



WOMENSWEAR
SS 2025
FORECASTING
LINGERIE
KEY ITEMS



LIVETREND

LINGERIE SS25 INTRODUCTION



freepeople52.webp



@yse paris7.png



ForLoveandLemons-47.jpg.webp



@vanessamooney_1.png



FORECAST

Tender Dreams for SS25. SS25 lingerie embraces a return to delicate and romantic aesthetics, marked by the resurgence of bows, frills, and sheer fabrics. Sheers are prominently featured across all categories, adorning panties, triangle bras, unstructured bodies and unlayered cups. This combination of unstructured and sheer creates a new gentle and tender take on women's bodies. At the same time, frills make a statement on triangle tops, panty hems, and dreamy corsets. Amidst the season's romantic embellishments, dainty bows and 3D florals are featured to enhance styles with a feeling of youthful dreaminess. However, the essence of lingerie remains rooted in unstructured scooping bras and mini tops that are complemented by nostalgic cotton styles and boxers to maintain a sense of essentialism. This season's designs seamlessly blend timeless essentials with whimsical details, inviting wearers to indulge in moments of feminine allure and comfort.

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.

LINGERIE SS25 CONCEPTS



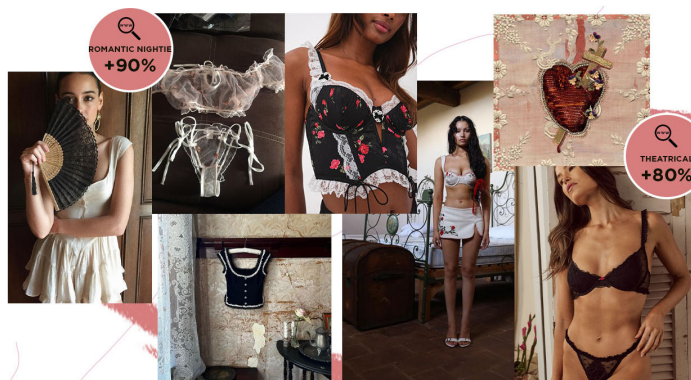
NATURAL ETHOS



PURE LINENS



DREAMERS



LOVEFOOL





DAINTY ORCHARDS



MAKE SURE TO CHECK THE SS25 LINGERIE DESIGN DIRECTIONS FOR THE SEASON
BY CLICKING ON THE NAME OF THE TREND!

KEY MATERIALS LINGERIE SS25

 **MANIFEST**




@lepetitrou_12.png


THE PURE COTTON



BIG TREND

@gypso_lingerie5.png

 **INVEST**




ELSE_LINGERIE_webp


THE CRAFTED NOSTALGIC



SAFE TREND

napperon.webp

 **INVEST**




coucou intimates18.png


THE POINTELLE



SAFE TREND

shopify.jpeg

 **MANIFEST**



_else_webp


THE MINIMAL SHEER




BIG TREND

_negative_webp


KEY DETAILS LINGERIE SS25

 **TEST**



@iconelingerie3.png

THE LAYERED EFFECT



EDGY TREND

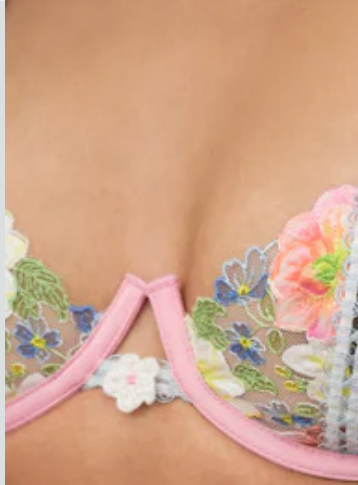
forloveandlemons6.jpeg

 **MANIFEST**




@raitboi_9.png


THE DAINTY FLORALIA



BIG TREND

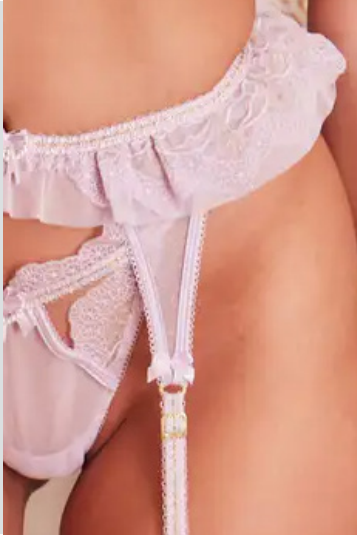
ForLoveandLemons-23.jpg.webp

 **INVEST**




luisa-spagnoli.jpg


THE FLOUNCE



SAFE TREND

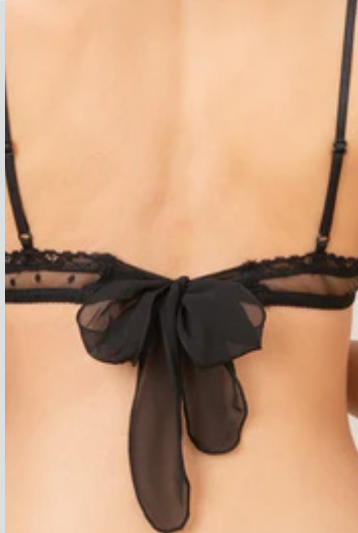
lounge_1.jpg.webp

 **TEST**



urban outfitters_10.webp

THE STATEMENT BOW



SAFE TREND

onlyhearts24.webp

LINGERIE SS25 SPOTLIGHT



MANIFEST



INVEST



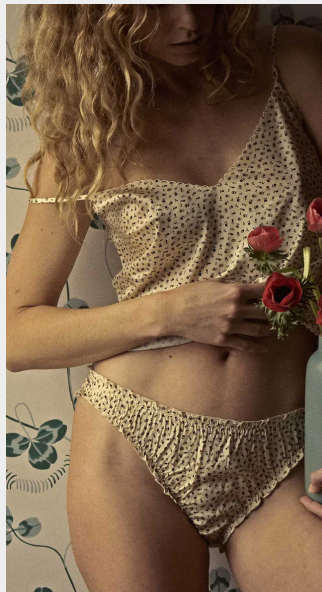
TEST

EXTREME MINIMAL



herth.webp

SOFT ROMANTIC



+doen+.webp

BARELY THERE



-else-.webp

NACRÉ



negative underwear.webp

CRAFTY RETRO



napperon.fr.webp

BOYFRIEND'S



skims.webp

This Trend Spotlight proposes the must-have products of the season to build the right assortment.

This selection is made to ensure that you have the right collection staples, invest in the right core pieces and test the right trendy items within your product range.

Find the full list of seasonal core items on the next slides.

[ACCESS ALL REPORT IMAGES](#)
[CLICKING HERE](#)

KEY ITEMS TRIANGLE BRAS SS25



INVEST



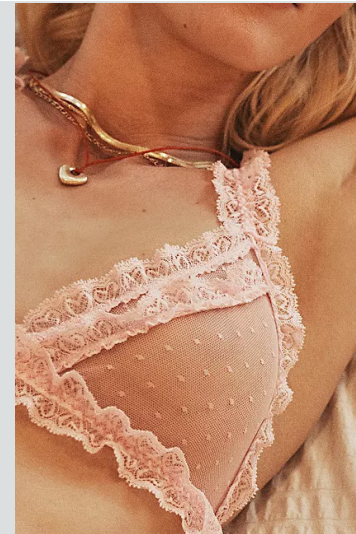
yse_3.png



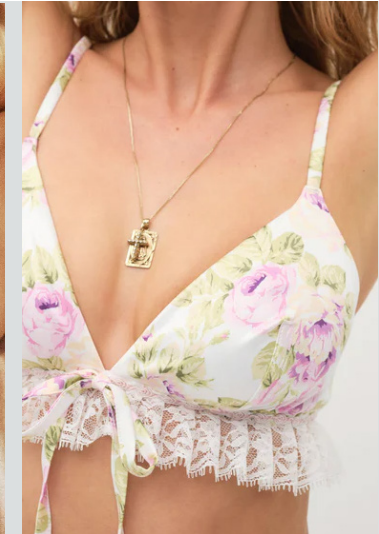
@lepetitrou_13.png



urban outfitters_18.webp



freepeople66.webp



ForLoveandLemons-37.jpg.webp

THE ROMANTIC RUFFLE

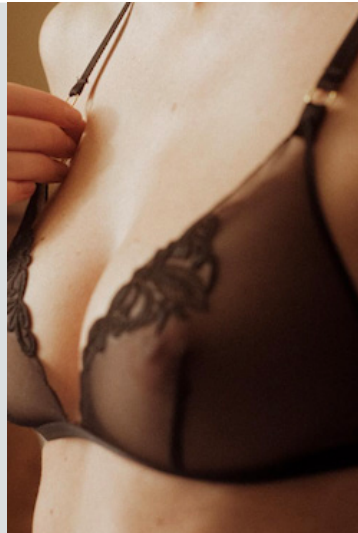
STABLE TREND



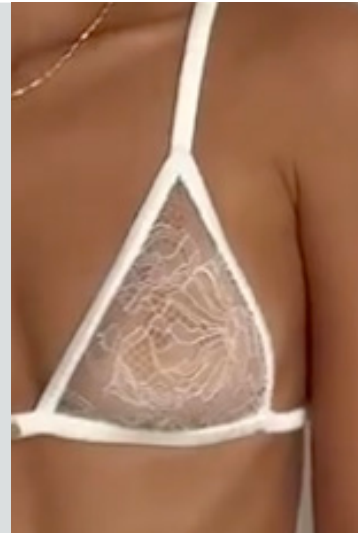
MANIFEST



freepeople49.webp



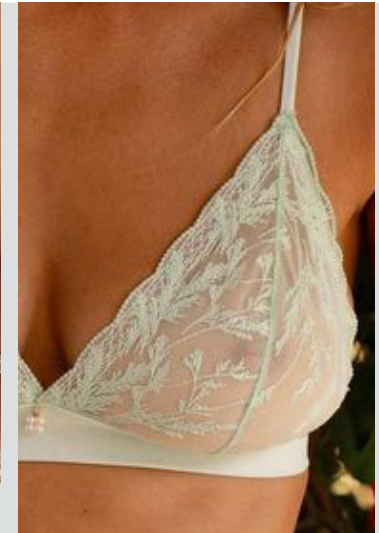
@yse paris3.png



@gooseberry7.png



urban outfitters_9.webp



yse3.jpeg

THE SHEER LAYER

BIG TREND

KEY ITEMS UNSTRUCTURED BRAS SS25



MANIFEST



freepeople27.webp



freepeople4.webp



urban outfitters_11.webp



stripeandstare.png

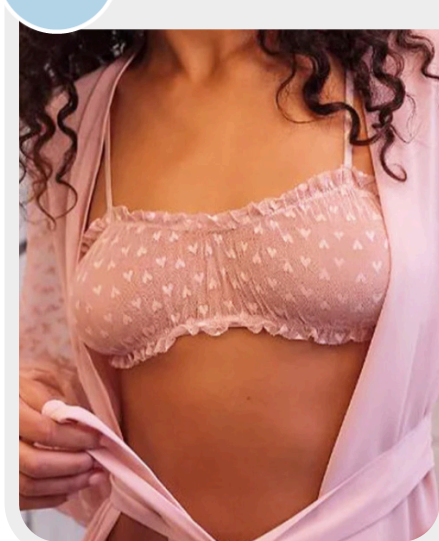


Journelle30.png

SAFE TREND



INVEST



onlyhearts32.png



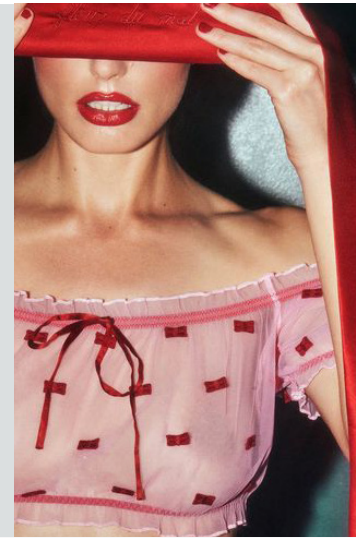
1705044940000-eBXShR.jpgwebp



freepeople34.webp



Journelle31.png



fleur du mal.jpeg

EDGY TREND

THE SIMPLE SCOOPING

THE TENDER GATHERING

KEY ITEMS UNDERWIRED BRAS SS25

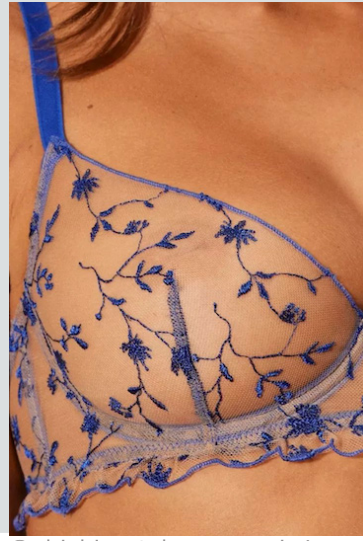


MANIFEST

THE UNLINED CUP



@iconelingerie1.png



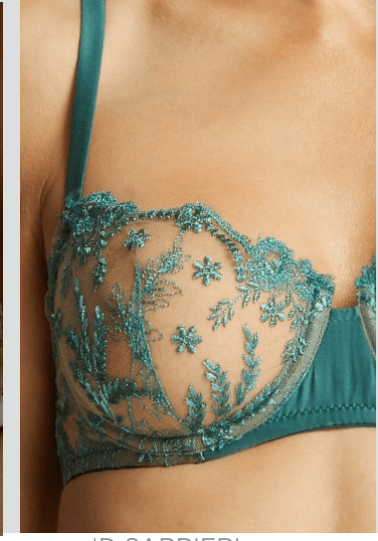
@chichicastelnangoparis4.png



laperla6.png



yse_5.png



ID SARRIERI.png

BIG TREND



INVEST

THE UNDERWIRED TRIANGLE



tezenis11.jpg



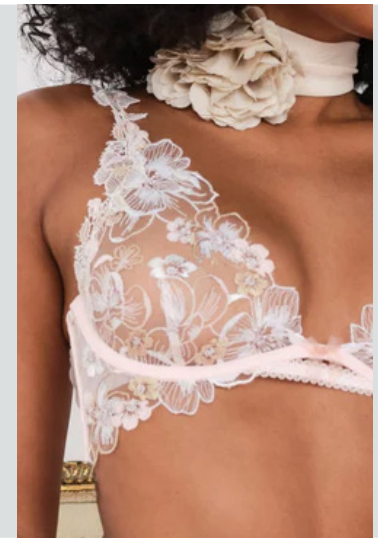
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anthorpoloogy-9.webp



darjeeling_lingerie_2.png



ForLoveandLemons-4.jpg.webp

STABLE TREND

KEY ITEMS UNDERWIRED BRAS SS25

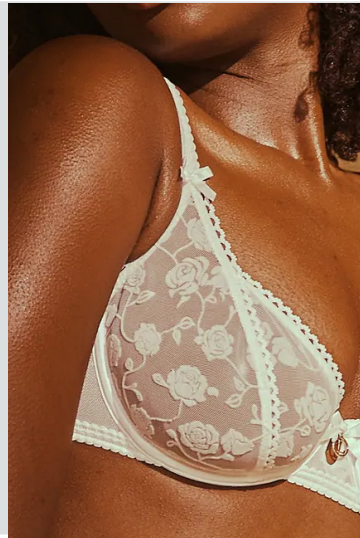


TEST

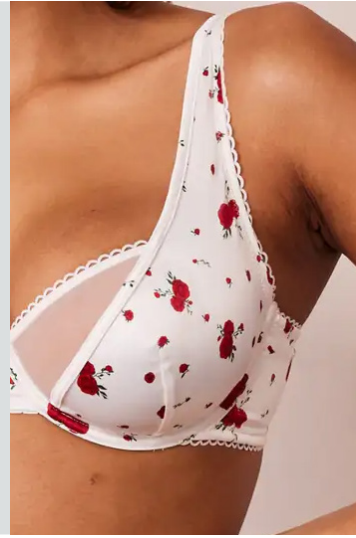
THE LAYERED TROMPE L'OEIL



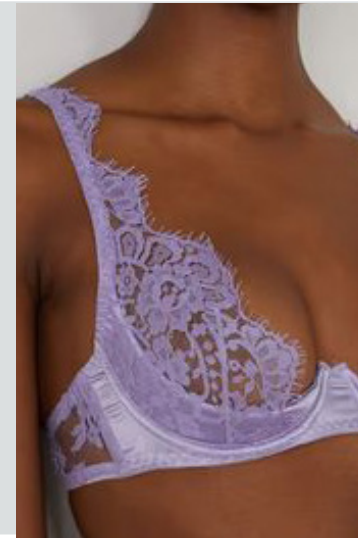
tezenis6.jpg



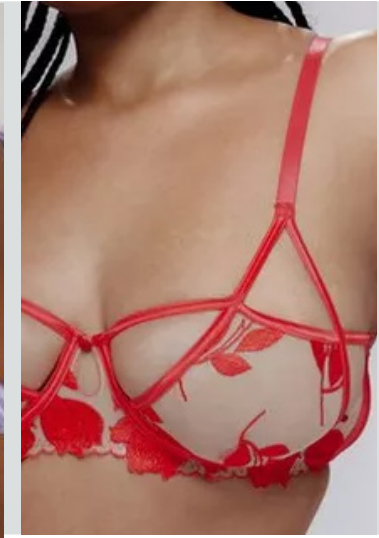
lounge8.webp



lounge_30.jpg.webp



cocodemer.jpeg



boohoo9.webp

EARLY SIGN



TEST

THE ELEGANT WIDE STRAP



ForLoveandLemons-47.jpg.webp



fleurdumal_22.png



selanii_5.jpg



kat the label14.png



kat the label6.png

SAFE TREND

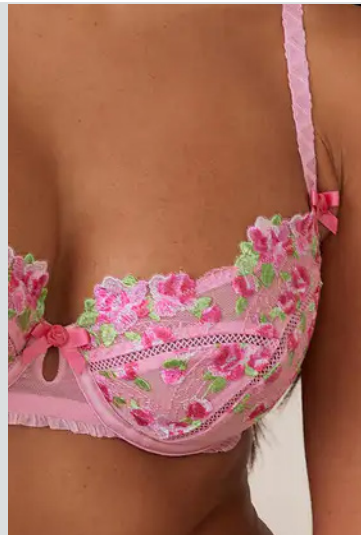
KEY ITEMS TRIMMED BRAS SS25



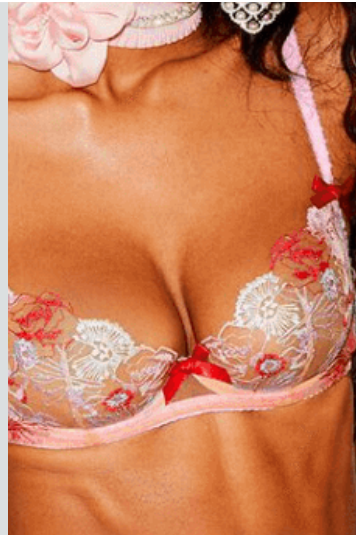
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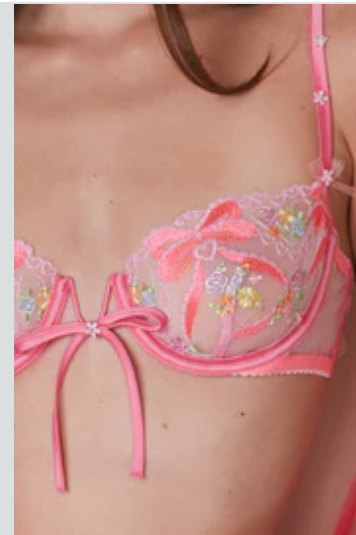
urban outfitters_34.webp



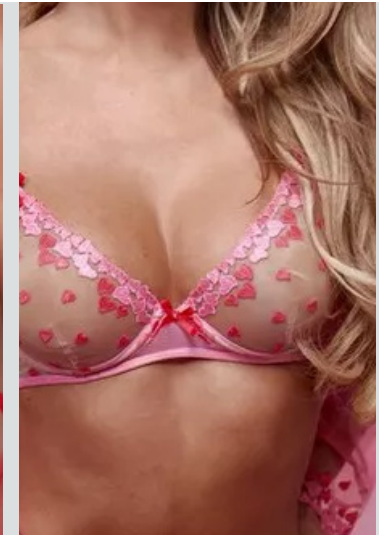
lounge_25.jpg.webp



Journelle27.png



Forloveandlemons4.webp



boohoo3.webp

BIG TREND



INVEST



Journelle10.png



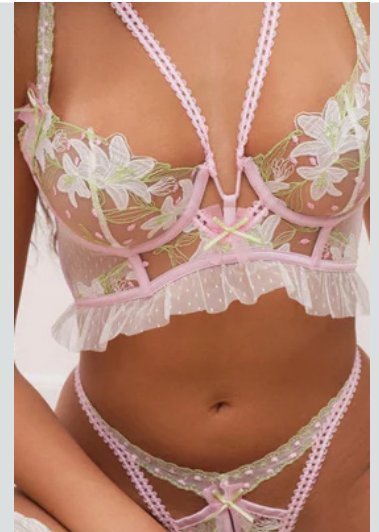
anekdot6.webp



cosabella2.png



tezenis1.jpg



ForLoveandLemons11.jpg.webp

STABLE TREND

THE DAINTY BOW STYLE

THE STRAPPY

KEY ITEMS UNDERWIRED BRAS SS25

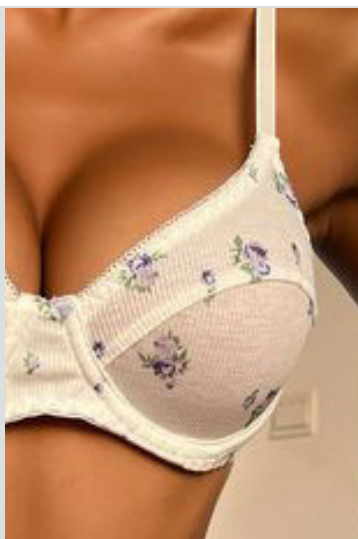


INVEST

THE NOSTALGIC COTTON STYLE



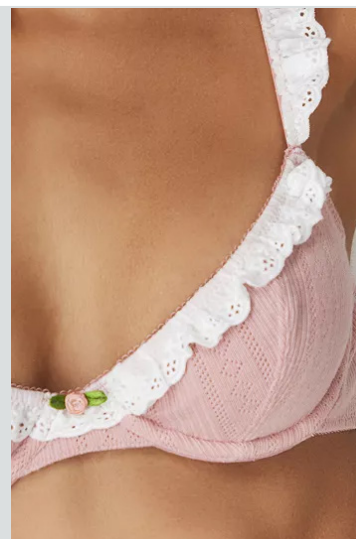
shopify.jpeg



shein.jpeg



lounge_31.jpg.webp



urban outfitters_20.webp



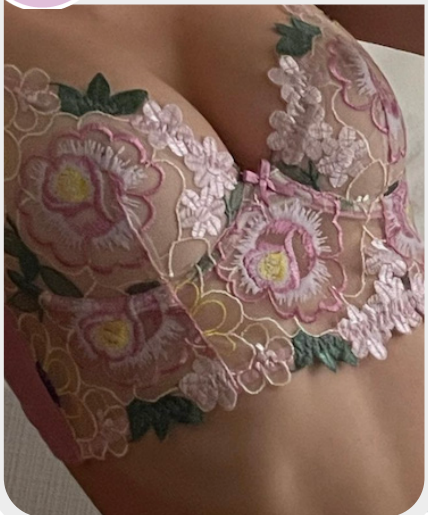
coucou.jpeg

SAFE TREND



TEST

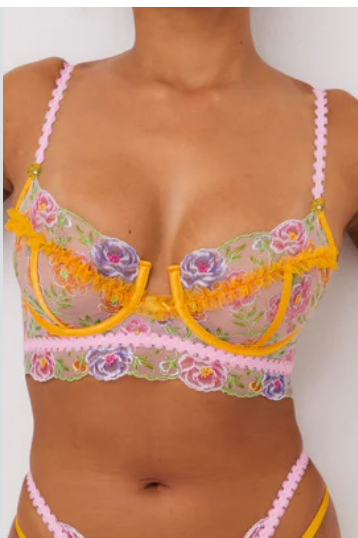
THE FLORAL UNDERWIRED BRALETTE



fleurdumal_31.png



gooseberry10.jpeg



ForLoveandLemons-1.jpg.webp



seelanii_1.png



anthorpology-10.webp

EDGY TREND

KEY ITEMS CORSETS & CAMIS SS25



TEST

THE HYPER ROMANTIC



lounge_17.jpg.webp



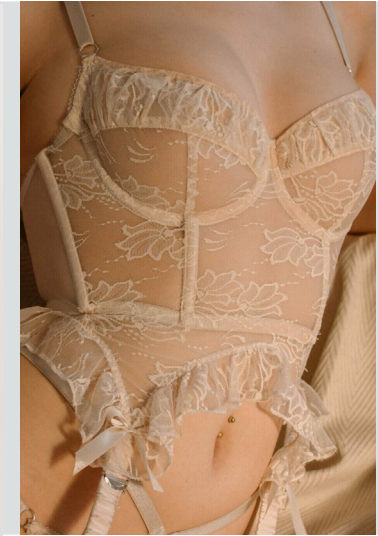
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urbanvintage.jpeg



ForLoveandLemons-35.jpg.webp



seelanii_6.jpg

EDGY TREND



INVEST

THE DREAMY CAMISOLE



ForLoveandLemons-29.jpg.webp



urban outfitters_4.webp



kat the label15.png



urban outfitters_29.jpg.webp



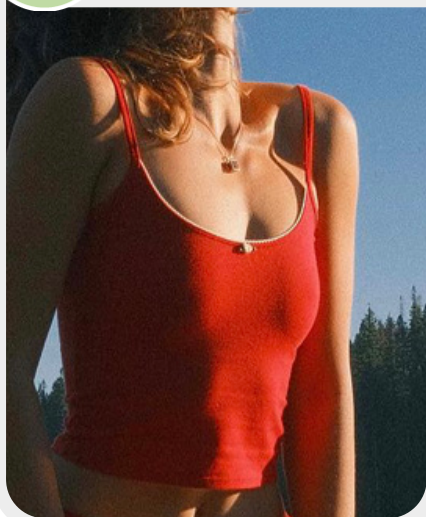
freepeople3.webp

BIG TREND

KEY ITEMS TOPS SS25



MANIFEST



@raitboi_2.png



coucou intimates11.png



zara5.jpeg



urban outfitters_43.webp



freepeople21.webp

BIG TREND



INVEST



coucou intimates10.png



agentprovocateur-20.webp



@raitboi_1.png



urban outfitters_39.webp



onlyhearts13.webp

SAFE TREND

THE EVERYDAY SCOOP

THE SHRUNKEN Y2K TEE

KEY ITEMS PANTIES SS25

THE VINTAGE HIGH-WAIST



INVEST



lounge_11.jpg.webp



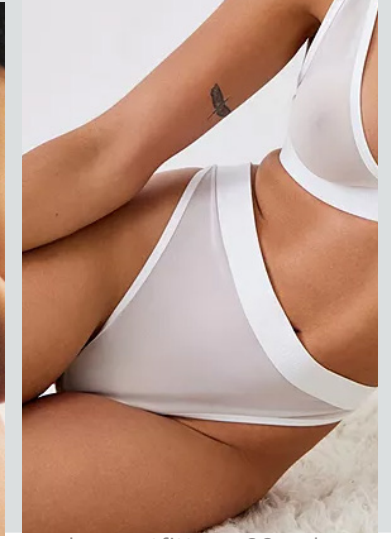
gooseberry12.webp



@gooseberry30.png



@lepetitrou_22.png



urban outfitters_26.webp

BIG TREND



INVEST



lepetitrou.jpeg



@gooseberry28.png



urban outfitters_36.webp



oliviamark.webp



urban outfitters_33.webp

STABLE TREND

THE LETTUCE HEM

KEY ITEMS FANCY PANTIES SS25



TEST



@lepetitrou_16.png



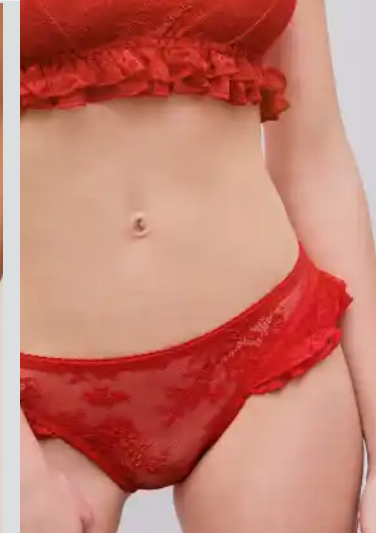
agentprovocateur-8.webp



lovestoriesintimates6.webp



lounge_21.jpg.webp



1705044940000-eBXShR.jpg.webp

SAFE TREND

THE FLOUNCED



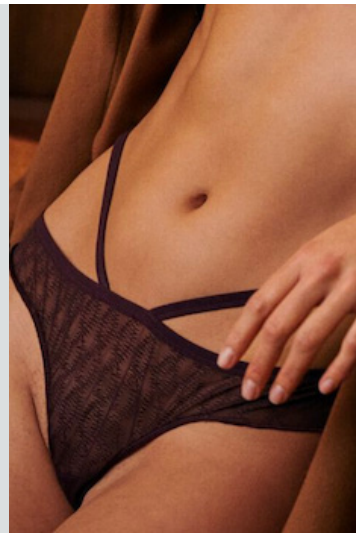
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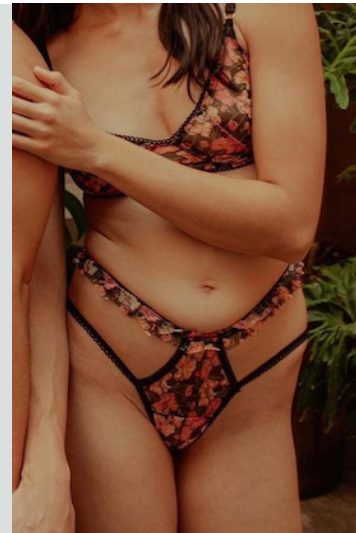
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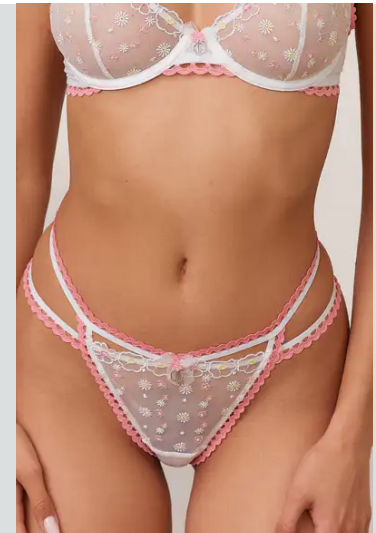
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yse_2.png



@gypso_linceria2.png



lounge_27.jpg.webp

STABLE TREND

THE STRAPPY

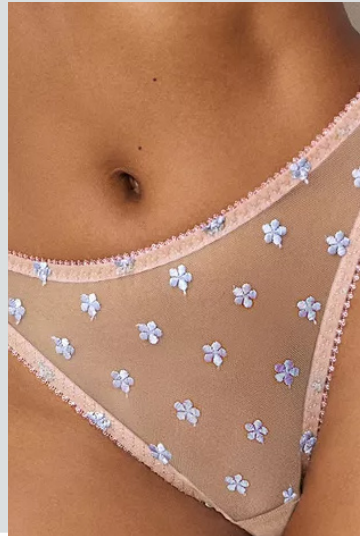
KEY ITEMS PANTIES SS25



MANIFEST



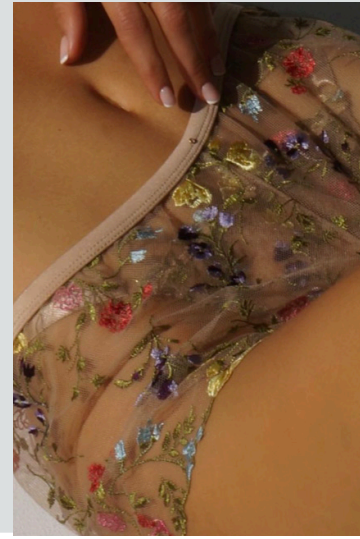
lovestoriesintimates12.webp



urban outfitters_38.webp



anthropology.jpeg



@gooseberry18.png



darjeeling lingerie_5.png

BIG TREND



INVEST



coucou intimates14.png



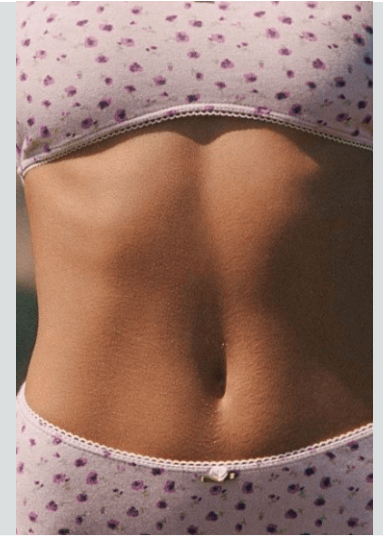
@raitboi_9.png



@raitboi_1.png



poppyundiz.jpeg



@raitboi_6.png

SAFE TREND

THE DREAMY POINTELLE

THE UNLAYERED SHEER

KEY ITEMS SHORTS & CULOTTES SS25



TEST

THE MEN'S BOXER



@raitboi_8.png



urban outfitters_42.webp



lovestoriesintimates7.webp



des phemmes-7.png



@gypso_linceria4.png

STABLE TREND



MANIFEST

THE WIDE FLOUNCE



cider2.jpg.webp



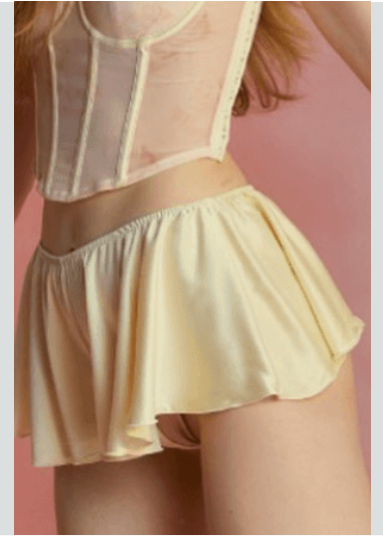
gooseberry3.png



lounge15.webp



cider4.jpg



@cremesu_5.png

SAFE TREND

KEY ITEMS SHORTS & CULOTTES SS25



TEST



freepeople54.webp



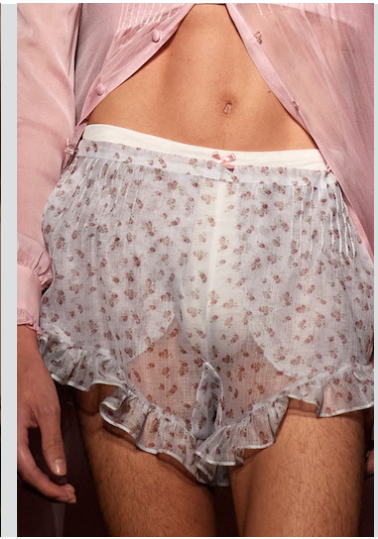
urban outfitters_43.webp



freepeople43.webp



seelanii_3.jpg



palomo-spain.jpg

THE VINTAGE BLOOMERS

EDGY TREND



TEST



savagexfenty3.jpeg



@faitparfouth5.png



freepeople1.webp



mirror palais.jpeg



@faitparfouth9.png

THE LOW-RISE MINI SKIRT

EDGY TREND

KEY ITEMS BODYYS SS25



TEST

THE SOFT & STRAPPY



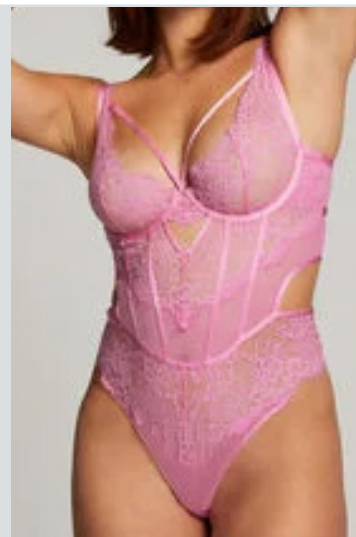
forloveandlemons18.png



boohoo6.webp



victoriasecret11.png



hunkemoller9.webp



ForLoveandLemons-17.jpg.webp

STABLE TREND



INVEST

THE UNSTRUCTURED SHEER



lounge_20.jpg.webp



Journelle29 2.png



fleurdumal_26.png



freepeople18.webp



priscavera-.jpg

SAFE TREND

KEY ITEMS NIGHT DRESSES SS25



INVEST



@janesvanity4.png



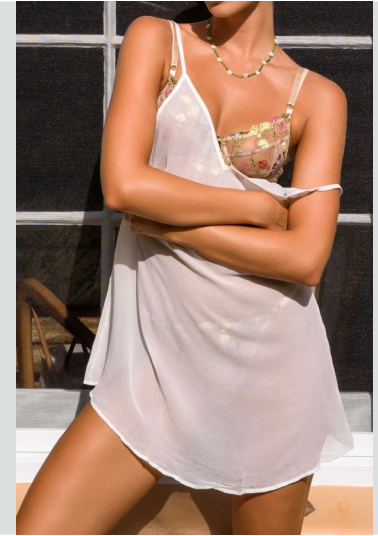
@gooseberry8.png



gooseberry17.webp



Journelle2.png



gooseberry18.webp

SAFE TREND



TEST



@vanessamooney_9.png



cider_1.jpg



freepeople41.webp



urban outfitters_48.webp



ForLoveandLemons-42.jpg.webp

SAFE TREND

THE SHEER SLIP DRESS

THE NOSTALGIC ROMANTIC

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!

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