



KIDSWEAR FORECAST
**SPRING/
SUMMER 2025**
MACROTRENDS



LIVETREND

MACROTRENDS SS25 INTRODUCTION



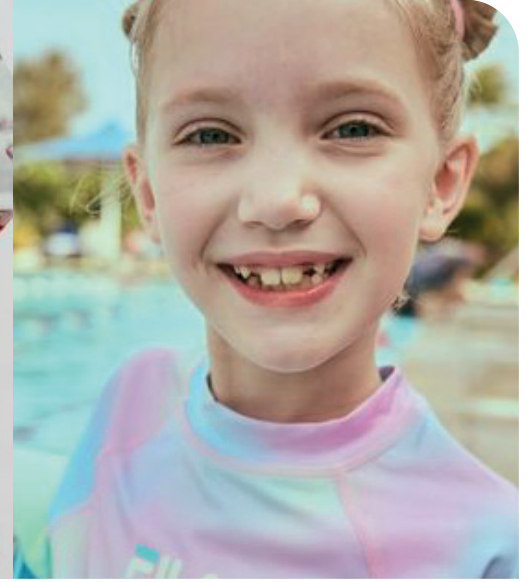
ilgufp.jpeg



jacsuemus.jpeg



stradaaa.jpeg



fila.jpeg



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 sea-son's macrotrends. For SS25, the harmony of head and heart speaks of innovation and tradition equally and takes us into an equitable future.

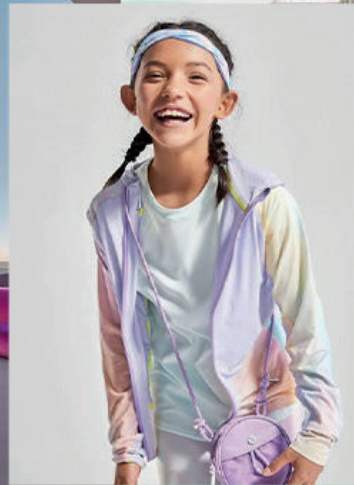
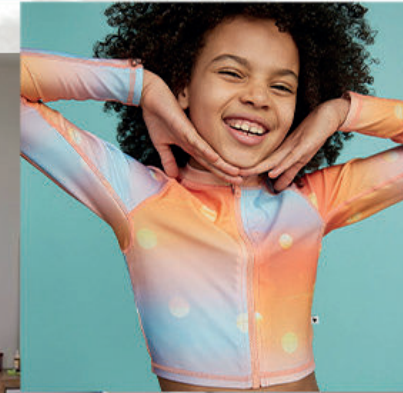
This forecasting report is based on innovative LIVETREND Data and the expertise of Trend Analysts. The trends in this report are organized by their magnitude and impact. Find the relating icons & stamps on the last slides.

[ACCESS ALL REPORT IMAGES
CLICKING HERE](#)

MACROTREND **SOFT FICTION**

INVENTION **+90%**

UTOPIA **+80%**



BIO TECH **+200%**

NASA **+950%**

keywords **UTOPIA - NEO SPACE AGE - NEW TECHNOLOGY - ORGANIC FORMS - VITALITY - SOFT VIBRANCY**

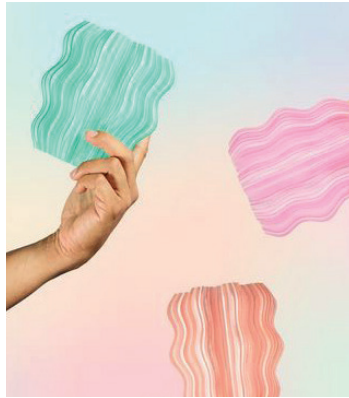
Soft Fiction. Dive into this imaginative realm that transports youngsters to a utopian world inspired by the current space age craze. With a blend of organic forms and cyber vitality, this collection exudes a harmonious balance. Soft pastel colors dominate the palette, infusing each piece with a dreamy and soothing atmosphere. Soft Fiction invites kids to embrace a whimsical combination of utopia and technology, creating a delightful synergy between softness and cyber-inspired vibrancy. The trend sparks imagination and creates fun yet refined wardrobes.



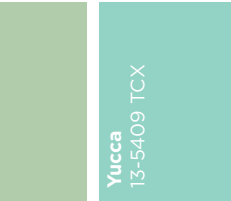
COLOR PALETTE **SOFT FICTION**



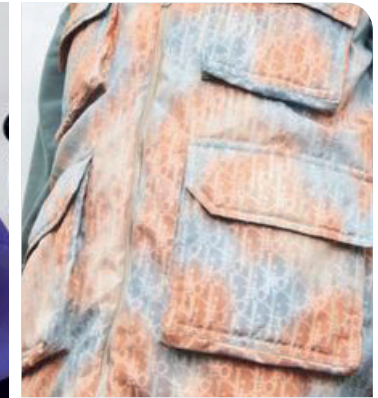
molo top.jpg



wooj.jpeg



anna onopiuk.jpeg



babydior.jpeg



uchronia.jpeg



sophie colle.jpeg



calliope.jpeg

A vibrant world.

Immerse little ones in a vibrant world of color with a playful palette that captures the essence of youthfulness and vitality. Picture the delightful hues of purple, evoking a sense of whimsy and creativity, seamlessly blending with the soft warmth of peach. Juicy green adds a pop of lively energy, while cooling light turquoise invokes the refreshing spirit of summer adventures. Light pink rounds out the palette, infusing a touch of sweetness and innocence. This enchanting combination of purple, peach, juicy green, light turquoise, and light pink creates a harmonious symphony, perfect for sparking imagination and bringing a lively vibrancy to every kid's wardrobe and playful escapades.

KEY LOOKS **SOFT FICTION**



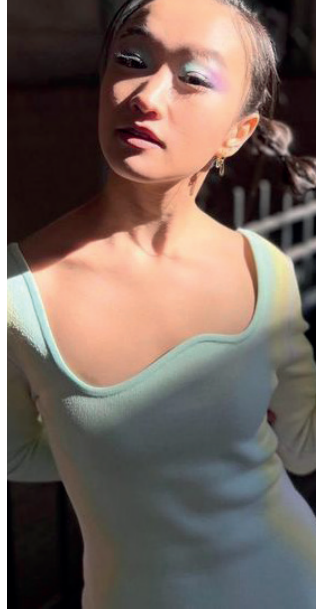
sugar kids.jpeg



zara3.jpg



zalando.jpg.webp



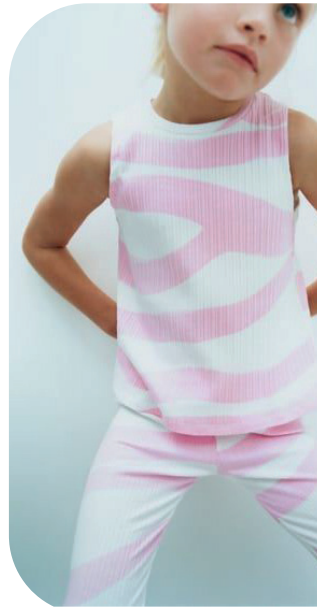
ph5.jpeg



veinkids-8.png



moodytiger.jpeg



zara33.jpeg



fingerinthenose.jpeg



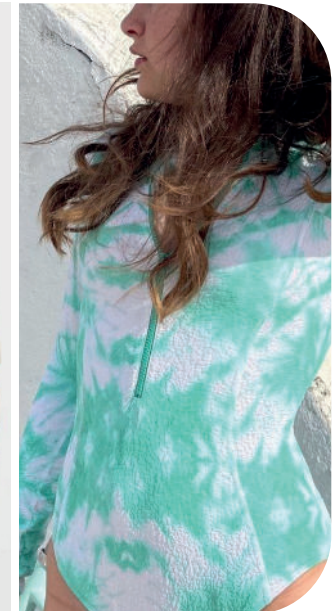
maag.jpeg



zara kids-13.jpg



reiss kids-4.jpg.webp



liaison paris.png

KEY ELEMENTS **SOFT FICTION**

SPACE AGE ALLURE



boozt.jpg



crew cuts.jpeg

FUTURISTIC PROTECTORS



@fingerinthenose_1.png



@theanimalobseravtory_21.png

VIRTUAL VIBRANCIES

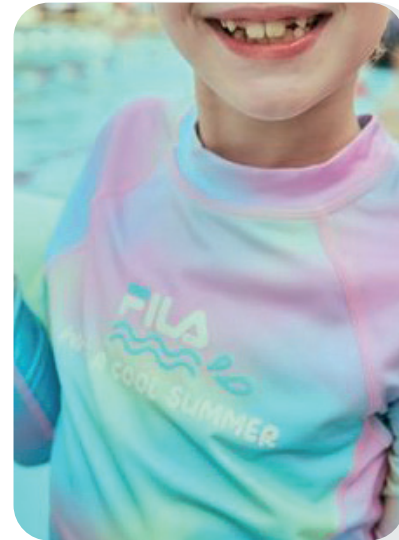


collina-strada.avif



marquesalmeida.jpeg

VITALIZING GRADIENTS



fila.jpeg



fingerinthenose Kopie.jpeg



@italianbark.jpeg

KEY PIECES GIRLS **SOFT FICTION**



SPORTY HAIRBAND

VIRTUAL SWEATER

MINIMAL TANK TOP

MINIMAL WINDBREAKER

FUTURE SLEEK SNEAKER

SLIM LEGGING

TECHNICAL BAG



KEY PIECES BOYS **SOFT FICTION**



PLAYFUL BACKPACK



XL ESSENTIAL TEE



**GRADIENT
LONGSLEEVE SHIRT**



**SCIENCE PRINT
SWEATER**



**ESSENTIAL
BERMUDA SHORT**



**FUTURE
SANDALS**



MACROTREND **EARTH BUILDERS**



keywords **NATURAL FUTURISM - SOLAR REVOLUTION - EXPLORER - NEW TERRAIN - UTILITY - OFF GRID**

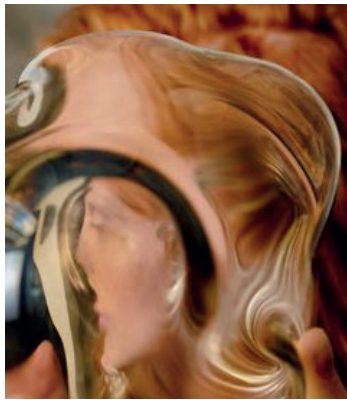
Earth Builders. Embark on a summer expedition with a trend that transforms little adventurers into explorers of new terrains. Inspired by the spirit of discovery and a solar revolution, this collection invites kids to explore a more natural futurism. The warm palette mirrors the hues of a solar revolution, creating a soft, off-grid aesthetic. Earth Builders encourages a sense of wonder, fostering an appreciation for the environment while embracing a technical approach to fashion. This trend is a celebration of exploration and sustainability, inspiring the youngest generation to build a brighter future one adventure at a time.



COLOR PALETTE **EARTH BUILDERS**



urban.jpeg



@ignant4.jpg



Bright Marigold
15-1164 TCX



Pear Sorbet
11-0615 TCX



Lentil Sprout
16-0550 TCX



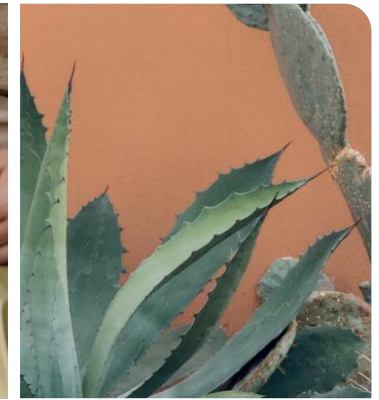
Deep Lichen
18-0312 TCX



Clay
15-1231 TCX



wheatkidsclothing.jpeg



tumblr.jpg



@donsje_1.png



zara4.jpeg

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 Pear Sorbet complement the trend's natural shades with a lighter and sandy feel that takes us to the endless horizons of a new world. Bright Marigold 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.

KEY LOOKS **EARTH BUILDERS**



Liquid World.jpg



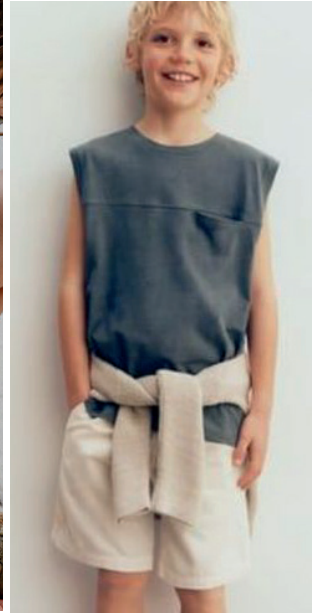
zara kids-11.jpg



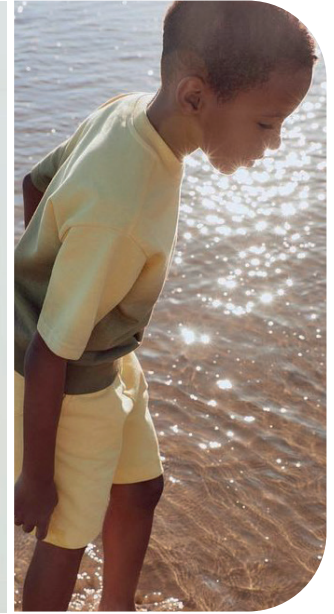
are.na.jpg



@play_up-11.png



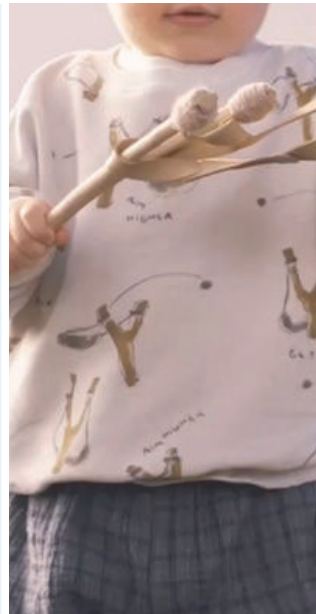
zara3.jpeg



ilgufp.jpeg



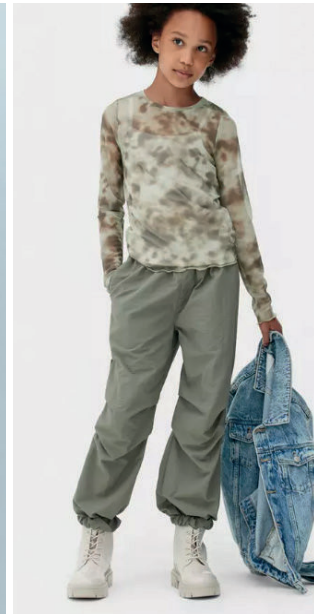
pauletpaula3.jpg



@play_up-14.png



zara Kopie.jpeg



primark look.png



zara77.jpeg



happy kids agency.jpeg



KEY ELEMENTS EARTH BUILDERS

BOTANICAL CAMO



sunday collective



dress

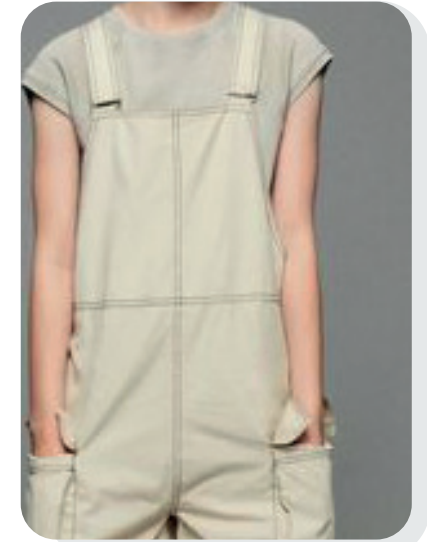


_zara.jpeg

MONOCHROME UTILITY



maag fashn.jpeg

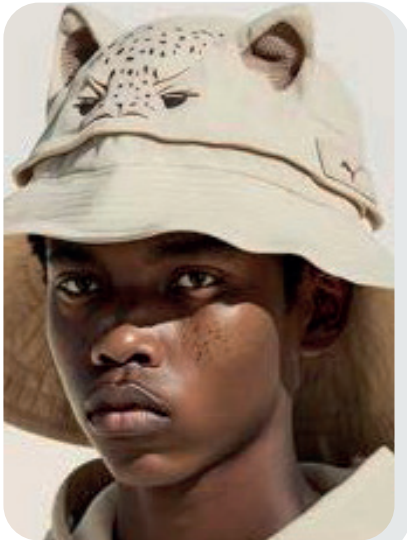


zara2.jpeg

HIDDEN ANIMALIA



milkontherocks.jpg



@yung_yute.jpg

OFF-GRID SPRECKLES



urban.jpeg



littlecreative factory.jpg

KEY PIECES GIRLS **EARTH BUILDERS**



NATURAL TRUCKER



**OFF-GRID
LONGSLEEVE**



**UTILITY
MESSENGER**



PARACHUTE PANTS



**MINI CARGO
DRESS**



**CARGO
SHORTS**



**DESERT TREK
SANDAL**



KEY PIECES BOYS **EARTH BUILDERS**



**OUTDOOR
CARGO**



**OFF-GRID
MULE**



**POPOVER
SHIRT**



CARGO BERMUDA



**PERFORMANCE
VEST**



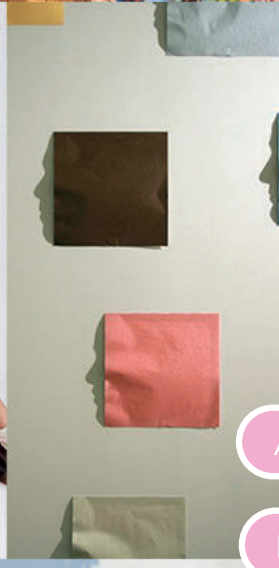
**OFF-GRID
LONGSLEEVE**



MACROTREND CAREFREE CLUB

ACTIVITY +1250%

CREATIVE +120%



ATHLEISURE +128%

PREPPY +350%

keywords **PLAYFUL - BLEISURE - FUN BASICS - OPTIMISTIC - SPORTY SCHOOL - HALLWAY - BOLD GEOMETRICS**

Carefree Club. In this trend, the spirit of summer unfolds in a vibrant blend of the playground and the hallways, marrying preppy school looks with the energetic flair of sporty aesthetics. Picture playful colors splashed across the wardrobe, creating a lively canvas for the carefree adventures that define childhood. Bold geometric prints and fun slogans adorn garments, adding an extra layer of personality. Carefree Club is the embodiment of youthful exuberance, inviting kids to embrace a mix of scholar and sport styles for a summer filled with laughter, fun, and limitless possibilities.

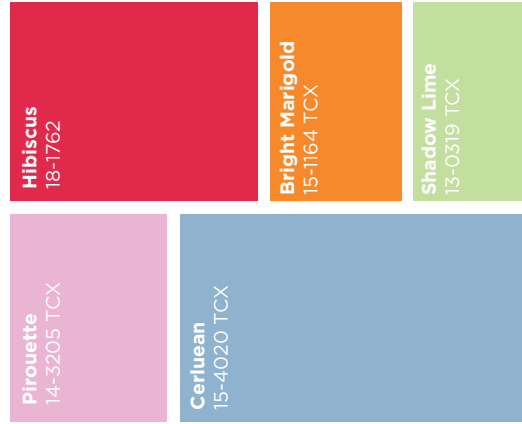
COLOR PALETTE CAREFREE CLUB



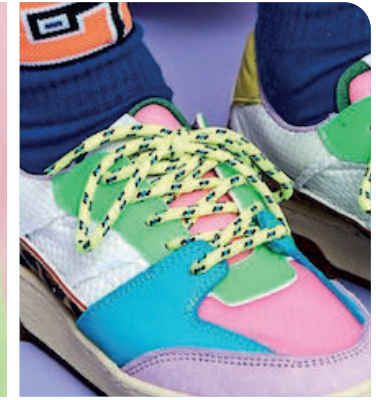
maed mini.jpg



designmilk.jpeg



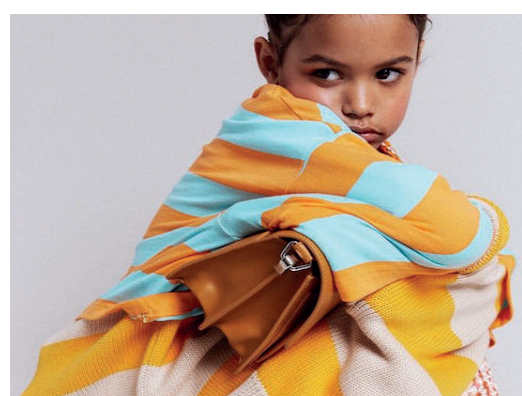
veinkids-11.png



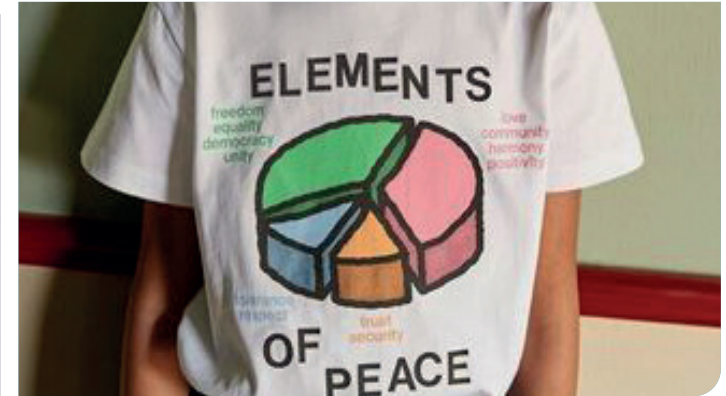
@maisonmangostan-9.png



@theanimalobservatory_9.png



veinkids-5.png



molo3.jpg

A mix of solid & joyful.

Infuse the childrens' world with a burst of vibrant energy through a captivating color palette featuring bold red, lively orange, zesty lime green, soothing light blue, and gentle light pink. This dynamic combination creates a kaleidoscope of hues that encapsulates the essence of youthful exuberance and playfulness. Imagine outfits adorned in these colors, radiating joy and vitality, with references to retro sporting tints and more modern kid's shades with a slight cyber hue. This bold spectrum not only sparks creativity but also captures the spirit of carefree moments, transforming every day into a vibrant celebration of childhood fun.

KEY LOOKS CAREFREE CLUB



reiss kids-22.jpg.webp



@theanimalobseravtory_16.png



zara teal.jpg



catchwalk.jpg



@theanimalobseravtory_1.png



veinkids-2.png



kith 4.jpeg



sugar kids 2.jpeg



@maisonmangostan-17.png



@theanimalobseravtory_15.png



shine bit3.jpeg



@fingerinthenose_8.png

KEY ELEMENTS CAREFREE CLUB

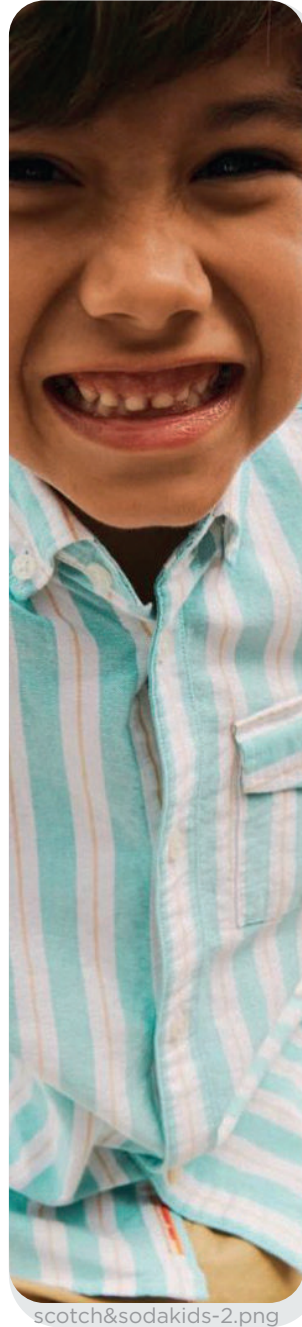
FUN RETRO STRIPES



milk magazine4.png



the new society .jpeg



scotch&sodakids-2.png

ABSTRACT ENVIRONMENTS



zara kids-14.jpg



vans.jpeg

PHYSICAL EDUCATION 2.0



fingerinthenose.jpg



hebe.jpg

IRREGULAR CHECKERBOARDS



veinkids-1.png



wynken-kids1.avif



KEY PIECES GIRLS CAREFREE CLUB



PREPPY GRAPHIC SET



CLASSIC LOAFER



FUN BOMBER



CROPPED FLARE



COLLEGE SOCKS



POLO MINI DRESS

KEY PIECES BOYS CAREFREE CLUB



SPORTY SOCKS



RUGBY POLO



COLLEGE CAP



STRIPED SHIRT



RETRO SPORT TEE



JEANS BERMUDA



PLAYFUL COURT SNEAKERS



MACROTREND **RETRO COAST**



keywords **QUAINT - BEACH - NAUTICAL - RETRO - CALM - RUSTIC BUT REFINED**

Retro Coast. Introducing a kids' summer trend that transports little ones to the nostalgic charm of beach resorts captured on vintage postcards. This trend exudes a quaint and nautical allure, seamlessly blending rustic elements with refined details. Imagine children adorned in classic maritime-inspired attire, echoing the simplicity of seaside life with a touch of retro sophistication. Retro Coast encapsulates the timeless essence of beachside holidays. It's a journey to the past, where every summer moment becomes a picturesque memory etched in the sands of time.

COLOR PALETTE **RETRO COAST**



liewood.jpeg



aquazurra.jpeg



seasonalwonderment.jpeg



haptilab.jpeg



terracelmdi.jpeg



catchawlk.jpeg



lemonmagazine-1.png

A Retro Sail.

Sail into a sea of style with the vibrant nautical color palette designed for little adventurers. Picture the playful harmony of sunny yellow and classic red, reminiscent of cheerful beachside umbrellas, blending seamlessly with the vintage allure of deep orange. Deep, dark nautical blue sets the tone for maritime sophistication, mirroring the vast ocean depths, while the light shy blue adds a touch of serene skies to the overall palette. This dynamic combination captures the essence of maritime exploration, invoking the spirit of classic seaside charm in every fabric and accessory, making the kids' nautical trend a delightful journey into the heart of coastal style.

KEY LOOKS **RETRO COAST**



benetton.jpeg



reiss kids-3.jpg.webp



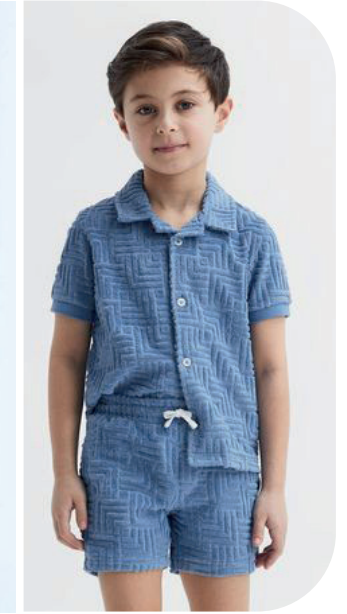
milk magazine22.png



terrace lmdi.jpeg



pauletpaula2.jpg



reiss.jpeg



mylittlecozmo_3.jpg.webp



balmy.jpeg



lemonmagazine-5.png



zara___ Kopie.jpeg



tangerine.jpeg



wander & wonder.jpeg



KEY ELEMENTS **RETRO COAST**

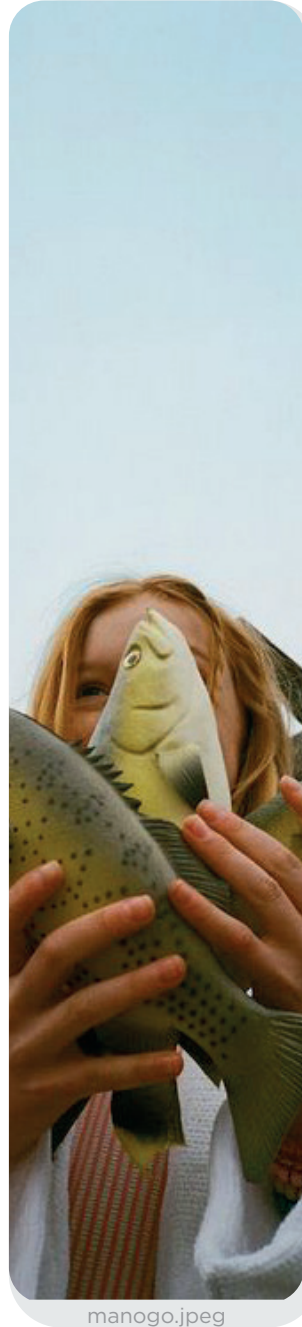
NAIVE SEALIFE



@sugarkids.jpeg



clarainfante.jpeg

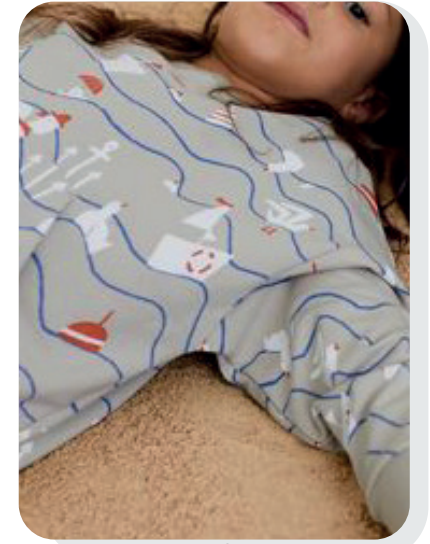


manogo.jpeg

NAUTICAL NARRATIVES



cocoalait.jpeg



oxox.jpg

COASTAL STRIPES



amonday.jpeg



maison daboum.jpeg

FOODIES



mini rodini.jpeg



oeuf nyc.jpeg

KEY PIECES GIRLS **RETRO COAST**



COTTON SUN DRESS



STRAW SUN HAT



LINEN SHORTS



BEACH BANDANA



SAILOR SWEATER



FISHERMAN SANDALS

KEY PIECES BOYS **RETRO COAST**



NAUTICAL TEE



RETRO BASE CAP



STRIPED LINEN SHIRT



COTTON COURT SNEAKERS



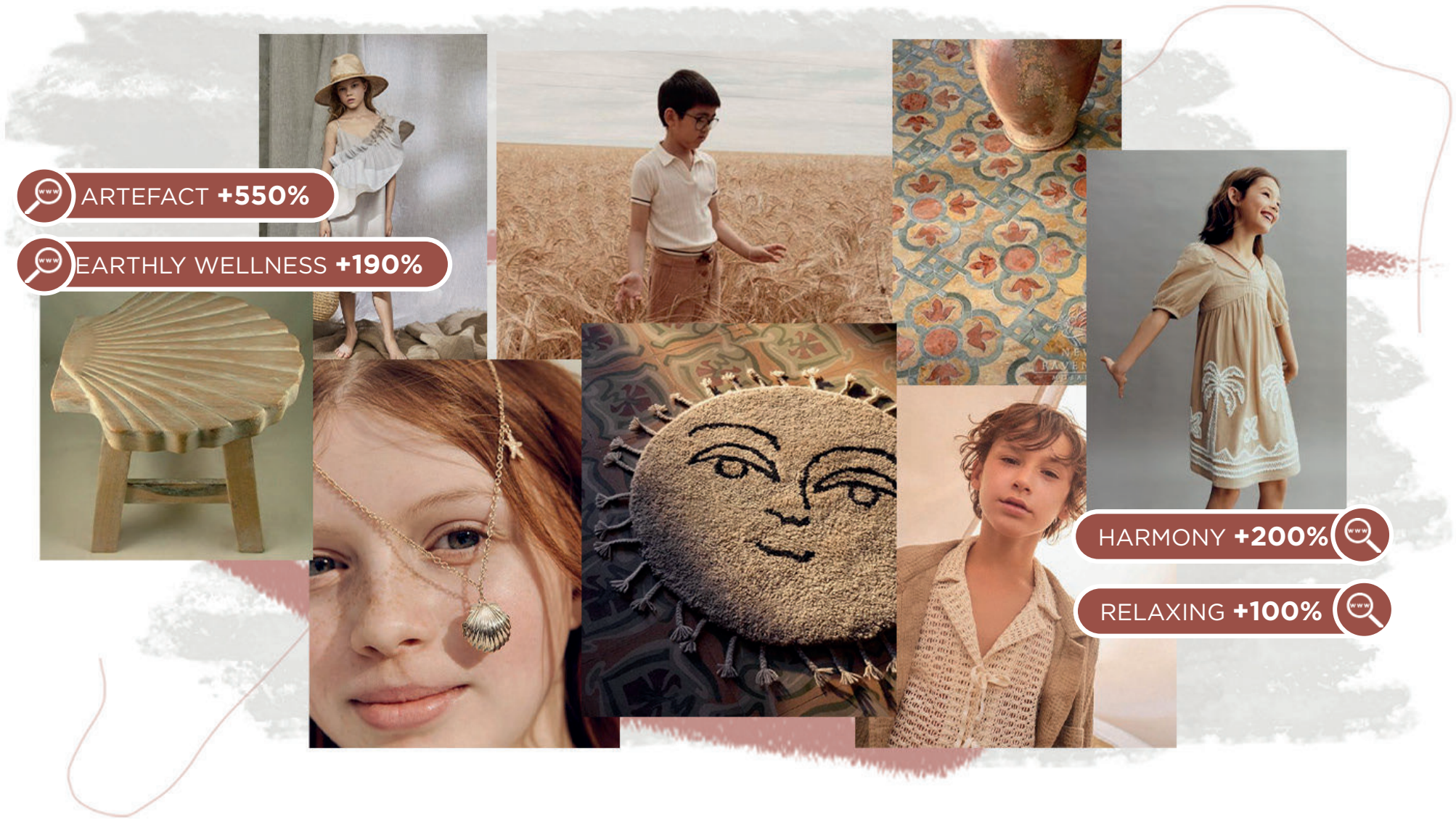
SOFT POLO SET



NAUTICAL SWIM SHORT



MACROTREND **NATURAL ETHOS**



keywords **DIVINE - SPIRITUALITY - NATURAL - PURE - SERENE - CALM - EARTHLY - LUMINOSITY**

Natural Ethos. Enter a kids' summer trend that is seamlessly intertwining spiritual and natural elements. Rustic charm evolves into refined simplicity, creating a serene and luminous atmosphere. This trend embodies a calm and pure aesthetic, where the essence of nature meets spiritual resonance. Imagine children adorned in garments that capture the tranquility of a sunlit field, blending earthy tones with soft, ethereal hues. Natural Ethos transforms summer days into a earth-connected and spiritually-guided journey.

COLOR PALETTE **NATURAL ETHOS**



@play_up-10.png



lilu.jpeg



Wood Ash
14-1108 TCX



Cinnabar
18-1540 TCX



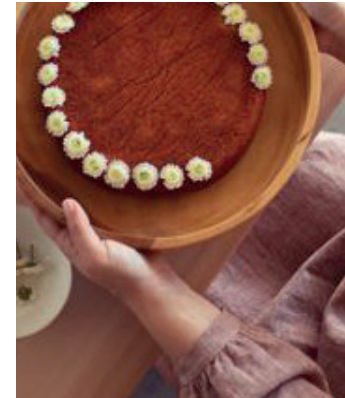
Gleam
12-0317 TCX



Lilas
16-1608 TCX



Clay
5-1312 TCX



suuky.jpg



unknown.jpg



@donsje_10.png



ad.jpg



bootani.jpg

Natural Purity.

Immerse the little ones in the soothing palette of a natural trend, where earthy serenity takes center stage. Picture the gentle embrace of beige, the soft warmth of dusty rose, and the grounding tones of clay and brick, creating a harmonious canvas that mirrors the simplicity and beauty of nature. Introducing a light faded mint color adds a refreshing touch, evoking the essence of sun-dappled leaves. This enchanting combination invites kids to embrace the tranquility of a natural ethos, transforming their summer wardrobe into a serene exploration of earth-inspired hues, where each shade tells a story of rustic charm and refined simplicity.

KEY LOOKS NATURAL ETHOS



cdn.jpeg



zara kids-10.jpg



knit planet.jpg



bebeorganic.jpeg



wearetheneewsociety.jpg



@play_up-8.png



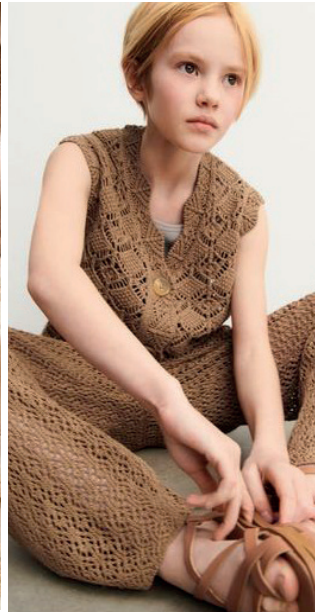
@play_up-9.png



@play_up-3.png



@wearetheneewsociety-2.png



zaraaaa.jpeg



@idawarmdahl.jpeg



bebe organic7.jpeg

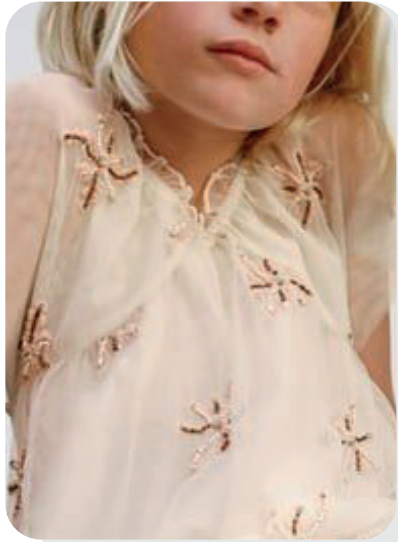


KEY ELEMENTS **NATURAL ETHOS**

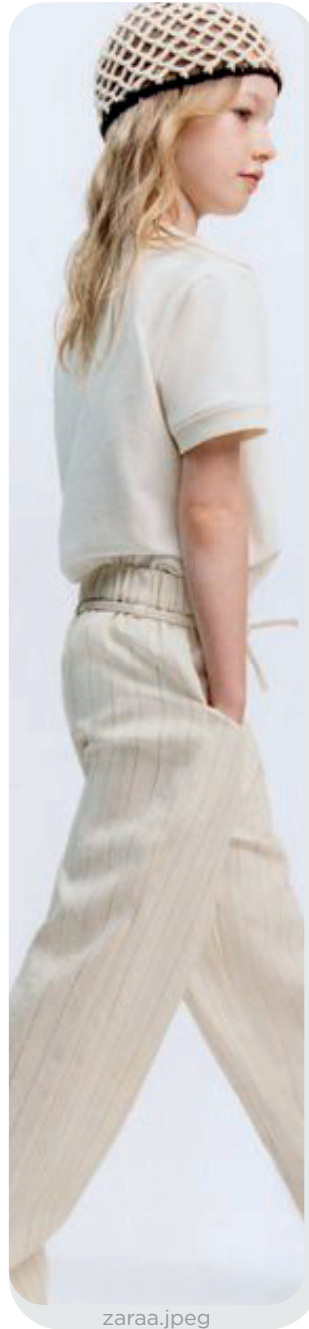
HANDMADE UPGRADES



bebeorganic7.jpeg



zara5.jpeg



zaraa.jpeg

ABSTRACT BOTANICA



milk magazine6.png



reiss kids-9.jpg.webp

NATURAL OPENWORKS



abercrombiekids4.png



zara kids-5.jpg

PURE LINENS



abercrombiekids__2.png



ruban.jpeg

KEY PIECES GIRLS **NATURAL ETHOS**



STRAW HAT



**SOFT
LINEN DRESS**



RUFFLED TOP



MAXI BOHO SKIRT



**ROMANTIC
BOHO DRESS**



**LACED-UP
ESPADRILLE**

KEY PIECES BOYS **NATURAL ETHOS**



**TRANSITIONAL
CARDIGAN**



TEXTURED TEE



ORGANIC LINEN SET



**RUSTIC
SANDALS**



CROCHET HAT



LINEN PANTS



MACROTREND TROPICAL CRAFT



RESPONSIBLE +300%

FOLK +80%

BOHEMIAN +70%

ARTSIAN +300%

keywords **COMMUNITY - UPCYCLED - MAXIMAL BOHO - VACATION - EXOTIC - JOY - CRAFT**

Tropical Craft. Step into a vibrant kids' summer trend that radiates a maximal boho charm, encapsulating the essence of community spirits on a joyous summer vacation. This trend celebrates the spirit of togetherness and exotic adventures with an array of lively patterns and craft-inspired elements. Picture little ones adorned in playful, hand-made ensembles that reflect the vibrancy of tropical landscapes. From vivid colors to intricate designs, Tropical Craft is a celebration of the joyous, carefree days of summer, inviting children to embrace diverse friendship and a taste for exotic arts.

COLOR PALETTE TROPICAL CRAFT



milk magazine23.png



@zoeghertner_5.png



Cascade
14-5713 TCX



Limeade
13-0645 TCX



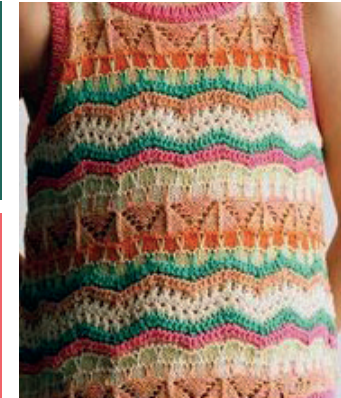
Antique Green
18-5418 TCX



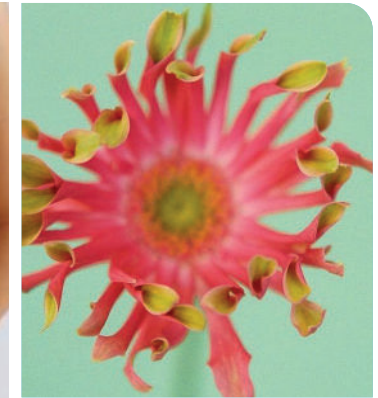
Bright Marigold
15-1164 TCX



Durberry
17-1647 TCX



zara3_1.jpeg



@paulacodoner2.jpg



somxthreads.jpg



tomoda.jpeg



diamondfire.jpeg

Exotic Hedonism.

Transport little ones to an exotic paradise with the vibrant and lively color palette of the Tropical Craft trend. Imagine the cooling embrace of turquoise waters, the zesty freshness of lime green, and the sunlit warmth of bright orange seamlessly blending with the vivacious hues of coral red. Deep, dark blue-green undertones evoke the mystery of lush tropical foliage. This dynamic combination captures the spirit of faraway adventures and exotic landscapes, creating a kaleidoscope of colors that mirrors the enchantment of a vibrant summer escape for the kids' wardrobe. traditional crafts and thereby allows a more considered and mindful component to be explored.

KEY LOOKS TROPICAL CRAFT



boy.jpg



@mishaandpuff_3.png



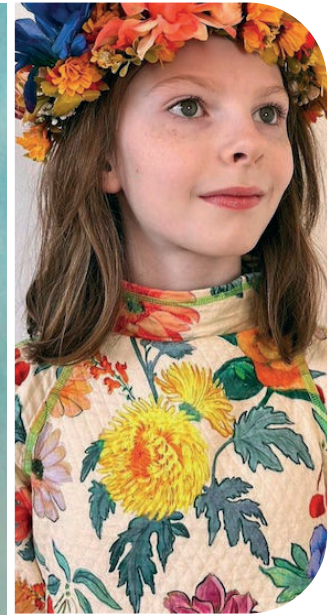
tropical 2.png



@maisonmangostan-4.png



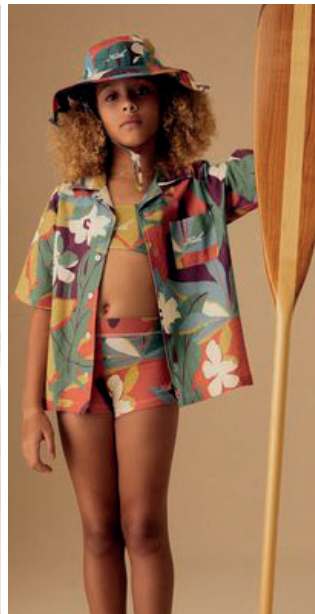
abercrombie.jpeg



@maisonmangostan-18.png



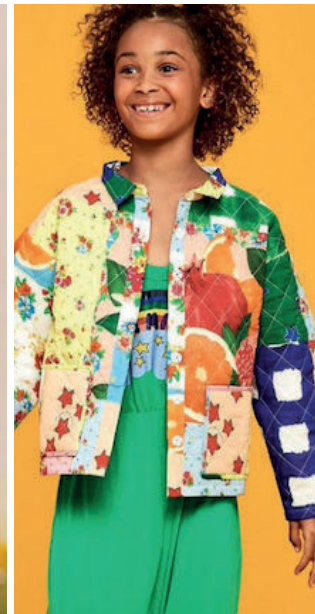
@wearetheneuwsociety-8.png



kith.jpeg



mango.jpeg



@maisonmangostan-10.png



scotch&sodakids-14.png



zara2222.jpeg



KEY ELEMENTS TROPICAL CRAFT

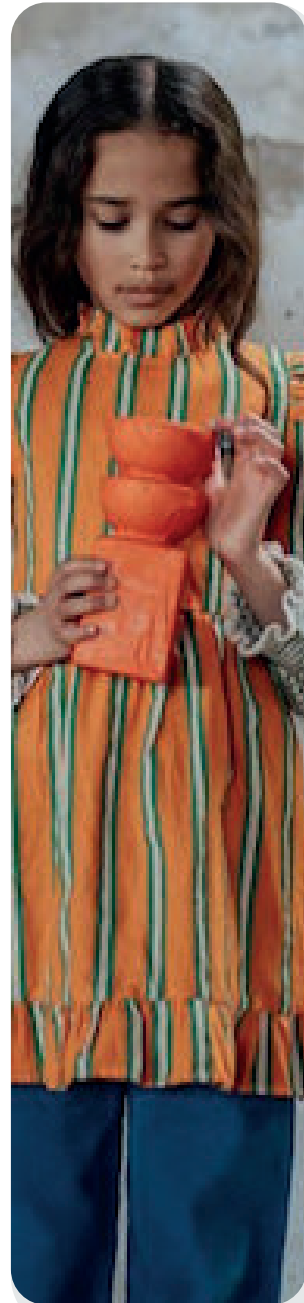
TROPICAL PRINTS



zara32.jpeg



@maisonmangostan-13.png



milk magazine23.png

HIPPY STRIPES



scotch&sodakids-18.png



@mishaandpuff_4.png

RESORT HATS

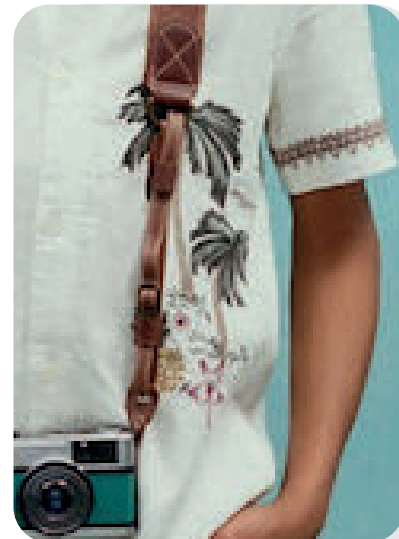


molo BACKPACK.avif



milk magazine14.png

NOSTALGIC HANDMADE



abercrombiekids__1.png



scotch&sodakids-19.png

KEY PIECES GIRLS **TROPICAL CRAFT**



CROCHET TOP



TROPICAL SET



JUCY SWIM SET



RAFFIA BAG



CRAFTY SANDALS



RUFFLED HOLIDAY SKIRT

KEY PIECES BOYS **TROPICAL CRAFT**



RETRO ZIP-UP



SAILING SHOES



HOLIDAY SHIRT SET



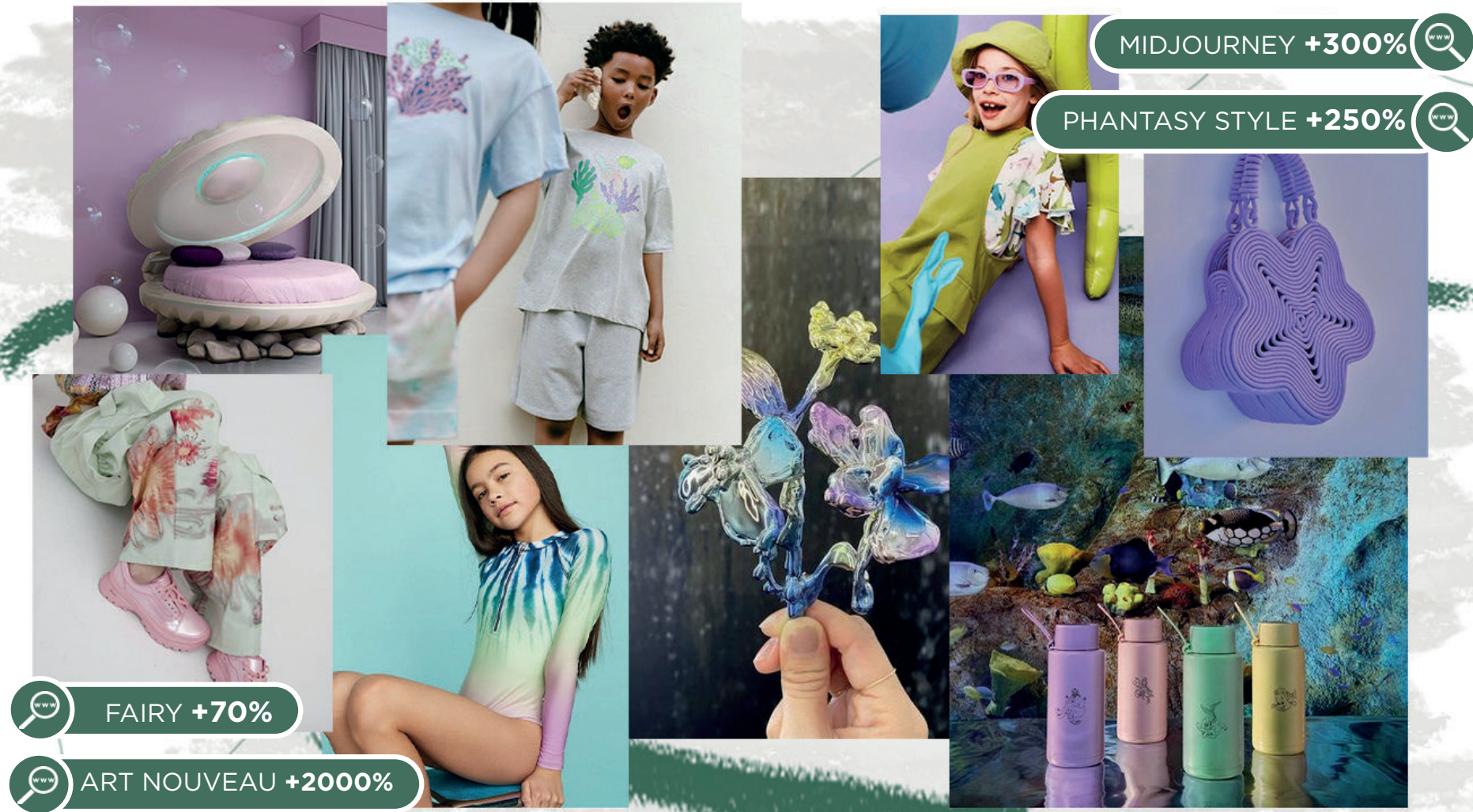
TERRYCLOTH POLO



TROPICAL SWIM TRUNKS



MACROTREND A.I. NOUVEAU



keywords **AI WORLDS - ESCAPISM - FAIRYCORE - AQUATIC - SUBMERGED - DREAMY - MAGICAL**

A.I. Nouveau. Dive into a kids' summer trend that delves into the ethereal landscapes of artificial intelligence. Drawing inspiration from fairy core aesthetics, this trend invites young minds to explore magical underwater worlds, embracing dreamy and fantastical elements. Picture a summer filled with whimsical adventures, where aquatic wonders and summer gloom converge to create an otherworldly palette. A.I. Nouveau is a celebration of imagination, blending the technological allure of AI with the timeless magic of fairy tales, promising a season where every moment is imbued with the enchantment of a child's dreamy fantasy.

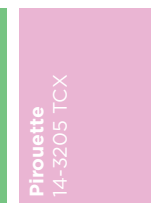
COLOR PALETTE A.I. NOUVEAU



marquesalmeida.jpeg



molo us.jpeg



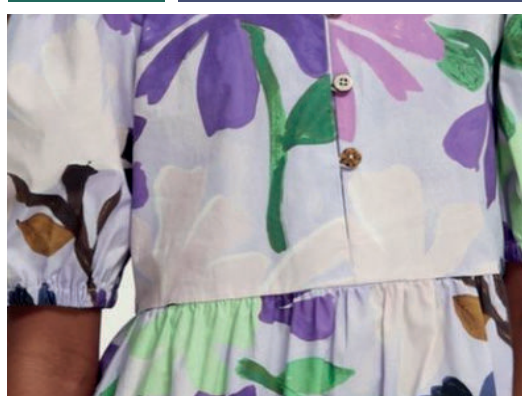
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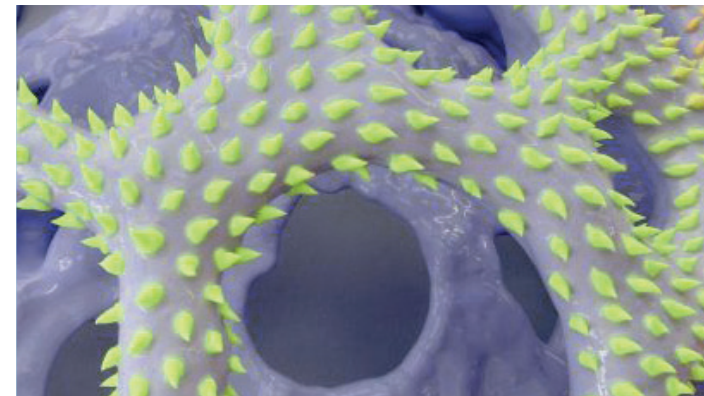
fila 3.jpeg



bonot.jpeg



scotch&sodakids-9.png



hashimoto.jpeg

A summery 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.

KEY LOOKS A.I. NOUVEAU



bonot.jpeg



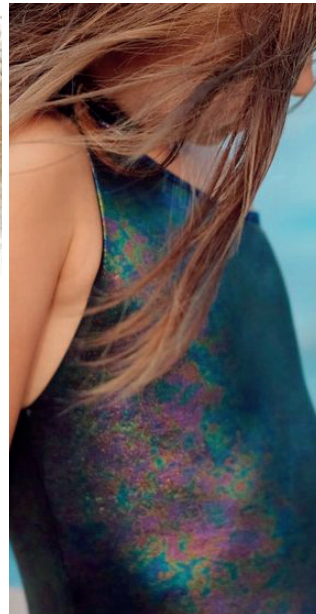
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lison paris.jpeg



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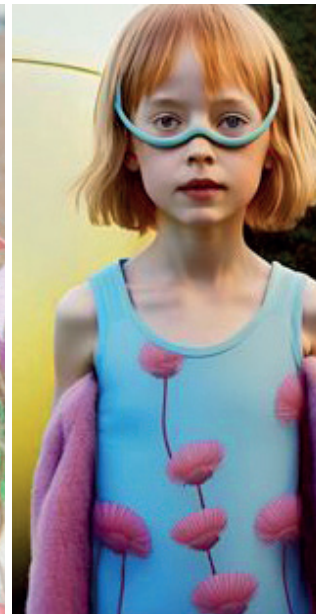
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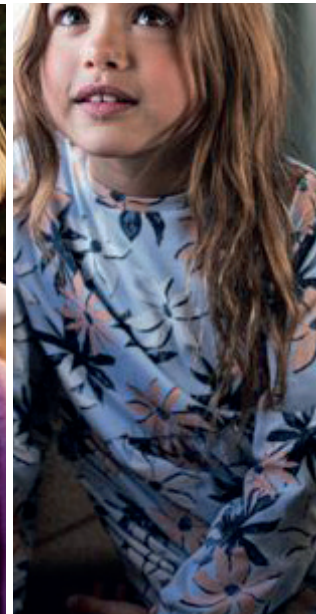
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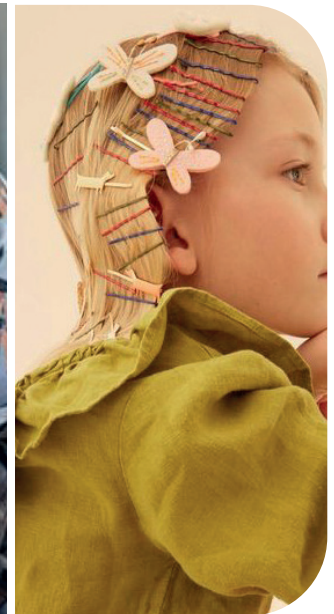
balmy_1.jpeg



manifest_kids.jpg



noppies.jpg



stackpac.jpeg

KEY ELEMENTS A.I. NOUVEAU

SURREAL SPACES



molo.jpg



helmste.jpeg

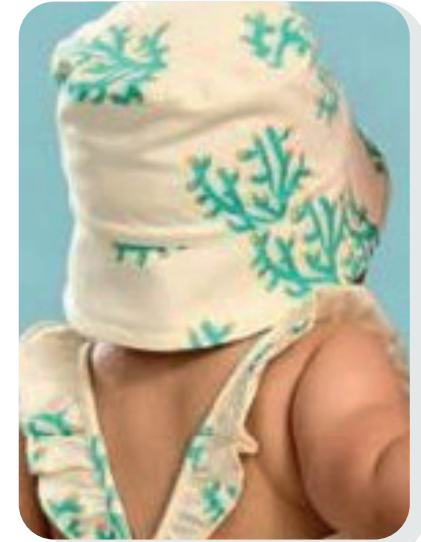


scotch&sodakids-9.png

MAGIC CORALS



arket.jpeg



bonnie mob.jpg

MIDNIGHT ORCHARDS



mytheresa.jpeg



arket 4.jpeg

VIRTUAL ACID DYE



zara 2.jpg



mm6-maison2.avif



KEY PIECES GIRLS A.I. NOUVEAU



VIRTUAL TANK TOP



ASYMMETRIC RUFFLE SKIRT



3D FLORAL ACCESSORIES



VIRTUAL SURF SUIT



METALLIC SANDAL



CYBER FLORAL DRESS



DREAMY HANDBAG

KEY PIECES BOYS A.I. NOUVEAU



**BOLD
BUCKET HAT**



**BASIC BAGGY
JEANS**



SURREAL PRINT TEE



**CHARACTER
SOCKS**



**CYBER HOLIDAY
SET**



SKATE SHOE



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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