



WOMENSWEAR
SS 2025
UPDATE
MUST-HAVE
DRESSES



LIVETREND

SS25 DRESS UPDATE **INTRODUCTION**



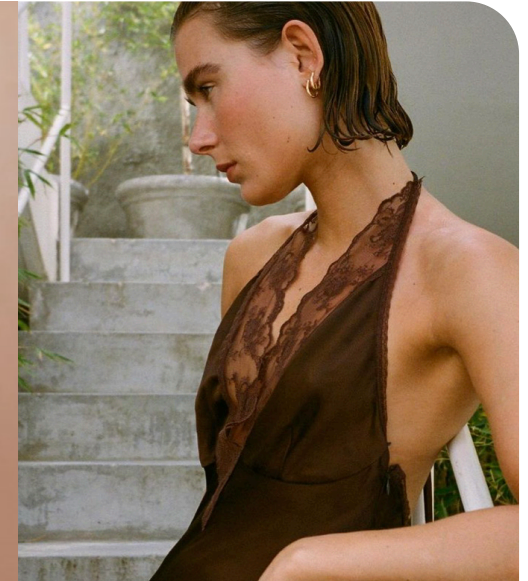
Freepeople_6.webp



significant-other.jpg



Urban Outfitters_19.webp



@sirthelabel_9.png



UPDATE

Bohemian Elegance.

For SS25 season, dress must-haves exude a sense of bohemian elegance, emphasizing delicate and refined femininity over the hyper-sexiness of previous seasons. Slip dresses maintain their presence, now with straight or layered necklines for a slinky and soft allure. Asymmetric drapes and bodycon midis maintain as commercial product of previous seasons and maintain a contemporary feel. For a new natural nod, rustic coastal maxi dresses and soft-voluminous silhouettes embody a bohemian tenderness, evoking carefree coastal vibes. Vintage nighties and bustier styles offer subtle seduction, while cascading rom-com-reminiscent flouncy dresses add a whimsical touch now. A new addition to the lineup is the ladylike plunging waterfall dress, adding an element of sophistication and allure. SS25 key dresses blend romanticism with contemporary flair, offering a diverse array of styles for the modern fashion enthusiast.

This report is based on Livetrend data crossreferencing Instagram, E-commerce and Consumer Search and analysing the visibility growth from March 2024 to March 2023. The percentages show the visibility evolution year on year.

Find the related legend on the last slides.

**ACCESS ALL IMAGES
CLICKING HERE**

SAFE TREND



+24%
YOY GROWTH



+90%
YOY GROWTH

SS25 60S SHIFT DRESSES



@faithfullthebrand.png



@shopweworewhat_6.png



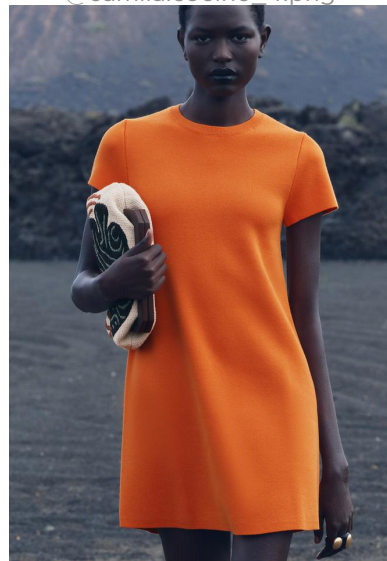
@camila.coelho_4.png



verge_girl3.jpg.webp



@veronicaferraro_2.png



Zara_29.jpg



Anthropology_15.webp



STABLE TREND



+18%
YOY GROWTH



+80%
YOY GROWTH

SS25 STRAIGH-NECK SLIP



@nakd2.webp



Prada2.webp



givenchy.jpg



SIR1.webp



TheReformation_17.webp



_jacquemus3.webp



Zara_39.jpg

STABLE TREND



+6%
YOY GROWTH



+9%
YOY GROWTH

SS25 **SOFT BOHO**



Cult Gaia_4.jpg.webp



Freepeople 56.webp



@shopdoen 1.png



verge girl10.jpg.webp



@ullajohnson_1.png



SIR.jpg.webp



agua _3.jpg

STABLE TREND



+15%
YOY GROWTH



+10%
YOY GROWTH

SS25 SLEEVELESS SUMMER



SIR_webp



urban.webp



@shopweworewhat_10.png



verge girl5.png



ulla-johnson-.jpg



Maje_webp



Freepeople_36.webp

STABLE TREND



+1%
YOY GROWTH



+20%
YOY GROWTH

SS25 SHIRT DRESS



-sezane-.avif



la petite etoile.jpeg



isabel-marant.jpeg



sezanexrobertoruspoli.avif



-maje.webp



Zara_28.jpg



Sandro.webp

STABLE TREND



+9%
YOY GROWTH



+76%
YOY GROWTH

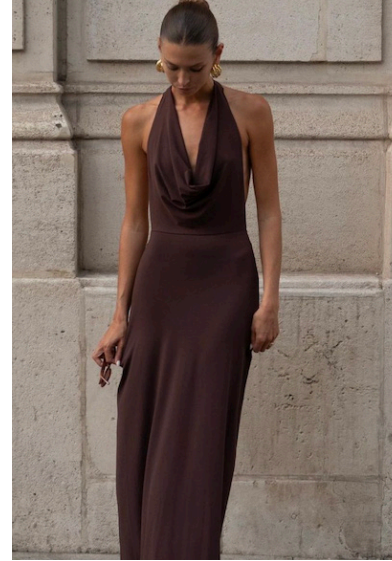
SS25 LADYLIKE PLUNGE



@sirthelabel_3.png



@veronicaferraro_1.png



@shopweworewhat_8.png



carolina-herrera.jpg



urbanoutfitters.webp



verge_girl5.jpg.webp



rasario-.jpg

STABLE TREND



-27%
YOY GROWTH

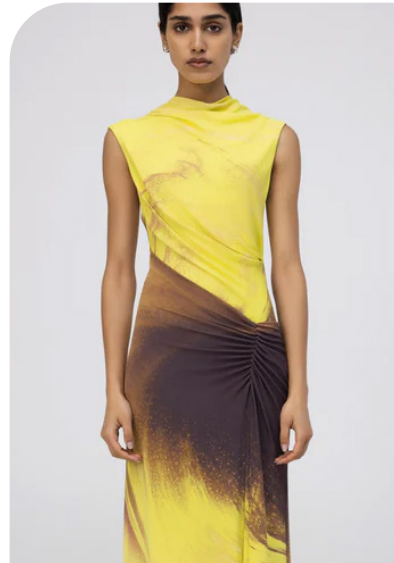


+22%
YOY GROWTH

SS25 DROPPED-SHOULDER



Zara_17.jpg



Simkhai_2.jpg.webp



johanna-ortiz-.jpg



@isabel marant.png



FaithfullTheBrand-.webp



@nakd.webp



@otherstories2.png

SAFE TREND



+14%
YOY GROWTH



+80%
YOY GROWTH

SS25 ASYMMETRIC DRAPES



patrizia pepe_.jpeg



@emilisindlev_8.png



iro-.jpeg



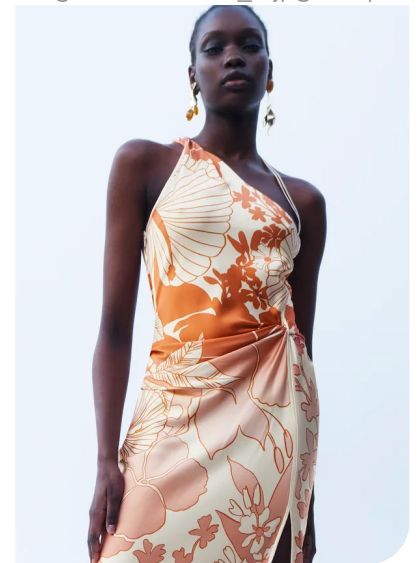
Significant Other_8.jpg.webp



@anthropologie_1.png



Cult Gaia_6.jpg.webp



SIR the label_4.jpg.webp

EDGY TREND



+4% YOY GROWTH



+170% YOY GROWTH

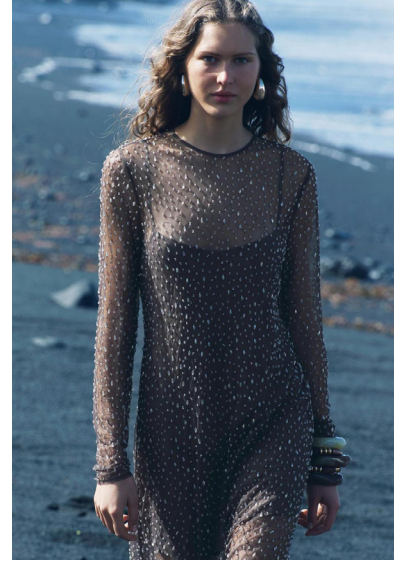
SS25 SHEER LAYER



@emilisindlev_6.png



lisa-marie-fernandez.jpg



Zara_12.jpg



nakd.webp



santa brands.webp



Freepeople_35.webp



rat & boa.webp



SAFE TREND



+6%
YOY GROWTH



+450%
YOY GROWTH

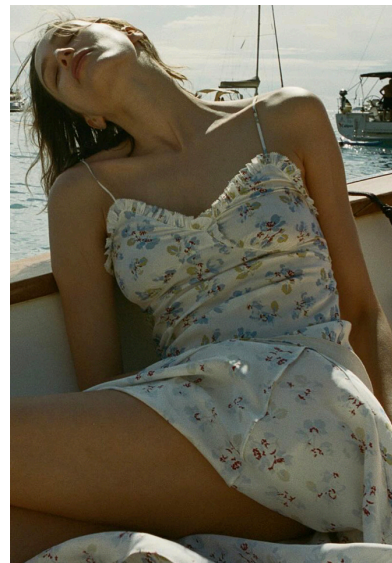
SS25 DAINTY GIRLY



verge girl9.jpg.webp



Urban Outfitters_20.webp



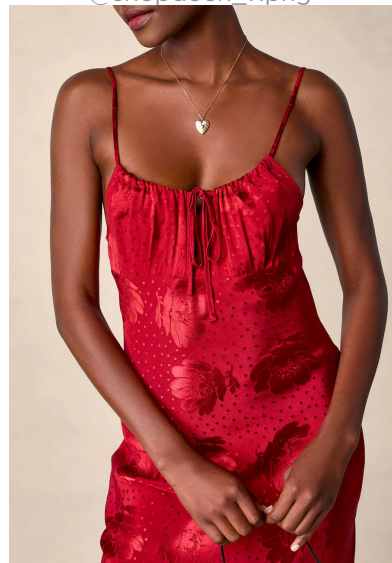
@shopdoen_7.png



urbanoutfitterds.webp



Zara_35.jpg



Rouje_5.jpg.webp



Anthropology_2.webp



STABLE TREND



+14%
YOY GROWTH



+9%
YOY GROWTH

SS25 **SEDUCTIVE HALTER**



reformation-.webp



stella-mccartney .jpg



givenchy-.jpg



sandro-.webp



Zara_7.jpg



isabel_marant.jpeg



Freepeople_39.webp

EARLY SIGN



+11%
YOY GROWTH



+40%
YOY GROWTH

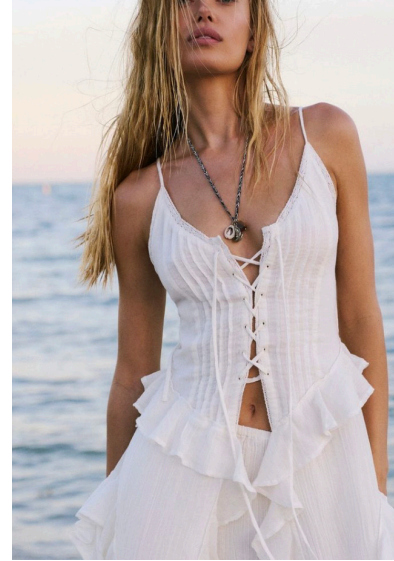
SS25 COASTAL MAXI



Freepeople_29.webp



The reformation.webp



@freepeople_5.png



cecilia prado.webp



maje.webp



Anthropology_6.webp



Urban Outfitters_4.webp

STABLE TREND



+3%
YOY GROWTH



+10%
YOY GROWTH

SS25 VINTAGE NIGHTIES



@shopdoen_4.png



@rouje.png



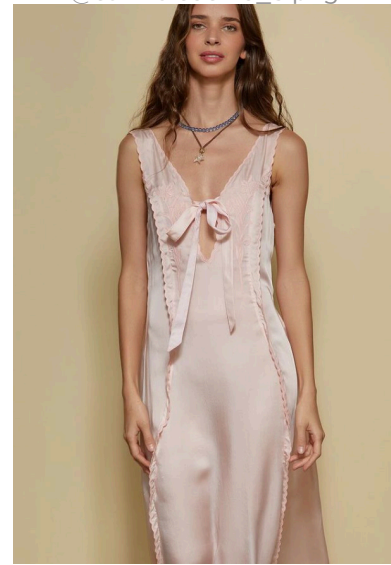
@camila.coelho_3.png



Freepeople_7.webp



Urban Outfitters_18.webp



@ciaolucia_1.png



paco-rabanne-.jpg

EARLY SIGN



+13%
YOY GROWTH



+100%
YOY GROWTH

SS25 VACAY TUBES



SIR 0.webp



@shopweworewhat_9.png



bernadette.jpg



cala-de-la-cruz.jpg



Zara_31.jpg



geisha designs.webp



zimmermann.jpg

EARLY SIGN



+25%
YOY GROWTH



+60%
YOY GROWTH

SS25 VINTAGE FIT & FLARE



@eworewhat_1.png



mirror palais_2.jpg



ForLoveandLemons_2.jpg.webp



Anthropology_5.webp



simone-rocha.jpg



@anthropologie_9.png



@reformation.webp

LAST CALL



-11%
YOY GROWTH



+9%
YOY GROWTH

SS25 DRAPED LAYER NECK



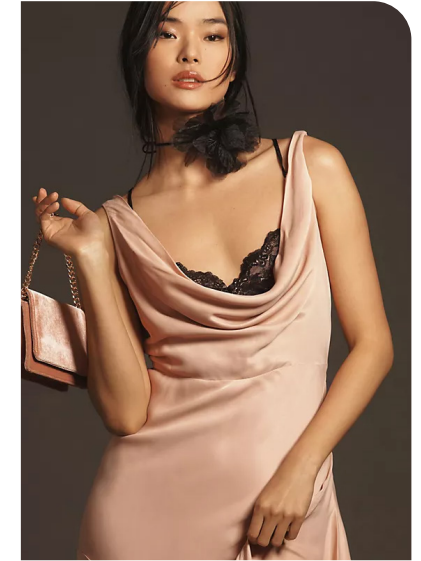
Patrizia Pepe_4.webp



@emrata_1.png



siedres.png



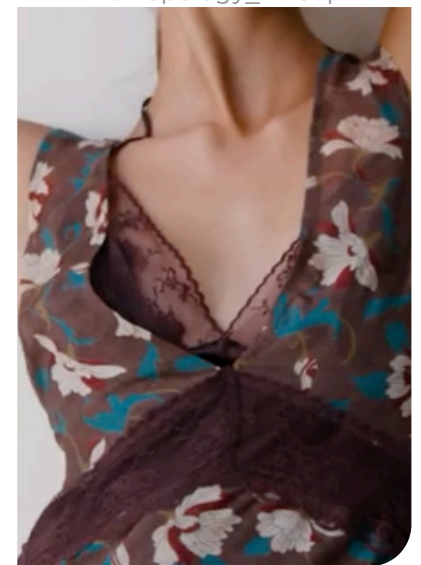
Anthropology_7.webp



Freepeople_38.webp



@modaoperandi3.png



@sirthelabel_2.png



+33%
YOY GROWTH

SS25 FLOWY



chloéFW24.jpeg

SAFE TREND



shona_joy.webp



Sandro_4.jpg



+60%
YOY GROWTH

SS25 T-DRESS

EARLY SIGN



reformation=.webp



soeur.webp



sezane=.avif



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

THANK YOU!

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