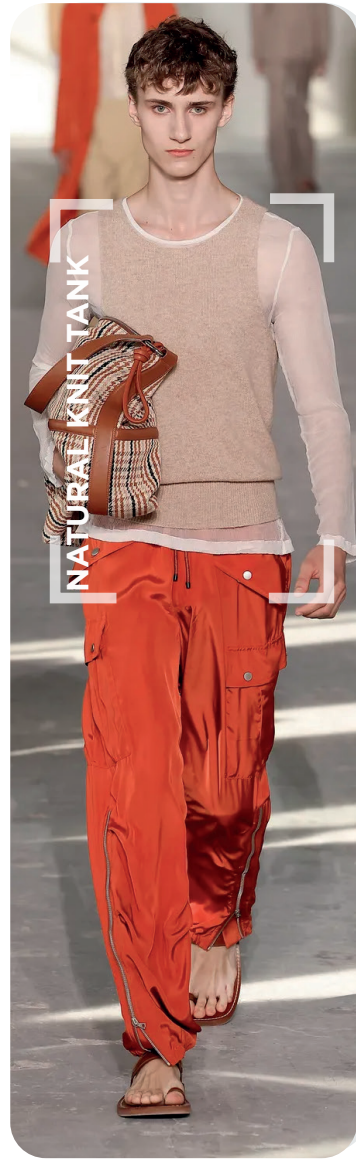
CORPORATE BOHO



MATCHING SET

feng-chen-wang.jpg

CRAFTY NOMAD



NATURAL KNIT TANK

driesvannoten.webp

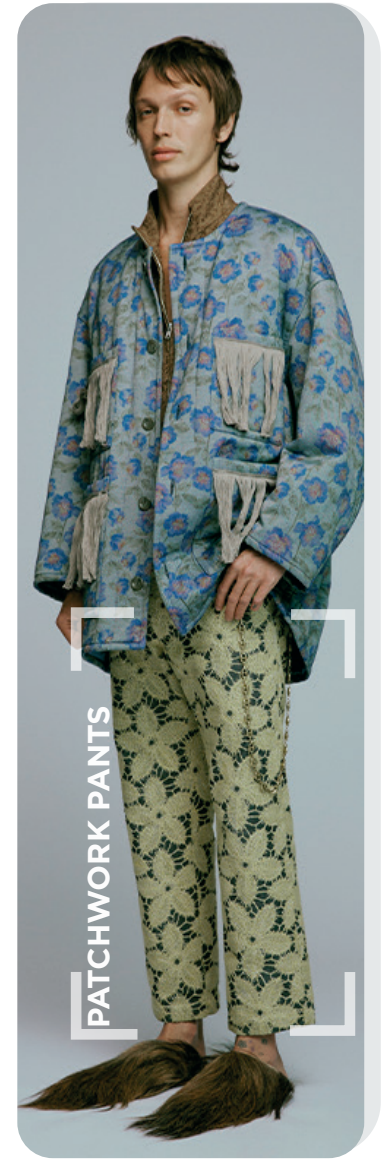
MINIMAL HERITAGE



HOLIDAY SHIRT

drole de monsieur-2.jpg

VACATION RESORT



PATCHWORK PANTS

song-for-the-mute-2.webp

ARTISANAL BOHO

# KEY ELEMENTS TROPICAL ELEMENTS

## COASTAL GRANDPA EMBROIDERIES



etro.jpg



abecrombie.jpeg

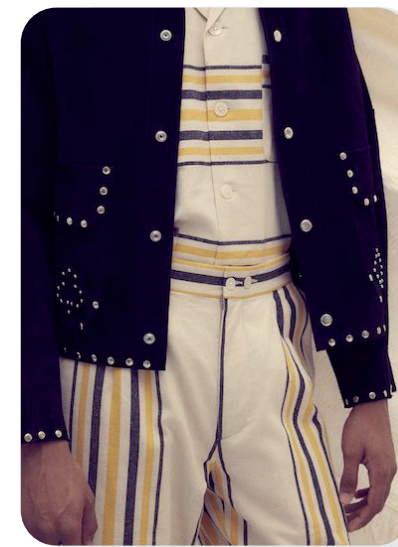


etro.webp

## HERITAGE STRIPES

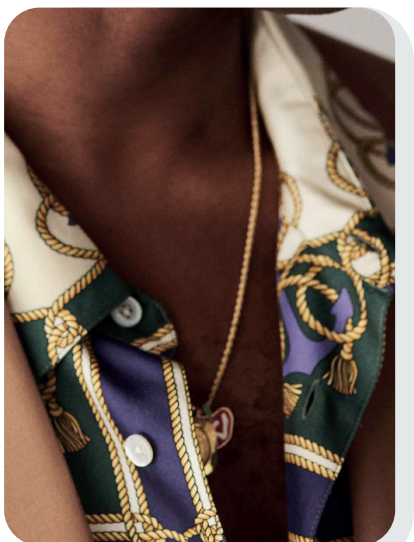


aime leon dore2.jpg



Bode.jpg

## RESORT FOULARDS



aime leon dore3.jpg



rhude-.jpg

## NOSTALGIC PATCHWORKS



Magliano-.jpg



marine-serre.jpg



# KEY ACCESSORIES TROPICAL CRAFT

## CRAFTED HATS



@ssense\_2.png



@aimeleondore\_12.png



drole de monsieur-6.jpg

## HOLIDAY BANDANAS



earthen.jpeg



antibatikhombres.webp

## TRAVEL BARREL BAGS



rhude.jpg

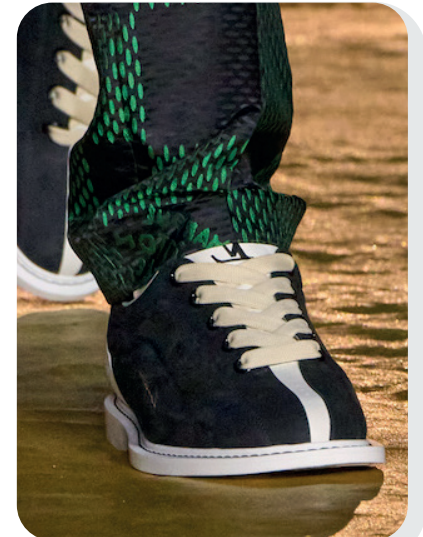


Jil-Sander.jpg

## RETRO SPORT SHOES



paul-smith.jpg



vuitton.jpg

# AI INTERPRETATIONS **TROPICAL CRAFT**

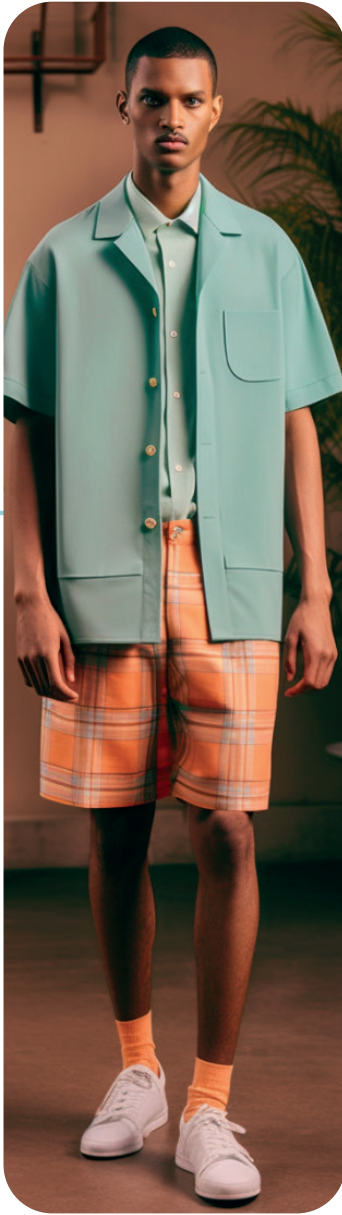
CRAFTED

ETHNIC

BOHO

HERITAGE

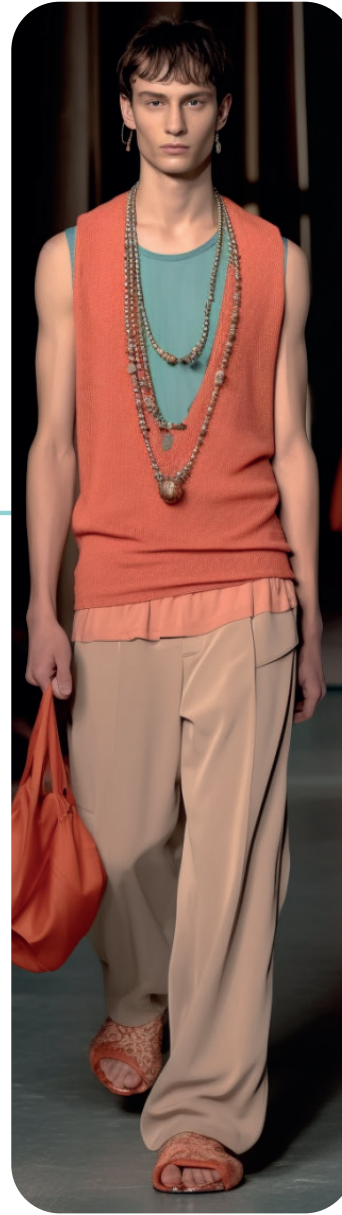
TASTEFUL



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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