



**WOMENSWEAR**  
RETAIL RADAR  
**FW25 HOLIDAY**  
**COLLECTION**  
**THEMES**



LIVETREND



# HOLIDAY COLLECTIONS INTRODUCTION



Cider3.png



Reformation\_1.webp



@ellegreece.png



**UPDATE**

**Festive Nostalgia.** This holiday season, the collections create a captivating contrast, seamlessly blending soft, rebellious edges with whimsical and soft punk themes. There's a playful tension between daring rock 'n' roll vibes and the tender warmth of festive romance, with each collection offering a unique take on the season. Rockin' Around brings an edgy, punk-inspired attitude, while Boholidays embraces the softness of boho chic and the freespirited nature of the holidays. Frosty Dawn wraps the season in cozy romance and muted hues, balancing softness with sophistication. Simultaneously, the season swings toward retro-inspired stories, celebrating the nostalgia of Retrofete and Nostalgic Alpes. These collections evoke a sense of tradition and heritage, revisiting timeless styles with modern updates. Whether drawing from the classic beauty of vintage ski attire or the quiet elegance of vintage glamour, these collections capture a nostalgic vibe that connects the past with the present. Together, the season encapsulates the contrast between youthful, rebellious spirit and the rich warmth of tradition, making for a holiday season that is both bold and heartfelt.

*This report is based on Livetrend data extracted from e-commerce on the European market from 01/11/24 to 31/12/24, analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.*

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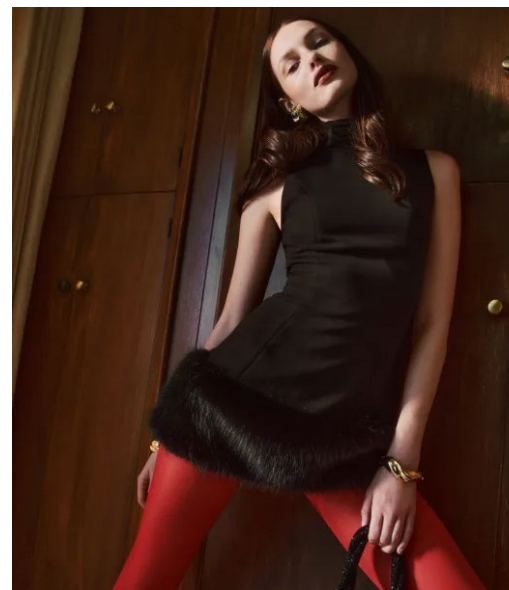
**WOMENSWEAR**  
HOLIDAYS  
**FW25 FESTIVE**  
**COLLECTIONS**



LIVETREND



# FESTIVE COLLECTIONS **FESTIVE WHIMS**



## **CHIC PARTYWEAR - WHIMSICAL SEDUCTION - WOMENHOOD - FANCY FEST - FRIVOLOUS**

Festive Whims brings a playful yet sophisticated touch to women's holiday collections, rooted in a sense of frivolous femininity that celebrates the joy of dressing up. Sparkles, sheer lace, chic slingbacks, and delicate bows create a girly, whimsical approach to the party season, infusing every look with elegance and charm. This theme blends bold elements like rich burgundy tones and graceful sheer dresses with a hint of irreverent femininity. It's a celebration of contrasts—refined yet playful, sophisticated yet lighthearted—perfectly capturing the festive spirit. Frivolous details, from intricate embellishments to flirtatious accents, add a sense of delight and individuality, making this theme a perfect mix of boldness and charm for the modern party wardrobe.



# FESTIVE WHIMS **KEY LOOKS & ELEMENTS**



Cider\_1.png

**BUBBLE SKIRT**  
**+130%**



LVR-MAG-.jpg

**BURGUNDY**  
**+101%**

**SLINGBACKS**  
**+300%**



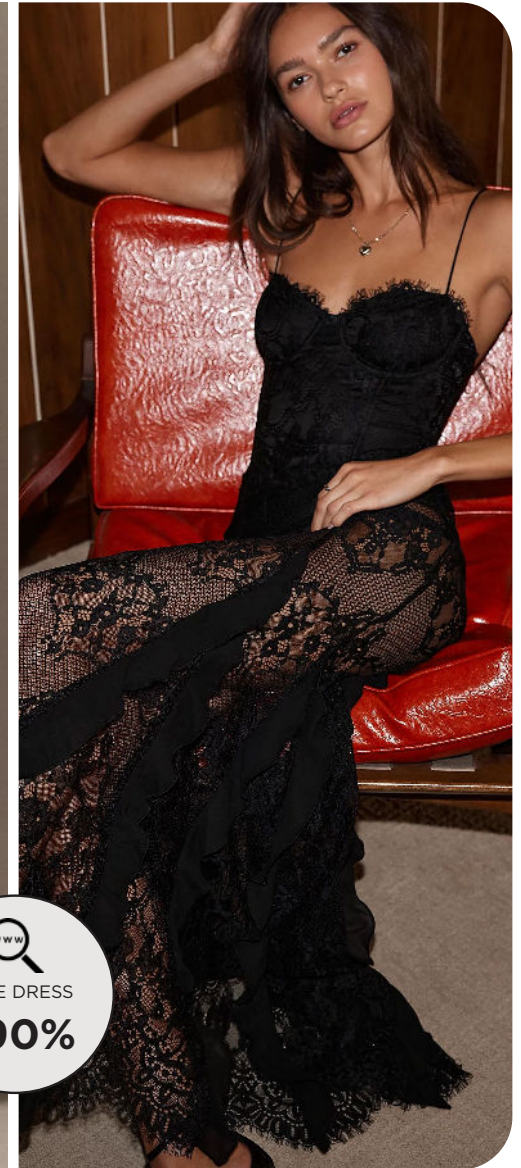
Zara\_2.jpg

**LACE DRESS**  
**+16%**



Helsi.webp

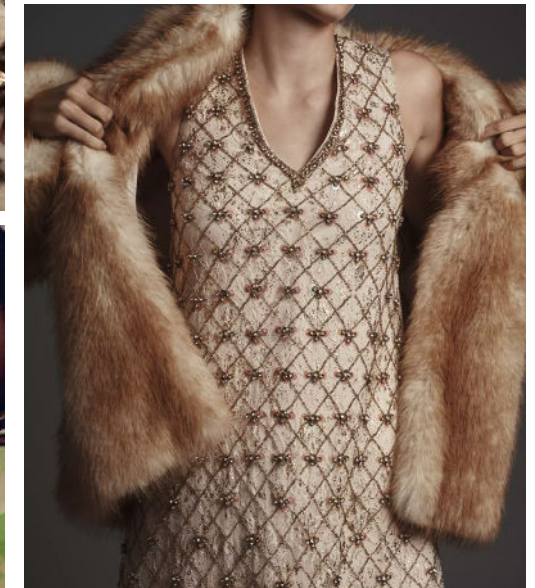
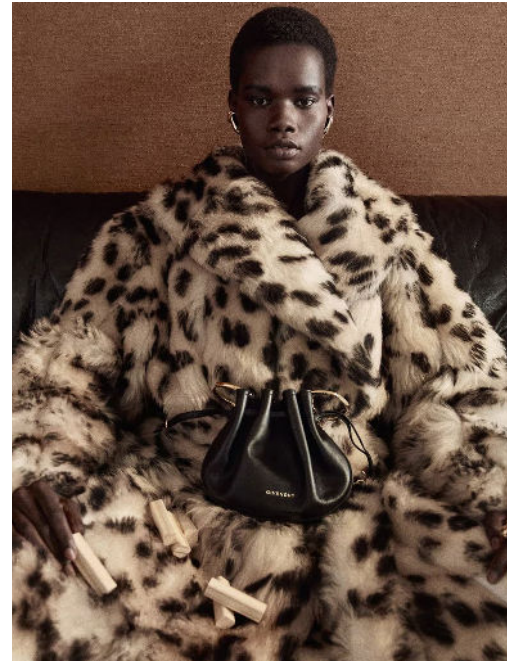
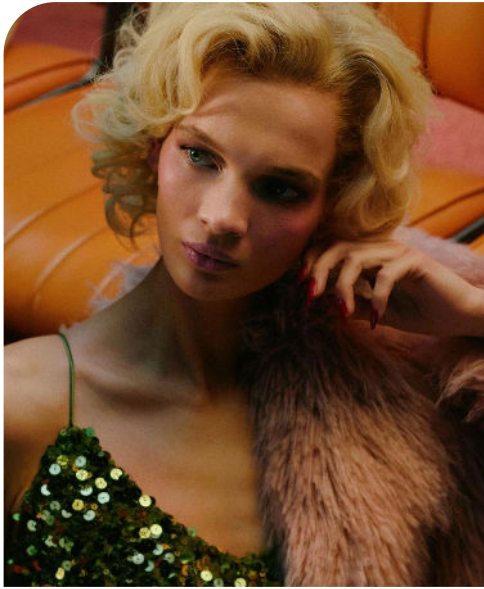
**TUBE DRESS**  
**+90%**



For Love And Lemons.webp



# FESTIVE COLLECTIONS **RETRO FETE**



## **POSH HOLIDAYS - LADYLIKE - HERITAGE - 60S REWIND - VINTAGE SOPHISTICATION**

Retro Fête channels the timeless charm of posh holidays, blending ladylike elegance with a nostalgic nod to vintage sophistication. Rooted in heritage inspiration and a chic 60s rewind, this theme revives the playful yet polished energy of the past, reimagined for today's festive wardrobes. Key pieces define the narrative: statement fur coats evoke bourgeois glamour, while animalier prints add a bold touch of irreverence. The iconic 60s mini dress takes center stage with clean lines and mod influences, paired with delicate heeled ballerinas for a polished finish. Retro Fête celebrates femininity through refined silhouettes and classic details, offering a wardrobe that exudes both charm and timeless allure for the holiday season.



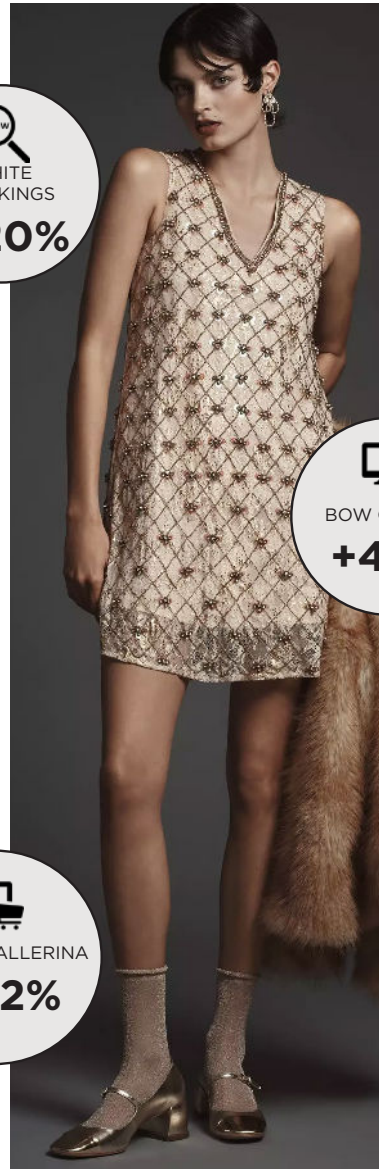
# RETRO FETE KEY LOOKS & ELEMENTS



WWW  
WHITE STOCKINGS  
**+120%**

HEELED BALLERINA  
**+152%**

Cider.png



BOW COLLAR  
**+43%**

Let Me Be.webp



60S MINI DRESS  
**+48%**

Miss Rosier.webp



FUR COAT  
**+55%**

ANIMALIER  
**+26%**

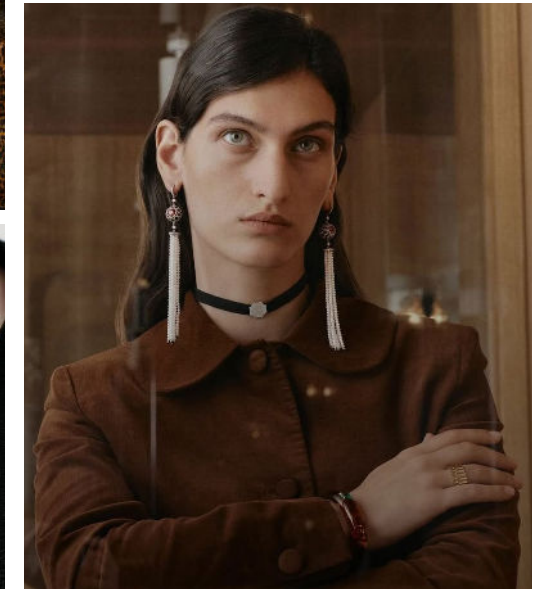
Mare Mare (2).webp



@selfmadestudio.png



# FESTIVE COLLECTIONS **BO-HOLIDAY**



## **BOHO CHIC - FREESPIRITED - FESTIVE ROMANCE - EARTHY GLAM - GYPSET LUXE**

This holiday season, the spirit of Boholidays comes to life with a blend of boho chic, freespirited style, and earthy glam, creating a celebration that is both effortless and enchanting. The look is defined by the flowing, intricate beauty of a boho blouse, its relaxed fit and delicate patterns offering a sense of freedom while still feeling festive. Paired with a sparkling bandana, the ensemble captures the holiday light with every turn, adding a touch of shimmer and magic to the air. A charm necklace, adorned with playful trinkets, brings a whimsical yet refined charm, while a statement chain belt adds an elegant edge, tying the outfit together with an earthy sense of luxury.



# BO-HOLIDAY **KEY LOOKS & ELEMENTS**



Freepeople.jpg



Nightcap (2).jpg



Jeffrey Campbell (3).jpg



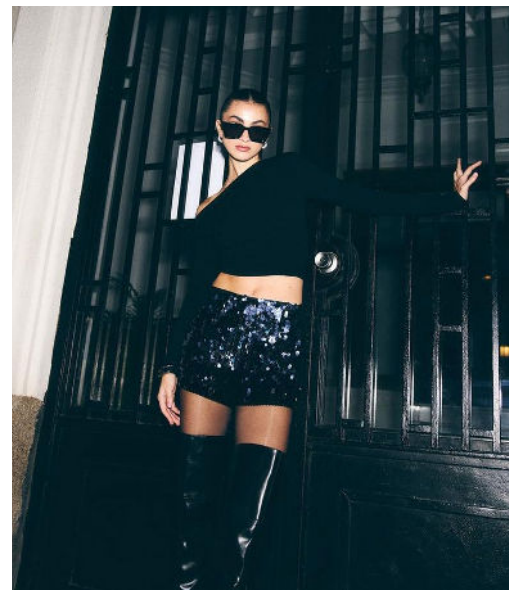
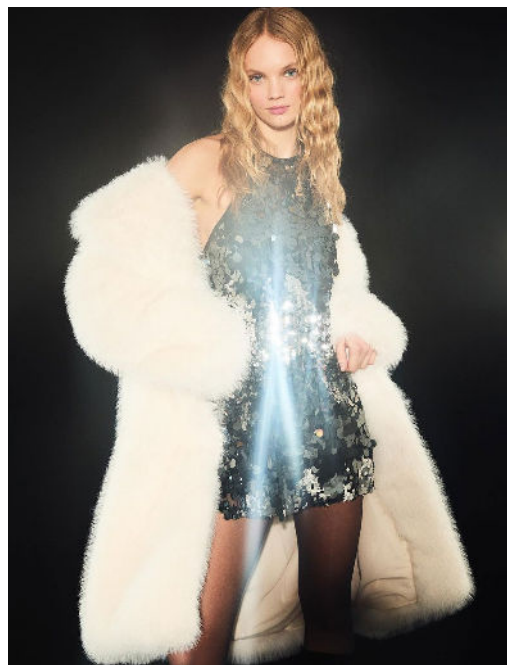
We The Free.webp



Zara (5).jpg



# FESTIVE COLLECTIONS **ROCKIN' AROUND**



## **SOFT PUNK - GOTHMAS - GLAM ROCK - EDGY HOLIDAYS - UNAPOLOGETIC**

The Rockin' Around holiday collection is designed to capture the bold, rebellious spirit of the season, for a look that speaks to the fearless and fashion-forward. This trend is perfect for the younger market, offering an edgy twist on traditions. Sleek leather pieces and hot pants bring a sense of rebellion, rich tones create a mysterious and striking contrast to the usual holiday sparkle. Lace gloves add a soft, romantic touch to the otherwise fierce look, balancing toughness with elegance. Platform pumps elevate the style with their bold silhouette, bringing a punk-inspired flair that stands out with every step. The collection is a celebration of edgy holidays, offering a glamorous yet unapologetic take on the season, ideal for those who want to embrace rock 'n' roll aesthetics and make a statement.



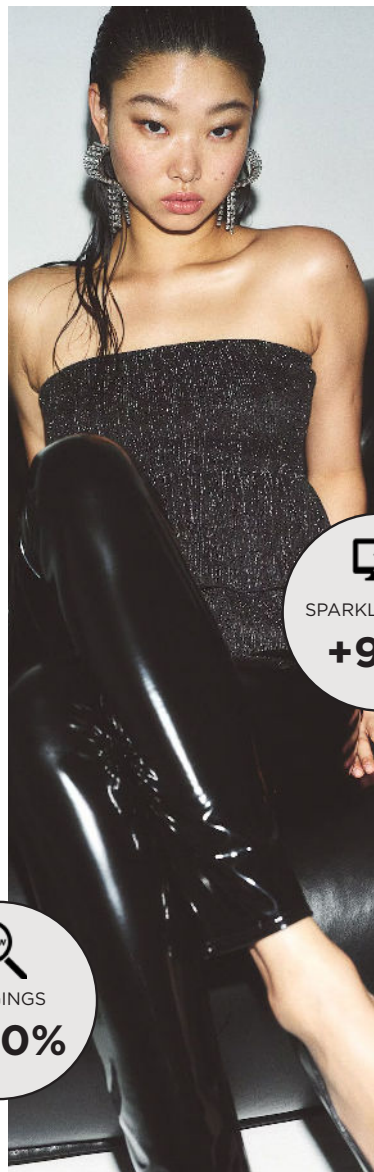
# ROCKIN' AROUND **KEY LOOKS & ELEMENTS**



We The Free (2).webp



Freepeople (3).webp



h&m-413.jpg



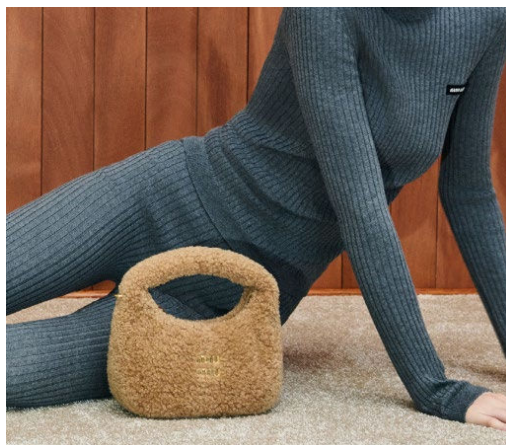
Luisa Via Roma.jpg



Jeffrey Campbell.jpg



# FESTIVE COLLECTIONS **FROSTY DAWN**



## **TENDER TALES - COZY RETREAT - FESTIVE WARMTH - SOFT ROMANCE**

The Frosty Dawn holiday collection evokes a sense of cozy retreats in contrast with the bold glamour of the party season, where festive warmth meets soft romance. It's a celebration of delicate, feminine style, blending cozy knits with shimmering silver sparkles for a touch of festive magic. Soft Fair Isle sweaters and sheer jumpers offer the perfect balance of warmth and lightness, while midi skirts flow gracefully, adding a touch of elegance to the cozy, relaxed vibe. Romantic details, such as gentle ruffles and lace accents, create a look that combines snug comfort with fragile femininity. The collection captures the essence of a winter morning, where the softness of the season meets the quiet beauty of romance.



# FROSTY DAWN **KEY LOOKS & ELEMENTS**



5Avis.jpg

  
RIBBED KNIT  
**+9%**




Bali.webp

  
SPARKLING  
MIDI  
**+35%**



Pilcro (2).webp

  
FAIR ISLE  
SWEATER  
**+60%**



H&M (2)\_1.avif

  
SHEER KNIT TOP  
**+7%**

  
JEWELLED KNIT  
**+35%**



Zara (7).jpg





**WOMENSWEAR**  
**HOLIDAYS**  
**FW25 SKI**  
**COLLECTIONS**



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# SKI COLLECTIONS **RETRO SLOPES**



## **RETRO GLAMOUR - ALPINE CHIC - SKI LUXE - VINTAGE APRES-SKI**

This theme embraces a palette of neutral tones interwoven with heritage patterns such as checks and houndstooth, while accents of beige and brown take center stage as the defining colors of the season. The collection explores contrasts in materials, blending extreme luxe fur reminiscent of the dramatic „mob wife“ aesthetic—seen in oversized coats and fuzzy Russian-style hats—with sleek, athleisure-inspired fabrics. Skinny, stretchy leggings and form-fitting turtlenecks sculpt a seductive and feminine silhouette, exuding both elegance and modernity. Silhouettes are streamlined and fluid, with cropped, bulbous puffer jackets injecting a nod to bold 1980s styling. Accessories are statement-making and versatile, ranging from extravagant fur hats to vintage-inspired knit headbands, capturing a playful yet luxurious alpine vibe. The collection redefines winter style, balancing retro glamour with a contemporary edge, perfect for both the slopes and après-ski allure.



# RETRO SLOPES KEY LOOKS & ELEMENTS



WWW  
FUZZY HAT  
**+140%**

WWW  
HOUNSDTOOTH  
SKI JACKET  
**+140%**

@bygigivassallo.jpg



WWW  
SKI LEGGING  
**+140%**

@alo.png



WWW  
WHITE  
SKI ATTIRE  
**+100%**

zara\_91.jpg



WWW  
CROP SKI  
JACKET  
**+700%**

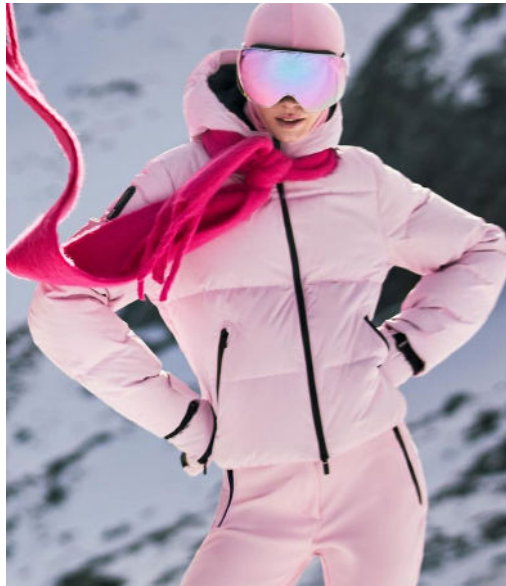
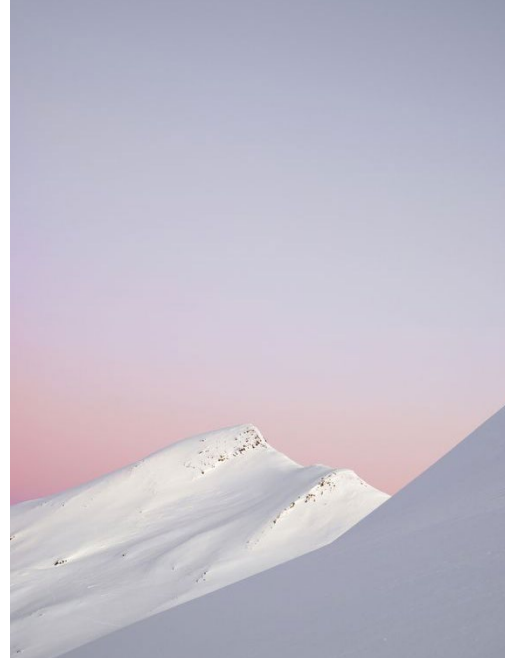
zara\_121.jpg



@franzisknazarenius.jpg



# SKI COLLECTIONS **SKIVERSE**



## **TECHSNOW - GAMING - SLEEK PERFORMANCE - PASTEL SLOPES**

Skiverse, blends performance-driven design with playful retro-futurism, creating a striking balance between function and fashion. The color palette ranges from soft winter pastels like icy blue and blush pink to bold accents of vivid fuchsia and primary tones, evoking a modern, dynamic energy. Materials include technical fabrics even in glossy finishings and quilted textures for added warmth and style. Accessories complete the look, from oversized reflective ski goggles to cozy, retro-inspired knit balaclavas and scarves. Boots in soft pastel tones with vibrant laces add a playful edge, while structured capes with quilted detailing bring a luxurious, futuristic twist. This collection plays on augmented silhouette and sleek performance.



# SKIVERSE **KEY LOOKS & ELEMENTS**



SKI GOGGLES  
**+100%**

Burton-1.webp



PASTEL  
SKI SET  
**+100%**

Goldbergh.jpg



GRAPHIC  
SKI JACKET  
**+100%**

oysho\_19.jpg



MOON BOOTS  
**+82%**

@goldbergh 5.jpg



@inuikii2.png



# SKI COLLECTIONS **ALPINE WARMTH**

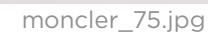
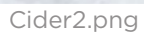


## **MOUNTAIN NOSTALGIA - LODGE LUXE - COZY & WARM - RUSTIC CHARM**

The Alpine Warmth collection channels the nostalgic charm of mountain life with a modern edge, blending rustic sophistication with cozy, winter-ready style. The palette features warm neutrals and earthy tones, accented with touches of red to evoke a timeless alpine vibrancy. Patterns take inspiration from traditional Fair Isle and Nordic designs, adding a sense of heritage to key knitwear pieces like retro ski sweaters and turtlenecks. Materials such as corduroy, textured fabrics, and shearling bring depth and tactility to outerwear, including oversized coats and shearling-lined jackets that exude both comfort and style. Relaxed yet polished silhouettes are paired with statement furry boots and mittens, while accessories like woven scarves and vintage-inspired knit headwear complete the look. Ideal for both the slopes and après-ski settings, this collection embraces the cozy allure of alpine traditions with a contemporary flair.



RETAIL RADAR	FW25	WOMENSWEAR	HOLIDAY COLLECTION THEMES
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# DATA SOURCES & ICONS

## TREND GROWTH



### MARKET

YEAR ON YEAR TREND  
GROWTH ON E-COMMERCE



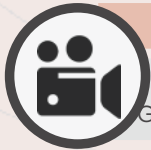
### SOCIAL MEDIA

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 COM-  
MERCIAL POTENTIAL



### TEST

A STATEMENT PRODUCT WITH  
GROWING PERSPECTIVE BUT  
SMALLER MAGNITUDE AND  
HIGHER RISK





## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



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