



KIDSWEAR
SS 2025
FORECASTING
OUTERWEAR



LIVETREND

KIDSWEAR SS25 INTRODUCTION



thenorthface.jpeg

mini rodini.jpeg

zara.jpeg

@julievaney.jpeg



FORECAST

From technical to Preppy. For FW24, kid's outerwear is combining practical essentials and nostalgic preppy styles. With outdoor still strongly influencing the trend, coats and jackets are water repellent, waxed, breathable and sustainable. Ready to face climate change, raingear are rising into the assortment from raincoats to light nylon pop-overs. Detachable and reversible items are giving more versatility and longevity to outerwear, bringing comfort and practicality a must for this category. In the other hand, fashionable and preppy items are growing as tweed jackets and sets, or even blazers or trenches, bringing the tailoring trend even in kidswear. From casual overdyed raw cotton to satins and linen pieces, light jackets and casual blazers are the perfect product to finalize the look for girls and boys. Fabrics are mostly plain, daring some intriguing color combos or some subtle blurred prints. A renewed attention for details as contrasted collars, buttons, special ropes, puller or zippers are adding interest to minimal designs.

This forecasting report is obtained 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.

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CLICKING HERE](#)

KEY ITEMS JACKETS SS25



TEST



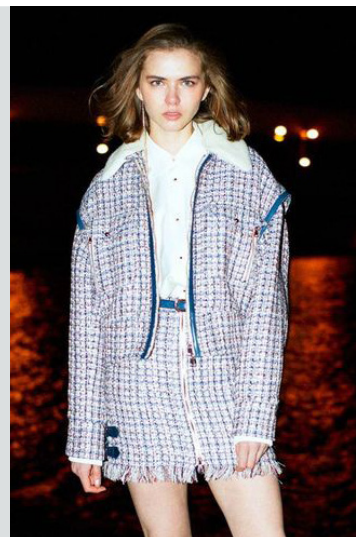
@aspen.jpeg



DSquared2-.webp



yuidzui.jpeg



fashion-press korea.jpeg



shopdalesclothing.jpeg

SAFE TREND



TEST



pauletpaula3.jpg



bellerose.jpg



scotch_sodakids-4.png



tia_ciabani_.webp



zara.jpeg

STABLE TREND

THE TWEED JACKET

THE BLAZER

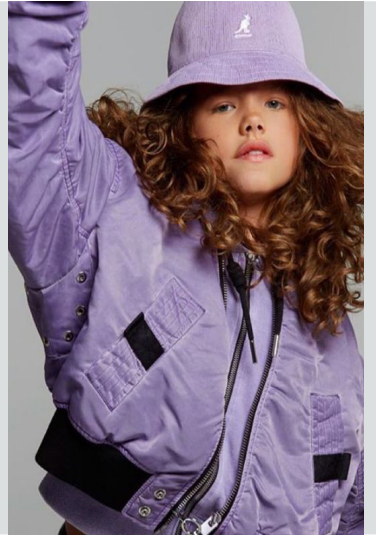
KEY ITEMS JACKETS SS25



MANIFEST



@fingerinthenose_3.png



primistili brazil.jpeg



sunday donut.avif



diesel bomber.avif

THE BOMBER



zara kids.jpeg

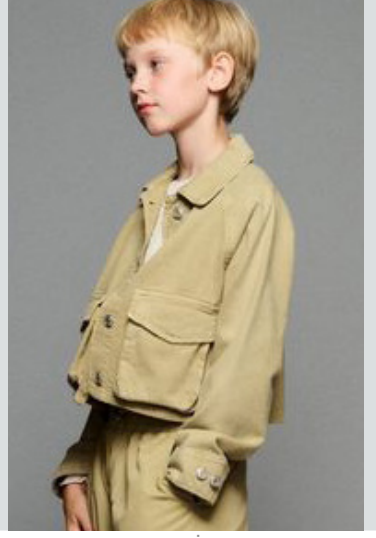
STABLE TREND



TEST



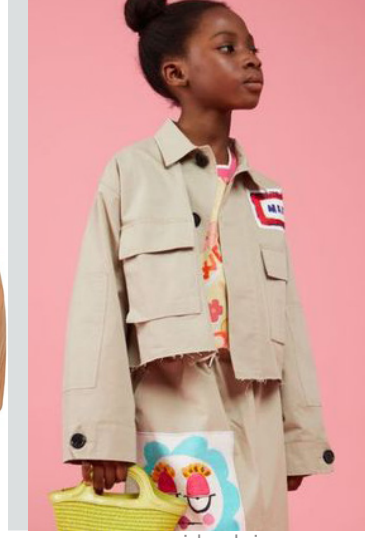
are.na.jpg



_zara.jpeg



repose amsjacket.avif



marni look.jpg



bonpoint-.webp

SAFE TREND

THE UTILITY JACKET

KEY ITEMS DENIM JACKET SS25



INVEST

THE CUSTOMIZED DENIM



desigual.jpeg



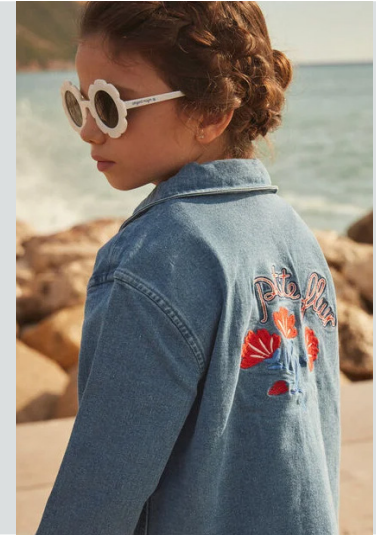
h&m.webp



supermixstudio.webp



littlechicken-customdenim.webp



sergent major.webp

SAFE TREND



MANIFEST

THE GENDERLESS TRUCKER



tape à l'oeil.jpeg



Chloé.jpeg



-zara.jpeg



palm angels.webp



mango kids.jpeg

STABLE TREND

KEY ITEMS OUTERWEAR SS25



INVEST

THE RAINCOAT



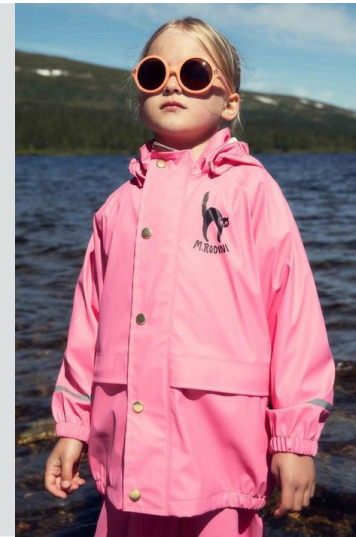
toastie.webp



faire-child.webp



toastie kids.jpeg



minirodini.jpeg



liewood.jpeg

SAFE TREND



TEST

THE WAXED



barbourxtartine&chocolat.webp



ridgeline kids.jpeg



-zara_.jpeg



@LOVETAZA.jpeg



barbour.webp

EARLY SIGN

KEY ITEMS OUTERWEAR SS25



INVEST

THE LIGHT NYLON JACKET



Liquid World.jpg



Kith.webp



weekend-house-kids.jpeg



merry markers.png



tiny-cottons jacket.avif

STABLE TREND



INVEST

THE DUSTER COAT



duster.jpeg



dior kids.avif



zara trench.jpg



@specialkids.jpeg



zara trench1.jpg

EARLY SIGN

KEY ITEMS OUTERWEAR VESTS SS25



TEST



happy kids agency.jpeg



stone island vest.avif



taion gilet.avif



taion gilet2.avif



palm angels gilet.avif

STABLE TREND

THE QUILTED VEST



TEST



bobo-choses.avif



babydior.jpeg



molo haiko vest.avif



tiaciabani.webp



givenchy gilet.avif

STABLE TREND

THE UTILITY VEST

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

TOPS

KIDSWEAR

FORECASTING

FALL/WINTER 2024



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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