



KIDSWEAR
SS 2025
FORECASTING
GRAPHICS
& PRINTS



LIVETREND

KIDSWEAR SS25 PRINTS & GRAPHICS



minirodini.jpeg



=liewood=.webp



11389-230619_morley_kids_ss24_shot_09_841.jpg



molo SS24.webp



FORECAST

Retro romanticism and Futuristic vibes. A fresh feeling of nostalgia will bring familiar motifs, colours and textures, reinforcing the virtues of local techniques and ornamentation. Dusty retro colours give a poetic twist at ditsy florals and naive geometry or figurative placed prints. Stripes and checks are completing the look, preferring natural and sustainable materials. On the other hand, the AI aesthetic is changing the way we see the world, and this will become more embedded as a design influence in 2025. Dissolving the distinction between fantasy and reality, embracing sensorial textures, otherworldly shapes, dreamy colours and cartoonish elements. Here new recycled synthetics are bringing confort and technicality to new blurred and immersive prints.

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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SS25 KEY ITEMS KIDS GRAPHICS & PRINTS



TEST



Oorykids



@theanimalobservatory_6.png



@theanimalobservatory_9.png



@theanimalobservatory_20.png



bobo choses.jpeg

EARLY SIGN

THE COLORBLOCK STYLE



INVEST



veinkids-2.png



@theanimalobservatory_8.png



tia_ciabani-webp



milk magazine4.png



mini rodiini.jpeg

SAFE TREND

THE BOLD CHECK & STRIPES

SS25 KEY ITEMS KIDS GRAPHICS & PRINTS



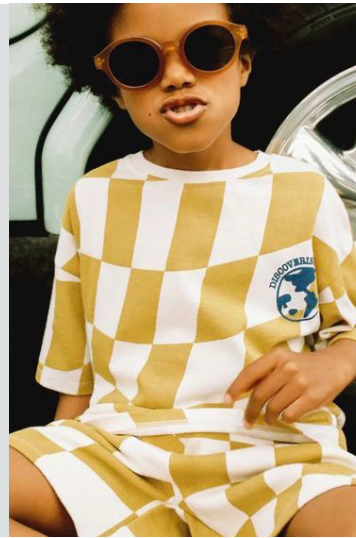
INVEST



afabula brazil



jelly+mallow.jpeg



zara us.jpeg



rylee + cru.webp



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THE CHECKERBOARD

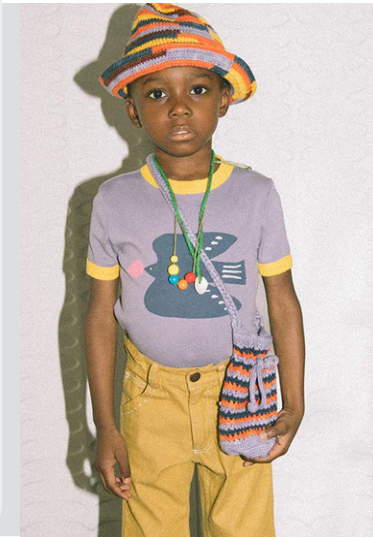
STABLE TREND



INVEST



true artist.webp



mishapuff.webp



tureartist.webp



vans.jpeg



zara kids-14.jpg

THE NAIVE SCREENPRINT

BIG TREND

SS25 KEY ITEMS KIDS GRAPHICS & PRINTS



MANIFEST



Louise Misha



bebe organic7.jpeg



@idawarmdahl.jpeg



elena-moss.jpeg



saudade.jpeg

THE RETRO QUAINT

BIG TREND



MANIFEST



@sarizoe



liewood-.webp



liewood.webp



-milkteeth-.webp



mishapuff_highres-6169_1600x.webp

THE ELEMENTARY PRINT

STABLE TREND

SS25 KEY ITEMS KIDS GRAPHICS & PRINTS

THE SUMMER AT THE BEACH



MANIFEST



Oorykids



@sugarkids.jpeg



FINGERINTHE NOSE.webp



letter to the world.jpeg



stella kids.jpeg

STABLE TREND



INVEST



lemon magazine.webp



@maisonmangostan-8.png



@maisonmangostan-17.png



childrensalon.jpeg



shein-us.jpeg

LAST CALL

THE SPORT TEAM

SS25 KEY ITEMS KIDS GRAPHICS & PRINTS



INVEST

THE EXPLORER TEE



Molo



junior_boy_.jpg



dhruv.jpg



molo graphic sweatshirt.jpg



junior_boy.jpg

SAFE TREND



TEST

THE BLURRED



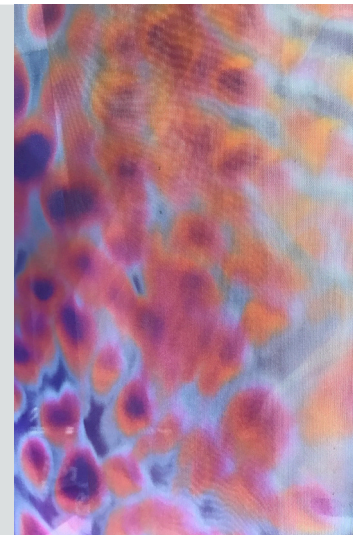
kenzo.jpeg



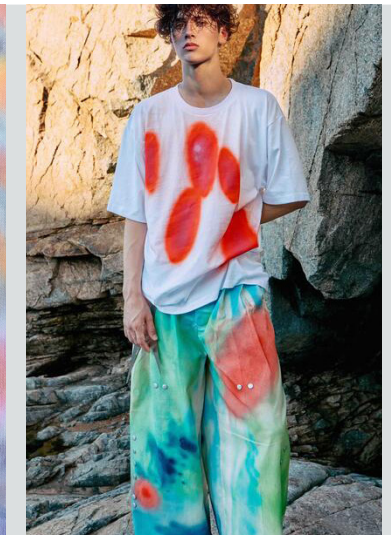
-PV-SS25.jpg



père.jpeg




première vision.jpg




truly being alive.jpeg

EARLY SIGN

SS25 KEY ITEMS KIDS GRAPHICS & PRINTS

 **INVEST**



Molo



molo0000.jpeg



milk magazine.jpg




moodytiger3.jpeg

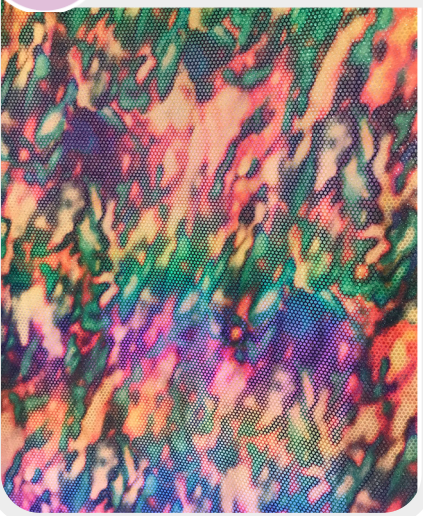


zar.jpeg

THE FAINTED TEE

LAST CALL

 **TEST**



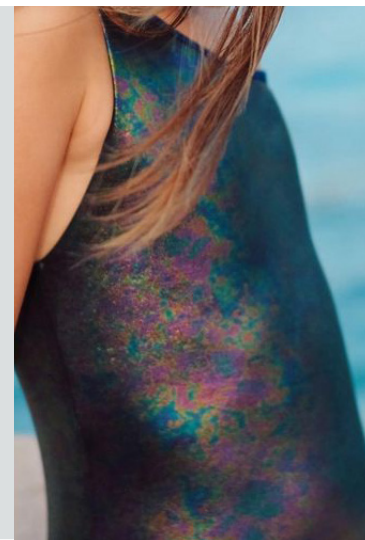
PV-SS25.jpg



collina.jpeg



maed.jpg



lison paris.jpeg



PV SS25.jpg

THE IMMERSIVE SHINE

SAFE 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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