



WOMENSWEAR
HOLIDAY
2024 FORECAST
CORE ITEMS
INTIMATES

HOLIDAY 24 INTIMATES & SLEEP INTRODUCTION



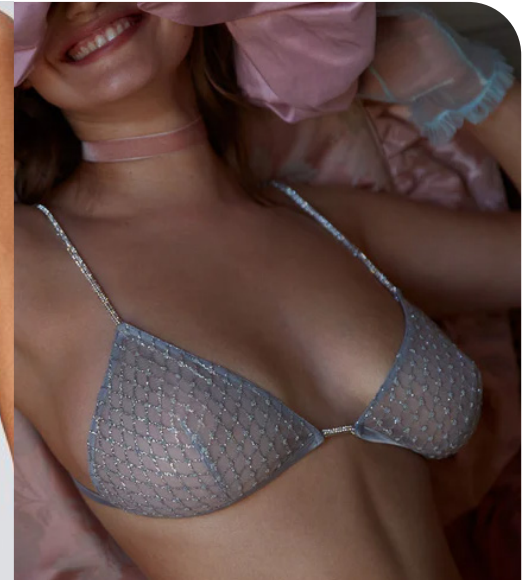
freepeople-4.webp



fleurdumal_6.jpg.webp



h_m28.jpeg



forloveandlemons-61.jpg.webp



UPDATE

Refined Elegance. Step into the enchanting world of holiday indulgence with must-have intimates that capture the essence of subtle glamour and feminine allure. This season, less is more, as the focus shifts to intimate details that speak to comfort and refined elegance. From comfortable lace triangles to enhanced underwire styles with keyhole cutouts, extra straps, and layered effects, each piece is designed to elevate the intimate wardrobe. Embrace the cozy charm of homey panties in knits or via men's brief-inspired styles. Embellishments with glitter straps and bow details propose new must-haves across all ranges. Complete the holiday ensemble with long robes, satin PJ sets, glittery slip dresses and iconic fair isle or holiday plaid looks that evoke sophistication and a timeless charm. It's a celebration of intimacy, style, and the dreamy shimmer that defines this festive season.

This forecasting report is obtained 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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KEY DETAILS INTIMATES SS25



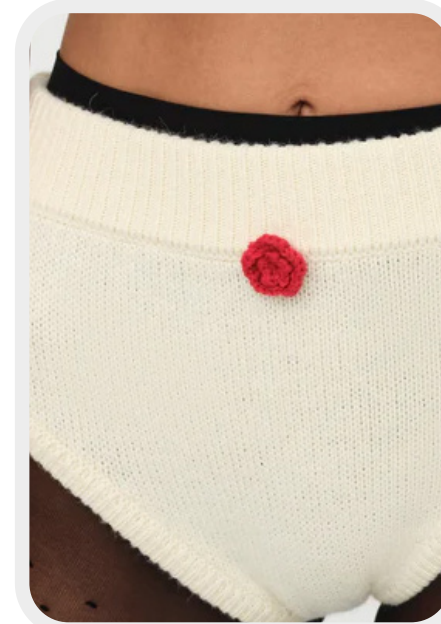
victorias secret.png

THE PRESENT BOW



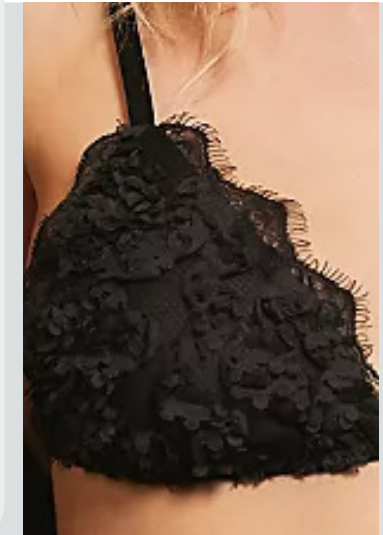
tenzenis14.jpeg

BIG TREND



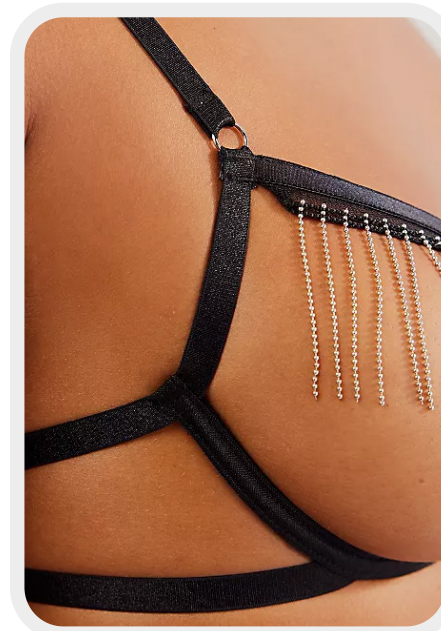
forloveandlemons-33.jpg.webp

THE 3D FLORAL



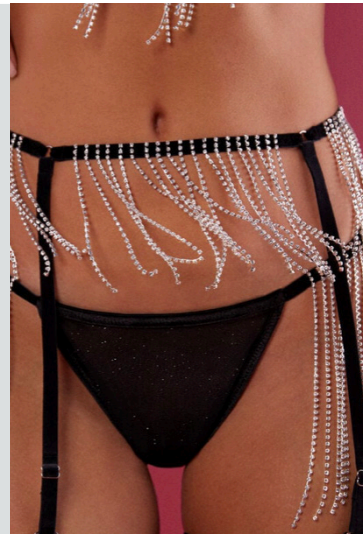
freepeople-44.webp

SAFE TREND



freepeople-6.webp

THE GLITTER FRINGE



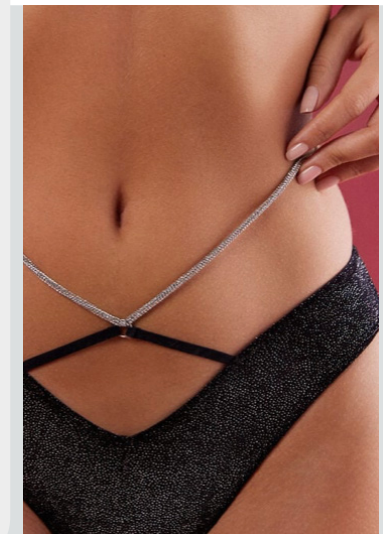
instimissimi_16.png

EDGY TREND



victoriasssecret1.png

THE GLITZY STRAP



instimissimi_21.png

BIG TREND

KEY MATERIALS INTIMATES SS25



zara_67.jpg

THE SEDUCTIVE SEQUIN



forloveandlemons-95.jpg.webp

STABLE TREND



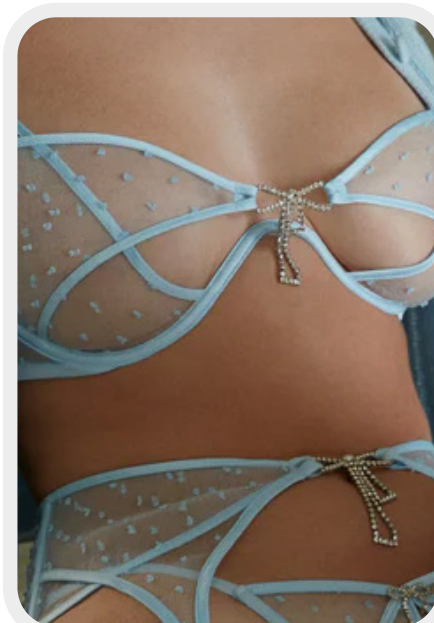
etam-1.jpg.avif

THE LUREX LUSTER



instimissimi_18.png

BIG TREND



forloveandlemons-59.jpg.webp

THE DREAMY SHEER



lovestoriesintimates_2.webp

SAFE TREND



fleurdumal_3.jpg.webp

THE LUXURIOUS SATIN



zara_103.jpg

BIG TREND



HOLIDAY 24 INTIMATES CORE ITEMS

THE LACE TRIANGLE



etam-10.jpg.avif



tenzenis6.jpeg



h_m40.jpeg



@belenrodriguezreal2.png



anthropology9.webp


+19%
YEAR ON YEAR

THE LAYERED BRA EFFECT



chantelle-6.jpg.webp



freepeople-1.webp



etam-9.jpg.avif



chantelle-3.jpg.webp



hunknemoller-4.webp


+167%
YEAR ON YEAR

HOLIDAY 24 INTIMATES CORE ITEMS

THE STRAPPY STYLE



instimissimi_24.png



h_m80.jpeg



hunknemoller-24.webp



victoriasecret1.png



@elenadamario3.png


-46%
YEAR ON YEAR

THE ELEVATED UNSTRUCTURED



h_m58.webp



freepeople-97.webp



hunknemoller-23.webp



zara_74.jpg



savagexfenty8.jpeg


+300%
YEAR ON YEAR

HOLIDAY 24 INTIMATES CORE ITEMS

THE BUSTIER



freepeople-37.webp



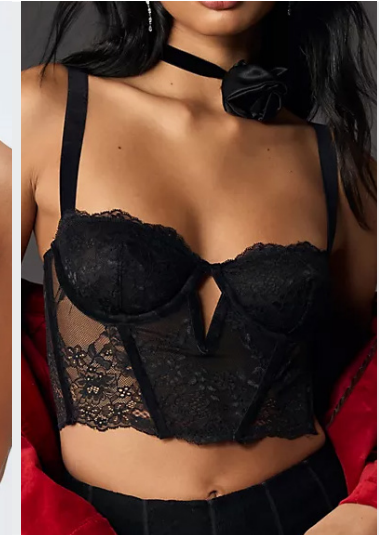
bohoo_3.webp



tenzenis19.jpeg



h_m20.webp



anthropology5.webp


-11%
YEAR ON YEAR

THE KEYHOLE LOOK



h_m81.jpeg



bohoo_1.webp



chantelle-2.jpg.webp



NAKD_4.jpg.webp



bohoo_18.webp


-9%
YEAR ON YEAR

HOLIDAY 24 INTIMATES CORE ITEMS

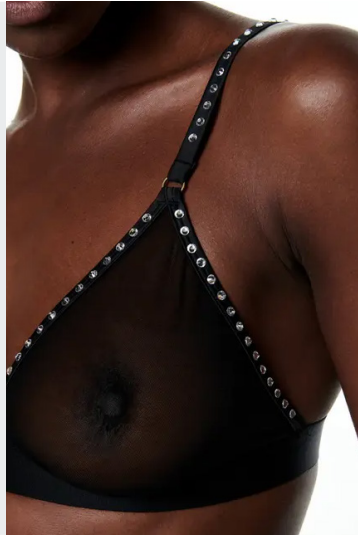
THE STRASS BRA



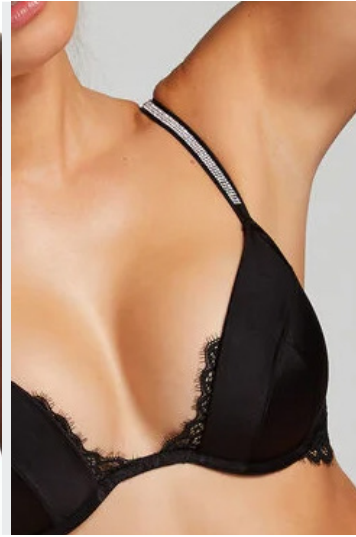
etam-7.jpg.avif



bohoo_20.webp



lovestoriesintimates_34.webp



hunknemoller-5.webp



@chloelecareux.png


+48%
YEAR ON YEAR

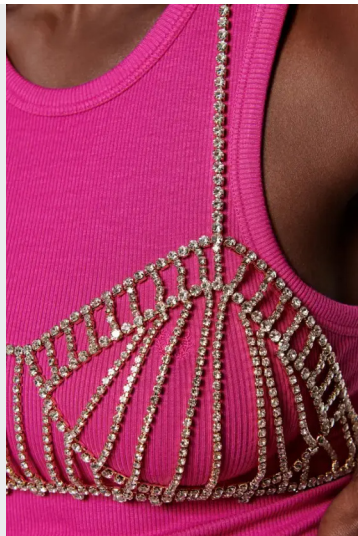
THE JEWEL PIECE



bluebella-6.jpg.webp



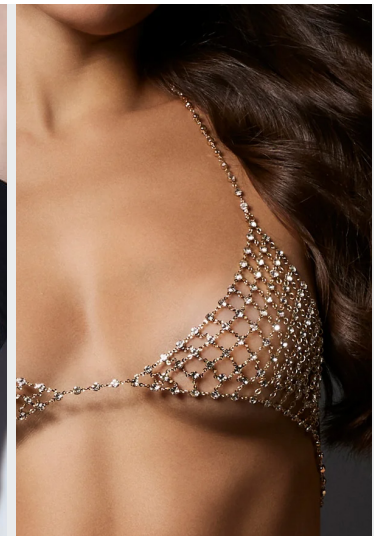
freepeople-5.webp



lovestoriesintimates_27.webp



zara_82.jpg



bluebella-7.jpg.webp


+59%
YEAR ON YEAR

HOLIDAY 24 INTIMATES CORE ITEMS

THE STRAPPY BODY



fleurdumal_19.jpg.webp



@_laurenfern2.png



tenzenis20.jpeg



bohoo_6.webp



bluebella-5.jpg.webp


+141%
YEAR ON YEAR

THE VERSATILE LACE PIECE



h_m45.jpeg



lovestoriesintimates_13.webp



hunknemoller-2.jpg



h_m74.webp



NAKD_6.jpg.webp


+15%
YEAR ON YEAR

HOLIDAY 24 INTIMATES CORE ITEMS

THE BOW PANTY



tenzenis9.jpeg



victorias secret.png



_forloveandlemons.png



forloveandlemons-88.jpg.webp



tenzenis6.jpeg


+100%
YEAR ON YEAR

THE GLITTER STRAP PANTY



lovestoriesintimates_33.webp



fleurdumal_13.jpg.webp



intimissimi-5.jpg



bluebella-4.jpg.webp



etam-7.jpg.avif


+51%
YEAR ON YEAR

HOLIDAY 24 INTIMATES CORE ITEMS

THE HOLIDAY CLASSIC



victorias secret_34.jpg



tenzenis12.jpeg



parade_5.jpg.webp



parade_4.jpg.webp



savagexfenty3.jpeg


-10%
YEAR ON YEAR

THE FLUID BOXER



lovestoriesintimates_17.webp



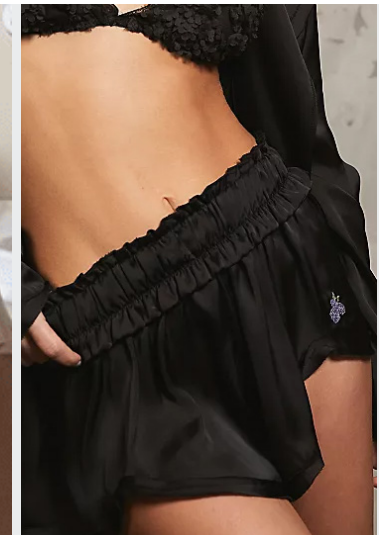
lovestoriesintimates_4.webp



fleurdumal_20.jpg.webp



minamarlena.png



freepeople-44.webp


+280%
YEAR ON YEAR

HOLIDAY 24 INTIMATES CORE ITEMS

THE KNITTED SHORTY



savagexfenty14.jpeg



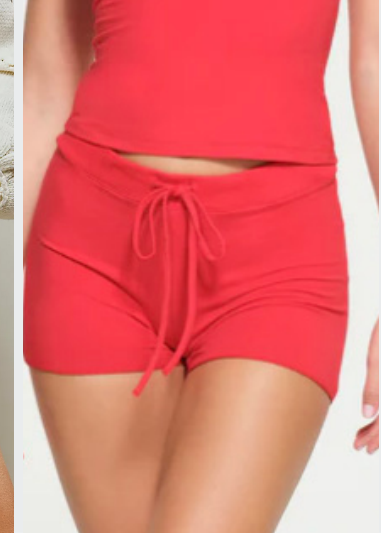
forloveandlemons-33.jpg.webp



zara_76.jpg



freepeople-132.webp



skims-7.png


+75%
YEAR ON YEAR



fleurdumal_12.jpg.webp



parade_2.jpg.webp



skims-11.png



parade_7.jpg.webp



freepeople-117.webp


+29%
YEAR ON YEAR

THE MEN'S BRIEF

HOLIDAY 24 LOUNGEWEAR CORE ITEMS

THE CHECKED PJ



kleofina.png



olivialvs.png



@annamaria_iliadou.png



bohoo_9.webp



h_m100.jpeg


+83%
YEAR ON YEAR

THE SECOND-SKIN FAIR ISLE



skims-6.png



hunknemoller-14.webp



bohoo_31.webp



freepeople-53.webp



h_m114.jpeg


+488%
YEAR ON YEAR

HOLIDAY 24 LOUNGEWEAR CORE ITEMS

THE BUCOLIC BUTTON-UP



hunknemoller-13.webp



freepeople-131.webp



_victoriasecret.png



anthropology6.webp



forloveandlemons-46.jpg.webp


-9%
YEAR ON YEAR



instimissimi_11.png



freepeople-45.webp



bohoo_11.webp



lovestoriesintimates_16.webp



savagexfenty.jpeg


+26%
YEAR ON YEAR

THE SATIN SET

HOLIDAY 24 COVER-UPS CORE ITEMS

THE GLITZY SLIP DRESS



freepeople-75.webp



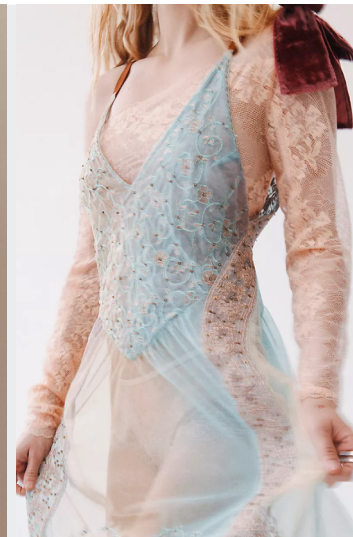
zara_84.jpg



forloveandlemons-65.jpg.webp



zara_65.jpg



freepeople-85.webp


+37%
YEAR ON YEAR



@jadeanna.png



hunknemoller-22.webp



kelseymerritt.png



bohoo_4.webp



@_laurenfern2.png


+50%
YEAR ON YEAR

THE LONG ROBE

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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