



KIDSWEAR
SS 2025
FORECASTING
KEY ITEMS
TOPWEAR



LIVETREND

KIDSWEAR SS25 INTRODUCTION



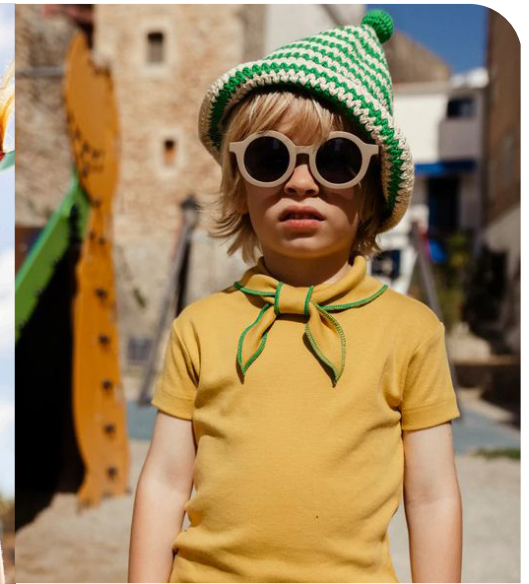
veinkids-1.png



veinkids-5.png



@mimisol.png



misha&puff.jpeg



FORECAST

Retro Preppyness. Kids' topwear reflects a sense of nostalgia with vintage allure items, reminding of handed down garments but especially a certain modern affinity for secondhand aesthetics. Minimalist 90s inspired products, rather slim and preppy, are adorned with horizontal stripes, sporty patterns and colorblock contrasts. The polo shirt will certainly remain a key item, becoming more refined in knitted interpretations. On the other hand, volumes become more comfortable, with dropped shoulders, natural but soapy-handed materials for sweatshirts in eco-sustainable natural fibers. While synthetics remain the protagonists for zippered acetate sweatshirts and ultra-tight lycra tees. For woven, the shirt takes center stage, the typical short-sleeved holiday shirt worn as a set with pants and shorts or bermudas. Lightweight, crisp and crinkled cottons will bring freshness and a certain elegance to summer looks, which for the girls will have no shortage of romantic versions with ruffles, gathers, smock stitches, lace details and even fringes: to give even more dynamism to the long-awaited summer.

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 KIDS T-SHIRTS SS25

THE NINETIES CONTRASTED PROFILE



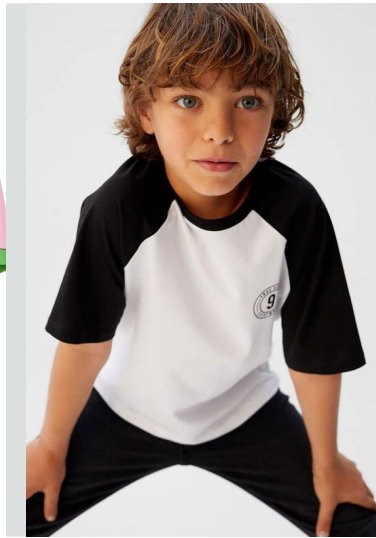
INVEST



caramel tee.jpg



nzkidzzz tee.avif



mango.jpeg



moncler 2.avif



cormioi t-shirt.avif

SAFE TREND



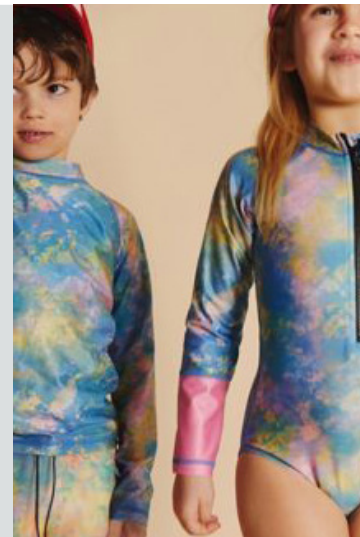
TEST



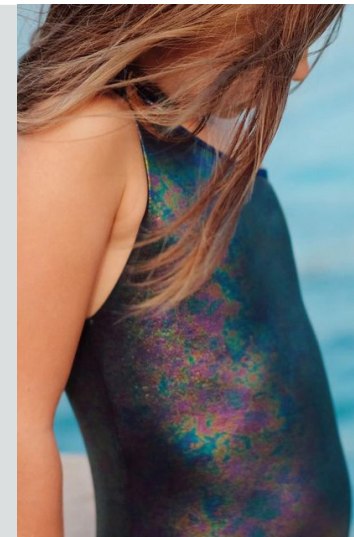
helmste.jpeg



collina.jpeg



maed.jpg



lison paris.jpeg



molo us.jpeg

EARLY SIGN

THE FITTED LYCRA TEE

KEY ITEMS KIDS POLO SS25



MANIFEST



Oorykids



versace polo 2.avif



bonpoint.png



comme des garcones polo.avif



moncler polo.avif

THE SPORTY POLO

STABLE TREND



INVEST



bebe organic.jpeg



ZARA kids boy.jpeg



@emiletida.jpg



abercrombiekids.jpeg



unknown.jpg

THE RETRO KNITTED POLO

BIG TREND

KEY ITEMS KIDS SWEATERS SS25

THE DROPPED SHOULDER SWEATER

 MANIFEST



mm6 3.avif



whistles-.jpeg



-true-artist-.webp



jellymallow sweatshirt.avif



blablakia 2.avif

STABLE TREND

 INVEST



Mini Rodini jacket.webp



palm-angels.avif



mini-rodini_fila_collab.webp



4funckyflavours retro 1.jpg



moncler.avif

SAFE TREND

THE VINTAGE ZIPPED SWEAT

KEY ITEMS KIDS SWEATERS FW24



MANIFEST



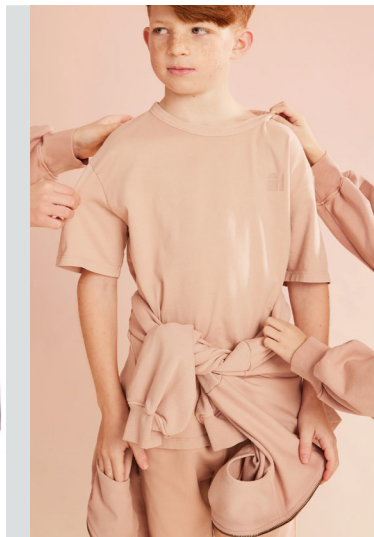
rylee and cru.webp



thesunday collective.webp



acne sweatshirt.avif



thesundaycollective.webp



rylee+cru.webp

BIG TREND

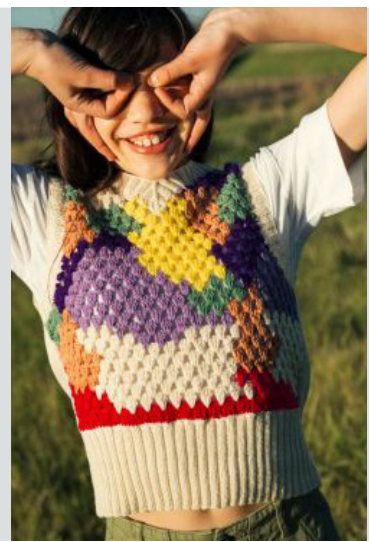
THE SOFT ECO-OVERDYE



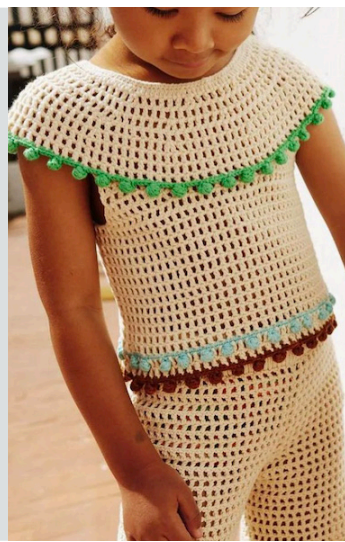
MANIFEST



zara-.jpeg



bellerose.jpeg



@mishaandpuff_2.png



zara kids-5.jpg



@maisonmangostan-6.png

STABLE TREND

THE CROCHETED

KEY ITEMS WOVEN TOPS & SHIRTS SS25



INVEST



mylittlecozmo1.jpg



belle vie paris.jpg



j crew1.jpg



morley_kids_ss24.jpg



super peony nut.jpg

BIG TREND

THE STRIPPED SHIRT



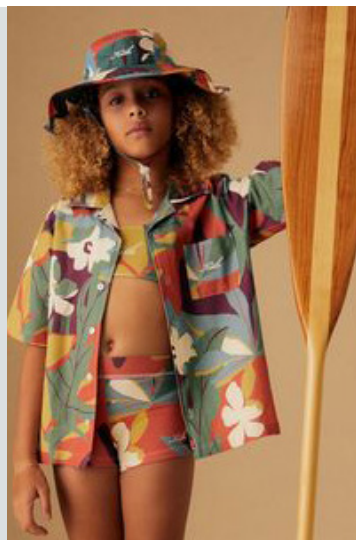
INVEST



the animals observatory.avif



the new society.webp



kith.jpeg



abercrombiekids__1.png



endless 3.avif

BIG TREND

THE HOLIDAY SHIRT & SET

KEY ITEMS WOVEN TOPS & SHIRTS SS25

 **MANIFEST**



gococonuts.jpeg



newsociety.jpeg



mango look1.png



reiss kids-15.jpg.webp



zara kids-4.jpg

THE UTILITY SHIRT

SAFE TREND

 **MANIFEST**



little stories of you.png



louise-mischa.jpeg



maison mangostan shirt.png



pink-chicken.webp



adee shirt.jpg

THE ROMANTIC BLOUSE

STABLE TREND

KEY ITEMS GIRL'S DETAILS SS25



INVEST



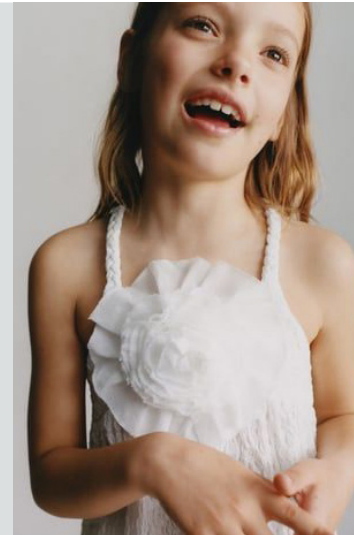
lilu.jpeg



mango shirt.jpg



Bonpoint.webp



zara11.jpeg



cos.jpg

STABLE TREND

THE FRILLS



INVEST



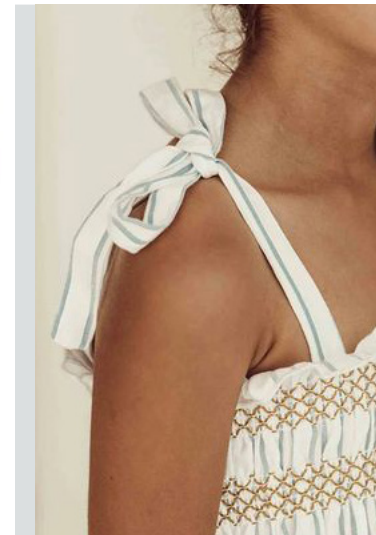
euamomomi.png



zara bow top.jpg



crlnbsmns.avif



lilu.jpeg



maisonette.com.jpeg

SAFE TREND

THE BOW

KEY ITEMS GIRL'S DETAILS SS25



TEST

THE FRINGES



il gufo.jpeg



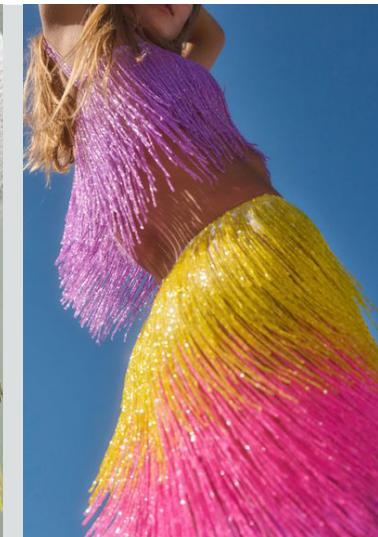
loud-uk.jpeg



@maisonmangostan-3.png



@anthropologie.jpeg



@valentinesaustin.jpeg

EARLY SIGN



INVEST

THE SCHIFFLI & LACES



atelierlanonna.jpg



Liilulookbook268_800.jpg.webp



reiss kids-27.jpg.webp



zaraa22.jpeg



louiella.jpg

STABLE 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

TOPS

KIDSWEAR

FORECASTING

SPRING/SUMMER 2025



DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

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