



**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**

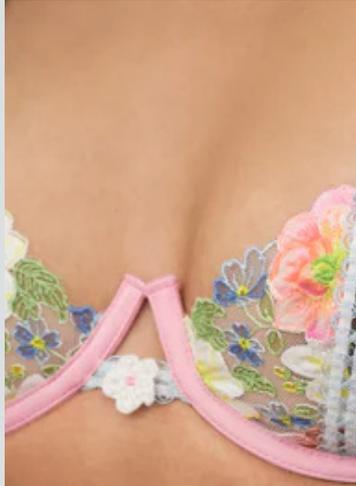
forloveandlemons6.jpeg

 **MANIFEST**



@raitboi\_9.png

**THE DAINTY FLORALIA**



**BIG TREND**

ForLoveandLemons-23.jpg.webp

 **INVEST**



luisa-spagnoli.jpg

**THE FLOUNCE**



**SAFE TREND**

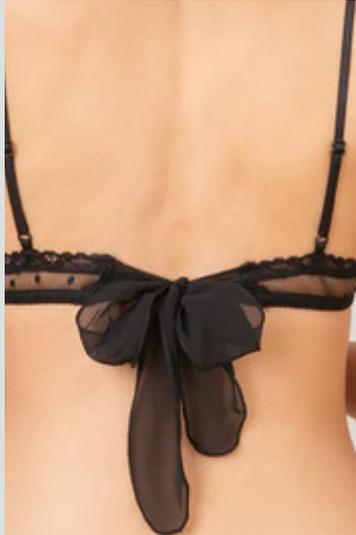
lounge\_1.jpg.webp

 **TEST**



urban outfitters\_10.webp

**THE STATEMENT BOW**



**SAFE TREND**

onlyhearts24.webp

# LINGERIE SS25 SPOTLIGHT



MANIFEST

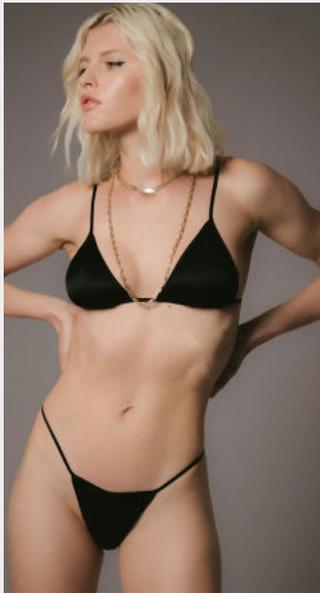


INVEST



TEST

EXTREME MINIMAL



herth.webp

SOFT ROMANTIC



+doen+.webp

BARELY THERE



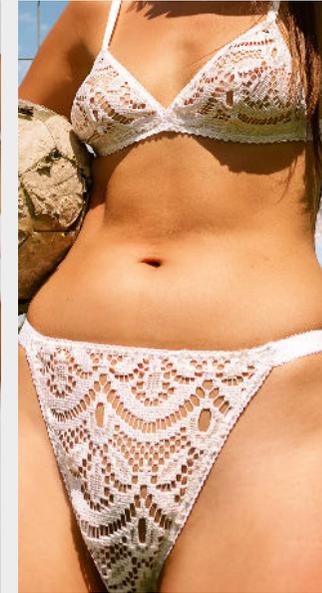
-else-.webp

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

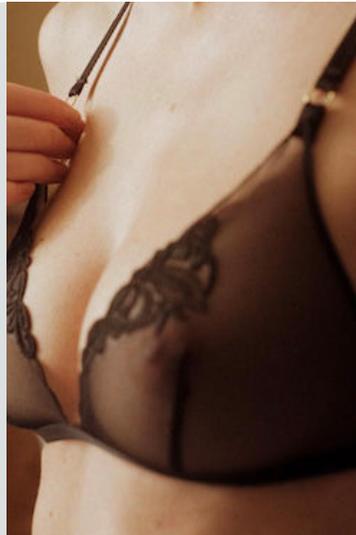
STABLE TREND



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



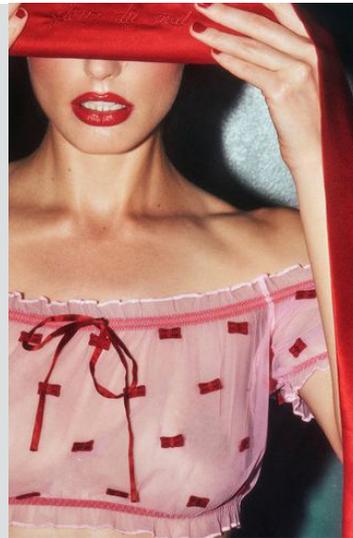
1705044940000-eBXShR.jpgwebp



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



anekdot16.webp



anthorpology-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



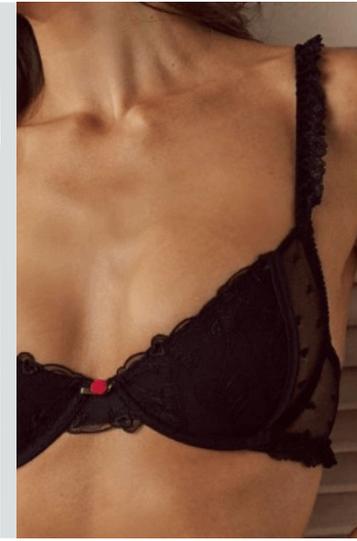
fleurdumal\_22.png



selanii\_5.jpg



kat the label14.png



kat the label6.png

SAFE TREND

# KEY ITEMS TRIMMED BRAS SS25



## MANIFEST



urban outfitters\_34.webp



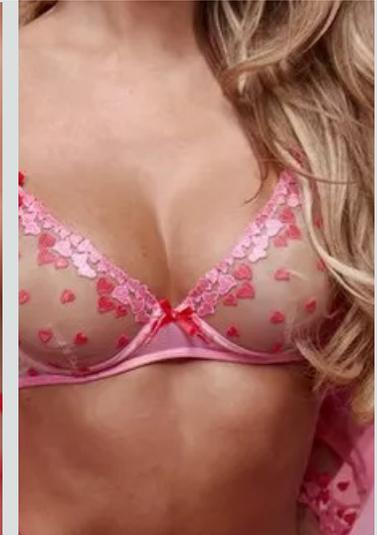
lounge\_25.jpg.webp



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



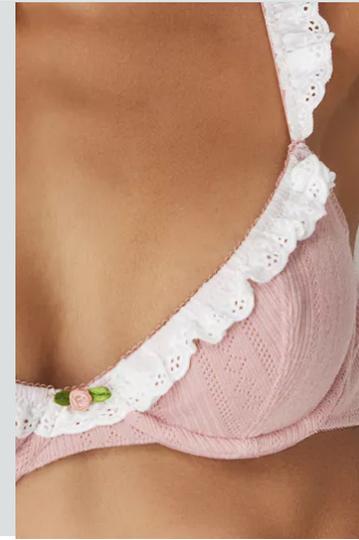
shopify.jpeg



shein.jpeg



lounge\_31.jpg.webp



urban outfitters\_20.webp



coucou.jpeg

SAFE TREND



TEST

## THE FLORAL UNDERWIRED BRALETTE



fleurdumal\_31.png



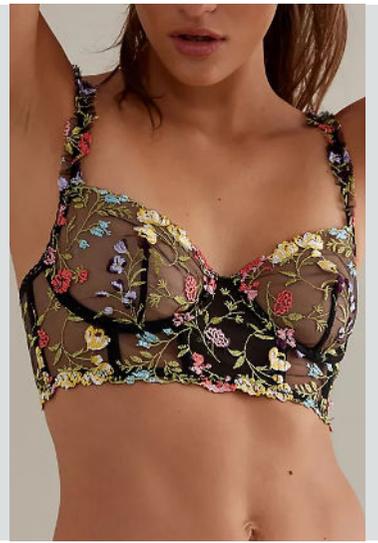
gooseberry10.jpeg



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



ForLoveandLemons-22.jpg.webp



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.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

## THE FLOUNCED



@lepetitrou\_16.png



agentprovocateur-8.webp



lovestoriesintimates6.webp



lounge\_21.jpg.webp



1705044940000-eBXShR.jpg.webp

SAFE TREND



TEST

## THE STRAPPY



intimissimi3.png



ForLoveandLemons-79.jpg.webp



yse\_2.png



@gypso\_linceria2.png



lounge\_27.jpg.webp

STABLE TREND

# 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



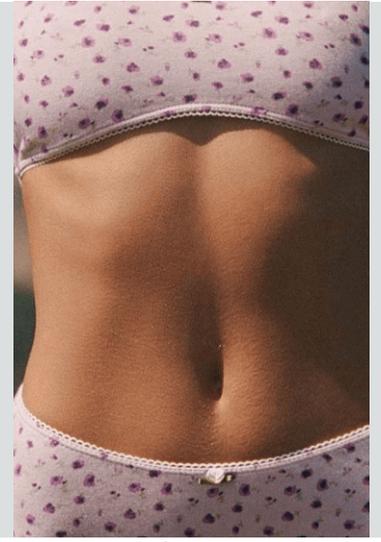
@raitboi\_9.png



@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



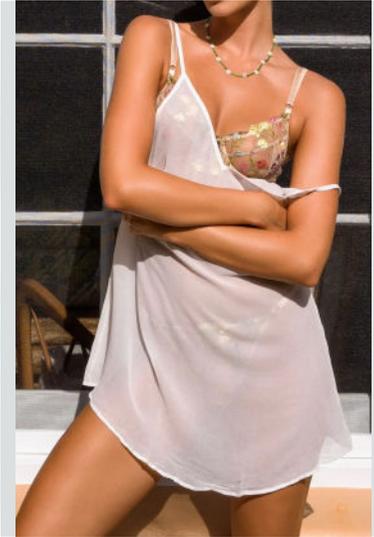
@gooseberry8.png



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 NOSTALGIC ROMANTIC

## THE SHEER SLIP DRESS

# 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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