



**WOMENSWEAR & MENSWEAR**

**SS2025**

**FORECAST**

**DENIM**

**MATERIALS**

**& FINISHINGS**



**LIVETREND**

# DENIM SS25 INTRODUCTION



Denim Pv (5)\_1.jpg

@erl\_\_\_\_\_5.png

Denim Pv (2)\_4.jpg

@eytys.jpg



## FORECAST

**To the roots.** In SS25, denim trends take a decisive turn towards simplicity and authenticity, marking a departure from elaborate designs. Fabrics embrace a plainer and simpler aesthetic, with a notable resurgence of pure indigo dyeing, reclaiming its spotlight in the denim landscape. Raw and textured surfaces make a compelling comeback, ushering in a return to denim purism that places emphasis on the inherent character of the fabric. Colors undergo a subtle and gentle transformation, moving away from bold statements to embrace more muted and nuanced tones. A delicate, desaturated mood comes through in colors spanning whites to wispy pastels to dark grays. For a new, mellow take on workwear with delicately nuanced tones, fadings and bleachings. Experimental fabrics play a pivotal role, introducing oddity and fantasy weavings that add an element of intrigue and uniqueness to denim pieces. SS25's denim trend signifies a shift towards understated elegance and a celebration of the fundamental allure of this fabric.

*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 valid information. Find the related data sources and icons on the last slides.*

# DENIM SS25 **SUSTAINABILITY UPDATE**

## THE **ORGANIC & REGENERATIVE**



Organic cotton or hemp fibers mean reducing the environmental impact from the very first step in the process of making a pair of jeans. Organic cotton is grown without any artificial fertiliser, pesticide or genetically modified seeds.

## THE **NATURAL DYED**



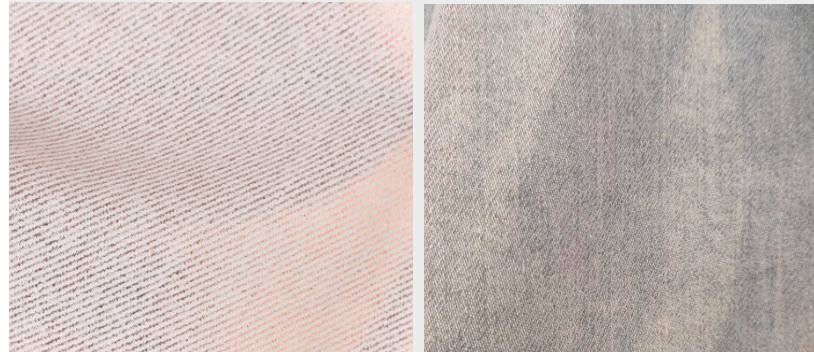
Natural dyes are free from chemicals and pesticides which are bad for the environment as well as for humans. These substances can irritate the skin and have a long-term effect. Natural pigments, derived from plants, flowers, minerals or various natural sources.

## THE **WATER-BASED COATINGS**



Water-based coatings can be a relevant alternative to chemicals, creating matte and rubberized denim surfaces which produce a sleek alluring effect. Whether the usage of water is also a matter when talking about sustainability, new technologies are improving to reduce time and water quantities.

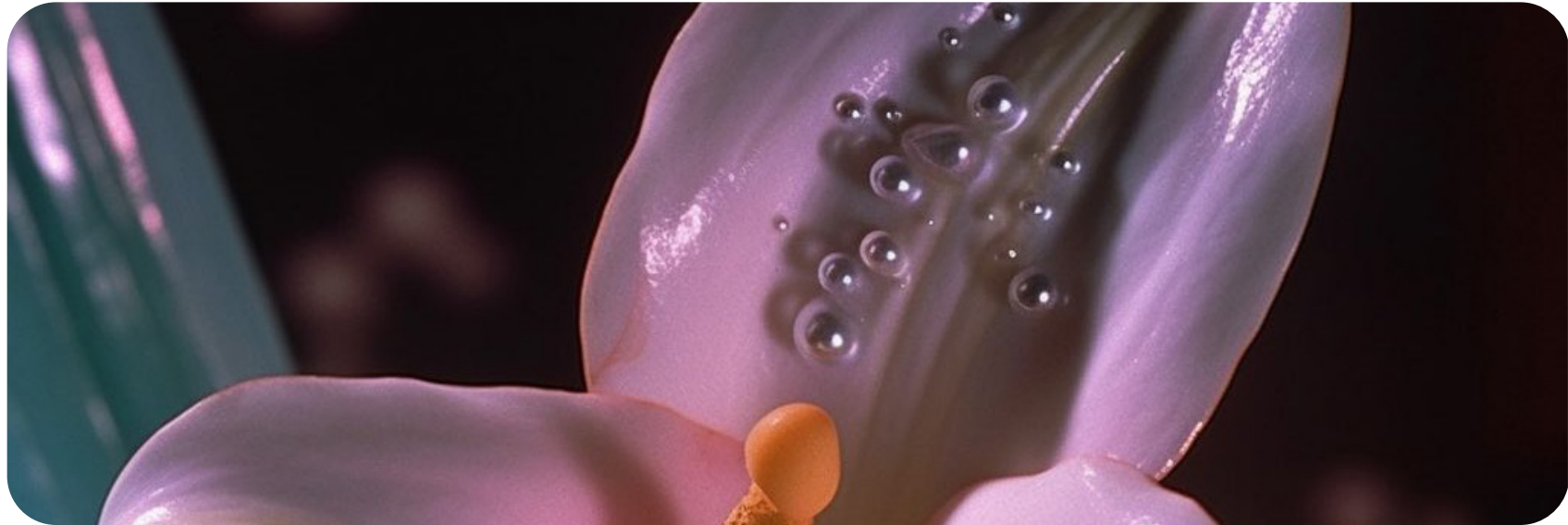
## THE **RECYCLED PIGMENTS**



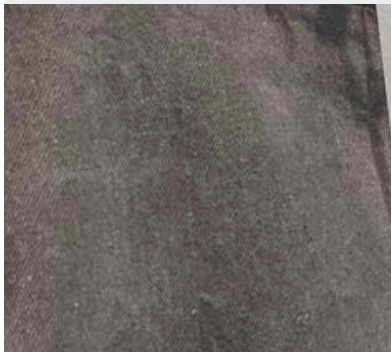
Recycling pigments can be an efficient sustainable solution to improve a system of circular economy and reduce waste. A second life for pigments will also be relevant in shaping a new aesthetic within colors, becoming dustier and lighter.



# DENIM SS25 **COLORS SHIFT**



## **ANTHRACITE**



Not-fully-black is a key concept for this season, Colors are muted, washes are faded. Driving a change towards new eco blacks with advanced dyeing techniques to achieve blacks with a reduced ecological impact.

## **DUSTY BLUE**



The dusty blue aesthetic is a direct consequence of sustainability. Faded and softer hues derive from recycled pigments and recycled fabrics without the use of new dye results in faded and greyish tonalities. Blue looks frosty, icy.

## **LIGHT PASTELS**



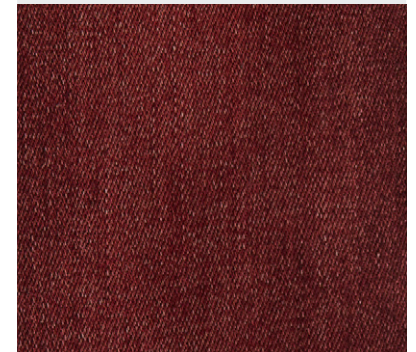
The colors of the season are faded and bleached, tinged with natural dyes for a more eco-friendly approach. Color is understated, evocative in bleached pastels as cotton candy delicate pinks, Whites, look dingy, like dirty ecru.

## **YELLOWISH TONE**



Neutral bases are ranging from gray to indigo featuring subtle yellowish overdyes. Coatings and spray effects create soft dirty denim with a vintage spirit. A sandy atmosphere brings a warm palette ranging from yellow to ochre to olive green.

## **FIREY RED**



Dissonant colors emerge from the softened shades presented for SS25. Red dyeing represents the stand-out tone for an intriguing alternative to undertones and dusty pastels.

# DENIM SS25 DESIGN TREND



## ELEMENTARY BLUE.

The SS25 season brings forth a captivating shift in denim trends. At the core of Elementary Blue is a return to the basics, emphasizing simplicity and the fundamental allure of denim in its purest form. The undyed indigo serves as a canvas, allowing the fabric's inherent texture and character to take center stage. This departure from elaborate dyes harks back to the origins of denim, creating a connection with authenticity that resonates in a modern context. The trend introduces visual effects, challenging traditional norms with inside-out denim pieces and unexpected seam placements, offering a contemporary interpretation that seamlessly blends nostalgia with innovative design.

# DENIM SS25 KEY FINISHINGS

## PURE INDIGO



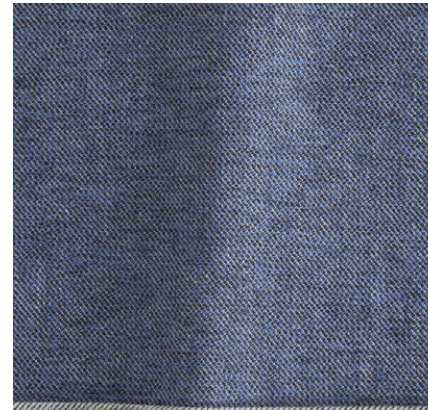
Denim Pv (3).jpg

## THIN STRIPES



Denim Pv (2).jpg

## REVERSED ILLUSION



Denim PV (14).jpg

## GRAPHIC STITCHES



@peachyden.jpg



@orireofficial.jpg



dieselprefall24look34-571552c9.webp



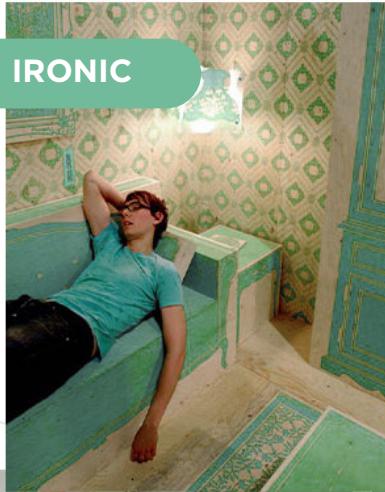
Rowen Rose.webp



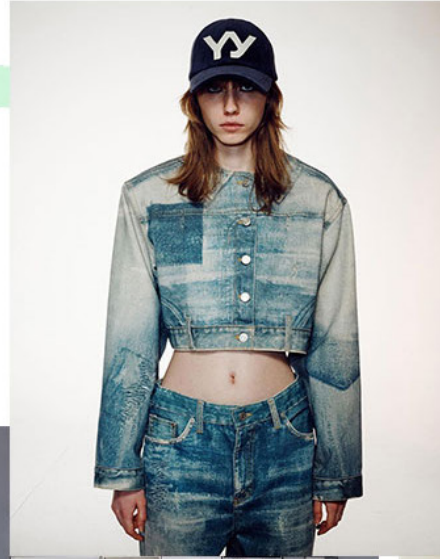
Paris Street Style\_1.jpg

# DENIM SS25 DESIGN TREND

IRONIC



CREATIVE +120%



UPCYCLING +200%



YOUTHFUL

## RETRO REMIX.

This trend ingeniously fuses youthful finishes and visual effects, capturing the spirit of an era defined by bold experimentation and unabashed self-expression. Retro Remix introduces a playful combination of irony and soft surrealism, bringing a sense of whimsy to denim fashion. The use of waxed fabrics adds a contemporary twist, infusing a glossy and dynamic element that seamlessly integrates with the 90s-inspired vibe. SS25's Retro Remix not only pays homage to a bygone era but also reimagines it with a modern flair, making a compelling statement that transcends time and resonates with those seeking a fusion of nostalgia and cutting-edge style.

# DENIM SS25 KEY FINISHINGS

## SOFT DUO-TONE



@denimdaysfestival.jpg

## TROMPE L'OEIL



@openyyofficial3.jpg

## SUPER BLEACHED



Denim-Pv.jpg

## RUBBERIZED



Denim Pv\_2.jpg



Paris Street Style.jpg



paris-street style.jpg



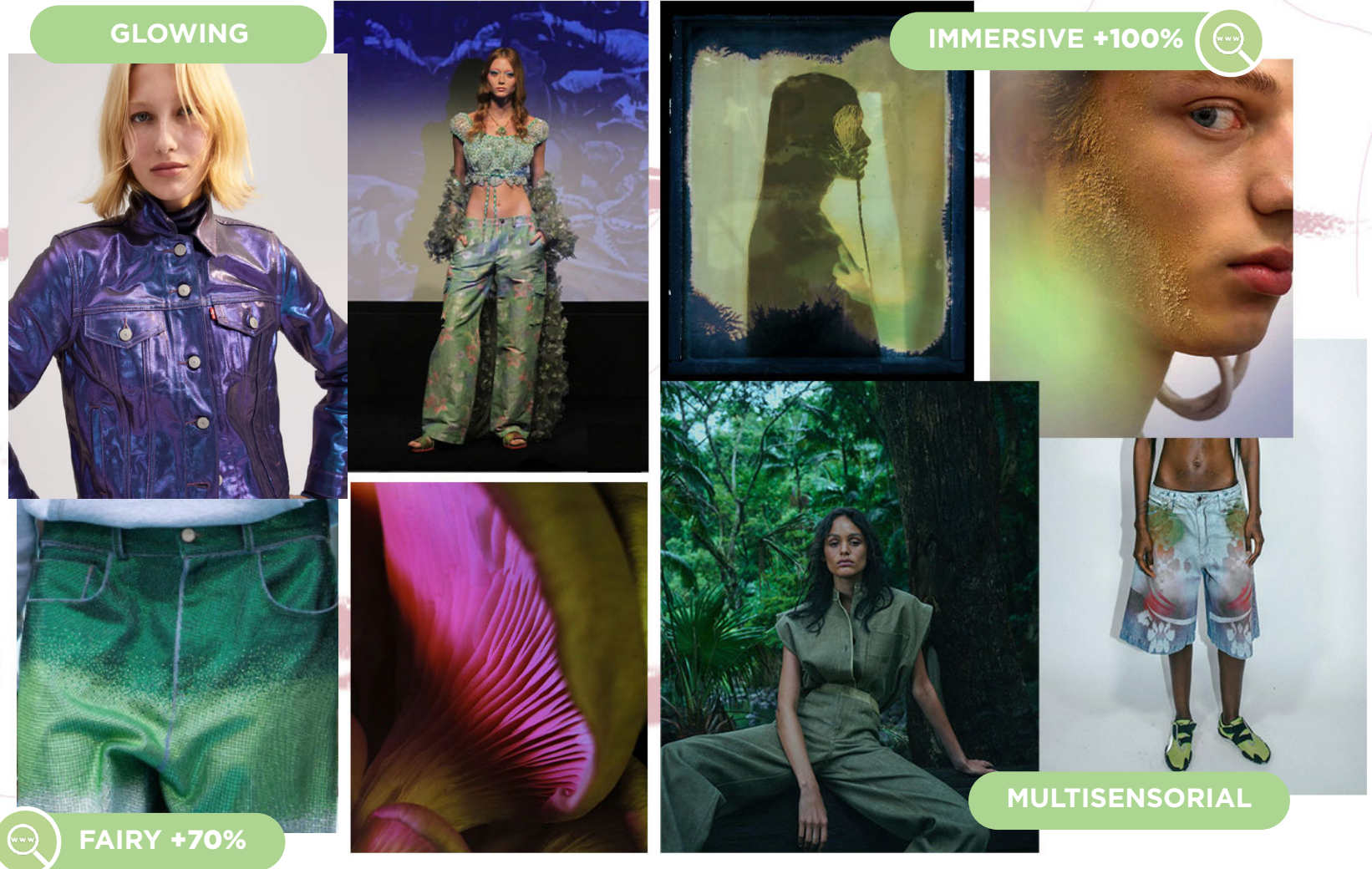
Paris Street Style\_2.jpg



System.avif



# DENIM SS25 DESIGN TREND

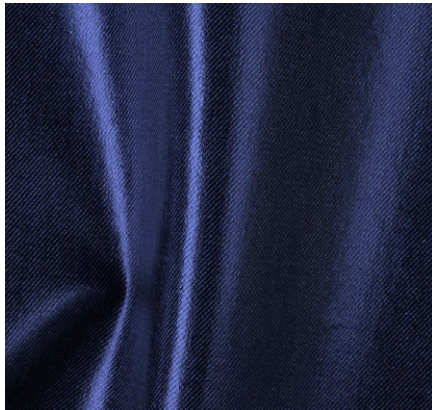


## DIGITAL WOODS.

This aesthetic explores the synergy between technology and tradition, seamlessly blending pastels dyeing and traditional washing techniques with a distinct virtual edge. Digital Woods introduces pigmented palettes that evoke a sense of the surreal, marrying the organic hues of nature with the limitless possibilities of the digital realm. Shimmers and glimmers add a touch of futuristic elegance, transforming denim into a canvas that reflects the interplay of light and shadow. Immersive dyeing techniques further contribute to the enchanting allure of this trend. The fusion of digital aesthetics and traditional craftsmanship gives rise to a truly unique and mesmerizing denim experience.

# DENIM SS25 KEY FINISHINGS

## SUBTLE GLIMMER



Denim-Pv\_1.jpg

## IMMERSIVE DYEING



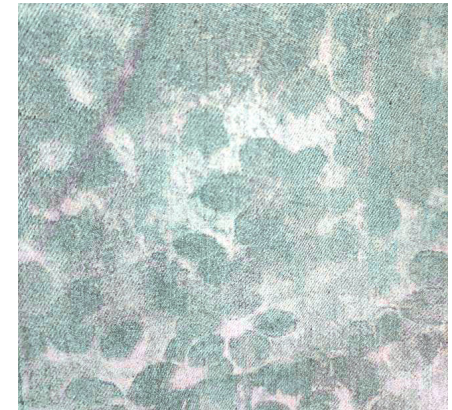
Denim Pv.jpg

## DIGITAL PASTELS



Denim Pv (4).jpg

## SOFT FLORALS



Denim Pv (2)\_2.jpg



diesel.webp



@annasui.jpg



@levis.jpg



@paolinarusso4.jpg

# DENIM SS25 DESIGN TREND

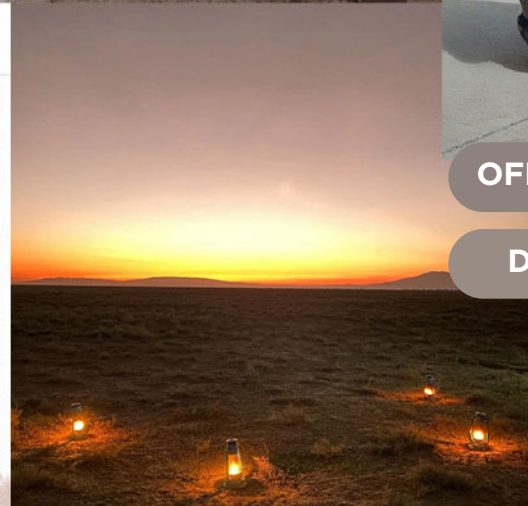
SURVIVALIST



OFF GRID +2000%



ECOBRUTALISM +60%



DISRUPTIVE

## DUSTY DAWN.

This avant-garde aesthetic transports consumers to a scenario where distressed and destroyed fabrics become the protagonists of a new denim narrative. Dusty Dawn introduces a palette of faded oranges and reds, reminiscent of the sun-soaked hues in a post-apocalyptic landscape. The distressed denim, marked by frays and abrasions, embodies a spirit of resilience and rebellion. This trend embraces imperfections and the beauty found in decay, challenging traditional denim norms and fostering a sense of individuality. SS25's Dusty Dawn invites denim enthusiasts to explore a dystopian-inspired world, where the raw and weathered textures become symbols of strength and endurance, creating a powerful statement.

# DENIM SS25 KEY FINISHINGS

## YELLOWISH DUST



Denim Pv\_1.jpg

## FANTASY WEAVES



Denim Pv (3)\_1.jpg

## SUPER LOOSE



@childrenofthediscordance2.jpg

## ROUGH CAMO



Denim Pv (2)\_1.jpg



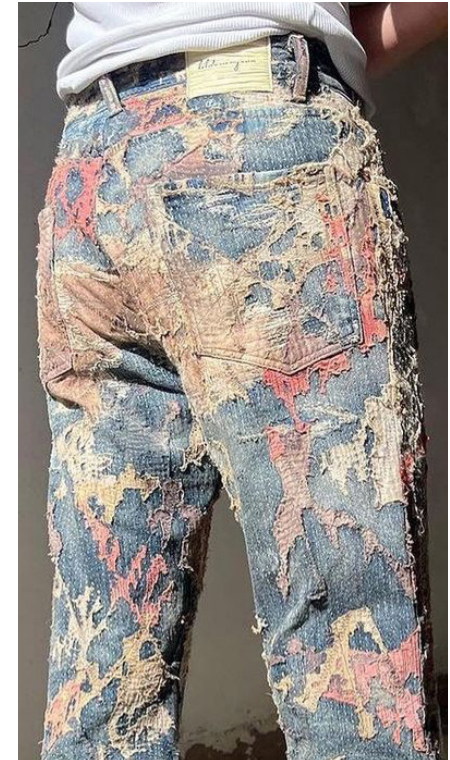
Faith Connection.webp



diesel\_1.webp



federico-cina.jpg



@denimdudes2.jpg

# DENIM SS25 DESIGN TREND



## ECO RESORT.

This trend direction signifies a conscientious shift toward sustainability and artisanal craftsmanship. This aesthetic embraces an artisanal notion of denim, introducing rawer canvases with nappy and textured touches that evoke a sense of natural authenticity. Pure fabrics take center stage, showcasing faded colors that resonate with the serene palette of an eco-conscious resort. Artsy finishings play a pivotal role in this trend, drawing inspiration from tapestry-inspired designs to exotic symbolism. Eco Resort not only promotes a more sustainable approach to denim fashion but also invites wearers to appreciate the intricate details and narratives woven into each piece.

# DENIM SS25 KEY FINISHINGS

## ARTISANAL



Denim Pv (2)\_3.jpg

## RAW CANVAS



Denim Pv (5).jpg

## EXOTIC SYMBOLISM



Denim Pv (3)\_2.jpg

## NATURAL ALLURE



Denim Pv (4)\_1.jpg



@childrenofthediscordance3.jpg



@baumundpfer.jpg



@blumenhausmagazine.jpg



zegna-m-bks-s24-008.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

**CREATIVITY**

**STRATEGY**

**SUSTAINABILITY**



**LIVETREND**

**THANK YOU!**

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