



WOMENSWEAR
RETAIL RADAR
SPRING
COLLECTIONS
RTW



LIVETREND

RETAIL RADAR SPRING **INTRODUCTION**



Miu Miu ss25.avif



Sezane (2)_2.avif



Bash.avif



zara-woman.jpg



UPDATE

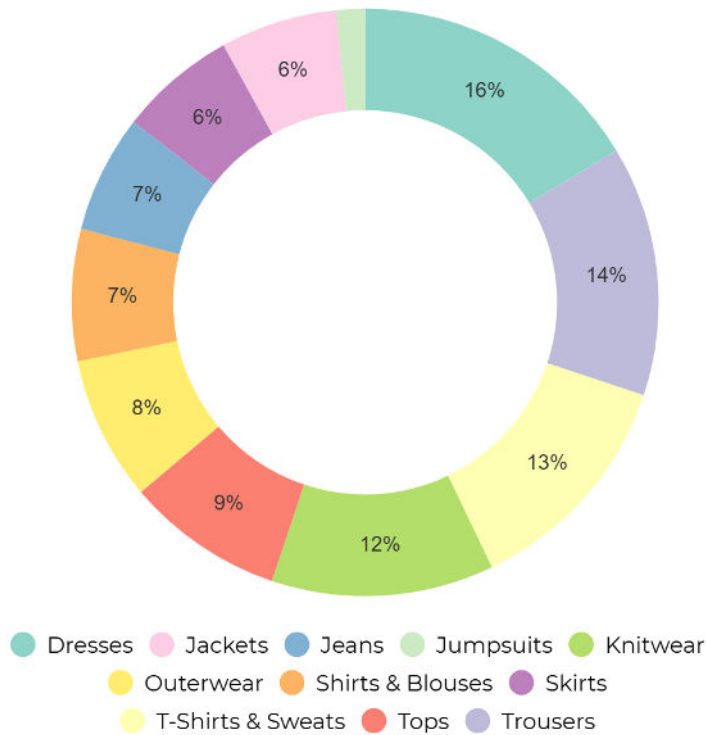
Timeless & Curated. Spring-Summer 2026 will weave a story of timeless essentials meeting quiet sophistication, where garments become whispers of the past and echoes of the future. While classic colors and structured tailoring will hold their ground, a newfound fluidity will emerge—boho influences, nostalgic romance, and effortless elegance shaping the season's aesthetic. Prints and patterns, once subdued, will resurface like forgotten melodies, while trims and details will add a poetic cadence to even the simplest silhouettes. The dance between functionality and craftsmanship will define the wardrobe, with layering pieces and transitional staples ensuring adaptability in an ever-changing world. Fashion will stand at the crossroads of heritage and reinvention, tradition and transformation, embracing a future both thoughtful and expressive.

This report is based on Livetrend data extracted from e-commerce from 1/01/2025 to 15/02/2025 analysing the visibility and growth of the trends compared to the same period last year. The percentages show the visibility evolution year on year.

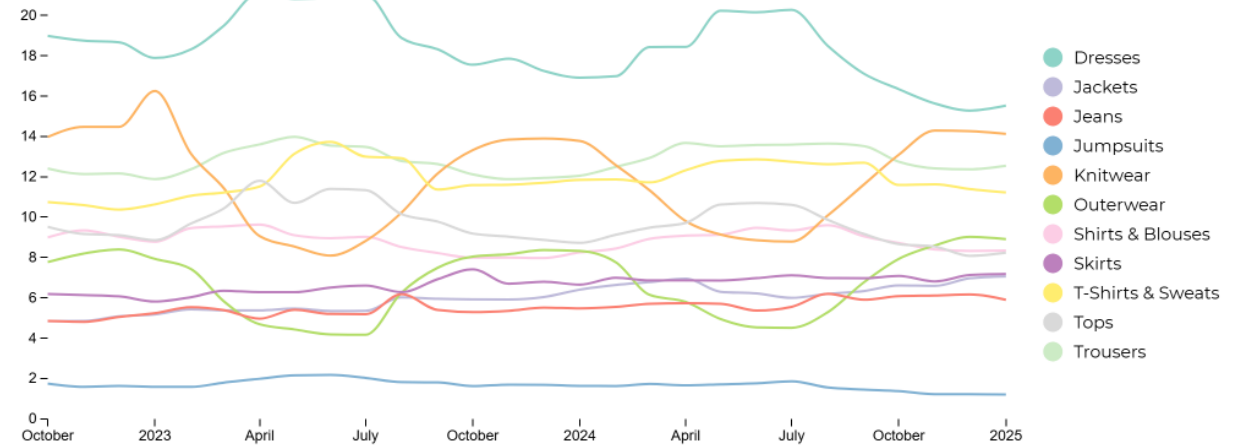
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SPRING COLLECTIONS **PRODUCT ASSORTMENT**

RTW assortment



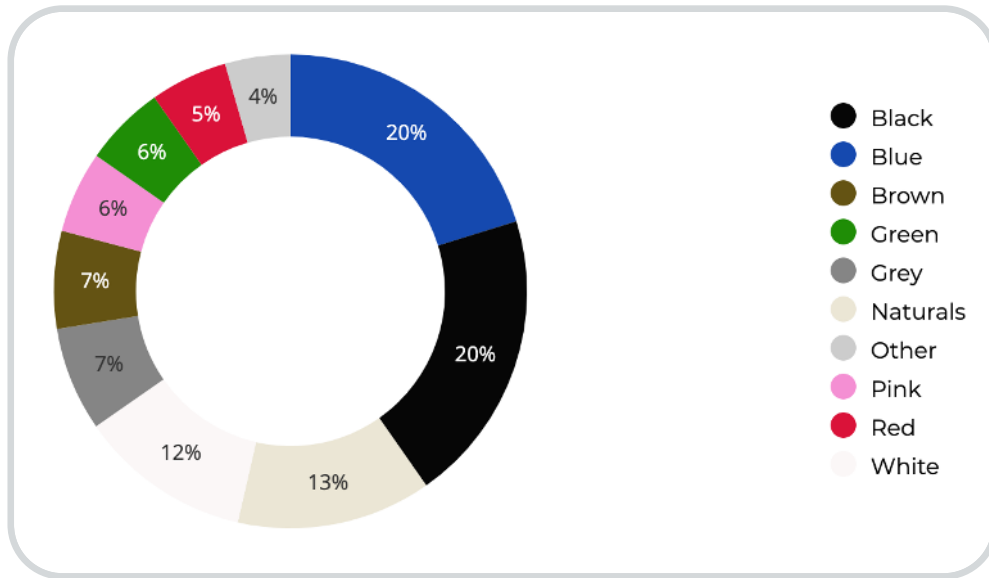
RTW products category evolution



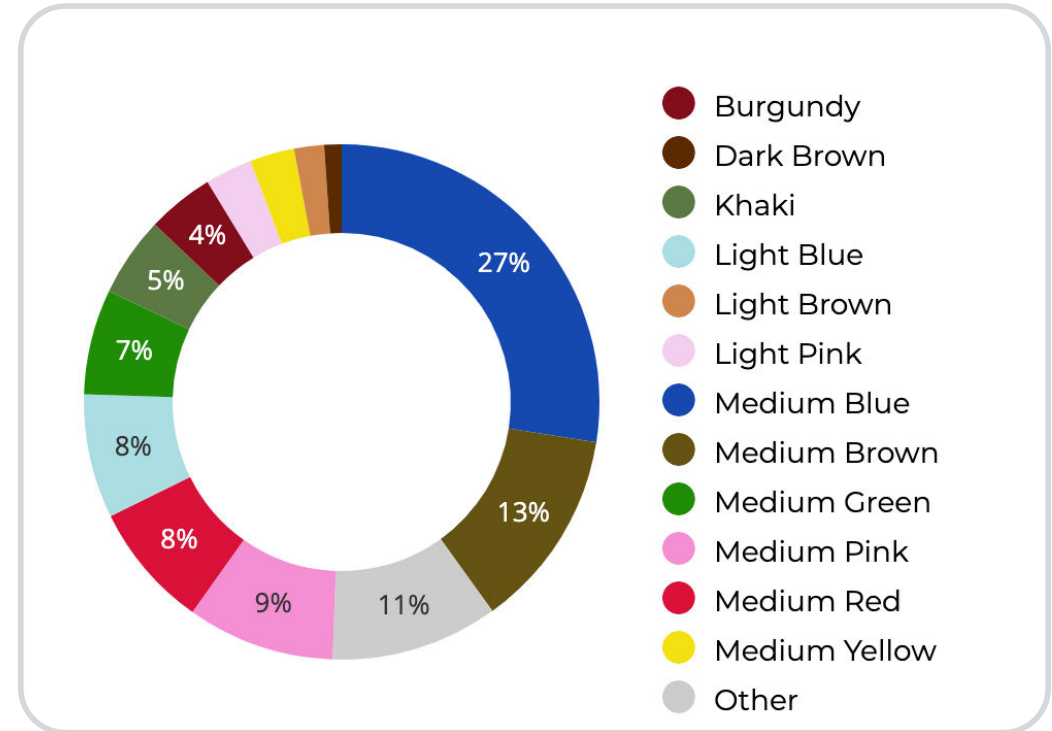
The analysis of the product assortment for womenswear spring collections highlights key trends in category distribution and evolution. Dresses lead the assortment at 16%, followed by jeans (14%) and jumpsuits (13%), suggesting a strong preference for versatile, statement pieces. While for the mass market, T-shirts are definitely at the top of the range. Knitwear and outerwear hold moderate shares, while categories like skirts and jackets take 6% of the global range. The category evolution chart indicates a consistent 10% decrease for dresses and a rise of denim (+14%). Notably, pants are the category on the rise since few seasons now. Jumpsuits and T-shirts & sweats show an upward trajectory, signaling an opportunity to expand these categories in future collections. Strategic adjustments should focus on reinforcing bestselling staples while leveraging emerging categories to maintain relevance and meet evolving consumer preferences.

SPRING COLLECTIONS **COLOR ASSORTMENT**

NEWNESS GLOBAL COLOR RANGE



NEWNESS FASHION COLOR RANGE



The current color assortment reveals a strong preference for essential and timeless pieces, taking 72% of the range excluding brown that has become a trendy color. These hues form the foundation of a seasonless enduring wardrobe revealing the stability of the understated and minimalistic quiet luxury. However, it's important to have the right shades to align with the seasonal trends. It's crucial to strike the right balance, ensuring each color complements the overall fashion narrative. Brown is leading the trend with 6%points increase to last year, medium greens are decreasing leaving space to khakis that overall are taking 41% of greens. Pink is always making its come back for spring next to red a crucial color of the season (+2%points). Lilac and purple have disappeared in these early months of the year, leaving more room for yellow and burgundy, which has established its status as the new dark in the palettes.

SPRING COLLECTIONS **UPS & DOWNS** COLORS



GREY



ZARA.jpg

+35%
YEAR ON YEAR

RED



Mango.webp

+21%
YEAR ON YEAR

OLIVE KHAKI



KHAKI.jpg

+8%
YEAR ON YEAR

BURGUNDY



Claudie Pierlot.webp

+99%
YEAR ON YEAR

DARK BROWN



Massimo Dutti.jpg

+78%
YEAR ON YEAR

COLOR HIGHLIGHTS



CYAN BLUE



MANGO.avif

+24%
YEAR ON YEAR

LIGHT YELLOW



Mango.avif

+36%
YEAR ON YEAR

ANTIQUÉ PINK



Vanessa Bruno.avif

+125%
YEAR ON YEAR



LILAC



pinko.webp

-57%
YEAR ON YEAR

GREEN



Maje.webp

+13%
YEAR ON YEAR

SPRING COLLECTIONS **PATTERNS & PRINTS EVOLUTION**



STRIPES

STABLE TREND



Reformation.webp



+1%

YEAR ON YEAR



ANIMALIER

BIG TREND



&Other Stories.jpg



+31%

YEAR ON YEAR



IVY LEAGUE

BIG TREND



Zara.jpg



+31%

YEAR ON YEAR



CHECKS

BIG TREND



Sezane (2).avif



+42%

YEAR ON YEAR



ARMY CAMO

EARLY SIGN



Maison 123.avif



+33%

YEAR ON YEAR



IKAT

EARLY SIGN

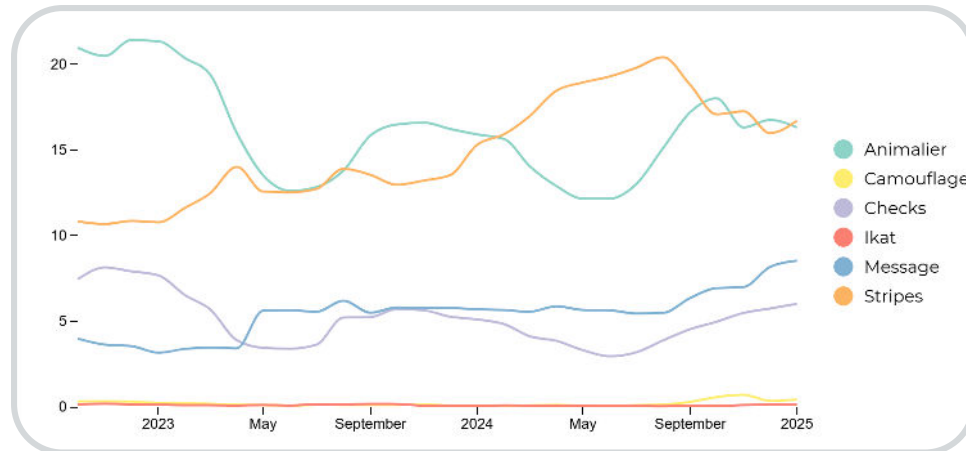


Bash.avif



+57%

YEAR ON YEAR



For SS26 Prints and patterns will experience a resurgence after several seasons of decline. In particular, stripes continue to emerge as a standout trend for the season, offering a consistent and stable presence in the assortment. These classic patterns will represent a significant commercial investment for timeless and versatile attire, ensuring their relevance across future seasons. Animalier prints and checks will continue to grow, revealing a more nuanced approach to pattern selection and expanding the range of options for consumers. Additionally, army camo, though still in its early stages of re-emergence, will signal a revival, adding an edgy, military-inspired touch to collections. Meanwhile, ikat will align with the boho chic trend, bringing an artisanal and ethnic inspired aesthetic to the forefront.

SPRING COLLECTIONS **FABRICS EVOLUTION**



SUEDE

STABLE TREND



Massimo Dutti_1.jpg


+25%
YEAR ON YEAR



LACE

STABLE TREND



&Otherstories.jpg


+19%
YEAR ON YEAR



TECHNIC

EDGY TREND



The Frankie Shop.webp


+53%
YEAR ON YEAR



FUZZY

BIG TREND



Sourceunknown.webp


+43%
YEAR ON YEAR



TWEED

STABLE TREND



Sandro.webp


+6%
YEAR ON YEAR

For SS26, the focus on fabric will undoubtedly be multifaceted and exciting. With prints going down in visibility, textures will be offering a blend of soft patterns. Leather, particularly suede, will take center stage as a timeless investment piece, representing sophistication and durability for future seasons. Lace will continue to maintain its stable position, crafting a romantic, easy-breezy aesthetic that will remain popular among sophisticated women seeking a bohemian yet refined look. A notable trend will be the resurgence of technical fabrics, particularly driven by the influence of sportswear, which have successfully integrated performance and activewear into daily fashion through unconventional combinations. This shift will highlight the increasing demand for functionality without compromising style. Highly textured and fuzzy fabrics will also remain relevant, continuing the fur craze that will keep going strong, while also adapting to the warmer weather. These ever-changing climates will play a significant role in diversifying transitional collections, ensuring a blend of light weight and heavy weight options to suit any season's demands.

SPRING COLLECTIONS **OUTERWEAR EVOLUTION**

DUSTER

STABLE TREND



Sezane (2)_1.avif


+11%
YEAR ON YEAR

MILITARY CABAN

STABLE TREND



Mango_1.avif


+13%
YEAR ON YEAR

CAPE

SAFE TREND



&Other Stories_1.jpg


+40%
YEAR ON YEAR

TEXAN JACKET

LAST CALL



&Otherstories_1.jpg


+68%
YEAR ON YEAR

RAIN JACKET

EARLY SIGN



Zara_1.jpg


+1000%
YEAR ON YEAR

Outerwear will not evolve into overly complicated shapes for the upcoming seasons, instead focusing on timeless sophistication with a cleaner, more refined aesthetic. Trench coats will embrace a polished vibe, with the classic duster silhouette leading the way and more fluid fabrics. While shapes remain sleek, the focus will shift to details, which will take center stage. Military buttons will adorn uniform-inspired pieces like the caban, adding a structured edge, while Texan influences will still drive some details and motifs. Rather than embracing maximalism, outerwear will slowly incorporate curated details into classic silhouettes, providing subtle statements of individuality. Additionally, the return of capes will offer the perfect spring transitional piece, adding drama and elegance to outerwear collections. However, their vulnerability to unpredictable weather conditions will be a key consideration, as shifting climates will require more versatile and adaptable designs to meet the challenges ahead.

SPRING COLLECTIONS TAILORING EVOLUTION

DOUBLE-BREASTED

LADYLIKE

MILITARY

HOURLASS

TAILORED VEST

STABLE TREND

STABLE TREND

SAFE TREND

SAFE TREND

LAST CALL



Proenza Schouler.webp

Maje (2).webp

Mango_1.webp

Theory.jpg

Gina Tricot.avif



-15%

YEAR ON YEAR



-1%

YEAR ON YEAR



+120%

YEAR ON YEAR



+115%

YEAR ON YEAR



+54%

YEAR ON YEAR

While investing in timeless pieces and office attire, the focus on tailoring will be inevitable. Blazers will remain a stable presence in the market, but their evolution will introduce key refinements worth analyzing. The growing emphasis on uniform-inspired fashion will bring renewed interest in double-breasted pieces, adding structure and sophistication. However, while this style will remain relevant, it will still cater to a more niche audience. Instead, the broader direction for tailoring will favor cleaner shapes and refined details, with military buttons and cropped boxy fits emerging as defining elements of the must-have fashion piece. Another notable contrast will be the return of fitted shapes, reinforcing the ongoing redefinition of womenswear. This resurgence of women empowerment will highlight the growing demand for new uniform aesthetics, allowing women to embrace a freer, more unisex approach to power dressing while maintaining an effortlessly polished look.

SPRING COLLECTIONS **KNITWEAR EVOLUTION**

PRIM CARDIGAN

BIG TREND



Reformation (3).webp



+39%

YEAR ON YEAR

POLO SWEATER

BIG TREND



Sandro_1.webp



+29%

YEAR ON YEAR

KNIT VEST

SAFE TREND



Sezane (2)_2.avif



+58%

YEAR ON YEAR

CABLE SWEATER

SAFE TREND



Urban Revivo19.png



+36%

YEAR ON YEAR

SHORT SLEEVED TOP

EARLY SIGN



Twinsset.webp



+70%

YEAR ON YEAR

Knitwear will continue to evolve with a strong focus on layered silhouettes, reinforcing versatility and adaptability for upcoming seasons. The prim round-neck cardigan will keep rising, emphasizing the shift toward minimal, layered styling while offering the flexibility to be worn in both preppy and feminine ways. Polo collars and cable sweater playing between classic mariner and college attire, are often adorned by stripes and contrasted details. The return of the knit vest will further highlight the appeal of timeless, multifunctional pieces. Whether worn solo for a sleek, modern look or layered into collegiate-inspired outfits, these essentials will play a key role in transitional wardrobes. The emphasis will be on knitwear that not only adapts to shifting weather conditions but also provides the freedom to style different looks according to changing moods, ensuring both practicality and effortless sophistication.

SPRING COLLECTIONS **TOPWEAR EVOLUTION**

POLO SWEATER

BIG TREND



Dunst.png


+221%
YEAR ON YEAR

FITTED TANK

STABLE TREND



Reformation_2.webp


+17%
YEAR ON YEAR

HENLEY

EARLY SIGN

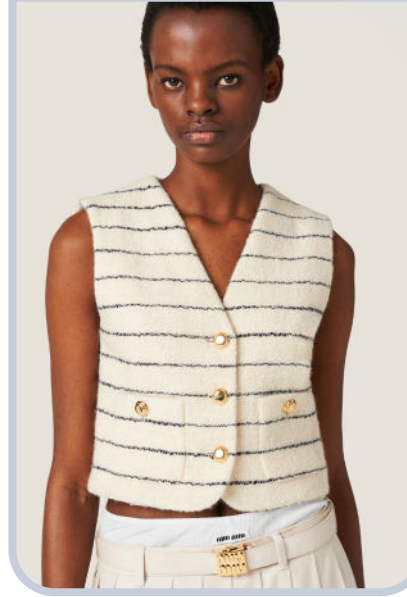


Bershka.jpg


+57%
YEAR ON YEAR

VEST TOP

SAFE TREND



Miu Miu.jpg


+81%
YEAR ON YEAR

SLIP CAMI

STABLE TREND



Reformation_1.webp


+14%
YEAR ON YEAR

For jerseys, t-shirts will continue to dominate the category, solidifying their role as a key topwear staple. Their strong growth reflects their versatility, offering the perfect balance between casual ease and refined styling. Tanks, tees and sweats will remain essential for layering, allowing for multiple styling variations that adapt to different looks and seasons. A notable new entry in the topwear landscape will be the Henley top, responding to the increasing demand for foundational basics. Its signature neckline will provide both functionality and styling versatility, making it an ideal layering piece in complementary color combinations or a standalone essential for effortless, easygoing fits. This shift underscores the ongoing evolution of wardrobe staples, where adaptability and understated sophistication will take center stage as for these more boho inspired cmi tops.

SPRING COLLECTIONS SHIRTS & BLOUSES EVOLUTION

BOHO BLOUSE

EARLY SIGN



Reserved (2).avif


+70%
YEAR ON YEAR

CORPORATE SHIRT

BIG TREND



Zara (2).jpg


+30%
YEAR ON YEAR

EMBROIDERED SHIRT

EARLY SIGN



Sezane (4).avif


+20%
YEAR ON YEAR

WRAP SHIRT

STABLE TREND



Patrizia Pepe.webp


+29%
YEAR ON YEAR

Shirts will remain a stable staple in the market, solidifying their status as a key investment piece for a versatile wardrobe. However, their evolution will be marked by subtle yet impactful twists. The influence of boho aesthetics will gradually reshape silhouettes, introducing softer, augmented volumes that add a sense of ease and fluidity. Meanwhile, on the more classic end of the spectrum, corporate shirts will continue to hold their must-have status, reinforcing their role as an essential for everyday dressing. Emerging signs point to a growing appreciation for craftsmanship and heritage-inspired details, with embroidered shirts and blouses making their way into collections. This renewed focus on artisanal elements will add depth to the category, bridging an international modern storytelling, ensuring that shirts remain both relevant and adaptable to shifting fashion narratives.

SPRING COLLECTIONS DRESSES EVOLUTION

LONG BOHO

SAFE TREND



&Otherstories_2.jpg

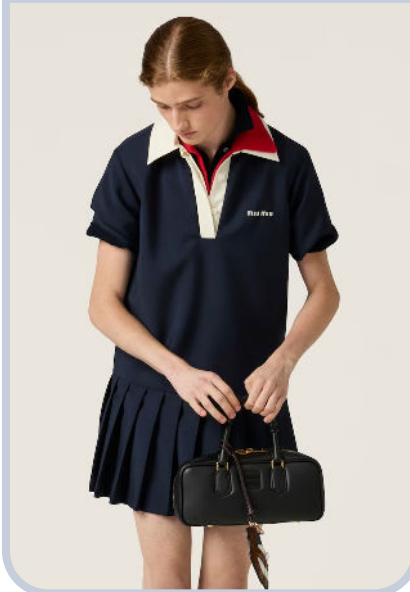


+3%

YEAR ON YEAR

POLO DRESS

SAFE TREND



Miu Miu_1.avif



+5%

YEAR ON YEAR

LADY BUTTONED-UP

STABLE TREND



Maje_1.webp



+14%

YEAR ON YEAR

CHEMISIER

SAFE TREND



COS_1.avif

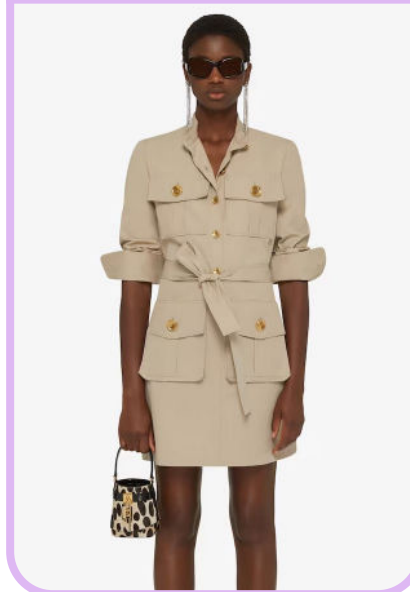


+34%

YEAR ON YEAR

SAFARI DRESS

EARLY SIGN



Givenchy.avif



+105%

YEAR ON YEAR

Dresses are experiencing a slight decline of -8%, reflecting the growing preference for layered looks and two-piece combinations. Relaxed fits and casual silhouettes will emerge, redefining the category with a more versatile and effortless appeal. Key pieces will include shirt dresses, known for their adaptability from conceptual Jil Sander inspired tunics to Safari dresses adorned with pockets. Boho-inspired flowy tunics will embrace lightweight flowy fabrics and a carefree yet refined aesthetic. Polo dresses will reinforce easygoing preppy vibes mixed with casual sport. The buttoned-up look will also come back, offering a sophisticated alternative that aligns with the evolving ladylike aesthetic. Without reverting to overly seductive fits, these structured yet understated styles will provide a polished, modern approach to femininity, ensuring that dresses remain relevant from office to going out.

SPRING COLLECTIONS TRIMS & DETAILS EVOLUTION

RUFFLES

EARLY SIGN



Zara (3).jpg



+55%

YEAR ON YEAR

BOAT NECK

SAFE TREND



Halvar Gallery.webp



+56%

YEAR ON YEAR

DRAPED FEATURES

BIG TREND



Fendi.png



+29%

YEAR ON YEAR

DAINTY BOWS

BIG TREND



Tommy Hilfiger.webp



+38%

YEAR ON YEAR

PEARLS

EARLY SIGN



Bash_1.avif



+37%

YEAR ON YEAR

Feminine and fluid silhouettes are evident through gathering (14%), ruffles (9%), and bows (8%), aligning with romantic and boho influences. Meanwhile, pleats (7%), asymmetry (7%), and draping (7%) bring movement and sophistication. The presence of cropped cuts (5%), knotted details (4%), introduces new layering opportunities. Details and trims for tops and dresses will reflect the evolving boho chic aesthetic. New flowy shapes will emerge, with ruffled sleeves and frills adding movement and softness, embracing a sense of femininity that feels effortless yet bold. At the same time, drapes and scarf necks will remain key elements, offering a sophisticated touch to otherwise simple silhouettes. A preppier take on classic styles will also gain momentum, reinforced by delicate and elegant details such as bows and pearls. These accents will subtly shift the focus from the current quiet luxury trend toward a more curated and refined sense of elegance—one that embraces tradition while incorporating modern femininity. This evolution in detailing will redefine wardrobe staples, making them both timeless and fashion-forward.

SPRING COLLECTIONS **DENIM EVOLUTION**

WIDE-LEG

BIG TREND



zara.jpg


+48%
YEAR ON YEAR

BOOTCUT

SAFE TREND



7forallmankind.webp


+55%
YEAR ON YEAR

BOYFRIEND

SAFE TREND



The Kooples.webp


+33%
YEAR ON YEAR

BALLOON

EARLY SIGN



Maje.jpg


+114%
YEAR ON YEAR

Jeans will continue their upward trajectory, showing a strong +16% growth and reinforcing their role as a key category in evolution. Fits will undergo notable transformations, with two opposing directions taking shape: wide silhouettes on one end and more fitted and stretch on the other. An emerging novelty to watch for the trendiest pieces will be the barrel leg jean, which is gradually replacing the dominant baggy fit for the fashionable cohorts. This fresh silhouette will offer a more exotic and structured take on relaxed denim, introducing a contemporary twist to casual wear to exploit also in tencel to add more fluidity. While blue jeans dominate, other colors as grey, brown and khakis are adding an alternative. Used and distress finishing remain as textured options.

SPRING COLLECTIONS TROUSERS EVOLUTION

WIDE-LEG

BIG TREND



Mango_1.avif


+25%
YEAR ON YEAR

BERMUDA

SAFE TREND



Max Mara (2).jpg


+14%
YEAR ON YEAR

CULOTTE

EARLY SIGN



Cos (2).avif


+32%
YEAR ON YEAR

CAPRI

EDGY TREND

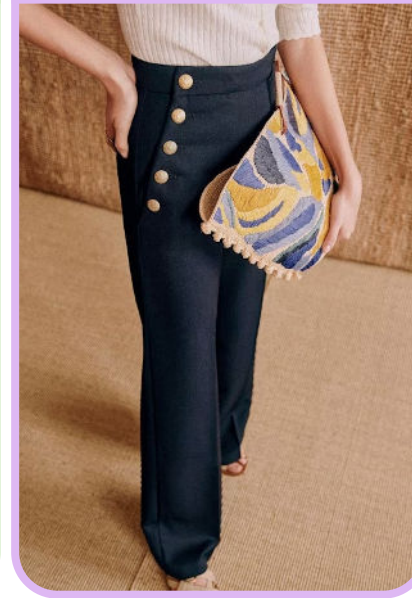


River Island.avif


+8%
YEAR ON YEAR

SAILOR

EARLY SIGN



Sezane.avif


+14%
YEAR ON YEAR

The pants category will remain stable in the market, confirming a steady direction without dramatic shifts in assortment. However, compared to denim, structured silhouettes will take the lead, emphasizing a more refined and tailored aesthetic. Fits such as culottes and sailor pants will define this evolution, enhancing a triangular volume that feels fresh yet timeless. The return of high-rise waists will further refine these styles, introducing new proportions that offer both elegance and comfort while subtly shifting office-ready looks away from traditionally masculine influences. Additionally, investing in cropped shapes—such as Bermuda shorts, capris, and culottes—will become increasingly relevant. With the recent focus on tights, these shorter silhouettes will create new layering possibilities, making them essential transitional pieces. As new fitted options, leggings and capris are signals of new upcoming shapes.

SPRING COLLECTIONS **SKIRTS EVOLUTION**

PLEATED MIDI

SAFE TREND



Urban Outfitters.webp


+45%
YEAR ON YEAR

LACE BOHO

EDGY TREND



Freepeople.webp


+28%
YEAR ON YEAR

FIT & FLARE

SAFE TREND



Antik Batik.jpg


+70%
YEAR ON YEAR

FULL VOLUME

SAFE TREND



Miu Miu.avif


+60%
YEAR ON YEAR

MINI BUBBLE

EARLY SIGN



Marni.jpg


+120%
YEAR ON YEAR

Skirts will be taking more place in the global assortment growing by +8% to last year. Reflecting a shift towards more ladylike and boho-inspired trends that move beyond masculine influence, while enriching the opportunity to mix and match different styles. Long and midi length will remain key players, with the midi kilt emerging as a new product that seamlessly transitions between office and off-duty looks, appealing to a broader audience than the mini skirt. Nostalgic and retro influences will also shape the category, bringing a renewed appreciation for fluid full volume silhouettes. The bubble skirt will make a strong statement, establishing itself as standout fashion piece within the assortment. These bulbous styles will align with the evolving transitional wardrobe, responding to the desire for lighter fabrics and voluminous fits that blend elegance with playful movement. As skirts continue to evolve, their ability to balance timeless appeal with fresh proportions will be key to their growing relevance.

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



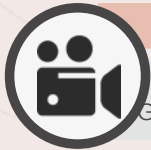
SOCIAL MEDIA

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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