

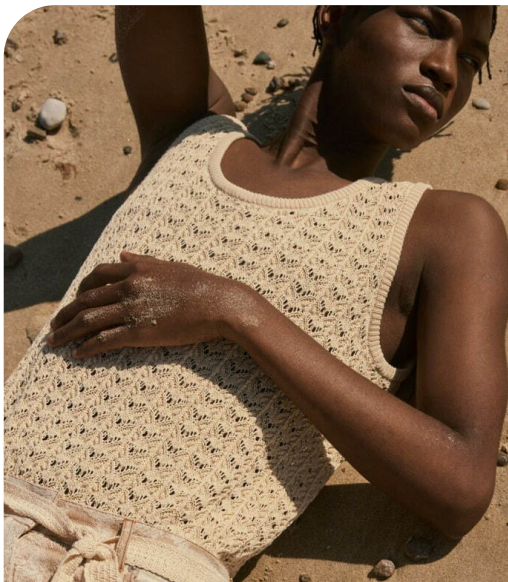


**WOMEN & MENSWEAR**  
SS 2025  
FORECASTING  
**KNITWEAR**  
**DIRECTIONS**



LIVETREND

# KNITS SS25 INTRODUCTION



CMMNSWDN\_2024SS\_03.jpg



nastyamasha2.jpeg



anteprima.jpg



Vogue-Czechoslovakia.jpg



## FORECAST

### Charmful Innovation.

For Spring/Summer 2025, knitwear sees softer nuances taking the spotlight with a captivating blend of ethereal sheerness and rustic charm. Almost invisible knits, delicately layered, offer a glimpse of skin beneath a veil of softness, epitomizing humanity. Rustic charms breathe new life into nets and natural dyes, transforming them into alluring pieces of raw elegance. Bold basics make a statement with vibrant stripes and striking duo-tones, infusing classic styles with contemporary flair. 3D textiles and textured effects add depth and dimension, elevating garments into tactile works of art. From light fuzz to 3D florals and fringes, this new dimension is adding movement and texture next to clean-cut basics.

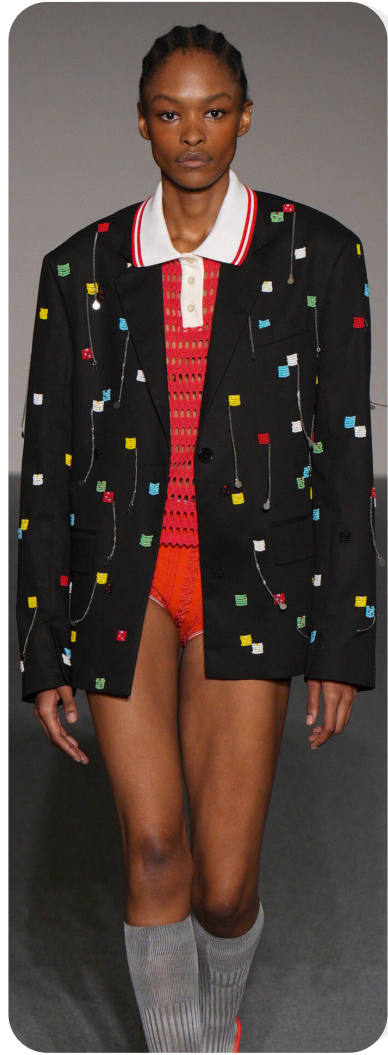
*This forecasting report is realized crossreferencing LIVETREND data from several sources to empower the expertise of our Trend Analysts to forecast the trends with concrete and quantitative information. Find the related data sources and icons on the last slides.*

[CLICK HERE: ALL IMAGES](#)

# SS25 MOOD CAREFREE BASICS



8on8\_2.jpg



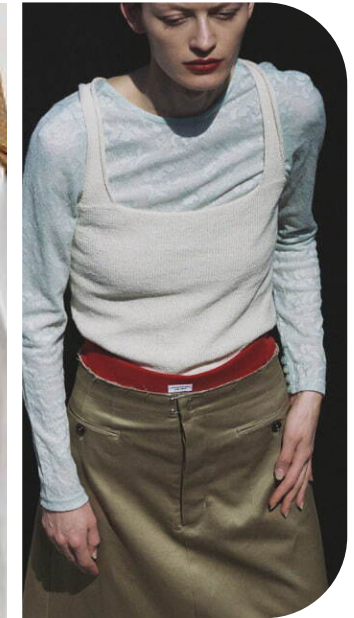
msgm3.jpg



paul smith.jpg



studio nicholson.jpeg



fashionpress.jpg



fashion press 2.jpg



dsquared2.jpg



satur5.jpeg

The carefree basics trend merges maritime charm with a preppy retro flair, infusing everyday staples with a playful twist. Nostalgic stripes take center stage, evoking memories of sun-soaked days by the seaside. Classic rib knits provide a timeless foundation, offering comfort and versatility. This trend balances clean lines with a sense of playfulness, creating garments that are both effortlessly stylish and delightfully fun. With a nod to the past and a wink to the future, carefree basics invite joy into everyday wardrobe choices.

# STABLE TREND



victoria-beckham.jpg



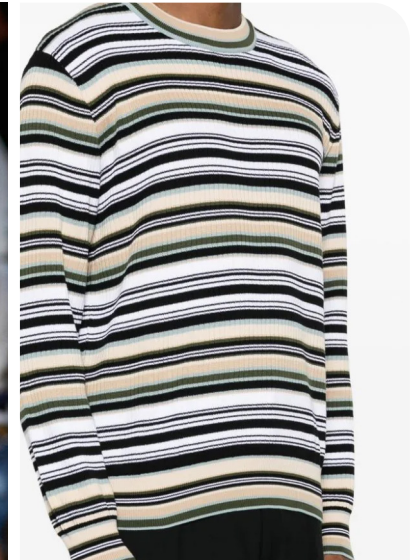
# SS25 KNITS **RETRO STRIPES**



Guiney Spring 2024 knit in tempo in 02 cat.jpg



dsquared2-2.jpg



missoni.webp



rowenrose1.jpg.webp



rhude.jpg



ANACHRONORM.jpg

## SAFE TREND



bottega-veneta.jpg

## SS25 KNITS **ESSENTIAL RIBS**



ader.jpeg



fendi-.jpg



loewe-.jpg



eudon-choi.jpg



The Row2.png



victoria-beckham-.jpg

# SS25 MOOD ECO FICTION



issey Miyake.webp



fendi-6.jpg



rus.jpeg



IGNANT-20.jpg



fashionpress\_1.jpg



art8amby.jpeg



@theleoisallinthemind-20.jpg



MARILYNMOON\_.jpg

This soft futurism presents modernity with a gentle touch, blending innovative designs with a sense of comfort and ease. Gauze rib knits offer a lightweight and airy technical feel that hints at the possibilities of tomorrow. New textures emerge, incorporating long yarns for a tactile dimension. This trend fuses technology and softness, creating knitwear that speaks to innovation and elegance. It imagines the future with forward-thinking sophistication and effortless wear.

# BIG TREND



ferrari-\_1.jpg

# SS25 KNITS GAUZE RIBS



snidel.jpg



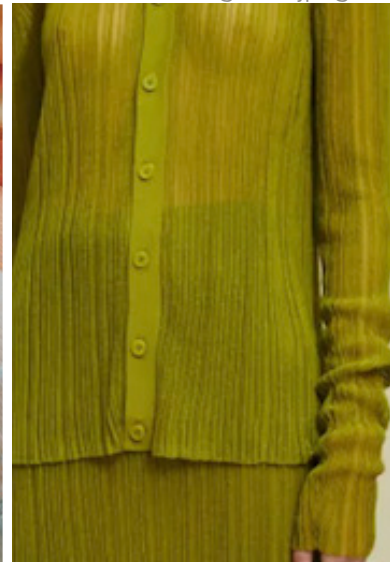
monticolor-organza.jpeg



thepopular.jpeg



gerbase2.jpeg



weijnants-11.png



isabel marant-5.png

# BIG TREND



chloe-0.jpg



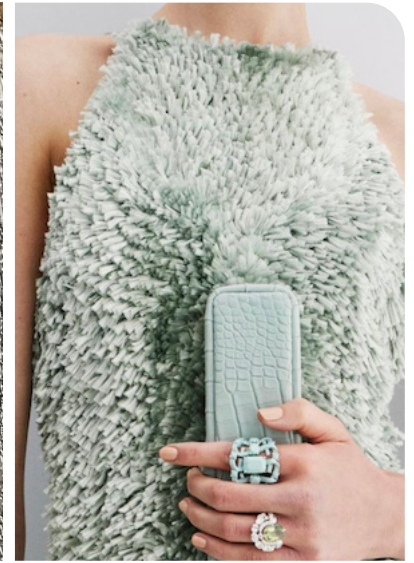
# SS25 KNITS **FUTURE TACTILITY**



tory-burch.jpg



courregesss.webp



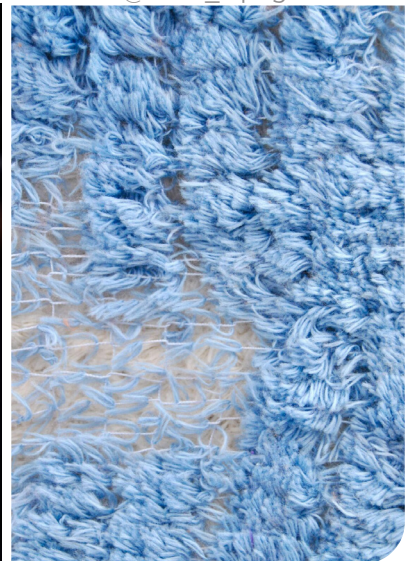
@fendi\_3.png



PEIEN\_.jpg



n-21.jpg



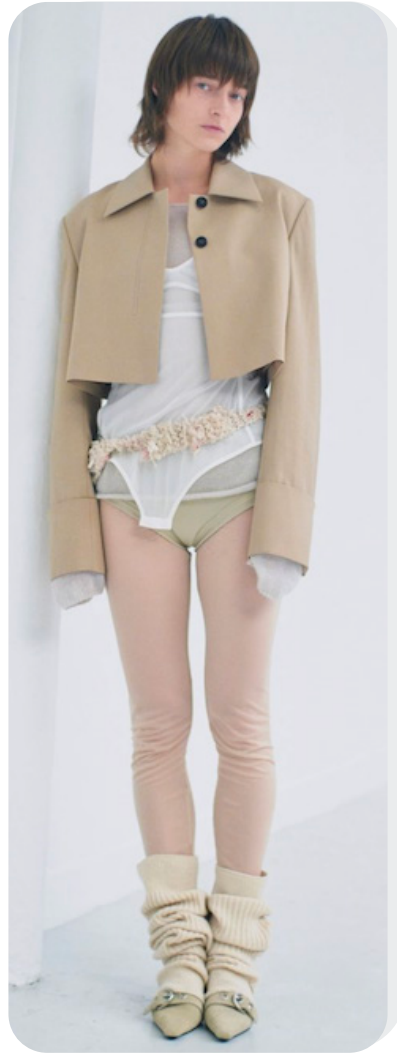
filpa1974.jpeg



# SS25 MOOD EMOTIVE TRACES



prada2000.jpeg



@lowclassic.seoul\_11.png



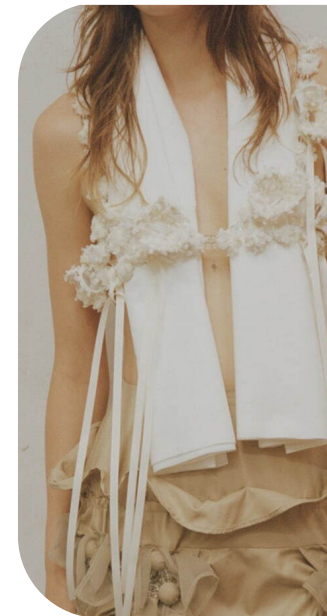
chikakisada.jpg



christina seewald.jpeg



PEIEN\_1.jpg



RIVNOBUHIKO.jpg



@upcycling.chantilly.lace.jpeg



PEIEN\_2024ss\_02.jpg

The delicate and sensitivity knitwear trend whispers of ethereal beauty, drawing inspiration from soft, sheer layers that cascade over the body. Openwork designs create lace-like motifs, evoking a sense of romance and softness. Dreamy 3D floral appliques adorn garments with a whimsical touch of delicate intricacy. This trend explores the artistry of knitwear, weaving together elements of fantasy and elegance via sheer beauty and intricate detailing. With a focus on subtlety and refinement the pieces exude a tender allure.

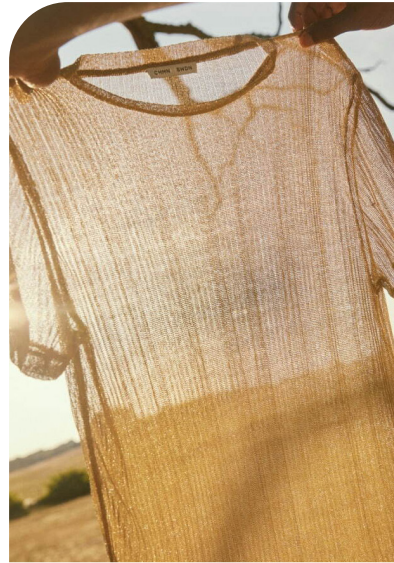
## EDGY TREND



sportmax-.jpg



## SS25 KNITS **SHEER LAYERS**



CMMNSWDN\_.jpg



ferrari-.jpg



andreadamo-.jpg



anteprima-.jpg



sandy liang-1.png



sean-suen-.jpg

# SS25 KNITS **LACE-LIKE RACHEL**

## EARLY SIGN



giambattistavalli.webp



li hui.jpeg



fengchengwng.webp



rambaldi-0.png



christian dior -4.jpg



fleurstudios.webp



lesfleurs studio.webp



# STABLE TREND



gaia.jpeg



@modaoperandi-34.png



sarawong-.jpg



snidel\_.jpg



son-jung-wan-c.jpg



sportmax-\_1.jpg



palomo-spain-.jpg

# SS25 KNITS 3D FLORALS



# SS25 MOOD COASTAL QUIETUDE



Amiri -11.jpg



chloe.jpg

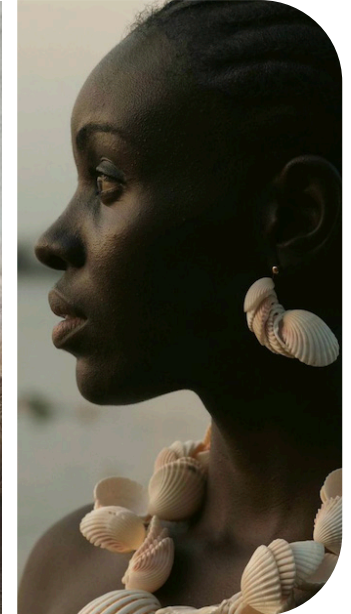
The coastal quietude knitwear trend encapsulates a serene and understated elegance inspired by the tranquil beauty of seaside landscapes. Simple natural nets evoke the soft shore. Artisanal pointelle knits add a touch of refinement, with intricate patterns reminiscent of seashells and gentle sea breezes. This trend embodies a sense of calm and tranquility. With a focus on simplicity and natural textures celebrates the harmony between humanity and the sea for comfort and natural grace.



@flanellemagazine\_25.png



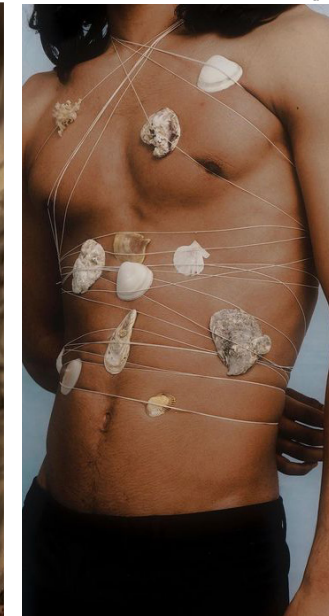
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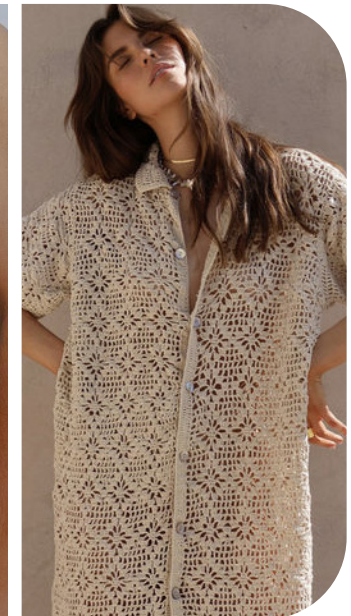
@stephenjpeg\_6.png



fang.jpeg



sickymag.jpeg



-maurieandeve-.jpeg

# STABLE TREND



maurieandeve.jpeg



blumarine.jpg



kith2.jpeg



alanui\_\_2.jpg



Amiri -11.jpg



monticolor-HELIX\_.jpeg



proenza-schouler.jpg



# SS25 KNITS **CROCHET NETS**

# SAFE TREND



kiko-kostadinov-.jpg

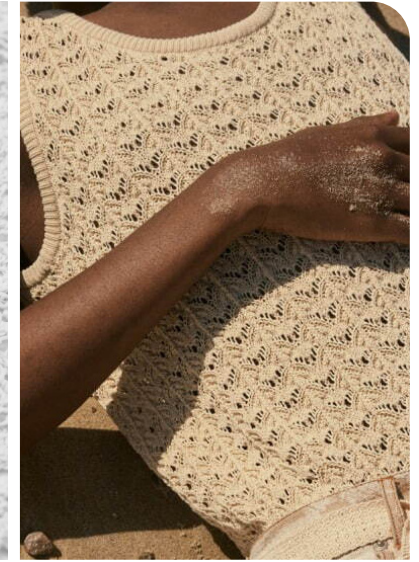
# SS25 KNITS **DELICATE POINTELLE**



mulleryoshiokubo.jpg



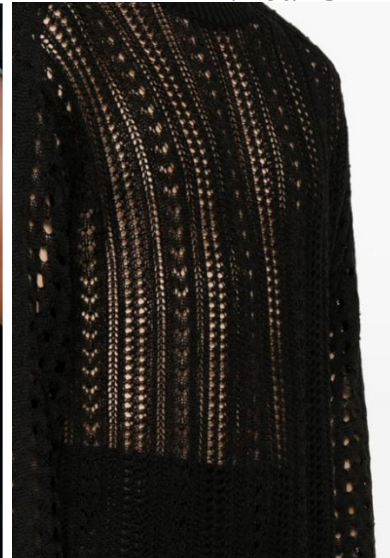
monticolor-replay.jpeg



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satur.co.uk.jpeg



anderson bell.jpeg



dsuared.webp



# SS25 KNITS TROPICAL CRAFT



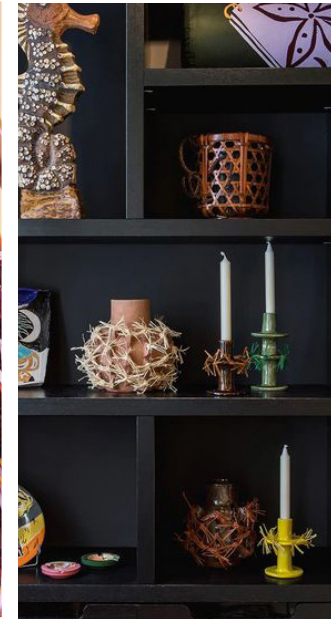
etro\_1.webp



bottegaveneta.jpg



ulla johnson.jpeg



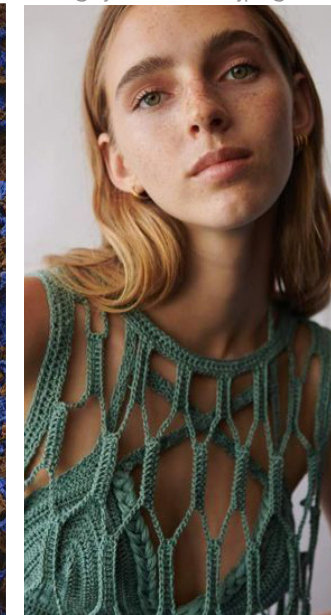
goju ceramics.jpeg



etro- Kopie.jpg



toddsnyder\_1.jpeg



meshcrochet.jpeg



etro-.jpg

The tropical craft trend infuses a vibrant burst of energy with a nod to retro aesthetics and artisanal techniques. Fringes dance along the edges, adding movement and a playful touch. Colorful space-dye yarns, tinged with nostalgia, evoke a sense of whimsy, transporting wearers to solar celebrations. Heritage crochet takes center stage, weaving patterns that pay homage to cultural traditions and craftsmanship. This trend celebrates the joy of creativity and embodies a spirit of spontaneity.



## SAFE TREND



alanui\_.jpg

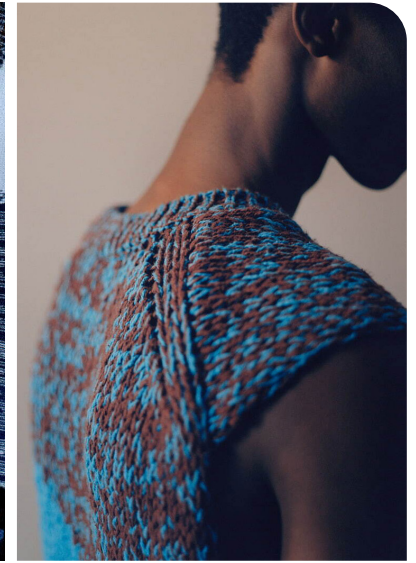
## SS25 KNITS **SPACE-DYE YARNS**



corridor.jpeg



MAISON\_KITSUNE.jpg



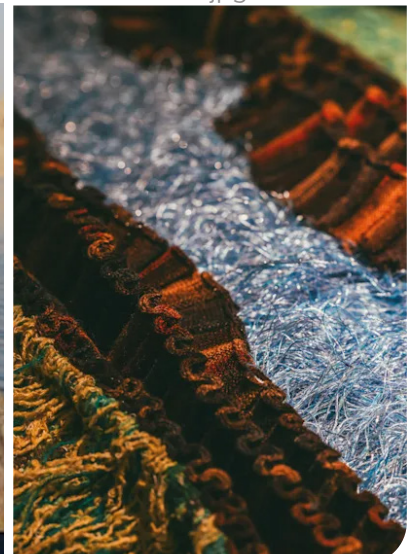
3-3.jpg



MILESTONE\_br\_spazio\_ricerca.jpg



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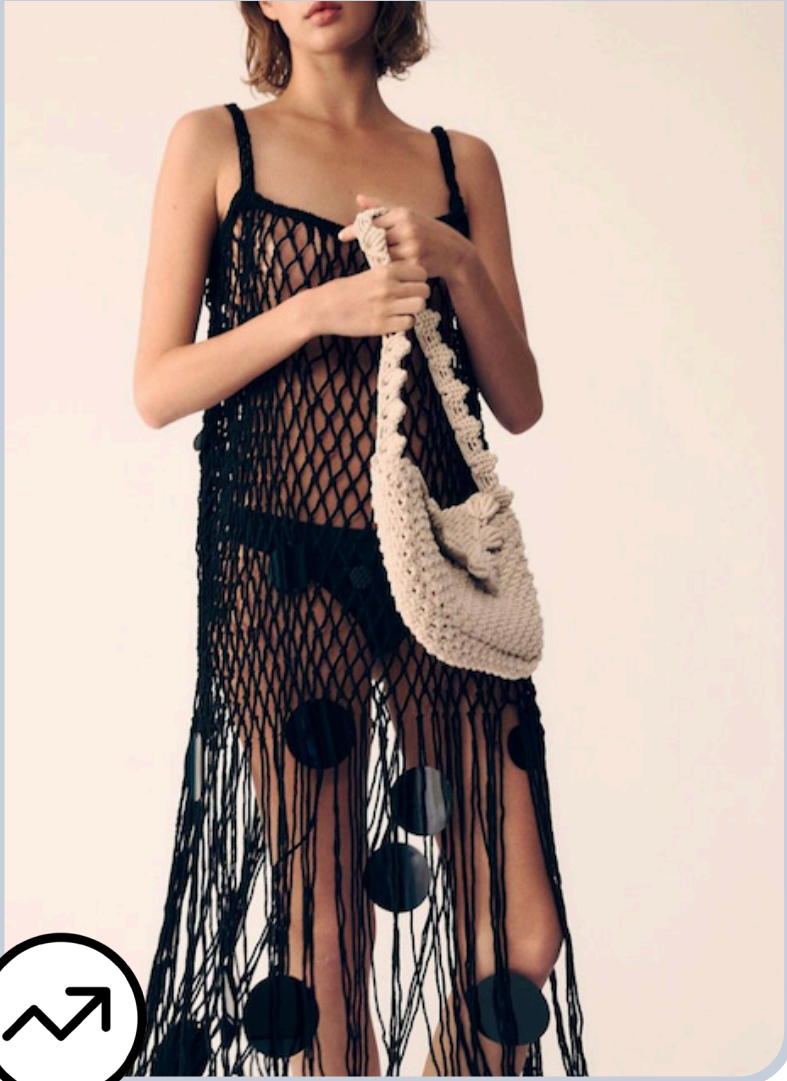


pitti1.webp



# SAFE TREND

# SS25 KNITS **RUSTIC FRINGES**



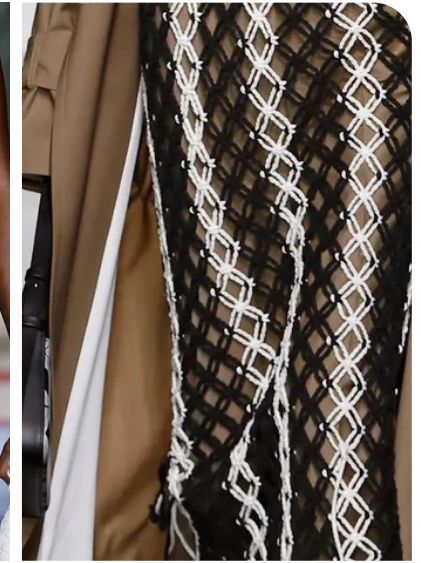
zara-1.png



calcaterra-3.jpg



bottegaveneta.webp



elenarevas.webp



sea ny.jpg



@modaoperandi-65.png

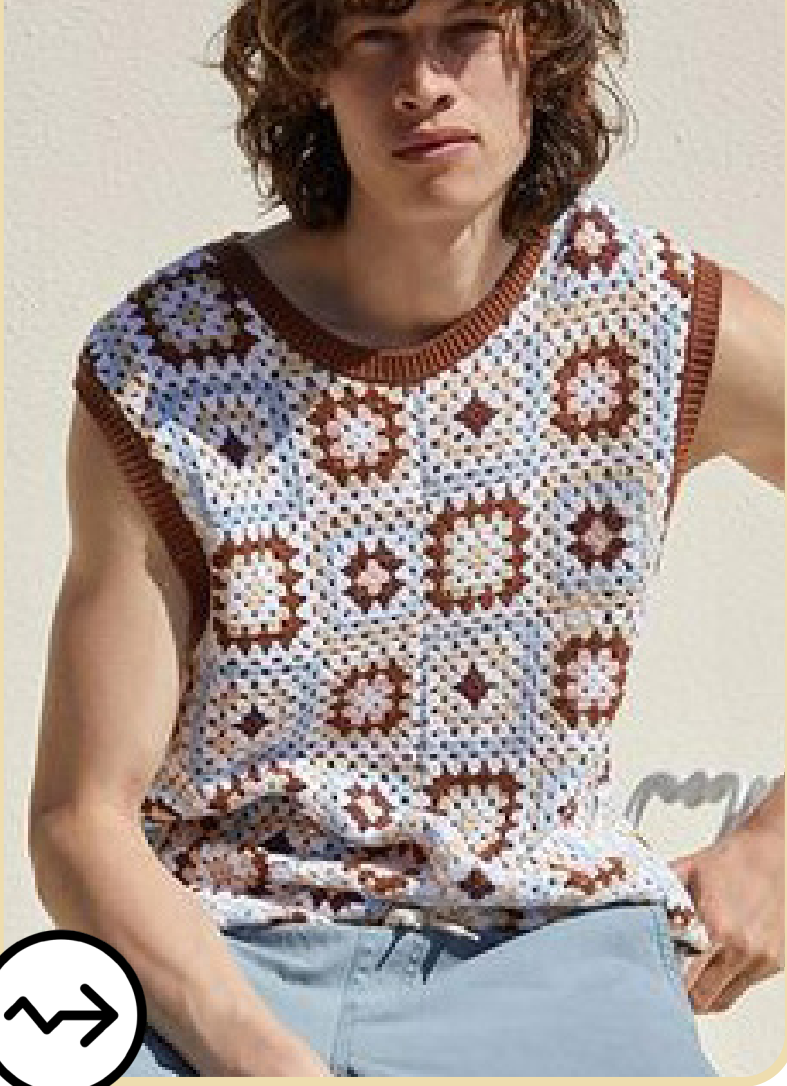


alanui.jpg



# STABLE TREND

# SS25 KNITS HERITAGE KNITS



pacsun.jpeg



toddsnyder.jpeg



etsy.jpeg



bode3.jpeg



mango (1).jpeg



lazoschmidl.jpg



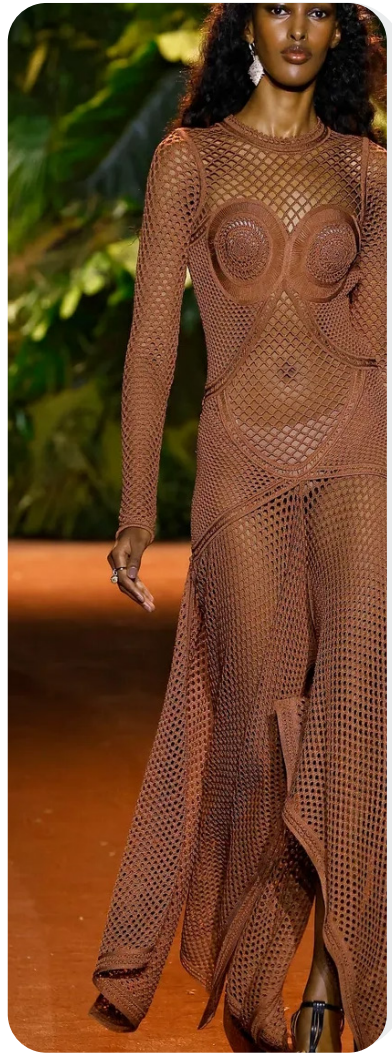
ulla-johnson-.jpg



# SS25 MOOD ETHOS



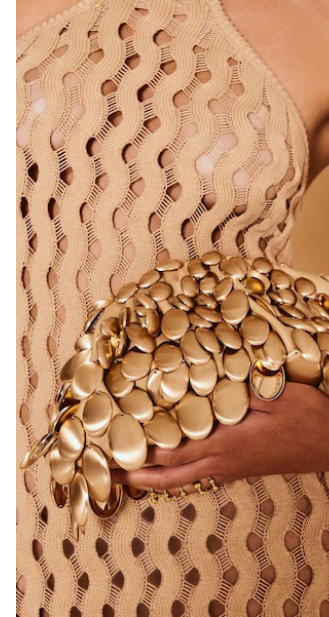
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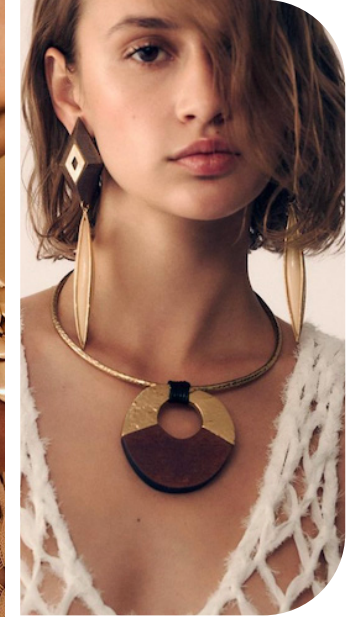
robertocavalli.webp



@surfacemag.jpeg



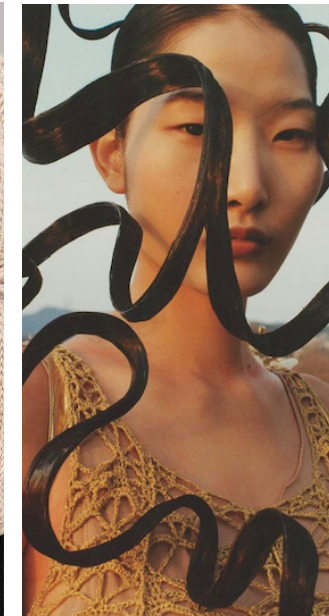
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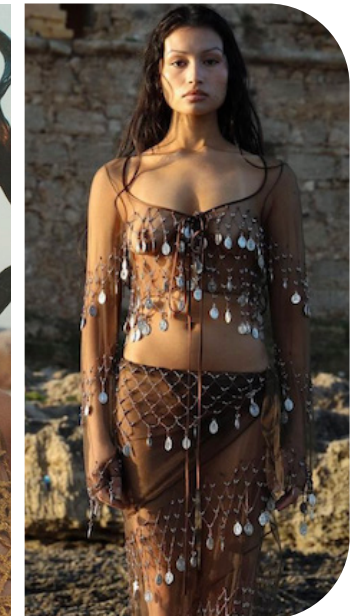
zara-2.png



@apocstore\_1.png



@allminimal\_3.png



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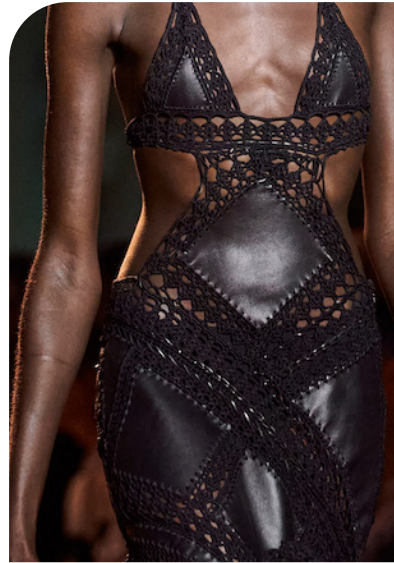
The rustic divine knitwear trend evokes an aura of timeless elegance infused with artisanal craftsmanship. Each piece is meticulously crafted, reminiscent of ancient techniques. Precious materials embrace shimmering luxurious yarns and intricate embellishments to elevate knitwear to wearable artefacts. Rooted in an ethos of nature, this trend celebrates its beauty, inviting to reconnect with the magic of the earth and honor its bounty. The style matches refinement with tradition.

## EDGY TREND

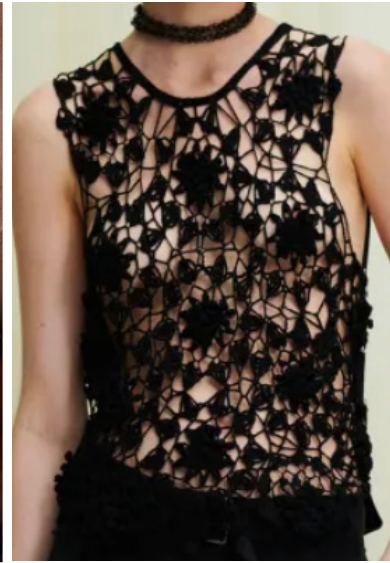


supriya-lele-.jpg

## SS25 KNITS ARTFUL HANDWORKS



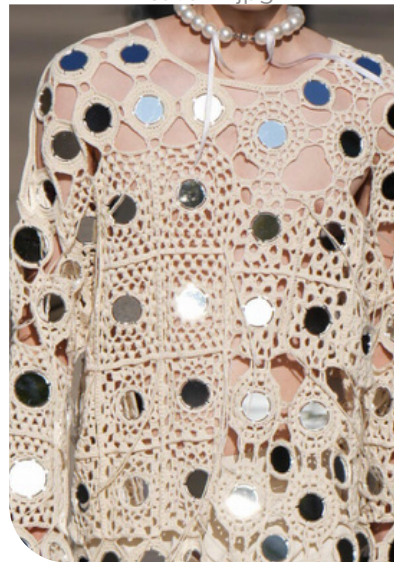
cavalli-.jpg



weijnants.png



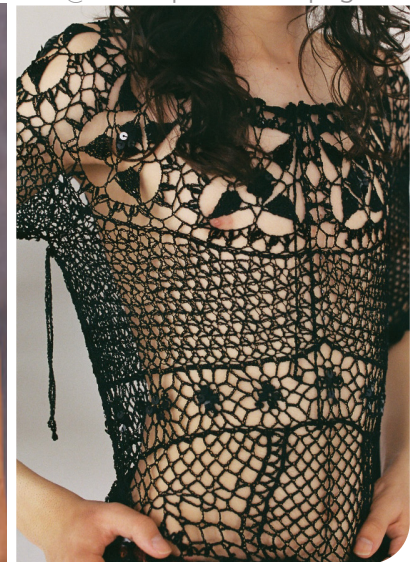
@modaoperandi-38.png



mcartney-6.png



ferretti-.jpg



Fuckin Young Magazine -38.r.jpg



# SAFE TREND



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# SS25 KNITS **ETHEREAL SHIMMERS**



scervino.jpg



etro.webp



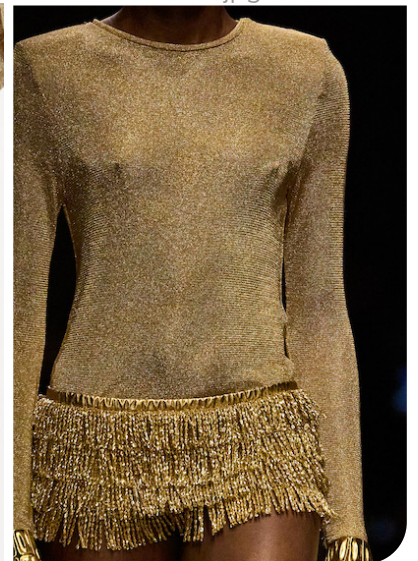
acne-.jpg



nina-ricci-.jpg



tosi.jpg



tom-ford-.jpg





fendi.jpg

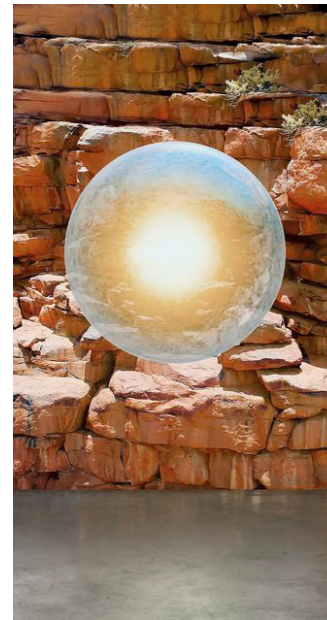


aniye-records-.jpg

## SS25 MOOD EARTH BUILDERS



RIVNOBUHIKO\_24ss\_016.jpg



are.na.jpeg



Ravensbourne-.jpg



@flanellemagazine\_10.png



@apocstore\_4.png



balmain.jpeg

This raw explorer knitwear embodies rugged sophistication with a touch of adventurous spirit. Distressed knits take center stage, reflecting weathered authenticity that speaks of journeys through uncharted terrains. Stains and gradients add depth and character that is reminiscent of the earth's natural hues and textures. The look camouflages with nature and celebrates the untamed beauty of the outdoors, offering knitwear that exudes resilience and reverence for the wild.

# SAFE TREND



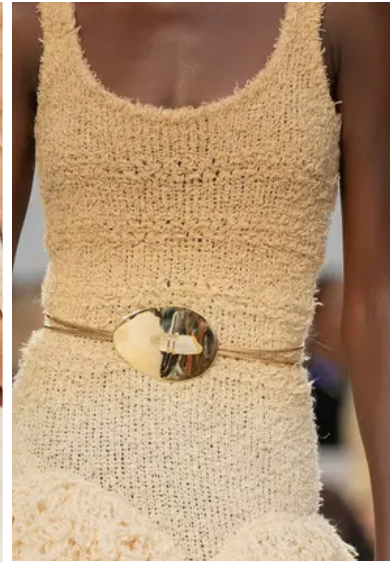
ANCELLM\_.jpg



# SS25 KNITS **NATURAL DYES**



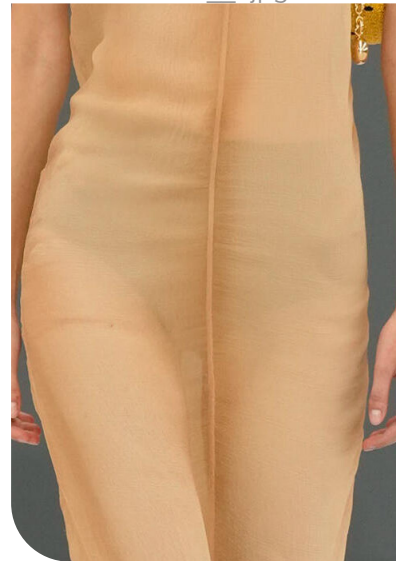
alanui\_1.jpg



prodamer20087683441989639PGwebp



roberto collina.jpeg



loewe2.jpg



art design.webp



avant toi.jpeg



# STABLE TREND



Fuckin Young Magazine -42.jpg



ganni\_3.png



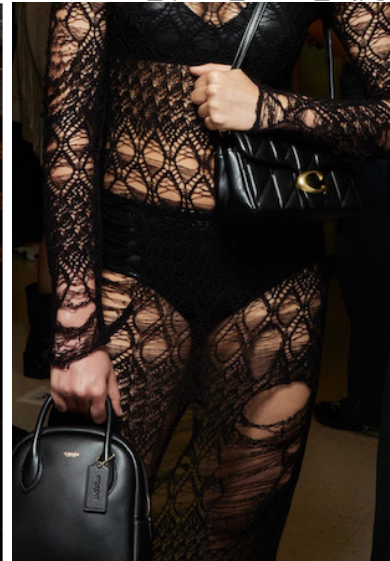
MILESTONE\_spazio\_ricerca\_br.jpg



emporio-armani.jpg



taakk.jpg



coach-.jpg



children-of-the-discordance.webp



# SS25 KNITS **DROP NEEDLE**

# 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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