



**WOMEN**  
2025-26  
TRANSITIONAL  
FORECAST  
**ACTIVEWEAR**  
**TRENDS**



LIVETREND





# ATHLEISURE

## FASHION MEETS ACTIVEWEAR

Activewear continues to evolve, transcending traditional boundaries to become a wardrobe staple. It blends performance features with elegance, while prioritizing comfort, functionality and environmental impact.

Overall, the trends will see a significant shift towards activewear that seamlessly blends comfort, awareness and fashion to meet the needs of the modern consumer who prioritizes both style, functionality and sustainability in their everyday wardrobe.

High-end activewear combines luxury craftsmanship with functionality and the “cool factor” of sportswear. This fusion of luxury and sportswear appeals to consumers looking for both quality and style in their activewear choices.

As consumers increasingly prioritize health and wellness, this is leading to a greater demand for activewear that supports their lifestyle and becomes an integral part of their wardrobe. The coming seasons will emphasize the importance of sustainability and comfort in activewear and fashion, reflecting a broader societal trends.

Product development emphasis on improving existing products rather than creating new ones, which aligns with sustainability goals and reflects a shift towards mindful consumption. By focusing on long-lasting pieces, made from high-quality materials, brands can offer durable and timeless activewear that withstands trends and appeals as investment items.

As a result, Activewear sees a convergence of style, functionality and sustainability that meets the needs and values of the modern consumer.



# ATHLEISURE SS25 INTRODUCTION



Phillip Lim 4.jpg



Rus copy\_1.jpg



ALEXIS CHRISTODOULOU.jpg



Sacai\_1.jpg



## FORECAST

**Colors & Materials.** Colors reflect the blurred boundaries between technology and the natural world, with tones that support the preservation of the planet. Empathetic hues provide an escape from stress, while bright tones reflect overwhelmed mental states. The persistence of deep meditative shades and intense brights will translate the need for restoration, self-empowerment and activism. The soft, soothing tones and wearable colors will gain traction, driven by a desire for simplicity and nostalgia. Natural dyeing increase by 140% to last year and new eco-dyeing processes are ready to be used for active clothing. Materials are delicate, lightweight, and eco-friendly, promoting a sense of comfort, well-being and sustainability. Empathy is translated into eco-friendly fabrics, incorporating innovation to prioritize sustainability and a closer connection with nature. Bio based materials, recycled synthetics, natural stretch fabrics and vegetal coatings / finishings are used to improve biodegradability.

Have a look at **Livetrend Sustainability Radar for Activewear & Outdoor** to discover the smart solutions for Activewear.

*This forecasting report is realized 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.*

**ACCESS ALL IMAGES  
CLICKING HERE**





## 2025-26

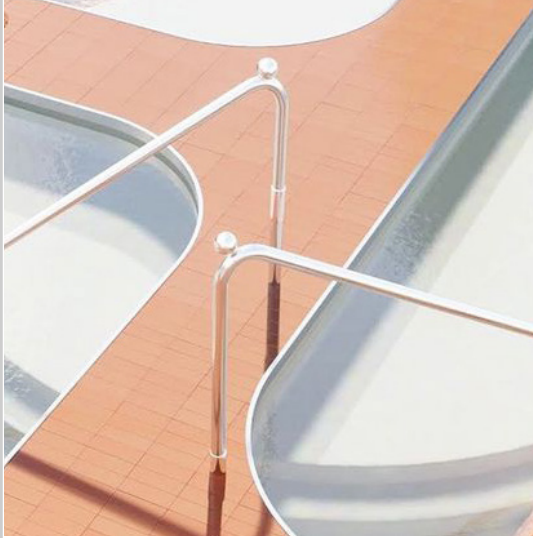
# **TRANSITIONAL**

## ELEVATED ESSENTIALS

This must-have capsule is about timeless basics evolving towards the perfect fit with the advanced new sustainably derived performance fabrics. Delicate stitching and premium breathable sheer fabrics offers subtle stylistic elements that creates a refined yet effortless silhouettes. Sleek designs allow flexibility & elegance for a smooth feel and major comfort. Strategic drawstring details are accentuating femininity & performance. Neutral hues are enhanced with a warm & cozy peach tone for a soothing and calming look.



# TREND ELEVATED ESSENTIALS



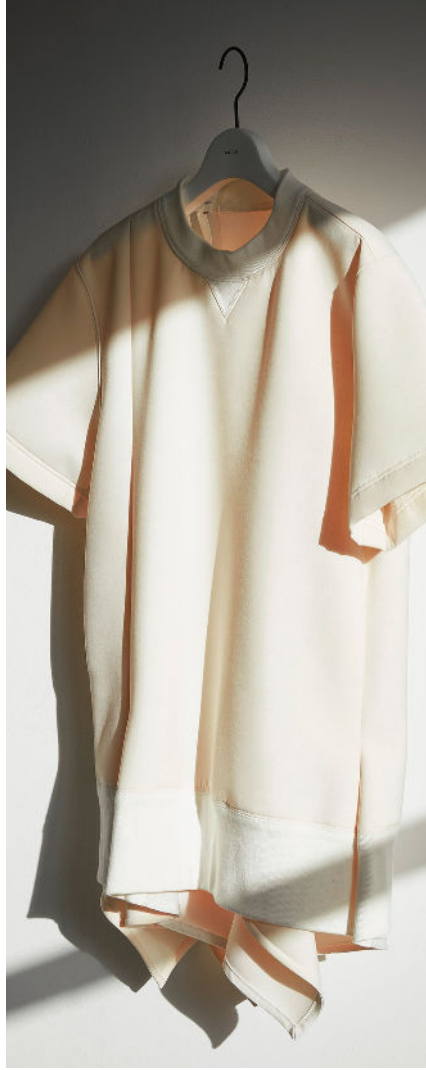
ALEXIS CHRISTODOULOU - Rier - Darren Harvey Regan - Fear of God - Dubie - Aaspectrum - Ulla Johnson



# KEY LOOKS ELEVATED ESSENTIALS



Polyphonie.jpg



Sacai.jpg



Y3 hooded sweatshirt.png



Aaspectrum.jpg



Fear of God 2.png



# KEY PIECES & DETAILS ELEVATED ESSENTIALS



Auralee.png



Fear of God.png



Koral.jpg



Y3 Wide-leg drawstring pants in cotton.png



Sir.jpg



Y3 hood.png





## 2025-26 **TRANSITIONAL** INFORMAL SLEEK

Trends are empowering fragility and reflecting a shift toward a depurated yet refined and feminine celebration of women's individuality. Challenging feminine classic fabrics are enhanced with high-tech performance material using a soft construction and delicate finishes. The manifestation of minimalist aesthetics, with high quality ready-to-wear-like fabrics, intricate detailing, and elegant cuts embrace a free, romantic & pure spirit.

Pastel monochromatic shades reinforce each look with a clean and modern staple items for the perfect wardrobe.



# TREND INFORMAL SLEEK



Fforme - x - Veliance - Stefano Giacomello - Dubie - Polyphone - Auralee



# KEY LOOKS INFORMAL SLEEK



Adeam---.jpg



Jil Sander SHorts.png



Andrea Damo.jpg



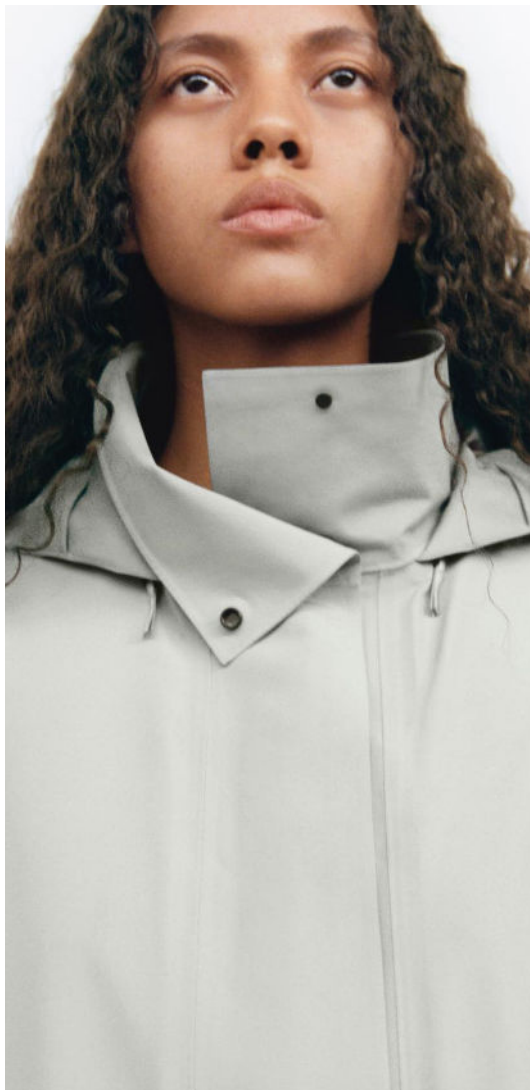
FFORME



Joseph.jpg



# KEY PIECES & DETAILS INFORMAL SLEEK



Veilance\_1.jpg



Sir\_1.jpg



Ebure.jpg



Port de Bras --.png



Toteme 4.png



Amomento cool soft rayon blend material.png





## 2025-26 **TRANSITIONAL** LOUNGEWEAR 2.0

Comfortable shapes and luxurious fabrics are blending a premium and effortless look to the most essential wardrobe. Light knits and textured patterns are layered in a modern & inspiring everyday loungewear. A balanced sorbet palette is elevated with new earthy tones enhancing the total looks with warmth & versatility. Engineered jacquards, soft 3D textures, sheer fabrics & natural fibres bring all the interest to the key elements of this trend revisiting the meaning of comfort.



# TREND LOUNGEWEAR 2.0



Aritzia - Stefano Giacomello - x - Rus - Moncler - Rus - The frankie shop



# KEY LOOKS LOUNGEWEAR 2.0



Aisling Camps.jpg



By Malene Birger- full look.png



Jw Anderson



Lauren Manoogian.jpg



Rus copy\_1.jpg

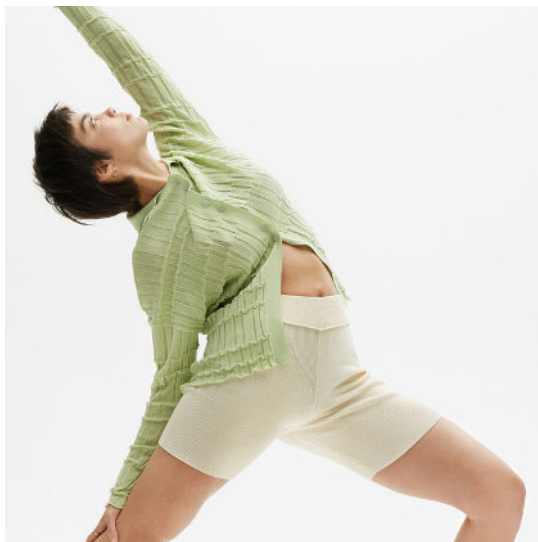
# KEY PIECES & DETAILS LOUNGEWEAR 2.0



Monclercotton-riptestop-trousers-women-white-moncler.png



Varley 3.jpg



RUS-Musings-balance-23.png



Ayamuse.jpg



Toteme 2.png





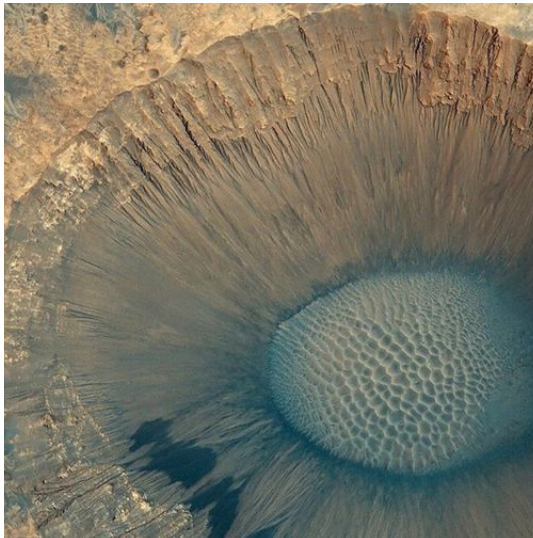
# 2025-26 **TRANSITIONAL** CONSCIOUS EARTH

Eco-conscious lifestyle for leisurewear, comes to raise awareness with durable materials, repurposed yarns, natural dyes & organic fibers. The components break away from classic sports characteristics to forge hybrid blends with a more sustainable and aesthetically sensitive approach in key natural materials.

Utility, functionality and durability add a meaningful and flair essence to the basic sets. Earthy tones, deep & hint colors are a tribute to the environment, evolving and warming the entire range for a timeless capsule.



# TREND CONSCIOUS EARTH



Jessie Cundiff - Suicoke - Jiyongkim - Goldwin - Sean Doran - Hamcus

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# KEY LOOKS CONSCIOUS EARTH



Lauren Manoogian 2.jpg



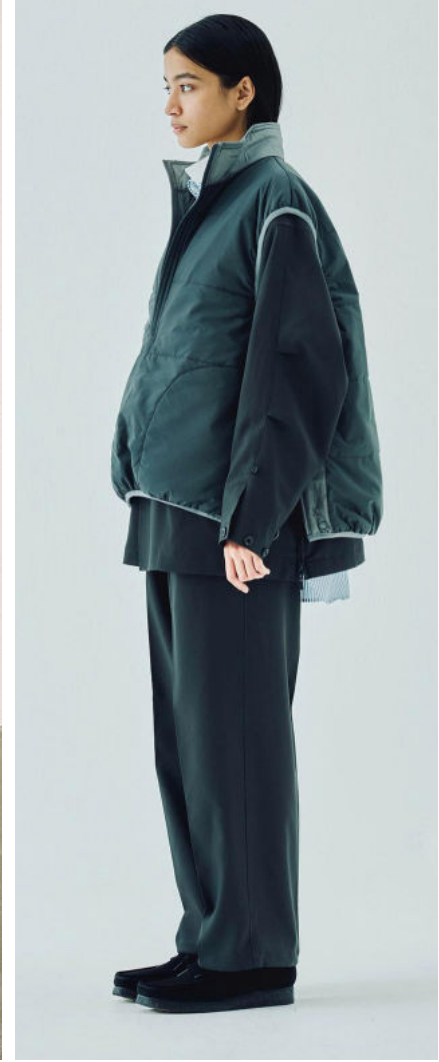
Dries Van Noten2.png



Goldwin 2.jpg



Goldwin 3.jpg



Daiwa Pier39.jpg

# KEY PIECES & DETAILS CONSCIOUS EARTH



The Row .png



Phillip Lim 4.jpg



Varley bra.png



Varley Tucksuit.png



Carlota Cahis.jpg



Fear of God SHELL\_BOMBER\_INK\_1\_900x.png





## 2025-26 **TRANSITIONAL** META DREAMERS

Floaty, nostalgic and dreamy vibe takes into an innovative and graceful meta-future. Flowy & tightly fitted products inject a gentle chic lightness and airy essence. There a soft duality in aesthetics, textures and trims, from shiny to matte surfaces, draping to seamless details and cropped to long lines. These contrasts step out in style and add a sophisticated breeze to each of the elements.

Airy blues & minthy greens come alive with a vibrant light apricot for more vitality & gentle lightness.



# TREND META DREAMERS



Rier - Isaac Asimov - Sportmax - Amomento - Fear of God - Ilija Nikolic - Sacai

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# KEY LOOKS META DREAMERS



Dion Lee.jpg



Amomento 3.png



Sportmax-.jpg



PAF.jpg



Rier 1.jpg



# KEY PIECES & DETAILS META DREAMERS



Sacai\_1\_1.jpg



PORT DE BRAS 3.png



System.jpg



FP Movement -.png



Cortana.jpg



Born.png

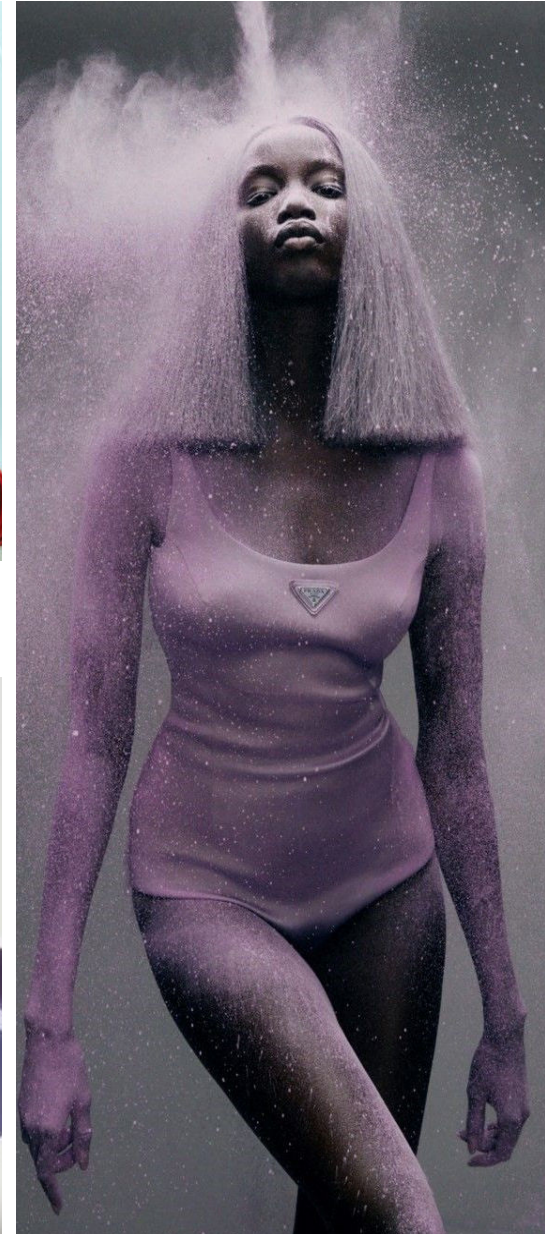
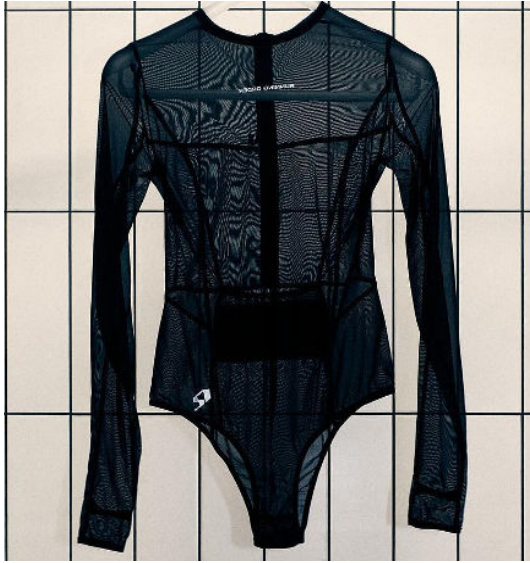
# 2025-25 **TRANSITIONAL** ACTIVE REBEL

Active Rebel trend is bringing a futuristic dimension with modern features, like edgy positional cut out, technic mesh, glossy nylon and lycras, exaggerated shirrings and elevated textures accentuate the high-performance of these dramatic silhouettes and create an inspiring freedom of movement with empowerment. The second skin pieces with anatomical cuts balance the modern femininity into a sophisticated and premium look.

The gorgeous reds, vibrant corals and light purples create the perfect balance for powerful femininity.



# TREND ACTIVE REBEL



Running Order - Eero Saarinen - Rains - Y-3 - Dubie - Marcy Edelstein - Jose Stockinger



# KEY LOOKS ACTIVE REBEL



Courreges.jpg



Lapp.jpg



Adidas Stella McCartney.png



Off White.jpg



Rains2.jpg



# KEY PIECES & DETAILS ACTIVE REBEL



Moncler icasto-rain-coat-women-black-moncler.png



Dara.png



Stella McCartney2.png



Y3 --.png



Adidas Stella McCartney--.png



Esthe 4.png



## 2025-26 **TRANSITIONAL** NEW ATHLETICS

Freedom and glamour of sports express the spirit of the new athletics trend.

Key looks feature a strong focus on knits, stretch upcycled materials, innovative water repellent surfaces, and contrasting trims that promise edge and elegance. Silhouettes pump up the energy with bold details, second-skin suits, geometric cuts and graphics.

Vibrant colors step out in style for unexpected color combinations and an exclusive confident new era of active looks with elevated individual expression.



# TREND NEW ATHLETICS



Elisabetta Franchi - Zaha Hadid - 101 - Ernest Leotiny - Adidas x Stella Mc Cartney - Rains

# KEY LOOKS NEW ATHLETICS



PENATION.png



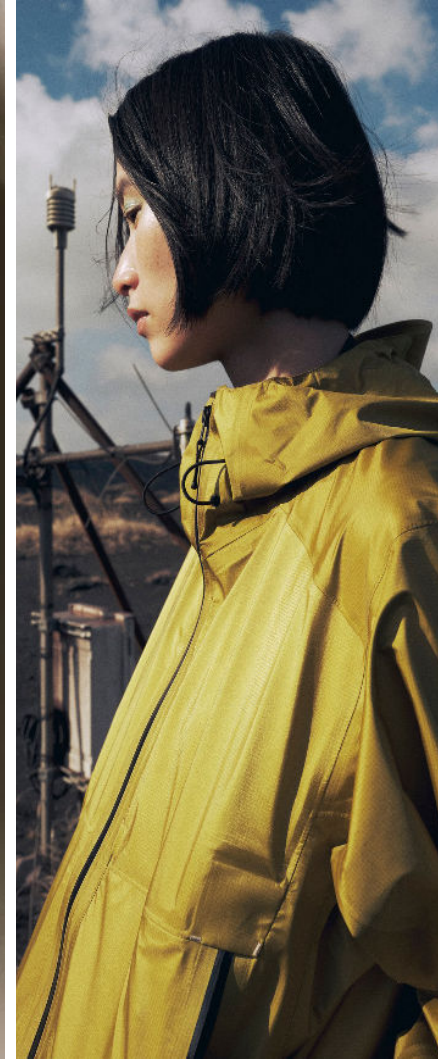
Gucci Track top.png



Tory Burch Set.jpg



FP Movement 5.png



Goldwin.jpg



# KEY PIECES & DETAILS NEW ATHLETICS



Girlfriend Collective -.png



SM4.png



PE.Nation.jpg



PORT DE BRAS.png



101\_ -.jpg



PE Nation.jpg



**DATA** TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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