



**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.*

[ACCESS ALL REPORT IMAGES  
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



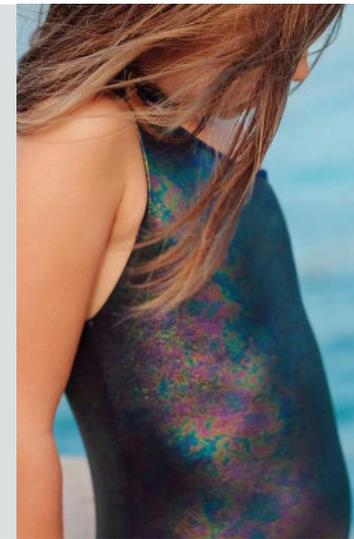
helmste.jpeg



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



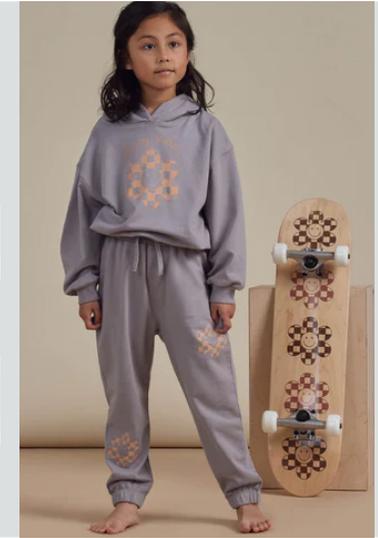
thesunday collective.webp



acne sweatshirt.avif



thesundaycollective.webp



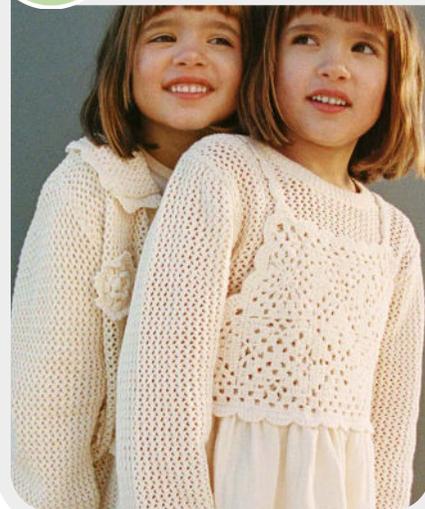
rylee+cru.webp

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

## THE FRILLS



INVEST



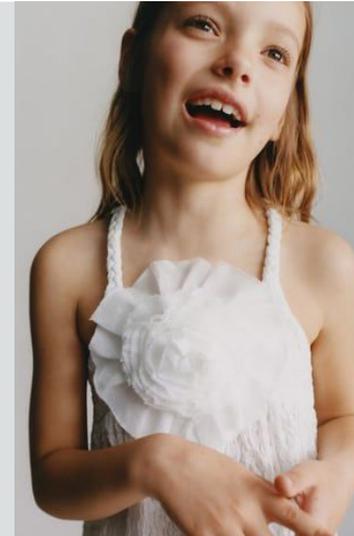
lilu.jpeg



mango shirt.jpg



Bonpoint.webp



zara11.jpeg



cos.jpg

STABLE TREND



INVEST



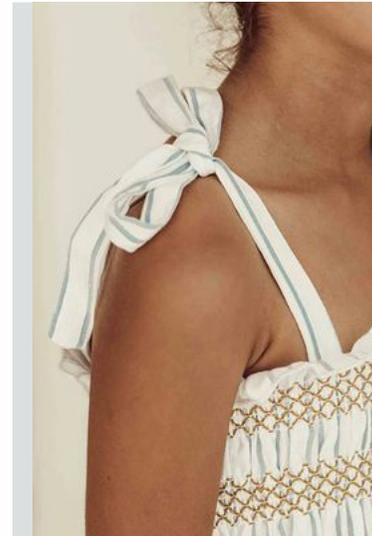
euamomomi.png



zara bow top.jpg



crlnbsmns.avif



lilu.jpeg



maisonette.com.jpeg

SAFE TREND

# 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



zaraaa22.jpeg



louiella.jpg

STABLE TREND

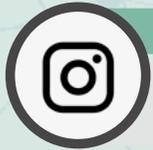
# DATA SOURCES & ICONS

## 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



## DATA TO DRIVE

01 CREATIVITY

02 STRATEGY

03 SUSTAINABILITY



LIVETREND

# THANK YOU!

You may not copy, reproduce, distribute, publish, display, perform, modify, create derivative works, transmit, or in any way exploit any such content, nor may you distribute any part of this content over any network, sell or offer it for sale, or use such content to construct any kind of database. You may not alter or remove any copyright or other notice from copies of the content on any Livetrend report.

**If you have further needs, please contact us via chat.**