



**WOMENSWEAR**  
**SS 2025**  
**UPDATE**  
**MUST-HAVE**  
**DRESSES**



**LIVETREND**

# SS25 DRESS UPDATE **INTRODUCTION**



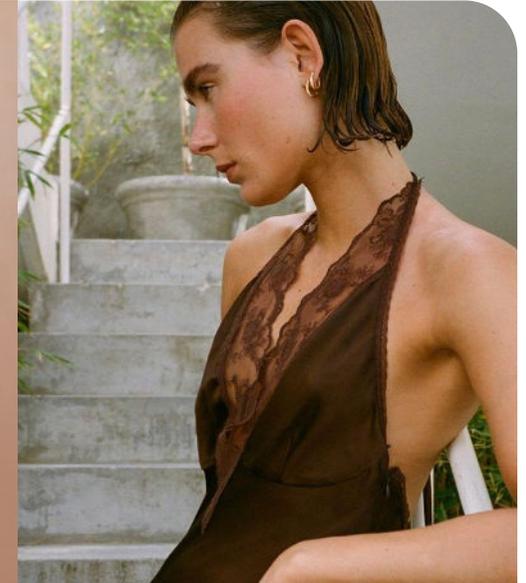
Freepeople\_6.webp



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



Praada2.webp



givenchy.jpg



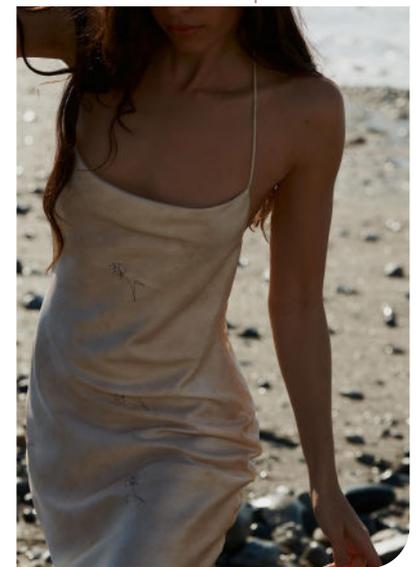
SIR1.webp



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

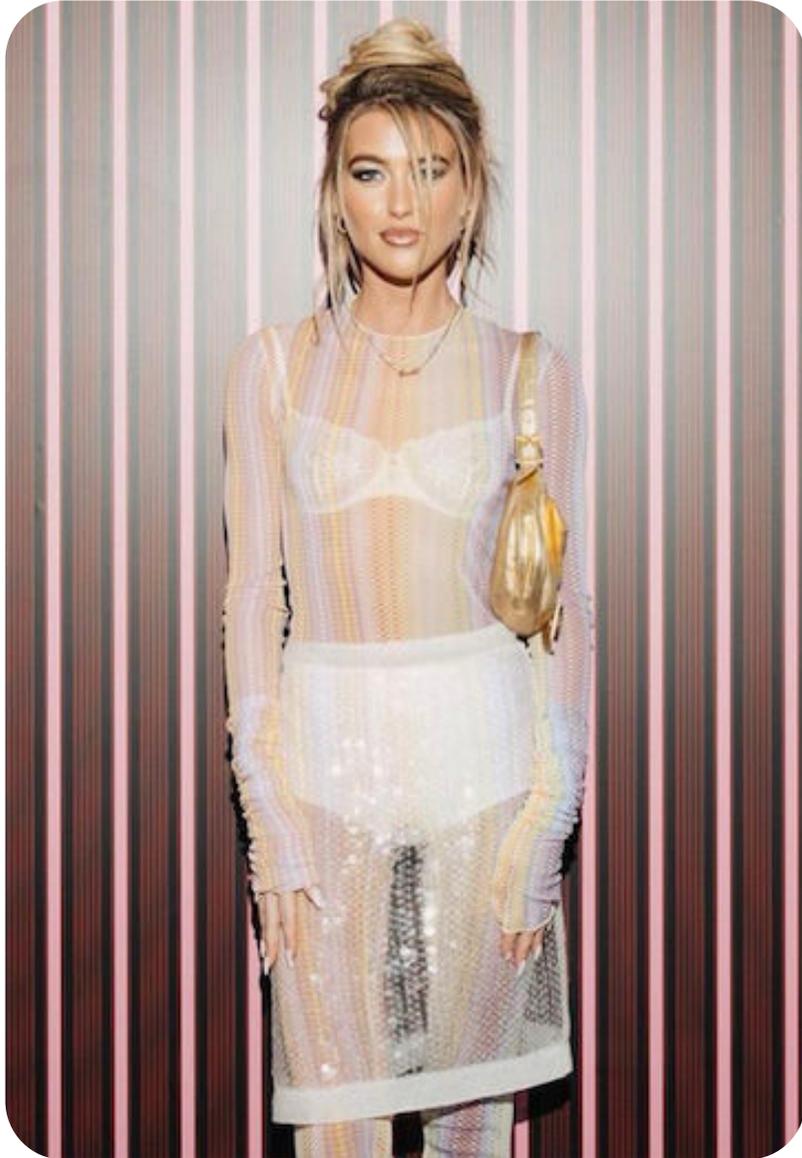


+4%  
YOY GROWTH



+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



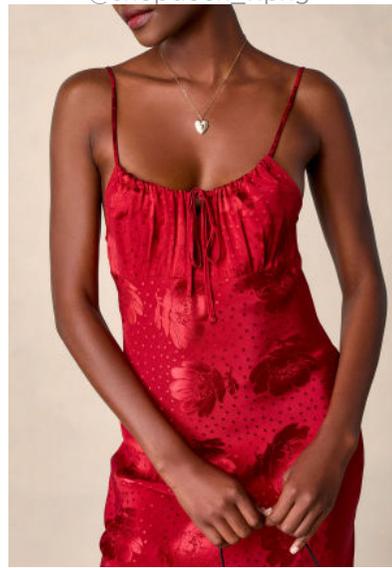
@shopdoen\_7.png



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



@weworewhat\_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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