



WOMEN & MEN
SS 2025
FORECASTING
SUNGLASSES



LIVETREND

EYEWEAR SS25 INTRODUCTION



@dior_dior.jpg



Canrae.png



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eckhaus-latta.jpg



FORECAST

A bold statement. The season is characterized by a blurring of codes and genders. While traditionally feminine shapes are making inroads on the men's market, masculine designs are becoming more sophisticated in feminine versions. Overall, maximalism is the trend of the season. From inflated or angular volumes, glossy materials to maxi temples, eyewear asserts its position as a showpiece accessory. Futuristic, modernist or 90's influences accentuate the confident look, while curves, add-on accessories and color choices renew retro codes and redefine masculinity. For SS25, eyewear appears to be a choice of self-assertion, playing on an incognito demonstration.

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](#)

KEY COLORS SUNGLASSES SS25



TEST

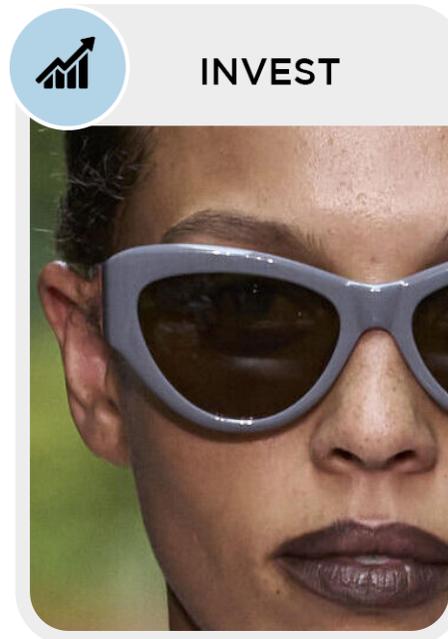
@Ottica Manuela.jpg



GRASS GREEN

EDGY TREND

Canrae (2).webp



INVEST

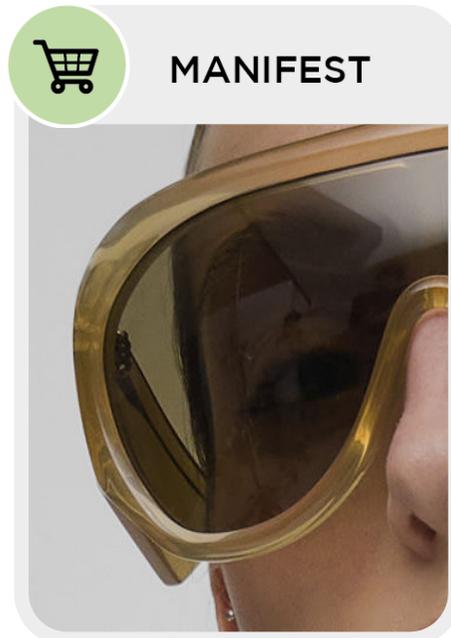
Rachel_Comey.jpg



BLUEGREY

SAFE TREND

Isabel Marant.png



MANIFEST

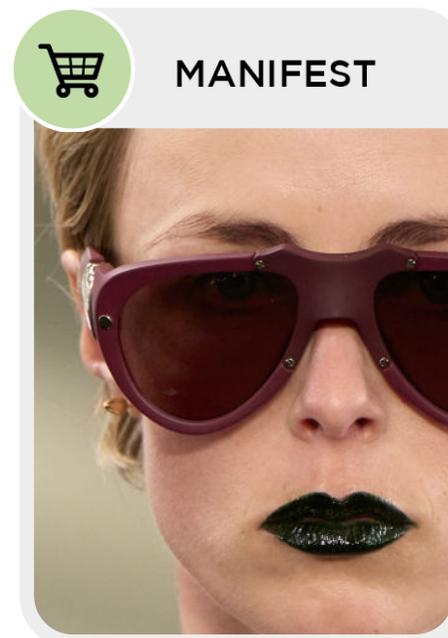
Phoebe_Philos_1.png



GOLD MUSTARD

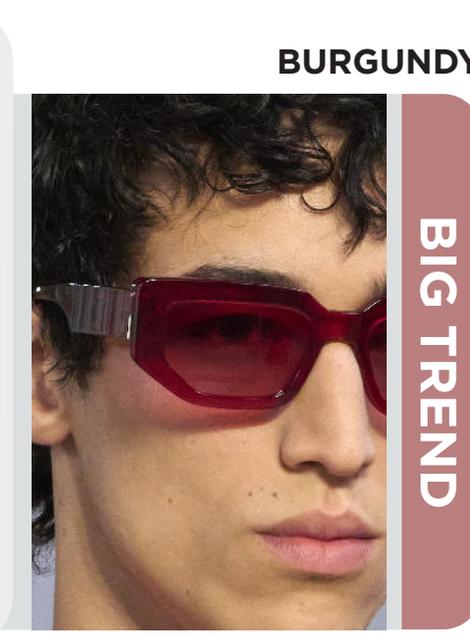
STABLE TREND

Gigi studios.avif



MANIFEST

burberry-clp-s24-014.jpg

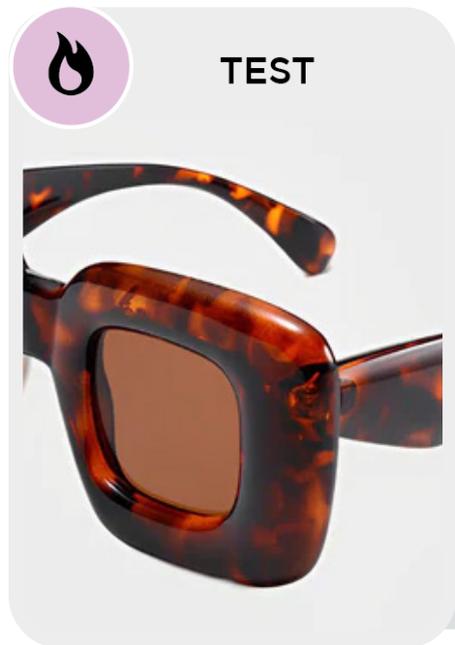


BURGUNDY

BIG TREND

Paul_Smith.jpg

KEY MATERIALS SUNGLASSES SS25



Canrae.webp

INFLATED FRAMES



Loewe.jpg

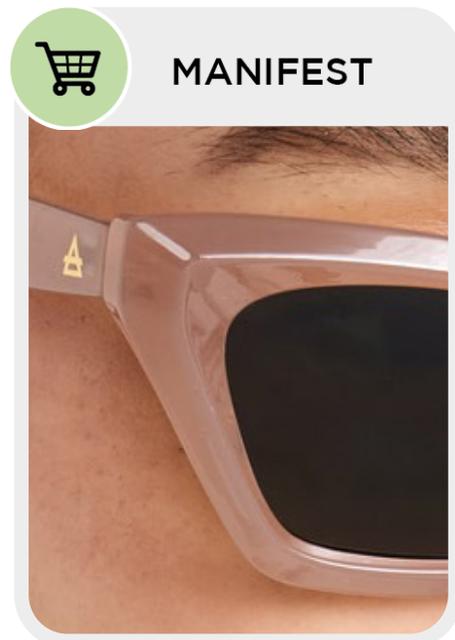


Gentle_Monster.jpg

MILKY ACETATE



Jimmy Fairly_1.webp

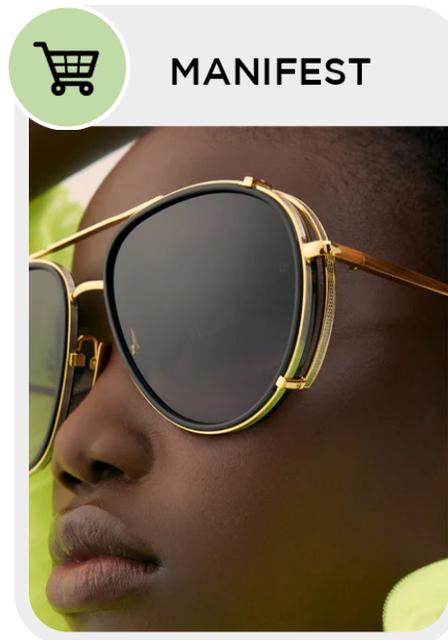


aire.jpg

GLOSSY FINISH



emporio-armani.jpg



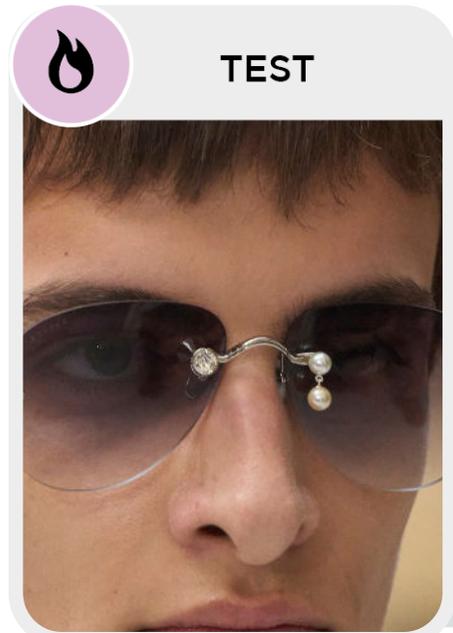
Linda Farrow.webp

THICK METAL



Bottega Veneta.avif

KEY DETAILS SUNGLASSES SS25



TEST

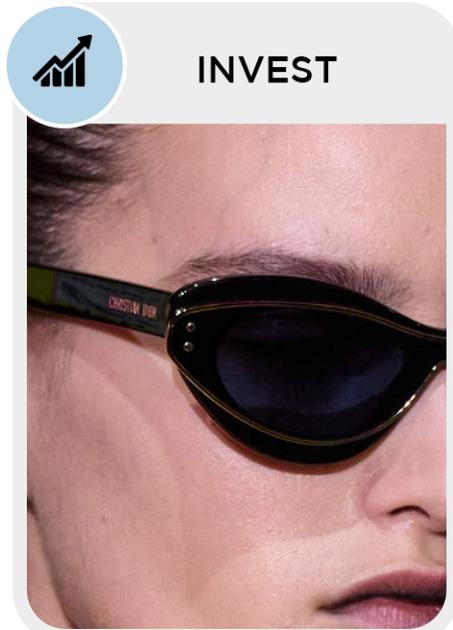
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ADD-ON JEWELS

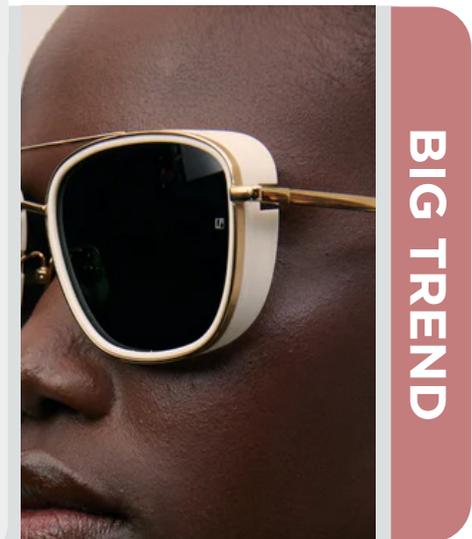
EARLY SIGN

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INVEST

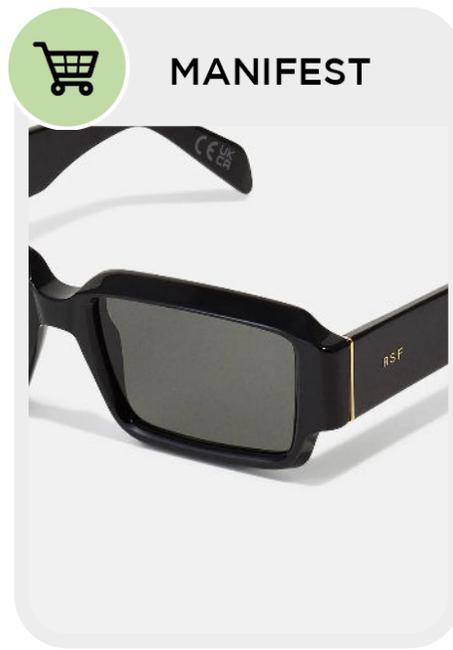
dior-clip-s24-018.jpg



LAYERED FRAME

BIG TREND

Linda Farrow_1.webp



MANIFEST

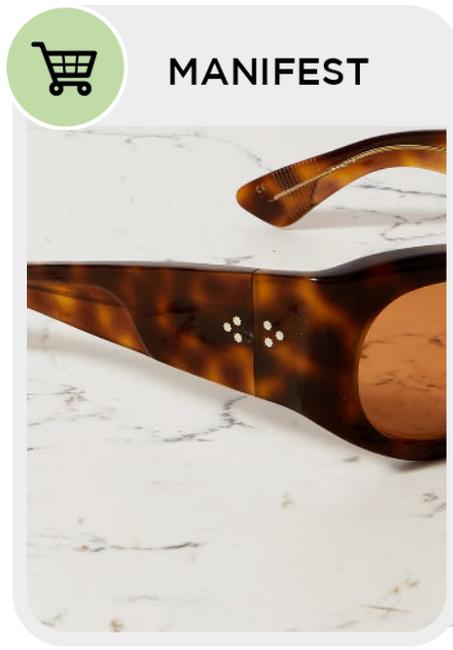
retrofuture_1.webp



SHARP & CUTOUT

SAFE TREND

Saint Laurent.avif



MANIFEST

Jacques Marie Mage.avif

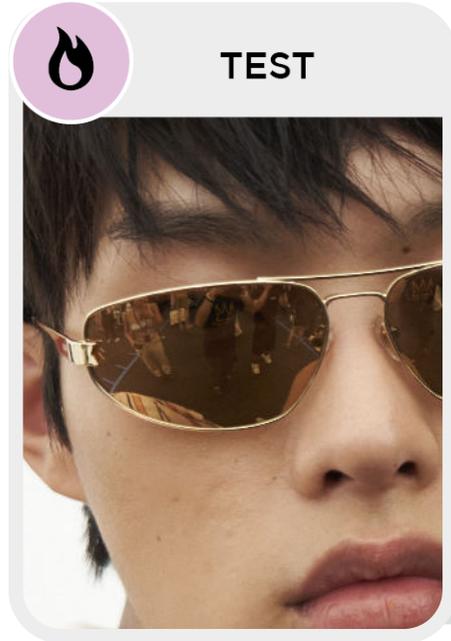


XXL TEMPLES

STABLE TREND

uma-wang-clip-s24-014.jpg

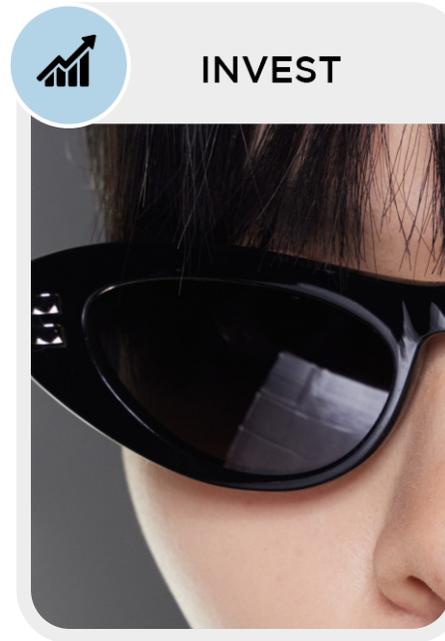
KEY LENSES SUNGLASSES SS25



Rhude (2).jpg



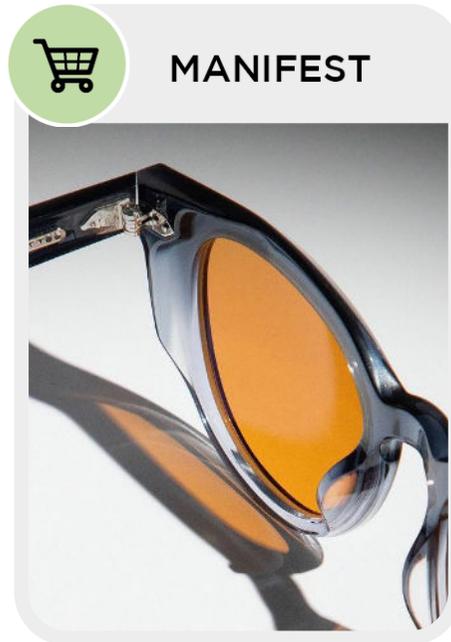
GIVENCHY.jpg



dior-bks-f23-100.jpg



versace.jpg



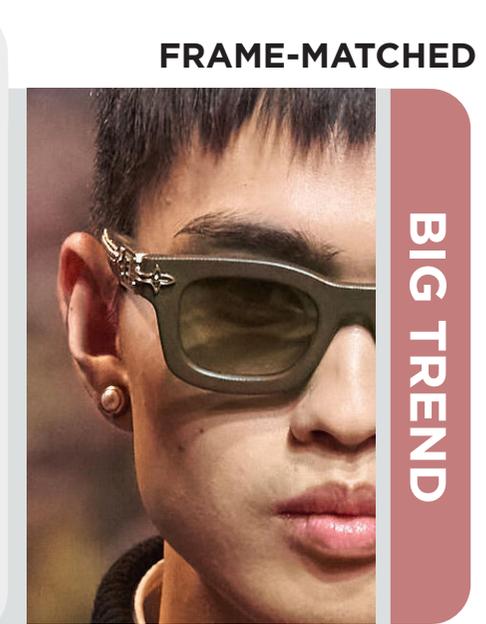
Oliver Poepke2.JPG



Marni.webp



gucci.jpg



Louis_Vuitton.jpg

KEY ITEMS SUNGLASSES SS25

THE NARROW RECTANGLE



MANIFEST



Givenchy.avif



Prada (2).jpg



gucci_1.jpg



Saint Laurent 2.avif



Balenciaga.avif

STABLE TREND



MANIFEST



prada.jpg



Gucci_2.jpg



Mr Saturday.jpg



retofuture.webp



Rhude.jpg

BIG TREND

KEY ITEMS SUNGLASSES SS25



MANIFEST

THE BOLD OVAL



Dior.png



Linda Farrow_2.webp



Jimmy Fairly.webp



Celine.avif



AMI.jpg

STABLE TREND



TEST



@dior_dior.jpg



Bed JW Ford.jpg



Loewe.avif



Namacheke.JPG



kidsuper.jpg

EARLY SIGN

KEY ITEMS SUNGLASSES SS25



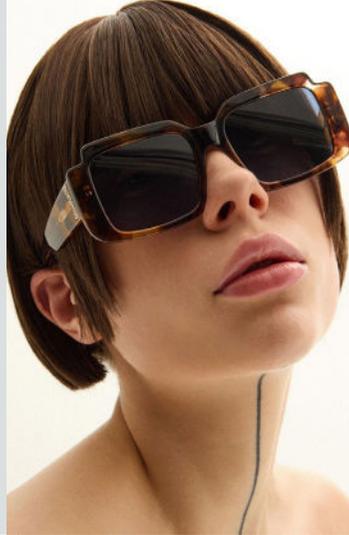
MANIFEST



Oliver Poeples.JPG



tom-ford.jpg



Les benjamins.jpg



JW aNderson.JPG



emmanuelle Khanh.jpg

BIG TREND

THE OVERSIZED SQUARE



INVEST



Amiri.webp



gigi studios.jpg



tom-ford_1.jpg



Chuks Collins.png



kidsuper-m-bks-f24-012.jpg

EDGY TREND

KEY ITEMS SUNGLASSES SS25

THE TEARDROP CAT'S EYE



INVEST



3 1 Phillip Lim.png



Bottega Veneta_1.avif



Ermanno_Scervino.jpg



Rachel_Comey.jpg



Dior.avif

SAFE TREND



TEST



Burberry.jpg



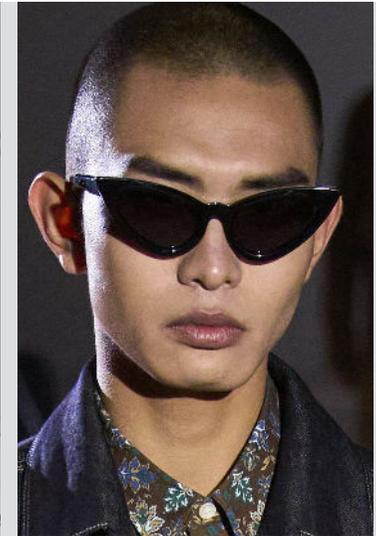
jacques_5.png



paul smith design.jpg



Undercover.jpg



Junya_Watanabe.jpg

EDGY TREND

KEY ITEMS SUNGLASSES SS25



INVEST



Gigi studios_1.avif



Nehera.jpg



No._21.jpg



london street style.jpg



philosophy.jpg

SAFE TREND



MANIFEST



Mr Saturday_1.jpg



Wales_Bonner_.jpg



monse.jpg



Emporio_Armani.jpg



Jacques Marie Mage_1.avif

STABLE TREND

THE MODERN AVIATOR

KEY ITEMS SUNGLASSES SS25



TEST



ferragamo.jpg



Cartier.avif



stella-mccartney.jpg



Filippa K.png



tory-burch.jpg

EARLY SIGN



TEST



@sunglassstation.jpeg



mrporter.jpeg



@hypebeast.jpeg



cartier.jpeg



asos.webp

EARLY SIGN

KEY ITEMS SUNGLASSES SS25



TEST

THE MINIMAL RACER



Christian_Dior.jpg



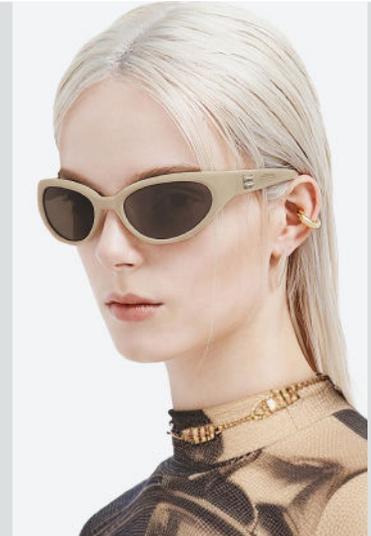
Bottega Veneta_2.avif



Gigi Studios_1.jpg



tory-burch_1.jpg



Gentle monster.avif

EARLY SIGN



INVEST



MSGM.jpg



Kenzo.jpg



Jordan Luca.jpg



Fucking Young mag.jpg



Louis Gabriel Nouchi.jpg

SAFE TREND

KEY ITEMS SUNGLASSES SS25

THE CHIC SHIELD



TEST



Phoebe_Philos_1.png



The_Frankie_Shop.jpg



gigi.jpg



Fashion_Week_Streets.jpg



Mykita.jpg

EDGY TREND



TEST



Giorgio_Armani.jpg



Wallpaper.webp



Gauchere.jpg



Egonlab.jpg



Dior.webp

EDGY TREND

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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